

REPORT: EV POLITICS AND THE MICHIGAN CAMPAIGN

Electric Vehicle subsidies exploded into the elections this year, becoming a central battleground in the Presidential and Senatorial campaigns in the key swing state of Michigan. No other state in America had the level of focus on Electric Vehicle policy as Michigan did. By election day, more than \$30 million was spent in Michigan on television ads that mentioned EVs. That represents 94% of the \$35.5 million spent in total on EV related political ads across the entire U.S.

It makes sense: Michigan is the traditional center of the U.S. automotive industry and vehicle policy matters to millions of voters there; both the blue-collar workers who build vehicles and components and the white collar engineers and managers who design cars and manage automakers and suppliers.

In the Presidential race, GOP candidate and former President Donald Trump lit the EV fuse early, with September ads and campaign events directly attacking his opponent Vice President Kamala Harris for favoring EV mandate policies that would allegedly devastate Michigan auto jobs. In the closely fought Senate race, Republican candidate and former Representative Mike Rogers echoed that attack on his Democratic opponent Rep. Elissa Slotkin.

Such a battle means massive advertising and Michigan was no exception with over \$30 million spent. What is notable is the ratio between ads attacking the Biden administration's pro-EV policy and ads defending the Democratic candidates who supported it. Essentially the ad war was completely one-sided with 89% of the messaging in these EV related political ads attacking the Democratic candidates for supporting pro-EV policies and claiming the Democrats wanted to "ban" internal combustion vehicles and wipe out Michigan's auto industry.

The tone of the campaign concerned us at the American EV Jobs Alliance, so we started a project to see how much traction these attacks on EVs were having among Michigan voters. Two weeks before election day, as early voting began, we conducted a statewide poll to see if voters were paying attention to the EV issue. The answer is they were, with 76% of Michigan voters reported they had either seen or heard "a lot" or "some" about EVs from the campaigns.

In the end, Elissa Slotkin narrowly won the Michigan Senate race while Kamala Harris lost Michigan in the Presidential race.

Interestingly, the Slotkin campaign responded to the attacks on EVs with paid ads, while the Harris campaign and its' SuperPAC allies did not.

This report looks at the Michigan campaign, the ads, the spending, the strategies and the polling data to see how aggressive EV bashing helped Donald Trump win Michigan and what lessons the industry and EV advocates can learn from the Harris loss and Slotkin victory in the critical swing state of Michigan.

CONTENT SUMMARY:

- A look at representative ads from the Trump campaign, the Slotkin campaign and the Rogers campaign that addressed the EV issue.
- A series of data slides from a statewide poll we at the American EV Jobs Alliance conducted in Michigan two weeks before Election Day (Oct. 17-19) to gauge how all this negative advertising about EVs was impacting voters.
- A comparison of how victorious Senatorial candidate Slotkin and defeated Presidential candidate Harris did in Michigan's key auto manufacturing counties.

SUMMARY OF REPRESENTATIVE ADS:

TRUMP Campaign ad (first on air):



The American EV Jobs Alliance invested in push-back ads, focusing on the thousands of good new EV jobs in Michigan. While our spot testing indicated the ads were very effective, we were outspent 200 to 1.



American EV Jobs Alliance Michigan ad:

The Slotkin campaign responded sharply to the EV bashing ads, echoing the "should EV jobs be in Michigan, or China" message that tested well in our spot.

SLOTKIN campaign ad:



Meanwhile the attacks from the Rogers campaign and its' allies were relentless.

GOP ad attacking Slotkin:



Alas, both the Harris campaign and its' well-funded SuperPAC decided **not to respond** to these EV attacks in their paid media. Their response was limited to push-back in speeches.

The Trump campaign effectively held the only big microphone on EV policy during the campaign. And they used it aggressively.

Compounding the problem, the Refiner's lobby had been pounding Michigan airwaves for month with a multi-million dollar campaign attacking the Biden-Harris administration for wanting to "ban gas cars."

Unfortunately, the fact that Michigan has *gained* nearly 20,000 new manufacturing jobs from EV investment remained largely unknown the Michigan voters. This critical piece of positive information was mostly absent from the campaign debate in Michigan.

MICHIGAN POLLING SUMMARY:

As noted above, the American EV Jobs Alliance wanted to see what impact all this campaign messaging was having on the Michigan electorate. So on October 17th through October 18th -- two weeks before the election day -- we conducted a statewide survey of Michigan voters, conducted by Dr. David B. Hill and Dr. Stephen White of the respected GOP campaign polling firm <u>Hill Research Consultants</u>. The sample size of the survey was 427 voters with a margin of error of 4.8%. It was a multi-modal survey, using a mix of live telephone calls and text to web.

The bottom line? Two weeks before the election Michigan voters:

• Believed that a "Government trend toward pushing the sale of Electric Vehicles would be **a bad thing for Michigan**" by a **2-1 margin**: 61% to 35%.

73% of the Michiganders who rely on the auto industry or manufacturing for their family income – 24% of the voter population -- said the same.

• Among that group that said their family income relies on the auto industry or manufacturing, **Donald Trump led Kamala Harris by 23 points.**

Our survey also captured attitudes on a variety of other interesting EV related data, including Michigan voter opinions about:

- The "Democrats plan to ban gas powered cars if they get a chance?"
- Reactions to predictions that the US auto industry could vanish in the future due to competition from China.
- What potential outcomes of the Chinese takeover of the EV market worries you the most?

ATTACHED: POLLING SLIDES

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Survey of Michigan Voters on EVs October 17 – 19th, 2024 N=423 Hill Research Consultants





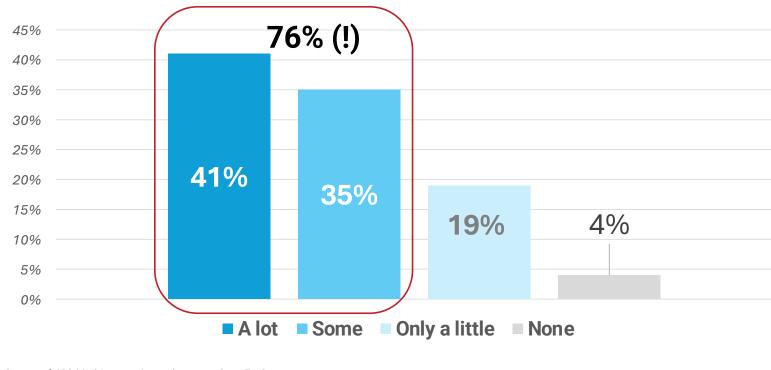
We took a statewide poll of Michigan voters two weeks before the election see what impact the campaign war over EVs was having:

- ✓ Important to know what is *really happening* since Michigan outcome will drive a lot of anecdotal conclusions about EVs in Congress in 2025.
- ✓ Poll fielded Oct. 18-20th. Hill Research Consultants. N= 427 RVs. Multi-modal. MOE: 4.8% Dr. David B. Hill and Dr. Stephen N. White directors.





"How much have you heard about the topic of Electric Vehicles in the political campaigns this year?"



Heard about the topic of electric vehicles in the political campaigns this year

profile of selected categories with the highest percentages of heard a lot

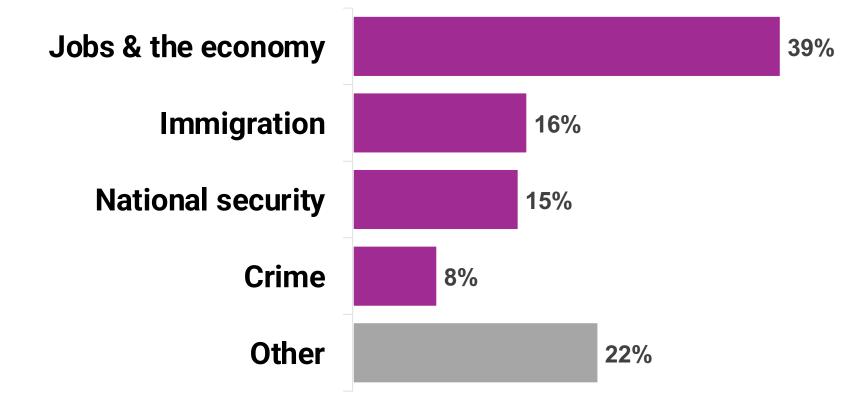
Manufacturing+auto sector	54%
Grand Rapids market	53%
Republican cons/libertarian	51%
Union household	51%
Republican (all)	51%
Male 50 or more	51%
Male	50%
Most likely voter	50%
Male 18-49	49%
Republican+cons Ind/other	49%
Reg. to vote 25+ years	48%
Age 40-64 years	48%
TOTAL	41%



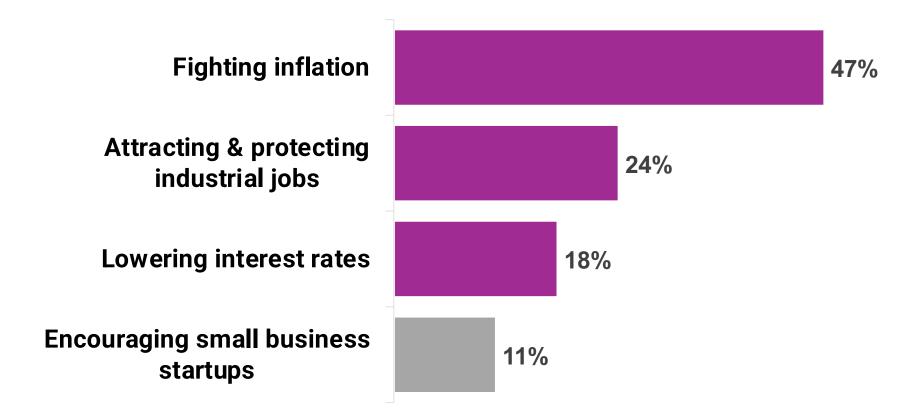


Most important public policy issue





Most important approach to the economy

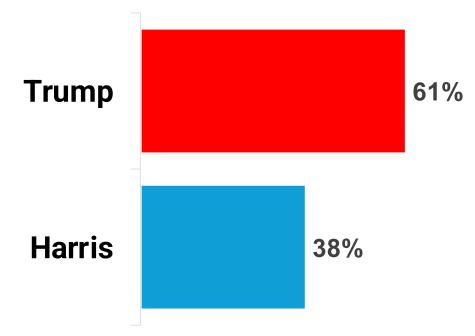


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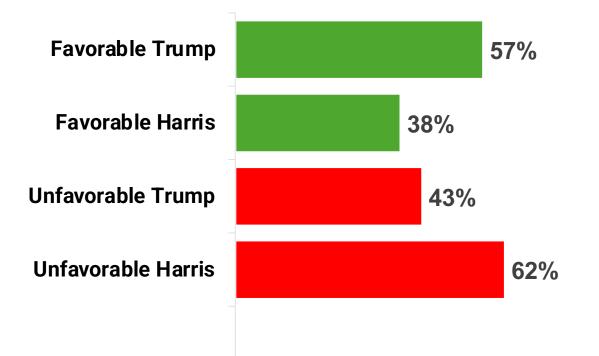
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Ballot Choice among MI Auto/Manufacturing Sector Dependent Voters: (24%)











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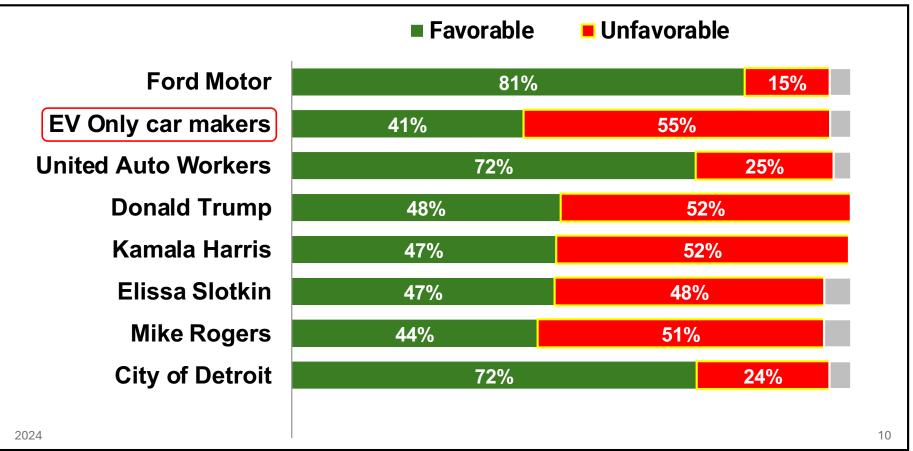
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Favorable/Unfavorable Ratings:



Impression of EV-only companies Categories with the highest percentages of *favorable*

Male 18-49	70%
Reg. to vote 6 years or less	64%
Post-graduate degree	62%
Urban (block-groups based)	59%
Liberal, progressive	59%
Mod/lib/prog Indep/other	58%
Public sector	54%
Liberal/progressive Democrat	54%
Age less than 40 years	53%
Not conservative	53%
Independent/other	53%
Dem+mod/lib Indep/other	52%
TOTAL	41%



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Impression of EV-only companies Categories with the highest percentages of *unfavorable*

Republican cons/libertarian	77%		
Republican (all)	72%		
Conservative; libertarian	72% – GOP		
Manufacturing+auto sector	71%		
Republican+cons Ind/other	69%		
Healthcare sector	65%		
Age 65+ years	65%		
Reg. to vote 7-24 years	65%		
Retired	65%		
Male 50 or more	64%		
Macomb/Oakland Counties	63%		
Female 50 or more	61%		
TOTAL	55%		



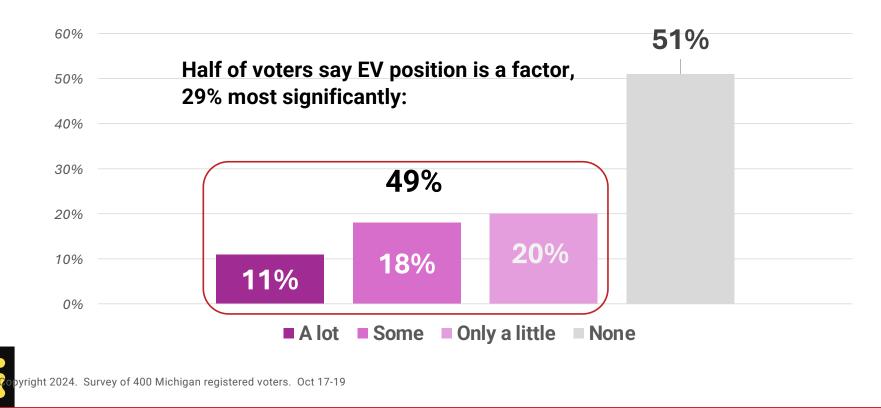
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"Influence of the Presidential Candidates' position on EVs on your vote this year?"



Influence of the presidential candidates' positions on EVs on your vote this year



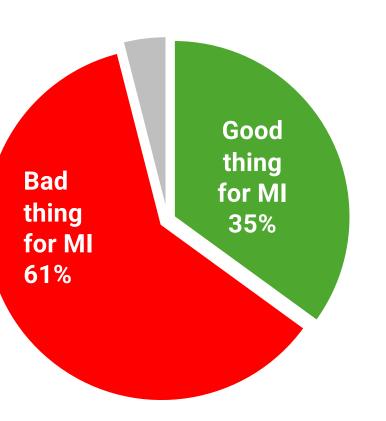
profile of selected categories with the highest percentages of a lot, some, little

Reg. to vote 25+ years	59%
Minority Democrat	59%
Post-graduate degree	58%
Republican cons/libertarian	57%
Liberal/progressive Democrat	57%
Urban (block-groups based)	56%
Conservative; libertarian	55%
Healthcare sector	54%
All general elections '16, '18, '20 & '22	53%
Republican (all)	53%
Grand Rapids market	53%
Male 50 or more	52%
TOTAL	49%



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Government trend toward pushing the sale of more electric vehicles would be a . . .





A government trend toward pushing the sale of more electric vehicles would be:

profile of selected categories with the highest percentages of *a good thing for MI*

Liberal/progressive Democrat	729
Liberal, progressive	72°
Democratic	61%
Male 18-49	61%
Dem+mod/lib Indep/other	55%
Not conservative	54%
Age less than 40 years	52%
Post-graduate degree	52%
Public sector	50%
Minority Democrat	48%
Reg. to vote 6 years or less	46%
Wayne County, not Detroit	45%
TOTAL	35%



%



A government trend toward pushing the sale of more electric vehicles would be:

profile of selected categories with the highest percentages of *a bad thing for MI*

Republican cons/libertarian	93%
Conservative; libertarian	92%
Republican+cons Ind/other	86%
Services sector	85%
Republican (all)	84%
Male 50 or more	78%
Cons/mod Indep/other	76%
Manufacturing+auto sector	73%
Age 65+ years	70%
Independent/other	70%
Private sector	69%
Continuing education	69%
TOTAL	61%



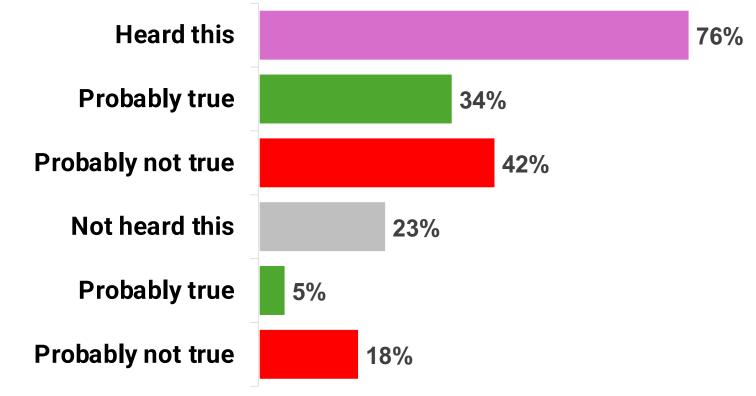
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"Democrats plan to ban gas-powered vehicles if they get a chance"



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Some say that Democrats plan to ban gas-powered vehicles if they get a chance

profile of selected categories with the highest percentages of have heard, probably true

an cons/libertarian		72%
ervative; libertarian		67%
Republican (all)		6 2%
can+cons Ind/other	6	51%
Male 50 or more	52%	
and Rapids market	49%	
lock-groups based)	49%	
Age 40-64 years	47%	
s/mod Indep/other	45%	
ntinuing education	44%	
cturing+auto sector	44%	
Most likely voter	42%	
TOTAL	34%	

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Some say that Democrats plan to ban gas-powered vehicles if they get a chance

profile of selected categories with the highest percentages of have heard, probably not true

Liberal, progressive	72%
Liberal/progressive Democrat	70%
Urban (block-groups based)	66%
Democratic	64%
Age less than 40 years	64%
Public sector	62%
Dem+mod/lib Indep/other	59%
Not conservative	59%
Male 18-49	57%
Post-graduate degree	56%
Minority Democrat	55%
Female 18-49	53%
TOTAL	42%



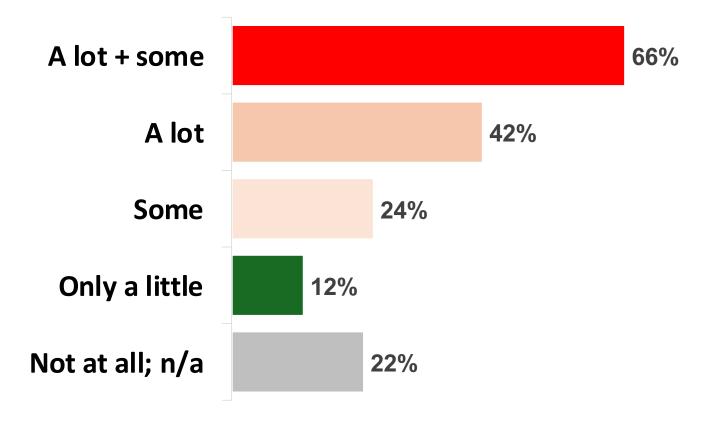
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Worry about predictions that US auto industry could vanish in future due to competition from China:



Worry about prediction that US auto industry could vanish due to competition from China

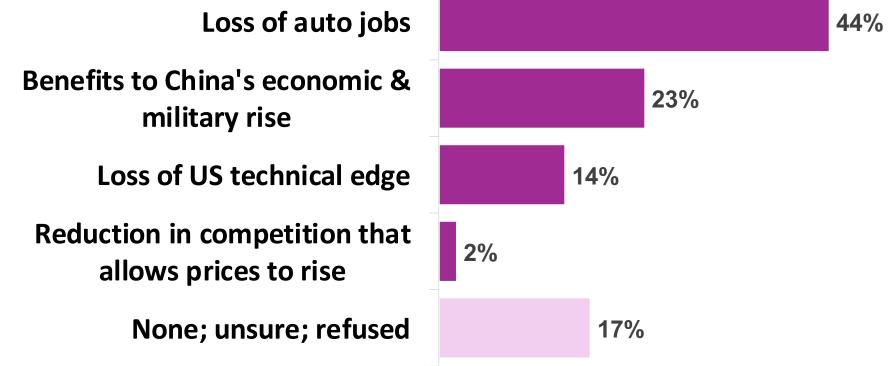
profile of selected categories with the highest percentages of *a lot*

Republican cons/libertarian	67%
Conservative; libertarian	63%
Republican (all)	59%
Republican+cons Ind/other	58%
Manufacturing+auto sector	55%
Age 40-64 years	52%
Male 50 or more	51%
Private sector	48%
Rural/town (block-groups based)	47%
Cons/mod Indep/other	47%
Reg. to vote 6 years or less	47%
White, non-Hispanic	47%
TOTAL	42%

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Potential outcomes of Chinese takeover of EV market that would worry, concern you most:



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Potential outcomes of Chinese takeover of EV market that would concern you the most:

profile of selected categories with the highest percentages of *loss of auto jobs in Michigan*

Urban (block-groups based)	61%
Mod/lib/prog Indep/other	55%
Wayne County (all)	54%
Mod Indep/other	53%
Wayne County, not Detroit	51%
Union household	50%
Female 50 or more	50%
Female	49%
Female 18-49	48%
Manufacturing+auto sector	48%
Independent/other	48%
Grand Rapids market	48%
TOTAL	44%

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Potential outcomes of Chinese takeover of EV market that would worry, concern you most:



profile of selected categories with the highest percentages of **benefits to China's** economic & military rise

Services sector	35%
Rural/town (block-groups based)	34%
Republican cons/libertarian	33%
Conservative; libertarian	32%
Republican+cons Ind/other	32%
Republican (all)	31%
Female 18-49	30%
Cons/mod Indep/other	29%
Male 50 or more	27%
Continuing education	27%
Macomb/Oakland Counties	27%
Healthcare sector	27%
TOTAL	23%



EV POLITICS 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 our Democratic allies. We are waging a campaign-style effort to effectively counter the toxic level of politics-driven Electric Vehicle bashing we expect to see during the 2024 election and beyond.

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 Team



Mike Murphy Founder & CEO

Mike is one of the Republican Party's most successful political media consultants, having handled strategy and advertising for more than 26 successful Gubernatorial and Senatorial campaigns. Murphy has worked on five GOP Presidential campaigns and has advised foreign leaders in Europe and Latin America. In 2020 he served as a key strategist for Republican Voters Against Trump.



Dr. David Hill Senior Research Advisor

Dr. Hill has served numerous top Republican candidates across the nation, including over a dozen Senators and Governors. In addition, Hill has polled for more than 100 successful ballot measures across the nation. Hill's work also transcends the political world, as Fortune 100 and top-tier governmental and nongovernmental organizations have sought his research skills.



Joe Sacks Executive Director

Joe is a political strategist and previously a senior staffer to former Rhode Island Governor Gina Raimondo. Joe has worked on multiple successful Gubernatorial, Senatorial, and Congressional campaigns. He's also played a strategy role in a half-dozen successful statewide ballot measures.



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**** BRIDGING THE EV DIVIDE *****





Our IRC 501 c(4) has Three Silos:





- Campaign style polling research to help companies better sell EVs to Republicans
- ✓ Engage in Media
- YouTube and Web
 Content: EV Mythbusting
- ✓ Policy Based Podcast



- Building Database of GOP EV Owners
- ✓ Engage in Media
- Target GOP Governors and State Legislative Members
- ✓ DC Comms Staff Poll Briefings



- ✓ 2024: Frame EVs as U.S. Jobs Issue
- Public Campaign in MI and GA: Make EV Jobs Popular and Famous
- Give Political Cover to EV
 Supportive GOP Politicians
- Target Younger UAW Rank and File with Pro-EV Future Jobs Message



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2024

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2024 ELECTION RESULTS IN KEY COUNTIES:

While final votes are still being counted, it's clear that Democratic U.S. Senate candidate Elissa Slotkin narrowly outperformed Democratic Presidential candidate Kamala Harris in Michigan. Not only did Slotkin win her race, but she out-performed Harris in key auto manufacturing counties across the state. While her advantage in vote over Harris was small, it was greater in large auto and manufacturing counties than it was statewide.

- Macomb County Slotkin's margin was 4.67x Harris's statewide margin:
 - Macomb's manufacturing workforce includes more than 72,000 workers
 - Home to several large auto plants including the Dodge City truck plant and the <u>GM Tech Center</u> in Warren. Stellantis recently announced <u>\$406m plant producing electric vehicles</u>
- Oakland County Slotkin's margin 1.67x Harris's statewide margin
 - o Estimated 30,000 auto manufacturing jobs in the county
 - Including the Stellantis Sterling Heights Assembly Plant, Ford's Advanced Engineering Center, the GM Orion Assembly Plant which manufacturers EVs
- Saginaw County Slotkin's margin was 3.33x Harris's statewide margin (*)
 - Another manufacturing-heavy county, where <u>VP-elect JD Vance made</u> <u>unconfronted and misleading claims about EVs</u>
 - The county has seen <u>recent announcements of new EV manufacturing</u> <u>facilities</u> to retain jobs that would have left the community otherwise
- Genesee County Slotkin's margin 3.33x Harris's statewide margin (*)
 - An historic center for GM production, the GM Flint Engine Operation plant is still a keystone of the community
 - NanoGraf, an EV battery manufacturer, <u>recently announced</u> a new manufacturing facility in Flint

(*) Note: Slotkin's current and former Congressional District included various parts of these counties; a helpful factor as well. Still, she has never represented GOP leaning Macomb and Oakland counties yet also overperformed in both.

2024 MICHIGAN STATEWIDE AND COUNTY RESULTS:

	Statewide	Macomb	Saginaw	Genesee	Oakland
Slotkin	48.60%	43.60%	48.70%	52.40%	54.80%
Harris	48.30%	42.20%	47.70%	51.40%	54.30%
Margin of Slotkin's Outperformance	0.30%	1.40%	1.00%	1.00%	0.50%
Slotkin Outperformance Compared to Statewide Margin		4.67 x	3.33x	3.33x	1.67x

SUMMARY: LESSONS LEARNED

The EV industry and its allies missed a key opportunity to shape perception of EVs in this key market at a potential inflection point.

- Pro-EV manufacturing investment candidates ignore attacks on their position at their peril.
- The powerful story of American EV job investment can move voters, but only if it is told. Otherwise, messages of fear can and will work, even in a state with massive new investment in EV jobs.
- Now, with a pro-EV Presidential candidate defeated by an openly hostile anti-EV candidate even in the heartland of EV manufacturing investment, conventional wisdom among political partisans on the GOP side in Washington DC is moving toward a confident assumption that EV investment and subsidies are a political "loser" and can safely be attacked.

 Well-sourced reporting that <u>interest groups</u>, the <u>Trump administration</u>, and <u>119th Congress</u> will likely target IRA investments and incentives.

The bottom line, if the EV industry and its allies do not tell the jobs story connected to North American EV manufacturing and build the political support that the industry needs, their opponents will tell their hostile story and they will succeed politically.

WHO WE ARE:

<u>The American EV Jobs Alliance</u> is a 501(c)(4) organization committed to ending the needless partisan divide over EVs. We also run the <u>EV Politics Project</u> which conducts our research and educational efforts, like our <u>Directly Current</u> podcast.

Founded by GOP political consultant <u>Mike Murphy</u>, we conduct campaign style messaging research to help the industry and EV allies crack the "Republican problem" and become more effective at selling and marketing EVs to hostile GOP consumers, influencers and interest groups.

We are looking for partners to help us solve it. We hope you join us in our efforts!