



PUBLIC POLL FINDINGS AND METHODOLOGY

Reuters/Ipsos Poll: Electric Pick-up Trucks (06/17/2021)

Americans agree that pick-up trucks are part of the American way of life but are not as receptive to electric versions of them

Topline Findings

Washington, DC, June 17, 2021 – Ford recently released their first electric pick-up truck, the Ford F-150 Lightning. When test driving the vehicle, President Biden remarked that “the future of the auto industry is electric.” A recent poll conducted June 3rd through 4th by Ipsos, on behalf of Thomson Reuters, found that 65% of Americans agree with him. This included 79% of Democrats and 53% of Republicans. However, Americans were also more likely to choose an efficient, low-cost truck (38%), or a durable truck (34%), over an environmentally friendly one (19%).

In addition, when asked to choose between the Ford F-150 Lightning and three other gas-powered pick-up trucks, only a little over a quarter (27%) of respondents chose the new electric pick-up truck. Meanwhile, 41% chose the gas-powered Ford F-150 XLT Ecoboost. When asked why they chose the vehicle they did, people cited the base price and cost to drive 25 miles as reasons to choose the Ecoboost, while those who did choose the F-150 Lightning did so because of its fuel type. Finally, when asked what they thought the auto industry should focus on next, most Americans said fuel efficiency, highlighting the need for auto manufacturers to work on the efficiency of electric vehicles if they want to appeal to consumers. Sixty-seven percent of Americans agree that pick-up trucks are part of the American way of life, but it will take more to convince them that electric pick-up trucks are.

For complete results, please refer to the following annotated questionnaire:

Full Annotated Questionnaire

		All Respondents	Democrats	Republicans	Independents
1. With which political party do you most identify? Summary	Strong Democrat	12%	30%	0%	0%
	Moderate Democrat	17%	42%	0%	0%
	Lean Democrat	12%	29%	0%	0%
	Lean Republican	8%	0%	23%	0%
	Moderate Republican	16%	0%	46%	0%
	Strong Republican	11%	0%	32%	0%
	Independent	16%	0%	0%	100%
	None of these	6%	0%	0%	0%
	DK	2%	0%	0%	0%
	Total	1005	392	427	109





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		All Respondents	Democrats	Republicans	Independents
2. With which political party do you most identify? Detailed	Democrat	41%	100%	0%	0%
	Republican	35%	0%	100%	0%
	Independent	16%	0%	0%	100%
	None/DK	8%	0%	0%	0%
	Total	1005	392	427	109
3. What type of vehicle do you drive most frequently?	4-door sedan	33%	40%	31%	20%
	SUV	28%	26%	34%	29%
	Truck	9%	5%	10%	17%
	2-door coupe	2%	3%	1%	2%
	Minivan	4%	3%	6%	2%
	Crossover	4%	5%	3%	3%
	Sports car	3%	2%	2%	4%
	Station wagon	1%	1%	1%	1%
	Motorcycle	1%	1%	0%	1%
	Other	5%	4%	5%	7%
	I don't drive	11%	11%	7%	14%
	Total	1005	392	427	109
4. Which of the following areas, if any, would you like the auto industry to focus on when developing new cars and trucks? Select the one that is most important to you.	Fuel efficiency	32%	30%	40%	24%
	Design, colors, or trims	3%	2%	4%	3%
	Handling	3%	1%	3%	6%
	Engine performance	10%	8%	10%	11%
	Entertainment systems	2%	1%	2%	5%
	Safety features	18%	19%	18%	15%
	Self-driving options	3%	4%	3%	1%
	Long lasting battery life for all-electric vehicles	6%	8%	5%	5%
	Environmentally friendly fuel/power options	12%	17%	6%	11%
	Other	2%	1%	2%	6%
	Don't know	10%	9%	7%	13%
	Total	1005	392	427	109



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		All Respondents	Democrats	Republicans	Independents
5. Imagine you were going to buy a truck for your personal use. Which kind of truck would most likely catch your interest?	An efficient truck - one that will cost less to operate over its lifetime	38%	41%	37%	34%
	An environmentally friendly truck - one that will do less damage to the environment than others	19%	26%	9%	18%
	A powerful truck - that has significant cargo or towing capacity	10%	6%	11%	15%
	A durable truck - that is rugged and will last a long time	34%	27%	42%	34%
	Total	1005	392	427	109
6. Select up to three words you would use to describe your ideal vehicle from the list below	Rugged	0%	0%	0%	1%
	Powerful	2%	2%	2%	4%
	Luxurious	1%	1%	1%	1%
	Reliable	7%	5%	10%	3%
	Functional	10%	7%	13%	10%
	Sensible	6%	5%	9%	6%
	Economical	27%	25%	29%	27%
	Environmentally friendly	21%	32%	8%	22%
	Spacious	25%	23%	27%	25%
Total	1005	392	427	109	
7_1. Electric vehicles are the future of the automobile industry: Please indicate how much you agree or disagree with each of the following	Strongly agree	28%	36%	17%	28%
	Somewhat agree	38%	43%	36%	30%
	Somewhat disagree	17%	10%	22%	20%
	Strongly disagree	9%	3%	15%	11%
	Don't know	10%	8%	9%	12%
	Total	1005	392	427	109



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		All Respondents	Democrats	Republicans	Independents
7_2. Electric vehicles are inconvenient because they need to be charged: Please indicate how much you agree or disagree with each of the following	Strongly agree	23%	14%	34%	27%
	Somewhat agree	39%	42%	38%	39%
	Somewhat disagree	20%	22%	15%	15%
	Strongly disagree	14%	19%	8%	14%
	Don't know	5%	4%	5%	4%
	Total	1005	392	427	109
7_3. Pick-up trucks are gas guzzling machines: Please indicate how much you agree or disagree with each of the following	Strongly agree	18%	23%	13%	17%
	Somewhat agree	44%	49%	43%	34%
	Somewhat disagree	22%	19%	27%	28%
	Strongly disagree	9%	4%	11%	12%
	Don't know	7%	5%	6%	8%
	Total	1005	392	427	109
7_4. Pick-up trucks are the American way of life: Please indicate how much you agree or disagree with each of the following	Strongly agree	23%	15%	31%	30%
	Somewhat agree	44%	48%	42%	40%
	Somewhat disagree	17%	17%	15%	21%
	Strongly disagree	8%	12%	6%	3%
	Don't know	8%	8%	6%	6%
	Total	1005	392	427	109
7_5. Electric vehicles are not worth the cost: Please indicate how much you agree or disagree with each of the following	Strongly agree	19%	8%	31%	20%
	Somewhat agree	27%	28%	28%	32%
	Somewhat disagree	25%	31%	19%	22%
	Strongly disagree	16%	20%	11%	14%
	Don't know	13%	13%	12%	12%
	Total	1005	392	427	109
7_6. Pick-up trucks are not worth the cost: Please indicate how much you agree or disagree with each of the following	Strongly agree	11%	12%	9%	15%
	Somewhat agree	25%	27%	23%	24%
	Somewhat disagree	32%	32%	32%	31%
	Strongly disagree	23%	18%	28%	23%
	Don't know	9%	11%	8%	8%
	Total	1005	392	427	109



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		All Respondents	Democrats	Republicans	Independents
8. If you were to purchase a new truck, which of the following would you be most likely to buy? Select One.	Ford F-150 Lightning	27%	32%	19%	24%
	Ford F-150 XLT Ecoboost	44%	44%	47%	44%
	Toyota Tundra SR5 CrewMax	17%	17%	18%	16%
	Ram 1500 Big Horn Quad Cab w/5.7 Box	12%	8%	16%	15%
	Total	1005	392	427	109
9_1. What was the main reason you picked the Ford F-150 Lightning vehicle? <i>[Selected Ford F-150 Lightning at Q8]</i>	It looks the best	12%	11%	15%	9%
	Fuel Type	41%	38%	41%	51%
	Range	3%	2%	2%	0%
	Horsepower/torque	11%	10%	12%	14%
	Payload	1%	0%	0%	0%
	Base Price	6%	7%	5%	0%
	Cost to drive 25 miles	18%	19%	21%	16%
	Other	4%	5%	3%	5%
	Don't Know	5%	7%	2%	6%
	Total	258	134	77	26
9_2. What was the main reason you picked the Ford F-150 XLT Ecoboost vehicle? <i>[Selected Ford F-150 XLT Ecoboost at Q8]</i>	It looks the best	4%	3%	6%	2%
	Fuel Type	10%	9%	13%	6%
	Range	9%	4%	12%	16%
	Horsepower/torque	6%	6%	5%	8%
	Payload	2%	1%	4%	2%
	Base Price	25%	30%	20%	24%
	Cost to drive 25 miles	34%	37%	28%	32%
	Other	5%	6%	7%	1%
	Don't Know	5%	3%	6%	9%
	Total	453	162	204	52



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		All Respondents	Democrats	Republicans	Independents
9_3. What was the main reason you picked the Toyota Tundra SR5 CrewMax vehicle? <i>[Selected Toyota Tundra SR5 CrewMax at Q8]</i>	It looks the best	17%	21%	19%	0%
	Fuel Type	8%	12%	7%	0%
	Range	7%	9%	8%	0%
	Horsepower/torque	8%	12%	7%	0%
	Payload	3%	0%	6%	4%
	Base Price	9%	3%	8%	30%
	Cost to drive 25 miles	10%	13%	9%	7%
	Other	31%	21%	32%	50%
	Don't Know	8%	9%	5%	9%
	Total	175	65	82	17
9_4. What was the main reason you picked the Dodge Ram 1500 Big Horn Quad Cab vehicle? <i>[Selected Dodge Ram 1500 Big Horn Quad Cab at Q8]</i>	It looks the best	25%	24%	25%	26%
	Fuel Type	4%	5%	4%	3%
	Range	3%	12%	0%	0%
	Horsepower/torque	30%	18%	40%	25%
	Payload	4%	7%	4%	0%
	Base Price	4%	3%	4%	8%
	Cost to drive 25 miles	4%	13%	1%	0%
	Other	22%	17%	19%	30%
	Don't Know	4%	0%	4%	8%
	Total	119	31	64	14



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About the Study

These are some of the findings of an Ipsos poll conducted between June 3-4, 2021 on behalf of Thomson Reuters. For this survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 392 Democrats, 427 Republicans, and 109 independents.

The sample was randomly drawn from [Ipsos' online panel](#), partner online panel sources, and "[river](#)" [sampling](#) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2018 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/- 5.0 percentage points).

The poll also has a credibility interval of plus or minus 5.6 percentage points for Democrats, plus or minus 5.4 percentage points for Republicans, and plus or minus 10.7 percentage points for independents.

For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
chris.jackson@ipsos.com

Kate Silverstein
Media Relations Specialist, U.S.
Public Affairs
+1 718 755-8829
kate.silverstein@ipsos.com





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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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