

Poll Findings About Electrification

What We Know: Americans widely support policies to incentivize household electrification. Consumer tax credits and rebates for purchases such as electric appliances and rooftop solar, in fact, ranked among the most popular climate-related components of the Inflation Reduction Act.

These consumer incentives also attract a good amount of interest when people hear about them, though awareness of the Inflation Reduction Act's consumer tax credits and rebates is still very low.

The public is more divided along partisan lines when it comes to the broader national transitions toward all-electric households and vehicles. Republicans, for example, tend not to support requirements that new buildings run on electricity with no gas lines even though they generally prefer electric stoves to gas stoves in their own households.

Electric vehicles also tend to be more politically polarizing than household electrification, as Republicans widely oppose phasing out gas-powered vehicles and most Republicans also say that they wouldn't personally purchase an electric vehicle.

While current polling has identified common barriers to interest in electric vehicles - including concerns about the lack of charging stations as well as vehicle prices - the particularly extreme level of partisan polarization around the electric vehicle transition indicates that there are cultural factors that haven't been fully explored in existing research.

Incentives for household electrification are very popular. Tax credits for electric vehicles aren't as popular as tax credits for electric appliances, but still earn more support than opposition.

- Large majorities of voters support providing tax rebates to people who purchase energy-efficient vehicles or solar panels (76% support / 24% oppose) and providing tax credits or rebates to encourage people to buy electric appliances, such as heat pumps and induction stoves, that run on electricity instead of oil or gas (71% support / 28% oppose). [[Yale + George Mason](#), May 2023]
- Amid negotiations over the Inflation Reduction Act (IRA), more than three in five voters said that they supported tax credits for renewable energy purchases such as rooftop solar and electric water heaters (64% support / 22% oppose) - ranking these tax credits as one of the most popular components of the bill aside from its prescription drug provisions. [[POLITICO + Morning Consult](#), Jul. 2022]
 - By a 50%-33% margin, voters also said that they supported a provision to offer \$4,000 in tax credits for lower- and middle-income individuals to buy a used electric vehicle and \$7,500 to buy a new electric vehicle.

Proposals to shift entirely to electric vehicles or household appliances tend to divide Americans by partisanship.

- Americans mostly oppose the idea of phasing out the production of new gasoline cars and trucks by 2035 (40% favor / 59% oppose). While Democrats support the idea by a wide margin (64% favor / 35% oppose), Republicans are overwhelmingly opposed to it (16% favor / 84% oppose). [[Pew](#), June 2023]
- Americans are closely split on the idea of requiring most new buildings to be run on electricity with no gas lines (46% favor / 51% oppose), as 68% of Democrats but only 23% of Republicans support this proposal. [[Pew](#), June 2023]

Majorities of Americans say that they already take or want to take certain actions related to electrification - including powering their home with solar panels and using an electric stove rather than a gas stove. However, interest in electric vehicles and heat pumps is relatively lower.

- Majorities of Americans say that they either *currently* do each of the following or *want* to do them in the future [[Heatmap](#), Feb. 2023]:
 - Use an electric stove instead of a gas stove (43% currently do + 20% want to in the future)
 - Power their home with solar panels (13% currently do + 46% want to in the future)
- Half or fewer say that they currently do, or want to do, each of the following [[Heatmap](#), Feb. 2023]:
 - Drive a hybrid vehicle (10% currently do + 40% want to in the future)
 - Drive an electric vehicle (8% currently do + 39% want to in the future)
 - Use a heat pump in their home (19% currently do + 23% want to in the future)

Americans have low awareness of the IRA's incentives for electrification and energy efficiency. More are interested in taking advantage of these incentives than currently know about them.

- Less than one in five Americans say that they are “fully aware” of the Clean Vehicle Credit for electric vehicles and hybrids (18%), the Credit for Residential Clean Energy such as residential solar (16%), or the Credit for Energy Efficiency Home Improvements (16%). [[Heatmap](#), Feb. 2023]
- After learning that the IRA includes tax credits for purchasing them, roughly one-third or more say that they're more likely to buy weather proofing for their homes (37%), solar panels (35%), and electric vehicles (33%). However, only about one in five (21%) say that they're more likely to buy a heat pump after learning about the IRA's credits for electric heat transfer systems. [[Heatmap](#), Feb. 2023]

Partisanship appears to play a larger role in Americans' decisions about electric vehicles than household appliances.

- Roughly two in five Americans (38%) say that they are at least “somewhat” likely to seriously consider purchasing an electric vehicle, including the majority of Democrats (56%) but only 20% of Republicans. [[Pew](#), June 2023]
- The majority of Americans (54%) say that they would most likely purchase an electric stove if they were in the market for a cooktop or range in the next decade, while 36% say that they would choose a gas stove and 9% say that they would choose an induction stove. Majorities of both Democrats (57%) and Republicans (53%) say that they would most likely choose an electric stove. [[Data for Progress](#), Jan. 2023]
 - After learning about a Stanford University study on the negative health risks of gas-burning stoves, Americans' preference for electric stoves (59%) over gas stoves (27%) grows wider.

Saving money on gas and reducing climate impacts are the most appealing benefits of electric vehicles, while vehicle costs and practicality concerns are both major barriers to interest.

- The prospect of saving money on gas is the biggest motivator of interest in electric vehicles, with 46% of Americans calling it a “major reason” why they would consider an electric vehicle. Reducing personal impacts on climate change (35% “major reason”) and saving money on vehicle maintenance (31%) also rank among the top rationales for considering electric vehicles. [[AP + NORC + EPIC](#), Feb. 2023]
- Most Americans (60%) say that the high cost of a new electric vehicle is a “major reason” why they wouldn't consider purchasing one, and half (50%) say that the lack of charging stations is also a “major reason” for them not to consider an electric vehicle. [[AP + NORC + EPIC](#), Feb. 2023]