



EV POLITICS

— PROJECT —

Introduction & Mission

The EV Politics Project was founded by experienced Republican political consultants who are Electric Vehicle owners and highly frustrated with the growing EV bashing from Republican politicians. We believe EVs are very good for America and we are developing a campaign-style plan to effectively counter the toxic level of Electric Vehicle bashing we expect to see during the 2024 election.

Like any campaign, we started with a national poll to better understand the strikingly different ways that Republicans and Democrats view EVs. **Our goal is to create effective messaging to better define EVs to Republican leaning consumers.**

This presentation will review a top-level summary of that data.



Mike Murphy (Founder)

Top campaign strategist for John McCain, Governors Arnold Schwarzenegger (CA), Mitt Romney (MA), Jeb Bush (FL), John Engler (MI), Christie Whitman (NJ) and many more Senators, Governors and Members of Congress. Veteran of five Republican Presidential campaigns.

EV POLITICS

The Research We Conducted



National Voter Consumer Survey.
Conducted by Dr David Hill of [Hill Research Consultants](#).



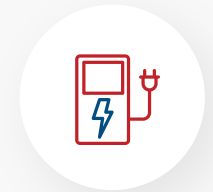
Campaign style design to drive strategy and analysis



Nov 2023.
600 panel sample, MOE 4%



U.S. Voters with HH income of \$50K+ (better reflect new car market)



Reflects 67% of total electorate in the 2020 Presidential election

Overview:

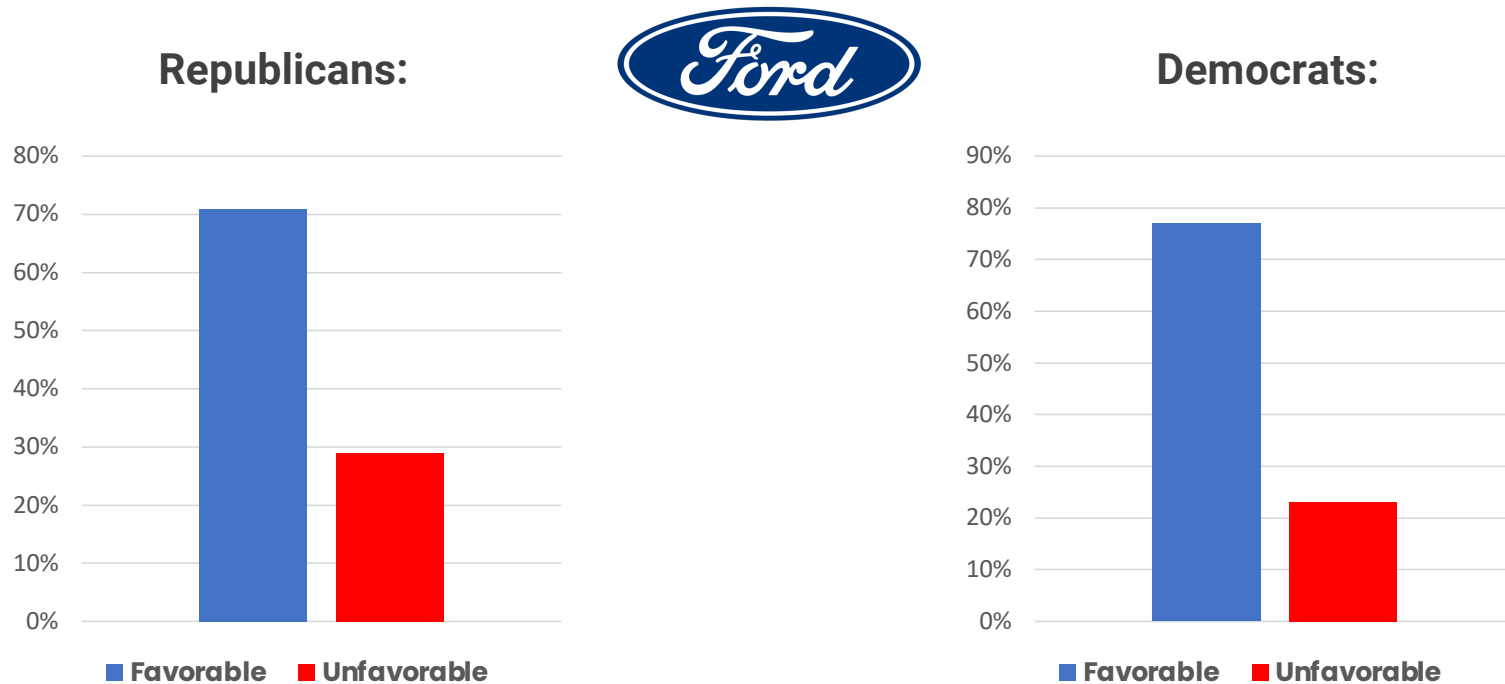
Much Discussion of the Two Biggest Barriers to Mass Adoption of EVs:

- Cost. Most EVs priced in luxury segment
- Consumers worries about range and charging

But there is a very powerful 3rd Barrier Emerging: “The Red Wall”

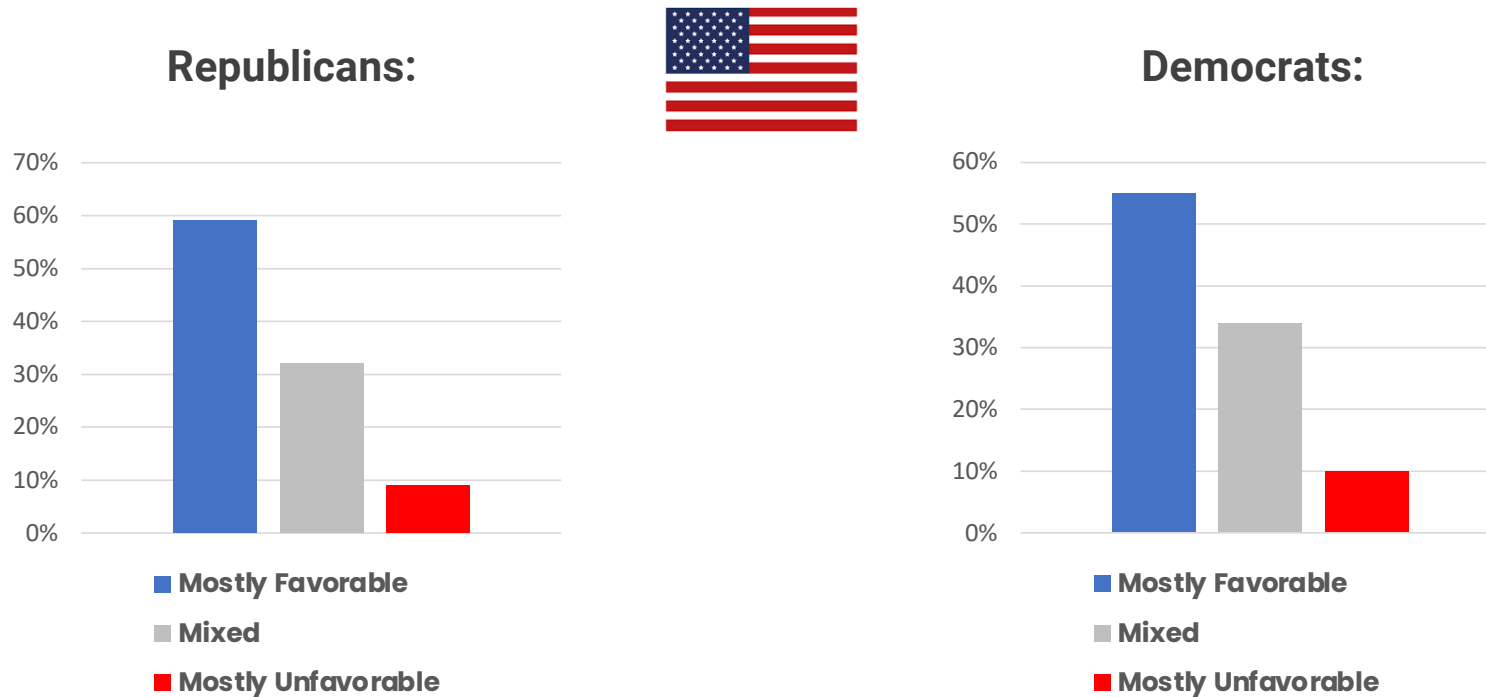
- EVs perceived not simply as vehicles, but as a *political statement*
- This creates both support, *but also opposition*

Opinion of Ford Motor Company: *Very Little Difference Between Republicans and Democrats*



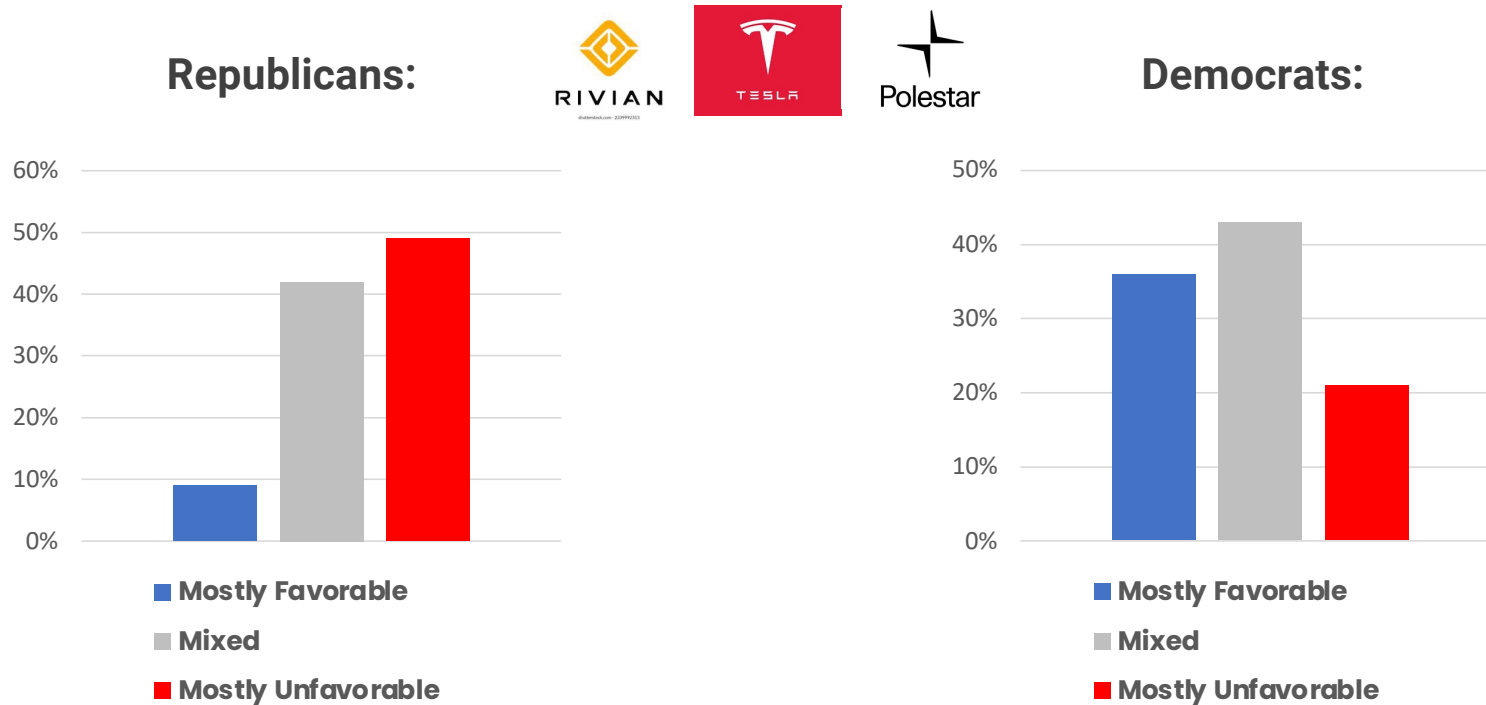
Copyright 2023. National Survey of 600 Voters with HH Income of \$50K+ representing 67% of U.S. 2020 Electorate

Opinion of American Car Brands: *Little Difference by Party*



National Survey of 600 Voters with HH Income of \$50K+ representing 67% of U.S. 2020 Electorate

Opinion of Electric-Only Car Brands: A Huge 55 Point Difference (+15 w/ D's and -40 w/ R's)



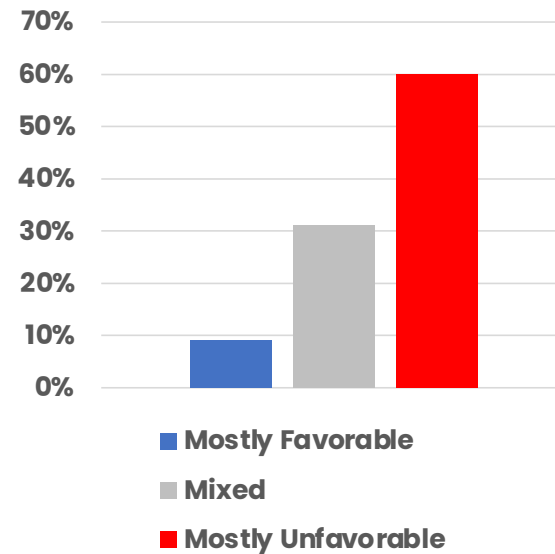
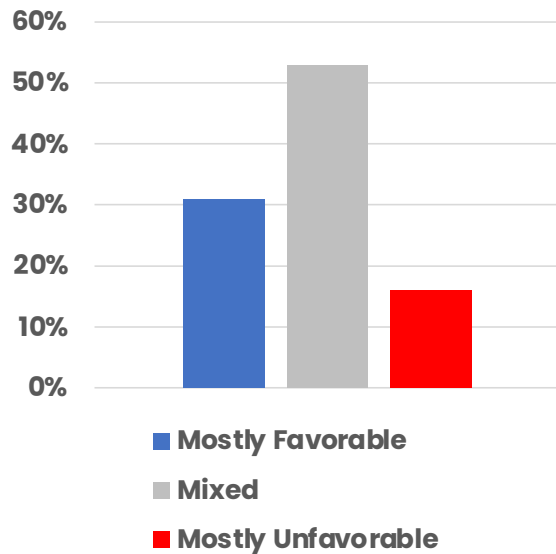
National Survey of 600 Voters with HH Income of \$50K+ representing 67% of U.S. 2020 Electorate

Opinion of Electric Car Brands by View on Climate Change:



AGREE: Climate Change is Real and EVs Can Help (56%):

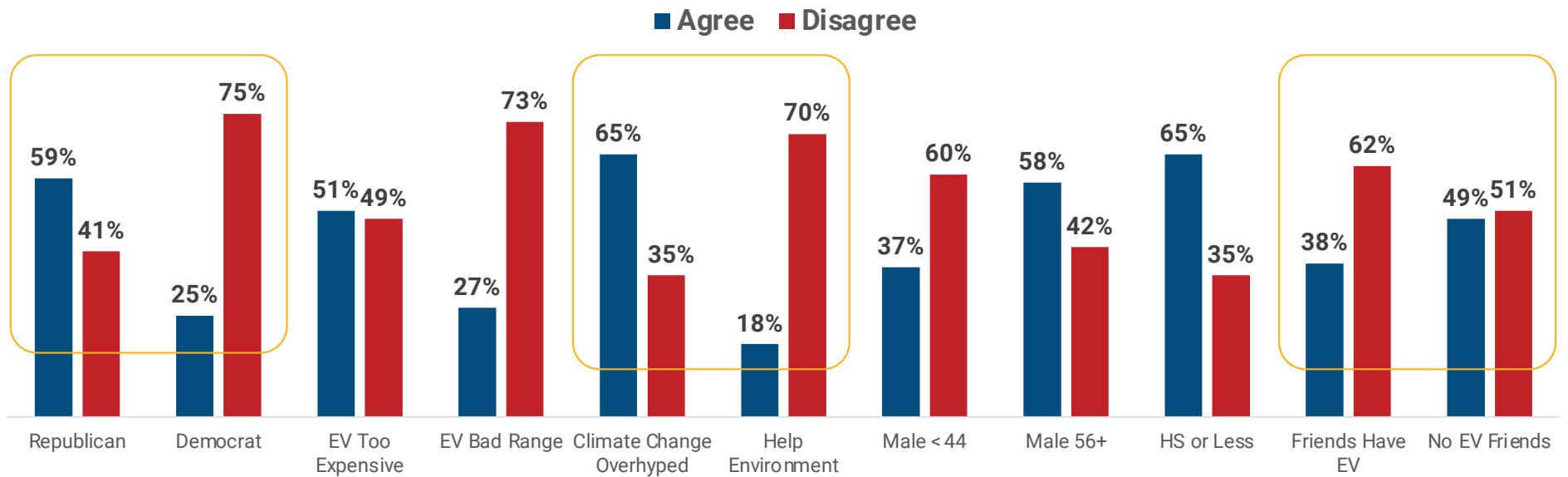
DISAGREE: Climate Change is Real and EVs Can Help (44%):



National Survey of 600 Voters with HH Income of \$50K+ representing 67% of U.S. 2020 Electorate

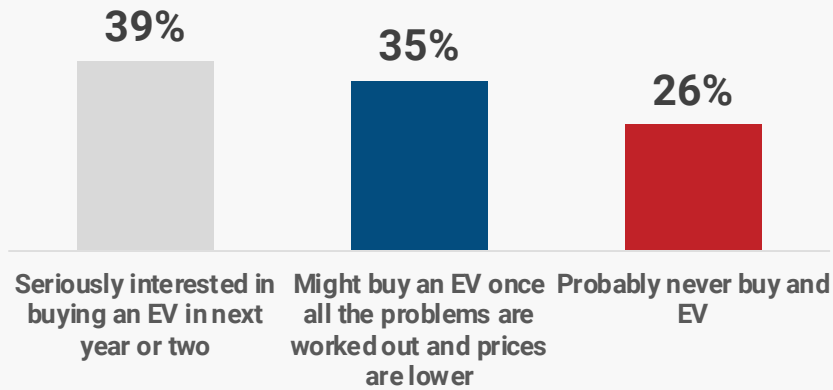
The Cultural Barrier

Agree or Disagree: EVs are for people who see the world differently than I do.

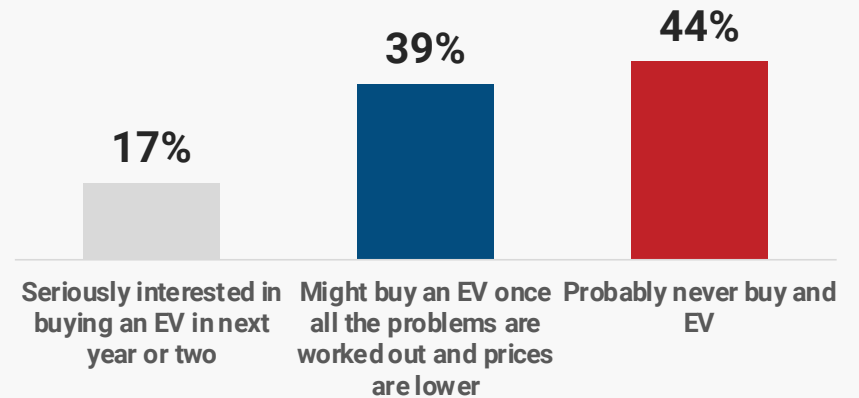


When It Comes To Electric Vehicles, Which Best Describes You?

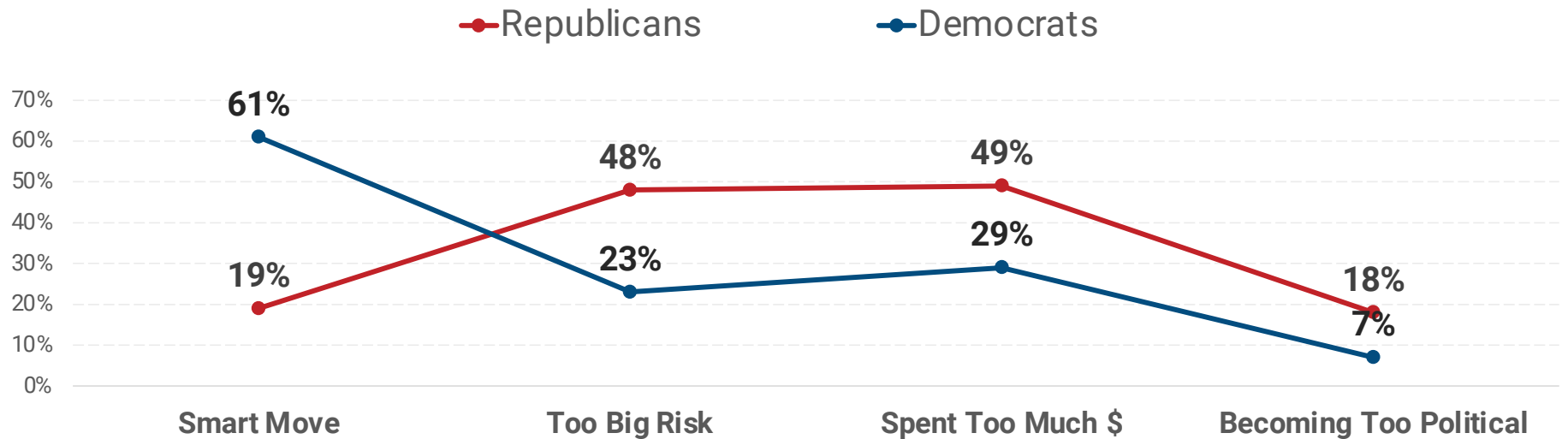
 **74% Democrats are open to EVs**



 **56% Republicans are open to EVs**



If You Bought An EV, What Would Your Best Friends And Relatives Think About That?

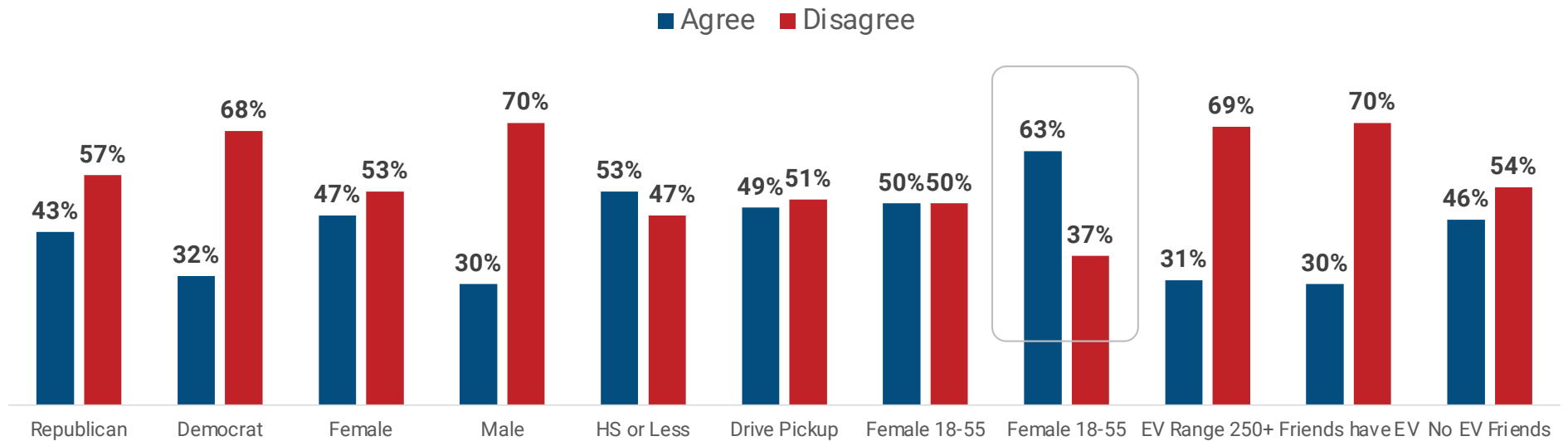


Biggest Concern About Owning an EV? *More Agreement: (Cost, Range/Charging Anxiety) + (China Batteries)*

| Biggest concern about owning an EV | Republican | Democrat | Independent | Fav Trump |
|---|------------|-----------|-------------|------------|
| Expensive | 60% (+9%) | 59% (+8%) | 46% (+1%) | 55% (+13%) |
| Insufficient range for trips | 55 % | 53 % | 50 % | 45 % |
| Confusing Technology | 5 % | 14 % | 4 % | 7 % |
| Sends off-putting message about me & my values to friends | 3 % | 8 % | 4 % | 7 % |
| Charger networks are unreliable | 42 % | 43 % | 44 % | 42 % |
| EV batteries are from China/bad for environment: | 29 % | 17 % | 27 % | 38 % |

The Fear Barrier

Agree or Disagree: EVs drive differently and that scares me.



On No More Gas (& EV \$ rebates) Both Partisan Groups Agree...

| Best Combined Reasons to own an EV | Republican | Democrat | Independent | Fav Trump |
|---|----------------------|---------------|----------------------|----------------------|
| Never paying for gas | 54% (+19%) | 59% (-11%) | 53% (-12%) | 44% (+10%) |
| Good for environment | 33 % | 60 % | 49 % | 25 % |
| Rebate from Government | 27 % | 23 % | 27 % | 22 % |
| New technology is appealing: | 19 % | 33 % | 21 % | 20 % |
| Sends positive message about me and my values | 5 % | 6 % | 10 % | 6 % |
| None, there are no good reasons | 26 % | 6 % | 17 % | 38 % |

(%) Shows difference between top and second-best reason to buy.

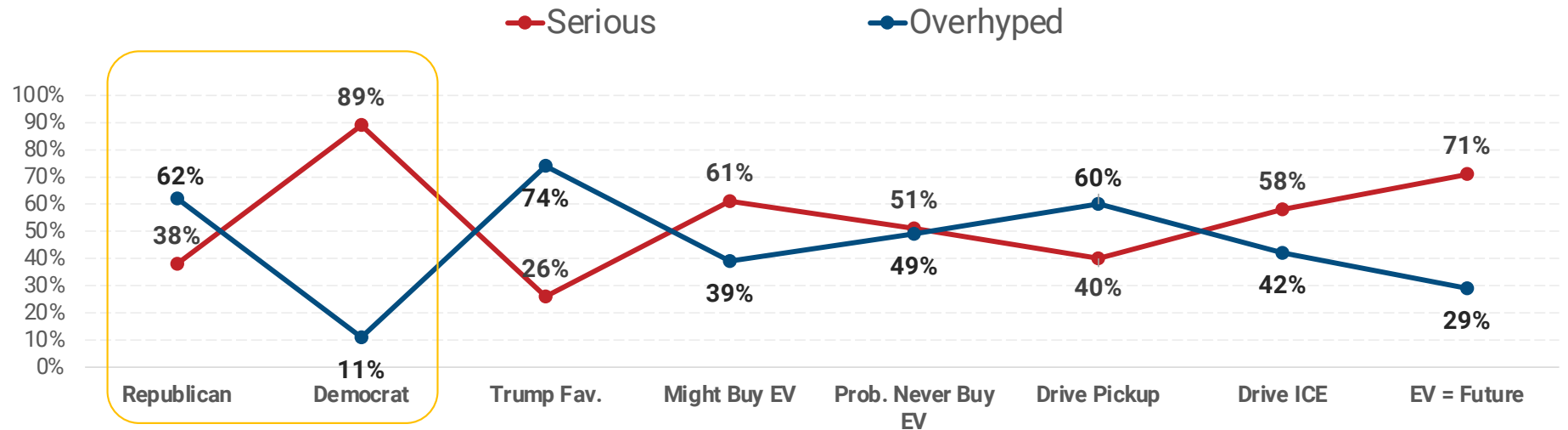
Environmental Aspect is the Big Divide:

| Best Reasons to own an EV | Republican | Democrat | Independent | Fav Trump |
|---|----------------------|---------------|---------------|----------------------|
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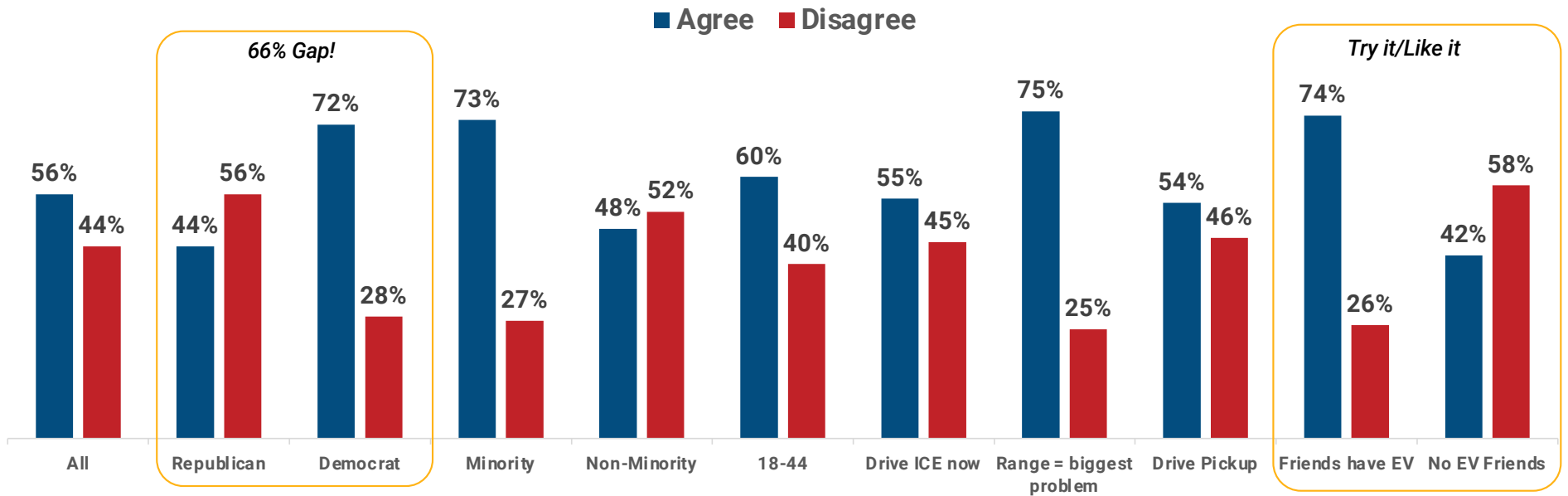
The Cultural Barrier

Viewpoint Closest To Your Own: Climate Change Is Serious Problem or Climate Change Is Overhyped.

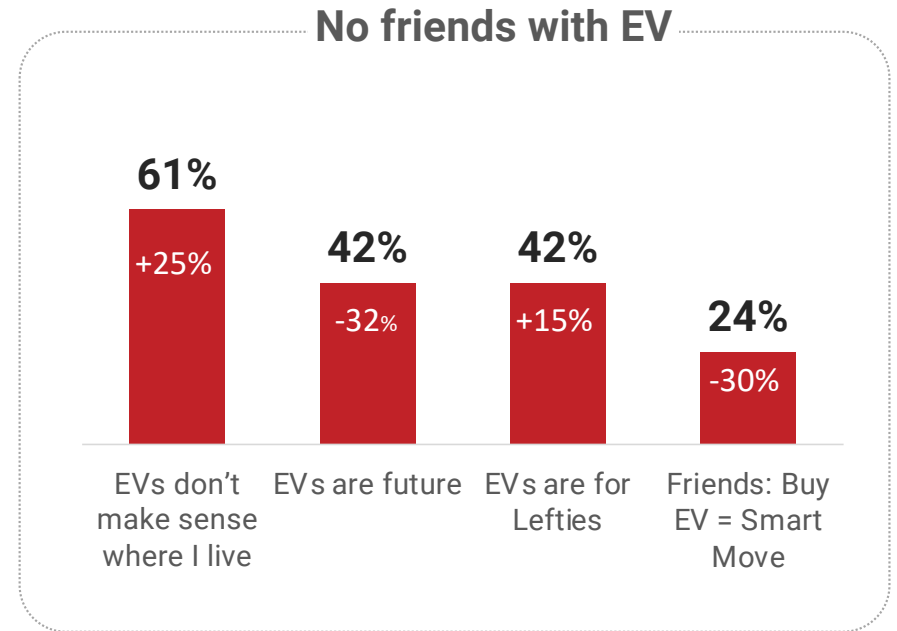
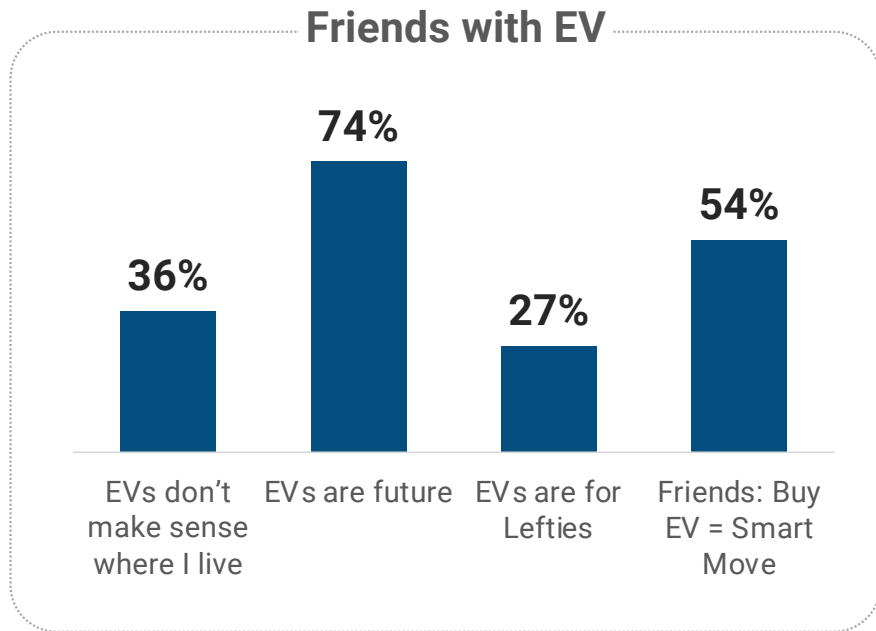


The Future Opportunity

Agree or Disagree: *EVs are the future and one day I'll probably drive one.*



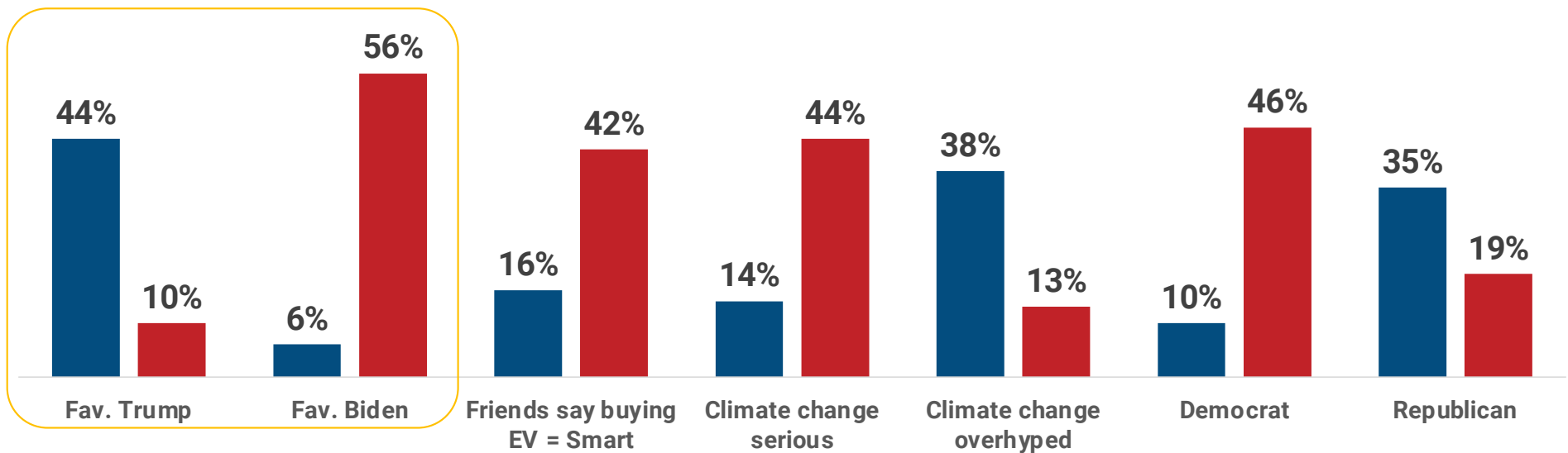
Peer to Peer Influence Works





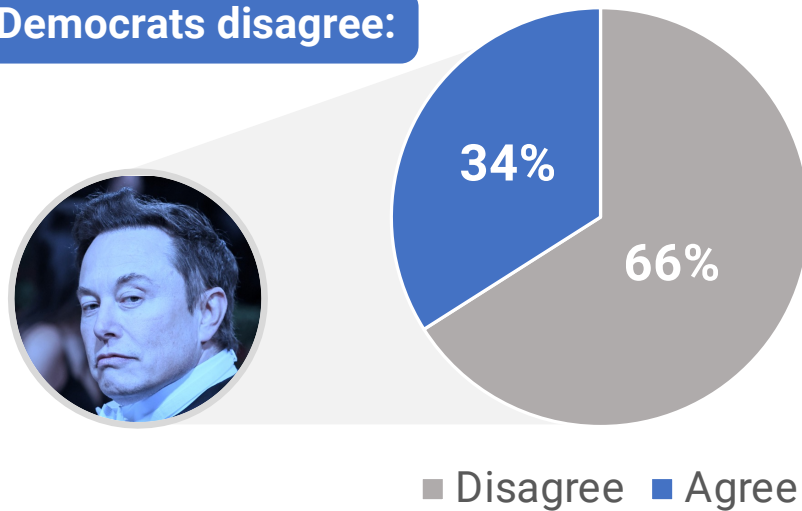
Elon Musk's Brand: *It's Complicated...*

■ Mostly Favorable of Elon Musk ■ Mostly Unfavorable of Elon Musk

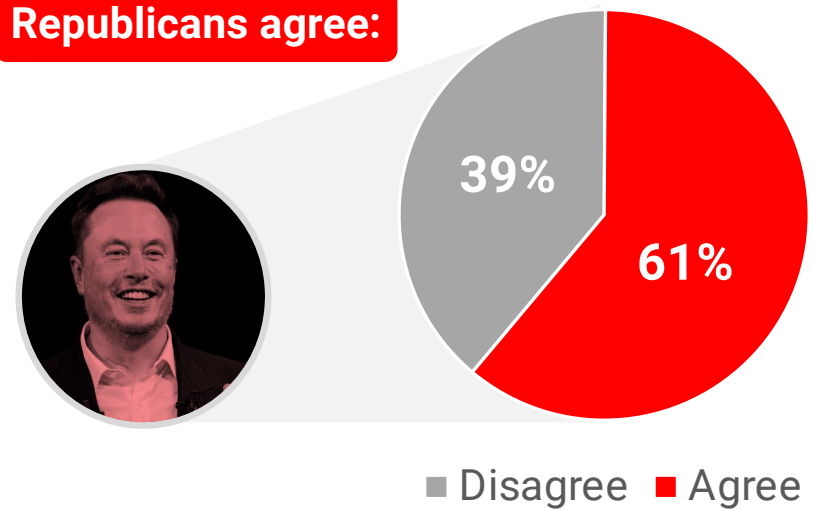


Agree or Disagree: Elon Musk is a Good Ambassador for Electric Vehicles.

Democrats disagree:

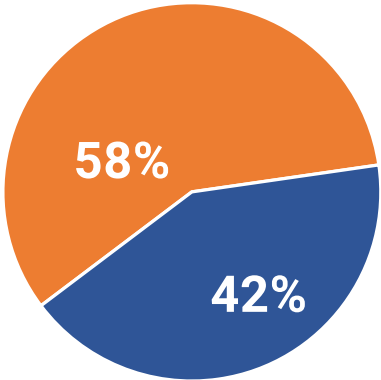


Republicans agree:



Agree or Disagree: Elon Musk is a Good Ambassador for Electric Vehicles.

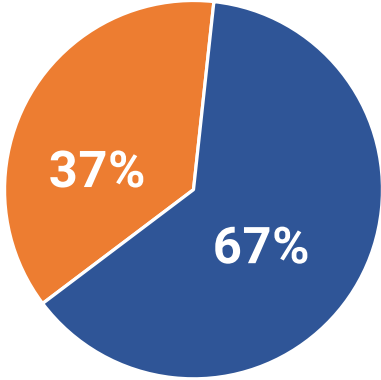
Say Climate Change is Serious Problem:



■ Disagree Musk Good Amb
■ Agree Musk Good Amb



Say Climate Change is Overhyped:



■ Disagree Musk Good Amb
■ Agree Musk Good Amb

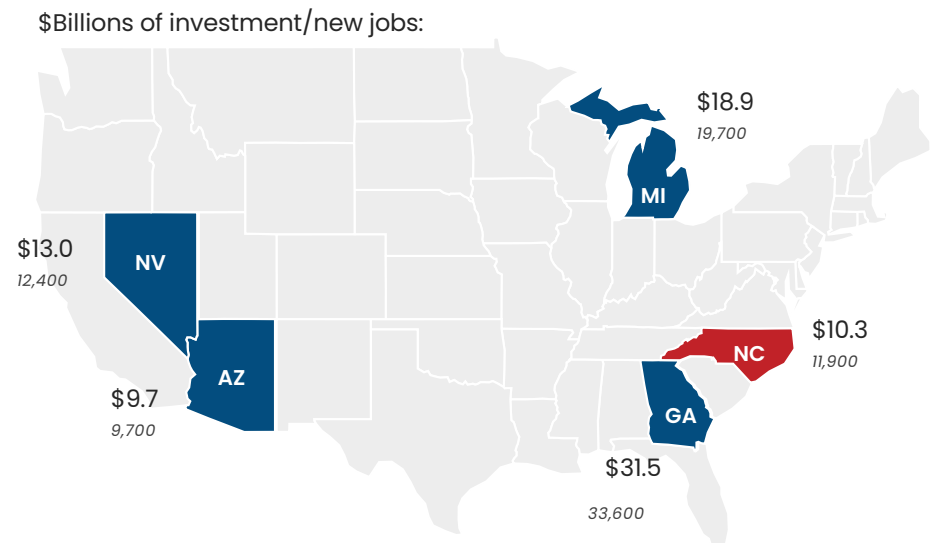
EV POLITICS: Campaign 2024

High EV Investment States are also... Key 2024 Swing States:

88% of Announced EV Manufacturing Investment is in 10 States:

| State | Jobs | Total Announced Investment (\$ billion) |
|-----------------------|---------------|---|
| Georgia | 33,600 | 31.5 |
| Michigan | 19,700 | 18.9 |
| Tennessee | 20,500 | 18.4 |
| South Carolina | 18,000 | 13.1 |
| Nevada | 12,400 | 13.0 |
| Kentucky | 12,900 | 11.4 |
| North Carolina | 11,900 | 10.3 |
| Ohio | 5,800 | 9.9 |
| Arizona | 9,700 | 9.7 |
| Indiana | 6,700 | 9.3 |
| Other | | 19.6 |
| Total | | 165.1 |

These five high-EV investment states deliver 68% of the total swing state electoral college votes:



EV POLITICS



Coming Soon for the 2024 Election...

