

To: Interested parties
From: Michael McKenna – MWR Strategies
Date: September 10, 2015
Re: Research results

We recently executed a nationwide survey of 1013 likely voters (margin of error, 3.1%) examining attitudes towards government involvement in transportation.

Findings include:

- *Voters are deeply skeptical about government (at any level) making decisions for them (or anyone) with respect to vehicles and fuels.* When asked: “Which of the following should decide what kind of car you should purchase or fuel you should use?” just 6% said government. More than 9 in 10 (91%) said they should make their own decisions. More broadly, when asked whether they trusted the federal government to decide what kind of cars should be subsidized or mandated, 86% said no.
- *Despite being alerted to a host of potentially positive aspects of electric vehicles, voters are unwilling to pay for electric vehicles purchased by others.* When asked how much they would personally be willing to pay, each year, to support the development of electric vehicles, 68% of voters answered “nothing”. More generally, when asked whether they should pay for people to buy electric vehicles, 81% answered no. Even self-identified Democrats (72% said no) and self-identified liberals (73% said no).
- *Voters are unwilling to pay for charging stations or electricity used by owners of electricity cars.* When asked whether utility ratepayers should pay for the electricity used by the owners of electric cars, 83% said no. With respect to charging stations, 78% said that electric utilities should not be allowed to spread the cost of electric vehicle charging stations to all of their ratepayers. Again, self-identified Democrats (70%) and self-identified liberals (69%) tracked the responses of the broader sample.

- As we have found in other research, voters believe that oil and gasoline makes their lives better (and it is not close). When asked whether oil and gasoline makes life better or worse, 77% answered “better”, compared to just 11% that said “worse”.
- The current tax credit is way too generous for most voters. When asked about the current federal tax credit of \$7500 for the purchase of an electric vehicle, 51% of voters surveyed said that was way too much; just 15% said it was “just right”.
- Voters are sensitive to the regressivity of the federal tax credit. More than 3 in 4 (76%) of those surveyed said that those making more than 150,000 annually should not be given the federal tax credit for an electric vehicle purchase.