

# Poll Findings About Electric Vehicles

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## Attitudes About Electric Vehicle Policy

### Voters tend to support a “transition” toward EVs, but oppose government restrictions on gas-powered vehicles.

- The majority of voters (56%) support a “general transition to electric vehicles,” including four in five Democrats (80%) but only around one-third of Republicans (33%). [[Data for Progress](#), July 2023]
- Most Americans oppose phasing out the production of new gasoline cars and trucks by 2035 (40% favor / 59% oppose). [[Pew](#), June 2023]
  - While the majority of Democrats support phasing out gasoline-powered vehicles by 2035 (64% favor / 35% oppose), Republicans overwhelmingly oppose the idea (16% favor / 84% oppose).

- o Opposition to a 2035 phase-out has grown steadily in recent years, as Americans were more closely split on the idea in April 2021 (47% favor / 51% oppose). Since then, opposition has jumped among Republicans (from 76% to 84%) and also increased among Democrats (from 30% to 35%).
- Americans widely oppose “government restrictions on the sale of new gasoline vehicles” (21% support / 61% oppose). [[Yahoo Finance + Ipsos](#), Oct. 2023]
- Only around one-quarter of Americans would support their state requiring that all new vehicles be electric or plug-in hybrids by 2035 (27% support / 49% oppose). [[AP-NORC/EPIC](#), Feb. 2023]

### **Americans generally support investments in EV infrastructure and incentives for consumers.**

- Just over half of Americans say that they support government incentive programs to encourage people to buy EVs (52% support / 29% oppose). [[Yahoo Finance + Ipsos](#), Oct. 2023]
- By a 50%-22% margin, Americans support expanded tax credits for buyers of electric vehicles. [[Washington Post + UMD](#), July 2023]
- Americans are much more likely to support than oppose increasing federal funding for electric vehicle infrastructure, like vehicle charging stations (46% support / 27% oppose) [[AP-NORC/EPIC](#), Feb. 2023]
- More than seven in ten voters say that they would support an electric vehicle manufacturing plant being built in their state (72% support / 21% oppose), including majorities of Democrats (86%) and Republicans (58%). [[Data for Progress](#), July 2023]

### **Stronger emissions standards for both heavy- and light-duty vehicles attract broader support than fully electric vehicles.**

- Seven in ten voters (72%) support the EPA “setting stricter limits on carbon emissions from heavy-duty vehicles, such as tractor trailers, buses, and delivery vans,” including majorities of Democrats (90%) and Republicans (53%). [[American Lung Association](#), Feb. 2024]
- By a two-to-one margin (60% support / 30% oppose), voters support the EPA “setting stricter limits on emissions from light-duty vehicles like cars and trucks.” [[American Lung Association](#), Feb. 2024]

## Consumer Attitudes

### Most Americans aren't considering electric vehicles themselves, in large part because of a sharp partisan divide.

- Roughly two in five Americans (38%) say that they are likely to seriously consider an EV the next time that they purchase a vehicle, including the majority of Democrats (56%) but only 20% of Republicans. [[Pew](#), June 2023]
  - Younger Americans are also more open to EVs: nearly half of Americans aged 18-29 (48%) say that they are likely to consider an EV for their next vehicle purchase, compared to 42% of Americans aged 30-49, 33% of Americans aged 50-64, and only 27% of Americans aged 65+.

### Americans are largely unfamiliar with consumer incentives for EVs.

- Few Americans are familiar with recent developments to increase EV access and convenience, including: [[Yahoo Finance + Ipsos](#), Oct. 2023]
  - A government program that provides tax breaks on the purchase of certain new EVs (30%)
  - Recent reductions in the sale prices of major EV manufacturers (20%)
  - Deals to make existing charging networks work for all types of EVs (20%)
- Only around one-third of Americans (32%) have read or heard at least “a good amount” about expanded tax credits for buyers of electric vehicles. [[Washington Post + UMD](#), July 2023]

### Concerns about upfront costs, charging infrastructure, and driving range are all major barriers to EV interest.

- Just under half of Americans (47%) say that they are at least “somewhat” confident that the U.S. will build the charging stations and infrastructure needed to support large numbers of electric vehicles on the roads. [[Pew](#), June 2023]
- When asked about potential concerns about EVs, Americans have the greatest and most intense concerns about the following issues: [[Yahoo Finance + Ipsos](#), Oct. 2023]
  - Not enough charging stations, including charging access at my home (77% concerned, including 49% who are “very” concerned)
  - Not enough driving range (73% concerned, 43% “very” concerned)
  - Overall cost of EVs compared to similar gasoline vehicles (70% concerned, 38% “very” concerned)
- Most Americans say that the high cost of new electric vehicles (60%) is a “major reason” why they would not purchase an EV, and half (50%) also say that a lack of available charging stations is a “major reason” for them not to be interested. [[AP-NORC/EPIC](#), Feb. 2023]

- Compared to fully electric vehicles, majorities of Americans believe that gas-powered vehicles are better for the convenience of refueling/recharging (75%), driving more than 250 miles (74%), and purchase cost (66%). [[Washington Post + UMD](#), July 2023]

### **Saving money on gas is a key selling point for EVs, along with benefits for the climate/environment and cost savings on maintenance.**

- Americans are most likely to cite saving money on gas (46%) as a “major reason” why they would purchase an electric vehicle, followed by reducing climate change (35%) and saving money on vehicle maintenance (31%). [[AP-NORC/EPIC](#), Feb. 2023]
- Compared to gas-powered vehicles, most Americans say that fully electric vehicles are better for reducing air pollution (70%) and reducing climate change (59%). [[Washington Post + UMD](#), July 2023]
  - Americans are also more likely to say that EVs are better than gas-powered vehicles on the cost of refueling or recharging (42% EVs / 32% gas-powered vehicles), while they are split on which is better for driving to places you go day-to-day (35% EVs / 33% gas-powered vehicles).

## **Messaging**

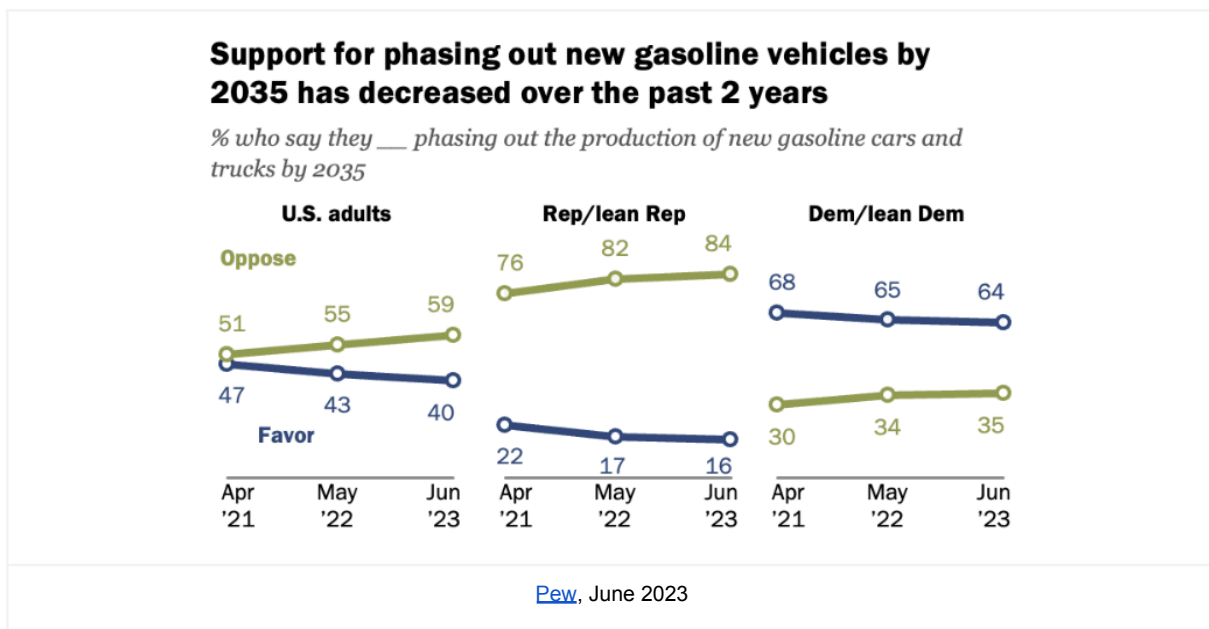
### **Reducing harmful pollution is the clearest rationale for investing in electric vehicles.**

- Based on extensive research and message testing carried out in late 2023 and early 2024, the Potential Energy Coalition found that voters are moved most by pro-EV arguments that focus on reducing pollution, increasing affordability for everyday consumers, and tackling climate change. [[Potential Energy Coalition](#), Mar. 2024]
- Out of several possible rationales for investing in EVs, voters are most likely to say that the following are convincing reasons: [[Navigator](#), Jan. 2024]
  - Investing in electric vehicles will reduce pollution and health problems like asthma (61% convincing)
  - Investing in electric vehicles will help reduce our dependence on foreign countries for oil (57% convincing)
  - Investing in electric vehicles will help combat climate change (56% convincing)

**Voters tend to have positive attitudes about both “electric vehicles” and “zero-emission vehicles,” though “zero-emission vehicles” elicit less backlash.**

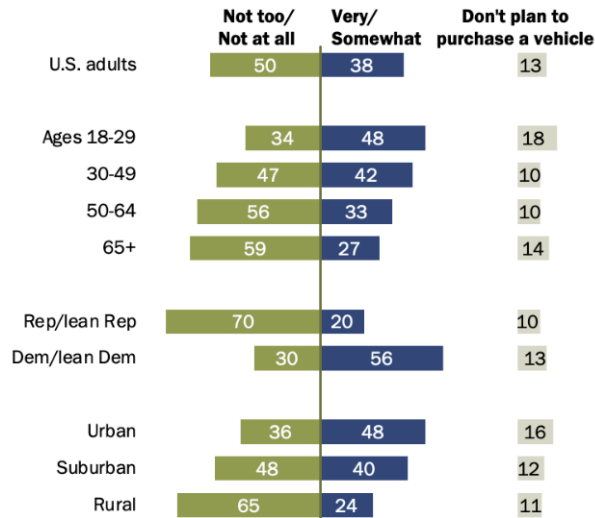
- Voters are 11 points more likely to feel favorably than unfavorably about “electric vehicles” (52% favorable / 41% unfavorable), and 32 points more likely to feel favorably than unfavorably about “zero-emission vehicles” (55% favorable / 23% unfavorable). [[Navigator](#), Jan. 2024]

**Charts**



### Democrats, younger adults and urban residents are more open to purchasing an electric vehicle

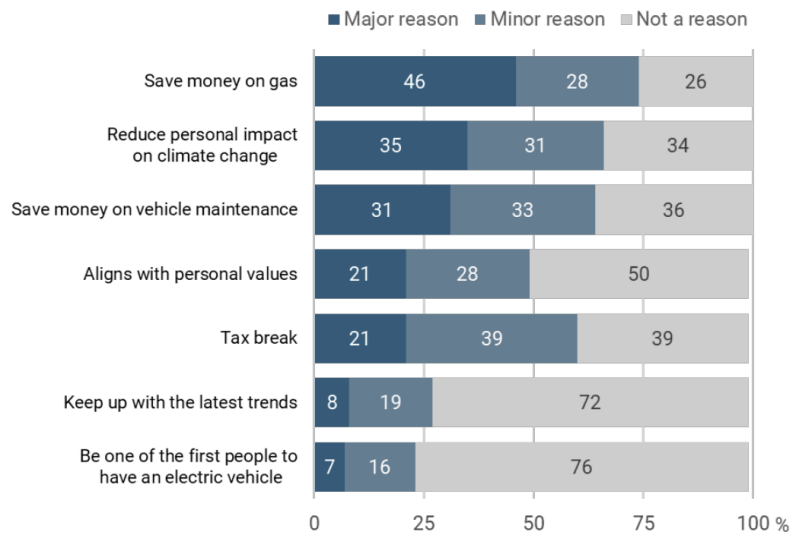
% of U.S. adults who say they are \_\_\_ likely to seriously consider purchasing an electric vehicle the next time they purchase a vehicle



Pew, June 2023

### More than 7 in 10 Americans would consider purchasing an electric vehicle to save on gas.

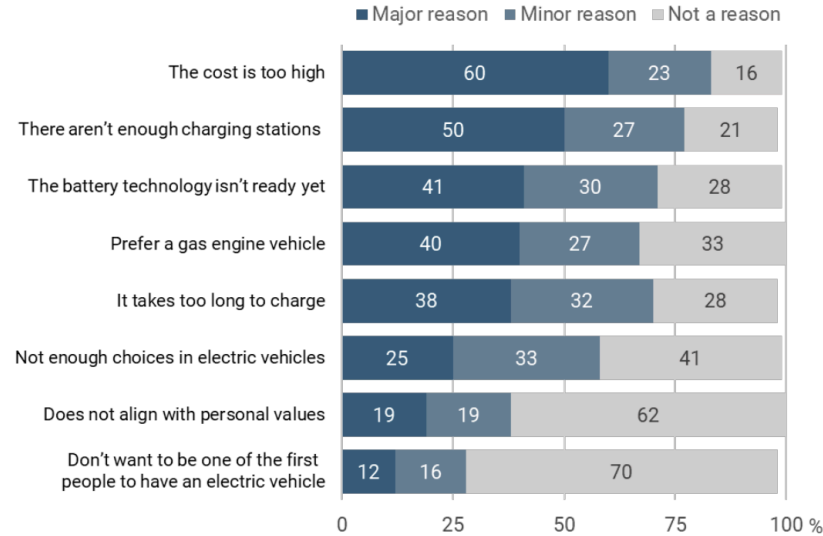
% of adults



AP-NORC/EPIC, Feb. 2023

**More than 8 in 10 Americans say the cost of electric vehicles is prohibitively expensive.**

% of adults



AP-NORC/EPIC, Feb. 2023

**Most Convincing to Invest in EVs: Reducing Health-Harming Pollution and Dependence on Foreign Countries for Oil**

Independents say reducing dependence on foreign countries for oil (53% convincing) and reducing pollution (51%) are most convincing.

Below is a set of statements about investments in electric vehicles included in the Inflation Reduction Act and the Bipartisan Infrastructure Law. Please indicate how convincing you find each statement as a reason to invest in electric vehicles.

	Convincing	Not convincing	Total Convincing		
			Dem	Ind	Rep
<i>*/** Split sample</i>					
**Investing in electric vehicles will reduce pollution and health problems like asthma	61	39	84	51	37
**Investing in electric vehicles will help reduce our dependence on foreign countries for oil	57	43	83	53	30
*Investing in electric vehicles will help combat climate change	56	44	83	38	32
**Investing in electric vehicles will create good-paying manufacturing jobs here in the U.S.	50	50	75	45	25
*Electric vehicles save people money via tax credits and are cheaper to fuel and maintain than gas-powered cars	47	53	71	33	25
*Investing in electric vehicles will help us compete globally, including with countries like China	43	57	60	26	28

Navigator, Jan. 2024

## Additional Resources

[\*The Road to Clean: How to Message Electric Vehicles in a Charged Environment\*](#)

Potential Energy Coalition, Mar. 2024

[\*New Poll Shows 7 in 10 Voters Support EPA Action to Clean Up Truck Pollution\*](#)

American Lung Association, Mar. 2024

[\*Investments in Electric Vehicles: A Guide for Advocates\*](#)

Navigator, Jan. 2024

[\*Majority of Americans Say They Are Unlikely to Purchase Electric Vehicles\*](#)

Yahoo Finance + Ipsos, Oct. 2023

[\*Voters Support the EPA's Proposed Vehicle Rules on Greenhouse Gas Emissions\*](#)

Data for Progress, Aug. 2023

[\*July 13-23, 2023, Washington Post-University of Maryland Climate Poll\*](#)

Washington Post + UMD, July 2023

[\*How Americans View Electric Vehicles\*](#)

Pew, July 2023

[\*Americans' Views on Climate, Energy Policy, and Electric Vehicles\*](#)

AP-NORC/EPIC, Apr. 2023