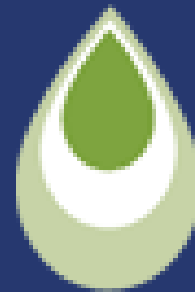


PUBLIC OPINION STRATEGIES



THE
MELLMAN
Group
RESEARCH
BASED
STRATEGY



THE PEW
CAMPAIGN FOR
FUEL
EFFICIENCY

Presentation Of Findings From Surveys Of Selected Congressional Districts

July 2007

Key Findings

- **Voters In Key Districts Strongly Support Higher Fuel Efficiency Standards**
- **Voters Prefer CAFE Standards That Are Higher, Binding, Come Into Force Sooner And Are Not Capped**
- **Even After Being Exposed To All The Negative Arguments, Voters Still Support Strict CAFE Standards In Overwhelming Numbers**
- **Voters Do Not Believe, Or Are Not Persuaded By, Industry Arguments Against CAFE, But Do See Substantial Benefits To Stronger Standards**
- **Adopting Strict CAFE Standards Would Be An Important Accomplishment That Voters Say Would Improve Views Of Congress**
- **Even In Michigan's 15th District, The Home Of The American Auto Industry, Support For Increased Fuel Efficiency Standards Is Strong**

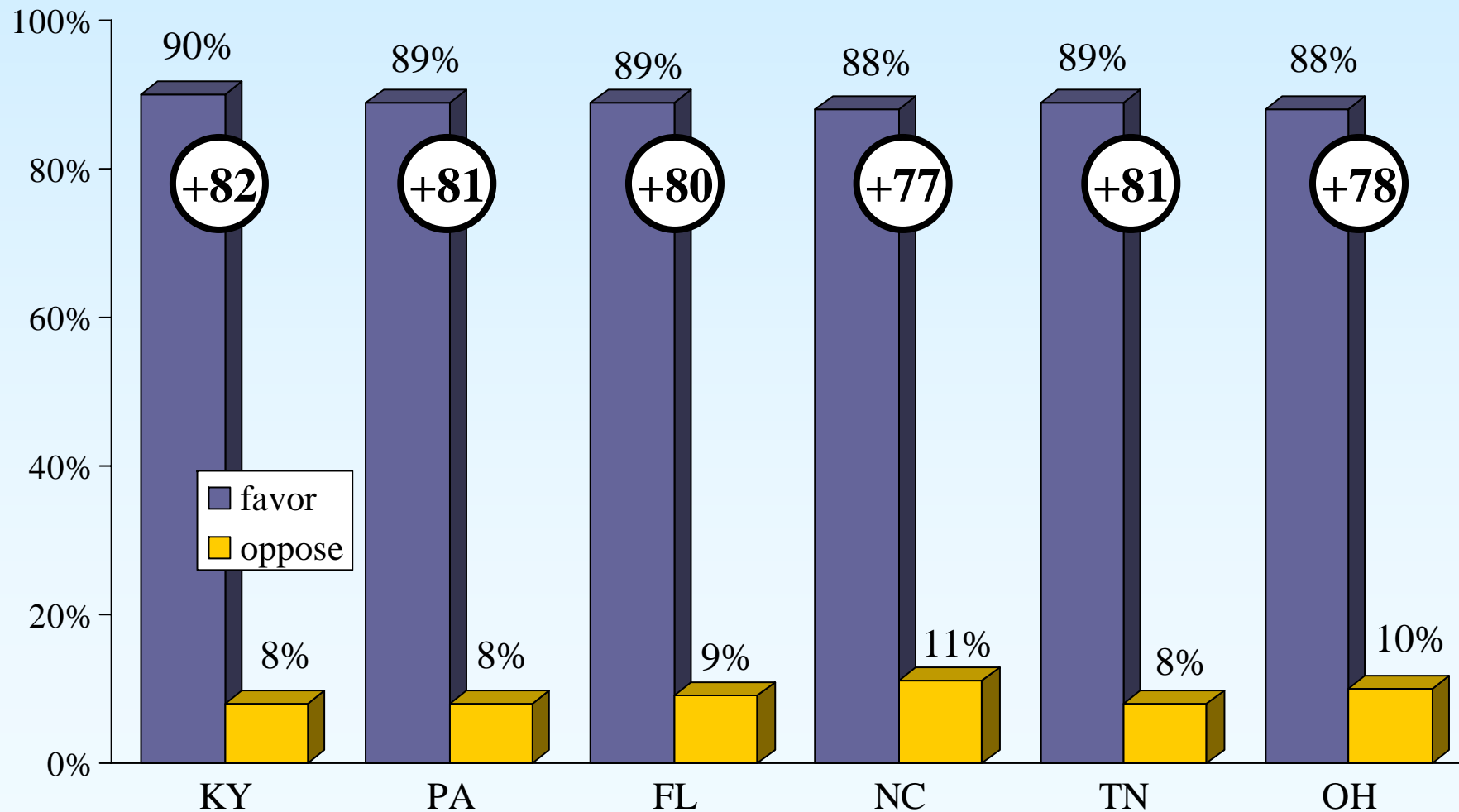
Methodology

- Polls Of Likely 2008 General Election Voters In Selected Congressional Districts
 - Ohio: CDs 4,6,9,11,12,13,17,18
 - Pennsylvania: CDs 1,3,4,11,12,17
 - North Carolina: CDs 2,3,7,11,12
 - Kentucky: CDs 3,6
 - Florida: CDs 2,9,16,17,18,20,22,25
 - Tennessee: CDs 1,5,6,8
 - Michigan: CD 15
- 100 Likely 2008 General Election Voters Per Congressional District, Except In Kentucky (200/District) And Michigan (400/District)
- Combined, Conducted 3,900 Interviews In 34 Districts In 7 States
- Conducted July 13-20, 2007, Margin Of Error +/- 5.0%

**Voters In Key Districts Strongly
Support Higher Fuel Efficiency
Standards**

Nearly All Voters In Key Congressional Districts Throughout The Country Favor Increased Fuel Efficiency

Do you favor or oppose requiring the auto industry to increase fuel efficiency, that is, increase the average miles per gallon of gasoline that cars, trucks, pickups, and SUV's get?




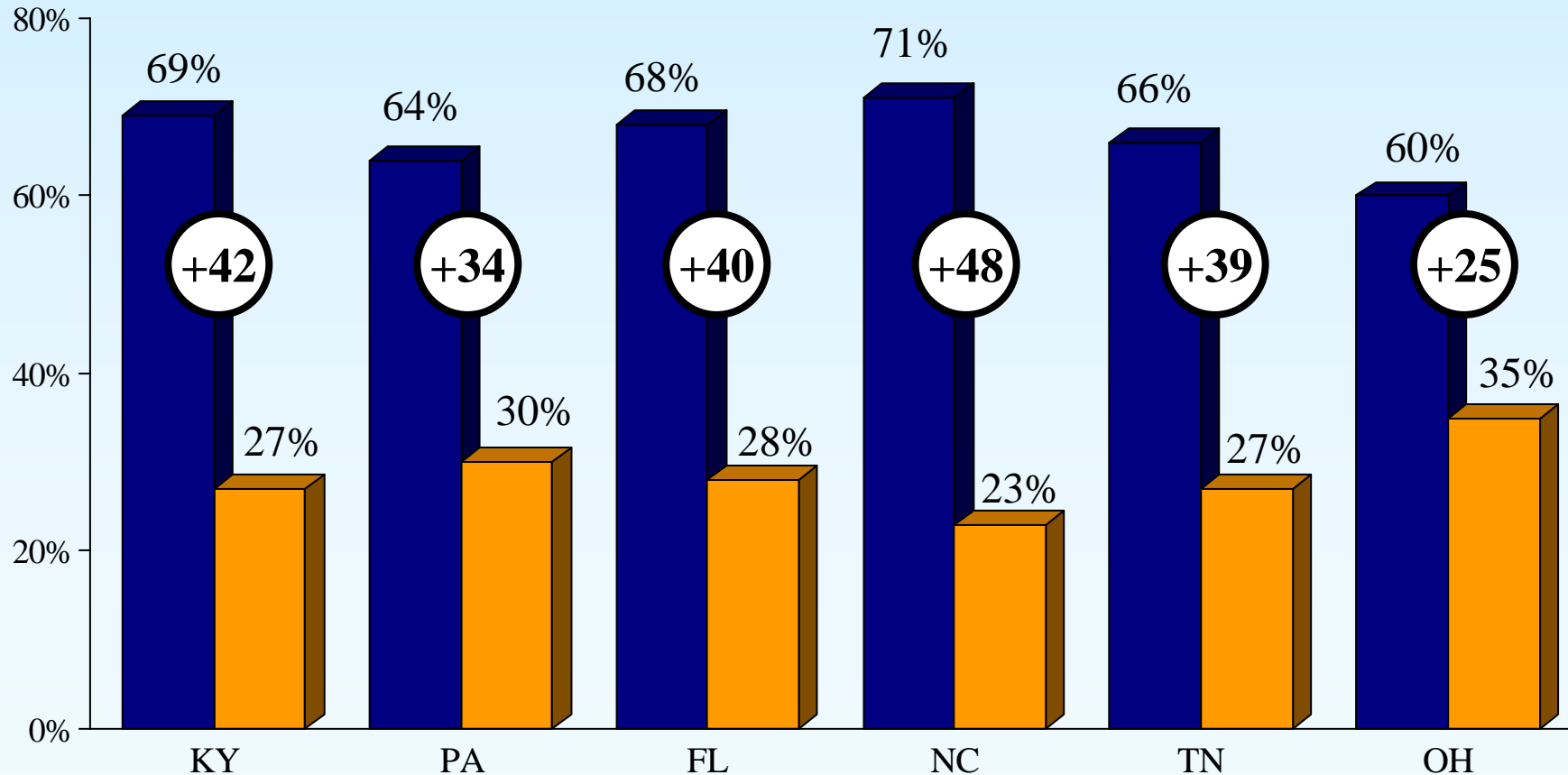
**Voters Prefer CAFE Standards That
Are Higher, Binding, Come Into Force
Sooner And Are Not Capped**

Voters Prefer Mandatory CAFE Standards Over Non-Binding Goals

Given the choice, which of these proposals would you prefer?



 *A proposal that sets mandatory gas mileage standards for automakers.*

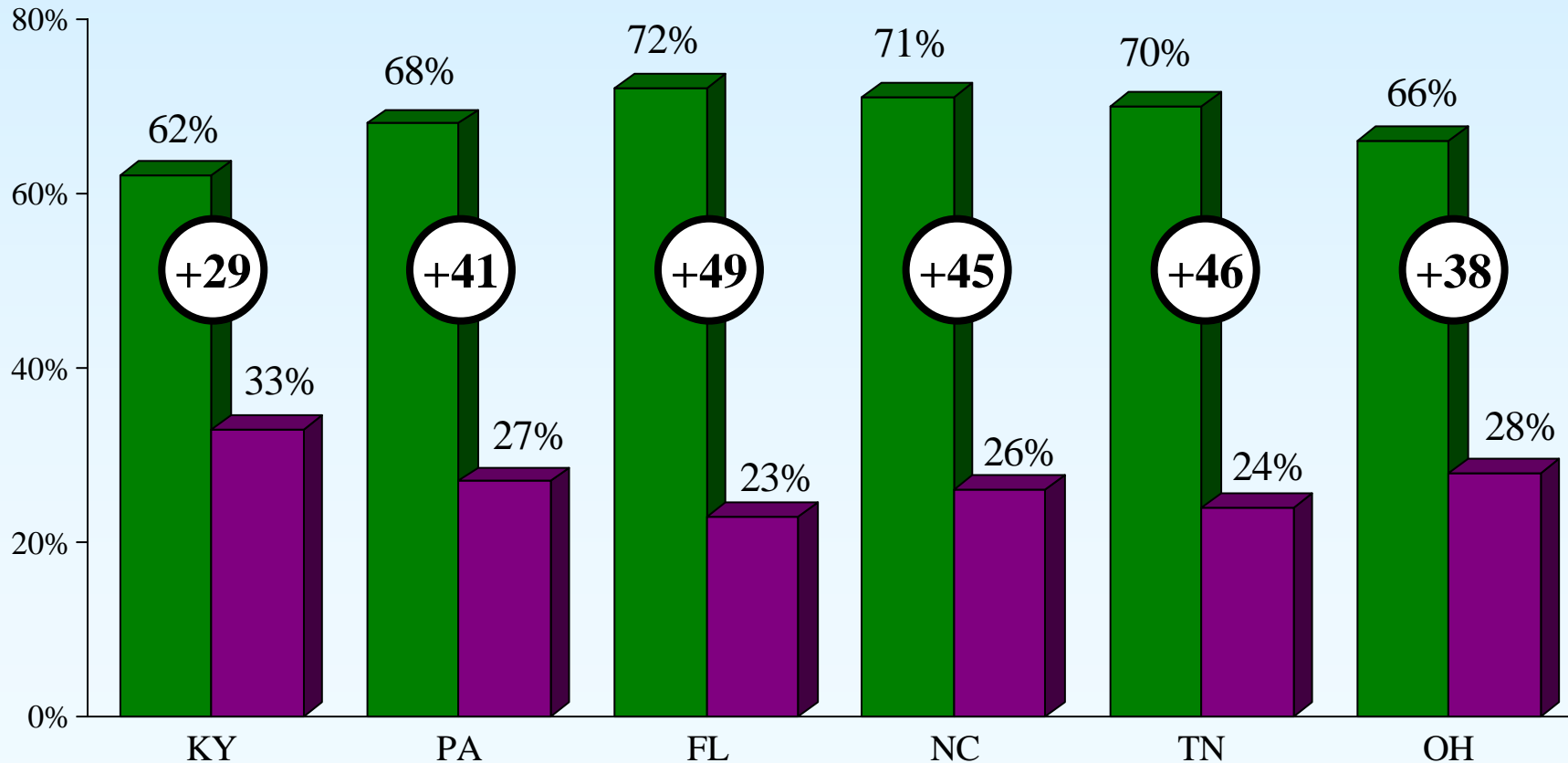
 *A proposal that sets non-binding gas mileage goals for automakers.*



The Higher 35 MPG Standard Is Preferred To 32 MPG

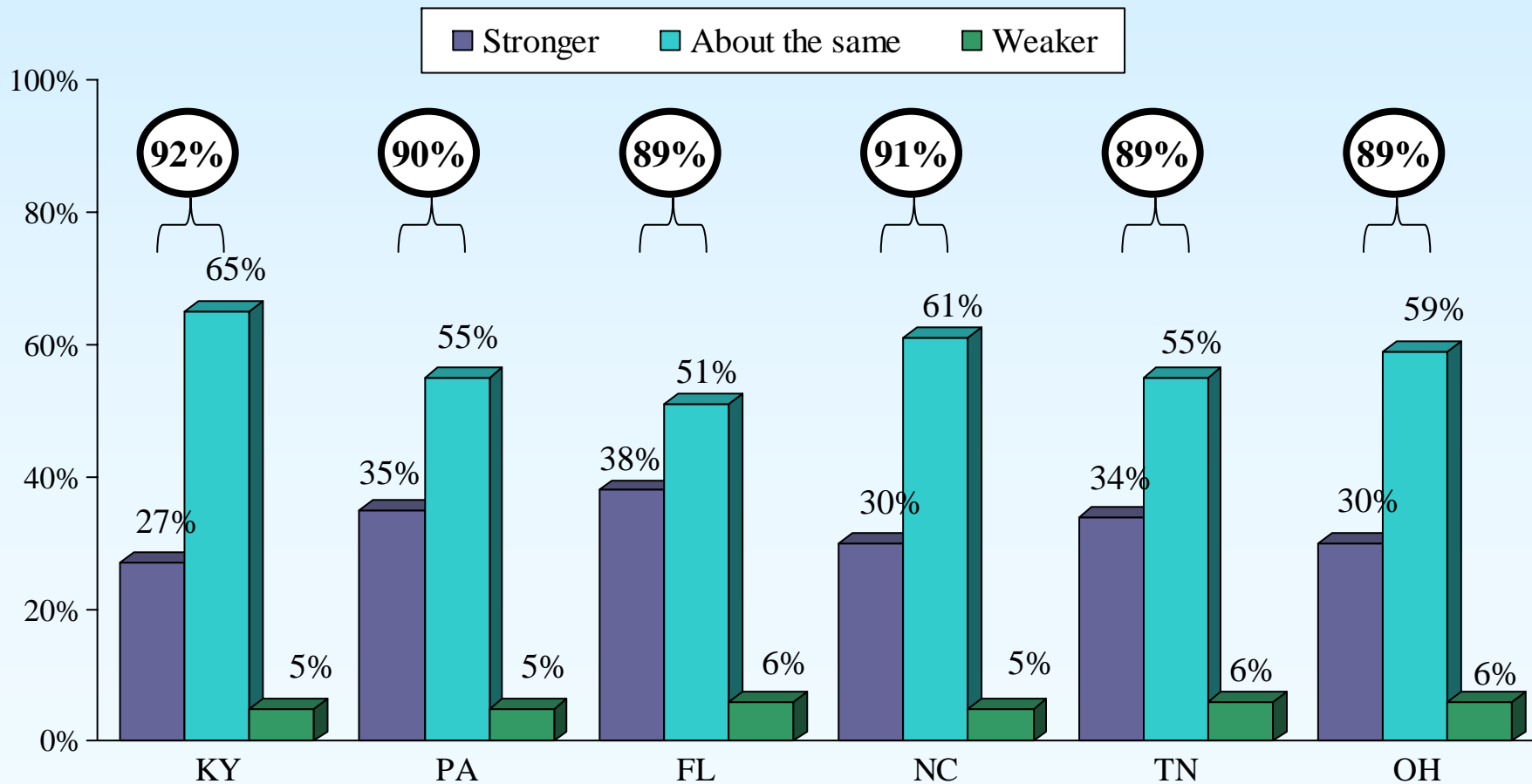
Given the choice, which of these proposals would you prefer?

-  A proposal designed to achieve an average fuel economy standard of 35 miles per gallon of gasoline.
-  A proposal designed to achieve an average fuel economy standard of 32 miles per gallon of gasoline.



Nearly Nine-In-Ten Voters Believe The House Should Adopt CAFE Standards At Least As Strong, If Not Stronger Than, The Senate

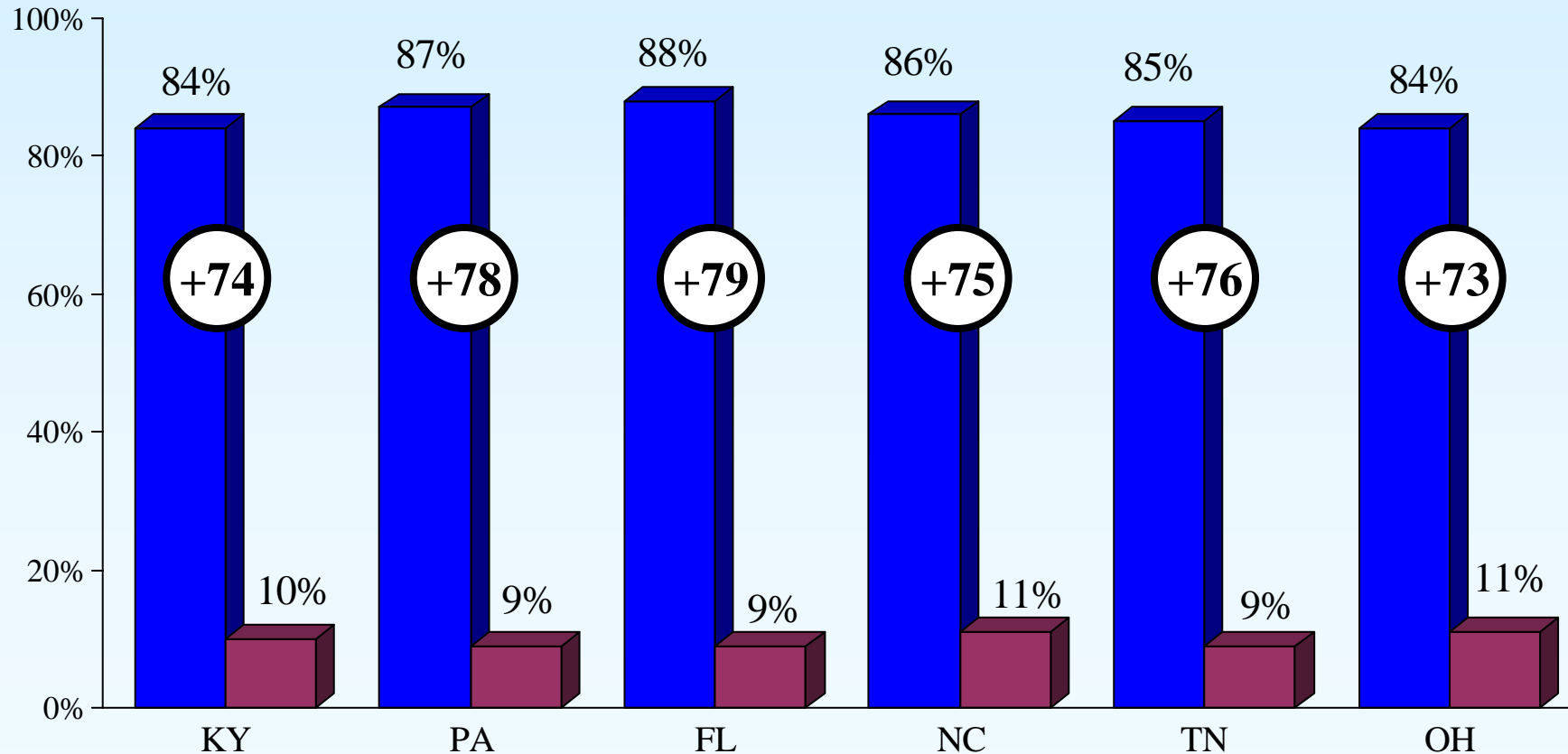
The United States Senate recently passed legislation requiring automakers to increase average miles per gallon for cars, trucks and SUVs to 35 miles per gallon by 2020. Do you believe the House of Representatives should pass fuel efficiency standards that are stronger than those passed by the Senate, about the same or weaker than those passed by the Senate?



Almost All Voters Want Standards To Be Met By The Earlier Date

Given the choice, which of these proposals would you prefer?

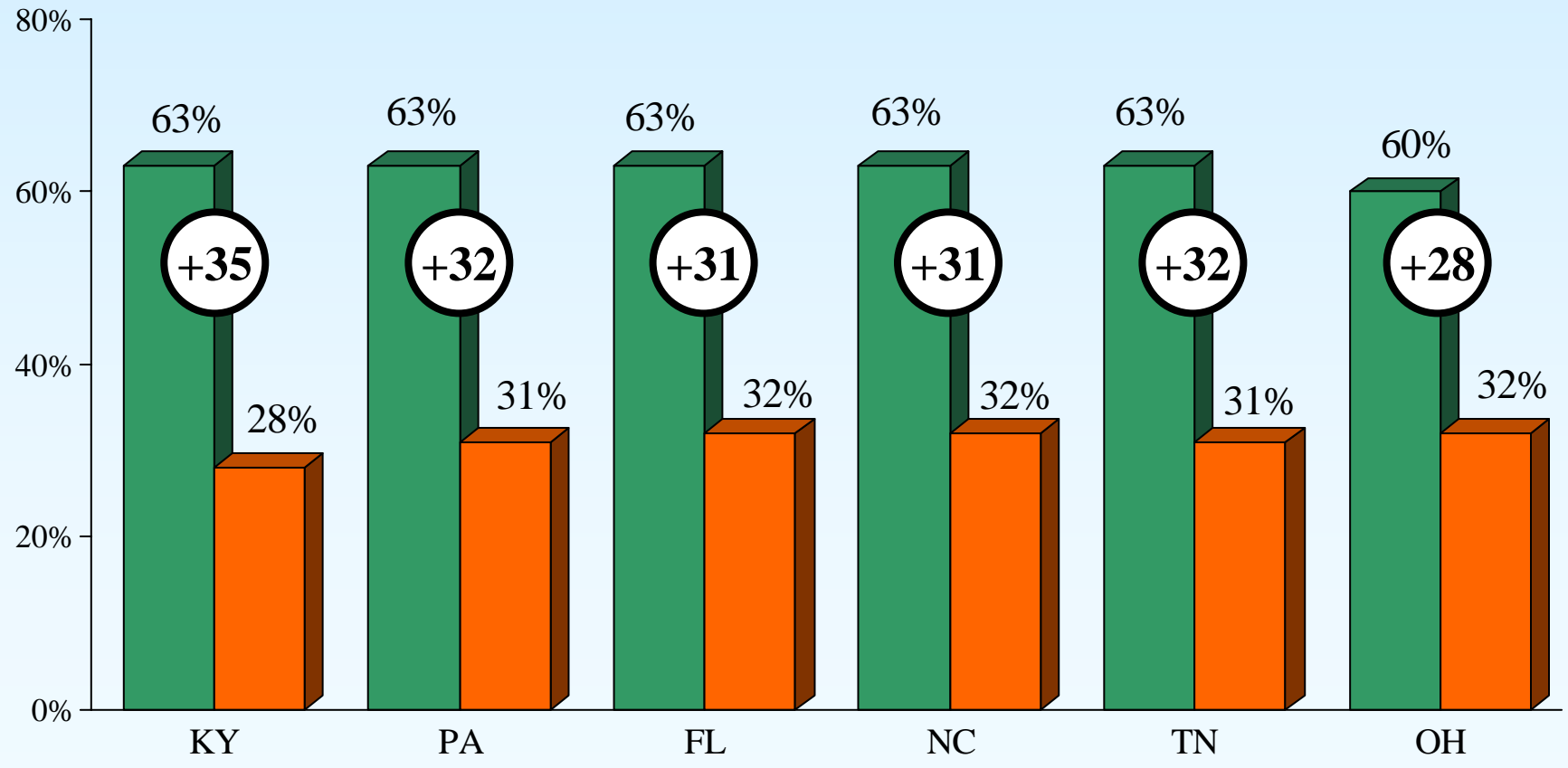
- *A proposal designed to achieve the new average gas mileage standard by the year 2018.*
- *A proposal designed to achieve the new average gas mileage standard by the year 2022.*



A Large Majority Oppose A Cap On Fuel Efficiency Standards, Preferring To Let Them Increase Further

Given the choice, which of these proposals would you prefer?

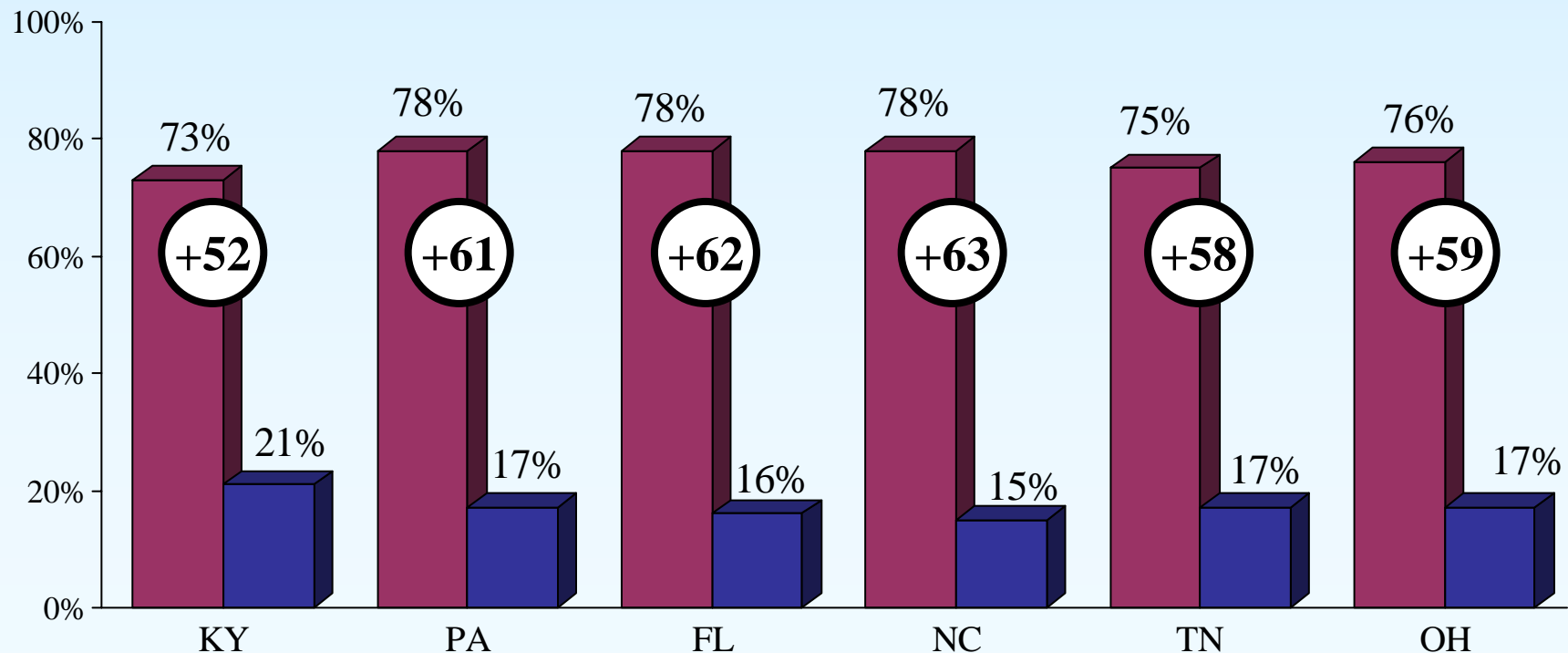
- A proposal that allows the government to raise fuel efficiency standards above 35 miles per gallon
- A proposal that prohibits the government from raising fuel efficiency standards above 35 miles per gallon in 2022



Voters In Key Districts Prefer The More Aggressive Approach In Markey-Platts Over The Elements Of Hill-Terry

Which of these proposals would you prefer?



- *A proposal that requires automakers to increase average miles per gallon for cars, trucks, and SUV's to 35 miles per gallon by the year 2018. This proposal would aim for continual improvement in fuel efficiency of 4% each year after that, as long as it is technologically feasible and cost effective.*
- *A proposal that requires automakers to increase average miles per gallon for cars, trucks and SUV's to 32 miles per gallon by 2022. This proposal would prohibit the government from raising standards above 35 miles per gallon in 2022.*

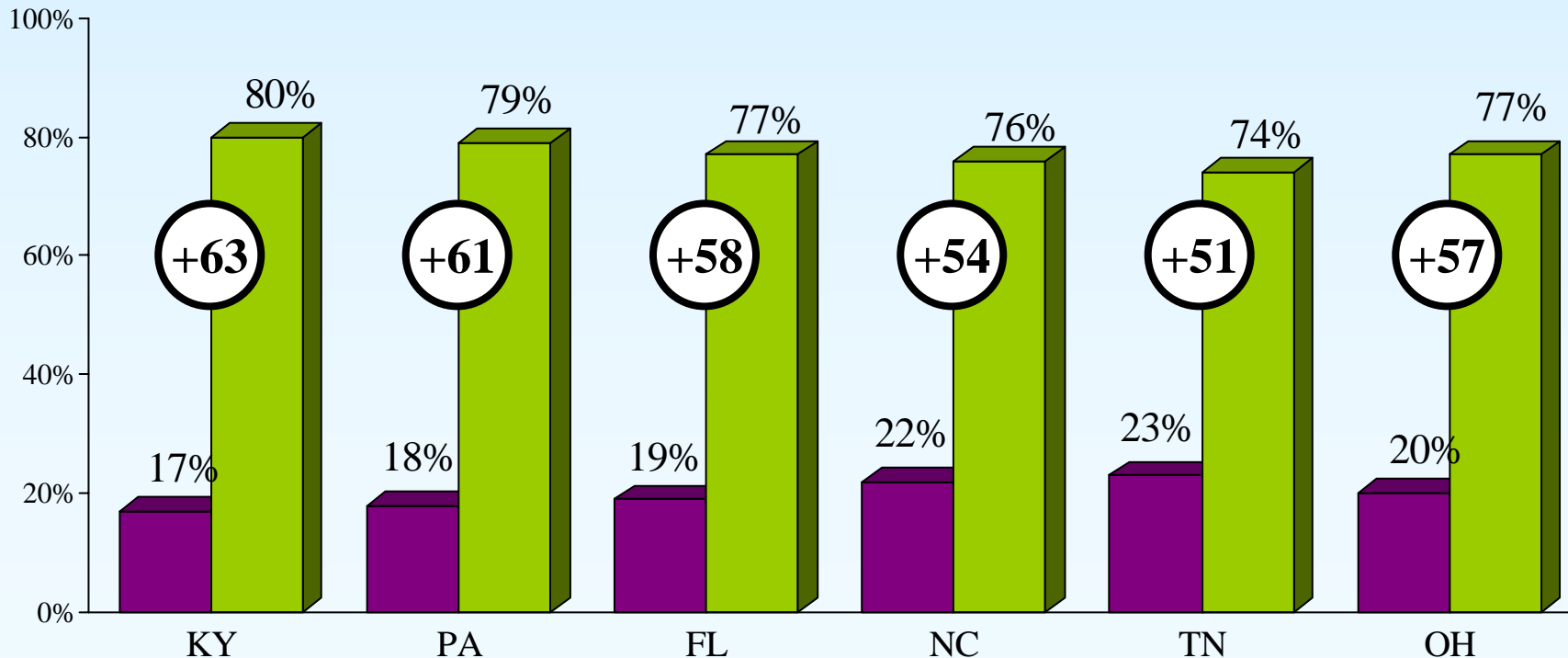


**Even After Being Exposed To All The
Negative Arguments, Voters Still
Support Strict CAFE Standards In
Overwhelming Numbers**

After Hearing Arguments On Both Sides, Three Quarters Of Voters In Key Districts Want Higher CAFE Standards

Which is closer to your point of view?

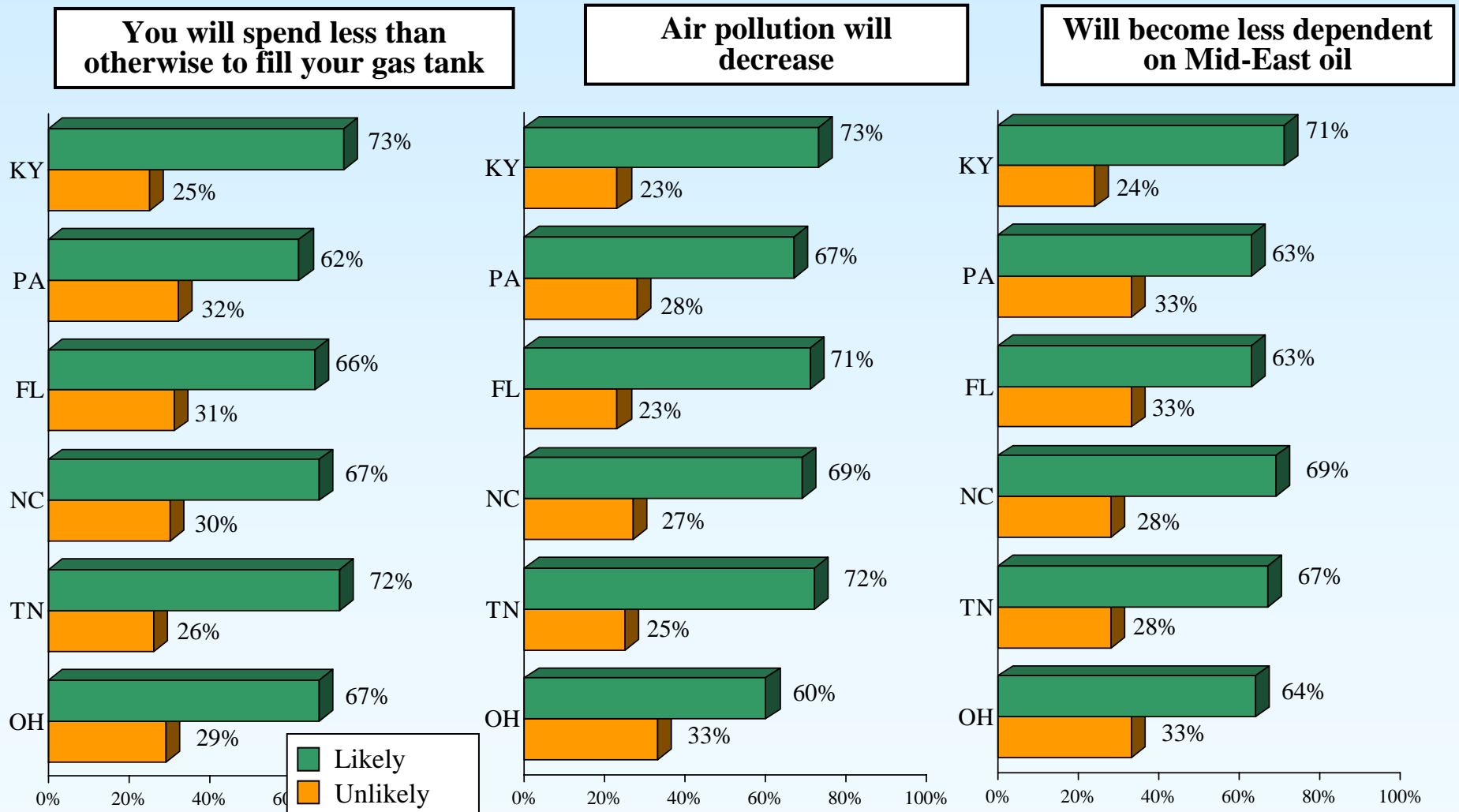
-  *We should not require auto companies to meet higher fuel efficiency standards over the next decade because it will hurt American auto companies while helping foreign automakers, cost American jobs, as well as keep autoworkers from getting their pensions and benefits. It will result in lighter, unsafe cars on the road, increase the cost of automobiles, and take vehicles off the market, like SUVs, minivans, and pickup trucks.*
-  *We should require auto companies to meet higher fuel efficiency standards over the next decade because American technology can produce cars, SUVs, minivans and pickups that are both safe and fuel efficient, and producing such vehicles will help make American auto companies more competitive and will save consumers money. Moreover, our national security requires us to become less dependent on foreign oil and the best way to do that is by reducing our consumption of gasoline.*



**Voters Do Not Believe, Or Are
Not Persuaded By, Industry
Arguments Against CAFE, But Do
See Substantial Benefits To
Stronger Standards**

Lower Gas Costs, Decreased Pollution And A Reduced Dependence On Foreign Oil Are All Seen As Very Likely Outcomes Of Increased CAFE Standards

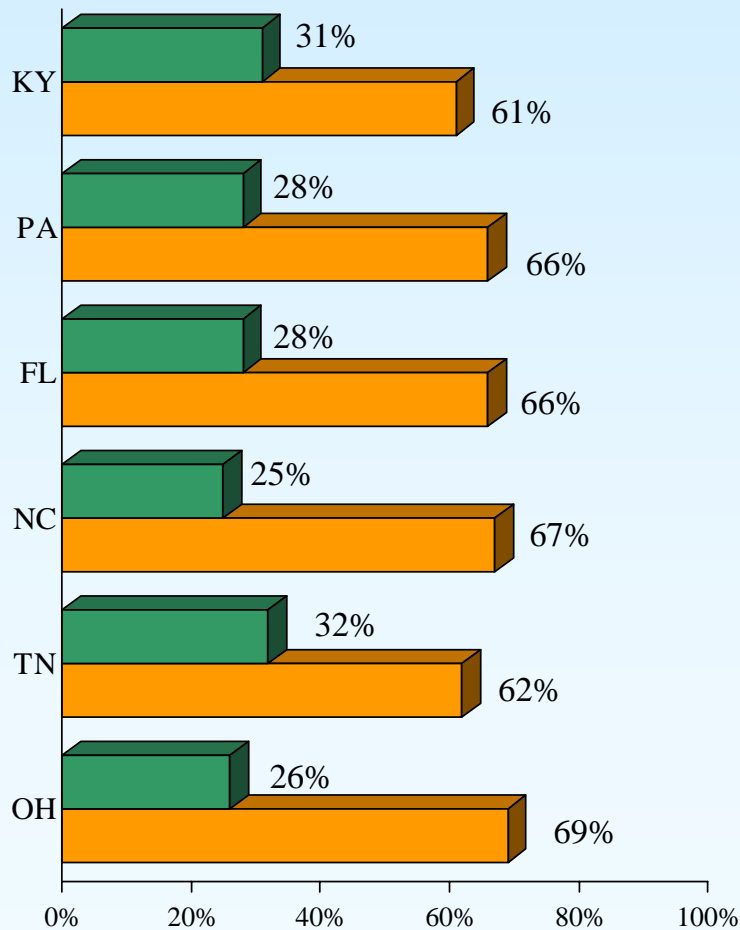
Now I'm going to list things that some people say could happen if the U.S. increases the average miles per gallon of gasoline that cars, trucks, and SUV's get. After each, please tell me how likely each is to happen.



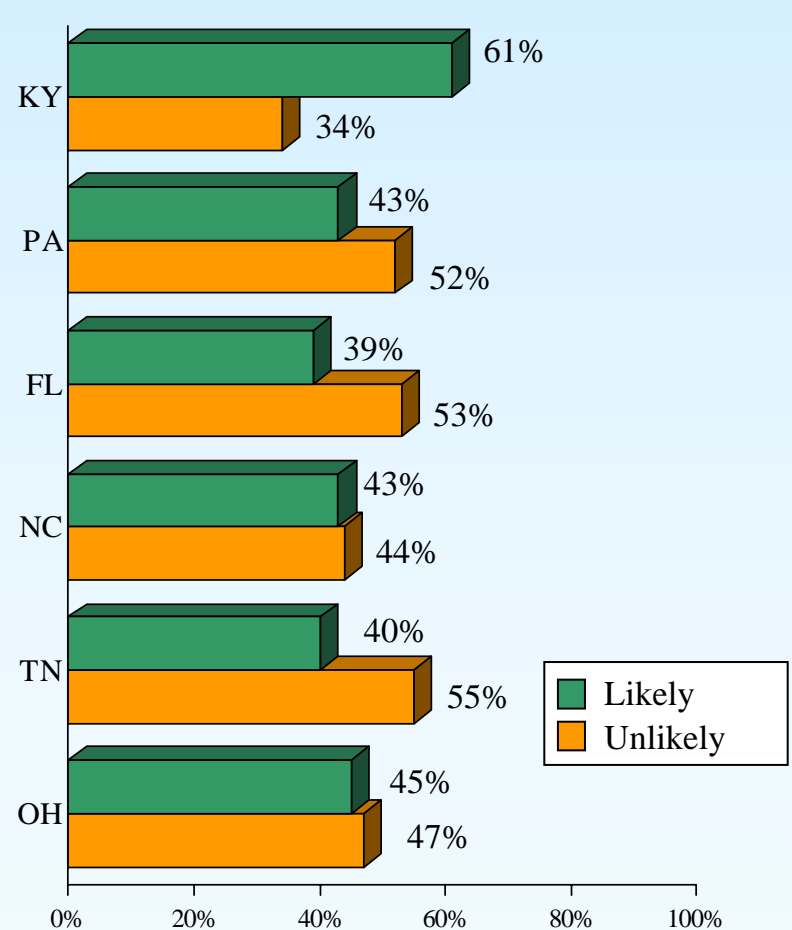
Voters Reject The Idea That Increased Standards Will Make Automobiles Less Safe And Are Not Convinced Higher Standards Will Make Them Less Powerful

Now I'm going to list things that some people say could happen if the U.S. increases the average miles per gallon of gasoline that cars, trucks, and SUV's get. After each, please tell me how likely each is to happen.

Cars, trucks and SUVs will be too small and less safe



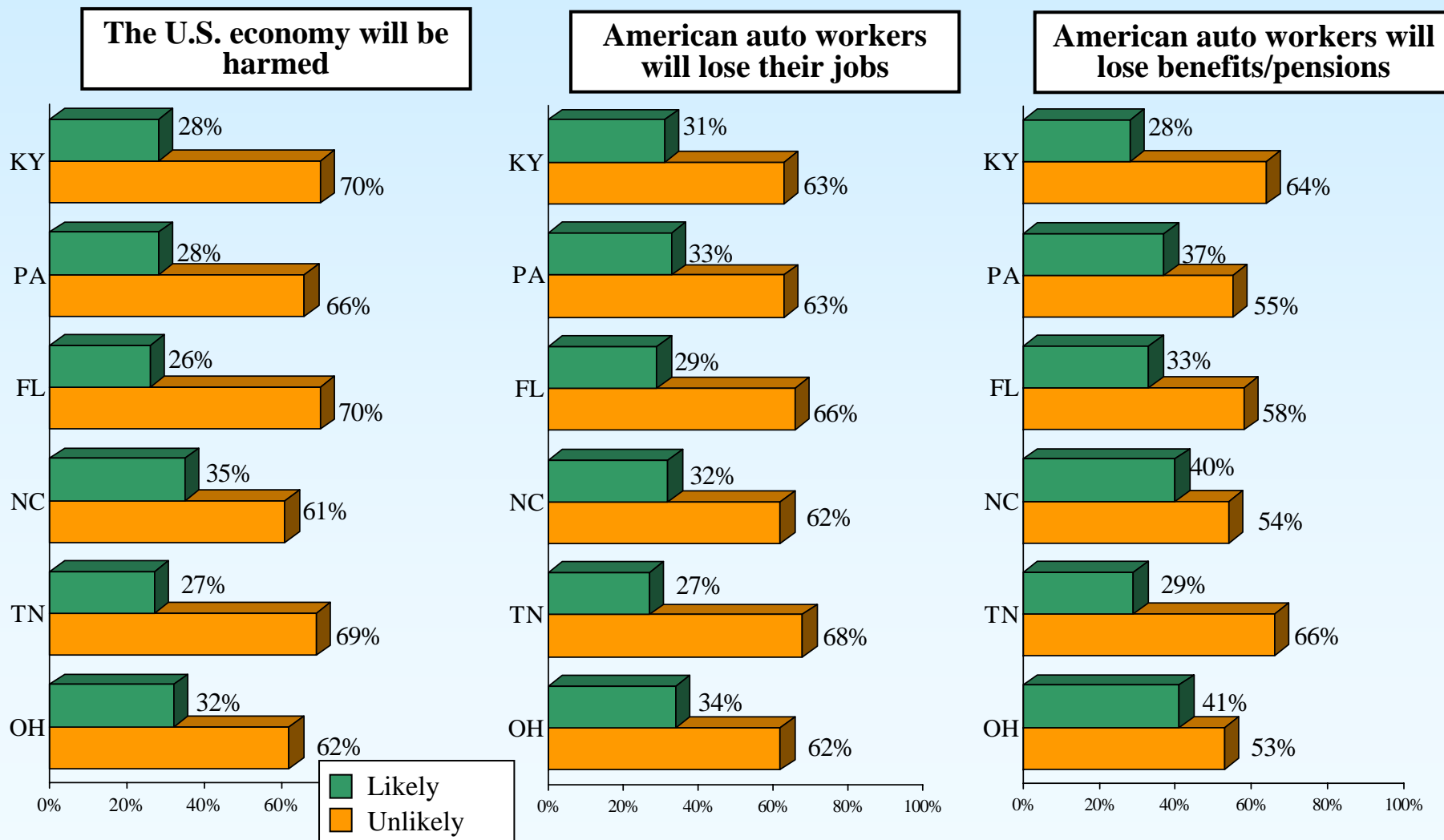
Cars, trucks and SUVs will be less powerful



█ Likely
█ Unlikely

Across Districts, Voters Believe It Unlikely That The Economy Will Be Harmed Or Autoworkers Will Lose Jobs As A Result Of Higher Standards

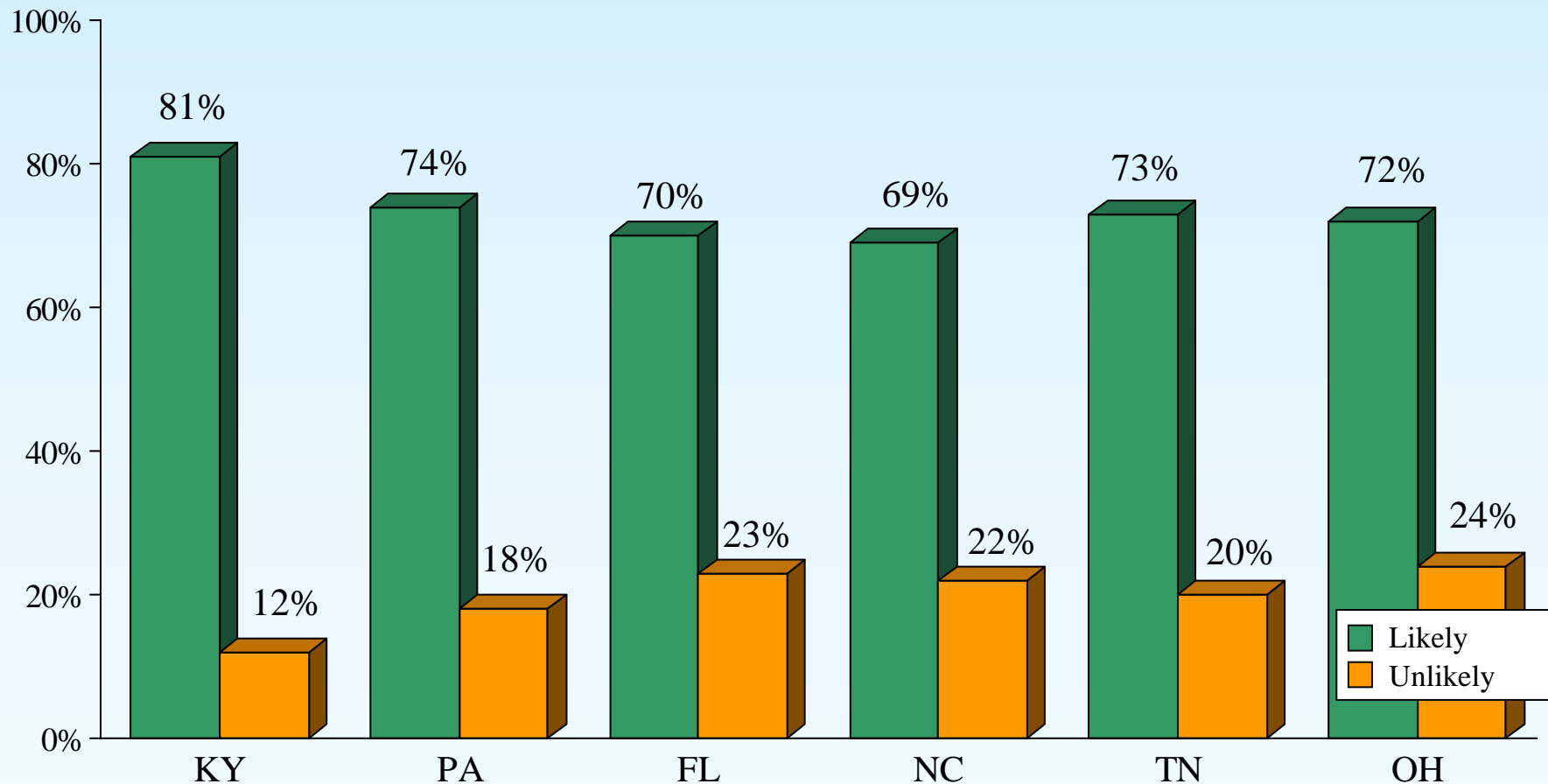
Now I'm going to list things that some people say could happen if the U.S. increases the average miles per gallon of gasoline that cars, trucks, and SUV's get. After each, please tell me how likely each is to happen.



In Fact, Most Voters Believe That Higher Standards Will Encourage Automakers To Innovate, Thereby Saving Jobs And Helping The Economy

Now I'm going to list things that some people say could happen if the U.S. increases the average miles per gallon of gasoline that cars, trucks, and SUV's get. After each, please tell me how likely each is to happen.

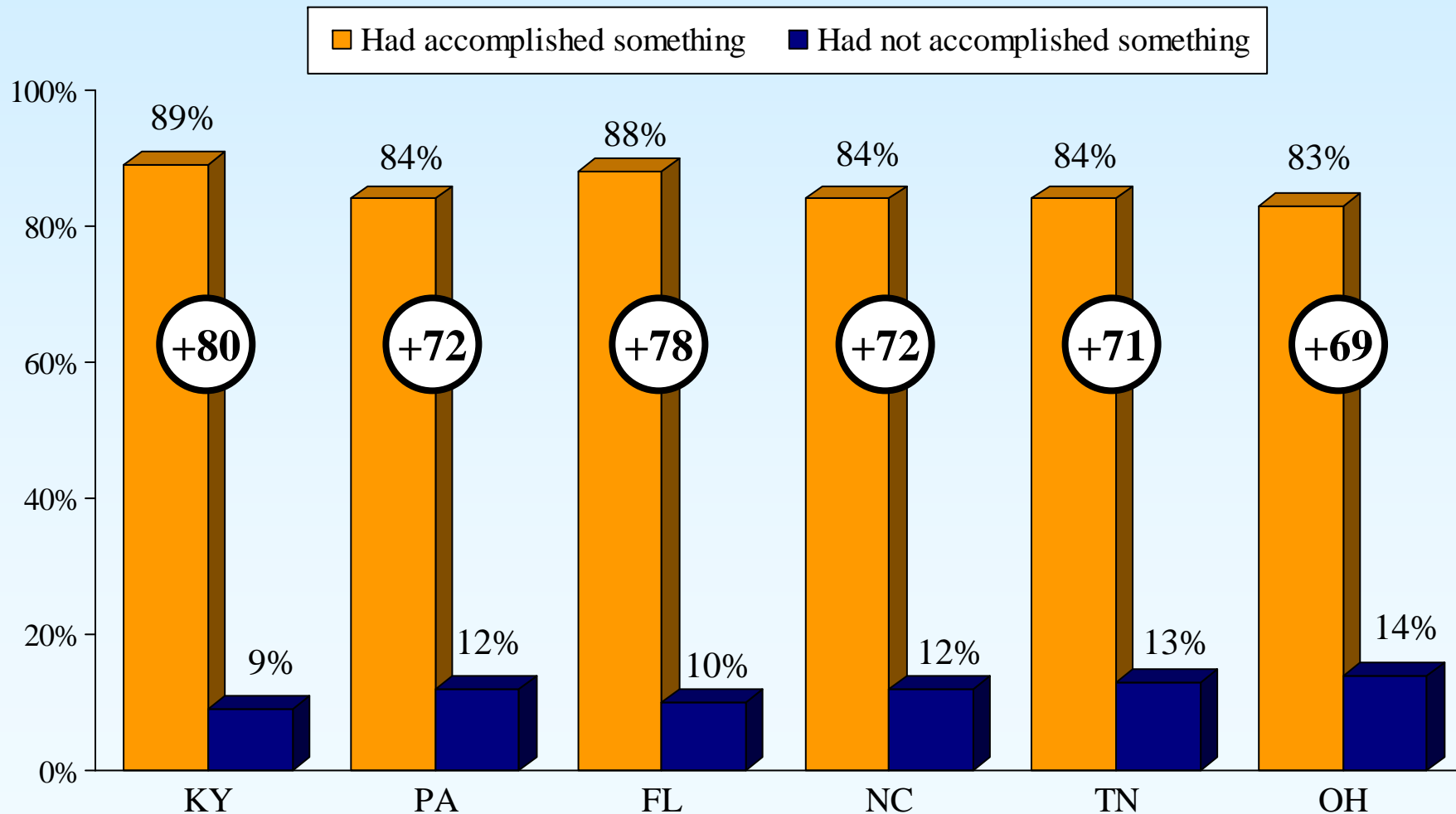
American car companies will be encouraged to innovate, increasing their sales and protecting the jobs of American auto workers



**Adopting Strict CAFE Standards
Would Be An Important
Accomplishment That Voters Say
Would Improve Views Of Congress**

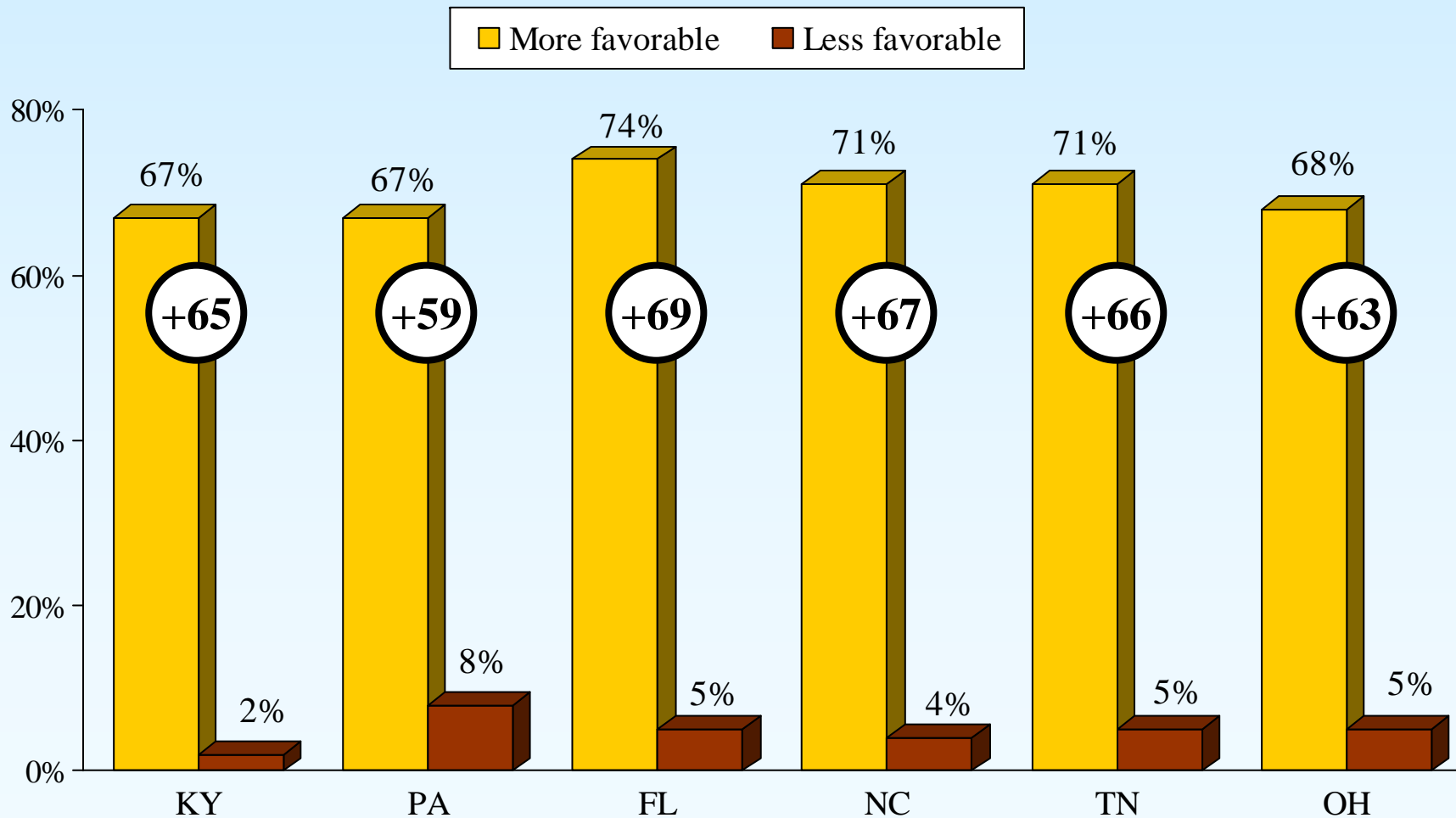
Voters In Every Key District View Energy Legislation As An Important Accomplishment

If Congress passed energy legislation that increased average miles per gallon for cars, trucks, and SUV's and invested in alternative energy, would you feel that Congress had accomplished something important or that Congress had not accomplished something important?



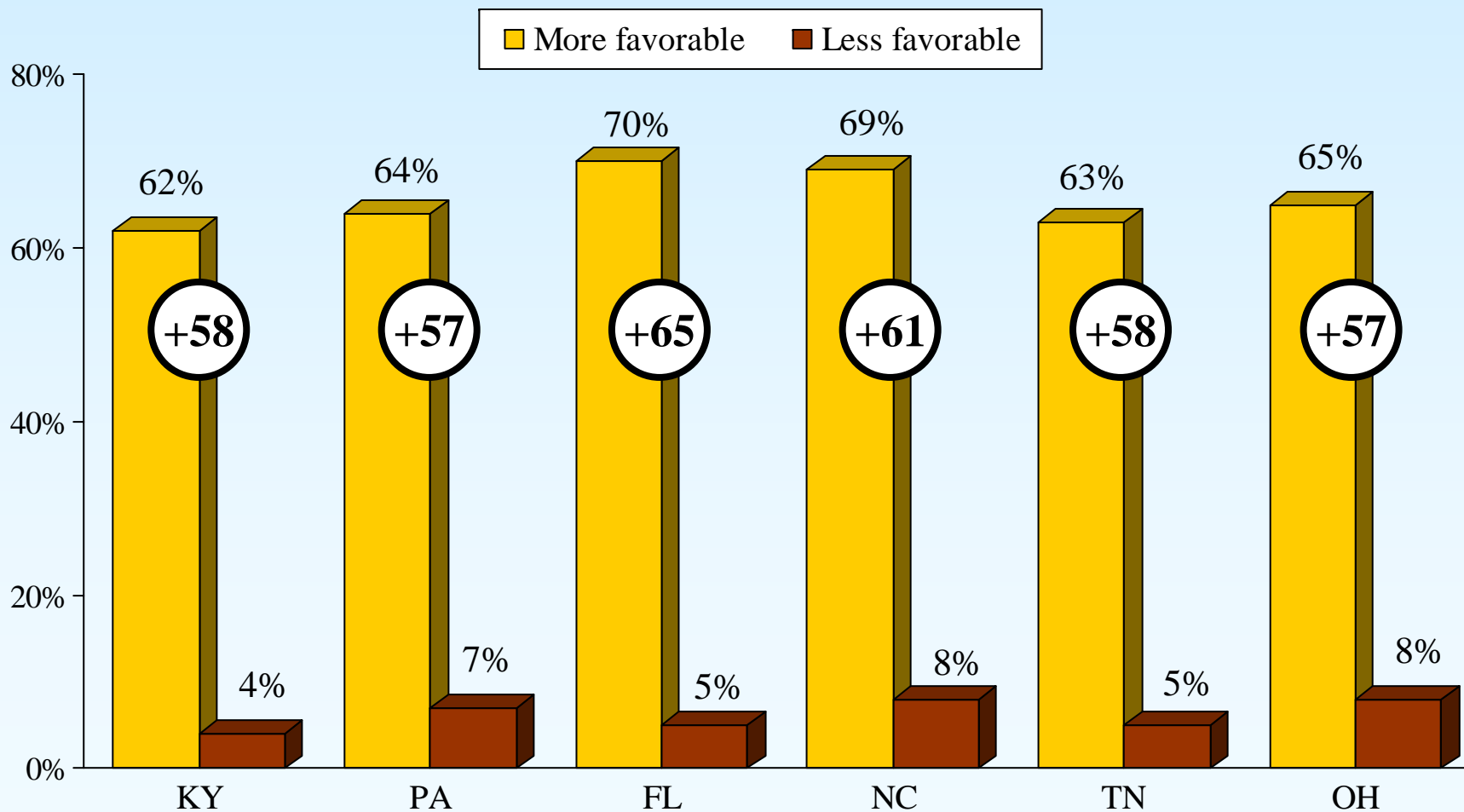
Energy Legislation Would Yield More Favorable Impressions Of Congress In Every District

If Congress passed energy legislation that increased average miles per gallon for cars, trucks, and SUV's and invested in alternative energy, would you have a more favorable opinion of Congress, a less favorable opinion, or would Congress' passage of this energy legislation not have any effect on your opinion of Congress?



Voters Will Reward Members Who Support Legislation That Increases Standards To 35 MPG By 2018

How would you feel about your member of Congress if they voted for the plan to require auto companies to achieve an average of 35 miles per gallon for both cars and trucks by the year 2018?



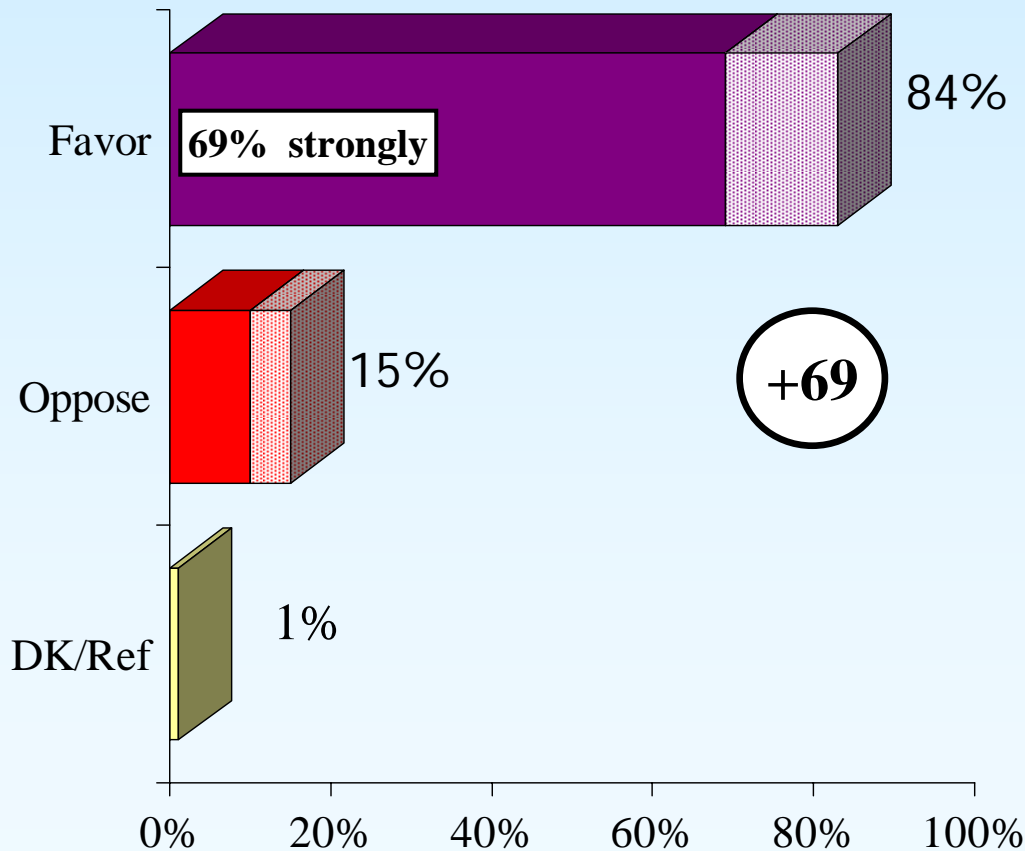
**Even In Michigan's 15th District, The
Home Of The American Auto
Industry, Support For Increased
Fuel Efficiency Standards Is Strong**



Even In Michigan's 15th District, Support For Requiring Higher Fuel Efficiency Standards Is Nearly Unanimous

Union Households And Truck Owners Are As Supportive As Others

Do you favor or oppose requiring the auto industry to increase fuel efficiency, that is, increase the average miles per gallon of gasoline that cars, trucks, pickups, and SUV's get?



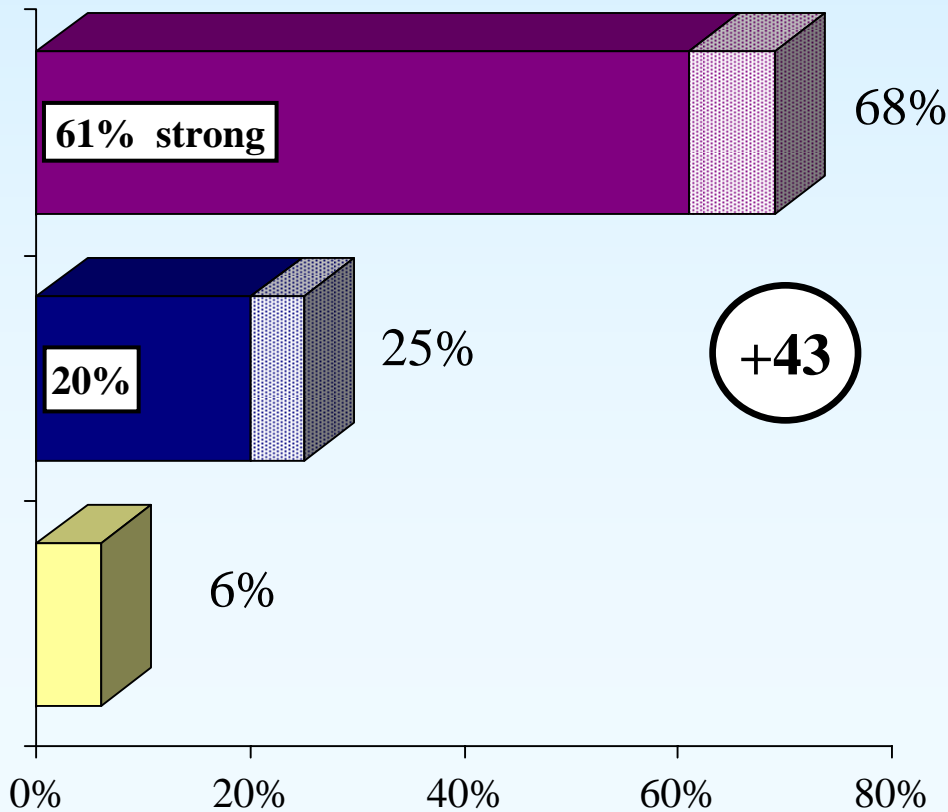
By Key Group		
	Favor	Oppose
Liberal Democrat	93%	5%
Mod/Cons Democrat	84%	14%
Independent	83%	17%
Republican	73%	26%
Union Hshold	85%	16%
Non-Union Hshold	83%	15%
0-100 Miles/Wk	83%	15%
101-200 Miles/Wk	91%	9%
200 + Miles/Wk	78%	23%
SUV Owner	75%	23%
Truck Owner	82%	18%
Mini-Van Owner	85%	15%
Car Owner	83%	16%

(darker shading=stronger intensity)



Two-Thirds Favor The Policy Contained In Markey-Platts Over That In Hill-Terry

- A proposal that requires automakers to increase average miles per gallon for cars, trucks, and SUV's to 35 miles per gallon by the year 2018. This proposal would aim for continual improvement in fuel efficiency of 4% each year after that, as long as it is technologically feasible and cost effective.
- A proposal that requires automakers to increase average miles per gallon for cars, trucks and SUV's to 32 miles per gallon by 2022. This proposal would prohibit the government from raising standards above 35 miles per gallon in 2022.
- Don't know

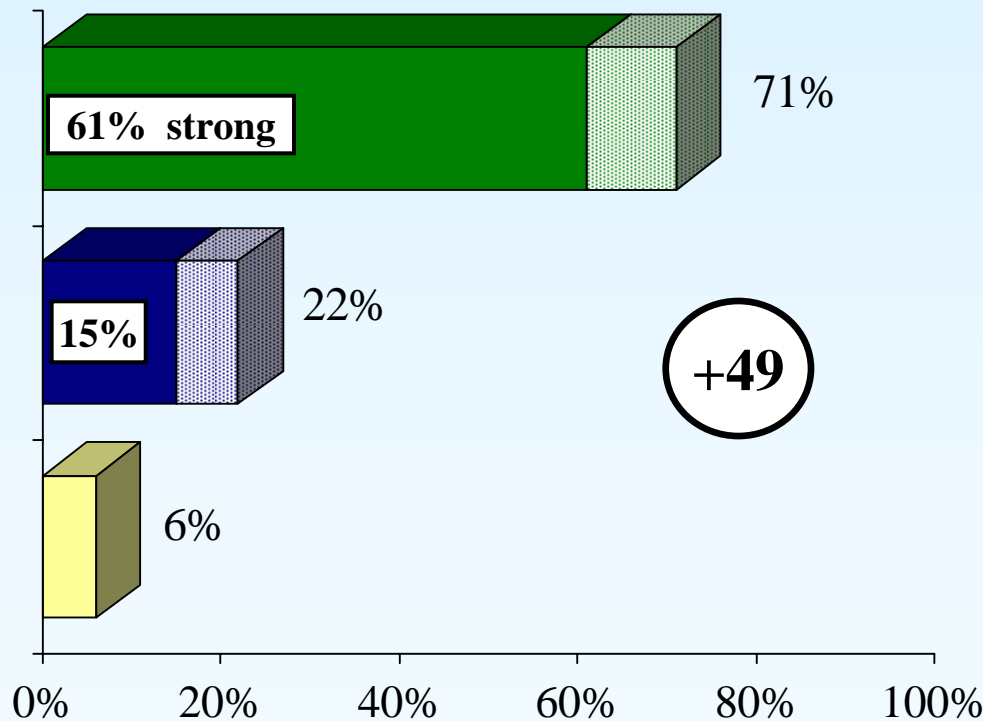


By Key Group		
	Incr by 4%	Prohibit Incr
Liberal Democrat	75%	22%
Mod/Cons Dem	73%	23%
Independent	63%	25%
Republican	65%	32%
Union Hshold	63%	27%
Non-Union Hshold	71%	25%
0-100 Miles/Wk	70%	24%
101-200 Miles/Wk	68%	25%
200 + Miles/Wk	60%	35%
SUV Owner	61%	31%
Truck Owner	59%	36%
Mini-Van Owner	72%	23%
Car Owner	69%	26%



Even After Hearing An Argument From Opponents That Targets Their Jobs And Benefits, Seven Out Of Ten Continue To Favor Increased Standards

- We should require auto companies to meet higher fuel efficiency standards over the next decade because American technology can produce cars, SUVs, minivans and pickups that are both safe and fuel efficient, and producing such vehicles will help make American auto companies more competitive and will save consumers money. Moreover, our national security requires us to become less dependent on foreign oil and the best way to do that is by reducing our consumption of gasoline.*
- We should not require auto companies to meet higher fuel efficiency standards over the next decade because it will hurt American auto companies while helping foreign automakers, cost American jobs, as well as keep autoworkers from getting their pensions and benefits. It will result in lighter, unsafe cars on the road, increase the cost of automobiles, and take vehicles off the market, like SUVs, minivans, and pickup trucks.*
- Don't know*



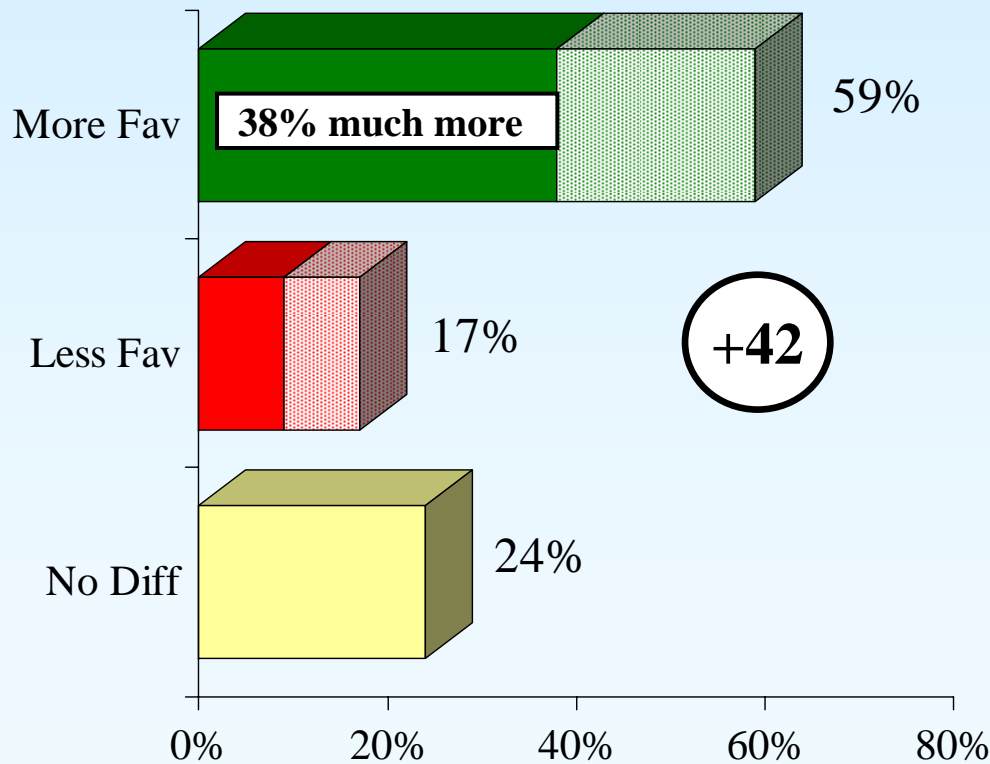
By Key Group		
	Should	Not
Liberal Democrat	84%	12%
Mod/Cons Dems	71%	22%
Independent	66%	27%
Republican	63%	29%
Union Hshold	68%	28%
Non-Union Hshold	73%	20%
0-100 Miles/Wk	72%	20%
101-200 Miles/Wk	78%	16%
200 + Miles/Wk	66%	32%
SUV Owner	70%	25%
Truck Owner	75%	23%
Mini-Van Owner	73%	23%
Car Owner	70%	24%



Even In The Home Of The Auto Industry, A Majority Will Reward A Member Who Supports CAFE Increases

Few Will Punish Their Member For Such A Vote

How would you feel about your member of Congress if they voted for the plan to require auto companies to achieve an average of 35 miles per gallon for both cars and trucks by the year 2018?



By Key Group			
	More Fav	Less Fav	No Diff
Liberal Democrat	71%	11%	17%
Mod/Cons Dem	60%	12%	28%
Independent	53%	20%	26%
Republican	49%	23%	28%
Union Hshold	59%	16%	25%
Non-Union Hshold	59%	17%	24%
0-100 Miles/Wk	59%	15%	26%
101-200 Miles/Wk	59%	14%	27%
200 + Miles/Wk	58%	22%	21%
SUV Owner	44%	24%	32%
Truck Owner	55%	18%	27%
Mini-Van Owner	65%	16%	20%
Car Owner	60%	16%	24%

(darker shading=stronger intensity)



July 2007