

Battery Electric Vehicles Survey

By Gender Differences

A Nationally Representative Multi-Mode Survey

Prepared by CR Survey Research Department
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INTRODUCTION

In January/February 2022, Consumer Reports conducted a nationally representative multi-mode survey. The purpose of the survey was to gauge Americans' perspectives and concerns regarding the transportation industry's impact on the environment and their willingness to make environmentally-friendly transportation choices. The survey measured Americans' knowledge and experiences with electric-only vehicles, their likelihood of getting one, and their perceptions about barriers preventing and incentives that would encourage them to get a battery-only electric vehicle. The survey also assessed Americans' awareness about low carbon fuel usage in vehicles and airplanes. In addition, it gauged their willingness to use low carbon fuels in their personal vehicles and to fly on planes using low carbon fuels, when they become available. NORC at the University of Chicago administered the survey through its AmeriSpeak® Panel to a nationally representative sample of 8,027 adult U.S. residents.

This document primarily includes the electric-only vehicle questions of the survey and specifically focuses on addressing gender differences for the EV specific questions (Q5-Q16). Gender differences that are statistically significant after controlling for demographic variables and other key variables are called out in this document in yellow highlights.

When referencing this document please use the following:

Source: CR nationally representative survey of 8,027 U.S. adults conducted January 27 to February 18, 2022.

ELECTRIC-ONLY VEHICLE QUESTIONS

PERSONAL VEHICLE QUESTIONS				
Q1	Do you currently have a valid driver's license or enhanced driver's license (an EDL allows entrance to Canada and Mexico by land or water?)		GENDER	
		Total %	MALE %	FEMALE %
	Yes	86	86	86
	No	14	14	14
	Base: All respondents	7,987		

Q2	How many vehicles, in total, does your household own or lease?		GENDER	
		Total %	MALE %	FEMALE %
	0	5	4	5
	1	31	27	34
	2	38	40	36
	3	15	17	14
	4	7	7	7
	5 or more	4	4	3
	Base: All respondents	8,022		

Q3 What kind of vehicle(s) do you currently own or lease?			GENDER	
		Total %	MALE %	FEMALE %
	<i>Respondents selected ALL that apply.</i>			
<u>1</u>	Car/sedan	61	62	60
<u>3</u>	Small SUV or "crossover" with two rows of seats	38	38	38
<u>4</u>	Pickup truck	29	30	27
<u>2</u>	Large SUV with three rows of seats	17	17	18
<u>5</u>	Van or minivan	8	9	8
<u>6</u>	Sports car	6	7	5
<u>7</u>	Other, please specify	6	6	5
<u>8</u>	I don't currently own or lease a vehicle	1	1	1
Base: Respondents whose household owns or leases at least one vehicle		7,667		

Q4 While we understand there are <u>many</u> factors to consider when buying or leasing a vehicle, for this question we are interested in understanding what social/emotional factors impact your vehicle purchasing decisions. After reading the list below, please tell us which, if any, would be <u>most</u> important to you if you were to buy or lease a vehicle today.			GENDER	
		Total %	MALE %	FEMALE %
	<i>Respondents selected UP TO THREE responses.</i>			
<u>5</u>	The vehicle's power and performance	57	59	55
<u>2</u>	Style/look of the vehicle	54	57	51
<u>1</u>	Reducing my impact on the environment (that is, my carbon footprint)	26	28	25
<u>4</u>	Emotion (how the car makes you feel when you drive)	21	21	20
<u>3</u>	Image (what the car says about you)	10	10	9
<u>7</u>	Being one of the first to adopt new/advanced technology	6	7	4
<u>6</u>	Social norms (desire to have a vehicle similar to friends, family, neighbors, co-workers, etc.)	4	3	4
<u>8</u>	None of these are important to me	17	15	19
Base: All respondents		8,027		

BATTERY ELECTRIC VEHICLE QUESTIONS				
This next section is about battery electric vehicles (BEVs). This refers to vehicles like the Tesla and the Nissan Leaf that are electric ONLY and <u>do not take gasoline or any fuel other than electricity.</u>				
Q5 Do you currently own or lease an <u>electric-only</u> vehicle?			GENDER	
		Total %	MALE %	FEMALE %
	Yes	2	3	2
	No, but I have in the past	3	3	3
	No, I have never owned or leased one	95	95	95
Base: All respondents		8,008		

Q6	Which statement below BEST describes your thoughts on buying or leasing [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle if you were to buy or lease a vehicle today?	Total %	GENDER	
			MALE %	FEMALE %
	I would definitely buy or lease an electric-only vehicle.	14	18	11
	I would seriously consider buying or leasing an electric-only vehicle.	22	25	20
	I might consider getting an electric-only vehicle in the future, but not if I were to buy or lease a vehicle today.	35	34	37
	I would not consider getting [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle.	28	23	32
	Base: All respondents	8,014		

- Males are more likely than females to say they would get an electric-only vehicle if they were to buy or lease a vehicle today.¹

INFO: The experience of owning an electric-only vehicle is quite different than owning a gasoline-powered vehicle. Some differences include charging vs. fueling, the frequency of maintenance/repairs, costs involved with buying, owning, and maintaining the vehicle, etc. For this next question we would like to understand your level of familiarity with electric-only vehicles.

Q7	How familiar would you say you are with the fundamentals of owning an electric-only vehicle?	Total %	GENDER	
			MALE %	FEMALE %
	Very familiar	9	14	4
	Somewhat familiar	31	36	26
	Not too familiar	31	29	33
	Not at all familiar	29	20	37
	Base: All respondents	8,013		

- Males are more familiar than females with the fundamentals of owning an electric-only vehicle.²

¹ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, number of commute days, weekly time spent driving, home ownership, type of home, access to an outlet at home, and EV experience.

² Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, and political affiliation.

Q8		Of the following attributes, which, if any, would [^] If Q6 = 2; pipe in "potentially" [^] prevent you from buying or leasing [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle if you were to buy or lease a vehicle today?		
		GENDER		
		Total %	MALE %	FEMALE %
	<i>Respondents selected ALL that apply.</i>			
<u>3</u>	Charging logistics, such as where and when I'd be able to charge it	61	65	58
<u>2</u>	Number of miles the vehicle can go before it needs to be charged	55	59	51
<u>1</u>	Costs involved with buying, owning, and maintaining an electric-only vehicle	52	53	51
<u>9</u>	Not being able to fix the car myself or at my local mechanic	37	36	37
<u>6</u>	Concern about the performance of an electric-only vehicle in cold weather	30	29	31
<u>8</u>	I'd worry that it would not be as powerful as a gasoline-powered vehicle	18	15	21
<u>11</u>	They are not common where I live	15	14	16
<u>4</u>	Lack of models among electric-only vehicles currently on the market	15	17	14
<u>10</u>	I'm not sure where I'll be living in the next few years	10	10	9
<u>5</u>	I don't like the style/look of any of the models that are currently available	9	9	8
<u>7</u>	I'm afraid the technology would be hard to use	8	6	11
<u>12</u>	Other	4	5	4
<u>13</u>	Nothing; I just don't feel I know enough about electric-only vehicles to buy one	6	4	8
<u>14</u>	Nothing; I have no interest in getting [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle if I were to buy or lease a vehicle today.	12	10	13
	Base: Respondents who said something other than they "definitely plan" to buy or lease an electric only vehicle if they were to buy or lease a vehicle today.	6,960		

- A larger percentage of females than males say "I'd worry that it would not be as powerful as a gasoline-powered vehicle" and "I'm afraid the technology would be hard to use" would prevent them from buying or leasing an electric-only vehicle.³

³ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, number of commute days, weekly time spent driving, access to an outlet at home, EV familiarity, likelihood of getting an EV, and EV experience.

For respondents who had indicated that **cost-related factors or charging logistics are barriers** preventing them from getting an EV, we asked an additional question for each specifically about which costs and/or charging-related barriers would be most likely to hold them back from purchasing/leasing an EV.

Q8A You told us that cost-related factors would ^If Q6 = 2; pipe in "potentially"^^ prevent you from buying or leasing [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle if you were to buy or lease a vehicle today. Specifically, which two of the following cost considerations would be most likely to hold you back?			GENDER		
		Total %	MALE %	FEMALE %	
	<i>Respondents selected UP TO TWO responses.</i>				
<u>1</u>	Purchase price	58	61	56	
<u>4</u>	Maintenance and repair costs	40	37	43	
<u>3</u>	The cost to install a home charger	30	29	31	
<u>5</u>	Battery replacement costs	29	36	22	
<u>7</u>	Increase in cost to my electric bill	17	14	20	
<u>6</u>	Charging costs at charging stations	15	12	19	
<u>2</u>	Higher state registration fees for electric-only vehicles	3	3	4	
<u>8</u>	Other costs	1	1	2	
	Base: Respondents who said cost-related factors would prevent them from buying or leasing an electric-only vehicle if they were to buy or lease a vehicle today.	3,872			

- A larger percentage of males than females say "purchase price" and "battery replacement costs" are the cost-related factors preventing them from buying or leasing an electric-only vehicle while a larger percentage of females than males say "increase in costs to my electric bill" and "charging costs at charging stations" are holding them back.⁴

Q8B You told us that things related to charging are ^If Q6 = 2; pipe in "potentially"^^ preventing you from buying or leasing [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle if you were to buy or lease a vehicle today. Specifically, which two of the following charging considerations would be most likely to hold you back?			GENDER		
		Total %	MALE %	FEMALE %	
	<i>Respondents selected UP TO TWO responses.</i>				
<u>2</u>	Not enough public charging stations	59	60	58	
<u>1</u>	Nowhere to plug in my car to charge at home	44	40	48	
<u>4</u>	Inconvenience of charging	42	40	45	
<u>3</u>	Long charging times	37	45	29	
<u>5</u>	Concern about my safety when I charge at public charging stations	8	5	10	
<u>6</u>	Other charging considerations	2	2	2	
	Base: Respondents who said charging considerations would prevent them from buying or leasing an electric-only vehicle if they were to buy or lease a vehicle today.	4,459			

- A larger percentage of males than females say "long charging times" and a larger percentage of females than males say "concern about my safety when I charge a public charging stations" are the charging considerations that would be most likely to hold them back.⁵

⁴ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, number of commute days, weekly time spent driving, access to an outlet at home, EV familiarity, likelihood of getting an EV, and EV experience.

⁵ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, number of commute days, weekly time spent driving, access to an outlet at home, EV familiarity, likelihood of getting an EV, and EV experience.

Q9		Below are attributes that an electric-only vehicle might have. Which, if any, of these would <u>most</u> encourage you to buy or lease [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle?		
		GENDER		
		Total %	MALE %	FEMALE %
Respondents selected UP TO THREE responses.				
<u>9</u>	Costs less to charge than fueling a gasoline-powered vehicle	33	33	32
<u>10</u>	Lower overall costs over the lifetime of the vehicle compared to a gasoline-powered vehicle	31	32	31
<u>1</u>	Lower maintenance costs than gasoline-powered vehicles	28	28	28
<u>6</u>	Avoids using gasoline	27	29	26
<u>5</u>	No tailpipe emissions (exhaust fumes)	23	22	23
<u>2</u>	Similar purchase price to gasoline-powered vehicles in the same class	21	22	19
<u>3</u>	More reliable than gasoline-powered vehicles	16	15	16
<u>11</u>	Has all the latest technology	11	13	10
<u>8</u>	No engine noise	10	11	9
<u>4</u>	Better acceleration than gasoline-powered vehicles	8	11	5
<u>7</u>	Attractive styling or other aesthetic features	6	7	5
<u>12</u>	Other	1	1	1
<u>13</u>	None of these would encourage me to get [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle.	19	15	22
Base: All respondents		8,027		

- A larger percentage of males than females say "similar purchase price to a gasoline-powered vehicle in the same class", "has all the latest technology", "no engine noise", and "better acceleration than a gasoline-powered vehicle" are the attributes that would most encourage them to buy or lease an electric-only vehicle.⁶

For respondents who in the previous question selected "avoids using gasoline" is an attribute an electric-vehicle has that would encourage them to get one, we followed up with a question asking what specifically about avoiding using gasoline would encourage them to buy/lease an electric-only vehicle.

Q9A		Which, if any, of the following are reasons that <u>avoiding using gasoline</u> would encourage you to buy or lease [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle?		
		GENDER		
		Total %	MALE %	FEMALE %
Respondents selected ALL that apply.				
<u>3</u>	I believe emissions from gasoline-powered vehicles pollute the environment	74	76	73
<u>4</u>	Gas is too expensive	70	70	70
<u>2</u>	I believe oil companies pollute land and contaminate water supplies	61	61	62
<u>1</u>	I don't like having to pump gas	23	19	27
<u>5</u>	Other	1	2	1
Base: Respondents who said that avoiding gasoline is a reason that would most encourage them to buy or lease an electric-only vehicle.		2,176		

- A larger percentage of females than males say "I don't like having to pump gas."⁷

⁶ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, EV familiarity, likelihood of getting an EV, and EV experience.

⁷ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, and political affiliation.

Q10 Which, <u>two</u> , if any, of the following charging options would be <u>most</u> likely to encourage you to buy or lease a <u>electric-only</u> vehicle?			GENDER	
		Total %	MALE %	FEMALE %
	<i>Respondents selected UP TO TWO responses.</i>			
<u>4</u>	Free public charging stations	50	49	51
<u>1</u>	Ability to charge it where I live	47	50	44
<u>2</u>	Easy access to <u>fast-charging</u> public stations where I can fully recharge in 30 minutes or less	45	48	42
<u>3</u>	Access to workplace charging stations	10	12	9
<u>5</u>	Other	1	1	1
<u>6</u>	None of these would encourage me to get [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle.	18	14	21
	Base: All respondents	8,027		

- A larger percentage of males than females say "access to workplace charging stations" is a charging option that would most likely encourage them to buy or lease an electric-only vehicle.⁸

Q11 The following incentives are currently available for <u>electric-only</u> vehicle owners. Which, if any, of the following have you heard about?			GENDER	
		Total %	MALE %	FEMALE %
	<i>Respondents selected ALL that apply.</i>			
<u>1</u>	Tax rebates/discounts <u>at the time</u> of purchase or lease	34	44	24
<u>2</u>	Tax credits applied <u>at a later time</u> (such as, when you file your income taxes)	28	35	22
<u>4</u>	Exemptions from vehicle emissions inspections	18	23	14
<u>6</u>	Discounts to install a home charger	18	23	14
<u>3</u>	Access to carpool lanes even when driving alone	15	20	10
<u>5</u>	Discounted charging rates	13	16	10
<u>7</u>	Other	0	0	1
<u>8</u>	I have not heard of any incentives available for electric-only vehicle owners	46	35	57
	Base: All respondents	8,027		

- A larger percentage of males than females say they have heard about each and all of these incentives.⁹

⁸ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, number of commute days, weekly time spent driving, access to an outlet at home, EV familiarity, likelihood of getting an EV, and EV experience.

⁹ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, EV familiarity, likelihood of getting an EV, and EV experience.

Q12		The following are incentives that are either already available for electric-only vehicle owners or are being considered by local or national government. Which, if any, do you believe would encourage you to buy or lease [If Q5=1,2 "another"; ELSE "an"] <u>electric-only</u> vehicle?		
		GENDER		
		Total %	MALE %	FEMALE %
	<i>Respondents selected ALL that apply.</i>			
<u>1</u>	Tax rebates/discounts <u>at the time</u> of purchase or lease	53	58	48
<u>7</u>	Discounts to install a home charger	49	53	45
<u>2</u>	Tax credits applied <u>at a later time</u> (such as, when you file your income taxes)	45	49	42
<u>6</u>	Discounted charging rates	41	46	38
<u>5</u>	Government incentives for used electric-only vehicles	41	44	37
<u>4</u>	Exemptions from vehicle emissions inspections	27	28	25
<u>3</u>	Access to carpool lanes even when driving alone	19	23	16
<u>8</u>	Other	1	1	1
<u>9</u>	None of these would influence my decision to get [If Q5=1,2 "another"; ELSE "an"] electric-only vehicle.	27	22	31
	Base: All respondents	8,027		

- A larger percentage of males than females say "tax rebates/discounts at the time of purchase or lease", "discounted charging rates", and "access to carpool lanes even when driving alone" are incentives that would encourage them to buy or lease an electric-only vehicle.¹⁰

Q13		In the past month, have you seen an <u>electric-only</u> vehicle in your neighborhood?		
		GENDER		
		Total %	MALE %	FEMALE %
	Yes	44	55	35
	No	41	33	48
	Unsure	15	12	17
	Base: All respondents	8,019		

- A larger percentage of males than females say they have seen an electric-only vehicle in their neighborhood in the past month.¹¹

Q14		Do you have a friend, relative, or co-worker who owns an <u>electric-only</u> vehicle?		
		GENDER		
		Total %	MALE %	FEMALE %
	Yes	27	32	23
	No	65	59	70
	Unsure	8	9	8
	Base: All respondents	7,968		

- A larger percentage of males than females say they have a friend, relative, or co-worker who owns an electric-only vehicle.¹²

¹⁰ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, EV familiarity, likelihood of getting an EV, and EV experience.

¹¹ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, political affiliation, EV familiarity, and likelihood of getting an EV.

¹² Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, and political affiliation.

Q15	In the past 12 months, approximately how many times have you <u>been a passenger in an electric-only vehicle?</u>	GENDER		
		Total %	MALE %	FEMALE %
	0 times	83	79	87
	1 to 5 times	13	16	11
	6 to 10 times	1	2	1
	More than 10 times	2	3	1
	Base: All respondents	8,017		

- Males have been a passenger in an electric-only vehicle more frequently than females in the past 12 months.¹³

Q16	In the past 12 months, how many times have you <u>driven an electric-only vehicle?</u>	GENDER		
		Total %	MALE %	FEMALE %
	0 times	93	91	96
	1 to 5 times	4	5	3
	6 to 10 times	1	1	1
	More than 10 times	2	3	1
	Base: All respondents	7,972		

- Males have driven an electric-only vehicle more frequently than females in the past 12 months.¹⁴

¹³ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, and political affiliation.

¹⁴ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, and political affiliation.

The "EV Experience Index" reflects the **sum total of the following four EV experience/exposure** questions:

1. In the past month, have you seen an electric-only vehicle in your neighborhood?
2. Do you have a friend, relative, or co-worker who owns an electric-only vehicle?
3. In the past 12 months, approximately how many times have you been a passenger in an electric-only vehicle? *(Responses were rescored '0' if respondent answered 0 times or '1' if the respondent had been a passenger at least once in the past year)*
4. In the past 12 months, approximately how many times have you driven an electric-only vehicle? *(Responses were rescored '0' if respondent answered 0 times or '1' if the respondent had driven an electric-only vehicle at least once in the past year)*

EV Experience Index	Total Percent	Gender	
		Male	Female
0	46	36	56
1	27	31	24
2	16	19	13
3	7	9	5
4	4	5	2
Base: All respondents	8,026		

Any Experience	Total Percent	Gender	
		Male	Female
No experience	46	36	56
Had any experience	54	64	44
Base: All respondents	8,026		

- Males have higher EV experience scores than females.¹⁵

¹⁵ Differences are significant when controlling for age, education, household income, race/ethnicity, urbanicity, region, and political affiliation.

BACKGROUND QUESTIONS					
Q40 Which statement best describes your current employment status?				GENDER	
		Total %	MALE %	FEMALE %	
	Working full-time	47	54	40	
	Working part-time	14	11	16	
	Not working	39	34	44	
	Base: All respondents	7,981			

Q41 How many days a week do you currently commute to work?				GENDER	
		Total %	MALE %	FEMALE %	
	0	20	20	21	
	1	3	3	3	
	2	5	5	5	
	3	9	7	10	
	4	10	10	10	
	5	44	44	43	
	6	6	7	4	
	7	4	4	4	
	Base: Respondents who are working at least part-time	4,938			

Q42 Approximately how long is your round trip commute to work?				GENDER	
		Total %	MALE %	FEMALE %	
	Less than 5 miles	21	19	22	
	5 to 10 miles	22	22	23	
	11 to 15 miles	15	14	15	
	16 to 20 miles	11	11	11	
	21 to 30 miles	12	11	12	
	31 to 40 miles	7	8	7	
	41 to 50 miles	5	5	5	
	More than 50 miles	7	9	5	
	Base: Respondents who commute to work at least one day a week	3,944			

Q43 In a typical week (7 days), what is the <u>total</u> amount of time you spend driving?			GENDER	
	Respondents were instructed to include ALL of the driving they do during the week and on weekends (such as commuting, errands, appointments, recreational outings, etc.)	Total %	MALE %	FEMALE %
	Less than an hour	16	15	17
	1 hour but less than 2 hours	18	17	19
	2 hours but less than 3 hours	17	16	17
	3 hours but less than 4 hours	12	12	12
	4 hours but less than 5 hours	9	9	9
	5 hours but less than 6 hours	6	7	6
	6 hours but less than 7 hours	5	5	5
	7 hours but less than 8 hours	4	5	4
	8 hours but less than 9 hours	3	3	3
	9 hours but less than 10 hours	2	2	2
	10 hours or more	8	10	5
Base: Respondents whose household owns or leases at least one vehicle		7,635		

Q44 Which best describes the building where you live?			GENDER	
		Total %	MALE %	FEMALE %
	A one-family house detached from any other house	67	68	66
	A one-family house attached to one or more houses	8	7	8
	A building with 2 or more units	20	21	20
	A mobile home or trailer	5	5	6
	Boat, RV, van, etc.	0	0	1
Base: All respondents		7,975		

Q45 Do you own or rent your home?			GENDER	
		Total %	MALE %	FEMALE %
	Own	67	68	65
	Rent	29	27	30
	Other	5	4	5
Base: All respondents		8,000		

Q46 How would you BEST describe your current parking situation at home? Would you say you park in...			GENDER	
		Total %	MALE %	FEMALE %
	Private, off-street parking such as a garage or dedicated spot <u>with access</u> to an electric outlet	48	52	44
	Private, off-street parking such as a garage or dedicated spot <u>without access</u> to an electric outlet	34	32	37
	Private, off-street parking such as a garage or dedicated spot but you <u>do not know</u> if there is access to an electric outlet	7	6	8
	Public or on-street parking	9	9	9
	Other	3	2	3
Base: Respondents who own or lease a vehicle		7,556		

METHODOLOGY

This multi-mode survey was fielded by NORC at the University of Chicago using a nationally representative sample. The survey was conducted from January 27 – February 18, 2022. Interviews were conducted in English and in Spanish, and were administered both online and by phone.

A general population sample of U.S adults age 18 and older was selected from NORC's AmeriSpeak® Panel for this study. Funded and operated by NORC at the University of Chicago, AmeriSpeak® is a probability-based panel designed to be representative of the US household population. Randomly selected US households are sampled using area probability and address-based sampling, with a known, non-zero probability of selection from the NORC National Sample Frame. These sampled households are then contacted by US mail, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings. While most AmeriSpeak households participate in surveys by web, non-internet households can participate in AmeriSpeak surveys by telephone. Households without conventional internet access but having web access via smartphones are allowed to participate in AmeriSpeak surveys by web. AmeriSpeak panelists participate in NORC studies or studies conducted by NORC on behalf of governmental agencies, academic researchers, and media and commercial organizations.

In total, NORC collected 8,027 interviews, 7,795 by web mode and 232 by phone mode, 7,820 in English and 207 in Spanish. The margin of error for the sample of 8,027 is +/- 1.59 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins. In addition, we oversampled English-speaking Asian Americans. This sample of Asian Americans is composed of people from many different countries of origin and ethnicities, and all took the survey in English. Panelists were offered the cash equivalent of \$2 after successfully completing the survey.

Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the U.S. adult population. Key demographic characteristics (after weighting is applied) of this sample are presented below:

- 52% female
- Average age of 48 years old
- 62% White, Non-Hispanic
- 35% 4-year college graduates
- 57% have a household income of \$50,000 or more