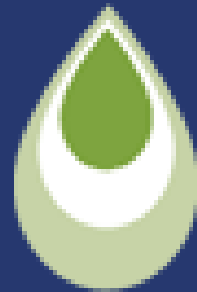


PUBLIC OPINION STRATEGIES



THE
MELLMAN
Group
RESEARCH
BASED
STRATEGY



THE PEW
CAMPAIGN FOR
FUEL
EFFICIENCY

Presentation Of Findings From A National Survey Of Likely 2008 General Election Voters

November 2007

Key Findings

- **Oil Issues Are Central Concerns**
- **Voters Believe Reducing America's Dependence On Foreign Oil Is A Central National Security Imperative**
- **Americans Believe We Have Gone To War For Oil, But Reducing Dependence On Foreign Oil Would Reduce The Likelihood Of Future War**
- **Voters Are Almost Unanimous In Demanding Tougher Fuel Efficiency Standards**
- **A National Security Argument For CAFE Overwhelms Opposition Arguments**

Methodology

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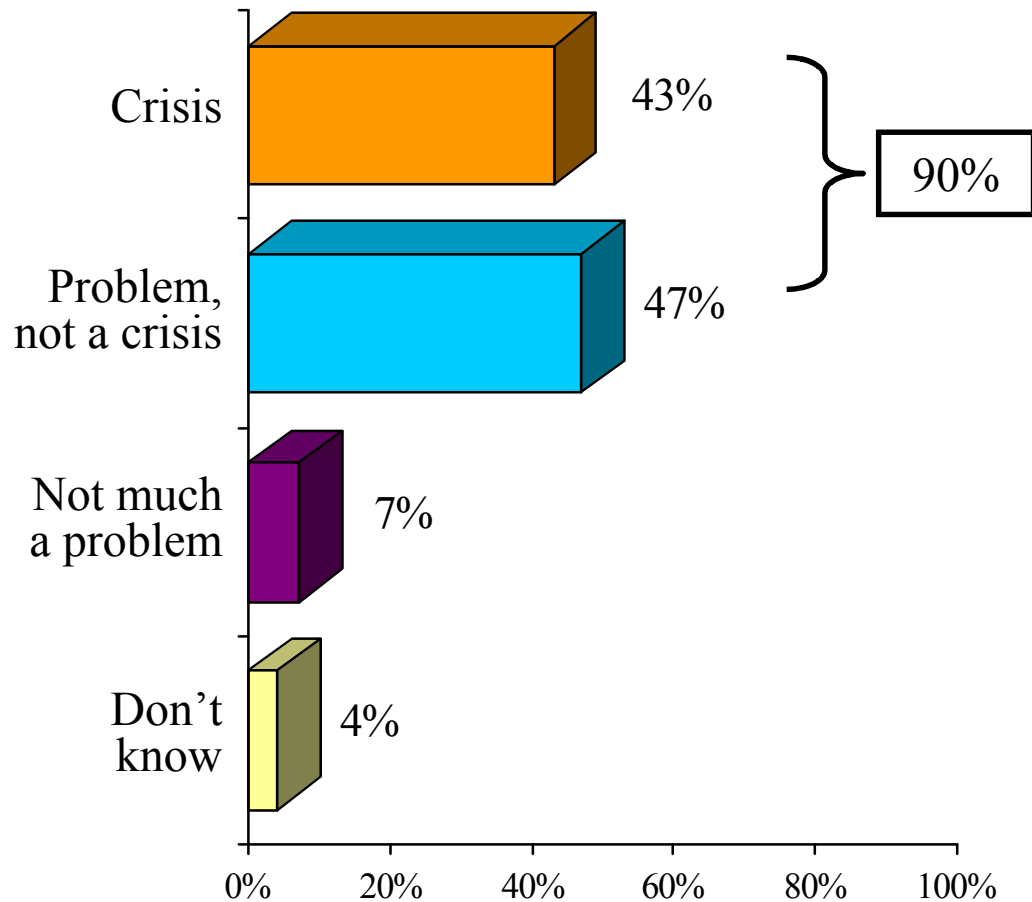
- Nationwide survey of 1000 likely 2008 election voters
- Interviews conducted November 3-6, 2007
- Margin of error +/- 3.1% overall, higher for subgroups



Oil Issues Are Central Concerns

Nearly All Voters Identify America's Dependence On Oil As A Problem, With Very Large Numbers Calling It A Crisis

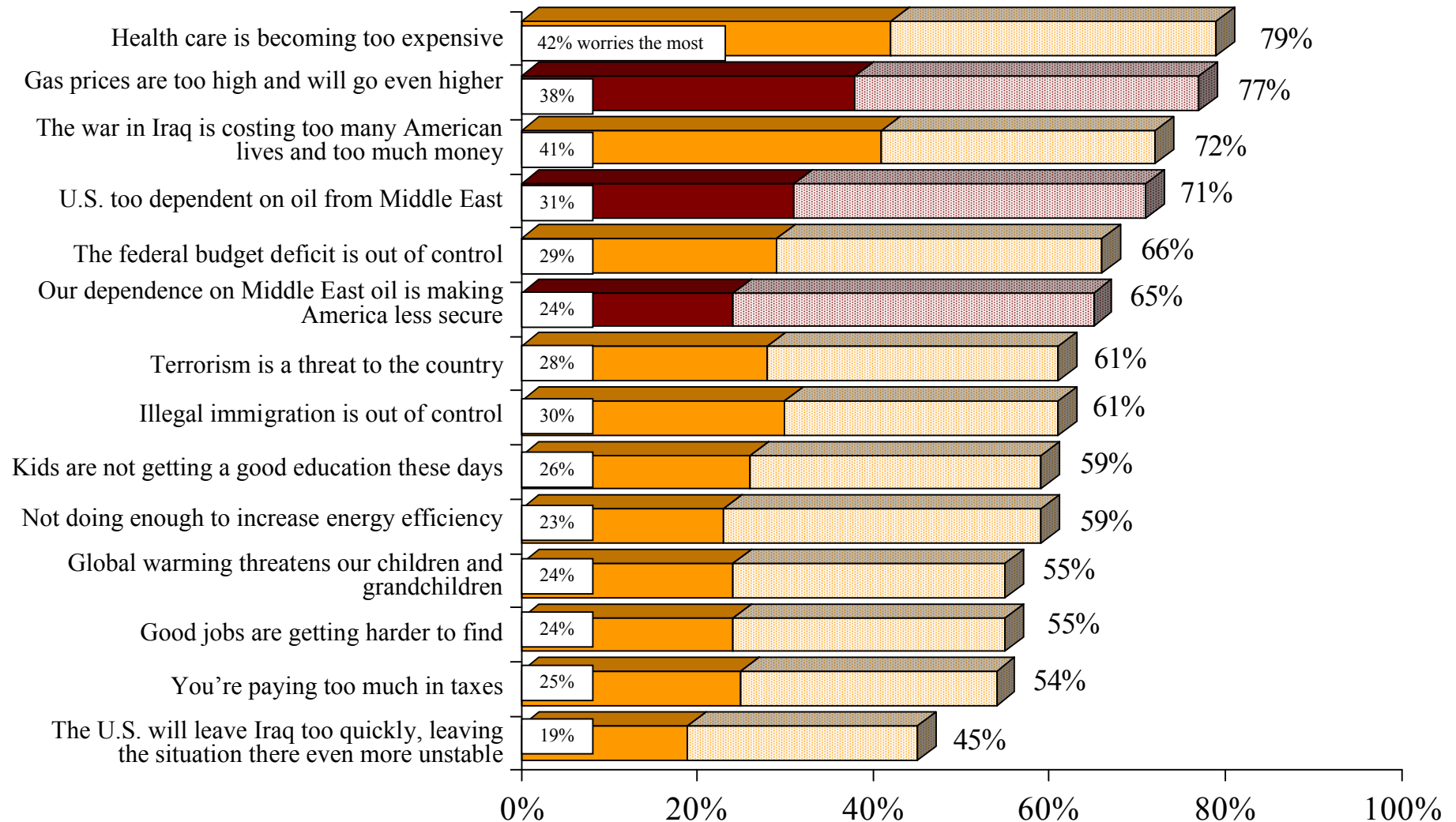
Do you think America's dependence on oil is a crisis, a problem but not a crisis, or not much of a problem, or do you not have an opinion?



By Key Group			
	Crisis	Prob	Non-Prob
Democratic	52%	40%	4%
Independent	39%	48%	10%
Republican	36%	53%	8%
Liberal	44%	48%	5%
Moderate	46%	43%	6%
Conservative	41%	49%	8%
Auto Hshold	32%	51%	10%
Agri Hshold	43%	42%	14%
SUV Owner	40%	49%	7%
Truck Owner	38%	52%	7%
City	43%	45%	8%
Suburban	47%	43%	5%
Small-Town/Rural	43%	49%	6%
Northeast	47%	42%	8%
Midwest	42%	46%	7%
South	42%	47%	7%
West	42%	52%	4%

Oil Dependence And Cost Of Gasoline Are Outranked Only By Healthcare And Iraq As A Cause For Concern

Now I'm going to list some things people tell us they are concerned about personally. After each, please tell me whether it is one of the things that worries you the most, whether it worries you a great deal, some, not too much, or not at all.



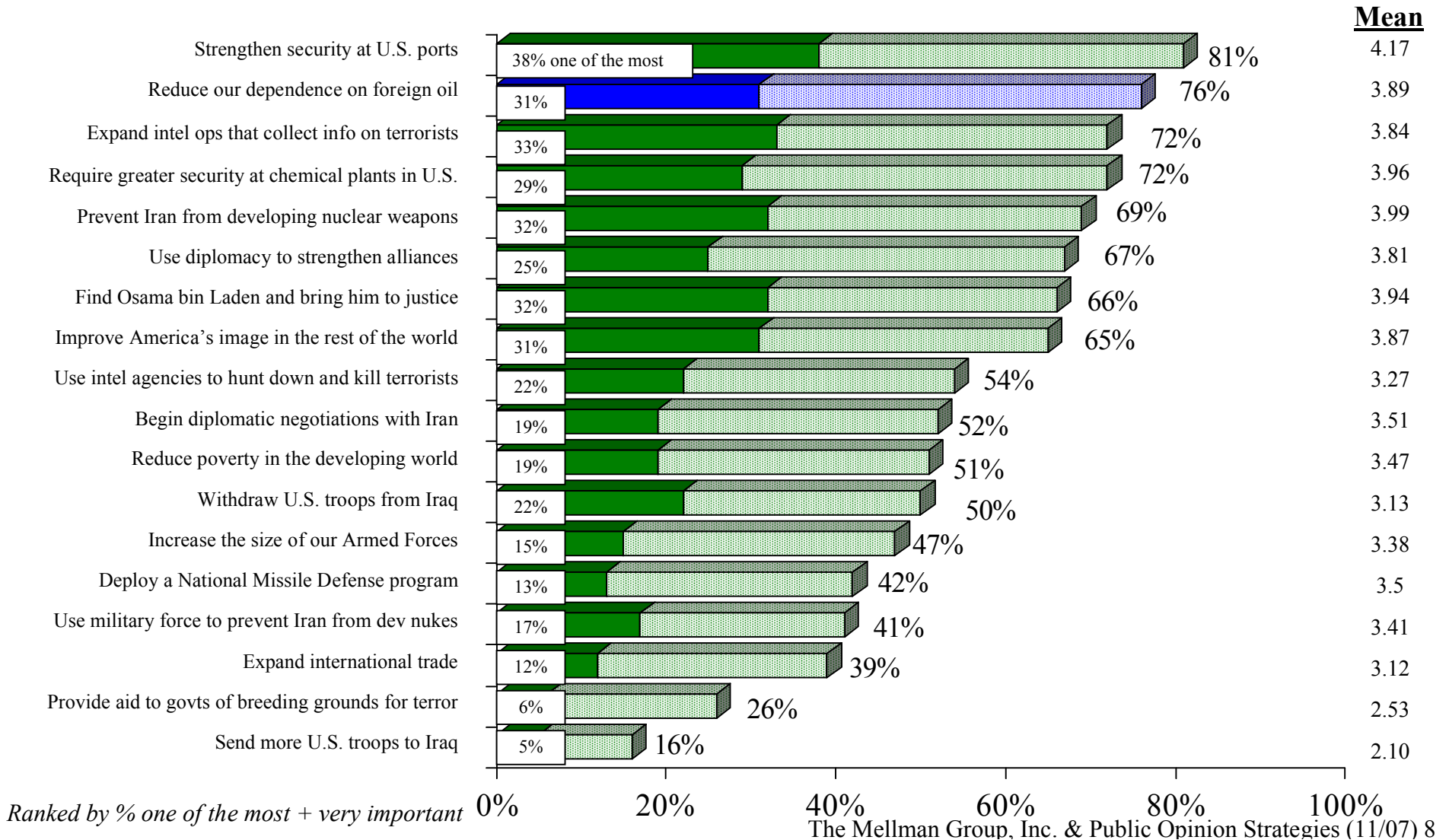
Ranked by % worries the most + great deal



**Voters Believe Reducing America's
Dependence On Foreign Oil Is A Central
National Security Imperative**

Reducing Dependence On Foreign Oil Ranks As The Second Most Important Of 18 Security Goals, Ahead Of Strengthening Alliances And Hunting Terrorists

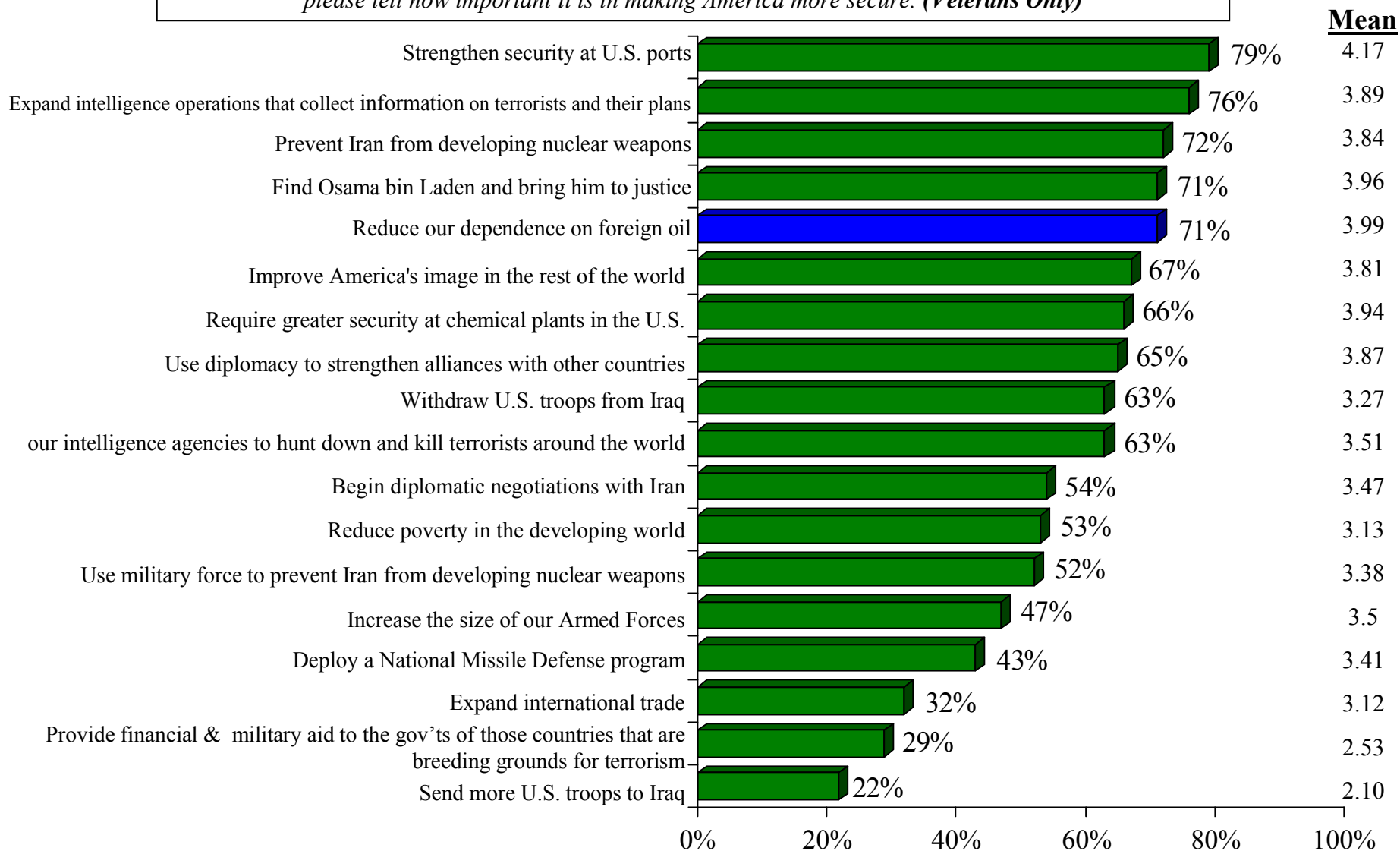
Now I'm going to list some things that could be done to make America more secure. After each one, please tell me if it is one of the most important things that could be done to make America more secure, very important, somewhat important, not too important or not important at all in making America more secure.





Our Nation's Veterans Rank These National Security Objectives The Same Way

Now I'm going to list some things that could be done to make America more secure. After each one, please tell how important it is in making America more secure. (Veterans Only)



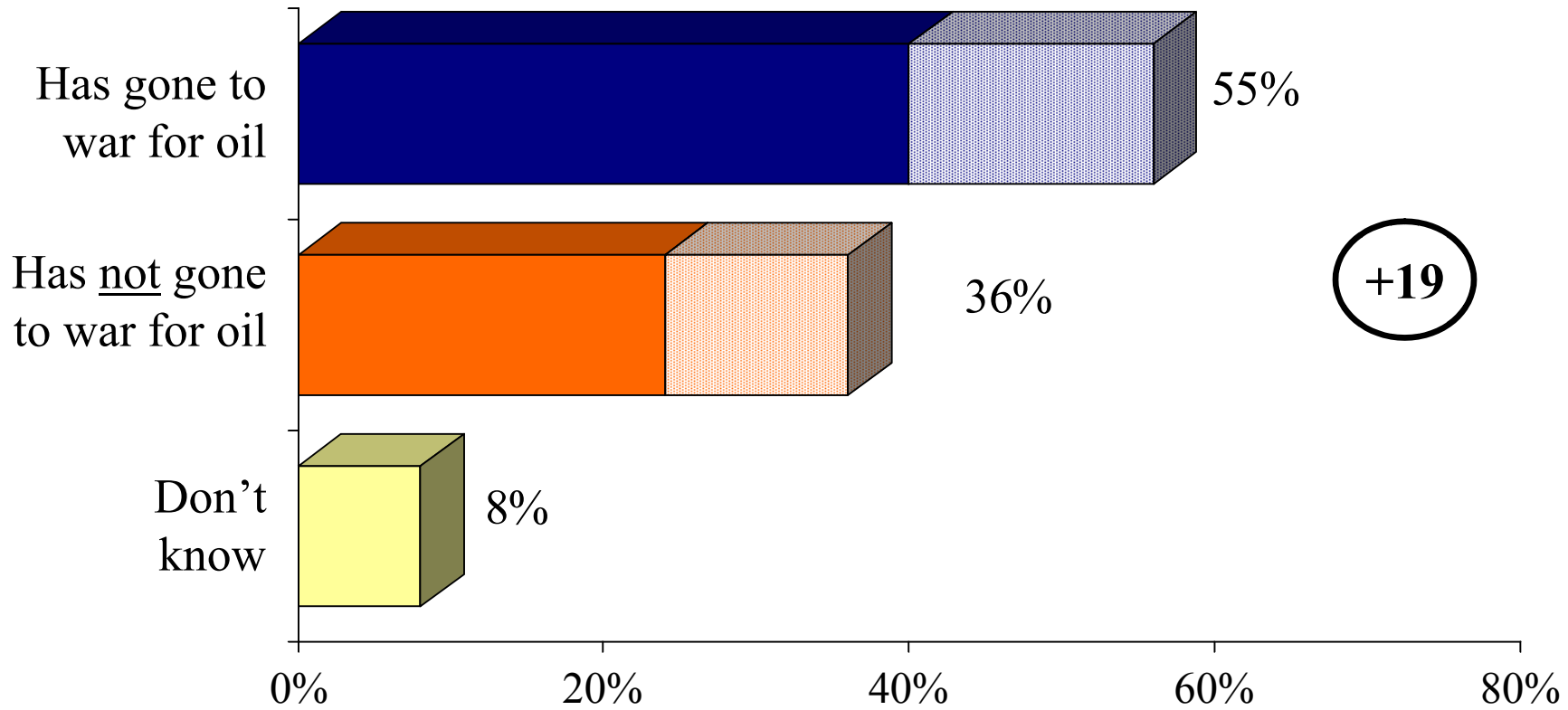
Ranked by % one of the most; italicized items are split sampled



Americans Believe We Have Gone To War For Oil, But Reducing Dependence On Foreign Oil Would Reduce The Likelihood Of Future War

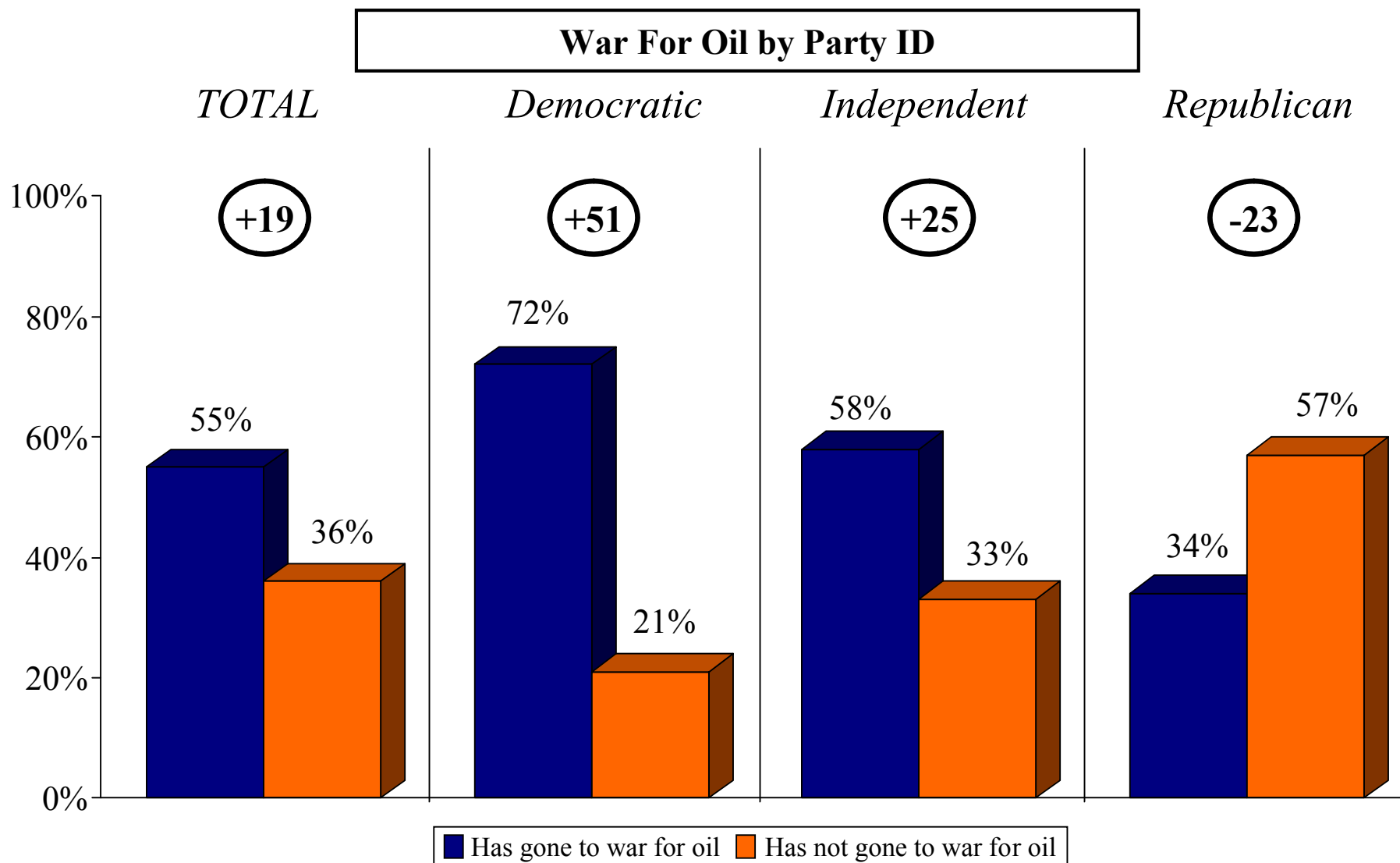
A Clear Majority Believe Our Country Has Gone To War For Oil In Recent Years

Do you think the United States has gone to war for oil in recent years or has oil not been the major cause of any U.S. wars in recent years?



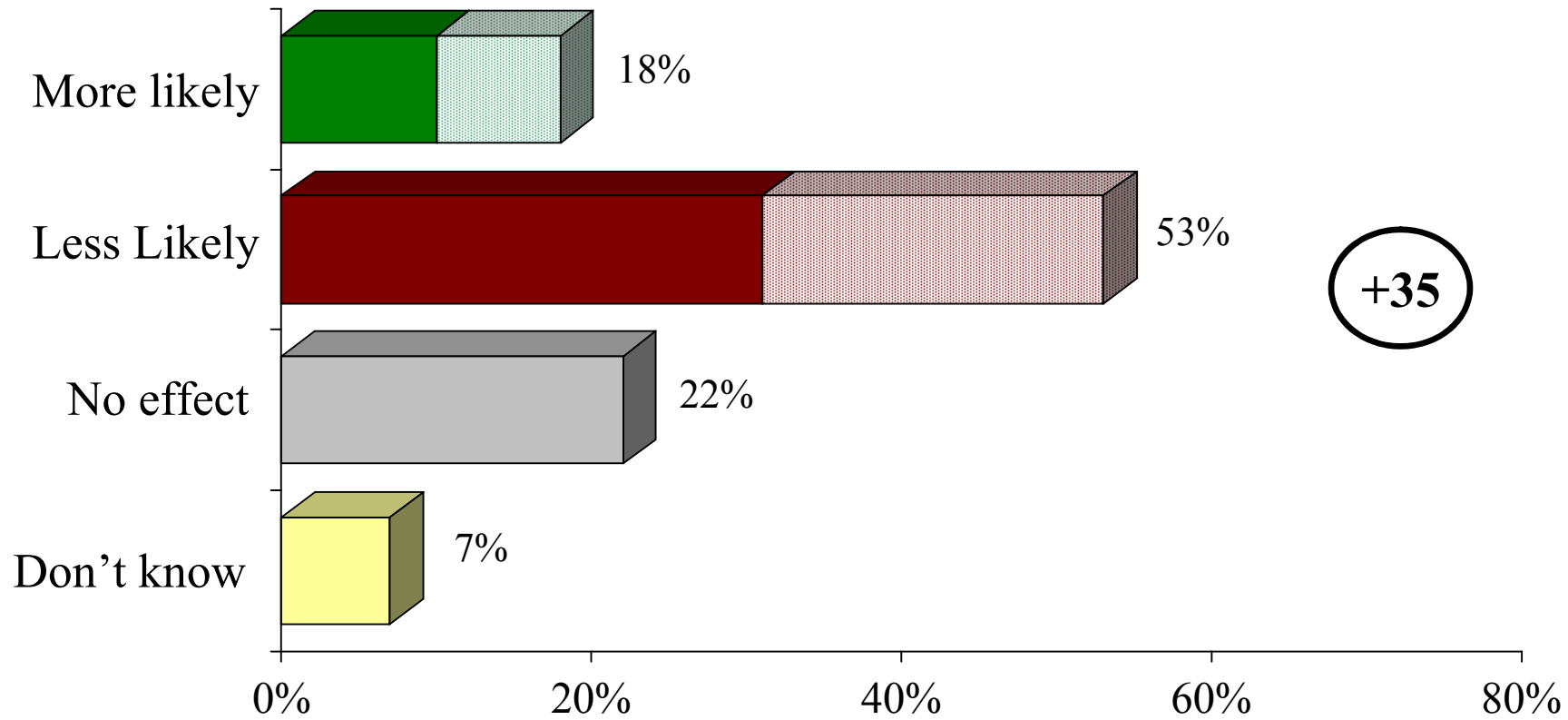
Large Majorities Of Democrats and Independents Believe The U.S. Has Gone to War for Oil

One-Third Of Republicans Agree



A Majority Believe Reducing Dependence Would Decrease The Prospects For War In The Future

If we reduce our dependence on foreign oil, would the U.S. be more likely to go to war for oil, less likely to go to war for oil, or would reducing our dependence on foreign oil have no effect on the likelihood the U.S. would go to war for oil?

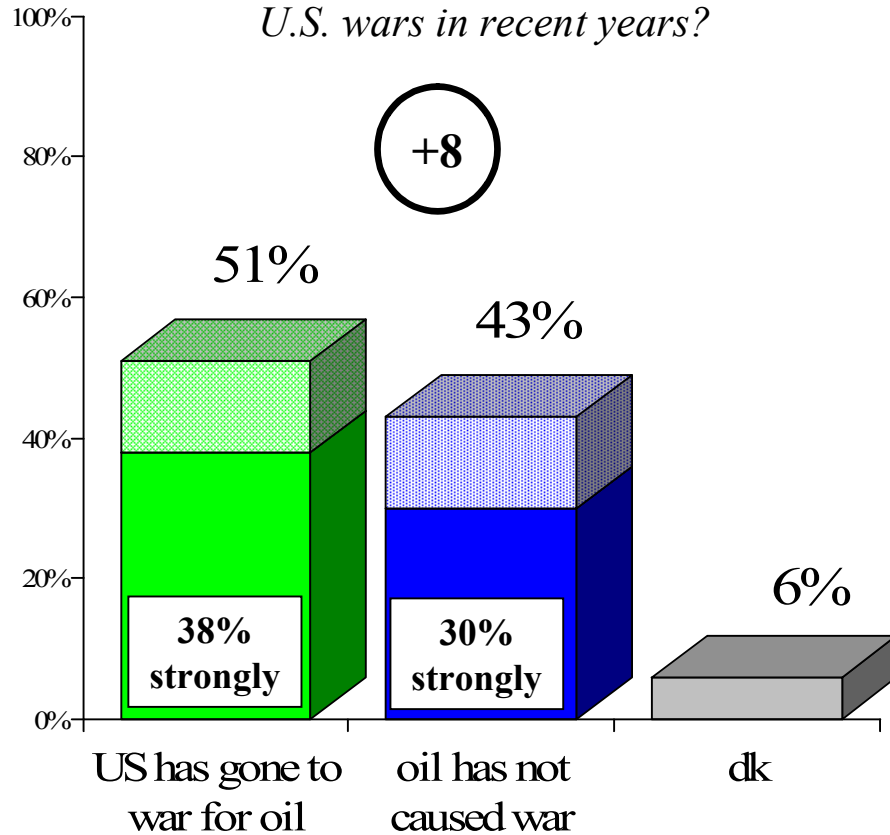




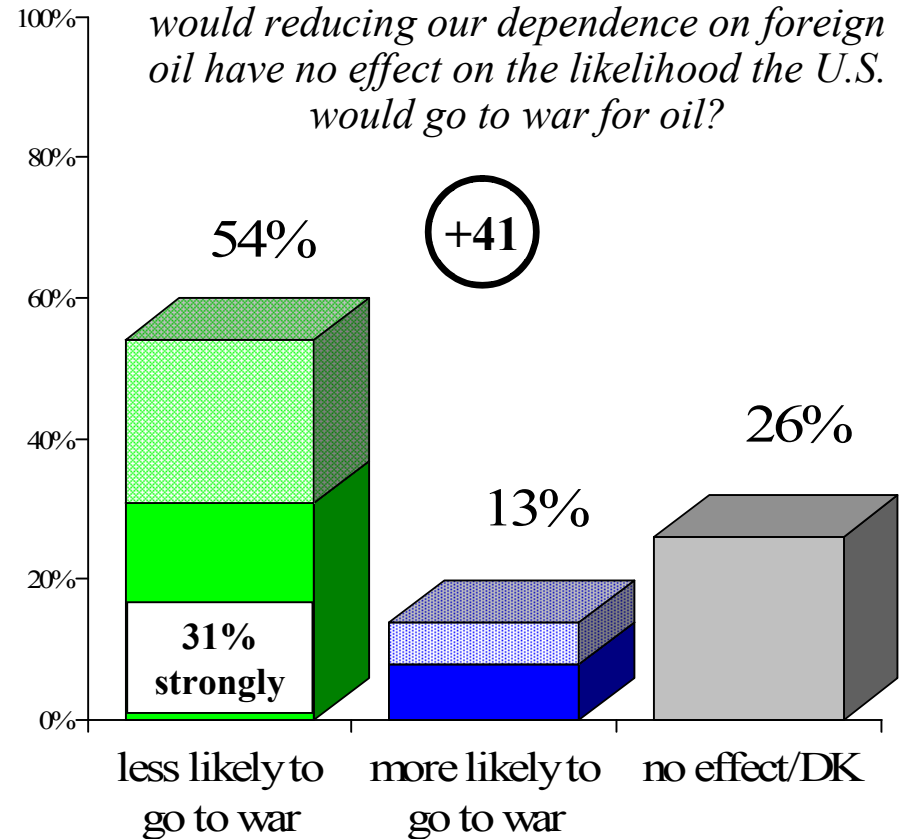
Veterans Concur In The View That Oil Has Caused War And Reducing Dependence Would Reduce The Probability Of War

Veterans Only

Do you think the United States has gone to war for oil in recent years or has oil not been the major cause of any U.S. wars in recent years?



If we reduce our dependence on foreign oil, would the U.S. be more likely to go to war for oil, less likely to go to war for oil, or would reducing our dependence on foreign oil have no effect on the likelihood the U.S. would go to war for oil?

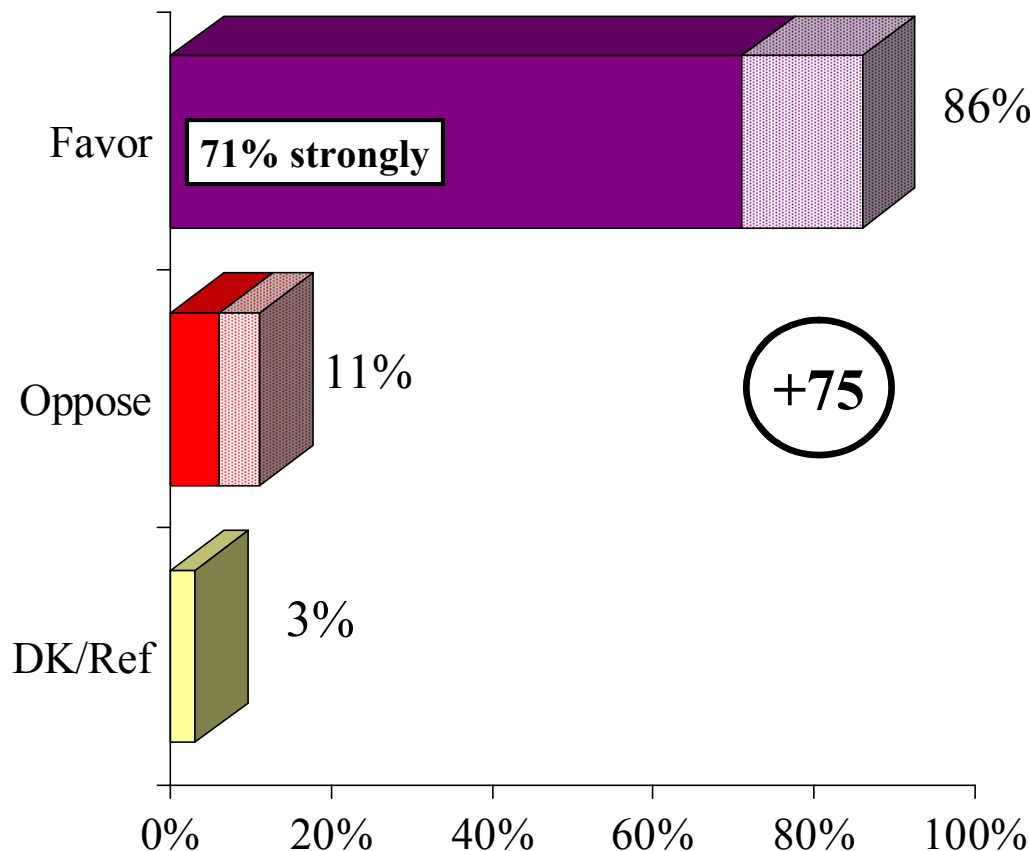




**Voters Are Almost Unanimous In
Demanding Tougher Fuel Efficiency
Standards**

Overwhelming Majorities Strongly Favor Tougher Fuel Efficiency Standards

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?



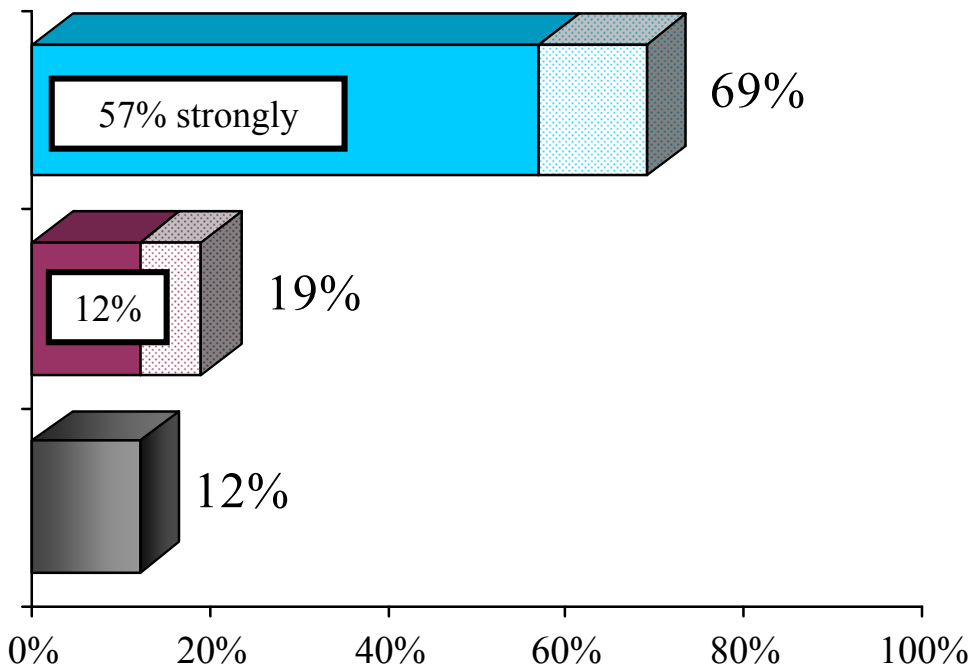
By Key Group		
	Favor	Oppose
Democratic	90%	8%
Independent	83%	12%
Republican	83%	13%
Liberal	88%	9%
Moderate	86%	12%
Conservative	84%	12%
Auto Household	75%	24%
Agri Household	84%	16%
SUV Owner	84%	13%
Truck Owner	85%	12%
City	81%	14%
Suburban	87%	11%
Small-Town/Rural	90%	9%
Northeast	87%	11%
Midwest	81%	16%
South	88%	8%
West	87%	11%
Veterans	87%	11%

(darker shading=stronger intensity)

By More Than 3-To-1, Voters Prefer Fuel Efficiency Standards That Are Stronger And Come Into Effect Sooner

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 by 2020
- A proposal designed to achieve an average fuel economy standard of 32 miles per gallon of gasoline by 2022



(darker shading=stronger intensity)

By Key Group		
	35 mpg by 2020	32 mpg by 2022
Democratic	73%	19%
Independent	66%	14%
Republican	65%	22%
Liberal	78%	14%
Moderate	63%	21%
Conservative	66%	21%
Auto Hshold	62%	23%
Agri Hshold	65%	18%
SUV Owner	66%	21%
Truck Owner	66%	21%
City	66%	22%
Suburban	68%	19%
Small-Town/Rural	72%	17%
Northeast	72%	19%
Midwest	64%	21%
South	68%	17%
West	72%	19%
Veterans	68%	16%

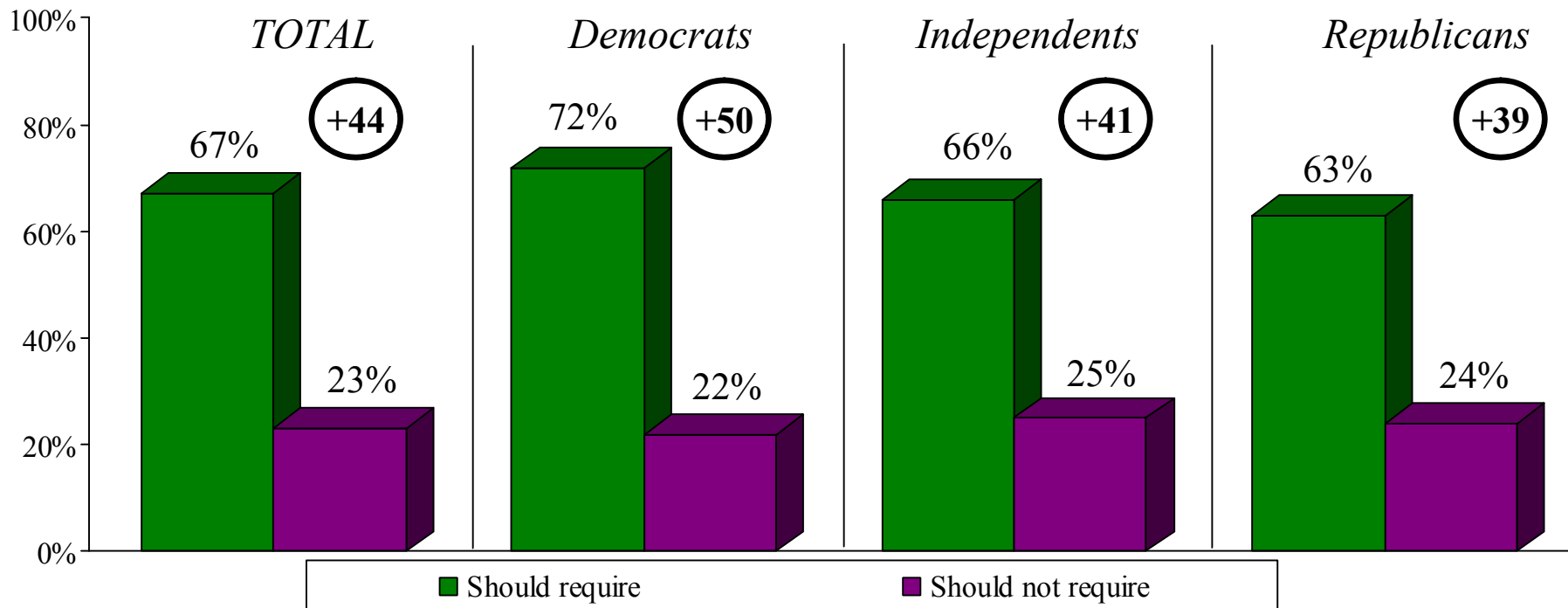


**A National Security Argument For CAFE
Overwhelms Opposition Arguments**

Majorities Across Party Lines Support An Argument For CAFE On National Security Grounds Over The Industry Arguments

Which of the following statements comes closer to your point of view?

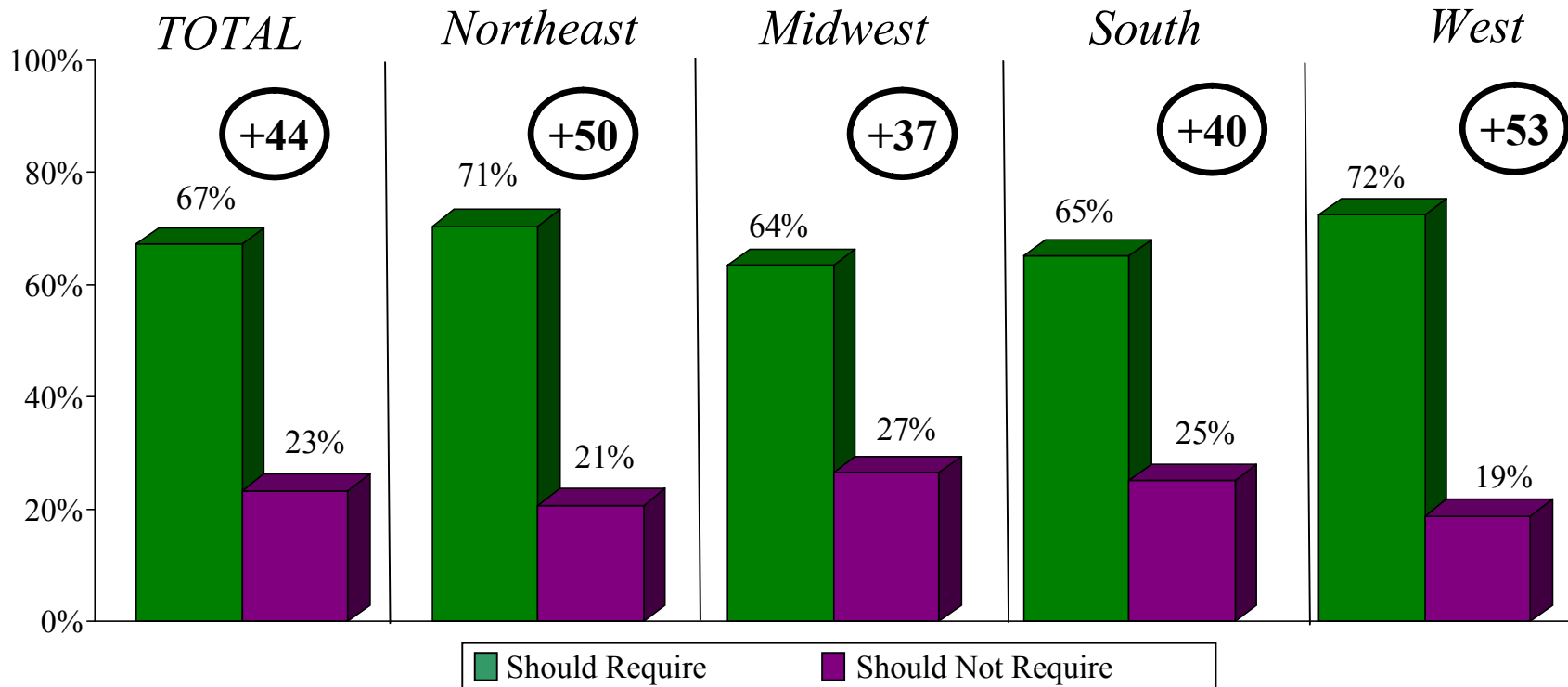
- We should require auto companies to meet higher fuel efficiency standards because our growing dependence on Middle East oil is a serious threat to our national security. The most important way we can reduce that dependence is to reduce our consumption of gasoline. America should never have to go to war for oil, but our dependence on foreign oil leaves us vulnerable. We are sending nearly half a billion dollars a day in payments for oil to countries that don't like us. If we increase fuel efficiency standards, the OPEC oil-producing countries wouldn't like it, but America would be safer.
- 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 and retirees 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.



Voters In Every Region Of The Country Reject The Industry Argument Against CAFE

Which of the following statements comes closer to your point of view?

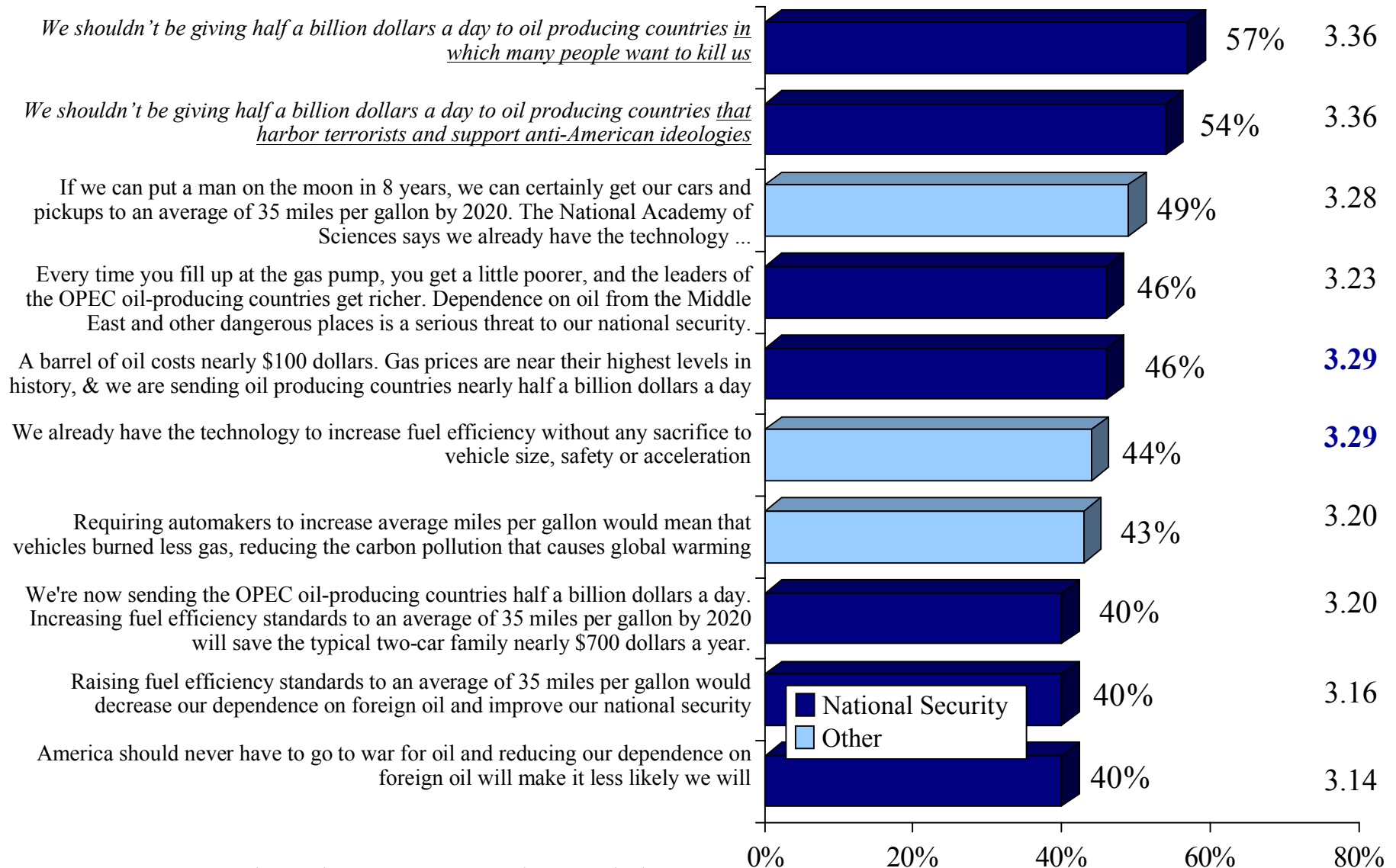
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National Security Arguments For CAFE Are Among The Strongest

Reasons to require automakers to increase average miles per gallon of automobiles (First Tier)

Mean

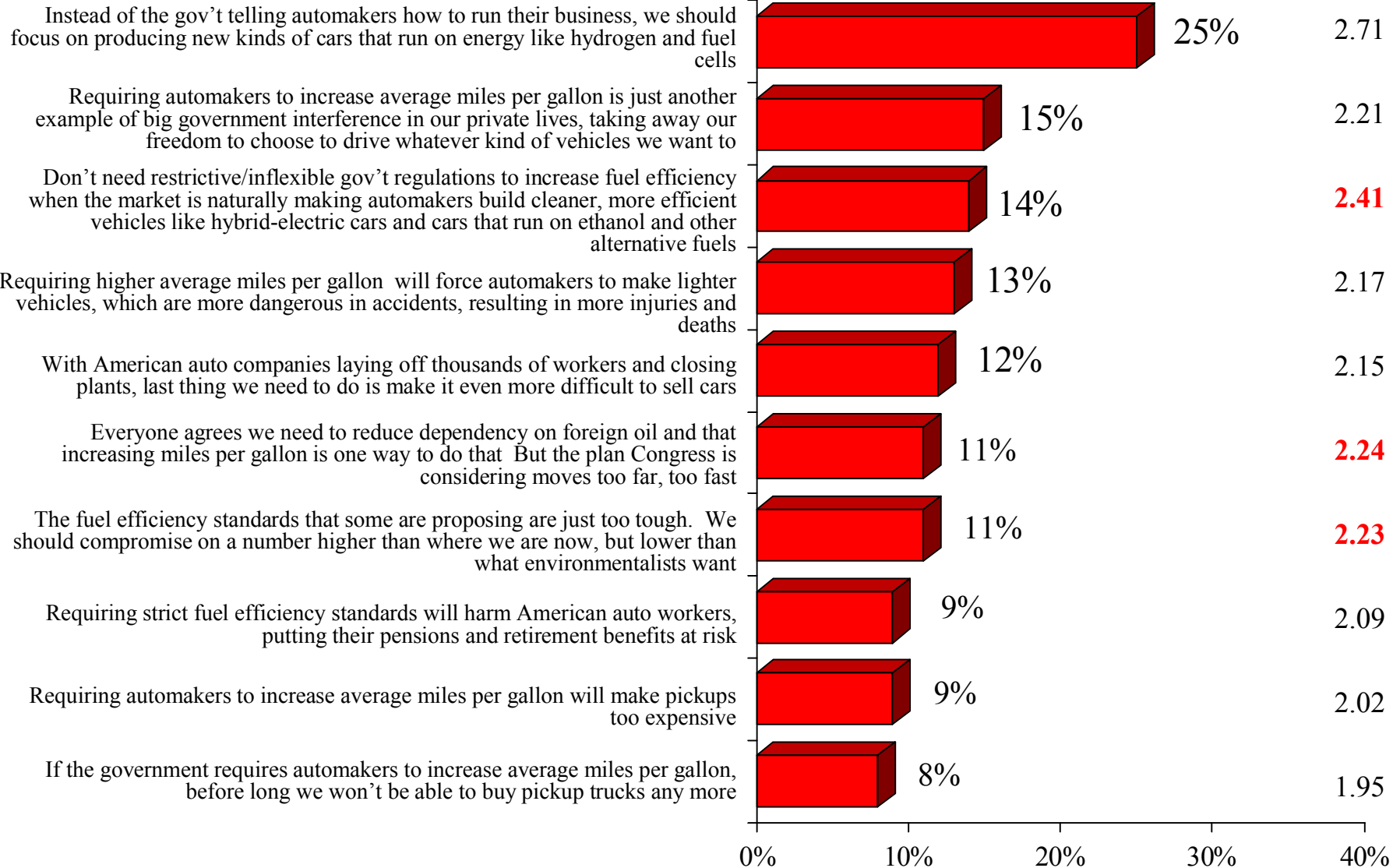


% very convincing; italicized messages are split sampled

Arguments Against CAFE Are Uniformly Weak

Reasons to oppose requiring automakers to increase average miles per gallon of automobiles

Mean



% very convincing

