



SURVEY SHOWS STRONG VOTER SUPPORT FOR ACTIVE GOVERNMENT ROLE IN PROMOTING PLUG-IN VEHICLES

A recent poll commissioned by Google.org shows voters strongly support an active government role in promoting the development of technology for cars and trucks that draw power from electrical outlets. Despite a general lack of knowledge about these plug-in vehicles, respondents have great interest in learning more. In addition, most respondents correctly note benefits of plug-in technology including saving money on gas and lowering pollution. The survey of 720 respondents who say they are likely to vote in the November election was conducted in May 2008, at a time of record-high gas prices.

- Three of four respondents support the U.S. government taking an active role in promoting the development of plug-in technology. And 55 percent of all voters say they would be more likely to vote for a candidate who supports these federal efforts.
- These attitudes are grounded in the belief that the necessary technology for a plug-in electric vehicle comparable to an existing, traditional gas-powered vehicle is not yet available. A plurality of voters, 42 percent, say the availability of technology is the biggest obstacle to making plug-in electric cars and trucks widely available.
- Almost two-thirds of respondents report they have **little knowledge of plug-in cars and trucks**, while more than one-third say they know something about the vehicles.
- Although most voters admit a lack of knowledge about plug-in vehicles, an **overwhelming majority say they are interested in knowing more** about them – 63% of respondents say they have a great deal of interest or some interest in learning more about plug-ins.
- The vast majority of respondents correctly perceive plug-in vehicles to be less polluting than gas-powered counterparts (85%), easy to recharge (68%), and safe (70%).
- About half of respondents said “saving money on gas” is the biggest appeal of plug-in cars and trucks.
- At the same time, 56 percent of respondents do not believe plug-in electric cars and trucks have powerful engines - and most do not believe these vehicles are effective for long trips.
- Respondents tend to see technology, rather than consumer demand, as the primary barrier to wide adoption of plug-in vehicles and they support government incentives for both consumers and industry.

For complete survey results, please visit <http://www.rechargeit.org>