

August 2026

ADVERTISING EFFECTIVENESS: ELECTRIC VEHICLE EDUCATION

2026 Research Results

VELOZ[®] **BSP**  **research**

A close-up photograph of a person's hand with light-colored nail polish plugging a yellow charging cable into a black charging port on a dark-colored car. The background is a blurred scene of trees with autumn foliage in shades of orange and yellow, suggesting a park or outdoor setting. The image is framed by orange geometric shapes in the top-left and bottom-right corners.

OUTLINE

1. About the Survey
2. Key Findings
3. Research Summary

An aerial photograph of a two-lane asphalt road cutting through a dense, vibrant green forest. Two cars are visible on the road, one in each lane. A large, semi-transparent orange rectangle is positioned on the left side of the image, containing the text 'ABOUT THE SURVEY' in white, bold, sans-serif capital letters. The corners of this rectangle are clipped at a 45-degree angle. The overall composition suggests a theme of nature, travel, or environmental research.

ABOUT THE SURVEY

MESSAGE TESTING PARTNER: BSP RESEARCH

About BSP Research

BSP Research is a U.S.-based independent research and polling firm with two decades of experience in public opinion, messaging, and data analysis, especially across diverse and under-represented communities.

This firm emphasizes cultural competence in research design and interpretation to ensure results accurately reflect the perspectives of diverse audiences. Recognized for rigorous methodology and expertise in survey design, focus groups, and analytical interpretation.

Analytical Approach & Methods

BSP's approach prioritizes high-quality, representative data so that insights are reliable and actionable.

Their research includes both qualitative (e.g., focus groups) and quantitative (e.g., polling) methods tailored to specific audiences and communications objectives.

Credibility & Track Record

Works with a broad array of clients including political campaigns, advocacy organizations, academic institutions, media outlets, and community groups.

Known for producing research that reaches key decision-makers and contributes to strategic communications, policy discussions, and public understanding.

Certified as a Minority-Owned Business, underscoring its leadership and perspective in research on diverse populations.



METHODOLOGY

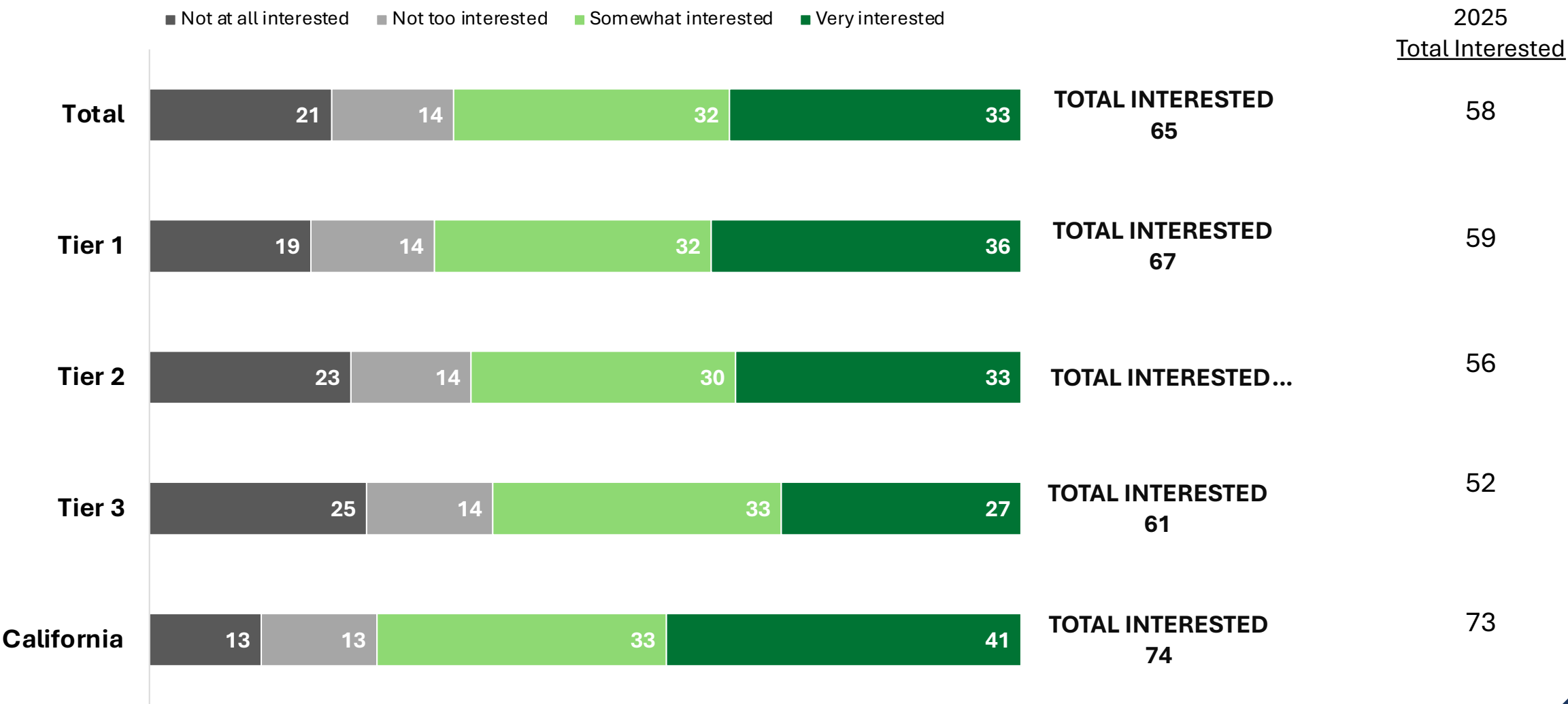
- Total N=1,800 adults in the United States (+/- 3.1%)
 - All respondents have a driver's license and none own electric vehicles
- Defined four geographic tiers based on propensity to purchase an EV
 - Tier 1 (N=600): CO, CT, DC, DE, MD, MA, MN, NJ, NM, NY, OR, PA, RI, VT, VA, WA
 - Tier 2 (N=500): AZ, FL, GA, HI, IL, IN, ME, MI, NV, NH, NC, OH, TX, UT, WI
 - Tier 3 (N=300): AL, AK, AR, ID, IA, KS, KY, LA, MS, MO, MT, NE, ND, OK, SC, SD, TN, WV, WY
 - California (N=400):
- Field Dates: June 22-June 30, 2026
- Survey completed online, and available in English and Spanish

An aerial photograph of a two-lane asphalt road cutting through a dense, lush green forest. Two cars are visible on the road, one in each lane. A large, semi-transparent orange rectangle is overlaid on the left side of the image, containing the text 'KEY FINDINGS' in white, bold, sans-serif capital letters. The text is positioned in the upper half of the orange rectangle. The forest is composed of many tall, leafy trees, creating a textured green canopy. The road has white dashed lines for lane separation and solid white lines at the edges. The overall scene suggests a connection between nature and infrastructure.

KEY FINDINGS

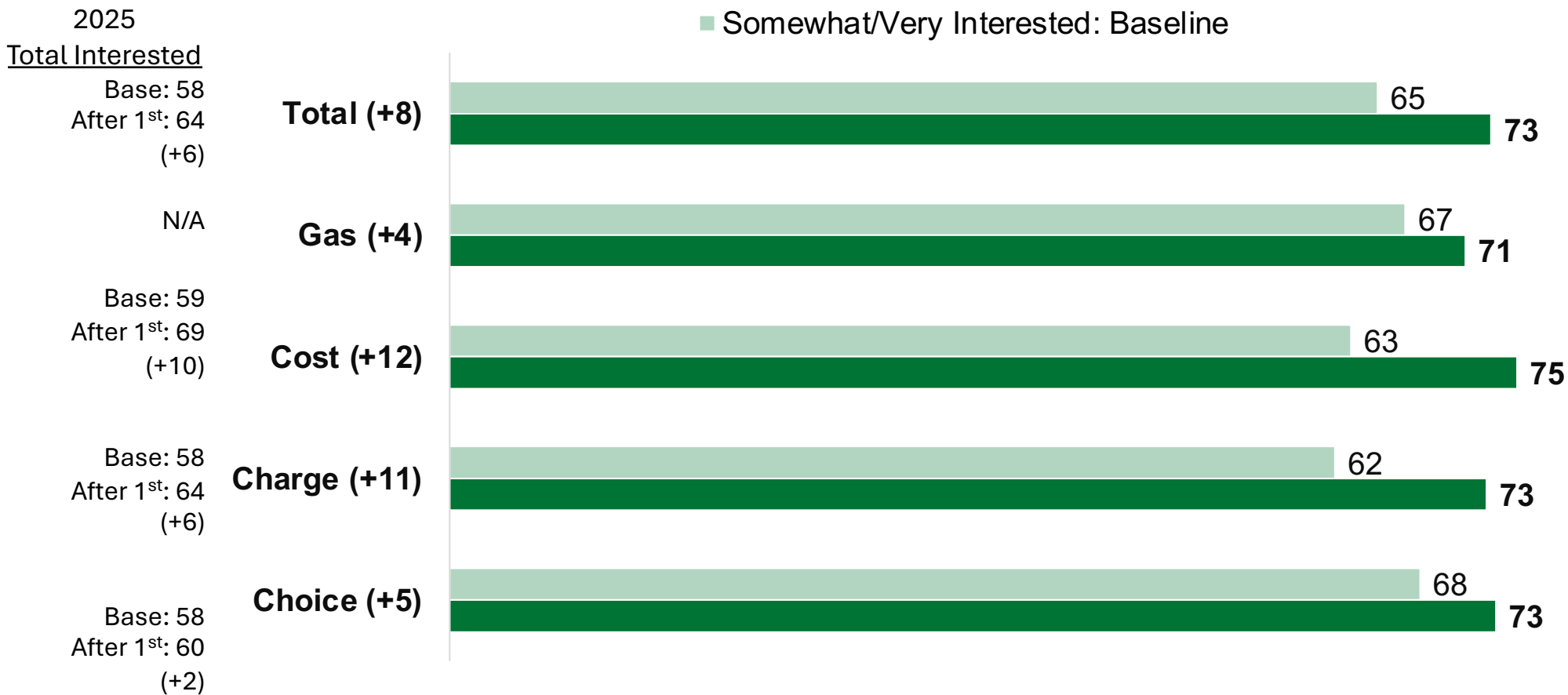
BASELINE INTEREST IN BUYING AN EV

How interested are you in buying an electric car, truck, or motorcycle? [Baseline response]



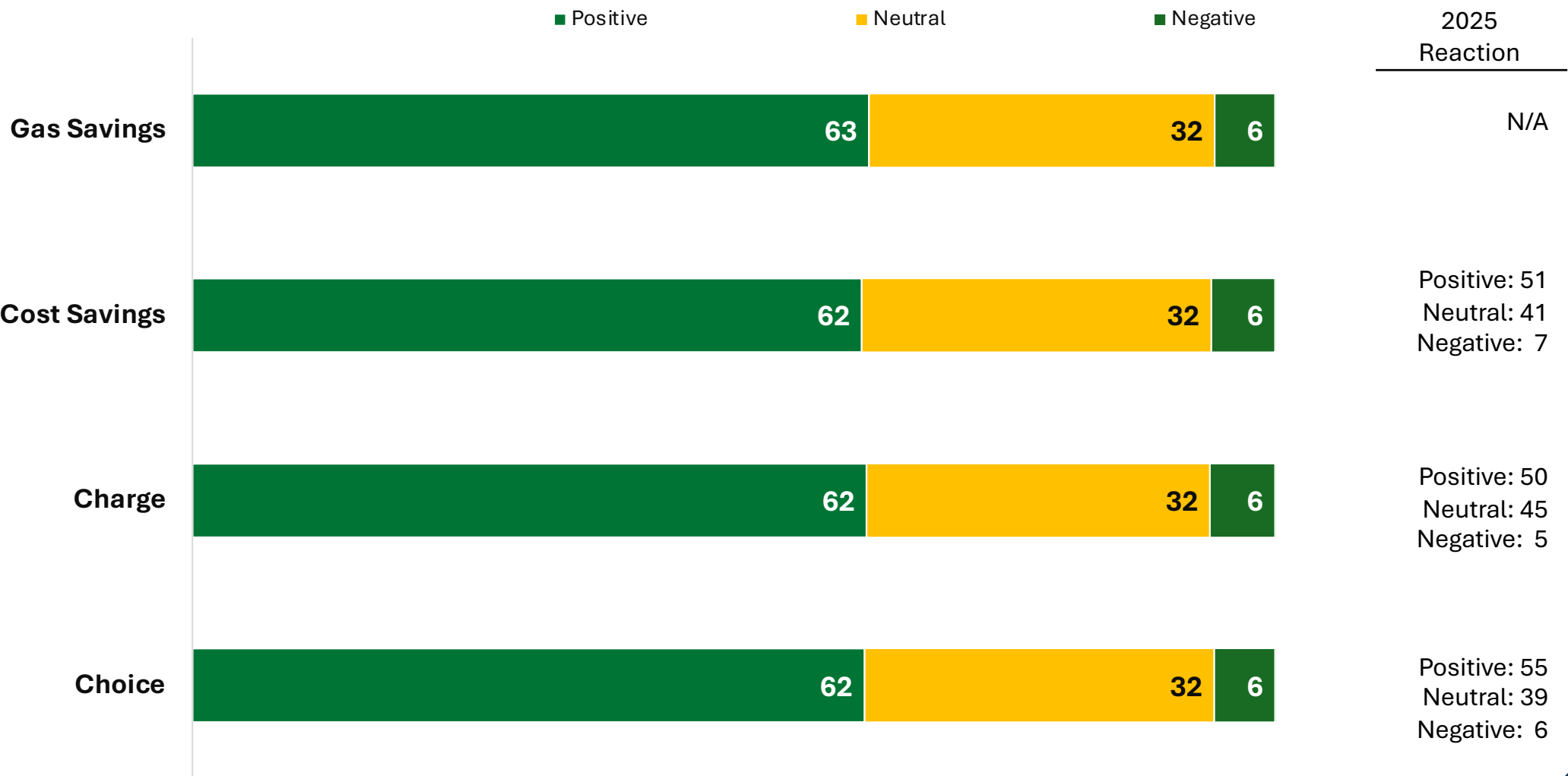
INTEREST IN PURCHASING EV AFTER FIRST MESSAGE EXPOSURE (BY MESSAGE THEME)

How interested are you in buying an electric car, truck or motorcycle? (Somewhat interested and very interested responses illustrated).



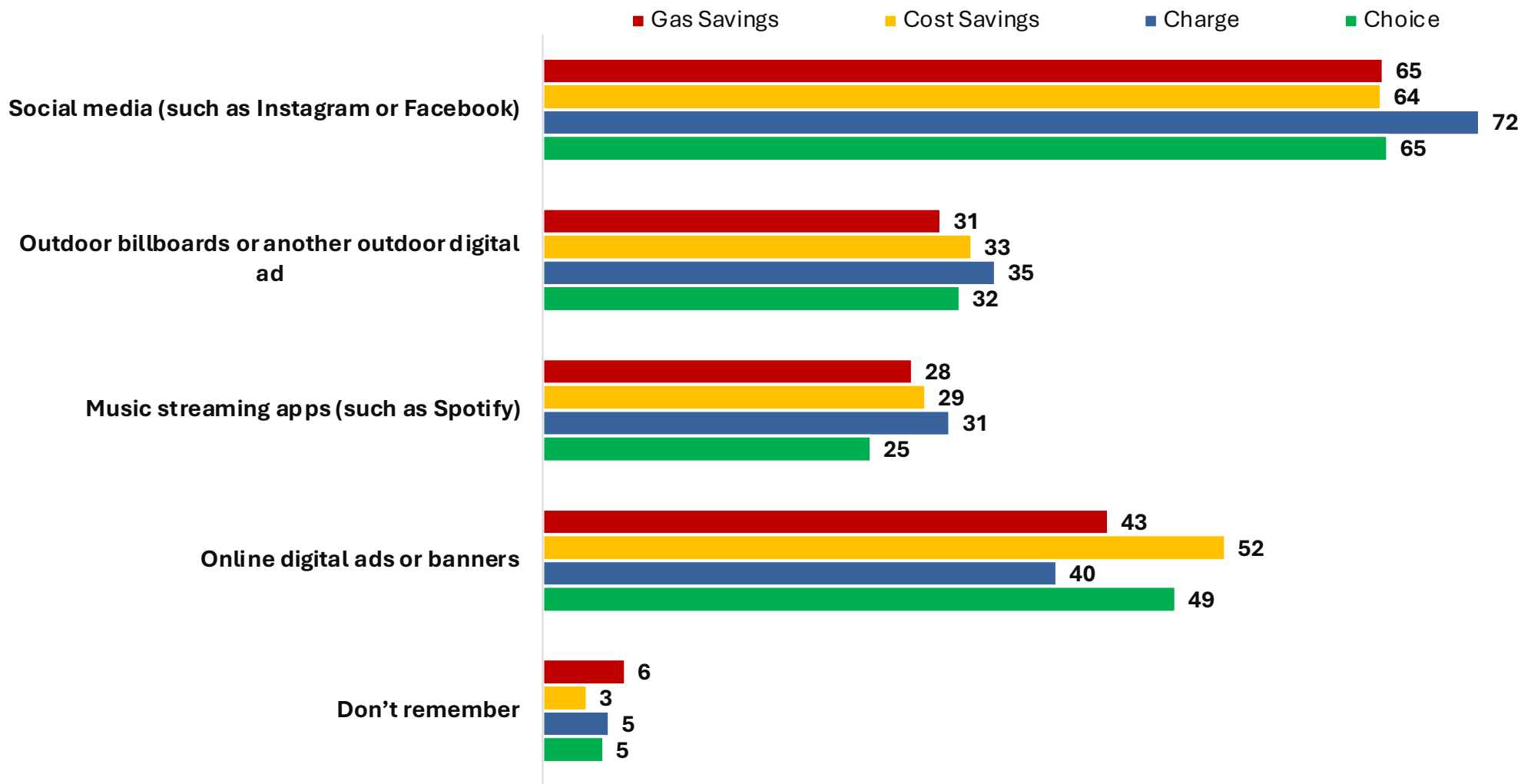
REACTION TO STATIC DIGITAL ADS

[After viewing digital ad collage] When thinking about the ads you just saw, what is your reaction?



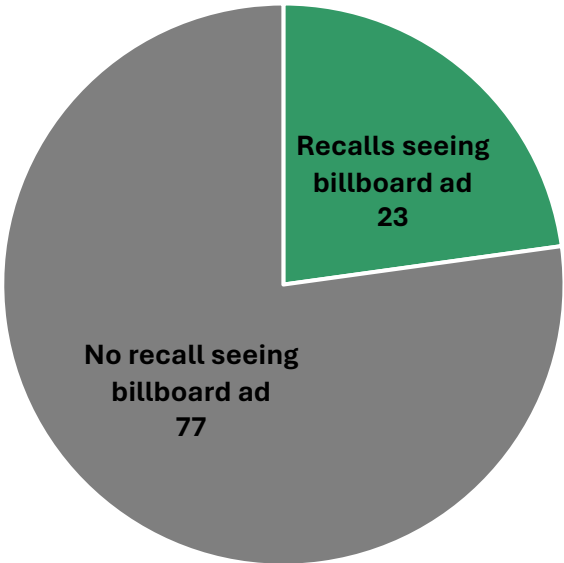
PLATFORM RECALL FOR DIGITAL ADS

[Among those who recall seeing digital ads] Where have you seen these ads? Select all that apply.



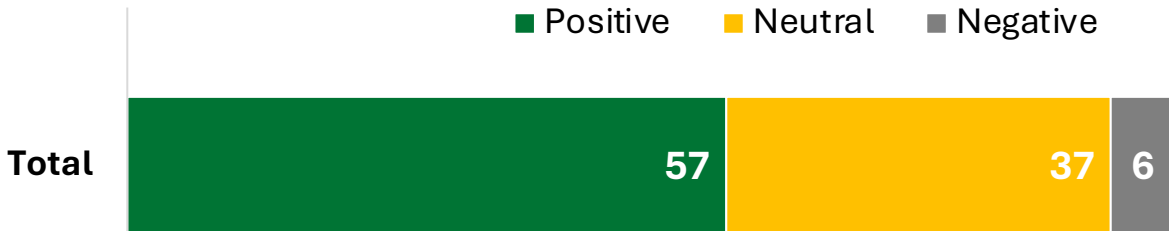
RECALL AND REACTION TO GAS SAVINGS BILLBOARD

Do you recall seeing this billboard or have you heard any news about it on social media, local media coverage, in the press, etc. before we showed to you just now?



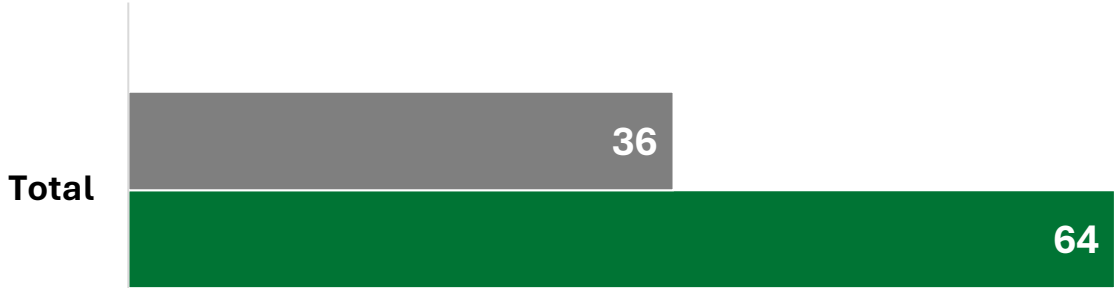
Reaction to billboard ad

Thinking about the billboard you just saw, what is your reaction?



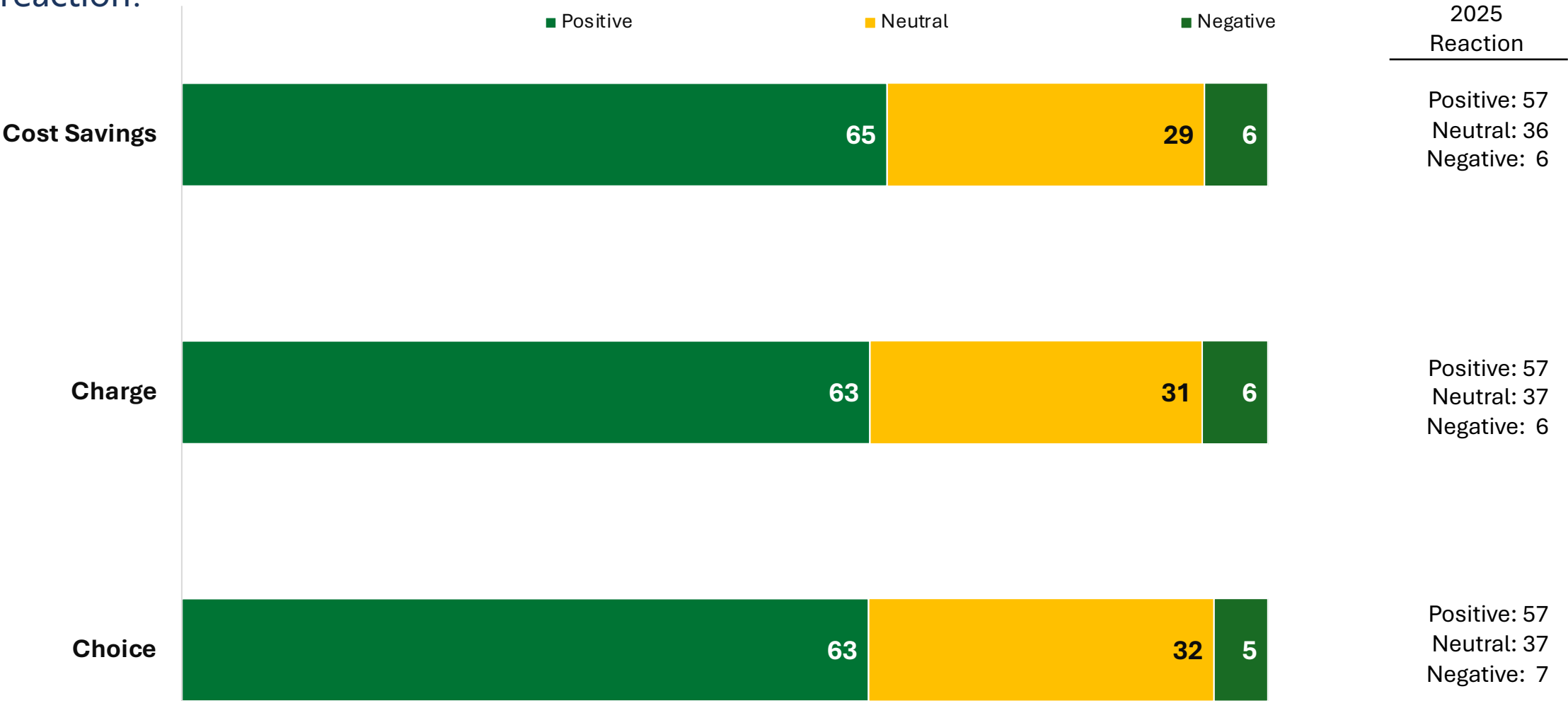
Interest in EV after exposure to billboard ad

If you saw the billboard on a highway or over a gas station, would it make you more interested in an EV?



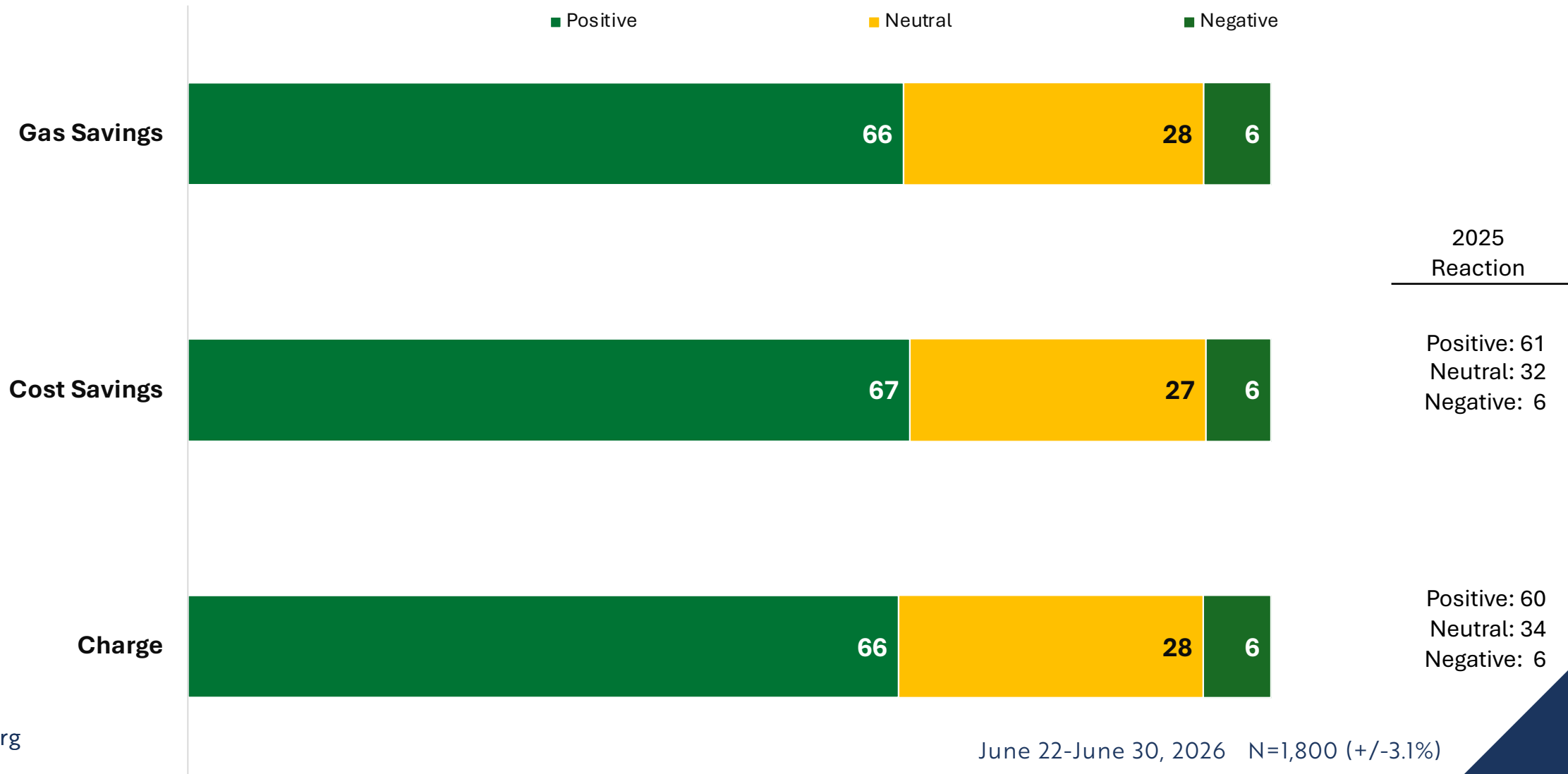
REACTION TO ANIMATED DIGITAL ADS

[After viewing animated digital ads with NO SOUND] When thinking about the ads you just saw, what is your reaction?



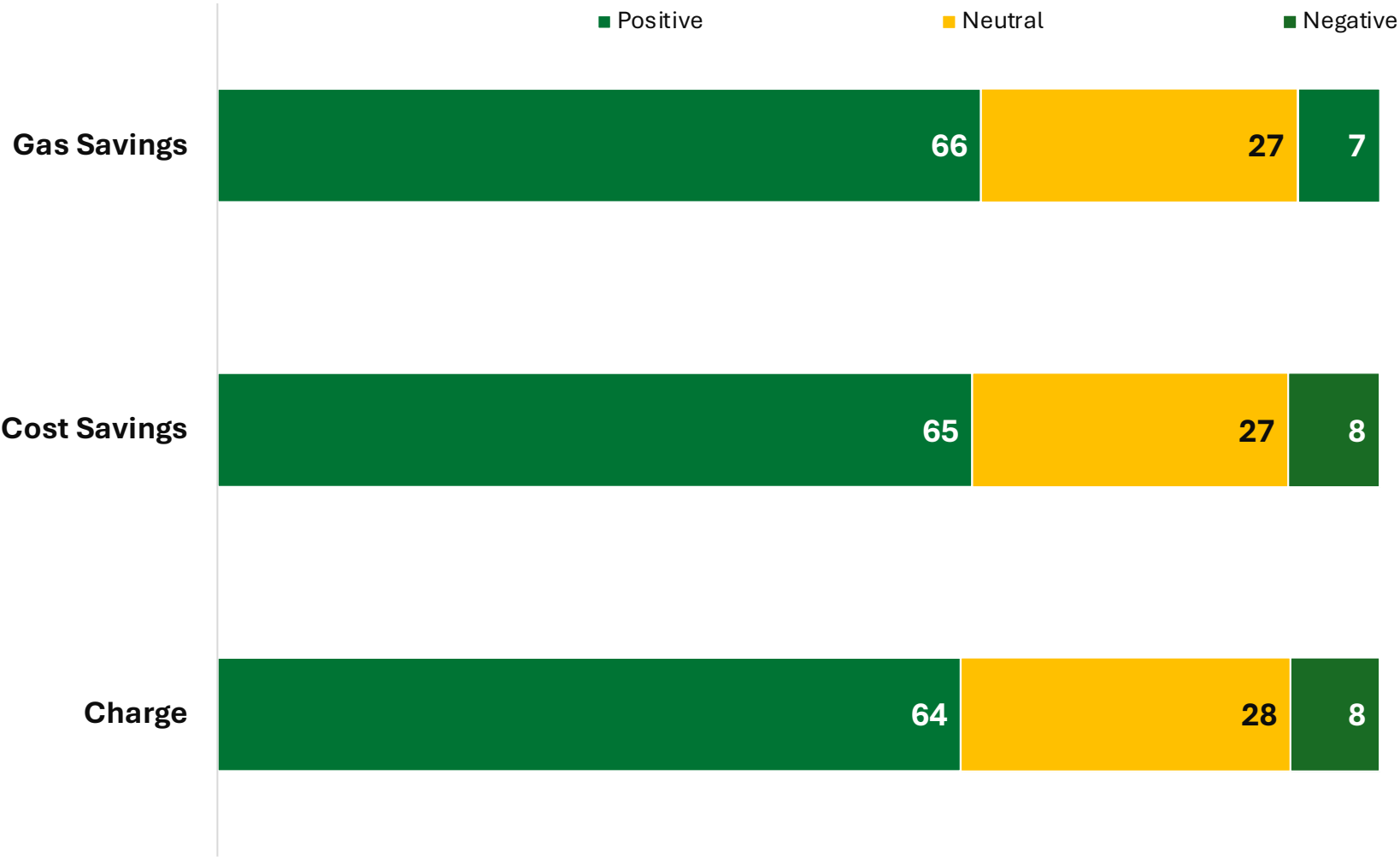
REACTION TO ANIMATED DIGITAL ADS (VIDEO)

[After viewing animated digital ads WITH SOUND] When thinking about the ads you just saw, what is your reaction?



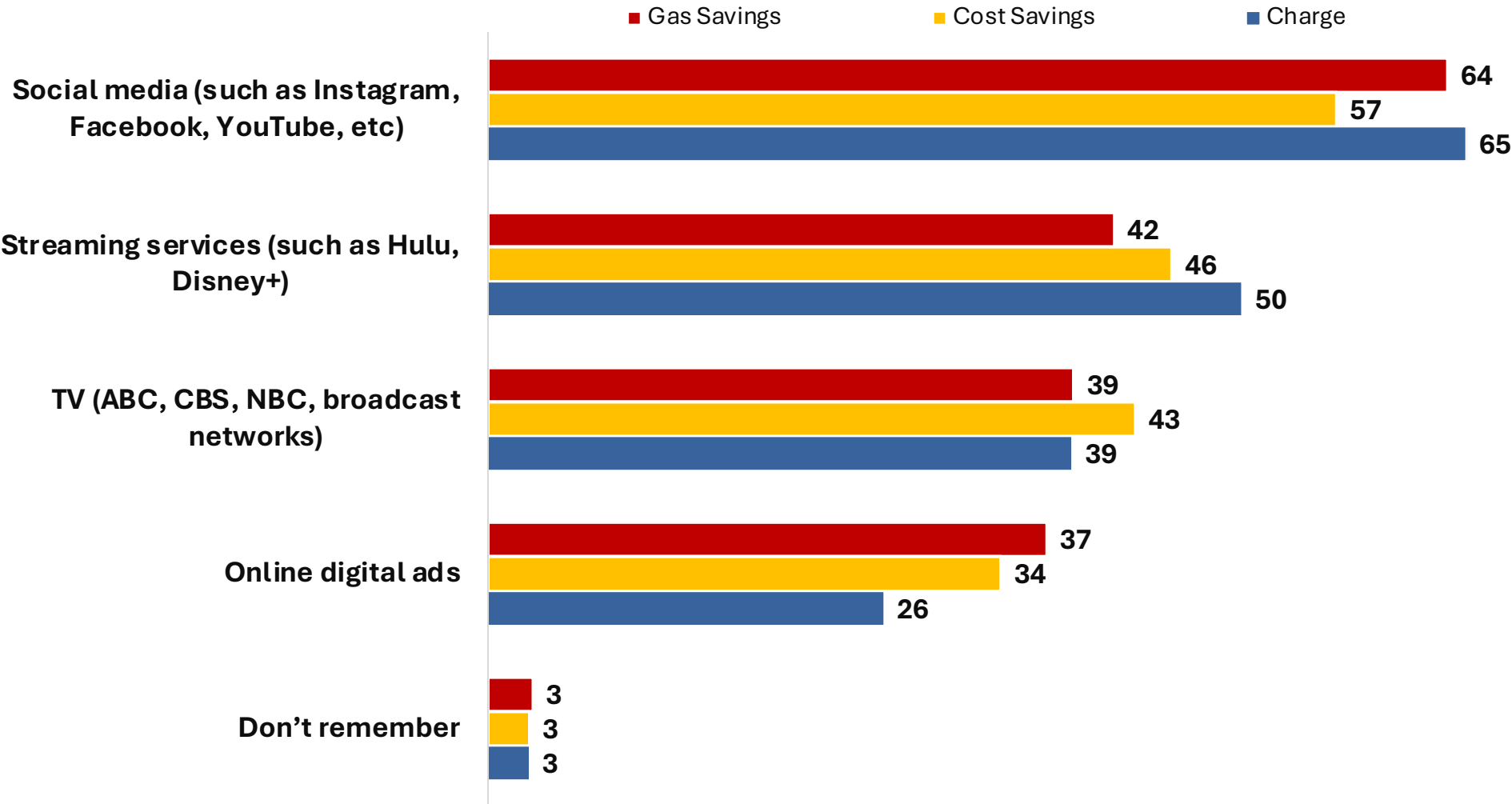
REACTION TO VIDEO ADS

[After viewing video ads WITH REAL PEOPLE] When thinking about the ads you just saw, what is your reaction?



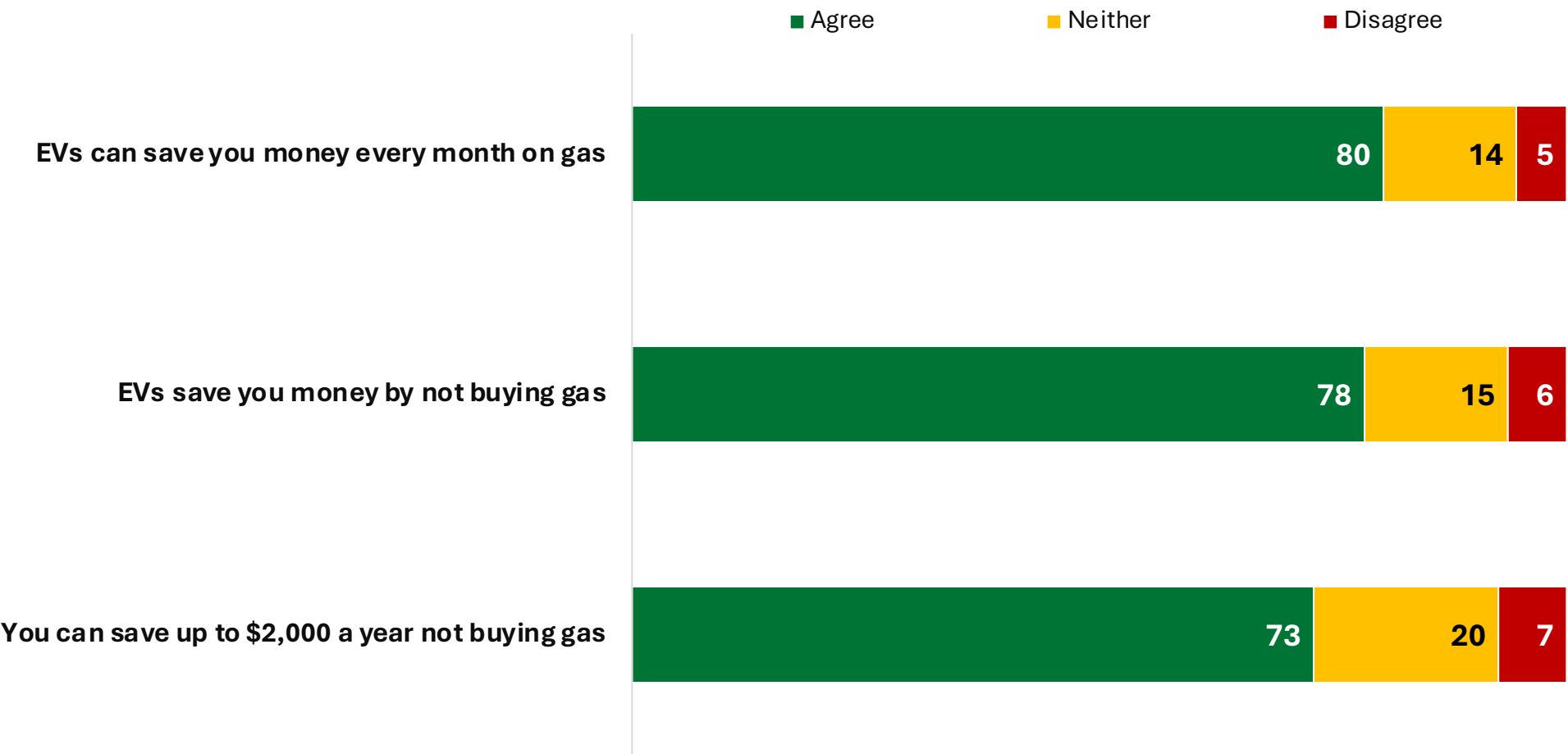
PLATFORM RECALL FOR VIDEO ADS

[Among those who recall seeing digital ads] Where have you seen these ads? Select all that apply.



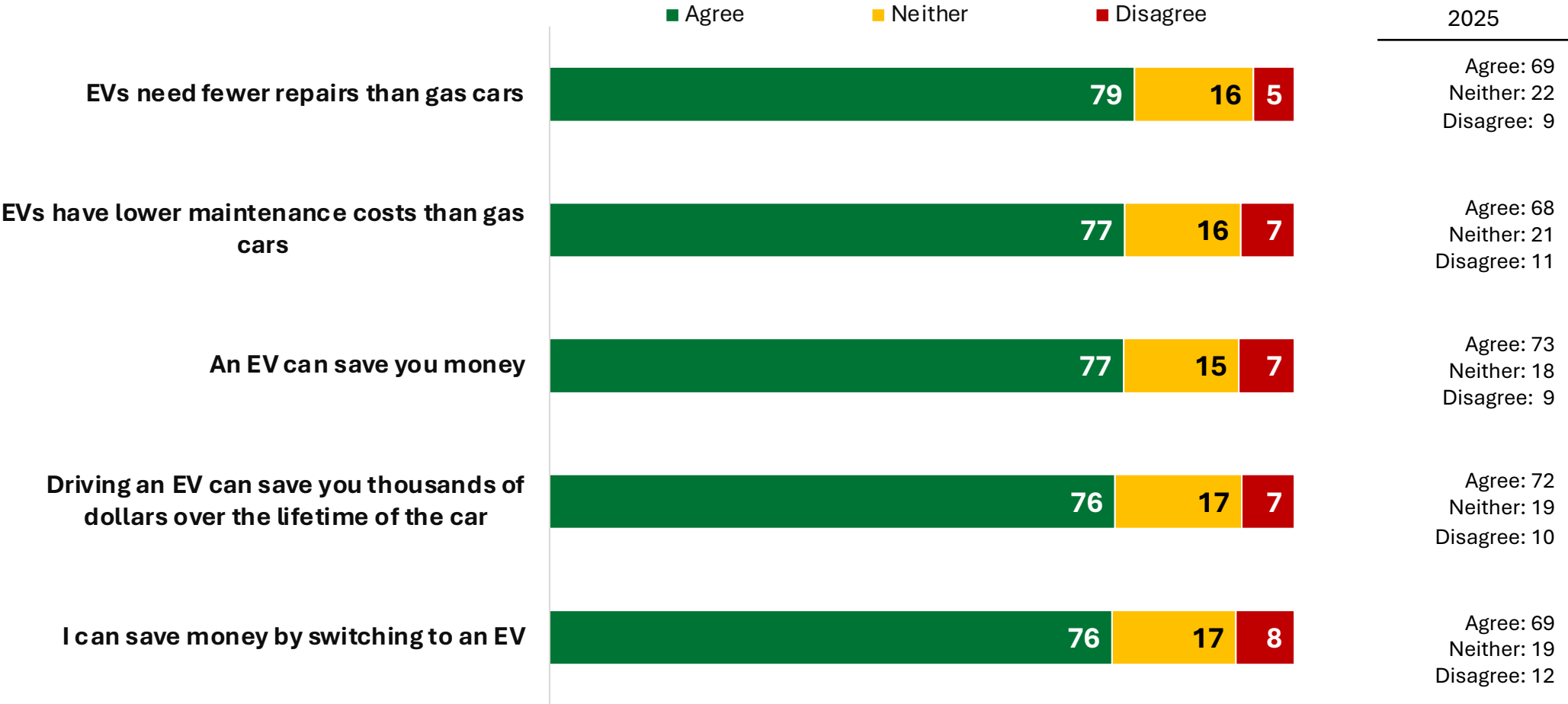
DETAILED REPONSE TO ADS: GAS SAVINGS THEME

[After all Gas Savings ads] Thinking about the ads you just saw, overall, how much do you agree that they communicated each of the following?



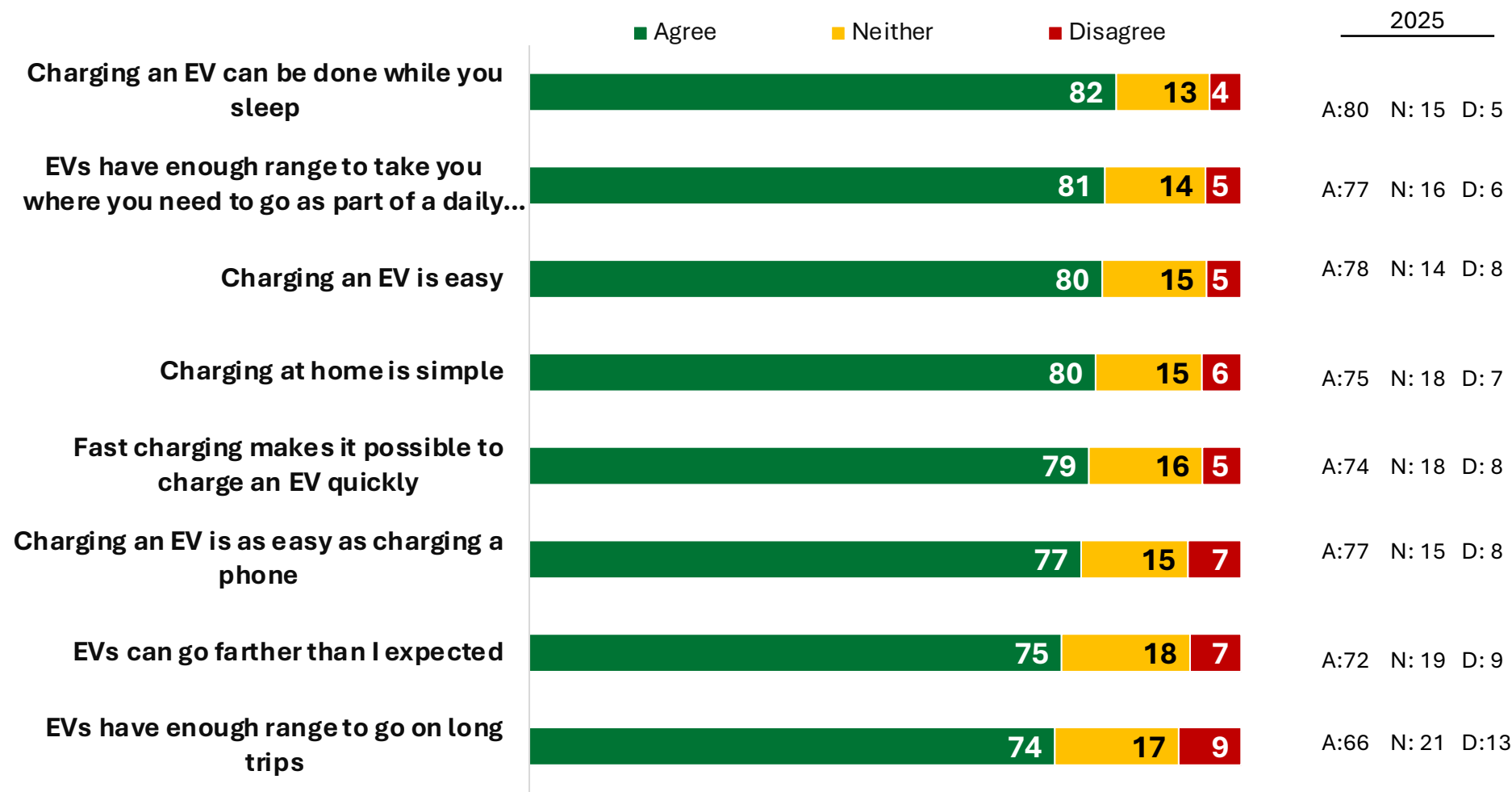
DETAILED REPONSE TO ADS: COST SAVINGS THEME

[After all Cost Savings ads] Thinking about the ads you just saw, overall, how much do you agree that they communicated each of the following?



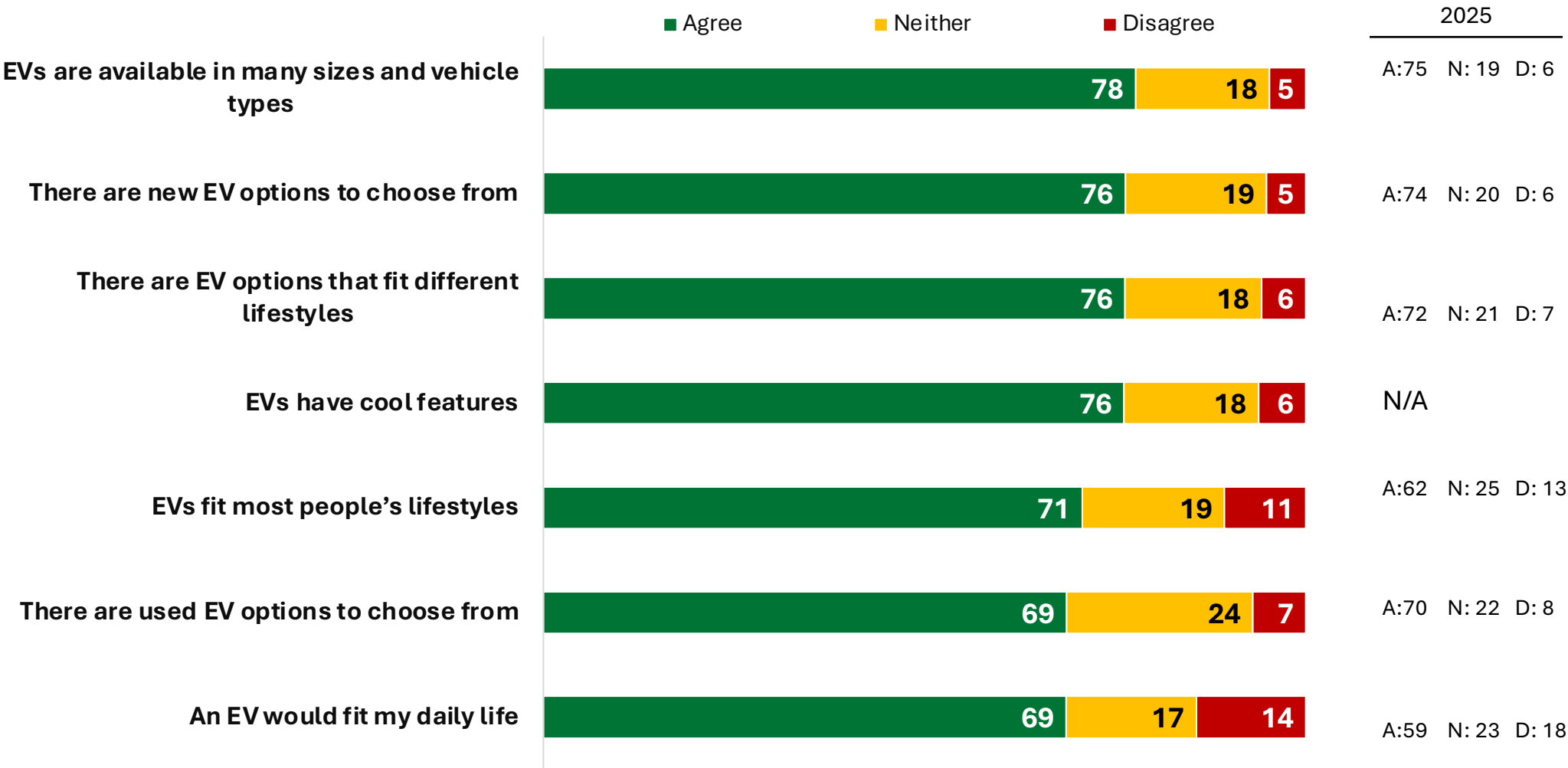
DETAILED REPONSE TO ADS: CHARGING THEME

[After all Charging ads] Thinking about the ads you just saw, overall, how much do you agree that they communicated each of the following?



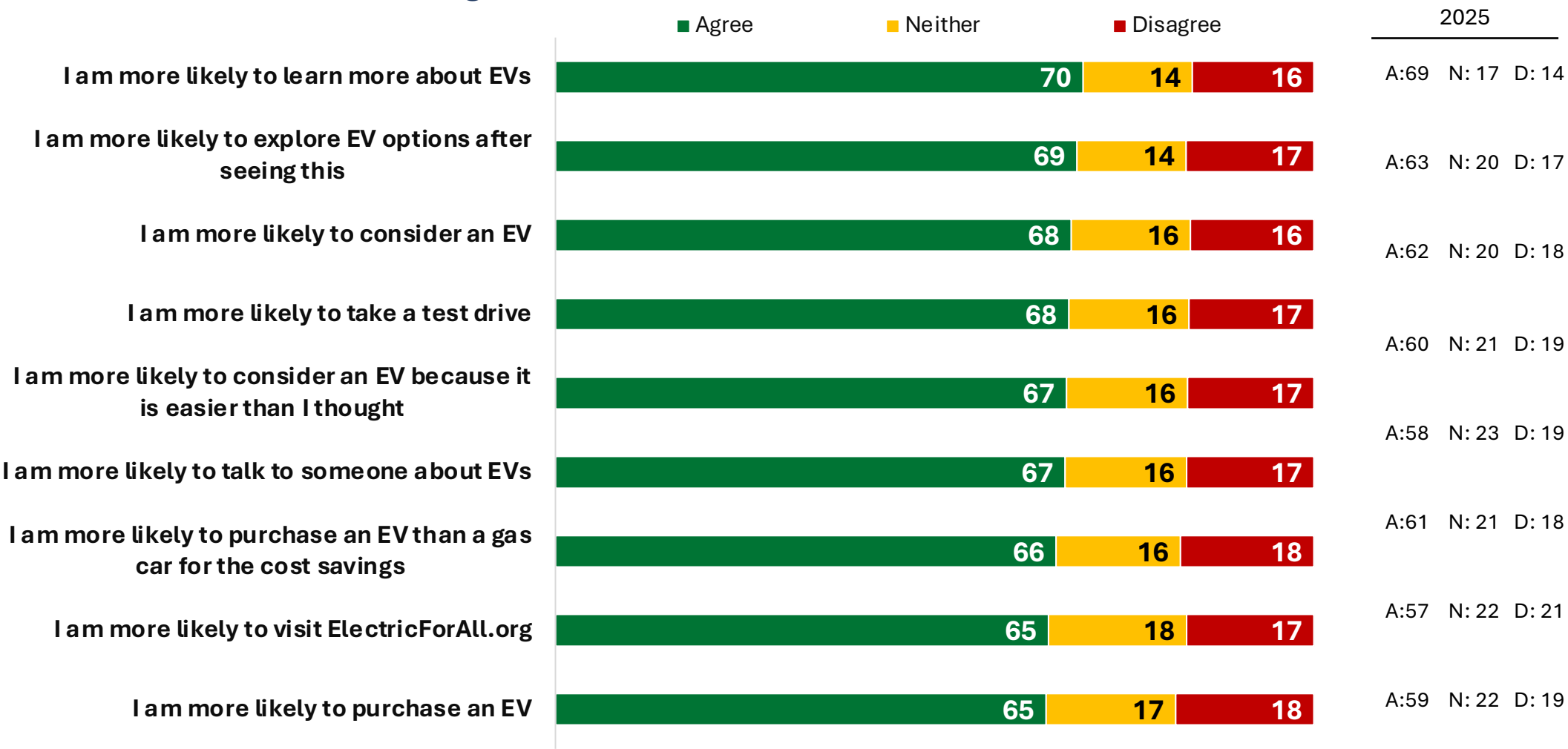
DETAILED REPONSE TO ADS: CHOICE THEME

[After all Choice ads] Thinking about the ads you just saw, overall, how much do you agree that they communicated each of the following?



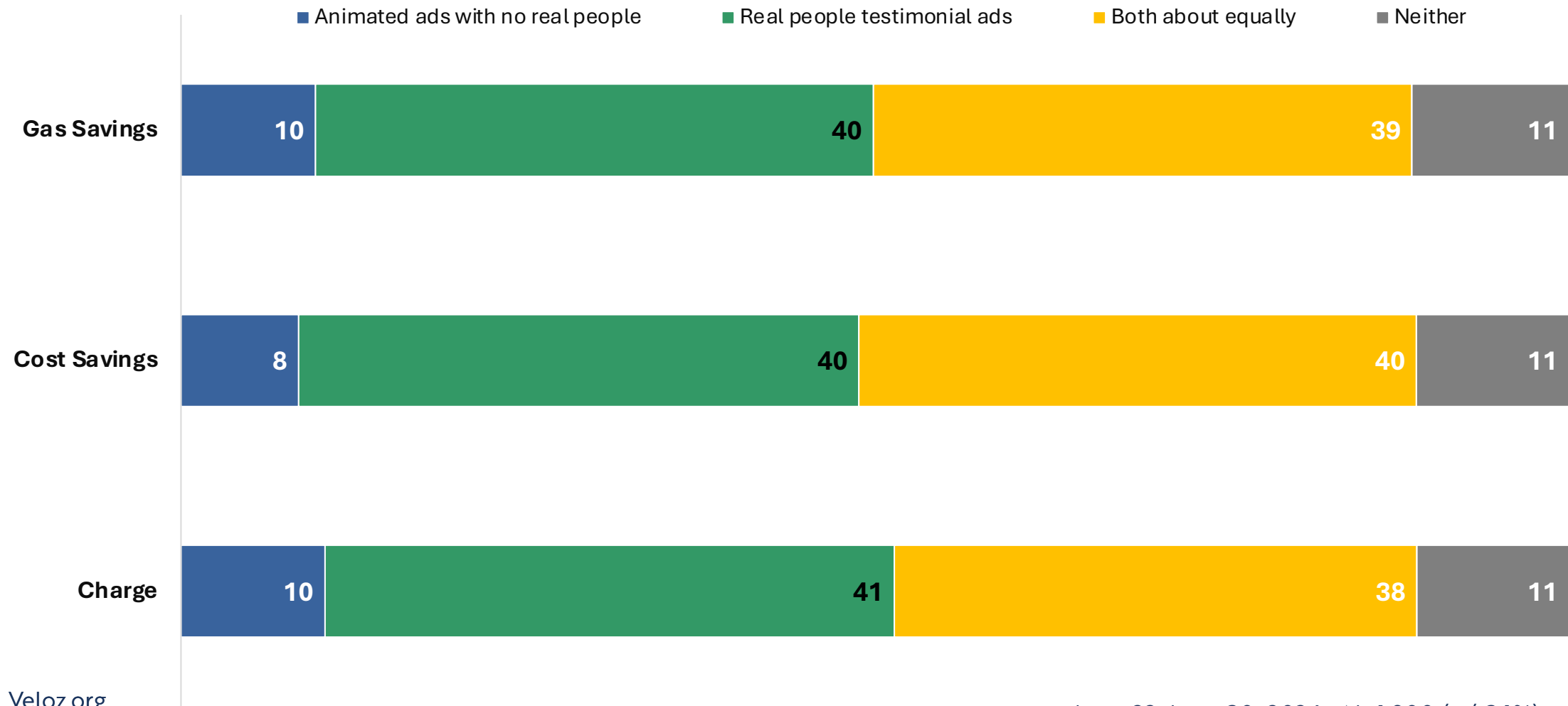
DETAILED REPONSE TO ADS: ALL THEMES

[After all ads] Thinking about the ads you just saw, overall, how much do you agree that they communicated each of the following?



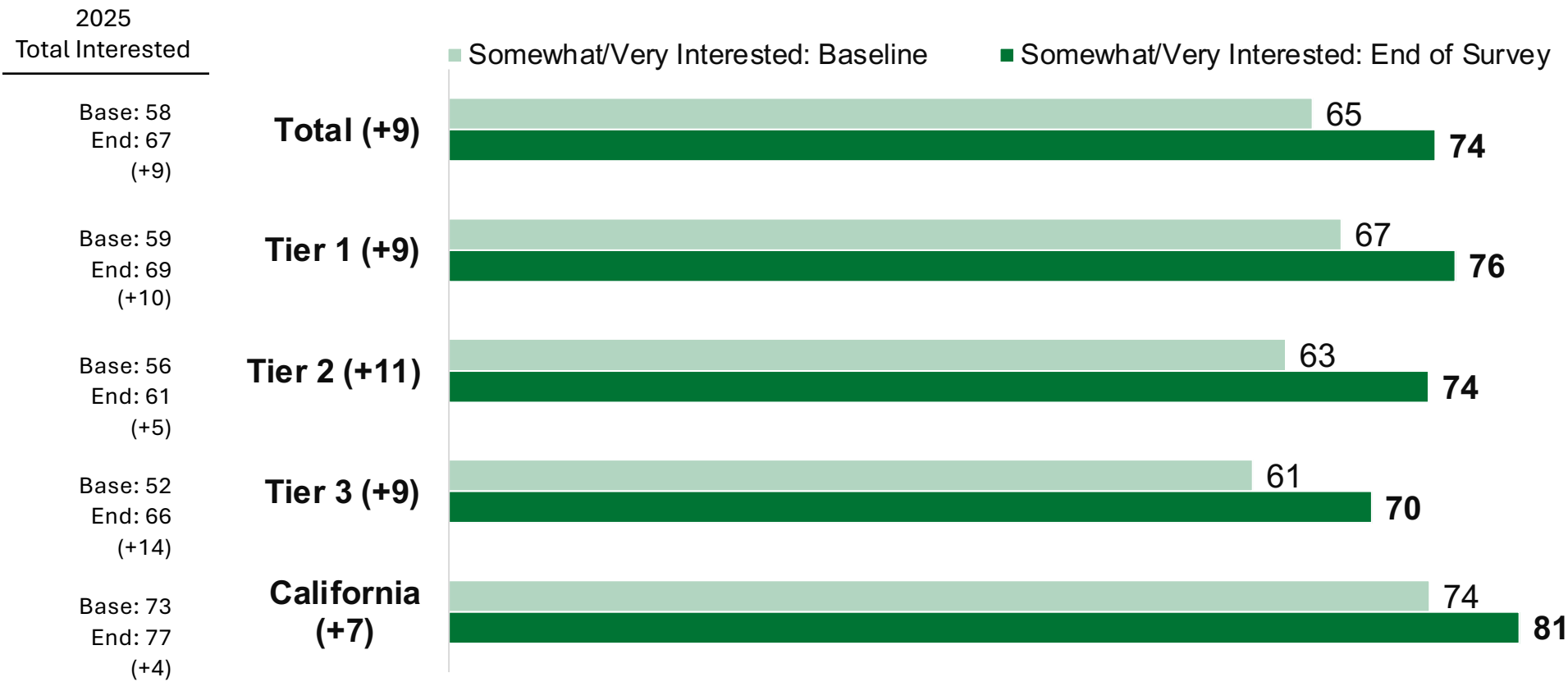
COMPARISON: REAL PEOPLE VS DIGITAL IMAGES

You were just shown two different creative approaches of communicating. Which is more effective at making you more interested in purchasing an EV?

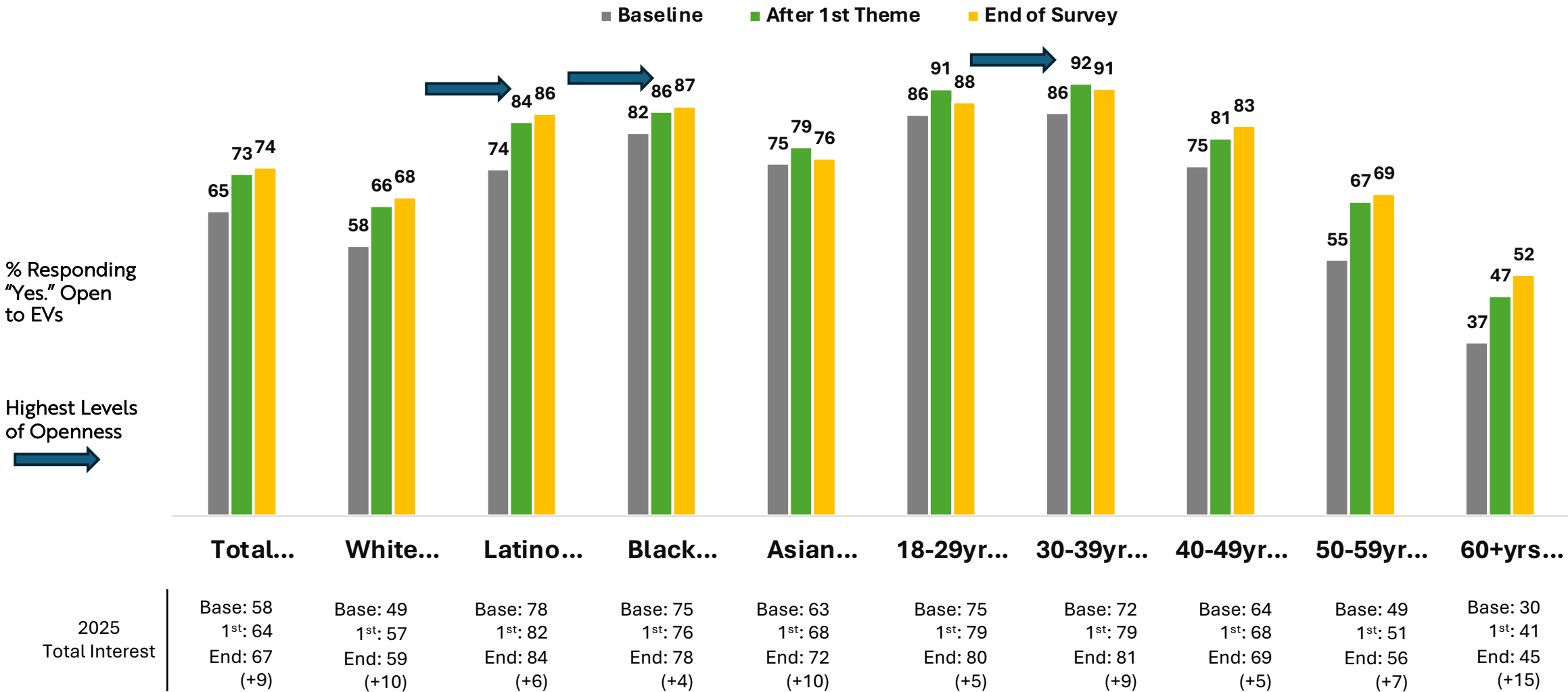


INTEREST IN PURCHASING AN ELECTRIC VEHICLE AFTER FULL SURVEY EXPOSURE – BY TIER (NET EFFECT OF ALL PERSUASION MESSAGES)

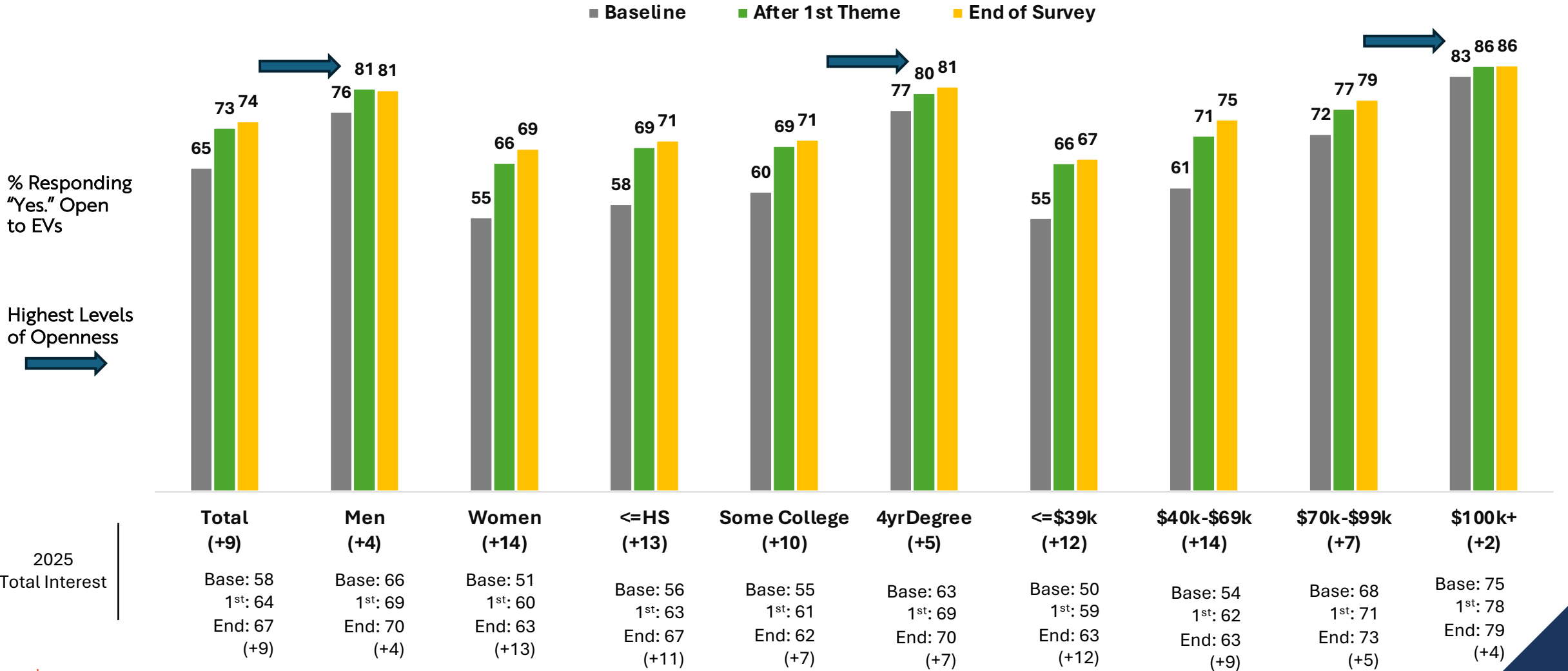
How interested are you in buying an electric car, truck, or motorcycle?



EFFECTS OF MESSAGING BY RACE AND AGE

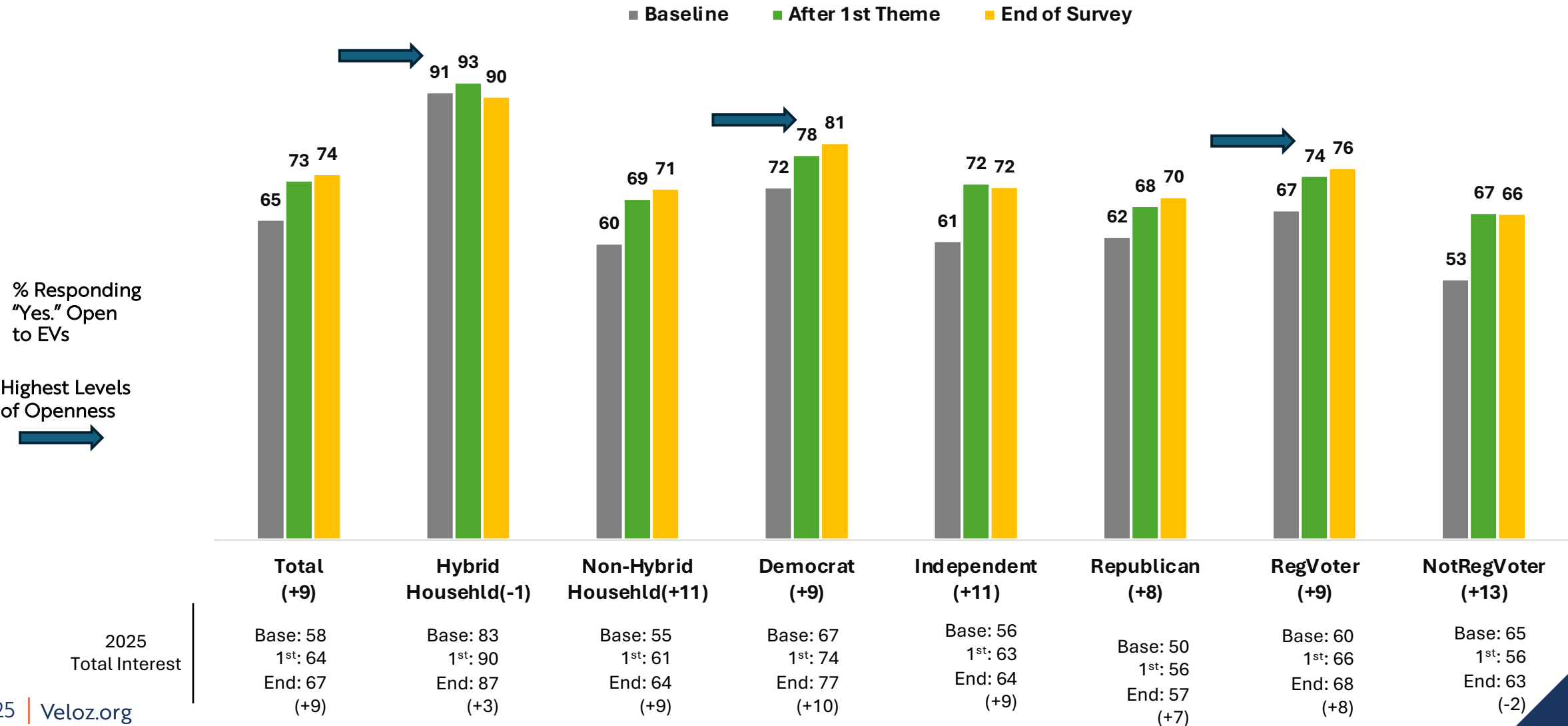


EFFECTS OF MESSAGING BY GENDER, EDUCATION, AND INCOME



2025
Total Interest

EFFECTS OF MESSAGING BY HYBRID OWNERSHIP AND POLITICAL VARIABLES



An aerial photograph of a two-lane asphalt road cutting through a dense, lush green forest. Two cars are visible on the road, one in each lane. A large, bright orange rectangular box with clipped corners is positioned on the left side of the image, partially overlapping the road and the forest. Inside this box, the words "RESEARCH SUMMARY" are written in a bold, white, sans-serif font.

RESEARCH SUMMARY

SUMMARY

- The entire sample is shifted more favorably toward EVs, both starting and ending the study more supportive than comparable moments in 2025 results.
- All of the messages resonate positively, and all the ad-types (including static images, digital animations, and live action commercials) test well.
 - Respondents pretty clearly prefer ads with actual people.
- Cost savings remains the most convincing message.
- Latino, Asian American and Black respondents at both the beginning (pre-message) and the end (post-message) of the survey were significantly more open to EV purchases than White respondents.
- The messages have larger effects among cohorts who start the survey less likely to purchase EVs, while they have smaller effects among groups who were already enthusiastic about EVs.
- The gap between being curious about EVs and being ready to purchase narrowed from 14 points to 5 points between the 2025 wave and the 2026 wave.
- Gaps were closed with the hardest-to-reach audiences, including adults 60+ (+22 points), rural markets (+18 points), women (+18 points), women (+18 points), lower-income households (+17 points) and those with a high school education (+15 points).

THANK YOU!