



Survey Results

NOTE: This survey was conducted between January 20, 2020 and February 7, 2020, before mass media coverage of the COVID-19 pandemic, the drop in the stock market and massive applications for unemployment insurance.

Overview

The Minnesota Automobile Dealers Association retained Rapp Strategies and Morris Leatherman to conduct a scientific survey of 800 Minnesotans to understand opinions about Governor Walz's proposal to adopt the California vehicle emissions standards through administrative action.

Only 5% of Minnesotans say they are very likely to consider an electric vehicle when they make their next purchase, citing concerns about higher cost, performance in the cold and a lack of charging stations.

Electric vehicles are significantly more expensive than similar gas-powered versions. Since their introduction in the market, electric vehicles have never exceeded 1.5% of all vehicle sales in the state.

Gov. Tim Walz has recommended that Minnesota adopt California vehicle emissions standards by administrative action. This action would occur without legislative review. If approved, the price of all new vehicles sold in Minnesota will increase by a minimum of \$800, according to the Minnesota Pollution Control Agency.

The California restrictions would also mean that some trucks, SUVs and vans will not be available for Minnesota drivers because auto dealers would be required to maintain higher inventory levels of electric vehicles and other lower-demand automobiles.

Methodology: The survey was administered to 800 randomly selected adult residents in Minnesota by Morris Leatherman Company. Professional interviewers conducted the survey via landline and cell phone calls between January 20 and February 7, 2020. The typical respondents took twenty-four minutes to complete the questionnaire. Cellphone only households with 42% of the sample, landline only households with 10% of the sample; with the remaining 48% having both cellphones and landlines. The results are projectable to all adult residents in Minnesota to within $\pm 3.5\%$ in 95 out of 100 cases.

1. Interest in electric vehicles in Minnesota remains low.

When you think about your next car, regardless of when you plan to buy it, what do you think about electric vehicles – are you:

- *Very likely to include electric vehicles among the choices for your next car* 5%
- *Thinking about electric vehicles, but not sure if you will seriously consider them for your next car* 26%
- *Not interested in electric vehicles at this time* 66%
- *Don't know* 2%

BREAKDOWN BY POLITICAL PARTY				
	GOP	DFL	Metro DFL	Rural DFL
<i>Very likely to include electric vehicles among the choices for your next car</i>	5%	4%	8%	1%
<i>Thinking about electric vehicles, but not sure if you will seriously consider them for your next car</i>	21%	32%	32%	34%
<i>Not interested in electric vehicles at this time</i>	72%	62%	60%	59%
<i>Don't know</i>	1%	3%	0%	7%

1(a). Those open to electric cars are concerned about higher cost and performance.

Thirty-one percent of respondents stated they were either “very likely to include electric vehicles” among their choices for their next car or “thinking about electric vehicles.” We asked them:

What is the primary concern that would cause you to decide not to purchase an electric vehicle in the near future?

- *Limited range on a single charge* 9%
- *Higher cost compared to other vehicles* 24%
- *Time it takes to fully recharge* 10%
- *Not available in the size or type of vehicle I want* 8%
- *Performance in cold weather* 22%
- *Life span and cost of battery* 6%
- *Not enough charging stations in the places I travel* 16%
- *Lack of reviews from other owners* 4%

2. Minnesotans prefer consumer incentives over government mandates such as the California vehicle emissions limits.

Please tell me which is closest to your opinion about the best way for state government to improve fuel efficiency and reduce carbon emissions?

- *Government should adopt standards limiting the amount of carbon emissions, even prohibiting certain types of gas-powered cars and trucks, if needed.*
(Do you feel strongly that way?) **25%**
(9% strongly)
- *Government should use incentives to encourage people to choose more fuel-efficient and electric-power vehicles, without severely limiting consumers' choices.*
(Do you feel strongly that way?) **66%**
(42% strongly)
- *Don't know/refused* **9%**

BREAKDOWN BY POLITICAL PARTY				
	GOP	DFL	METRO DFL	RURAL DFL
<p><i>Government should adopt standards limiting the amount of carbon emissions, even prohibiting certain types of gas-powered cars and trucks, if needed.</i> <i>(Do you feel strongly that way?)</i></p>	<p>12% (3% strongly)</p>	<p>32% (10% strongly)</p>	<p>41% (13% strongly)</p>	<p>23% (4% strongly)</p>
<p><i>Government should use incentives to encourage people to choose more fuel-efficient and electric-power vehicles, without severely limiting consumers' choices.</i> <i>(Do you feel strongly that way?)</i></p>	<p>77% (59% strongly)</p>	<p>61% (36% strongly)</p>	<p>54% (28% strongly)</p>	<p>70% (42% strongly)</p>

3. Only 1 in 9 Minnesotans want to bypass the legislature and quickly adopt the California emissions rules.

What is your opinion on Minnesota adopting California clean car standards?

- ***Governor Walz should move as quickly as possible to adopt the California clean car standards*** **11%**
- ***There is a lot more to learn about these California standards – the Minnesota Legislature should study the issues, hold public hearings and then vote whether to adopt these standards in Minnesota.*** **54%**
- ***Minnesota does not need to adopt the California standards – we should work closely with the auto industry, so they continue to develop electric vehicles and provide incentives for people who are ready to buy them.*** **33%**
- ***Don't know*** **3%**

BREAKDOWN BY POLITICAL PARTY				
	GOP	DFL	Metro DFL	Rural DFL
<i>Governor Walz should move as quickly as possible to adopt the California clean car standards</i>	3%	18%	23%	15%
<i>There is a lot more to learn about these California standards – the Minnesota Legislature should study the issues, hold public hearings and then vote whether to adopt these standards in Minnesota.</i>	48%	60%	52%	63%
<i>Minnesota does not need to adopt the California standards – we should work closely with the auto industry, so they continue to develop electric vehicles and provide incentives for people who are ready to buy them.</i>	49%	21%	23%	22%

Support for the Walz plan to adopt the California car standards as quickly as possible was no higher than 13% among any income group, and a majority of people who make less than \$75,000/year believe the legislature needs to study the standards and vote on them before they are adopted.