Electric Vehicles and Fuel Economy:

A Multi-Mode Survey

State-Specific Results

Overview of Methodology

Consumer Reports fielded a nationally-representative survey of Americans to understand attitudes toward fuel economy among Americans who intend to purchase a vehicle in the next two years and to better understand American drivers' familiarity with and attitudes toward electric vehicles, including what they see as incentives and barriers to owning them. Four states were oversampled to create state-representative datasets. The results for these states are shown here. The results are based on interviews conducted July 29, 2020 through August 12, 2020.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample; Dynata's nonprobability opt-in panel was also used to oversample three states (Minnesota, Nevada, and Virginia—California, the fourth state in this report, was fully NORC). Interviews were conducted in English and in Spanish, and were administered both online and by phone. The survey was administered to a total of at least 400 adults in each state. Questions about electric vehicles were asked of those who have valid driver's licenses, while questions about fuel economy were asked of those who plan to purchase or lease a vehicle in the next two years--except a few questions about policy that were asked of the full sample. For details by state, see next page.

Final data are weighted separately for each section and state to be representative of each state. Weighting is done by sex, age, education, race/ethnicity, census region, housing tenure, and telephone status.

TOPLINE RESULTS

A screener question assessed whether respondents were eligible for the electric vehicles section. Which section displayed first after that, fuel economy or electric vehicles, was randomized. (The fuel economy section began with a second screener.) Many respondents were only eligible for one section. The questions presented below were shown to respondents in order within each section. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Respondents who identified as Hispanic were offered the opportunity to take the survey in Spanish or English.

Prepared by CR Survey Research Department, March 2021

www.cr.org

State-specific samples

The survey was administered to 455 adults residing in California. Questions about electric vehicles were asked of the 384 who have valid driver's licenses, while questions about fuel economy were asked of those who plan to purchase or lease a vehicle in the next two years (220 people) except a few about policy that were asked of the full sample. The margin of error for the California electric vehicle sample is +/- 7.71%, and for the fuel economy sample it is +/- 11.80%.

The survey was administered to 457 adults residing in Minnesota. Questions about electric vehicles were asked of the 424 who have valid driver's licenses, while questions about fuel economy were asked of those who plan to purchase or lease a vehicle in the next two years (186 people) except a few about policy that were asked of the full sample. The margin of error for the Minnesota electric vehicle sample is +/- 6.58%, and for the fuel economy sample it is +/- 10.90%.

The survey was administered to 439 adults residing in Nevada. Questions about electric vehicles were asked of the 400 who have valid driver's licenses, while questions about fuel economy were asked of those who plan to purchase or lease a vehicle in the next two years (255 people) except a few about policy that were asked of the full sample. The margin of error for the Nevada electric vehicle sample is +/- 9.51%, and for the fuel economy sample it is +/- 14.80%.

The survey was administered to 425 adults residing in Virginia. Questions about electric vehicles were asked of the 378 who have valid driver's licenses, while questions about fuel economy were asked of those who plan to purchase or lease a vehicle in the next two years (180 people) except a few about policy that were asked of the full sample. The margin of error for the Virginia electric vehicle sample is +/- 6.40%, and for the fuel economy sample it is +/- 12.0%.

SCREEN2. *[RANDOMIZE. ELECTRIC VEHICLES SECTION SHOWED ONLY TO THOSE WHO SELECTED "A VALID DRIVER'S LICENSE"; OTHER ITEMS WERE INCLUDED TO MASK PURPOSE OF THE SURVEY, SO RESPONDENTS WOULD NOT DELIBERATELY SCREEN IN. SCREEN2 SHOWED BEFORE EITHER SECTION.]*

Which, if any, of the following do you have?
A valid driver's license, including enhanced driver's license (allows entrance to Canada and Mexico by land or water; only offered by MI, MN, NY, VI, and WA)
A valid passport
A valid passport card (allows entrance to Canada and Mexico by land or water; not valid for air travel)
State-issues photo ID that is not a driver's license
A student or employee ID

WHICH SECTION SHOWED FIRST AFTER SCREEN2 WAS RANDOMIZED.

ELECTRIC VEHICLES

EV1. *[SHOWED ONLY TO RESPONDENTS WITH A CURRENT DRIVER'S LICENSE (SCREENED INTO ELECTRIC VEHICLES SECTION) AND WHO ARE PLANNING TO BUY OR LEASE A VEHICLE IN THE NEXT TWO YEARS (ANSWERED IN THE FUEL ECONOMY SECTION). RANDOMLY FLIP RESPONSE SCALE.]*

Do you currently own or lease a plug-in electric vehicle?				
	California	**Minnesota**	**Nevada**	**Virginia**
	%	**%**	**%**	**%**
Yes	-	-	-	-
No, but I have in the past				
No, I have never owned or leased one				
Base: Respondents with a valid driver's license who currently own vehicles and are planning to buy or lease a vehicle in the next two years. Note: This was only asked of this specific sub-group, not all licensed drivers as the rest of the section is.	insufficient sample size (n<100)	insufficient sample size (n<100)	insufficient sample size (n<100)	insufficient sample size (n<100)

EV2. *[RANDOMLY FLIP RESPONSE SCALE.]*

Which of the following best describes your knowledge of plug-in electric vehicles?				
	California	**Minnesota**	**Nevada**	**Virginia**
	%	**%**	**%**	**%**
I know a lot about plug-in electric vehicles	13	6	10	7
I have heard of plug-in electric vehicles and know quite a bit about them	22	18	27	22
I've heard of plug-in electric vehicles but don't know much about them	61	72	58	69
I've never heard of a plug-in electric vehicle before	4	4	5	3
Base: Respondents with a valid driver's license	383	420	398	377

EV3. *[RANDOMIZE. IN QUESTION STEM, SHOW "ANOTHER PLUG-IN ELECTRIC VEHICLE" INSTEAD OF "A PLUG-IN ELECTRIC VEHICLE" IF EV1 = "YES" OR "NO, BUT I HAVE IN THE PAST."]*

Here are some attributes that a plug-in electric vehicle might have. Which of these would most encourage you to purchase a plug-in electric vehicle?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Costs less to charge than fueling a gasoline-powered vehicle	25	18	16	15
Lower maintenance costs than gasoline-powered vehicles	15	12	13	19
A purchase price similar to a gasoline-powered vehicle in the same class	14	21	19	17
Ability to charge at home	8	12	15	14
Higher reliability than gasoline-powered vehicles	12	9	9	12
No tailpipe emissions (exhaust fumes)	9	9	7	10
Not having to pump gas	10	10	11	9
Better acceleration than gasoline-powered vehicles	3	5	3	3
Car runs quietly (that is, very little engine noise)	2	3	6	1
Attractive styling or other aesthetic features	2	1	1	1
Base: Respondents with a valid driver's license	378	412	394	374

EV4. *[IN QUESTION STEM, SHOW "ANOTHER ONE" INSTEAD OF "ONE" IF EV1 = "YES" OR "NO, BUT I HAVE IN THE PAST."]*

How far would a plug-in electric vehicle have to be able to travel between charges for you to consider purchasing or leasing

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Less than 50 miles	1	1	6	4
50 miles to less than 100 miles	5	2	10	5
100 to less than 150 miles	8	4	8	10
150 to less than 200 miles	7	13	7	7
200 to less than 250 miles	10	13	9	11
250 to less than 300 miles	14	13	12	14
300 to less than 350 miles	20	12	9	14
350 to less than 400 miles	12	11	15	8
400 miles or more	24	30	24	27
Base: Respondents with a valid driver's license	381	421	400	376

EV6. *[IN QUESTION STEM AND IN RESPONSE "I HAVE NO INTEREST IN **EVER GETTING A PLUG-IN ELECTRIC VEHICLE**," SHOW "ANOTHER **PLUG-IN ELECTRIC VEHICLE**" INSTEAD OF "**A PLUG-IN ELECTRIC VEHICLE**" IF EV1 = "YES" OR "NO, BUT I HAVE IN THE PAST." **RANDOMLY FLIP RESPONSE SCALE.**]*

Which of the following statements best describes your thoughts on buying or leasing a plug-in electric vehicle?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
I definitely plan on getting a plug-in electric vehicle for my next vehicle.	6	3	10	3
I would consider getting a plug-in electric vehicle as my next vehicle.	34	30	28	26
I have some interest in getting a plug-in electric vehicle in the future, but not for my next vehicle.	33	37	36	39
I have no interest in ever getting a plug-in electric vehicle.	26	31	27	32
Base: Respondents with a valid driver's license	383	424	400	376

EV5. *[SHOW IF EV6 IS NOT "I DEFINITELY PLAN ON GETTING A PLUG-IN ELECTRIC VEHICLE FOR MY NEXT VEHICLE."' **IN** QUESTION STEM, SHOW "ANOTHER PLUG-IN ELECTRIC VEHICLE" INSTEAD OF "A PLUG-IN ELECTRIC VEHICLE" IF EV1 = "YES" OR "NO, BUT I HAVE IN THE PAST." SELECT UP TO THREE. RANDOMIZE. ANCHOR "OTHER" AND "NOTHING; **I AM OPEN TO AND COMFORTABLE WITH THE IDEA OF PURCHASING OR LEASING A PLUG-IN ELECTRIC VEHICLE**" AT END, IN THAT **ORDER.** CAPTURE RESPONSES FOR "OTHER." "NOTHING" CANNOT BE SELECTED WITH OTHER RESPONSES.]*

Of the following attributes, which, if any, are holding you back from purchasing or leasing a plug-in electric vehicle for your next vehicle?

Select up to three. We are interested in knowing your thoughts in general, even if you are not currently in the market to buy or lease a vehicle of any type.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Not enough public charging stations	39	43	40	41
Purchase price	49	50	50	41
Insufficient driving range (number of miles vehicles can be driven on a full charge)	38	36	33	42
I don't know enough about electric vehicles to buy one	24	32	28	30
Nowhere to charge it at home	34	29	28	30
Long charging times	28	29	18	23
Lack of options among plug-in electric vehicle models currently on the market	14	10	13	11
Higher state registration fees for plug-in electric vehicles	10	6	10	7
Difficult to use technology	4	4	5	3
Other, please specify:	4	8	4	7
Nothing; I am open to and comfortable with the idea of purchasing or leasing a plug-in electric vehicle	4	3	7	7
Base: Respondents with a valid driver's license who do not "definitely" plan to get a plug-in electric vehicle for their next vehicle.	355	411	371	363

EV7. *[RANDOMIZE. SHOW ON THREE SCREENS: FOUR ITEMS ON THE FIRST SCREEN, THREE ON THE OTHER TWO, KEEPING TOGETHER "INCENTIVES AND REBATES . . . TARGETED TOWARD LOW AND MODERATE INCOME CONSUMERS" AND "INCENTIVES AND REGBATES…AVAILABLE TO ALL CONSUMERS." RANDOMLY SHOW AS EITHER "AGREE OR DISAGREE" OR "DISAGREE OR AGREE" IN QUESTION STEM, WITH RESPONSE OPTIONS SHOWING IN THE SAME ORDER AS THE STEM. ANCHOR "UNSURE" AT END FOR BOTH FORMS.]*

Please indicate if you agree or disagree with, or are unsure about, each of the following statements.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Widespread electric vehicle use will help reduce air or climate pollution				
Strongly agree	42	29	36	35
Agree	37	40	41	40
Neither agree nor disagree	13	17	16	14
Disagree	3	5	2	5
Strongly disagree	2	3	4	3
Unsure	3	5	1	3
Base: Respondents with a valid driver's license	384	422	398	378
Automakers should make a variety of vehicle types (like sedans, minivans, SUVs and pickups) available as plug-in electric models				
Strongly agree	35	19	32	25
Agree	42	44	40	48
Neither agree nor disagree	18	30	18	22
Disagree	2	3	4	1
Strongly disagree	1	4	6	1
Unsure	2	1	1	3
Base: Respondents with a valid driver's license	384	423	400	375
My state should require automakers to offer plug-in electric vehicle options				
Strongly agree	19	10	27	14
Agree	27	24	28	27
Neither agree nor disagree	36	33	24	33
Disagree	12	13	11	13
Strongly disagree	4	16	9	10
Unsure	2	4	2	3
Base: Respondents with a valid driver's license	383	424	399	377
The federal government should require automakers to offer plug-in electric vehicle options				
Strongly agree	19	10	23	16
Agree	30	23	29	24
Neither agree nor disagree	31	34	28	27
Disagree	13	15	7	18
Strongly disagree	4	15	9	11
Unsure	3	3	3	4
Base: Respondents with a valid driver's license	383	423	400	378

EV7. *[CONTINUED.]*

Incentives and tax rebates for plug-in electric vehicles should be targeted towards low and moderate income consumers				
Strongly agree	26	18	33	22
Agree	31	30	31	36
Neither agree nor disagree	30	31	19	29
Disagree	6	8	4	5
Strongly disagree	3	10	8	3
Unsure	4	3	6	5
Base: Respondents with a valid driver's license	383	424	399	377
Incentives and tax rebates for plug-in electric vehicles should be available to all consumers, including high income				
Strongly agree	31	17	24	25
Agree	35	40	38	42
Neither agree nor disagree	26	25	19	23
Disagree	3	8	4	5
Strongly disagree	3	9	9	3
Unsure	2	2	5	4
Base: Respondents with a valid driver's license	383	424	400	377
My state should invest money to increase the availability of plug-in electric vehicle charging stations				
Strongly agree	29	17	32	21
Agree	34	32	29	35
Neither agree nor disagree	26	26	21	27
Disagree	6	11	11	8
Strongly disagree	3	11	4	7
Unsure	2	3	4	3
Base: Respondents with a valid driver's license	383	424	400	377
The federal government should invest money to increase the availability of plug-in electric vehicle charging stations				
Strongly agree	27	18	25	21
Agree	37	31	36	37
Neither agree nor disagree	22	25	21	23
Disagree	9	12	7	10
Strongly disagree	3	11	8	6
Unsure	2	3	4	3
Base: Respondents with a valid driver's license	384	424	399	378
Electric utility providers should offer discounts to charge plug-in electric vehicles at times when electricity demand is low				
Strongly agree	29	19	34	26
Agree	45	43	36	45
Neither agree nor disagree	17	27	20	22
Disagree	2	4	2	3
Strongly disagree	2	4	7	2
Unsure	5	3	2	3
Base: Respondents with a valid driver's license	383	423	398	378
My state should create policies that financially support increasing the use of plug-in vehicles as electric school buses, public transit, and fleets (that is, groups of vehicles owned by businesses or government agencies).				
Strongly agree	30	18	30	24
Agree	39	30	28	35
Neither agree nor disagree	22	29	27	26
Disagree	4	9	6	6
Strongly disagree	2	9	7	6
Unsure	3	4	2	3
Base: Respondents with a valid driver's license	384	422	399	378

EV8. *[SELECT ALL THAT APPLY. RANDOMIZE. ANCHOR 'NONE OF THE ABOVE' AT THE END. "NONE OF THE ABOVE" CANNOT BE SELECTED WITH OTHER RESPONSES.]*

Which, if any, of the following have you experienced?

Please select all that apply.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Seen a public charging station for plug-in electric vehicles	76	49	57	58
Seen an ad for a plug-in electric vehicle	54	38	28	38
Seen a plug-in electric vehicle in your neighborhood	54	26	29	30
Known someone who owned a plug-in electric vehicle	51	25	27	25
Seen a plug-in electric vehicle at an auto dealership or store	36	20	24	24
Been a passenger in a plug-in electric vehicle	30	13	12	10
Seen a plug-in electric vehicle at an auto show	18	9	15	8
Driven a plug-in electric vehicle	17	5	13	7
None of the above	6	25	17	23
Base: Respondents with a valid driver's license	384	424	400	378

EV9. *[IN QUESTION STEM, SHOW "ANOTHER PLUG-IN ELECTRIC VEHICLE" INSTEAD OF "A PLUG-IN ELECTRIC VEHICLE" IF EV1 = "YES" OR "NO, BUT I HAVE IN THE PAST." SELECT UP TO THREE. RANDOMIZE. ANCHOR "NONE OF THESE" AT END. "NONE OF THESE" CANNOT BE SELECTED WITH OTHER RESPONSES.]*

Out of the following state or federal policies, which, if enacted, would most likely increase your interest in purchasing or leasing a plug-in electric vehicle?

Please select your top three.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Public charging stations along highways	31	39	37	40
Discounts to install a home charging station	37	37	32	35
Discounted charging rates from your electric utility provider	41	31	37	32
Rebates at the time of purchase or lease	37	36	33	34
Rebates as tax credits	32	34	26	33
Access to workplace charging stations	12	13	17	16
Charging stations or access to plug-in spots at apartment buildings	14	12	21	9
Preferential parking spaces for plug-in electric vehicles	10	6	9	8
Access to HOV lanes with only the driver in the vehicle	20	4	13	9
None of these	14	24	16	20
Base: Respondents with a valid driver's license	384	424	400	378

EV10. *[RANDOMIZE. ANCHOR 'OTHER' AT THE END AND CAPTURE.]*

If you were to own a plug-in electric vehicle in the future, where do you think you would do most of your charging?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
In my private driveway or garage	66	81	52	81
At public fast-charging stations in my community	6	6	8	7
At a charger provided by my apartment building or complex	8	4	12	5
At public charging stations at places like restaurants and shopping centers	8	5	17	4
At a charger provided at work	11	3	6	2
Other, please specify:	1	1	6	1
Base: Respondents with a valid driver's license	382	421	400	376

EV11.

Does the state in which you currently live offer any discounts, rebates, or credits for purchasing or leasing plug-in electric vehicles?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Yes	18	5	11	4
No	7	6	12	6
Don't know	75	89	76	89
Base: Respondents with a valid driver's license	384	423	399	424

FUEL ECONOMY

SCREEN. *[RANDOMIZE, HOLDING "NONE OF THE ABOVE" AT END. CANNOT SELECT OTHER OPTIONS WITH "NONE OF THE ABOVE." FUEL ECONOMY SECTION SHOWED ONLY TO THOSE WHO SELECTED "BUYING OR LEASING A NEW OR USED CAR OR TRUCK." RESPONDENTS WHO HAD A VALID DRIVER'S LICENSE (SCREEN2) AND RANDOMIZED INTO SEEING THE FUEL ECONOMY SECTION FIRST, BUT WERE NOT PLANNING TO BUY OR LEASE A VEHICLE, WERE SENT TO THE START OF THE ELECTRIC VEHICLES SECTION.]*

Now, we'd like to ask you about future plans.

Which of the following are you considering doing within the next two years?

Select all, if any, that apply.

Moving to a different part of the country
Getting married
Buying or leasing a new or used car or truck
Buying a new home
Getting a new job
None of the above

FE2. *[RESPONSES WERE ORDERED 'NEW ONLY', 'USED ONLY', AND 'EITHER NEW OR USED'.]*

You said you are considering buying or leasing a vehicle within the next two years. Are you considering new, used, or both?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Either new or used	55	45	36	43
Used only	22	28	15	27
New only	23	27	49	30
Base: Respondents planning to buy or lease a vehicle within the next two years.	220	186	184	180

FE3. *[RANDOMIZE. KEEP TOGETHER "SMALL SUV OR 'CROSSOVER' WITH TWO ROWS OF SEATS" AND "LARGE SUV WITH THREE ROWS OF SEATS." ANCHOR "OTHER" AND "I DON'T CURRENTLY OWN OR LEASE A VEHICLE" AT END, IN THAT ORDER. CAPTURE RESPONSES TO "OTHER."]*

What kind of vehicle do you currently own or lease?

If you have more than one, please respond for the vehicle you drive most often.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Car/sedan	51	44	35	33
Small SUV or ''crossover'' with two rows of seats	21	26	24	16
Pickup truck	6	7	10	13
Large SUV with three rows of seats	6	9	8	17
Van or minivan	6	8	4	9
Sports car	6	2	6	6
Other	1	0	11	0
I don't currently own or lease a vehicle	4	3	2	5
Base: Respondents planning to buy or lease a vehicle within the next two years.	220	185	184	180

FE4. *[SELECT ALL THAT APPLY. RANDOMIZE. KEEP TOGETHER "SMALL SUV OR 'CROSSOVER' WITH TWO ROWS OF SEATS" AND "LARGE SUV WITH THREE ROWS OF SEATS." ANCHOR "OTHER" AND "UNSURE" AT END, IN THAT ORDER. CAPTURE RESPONSES TO "OTHER."]*

What kind of vehicle(s) are you considering for your next purchase/lease?

Please select all that apply.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Small SUV or "crossover" with two rows of seats	38	39	44	50
Car/sedan	48	44	53	52
Pickup truck	16	27	21	27
Large SUV with three rows of seats	10	19	24	15
Van or minivan	7	7	9	12
Sports car	19	8	21	15
Other, please specify:	3	1	5	2
Unsure	1	0	-	0
Base: Respondents planning to buy or lease a vehicle within the next two years.	220	186	184	180

FE5. *["NOT SURE" WAS ALSO SHOWN; EXLCUDED HERE BECAUSE OF VERY LOW SELECTION.]*

What is the maximum amount that you could spend on your next vehicle (i.e., if a vehicle were more than this price, you would not be able to afford it)?

If you plan to lease, select the response corresponding to what you think that vehicle would cost if you paid for it in full.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
$10,000 or less	13	20	15	23
$10,001 to $15,000	18	9	14	8
$15,001 to $20,000	6	8	13	7
$20,001 to $25,000	19	14	11	14
$25,001 to $30,000	14	11	11	11
$30,001 to $35,000	7	12	7	6
$35,001 to $40,000	8	8	11	7
$40,001 to $45,000	3	5	5	8
$45,001 to $50,000	6	2	4	7
$50,001 to $55,000	3	4	6	6
More than $55,000	3	7	4	3
Base: Respondents planning to buy or lease a vehicle within the next two years.	210	180	177	173

FE6.

You mentioned you are planning to purchase or lease a vehicle within the next two years. Has the coronavirus pandemic had any impact on your decision of what to get or when to get it?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Yes	40	26	59	39
No	60	74	41	61
Base: Respondents planning to buy or lease a vehicle within the next two years.	219	186	184	179

FE7. *[SHOW IF FE6="YES." SELECT ALL THAT APPLY. RANDOMIZE. ANCHOR "OTHER" AT END. **CAPTURE RESPONSES TO "OTHER."**]*

You said the coronavirus pandemic has affected your vehicle shopping in some way. How?

Select all, if any, that apply.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
I am planning to purchase or lease later than I otherwise would have	57	-	-	-
I am planning to purchase or lease a different vehicle than I previously considered to save money	24			
I am planning to purchase or lease a different vehicle than I previously considered because I plan to drive less often	11			
I am planning to purchase or lease sooner than I otherwise would have	4			
Other	17			
Base: Respondents planning to buy or lease a vehicle within the next two years and say the coronavirus pandemic has affected their vehicle shopping plans.	98 interpret with caution	insufficient sample size (n<100)	insufficient sample size (n<100)	insufficient sample size (n<100)

FE8. *[SHOW IF FE3 ISN'T "DON'T CURRENTLY OWN OR LEASE A VEHICLE." SHOW ON TWO SCREENS, FOUR ITEMS PER SCREEN. RANDOMIZE.]*

Due to the coronavirus pandemic, many people have made changes to their day-to-day activities. We are interested in which of the following activities you used a vehicle for before the pandemic, and which you use a vehicle for currently. If you **never do this activity, with a vehicle or otherwise, select "not applicable."**

Please select one response in each row to complete the sentence "I use a vehicle for this activity...."

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Running errands (e.g., shopping, going to appointments)				
Both currently and before the pandemic	91	88	86	91
Currently, but not before the pandemic	2	4	3	2
Before the pandemic, but not currently	5	3	9	2
Neither before the pandemic nor currently	1	1	0	2
Not applicable	1	4	2	2
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	207	181	174	175
Commuting to and from work				
Both currently and before the pandemic	51	53	42	45
Currently, but not before the pandemic	4	2	13	2
Before the pandemic, but not currently	21	18	13	20
Neither before the pandemic nor currently	8	10	10	13
Not applicable	16	16	23	20
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	207	181	175	174

FE8. *[CONTINUED.]*

Taking road trips or vacations				
Both currently and before the pandemic	35	49	38	45
Currently, but not before the pandemic	1	6	5	2
Before the pandemic, but not currently	33	35	42	42
Neither before the pandemic nor currently	19	7	8	4
Not applicable	12	2	6	7
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	207	181	175	174
Driving children to and from school				
Both currently and before the pandemic	8	13	12	5
Currently, but not before the pandemic	3	2	1	7
Before the pandemic, but not currently	23	17	10	23
Neither before the pandemic nor currently	27	18	13	16
Not applicable	38	50	63	50
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	206	180	175	173
Carrying cargo (e.g., luggage, equipment)				
Both currently and before the pandemic	39	49	34	44
Currently, but not before the pandemic	2	5	15	4
Before the pandemic, but not currently	14	11	10	12
Neither before the pandemic nor currently	24	14	14	21
Not applicable	21	20	27	18
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	205	181	176	174
Towing (a boat, trailer, etc.)				
Both currently and before the pandemic	10	18	9	11
Currently, but not before the pandemic	-	1	5	2
Before the pandemic, but not currently	4	4	2	5
Neither before the pandemic nor currently	39	33	18	26
Not applicable	47	43	66	57
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	207	181	172	172
For entertainment, such as recreational off-roading				
Both currently and before the pandemic	17	20	13	23
Currently, but not before the pandemic	3	4	13	3
Before the pandemic, but not currently	11	8	12	17
Neither before the pandemic nor currently	32	37	26	23
Not applicable	37	31	36	34
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	206	181	174	174
Driving for a ride-hailing company (i.e., Uber/Lyft) or delivery company (i.e., Instacart)				
Both currently and before the pandemic	4	6	3	7
Currently, but not before the pandemic	3	5	5	1
Before the pandemic, but not currently	11	3	11	8
Neither before the pandemic nor currently	41	43	22	29
Not applicable	42	43	59	55
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	207	181	176	175

FE9. *[SHOW IF FE3 ISN'T "DON'T CURRENTLY OWN OR LEASE A VEHICLE." RANDOMIZE. RESPONDENTS COULD SELECT UP TO THREE RESPONSES.]*

Thinking about your current vehicle, which three attributes have the most room for improvement?

Select up to three responses.

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Fuel economy	38	31	41	43
Purchase price	25	32	37	18
Maintenance costs	27	26	12	19
Infotainment or connectivity (e.g., Bluetooth, GPS navigation, Wi-Fi)	20	28	27	24
Reliability	13	27	16	22
Vehicle size	20	21	17	14
Vehicle comfort	20	24	18	17
Cargo space	17	17	24	14
Safety	17	9	20	14
Passenger room	13	16	9	22
Horsepower	15	11	14	21
Style	15	11	15	11
Off-road capability	11	9	14	10
Handling	15	8	6	9
Base: Respondents planning to buy or lease a vehicle within the next two years who currently have a vehicle.	207	180	177	175

FE10. *[RANDOMLY FLIP RESPONSE SCALE.]*

How important is fuel economy to you when considering what vehicle to purchase or lease?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Extremely important	27	21	53	32
Very important	39	41	27	40
Somewhat important	31	34	19	26
Not very important	2	4	1	1
Not at all important	0	0	0	1
Base: Respondents planning to buy or lease a vehicle within the next two years.	219	185	184	180

FE11. *[SHOW ON TWO SCREENS, FOUR ITEMS PER SCREEN. RANDOMIZE. RANDOMLY SHOW QUESTION STEM AS EITHER "AGREE OR DISAGREE" OR "DISAGREE OR AGREE," WITH RESPONSE OPTIONS SHOWING IN THE SAME ORDER AS THE STEM.]*

Please indicate if you agree or disagree with each of the following statements.				
	California	**Minnesota**	**Nevada**	**Virginia**
	%	**%**	**%**	**%**
Automakers should continue to improve fuel economy for all vehicle types				
Strongly Agree	66	53	64	64
Agree	27	39	28	26
Neither agree nor disagree	6	4	3	8
Disagree	0	3	2	0
Strongly Disagree	1	1	3	1
Base: All respondents.	454	457	439	425
Making larger vehicles such as SUVs or trucks more fuel-efficient is important				
Strongly Agree	52	51	65	53
Agree	34	29	24	31
Neither agree nor disagree	13	12	8	13
Disagree	1	3	1	2
Strongly Disagree	1	4	1	0
Base: All respondents.	454	455	438	424
I expect each new generation of vehicles available on the market to be more fuel-efficient than the last				
Strongly Agree	53	50	65	44
Agree	27	34	27	45
Neither agree nor disagree	18	7	4	9
Disagree	1	8	3	1
Strongly Disagree	1	1	1	0
Base: All respondents.	454	455	439	425
The U.S. government should continue to increase fuel-efficiency standards				
Strongly Agree	47	47	60	51
Agree	27	25	27	22
Neither agree nor disagree	21	17	7	21
Disagree	3	8	1	5
Strongly Disagree	2	3	4	1
Base: All respondents.	454	457	439	423
The federal government should prevent states from setting stronger vehicle emissions standards than the federal government				
Strongly Agree	10	20	33	10
Agree	15	15	19	15
Neither agree nor disagree	40	37	27	36
Disagree	14	15	10	24
Strongly Disagree	21	14	11	15
Base: All respondents.	450	452	439	420
Automakers are doing a good job of making fuel-efficient passenger vehicles				
Strongly Agree	3	14	40	15
Agree	47	37	29	37
Neither agree nor disagree	34	41	25	31
Disagree	14	5	6	14
Strongly Disagree	2	4	0	3
Base: All respondents.	453	454	435	419

FE11. *[CONTINUED.]*

Automakers have a responsibility to consumers to improve gas mileage				
Strongly Agree	28	34	52	43
Agree	45	33	37	40
Neither agree nor disagree	24	25	9	14
Disagree	2	8	1	3
Strongly Disagree	2	1	1	-
Base: All respondents.	453	454	439	420
Automakers care about lowering fuel costs for their customers				
Strongly Agree	6	20	38	20
Agree	24	17	21	18
Neither agree nor disagree	43	33	25	39
Disagree	21	24	12	20
Strongly Disagree	5	6	5	3
Base: All respondents.	451	452	438	419

FE12. *[RANDOMLY SHOW AS EITHER "AGREE OR DISAGREE" OR "DISAGREE OR AGREE" IN QUESTION STEM, WITH RESPONSE OPTIONS SHOWING IN THE SAME ORDER AS THE STEM.]*

The U.S. government has recently reduced fuel economy improvement requirements for automakers; standards will continue to go up, but by 1.5% per year instead of 5% per year. Do you agree or disagree with this change?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Strongly Agree	6	10	20	8
Agree	18	17	19	20
Neither agree nor disagree	34	35	28	42
Disagree	25	26	12	18
Strongly Disagree	18	13	21	12
Base: All respondents.	452	455	437	424

FE13.

Some people are interested in fuel-efficient vehicles even if the initial price for the vehicle is a little higher because it saves them money on gas, and thus larger savings over time. How quickly would fuel savings have to offset a higher purchase price for you to be willing to pay extra for a more fuel-efficient vehicle?

	California	Minnesota	Nevada	Virginia
	%	%	%	%
Within the first month	10	4	16	6
One month to less than three months	9	2	8	12
Three months to less than six months	7	17	7	11
Six months to less than one year	22	15	19	17
One year to less than two years	18	22	21	17
Two years to less than three years	6	9	8	14
Three years to less than five years	3	3	5	7
Over the lifetime of the vehicle	7	12	4	7
I would be willing to pay extra for a more fuel-efficient vehicle regardless of whether I would make the money back in fuel cost savings	18	17	10	9
Base: Respondents planning to buy or lease a vehicle within the next two years.	216	185	184	180

CONTACT:

Kristen Purcell
Chief Research Officer
Kristen.Purcell@consumer.org

@kristenpurcell