

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]

- Americans are slightly more likely to support (53%) than oppose (47%) “policies that would encourage the production of more electric or hybrid vehicles and fewer gas-powered vehicles in the U.S.” [[CBS News + YouGov](#), Apr. 2024]
- Most Americans *oppose* rules that would make EVs at least half of all new cars and trucks sold in the U.S. by 2032 (40% favor / 58% oppose). [[Pew](#), May 2024]
 - While the majority of Democrats support rules to make EVs at least half of the new car market by 2032 (64% favor / 35% oppose), Republicans overwhelmingly oppose the idea (16% favor / 83% oppose).
- 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 consumer incentives.

- Slightly more than half of Americans support 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 charging stations (46% support / 27% oppose). [[AP-NORC/EPIC](#), Feb. 2023]
- More than seven in ten voters say that they would support an EV 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 vehicle emissions standards still attract broad support.

- 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 three in ten Americans (29%) say that they are likely to seriously consider an EV the next time that they purchase a vehicle, including 45% of Democrats but only 13% of Republicans. [[Pew](#), June 2024]
 - Interest in EVs has declined in Pew's tracking data, from 42% in 2022 to 38% in 2023 and down to 29% in 2024.

Along with partisanship, EV interest is linked to age and income.

- Democrats (24%), Americans with incomes of \$100,000+ (25%), and those aged 18-29 (20%) or 30-49 (21%) are all more likely than the national average (16%) to say that they either already own or are "seriously considering" buying an EV. [[Gallup](#), Mar. 2024]

Americans who live close to public EV charging stations are the most likely to support and show interest in EVs, even after controlling for other factors.

- An analysis by Pew found that, even after accounting for partisanship and urbanicity, Americans who live closer to EV chargers are more likely to say that they: [[Pew](#), Mar. 2024]
 - Already own an EV or hybrid
 - Would consider buying an EV for their next vehicle
 - Support phasing out production of new gasoline cars and trucks by 2035
 - Are confident that the U.S. will build the necessary infrastructure to support large numbers of EVs on the road

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.

- Less than half of Americans (44%) 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, including just 13% who are “extremely” or “very” confident. [[Pew](#), June 2024]
- 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 (59%) is a “major reason” why they would *not* purchase an EV. Nearly half (47%) also say that the lack of range on EVs is a “major reason” why they would not buy one. [[AP-NORC/EPIC](#), Apr. 2024]
- 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 (41%) as a “major reason” why they would purchase an electric vehicle, followed by reducing climate change (36%) and saving money on vehicle maintenance (29%). [[AP-NORC/EPIC](#), Apr. 2024]
- 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

Lowering costs and reducing harmful pollution are the clearest rationales for government investment in electric vehicles.

- Based on extensive research and message testing carried out in late 2023 and early 2024, the Potential Energy Coalition found that Americans 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)

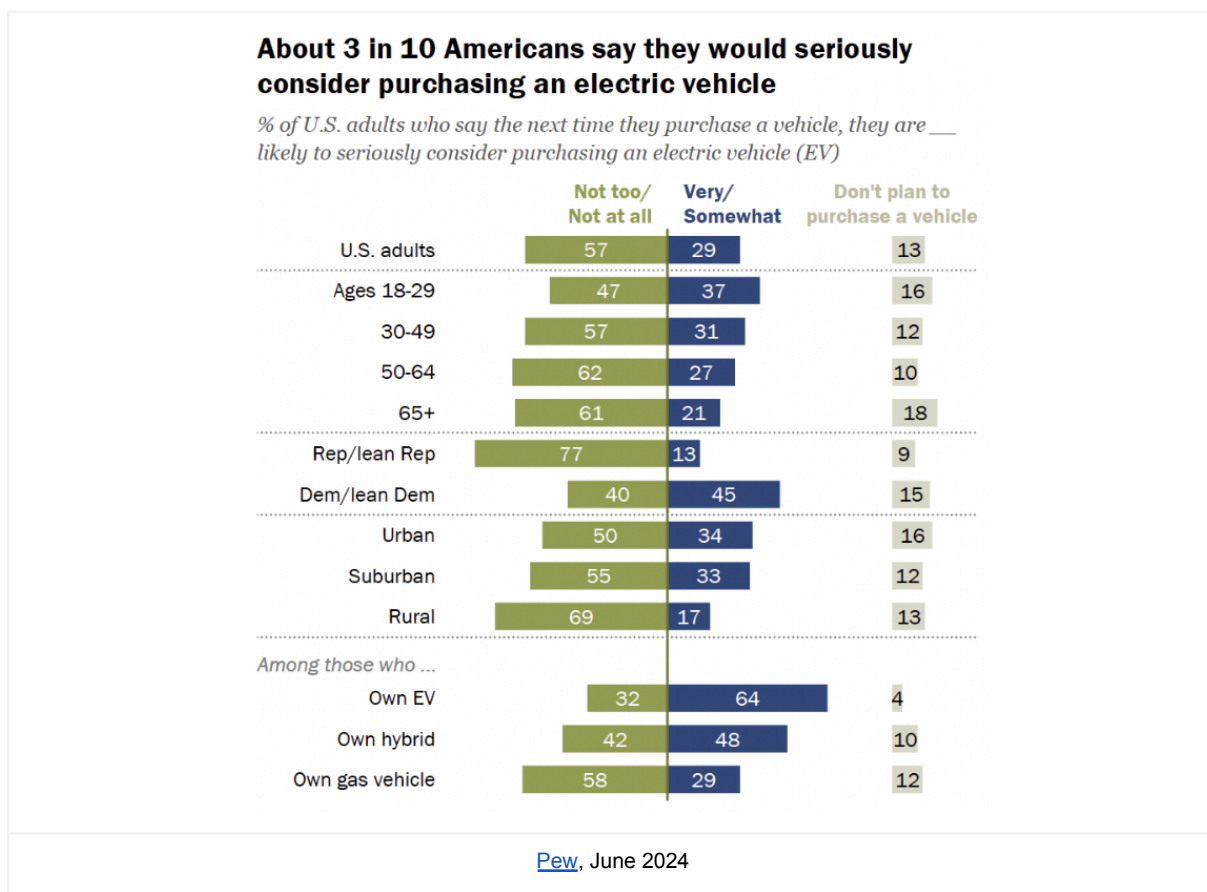
Voters tend to have positive attitudes about both “electric vehicles” and “zero-emission vehicles,” though “zero-emission vehicles” elicit less backlash.

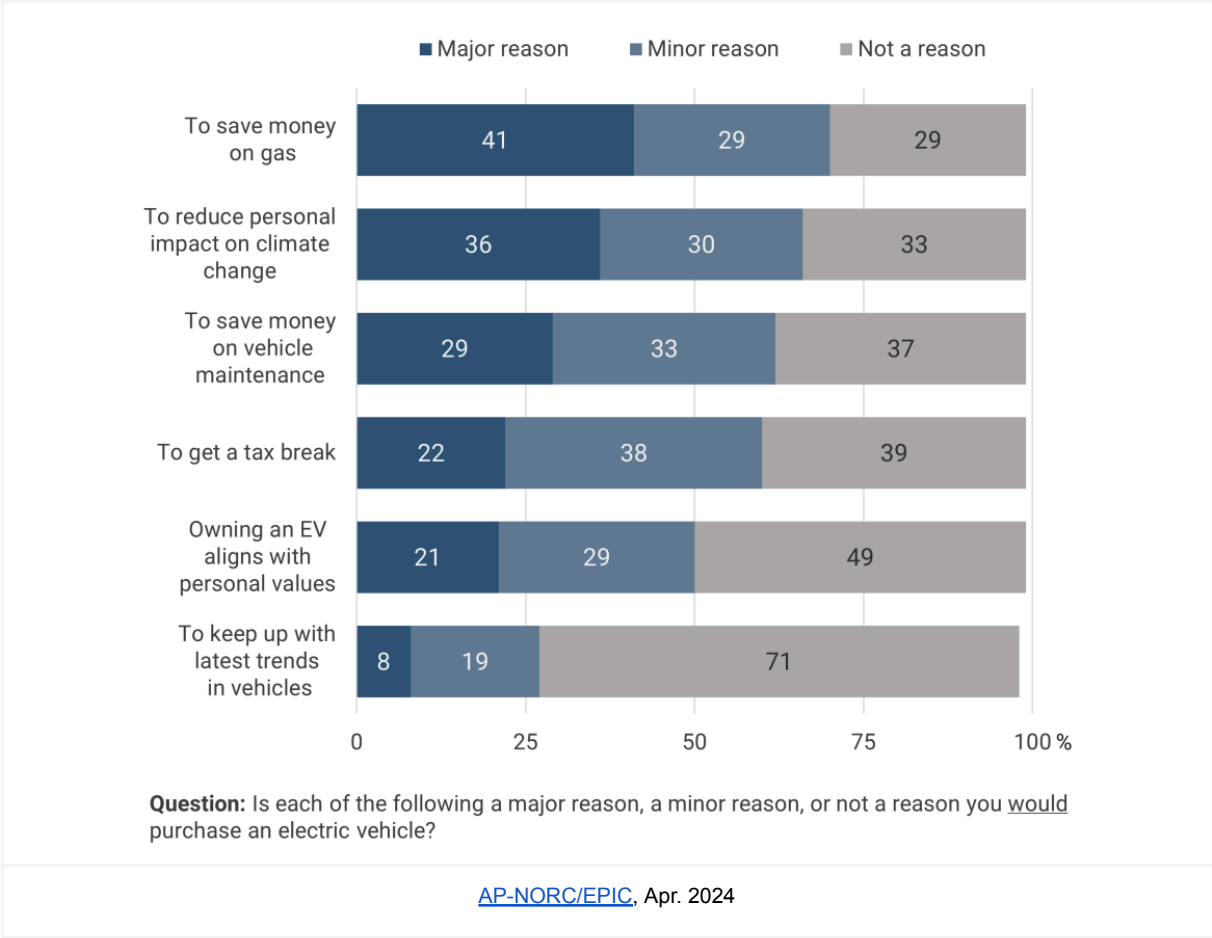
- Voters are 11 points more likely to feel favorably than unfavorably about “electric vehicles” (52% favorable / 41% unfavorable), and 32 points more likely to feel favorably than unfavorably about “zero-emission vehicles” (55% favorable / 23% unfavorable). [[Navigator](#), Jan. 2024]

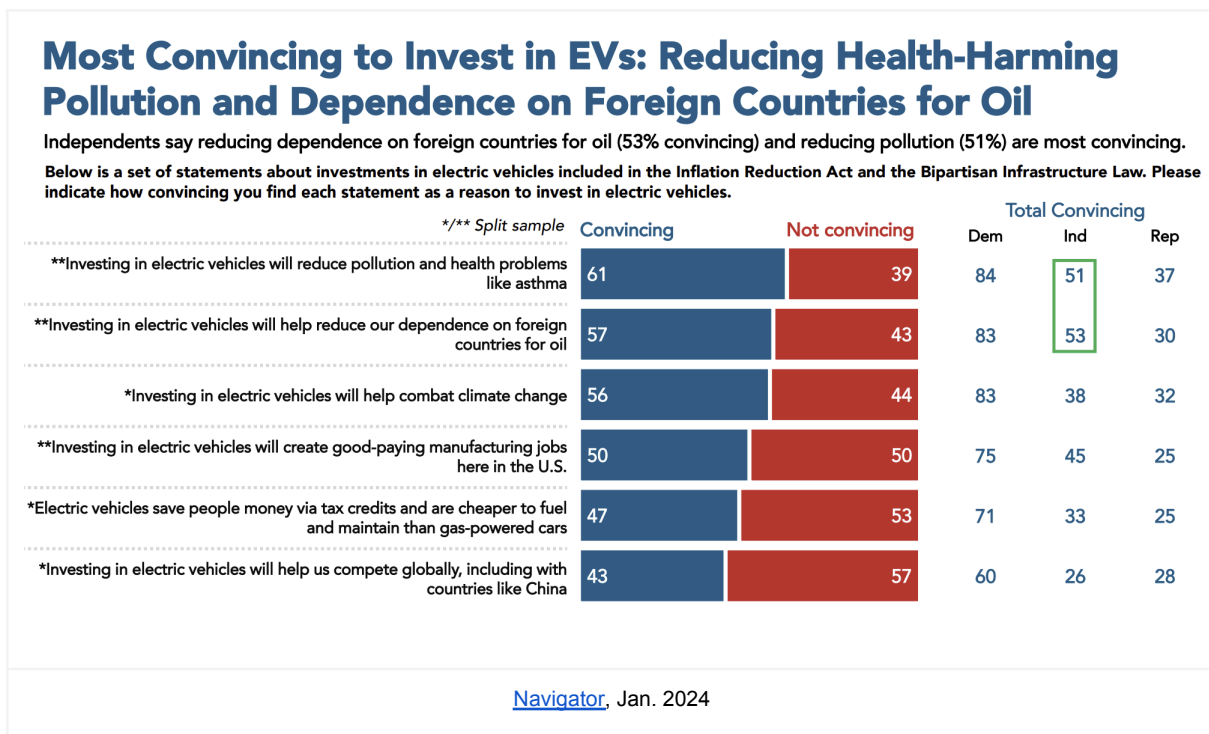
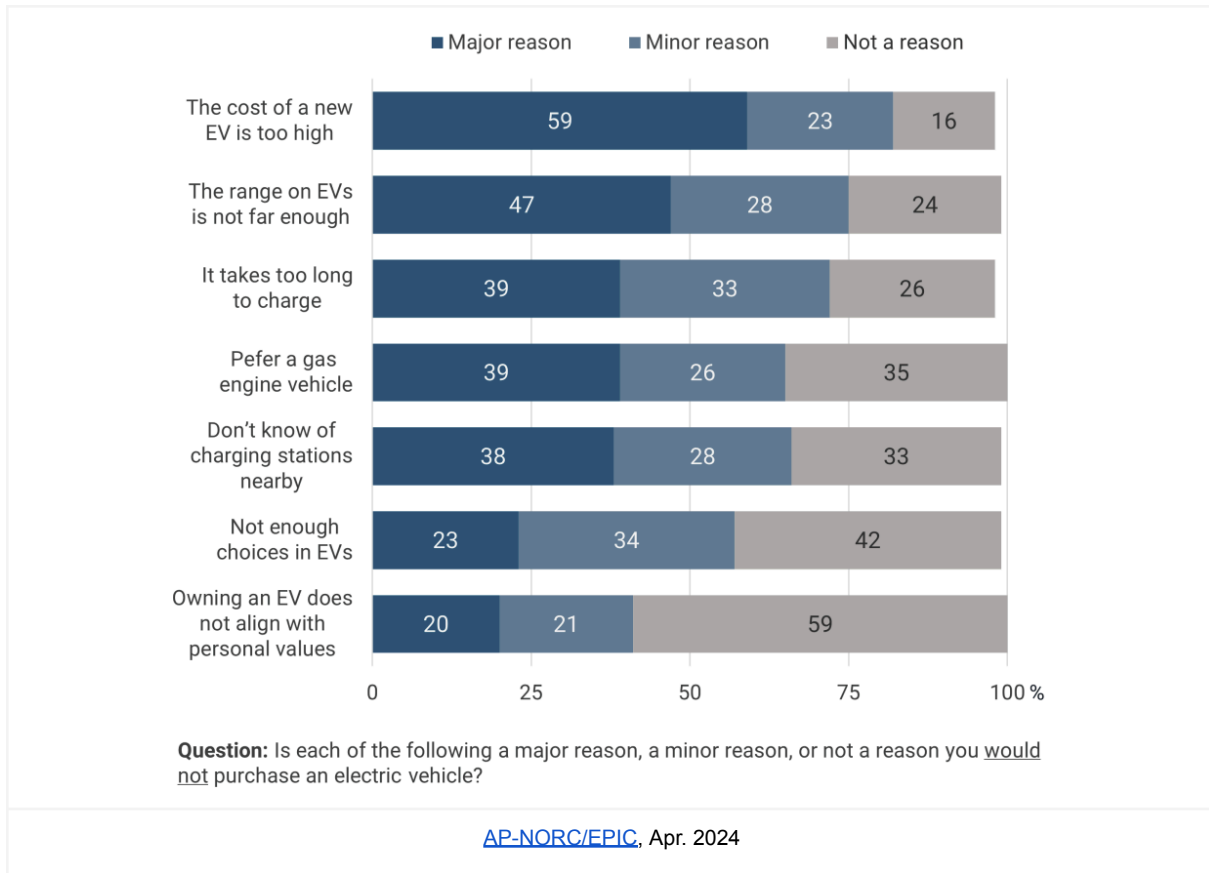
Messaging in favor of EVs should both emphasize long-term cost savings and boost awareness of new upfront incentives for buyers.

- A test of pro-EV messaging across several states found that the following two messages ranked among the most persuasive in convincing voters to make their next car electric: [[Impact Research](#), June 2024]
 - Consumer Reports shows that electric vehicle owners save an average of \$4,600 in maintenance costs over the life of the vehicle and \$800 to \$1,000 per year by charging with electricity rather than gas.
 - Federal middle-class tax credits offer up to \$7,500 back for a new electric vehicle or \$4,000 for a used model. Lots of states have additional discounts, tax breaks, and rebates for buying an electric vehicle, installing a home charger, and more.

Charts







Additional Resources

[*Electric Vehicle Messaging Recommendations*](#)

Impact Research, July 2024

[*How Americans View National, Local and Personal Energy Choices*](#)

Pew, June 2024

[*About 3 in 10 Americans Would Seriously Consider Buying an Electric Vehicle*](#)

Pew, June 2024

[*Americans' Attitudes Toward Electric Vehicles, Climate, and Energy Policy Ahead of the 2024 Presidential Election*](#)

AP-NORC/EPIC, June 2024

[*Electric Vehicle Charging Infrastructure in the U.S.*](#)

Pew, May 2024

[*Climate Politics and the Bottom Line - CBS News Poll*](#)

CBS News + YouGov, Apr. 2024

[*EV Ownership Ticks Up, But Fewer Nonowners Want to Buy One*](#)

Gallup, Apr. 2024

[*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

[*I Polled 600 Voters About Electric Cars. Here's How to Get Republicans Behind Them.*](#)

InsideEVs, Feb. 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

Americans' Views on Climate, Energy Policy, and Electric Vehicles
AP-NORC/EPIC, Apr. 2023