

# Public Perception of Transportation Fees in North Carolina

RP 2022-30 | 2 November 2022

# Research Overview

- Survey
  - Conducted online from August 5 to 18 with over 1,700 respondents across the state
  - Updated from previous versions to focus on perceptions of electric vehicles, clarify and improve survey throughout
- Focus Groups
  - 12 focus group conducted online from July 13 to 29 with 110 participants total

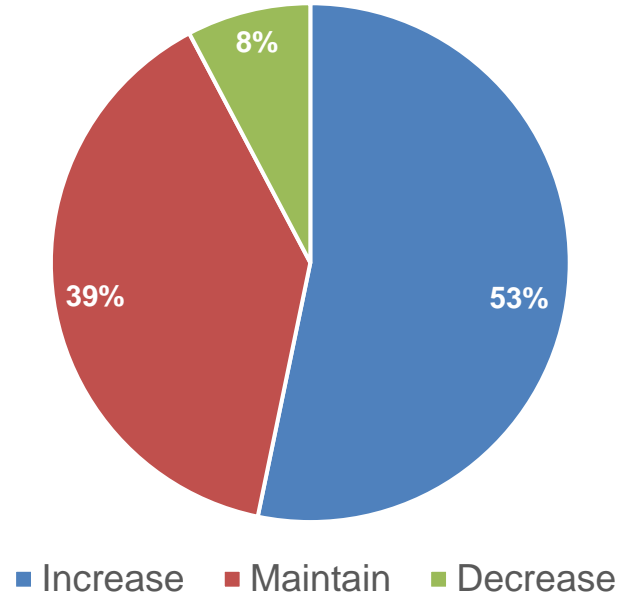
# Overview

- Support for increasing or maintaining transportation spending
- General state sales tax increase preferred to fund transportation
- 65% of respondents with plans to purchase or lease a new vehicle would consider an electric vehicle
- Respondents indicated that vehicle price, maintenance costs, and the cost of fuel or charging are most important traits they consider in a vehicle
- Purchase price, range, ability to charge mentioned frequently in focus groups

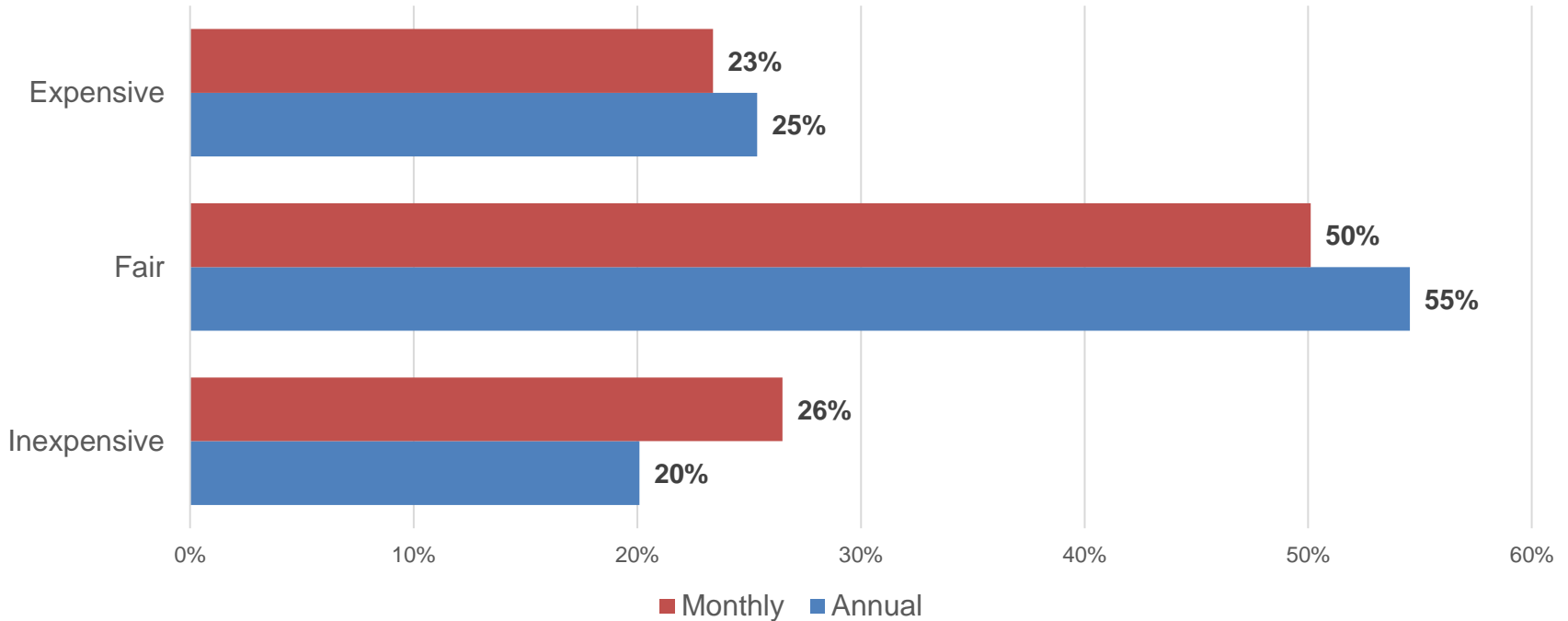
# Transportation Funding and Tax Alternatives

## Perception of transportation funding in NC

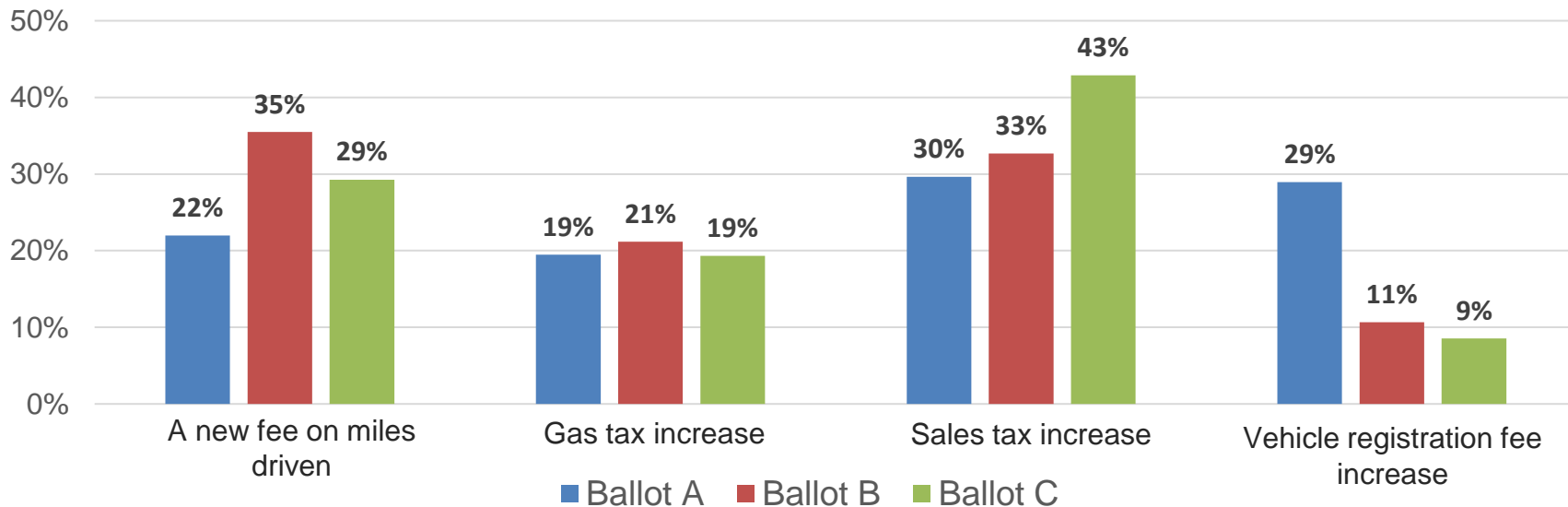
North Carolina needs to ... increase, decrease, or keep spending current amount on roads



## Perception of gas tax cost, monthly versus annual ballot



## Preferred funding source by ballot



	New fee on miles driven	Gas tax increase	Sales tax increase	Vehicle registration fee increase
<b>Ballot A</b>	General	General	General	General
<b>Ballot B</b>	Half of 1 cent fee	9 cent increase	Half of 1 cent increase	\$60 increase
<b>Ballot C</b>	1 cent fee	18 cent increase	1 cent increase	\$120 increase

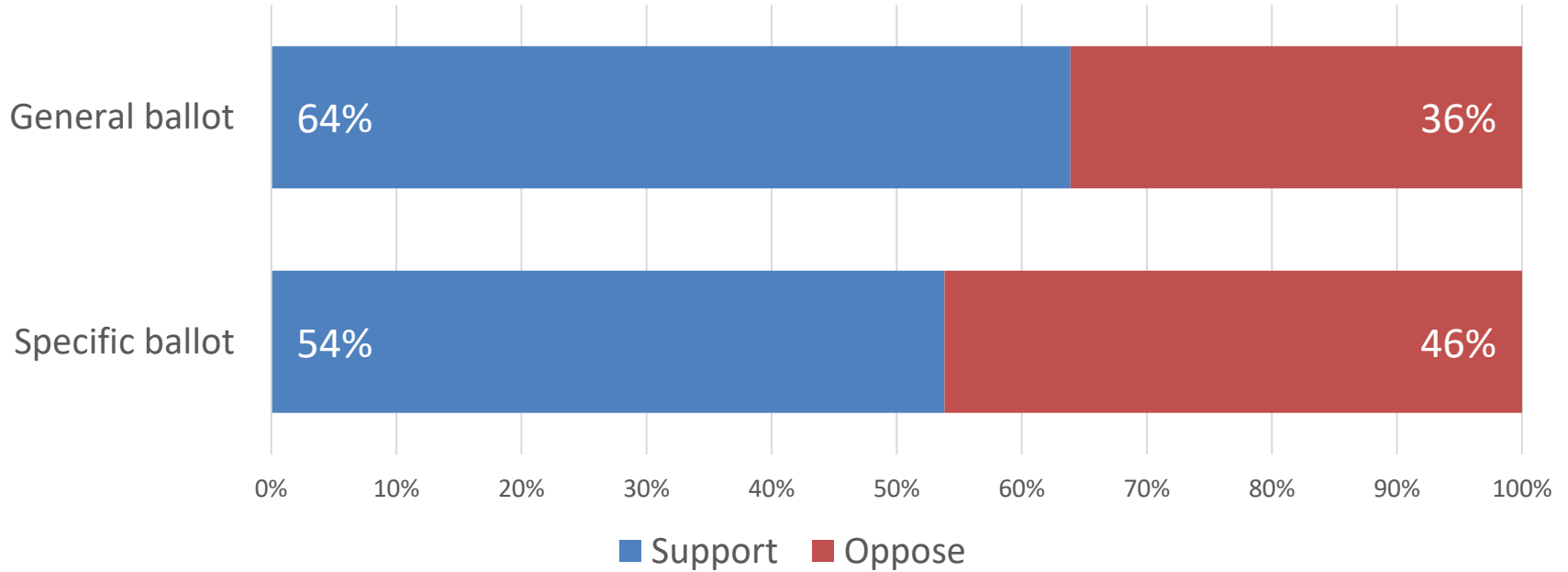
# Electric Vehicles



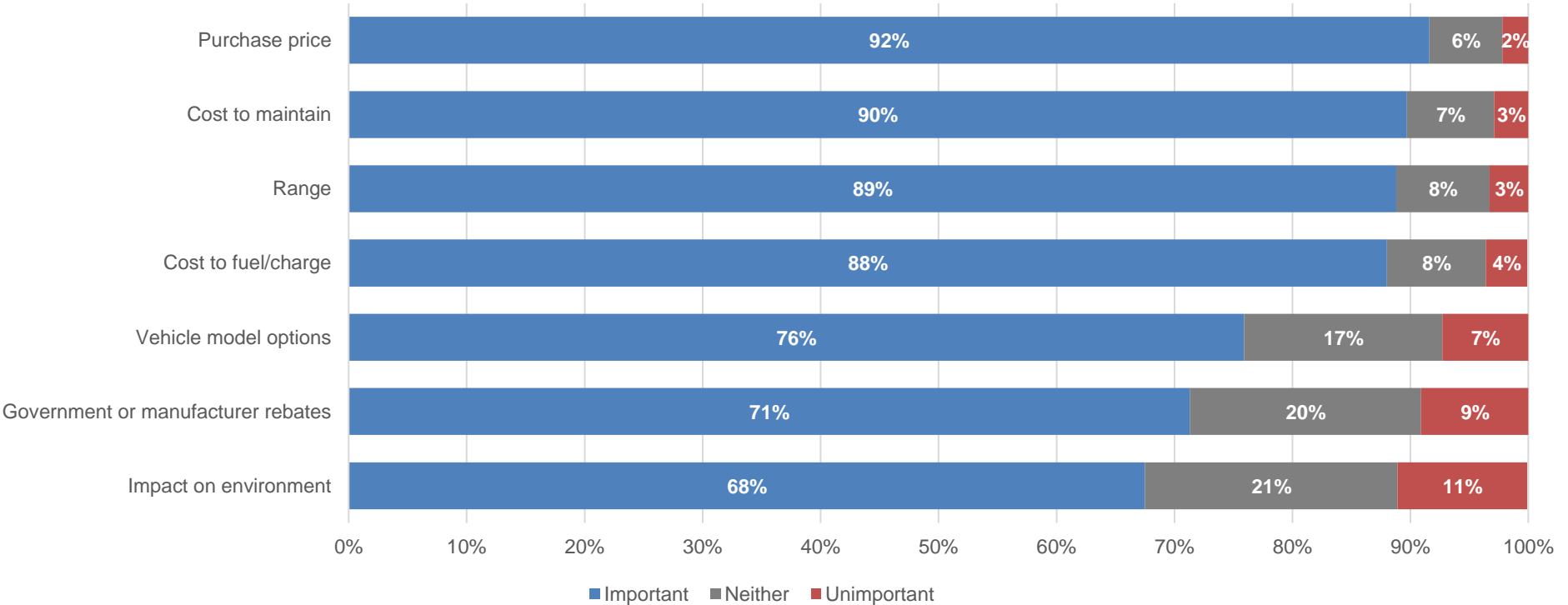
# EV Respondent Overview

- 65% of survey respondents who did not drive an EV indicated that they would consider an EV as their next vehicle
- 73% of respondents reported having read or heard “some” or “a lot” about EVs
- 47% of respondents estimated the correct average EV range, 200 to less than 400 miles

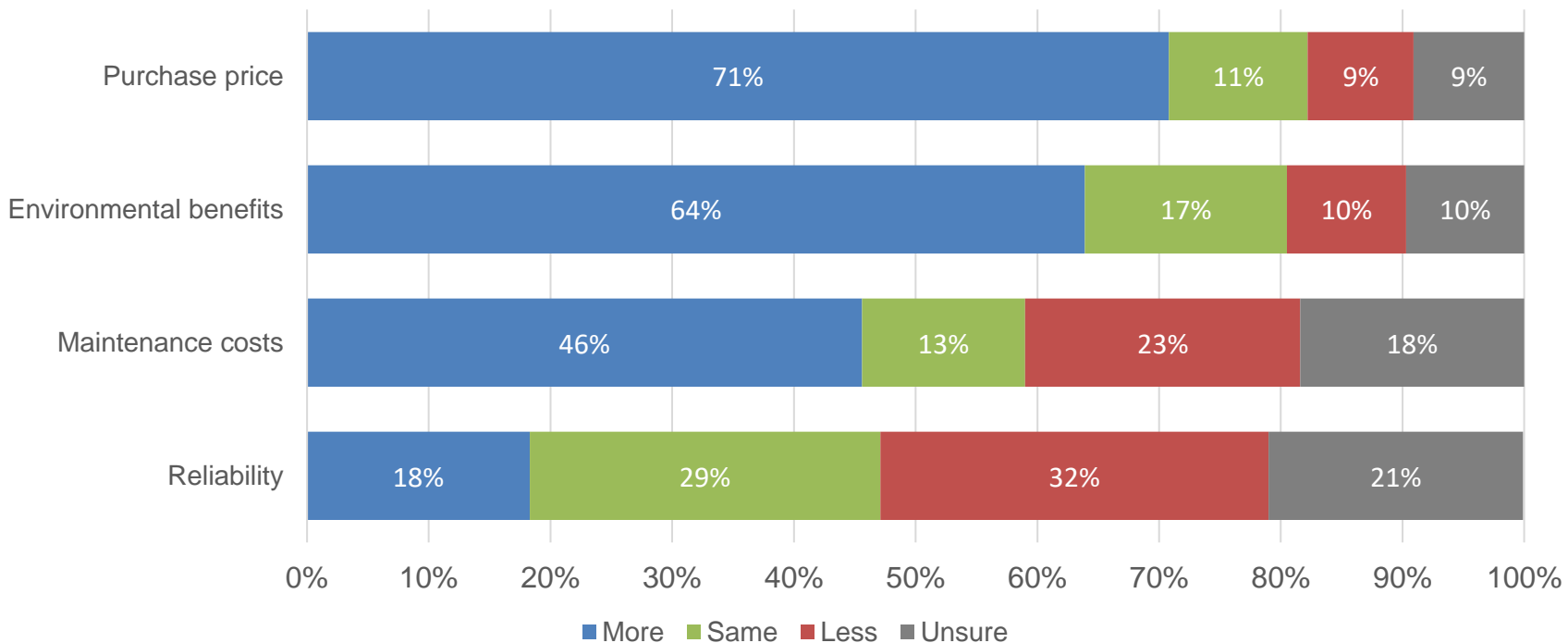
## Support for EV goals



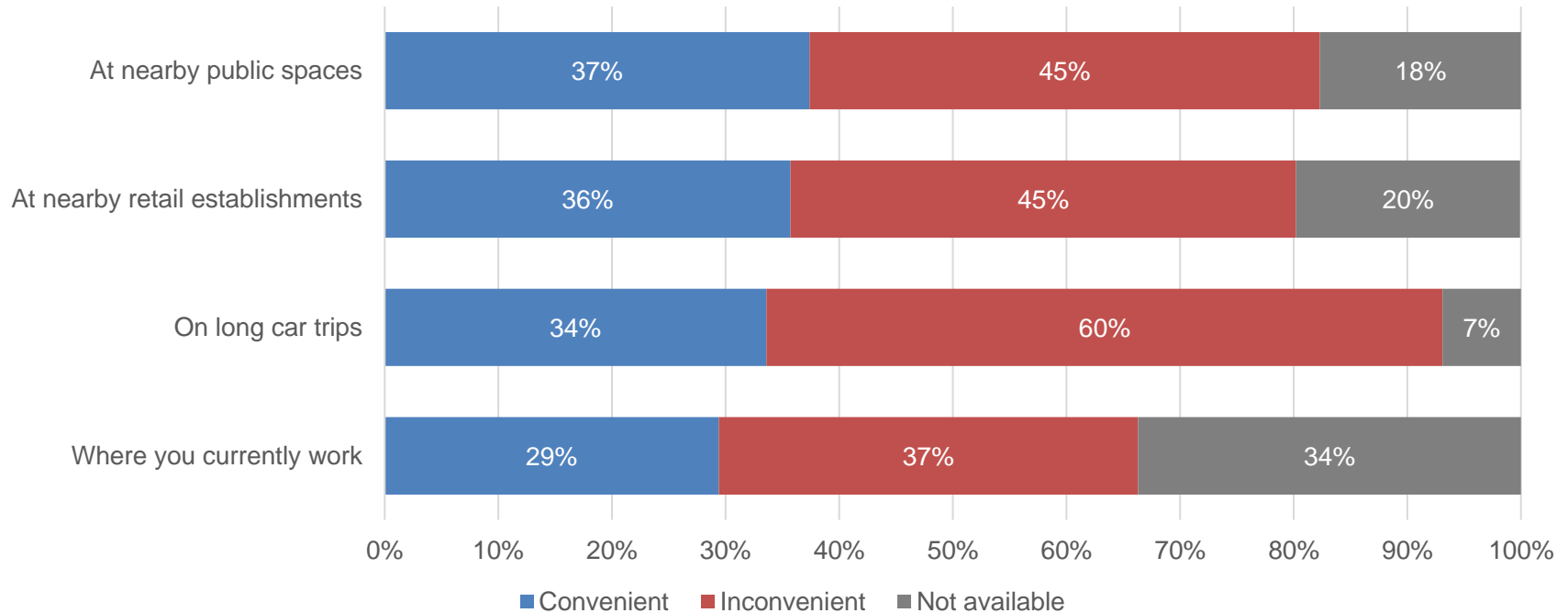
## Importance of Vehicle Traits



## Perceptions of EVs versus traditional gas- and diesel-powered vehicles



## Perceived convenience of EV charging among non-EV owners



# Overview

- Respondents support increasing or maintaining transportation funding
- State sales tax increase is most preferred funding source
- Availability of charging, range, and initial purchase price are notable barriers to EV interest and potential adoption in focus groups
- Most respondents think that EV charging would be inconvenient or not possible

# Thank you!

Questions? Comments?