

December 18, 2023



To: Interested Parties

Fr: Impact Research

Re: Recent Findings from Statewide Polling in Michigan

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Michiganders know that good-paying auto jobs are the backbone of the Michigan economy, a sentiment reinforced by the UAW strike. They want to make electric vehicles in Michigan to keep those good-paying jobs in the state. They side with efforts to bring EV and battery manufacturing plants to Michigan, and they understand EVs are the future of the auto industry (and therefore Michigan's economy). They want to beat China to EV manufacturing, not stall EV manufacturing, and let China win the race to make the cars of the future.

- **Voters get that EVs will dominate the auto industry, whether they personally plan to buy one or not.** While only 21% of voters say they are very likely to buy an EV in the next decade, a 57% majority think that, within the next 20 years, most new cars sold will be EVs.
- **Michiganders want their leaders to support making EVs in Michigan and bringing their supply chains home, not let them go to China.** A 55% majority favors “investing in building more electric vehicles in Michigan.” Even among voters who say they are somewhat unlikely to buy an EV this decade, 60% support this investment. Michiganders, whether they personally want an EV or not, broadly want EVs to be made in Michigan.

*Which of the following do you agree with more?*

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

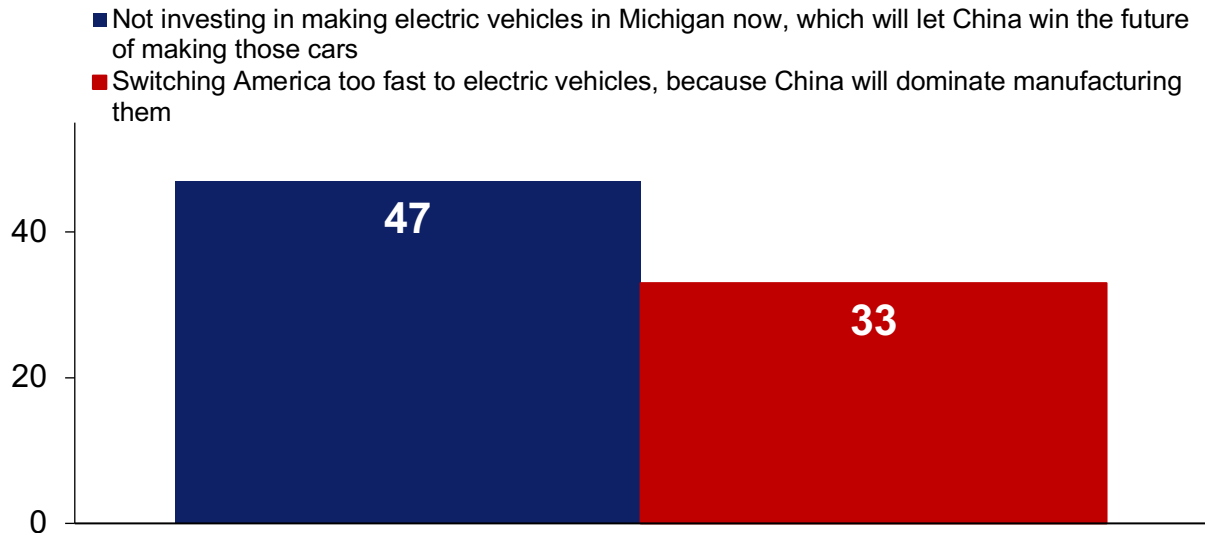


I'd rather elected officials slow down the American transition to electric vehicles, so we don't switch to a type of car that still relies on technology and materials from China and will kill Michigan manufacturing

Impact Research N=600 interviews of registered voters collected utilizing landline, cellphone, and text-to-web interviews 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.

When presented with a choice of slowing down EV manufacturing or supporting it, it's not close: voters want to make EVs here. Pro-EV elected officials are winning this debate by emphasizing their support of Michigan manufacturing rather than letting the auto industry go overseas.

*Which do you think is more likely to send auto jobs to China?*



- **Michiganders support the UAW and reject Trump's argument that their sit-down strike was about EVs.** Michigan voters are very favorable to the UAW post-strike (60% favorable / 27% unfavorable). Most Michiganders say their strike was about fair pay (59%), while almost none (4%) say it was about the rush to build electric vehicles, as Trump has claimed. Only 8% of people who voted for Trump in the last election agree with him about the strike.