

To: Interested Parties

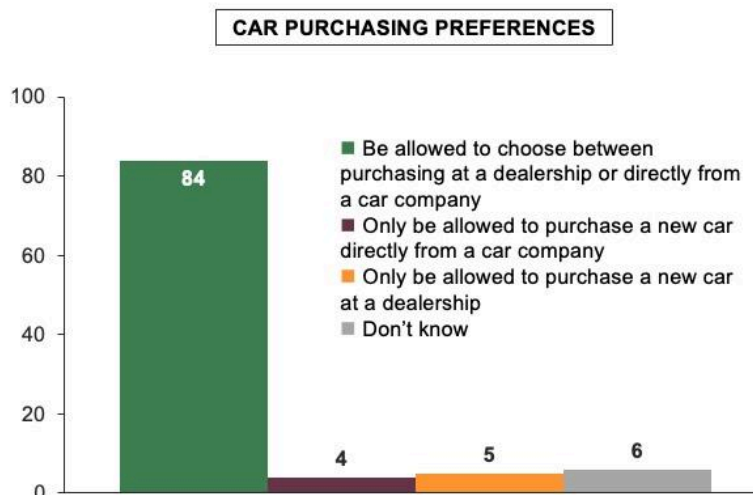
Fr: Impact Research

Date: January 28, 2025

Re: 8 in 10 WA Voters Want Direct Purchasing Choice for Zero-Emission Vehicles from Manufacturers Who Don't Have A Franchise Dealer Network

Recent polling among November 2024 election voters finds that Washingtonians overwhelmingly want the choice to buy directly from any zero-emission vehicle-only manufacturer that does not currently have a dealer network in the state. Voters also support the choice to conduct test drives in the state with zero emission-only manufacturers and to choose between purchasing a vehicle at a dealership or directly from a vehicle manufacturer that does not currently have a dealer network.

- **84% of Washington voters want to be allowed to choose between purchasing at a dealership or directly from a zero-emission vehicle-only manufacturer.** This compares to 5% who want to only be allowed to purchase a new car at a dealership and 4% who only want to be allowed to purchase a new car directly from a car manufacturer (6% don't know).



- **77% support a state policy that would allow consumers to buy a car directly from any zero-emission vehicle-only manufacturers without dealerships in their own showrooms (77% support / 18% oppose / 5% don't know).** In contrast, just 11% of voters support the current policy of allowing only one zero-emission vehicle manufacturer to sell cars directly to customers in their own showrooms and banning every other zero emission vehicle-only manufacturer without a dealer network from doing so (11% support / 83% oppose / 6% don't know).

Findings are based on an Impact Research survey in Washington. The survey was conducted via live phone and text-to-web interviews from September 26-30, 2024, among N=500 likely 2024 general election voters. The margin of error is +/- 4.4%.

- **88% support allowing all vehicle manufacturers to offer test drives for vehicles available for purchase to people in Washington (88% support / 5% oppose / 7% don't know).** This aligns with voters' own preferences for test driving before buying; 86% would not buy a vehicle without test driving it (86% would not buy / 11% would buy / 3% don't know).