



# 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.**

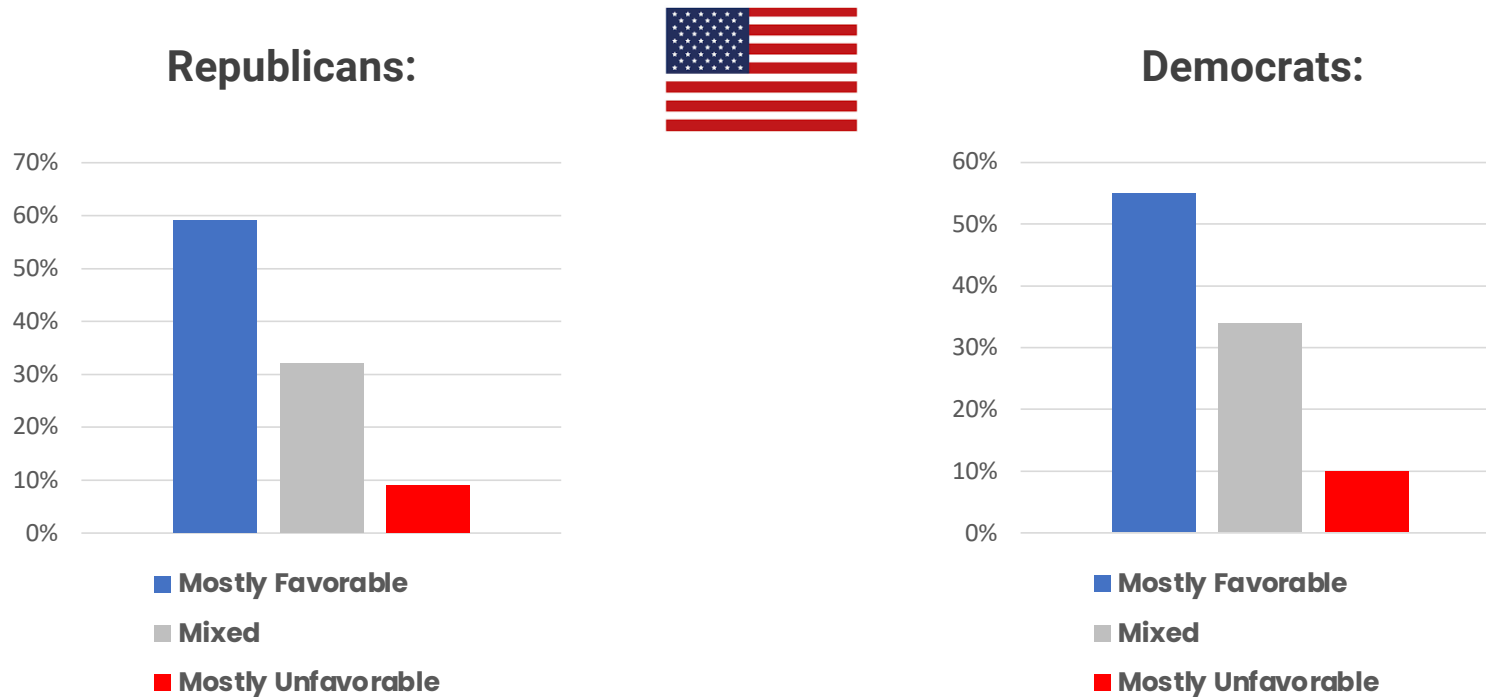
This presentation will review a top-level summary of that data.



## Mike Murphy (Founder)

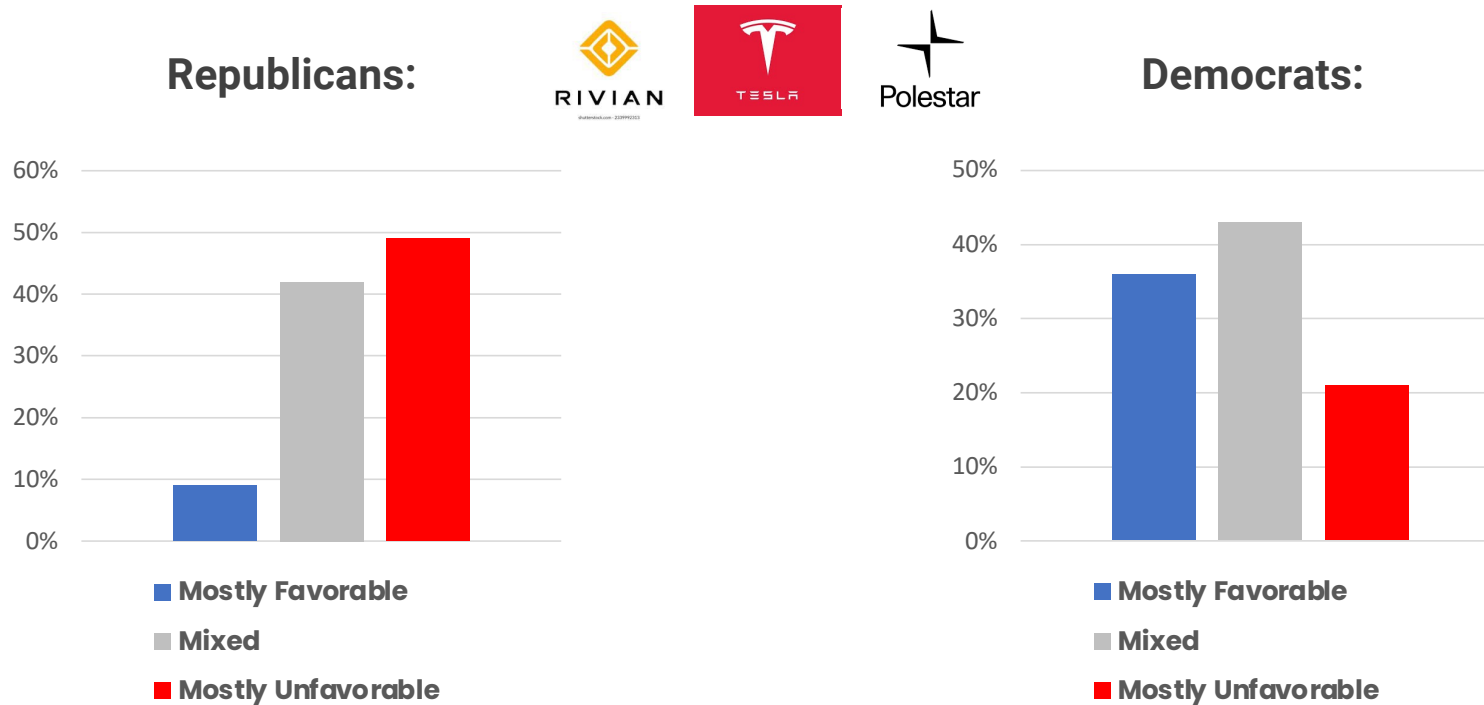
Top campaign strategist for John McCain, Governors Arnold Schwarzenegger (CA), Mitt Romney (MA), Jeb Bush (FL), John Engler (MI), Christie Whitman (NJ) and many more Senators, Governors and Members of Congress. Veteran of five Republican Presidential campaigns.

# 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

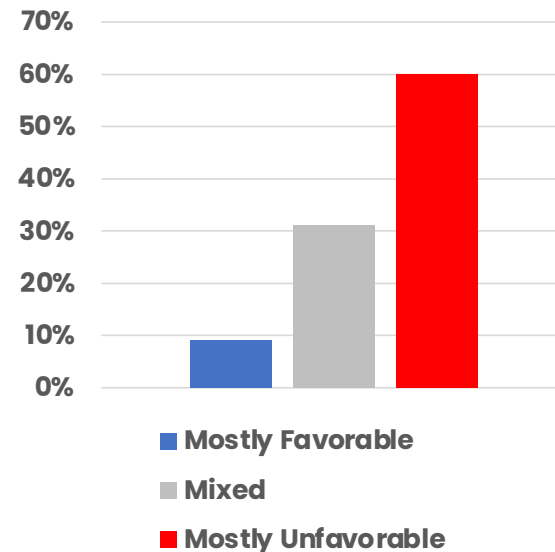
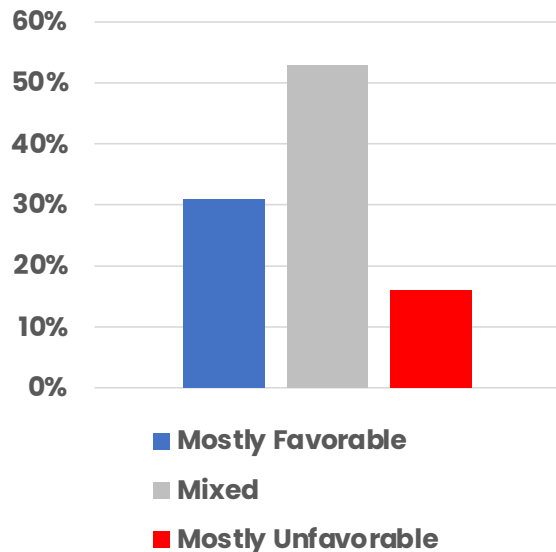
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# Opinion of Electric Car Brands by View on Climate Change:



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

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

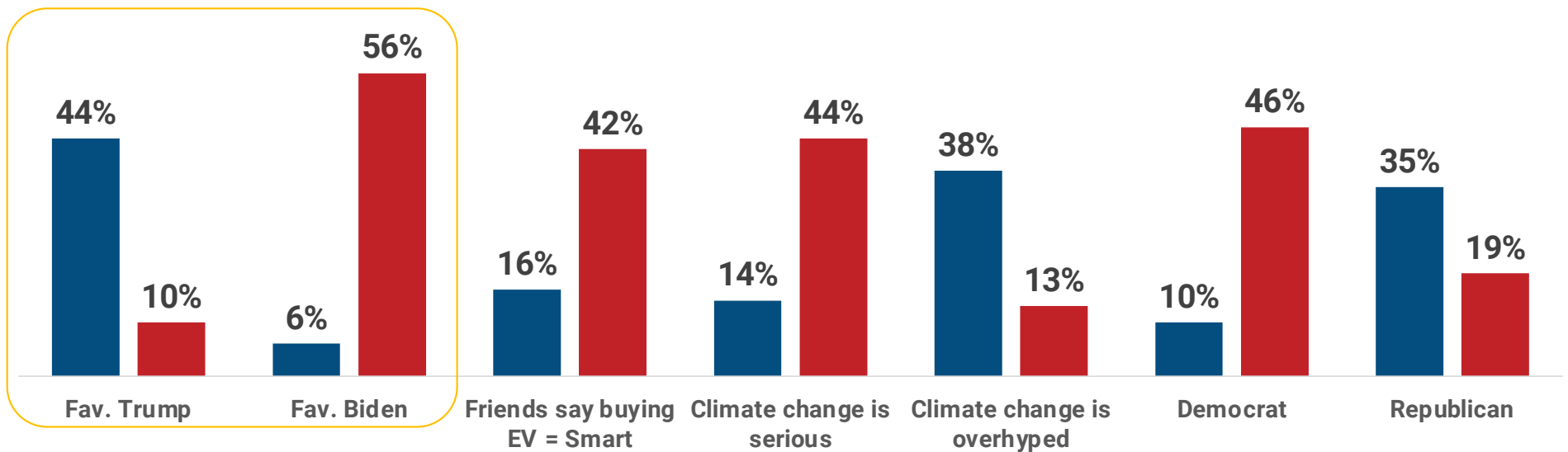


National Survey of 600 Voters with HH Income of \$50K+ representing 67% of U.S. 2020 Electorate



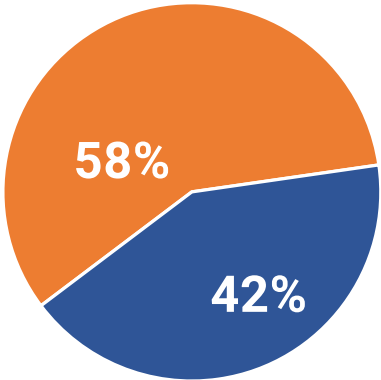
# Elon Musk's Brand: *It's Complicated...*

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



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

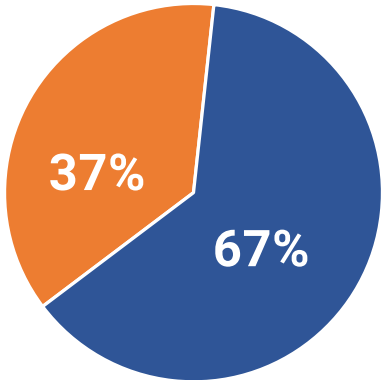
Say Climate Change is Serious Problem:



■ Disagree Musk Good Amb  
■ Agree Musk Good Amb



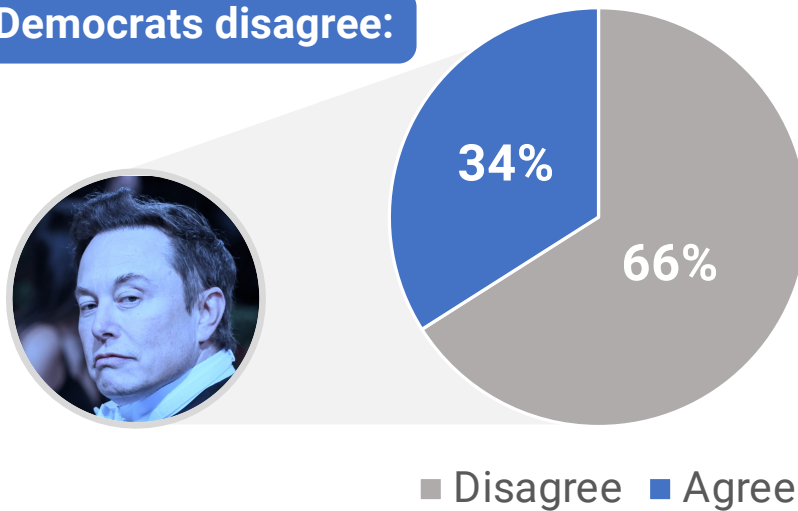
Say Climate Change is Overhyped:



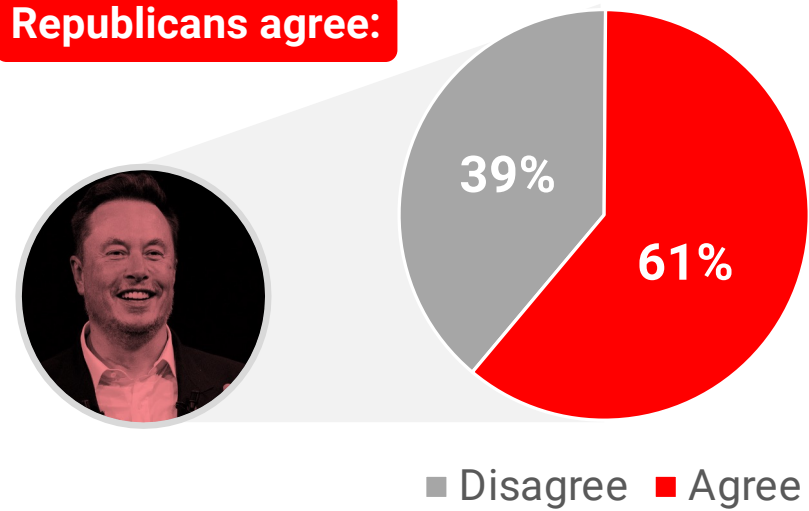
■ Disagree Musk Good Amb  
■ Agree Musk Good Amb

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

Democrats disagree:



Republicans agree:





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# The Research We Conducted



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



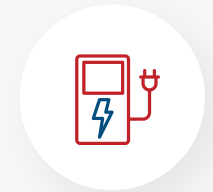
Campaign style design to drive strategy and analysis



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