Delaware Residents' Opinions on Electric Vehicles and Climate Change

2022 Survey

Full Report of Results

Prepared by

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for the

Delaware Department of Natural Resources and Environmental Control
Division of Climate, Coastal and Energy

ABOUT THE DIVISION OF CLIMATE, COASTAL, & ENERGY

The Division of Climate, Coastal and Energy, housed within the Delaware Department of Natural Resources and Environmental Control, uses an integrated approach of applied science, education, policy development, and incentives to address Delaware's climate, energy, and coastal challenges. With a mission of providing leadership towards sustainable communities and environments now and for future generations, the Division works towards fostering clean energy, sustainable coasts, and a livable climate for all Delawareans.

ABOUT THE UNIVERSITY OF DELAWARE

The University of Delaware exists to cultivate learning, develop knowledge, and foster the free exchange of ideas. State-assisted yet privately governed, the University has a strong tradition of distinguished scholarship, which is manifested in its research and creative activities, teaching, and service, in line with its commitment to increasing and disseminating scientific, humanistic, artistic, and social knowledge for the benefit of the larger society. Founded in 1743 and chartered by the state in 1833, the University of Delaware today is a land-grant, sea-grant, and space-grant university.

The University of Delaware is a major research university with extensive graduate programs that is also dedicated to outstanding undergraduate and professional education. UD faculty are committed to the intellectual, cultural, and ethical development of students as citizens, scholars and professionals. UD graduates are prepared to contribute to a global and diverse society that requires leaders with creativity, integrity and a dedication to service.

The University of Delaware promotes an environment in which all people are inspired to learn, and encourages intellectual curiosity, critical thinking, free inquiry, and respect for the views and values of an increasingly diverse population.

An institution engaged in addressing the critical needs of the state, nation, and global community, the University of Delaware carries out its mission with the support of alumni who span the globe and in partnership with public, private, and nonprofit institutions in Delaware and beyond.

PROJECT TEAM

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In Delaware, the transportation sector is the largest producer of greenhouse gas emissions. Over half of the transportation-related emissions in this sector come from passenger cars. Gasoline-burning vehicles also contribute to other forms of air pollution, such as nitrogen oxides, particulate matter, and ozone-forming volatile organic compounds (VOCs). Transitioning away from traditional gas cars, toward electric and alternative fuel vehicles, is a crucial strategy for meeting Delaware's climate change mitigation goals. However, purchasing a vehicle is a major investment. People naturally want to choose the option that is right for them, their families, their budget, and their daily needs. In light of this, it is important to understand both the opportunities and perceived barriers posed by electric vehicle adoption.

Recognizing the need to understand the public's attitudes about electric vehicles and to collect updated measures of the public's attitudes about climate change, the Delaware Department of Natural Resources and Environmental Control (DNREC) Division of Climate, Coastal and Energy commissioned a 2022 survey aimed at gauging how Delawareans perceive electric vehicles and climate change and how strongly they support implementing actions to encourage electric vehicle use in Delaware. The survey was supervised by Dr. Paul Brewer, a professor in the Department of Communication at the University of Delaware.

The results indicate that most Delawareans are familiar with electric vehicles and that one in three are very or somewhat likely to choose an electric vehicle as their next vehicle. Most Delawareans say that they would be more likely to choose an electric vehicle if its price matched that of a traditional vehicle, if there more charging stations, and if there were financial incentives from the government. At the same time, majorities say that concerns about running out of power, costs, wait times for charging, and charging availability make them less likely to choose an electric vehicle.

Most Delawareans support a range of key strategies to encourage electric vehicle use and believe that increasing the use of electric vehicles would be effective in helping to reduce climate change. Most Delawareans are also convinced that climate change is happening and that the state should act now to reduce the impacts of climate change. A majority say they have personally experienced or observed the effects of climate change.

The results of the survey reveal gender gaps and differences across counties in attitudes about electric vehicles and climate change. Compared to men, women tend to express more support for actions to encourage electric vehicle use and greater belief that increasing electric vehicle use will help reduce climate change. In addition, New Castle County residents are more likely than Kent and Sussex County residents to support actions to encourage electric vehicle use and to believe that increasing electric vehicle use will help reduce climate change.

Delawareans tend to trust consumer sources, vehicle manufacturers, and their state government as sources of information about electric vehicles. They are divided on whether to trust the federal government and less trusting of car dealerships or the news media.

Appendix A includes a topline with the full questionnaire and results. Appendix B includes detailed demographic tables for results by gender, county of residence, and age cohort.

METHODOLOGY

This survey was conducted by Standage Market Research from August 17 to September 14, 2022, under a sub-contract agreement with the University of Delaware. A representative sample of 1001 Delaware residents were interviewed for the study either by telephone (500 respondents) or online (501 respondents). Interviewees were selected through random sampling. Statistical results are weighted by demographic factors to reflect the general population of Delaware. The margin of sampling error for the complete set of weighted data is ± 3.2 percentage points.

While Standage Market Research fielded the survey and weighted the results, the University of Delaware research team prepared all written summaries of the survey results in this report.

Two coders from the research team categorized open-ended responses into common themes. To establish intercoder reliability, the two coders independently analyzed a 20% sample, with all categories attaining acceptable reliability. Discrepancies between coders were resolved through discussion. The results in the report reflect the coders' consensus judgments.
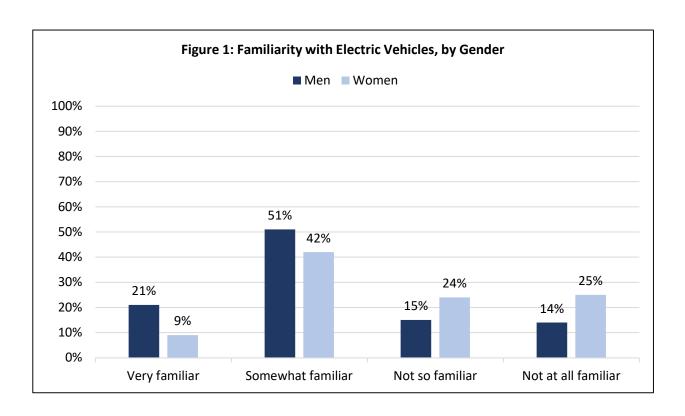
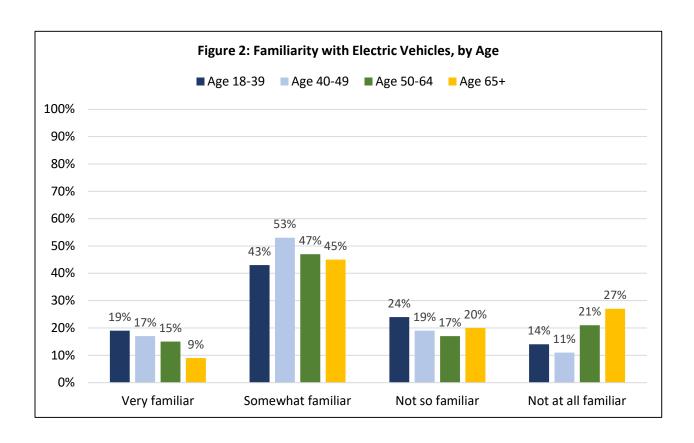All demographic differences presented in the report are statistically significant at the .05 level.

Due to rounding, not all percentages presented in the report sum to the subtotals and totals reported.

FAMILIARITY WITH ELECTRIC VEHICLES

The survey found that a majority of Delawareans (61%) reported being very familiar (15%) or somewhat familiar (46%) with electric vehicles. The results also reveal gender and age gaps in self-reported familiarity with electric vehicles. Compared to women, men are more likely to report familiarity with electric vehicles (71% versus 51%). In terms of age differences, Delawareans between the ages of 40 and 49 report the greatest familiarity with electric vehicles (70%), followed by those between 18 and 39 (62%) and those between 50 and 64 (62%). Those 65 years of age or older report the lowest level of familiarity (54%). Only 4% of all Delawareans say they currently own an electric vehicle.

Figure 1: Familiarity with Electric Vehicles, by Gender

Figure 2: Familiarity with Electric Vehicles, by Age

■ Age 18-39   □ Age 40-49   ■ Age 50-64   ■ Age 65+

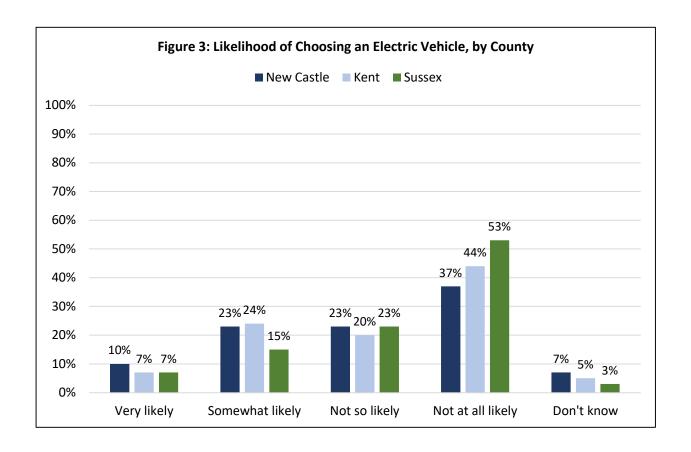| Familiarity	Age 18-39	Age 40-49	Age 50-64	Age 65+
Very familiar	19%	17%	15%	9%
Somewhat familiar	43%	53%	47%	45%
Not so familiar	24%	19%	17%	20%
Not at all familiar	14%	11%	21%	27%

CHOICES REGARDING ELECTRIC VEHICLES

Slightly less than one in three Delawareans (30%) say they will be very likely (9%) or somewhat likely (22%) to choose an electric vehicle the next time they purchase or lease a vehicle. More than twice as many (65%) say they are not so likely (22%) or not at all likely (42%) to choose an electric vehicle.

The survey results also reveal differences in choices by county. Residents of New Castle County (33%) and Kent County (31%) are more likely than residents of Sussex County (22%) to say they may choose an electric vehicle.

Figure 3: Likelihood of Choosing an Electric Vehicle, by County

■ New Castle   ■ Kent   ■ Sussex

	Very likely	Somewhat likely	Not so likely	Not at all likely	Don't know
New Castle	10%	23%	23%	37%	7%
Kent	7%	24%	20%	44%	5%
Sussex	7%	15%	23%	53%	3%

When Delawareans who say that they are very are somewhat likely to choose an electric vehicle are asked to provide their top reason for doing so, around one in five (19%) mention environmental reasons such as reducing emissions. A similar percentage (19%) cite features of electric vehicles such as their need for less gas. Another 15% offer responses related to potential costs. Smaller percentages cite specific examples such as Tesla (4%) or broader concepts of progress (2%).

When Delawareans who say they are unlikely to choose an electric vehicle are asked to provide their top reason for not doing so, more than one in three (38%) mention potential vehicle or maintenance costs. Another 22% cite feasibility concerns such as a lack of infrastructure. Around one in five (20%) mention performance concerns such as a lack of range or battery life. Smaller percentages cite environmental issues such as battery disposal and mining (10%), lack of knowledge about electric vehicles (6%), safety issues such as data hacking or potential fire hazards (3%), or political principles (3%).

Table 1. Top reasons for choosing or not choosing an electric vehicle

	%	Most common words within category
Reasons for choosing		
Environment	19%	Environment(al), better, gas, climate, change
Features	19%	Gas, cost(s), maintenance, fuel, environment(al)
Costs	15%	Gas, cost(s), price(s), save, environment(al)
Reasons for not choosing		
Costs	38%	Cost(s), expense(s)/expensive, price(s), battery/batteries, charge/charging
Feasibility	22%	Charge/charging, electric(ity), station(s), cost(s), grid
Performance	20%	Charge/charging, cost(s), range, battery/batteries, expense(s)/expensive
Environment	10%	Battery/batteries, electric(ity), environment(al), gas, fossil

ACTIONS, CONCERNS, AND CHOICES ABOUT ELECTRIC VEHICLES

Almost two-thirds of Delawareans (64%) say that they would be much more or somewhat more likely to choose an electric vehicle if its price matched that of a traditional vehicle. Majorities of Delawareans also say that they would be more likely to choose an electric vehicle if provided with more charging stations (62%) or financial incentives from the government (59%). However, most Delawareans say that matching the style of traditional vehicles (58%) or providing extended test drives from dealerships (59%) would not make them more likely to choose an electric vehicle.

Nearly three in four Delawareans (73%) say that concerns about running out of power make them much less likely or somewhat less likely to choose an electric vehicle. Similarly, majorities of Delawareans say that concerns about initial cost (71%), long wait times for charging (69%), the availability of public charging stations (68%), the cost of service and repairs (66%), and lack of charging at home (63%), make them less likely to choose an electric vehicle. Around half of Delawareans say that concerns about vehicle availability (54%) and vehicle performance (52%) make them less likely to choose an electric vehicle, while fewer than half say the same for concerns about variety in models (43%) and the use of new technology (34%).

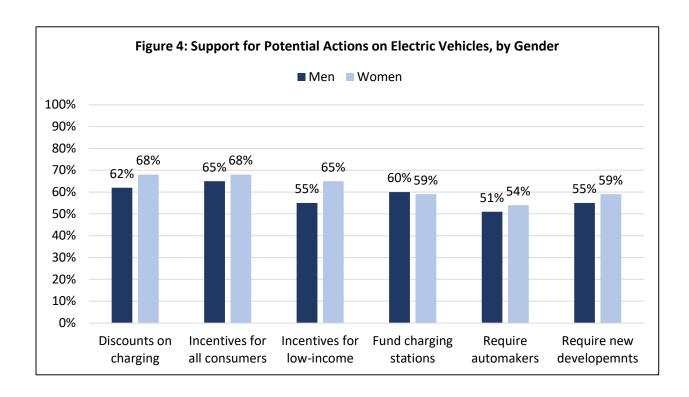## OPINIONS ABOUT CHARGING ELECTRIC VEHICLES

A majority of Delawareans (62%) say that they have seen an electric vehicle charging station in their community. Around half (49%) say that they would be willing to wait less than 15 minutes to charge an electric vehicle to add 100 miles of driving range. Another one in three (30%) say that they would be willing to wait 30 minutes to an hour. Relatively few Delawareans say that they would be willing to wait 30 minutes to an hour (7%) or more than an hour (4%) to charge an electric vehicle.

When asked about potential amenities near charging stations, most Delawareans (79%) say that having a restroom would be very or somewhat important to them. Majorities also say that having a coffee shop or restaurant (68%), an indoor seating area (54%), and free wifi (54%) would be important to them. Fewer Delawareans say that having shopping options (49%) or a recreation area or fitness facility (32%) would be important.
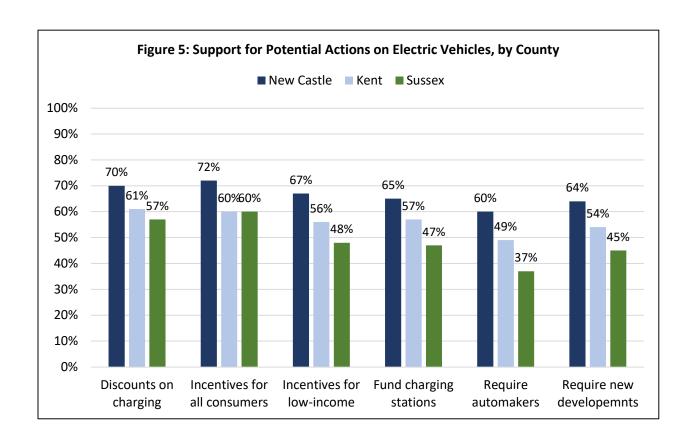
OPINIONS ABOUT ACTIONS ON ELECTRIC VEHICLES

Delawareans support multiple actions to encourage the adoption of electric vehicles. Fully two-thirds (67%) support offering discounts on electricity to charge electric vehicles at times when demand is low. Most Delawareans also support providing incentives and tax rebates for electric vehicles to all consumers (66%), providing incentives and tax rebates to low-income consumers (60%), providing funding to increase the availability of charging stations (59%), and requiring new residential and commercial developments to include plugs for electric vehicle chargers (57%). Around half of Delawareans favor requiring automakers to offer more electric vehicle options in the state (52%).

The survey results reveal differences in support for these actions across gender and county of residency. Compared to men, women are more likely to support discounts on charging, incentives for all consumes, incentives for low-income consumers, requirements for automakers, and requirements for new developments. Furthermore, men are particularly likely to *strongly* oppose each of these actions along with funding for charging stations.

Figure 4: Support for Potential Actions on Electric Vehicles, by Gender

■ Men ■ Women

Action	Men	Women
Discounts on charging	62%	68%
Incentives for all consumers	65%	68%
Incentives for low-income	55%	65%
Fund charging stations	60%	59%
Require automakers	51%	54%
Require new developemnts	55%	59%

Across all six actions, New Castle residents report higher levels of support than do residents of Kent and Sussex counties. In addition, Kent County residents are more likely than Sussex County residents to support incentives for low-income consumers, funding for charging stations, requirements for automakers, and requirements for new developments.
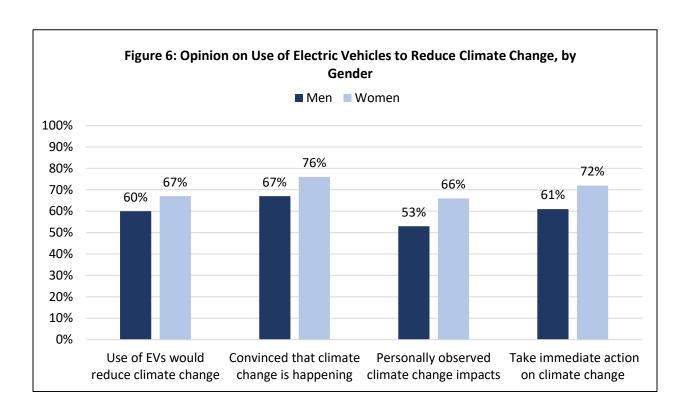
Figure 5: Support for Potential Actions on Electric Vehicles, by County

■ New Castle ■ Kent ■ Sussex

	Discounts on charging	Incentives for all consumers	Incentives for low-income	Fund charging stations	Require automakers	Require new developemnts
New Castle	70%	72%	67%	65%	60%	64%
Kent	61%	60%	56%	57%	49%	54%
Sussex	57%	60%	48%	47%	37%	45%

TRUST IN SOURCES OF INFORMATION ABOUT ELECTRIC VEHICLES

Four in five Delawareans (80%) trust consumer sources such as Kelly Blue Book and Edmunds a great deal or a fair amount as sources information about electric vehicles. Majorities also trust vehicle manufacturers (65%) and the Delaware state government (57%) as sources of information about electric vehicles. Around half of Delawareans (51%) trust the federal government when it comes to electric vehicles, whereas fewer than half trust car dealerships (46%) or the news media (40%).

BELEIFS ABOUT ELECTRIC VEHICLES AND CLIMATE CHANGE

Most Delawareans (64%) believe that increasing the use of electric vehicles would be very or somewhat effective in helping to reduce climate change, though women are more likely than men to believe so (67% to 60%). Additionally, New Castle County residents (70%) are more likely than Kent County (61%) and Sussex County (51%) residents to believe that increasing the use of electric vehicles would be effective in reducing climate change.

Most Delawareans are completely or mostly convinced that climate change is happening (71%), more than half (60%) say they have personally experienced or observed local impacts of climate change, and two-thirds (67%) agree that we should take immediate action to reduce the impacts of climate change. Compared to men, women are more likely to believe that climate change is happening (76% to 67%), more likely to report having personally experienced or observed the impacts of climate change (66% to 53%), and more likely to favor immediate action on climate change (72% to 61%). In terms of patterns across counties, New Castle County (75%) and Kent County (73%) residents are more likely than Sussex County residents (62%) to believe that climate change is happening. In addition, New Castle County residents (70%) are more likely than residents of Kent County (65%) and Sussex County (61%) to favor immediate action on climate change.

Figure 6: Opinion on Use of Electric Vehicles to Reduce Climate Change, by Gender

Figure 7: Opinion on Use of Electric Vehicles to Reduce Climate Change, by County

Legend: ■ New Castle ■ Kent ■ Sussex

Category	New Castle	Kent	Sussex
Use of EVs would reduce climate change	70%	61%	51%
Convinced that climate change is happening	75%	73%	62%
Personally observed climate change impacts	62%	58%	56%
Take immediate action on climate change	70%	65%	61%

Delawareans support multiple strategies for reducing climate change. More than four-fifths (83%) favor increasing conservation of forested and agricultural lands. Majorities also support requiring stronger air pollution control for business and industry (78%), requiring that an increasing percentage of electricity used in Delaware come from renewable sources (69%), and requiring stronger energy efficiency standards on household appliances (69%). Fewer Delawareans favor requiring that an increasing percentage of vehicles sold in Delaware be powered by electricity, but a plurality still support this strategy (41% versus 36% opposed).

FOR MORE INFORMATION

For additional questions or comments, please contact:

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Delaware Residents' Opinions on Electric Vehicle and Climate Change
Delaware Department of Natural Resources and Environmental Control and
University of Delaware Center for Political Communication
August 17 – September 14, 2022
N = 1,001

Results are weighted by demographic factors to reflect the general population of Delaware. Not all percentages sum to 100% due to rounding. In addition, not all results below sum to totals included in the text of the report due to rounding.

Q1.　How familiar are you with electric vehicles–are you very familiar, somewhat familiar, not so familiar, or not at all familiar with them?

Very familiar	15%
Somewhat familiar	46%
Not so familiar	20%
Not at all familiar	19%

Q2.　Do you currently own or lease an electric vehicle?

Yes	4%
No	96%

Q3.　The next time you purchase or lease a vehicle, how likely are you to choose an electric vehicle–are you very likely, somewhat likely, not so likely, or not at all likely to do so?

Very likely	9%
Somewhat likely	22%
Not so likely	22%
Not at all likely	42%
(Do not read) Don't know	5%

Q4.　IF Q3 = "VERY LIKELY" OR "SOMEWHAT LIKELY" ASK: "What is your top reason for choosing an electric vehicle?" [Open-ended answer; see text of report for results]

Q5.　IF Q3 = "NOT SO LIKELY" OR "NOT AT ALL LIKELY" ASK: "What is your top reason for not choosing an electric vehicle?" [Open-ended answer; see text of report for results]

Q6. Next, I am going to read a list of potential actions to make it easier to choose an electric vehicle, and I would like for you to tell me whether each action would make you MORE likely to choose an electric vehicle. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - would this make you much more likely, somewhat more likely, or no more likely to choose an electric vehicle? (NEXT ITEM; IF NECESSARY: much more likely, somewhat more likely, or no more likely?

a. Providing more charging stations

Much more likely	35%
Somewhat more likely	27%
No more likely	35%
(Do not read) Don't know	3%

b. Matching the price of traditional vehicles

Much more likely	37%
Somewhat more likely	27%
No more likely	32%
(Do not read) Don't know	4%

c. Matching the style of traditional vehicles

Much more likely	15%
Somewhat more likely	25%
No more likely	58%
(Do not read) Don't know	3%

d. Providing government financial incentives

Much more likely	31%
Somewhat more likely	28%
No more likely	38%
(Do not read) Don't know	3%

e. Providing extended test drives from dealerships

Much more likely	14%
Somewhat more likely	24%
No more likely	59%
(Do not read) Don't know	3%

Q7.   Now, I am going to read a list of potential concerns about electric vehicles, and I would like for you to tell me whether each concern makes you LESS likely to choose an electric vehicle. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - does this make you much less likely, somewhat less likely, or no less likely to choose an electric vehicle? (NEXT ITEM; IF NECESSARY: much less likely, somewhat less likely, or no less likely?)

a.   Running out of power

Much less likely	52%
Somewhat less likely	21%
No less likely	24%
(Do not read) Don't know	2%

b.   Availability of public charging stations

Much less likely	35%
Somewhat less likely	33%
No less likely	28%
(Do not read) Don't know	3%

c.   Availability of vehicles

Much less likely	25%
Somewhat less likely	29%
No less likely	41%
(Do not read) Don't know	5%

d.   Initial cost

Much less likely	44%
Somewhat less likely	27%
No less likely	25%
(Do not read) Don't know	3%

e.   Cost of service and repairs

Much less likely	43%
Somewhat less likely	23%
No less likely	25%
(Do not read) Don't know	9%

f. Not enough variety in models

Much less likely	20%
Somewhat less likely	23%
No less likely	53%
(Do not read) Don't know	4%

g. Using new technology

Much less likely	14%
Somewhat less likely	20%
No less likely	62%
(Do not read) Don't know	4%

h. Vehicle performance

Much less likely	26%
Somewhat less likely	26%
No less likely	41%
(Do not read) Don't know	7%

i. Long wait while charging

Much less likely	43%
Somewhat less likely	26%
No less likely	26%
(Do not read) Don't know	5%

j. Lack of charging at home

Much less likely	46%
Somewhat less likely	17%
No less likely	33%
(Do not read) Don't know	3%

Q8. Have you seen a public electric vehicle charging station in your community?

Yes	62%
No	36%
(Do not read) Don't know/refused	2%

Q9.   How long would you be willing to charge an electric vehicle in a public location to add 100 miles of driving range? (READ LIST)

Less than 15 minutes	49%
15 to 30 minutes	30%
30 minutes to an hour	7%
More than an hour	4%
(Do not read) Don't know	10%

Q10.   Next, I am going to read a list of amenities that charging stations could be placed near, and I would like for you to tell me how important each amenity would be to you if you were charging for at least 15 minutes. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - would this be very important, somewhat important, not so important, or not important at all? (NEXT ITEM; IF NECESSARY: very important, somewhat important, not so important, or not important at all?)

a. A restroom

Very important	55%
Somewhat important	24%
Not so important	7%
Not important at all	13%
(Do not read) Don't know	0%

b. A coffee shop or restaurant

Very important	31%
Somewhat important	36%
Not so important	13%
Not important at all	19%
(Do not read) Don't know	1%

c. Free wifi

Very important	31%
Somewhat important	24%
Not so important	19%
Not important at all	27%
(Do not read) Don't know	0%

d. A recreation area or fitness facility

Very important	14%
Somewhat important	18%
Not so important	29%
Not important at all	39%
(Do not read) Don't know	1%

e. Shopping options

Very important	19%
Somewhat important	30%
Not so important	21%
Not important at all	28%
(Do not read) Don't know	1%

f. An indoor seating area

Very important	24%
Somewhat important	30%
Not so important	20%
Not important at all	26%
(Do not read) Don't know	0%

Q11. Next, I am going to read a list of potential actions that could be taken regarding electric vehicles, and I would like for you to tell me if you support or oppose each one. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - do you strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this? (NEXT ITEM; IF NECESSARY: strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this?)

a. Offer discounts on electricity to charge electric vehicles at times when demand is low

Strongly support	41%
Moderately support	25%
Neither support nor oppose	14%
Moderately oppose	5%
Strongly oppose	14%
(Do not read) Don't know	1%

b. Provide incentives and tax rebates for electric vehicles to all consumers

Strongly support	43%
Moderately support	23%
Neither support nor oppose	10%
Moderately oppose	5%
Strongly oppose	17%
(Do not read) Don't know	1%

c. Provide incentives and tax rebates for electric vehicles for low-income consumers

Strongly support	41%
Moderately support	19%
Neither support nor oppose	12%
Moderately oppose	5%
Strongly oppose	21%
(Do not read) Don't know	1%

d. Provide funding to increase the availability of electric vehicle charging stations

Strongly support	37%
Moderately support	22%
Neither support nor oppose	13%
Moderately oppose	7%
Strongly oppose	19%
(Do not read) Don't know	1%

e. Require automakers to offer more electric vehicle options in Delaware

Strongly support	29%
Moderately support	23%
Neither support nor oppose	25%
Moderately oppose	6%
Strongly oppose	17%
(Do not read) Don't know	1%

f. Require new residential and commercial developments to include plugs for electric vehicle chargers

Strongly support	33%
Moderately support	24%
Neither support nor oppose	17%
Moderately oppose	6%
Strongly oppose	19%
(Do not read) Don't know	1%

Q12. Next, I am going to read a list of information sources, and I would like you to tell me how much you trust each as a source of information about electric vehicles. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - do you trust it a great deal, somewhat, not much, or not at all? (NEXT ITEM; IF NECESSARY: a great deal, somewhat, not so much, or not at all?)

a. The federal government

A great deal	14%
Somewhat	37%
Not so much	18%
Not at all	30%
(Do not read) Don't know	1%

b. The Delaware state government

A great deal	13%
Somewhat	44%
Not so much	16%
Not at all	25%
(Do not read) Don't know	1%

c. Vehicle manufacturers

A great deal	11%
Somewhat	54%
Not so much	19%
Not at all	14%
(Do not read) Don't know	1%

d. Car dealerships

A great deal	4%
Somewhat	42%
Not so much	29%
Not at all	24%
(Do not read) Don't know	1%

e. Consumer sources such as Kelly Blue Book and Edmunds

A great deal	24%
Somewhat	56%
Not so much	9%
Not at all	9%
(Do not read) Don't know	3%

f. The news media

A great deal	2%
Somewhat	38%
Not so much	25%
Not at all	33%
(Do not read) Don't know	2%

Q13. Do you think that increasing the use of electric vehicles would be very effective, somewhat effective, not so effective, or not at all effective in helping to reduce climate change?

Very effective	33%
Somewhat effective	31%
Not so effective	11%
Not at all effective	21%
(Do not read) Don't know	5%

Q14. How convinced are you that climate change is happening? Would you say you are completely convinced, mostly convinced, not so convinced, or not at all convinced?

Completely convinced	51%
Mostly convinced	20%
Not so convinced	13%
Not at all convinced	13%
(Do not read) Don't know	3%

Q15. Now, please tell me how strongly you AGREE or DISAGREE with each of the following statements. The first one is: (INSERT ITEM) - do you strongly agree, somewhat agree, neither agree nor disagree, somewhat DISagree, or strongly DISagree with this statement? (NEXT ITEM; IF NECESSARY: Do you strongly agree, somewhat agree, neither agree, nor disagree, somewhat DISagree, or strongly DISagree?)

a. I have personally experienced or observed local impacts of climate change.

Strongly agree	36%
Somewhat agree	24%
Neither agree nor disagree	16%
Somewhat disagree	8%
Strongly disagree	15%
(Do not read) Don't know	1%

b. We should take immediate action to reduce the impacts of climate change.

Strongly agree	48%
Somewhat agree	19%
Neither agree nor disagree	12%
Somewhat disagree	7%
Strongly disagree	14%
(Do not read) Don't know	1%

Q16. Next, I am going to read a list of potential actions that could be taken to reduce climate change, and I would like for you to tell me if you support or oppose each one. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - do you strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this? (NEXT ITEM; IF NECESSARY: strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this?)

a. Require that an increasing percentage of electricity used in Delaware come from renewable sources

Strongly support	44%
Moderately support	25%
Neither support nor oppose	15%
Moderately oppose	5%
Strongly oppose	10%
(Do not read) Don't know	2%

b. Require that an increasing percentage of vehicles sold in Delaware be powered by electricity

Strongly support	20%
Moderately support	21%
Neither support nor oppose	19%
Moderately oppose	12%
Strongly oppose	24%
(Do not read) Don't know	3%

c. Require stronger energy efficiency standards on household appliances

Strongly support	41%
Moderately support	28%
Neither support nor oppose	15%
Moderately oppose	5%
Strongly oppose	9%
(Do not read) Don't know	1%

d. Require stronger air pollution control for business and industry

Strongly support	57%
Moderately support	21%
Neither support nor oppose	10%
Moderately oppose	4%
Strongly oppose	7%
(Do not read) Don't know	1%

e. Increase conservation of forested and agricultural lands

Strongly support	63%
Moderately support	20%
Neither support nor oppose	10%
Moderately oppose	3%
Strongly oppose	3%
(Do not read) Don't know	1%

Appendix B: Detailed Demographic Tables

Q1.   How familiar are you with electric vehicles–are you very familiar, somewhat familiar, not so familiar, or not at all familiar with them?

	Men	Women	New Castle	Kent	Sussex
Very	21%	9%	14%	15%	15%
Somewhat	51%	42%	46%	41%	51%
Not so	15%	24%	22%	19%	14%
Not at all	14%	25%	18%	25%	19%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	19%	17%	15%	9%	15%
Somewhat	43%	53%	47%	45%	46%
Not so	24%	19%	17%	20%	20%
Not at all	14%	11%	21%	27%	19%

Q2.   Do you currently own or lease an electric vehicle?

	Men	Women	New Castle	Kent	Sussex
Yes	6%	2%	5%	3%	2%
No	94%	98%	95%	97%	98%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Yes	6%	4%	2%	3%	4%
No	94%	96%	98%	97%	96%

Q3.   The next time you purchase or lease a vehicle, how likely are you to choose an electric vehicle–are you very likely, somewhat likely, not so likely, or not at all likely to do so?

	Men	Women	New Castle	Kent	Sussex
Very likely	9%	8%	10%	7%	7%
Somewhat likely	21%	22%	23%	24%	15%
Not so likely	20%	25%	23%	20%	23%
Not at all likely	45%	39%	37%	44%	53%
Don't know (VOL)	4%	7%	7%	5%	3%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very likely	11%	8%	7%	9%	9%
Somewhat likely	26%	22%	18%	21%	22%
Not so likely	25%	25%	25%	17%	22%
Not at all likely	32%	41%	44%	49%	42%
Don't know (VOL)	6%	5%	6%	4%	5%

Q6.   Next, I am going to read a list of potential actions to make it easier to choose an electric vehicle, and I would like for you to tell me whether each action would make you MORE likely to choose an electric vehicle. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - would this make you much more likely, somewhat more likely, or no more likely to choose an electric vehicle? (NEXT ITEM; IF NECESSARY: much more likely, somewhat more likely, or no more likely?)

a. Providing more charging stations

	Men	Women	New Castle	Kent	Sussex
Much more likely	35%	36%	39%	37%	24%
Somewhat likely	26%	29%	29%	25%	27%
No more likely	37%	32%	29%	38%	47%
Don't know (VOL)	2%	4%	4%	1%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much more likely	42%	31%	28%	39%	35%
Somewhat likely	28%	32%	29%	22%	27%
No more likely	25%	34%	40%	37%	35%
Don't know (VOL)	4%	3%	3%	2%	3%

b. Matching the price of traditional vehicles

	Men	Women	New Castle	Kent	Sussex
Much more likely	38%	37%	42%	38%	25%
Somewhat likely	25%	28%	27%	27%	27%
No more likely	34%	30%	27%	33%	43%
Don't know (VOL)	3%	5%	4%	3%	5%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much more likely	47%	37%	35%	32%	37%
Somewhat likely	24%	29%	25%	30%	27%
No more likely	25%	30%	38%	33%	32%
Don't know (VOL)	4%	5%	3%	5%	4%

c. Matching the style of traditional vehicles

	Men	Women	New Castle	Kent	Sussex
Much more likely	12%	17%	18%	11%	9%
Somewhat likely	23%	27%	27%	25%	20%
No more likely	63%	53%	52%	60%	69%
Don't know (VOL)	2%	4%	3%	4%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much more likely	13%	19%	17%	11%	15%
Somewhat likely	30%	24%	24%	23%	25%
No more likely	54%	54%	56%	64%	58%
Don't know (VOL)	3%	3%	3%	3%	3%

d. Providing government financial incentives

	Men	Women	New Castle	Kent	Sussex
Much more likely	35%	28%	35%	27%	23%
Somewhat likely	24%	32%	30%	25%	27%
No more likely	39%	36%	32%	47%	44%
Don't know (VOL)	2%	5%	3%	1%	6%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much more likely	36%	31%	32%	27%	31%
Somewhat likely	28%	29%	26%	30%	28%
No more likely	31%	35%	41%	41%	38%
Don't know (VOL)	5%	6%	2%	2%	3%

e. Providing extended test drives from dealerships

	Men	Women	New Castle	Kent	Sussex
Much more likely	14%	14%	16%	8%	13%
Somewhat likely	21%	27%	25%	27%	19%
No more likely	64%	54%	55%	63%	66%
Don't know (VOL)	1%	4%	3%	2%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much more likely	20%	12%	13%	12%	14%
Somewhat likely	24%	26%	21%	27%	24%
No more likely	54%	59%	64%	58%	59%
Don't know (VOL)	2%	3%	2%	4%	3%

Q7.   Now, I am going to read a list of potential concerns about electric vehicles, and I would like for you to tell me whether each concern makes you LESS likely to choose an electric vehicle. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - does this make you much less likely, somewhat less likely, or no less likely to choose an electric vehicle? (NEXT ITEM; IF NECESSARY: much less likely, somewhat less likely, or no less likely?)

a. Running out of power

	Men	Women	New Castle	Kent	Sussex
Much less likely	54%	51%	53%	54%	50%
Somewhat likely	19%	24%	22%	21%	21%
Not less likely	26%	22%	23%	24%	27%
Don't know (VOL)	1%	3%	2%	2%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	45%	50%	57%	55%	52%
Somewhat likely	30%	23%	17%	18%	21%
Not less likely	22%	25%	25%	24%	24%
Don't know (VOL)	3%	2%	1%	2%	2%

b. Availability of public charging stations

	Men	Women	New Castle	Kent	Sussex
Much less likely	36%	35%	35%	39%	34%
Somewhat likely	33%	34%	35%	36%	27%
Not less likely	29%	27%	26%	22%	36%
Don't know (VOL)	2%	5%	4%	3%	3%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	33%	32%	36%	38%	35%
Somewhat likely	40%	37%	33%	26%	33%
Not less likely	21%	28%	29%	31%	28%
Don't know (VOL)	5%	3%	1%	4%	3%

c. Availability of vehicles

	Men	Women	New Castle	Kent	Sussex
Much less likely	25%	25%	24%	23%	27%
Somewhat likely	31%	27%	31%	35%	21%
Not less likely	40%	41%	39%	39%	48%
Don't know (VOL)	3%	7%	6%	4%	4%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	26%	23%	28%	22%	25%
Somewhat likely	25%	36%	27%	30%	29%
Not less likely	40%	37%	42%	43%	41%
Don't know (VOL)	9%	3%	2%	6%	5%

d. Initial cost

	Men	Women	New Castle	Kent	Sussex
Much less likely	45%	43%	45%	49%	40%
Somewhat likely	26%	28%	31%	25%	20%
Not less likely	27%	24%	22%	23%	36%
Don't know (VOL)	2%	5%	3%	2%	5%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	41%	44%	49%	43%	44%
Somewhat likely	28%	33%	24%	26%	27%
Not less likely	27%	21%	25%	27%	25%
Don't know (VOL)	4%	1%	3%	5%	3%

e. Cost of service and repairs

	Men	Women	New Castle	Kent	Sussex
Much less likely	42%	45%	45%	43%	41%
Somewhat likely	25%	21%	26%	26%	15%
Not less likely	23%	25%	22%	23%	33%
Don't know (VOL)	9%	8%	8%	8%	12%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	43%	50%	46%	37%	43%
Somewhat likely	22%	27%	20%	25%	23%
Not less likely	27%	19%	25%	26%	25%
Don't know (VOL)	8%	4%	9%	12%	9%

f. Not enough variety in models

	Men	Women	New Castle	Kent	Sussex
Much less likely	20%	20%	21%	22%	18%
Somewhat likely	23%	22%	28%	15%	16%
Not less likely	54%	52%	49%	57%	59%
Don't know (VOL)	3%	6%	2%	7%	8%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	20%	28%	20%	16%	20%
Somewhat likely	20%	27%	27%	18%	23%
Not less likely	54%	40%	52%	59%	53%
Don't know (VOL)	6%	5%	2%	6%	4%

g. Using new technology

	Men	Women	New Castle	Kent	Sussex
Much less likely	15%	13%	16%	12%	9%
Somewhat likely	17%	23%	21%	19%	18%
Not less likely	67%	58%	58%	68%	67%
Don't know (VOL)	2%	6%	4%	1%	6%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	11%	13%	15%	15%	14%
Somewhat likely	14%	21%	21%	23%	20%
Not less likely	68%	63%	61%	59%	62%
Don't know (VOL)	7%	3%	2%	4%	4%

h. Vehicle performance

	Men	Women	New Castle	Kent	Sussex
Much less likely	26%	26%	27%	25%	24%
Somewhat likely	22%	29%	27%	29%	21%
Not less likely	48%	35%	40%	40%	46%
Don't know (VOL)	4%	10%	7%	5%	8%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	27%	24%	33%	19%	26%
Somewhat likely	24%	32%	20%	28%	26%
Not less likely	41%	41%	42%	42%	41%
Don't know (VOL)	8%	3%	5%	11%	7%

i. Long wait while charging

	Men	Women	New Castle	Kent	Sussex
Much less likely	43%	43%	42%	43%	43%
Somewhat likely	28%	24%	29%	28%	18%
Not less likely	25%	26%	24%	24%	31%
Don't know (VOL)	3%	7%	4%	6%	7%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	32%	47%	44%	46%	43%
Somewhat likely	32%	28%	22%	25%	26%
Not less likely	26%	20%	30%	25%	26%
Don't know (VOL)	10%	5%	4%	4%	5%

j. Lack of charging at home

	Men	Women	New Castle	Kent	Sussex
Much less likely	43%	50%	49%	48%	39%
Somewhat likely	16%	18%	18%	17%	15%
Not less likely	39%	28%	29%	33%	43%
Don't know (VOL)	2%	4%	3%	2%	4%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Much less likely	50%	48%	46%	44%	46%
Somewhat likely	13%	23%	17%	17%	17%
Not less likely	32%	28%	35%	36%	33%
Don't know (VOL)	6%	1%	2%	4%	3%

Q8.   Have you seen a public electric vehicle charging station in your community?

	Men	Women	New Castle	Kent	Sussex
Yes	65%	59%	65%	52%	62%
No	34%	38%	33%	45%	35%
Don't know (VOL)	1%	3%	2%	4%	3%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Yes	67%	62%	63%	57%	62%
No	28%	37%	36%	40%	36%
Don't know (VOL)	5%	1%	1%	3%	2%

Q9.   How long would you be willing to charge an electric vehicle in a public location to add 100 miles of driving range? (READ LIST)

	Men	Women	New Castle	Kent	Sussex
< 15 minutes	52%	45%	47%	49%	53%
15 to 30 minutes	33%	27%	32%	27%	27%
30 min. to an hour	5%	9%	8%	9%	4%
More than an hour	4%	4%	4%	3%	4%
Don't know (VOL)	7%	13%	9%	12%	11%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
< 15 minutes	33%	56%	51%	54%	49%
15 to 30 minutes	40%	28%	28%	26%	30%
30 min. to an hour	10%	7%	7%	6%	7%
More than an hour	4%	4%	4%	4%	4%
Don't know (VOL)	13%	6%	10%	10%	10%

Q10. Next, I am going to read a list of amenities that charging stations could be placed near, and I would like for you to tell me how important each amenity would be to you if you were charging for at least 15 minutes. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - would this be very important, somewhat important, not so important, or not important at all? (NEXT ITEM; IF NECESSARY: very important, somewhat important, not so important, or not important at all?)

a. A restroom

	Men	Women	New Castle	Kent	Sussex
Very	50%	60%	55%	56%	53%
Somewhat	26%	23%	24%	26%	23%
Not so	6%	8%	9%	7%	5%
Not at all	17%	8%	11%	10%	19%
Don't know (VOL)	1%	0%	0%	1%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	54%	46%	61%	56%	55%
Somewhat	25%	28%	21%	24%	24%
Not so	8%	8%	8%	6%	7%
Not at all	14%	17%	10%	13%	13%
Don't know (VOL)	0%	1%	0%	1%	0%

b. A coffee shop or restaurant

	Men	Women	New Castle	Kent	Sussex
Very	30%	33%	34%	27%	28%
Somewhat	34%	39%	35%	43%	34%
Not so	13%	12%	13%	12%	12%
Not at all	23%	16%	17%	18%	26%
Don't know (VOL)	1%	0%	0%	1%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	31%	30%	35%	29%	31%
Somewhat	40%	37%	32%	37%	36%
Not so	11%	15%	11%	13%	13%
Not at all	17%	17%	21%	20%	19%
Don't know (VOL)	0%	1%	0%	1%	1%

c. Free wifi

	Men	Women	New Castle	Kent	Sussex
Very	27%	34%	33%	25%	28%
Somewhat	20%	28%	26%	22%	20%
Not so	19%	19%	20%	20%	16%
Not at all	34%	19%	21%	32%	35%
Don't know (VOL)	1%	0%	0%	1%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	41%	25%	30%	27%	31%
Somewhat	21%	29%	24%	21%	24%
Not so	18%	22%	19%	17%	19%
Not at all	20%	23%	26%	34%	27%
Don't know (VOL)	0%	1%	0%	1%	0%

d. A recreation area or fitness facility

	Men	Women	New Castle	Kent	Sussex
Very	14%	14%	15%	15%	9%
Somewhat	17%	19%	19%	17%	18%
Not so	25%	32%	31%	29%	22%
Not at all	43%	35%	34%	39%	50%
Don't know (VOL)	1%	0%	1%	1%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	15%	17%	13%	11%	14%
Somewhat	29%	17%	11%	17%	18%
Not so	35%	33%	25%	24%	29%
Not at all	21%	32%	50%	47%	39%
Don't know (VOL)	0%	1%	0%	1%	1%

e. Shopping options

	Men	Women	New Castle	Kent	Sussex
Very	16%	23%	19%	23%	17%
Somewhat	29%	31%	35%	25%	23%
Not so	22%	20%	22%	18%	22%
Not at all	32%	25%	23%	32%	38%
Don't know (VOL)	1%	1%	0%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	19%	21%	20%	19%	19%
Somewhat	31%	37%	24%	30%	30%
Not so	22%	21%	20%	22%	21%
Not at all	28%	20%	35%	27%	28%
Don't know (VOL)	0%	1%	0%	2%	1%

f. An indoor seating area

	Men	Women	New Castle	Kent	Sussex
Very	21%	27%	26%	27%	17%
Somewhat	26%	34%	32%	29%	26%
Not so	19%	20%	19%	20%	22%
Not at all	33%	18%	23%	23%	35%
Don't know (VOL)	0%	1%	0%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	18%	25%	28%	25%	24%
Somewhat	33%	30%	25%	32%	30%
Not so	23%	17%	22%	17%	20%
Not at all	27%	27%	24%	26%	26%
Don't know (VOL)	0%	1%	0%	1%	0%

Q11. Next, I am going to read a list of potential actions that could be taken regarding electric vehicles, and I would like for you to tell me if you support or oppose each one. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - do you strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this? (NEXT ITEM; IF NECESSARY: strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this?)

a. Offer discounts on electricity to charge electric vehicles at times when demand is low

	Men	Women	New Castle	Kent	Sussex
Strongly support	40%	41%	44%	39%	33%
Moderately support	22%	27%	26%	22%	24%
Neither	13%	16%	14%	18%	14%
Moderately oppose	4%	5%	4%	3%	7%
Strongly oppose	19%	9%	11%	16%	21%
Don't know (VOL)	1%	1%	1%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	35%	43%	41%	42%	41%
Moderately support	34%	25%	22%	21%	25%
Neither	18%	13%	14%	13%	14%
Moderately oppose	3%	2%	5%	8%	5%
Strongly oppose	10%	16%	15%	15%	14%
Don't know (VOL)	1%	1%	2%	1%	1%

b. Provide incentives and tax rebates for electric vehicles to all consumers

	Men	Women	New Castle	Kent	Sussex
Strongly support	43%	43%	48%	44%	31%
Moderately support	22%	25%	24%	16%	29%
Neither	7%	13%	8%	14%	12%
Moderately oppose	6%	5%	6%	4%	5%
Strongly oppose	21%	13%	14%	21%	23%
Don't know (VOL)	0%	1%	1%	2%	0%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	41%	43%	44%	44%	43%
Moderately support	30%	26%	19%	21%	23%
Neither	13%	6%	12%	9%	10%
Moderately oppose	4%	4%	3%	8%	5%
Strongly oppose	11%	20%	20%	17%	17%
Don't know (VOL)	1%	0%	1%	1%	1%

c. Provide incentives and tax rebates for electric vehicles to low-income consumers

	Men	Women	New Castle	Kent	Sussex
Strongly support	39%	43%	47%	40%	28%
Moderately support	17%	22%	20%	16%	20%
Neither	9%	15%	8%	15%	19%
Moderately oppose	6%	5%	5%	4%	8%
Strongly oppose	29%	13%	19%	22%	25%
Don't know (VOL)	1%	1%	1%	3%	0%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	38%	40%	42%	43%	41%
Moderately support	20%	22%	19%	18%	19%
Neither	20%	16%	9%	8%	12%
Moderately oppose	3%	3%	6%	9%	5%
Strongly oppose	19%	19%	23%	21%	21%
Don't know (VOL)	1%	0%	1%	2%	1%

d. Provide funding to increase the availability of electric vehicle charging stations

	Men	Women	New Castle	Kent	Sussex
Strongly support	37%	37%	42%	35%	26%
Moderately support	23%	22%	23%	22%	21%
Neither	8%	17%	13%	13%	14%
Moderately oppose	7%	8%	8%	6%	8%
Strongly oppose	24%	14%	14%	21%	29%
Don't know (VOL)	1%	1%	1%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	40%	30%	36%	38%	37%
Moderately support	21%	31%	22%	20%	22%
Neither	18%	12%	12%	11%	13%
Moderately oppose	7%	7%	9%	7%	7%
Strongly oppose	14%	20%	20%	21%	19%
Don't know (VOL)	0%	1%	1%	2%	1%

e. Require automakers to offer more electric vehicle options in Delaware

	Men	Women	New Castle	Kent	Sussex
Strongly support	28%	30%	31%	29%	24%
Moderately support	23%	24%	29%	20%	13%
Neither	22%	27%	21%	24%	35%
Moderately oppose	7%	4%	6%	5%	6%
Strongly oppose	20%	13%	13%	20%	22%
Don't know (VOL)	1%	1%	1%	2%	0%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	26%	25%	30%	33%	29%
Moderately support	21%	26%	26%	21%	23%
Neither	36%	29%	19%	18%	25%
Moderately oppose	2%	4%	5%	9%	6%
Strongly oppose	13%	17%	20%	16%	17%
Don't know (VOL)	0%	0%	0%	3%	1%

f. Require new residential and commercial developments to include plugs for electric vehicle chargers

	Men	Women	New Castle	Kent	Sussex
Strongly support	32%	34%	37%	30%	25%
Moderately support	23%	25%	26%	25%	20%
Neither	14%	20%	16%	17%	19%
Moderately oppose	8%	4%	6%	6%	7%
Strongly oppose	21%	16%	14%	20%	29%
Don't know (VOL)	1%	1%	1%	2%	0%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	35%	30%	32%	34%	33%
Moderately support	25%	24%	21%	27%	24%
Neither	17%	21%	20%	12%	17%
Moderately oppose	3%	4%	7%	9%	6%
Strongly oppose	20%	21%	19%	16%	19%
Don't know (VOL)	0%	0%	1%	2%	1%

Q12. Next, I am going to read a list of information sources, and I would like you to tell me how much you trust each as a source of information about electric vehicles. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - do you trust it a great deal, somewhat, not much, or not at all? (NEXT ITEM; IF NECESSARY: a great deal, somewhat, not so much, or not at all?)

a. The federal government

	Men	Women	New Castle	Kent	Sussex
A great deal	14%	14%	15%	12%	13%
Somewhat	34%	40%	40%	33%	34%
Not so much	15%	21%	19%	21%	13%
Not at all	35%	25%	25%	32%	38%
Don't know (VOL)	2%	0%	1%	1%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
A great deal	7%	13%	12%	22%	14%
Somewhat	48%	43%	34%	29%	37%
Not so much	26%	16%	17%	15%	18%
Not at all	20%	28%	36%	32%	30%
Don't know (VOL)	0%	0%	1%	2%	1%

b. The Delaware state government

	Men	Women	New Castle	Kent	Sussex
A great deal	12%	15%	12%	17%	13%
Somewhat	43%	45%	48%	38%	40%
Not so much	14%	18%	17%	16%	13%
Not at all	29%	21%	22%	28%	32%
Don't know (VOL)	2%	1%	1%	1%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
A great deal	8%	8%	13%	21%	13%
Somewhat	56%	47%	38%	39%	44%
Not so much	18%	14%	19%	12%	16%
Not at all	17%	31%	28%	25%	25%
Don't know (VOL)	0%	1%	2%	3%	1%

c. Vehicle manufacturers

	Men	Women	New Castle	Kent	Sussex
A great deal	10%	12%	9%	17%	11%
Somewhat	53%	56%	61%	45%	48%
Not so much	20%	18%	17%	21%	21%
Not at all	16%	12%	13%	14%	17%
Don't know (VOL)	1%	1%	1%	2%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
A great deal	20%	12%	10%	6%	11%
Somewhat	57%	58%	52%	53%	54%
Not so much	13%	20%	20%	21%	19%
Not at all	10%	9%	17%	17%	14%
Don't know (VOL)	0%	1%	1%	2%	1%

d. Car dealerships

	Men	Women	New Castle	Kent	Sussex
A great deal	3%	5%	5%	6%	3%
Somewhat	38%	45%	45%	43%	32%
Not so much	28%	30%	28%	22%	34%
Not at all	30%	18%	21%	27%	29%
Don't know (VOL)	2%	1%	1%	2%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
A great deal	6%	3%	2%	6%	4%
Somewhat	48%	41%	41%	38%	42%
Not so much	25%	30%	31%	28%	29%
Not at all	21%	25%	26%	24%	24%
Don't know (VOL)	0%	1%	0%	4%	1%

e. Consumer sources such as Kelly Blue Book and Edmunds

	Men	Women	New Castle	Kent	Sussex
A great deal	25%	23%	22%	29%	24%
Somewhat	54%	57%	59%	51%	52%
Not so much	8%	10%	8%	8%	12%
Not at all	12%	6%	8%	9%	10%
Don't know (VOL)	2%	4%	2%	3%	3%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
A great deal	16%	25%	25%	27%	24%
Somewhat	63%	60%	56%	47%	56%
Not so much	13%	8%	8%	9%	9%
Not at all	7%	7%	9%	10%	9%
Don't know (VOL)	0%	0%	2%	6%	3%

f. The news media

	Men	Women	New Castle	Kent	Sussex
A great deal	3%	1%	2%	3%	1%
Somewhat	36%	39%	41%	36%	32%
Not so much	20%	30%	26%	24%	24%
Not at all	37%	29%	29%	36%	40%
Don't know (VOL)	3%	1%	1%	1%	3%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
A great deal	1%	1%	2%	4%	2%
Somewhat	45%	33%	37%	37%	38%
Not so much	26%	30%	23%	24%	25%
Not at all	27%	37%	36%	32%	33%
Don't know (VOL)	1%	0%	2%	3%	2%

Q13. Do you think that increasing the use of electric vehicles would be very effective, somewhat effective, not so effective, or not at all effective in helping to reduce climate change?

	Men	Women	New Castle	Kent	Sussex
Very	34%	32%	35%	36%	25%
Somewhat	26%	36%	35%	25%	27%
Not so	9%	12%	9%	11%	15%
Not at all	27%	14%	17%	22%	30%
Don't know (VOL)	4%	6%	5%	6%	4%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Very	35%	24%	32%	37%	33%
Somewhat	31%	40%	28%	29%	31%
Not so	16%	12%	12%	6%	11%
Not at all	16%	22%	22%	22%	21%
Don't know (VOL)	3%	3%	6%	6%	5%

Q14. How convinced are you that climate change is happening? Would you say you are completely convinced, mostly convinced, not so convinced, or not at all convinced?

	Men	Women	New Castle	Kent	Sussex
Completely	47%	55%	56%	46%	44%
Mostly	20%	21%	19%	27%	18%
Not so	12%	13%	11%	11%	18%
Not at all	18%	8%	12%	12%	18%
Don't know (VOL)	2%	3%	3%	3%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Completely	44%	57%	51%	53%	51%
Mostly	27%	16%	20%	19%	20%
Not so	17%	12%	12%	12%	13%
Not at all	10%	12%	15%	14%	13%
Don't know (VOL)	2%	4%	2%	3%	3%

Q15. Now, please tell me how strongly you AGREE or DISAGREE with each of the following statements. The first one is: (INSERT ITEM) - do you strongly agree, somewhat agree, neither agree nor disagree, somewhat DISagree, or strongly DISagree with this statement?

a. I have personally experienced or observed local impacts of climate change.

	Men	Women	New Castle	Kent	Sussex
Strongly agree	32%	40%	39%	35%	30%
Moderately agree	21%	26%	23%	23%	26%
Neither	16%	17%	16%	23%	13%
Somewhat disagree	11%	6%	9%	5%	9%
Strongly disagree	19%	10%	13%	12%	21%
Don't know (VOL)	1%	1%	1%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly agree	33%	36%	38%	36%	36%
Moderately agree	20%	29%	20%	26%	24%
Neither	27%	14%	17%	11%	16%
Somewhat disagree	7%	5%	8%	10%	8%
Strongly disagree	12%	17%	16%	14%	15%
Don't know (VOL)	0%	0%	2%	2%	1%

b. We should take immediate action to reduce the impacts of climate change.

	Men	Women	New Castle	Kent	Sussex
Strongly agree	45%	51%	53%	44%	38%
Moderately agree	16%	21%	16%	21%	22%
Neither	9%	14%	12%	14%	9%
Somewhat disagree	9%	5%	6%	6%	9%
Strongly disagree	20%	9%	11%	14%	21%
Don't know (VOL)	1%	1%	1%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly agree	47%	48%	48%	49%	48%
Moderately agree	18%	20%	17%	20%	19%
Neither	17%	9%	12%	9%	12%
Somewhat disagree	7%	6%	6%	7%	7%
Strongly disagree	11%	17%	16%	13%	14%
Don't know (VOL)	0%	0%	2%	2%	1%

Q16. Next, I am going to read a list of potential actions that could be taken to reduce climate change, and I would like for you to tell me if you support or oppose each one. The first one is: (INSERT ITEM; RANDOMIZE ORDER) - do you strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this? (NEXT ITEM; IF NECESSARY: strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this?)

a. Require that an increasing percentage of electricity used in Delaware come from renewable sources

	Men	Women	New Castle	Kent	Sussex
Strongly support	39%	48%	45%	46%	38%
Moderately support	23%	27%	25%	25%	25%
Neither	16%	13%	15%	12%	15%
Moderately oppose	7%	4%	5%	5%	6%
Strongly oppose	12%	7%	8%	9%	13%
Don't know (VOL)	2%	1%	1%	3%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	43%	41%	50%	41%	44%
Moderately support	26%	29%	18%	29%	25%
Neither	19%	12%	15%	12%	15%
Moderately oppose	5%	4%	6%	5%	5%
Strongly oppose	6%	13%	10%	9%	10%
Don't know (VOL)	0%	1%	1%	3%	2%

b. Require that an increasing percentage of vehicles sold in Delaware be powered by electricity

	Men	Women	New Castle	Kent	Sussex
Strongly support	19%	21%	23%	19%	13%
Moderately support	20%	22%	23%	23%	16%
Neither	17%	21%	20%	19%	18%
Moderately oppose	12%	13%	12%	9%	15%
Strongly oppose	29%	20%	19%	26%	35%
Don't know (VOL)	3%	3%	3%	4%	2%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	15%	19%	23%	21%	20%
Moderately support	24%	20%	22%	19%	21%
Neither	29%	20%	16%	15%	19%
Moderately oppose	13%	9%	13%	13%	12%
Strongly oppose	16%	30%	25%	26%	24%
Don't know (VOL)	3%	1%	2%	5%	3%

c. Require stronger energy efficiency standards on household appliances

	Men	Women	New Castle	Kent	Sussex
Strongly support	37%	45%	45%	43%	32%
Moderately support	27%	28%	27%	24%	31%
Neither	15%	16%	15%	17%	16%
Moderately oppose	7%	4%	5%	5%	7%
Strongly oppose	11%	7%	8%	9%	13%
Don't know (VOL)	2%	0%	1%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	34%	35%	48%	43%	41%
Moderately support	29%	33%	19%	31%	28%
Neither	22%	16%	16%	10%	15%
Moderately oppose	5%	5%	5%	6%	5%
Strongly oppose	7%	11%	10%	8%	9%
Don't know (VOL)	3%	0%	1%	2%	1%

d. Require stronger air pollution control for business and industry

	Men	Women	New Castle	Kent	Sussex
Strongly support	50%	63%	60%	50%	55%
Moderately support	23%	20%	19%	25%	23%
Neither	8%	11%	10%	11%	8%
Moderately oppose	6%	3%	5%	2%	5%
Strongly oppose	10%	4%	6%	9%	8%
Don't know (VOL)	2%	0%	1%	2%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	53%	52%	58%	60%	57%
Moderately support	25%	25%	18%	20%	21%
Neither	11%	8%	13%	7%	10%
Moderately oppose	4%	5%	4%	5%	4%
Strongly oppose	5%	11%	6%	7%	7%
Don't know (VOL)	3%	0%	1%	1%	1%

e. Increase conservation of forested and agricultural lands

	Men	Women	New Castle	Kent	Sussex
Strongly support	58%	67%	62%	66%	65%
Moderately support	23%	17%	20%	19%	18%
Neither	10%	11%	12%	5%	11%
Moderately oppose	3%	2%	3%	2%	3%
Strongly oppose	3%	2%	2%	6%	1%
Don't know (VOL)	2%	1%	1%	3%	1%

	Age 18-39	Age 40-49	Age 50-64	Age 65+	Overall
Strongly support	55%	71%	65%	63%	63%
Moderately support	21%	23%	17%	19%	20%
Neither	20%	4%	10%	8%	10%
Moderately oppose	3%	0%	4%	3%	3%
Strongly oppose	2%	2%	2%	4%	3%
Don't know (VOL)	0%	0%	2%	3%	1%