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Michigan Supports Stronger Fuel Efficiency Standards Findings from a Survey of Attitudes toward Increased MPG in Michigan

To: Interested Parties

From: Greenberg Quinlan Rosner Research

A recent survey^[1] indicates that a strong majority of Michiganders support fuel efficiency standards that require increasing U.S. automobiles' miles per gallon (MPG) to 40 mpg by the year 2025, up from the current level of 25 mpg. Fully 71 percent favor the 40-mpg proposal, with nearly half (47 percent) who strongly favor it. Michigan residents show no appetite for rolling back the current standards, as 74 percent say that increases in fuel efficiency requirements should either remain on pace to meet 40 mpg or be increased even more.

Importantly, support for the proposal holds after respondents hear balanced arguments in favor of and against the proposal—including tough pushback on both job losses and higher costs for Michiganders. After the back and forth on the plan, 67 percent continue to support the fuel efficiency requirements.

Key Findings

- **Strong support for the current planned increases on fuel efficiency standards.** More than seven out of 10 Michiganders favor a proposal requiring that cars must get 40 miles per gallon by 2025; there is intensity behind the support, as 47 percent strongly favor the plan. Support is both broad and deep, as Democrats (92 percent), Independents (69 percent), and Republicans (51 percent) alike support the proposal.
- **No appetite exists for weakening standards.** Seventy-four percent of respondents believe that increases to fuel efficiency standards should be targeted at least 40 mpg or be increased beyond 40 mpg; just 21 percent support a decrease in the standards.
- **Support for strong fuel efficiency standards remains high after a balanced debate on the proposal.** After hearing information in favor of and in opposition to increasing fuel efficiency in vehicles, support holds strong at 67 percent. It is encouraging that Michigan residents continue to back the requirements even after hearing opposition

¹ The findings in this memo are based on a representative telephone survey of 600 likely 2018 voters in Michigan. Respondents were presented options based on average fuel economy levels of new vehicles as listed on the dealer showroom fuel economy stickers. Thirty percent of the interviews were conducted via cell phones. The results of the survey, conducted May 13-17, 2017, are subject to a margin of error of +/- 4.0 percentage points at a 95 percent confidence level.

arguments that say the plan could increase consumer costs and cause auto manufacturers to take jobs out of the state.

- **Protecting children’s health and creating new jobs and innovation in Michigan stand out as the most compelling reasons to support increase fuel efficiency standards.** Michiganders express strong, positive reactions to both the health and economic impacts of the proposal to increase fuel efficiency standards. They like that the standards will protect the environment and health of future generations; they also like that this proposal will encourage the development of new jobs, technologies, and innovations for auto manufacturers in Michigan.

Appendix A: Survey Questions

Q.1 First of all, are you registered to vote at this address?

| | Total |
|------------------|--------------|
| Yes..... | 100 |
| No | - |
| Don't know | - |

Q.2 As you may know, there was an election in November 2016 for President, Congress, and other offices. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?

| | Total |
|---|--------------|
| Voted | 98 |
| Did not vote | 2 |
| (Can't remember/Don't know) | - |
| (Refused)..... | - |
| (Not registered/ineligible/too young) | 0 |

Q.3 As you may know, there was an election in 2014 for Senate, Governor, and other offices. Many people weren't able to vote. How about you? Were you able to vote or for some reason were you unable to vote?

| | Total |
|---|--------------|
| Voted | 89 |
| Did not vote | 6 |
| (Can't remember/Don't know) | 4 |
| (Refused)..... | - |
| (Not registered/ineligible/too young) | 2 |

Q.4 I know it is a long way off, but what are the chances of your voting in the November 2018 election for Governor, Senator, the U.S. Congress and other offices in November 2018 – are you almost certain to vote, will you probably vote, are the chances 50-50, or don't you think you will vote?

| | Total |
|---------------------|--------------|
| Almost certain..... | 85 |
| Probably..... | 13 |
| 50-50..... | 3 |
| Will not vote | - |
| (Don't know)..... | - |
| (Refused)..... | - |

Q.5 Generally speaking, do you think that things in Michigan are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

| | Total |
|---------------------------|--------------|
| Right direction..... | 48 |
| Wrong track | 40 |
| (Don't know/Refused)..... | 12 |

Q.6 How much would you say cars, minivans, SUVs, and pickups contribute to the problem of air pollution?

| | Total |
|----------------------------|--------------|
| A great deal | 19 |
| Some | 49 |
| A minor amount | 23 |
| Not at all..... | 5 |
| (Don't know/refused) | 3 |
| Great/Some | 69 |
| Minor/Not..... | 29 |

Q.7 As you may know, current fuel efficiency standards require that cars manufactured in 2011 are required to get an average of 25 miles per gallon, and that by 2025 cars must get 40 miles per gallon. From what you know, do you favor or oppose requiring the auto industry to continue to meet these increased fuel efficiency standards for new cars, minivans, SUVs, and pickup trucks?

| | Total |
|-----------------------------|--------------|
| Strongly favor | 47 |
| Somewhat favor..... | 25 |
| Somewhat oppose..... | 11 |
| Strongly oppose..... | 14 |
| (Don't know/Refused)..... | 3 |
| Total Favor | 71 |
| Total Oppose..... | 25 |
| Favor - Oppose | 46 |

Q.8 Knowing what you've just heard about the fuel efficiency requirements being increased to 40 miles per gallon in 2025, do you think fuel efficiency requirements should be increased above these levels, remain at the same pace, or be decreased from these levels?

| | Total |
|-------------------------------|--------------|
| Significantly increased..... | 13 |
| Slightly increased | 10 |
| Remain at the same pace | 51 |
| Slightly decreased | 11 |
| Significantly decreased | 10 |
| (Don't know/Refused)..... | 5 |

Q.9 Now let me read you some more information about fuel efficiency standards. After I read each statement, please tell me how convincing of a reason it is to SUPPORT requiring auto manufacturers to increase fuel efficiency in new vehicles.

| | Very Conv | Smwt Conv | Not Very Conv | Not at all Conv | DK/Ref | Total Conv | Total Not Conv | Conv - Not |
|--|-----------|-----------|---------------|-----------------|--------|------------|----------------|------------|
| [300 Respondents] | | | | | | | | |
| a. (SPLIT C)(ENVIRO/HEALTH) It's critical we leave a clean and healthy environment for future generations and making cars, pickup trucks, and SUVs more fuel efficient reduces harmful pollution from vehicles. This will mean we have fewer bad air days, less frequent asthma attacks, fewer respiratory problems, and healthier children..... | 44 | 36 | 13 | 7 | 0 | 80 | 20 | 60 |
| b. (JOBS) Increasing fuel efficiency standards encourages American auto manufacturers to invest in advanced technology and innovation, making them more competitive with foreign manufacturers and keeps the domestic auto industry strong. Increasing these standards will create tens of thousands of new, good-paying jobs in Michigan. | 37 | 37 | 15 | 10 | 1 | 74 | 25 | 49 |
| [300 Respondents] | | | | | | | | |
| c. (SPLIT A)(COSTS - NATIONAL) Increasing fuel efficiency standards helps consumers. Once fully implemented, the increased standards will save Americans more than one trillion dollars at the pump and those buying a new car will save thousands of dollars over the life of the vehicle. These standards also mean consumers are impacted less by spikes in gasoline prices. | 32 | 39 | 16 | 12 | 0 | 72 | 28 | 44 |

| | Very Conv | Smwt Conv | Not Very Conv | Not at all Conv | DK/ Ref | Total Conv | Total Not Conv | Conv - Not |
|---|-----------|-----------|---------------|-----------------|---------|------------|----------------|------------|
| [300 Respondents] d. (SPLIT B)(COSTS - INDIVIDUAL) Increasing fuel efficiency standards helps consumers. Once fully implemented, the increased standards will save the average household more than 300 dollars annually at the pump, and those buying a new car will save thousands of dollars over the life of the vehicle. These standards also mean consumers are impacted less by spikes in gasoline prices. | 33 | 36 | 14 | 15 | 1 | 69 | 29 | 40 |
| [300 Respondents] e. (SPLIT D)(CLIMATE/HEALTH) Climate change is one of the major public health threats of our time, and making cars, pickup trucks, and SUVs more fuel efficient reduces harmful vehicle emissions that cause climate change. This means we will have fewer bad air days, less frequent asthma attacks, fewer respiratory problems, and healthier children. | 38 | 27 | 16 | 18 | 2 | 64 | 34 | 31 |

Q.10 Now let me read you some more information about fuel efficiency standards. After I read each statement, please tell me how convincing of a reason it is to OPPOSE requiring auto manufacturers to increase fuel efficiency in new vehicles.

| | Very Conv | Smwt Conv | Not Very Conv | Not at all Conv | DK/ Ref | Total Conv | Total Not Conv | Conv - Not |
|--|-----------|-----------|---------------|-----------------|---------|------------|----------------|------------|
| a. (COSTS) Forcing auto manufacturers to make these rapid increases in fuel efficiency will add thousands of dollars to the price of new vehicles, which will get passed on to consumers and make it harder to afford to buy a new car..... | 29 | 32 | 19 | 17 | 2 | 61 | 37 | 24 |
| b. (SAFETY) In order to meet the efficiency requirements, auto manufacturers are making vehicles lighter so that they use less gas. But lighter vehicles are less safe for drivers, particularly in accidents. Increasing fuel efficiency standards even more will continue this trend and put drivers and passengers at greater risk of injury or death in an accident..... | 25 | 34 | 21 | 17 | 3 | 58 | 39 | 20 |
| c. (JOB LOSSES) Requiring cars, pickup trucks, and SUVs to meet these costly fuel efficiency standards will cost thousands of Michigan jobs. Under these rules, auto manufacturers will be forced to move production of their vehicles out of state or even to Mexico, where costs are lower, in order to stay competitive..... | 22 | 25 | 22 | 27 | 4 | 47 | 49 | -2 |

Q.11 Now, after hearing more information, let me ask you again, do you favor or oppose requiring the auto industry to continue to meet increased fuel efficiency standards for new vehicles, in other words increasing the average miles per gallon of gasoline that new cars, pickup trucks, and SUVs get?

| | Total |
|-----------------------------|--------------|
| Strongly favor | 37 |
| Somewhat favor..... | 29 |
| Somewhat oppose..... | 14 |
| Strongly oppose..... | 16 |
| (Don't know/Refused)..... | 4 |
| Total Favor | 67 |
| Total Oppose..... | 30 |
| Favor - Oppose | 37 |