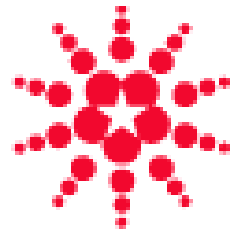




Electrification
Coalition



Securing America's
Future Energy

Presentation Of Findings From A National Survey



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Key Findings

- **Voters See Electric Cars As A Critical, Transformative Step Forward**
- **Americans Believe Electric Cars Will Reduce Pollution And Dependence On Foreign Oil, While Creating Jobs**
- **Voters Support A Proposal To Electrify Transportation With Support Increasing As They Learn More**
- **Voters Overwhelmingly Prefer A Candidate Who Supports The Proposal And Ascribe A Range Of Positive Attributes To Them**
- **Support Remains Robust After Hearing Arguments From Both Sides**

Methodology

P

- 1000 Likely 2010 General Election Voters Nationally

O

- Interviews Conducted May 26th - June 1st, 2010

L

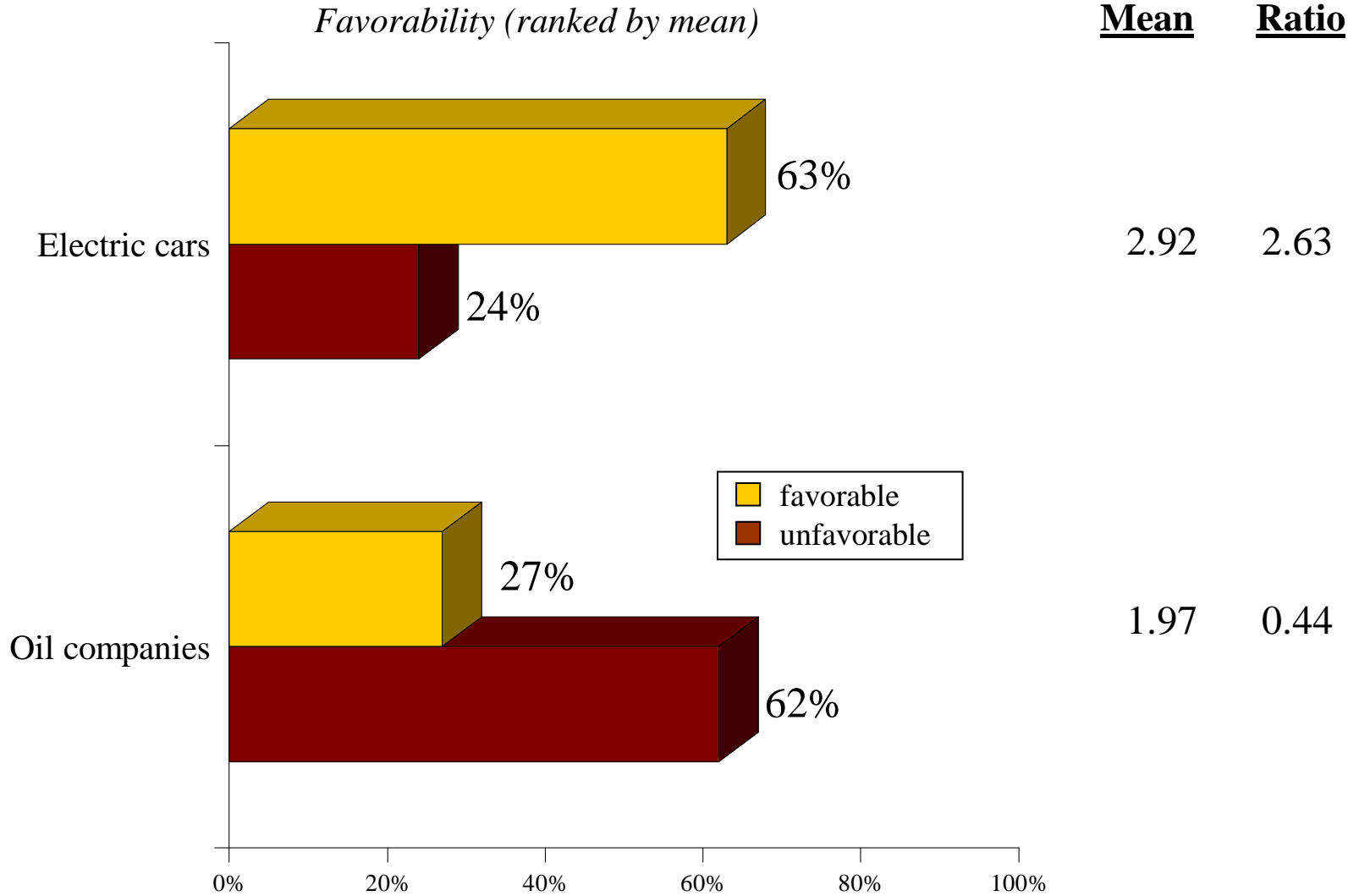
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- Margin Of Error +/- 3% Overall, Higher For Subgroups

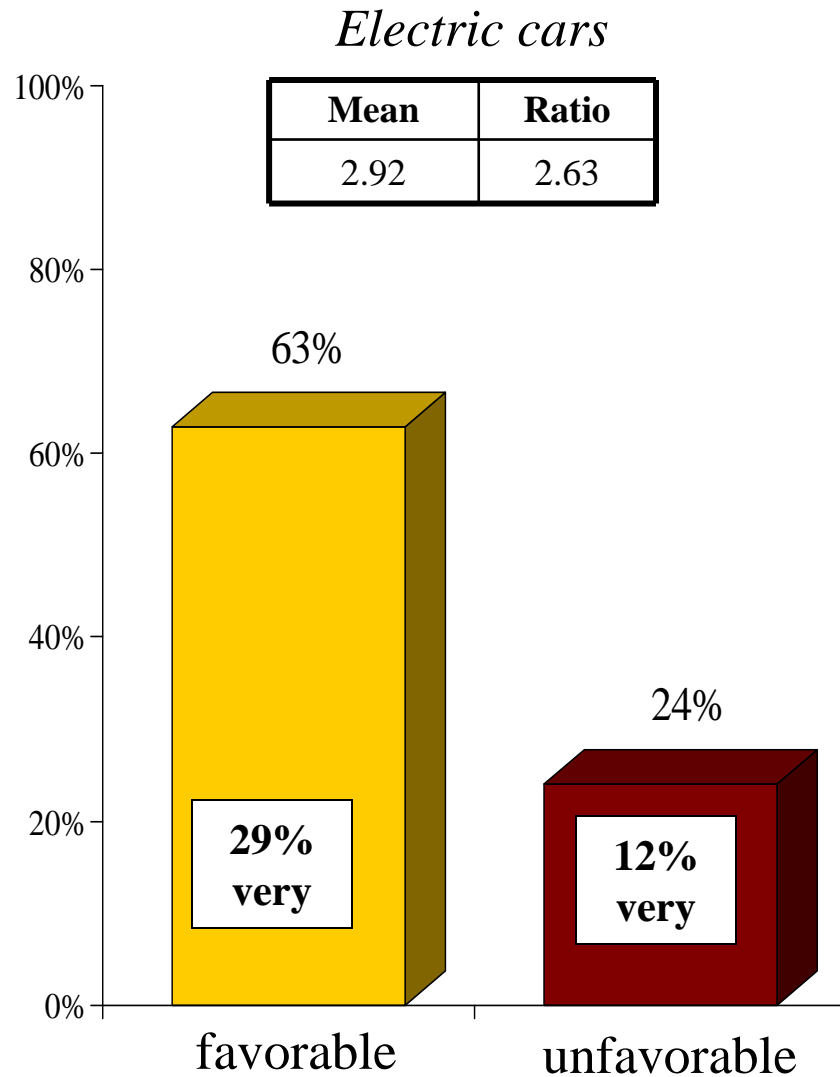


**Voters See Electric Cars As A
Critical, Transformative Step
Forward**

Electric Cars Elicit Favorable Reactions, While Oil Does Not



Electric Cars Are Seen Favorably By Majorities Across Party, Ideology, Age, And Education Levels

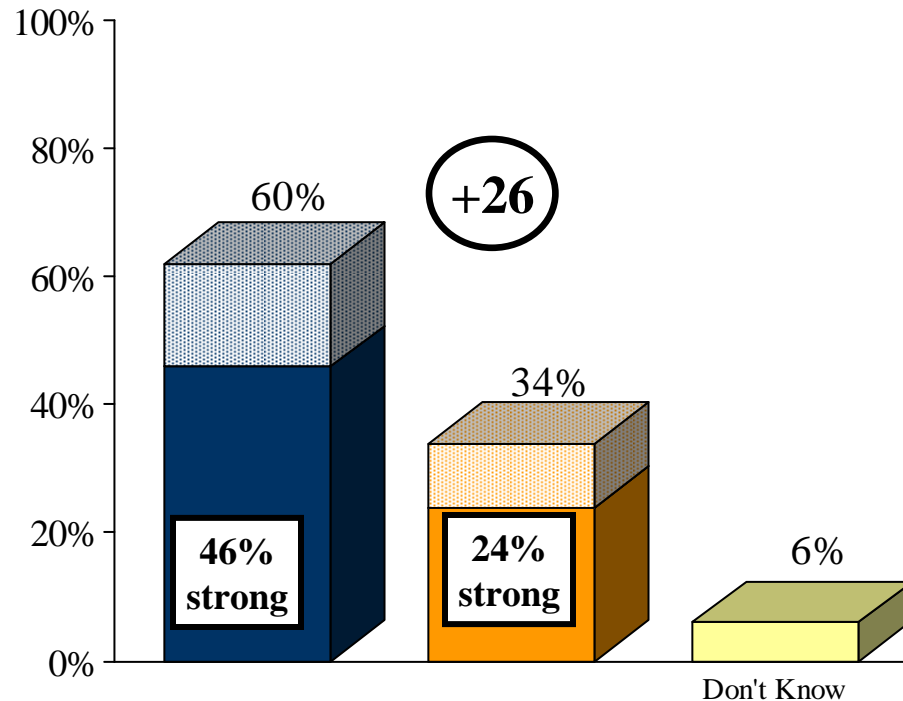


	Fav	Unfav
Democrat ID	74%	17%
Independent ID	61%	27%
Republican ID	54%	28%
Liberal	74%	19%
Moderate	67%	18%
Conservative	54%	30%
Young Women	67%	19%
Young Men	68%	24%
Older Women	57%	23%
Older Men	61%	28%
HS or Less	56%	30%
Some College	60%	29%
College+	69%	17%
Upper Middle	66%	21%
College Middle	72%	14%
Non-Coll Middle	53%	33%
Working/Lower	64%	24%
Northeast	66%	22%
Midwest	60%	24%
South	61%	26%
West	67%	20%

By Nearly Two To One, Voters Want To Move Away From Gasoline Powered Vehicles

Which of the following comes closer to your point of view?

- Auto companies should focus on developing new technologies that move us away from the gasoline powered internal combustion engines that now run our cars.
- Auto companies should focus on continuing to improve the gasoline powered internal combustion engines that now run our cars.

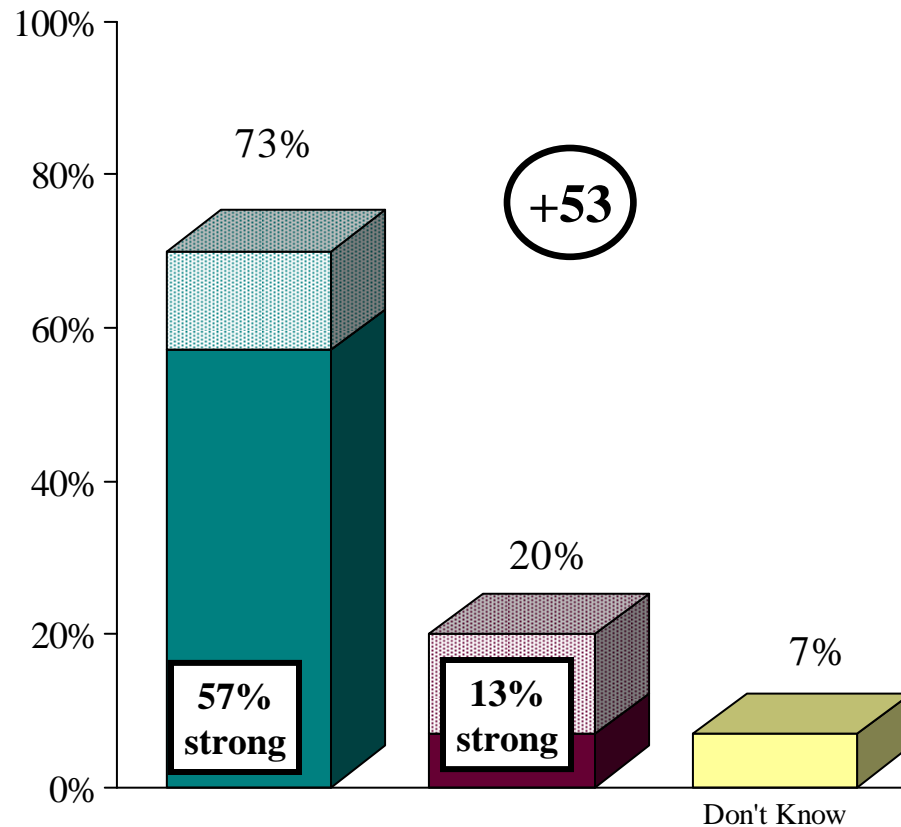


	New tech	Gas engine
Democrat ID	67%	28%
Independent ID	60%	34%
Republican ID	53%	41%
Liberal	71%	26%
Moderate	67%	28%
Conservative	48%	44%
Young Women	69%	28%
Young Men	62%	32%
Older Women	55%	38%
Older Men	56%	36%
HS or Less	51%	42%
Some College	54%	41%
College+	69%	26%
Upper Middle	66%	28%
College Middle	68%	26%
Non-Coll Middle	51%	42%
Working/Lower	60%	36%
Northeast	62%	32%
Midwest	56%	38%
South	58%	36%
West	67%	27%

Nearly Three Quarters Believe America Can Develop A High Quality Electric Car

Which of the following comes closer to your point of view?

- American technology and know-how can produce a high quality electric car that is safe and gets me where I want to go.
- A high quality electric car that is safe and can get me where I need to go is just a pipedream.

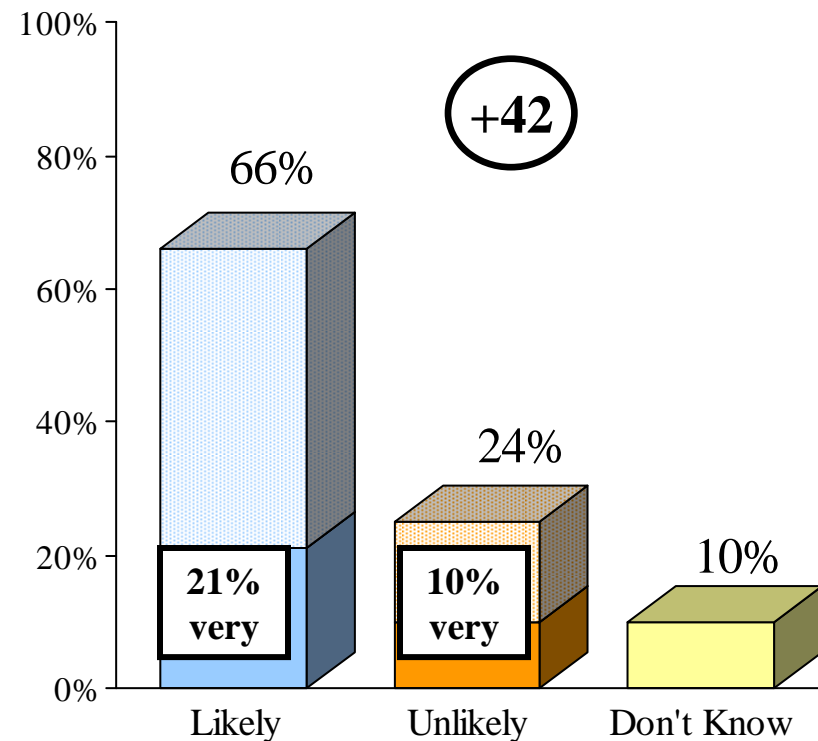
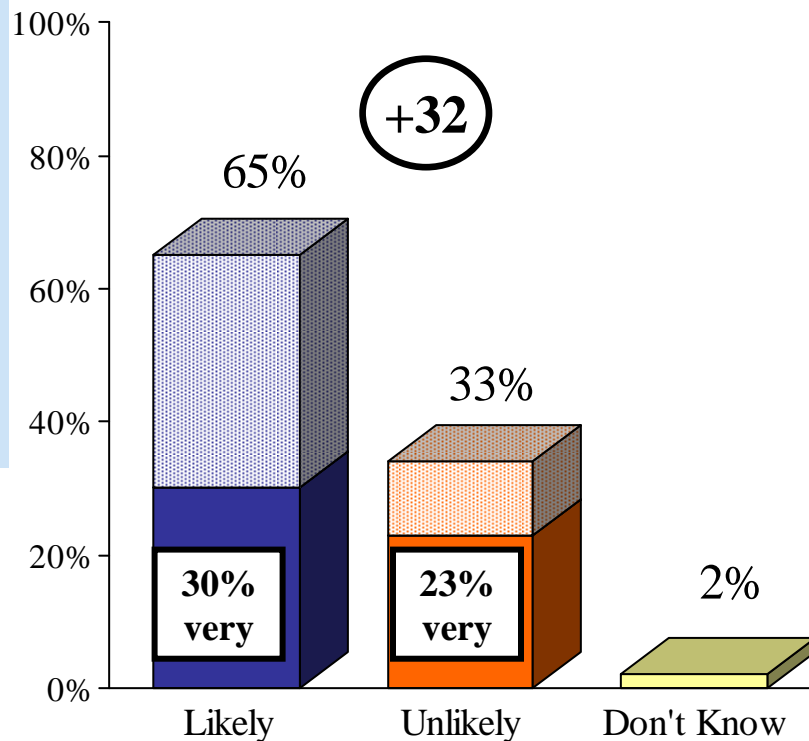


	Quality car	Pipe-dream
Democrat ID	79%	14%
Independent ID	70%	23%
Republican ID	68%	25%
Liberal	79%	14%
Moderate	76%	17%
Conservative	67%	26%
Young Women	71%	23%
Young Men	81%	15%
Older Women	69%	21%
Older Men	71%	21%
HS or Less	69%	24%
Some College	71%	20%
College+	76%	18%
Upper Middle	81%	15%
College Middle	77%	16%
Non-Coll Middle	70%	22%
Working/Lower	67%	25%
Northeast	76%	20%
Midwest	69%	22%
South	72%	21%
West	76%	16%

Consumers Express Real Demand As Two Thirds Predict They, And Others, Are Likely To Purchase An Electric Car

*If auto companies produced a high quality electric car how likely would **you** be to want to buy one*

How likely do you think **other people in the US** would be to want to buy a high quality electric car?

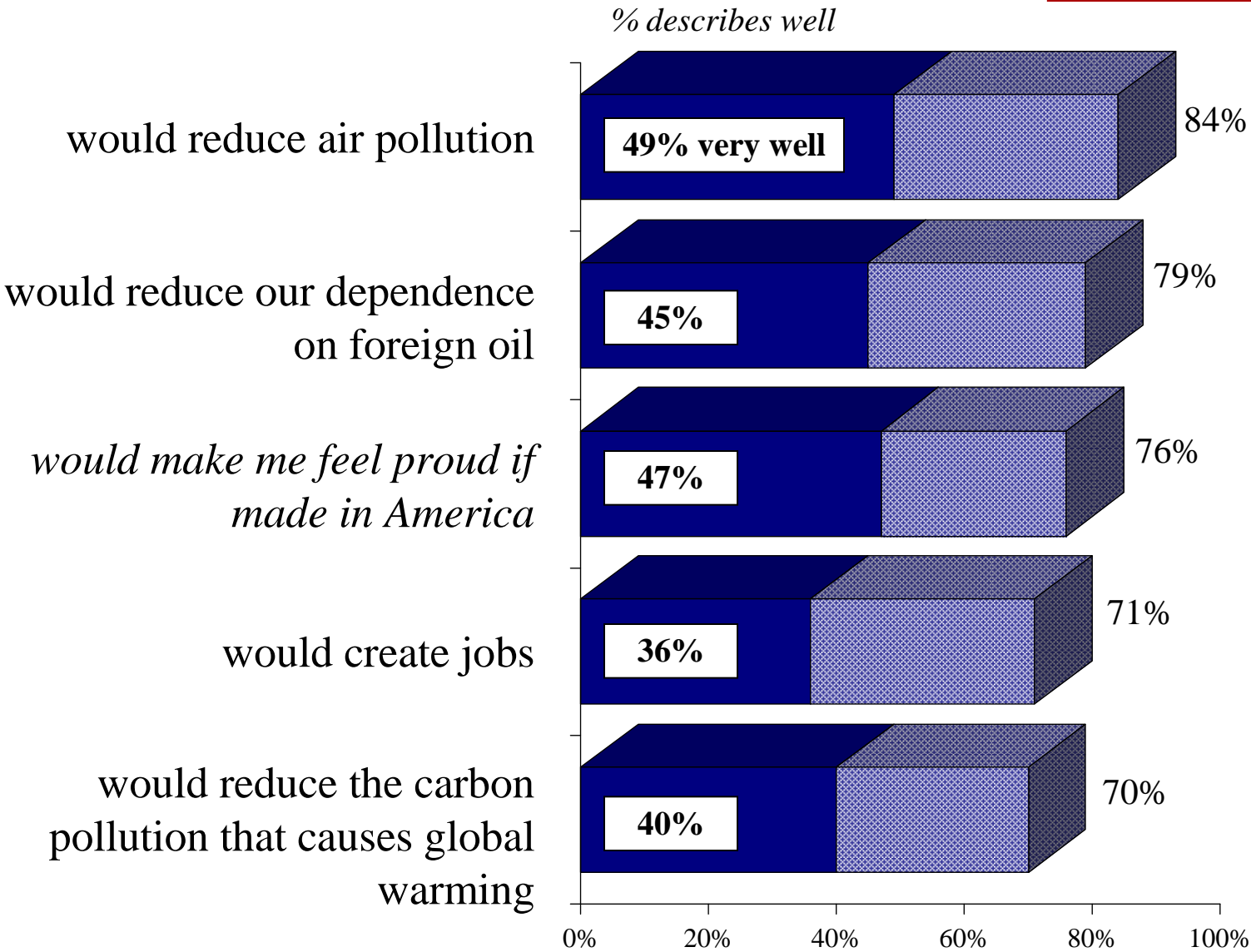


Italics=split sample

A photograph of an industrial facility, likely a refinery or power plant, silhouetted against a dramatic, orange-hued sunset sky. Two tall smokestacks are visible in the upper center. The foreground shows various pipes, ladders, and structures of the plant.

**Voters Believe Electric Cars
Will Reduce Pollution And
Dependence On Foreign Oil,
While Creating Jobs**

Most Voters See Key Benefits From Electric Cars: Increased Security, More Jobs And A Cleaner Environment

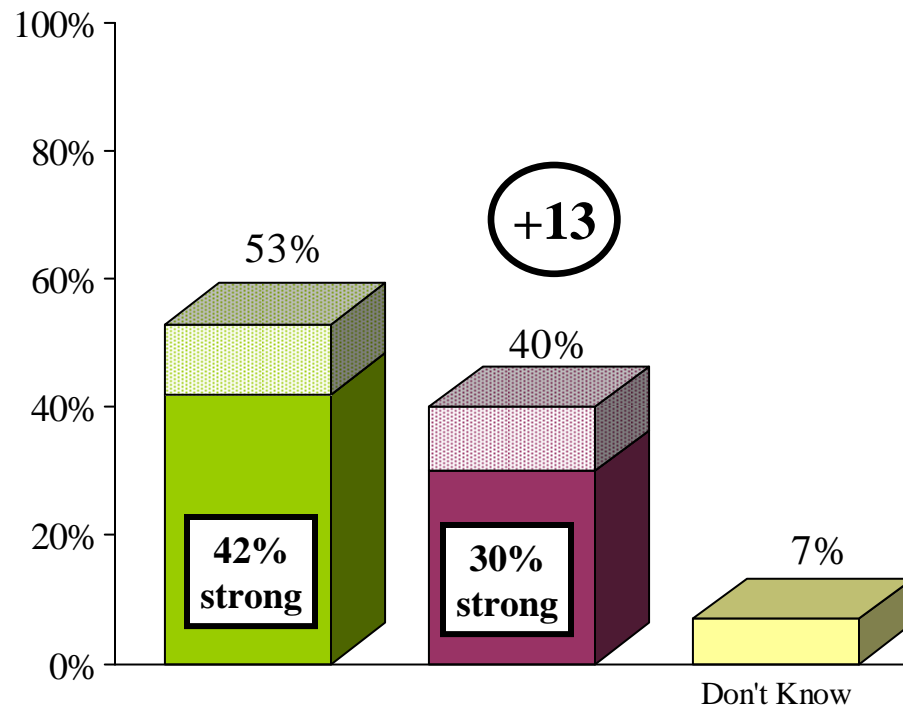


Italics indicate split sample

A Majority Want Electric Cars To Be Built In America, Even Large Numbers Of Republicans And Conservatives

Which of the following comes closer to your point of view?

- Auto companies in some countries are going to end up making high quality electric cars and the U.S. will be a lot better off if those vehicles are American made.
- The free market will insure that electric vehicles are made and used if, and wherever, it is most cost effective.



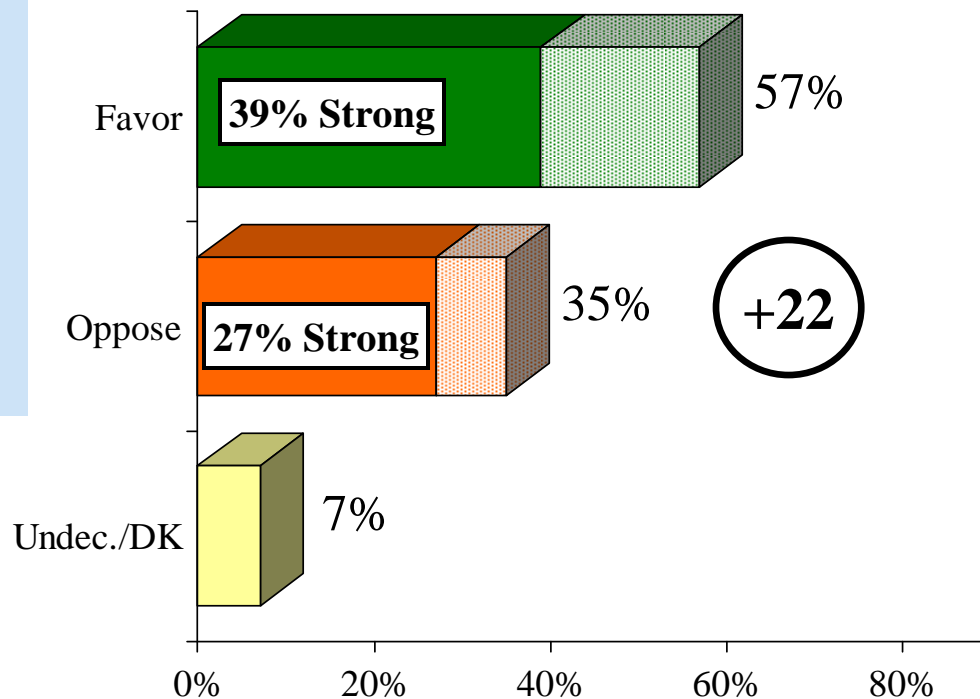
	Made in America	Free Market
Democrat ID	59%	34%
Independent ID	52%	42%
Republican ID	46%	47%
Liberal	58%	35%
Moderate	54%	39%
Conservative	48%	45%
Young Women	53%	42%
Young Men	51%	43%
Older Women	55%	35%
Older Men	50%	45%
HS or Less	58%	35%
Some College	54%	38%
College+	49%	45%
Upper Middle	52%	42%
College Middle	49%	47%
Non-Coll Middle	57%	35%
Working/Lower	54%	39%
Northeast	50%	44%
Midwest	52%	39%
South	51%	42%
West	57%	36%



**Voters Support A Proposal
To Electrify Transportation,
With Support Increasing As
They Learn More**

A Large Majority Supports The Proposal, Including Independents And Moderates, With Republicans And Conservatives More Divided

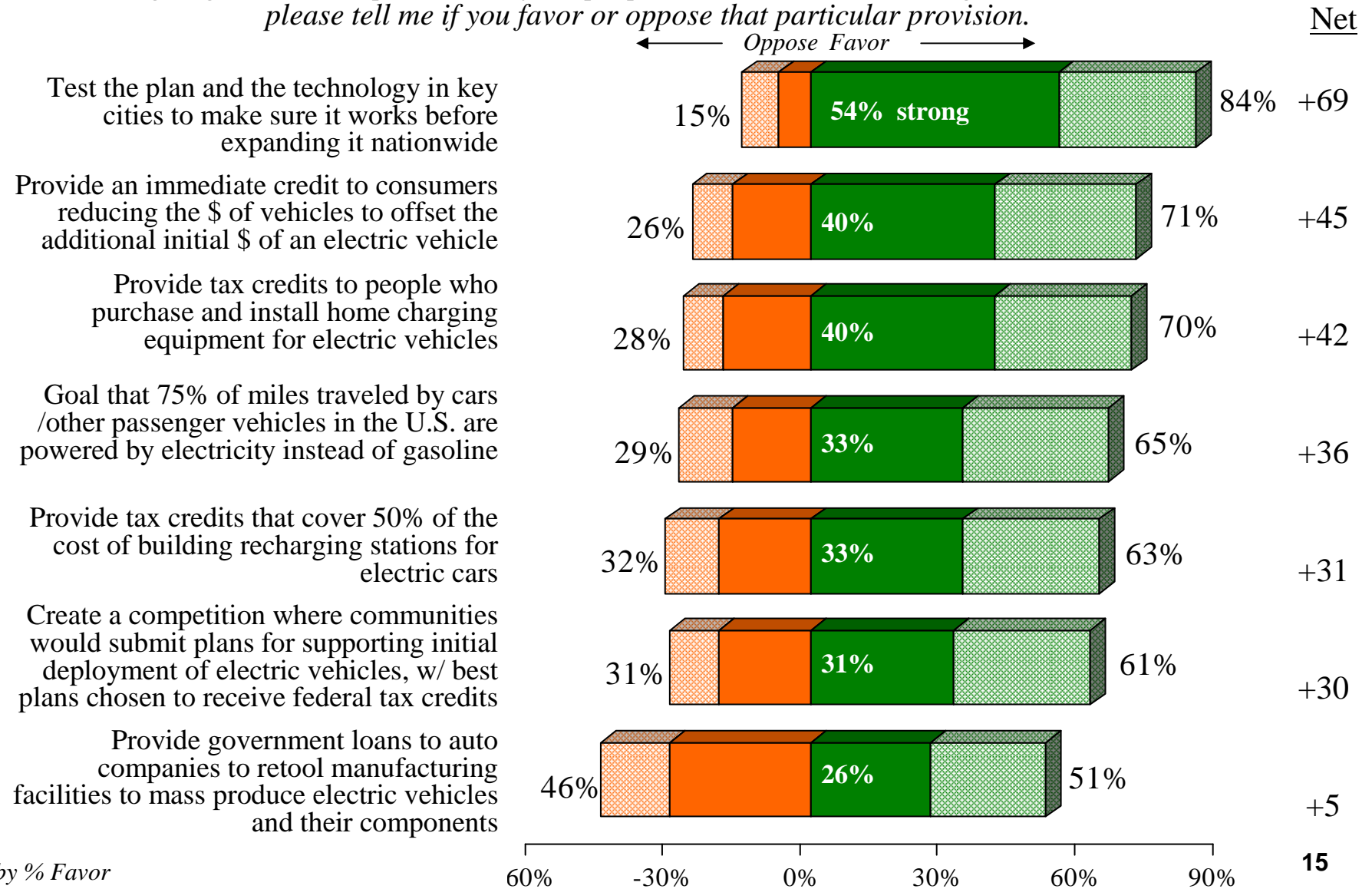
Do you favor or oppose using tax credits, loan guarantees and other incentives to create a system for building and recharging electric vehicles so that 75% of miles traveled by cars and other passenger vehicles in the United States are powered by electricity instead of gasoline?



	Favor	Oppose
Democrat ID	71%	24%
Independent ID	56%	36%
Republican ID	44%	48%
Liberal	70%	23%
Moderate	64%	25%
Conservative	44%	50%
Young Women	65%	28%
Young Men	63%	33%
Older Women	51%	38%
Older Men	54%	41%
HS or Less	53%	38%
Some College	53%	40%
College+	62%	32%
Upper Middle	59%	35%
College Middle	62%	32%
Non-Coll Middle	53%	40%
Working/Lower	58%	34%
Northeast	61%	32%
Midwest	57%	35%
South	55%	36%
West	58%	37%

Voters Particularly Like Testing The Plan First, Credits To Consumers, And The Overall 75% Goal

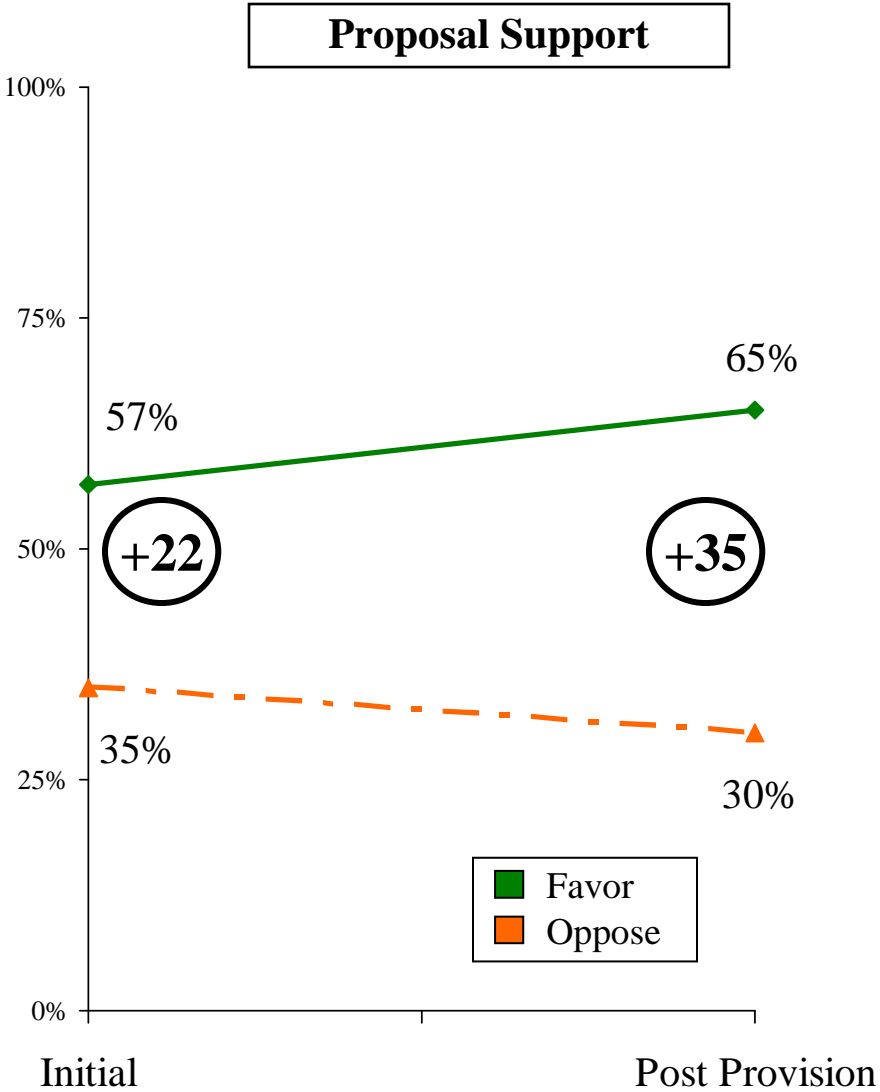
Now I'm going to list some provisions of the proposal we've been discussing. For each item I read, please tell me if you favor or oppose that particular provision.



Net

← Oppose Favor →

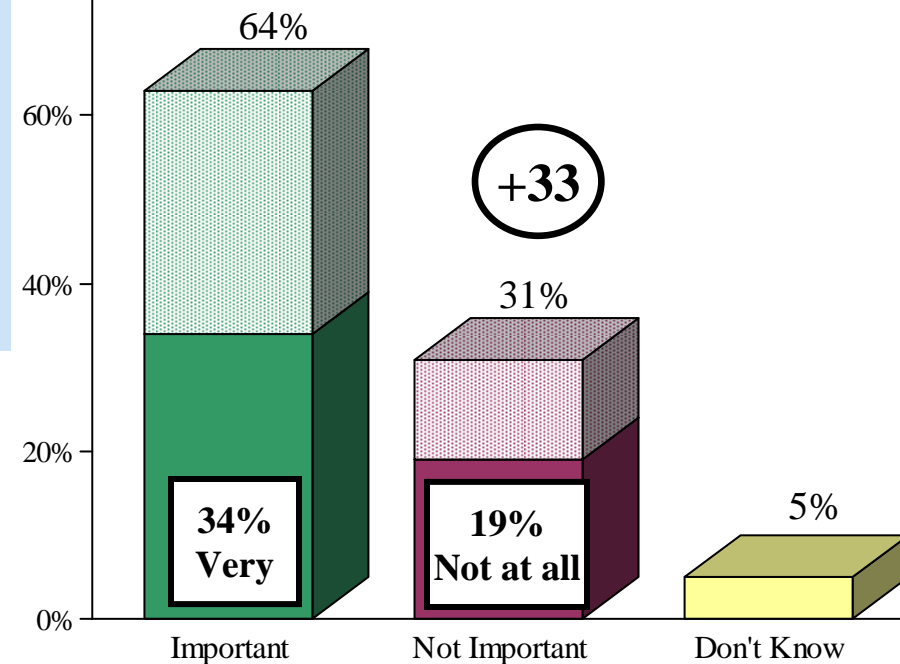
After Voters Learn More, Support Increases Significantly, With Clear Majorities In Favor Across Party



After Hearing Provisions		
	Favor	Oppose
Democrat ID	79%	18%
Independent ID	60%	34%
Republican ID	54%	40%
Liberal	77%	20%
Moderate	75%	19%
Conservative	50%	44%
Young Women	73%	23%
Young Men	66%	28%
Older Women	62%	30%
Older Men	62%	38%
HS or Less	64%	29%
Some College	60%	36%
College+	68%	27%
Upper Middle	67%	29%
College Middle	70%	26%
Non-Coll Middle	62%	32%
Working/Lower	64%	31%
Northeast	70%	25%
Midwest	64%	31%
South	61%	34%
West	69%	26%

Voters Across Party And Ideology Regard This Proposal As An Important Step Forward

If Congress passed the plan to use tax credits, loan guarantees and other incentives to create a system for building and recharging electric vehicles so that 75% of miles traveled by cars and other passenger vehicles in the United States are powered by electricity instead of gasoline would you feel that Congress had taken a very important step, a somewhat important step, not too important a step, or not an important step at all?



	Important	Not Important
Democrat ID	77%	19%
Independent ID	60%	35%
Republican ID	53%	42%
Liberal	80%	18%
Moderate	70%	22%
Conservative	48%	47%
Young Women	74%	24%
Young Men	69%	26%
Older Women	57%	35%
Older Men	59%	37%
HS or Less	58%	36%
Some College	59%	38%
College+	70%	25%
Upper Middle	70%	26%
College Middle	69%	24%
Non-Coll Middle	59%	37%
Working/Lower	60%	36%
Northeast	66%	27%
Midwest	61%	35%
South	63%	32%
West	66%	29%



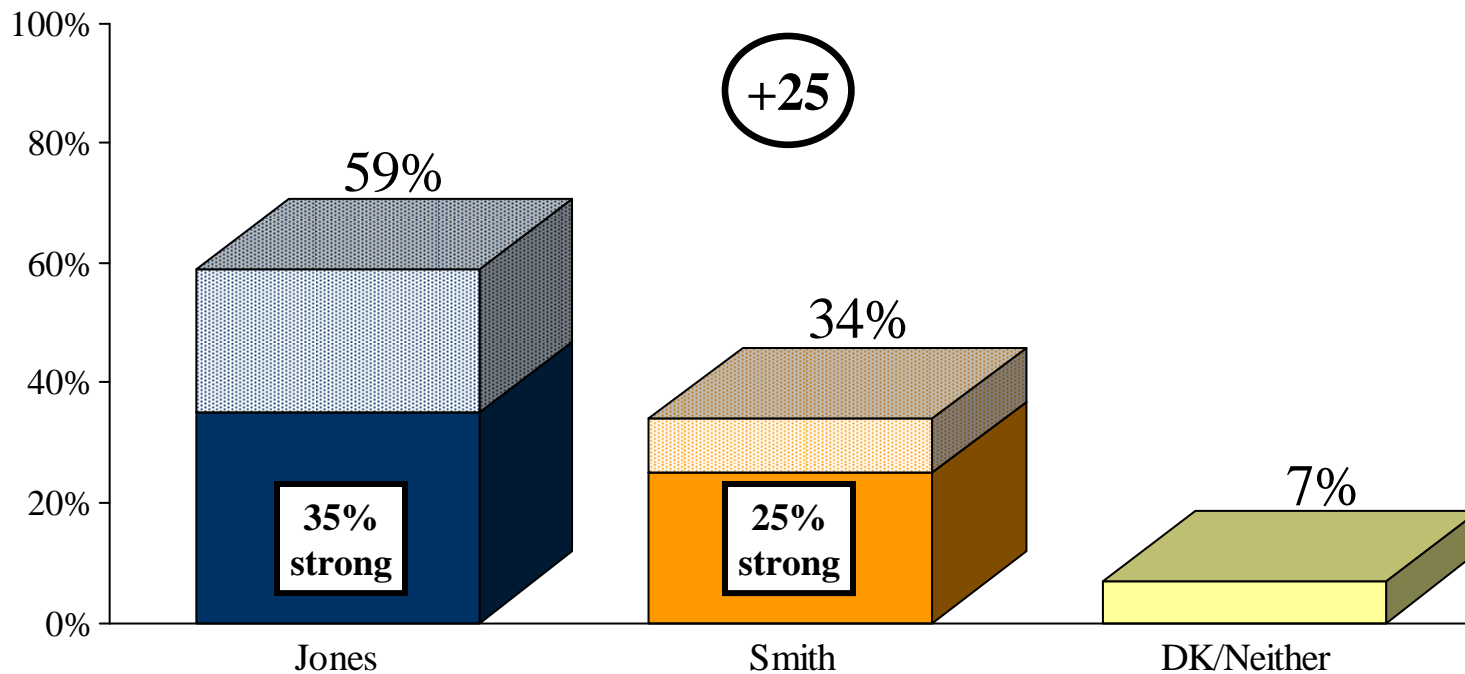
Voters Overwhelmingly Prefer A Candidate Who Supports The Proposal And Ascribe A Range Of Positive Attributes To Them

All Respondents Heard A Very Strong Argument From An Opponent

Candidate Smith says gas powered cars have worked just fine for decades, yet those who are pushing this proposal want to spend billions of dollars on an unproven scheme that is just another bailout for auto companies that already received \$85 billion dollars in government handouts while the country is already deeply in debt. Moreover, we don't even know if this proposal will work. For example, the first commercially available electric cars will only go 100 miles before having to be recharged. Changing our whole transportation system over to electric cars is just too complicated, too expensive and should not involve the government anyway. If electric car technology is truly viable in the real-world, American entrepreneurs will find an economical way to make it work using the free market without government hand-outs.

A Supporter Arguing Security, Jobs And The Environment Wins By A Wide Margin

Candidate Jones says moving to electric vehicles will create millions of clean energy jobs and whole new industries here in the U.S., reduce our dependence on foreign oil and reduce the air pollution that makes our air dangerous to breathe and causes global warming. Studies estimate that moving to this technology will create over a million jobs while allowing us to stop importing oil, because two thirds of the oil we use goes into our gas tanks. And electric cars give off no tailpipe pollution. Fortunately the technology already exists to build safe, high quality electric cars that can go 100 miles without recharging and to build charging stations that will recharge them conveniently. Reducing our dependence on oil, reducing pollution & creating jobs is a win, win, win we cannot afford to pass up.



Italics indicate split sample

Supporting The Proposal Makes A Candidate Seem More Visionary, More Likely To Make Change, Create Jobs And Maintain Our Security

Which of these candidates do you think is...	Jones (Supports)	Smith (Opposes)	Jones Margin
...more likely to have a positive vision for America's future?	56%	28%	+28
... more likely to be focused on creating good jobs?	54%	26%	+28
... more likely to change the way things are done in Washington?	50%	25%	+25
... more focused on maintaining America's national security?	42%	29%	+13

Strategic Conclusions

- Electric vehicles are seen as an important opportunity in which the U.S. should lead
- Electrification of transportation is a bi-partisan means of reducing our dependence on foreign oil, reducing pollution and creating jobs
- Candidates who embrace this proposal not only have a winning argument, but are judged as visionary change-makers, focused on jobs and national security
- The strongest opposition arguments fail to derail support



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