

# **Veloz**

## **California Statewide Voter Survey**

### **Results Presentation**

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September 2024



**Opinion Research on  
Elections and Public Policy**



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# Veloz – California Statewide Survey

## Survey Methodology\*

	Survey Details
<b>Mode</b>	Phone (landline and mobile) Online (email and text to web)
<b>Language</b>	English and Spanish
<b>Length</b>	5 minutes
<b>Target Respondents</b>	California likely General Election voters
<b>Survey Fielding</b>	July 31 – August 8, 2024
<b>Margin of Error</b>	+/-3.3%
<b>Survey Participants</b>	900

## Sample

The sample was developed from the voter file compiled by the fifty-eight California elections officials. We called, emailed, and texted voters. We matched the demographics of California likely General Election voters.

## Data Collection Explained

Interviews were conducted with live U.S.-based interviewers by phone (33%) and online (67%). Phone participants were interviewed through landline (34%) and mobile (66%) calls. Online participants were invited by email (50%) and text message (50%) to access the survey by computer, tablet, or smart phone.

Respondents in all modes chose their preferred language, English (90%) and Spanish (10%).

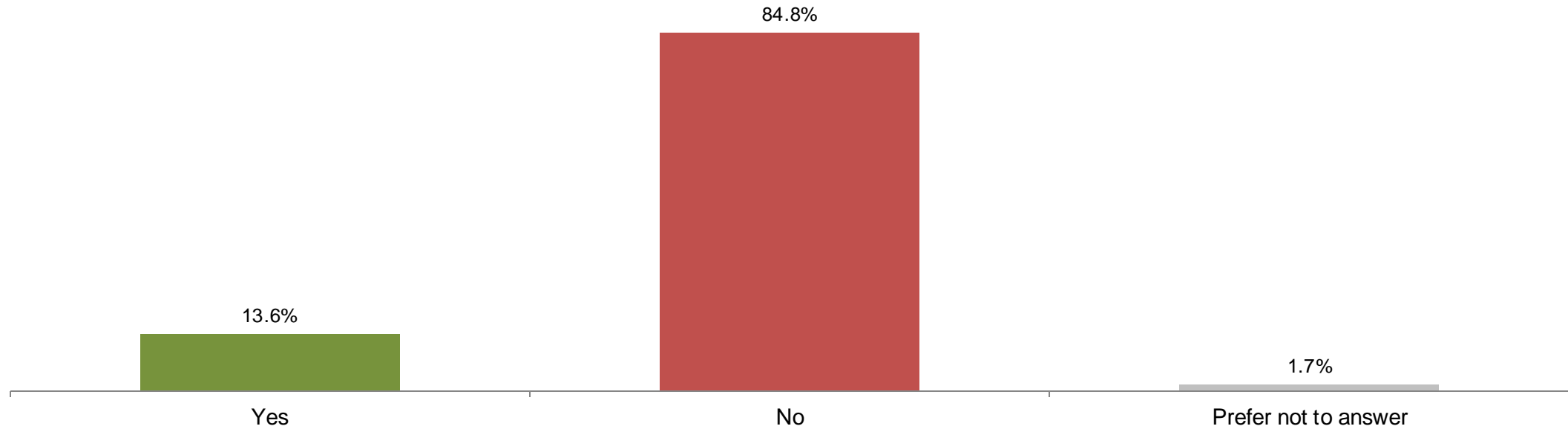
Security measures precluded individuals from completing the survey more than once.

*Probolsky Research is a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.*

*\*Due to rounding, totals shown on charts may not add up to 100%*

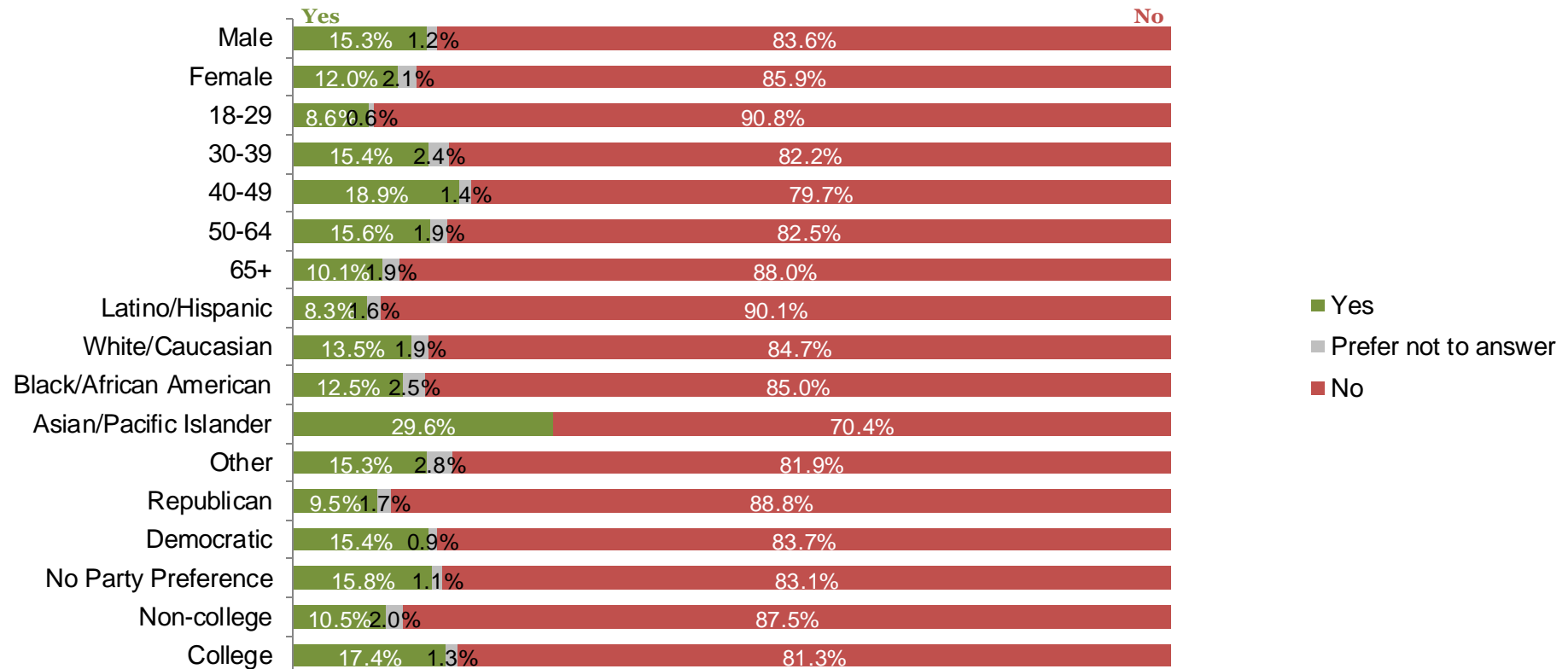
# 85% do not currently own an electric vehicle

Question 5: Do you currently own an electric vehicle?



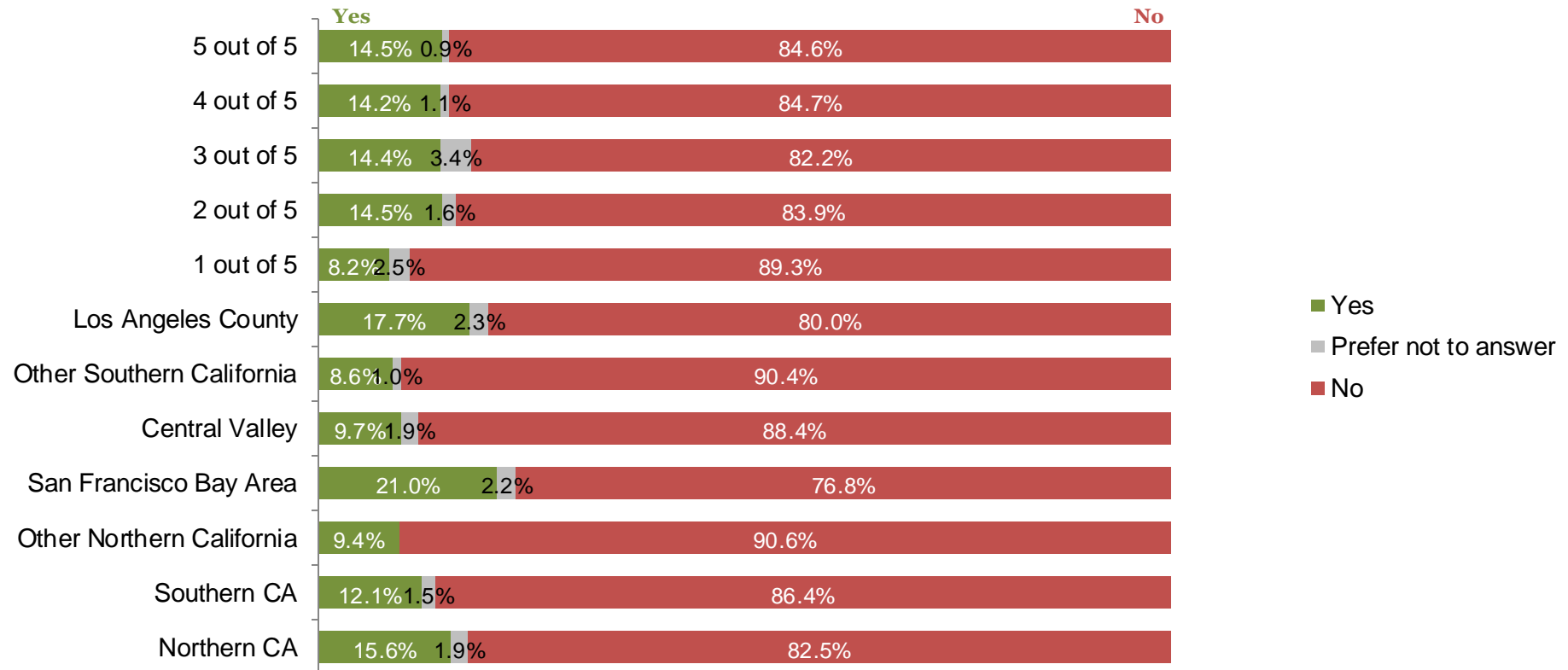
# Results by gender, age group, ethnicity, party preference, and education level

Question 5: Do you currently own an electric vehicle?



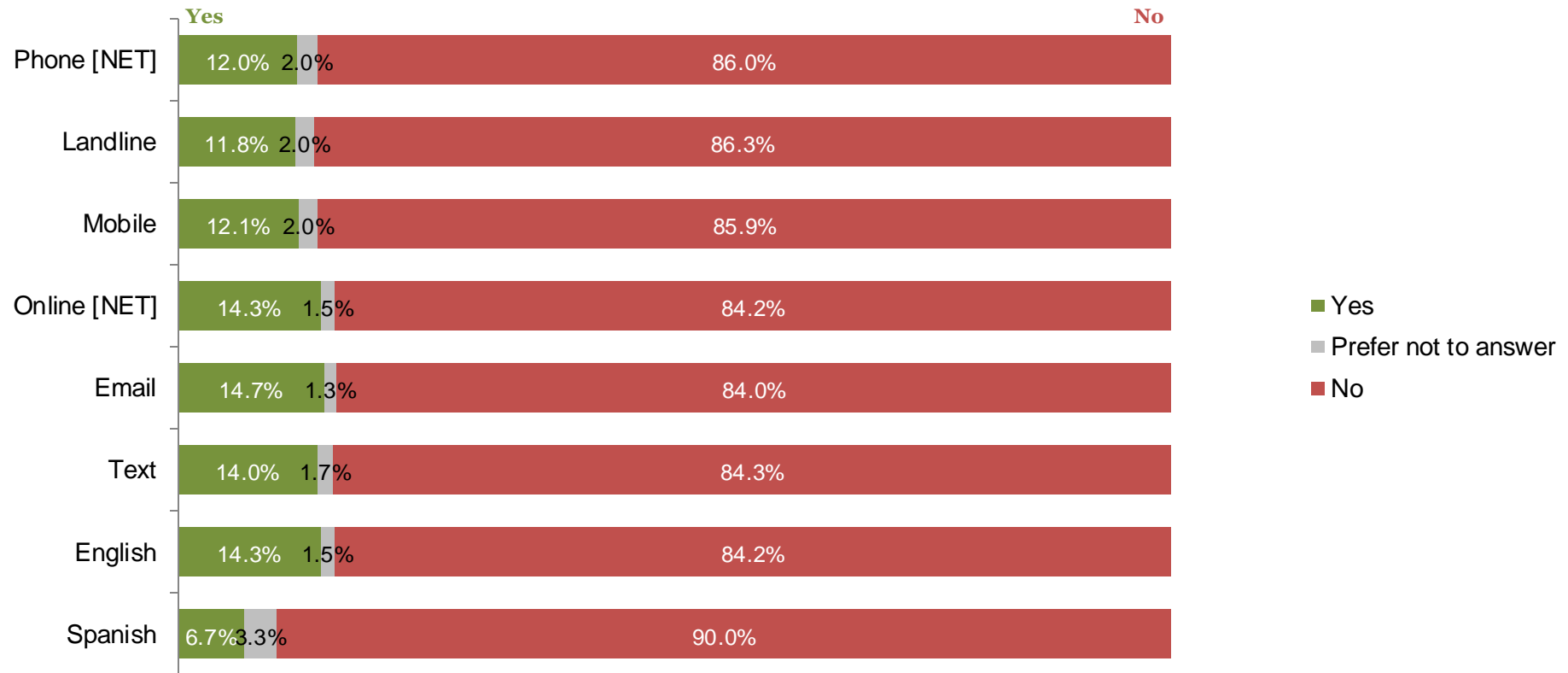
# Results by vote propensity and geography

Question 5: Do you currently own an electric vehicle?



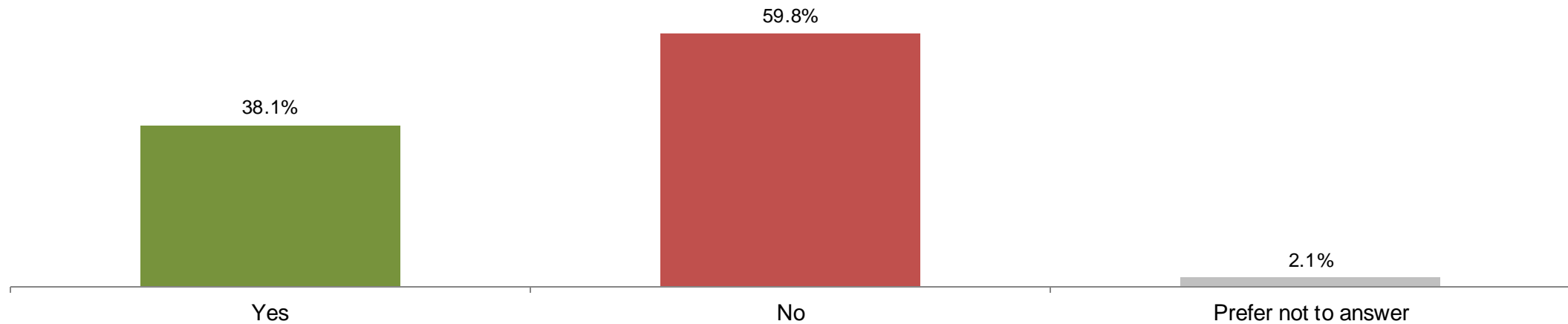
# Results by survey mode and survey language

Question 5: Do you currently own an electric vehicle?



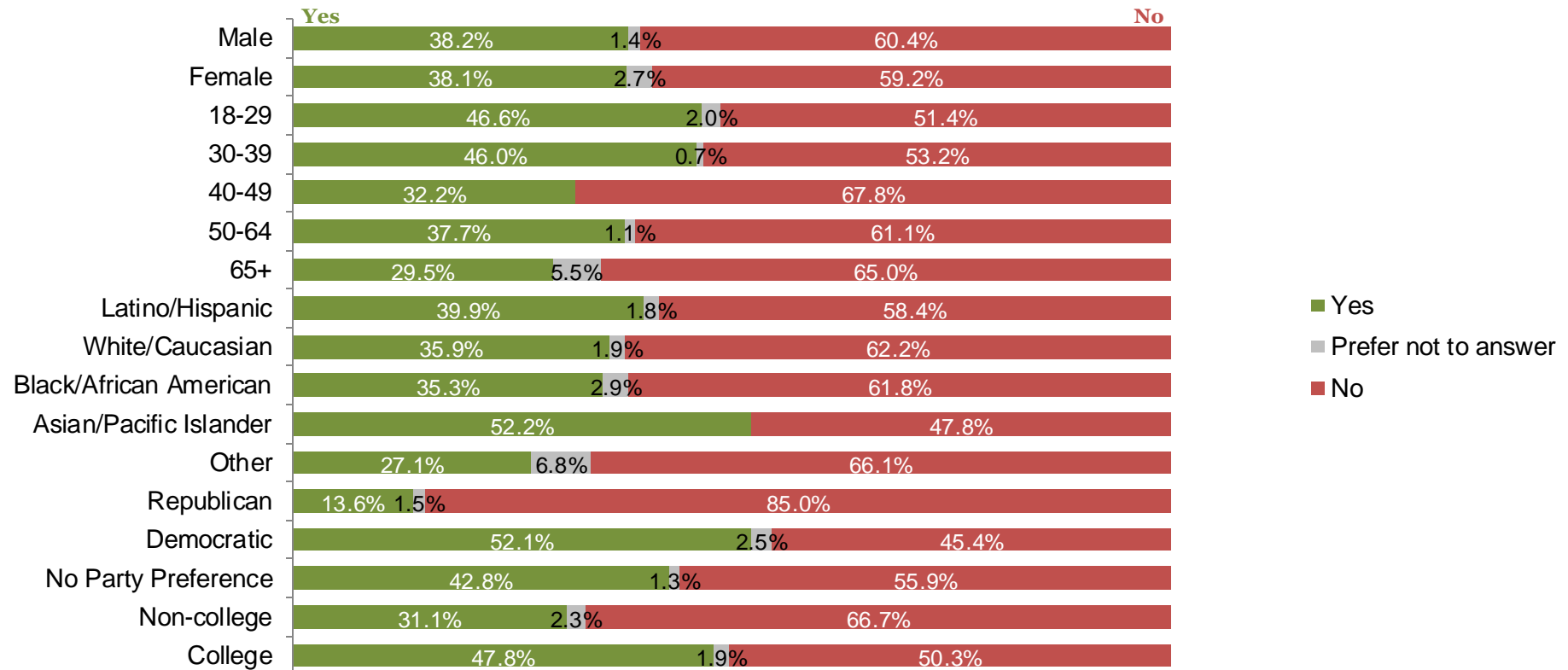
# Nearly 40% would consider an electric vehicle for their next car

Question 6: Would you consider an electric vehicle for your next car?  
[AMONG THOSE WHO SAID 'NO' IN Q5 – DO NOT OWN EV]



# Results by gender, age group, ethnicity, party preference, and education level

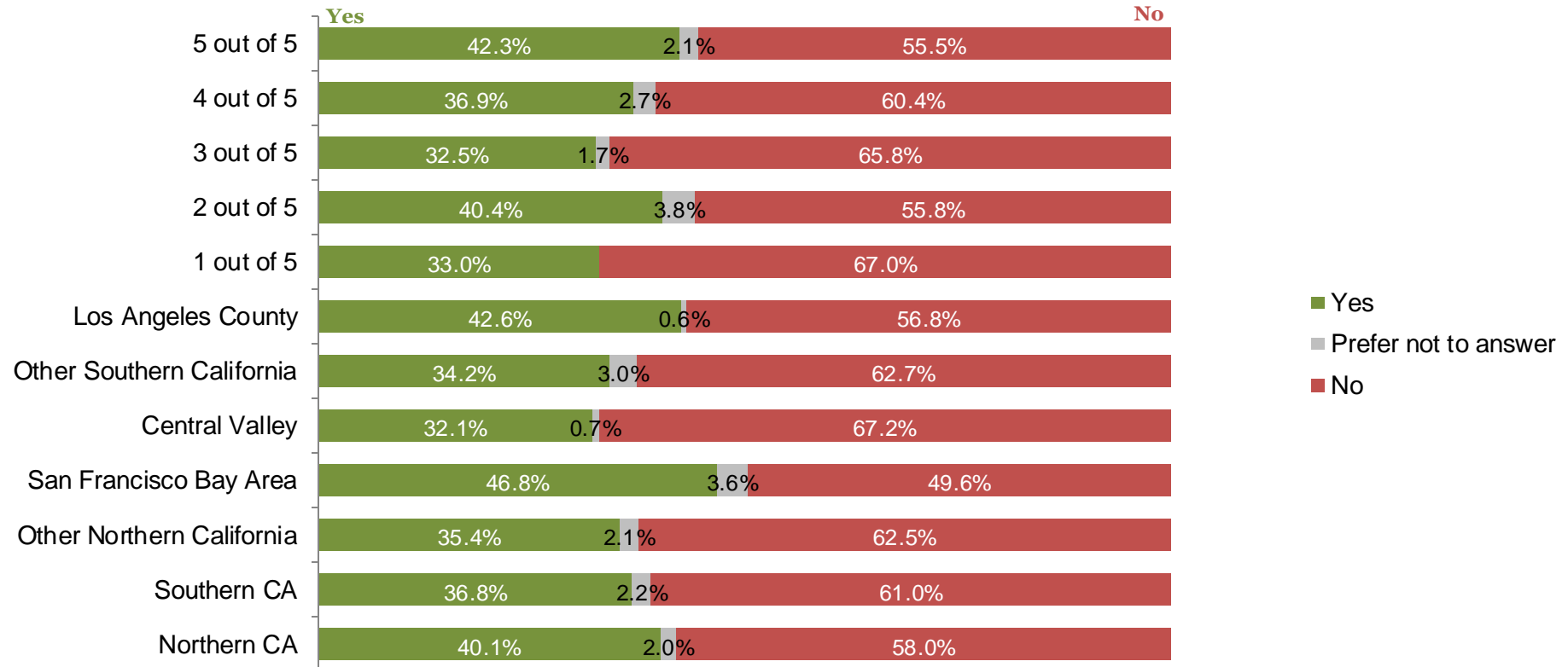
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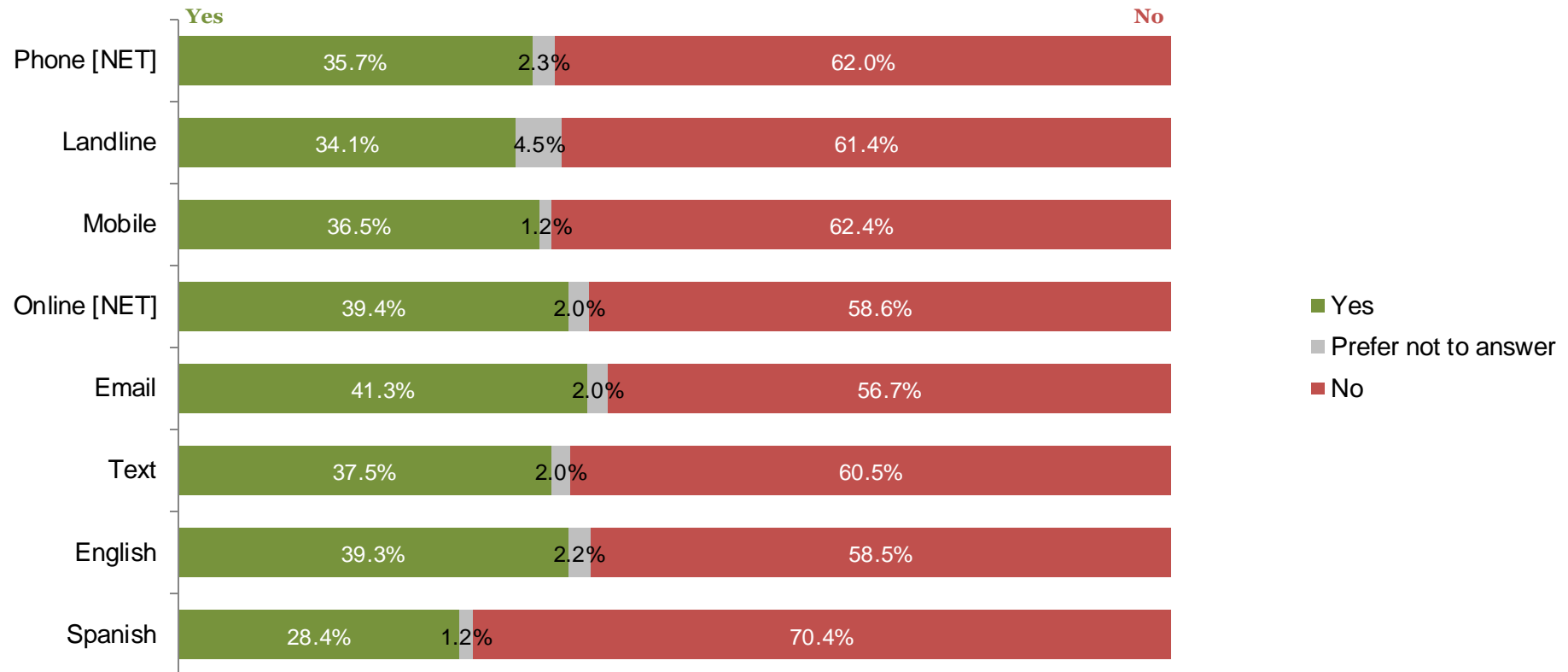
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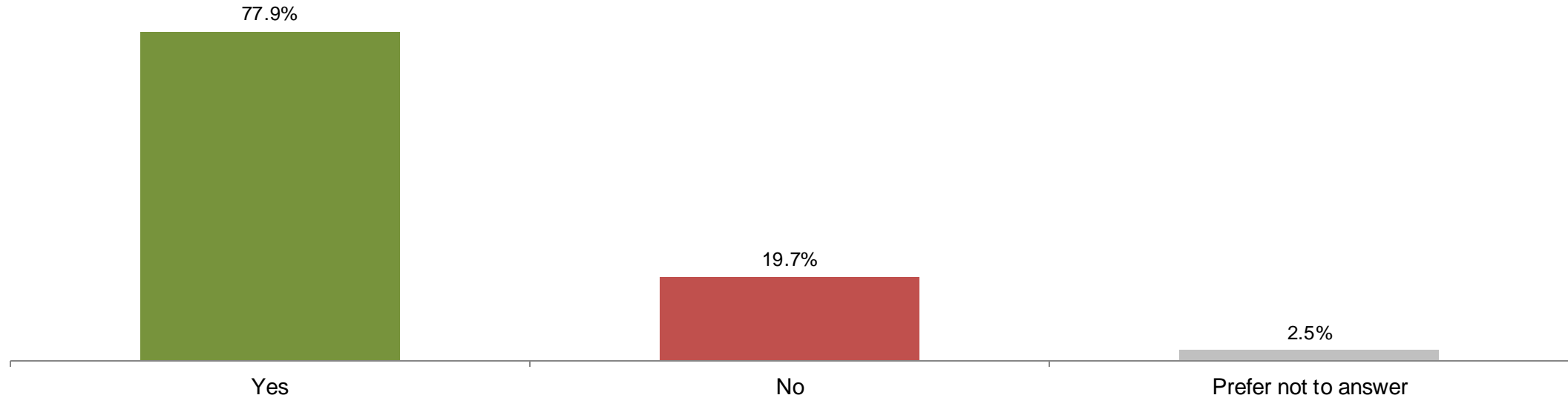
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Question 6: Would you consider an electric vehicle for your next car?  
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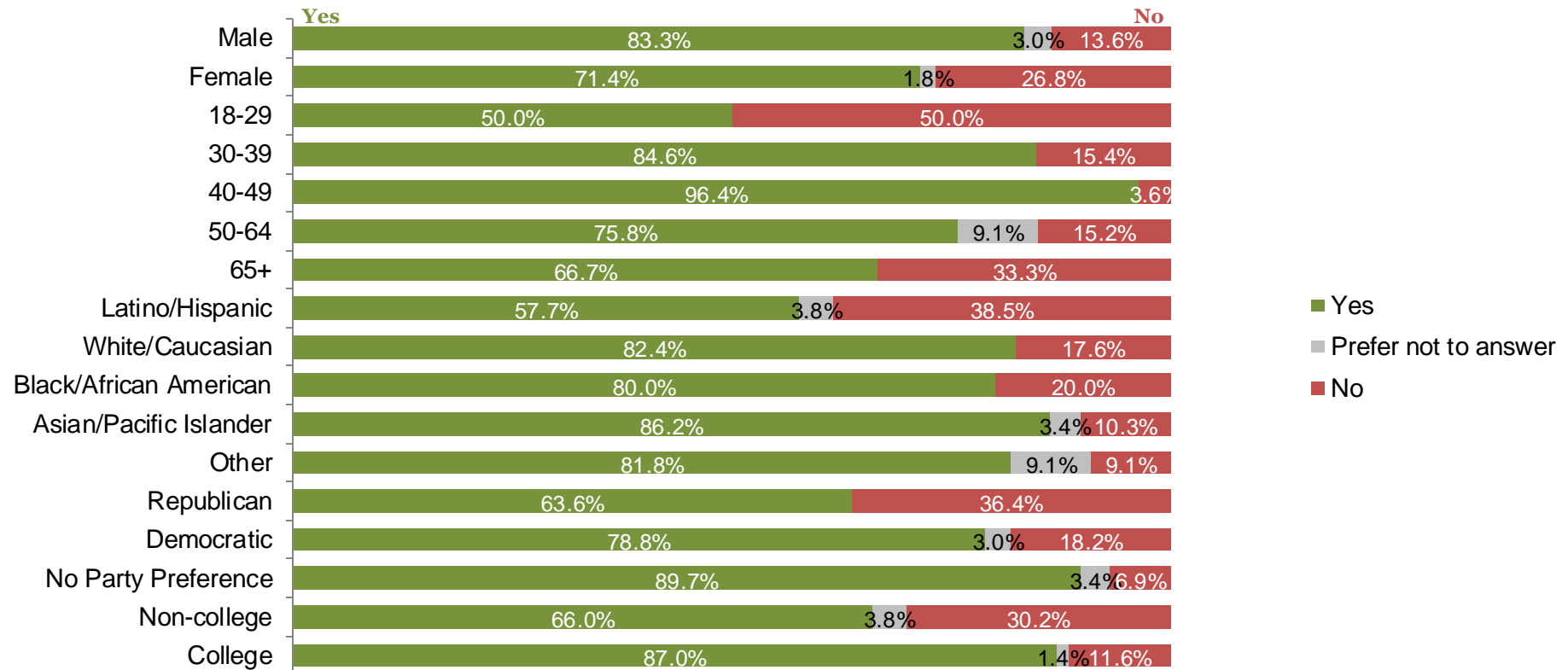
# Among those who currently have an electric vehicle, nearly 80% would consider purchasing another

Question 7: Would you consider purchasing another electric vehicle for your next car?  
[AMONG THOSE WHO SAID 'YES' IN Q5 – OWN AN EV]



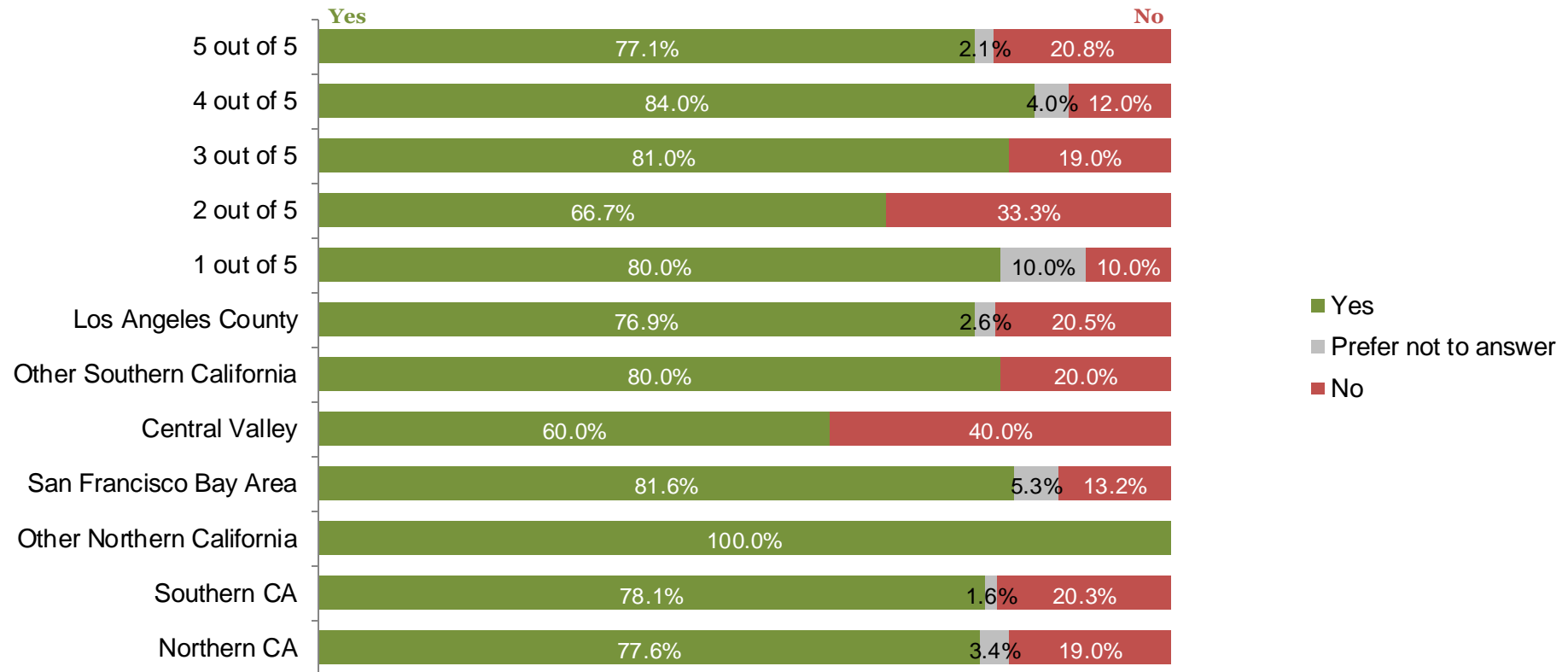
# Results by gender, age group, ethnicity, party preference, and education level

Question 7: Would you consider purchasing another electric vehicle for your next car?  
 [AMONG THOSE WHO SAID 'YES' IN Q5 – OWN AN EV]



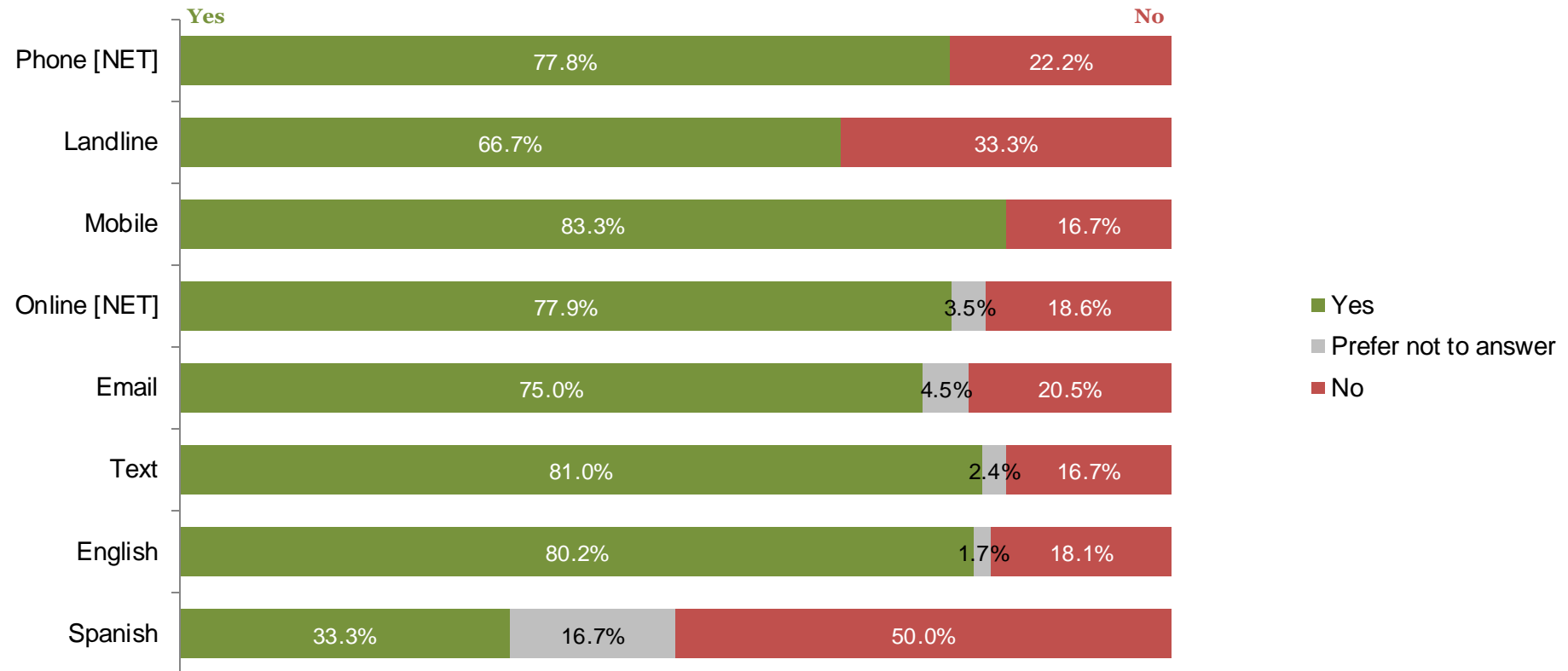
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# Results by survey mode and survey language

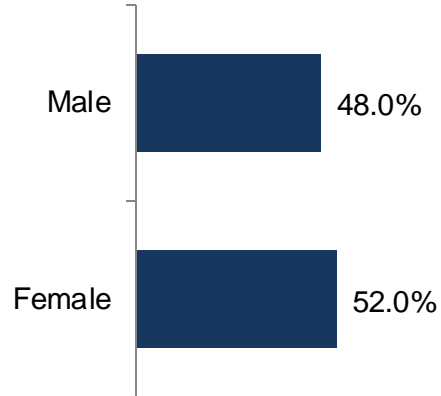
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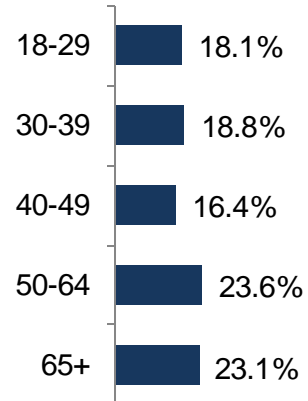
# Demographics

# Respondent demographics by gender, age group, ethnicity, party preference, educational level, vote propensity, and geography

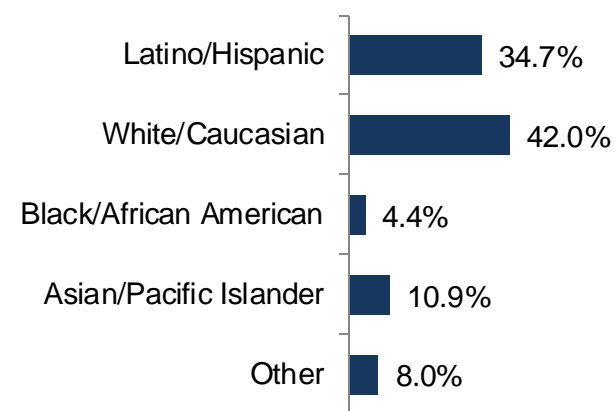
## Gender



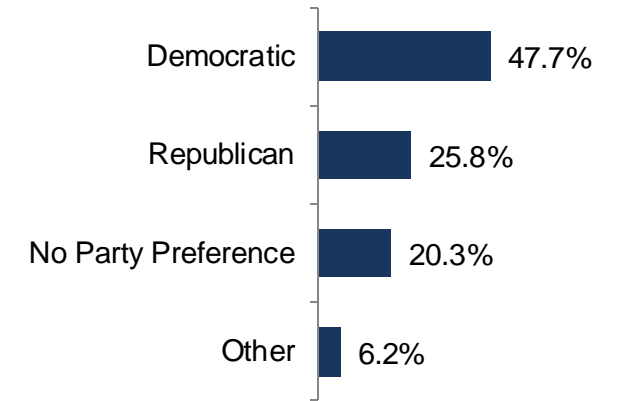
## Age Group



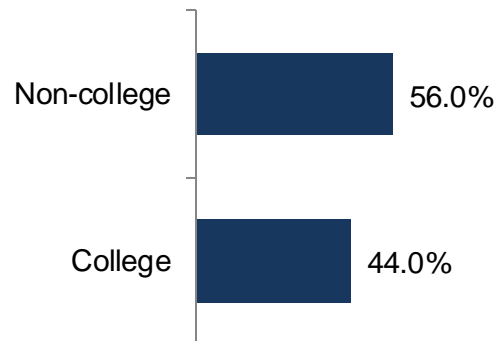
## Ethnicity



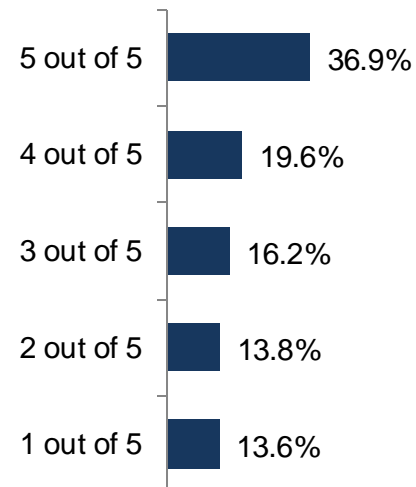
## Party Preference



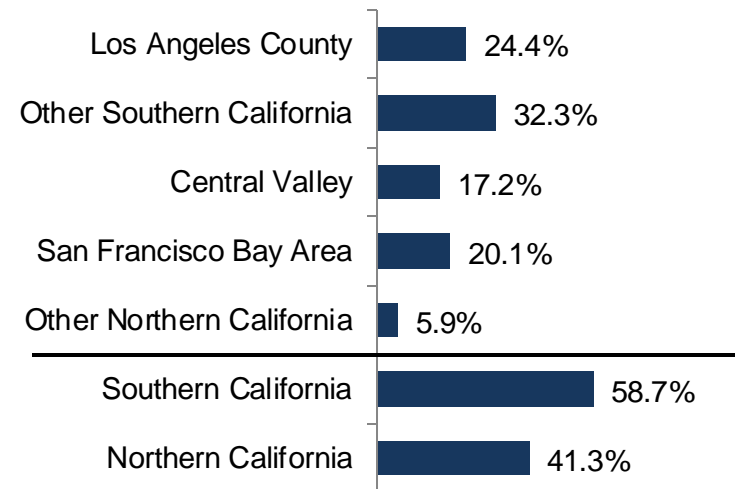
## Education Level



## Vote Propensity



## Geography





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# Questions?

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