



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 22, 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. Last week, we sent along our [first report](#). In this refreshed analysis, we have markedly different numbers, which represents the extent to which this is a hot button this cycle.

Here are the top lines:

- So far, **~\$21.5M has been spent so far on EV-related messaging (up \$6M in the past week)**
 - ~\$18.9M, or **over 87%, of political messaging on EVs has been negative**
- There is a new spot with over \$4M behind it from the Senate Leadership Fund, [Lying to You](#)
 - This spot already has more money behind it than any other EV-related ad this cycle and it started airing just last week
- The biggest spending is coming from the National Republican Senatorial Committee (NRSC) and affiliated groups targeting the senate seat in Michigan
- There's a new Trump ad, [EV Mandate](#), which has been airing since Thursday (10/17)

Michigan – The Eye of the Storm:

- Michigan is seeing more EV-related political messaging than any other state
- **More than three-fourths of all of this anti-EV messaging is taking place in the Wolverine State (\$16.3M worth)**
- **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 10-to-1 by the [Trump for President campaign spots](#)
- Democratic Senate candidate Elissa Slotkin is running [a highly defensive spot on EVs](#), a troubling sign
 - In the week between our analyses, she has not put forward additional EV messaging even though her opposition has

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