

November 2023

Michigan LCV Electric Vehicle Messaging

Findings and Recommendations from Polling in Michigan

IMPACT
RESEARCH

Methodology



Impact Research conducted a multi-modal poll of registered people in Michigan.



The sample includes a total of N=600 interviews collected utilizing landline, cellphone, and text-to-web interviews.



Interviews were conducted between November 6-12, 2023.



The margin of error for a sample of this size is +/- 3.9 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Findings

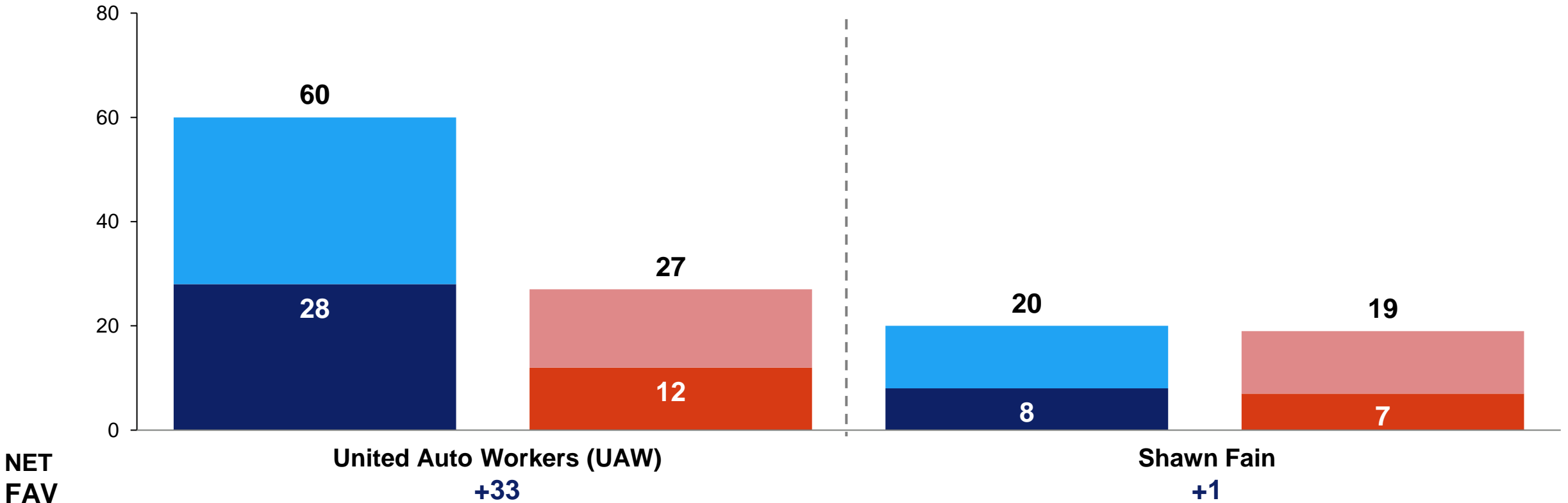
- **People want to invest in making EVs in Michigan, even if they personally don't see a huge benefit in driving an EV or having more on the road.** They understand the auto industry is going that way and want to beat Michigan's competitors to the punch.
- **People get that the UAW strike was about better pay, not EVs.** The UAW came out of this strike popular, and people understood why they were striking.
- **People think that if we don't play in the EV game, China wins.** They're more concerned we let China win by ceding the industry to them than they are that we let China win by building EVs in Michigan.
- **As long as we are standing with the auto industry and not against their past record, people are on our side.** They want to see Ford, GM, and Stellantis win, and they know that means making EVs here.
- **People get that good-paying jobs and autos are intrinsically tied together in Michigan.** They respond to messaging around keeping and growing the good auto jobs that pay enough to raise a family in Michigan.

The UAW is well liked coming out of the strike, with its strong favorables alone outnumbering its overall unfavorables.

Shawn Fain has a lower profile.

POPULARITY RATINGS

■ Very favorable ■ Somewhat favorable ■ Very unfavorable ■ Somewhat unfavorable

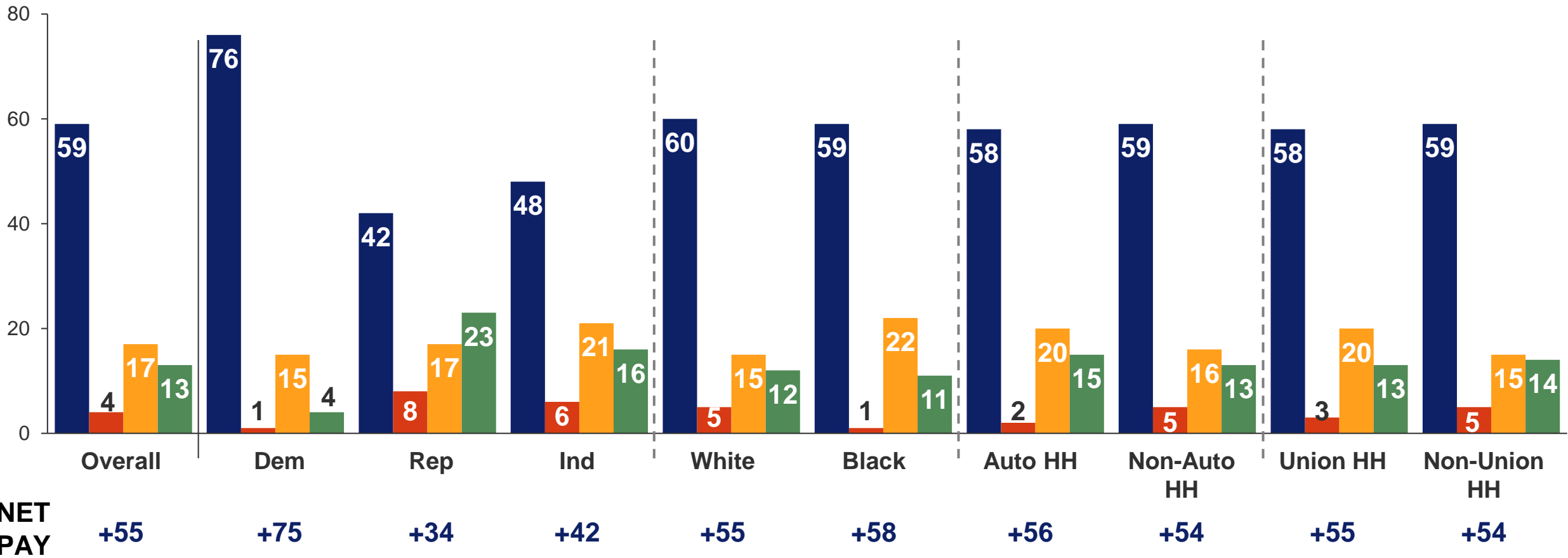


Republican efforts to frame the strike as a backlash to EVs were not successful.

This branding failed thoroughly across the board, even among hostile and anti-EV audiences.

STRIKE WAS MORE ABOUT...

■ Fair Pay ■ EVs ■ Both ■ Neither



Most people – especially Democrats – think within the next 20 years most cars sold will be EVs.

Few see it happening within the next decade, but few also think it is never happening.

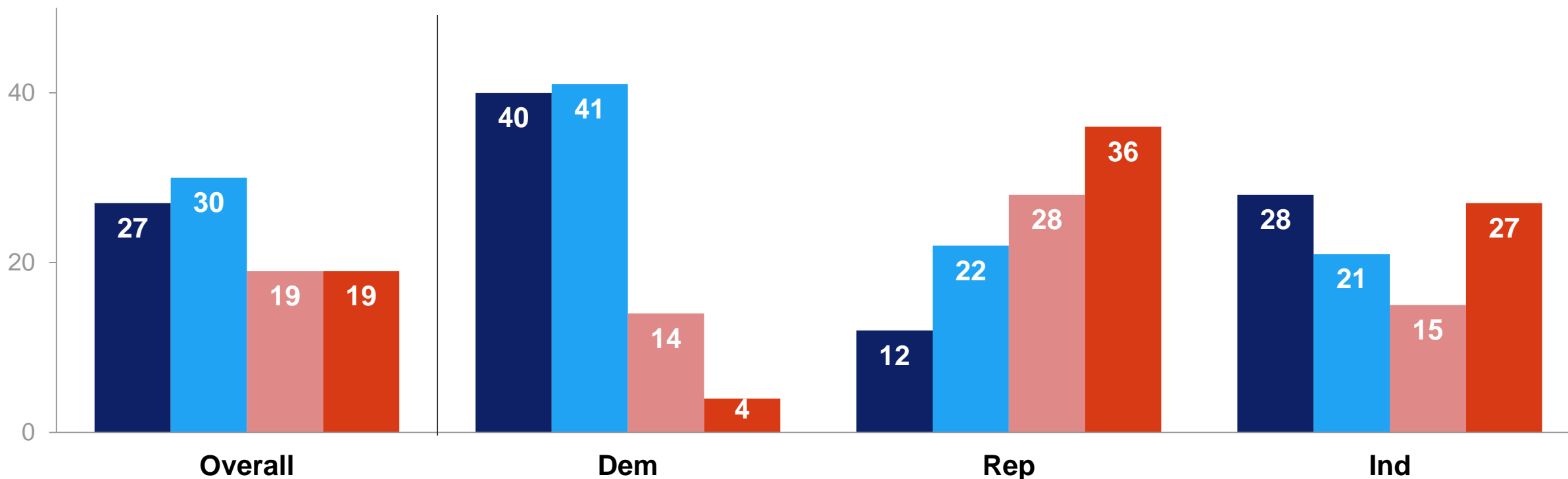
How long do you think it will be until more than half of the new cars sold in a year are electric vehicles?

Within the next 10 years

10-20 years

20+ years

Will never happen



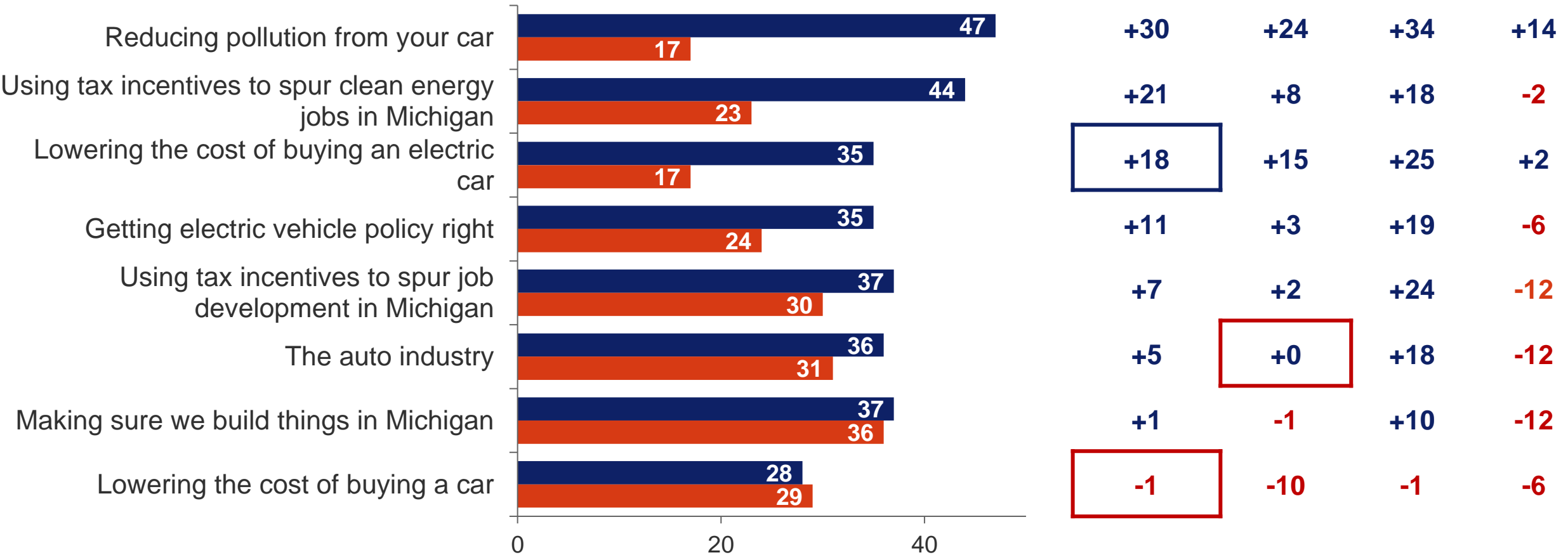
Democrats have slight advantages on energy/EV related policy items, though on most issues a big share of people say “neither.”

While Democrats hold an edge of lowering the cost of buying an electric car, they trail on lowering the cost of buying a car in general.

TRUST WHICH PARTY MORE

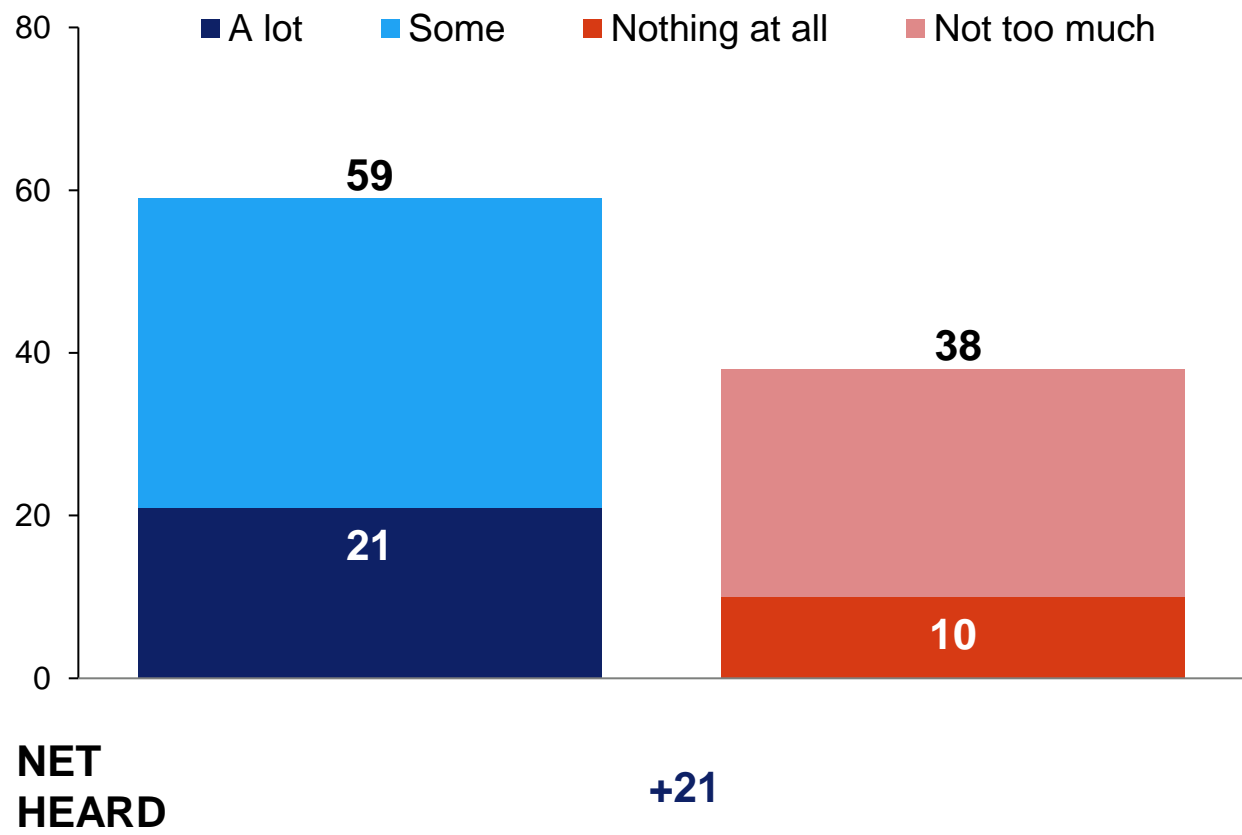
■ Democrats ■ Republicans

OVERALL AUTO HH UNION HH IND

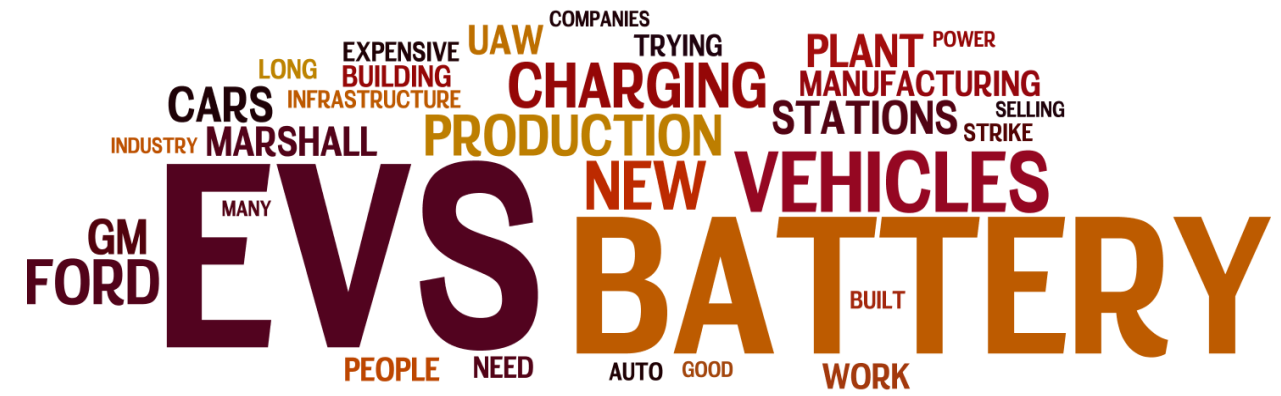


Most people have not heard a lot about EVs recently, but any specifics tend to be around battery plants coming to Michigan.

How much have you heard or seen in the last few weeks about electric vehicles or their manufacturing in Michigan?



What specifically have you heard or seen about electric vehicles or their manufacturing in Michigan recently? [OPEN-ENDED] [ASKED IF HEARD A LOT / SOME]

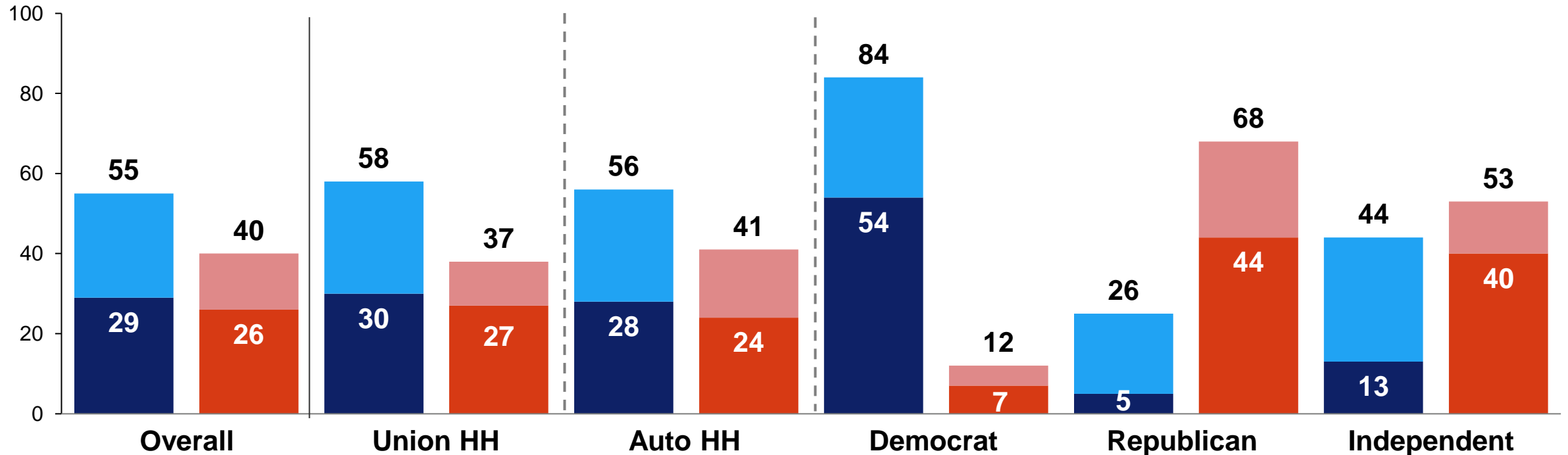


Support for Michigan investing in EVs is high and outperforms the overall favorability of EVs.

This relatively strong showing is powered by cracks in Republican opposition – roughly 1-in-4 support investing.

Do you favor or oppose investing in building more electric vehicles in Michigan?

■ Strongly favor ■ Somewhat favor ■ Strongly oppose ■ Somewhat oppose



OVERALL NET FAV

+15

+21

+15

+72

-42

-9

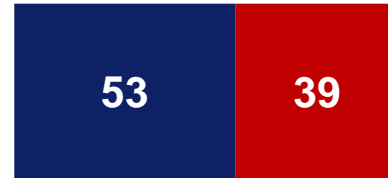
The pro-EV argument consistently wins over more people – by substantial margins – when we invoke competition with China.

We see a “beating China” narrative as key to broadening support for EV manufacturing.

WHICH DO YOU AGREE WITH MORE?

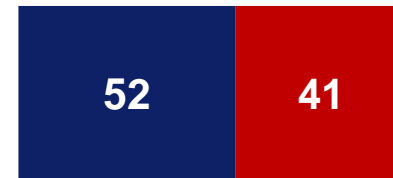
■ Pro-EV Argument ■ Anti-EV Argument

We should be making sure we build the infrastructure for electric vehicles like battery factories here, because otherwise the supply chain for the cars of the future will be dominated by China



We should not be spending taxpayer dollars on battery plants just because environmental extremists want to force us to switch us over to electric vehicles

I'd rather elected officials support building electric vehicles here in Michigan, because if we do it right we can beat China, keep supply chains and union jobs here, and ensure Michigan is a leader in the auto industry of the future

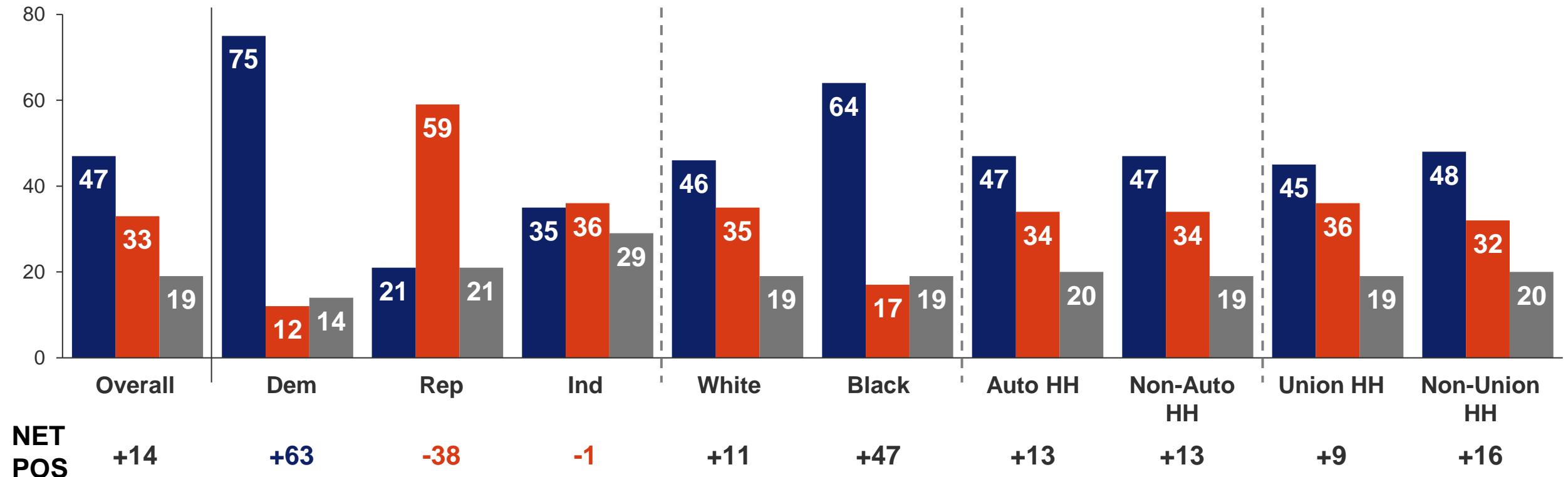


I'd rather elected officials slow down the American transition to electric vehicles, so we don't switch to a type of car that still relies on technology and materials from China and will kill Michigan manufacturing

People are more likely to see not investing in EVs as the “pro-China” position, further underscoring the power of a China argument.

MORE LIKELY TO SEND JOBS TO CHINA?

- Not investing in making electric vehicles in Michigan now, which will let China win the future of making those cars
- Switching America too fast to electric vehicles, because China will dominate manufacturing them
- Don't know



EVs narrowly win on the following divides as well—for the most part, Michiganders are narrowly on board with making EVs in MI.

WHICH DO YOU AGREE WITH MORE?

■ Pro-EV Argument

■ Anti-EV Argument

By investing in making electric vehicles, semiconductors, and battery plants here in Michigan, Joe Biden is supporting the Michigan worker and building our economy



By investing in electric vehicles, Joe Biden is pouring taxpayer money into unreliable and costlier energy sources like solar and wind as part of the woke green agenda.

Michigan is mostly building more electric vehicles because the Big Three automakers are betting on them for the future and deciding to build more.



Michigan is mostly building more electric vehicles because Washington liberal elites are using taxpayer dollars to force us to make vehicles that are too expensive for most people to afford.

Democrats are working together with the Big Three to build electric cars in Michigan and make sure those good-paying jobs are available to rural workers and those communities benefit



In their rush to build EV factories, wind turbines and solar panels, Democrats are trampling on farmers and rural communities to achieve their radical agenda

Government should support electric vehicles because they reduce pollution



It's not government's job to support investments in electric vehicles

Our best positives talk about creating – and more importantly, keeping – good-paying jobs in Michigan.

Helping Michigan’s auto industry thrive into the future is a key thematic as well.

EV POSITIVES - TOP TIER <i>% Very Convincing</i>	Overall	General Investment Gain	Taxpayer Investment Gain
<p>[FUTURE OF MICHIGAN] Ford, General Motors, and Stellantis are making big bets on electric vehicles, and we want them to stay here and grow our Michigan economy instead of shipping those jobs overseas or to southern states like Tennessee and Kentucky.</p>	34	27	31
<p>[GOOD JOBS] We're already putting thousands of Michiganders to work at good-paying jobs making electric vehicles and batteries. Michigan is number one in the country for new clean energy jobs now – and we need to stay there. Clean manufacturing will create more jobs that can't be outsourced and don't require college degrees. We should keep that progress going and grow Michigan's middle class.</p>	33	30	41
<p>[ENERGY INDEPENDENCE] Building more electric vehicles right here in Michigan will help make our country energy independent. Instead of relying on foreign oil from unstable dictators overseas, we'll be using American-made electricity.</p>	31	25	28
<p>[SUPPLY CHAINS] Our country has lost too many jobs to countries like China, and if we sit still we'll lose more. Taking the lead on electric vehicle manufacturing will help us produce more cars here instead of overseas, fix our supply chain, and keep and bring good-paying jobs to Michigan.</p>	30	24	23

Messaging Do's and Don'ts

DO:

Frame EV manufacturing as key to beating China

A key point of our message should be that if we don't invest in EVs, China will, and will dominate the market and take jobs away from Michiganders.

Talk about good-paying Michigan jobs

It will keep the auto industry (and the good-paying jobs it creates) in Michigan long-term, rather than sending them overseas.

DON'T:

Take the fight to gas-powered cars

People like gas cars more than EVs, and they don't have an issue with past support for gas vehicles.

Make the argument just about EV benefits

Many people want Michigan to build EVs even if they don't want to drive an EV. We limit ourselves by only being EV evangelists—we should be Michigan evangelists.

Targeting Recommendations

- **Targets for positive comms:**
 - Black people
 - Younger white women
 - Flint market
 - Detroit market, especially the city of Detroit and Oakland County

These groups make up both our biggest support gains after positives, but also our biggest loss risks after a negative. They are highly persuadable, and we should prioritize them for inoculation. Regionally, we should target the Flint and Detroit markets (particularly Detroit proper and Oakland County), places where we both make gains and see lots of back-and-forth movement in support after both positive and negative messaging.

Thank you. Any questions?

Brian Stryker

bstryker@impactresearch.com

202-271-3164

Beau Salant

bsalant@impactresearch.com

732-912-9071

Bharati Ganesh

bganesh@impactresearch.com

609-921-4659

IMPACT
RESEARCH