

POLL: BIPARTISAN INTEREST IN EV TAX CREDIT

More than four in 10 say they will consider buying or leasing an EV

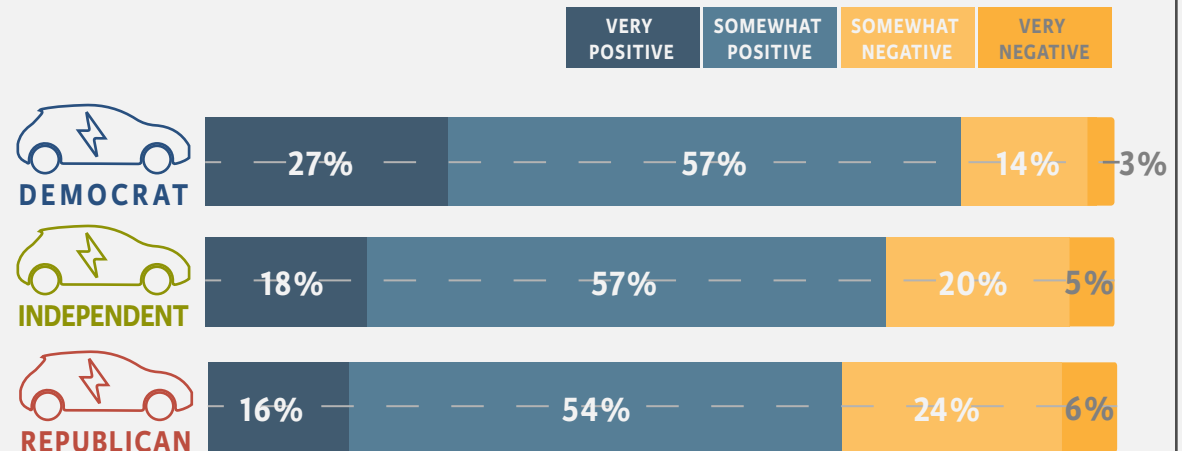
KEY FINDINGS

American voters demonstrate significant interest in incentives for purchasing and leasing electric vehicles — including an overwhelming bipartisan interest in a guaranteed federal tax rebate. To assess interest in owning and driving electric vehicles, as well as the impact of potential incentives for purchasing electric vehicles, Climate Nexus, in partnership with Yale University’s Program on Climate Change Communication and George Mason University’s Center for Climate Change Communication, conducted a nationally representative online survey on April 16-17, 2019 of 1,939 registered voters in the U.S.

A strong majority of voters (77 percent) across demographic groups – including more than eight in 10 Democrats, three-quarters of Independents, and seven in 10 Republicans – view electric vehicles positively. More than four in 10 (44 percent) voters say the next time they buy or lease a car, they’d be likely to consider an electric vehicle, including 12 percent who say they would be very likely.

Most voters have heard of electric vehicles, though their knowledge may not be deep. Only about one in five (18 percent) voters have seen, read, or heard “a lot” about electric vehicles, and more than half (55 percent) have heard “some.” Roughly one-quarter have heard “not much” (23 percent) or “nothing at all” (4 percent), suggesting there is room for more education as the electric vehicle market continues to grow.

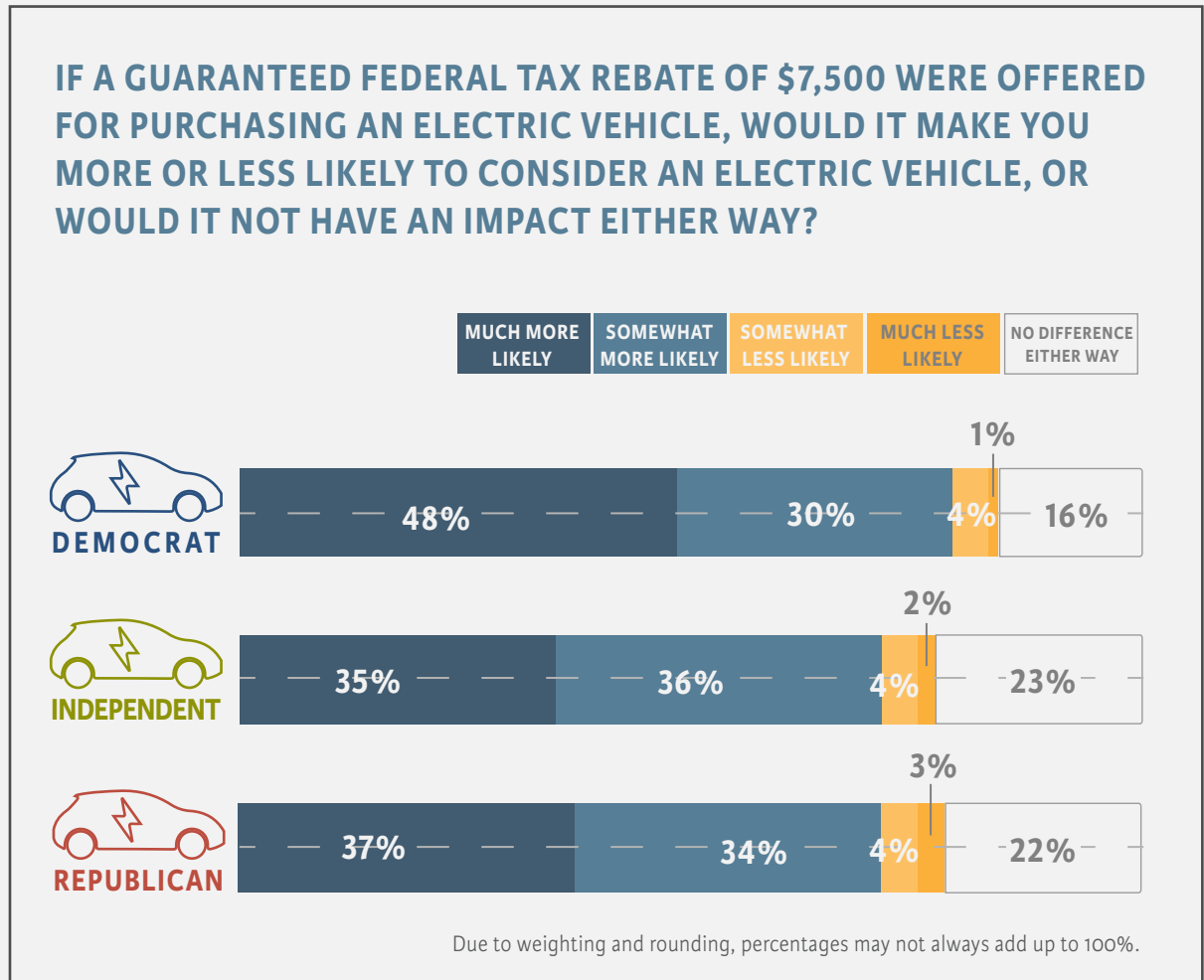
GIVEN WHAT YOU KNOW, DO YOU HAVE A POSITIVE OR NEGATIVE OPINION OF ELECTRIC VEHICLES?



Due to weighting and rounding, percentages may not always add up to 100%.

When asked whether potential incentives for purchasing an electric vehicle would make them more or less likely to consider an electric vehicle, or would make no difference, three-quarters (74 percent) say a guaranteed federal tax rebate of \$7,500 would make them more likely to consider an electric vehicle. A guaranteed federal tax rebate is popular across party lines: Nearly eight in 10 (78 percent) Democrats and more than seven in 10 Independents (71 percent) and Republicans (71 percent) say they would be more likely to consider purchasing an electric vehicle with this guaranteed tax rebate.

Other potential incentives are persuasive as well: Majorities of voters say priority parking (56 percent), eliminated highway tolls (54 percent), and more high-occupancy/ zero-emissions vehicle lanes (51 percent) would make them more likely to consider an electric vehicle. Roughly half (49 percent) of voters say the same about reduced highway tolls.



For more information on this poll, please contact James Wyatt at jwyatt@climatenexus.org.