



TO: Interested Parties
FROM: Mike Murphy and Joe Sacks, on behalf of the American EV Jobs Alliance
RE: EV Political Advertising in the 2024 Election Cycle
DATE: October 15, 2024

Campaign Ads Target EVs:

The American EV Jobs Alliance commissioned research on what's being said about EVs in political advertising this election cycle, who is paying for it, and how much money they are putting behind their messaging. Here are the top lines:

- So far, **~\$15.5M has been spent so far on EV-related messaging**
 - ~\$11.6M, or **over 75%, of political messaging on EVs has been negative**
- Over 70% of all messaging references an EV-mandate or a "gas car ban", including a sliver of the positive messaging
- No candidate or group running positive messaging on EVs is spending more than \$1M on any ad, with one exception:
 - This spot from [Senator Kaine's reelection spot in Virginia](#)
- There are six different negative EV spots with over \$1M in airtime spending behind them
- The biggest spending is coming from the National Republican Senatorial Committee (NRSC) and affiliated groups targeting the senate seat in Michigan

Michigan – The Eye of the Storm:

- It's no surprise that Michigan is seeing more EV-related political messaging than any other state
- **More than two thirds of all of this anti-EV messaging is taking place in the Wolverine State** (\$10.3M worth)
 - The spot with the most money behind it (~\$2.6M) this cycle is [Car Wreck by the Senate Leadership Fund](#)
 - The next best funded spot is [Should Be Fired by the Great Lakes Conservative Fund](#)
- **One of the only push-back spots in MI is [our EV Jobs spot](#), running on digital with over a 1.5M plays to 100K target MI swing voters.**
 - We know this ad works, giving a 19-point lift to former Trump voters in Michigan on whether they agree with the statement that "the move toward vehicles is good for Michigan's economy and is creating more good jobs in our state"
 - But we are being outspent 9-to-1 by the [Trump Campaign's spot](#)
- Democratic Senate candidate Elissa Slotkin is running [a highly defensive spot on EVs](#), a troubling sign

[The American EV Jobs Alliance](#) and [EV Politics Project](#) is a 501(c)(4) organization committed to ending the needless partisan divide over EVs.