

# Fueling Fairness: Exploring Consumer Preferences for Electric Vehicle Mileage Tax Strategies

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## **Abstract:**

Electric Vehicles are gaining popularity due to benefits like reduced urban pollution, lower usage costs, and higher energy efficiency. However, their growing prevalence presents challenges, including congestion and pollution from increased vehicle use. A mileage tax offers a solution to address these externalities and their negative societal impacts. This study examines public acceptance of mileage tax alternatives designed to balance perceived fairness and effectiveness. Results indicate a preference for all-vehicle mileage taxation over EV-specific taxes, support for penalties on polluting vehicles, and favor allocating revenues to infrastructure improvements. These insights can help policymakers navigate the challenge of designing policies that achieve high consumer acceptance while also promoting EV adoption and aligning with net-zero carbon goals.

*Keywords: Public policy; sustainability; electric vehicles*

*Track: Public Sector and Non-Profit Marketing*