



National Tracking Poll #2103140
March 23-26, 2021

Crosstabulation Results

Methodology:

This poll was conducted between March 23-March 26, 2021 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table MCER1: *What is your overall impression of car dealerships?*

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	13% (292)	28% (618)	33% (720)	17% (384)	5% (104)	4% (82)	2200
Gender: Male	18% (188)	30% (318)	29% (311)	15% (164)	6% (65)	1% (14)	1062
Gender: Female	9% (103)	26% (300)	36% (409)	19% (220)	3% (38)	6% (68)	1138
Age: 18-34	17% (112)	25% (161)	32% (208)	16% (104)	5% (32)	6% (39)	655
Age: 35-44	24% (85)	28% (99)	31% (112)	12% (42)	3% (10)	3% (9)	358
Age: 45-64	7% (53)	27% (205)	35% (266)	21% (155)	6% (48)	3% (24)	751
Age: 65+	10% (42)	35% (153)	31% (134)	19% (82)	3% (15)	2% (10)	436
GenZers: 1997-2012	12% (34)	21% (58)	34% (95)	19% (52)	4% (11)	10% (27)	277
Millennials: 1981-1996	23% (145)	27% (169)	31% (193)	12% (76)	4% (24)	3% (19)	627
GenXers: 1965-1980	8% (37)	29% (131)	33% (151)	20% (90)	6% (27)	5% (24)	459
Baby Boomers: 1946-1964	9% (67)	31% (239)	33% (252)	21% (158)	5% (40)	2% (12)	769
PID: Dem (no lean)	17% (145)	29% (256)	29% (255)	17% (148)	4% (38)	4% (33)	876
PID: Ind (no lean)	9% (58)	26% (168)	37% (240)	18% (116)	5% (31)	6% (36)	649
PID: Rep (no lean)	13% (88)	29% (194)	33% (225)	18% (120)	5% (34)	2% (13)	675
PID/Gender: Dem Men	24% (96)	31% (124)	25% (102)	13% (55)	5% (21)	2% (7)	406
PID/Gender: Dem Women	10% (49)	28% (132)	33% (153)	20% (93)	4% (17)	5% (26)	470
PID/Gender: Ind Men	11% (34)	28% (87)	31% (97)	19% (59)	7% (23)	2% (7)	308
PID/Gender: Ind Women	7% (24)	24% (80)	42% (143)	17% (56)	2% (8)	9% (29)	341
PID/Gender: Rep Men	17% (58)	31% (107)	32% (112)	14% (50)	6% (21)	— (0)	348
PID/Gender: Rep Women	9% (31)	27% (87)	34% (113)	21% (70)	4% (13)	4% (13)	327
Ideo: Liberal (1-3)	17% (111)	26% (165)	28% (181)	20% (130)	4% (26)	5% (33)	645
Ideo: Moderate (4)	12% (78)	31% (198)	35% (225)	16% (107)	4% (23)	3% (17)	648
Ideo: Conservative (5-7)	12% (87)	30% (218)	34% (246)	17% (125)	6% (41)	1% (10)	727
Educ: < College	11% (172)	28% (425)	35% (528)	16% (247)	4% (67)	5% (73)	1512
Educ: Bachelors degree	17% (74)	28% (125)	29% (129)	19% (86)	5% (23)	2% (7)	444
Educ: Post-grad	19% (47)	28% (68)	26% (62)	21% (51)	6% (13)	1% (2)	244
Income: Under 50k	11% (120)	27% (299)	36% (410)	17% (188)	4% (42)	6% (67)	1126
Income: 50k-100k	15% (105)	31% (219)	29% (207)	17% (120)	6% (42)	1% (10)	704
Income: 100k+	18% (66)	27% (101)	28% (103)	20% (76)	5% (19)	1% (5)	370

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Table MCER1: What is your overall impression of car dealerships?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	13% (292)	28% (618)	33% (720)	17% (384)	5% (104)	4% (82)	2200
Ethnicity: White	13% (217)	27% (471)	33% (571)	19% (334)	5% (87)	2% (42)	1722
Ethnicity: Hispanic	15% (52)	25% (87)	35% (124)	16% (56)	3% (11)	6% (20)	349
Ethnicity: Black	18% (51)	33% (92)	26% (72)	10% (26)	3% (8)	9% (25)	274
Ethnicity: Other	12% (24)	27% (55)	38% (77)	12% (24)	4% (8)	8% (16)	204
All Christian	15% (163)	32% (350)	32% (351)	15% (164)	3% (36)	2% (22)	1087
All Non-Christian	34% (48)	21% (29)	29% (40)	13% (18)	2% (2)	2% (3)	139
Atheist	1% (1)	25% (22)	34% (29)	26% (22)	9% (7)	5% (5)	85
Agnostic/Nothing in particular	8% (43)	23% (126)	32% (180)	22% (123)	9% (49)	7% (37)	557
Something Else	11% (38)	28% (92)	36% (119)	17% (58)	3% (9)	5% (17)	333
Religious Non-Protestant/Catholic	33% (55)	21% (35)	29% (47)	13% (21)	2% (4)	2% (3)	164
Evangelical	20% (113)	32% (183)	30% (172)	12% (69)	3% (15)	2% (13)	566
Non-Evangelical	9% (71)	30% (240)	36% (288)	18% (143)	4% (28)	3% (25)	795
Community: Urban	20% (123)	26% (159)	33% (203)	11% (66)	5% (28)	5% (33)	613
Community: Suburban	11% (115)	28% (283)	32% (329)	21% (215)	4% (42)	3% (29)	1013
Community: Rural	9% (54)	31% (176)	33% (188)	18% (102)	6% (34)	4% (20)	575
Employ: Private Sector	18% (125)	29% (199)	28% (191)	19% (133)	5% (32)	1% (10)	690
Employ: Government	22% (29)	31% (43)	30% (41)	13% (18)	3% (4)	1% (1)	136
Employ: Self-Employed	14% (25)	32% (55)	32% (54)	17% (30)	4% (7)	1% (1)	172
Employ: Homemaker	8% (12)	22% (34)	41% (63)	14% (22)	5% (8)	9% (14)	154
Employ: Student	8% (10)	24% (31)	32% (41)	20% (26)	4% (5)	12% (16)	130
Employ: Retired	9% (50)	32% (172)	33% (177)	18% (98)	5% (26)	2% (9)	532
Employ: Unemployed	9% (24)	19% (49)	42% (110)	14% (36)	7% (17)	9% (23)	260
Employ: Other	13% (16)	28% (36)	32% (41)	17% (22)	4% (5)	6% (7)	128
Military HH: Yes	14% (47)	27% (89)	36% (118)	17% (55)	4% (14)	1% (5)	328
Military HH: No	13% (245)	28% (530)	32% (602)	18% (329)	5% (90)	4% (77)	1872
RD/WT: Right Direction	19% (205)	29% (322)	30% (331)	15% (163)	4% (49)	3% (34)	1103
RD/WT: Wrong Track	8% (87)	27% (297)	35% (389)	20% (221)	5% (55)	4% (48)	1097
Biden Job Approve	17% (224)	29% (376)	30% (386)	16% (211)	4% (54)	3% (36)	1287
Biden Job Disapprove	7% (55)	29% (232)	35% (281)	20% (159)	5% (42)	3% (23)	793

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Table MCER1: What is your overall impression of car dealerships?

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	13% (292)	28% (618)	33% (720)	17% (384)	5% (104)	4% (82)	2200
Biden Job Strongly Approve	25% (172)	30% (211)	23% (159)	16% (110)	4% (28)	2% (15)	694
Biden Job Somewhat Approve	9% (52)	28% (165)	38% (228)	17% (101)	4% (26)	4% (21)	593
Biden Job Somewhat Disapprove	7% (14)	31% (60)	35% (68)	21% (40)	2% (4)	3% (7)	194
Biden Job Strongly Disapprove	7% (42)	29% (172)	35% (213)	20% (119)	6% (38)	3% (17)	599
Favorable of Biden	16% (206)	30% (373)	31% (385)	17% (209)	4% (52)	3% (37)	1261
Unfavorable of Biden	8% (70)	28% (234)	34% (287)	20% (165)	6% (49)	4% (29)	835
Very Favorable of Biden	20% (144)	30% (221)	28% (204)	16% (113)	4% (28)	2% (17)	726
Somewhat Favorable of Biden	12% (62)	28% (152)	34% (182)	18% (96)	4% (24)	4% (20)	535
Somewhat Unfavorable of Biden	11% (20)	29% (52)	33% (60)	21% (38)	3% (6)	4% (7)	183
Very Unfavorable of Biden	8% (50)	28% (182)	35% (228)	20% (127)	7% (44)	3% (22)	652
#1 Issue: Economy	14% (117)	27% (218)	34% (277)	19% (151)	4% (32)	3% (21)	816
#1 Issue: Security	12% (39)	34% (114)	31% (103)	12% (40)	7% (23)	4% (13)	332
#1 Issue: Health Care	17% (59)	28% (100)	33% (117)	15% (52)	5% (19)	2% (9)	355
#1 Issue: Medicare / Social Security	7% (18)	29% (72)	35% (86)	22% (54)	3% (6)	4% (11)	248
#1 Issue: Women's Issues	14% (19)	28% (37)	31% (42)	17% (23)	2% (3)	8% (11)	135
#1 Issue: Education	23% (21)	18% (16)	32% (29)	13% (12)	8% (8)	6% (6)	91
#1 Issue: Energy	10% (11)	30% (33)	31% (34)	22% (24)	8% (9)	— (0)	110
#1 Issue: Other	6% (7)	25% (28)	29% (33)	25% (28)	4% (5)	11% (12)	112
2020 Vote: Joe Biden	16% (156)	29% (288)	30% (306)	18% (184)	4% (41)	3% (30)	1004
2020 Vote: Donald Trump	11% (80)	30% (218)	35% (254)	18% (130)	5% (33)	2% (12)	726
2020 Vote: Other	13% (8)	42% (28)	23% (15)	14% (9)	6% (4)	2% (1)	65
2020 Vote: Didn't Vote	12% (48)	21% (85)	36% (144)	15% (61)	6% (26)	10% (39)	403
2018 House Vote: Democrat	17% (118)	31% (220)	29% (209)	18% (124)	4% (29)	1% (9)	709
2018 House Vote: Republican	13% (80)	32% (198)	33% (204)	18% (110)	4% (27)	1% (6)	625
2018 House Vote: Someone else	11% (6)	26% (15)	39% (23)	12% (7)	8% (4)	3% (2)	58
2016 Vote: Hillary Clinton	15% (106)	30% (206)	30% (209)	18% (126)	5% (31)	2% (14)	692
2016 Vote: Donald Trump	14% (95)	30% (208)	32% (218)	18% (122)	5% (32)	1% (9)	685
2016 Vote: Other	5% (6)	45% (53)	27% (32)	14% (17)	6% (7)	2% (2)	117
2016 Vote: Didn't Vote	12% (85)	21% (150)	36% (256)	17% (119)	5% (34)	8% (57)	702
Voted in 2014: Yes	14% (170)	33% (413)	31% (396)	17% (213)	4% (54)	1% (15)	1261
Voted in 2014: No	13% (122)	22% (206)	35% (324)	18% (171)	5% (50)	7% (67)	939

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Table MCER1: *What is your overall impression of car dealerships?*

Demographic	Very positive	Somewhat positive	Neutral	Somewhat negative	Very negative	Don't know / No opinion	Total N
Adults	13% (292)	28% (618)	33% (720)	17% (384)	5% (104)	4% (82)	2200
4-Region: Northeast	14% (57)	29% (112)	29% (115)	19% (74)	3% (11)	6% (24)	394
4-Region: Midwest	14% (64)	27% (127)	34% (159)	16% (73)	5% (23)	4% (17)	462
4-Region: South	13% (109)	29% (238)	33% (268)	17% (144)	5% (42)	3% (23)	824
4-Region: West	12% (63)	27% (142)	34% (177)	18% (92)	5% (28)	3% (18)	520
Gas-powered car owners	11% (182)	30% (483)	34% (551)	19% (307)	5% (78)	1% (22)	1622
EV owners	45% (24)	33% (18)	11% (6)	8% (4)	3% (2)	— (0)	53
Dealership customers	15% (258)	32% (559)	30% (533)	18% (307)	5% (80)	1% (15)	1751
Dealership non-customers	8% (34)	13% (60)	42% (187)	17% (77)	5% (24)	15% (67)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER2: How knowledgeable do you think the average car dealership is about electric vehicles?

Demographic	Very knowledgeable	Somewhat knowledgeable	Not very knowledgeable	Not knowledgeable at all	Don't know / No opinion	Total N
Adults	14% (297)	39% (848)	19% (416)	6% (123)	23% (515)	2200
Gender: Male	18% (195)	39% (418)	20% (209)	7% (72)	16% (167)	1062
Gender: Female	9% (102)	38% (430)	18% (207)	4% (51)	31% (348)	1138
Age: 18-34	20% (131)	41% (271)	16% (107)	7% (44)	16% (103)	655
Age: 35-44	21% (77)	36% (129)	14% (49)	7% (24)	22% (80)	358
Age: 45-64	7% (53)	40% (301)	22% (162)	5% (35)	27% (200)	751
Age: 65+	8% (36)	34% (148)	23% (98)	5% (21)	30% (133)	436
GenZers: 1997-2012	14% (38)	49% (136)	14% (39)	6% (15)	17% (48)	277
Millennials: 1981-1996	23% (147)	38% (235)	16% (100)	7% (44)	16% (100)	627
GenXers: 1965-1980	11% (49)	40% (184)	16% (75)	5% (25)	27% (126)	459
Baby Boomers: 1946-1964	8% (58)	35% (269)	24% (187)	5% (37)	28% (217)	769
PID: Dem (no lean)	17% (150)	43% (379)	16% (143)	4% (36)	19% (169)	876
PID: Ind (no lean)	10% (67)	34% (217)	22% (142)	5% (35)	29% (187)	649
PID: Rep (no lean)	12% (80)	37% (252)	20% (132)	8% (52)	24% (159)	675
PID/Gender: Dem Men	24% (99)	45% (183)	16% (65)	4% (17)	11% (43)	406
PID/Gender: Dem Women	11% (51)	42% (196)	17% (78)	4% (19)	27% (126)	470
PID/Gender: Ind Men	13% (39)	35% (107)	25% (76)	8% (24)	20% (61)	308
PID/Gender: Ind Women	8% (28)	32% (111)	19% (66)	3% (11)	37% (126)	341
PID/Gender: Rep Men	16% (57)	37% (128)	20% (68)	9% (31)	18% (64)	348
PID/Gender: Rep Women	7% (24)	38% (123)	19% (64)	6% (21)	29% (96)	327
Ideo: Liberal (1-3)	17% (113)	42% (274)	18% (117)	5% (30)	17% (113)	645
Ideo: Moderate (4)	11% (73)	41% (263)	18% (120)	5% (33)	24% (158)	648
Ideo: Conservative (5-7)	13% (95)	37% (265)	20% (147)	7% (49)	23% (171)	727
Educ: < College	11% (168)	38% (568)	18% (275)	6% (90)	27% (412)	1512
Educ: Bachelors degree	19% (83)	41% (182)	21% (92)	5% (21)	15% (66)	444
Educ: Post-grad	19% (46)	40% (98)	20% (50)	5% (12)	15% (38)	244
Income: Under 50k	11% (122)	35% (391)	17% (196)	7% (77)	30% (339)	1126
Income: 50k-100k	16% (111)	42% (297)	20% (142)	4% (26)	18% (128)	704
Income: 100k+	17% (63)	43% (160)	21% (79)	5% (20)	13% (48)	370
Ethnicity: White	13% (216)	38% (654)	21% (366)	5% (91)	23% (395)	1722
Ethnicity: Hispanic	15% (53)	39% (136)	16% (57)	6% (22)	23% (81)	349

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Table MCER2: How knowledgeable do you think the average car dealership is about electric vehicles?

Demographic	Very knowledgeable		Somewhat knowledgeable		Not very knowledgeable		Not knowledgeable at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(297)	39%	(848)	19%	(416)	6%	(123)	23%	(515)	2200
Ethnicity: Black	19%	(53)	41%	(111)	8%	(22)	8%	(23)	24%	(66)	274
Ethnicity: Other	14%	(29)	41%	(83)	14%	(29)	5%	(9)	27%	(55)	204
All Christian	15%	(158)	39%	(421)	21%	(224)	4%	(47)	22%	(236)	1087
All Non-Christian	32%	(44)	35%	(48)	14%	(19)	8%	(11)	12%	(17)	139
Atheist	3%	(3)	56%	(48)	14%	(12)	8%	(6)	18%	(16)	85
Agnostic/Nothing in particular	10%	(55)	37%	(208)	18%	(98)	7%	(38)	28%	(157)	557
Something Else	11%	(37)	37%	(123)	19%	(62)	6%	(21)	27%	(89)	333
Religious Non-Protestant/Catholic	27%	(44)	37%	(61)	15%	(24)	7%	(12)	14%	(23)	164
Evangelical	18%	(102)	37%	(212)	19%	(107)	5%	(28)	21%	(117)	566
Non-Evangelical	11%	(86)	38%	(306)	21%	(166)	5%	(37)	25%	(199)	795
Community: Urban	20%	(122)	34%	(209)	19%	(116)	4%	(26)	23%	(140)	613
Community: Suburban	12%	(117)	43%	(431)	18%	(186)	6%	(61)	22%	(218)	1013
Community: Rural	10%	(59)	36%	(208)	20%	(114)	6%	(37)	27%	(157)	575
Employ: Private Sector	18%	(125)	42%	(287)	21%	(142)	5%	(35)	15%	(100)	690
Employ: Government	26%	(36)	43%	(59)	15%	(20)	7%	(9)	9%	(12)	136
Employ: Self-Employed	21%	(36)	41%	(70)	16%	(28)	7%	(12)	15%	(26)	172
Employ: Homemaker	5%	(8)	30%	(46)	14%	(22)	8%	(12)	43%	(66)	154
Employ: Student	11%	(14)	56%	(73)	15%	(19)	3%	(4)	14%	(18)	130
Employ: Retired	7%	(39)	36%	(189)	23%	(121)	4%	(23)	30%	(160)	532
Employ: Unemployed	11%	(29)	32%	(84)	17%	(44)	6%	(16)	33%	(86)	260
Employ: Other	8%	(11)	31%	(40)	15%	(20)	10%	(12)	36%	(46)	128
Military HH: Yes	16%	(54)	34%	(111)	20%	(67)	6%	(20)	24%	(77)	328
Military HH: No	13%	(243)	39%	(737)	19%	(350)	6%	(104)	23%	(438)	1872
RD/WT: Right Direction	17%	(188)	42%	(459)	17%	(191)	5%	(51)	19%	(214)	1103
RD/WT: Wrong Track	10%	(109)	35%	(389)	21%	(226)	7%	(72)	27%	(302)	1097
Biden Job Approve	17%	(217)	41%	(525)	17%	(225)	5%	(59)	20%	(261)	1287
Biden Job Disapprove	9%	(74)	36%	(286)	22%	(172)	8%	(62)	25%	(199)	793

Continued on next page

Table MCER2: How knowledgeable do you think the average car dealership is about electric vehicles?

Demographic	Very knowledgeable		Somewhat knowledgeable		Not very knowledgeable		Not knowledgeable at all		Don't know / No opinion		Total N
Adults	14%	(297)	39%	(848)	19%	(416)	6%	(123)	23%	(515)	2200
Biden Job Strongly Approve	23%	(159)	40%	(276)	14%	(95)	4%	(29)	19%	(135)	694
Biden Job Somewhat Approve	10%	(58)	42%	(250)	22%	(129)	5%	(30)	21%	(126)	593
Biden Job Somewhat Disapprove	12%	(23)	40%	(77)	20%	(38)	8%	(15)	21%	(41)	194
Biden Job Strongly Disapprove	8%	(51)	35%	(209)	22%	(134)	8%	(47)	26%	(158)	599
Favorable of Biden	16%	(201)	40%	(510)	17%	(219)	5%	(60)	21%	(271)	1261
Unfavorable of Biden	9%	(78)	37%	(309)	22%	(185)	7%	(60)	24%	(203)	835
Very Favorable of Biden	19%	(141)	40%	(292)	14%	(104)	4%	(31)	22%	(157)	726
Somewhat Favorable of Biden	11%	(60)	41%	(218)	21%	(115)	5%	(29)	21%	(114)	535
Somewhat Unfavorable of Biden	10%	(19)	45%	(82)	18%	(32)	6%	(10)	22%	(40)	183
Very Unfavorable of Biden	9%	(59)	35%	(227)	23%	(153)	8%	(50)	25%	(163)	652
#1 Issue: Economy	14%	(113)	41%	(331)	20%	(166)	5%	(41)	20%	(166)	816
#1 Issue: Security	16%	(53)	28%	(93)	19%	(62)	10%	(33)	28%	(91)	332
#1 Issue: Health Care	16%	(56)	46%	(161)	16%	(58)	5%	(18)	17%	(61)	355
#1 Issue: Medicare / Social Security	10%	(25)	30%	(75)	21%	(53)	3%	(7)	36%	(89)	248
#1 Issue: Women's Issues	9%	(13)	39%	(53)	22%	(30)	2%	(3)	27%	(36)	135
#1 Issue: Education	12%	(11)	46%	(42)	12%	(11)	5%	(4)	25%	(23)	91
#1 Issue: Energy	14%	(16)	43%	(48)	20%	(22)	7%	(8)	15%	(17)	110
#1 Issue: Other	10%	(11)	40%	(44)	14%	(15)	9%	(10)	28%	(32)	112
2020 Vote: Joe Biden	17%	(167)	42%	(419)	18%	(182)	4%	(40)	20%	(196)	1004
2020 Vote: Donald Trump	11%	(82)	36%	(259)	22%	(161)	6%	(41)	25%	(183)	726
2020 Vote: Other	25%	(16)	34%	(22)	12%	(8)	11%	(7)	19%	(12)	65
2020 Vote: Didn't Vote	8%	(32)	37%	(148)	16%	(65)	9%	(35)	30%	(122)	403
2018 House Vote: Democrat	18%	(128)	40%	(286)	20%	(138)	5%	(32)	17%	(124)	709
2018 House Vote: Republican	14%	(85)	36%	(227)	21%	(132)	5%	(33)	24%	(148)	625
2018 House Vote: Someone else	16%	(9)	23%	(13)	24%	(14)	6%	(4)	31%	(18)	58
2016 Vote: Hillary Clinton	17%	(115)	40%	(278)	18%	(126)	5%	(33)	20%	(140)	692
2016 Vote: Donald Trump	14%	(94)	35%	(242)	21%	(146)	6%	(41)	24%	(163)	685
2016 Vote: Other	24%	(28)	30%	(36)	22%	(26)	8%	(9)	16%	(19)	117
2016 Vote: Didn't Vote	9%	(61)	42%	(293)	17%	(118)	6%	(40)	27%	(191)	702

Continued on next page

Table MCER2: How knowledgeable do you think the average car dealership is about electric vehicles?

Demographic	Very knowledgeable		Somewhat knowledgeable		Not very knowledgeable		Not knowledgeable at all		Don't know / No opinion		Total N
Adults	14%	(297)	39%	(848)	19%	(416)	6%	(123)	23%	(515)	2200
Voted in 2014: Yes	16%	(197)	37%	(465)	21%	(263)	5%	(65)	21%	(270)	1261
Voted in 2014: No	11%	(100)	41%	(383)	16%	(153)	6%	(58)	26%	(245)	939
4-Region: Northeast	15%	(58)	38%	(149)	20%	(79)	4%	(18)	23%	(90)	394
4-Region: Midwest	11%	(49)	36%	(166)	20%	(94)	5%	(23)	28%	(130)	462
4-Region: South	12%	(100)	39%	(317)	19%	(154)	7%	(59)	23%	(193)	824
4-Region: West	17%	(89)	41%	(216)	17%	(90)	4%	(23)	20%	(102)	520
Gas-powered car owners	12%	(190)	39%	(629)	20%	(325)	6%	(95)	24%	(383)	1622
EV owners	49%	(26)	35%	(19)	10%	(5)	3%	(2)	2%	(1)	53
Dealership customers	15%	(257)	39%	(681)	20%	(345)	5%	(85)	22%	(382)	1751
Dealership non-customers	9%	(40)	37%	(167)	16%	(71)	8%	(38)	30%	(133)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER3: *If money were no object and there were plenty of charging stations near you, how likely would you be to consider purchasing an electric vehicle in the next 10 years?*

Demographic	Very likely	Somewhat likely	Not very likely	Not at all likely	Don't know / No opinion	Total N
Adults	34% (757)	27% (605)	15% (327)	14% (309)	9% (201)	2200
Gender: Male	41% (438)	27% (287)	13% (141)	13% (136)	6% (60)	1062
Gender: Female	28% (319)	28% (317)	16% (187)	15% (174)	12% (141)	1138
Age: 18-34	47% (305)	30% (198)	9% (62)	5% (31)	9% (59)	655
Age: 35-44	39% (140)	26% (94)	11% (40)	13% (47)	10% (36)	358
Age: 45-64	28% (212)	27% (201)	18% (137)	18% (133)	9% (69)	751
Age: 65+	23% (100)	26% (112)	20% (89)	23% (98)	9% (37)	436
GenZers: 1997-2012	41% (114)	33% (90)	12% (32)	3% (7)	12% (33)	277
Millennials: 1981-1996	48% (299)	26% (162)	9% (55)	9% (55)	9% (54)	627
GenXers: 1965-1980	30% (138)	28% (129)	15% (70)	16% (72)	11% (50)	459
Baby Boomers: 1946-1964	25% (191)	27% (210)	21% (159)	19% (149)	8% (59)	769
PID: Dem (no lean)	45% (393)	28% (249)	10% (85)	8% (73)	9% (76)	876
PID: Ind (no lean)	32% (210)	28% (183)	13% (87)	13% (83)	13% (86)	649
PID: Rep (no lean)	23% (154)	26% (173)	23% (156)	23% (154)	6% (39)	675
PID/Gender: Dem Men	53% (216)	28% (113)	7% (29)	6% (23)	6% (25)	406
PID/Gender: Dem Women	38% (177)	29% (136)	12% (56)	10% (49)	11% (51)	470
PID/Gender: Ind Men	39% (120)	27% (83)	15% (47)	11% (35)	7% (23)	308
PID/Gender: Ind Women	26% (90)	29% (100)	12% (40)	14% (48)	19% (63)	341
PID/Gender: Rep Men	29% (102)	26% (92)	19% (65)	22% (77)	3% (12)	348
PID/Gender: Rep Women	16% (52)	25% (81)	28% (91)	23% (77)	8% (27)	327
Ideo: Liberal (1-3)	53% (342)	25% (164)	8% (53)	7% (48)	6% (40)	645
Ideo: Moderate (4)	31% (199)	32% (206)	15% (98)	10% (62)	13% (84)	648
Ideo: Conservative (5-7)	22% (161)	25% (185)	22% (160)	24% (172)	7% (50)	727
Educ: < College	28% (420)	29% (431)	16% (240)	17% (258)	11% (163)	1512
Educ: Bachelors degree	46% (206)	27% (118)	13% (59)	8% (34)	6% (27)	444
Educ: Post-grad	54% (132)	23% (56)	11% (28)	7% (18)	4% (11)	244
Income: Under 50k	27% (300)	28% (313)	16% (181)	17% (192)	12% (139)	1126
Income: 50k-100k	39% (276)	29% (201)	13% (92)	13% (91)	6% (44)	704
Income: 100k+	49% (180)	24% (91)	15% (55)	7% (26)	5% (18)	370
Ethnicity: White	33% (574)	27% (467)	16% (280)	15% (267)	8% (134)	1722
Ethnicity: Hispanic	42% (146)	30% (105)	11% (39)	7% (23)	10% (37)	349

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Table MCER3: *If money were no object and there were plenty of charging stations near you, how likely would you be to consider purchasing an electric vehicle in the next 10 years?*

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No opinion		Total N
Adults	34%	(757)	27%	(605)	15%	(327)	14%	(309)	9%	(201)	2200
Ethnicity: Black	35%	(95)	31%	(84)	9%	(26)	11%	(30)	15%	(40)	274
Ethnicity: Other	43%	(88)	26%	(54)	11%	(22)	6%	(13)	14%	(28)	204
All Christian	32%	(351)	29%	(313)	17%	(182)	15%	(162)	7%	(78)	1087
All Non-Christian	50%	(69)	25%	(35)	11%	(16)	5%	(7)	9%	(12)	139
Atheist	52%	(44)	20%	(17)	14%	(12)	10%	(8)	5%	(4)	85
Agnostic/Nothing in particular	36%	(199)	27%	(151)	11%	(61)	13%	(73)	13%	(73)	557
Something Else	28%	(94)	27%	(89)	17%	(58)	18%	(59)	10%	(33)	333
Religious Non-Protestant/Catholic	47%	(78)	25%	(41)	16%	(25)	4%	(7)	8%	(12)	164
Evangelical	30%	(171)	30%	(171)	16%	(90)	17%	(94)	7%	(40)	566
Non-Evangelical	31%	(248)	27%	(213)	17%	(137)	16%	(126)	9%	(71)	795
Community: Urban	45%	(273)	27%	(165)	9%	(53)	9%	(56)	11%	(65)	613
Community: Suburban	34%	(345)	28%	(287)	16%	(164)	12%	(120)	10%	(97)	1013
Community: Rural	24%	(139)	27%	(153)	19%	(110)	23%	(133)	7%	(39)	575
Employ: Private Sector	44%	(303)	25%	(173)	15%	(104)	10%	(70)	6%	(40)	690
Employ: Government	51%	(70)	24%	(33)	12%	(16)	10%	(13)	4%	(5)	136
Employ: Self-Employed	43%	(74)	26%	(45)	13%	(23)	11%	(20)	6%	(11)	172
Employ: Homemaker	23%	(36)	31%	(48)	8%	(13)	19%	(29)	18%	(27)	154
Employ: Student	43%	(56)	35%	(46)	9%	(12)	—	(0)	13%	(16)	130
Employ: Retired	21%	(113)	27%	(144)	22%	(114)	23%	(120)	8%	(41)	532
Employ: Unemployed	26%	(67)	30%	(79)	11%	(29)	15%	(38)	18%	(47)	260
Employ: Other	31%	(40)	29%	(38)	13%	(16)	15%	(20)	11%	(14)	128
Military HH: Yes	35%	(115)	24%	(78)	16%	(53)	16%	(51)	10%	(31)	328
Military HH: No	34%	(642)	28%	(527)	15%	(275)	14%	(258)	9%	(170)	1872
RD/WT: Right Direction	45%	(492)	27%	(293)	11%	(116)	9%	(100)	9%	(101)	1103
RD/WT: Wrong Track	24%	(265)	28%	(312)	19%	(211)	19%	(209)	9%	(100)	1097
Biden Job Approve	45%	(582)	28%	(361)	11%	(138)	8%	(107)	8%	(99)	1287
Biden Job Disapprove	19%	(149)	27%	(216)	22%	(176)	23%	(186)	8%	(66)	793

Continued on next page

Table MCER3: *If money were no object and there were plenty of charging stations near you, how likely would you be to consider purchasing an electric vehicle in the next 10 years?*

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(757)	27%	(605)	15%	(327)	14%	(309)	9%	(201)	2200
Biden Job Strongly Approve	53%	(367)	22%	(156)	8%	(59)	9%	(61)	7%	(52)	694
Biden Job Somewhat Approve	36%	(215)	35%	(206)	13%	(79)	8%	(46)	8%	(47)	593
Biden Job Somewhat Disapprove	28%	(54)	36%	(71)	19%	(36)	7%	(13)	10%	(19)	194
Biden Job Strongly Disapprove	16%	(94)	24%	(145)	23%	(140)	29%	(173)	8%	(46)	599
Favorable of Biden	44%	(561)	28%	(353)	11%	(142)	8%	(99)	8%	(107)	1261
Unfavorable of Biden	20%	(168)	28%	(230)	22%	(182)	23%	(193)	7%	(62)	835
Very Favorable of Biden	49%	(352)	25%	(179)	9%	(69)	9%	(66)	8%	(60)	726
Somewhat Favorable of Biden	39%	(209)	33%	(174)	14%	(73)	6%	(33)	9%	(47)	535
Somewhat Unfavorable of Biden	31%	(56)	37%	(67)	19%	(34)	5%	(9)	9%	(16)	183
Very Unfavorable of Biden	17%	(111)	25%	(163)	23%	(148)	28%	(183)	7%	(46)	652
#1 Issue: Economy	34%	(279)	31%	(249)	14%	(116)	13%	(105)	8%	(67)	816
#1 Issue: Security	25%	(85)	20%	(67)	20%	(65)	26%	(85)	9%	(30)	332
#1 Issue: Health Care	38%	(134)	27%	(97)	13%	(48)	13%	(47)	8%	(29)	355
#1 Issue: Medicare / Social Security	21%	(51)	31%	(76)	20%	(50)	17%	(42)	12%	(29)	248
#1 Issue: Women's Issues	42%	(57)	27%	(37)	16%	(22)	4%	(6)	10%	(14)	135
#1 Issue: Education	43%	(39)	21%	(19)	8%	(7)	8%	(7)	21%	(19)	91
#1 Issue: Energy	67%	(74)	29%	(32)	4%	(5)	1%	(1)	—	(0)	110
#1 Issue: Other	34%	(38)	25%	(28)	13%	(14)	16%	(17)	12%	(14)	112
2020 Vote: Joe Biden	47%	(470)	28%	(281)	11%	(107)	6%	(65)	8%	(81)	1004
2020 Vote: Donald Trump	20%	(144)	27%	(199)	22%	(160)	23%	(169)	7%	(54)	726
2020 Vote: Other	35%	(23)	31%	(20)	14%	(9)	16%	(11)	4%	(3)	65
2020 Vote: Didn't Vote	30%	(120)	26%	(105)	13%	(51)	16%	(65)	16%	(63)	403
2018 House Vote: Democrat	49%	(351)	27%	(194)	10%	(72)	7%	(52)	6%	(40)	709
2018 House Vote: Republican	24%	(150)	27%	(168)	21%	(133)	21%	(130)	7%	(44)	625
2018 House Vote: Someone else	20%	(12)	28%	(16)	30%	(17)	8%	(4)	14%	(8)	58
2016 Vote: Hillary Clinton	46%	(319)	28%	(193)	9%	(64)	9%	(62)	8%	(54)	692
2016 Vote: Donald Trump	23%	(156)	28%	(189)	21%	(147)	21%	(144)	7%	(49)	685
2016 Vote: Other	39%	(45)	25%	(29)	21%	(25)	10%	(12)	5%	(5)	117
2016 Vote: Didn't Vote	34%	(237)	28%	(194)	13%	(89)	13%	(91)	13%	(91)	702

Continued on next page

Table MCER3: *If money were no object and there were plenty of charging stations near you, how likely would you be to consider purchasing an electric vehicle in the next 10 years?*

Demographic	Very likely		Somewhat likely		Not very likely		Not at all likely		Don't know / No opinion		Total N
Adults	34%	(757)	27%	(605)	15%	(327)	14%	(309)	9%	(201)	2200
Voted in 2014: Yes	35%	(445)	27%	(336)	17%	(213)	14%	(178)	7%	(88)	1261
Voted in 2014: No	33%	(312)	29%	(269)	12%	(114)	14%	(132)	12%	(113)	939
4-Region: Northeast	38%	(148)	25%	(100)	14%	(54)	13%	(52)	10%	(40)	394
4-Region: Midwest	27%	(126)	30%	(137)	19%	(90)	17%	(78)	7%	(32)	462
4-Region: South	33%	(268)	29%	(240)	14%	(113)	15%	(123)	10%	(80)	824
4-Region: West	41%	(215)	25%	(128)	14%	(71)	11%	(57)	10%	(49)	520
Gas-powered car owners	32%	(512)	29%	(470)	18%	(286)	15%	(244)	7%	(109)	1622
EV owners	79%	(42)	18%	(10)	—	(0)	2%	(1)	1%	(0)	53
Dealership customers	35%	(618)	28%	(496)	16%	(273)	15%	(256)	6%	(108)	1751
Dealership non-customers	31%	(139)	24%	(109)	12%	(54)	12%	(54)	21%	(93)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER4: How confident are you that you can find the information you need to make a decision about whether an electric vehicle is right for you?

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	41% (557)	46% (630)	8% (115)	2% (27)	2% (33)	1362
Gender: Male	50% (366)	41% (300)	5% (39)	1% (11)	1% (10)	726
Gender: Female	30% (191)	52% (330)	12% (76)	3% (16)	4% (23)	636
Age: 18-34	41% (205)	46% (231)	10% (50)	2% (10)	1% (7)	503
Age: 35-44	57% (134)	39% (91)	2% (4)	1% (2)	1% (2)	234
Age: 45-64	36% (150)	52% (213)	7% (28)	2% (8)	3% (14)	413
Age: 65+	32% (67)	45% (96)	15% (32)	3% (7)	5% (10)	212
GenZers: 1997-2012	34% (69)	46% (93)	17% (35)	3% (5)	1% (2)	204
Millennials: 1981-1996	49% (228)	44% (203)	4% (19)	1% (7)	1% (5)	461
GenXers: 1965-1980	44% (117)	49% (130)	3% (8)	— (1)	4% (12)	267
Baby Boomers: 1946-1964	33% (134)	48% (191)	13% (51)	3% (13)	3% (13)	402
PID: Dem (no lean)	44% (285)	45% (287)	7% (45)	1% (9)	3% (16)	642
PID: Ind (no lean)	39% (152)	47% (186)	9% (34)	3% (12)	2% (9)	393
PID: Rep (no lean)	37% (120)	48% (158)	11% (35)	2% (6)	2% (8)	327
PID/Gender: Dem Men	58% (192)	37% (123)	2% (7)	— (1)	2% (6)	329
PID/Gender: Dem Women	30% (93)	52% (164)	12% (38)	3% (8)	3% (11)	313
PID/Gender: Ind Men	48% (96)	44% (90)	5% (9)	3% (6)	1% (2)	203
PID/Gender: Ind Women	29% (56)	51% (96)	13% (25)	3% (6)	4% (7)	190
PID/Gender: Rep Men	40% (77)	45% (88)	11% (22)	2% (4)	1% (2)	194
PID/Gender: Rep Women	32% (43)	52% (70)	10% (13)	1% (1)	4% (6)	134
Ideo: Liberal (1-3)	45% (227)	43% (216)	8% (39)	2% (11)	2% (12)	505
Ideo: Moderate (4)	36% (147)	54% (221)	6% (26)	1% (3)	2% (8)	405
Ideo: Conservative (5-7)	41% (141)	45% (155)	10% (34)	2% (7)	3% (10)	346
Educ: < College	37% (312)	48% (407)	10% (82)	3% (23)	3% (27)	851
Educ: Bachelors degree	46% (150)	45% (146)	6% (20)	1% (4)	1% (4)	324
Educ: Post-grad	51% (96)	41% (77)	6% (12)	— (0)	1% (2)	188
Income: Under 50k	36% (218)	48% (292)	11% (66)	3% (16)	4% (22)	614
Income: 50k-100k	42% (201)	47% (222)	8% (38)	2% (8)	2% (8)	477
Income: 100k+	51% (139)	43% (116)	4% (10)	1% (3)	1% (3)	271
Ethnicity: White	39% (410)	47% (495)	9% (94)	2% (18)	2% (26)	1042
Ethnicity: Hispanic	43% (109)	45% (114)	9% (23)	2% (5)	— (0)	250

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Table MCER4: How confident are you that you can find the information you need to make a decision about whether an electric vehicle is right for you?

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Adults	41%	(557)	46%	(630)	8%	(115)	2%	(27)	2%	(33)	1362
Ethnicity: Black	48%	(86)	40%	(72)	4%	(7)	4%	(7)	4%	(6)	179
Ethnicity: Other	43%	(61)	45%	(64)	10%	(14)	1%	(2)	1%	(1)	141
All Christian	39%	(260)	47%	(312)	10%	(65)	2%	(15)	2%	(13)	665
All Non-Christian	52%	(54)	43%	(45)	3%	(3)	1%	(1)	1%	(1)	104
Atheist	50%	(30)	34%	(21)	16%	(10)	—	(0)	—	(0)	61
Agnostic/Nothing in particular	38%	(133)	50%	(176)	6%	(21)	2%	(8)	3%	(12)	350
Something Else	44%	(80)	42%	(77)	8%	(15)	2%	(3)	4%	(7)	183
Religious Non-Protestant/Catholic	50%	(60)	42%	(50)	4%	(5)	1%	(1)	2%	(2)	119
Evangelical	43%	(148)	44%	(151)	8%	(26)	1%	(5)	4%	(13)	342
Non-Evangelical	38%	(176)	47%	(216)	11%	(51)	3%	(12)	1%	(5)	461
Community: Urban	45%	(199)	44%	(191)	8%	(34)	2%	(7)	2%	(7)	438
Community: Suburban	40%	(254)	50%	(314)	6%	(39)	2%	(12)	2%	(11)	631
Community: Rural	35%	(104)	43%	(125)	14%	(41)	2%	(7)	5%	(15)	292
Employ: Private Sector	48%	(231)	43%	(204)	6%	(26)	1%	(4)	2%	(10)	476
Employ: Government	62%	(64)	31%	(32)	6%	(6)	—	(0)	1%	(1)	102
Employ: Self-Employed	51%	(60)	39%	(46)	7%	(9)	3%	(3)	—	(0)	118
Employ: Homemaker	18%	(16)	59%	(50)	15%	(13)	4%	(3)	3%	(3)	84
Employ: Student	31%	(31)	56%	(57)	8%	(9)	3%	(3)	1%	(1)	102
Employ: Retired	31%	(79)	49%	(126)	13%	(32)	3%	(7)	4%	(11)	256
Employ: Unemployed	33%	(48)	55%	(80)	9%	(13)	2%	(3)	1%	(2)	146
Employ: Other	37%	(28)	46%	(36)	9%	(7)	2%	(2)	6%	(4)	78
Military HH: Yes	39%	(75)	50%	(96)	9%	(17)	2%	(3)	1%	(1)	192
Military HH: No	41%	(482)	46%	(535)	8%	(98)	2%	(24)	3%	(32)	1169
RD/WT: Right Direction	46%	(358)	45%	(357)	6%	(50)	1%	(8)	2%	(13)	785
RD/WT: Wrong Track	35%	(199)	47%	(273)	11%	(65)	3%	(19)	3%	(20)	576
Biden Job Approve	43%	(410)	46%	(431)	8%	(71)	1%	(13)	2%	(18)	943
Biden Job Disapprove	35%	(126)	47%	(172)	11%	(39)	4%	(14)	4%	(14)	364

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Table MCER4: How confident are you that you can find the information you need to make a decision about whether an electric vehicle is right for you?

Demographic	Very confident	Somewhat confident	Not very confident	Not confident at all	Don't know / No opinion	Total N
Adults	41% (557)	46% (630)	8% (115)	2% (27)	2% (33)	1362
Biden Job Strongly Approve	53% (279)	37% (194)	6% (31)	1% (6)	2% (12)	523
Biden Job Somewhat Approve	31% (131)	56% (237)	10% (40)	2% (7)	2% (6)	420
Biden Job Somewhat Disapprove	43% (53)	44% (55)	9% (11)	2% (3)	3% (3)	125
Biden Job Strongly Disapprove	30% (73)	49% (117)	12% (29)	4% (11)	4% (10)	240
Favorable of Biden	43% (395)	46% (419)	7% (68)	1% (13)	2% (19)	914
Unfavorable of Biden	34% (135)	48% (193)	11% (43)	3% (14)	3% (13)	398
Very Favorable of Biden	50% (268)	39% (206)	7% (35)	2% (10)	2% (13)	531
Somewhat Favorable of Biden	33% (127)	56% (213)	9% (34)	1% (3)	2% (7)	382
Somewhat Unfavorable of Biden	37% (45)	47% (58)	12% (15)	2% (3)	1% (2)	124
Very Unfavorable of Biden	33% (90)	49% (134)	10% (27)	4% (11)	4% (12)	274
#1 Issue: Economy	37% (196)	52% (276)	7% (38)	1% (7)	2% (12)	528
#1 Issue: Security	51% (77)	34% (51)	11% (16)	4% (5)	2% (2)	152
#1 Issue: Health Care	43% (99)	47% (108)	8% (19)	1% (2)	1% (3)	231
#1 Issue: Medicare / Social Security	31% (40)	47% (59)	12% (16)	4% (5)	6% (8)	127
#1 Issue: Women's Issues	29% (27)	52% (49)	10% (9)	5% (5)	4% (4)	94
#1 Issue: Education	69% (40)	28% (16)	2% (1)	— (0)	1% (1)	58
#1 Issue: Energy	49% (52)	42% (44)	9% (9)	— (0)	— (0)	105
#1 Issue: Other	41% (27)	40% (26)	10% (7)	4% (3)	6% (4)	66
2020 Vote: Joe Biden	46% (346)	45% (338)	6% (48)	1% (7)	2% (12)	751
2020 Vote: Donald Trump	33% (113)	49% (169)	13% (43)	2% (8)	3% (10)	344
2020 Vote: Didn't Vote	31% (69)	50% (113)	9% (20)	5% (12)	5% (10)	224
2018 House Vote: Democrat	49% (269)	42% (231)	5% (25)	1% (8)	2% (13)	545
2018 House Vote: Republican	38% (120)	47% (151)	11% (35)	2% (6)	2% (6)	318
2016 Vote: Hillary Clinton	47% (241)	43% (218)	5% (26)	2% (12)	3% (14)	512
2016 Vote: Donald Trump	36% (126)	48% (167)	11% (40)	2% (7)	2% (7)	345
2016 Vote: Other	61% (45)	32% (24)	7% (5)	— (0)	— (0)	75
2016 Vote: Didn't Vote	34% (145)	51% (221)	10% (43)	2% (8)	3% (13)	431
Voted in 2014: Yes	46% (359)	42% (329)	8% (59)	2% (14)	3% (20)	781
Voted in 2014: No	34% (198)	52% (301)	10% (56)	2% (13)	2% (13)	581

Continued on next page

Table MCER4: How confident are you that you can find the information you need to make a decision about whether an electric vehicle is right for you?

Demographic	Very confident		Somewhat confident		Not very confident		Not confident at all		Don't know / No opinion		Total N
Adults	41%	(557)	46%	(630)	8%	(115)	2%	(27)	2%	(33)	1362
4-Region: Northeast	47%	(117)	42%	(104)	6%	(16)	1%	(2)	4%	(9)	248
4-Region: Midwest	35%	(91)	52%	(138)	10%	(25)	1%	(3)	2%	(6)	263
4-Region: South	39%	(199)	46%	(234)	9%	(45)	3%	(17)	3%	(13)	508
4-Region: West	44%	(150)	45%	(154)	8%	(29)	1%	(4)	2%	(5)	343
Gas-powered car owners	37%	(365)	50%	(493)	8%	(79)	2%	(21)	3%	(25)	982
EV owners	69%	(36)	31%	(16)	—	(0)	—	(0)	—	(0)	52
Dealership customers	42%	(472)	47%	(518)	7%	(75)	2%	(20)	3%	(29)	1114
Dealership non-customers	34%	(85)	45%	(112)	16%	(40)	3%	(7)	2%	(4)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER5: And specifically, how would you primarily find information about electric vehicles?

Demographic	Online		Speaking to car companies directly		A dealership		Speaking with friends and family		Another way		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	65%	(771)	11%	(127)	15%	(175)	8%	(91)	1%	(11)	1%	(12)	1188
Gender: Male	66%	(438)	11%	(74)	16%	(107)	6%	(40)	1%	(3)	1%	(4)	667
Gender: Female	64%	(333)	10%	(54)	13%	(68)	10%	(51)	1%	(7)	1%	(8)	521
Age: 18-34	63%	(273)	11%	(48)	16%	(71)	8%	(37)	1%	(5)	1%	(3)	436
Age: 35-44	58%	(131)	14%	(32)	20%	(44)	8%	(17)	—	(1)	—	(0)	225
Age: 45-64	71%	(259)	8%	(29)	11%	(38)	8%	(28)	1%	(3)	2%	(6)	363
Age: 65+	66%	(108)	11%	(19)	13%	(22)	6%	(9)	1%	(1)	2%	(4)	163
GenZers: 1997-2012	60%	(98)	10%	(16)	19%	(30)	7%	(12)	3%	(5)	1%	(1)	162
Millennials: 1981-1996	62%	(269)	12%	(52)	18%	(77)	7%	(31)	—	(1)	—	(1)	431
GenXers: 1965-1980	67%	(166)	11%	(27)	10%	(24)	11%	(28)	—	(1)	—	(1)	247
Baby Boomers: 1946-1964	70%	(227)	9%	(29)	12%	(40)	5%	(18)	1%	(3)	3%	(8)	325
PID: Dem (no lean)	63%	(362)	12%	(67)	16%	(91)	7%	(41)	1%	(5)	1%	(6)	571
PID: Ind (no lean)	71%	(241)	7%	(25)	13%	(45)	6%	(19)	1%	(4)	1%	(3)	338
PID: Rep (no lean)	60%	(168)	13%	(35)	14%	(39)	11%	(31)	1%	(2)	1%	(3)	278
PID/Gender: Dem Men	62%	(196)	12%	(39)	18%	(58)	6%	(19)	—	(1)	1%	(2)	315
PID/Gender: Dem Women	65%	(166)	11%	(28)	13%	(33)	9%	(22)	2%	(4)	1%	(3)	256
PID/Gender: Ind Men	75%	(140)	8%	(14)	12%	(23)	4%	(8)	1%	(1)	—	(0)	186
PID/Gender: Ind Women	67%	(101)	7%	(11)	15%	(23)	8%	(12)	1%	(2)	2%	(3)	152
PID/Gender: Rep Men	62%	(102)	12%	(20)	16%	(26)	9%	(14)	1%	(1)	1%	(2)	165
PID/Gender: Rep Women	59%	(66)	13%	(15)	11%	(13)	15%	(17)	1%	(1)	1%	(1)	113
Ideo: Liberal (1-3)	64%	(282)	10%	(43)	14%	(63)	10%	(44)	1%	(5)	2%	(7)	444
Ideo: Moderate (4)	66%	(242)	13%	(48)	15%	(56)	5%	(17)	1%	(2)	1%	(3)	368
Ideo: Conservative (5-7)	66%	(195)	10%	(29)	15%	(44)	8%	(24)	1%	(2)	—	(1)	295
Educ: < College	67%	(480)	8%	(59)	15%	(107)	8%	(57)	1%	(6)	1%	(9)	719
Educ: Bachelors degree	62%	(183)	14%	(43)	15%	(44)	7%	(20)	1%	(3)	1%	(2)	296
Educ: Post-grad	62%	(107)	15%	(26)	14%	(24)	8%	(14)	1%	(1)	—	(1)	173
Income: Under 50k	68%	(348)	8%	(41)	13%	(68)	9%	(48)	—	(1)	1%	(5)	510
Income: 50k-100k	65%	(276)	12%	(49)	15%	(64)	6%	(24)	2%	(7)	1%	(3)	422
Income: 100k+	58%	(147)	15%	(37)	17%	(44)	8%	(19)	1%	(3)	2%	(4)	255
Ethnicity: White	66%	(595)	11%	(101)	13%	(118)	8%	(72)	1%	(8)	1%	(11)	905

Continued on next page

Table MCER5: And specifically, how would you primarily find information about electric vehicles?

Demographic	Online		Speaking to car companies directly		A dealership		Speaking with friends and family		Another way		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	65%	(771)	11%	(127)	15%	(175)	8%	(91)	1%	(11)	1%	(12)	1188
Ethnicity: Hispanic	69%	(154)	8%	(18)	12%	(27)	9%	(20)	1%	(3)	—	(0)	223
Ethnicity: Black	61%	(97)	12%	(19)	24%	(39)	3%	(4)	—	(0)	—	(0)	158
Ethnicity: Other	63%	(79)	6%	(8)	16%	(19)	12%	(15)	3%	(3)	—	(1)	125
All Christian	59%	(335)	13%	(73)	16%	(92)	10%	(60)	1%	(5)	1%	(7)	571
All Non-Christian	49%	(49)	12%	(12)	25%	(24)	14%	(14)	—	(0)	—	(0)	99
Atheist	82%	(42)	7%	(4)	8%	(4)	—	(0)	—	(0)	3%	(2)	52
Agnostic/Nothing in particular	76%	(234)	9%	(27)	10%	(30)	4%	(11)	1%	(3)	1%	(3)	308
Something Else	71%	(111)	8%	(13)	16%	(25)	4%	(7)	1%	(2)	—	(0)	158
Religious Non-Protestant/Catholic	49%	(54)	11%	(12)	24%	(27)	16%	(17)	—	(0)	—	(0)	110
Evangelical	52%	(156)	13%	(39)	27%	(82)	7%	(20)	—	(1)	—	(1)	298
Non-Evangelical	70%	(276)	10%	(38)	7%	(27)	10%	(40)	1%	(5)	2%	(6)	392
Community: Urban	58%	(226)	15%	(57)	17%	(68)	8%	(33)	1%	(5)	—	(1)	390
Community: Suburban	68%	(388)	9%	(53)	14%	(81)	6%	(34)	1%	(4)	1%	(8)	569
Community: Rural	69%	(157)	7%	(17)	12%	(27)	11%	(24)	—	(1)	1%	(3)	229
Employ: Private Sector	57%	(249)	14%	(62)	17%	(73)	10%	(42)	1%	(4)	1%	(6)	435
Employ: Government	62%	(59)	9%	(9)	16%	(15)	12%	(12)	—	(0)	1%	(1)	95
Employ: Self-Employed	63%	(67)	15%	(16)	16%	(17)	5%	(5)	1%	(1)	—	(0)	106
Employ: Homemaker	68%	(44)	8%	(5)	12%	(8)	9%	(6)	—	(0)	3%	(2)	65
Employ: Student	72%	(63)	1%	(1)	20%	(18)	2%	(2)	5%	(4)	1%	(0)	88
Employ: Retired	69%	(143)	10%	(20)	14%	(28)	5%	(11)	1%	(2)	1%	(2)	206
Employ: Unemployed	81%	(104)	8%	(10)	6%	(8)	4%	(5)	—	(0)	—	(1)	128
Employ: Other	65%	(42)	8%	(5)	12%	(8)	13%	(9)	—	(0)	1%	(1)	64
Military HH: Yes	61%	(104)	14%	(24)	17%	(29)	8%	(13)	1%	(1)	—	(1)	171
Military HH: No	66%	(667)	10%	(104)	14%	(147)	8%	(78)	1%	(10)	1%	(11)	1016
RD/WT: Right Direction	64%	(455)	13%	(92)	14%	(101)	8%	(55)	1%	(6)	1%	(5)	715
RD/WT: Wrong Track	67%	(316)	7%	(35)	16%	(74)	8%	(36)	1%	(5)	1%	(7)	473
Biden Job Approve	63%	(529)	12%	(101)	15%	(128)	8%	(67)	1%	(8)	1%	(9)	841
Biden Job Disapprove	69%	(204)	8%	(24)	14%	(40)	7%	(22)	1%	(3)	1%	(3)	298

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Table MCER5: And specifically, how would you primarily find information about electric vehicles?

Demographic	Online		Speaking to car companies directly		A dealership		Speaking with friends and family		Another way		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	65%	(771)	11%	(127)	15%	(175)	8%	(91)	1%	(11)	1%	(12)	1188
Biden Job Strongly Approve	60%	(286)	13%	(61)	16%	(74)	10%	(47)	1%	(3)	1%	(3)	474
Biden Job Somewhat Approve	66%	(243)	11%	(40)	15%	(54)	5%	(20)	1%	(5)	1%	(5)	367
Biden Job Somewhat Disapprove	75%	(81)	8%	(9)	10%	(11)	5%	(6)	2%	(2)	—	(0)	108
Biden Job Strongly Disapprove	65%	(123)	8%	(16)	16%	(30)	9%	(17)	1%	(1)	2%	(3)	190
Favorable of Biden	63%	(513)	12%	(95)	15%	(126)	8%	(65)	1%	(8)	1%	(6)	813
Unfavorable of Biden	70%	(230)	7%	(24)	13%	(43)	8%	(25)	1%	(3)	1%	(3)	328
Very Favorable of Biden	61%	(289)	12%	(56)	16%	(75)	10%	(47)	1%	(3)	1%	(4)	474
Somewhat Favorable of Biden	66%	(224)	12%	(39)	15%	(51)	5%	(17)	1%	(5)	1%	(3)	340
Somewhat Unfavorable of Biden	76%	(78)	7%	(7)	11%	(11)	5%	(5)	2%	(2)	—	(0)	104
Very Unfavorable of Biden	67%	(151)	8%	(17)	14%	(32)	9%	(20)	—	(1)	2%	(3)	224
#1 Issue: Economy	62%	(294)	11%	(50)	17%	(81)	8%	(40)	1%	(4)	1%	(3)	472
#1 Issue: Security	62%	(79)	17%	(21)	12%	(15)	9%	(12)	—	(0)	—	(1)	128
#1 Issue: Health Care	71%	(147)	9%	(18)	13%	(28)	6%	(13)	—	(1)	1%	(1)	207
#1 Issue: Medicare / Social Security	64%	(63)	9%	(9)	20%	(20)	4%	(4)	1%	(1)	3%	(3)	99
#1 Issue: Women's Issues	63%	(48)	10%	(8)	15%	(12)	7%	(5)	4%	(3)	1%	(1)	76
#1 Issue: Education	60%	(34)	21%	(12)	10%	(6)	5%	(3)	—	(0)	3%	(2)	56
#1 Issue: Energy	64%	(62)	8%	(8)	12%	(12)	14%	(14)	—	(0)	1%	(1)	96
#1 Issue: Other	83%	(44)	4%	(2)	5%	(2)	3%	(2)	4%	(2)	1%	(1)	53
2020 Vote: Joe Biden	66%	(448)	11%	(72)	15%	(105)	7%	(47)	1%	(4)	1%	(7)	683
2020 Vote: Donald Trump	64%	(181)	11%	(31)	14%	(40)	9%	(25)	1%	(2)	1%	(3)	282
2020 Vote: Didn't Vote	59%	(108)	13%	(24)	14%	(25)	10%	(18)	3%	(5)	1%	(2)	182
2018 House Vote: Democrat	68%	(342)	11%	(55)	13%	(64)	6%	(32)	1%	(3)	1%	(4)	500
2018 House Vote: Republican	62%	(167)	11%	(29)	17%	(47)	9%	(24)	—	(0)	1%	(3)	271
2016 Vote: Hillary Clinton	66%	(305)	11%	(52)	14%	(64)	7%	(32)	—	(2)	1%	(4)	460
2016 Vote: Donald Trump	63%	(183)	12%	(35)	17%	(51)	7%	(19)	—	(1)	1%	(3)	292
2016 Vote: Other	87%	(60)	3%	(2)	4%	(3)	3%	(2)	3%	(2)	1%	(0)	69
2016 Vote: Didn't Vote	61%	(222)	11%	(39)	16%	(57)	10%	(38)	2%	(6)	1%	(5)	366
Voted in 2014: Yes	66%	(455)	11%	(76)	14%	(94)	8%	(52)	1%	(4)	1%	(7)	688
Voted in 2014: No	63%	(316)	10%	(51)	16%	(81)	8%	(39)	1%	(7)	1%	(5)	499

Continued on next page

Table MCER5: And specifically, how would you primarily find information about electric vehicles?

Demographic	Online		Speaking to car companies directly		A dealership		Speaking with friends and family		Another way		Don't know		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	65%	(771)	11%	(127)	15%	(175)	8%	(91)	1%	(11)	1%	(12)	1188
4-Region: Northeast	66%	(146)	11%	(24)	11%	(25)	10%	(22)	1%	(1)	2%	(4)	221
4-Region: Midwest	61%	(140)	12%	(27)	16%	(36)	9%	(21)	1%	(2)	1%	(3)	229
4-Region: South	67%	(288)	11%	(47)	14%	(62)	6%	(26)	1%	(5)	1%	(5)	433
4-Region: West	65%	(196)	10%	(30)	17%	(52)	8%	(23)	1%	(2)	—	(1)	305
Gas-powered car owners	67%	(576)	10%	(83)	13%	(112)	8%	(72)	1%	(6)	1%	(9)	858
EV owners	52%	(27)	19%	(10)	23%	(12)	7%	(4)	—	(0)	—	(0)	52
Dealership customers	64%	(634)	11%	(111)	15%	(150)	8%	(81)	1%	(7)	1%	(8)	991
Dealership non-customers	70%	(137)	8%	(16)	13%	(25)	5%	(10)	2%	(4)	2%	(4)	197

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER6: As you may know, car dealerships offer customers the opportunity to negotiate on price and are the primary way people in the U.S. purchase new cars. Some states allow customers to purchase electric vehicles directly from manufacturers, which do not offer price negotiations like third-party dealerships do, but generally do offer more expertise on the technology and electric vehicle incentives or rebates. Based on what you know now, how would you prefer to purchase an electric vehicle?

Demographic	Through a traditional dealership	Through a manufacturer showroom	Through an online service, with delivery or pickup of the electric vehicle near me	Another way	Don't know / No opinion	Total N
Adults	37% (509)	21% (289)	22% (294)	3% (39)	17% (231)	1362
Gender: Male	33% (242)	25% (180)	25% (182)	3% (19)	14% (102)	726
Gender: Female	42% (267)	17% (108)	18% (112)	3% (20)	20% (130)	636
Age: 18-34	36% (182)	17% (86)	29% (145)	5% (26)	13% (65)	503
Age: 35-44	37% (87)	27% (64)	23% (53)	3% (7)	9% (22)	234
Age: 45-64	38% (156)	22% (92)	17% (70)	1% (4)	22% (90)	413
Age: 65+	40% (84)	22% (47)	12% (25)	1% (2)	25% (54)	212
GenZers: 1997-2012	42% (87)	14% (28)	22% (45)	4% (9)	18% (36)	204
Millennials: 1981-1996	33% (154)	23% (106)	30% (136)	5% (22)	9% (43)	461
GenXers: 1965-1980	39% (104)	19% (51)	20% (53)	2% (5)	20% (54)	267
Baby Boomers: 1946-1964	38% (151)	24% (97)	14% (58)	1% (2)	23% (94)	402
PID: Dem (no lean)	38% (241)	22% (144)	23% (147)	4% (26)	13% (83)	642
PID: Ind (no lean)	33% (128)	18% (72)	23% (92)	2% (10)	23% (90)	393
PID: Rep (no lean)	43% (139)	22% (72)	17% (54)	1% (3)	18% (58)	327
PID/Gender: Dem Men	32% (105)	28% (91)	28% (93)	3% (11)	9% (28)	329
PID/Gender: Dem Women	44% (136)	17% (53)	17% (54)	5% (15)	17% (55)	313
PID/Gender: Ind Men	26% (53)	21% (42)	27% (56)	3% (6)	23% (46)	203
PID/Gender: Ind Women	40% (75)	16% (30)	19% (37)	2% (4)	23% (44)	190
PID/Gender: Rep Men	43% (83)	24% (47)	17% (34)	1% (3)	14% (28)	194
PID/Gender: Rep Women	42% (56)	19% (26)	16% (21)	— (1)	23% (30)	134
Ideo: Liberal (1-3)	37% (186)	22% (109)	24% (124)	3% (14)	14% (73)	505
Ideo: Moderate (4)	33% (134)	25% (100)	21% (85)	4% (15)	18% (71)	405
Ideo: Conservative (5-7)	45% (156)	21% (72)	19% (65)	2% (6)	13% (46)	346

Continued on next page

Table MCER6: As you may know, car dealerships offer customers the opportunity to negotiate on price and are the primary way people in the U.S. purchase new cars. Some states allow customers to purchase electric vehicles directly from manufacturers, which do not offer price negotiations like third-party dealerships do, but generally do offer more expertise on the technology and electric vehicle incentives or rebates. Based on what you know now, how would you prefer to purchase an electric vehicle?

Demographic	Through a traditional dealership		Through a manufacturer showroom		Through an online service, with delivery or pickup of the electric vehicle near me		Another way		Don't know / No opinion		Total N
Adults	37%	(509)	21%	(289)	22%	(294)	3%	(39)	17%	(231)	1362
Educ: < College	41%	(348)	17%	(144)	19%	(165)	3%	(25)	20%	(168)	851
Educ: Bachelors degree	31%	(100)	31%	(99)	23%	(74)	3%	(10)	12%	(40)	324
Educ: Post-grad	32%	(61)	24%	(45)	29%	(54)	2%	(4)	13%	(24)	188
Income: Under 50k	39%	(238)	16%	(99)	20%	(124)	4%	(25)	21%	(128)	614
Income: 50k-100k	39%	(188)	23%	(110)	21%	(99)	2%	(7)	15%	(73)	477
Income: 100k+	31%	(84)	29%	(79)	26%	(71)	2%	(6)	11%	(31)	271
Ethnicity: White	36%	(377)	23%	(242)	21%	(218)	2%	(24)	17%	(181)	1042
Ethnicity: Hispanic	36%	(89)	21%	(53)	24%	(60)	6%	(14)	13%	(33)	250
Ethnicity: Black	42%	(74)	14%	(26)	28%	(49)	5%	(8)	12%	(21)	179
Ethnicity: Other	41%	(58)	15%	(21)	19%	(27)	5%	(6)	20%	(29)	141
All Christian	40%	(265)	25%	(165)	18%	(123)	2%	(13)	15%	(99)	665
All Non-Christian	31%	(32)	19%	(20)	36%	(37)	7%	(7)	7%	(7)	104
Atheist	28%	(17)	11%	(7)	23%	(14)	11%	(7)	27%	(16)	61
Agnostic/Nothing in particular	38%	(132)	20%	(68)	21%	(75)	3%	(10)	18%	(64)	350
Something Else	34%	(63)	16%	(29)	24%	(44)	1%	(2)	24%	(45)	183
Religious Non-Protestant/Catholic	34%	(40)	18%	(21)	34%	(40)	6%	(7)	9%	(10)	119
Evangelical	37%	(128)	25%	(84)	20%	(69)	1%	(3)	17%	(57)	342
Non-Evangelical	40%	(186)	21%	(97)	18%	(85)	3%	(12)	18%	(82)	461
Community: Urban	36%	(159)	25%	(108)	25%	(109)	3%	(13)	11%	(49)	438
Community: Suburban	37%	(235)	21%	(132)	21%	(130)	3%	(20)	18%	(115)	631
Community: Rural	40%	(116)	16%	(48)	19%	(54)	2%	(7)	23%	(68)	292

Continued on next page

Table MCER6: As you may know, car dealerships offer customers the opportunity to negotiate on price and are the primary way people in the U.S. purchase new cars. Some states allow customers to purchase electric vehicles directly from manufacturers, which do not offer price negotiations like third-party dealerships do, but generally do offer more expertise on the technology and electric vehicle incentives or rebates. Based on what you know now, how would you prefer to purchase an electric vehicle?

Demographic	Through a traditional dealership		Through a manufacturer showroom		Through an online service, with delivery or pickup of the electric vehicle near me		Another way		Don't know / No opinion		Total N
Adults	37%	(509)	21%	(289)	22%	(294)	3%	(39)	17%	(231)	1362
Employ: Private Sector	34%	(164)	27%	(128)	26%	(126)	3%	(12)	10%	(47)	476
Employ: Government	36%	(37)	23%	(23)	34%	(34)	1%	(1)	6%	(6)	102
Employ: Self-Employed	29%	(35)	20%	(24)	25%	(30)	3%	(3)	22%	(27)	118
Employ: Homemaker	44%	(37)	18%	(15)	14%	(12)	6%	(5)	18%	(15)	84
Employ: Student	54%	(55)	14%	(14)	9%	(9)	6%	(6)	17%	(17)	102
Employ: Retired	37%	(95)	21%	(53)	12%	(31)	1%	(2)	29%	(75)	256
Employ: Unemployed	36%	(52)	15%	(22)	25%	(37)	6%	(9)	17%	(25)	146
Employ: Other	45%	(35)	11%	(9)	19%	(15)	1%	(1)	24%	(19)	78
Military HH: Yes	35%	(68)	24%	(46)	19%	(37)	2%	(3)	20%	(38)	192
Military HH: No	38%	(441)	21%	(243)	22%	(257)	3%	(36)	17%	(193)	1169
RD/WT: Right Direction	33%	(259)	23%	(184)	27%	(210)	3%	(22)	14%	(111)	785
RD/WT: Wrong Track	43%	(250)	18%	(105)	15%	(84)	3%	(18)	21%	(120)	576
Biden Job Approve	36%	(336)	22%	(206)	25%	(233)	3%	(30)	15%	(139)	943
Biden Job Disapprove	43%	(158)	20%	(74)	13%	(48)	2%	(9)	21%	(76)	364
Biden Job Strongly Approve	34%	(176)	24%	(125)	25%	(129)	4%	(21)	14%	(72)	523
Biden Job Somewhat Approve	38%	(160)	19%	(80)	25%	(104)	2%	(9)	16%	(68)	420
Biden Job Somewhat Disapprove	48%	(60)	21%	(26)	14%	(18)	5%	(7)	12%	(15)	125
Biden Job Strongly Disapprove	41%	(98)	20%	(47)	13%	(30)	1%	(2)	26%	(62)	240
Favorable of Biden	36%	(326)	23%	(207)	23%	(214)	3%	(29)	15%	(139)	914
Unfavorable of Biden	43%	(173)	19%	(75)	15%	(60)	2%	(9)	21%	(82)	398
Very Favorable of Biden	35%	(186)	23%	(120)	24%	(128)	4%	(19)	15%	(79)	531
Somewhat Favorable of Biden	36%	(139)	23%	(87)	22%	(86)	3%	(11)	16%	(60)	382
Somewhat Unfavorable of Biden	50%	(61)	15%	(18)	18%	(23)	3%	(4)	14%	(17)	124
Very Unfavorable of Biden	41%	(111)	21%	(57)	13%	(37)	2%	(5)	24%	(65)	274

Continued on next page

Table MCER6: As you may know, car dealerships offer customers the opportunity to negotiate on price and are the primary way people in the U.S. purchase new cars. Some states allow customers to purchase electric vehicles directly from manufacturers, which do not offer price negotiations like third-party dealerships do, but generally do offer more expertise on the technology and electric vehicle incentives or rebates. Based on what you know now, how would you prefer to purchase an electric vehicle?

Demographic	Through a traditional dealership		Through a manufacturer showroom		Through an online service, with delivery or pickup of the electric vehicle near me		Another way		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	37%	(509)	21%	(289)	22%	(294)	3%	(39)	17%	(231)	1362
#1 Issue: Economy	38%	(202)	24%	(129)	21%	(113)	3%	(14)	14%	(71)	528
#1 Issue: Security	37%	(56)	23%	(36)	19%	(28)	2%	(3)	19%	(29)	152
#1 Issue: Health Care	36%	(84)	16%	(38)	27%	(61)	2%	(4)	19%	(44)	231
#1 Issue: Medicare / Social Security	43%	(54)	18%	(23)	8%	(11)	3%	(4)	28%	(36)	127
#1 Issue: Women's Issues	46%	(43)	16%	(15)	21%	(20)	3%	(3)	14%	(13)	94
#1 Issue: Education	36%	(21)	30%	(17)	19%	(11)	1%	(1)	14%	(8)	58
#1 Issue: Energy	24%	(25)	22%	(23)	39%	(41)	7%	(7)	8%	(9)	105
#1 Issue: Other	36%	(24)	14%	(9)	13%	(9)	5%	(3)	32%	(21)	66
2020 Vote: Joe Biden	36%	(273)	23%	(173)	23%	(174)	4%	(28)	14%	(103)	751
2020 Vote: Donald Trump	42%	(145)	24%	(81)	14%	(49)	1%	(4)	19%	(65)	344
2020 Vote: Didn't Vote	34%	(76)	14%	(30)	26%	(57)	1%	(3)	26%	(58)	224
2018 House Vote: Democrat	34%	(183)	25%	(137)	25%	(134)	2%	(12)	15%	(80)	545
2018 House Vote: Republican	44%	(141)	23%	(74)	15%	(49)	1%	(2)	17%	(52)	318
2016 Vote: Hillary Clinton	34%	(172)	25%	(130)	23%	(120)	2%	(12)	15%	(78)	512
2016 Vote: Donald Trump	41%	(140)	25%	(86)	15%	(53)	1%	(3)	18%	(63)	345
2016 Vote: Other	32%	(24)	18%	(13)	27%	(20)	10%	(8)	13%	(10)	75
2016 Vote: Didn't Vote	40%	(173)	14%	(59)	23%	(101)	4%	(17)	19%	(81)	431
Voted in 2014: Yes	38%	(295)	24%	(187)	20%	(156)	2%	(16)	16%	(127)	781
Voted in 2014: No	37%	(214)	18%	(102)	24%	(138)	4%	(23)	18%	(104)	581
4-Region: Northeast	35%	(86)	25%	(61)	21%	(51)	3%	(7)	18%	(43)	248
4-Region: Midwest	41%	(107)	20%	(53)	19%	(50)	2%	(4)	18%	(48)	263
4-Region: South	37%	(186)	21%	(106)	21%	(106)	3%	(13)	19%	(96)	508
4-Region: West	38%	(130)	20%	(68)	25%	(86)	4%	(15)	13%	(44)	343

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Table MCER6: As you may know, car dealerships offer customers the opportunity to negotiate on price and are the primary way people in the U.S. purchase new cars. Some states allow customers to purchase electric vehicles directly from manufacturers, which do not offer price negotiations like third-party dealerships do, but generally do offer more expertise on the technology and electric vehicle incentives or rebates. Based on what you know now, how would you prefer to purchase an electric vehicle?

Demographic	Through a traditional dealership		Through a manufacturer showroom		Through an online service, with delivery or pickup of the electric vehicle near me		Another way		Don't know / No opinion		Total N
Adults	37%	(509)	21%	(289)	22%	(294)	3%	(39)	17%	(231)	1362
Gas-powered car owners	38%	(372)	21%	(211)	22%	(212)	3%	(26)	16%	(162)	982
EV owners	22%	(11)	34%	(17)	33%	(17)	2%	(1)	9%	(5)	52
Dealership customers	38%	(421)	22%	(247)	22%	(250)	3%	(28)	15%	(169)	1114
Dealership non-customers	36%	(88)	17%	(42)	18%	(44)	4%	(11)	25%	(63)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER7_1: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
The opportunity to test drive the vehicle

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	72% (983)	21% (283)	3% (35)	1% (10)	4% (50)	1362
Gender: Male	68% (490)	24% (177)	4% (27)	1% (6)	4% (26)	726
Gender: Female	77% (493)	17% (107)	1% (8)	1% (4)	4% (24)	636
Age: 18-34	61% (306)	29% (146)	4% (18)	1% (6)	6% (28)	503
Age: 35-44	71% (166)	25% (58)	3% (7)	— (0)	1% (3)	234
Age: 45-64	80% (332)	14% (56)	2% (6)	1% (3)	4% (16)	413
Age: 65+	85% (179)	11% (24)	2% (4)	1% (1)	2% (4)	212
GenZers: 1997-2012	64% (130)	24% (48)	3% (5)	2% (5)	8% (16)	204
Millennials: 1981-1996	63% (289)	31% (142)	4% (17)	— (1)	3% (12)	461
GenXers: 1965-1980	76% (203)	16% (44)	2% (6)	— (1)	5% (14)	267
Baby Boomers: 1946-1964	84% (339)	11% (46)	1% (6)	1% (3)	2% (8)	402
PID: Dem (no lean)	71% (458)	22% (140)	3% (18)	1% (4)	4% (23)	642
PID: Ind (no lean)	74% (292)	20% (77)	2% (9)	1% (3)	3% (12)	393
PID: Rep (no lean)	71% (233)	20% (67)	2% (8)	1% (3)	5% (16)	327
PID/Gender: Dem Men	67% (219)	25% (82)	5% (16)	— (1)	3% (11)	329
PID/Gender: Dem Women	76% (239)	18% (57)	1% (2)	1% (3)	4% (12)	313
PID/Gender: Ind Men	69% (139)	23% (47)	3% (6)	1% (2)	4% (8)	203
PID/Gender: Ind Women	81% (153)	16% (30)	1% (3)	1% (1)	2% (3)	190
PID/Gender: Rep Men	68% (132)	24% (47)	2% (5)	2% (3)	4% (7)	194
PID/Gender: Rep Women	76% (101)	15% (20)	3% (4)	— (0)	7% (9)	134
Ideo: Liberal (1-3)	73% (367)	20% (99)	3% (13)	1% (7)	4% (19)	505
Ideo: Moderate (4)	73% (295)	20% (80)	3% (13)	— (1)	4% (15)	405
Ideo: Conservative (5-7)	70% (243)	25% (87)	2% (6)	1% (2)	2% (8)	346
Educ: < College	73% (620)	19% (165)	2% (17)	1% (8)	5% (40)	851
Educ: Bachelors degree	70% (228)	24% (77)	3% (11)	— (1)	2% (8)	324
Educ: Post-grad	72% (135)	22% (42)	3% (7)	1% (1)	2% (3)	188
Income: Under 50k	71% (435)	19% (114)	3% (18)	1% (6)	7% (42)	614
Income: 50k-100k	73% (350)	22% (105)	3% (12)	1% (4)	1% (6)	477
Income: 100k+	73% (198)	24% (65)	2% (5)	— (0)	1% (3)	271
Ethnicity: White	74% (767)	20% (211)	2% (23)	1% (10)	3% (31)	1042
Ethnicity: Hispanic	67% (168)	24% (61)	1% (3)	2% (4)	6% (15)	250

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Table MCER7_1: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
The opportunity to test drive the vehicle

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	72% (983)	21% (283)	3% (35)	1% (10)	4% (50)	1362
Ethnicity: Black	67% (120)	22% (39)	5% (9)	— (0)	6% (11)	179
Ethnicity: Other	68% (96)	24% (34)	2% (3)	— (0)	6% (8)	141
All Christian	73% (487)	21% (141)	2% (14)	1% (4)	3% (19)	665
All Non-Christian	62% (65)	26% (27)	6% (7)	1% (1)	5% (5)	104
Atheist	77% (47)	15% (9)	2% (1)	2% (1)	4% (2)	61
Agnostic/Nothing in particular	72% (252)	23% (80)	3% (9)	1% (4)	1% (4)	350
Something Else	72% (132)	14% (26)	2% (4)	— (0)	11% (20)	183
Religious Non-Protestant/Catholic	64% (76)	25% (29)	6% (7)	1% (1)	5% (6)	119
Evangelical	75% (255)	15% (53)	3% (9)	1% (3)	6% (22)	342
Non-Evangelical	72% (333)	23% (105)	1% (7)	— (1)	3% (16)	461
Community: Urban	65% (286)	25% (109)	4% (17)	1% (2)	6% (25)	438
Community: Suburban	76% (479)	19% (121)	2% (10)	1% (5)	3% (16)	631
Community: Rural	75% (218)	18% (53)	3% (9)	1% (3)	3% (9)	292
Employ: Private Sector	73% (345)	22% (107)	3% (13)	1% (3)	2% (7)	476
Employ: Government	64% (66)	25% (26)	6% (6)	1% (1)	3% (3)	102
Employ: Self-Employed	68% (80)	16% (19)	7% (8)	2% (2)	7% (8)	118
Employ: Homemaker	76% (64)	19% (16)	— (0)	2% (2)	3% (3)	84
Employ: Student	54% (55)	33% (34)	1% (1)	1% (1)	11% (11)	102
Employ: Retired	84% (214)	12% (29)	2% (5)	— (0)	3% (6)	256
Employ: Unemployed	66% (97)	29% (41)	1% (2)	— (0)	4% (6)	146
Employ: Other	80% (62)	14% (10)	— (0)	— (0)	7% (5)	78
Military HH: Yes	72% (138)	21% (40)	3% (5)	2% (4)	3% (5)	192
Military HH: No	72% (845)	21% (243)	3% (29)	1% (6)	4% (46)	1169
RD/WT: Right Direction	71% (560)	22% (170)	3% (26)	1% (7)	3% (23)	785
RD/WT: Wrong Track	73% (423)	20% (114)	2% (9)	1% (3)	5% (27)	576
Biden Job Approve	71% (674)	22% (204)	3% (27)	1% (8)	3% (31)	943
Biden Job Disapprove	75% (274)	18% (67)	2% (6)	1% (3)	4% (15)	364

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Table MCER7_1: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
 The opportunity to test drive the vehicle

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	72% (983)	21% (283)	3% (35)	1% (10)	4% (50)	1362
Biden Job Strongly Approve	74% (385)	20% (104)	3% (15)	1% (3)	3% (14)	523
Biden Job Somewhat Approve	69% (288)	24% (99)	3% (12)	1% (4)	4% (17)	420
Biden Job Somewhat Disapprove	79% (98)	19% (24)	2% (2)	— (0)	1% (1)	125
Biden Job Strongly Disapprove	73% (176)	18% (44)	2% (4)	1% (3)	6% (14)	240
Favorable of Biden	73% (667)	21% (192)	2% (23)	1% (6)	3% (26)	914
Unfavorable of Biden	74% (294)	20% (80)	2% (8)	1% (3)	3% (13)	398
Very Favorable of Biden	76% (406)	19% (100)	2% (11)	— (2)	2% (12)	531
Somewhat Favorable of Biden	68% (261)	24% (92)	3% (11)	1% (4)	4% (14)	382
Somewhat Unfavorable of Biden	76% (93)	22% (28)	2% (2)	— (0)	— (0)	124
Very Unfavorable of Biden	73% (201)	19% (52)	2% (6)	1% (3)	5% (13)	274
#1 Issue: Economy	73% (383)	22% (118)	2% (11)	— (2)	2% (13)	528
#1 Issue: Security	71% (108)	26% (39)	1% (2)	— (0)	2% (3)	152
#1 Issue: Health Care	74% (171)	17% (39)	5% (11)	1% (3)	3% (8)	231
#1 Issue: Medicare / Social Security	77% (98)	13% (16)	2% (2)	1% (1)	7% (9)	127
#1 Issue: Women's Issues	68% (64)	20% (18)	2% (2)	2% (1)	9% (8)	94
#1 Issue: Education	68% (40)	25% (15)	— (0)	4% (3)	2% (1)	58
#1 Issue: Energy	66% (69)	27% (29)	5% (5)	— (0)	2% (2)	105
#1 Issue: Other	75% (50)	14% (9)	2% (1)	— (0)	9% (6)	66
2020 Vote: Joe Biden	73% (547)	21% (157)	3% (19)	1% (4)	3% (23)	751
2020 Vote: Donald Trump	75% (258)	18% (61)	2% (7)	— (1)	5% (17)	344
2020 Vote: Didn't Vote	69% (155)	21% (47)	4% (8)	2% (5)	4% (9)	224
2018 House Vote: Democrat	75% (408)	19% (104)	3% (16)	— (2)	3% (15)	545
2018 House Vote: Republican	75% (239)	20% (64)	1% (3)	— (0)	4% (12)	318
2016 Vote: Hillary Clinton	77% (392)	18% (92)	3% (16)	— (0)	2% (11)	512
2016 Vote: Donald Trump	75% (260)	19% (67)	1% (3)	— (0)	4% (15)	345
2016 Vote: Other	54% (40)	40% (30)	2% (2)	3% (2)	1% (1)	75
2016 Vote: Didn't Vote	67% (290)	22% (95)	3% (14)	2% (8)	6% (24)	431
Voted in 2014: Yes	76% (595)	18% (142)	2% (17)	— (2)	3% (26)	781
Voted in 2014: No	67% (388)	24% (141)	3% (18)	1% (8)	4% (24)	581

Continued on next page

Table MCER7_1: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
The opportunity to test drive the vehicle

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/ No opinion		Total N
Adults	72%	(983)	21%	(283)	3%	(35)	1%	(10)	4%	(50)	1362
4-Region: Northeast	71%	(176)	22%	(54)	2%	(4)	1%	(2)	5%	(12)	248
4-Region: Midwest	72%	(188)	20%	(53)	4%	(10)	1%	(1)	4%	(10)	263
4-Region: South	73%	(371)	21%	(108)	2%	(11)	1%	(5)	3%	(13)	508
4-Region: West	72%	(248)	20%	(68)	3%	(10)	—	(2)	5%	(16)	343
Gas-powered car owners	75%	(735)	20%	(196)	2%	(23)	—	(4)	2%	(24)	982
EV owners	57%	(29)	18%	(9)	13%	(7)	3%	(1)	10%	(5)	52
Dealership customers	75%	(836)	19%	(210)	3%	(28)	1%	(7)	3%	(33)	1114
Dealership non-customers	59%	(147)	30%	(73)	3%	(7)	1%	(3)	7%	(17)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER7_2: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
 Financing options

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	58% (790)	26% (354)	7% (100)	4% (55)	5% (63)	1362
Gender: Male	52% (380)	28% (205)	9% (67)	6% (41)	5% (33)	726
Gender: Female	64% (410)	23% (149)	5% (34)	2% (14)	5% (29)	636
Age: 18-34	59% (297)	28% (141)	5% (28)	2% (10)	6% (29)	503
Age: 35-44	61% (142)	29% (67)	5% (11)	3% (7)	3% (6)	234
Age: 45-64	58% (239)	23% (94)	9% (35)	5% (22)	5% (23)	413
Age: 65+	53% (113)	25% (52)	12% (26)	8% (17)	2% (5)	212
GenZers: 1997-2012	55% (112)	27% (55)	7% (14)	3% (7)	8% (16)	204
Millennials: 1981-1996	60% (277)	30% (138)	5% (22)	2% (8)	4% (16)	461
GenXers: 1965-1980	63% (168)	23% (62)	4% (11)	4% (10)	6% (17)	267
Baby Boomers: 1946-1964	54% (217)	23% (93)	12% (49)	7% (29)	3% (13)	402
PID: Dem (no lean)	60% (386)	27% (171)	7% (44)	3% (18)	4% (23)	642
PID: Ind (no lean)	57% (223)	25% (99)	7% (27)	5% (21)	6% (23)	393
PID: Rep (no lean)	55% (181)	26% (85)	9% (29)	5% (17)	5% (17)	327
PID/Gender: Dem Men	55% (180)	30% (98)	8% (26)	3% (11)	4% (12)	329
PID/Gender: Dem Women	66% (206)	23% (73)	6% (18)	2% (6)	3% (10)	313
PID/Gender: Ind Men	52% (105)	23% (46)	10% (20)	8% (16)	7% (15)	203
PID/Gender: Ind Women	62% (118)	28% (52)	3% (6)	2% (5)	4% (8)	190
PID/Gender: Rep Men	49% (94)	31% (60)	10% (20)	7% (13)	3% (6)	194
PID/Gender: Rep Women	64% (86)	18% (24)	7% (10)	3% (3)	8% (10)	134
Ideo: Liberal (1-3)	59% (296)	28% (141)	6% (31)	4% (20)	3% (17)	505
Ideo: Moderate (4)	56% (228)	26% (105)	8% (32)	4% (15)	6% (24)	405
Ideo: Conservative (5-7)	55% (191)	27% (93)	10% (35)	5% (17)	3% (10)	346
Educ: < College	61% (522)	25% (209)	6% (53)	3% (22)	5% (45)	851
Educ: Bachelors degree	53% (170)	30% (97)	7% (22)	6% (20)	4% (14)	324
Educ: Post-grad	52% (98)	26% (48)	13% (25)	7% (13)	2% (3)	188
Income: Under 50k	63% (385)	21% (132)	5% (31)	3% (17)	8% (48)	614
Income: 50k-100k	56% (269)	28% (136)	9% (42)	4% (20)	2% (10)	477
Income: 100k+	50% (135)	32% (87)	10% (27)	7% (18)	2% (5)	271
Ethnicity: White	56% (582)	28% (287)	8% (87)	5% (48)	4% (37)	1042
Ethnicity: Hispanic	61% (154)	25% (62)	2% (6)	4% (10)	8% (19)	250

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**Table MCER7_2: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Financing options**

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	58% (790)	26% (354)	7% (100)	4% (55)	5% (63)	1362
Ethnicity: Black	71% (127)	18% (33)	3% (5)	2% (4)	6% (11)	179
Ethnicity: Other	57% (80)	24% (34)	6% (9)	3% (4)	10% (14)	141
All Christian	56% (372)	28% (185)	9% (59)	4% (25)	3% (23)	665
All Non-Christian	53% (55)	28% (29)	9% (9)	4% (4)	6% (6)	104
Atheist	50% (30)	21% (13)	8% (5)	17% (11)	4% (2)	61
Agnostic/Nothing in particular	63% (220)	26% (91)	6% (19)	4% (13)	2% (7)	350
Something Else	61% (112)	20% (36)	4% (8)	1% (3)	13% (24)	183
Religious Non-Protestant/Catholic	55% (65)	27% (32)	8% (9)	4% (4)	6% (7)	119
Evangelical	60% (204)	24% (81)	6% (20)	4% (12)	7% (24)	342
Non-Evangelical	56% (259)	28% (129)	9% (41)	3% (13)	4% (19)	461
Community: Urban	59% (258)	26% (114)	7% (29)	3% (14)	5% (24)	438
Community: Suburban	57% (358)	27% (169)	9% (55)	4% (26)	4% (23)	631
Community: Rural	60% (174)	24% (71)	6% (16)	5% (15)	5% (16)	292
Employ: Private Sector	57% (271)	31% (147)	7% (34)	3% (13)	2% (11)	476
Employ: Government	52% (53)	36% (36)	7% (7)	2% (2)	3% (3)	102
Employ: Self-Employed	53% (62)	22% (26)	8% (9)	8% (10)	10% (12)	118
Employ: Homemaker	70% (59)	18% (15)	3% (2)	4% (4)	5% (4)	84
Employ: Student	51% (52)	35% (36)	1% (1)	6% (6)	7% (7)	102
Employ: Retired	49% (126)	26% (66)	14% (35)	7% (17)	5% (12)	256
Employ: Unemployed	76% (111)	11% (17)	4% (6)	2% (3)	6% (8)	146
Employ: Other	71% (55)	15% (11)	7% (6)	— (0)	7% (5)	78
Military HH: Yes	54% (104)	25% (48)	12% (24)	6% (12)	2% (4)	192
Military HH: No	59% (686)	26% (306)	7% (77)	4% (43)	5% (58)	1169
RD/WT: Right Direction	57% (451)	28% (219)	7% (55)	4% (32)	3% (27)	785
RD/WT: Wrong Track	59% (338)	23% (135)	8% (45)	4% (23)	6% (35)	576
Biden Job Approve	58% (544)	27% (255)	7% (66)	4% (37)	4% (41)	943
Biden Job Disapprove	60% (219)	23% (83)	9% (32)	4% (14)	5% (16)	364

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Table MCER7_2: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Financing options

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	58% (790)	26% (354)	7% (100)	4% (55)	5% (63)	1362
Biden Job Strongly Approve	60% (314)	25% (131)	7% (39)	4% (21)	4% (18)	523
Biden Job Somewhat Approve	55% (230)	29% (124)	6% (27)	4% (16)	5% (23)	420
Biden Job Somewhat Disapprove	63% (78)	25% (32)	6% (8)	4% (5)	1% (1)	125
Biden Job Strongly Disapprove	59% (141)	21% (51)	10% (24)	4% (9)	6% (15)	240
Favorable of Biden	59% (538)	27% (245)	7% (63)	3% (31)	4% (36)	914
Unfavorable of Biden	56% (225)	25% (100)	9% (36)	5% (21)	4% (17)	398
Very Favorable of Biden	63% (334)	24% (127)	6% (31)	3% (17)	4% (22)	531
Somewhat Favorable of Biden	53% (204)	31% (118)	8% (32)	4% (14)	4% (14)	382
Somewhat Unfavorable of Biden	59% (72)	31% (38)	6% (8)	3% (4)	1% (1)	124
Very Unfavorable of Biden	55% (152)	22% (61)	10% (28)	6% (17)	6% (16)	274
#1 Issue: Economy	61% (320)	25% (133)	8% (40)	3% (14)	4% (21)	528
#1 Issue: Security	57% (87)	32% (48)	7% (10)	2% (2)	2% (4)	152
#1 Issue: Health Care	62% (143)	22% (51)	8% (19)	5% (11)	3% (7)	231
#1 Issue: Medicare / Social Security	55% (71)	23% (30)	6% (8)	5% (6)	10% (13)	127
#1 Issue: Women's Issues	56% (52)	34% (32)	4% (3)	1% (1)	5% (5)	94
#1 Issue: Education	49% (29)	28% (16)	6% (4)	14% (8)	3% (2)	58
#1 Issue: Energy	55% (58)	26% (27)	11% (11)	5% (5)	4% (4)	105
#1 Issue: Other	45% (29)	26% (17)	8% (5)	11% (7)	10% (7)	66
2020 Vote: Joe Biden	58% (439)	26% (196)	7% (54)	4% (31)	4% (31)	751
2020 Vote: Donald Trump	58% (198)	24% (84)	9% (33)	4% (13)	5% (17)	344
2020 Vote: Didn't Vote	57% (128)	28% (63)	4% (9)	5% (10)	6% (13)	224
2018 House Vote: Democrat	57% (311)	27% (145)	8% (43)	4% (24)	4% (22)	545
2018 House Vote: Republican	55% (176)	26% (83)	9% (30)	5% (15)	5% (15)	318
2016 Vote: Hillary Clinton	58% (297)	27% (139)	8% (38)	4% (21)	3% (17)	512
2016 Vote: Donald Trump	58% (198)	25% (86)	9% (30)	4% (15)	5% (16)	345
2016 Vote: Other	55% (41)	25% (19)	9% (7)	8% (6)	3% (2)	75
2016 Vote: Didn't Vote	59% (254)	26% (111)	6% (25)	3% (14)	6% (28)	431
Voted in 2014: Yes	57% (445)	25% (194)	9% (70)	5% (39)	4% (34)	781
Voted in 2014: No	59% (344)	28% (161)	5% (30)	3% (17)	5% (29)	581

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Table MCER7_2: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Financing options

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/ No opinion		Total N
Adults	58%	(790)	26%	(354)	7%	(100)	4%	(55)	5%	(63)	1362
4-Region: Northeast	57%	(142)	27%	(68)	9%	(22)	2%	(5)	4%	(11)	248
4-Region: Midwest	48%	(126)	27%	(70)	11%	(29)	8%	(20)	7%	(18)	263
4-Region: South	61%	(312)	26%	(134)	5%	(23)	3%	(18)	4%	(21)	508
4-Region: West	61%	(209)	24%	(82)	8%	(26)	4%	(13)	4%	(12)	343
Gas-powered car owners	57%	(560)	28%	(271)	8%	(78)	4%	(40)	3%	(32)	982
EV owners	62%	(32)	13%	(7)	7%	(4)	6%	(3)	12%	(6)	52
Dealership customers	57%	(631)	27%	(300)	8%	(93)	4%	(48)	4%	(43)	1114
Dealership non-customers	64%	(159)	22%	(55)	3%	(7)	3%	(8)	8%	(20)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER7_3: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Price negotiations

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	57% (773)	31% (417)	6% (85)	2% (22)	5% (66)	1362
Gender: Male	52% (380)	32% (235)	8% (60)	2% (15)	5% (35)	726
Gender: Female	62% (393)	29% (181)	4% (24)	1% (7)	5% (31)	636
Age: 18-34	56% (283)	33% (164)	6% (29)	1% (4)	5% (24)	503
Age: 35-44	55% (129)	32% (76)	8% (18)	2% (4)	3% (6)	234
Age: 45-64	56% (232)	28% (117)	5% (22)	3% (11)	7% (31)	413
Age: 65+	61% (129)	28% (60)	7% (15)	1% (2)	3% (5)	212
GenZers: 1997-2012	50% (101)	36% (73)	7% (15)	1% (2)	6% (13)	204
Millennials: 1981-1996	60% (279)	29% (135)	6% (28)	1% (5)	3% (14)	461
GenXers: 1965-1980	53% (141)	34% (91)	4% (11)	1% (3)	8% (20)	267
Baby Boomers: 1946-1964	59% (235)	27% (109)	7% (29)	3% (11)	4% (18)	402
PID: Dem (no lean)	57% (368)	31% (198)	6% (39)	2% (14)	4% (24)	642
PID: Ind (no lean)	56% (218)	30% (118)	7% (29)	1% (5)	6% (22)	393
PID: Rep (no lean)	57% (187)	31% (101)	5% (17)	1% (2)	6% (20)	327
PID/Gender: Dem Men	53% (174)	31% (103)	9% (29)	3% (10)	4% (13)	329
PID/Gender: Dem Women	62% (194)	30% (95)	3% (10)	1% (4)	3% (10)	313
PID/Gender: Ind Men	52% (106)	30% (62)	10% (20)	1% (2)	6% (13)	203
PID/Gender: Ind Women	59% (112)	30% (56)	5% (9)	2% (3)	5% (9)	190
PID/Gender: Rep Men	52% (100)	36% (71)	6% (12)	1% (2)	5% (9)	194
PID/Gender: Rep Women	65% (87)	23% (30)	4% (5)	— (0)	8% (11)	134
Ideo: Liberal (1-3)	52% (265)	36% (180)	5% (26)	3% (15)	4% (20)	505
Ideo: Moderate (4)	54% (217)	31% (127)	9% (35)	1% (5)	5% (21)	405
Ideo: Conservative (5-7)	61% (210)	29% (100)	6% (20)	— (2)	4% (15)	346
Educ: < College	61% (521)	27% (233)	5% (41)	1% (7)	6% (49)	851
Educ: Bachelors degree	49% (160)	36% (116)	8% (27)	2% (8)	4% (13)	324
Educ: Post-grad	49% (92)	36% (68)	9% (17)	3% (6)	2% (4)	188
Income: Under 50k	59% (361)	29% (176)	4% (23)	1% (6)	8% (47)	614
Income: 50k-100k	58% (275)	31% (148)	7% (32)	2% (9)	3% (13)	477
Income: 100k+	50% (137)	34% (93)	11% (29)	2% (6)	2% (6)	271
Ethnicity: White	54% (563)	32% (335)	7% (76)	2% (19)	5% (49)	1042
Ethnicity: Hispanic	57% (143)	33% (83)	3% (8)	1% (2)	6% (14)	250

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Table MCER7_3: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Price negotiations

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	57% (773)	31% (417)	6% (85)	2% (22)	5% (66)	1362
Ethnicity: Black	67% (120)	25% (45)	3% (5)	1% (2)	4% (8)	179
Ethnicity: Other	64% (90)	26% (36)	3% (4)	1% (1)	7% (10)	141
All Christian	58% (386)	31% (207)	6% (37)	2% (11)	4% (24)	665
All Non-Christian	60% (63)	24% (25)	10% (11)	— (0)	5% (5)	104
Atheist	47% (29)	35% (21)	10% (6)	7% (4)	1% (1)	61
Agnostic/Nothing in particular	55% (191)	36% (125)	5% (18)	2% (6)	3% (10)	350
Something Else	57% (105)	21% (38)	7% (12)	1% (1)	14% (26)	183
Religious Non-Protestant/Catholic	63% (74)	23% (27)	9% (11)	— (0)	6% (7)	119
Evangelical	60% (205)	27% (94)	5% (19)	1% (3)	6% (22)	342
Non-Evangelical	57% (264)	29% (135)	6% (30)	2% (7)	6% (26)	461
Community: Urban	54% (236)	32% (139)	6% (27)	2% (10)	6% (27)	438
Community: Suburban	57% (359)	32% (203)	7% (41)	1% (7)	3% (22)	631
Community: Rural	61% (179)	26% (75)	6% (17)	2% (5)	6% (17)	292
Employ: Private Sector	54% (255)	34% (162)	7% (35)	2% (7)	3% (16)	476
Employ: Government	50% (51)	39% (40)	6% (7)	2% (2)	2% (3)	102
Employ: Self-Employed	55% (66)	25% (30)	10% (11)	2% (2)	8% (9)	118
Employ: Homemaker	60% (51)	28% (24)	5% (4)	2% (2)	4% (3)	84
Employ: Student	58% (59)	32% (33)	5% (5)	1% (1)	5% (5)	102
Employ: Retired	58% (149)	27% (70)	7% (18)	2% (5)	5% (14)	256
Employ: Unemployed	59% (87)	30% (44)	3% (5)	2% (2)	6% (8)	146
Employ: Other	71% (55)	19% (14)	1% (1)	— (0)	9% (7)	78
Military HH: Yes	56% (107)	32% (62)	7% (13)	1% (3)	4% (7)	192
Military HH: No	57% (665)	30% (355)	6% (72)	2% (19)	5% (59)	1169
RD/WT: Right Direction	54% (428)	34% (267)	7% (51)	2% (15)	3% (25)	785
RD/WT: Wrong Track	60% (345)	26% (150)	6% (33)	1% (7)	7% (41)	576
Biden Job Approve	56% (527)	32% (300)	6% (59)	2% (18)	4% (40)	943
Biden Job Disapprove	58% (210)	29% (106)	6% (23)	1% (3)	6% (22)	364

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Table MCER7_3: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
 Price negotiations

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	57% (773)	31% (417)	6% (85)	2% (22)	5% (66)	1362
Biden Job Strongly Approve	58% (301)	31% (160)	6% (31)	2% (8)	4% (23)	523
Biden Job Somewhat Approve	54% (226)	33% (140)	7% (28)	2% (10)	4% (17)	420
Biden Job Somewhat Disapprove	52% (65)	37% (47)	7% (8)	1% (1)	3% (4)	125
Biden Job Strongly Disapprove	60% (145)	25% (60)	6% (14)	1% (2)	8% (18)	240
Favorable of Biden	56% (516)	32% (288)	7% (62)	2% (15)	4% (34)	914
Unfavorable of Biden	58% (231)	30% (119)	6% (22)	1% (4)	6% (22)	398
Very Favorable of Biden	61% (325)	29% (153)	5% (28)	1% (8)	3% (18)	531
Somewhat Favorable of Biden	50% (191)	35% (135)	9% (34)	2% (7)	4% (15)	382
Somewhat Unfavorable of Biden	59% (73)	33% (41)	5% (7)	1% (1)	2% (2)	124
Very Unfavorable of Biden	58% (158)	28% (78)	6% (16)	1% (3)	7% (20)	274
#1 Issue: Economy	60% (315)	30% (157)	6% (30)	1% (5)	4% (21)	528
#1 Issue: Security	65% (99)	22% (34)	7% (11)	— (1)	5% (8)	152
#1 Issue: Health Care	54% (126)	31% (72)	7% (15)	3% (7)	5% (11)	231
#1 Issue: Medicare / Social Security	54% (69)	31% (39)	5% (6)	1% (1)	9% (12)	127
#1 Issue: Women's Issues	56% (52)	37% (35)	3% (3)	1% (1)	2% (2)	94
#1 Issue: Education	52% (30)	37% (22)	3% (2)	3% (2)	5% (3)	58
#1 Issue: Energy	44% (47)	37% (39)	14% (15)	2% (2)	3% (3)	105
#1 Issue: Other	53% (35)	30% (20)	4% (2)	4% (2)	10% (6)	66
2020 Vote: Joe Biden	54% (408)	33% (247)	7% (53)	2% (17)	3% (25)	751
2020 Vote: Donald Trump	60% (205)	28% (97)	5% (17)	— (1)	7% (24)	344
2020 Vote: Didn't Vote	60% (134)	27% (60)	5% (11)	1% (3)	7% (15)	224
2018 House Vote: Democrat	55% (301)	31% (172)	7% (37)	3% (14)	4% (21)	545
2018 House Vote: Republican	60% (192)	28% (89)	5% (15)	1% (2)	6% (20)	318
2016 Vote: Hillary Clinton	55% (282)	33% (169)	6% (30)	3% (14)	3% (17)	512
2016 Vote: Donald Trump	59% (203)	28% (97)	6% (19)	— (2)	7% (25)	345
2016 Vote: Other	53% (40)	33% (25)	12% (9)	1% (0)	1% (1)	75
2016 Vote: Didn't Vote	58% (249)	29% (127)	6% (26)	1% (5)	6% (24)	431
Voted in 2014: Yes	58% (453)	29% (224)	6% (47)	2% (16)	5% (40)	781
Voted in 2014: No	55% (319)	33% (193)	6% (37)	1% (6)	4% (26)	581

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Table MCER7_3: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Price negotiations

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/ No opinion		Total N
Adults	57%	(773)	31%	(417)	6%	(85)	2%	(22)	5%	(66)	1362
4-Region: Northeast	58%	(145)	28%	(71)	7%	(17)	1%	(3)	5%	(13)	248
4-Region: Midwest	53%	(139)	31%	(83)	7%	(18)	2%	(6)	7%	(17)	263
4-Region: South	58%	(297)	30%	(154)	5%	(25)	2%	(8)	5%	(24)	508
4-Region: West	56%	(191)	32%	(109)	7%	(25)	2%	(5)	3%	(12)	343
Gas-powered car owners	58%	(574)	30%	(299)	6%	(60)	1%	(13)	4%	(36)	982
EV owners	57%	(29)	27%	(14)	6%	(3)	1%	(1)	10%	(5)	52
Dealership customers	57%	(631)	31%	(347)	7%	(73)	1%	(15)	4%	(47)	1114
Dealership non-customers	57%	(142)	28%	(70)	5%	(11)	3%	(6)	7%	(19)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER7_4: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Expert explanation on how electric vehicles differ from conventional cars

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	58% (793)	28% (382)	7% (90)	2% (32)	5% (64)	1362
Gender: Male	55% (401)	31% (224)	7% (52)	2% (18)	4% (32)	726
Gender: Female	62% (392)	25% (159)	6% (38)	2% (15)	5% (33)	636
Age: 18-34	48% (244)	33% (166)	10% (51)	2% (12)	6% (31)	503
Age: 35-44	61% (142)	29% (67)	5% (11)	2% (4)	4% (9)	234
Age: 45-64	64% (266)	23% (94)	5% (19)	3% (13)	5% (21)	413
Age: 65+	66% (141)	26% (55)	5% (10)	2% (4)	1% (3)	212
GenZers: 1997-2012	45% (93)	32% (66)	10% (19)	4% (7)	9% (19)	204
Millennials: 1981-1996	54% (248)	32% (147)	9% (39)	2% (8)	4% (19)	461
GenXers: 1965-1980	59% (157)	26% (70)	6% (15)	2% (6)	7% (19)	267
Baby Boomers: 1946-1964	70% (280)	23% (91)	4% (15)	2% (10)	2% (7)	402
PID: Dem (no lean)	61% (391)	25% (161)	6% (40)	3% (19)	5% (30)	642
PID: Ind (no lean)	55% (216)	32% (127)	8% (30)	2% (7)	3% (12)	393
PID: Rep (no lean)	57% (185)	29% (95)	6% (20)	2% (6)	7% (22)	327
PID/Gender: Dem Men	60% (196)	27% (89)	8% (25)	2% (8)	3% (11)	329
PID/Gender: Dem Women	62% (195)	23% (72)	5% (16)	4% (11)	6% (19)	313
PID/Gender: Ind Men	51% (104)	35% (70)	9% (18)	2% (4)	4% (7)	203
PID/Gender: Ind Women	59% (112)	30% (56)	7% (12)	2% (4)	3% (5)	190
PID/Gender: Rep Men	52% (101)	33% (65)	5% (10)	3% (6)	7% (13)	194
PID/Gender: Rep Women	63% (84)	23% (30)	8% (10)	— (0)	7% (9)	134
Ideo: Liberal (1-3)	60% (304)	26% (133)	6% (28)	3% (17)	5% (23)	505
Ideo: Moderate (4)	55% (223)	30% (122)	7% (30)	2% (9)	5% (20)	405
Ideo: Conservative (5-7)	57% (198)	30% (105)	8% (26)	2% (6)	3% (11)	346
Educ: < College	61% (518)	25% (211)	6% (49)	2% (19)	6% (53)	851
Educ: Bachelors degree	53% (173)	34% (109)	8% (26)	2% (8)	3% (9)	324
Educ: Post-grad	54% (102)	33% (63)	8% (15)	3% (6)	1% (2)	188
Income: Under 50k	55% (339)	28% (169)	6% (39)	3% (18)	8% (48)	614
Income: 50k-100k	62% (295)	28% (134)	6% (29)	2% (8)	2% (11)	477
Income: 100k+	59% (159)	29% (80)	8% (22)	2% (6)	2% (4)	271
Ethnicity: White	59% (614)	28% (292)	7% (73)	3% (28)	3% (35)	1042
Ethnicity: Hispanic	56% (139)	29% (72)	7% (17)	4% (11)	5% (12)	250

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Table MCER7_4: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Expert explanation on how electric vehicles differ from conventional cars

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	58% (793)	28% (382)	7% (90)	2% (32)	5% (64)	1362
Ethnicity: Black	52% (92)	32% (57)	5% (8)	1% (2)	11% (19)	179
Ethnicity: Other	61% (87)	24% (34)	6% (9)	2% (2)	7% (10)	141
All Christian	62% (414)	27% (177)	6% (43)	2% (11)	3% (20)	665
All Non-Christian	50% (52)	37% (39)	7% (7)	1% (1)	5% (5)	104
Atheist	51% (31)	25% (15)	10% (6)	11% (6)	4% (2)	61
Agnostic/Nothing in particular	57% (199)	28% (98)	9% (30)	3% (11)	3% (11)	350
Something Else	52% (96)	29% (53)	3% (5)	2% (3)	14% (26)	183
Religious Non-Protestant/Catholic	54% (64)	34% (41)	6% (7)	1% (1)	5% (6)	119
Evangelical	60% (204)	25% (85)	7% (23)	1% (4)	8% (27)	342
Non-Evangelical	61% (283)	28% (131)	5% (23)	2% (10)	3% (15)	461
Community: Urban	56% (244)	28% (125)	8% (37)	2% (8)	6% (25)	438
Community: Suburban	59% (374)	29% (184)	5% (33)	3% (16)	4% (24)	631
Community: Rural	60% (175)	25% (74)	7% (20)	3% (8)	5% (15)	292
Employ: Private Sector	58% (277)	31% (147)	7% (31)	2% (8)	3% (13)	476
Employ: Government	47% (48)	35% (36)	10% (11)	4% (4)	4% (4)	102
Employ: Self-Employed	54% (64)	28% (33)	8% (10)	4% (5)	6% (7)	118
Employ: Homemaker	62% (53)	20% (17)	12% (10)	2% (2)	3% (3)	84
Employ: Student	39% (40)	40% (40)	8% (9)	1% (1)	12% (12)	102
Employ: Retired	66% (170)	25% (65)	4% (9)	1% (3)	3% (9)	256
Employ: Unemployed	62% (90)	20% (30)	6% (9)	6% (9)	5% (7)	146
Employ: Other	66% (51)	19% (15)	3% (2)	— (0)	12% (10)	78
Military HH: Yes	52% (101)	34% (66)	7% (14)	3% (6)	3% (6)	192
Military HH: No	59% (692)	27% (316)	7% (77)	2% (26)	5% (58)	1169
RD/WT: Right Direction	60% (473)	27% (214)	6% (45)	2% (18)	4% (35)	785
RD/WT: Wrong Track	55% (320)	29% (168)	8% (45)	2% (14)	5% (29)	576
Biden Job Approve	58% (547)	29% (271)	6% (54)	3% (26)	5% (45)	943
Biden Job Disapprove	59% (213)	27% (99)	8% (30)	2% (6)	4% (15)	364

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Table MCER7_4: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Expert explanation on how electric vehicles differ from conventional cars

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	58% (793)	28% (382)	7% (90)	2% (32)	5% (64)	1362
Biden Job Strongly Approve	65% (340)	23% (123)	4% (21)	3% (17)	4% (22)	523
Biden Job Somewhat Approve	49% (208)	35% (149)	8% (33)	2% (9)	5% (23)	420
Biden Job Somewhat Disapprove	62% (77)	28% (35)	9% (11)	1% (1)	1% (1)	125
Biden Job Strongly Disapprove	57% (136)	27% (64)	8% (19)	2% (5)	6% (15)	240
Favorable of Biden	59% (542)	28% (255)	6% (53)	3% (23)	4% (40)	914
Unfavorable of Biden	57% (227)	30% (117)	8% (32)	2% (6)	4% (15)	398
Very Favorable of Biden	66% (352)	23% (120)	4% (21)	3% (13)	5% (24)	531
Somewhat Favorable of Biden	50% (190)	35% (135)	8% (32)	3% (10)	4% (16)	382
Somewhat Unfavorable of Biden	55% (68)	36% (45)	7% (9)	1% (1)	— (0)	124
Very Unfavorable of Biden	58% (159)	26% (73)	8% (23)	2% (5)	5% (15)	274
#1 Issue: Economy	58% (308)	29% (154)	6% (34)	1% (6)	5% (26)	528
#1 Issue: Security	55% (84)	34% (51)	6% (9)	2% (3)	3% (5)	152
#1 Issue: Health Care	63% (147)	24% (56)	8% (19)	2% (4)	3% (6)	231
#1 Issue: Medicare / Social Security	64% (82)	26% (33)	3% (4)	1% (2)	6% (8)	127
#1 Issue: Women's Issues	58% (54)	22% (20)	10% (9)	3% (2)	8% (7)	94
#1 Issue: Education	61% (36)	21% (12)	11% (7)	3% (2)	2% (1)	58
#1 Issue: Energy	48% (50)	37% (39)	7% (7)	6% (7)	2% (2)	105
#1 Issue: Other	49% (32)	25% (17)	3% (2)	10% (7)	13% (8)	66
2020 Vote: Joe Biden	60% (449)	28% (207)	6% (48)	3% (23)	3% (24)	751
2020 Vote: Donald Trump	60% (206)	27% (92)	7% (24)	1% (4)	5% (17)	344
2020 Vote: Didn't Vote	57% (128)	24% (55)	7% (15)	2% (5)	10% (22)	224
2018 House Vote: Democrat	62% (338)	26% (142)	7% (38)	2% (10)	3% (17)	545
2018 House Vote: Republican	61% (193)	28% (90)	5% (17)	1% (3)	4% (14)	318
2016 Vote: Hillary Clinton	63% (321)	26% (133)	6% (33)	3% (14)	2% (11)	512
2016 Vote: Donald Trump	61% (210)	28% (96)	5% (19)	1% (4)	5% (17)	345
2016 Vote: Other	44% (33)	45% (34)	10% (8)	— (0)	1% (1)	75
2016 Vote: Didn't Vote	53% (230)	28% (120)	7% (31)	3% (15)	8% (36)	431
Voted in 2014: Yes	62% (480)	27% (208)	6% (50)	2% (14)	4% (28)	781
Voted in 2014: No	54% (312)	30% (174)	7% (40)	3% (18)	6% (36)	581

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Table MCER7_4: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Expert explanation on how electric vehicles differ from conventional cars

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/ No opinion		Total N
Adults	58%	(793)	28%	(382)	7%	(90)	2%	(32)	5%	(64)	1362
4-Region: Northeast	56%	(139)	33%	(81)	6%	(14)	2%	(5)	4%	(10)	248
4-Region: Midwest	61%	(161)	23%	(60)	8%	(20)	2%	(6)	6%	(15)	263
4-Region: South	56%	(283)	32%	(162)	4%	(22)	3%	(14)	5%	(27)	508
4-Region: West	61%	(210)	23%	(79)	10%	(34)	2%	(8)	4%	(12)	343
Gas-powered car owners	59%	(575)	29%	(285)	7%	(66)	3%	(27)	3%	(29)	982
EV owners	55%	(28)	32%	(17)	3%	(2)	6%	(3)	4%	(2)	52
Dealership customers	59%	(660)	28%	(314)	7%	(75)	2%	(27)	4%	(39)	1114
Dealership non-customers	54%	(133)	28%	(69)	6%	(16)	2%	(6)	10%	(25)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER7_5: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
 Mechanical help after purchase

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	71% (967)	21% (281)	3% (37)	1% (18)	4% (59)	1362
Gender: Male	69% (500)	22% (163)	3% (25)	1% (8)	4% (29)	726
Gender: Female	73% (467)	19% (118)	2% (12)	2% (10)	5% (30)	636
Age: 18-34	60% (304)	27% (137)	4% (21)	2% (12)	6% (29)	503
Age: 35-44	70% (163)	26% (60)	2% (5)	1% (2)	2% (5)	234
Age: 45-64	78% (323)	15% (62)	1% (6)	1% (3)	4% (18)	413
Age: 65+	83% (177)	11% (23)	2% (4)	1% (2)	3% (6)	212
GenZers: 1997-2012	49% (100)	33% (67)	5% (10)	4% (8)	9% (19)	204
Millennials: 1981-1996	68% (315)	25% (113)	3% (16)	1% (5)	3% (13)	461
GenXers: 1965-1980	75% (200)	17% (46)	2% (4)	— (1)	6% (16)	267
Baby Boomers: 1946-1964	82% (328)	13% (52)	1% (6)	1% (4)	3% (11)	402
PID: Dem (no lean)	71% (454)	21% (135)	3% (20)	1% (9)	4% (25)	642
PID: Ind (no lean)	70% (275)	21% (83)	3% (12)	2% (6)	4% (16)	393
PID: Rep (no lean)	72% (237)	19% (64)	2% (5)	1% (4)	6% (18)	327
PID/Gender: Dem Men	68% (225)	23% (76)	4% (13)	1% (3)	3% (11)	329
PID/Gender: Dem Women	73% (229)	19% (59)	2% (6)	2% (5)	4% (14)	313
PID/Gender: Ind Men	68% (138)	22% (45)	4% (8)	1% (1)	5% (10)	203
PID/Gender: Ind Women	72% (137)	20% (37)	2% (4)	2% (5)	4% (7)	190
PID/Gender: Rep Men	71% (137)	22% (42)	2% (3)	2% (3)	4% (9)	194
PID/Gender: Rep Women	75% (100)	16% (22)	1% (2)	— (1)	7% (9)	134
Ideo: Liberal (1-3)	72% (364)	20% (102)	2% (10)	2% (9)	4% (20)	505
Ideo: Moderate (4)	69% (279)	22% (90)	3% (13)	2% (7)	4% (16)	405
Ideo: Conservative (5-7)	72% (248)	20% (69)	4% (14)	1% (3)	4% (13)	346
Educ: < College	71% (606)	19% (159)	3% (23)	2% (14)	6% (49)	851
Educ: Bachelors degree	72% (234)	24% (76)	2% (5)	1% (2)	2% (6)	324
Educ: Post-grad	68% (127)	24% (45)	5% (9)	1% (3)	2% (4)	188
Income: Under 50k	69% (421)	21% (130)	2% (13)	1% (6)	7% (45)	614
Income: 50k-100k	75% (357)	18% (86)	3% (15)	2% (10)	2% (9)	477
Income: 100k+	70% (188)	24% (65)	3% (9)	1% (3)	2% (5)	271
Ethnicity: White	72% (750)	21% (216)	3% (28)	1% (11)	4% (37)	1042
Ethnicity: Hispanic	65% (162)	24% (59)	3% (8)	1% (4)	7% (17)	250

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Table MCER7_5: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Mechanical help after purchase

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	71% (967)	21% (281)	3% (37)	1% (18)	4% (59)	1362
Ethnicity: Black	69% (124)	18% (32)	4% (6)	3% (6)	6% (11)	179
Ethnicity: Other	66% (93)	23% (33)	2% (3)	1% (1)	8% (11)	141
All Christian	74% (490)	20% (135)	2% (14)	1% (7)	3% (18)	665
All Non-Christian	64% (67)	27% (28)	4% (4)	1% (1)	4% (4)	104
Atheist	64% (39)	20% (12)	11% (7)	2% (1)	4% (2)	61
Agnostic/Nothing in particular	70% (244)	22% (78)	3% (11)	1% (5)	3% (12)	350
Something Else	69% (127)	15% (28)	1% (2)	2% (4)	12% (22)	183
Religious Non-Protestant/Catholic	65% (77)	26% (31)	4% (5)	1% (1)	4% (5)	119
Evangelical	74% (254)	17% (59)	1% (5)	1% (3)	6% (21)	342
Non-Evangelical	73% (336)	21% (96)	1% (7)	1% (4)	4% (19)	461
Community: Urban	68% (297)	22% (98)	3% (15)	1% (5)	5% (24)	438
Community: Suburban	72% (457)	20% (127)	2% (15)	1% (9)	4% (23)	631
Community: Rural	73% (213)	19% (56)	2% (7)	1% (4)	4% (12)	292
Employ: Private Sector	71% (339)	22% (103)	4% (19)	1% (6)	2% (8)	476
Employ: Government	68% (69)	25% (25)	2% (2)	3% (3)	3% (3)	102
Employ: Self-Employed	62% (74)	19% (22)	8% (9)	4% (4)	8% (9)	118
Employ: Homemaker	76% (64)	19% (16)	— (0)	3% (3)	2% (2)	84
Employ: Student	53% (54)	32% (33)	2% (2)	— (0)	13% (13)	102
Employ: Retired	80% (206)	14% (36)	2% (4)	— (1)	4% (10)	256
Employ: Unemployed	67% (97)	27% (39)	— (1)	— (1)	6% (8)	146
Employ: Other	83% (64)	10% (8)	— (0)	— (0)	7% (5)	78
Military HH: Yes	70% (135)	20% (39)	3% (5)	3% (5)	4% (8)	192
Military HH: No	71% (832)	21% (242)	3% (31)	1% (13)	4% (51)	1169
RD/WT: Right Direction	72% (562)	21% (164)	3% (22)	1% (10)	4% (29)	785
RD/WT: Wrong Track	70% (405)	20% (118)	3% (15)	2% (9)	5% (30)	576
Biden Job Approve	70% (660)	22% (208)	3% (27)	1% (11)	4% (38)	943
Biden Job Disapprove	74% (271)	17% (61)	3% (9)	2% (7)	4% (16)	364

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Table MCER7_5: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
 Mechanical help after purchase

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	71% (967)	21% (281)	3% (37)	1% (18)	4% (59)	1362
Biden Job Strongly Approve	77% (402)	16% (81)	3% (17)	1% (4)	4% (19)	523
Biden Job Somewhat Approve	61% (258)	30% (126)	2% (10)	2% (7)	4% (19)	420
Biden Job Somewhat Disapprove	73% (92)	22% (27)	— (0)	3% (4)	2% (2)	125
Biden Job Strongly Disapprove	75% (179)	14% (34)	4% (9)	1% (3)	6% (14)	240
Favorable of Biden	72% (658)	20% (185)	3% (27)	1% (11)	4% (32)	914
Unfavorable of Biden	72% (288)	20% (79)	3% (10)	1% (4)	4% (17)	398
Very Favorable of Biden	78% (412)	16% (82)	3% (15)	1% (3)	4% (19)	531
Somewhat Favorable of Biden	64% (246)	27% (103)	3% (12)	2% (9)	3% (13)	382
Somewhat Unfavorable of Biden	71% (87)	26% (33)	1% (1)	2% (2)	1% (1)	124
Very Unfavorable of Biden	73% (201)	17% (46)	3% (9)	1% (2)	6% (16)	274
#1 Issue: Economy	72% (381)	21% (111)	2% (12)	2% (8)	3% (16)	528
#1 Issue: Security	75% (114)	17% (26)	4% (6)	1% (1)	4% (6)	152
#1 Issue: Health Care	70% (163)	20% (47)	4% (10)	1% (3)	4% (9)	231
#1 Issue: Medicare / Social Security	75% (96)	15% (19)	2% (2)	— (0)	9% (11)	127
#1 Issue: Women's Issues	63% (59)	24% (23)	2% (2)	4% (4)	6% (6)	94
#1 Issue: Education	63% (37)	28% (16)	3% (2)	3% (2)	2% (1)	58
#1 Issue: Energy	64% (67)	31% (33)	3% (3)	— (0)	2% (2)	105
#1 Issue: Other	76% (50)	11% (7)	— (0)	1% (1)	13% (8)	66
2020 Vote: Joe Biden	71% (536)	21% (158)	3% (21)	2% (12)	3% (24)	751
2020 Vote: Donald Trump	76% (261)	15% (53)	3% (9)	1% (4)	5% (17)	344
2020 Vote: Didn't Vote	64% (144)	25% (56)	3% (6)	1% (2)	7% (17)	224
2018 House Vote: Democrat	73% (396)	20% (110)	3% (14)	2% (8)	3% (17)	545
2018 House Vote: Republican	77% (245)	16% (51)	2% (6)	1% (2)	4% (14)	318
2016 Vote: Hillary Clinton	74% (380)	20% (101)	2% (12)	1% (6)	2% (12)	512
2016 Vote: Donald Trump	76% (263)	16% (54)	3% (10)	1% (2)	5% (17)	345
2016 Vote: Other	73% (54)	21% (15)	4% (3)	2% (1)	1% (1)	75
2016 Vote: Didn't Vote	63% (270)	26% (111)	3% (12)	2% (9)	7% (30)	431
Voted in 2014: Yes	76% (596)	17% (129)	3% (21)	1% (7)	4% (29)	781
Voted in 2014: No	64% (371)	26% (152)	3% (16)	2% (12)	5% (30)	581

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Table MCER7_5: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Mechanical help after purchase

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/ No opinion		Total N
Adults	71%	(967)	21%	(281)	3%	(37)	1%	(18)	4%	(59)	1362
4-Region: Northeast	72%	(178)	20%	(50)	4%	(9)	1%	(1)	4%	(10)	248
4-Region: Midwest	68%	(179)	23%	(60)	3%	(7)	2%	(6)	4%	(12)	263
4-Region: South	73%	(369)	20%	(100)	2%	(8)	1%	(6)	5%	(26)	508
4-Region: West	71%	(242)	21%	(72)	4%	(13)	2%	(5)	3%	(11)	343
Gas-powered car owners	72%	(706)	22%	(215)	2%	(23)	1%	(11)	3%	(28)	982
EV owners	64%	(33)	10%	(5)	7%	(4)	9%	(5)	10%	(5)	52
Dealership customers	73%	(812)	19%	(217)	3%	(30)	1%	(16)	4%	(39)	1114
Dealership non-customers	63%	(155)	26%	(64)	3%	(6)	1%	(3)	8%	(19)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER7_6: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information and resources about electric vehicles range, such as how long they hold a charge

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	76% (1034)	17% (233)	3% (35)	1% (11)	4% (49)	1362
Gender: Male	74% (536)	19% (137)	3% (21)	1% (4)	4% (28)	726
Gender: Female	78% (498)	15% (96)	2% (14)	1% (7)	3% (22)	636
Age: 18-34	64% (322)	25% (124)	6% (28)	1% (5)	5% (25)	503
Age: 35-44	77% (180)	19% (45)	3% (6)	— (0)	1% (3)	234
Age: 45-64	83% (345)	11% (46)	— (1)	1% (3)	4% (18)	413
Age: 65+	88% (187)	8% (18)	— (1)	1% (2)	2% (4)	212
GenZers: 1997-2012	58% (119)	29% (59)	6% (12)	2% (3)	5% (11)	204
Millennials: 1981-1996	70% (324)	22% (103)	4% (19)	— (2)	3% (14)	461
GenXers: 1965-1980	79% (210)	14% (38)	1% (3)	— (0)	6% (16)	267
Baby Boomers: 1946-1964	89% (357)	8% (30)	— (1)	1% (5)	2% (9)	402
PID: Dem (no lean)	74% (476)	17% (107)	4% (29)	1% (7)	4% (23)	642
PID: Ind (no lean)	78% (304)	19% (73)	— (2)	1% (2)	3% (10)	393
PID: Rep (no lean)	77% (253)	16% (52)	1% (5)	— (1)	5% (16)	327
PID/Gender: Dem Men	72% (238)	18% (59)	5% (18)	— (1)	4% (13)	329
PID/Gender: Dem Women	76% (238)	15% (48)	3% (11)	2% (6)	3% (10)	313
PID/Gender: Ind Men	75% (153)	19% (38)	1% (2)	1% (2)	4% (8)	203
PID/Gender: Ind Women	80% (152)	19% (35)	— (0)	— (0)	1% (3)	190
PID/Gender: Rep Men	75% (145)	20% (39)	1% (2)	— (1)	4% (7)	194
PID/Gender: Rep Women	81% (108)	10% (13)	2% (3)	— (1)	7% (9)	134
Ideo: Liberal (1-3)	79% (398)	14% (71)	2% (10)	1% (6)	4% (19)	505
Ideo: Moderate (4)	73% (294)	21% (83)	3% (13)	1% (3)	3% (12)	405
Ideo: Conservative (5-7)	76% (264)	17% (58)	3% (12)	— (2)	3% (10)	346
Educ: < College	75% (636)	17% (143)	3% (26)	1% (7)	4% (38)	851
Educ: Bachelors degree	77% (250)	18% (57)	2% (6)	1% (2)	3% (8)	324
Educ: Post-grad	79% (147)	17% (32)	2% (3)	1% (1)	2% (3)	188
Income: Under 50k	71% (438)	17% (107)	4% (24)	1% (8)	6% (38)	614
Income: 50k-100k	78% (374)	18% (84)	2% (9)	— (1)	2% (9)	477
Income: 100k+	82% (222)	15% (41)	1% (3)	1% (2)	1% (3)	271
Ethnicity: White	78% (811)	16% (169)	2% (21)	1% (10)	3% (31)	1042
Ethnicity: Hispanic	69% (172)	21% (53)	3% (7)	3% (7)	5% (12)	250

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Table MCER7_6: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information and resources about electric vehicles range, such as how long they hold a charge

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	76% (1034)	17% (233)	3% (35)	1% (11)	4% (49)	1362
Ethnicity: Black	67% (120)	21% (37)	8% (13)	— (0)	5% (8)	179
Ethnicity: Other	73% (102)	19% (27)	— (1)	1% (1)	7% (10)	141
All Christian	78% (520)	16% (108)	2% (11)	1% (7)	3% (17)	665
All Non-Christian	64% (66)	24% (25)	6% (6)	— (0)	6% (6)	104
Atheist	80% (49)	13% (8)	— (0)	1% (1)	5% (3)	61
Agnostic/Nothing in particular	75% (262)	19% (66)	4% (13)	1% (2)	2% (7)	350
Something Else	74% (136)	14% (25)	3% (5)	— (1)	9% (16)	183
Religious Non-Protestant/Catholic	67% (79)	21% (25)	6% (7)	— (0)	6% (7)	119
Evangelical	75% (258)	16% (53)	3% (9)	1% (2)	6% (19)	342
Non-Evangelical	80% (367)	15% (71)	1% (6)	1% (4)	3% (13)	461
Community: Urban	67% (295)	22% (98)	4% (19)	1% (3)	5% (23)	438
Community: Suburban	81% (509)	15% (95)	1% (6)	1% (6)	3% (16)	631
Community: Rural	79% (229)	14% (40)	4% (10)	1% (3)	3% (10)	292
Employ: Private Sector	79% (374)	17% (83)	2% (9)	— (2)	2% (8)	476
Employ: Government	75% (77)	20% (21)	1% (1)	— (0)	3% (3)	102
Employ: Self-Employed	71% (84)	14% (16)	9% (11)	2% (2)	4% (5)	118
Employ: Homemaker	70% (59)	16% (13)	7% (6)	3% (2)	4% (4)	84
Employ: Student	58% (59)	29% (30)	3% (3)	— (0)	9% (9)	102
Employ: Retired	86% (221)	10% (26)	— (1)	— (0)	3% (8)	256
Employ: Unemployed	69% (100)	22% (33)	2% (2)	3% (4)	5% (7)	146
Employ: Other	77% (59)	14% (11)	3% (2)	— (0)	7% (5)	78
Military HH: Yes	76% (145)	18% (35)	2% (4)	1% (2)	3% (5)	192
Military HH: No	76% (889)	17% (197)	3% (31)	1% (8)	4% (44)	1169
RD/WT: Right Direction	77% (602)	17% (132)	3% (24)	— (4)	3% (23)	785
RD/WT: Wrong Track	75% (432)	17% (100)	2% (11)	1% (7)	5% (27)	576
Biden Job Approve	75% (712)	17% (162)	3% (31)	1% (9)	3% (29)	943
Biden Job Disapprove	79% (286)	16% (58)	1% (4)	— (1)	4% (15)	364

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Table MCER7_6: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information and resources about electric vehicles range, such as how long they hold a charge

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	76% (1034)	17% (233)	3% (35)	1% (11)	4% (49)	1362
Biden Job Strongly Approve	81% (426)	11% (60)	3% (15)	1% (6)	3% (16)	523
Biden Job Somewhat Approve	68% (286)	24% (102)	4% (16)	1% (3)	3% (13)	420
Biden Job Somewhat Disapprove	83% (103)	16% (20)	— (0)	1% (1)	1% (1)	125
Biden Job Strongly Disapprove	76% (183)	16% (38)	2% (4)	— (1)	6% (14)	240
Favorable of Biden	77% (700)	17% (156)	3% (26)	1% (8)	3% (24)	914
Unfavorable of Biden	78% (310)	16% (63)	2% (9)	— (1)	4% (15)	398
Very Favorable of Biden	82% (434)	13% (70)	2% (10)	— (2)	3% (15)	531
Somewhat Favorable of Biden	70% (266)	22% (86)	4% (16)	1% (5)	2% (9)	382
Somewhat Unfavorable of Biden	81% (100)	17% (21)	1% (2)	1% (1)	— (0)	124
Very Unfavorable of Biden	76% (210)	16% (43)	3% (7)	— (1)	5% (14)	274
#1 Issue: Economy	77% (404)	18% (95)	3% (17)	— (0)	2% (12)	528
#1 Issue: Security	79% (121)	12% (19)	4% (7)	1% (2)	3% (5)	152
#1 Issue: Health Care	78% (181)	17% (39)	2% (4)	1% (2)	2% (5)	231
#1 Issue: Medicare / Social Security	78% (99)	16% (20)	— (1)	— (0)	6% (8)	127
#1 Issue: Women's Issues	74% (69)	13% (13)	4% (4)	1% (1)	8% (7)	94
#1 Issue: Education	70% (40)	22% (13)	3% (2)	3% (2)	2% (1)	58
#1 Issue: Energy	65% (69)	25% (26)	2% (2)	3% (3)	4% (5)	105
#1 Issue: Other	77% (51)	13% (9)	— (0)	— (0)	10% (6)	66
2020 Vote: Joe Biden	77% (579)	16% (122)	3% (24)	1% (8)	2% (18)	751
2020 Vote: Donald Trump	80% (275)	13% (46)	2% (5)	— (1)	5% (17)	344
2020 Vote: Didn't Vote	70% (156)	21% (47)	2% (5)	1% (3)	6% (13)	224
2018 House Vote: Democrat	79% (432)	14% (75)	3% (18)	1% (4)	3% (16)	545
2018 House Vote: Republican	80% (255)	14% (45)	1% (3)	— (1)	4% (14)	318
2016 Vote: Hillary Clinton	79% (403)	15% (75)	4% (20)	1% (3)	2% (11)	512
2016 Vote: Donald Trump	81% (280)	13% (46)	— (1)	— (1)	5% (16)	345
2016 Vote: Other	71% (53)	26% (19)	— (0)	2% (1)	1% (1)	75
2016 Vote: Didn't Vote	69% (297)	22% (93)	3% (14)	1% (5)	5% (21)	431
Voted in 2014: Yes	80% (624)	14% (106)	2% (18)	1% (6)	4% (28)	781
Voted in 2014: No	71% (410)	22% (126)	3% (18)	1% (5)	4% (22)	581

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Table MCER7_6: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information and resources about electric vehicles range, such as how long they hold a charge

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	76% (1034)	17% (233)	3% (35)	1% (11)	4% (49)	1362
4-Region: Northeast	76% (189)	18% (45)	1% (3)	1% (1)	4% (9)	248
4-Region: Midwest	79% (208)	13% (34)	3% (8)	1% (2)	4% (11)	263
4-Region: South	73% (371)	21% (106)	2% (8)	1% (7)	3% (16)	508
4-Region: West	77% (265)	14% (49)	4% (15)	— (0)	4% (14)	343
Gas-powered car owners	77% (757)	17% (164)	3% (30)	1% (8)	2% (23)	982
EV owners	61% (32)	29% (15)	5% (2)	2% (1)	4% (2)	52
Dealership customers	78% (870)	16% (174)	3% (29)	1% (9)	3% (32)	1114
Dealership non-customers	66% (164)	24% (58)	2% (6)	1% (2)	7% (17)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table MCER7_7: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
 Information and resources about charging stations**

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	74% (1013)	18% (241)	2% (26)	2% (26)	4% (56)	1362
Gender: Male	72% (522)	19% (141)	2% (15)	2% (15)	5% (33)	726
Gender: Female	77% (492)	16% (100)	2% (11)	2% (11)	4% (23)	636
Age: 18-34	64% (323)	25% (127)	3% (16)	3% (14)	5% (23)	503
Age: 35-44	71% (167)	22% (51)	2% (4)	2% (5)	3% (7)	234
Age: 45-64	84% (347)	9% (38)	1% (6)	1% (4)	4% (18)	413
Age: 65+	83% (176)	12% (25)	— (1)	1% (2)	4% (8)	212
GenZers: 1997-2012	61% (125)	22% (44)	4% (8)	7% (14)	6% (13)	204
Millennials: 1981-1996	67% (309)	27% (125)	2% (10)	1% (3)	3% (14)	461
GenXers: 1965-1980	80% (213)	12% (32)	1% (2)	1% (4)	6% (16)	267
Baby Boomers: 1946-1964	85% (343)	9% (37)	1% (5)	1% (5)	3% (12)	402
PID: Dem (no lean)	73% (466)	19% (122)	2% (11)	3% (18)	4% (26)	642
PID: Ind (no lean)	78% (308)	16% (63)	2% (8)	1% (4)	2% (9)	393
PID: Rep (no lean)	73% (239)	17% (56)	2% (7)	1% (4)	6% (21)	327
PID/Gender: Dem Men	70% (229)	21% (69)	2% (7)	3% (9)	5% (15)	329
PID/Gender: Dem Women	76% (237)	17% (53)	1% (3)	3% (9)	3% (11)	313
PID/Gender: Ind Men	78% (159)	14% (29)	2% (5)	2% (4)	3% (6)	203
PID/Gender: Ind Women	78% (149)	18% (34)	2% (3)	— (1)	2% (3)	190
PID/Gender: Rep Men	69% (134)	22% (43)	2% (3)	1% (2)	6% (13)	194
PID/Gender: Rep Women	79% (105)	10% (13)	3% (4)	1% (2)	7% (9)	134
Ideo: Liberal (1-3)	77% (388)	15% (77)	2% (12)	2% (9)	4% (18)	505
Ideo: Moderate (4)	68% (273)	23% (93)	1% (6)	3% (11)	5% (21)	405
Ideo: Conservative (5-7)	77% (265)	17% (59)	2% (7)	2% (5)	3% (9)	346
Educ: < College	74% (631)	16% (137)	2% (17)	2% (19)	5% (46)	851
Educ: Bachelors degree	76% (244)	19% (61)	2% (7)	1% (3)	2% (8)	324
Educ: Post-grad	73% (137)	23% (43)	1% (2)	2% (3)	1% (2)	188
Income: Under 50k	71% (435)	18% (109)	2% (11)	3% (16)	7% (43)	614
Income: 50k-100k	79% (377)	16% (77)	2% (11)	1% (4)	2% (9)	477
Income: 100k+	74% (201)	20% (55)	2% (4)	2% (5)	2% (4)	271
Ethnicity: White	76% (788)	18% (189)	2% (19)	1% (13)	3% (33)	1042
Ethnicity: Hispanic	68% (170)	24% (61)	— (1)	4% (10)	4% (9)	250

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**Table MCER7_7: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information and resources about charging stations**

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	74% (1013)	18% (241)	2% (26)	2% (26)	4% (56)	1362
Ethnicity: Black	66% (118)	16% (29)	4% (6)	6% (10)	9% (15)	179
Ethnicity: Other	76% (107)	16% (23)	— (1)	2% (3)	6% (8)	141
All Christian	77% (511)	16% (106)	2% (16)	2% (15)	2% (16)	665
All Non-Christian	65% (67)	27% (28)	1% (1)	3% (4)	4% (5)	104
Atheist	77% (47)	17% (10)	2% (1)	3% (2)	1% (1)	61
Agnostic/Nothing in particular	76% (266)	18% (63)	1% (3)	1% (4)	4% (13)	350
Something Else	66% (121)	18% (33)	3% (6)	1% (1)	12% (22)	183
Religious Non-Protestant/Catholic	68% (80)	24% (29)	— (1)	3% (4)	5% (5)	119
Evangelical	69% (237)	19% (65)	2% (8)	2% (8)	7% (24)	342
Non-Evangelical	78% (361)	16% (72)	2% (11)	1% (4)	3% (13)	461
Community: Urban	69% (302)	22% (96)	2% (8)	3% (11)	5% (22)	438
Community: Suburban	76% (482)	17% (106)	2% (10)	1% (9)	4% (24)	631
Community: Rural	78% (229)	13% (39)	3% (8)	2% (6)	3% (10)	292
Employ: Private Sector	76% (360)	19% (92)	2% (9)	2% (8)	2% (8)	476
Employ: Government	67% (69)	25% (25)	3% (3)	1% (1)	4% (4)	102
Employ: Self-Employed	71% (84)	15% (18)	5% (5)	5% (6)	4% (5)	118
Employ: Homemaker	68% (57)	26% (22)	1% (1)	2% (2)	3% (3)	84
Employ: Student	62% (63)	22% (22)	3% (3)	2% (2)	10% (10)	102
Employ: Retired	85% (217)	10% (27)	1% (1)	— (0)	4% (11)	256
Employ: Unemployed	74% (108)	18% (26)	— (1)	4% (6)	3% (5)	146
Employ: Other	71% (55)	12% (10)	3% (3)	1% (1)	12% (10)	78
Military HH: Yes	72% (139)	20% (38)	2% (4)	2% (4)	3% (6)	192
Military HH: No	75% (874)	17% (203)	2% (22)	2% (21)	4% (50)	1169
RD/WT: Right Direction	75% (589)	18% (143)	2% (12)	1% (10)	4% (31)	785
RD/WT: Wrong Track	74% (424)	17% (98)	2% (14)	3% (16)	4% (25)	576
Biden Job Approve	73% (693)	19% (177)	2% (15)	2% (23)	4% (35)	943
Biden Job Disapprove	78% (283)	14% (52)	3% (10)	1% (2)	5% (17)	364

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Table MCER7_7: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information and resources about charging stations

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	74% (1013)	18% (241)	2% (26)	2% (26)	4% (56)	1362
Biden Job Strongly Approve	78% (409)	14% (74)	2% (10)	2% (9)	4% (21)	523
Biden Job Somewhat Approve	68% (284)	25% (103)	1% (5)	3% (14)	3% (14)	420
Biden Job Somewhat Disapprove	78% (98)	19% (23)	1% (1)	1% (1)	1% (2)	125
Biden Job Strongly Disapprove	77% (185)	12% (29)	4% (9)	— (1)	6% (15)	240
Favorable of Biden	75% (685)	18% (167)	2% (15)	2% (17)	3% (31)	914
Unfavorable of Biden	77% (305)	15% (61)	3% (10)	2% (6)	4% (16)	398
Very Favorable of Biden	81% (432)	12% (66)	2% (10)	1% (4)	4% (19)	531
Somewhat Favorable of Biden	66% (252)	26% (100)	1% (5)	3% (13)	3% (11)	382
Somewhat Unfavorable of Biden	76% (94)	21% (26)	2% (2)	1% (1)	— (0)	124
Very Unfavorable of Biden	77% (211)	13% (35)	3% (8)	2% (5)	6% (15)	274
#1 Issue: Economy	75% (396)	19% (101)	1% (6)	2% (9)	3% (16)	528
#1 Issue: Security	80% (121)	13% (20)	2% (2)	1% (2)	4% (6)	152
#1 Issue: Health Care	73% (169)	19% (43)	4% (10)	2% (5)	2% (4)	231
#1 Issue: Medicare / Social Security	73% (93)	17% (21)	1% (1)	— (0)	9% (12)	127
#1 Issue: Women's Issues	73% (69)	17% (16)	1% (1)	2% (2)	6% (5)	94
#1 Issue: Education	75% (44)	17% (10)	— (0)	5% (3)	2% (1)	58
#1 Issue: Energy	69% (73)	21% (22)	2% (3)	5% (5)	3% (3)	105
#1 Issue: Other	74% (49)	9% (6)	4% (2)	— (0)	13% (8)	66
2020 Vote: Joe Biden	76% (569)	18% (132)	2% (14)	2% (16)	3% (21)	751
2020 Vote: Donald Trump	77% (266)	14% (49)	2% (7)	1% (4)	5% (18)	344
2020 Vote: Didn't Vote	69% (156)	19% (42)	2% (4)	3% (6)	7% (15)	224
2018 House Vote: Democrat	79% (429)	15% (82)	2% (9)	1% (7)	3% (18)	545
2018 House Vote: Republican	76% (242)	16% (51)	2% (7)	1% (3)	5% (15)	318
2016 Vote: Hillary Clinton	78% (400)	16% (80)	2% (10)	1% (7)	3% (15)	512
2016 Vote: Donald Trump	76% (264)	17% (59)	1% (4)	— (1)	5% (18)	345
2016 Vote: Other	72% (54)	23% (17)	1% (1)	2% (1)	2% (1)	75
2016 Vote: Didn't Vote	69% (296)	20% (85)	3% (11)	4% (16)	5% (23)	431
Voted in 2014: Yes	78% (610)	15% (117)	2% (13)	1% (8)	4% (32)	781
Voted in 2014: No	69% (403)	21% (123)	2% (13)	3% (18)	4% (24)	581

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Table MCER7_7: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information and resources about charging stations

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/ No opinion		Total N
Adults	74%	(1013)	18%	(241)	2%	(26)	2%	(26)	4%	(56)	1362
4-Region: Northeast	76%	(189)	19%	(47)	1%	(4)	—	(1)	3%	(8)	248
4-Region: Midwest	74%	(194)	15%	(40)	3%	(7)	4%	(10)	4%	(12)	263
4-Region: South	75%	(380)	17%	(87)	2%	(8)	2%	(11)	4%	(22)	508
4-Region: West	73%	(250)	20%	(67)	2%	(7)	1%	(4)	4%	(14)	343
Gas-powered car owners	77%	(758)	16%	(158)	2%	(21)	2%	(19)	3%	(25)	982
EV owners	65%	(33)	26%	(14)	4%	(2)	2%	(1)	4%	(2)	52
Dealership customers	77%	(853)	17%	(187)	2%	(21)	2%	(20)	3%	(34)	1114
Dealership non-customers	65%	(161)	22%	(54)	2%	(5)	2%	(6)	9%	(23)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCER7_8: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information about how my commute and driving habits would be impacted by owning an electric vehicle

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	54% (734)	33% (447)	7% (92)	2% (34)	4% (55)	1362
Gender: Male	50% (363)	36% (261)	8% (60)	2% (18)	3% (24)	726
Gender: Female	58% (371)	29% (186)	5% (32)	3% (16)	5% (30)	636
Age: 18-34	48% (244)	36% (180)	9% (45)	2% (10)	5% (25)	503
Age: 35-44	62% (144)	30% (69)	5% (12)	1% (2)	3% (7)	234
Age: 45-64	57% (233)	32% (134)	4% (18)	2% (10)	4% (18)	413
Age: 65+	53% (113)	30% (64)	8% (18)	6% (12)	2% (5)	212
GenZers: 1997-2012	48% (98)	28% (58)	14% (28)	3% (7)	7% (14)	204
Millennials: 1981-1996	52% (240)	39% (178)	5% (25)	1% (4)	3% (15)	461
GenXers: 1965-1980	57% (153)	30% (81)	5% (14)	1% (3)	6% (17)	267
Baby Boomers: 1946-1964	57% (230)	30% (121)	6% (24)	5% (18)	2% (9)	402
PID: Dem (no lean)	56% (359)	32% (202)	6% (37)	3% (18)	4% (26)	642
PID: Ind (no lean)	51% (201)	35% (137)	8% (32)	2% (8)	4% (15)	393
PID: Rep (no lean)	54% (175)	33% (107)	7% (24)	2% (7)	4% (14)	327
PID/Gender: Dem Men	52% (170)	35% (115)	8% (25)	2% (8)	3% (11)	329
PID/Gender: Dem Women	60% (188)	28% (87)	4% (12)	3% (11)	5% (15)	313
PID/Gender: Ind Men	48% (96)	37% (75)	10% (20)	2% (4)	4% (7)	203
PID/Gender: Ind Women	55% (104)	33% (62)	6% (12)	2% (4)	4% (8)	190
PID/Gender: Rep Men	50% (96)	36% (70)	8% (15)	3% (6)	3% (6)	194
PID/Gender: Rep Women	59% (79)	28% (37)	6% (8)	1% (1)	6% (8)	134
Ideo: Liberal (1-3)	58% (295)	28% (139)	6% (32)	4% (19)	4% (20)	505
Ideo: Moderate (4)	47% (190)	41% (166)	6% (25)	2% (8)	4% (17)	405
Ideo: Conservative (5-7)	55% (191)	33% (116)	8% (27)	1% (5)	2% (7)	346
Educ: < College	53% (454)	31% (264)	7% (64)	3% (22)	5% (47)	851
Educ: Bachelors degree	56% (182)	36% (115)	5% (16)	2% (6)	2% (5)	324
Educ: Post-grad	53% (99)	36% (68)	7% (13)	3% (5)	1% (3)	188
Income: Under 50k	52% (320)	31% (193)	7% (44)	3% (19)	6% (38)	614
Income: 50k-100k	57% (271)	32% (154)	7% (33)	2% (8)	2% (11)	477
Income: 100k+	53% (143)	37% (100)	6% (15)	3% (7)	2% (5)	271
Ethnicity: White	54% (566)	33% (342)	6% (68)	3% (32)	3% (35)	1042
Ethnicity: Hispanic	54% (135)	33% (83)	6% (14)	2% (4)	6% (14)	250

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Table MCER7_8: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information about how my commute and driving habits would be impacted by owning an electric vehicle

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/No opinion	Total N
Adults	54% (734)	33% (447)	7% (92)	2% (34)	4% (55)	1362
Ethnicity: Black	49% (88)	38% (68)	9% (15)	— (0)	5% (8)	179
Ethnicity: Other	57% (81)	27% (38)	7% (9)	2% (2)	8% (11)	141
All Christian	56% (374)	32% (213)	6% (42)	3% (17)	3% (20)	665
All Non-Christian	54% (57)	37% (38)	6% (6)	1% (1)	2% (2)	104
Atheist	44% (27)	32% (20)	11% (6)	10% (6)	4% (2)	61
Agnostic/Nothing in particular	52% (181)	34% (120)	8% (27)	2% (8)	4% (13)	350
Something Else	53% (96)	31% (56)	6% (11)	1% (2)	10% (18)	183
Religious Non-Protestant/Catholic	57% (67)	33% (39)	7% (8)	1% (1)	3% (3)	119
Evangelical	56% (192)	31% (105)	5% (18)	1% (5)	6% (21)	342
Non-Evangelical	54% (249)	34% (155)	6% (29)	3% (14)	3% (15)	461
Community: Urban	55% (240)	33% (143)	7% (29)	1% (5)	5% (21)	438
Community: Suburban	52% (331)	35% (223)	6% (38)	3% (18)	3% (22)	631
Community: Rural	56% (163)	28% (81)	9% (25)	4% (11)	4% (12)	292
Employ: Private Sector	56% (265)	37% (174)	5% (22)	1% (7)	1% (7)	476
Employ: Government	55% (57)	33% (34)	10% (10)	— (0)	1% (1)	102
Employ: Self-Employed	55% (65)	27% (32)	8% (9)	5% (5)	6% (7)	118
Employ: Homemaker	60% (51)	27% (23)	4% (3)	2% (2)	7% (6)	84
Employ: Student	39% (39)	35% (35)	13% (13)	1% (1)	13% (13)	102
Employ: Retired	53% (136)	31% (80)	9% (23)	4% (11)	2% (6)	256
Employ: Unemployed	49% (71)	36% (53)	6% (8)	4% (6)	5% (8)	146
Employ: Other	66% (51)	20% (15)	3% (2)	2% (2)	9% (7)	78
Military HH: Yes	53% (103)	29% (56)	10% (19)	5% (9)	3% (6)	192
Military HH: No	54% (631)	33% (391)	6% (73)	2% (25)	4% (49)	1169
RD/WT: Right Direction	54% (427)	34% (267)	7% (51)	2% (16)	3% (24)	785
RD/WT: Wrong Track	53% (307)	31% (180)	7% (41)	3% (18)	5% (30)	576
Biden Job Approve	53% (499)	34% (320)	7% (67)	3% (25)	4% (33)	943
Biden Job Disapprove	58% (211)	30% (110)	5% (19)	3% (9)	4% (16)	364

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Table MCER7_8: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information about how my commute and driving habits would be impacted by owning an electric vehicle

Demographic	Very important	Somewhat important	Not very important	Not at all important	Don't know/ No opinion	Total N
Adults	54% (734)	33% (447)	7% (92)	2% (34)	4% (55)	1362
Biden Job Strongly Approve	59% (306)	30% (157)	5% (27)	3% (17)	3% (16)	523
Biden Job Somewhat Approve	46% (193)	39% (163)	9% (39)	2% (7)	4% (18)	420
Biden Job Somewhat Disapprove	60% (75)	33% (41)	4% (5)	1% (1)	2% (3)	125
Biden Job Strongly Disapprove	56% (135)	29% (69)	6% (15)	3% (8)	5% (13)	240
Favorable of Biden	54% (498)	33% (305)	6% (58)	2% (21)	3% (31)	914
Unfavorable of Biden	53% (212)	32% (127)	8% (33)	2% (10)	4% (15)	398
Very Favorable of Biden	59% (314)	29% (155)	5% (28)	3% (15)	4% (19)	531
Somewhat Favorable of Biden	48% (184)	39% (150)	8% (30)	2% (6)	3% (12)	382
Somewhat Unfavorable of Biden	50% (62)	40% (49)	7% (9)	1% (1)	1% (2)	124
Very Unfavorable of Biden	55% (150)	29% (78)	9% (24)	3% (9)	5% (14)	274
#1 Issue: Economy	55% (289)	34% (180)	6% (34)	2% (8)	3% (17)	528
#1 Issue: Security	62% (94)	29% (45)	6% (9)	— (1)	3% (5)	152
#1 Issue: Health Care	50% (116)	39% (90)	5% (11)	3% (8)	3% (7)	231
#1 Issue: Medicare / Social Security	48% (62)	31% (39)	9% (12)	6% (8)	6% (7)	127
#1 Issue: Women's Issues	51% (48)	27% (26)	12% (11)	2% (1)	8% (7)	94
#1 Issue: Education	52% (30)	30% (17)	15% (9)	3% (2)	— (0)	58
#1 Issue: Energy	55% (57)	32% (34)	5% (6)	5% (5)	3% (3)	105
#1 Issue: Other	59% (39)	25% (16)	3% (2)	1% (1)	13% (8)	66
2020 Vote: Joe Biden	55% (411)	33% (247)	6% (48)	3% (23)	3% (23)	751
2020 Vote: Donald Trump	58% (200)	28% (98)	6% (22)	2% (7)	5% (16)	344
2020 Vote: Didn't Vote	51% (115)	33% (74)	8% (18)	2% (4)	6% (13)	224
2018 House Vote: Democrat	56% (305)	32% (177)	6% (35)	3% (14)	3% (15)	545
2018 House Vote: Republican	58% (183)	29% (94)	7% (22)	2% (7)	4% (12)	318
2016 Vote: Hillary Clinton	58% (295)	31% (160)	6% (32)	3% (14)	2% (11)	512
2016 Vote: Donald Trump	55% (191)	33% (113)	6% (21)	2% (7)	4% (14)	345
2016 Vote: Other	43% (32)	42% (32)	7% (5)	2% (2)	6% (4)	75
2016 Vote: Didn't Vote	50% (217)	33% (142)	8% (35)	3% (12)	6% (26)	431
Voted in 2014: Yes	57% (442)	31% (241)	7% (53)	3% (21)	3% (25)	781
Voted in 2014: No	50% (293)	35% (206)	7% (39)	2% (13)	5% (29)	581

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Table MCER7_8: When buying your first electric vehicle, how important is it or was it for you to have access to the following information or services?
Information about how my commute and driving habits would be impacted by owning an electric vehicle

Demographic	Very important		Somewhat important		Not very important		Not at all important		Don't know/ No opinion		Total N
Adults	54%	(734)	33%	(447)	7%	(92)	2%	(34)	4%	(55)	1362
4-Region: Northeast	53%	(133)	34%	(85)	6%	(14)	3%	(7)	4%	(9)	248
4-Region: Midwest	55%	(143)	32%	(84)	7%	(19)	1%	(3)	5%	(13)	263
4-Region: South	53%	(271)	34%	(171)	6%	(32)	3%	(14)	4%	(20)	508
4-Region: West	55%	(187)	31%	(107)	8%	(27)	3%	(9)	4%	(12)	343
Gas-powered car owners	54%	(533)	33%	(324)	7%	(71)	3%	(26)	3%	(29)	982
EV owners	61%	(31)	27%	(14)	11%	(6)	2%	(1)	—	(0)	52
Dealership customers	55%	(616)	32%	(359)	7%	(79)	2%	(27)	3%	(33)	1114
Dealership non-customers	48%	(119)	35%	(87)	6%	(14)	3%	(7)	9%	(21)	248

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCERdem1: Do you own a car?

Demographic	Yes, a gas-powered car		Yes, a hybrid car		Yes, an electric vehicle		No		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	74%	(1622)	6%	(137)	2%	(53)	18%	(387)	2200
Gender: Male	72%	(768)	10%	(102)	4%	(39)	14%	(153)	1062
Gender: Female	75%	(854)	3%	(36)	1%	(14)	21%	(234)	1138
Age: 18-34	65%	(423)	7%	(47)	5%	(31)	24%	(155)	655
Age: 35-44	62%	(221)	13%	(46)	4%	(15)	21%	(76)	358
Age: 45-64	80%	(603)	3%	(25)	1%	(6)	16%	(117)	751
Age: 65+	86%	(375)	5%	(20)	—	(2)	9%	(40)	436
GenZers: 1997-2012	59%	(163)	3%	(8)	4%	(10)	34%	(94)	277
Millennials: 1981-1996	65%	(408)	12%	(75)	5%	(32)	18%	(111)	627
GenXers: 1965-1980	73%	(334)	5%	(21)	2%	(7)	21%	(98)	459
Baby Boomers: 1946-1964	86%	(663)	4%	(28)	—	(3)	10%	(74)	769
PID: Dem (no lean)	69%	(602)	8%	(69)	4%	(33)	20%	(172)	876
PID: Ind (no lean)	74%	(482)	5%	(30)	2%	(11)	19%	(126)	649
PID: Rep (no lean)	80%	(538)	6%	(38)	1%	(10)	13%	(89)	675
PID/Gender: Dem Men	66%	(267)	13%	(54)	6%	(24)	15%	(61)	406
PID/Gender: Dem Women	71%	(335)	3%	(15)	2%	(8)	24%	(111)	470
PID/Gender: Ind Men	75%	(231)	7%	(21)	3%	(8)	15%	(48)	308
PID/Gender: Ind Women	73%	(251)	3%	(9)	1%	(3)	23%	(78)	341
PID/Gender: Rep Men	77%	(269)	8%	(27)	2%	(7)	13%	(45)	348
PID/Gender: Rep Women	82%	(268)	3%	(11)	1%	(3)	14%	(45)	327
Ideo: Liberal (1-3)	68%	(440)	8%	(53)	5%	(30)	19%	(123)	645
Ideo: Moderate (4)	73%	(471)	6%	(40)	2%	(15)	19%	(122)	648
Ideo: Conservative (5-7)	82%	(594)	6%	(40)	1%	(7)	12%	(86)	727
Educ: < College	74%	(1115)	3%	(48)	1%	(19)	22%	(330)	1512
Educ: Bachelors degree	73%	(325)	12%	(55)	5%	(21)	10%	(43)	444
Educ: Post-grad	75%	(182)	14%	(34)	5%	(13)	6%	(15)	244
Income: Under 50k	70%	(793)	3%	(29)	1%	(13)	26%	(290)	1126
Income: 50k-100k	78%	(552)	8%	(57)	3%	(24)	10%	(71)	704
Income: 100k+	75%	(276)	14%	(52)	4%	(16)	7%	(26)	370
Ethnicity: White	76%	(1308)	7%	(117)	2%	(43)	15%	(254)	1722
Ethnicity: Hispanic	64%	(224)	6%	(23)	5%	(18)	24%	(84)	349
Ethnicity: Black	64%	(176)	5%	(13)	3%	(8)	28%	(77)	274

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Table MCERdem1: Do you own a car?

Demographic	Yes, a gas-powered car		Yes, a hybrid car		Yes, an electric vehicle		No		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	74%	(1622)	6%	(137)	2%	(53)	18%	(387)	2200
Ethnicity: Other	68%	(138)	4%	(7)	1%	(3)	28%	(56)	204
All Christian	76%	(827)	8%	(84)	2%	(25)	14%	(150)	1087
All Non-Christian	71%	(99)	12%	(17)	7%	(9)	10%	(14)	139
Atheist	66%	(56)	11%	(9)	7%	(6)	17%	(14)	85
Agnostic/Nothing in particular	73%	(405)	4%	(23)	1%	(8)	22%	(121)	557
Something Else	70%	(234)	1%	(5)	2%	(6)	26%	(88)	333
Religious Non-Protestant/Catholic	74%	(120)	11%	(17)	6%	(10)	10%	(16)	164
Evangelical	74%	(421)	8%	(45)	2%	(12)	16%	(88)	566
Non-Evangelical	75%	(600)	5%	(37)	2%	(16)	18%	(143)	795
Community: Urban	57%	(351)	11%	(67)	5%	(29)	27%	(166)	613
Community: Suburban	80%	(809)	5%	(55)	2%	(22)	12%	(126)	1013
Community: Rural	80%	(462)	3%	(15)	—	(3)	17%	(95)	575
Employ: Private Sector	78%	(537)	10%	(71)	3%	(23)	9%	(59)	690
Employ: Government	76%	(103)	14%	(19)	6%	(8)	5%	(7)	136
Employ: Self-Employed	64%	(110)	4%	(7)	9%	(15)	23%	(40)	172
Employ: Homemaker	68%	(105)	2%	(4)	—	(0)	29%	(45)	154
Employ: Student	58%	(75)	4%	(5)	—	(0)	38%	(49)	130
Employ: Retired	83%	(442)	5%	(25)	—	(3)	12%	(63)	532
Employ: Unemployed	62%	(161)	2%	(5)	2%	(5)	34%	(89)	260
Employ: Other	70%	(89)	3%	(4)	—	(0)	27%	(35)	128
Military HH: Yes	76%	(250)	10%	(32)	2%	(8)	12%	(38)	328
Military HH: No	73%	(1372)	6%	(106)	2%	(45)	19%	(349)	1872
RD/WT: Right Direction	70%	(773)	8%	(92)	4%	(41)	18%	(198)	1103
RD/WT: Wrong Track	77%	(849)	4%	(46)	1%	(12)	17%	(190)	1097
Biden Job Approve	69%	(889)	8%	(107)	3%	(44)	19%	(247)	1287
Biden Job Disapprove	82%	(653)	4%	(29)	1%	(8)	13%	(103)	793
Biden Job Strongly Approve	67%	(465)	11%	(74)	4%	(31)	18%	(125)	694
Biden Job Somewhat Approve	72%	(425)	6%	(33)	2%	(13)	21%	(122)	593
Biden Job Somewhat Disapprove	78%	(152)	5%	(10)	2%	(5)	14%	(27)	194
Biden Job Strongly Disapprove	84%	(501)	3%	(19)	—	(3)	13%	(76)	599

Continued on next page

Table MCERdem1: Do you own a car?

Demographic	Yes, a gas-powered car		Yes, a hybrid car		Yes, an electric vehicle		No		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	74%	(1622)	6%	(137)	2%	(53)	18%	(387)	2200
Favorable of Biden	69%	(874)	8%	(101)	4%	(45)	19%	(241)	1261
Unfavorable of Biden	82%	(688)	4%	(33)	1%	(5)	13%	(109)	835
Very Favorable of Biden	67%	(489)	9%	(69)	4%	(26)	20%	(143)	726
Somewhat Favorable of Biden	72%	(385)	6%	(33)	4%	(19)	18%	(98)	535
Somewhat Unfavorable of Biden	79%	(144)	4%	(8)	1%	(2)	16%	(29)	183
Very Unfavorable of Biden	83%	(544)	4%	(25)	—	(2)	12%	(80)	652
#1 Issue: Economy	75%	(608)	6%	(48)	2%	(13)	18%	(147)	816
#1 Issue: Security	73%	(243)	7%	(22)	1%	(2)	19%	(64)	332
#1 Issue: Health Care	65%	(231)	10%	(36)	6%	(20)	19%	(67)	355
#1 Issue: Medicare / Social Security	79%	(197)	2%	(5)	2%	(4)	17%	(42)	248
#1 Issue: Women's Issues	77%	(104)	4%	(5)	7%	(9)	12%	(17)	135
#1 Issue: Education	74%	(67)	7%	(6)	1%	(1)	19%	(18)	91
#1 Issue: Energy	80%	(89)	8%	(9)	3%	(4)	8%	(9)	110
#1 Issue: Other	74%	(82)	5%	(6)	1%	(1)	21%	(23)	112
2020 Vote: Joe Biden	72%	(719)	8%	(82)	4%	(39)	16%	(164)	1004
2020 Vote: Donald Trump	83%	(601)	6%	(41)	1%	(7)	11%	(78)	726
2020 Vote: Other	81%	(53)	4%	(2)	2%	(1)	14%	(9)	65
2020 Vote: Didn't Vote	62%	(248)	3%	(12)	2%	(6)	34%	(136)	403
2018 House Vote: Democrat	75%	(532)	10%	(74)	4%	(31)	10%	(72)	709
2018 House Vote: Republican	81%	(507)	7%	(41)	1%	(8)	11%	(69)	625
2018 House Vote: Someone else	88%	(51)	1%	(0)	—	(0)	12%	(7)	58
2016 Vote: Hillary Clinton	74%	(510)	9%	(59)	4%	(27)	14%	(95)	692
2016 Vote: Donald Trump	81%	(558)	7%	(45)	2%	(11)	10%	(72)	685
2016 Vote: Other	77%	(90)	6%	(7)	1%	(1)	16%	(19)	117
2016 Vote: Didn't Vote	66%	(461)	4%	(26)	2%	(15)	28%	(200)	702
Voted in 2014: Yes	78%	(986)	8%	(99)	3%	(33)	11%	(143)	1261
Voted in 2014: No	68%	(636)	4%	(39)	2%	(20)	26%	(244)	939
4-Region: Northeast	72%	(283)	7%	(27)	3%	(12)	18%	(72)	394
4-Region: Midwest	81%	(376)	5%	(22)	1%	(6)	13%	(58)	462
4-Region: South	74%	(610)	6%	(48)	2%	(18)	18%	(149)	824
4-Region: West	68%	(353)	8%	(41)	3%	(18)	21%	(109)	520

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Table MCERdem1: Do you own a car?

Demographic	Yes, a gas-powered car		Yes, a hybrid car		Yes, an electric vehicle		No		Total N
Adults	74%	(1622)	6%	(137)	2%	(53)	18%	(387)	2200
Gas-powered car owners	100%	(1622)	—	(0)	—	(0)	—	(0)	1622
EV owners	—	(0)	—	(0)	100%	(53)	—	(0)	53
Dealership customers	82%	(1443)	8%	(132)	3%	(51)	7%	(125)	1751
Dealership non-customers	40%	(179)	1%	(5)	—	(2)	59%	(262)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCERdem2_1NET: Have you ever purchased a car from a car dealership?
 Yes, a gas-powered car

Demographic	Selected		Not Selected		Total N
Adults	71%	(1564)	29%	(636)	2200
Gender: Male	72%	(762)	28%	(300)	1062
Gender: Female	70%	(802)	30%	(336)	1138
Age: 18-34	50%	(325)	50%	(330)	655
Age: 35-44	59%	(212)	41%	(146)	358
Age: 45-64	83%	(623)	17%	(128)	751
Age: 65+	93%	(404)	7%	(32)	436
GenZers: 1997-2012	42%	(115)	58%	(161)	277
Millennials: 1981-1996	55%	(347)	45%	(280)	627
GenXers: 1965-1980	76%	(347)	24%	(112)	459
Baby Boomers: 1946-1964	91%	(699)	9%	(70)	769
PID: Dem (no lean)	63%	(554)	37%	(322)	876
PID: Ind (no lean)	74%	(480)	26%	(169)	649
PID: Rep (no lean)	79%	(530)	21%	(145)	675
PID/Gender: Dem Men	63%	(256)	37%	(151)	406
PID/Gender: Dem Women	63%	(298)	37%	(172)	470
PID/Gender: Ind Men	80%	(245)	20%	(62)	308
PID/Gender: Ind Women	69%	(235)	31%	(107)	341
PID/Gender: Rep Men	75%	(261)	25%	(87)	348
PID/Gender: Rep Women	82%	(269)	18%	(58)	327
Ideo: Liberal (1-3)	63%	(405)	37%	(241)	645
Ideo: Moderate (4)	73%	(474)	27%	(174)	648
Ideo: Conservative (5-7)	80%	(580)	20%	(147)	727
Educ: < College	70%	(1064)	30%	(448)	1512
Educ: Bachelors degree	71%	(317)	29%	(127)	444
Educ: Post-grad	75%	(183)	25%	(61)	244
Income: Under 50k	66%	(748)	34%	(378)	1126
Income: 50k-100k	77%	(545)	23%	(159)	704
Income: 100k+	73%	(271)	27%	(99)	370
Ethnicity: White	74%	(1271)	26%	(451)	1722
Ethnicity: Hispanic	51%	(179)	49%	(171)	349
Ethnicity: Black	61%	(167)	39%	(107)	274

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**Table MCERdem2_1NET: Have you ever purchased a car from a car dealership?
Yes, a gas-powered car**

Demographic	Selected		Not Selected		Total N
Adults	71%	(1564)	29%	(636)	2200
Ethnicity: Other	62%	(126)	38%	(78)	204
All Christian	76%	(824)	24%	(263)	1087
All Non-Christian	66%	(92)	34%	(47)	139
Atheist	58%	(49)	42%	(36)	85
Agnostic/Nothing in particular	68%	(381)	32%	(176)	557
Something Else	66%	(218)	34%	(114)	333
Religious Non-Protestant/Catholic	70%	(114)	30%	(50)	164
Evangelical	74%	(420)	26%	(146)	566
Non-Evangelical	73%	(583)	27%	(213)	795
Community: Urban	56%	(341)	44%	(271)	613
Community: Suburban	77%	(783)	23%	(229)	1013
Community: Rural	76%	(439)	24%	(136)	575
Employ: Private Sector	72%	(497)	28%	(193)	690
Employ: Government	72%	(98)	28%	(38)	136
Employ: Self-Employed	65%	(112)	35%	(59)	172
Employ: Homemaker	65%	(100)	35%	(54)	154
Employ: Student	45%	(58)	55%	(72)	130
Employ: Retired	91%	(485)	9%	(46)	532
Employ: Unemployed	51%	(132)	49%	(127)	260
Employ: Other	64%	(82)	36%	(46)	128
Military HH: Yes	77%	(253)	23%	(74)	328
Military HH: No	70%	(1311)	30%	(562)	1872
RD/WT: Right Direction	66%	(727)	34%	(376)	1103
RD/WT: Wrong Track	76%	(837)	24%	(260)	1097
Biden Job Approve	66%	(845)	34%	(442)	1287
Biden Job Disapprove	82%	(653)	18%	(140)	793
Biden Job Strongly Approve	64%	(447)	36%	(247)	694
Biden Job Somewhat Approve	67%	(398)	33%	(194)	593
Biden Job Somewhat Disapprove	77%	(149)	23%	(44)	194
Biden Job Strongly Disapprove	84%	(504)	16%	(96)	599

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**Table MCERdem2_1NET: Have you ever purchased a car from a car dealership?
 Yes, a gas-powered car**

Demographic	Selected	Not Selected	Total N
Adults	71% (1564)	29% (636)	2200
Favorable of Biden	67% (841)	33% (421)	1261
Unfavorable of Biden	81% (675)	19% (160)	835
Very Favorable of Biden	65% (472)	35% (255)	726
Somewhat Favorable of Biden	69% (369)	31% (166)	535
Somewhat Unfavorable of Biden	74% (136)	26% (47)	183
Very Unfavorable of Biden	83% (539)	17% (112)	652
#1 Issue: Economy	73% (596)	27% (220)	816
#1 Issue: Security	75% (248)	25% (84)	332
#1 Issue: Health Care	64% (225)	36% (129)	355
#1 Issue: Medicare / Social Security	82% (204)	18% (44)	248
#1 Issue: Women's Issues	60% (81)	40% (54)	135
#1 Issue: Education	66% (60)	34% (31)	91
#1 Issue: Energy	64% (71)	36% (39)	110
#1 Issue: Other	69% (77)	31% (35)	112
2020 Vote: Joe Biden	67% (675)	33% (329)	1004
2020 Vote: Donald Trump	83% (604)	17% (122)	726
2020 Vote: Other	81% (53)	19% (12)	65
2020 Vote: Didn't Vote	57% (230)	43% (173)	403
2018 House Vote: Democrat	74% (522)	26% (187)	709
2018 House Vote: Republican	84% (527)	16% (98)	625
2018 House Vote: Someone else	87% (50)	13% (7)	58
2016 Vote: Hillary Clinton	73% (506)	27% (186)	692
2016 Vote: Donald Trump	82% (564)	18% (121)	685
2016 Vote: Other	78% (92)	22% (25)	117
2016 Vote: Didn't Vote	57% (400)	43% (302)	702
Voted in 2014: Yes	81% (1018)	19% (243)	1261
Voted in 2014: No	58% (546)	42% (394)	939
4-Region: Northeast	72% (284)	28% (110)	394
4-Region: Midwest	77% (358)	23% (104)	462
4-Region: South	69% (566)	31% (258)	824
4-Region: West	69% (357)	31% (163)	520

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Table MCERdem2_1NET: *Have you ever purchased a car from a car dealership?
Yes, a gas-powered car*

Demographic	Selected		Not Selected		Total N
Adults	71%	(1564)	29%	(636)	2200
Gas-powered car owners	87%	(1405)	13%	(217)	1622
EV owners	12%	(6)	88%	(47)	53
Dealership customers	89%	(1564)	11%	(188)	1751
Dealership non-customers	—	(0)	100%	(449)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table MCERdem2_2NET: Have you ever purchased a car from a car dealership?
 Yes, a hybrid car**

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2036)	2200
Gender: Male	12%	(123)	88%	(939)	1062
Gender: Female	4%	(41)	96%	(1097)	1138
Age: 18-34	8%	(55)	92%	(600)	655
Age: 35-44	15%	(53)	85%	(305)	358
Age: 45-64	5%	(35)	95%	(716)	751
Age: 65+	5%	(21)	95%	(415)	436
GenZers: 1997-2012	4%	(12)	96%	(264)	277
Millennials: 1981-1996	13%	(83)	87%	(544)	627
GenXers: 1965-1980	6%	(29)	94%	(430)	459
Baby Boomers: 1946-1964	5%	(35)	95%	(734)	769
PID: Dem (no lean)	9%	(82)	91%	(793)	876
PID: Ind (no lean)	5%	(34)	95%	(615)	649
PID: Rep (no lean)	7%	(48)	93%	(628)	675
PID/Gender: Dem Men	15%	(63)	85%	(344)	406
PID/Gender: Dem Women	4%	(20)	96%	(450)	470
PID/Gender: Ind Men	8%	(24)	92%	(284)	308
PID/Gender: Ind Women	3%	(10)	97%	(331)	341
PID/Gender: Rep Men	10%	(36)	90%	(312)	348
PID/Gender: Rep Women	3%	(11)	97%	(316)	327
Ideo: Liberal (1-3)	10%	(65)	90%	(581)	645
Ideo: Moderate (4)	7%	(46)	93%	(602)	648
Ideo: Conservative (5-7)	7%	(49)	93%	(678)	727
Educ: < College	4%	(53)	96%	(1459)	1512
Educ: Bachelors degree	15%	(67)	85%	(376)	444
Educ: Post-grad	18%	(44)	82%	(200)	244
Income: Under 50k	3%	(36)	97%	(1090)	1126
Income: 50k-100k	9%	(63)	91%	(641)	704
Income: 100k+	18%	(65)	82%	(305)	370
Ethnicity: White	8%	(141)	92%	(1580)	1722
Ethnicity: Hispanic	9%	(31)	91%	(318)	349
Ethnicity: Black	5%	(15)	95%	(259)	274

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**Table MCERdem2_2NET: Have you ever purchased a car from a car dealership?
Yes, a hybrid car**

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2036)	2200
Ethnicity: Other	4%	(8)	96%	(196)	204
All Christian	9%	(96)	91%	(991)	1087
All Non-Christian	17%	(23)	83%	(116)	139
Atheist	13%	(11)	87%	(74)	85
Agnostic/Nothing in particular	5%	(28)	95%	(529)	557
Something Else	2%	(7)	98%	(326)	333
Religious Non-Protestant/Catholic	15%	(25)	85%	(139)	164
Evangelical	9%	(53)	91%	(513)	566
Non-Evangelical	5%	(42)	95%	(753)	795
Community: Urban	12%	(77)	88%	(536)	613
Community: Suburban	7%	(68)	93%	(945)	1013
Community: Rural	3%	(20)	97%	(555)	575
Employ: Private Sector	13%	(89)	87%	(601)	690
Employ: Government	16%	(22)	84%	(114)	136
Employ: Self-Employed	7%	(12)	93%	(160)	172
Employ: Homemaker	3%	(4)	97%	(149)	154
Employ: Student	3%	(3)	97%	(126)	130
Employ: Retired	4%	(24)	96%	(508)	532
Employ: Unemployed	2%	(6)	98%	(253)	260
Employ: Other	3%	(4)	97%	(124)	128
Military HH: Yes	11%	(36)	89%	(291)	328
Military HH: No	7%	(128)	93%	(1744)	1872
RD/WT: Right Direction	10%	(115)	90%	(988)	1103
RD/WT: Wrong Track	5%	(49)	95%	(1047)	1097
Biden Job Approve	10%	(130)	90%	(1157)	1287
Biden Job Disapprove	4%	(31)	96%	(762)	793
Biden Job Strongly Approve	13%	(93)	87%	(602)	694
Biden Job Somewhat Approve	6%	(38)	94%	(555)	593
Biden Job Somewhat Disapprove	5%	(9)	95%	(185)	194
Biden Job Strongly Disapprove	4%	(22)	96%	(577)	599

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**Table MCERdem2_2NET: Have you ever purchased a car from a car dealership?
 Yes, a hybrid car**

Demographic	Selected		Not Selected		Total N
Adults	7%	(164)	93%	(2036)	2200
Favorable of Biden	9%	(119)	91%	(1142)	1261
Unfavorable of Biden	5%	(39)	95%	(796)	835
Very Favorable of Biden	11%	(80)	89%	(646)	726
Somewhat Favorable of Biden	7%	(40)	93%	(495)	535
Somewhat Unfavorable of Biden	5%	(8)	95%	(174)	183
Very Unfavorable of Biden	5%	(30)	95%	(621)	652
#1 Issue: Economy	7%	(55)	93%	(761)	816
#1 Issue: Security	7%	(23)	93%	(309)	332
#1 Issue: Health Care	11%	(38)	89%	(316)	355
#1 Issue: Medicare / Social Security	3%	(8)	97%	(240)	248
#1 Issue: Women's Issues	5%	(7)	95%	(129)	135
#1 Issue: Education	9%	(8)	91%	(83)	91
#1 Issue: Energy	14%	(16)	86%	(95)	110
#1 Issue: Other	7%	(8)	93%	(103)	112
2020 Vote: Joe Biden	10%	(98)	90%	(906)	1004
2020 Vote: Donald Trump	6%	(47)	94%	(680)	726
2020 Vote: Other	7%	(5)	93%	(61)	65
2020 Vote: Didn't Vote	4%	(15)	96%	(388)	403
2018 House Vote: Democrat	12%	(83)	88%	(626)	709
2018 House Vote: Republican	8%	(48)	92%	(577)	625
2018 House Vote: Someone else	2%	(1)	98%	(57)	58
2016 Vote: Hillary Clinton	10%	(67)	90%	(624)	692
2016 Vote: Donald Trump	8%	(56)	92%	(629)	685
2016 Vote: Other	9%	(10)	91%	(107)	117
2016 Vote: Didn't Vote	4%	(30)	96%	(672)	702
Voted in 2014: Yes	10%	(120)	90%	(1141)	1261
Voted in 2014: No	5%	(44)	95%	(895)	939
4-Region: Northeast	8%	(31)	92%	(363)	394
4-Region: Midwest	6%	(26)	94%	(436)	462
4-Region: South	7%	(60)	93%	(764)	824
4-Region: West	9%	(47)	91%	(473)	520

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Table MCERdem2_2NET: *Have you ever purchased a car from a car dealership?
Yes, a hybrid car*

Demographic	Selected	Not Selected	Total N
Adults	7% (164)	93% (2036)	2200
Gas-powered car owners	2% (34)	98% (1588)	1622
EV owners	24% (13)	76% (41)	53
Dealership customers	9% (164)	91% (1587)	1751
Dealership non-customers	— (0)	100% (449)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

**Table MCERdem2_3NET: Have you ever purchased a car from a car dealership?
 Yes, an electric vehicle**

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2127)	2200
Gender: Male	4%	(44)	96%	(1017)	1062
Gender: Female	2%	(28)	98%	(1110)	1138
Age: 18-34	6%	(41)	94%	(614)	655
Age: 35-44	7%	(24)	93%	(334)	358
Age: 45-64	1%	(7)	99%	(744)	751
Age: 65+	—	(1)	100%	(435)	436
GenZers: 1997-2012	3%	(8)	97%	(269)	277
Millennials: 1981-1996	8%	(51)	92%	(576)	627
GenXers: 1965-1980	3%	(12)	97%	(447)	459
Baby Boomers: 1946-1964	—	(2)	100%	(767)	769
PID: Dem (no lean)	5%	(40)	95%	(836)	876
PID: Ind (no lean)	3%	(20)	97%	(629)	649
PID: Rep (no lean)	2%	(13)	98%	(662)	675
PID/Gender: Dem Men	6%	(26)	94%	(380)	406
PID/Gender: Dem Women	3%	(14)	97%	(456)	470
PID/Gender: Ind Men	2%	(7)	98%	(300)	308
PID/Gender: Ind Women	4%	(13)	96%	(329)	341
PID/Gender: Rep Men	3%	(11)	97%	(337)	348
PID/Gender: Rep Women	1%	(2)	99%	(325)	327
Ideo: Liberal (1-3)	6%	(36)	94%	(609)	645
Ideo: Moderate (4)	3%	(17)	97%	(630)	648
Ideo: Conservative (5-7)	2%	(14)	98%	(712)	727
Educ: < College	2%	(27)	98%	(1485)	1512
Educ: Bachelors degree	6%	(25)	94%	(419)	444
Educ: Post-grad	9%	(21)	91%	(223)	244
Income: Under 50k	2%	(17)	98%	(1109)	1126
Income: 50k-100k	5%	(35)	95%	(670)	704
Income: 100k+	6%	(21)	94%	(349)	370
Ethnicity: White	3%	(53)	97%	(1669)	1722
Ethnicity: Hispanic	7%	(24)	93%	(326)	349
Ethnicity: Black	3%	(9)	97%	(265)	274

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**Table MCERdem2_3NET: Have you ever purchased a car from a car dealership?
Yes, an electric vehicle**

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2127)	2200
Ethnicity: Other	5%	(11)	95%	(193)	204
All Christian	3%	(30)	97%	(1057)	1087
All Non-Christian	10%	(13)	90%	(126)	139
Atheist	8%	(7)	92%	(78)	85
Agnostic/Nothing in particular	2%	(8)	98%	(548)	557
Something Else	4%	(15)	96%	(318)	333
Religious Non-Protestant/Catholic	9%	(14)	91%	(149)	164
Evangelical	4%	(20)	96%	(545)	566
Non-Evangelical	3%	(21)	97%	(775)	795
Community: Urban	7%	(44)	93%	(568)	613
Community: Suburban	2%	(23)	98%	(989)	1013
Community: Rural	1%	(5)	99%	(570)	575
Employ: Private Sector	5%	(34)	95%	(655)	690
Employ: Government	9%	(12)	91%	(124)	136
Employ: Self-Employed	8%	(14)	92%	(157)	172
Employ: Homemaker	—	(0)	100%	(154)	154
Employ: Student	2%	(3)	98%	(127)	130
Employ: Retired	—	(1)	100%	(531)	532
Employ: Unemployed	3%	(7)	97%	(253)	260
Employ: Other	1%	(2)	99%	(126)	128
Military HH: Yes	2%	(7)	98%	(321)	328
Military HH: No	4%	(66)	96%	(1806)	1872
RD/WT: Right Direction	5%	(53)	95%	(1050)	1103
RD/WT: Wrong Track	2%	(20)	98%	(1077)	1097
Biden Job Approve	5%	(59)	95%	(1228)	1287
Biden Job Disapprove	1%	(9)	99%	(784)	793
Biden Job Strongly Approve	6%	(44)	94%	(651)	694
Biden Job Somewhat Approve	3%	(16)	97%	(577)	593
Biden Job Somewhat Disapprove	3%	(6)	97%	(188)	194
Biden Job Strongly Disapprove	1%	(3)	99%	(596)	599

Continued on next page

**Table MCERdem2_3NET: Have you ever purchased a car from a car dealership?
 Yes, an electric vehicle**

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2127)	2200
Favorable of Biden	5%	(62)	95%	(1199)	1261
Unfavorable of Biden	—	(4)	100%	(831)	835
Very Favorable of Biden	6%	(41)	94%	(686)	726
Somewhat Favorable of Biden	4%	(22)	96%	(513)	535
Somewhat Unfavorable of Biden	1%	(2)	99%	(181)	183
Very Unfavorable of Biden	—	(2)	100%	(650)	652
#1 Issue: Economy	2%	(16)	98%	(800)	816
#1 Issue: Security	2%	(5)	98%	(327)	332
#1 Issue: Health Care	7%	(25)	93%	(329)	355
#1 Issue: Medicare / Social Security	2%	(5)	98%	(243)	248
#1 Issue: Women's Issues	8%	(10)	92%	(125)	135
#1 Issue: Education	5%	(4)	95%	(87)	91
#1 Issue: Energy	3%	(3)	97%	(108)	110
#1 Issue: Other	3%	(3)	97%	(108)	112
2020 Vote: Joe Biden	5%	(52)	95%	(953)	1004
2020 Vote: Donald Trump	1%	(10)	99%	(717)	726
2020 Vote: Other	3%	(2)	97%	(64)	65
2020 Vote: Didn't Vote	2%	(10)	98%	(393)	403
2018 House Vote: Democrat	6%	(41)	94%	(668)	709
2018 House Vote: Republican	2%	(13)	98%	(612)	625
2018 House Vote: Someone else	—	(0)	100%	(58)	58
2016 Vote: Hillary Clinton	5%	(38)	95%	(654)	692
2016 Vote: Donald Trump	2%	(13)	98%	(672)	685
2016 Vote: Other	—	(0)	100%	(117)	117
2016 Vote: Didn't Vote	3%	(22)	97%	(680)	702
Voted in 2014: Yes	4%	(45)	96%	(1216)	1261
Voted in 2014: No	3%	(28)	97%	(911)	939
4-Region: Northeast	3%	(10)	97%	(383)	394
4-Region: Midwest	2%	(10)	98%	(452)	462
4-Region: South	3%	(26)	97%	(798)	824
4-Region: West	5%	(26)	95%	(494)	520

Continued on next page

Table MCERdem2_3NET: *Have you ever purchased a car from a car dealership?
Yes, an electric vehicle*

Demographic	Selected		Not Selected		Total N
Adults	3%	(73)	97%	(2127)	2200
Gas-powered car owners	2%	(25)	98%	(1596)	1622
EV owners	69%	(37)	31%	(16)	53
Dealership customers	4%	(73)	96%	(1679)	1751
Dealership non-customers	—	(0)	100%	(449)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Table MCERdem2_4NET: Have you ever purchased a car from a car dealership?

No

Demographic	Selected	Not Selected	Total N
Adults	20% (449)	80% (1751)	2200
Gender: Male	16% (167)	84% (894)	1062
Gender: Female	25% (281)	75% (857)	1138
Age: 18-34	37% (243)	63% (412)	655
Age: 35-44	23% (81)	77% (276)	358
Age: 45-64	14% (105)	86% (646)	751
Age: 65+	4% (19)	96% (417)	436
GenZers: 1997-2012	51% (142)	49% (135)	277
Millennials: 1981-1996	27% (166)	73% (460)	627
GenXers: 1965-1980	18% (82)	82% (377)	459
Baby Boomers: 1946-1964	7% (51)	93% (717)	769
PID: Dem (no lean)	25% (217)	75% (659)	876
PID: Ind (no lean)	20% (132)	80% (517)	649
PID: Rep (no lean)	15% (100)	85% (576)	675
PID/Gender: Dem Men	18% (74)	82% (332)	406
PID/Gender: Dem Women	30% (142)	70% (327)	470
PID/Gender: Ind Men	14% (42)	86% (265)	308
PID/Gender: Ind Women	26% (90)	74% (251)	341
PID/Gender: Rep Men	15% (51)	85% (297)	348
PID/Gender: Rep Women	15% (49)	85% (279)	327
Ideo: Liberal (1-3)	24% (154)	76% (491)	645
Ideo: Moderate (4)	19% (124)	81% (523)	648
Ideo: Conservative (5-7)	14% (102)	86% (625)	727
Educ: < College	25% (381)	75% (1131)	1512
Educ: Bachelors degree	11% (50)	89% (394)	444
Educ: Post-grad	7% (17)	93% (227)	244
Income: Under 50k	29% (328)	71% (798)	1126
Income: 50k-100k	12% (84)	88% (621)	704
Income: 100k+	10% (37)	90% (333)	370
Ethnicity: White	17% (297)	83% (1425)	1722
Ethnicity: Hispanic	35% (121)	65% (229)	349
Ethnicity: Black	32% (87)	68% (188)	274

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Table MCERdem2_4NET: Have you ever purchased a car from a car dealership?

No

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1751)	2200
Ethnicity: Other	32%	(65)	68%	(139)	204
All Christian	15%	(163)	85%	(924)	1087
All Non-Christian	12%	(17)	88%	(122)	139
Atheist	25%	(21)	75%	(64)	85
Agnostic/Nothing in particular	27%	(151)	73%	(405)	557
Something Else	29%	(96)	71%	(236)	333
Religious Non-Protestant/Catholic	11%	(18)	89%	(146)	164
Evangelical	15%	(83)	85%	(483)	566
Non-Evangelical	21%	(167)	79%	(628)	795
Community: Urban	27%	(164)	73%	(448)	613
Community: Suburban	16%	(164)	84%	(849)	1013
Community: Rural	21%	(121)	79%	(454)	575
Employ: Private Sector	14%	(94)	86%	(596)	690
Employ: Government	8%	(11)	92%	(125)	136
Employ: Self-Employed	21%	(36)	79%	(135)	172
Employ: Homemaker	33%	(51)	67%	(103)	154
Employ: Student	53%	(69)	47%	(61)	130
Employ: Retired	6%	(31)	94%	(500)	532
Employ: Unemployed	44%	(115)	56%	(144)	260
Employ: Other	32%	(41)	68%	(87)	128
Military HH: Yes	13%	(42)	87%	(286)	328
Military HH: No	22%	(407)	78%	(1466)	1872
RD/WT: Right Direction	22%	(240)	78%	(863)	1103
RD/WT: Wrong Track	19%	(208)	81%	(889)	1097
Biden Job Approve	22%	(288)	78%	(999)	1287
Biden Job Disapprove	14%	(112)	86%	(681)	793
Biden Job Strongly Approve	19%	(135)	81%	(559)	694
Biden Job Somewhat Approve	26%	(152)	74%	(440)	593
Biden Job Somewhat Disapprove	16%	(32)	84%	(162)	194
Biden Job Strongly Disapprove	13%	(80)	87%	(519)	599

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Table MCERdem2_4NET: Have you ever purchased a car from a car dealership?

No

Demographic	Selected	Not Selected	Total N
Adults	20% (449)	80% (1751)	2200
Favorable of Biden	22% (275)	78% (986)	1261
Unfavorable of Biden	15% (129)	85% (706)	835
Very Favorable of Biden	22% (159)	78% (567)	726
Somewhat Favorable of Biden	22% (115)	78% (419)	535
Somewhat Unfavorable of Biden	21% (39)	79% (144)	183
Very Unfavorable of Biden	14% (90)	86% (561)	652
#1 Issue: Economy	20% (165)	80% (651)	816
#1 Issue: Security	19% (62)	81% (270)	332
#1 Issue: Health Care	22% (79)	78% (276)	355
#1 Issue: Medicare / Social Security	13% (31)	87% (217)	248
#1 Issue: Women's Issues	27% (37)	73% (98)	135
#1 Issue: Education	23% (21)	77% (70)	91
#1 Issue: Energy	22% (25)	78% (86)	110
#1 Issue: Other	25% (28)	75% (84)	112
2020 Vote: Joe Biden	21% (209)	79% (796)	1004
2020 Vote: Donald Trump	11% (80)	89% (646)	726
2020 Vote: Other	13% (8)	87% (57)	65
2020 Vote: Didn't Vote	38% (151)	62% (252)	403
2018 House Vote: Democrat	12% (87)	88% (622)	709
2018 House Vote: Republican	9% (56)	91% (570)	625
2018 House Vote: Someone else	11% (6)	89% (51)	58
2016 Vote: Hillary Clinton	14% (100)	86% (592)	692
2016 Vote: Donald Trump	10% (72)	90% (613)	685
2016 Vote: Other	17% (20)	83% (98)	117
2016 Vote: Didn't Vote	36% (255)	64% (447)	702
Voted in 2014: Yes	9% (119)	91% (1141)	1261
Voted in 2014: No	35% (329)	65% (610)	939
4-Region: Northeast	20% (77)	80% (317)	394
4-Region: Midwest	17% (78)	83% (385)	462
4-Region: South	23% (186)	77% (638)	824
4-Region: West	21% (108)	79% (412)	520

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Table MCERdem2_4NET: *Have you ever purchased a car from a car dealership?*

No

Demographic	Selected		Not Selected		Total N
Adults	20%	(449)	80%	(1751)	2200
Gas-powered car owners	11%	(179)	89%	(1443)	1622
EV owners	4%	(2)	96%	(51)	53
Dealership customers	—	(0)	100%	(1751)	1751
Dealership non-customers	100%	(449)	—	(0)	449

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit MorningConsultIntelligence.com.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	277	13%
	Millennials: 1981-1996	627	28%
	GenXers: 1965-1980	459	21%
	Baby Boomers: 1946-1964	769	35%
	N	2131	
xpid3	PID: Dem (no lean)	876	40%
	PID: Ind (no lean)	649	29%
	PID: Rep (no lean)	675	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	406	18%
	PID/Gender: Dem Women	470	21%
	PID/Gender: Ind Men	308	14%
	PID/Gender: Ind Women	341	16%
	PID/Gender: Rep Men	348	16%
	PID/Gender: Rep Women	327	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	645	29%
	Ideo: Moderate (4)	648	29%
	Ideo: Conservative (5-7)	727	33%
	N	2020	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1126	51%
	Income: 50k-100k	704	32%
	Income: 100k+	370	17%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1087	49%
	All Non-Christian	139	6%
	Atheist	85	4%
	Agnostic/Nothing in particular	557	25%
	Something Else	333	15%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	164	7%
xdemEvang	Evangelical	566	26%
	Non-Evangelical	795	36%
	N	1361	
xdemUsr	Community: Urban	613	28%
	Community: Suburban	1013	46%
	Community: Rural	575	26%
	N	2200	
xdemEmploy	Employ: Private Sector	690	31%
	Employ: Government	136	6%
	Employ: Self-Employed	172	8%
	Employ: Homemaker	154	7%
	Employ: Student	130	6%
	Employ: Retired	532	24%
	Employ: Unemployed	260	12%
	Employ: Other	128	6%
	N	2200	
xdemMilHH1	Military HH: Yes	328	15%
	Military HH: No	1872	85%
	N	2200	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	1103	50%
	RD/WT: Wrong Track	1097	50%
	N	2200	
xdemBidenApprove	Biden Job Approve	1287	58%
	Biden Job Disapprove	793	36%
	N	2080	
xdemBidenApprove2	Biden Job Strongly Approve	694	32%
	Biden Job Somewhat Approve	593	27%
	Biden Job Somewhat Disapprove	194	9%
	Biden Job Strongly Disapprove	599	27%
	N	2080	
xdemBidenFav	Favorable of Biden	1261	57%
	Unfavorable of Biden	835	38%
	N	2096	
xdemBidenFavFull	Very Favorable of Biden	726	33%
	Somewhat Favorable of Biden	535	24%
	Somewhat Unfavorable of Biden	183	8%
	Very Unfavorable of Biden	652	30%
	N	2096	
xnr3	#1 Issue: Economy	816	37%
	#1 Issue: Security	332	15%
	#1 Issue: Health Care	355	16%
	#1 Issue: Medicare / Social Security	248	11%
	#1 Issue: Women's Issues	135	6%
	#1 Issue: Education	91	4%
	#1 Issue: Energy	110	5%
	#1 Issue: Other	112	5%
	N	2200	
xsubVote20O	2020 Vote: Joe Biden	1004	46%
	2020 Vote: Donald Trump	726	33%
	2020 Vote: Other	65	3%
	2020 Vote: Didn't Vote	403	18%
	N	2199	
xsubVote18O	2018 House Vote: Democrat	709	32%
	2018 House Vote: Republican	625	28%
	2018 House Vote: Someone else	58	3%
	N	1392	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Hillary Clinton	692	31%
	2016 Vote: Donald Trump	685	31%
	2016 Vote: Other	117	5%
	2016 Vote: Didn't Vote	702	32%
	<i>N</i>	2196	
xsubVote14O	Voted in 2014: Yes	1261	57%
	Voted in 2014: No	939	43%
	<i>N</i>	2200	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	<i>N</i>	2200	
MCERxdem1	Gas-powered car owners	1622	74%
	EV owners	53	2%
	<i>N</i>	1675	
MCERxdem2	Dealership customers	1751	80%
MCERxdem3	Dealership non-customers	449	20%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

The logo consists of a stylized 'M' shape formed by two overlapping triangles, one pointing down and one pointing up, creating a central white space.

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