

**Final Frequencies (n=1000)
NATIONAL SURVEY
September 14, 2010**

Hello. My name is _____. I'm calling long distance from _____. We are conducting a public opinion survey and I would like to ask you some questions. We are not selling anything, and I won't ask you for a contribution or donation.

Could I please speak with the male/female 18 or older in your household who celebrated a birthday most recently? First, are you registered to vote at this address? **[IF NO, ASK FOR A FAMILY MEMBER WHO IS. IF NONE, TERMINATE AND MARK TQ1 ON SAMPLE SHEET.]**

[RECORD, BUT DO NOT ASK, GENDER:]

male..... 48
female..... 52

1. How likely would you say you are to vote in the November 2010 elections for Senate, Congress and other political offices -- are you almost certain to vote in the elections, very likely, about 50-50, not too likely, not at all likely, or aren't you sure?

almost certain 71
very likely..... 29
about 50-50 **[TERMINATE]**
not too likely **[TERMINATE]**
not at all likely..... **[TERMINATE]**
dk/not sure..... **[TERMINATE]**

Overall, do you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable impression of _____? **[READ NAME FROM LIST BELOW]** If you haven't heard of the person or group, **{6}**, or if you don't know enough about that person or group to have an impression, **{5}**, just say so and we will move on.

	very fav	smwt fav	smwt unfav	very unfav	DK	never heard
[ROTATE BY QUESTION Q.2-Q.10]						
2. ___Barack Obama	28	23	11	33	5	0
3. ___hybrid cars	36	39	8	6	10	2
4. ___clean cars	46	31	5	2	12	3
5. ___high mileage vehicles	47	30	9	6	7	1
[SPLIT SAMPLE A]						
6. ___oil companies.....	10	29	31	23	6	0
[SPLIT SAMPLE B]						
7. ___oil company lobbyists	4	14	23	43	14	2
[RESUME ASKING EVERYONE]						
8. ___environmental organizations.....	31	35	15	11	7	1
9. ___The Environmental Protection Agency	25	38	17	11	7	1
10. ___war veterans	86	10	0	1	3	0

11. Do you favor or oppose regulations requiring the auto industry to reduce carbon dioxide emissions from cars, pickup trucks, minivans, and SUV's?
[IF FAVOR/OPPOSE] Do you feel that way strongly or not strongly?
- | | | |
|--|----|-----------|
| Favor strongly | 62 | 78 |
| Favor not strongly | 16 | |
| Oppose not strongly | 8 | |
| Oppose strongly | 10 | 18 |
| [VOL] No opinion/Don't know | 4 | |
12. 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, pickup trucks, and SUV's get?
[IF FAVOR/OPPOSE] Do you feel that way strongly or not strongly?
- | | | |
|--|----|-----------|
| Favor strongly | 72 | 85 |
| Favor not strongly | 12 | |
| Oppose not strongly | 5 | |
| Oppose strongly | 7 | 12 |
| [VOL] No opinion/Don't know | 3 | |
13. How important is it for the United States to take action now to increase fuel efficiency—is it very important, somewhat important, not too important or not at all important?
- | | | |
|-------------------------------|----|-----------|
| Very important | 65 | 88 |
| Somewhat important | 23 | |
| Not too important | 6 | |
| Not at all important | 5 | 11 |
| [VOL] Don't know | 1 | |
14. There is a proposal to have the federal government require the auto industry to increase average fuel efficiency, that is, increase the average miles per gallon of gasoline that new cars, pickup trucks, minivans, and SUV's get to 60 miles per gallon by the year 2025. Do you favor or oppose this proposal?
[IF FAVOR/OPPOSE] Do you feel that way strongly or not strongly?
- | | | |
|--|----|-----------|
| Favor strongly | 61 | 74 |
| Favor not strongly | 12 | |
| Oppose not strongly | 6 | |
| Oppose strongly | 17 | 23 |
| [VOL] No opinion/Don't know | 3 | |

15. Would you favor or oppose that proposal if it added \$3,000 to the price of a new car in the year 2025?

[IF FAVOR/OPOSE] Do you feel that way strongly or not strongly?

Favor strongly	41	66
Favor not strongly	25	
Oppose not strongly	11	
Oppose strongly	18	29
[VOL] No opinion/Don't know	5	

16. Would you favor or oppose that proposal if it added \$3,000 to the price of a new car in the year 2025, but also saved new car buyers \$3,000 within 4 years by reducing gasoline consumption?

[IF FAVOR/OPOSE] Do you feel that way strongly or not strongly?

Favor strongly	67	83
Favor not strongly	16	
Oppose not strongly	4	
Oppose strongly	8	12
[VOL] No opinion/Don't know	4	

[SPLIT SAMPLE A]

17. __If President Obama implemented a rule requiring auto companies to increase the average miles per gallon of gasoline that new cars, pickup trucks, minivans, and SUV's get to an average of 60 miles per gallon by the year 2025 –would it make you feel **[ROTATE]** __more favorable toward him, __less favorable toward him or would it make no difference?

[IF MORE/ LESS ASK:] Is that much **[MORE/LESS]** or somewhat **[MORE/LESS]** favorable?

Much more favorable.....	16	28
Somewhat more favorable	12	
No difference	58	
Somewhat less favorable.....	4	
Much less favorable	10	14

[SPLIT SAMPLE B]

18. If President Obama refused to implement a rule requiring auto companies to increase the average miles per gallon of gasoline that new cars, pickup trucks, minivans, and SUV's get to an average of 60 miles per gallon by the year 2025–would it make you feel **[ROTATE]** __more favorable toward him, __less favorable toward him or would it make no difference?

[IF MORE/ LESS ASK:] Is that much **[MORE/LESS]** or somewhat **[MORE/LESS]** favorable?

Much more favorable.....	6	13
Somewhat more favorable	6	
No difference	63	
Somewhat less favorable	13	
Much less favorable	12	25

[RESUME ASKING EVERYONE]

19. Which comes closer to your point of view?

[ROTATE STATEMENTS]

__ **Statement A:** Efforts to increase average miles per gallon for new cars, pickup trucks, minivans, and SUV's will cost American jobs.

OR

__ **Statement B:** Efforts to increase average miles per gallon for new cars, pickup trucks, minivans, and SUV's will not affect American jobs.

OR

__ **Statement C:** Efforts to increase average miles per gallon for new cars, pickup trucks, minivans, and SUV's will create new American jobs.

[IF STATEMENT A/B/C, ASK:] Do you feel that way strongly or not so strongly?

Statement A, strongly.....	14	18
Statement A, not so strongly	5	
Statement B, strongly	14	25
Statement B, not so strongly	11	
Statement C, strongly	38	50
Statement C, not so strongly	12	
[VOL] Not sure/DK.....	7	

[SPLIT SAMPLE A]

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 new cars, pickup trucks, minivans, and SUV's get. After each, please tell me how likely each is to happen -- is it very likely, somewhat likely, somewhat unlikely, or very unlikely to happen if the U.S. requires the auto industry to increase average miles per gallon? If you are not sure, please say so and we will go on.

[ROTATE BY QUESTION Q.20-Q.29]	Very likely	Smwht likely	Smwht unlikely	Very unlikely	dk
20. __ You will use less gasoline and spend less money on gas.....	49	27	8	13	3
21. __ Air pollution will decrease	45	34	9	8	5
22. __ Cars, pickup trucks, and SUV's will be too small and less safe	18	19	25	30	8
23. __ The U.S. will become less dependent on Middle East oil	42	26	15	12	5
24. __ American auto workers will lose their jobs	13	16	30	35	6
25. __ The cost of cars, pickup trucks, and SUV's will increase too much	35	28	20	12	5
26. __ Cars, pickup trucks and SUVs will not be powerful enough	14	18	32	25	11
27. __ The U.S. economy will be harmed.	15	17	27	36	5
28. __ American car companies will be encouraged to innovate, increasing their sales and protecting the jobs of American auto workers	38	35	11	9	7
29. __ America's national security will be strengthened.....	22	27	20	20	11

[SPLIT SAMPLE B]

Now I'm going to list some things that some people say could happen if the U.S. increases the average miles per gallon of gasoline that new cars, pickup trucks, minivans, and SUV's get. After each, please tell me how good or bad it would be if that particular thing did happen. Use a scale of zero to ten where zero means it is one of the worst things that could happen and 10 means it is one of the best things that can happen. 5 is neutral, neither good nor bad. You may select any number between zero and ten. Again, if you are not sure, please say so. **[CODE ACTUAL NUMBER 0-10. DK=99]**

0 1 2 3 4 5 6 7 8 9 10

WORST

BEST

ROTATE BY QUESTION Q.30-Q.39]

- | | |
|---|------|
| 30. __ You will use less gasoline and spend less money on gas..... | 7.55 |
| 31. __ Air pollution will decrease | 7.46 |
| 32. __ Cars, pickup trucks, and SUV's will be too small and less safe | 4.30 |
| 33. __ The U.S. will become less dependent on Middle East oil | 7.62 |
| 34. __ American auto workers will lose their jobs | 3.16 |
| 35. __ The cost of cars, pickup trucks, and SUV's will increase too much | 4.68 |
| 36. __ Cars, pickup trucks and SUVs will not be powerful enough | 4.31 |
| 37. __ The U.S. economy will be harmed. | 3.84 |
| 38. __ American car companies will be encouraged to innovate, increasing their sales and protecting the jobs of American auto workers | 7.16 |
| 39. __ America's national security will be strengthened..... | 6.38 |

[RESUME ASKING EVERYONE]

40. Which comes closer to your point of view about the technology needed to increase fuel efficiency to achieve an average of 60 miles per gallon for new cars, pickup trucks, minivans, and SUV's by the year 2025?

[ROTATE STATEMENTS]

__Statement A: The technology already exists.

OR

__Statement B: The technology does not already exist but could be developed if we made a serious effort

OR

__Statement C: The technology does not already exist and would be very difficult to develop.

[IF STATEMENT A/B/C, ASK:] Do you feel that way strongly or not so strongly?

Statement A, strongly.....	44	51
Statement A, not so strongly	7	
Statement B, strongly	25	35
Statement B, not so strongly	10	
Statement C, strongly.....	7	10
Statement C, not so strongly	3	
[VOL] Not sure/DK.....	3	

41. Which of the following comes closer to your point of view?

[ROTATE STATEMENTS]

__Statement A: Increasing average fuel efficiency standards to 60 miles per gallon will add \$3,000 to the price of a new car. That is simply too expensive for hard pressed working people.

OR

__Statement B: Increasing average fuel efficiency standards to 60 miles per gallon will increase the price of a new car at first, but as with most new technologies like computers and DVD players, the price will then fall significantly and the greater fuel efficiency will save enough money on gas to pay for the increase within four years.

[IF STATEMENT A/B, ASK:] Do you feel that way strongly or not so strongly?

Statement A, strongly.....	27	34
Statement A, not so strongly	7	
Statement B, not so strongly	15	60
Statement B, strongly.....	46	
Not sure/DK [VOL]	6	

[SPLIT SAMPLE J]

42. Which of the following comes closest to your point of view?

[ROTATE STATEMENTS]

Statement A: We should not require auto companies to meet higher fuel efficiency standards over the next 15 years 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 that people want, like SUVs, minivans, and pickup trucks.

OR

Statement B: 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.

[IF STATEMENT A/B, ASK:] Do you feel that way strongly or not so strongly?

Statement A, (Should Not), strongly.....	22	30
Statement A, (Should Not), not so strongly	8	
Statement B, (Should), not so strongly	16	59
Statement B, (Should), strongly	44	
[VOL] Not sure/DK.....	11	

[SPLIT SAMPLE K]

43. Which of the following comes closest to your point of view?

[ROTATE STATEMENTS]

Statement A: We should not require auto companies to meet higher fuel efficiency standards over the next 15 years 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 that people want, like SUVs, minivans, and pickup trucks.

OR

Statement B: We should require auto companies to meet higher fuel efficiency standards because requiring automakers to increase average miles per gallon would force them to innovate to give us the high mileage vehicles we want, creating good new clean energy jobs here in the U.S. instead of seeing those jobs go to China and other foreign countries. In addition these vehicles will burn less gas, reducing both air pollution and the carbon pollution that causes global warming.

[IF STATEMENT A/B, ASK:] Do you feel that way strongly or not so strongly?

Statement A, (Should Not), strongly.....	26	31
Statement A, (Should Not), not so strongly	5	
Statement B, (Should), not so strongly	14	62
Statement B, (Should), strongly	47	
[VOL] Not sure/DK.....	7	

[RESUME ASKING EVERYONE]

Now I'm going to list some reasons people have given us to require automakers to increase average miles per gallon. After each, please tell me whether you think it is a very convincing reason to increase average miles per gallon, a somewhat convincing reason, not too convincing or not convincing at all. If you are not sure how you feel about a particular item, please say so.

	Very conv	Smwt conv	Not too conv	Not at all	dk
[ROTATE Q.44 to Q.56]					
44. __Whenever we have told the auto industry to make an important safety or efficiency improvement - seat belts, airbags, catalytic converters - the first reaction from Detroit has always been "no, it can't be done." Instead of saying higher fuel efficiency can't be done, automakers need to harness American know-how and do what's right for American families.....	51	28	9	8	4
45. Requiring automakers to increase average miles per gallon would force them to innovate to give us the high mileage vehicles we want, creating good new clean energy jobs here in the U.S. instead of seeing those jobs go to China and other foreign countries..	51	27	9	11	3
[SPLIT SAMPLE X]					
46. __Increasing fuel efficiency standards means we will burn less gas, reducing air pollution and carbon pollution	51	32	8	8	2
[SPLIT SAMPLE Y]					
47. __Cleaner, more efficient cars means there will be less air pollution which causes diseases like asthma and cancer	51	30	9	8	2
[RESUME ASKING EVERYONE]					
48. __If we could put a man on the moon in 8 years, we can certainly get our cars and pickups to an average of 60 miles per gallon by 2025.....	56	22	9	12	2
49. __Higher fuel efficiency standards mean you will use less gasoline and spend less money on gas.....	54	27	8	10	1
[RESUME ASKING EVERYONE]					
50. __Along with developing renewable energy that won't run out like wind and solar power, we also need greater fuel efficiency to help make the U.S. more self sufficient when it comes to energy.	58	29	5	6	2

[SPLIT SAMPLE X]

51. __ We shouldn't be giving half a billion dollars a day to oil producing countries in which many people hate us..... 56 19 9 12 4

[SPLIT SAMPLE Y]

52. __ We shouldn't be giving half a billion dollars a day to oil producing countries that harbor terrorists and support anti-American ideologies..... 61 22 6 7 4

[RESUME ASKING EVERYONE]

53. __ The greatest resource we have in this country is American ingenuity. Increasing fuel efficiency will encourage greater innovation and help return the U.S. auto industry to a position of leadership in the world producing the cars of the future. 49 30 12 7 3

54. __ Foreign car companies are already producing cars that get 60 miles to the gallon. If they can, we can. And if we don't, U.S. car companies will fall even further behind foreign automakers, and we will continue to lose jobs..... 57 21 11 9 2

55. __ We know we can achieve the higher 60 mile per gallon standard because there are already cars on the road right now that get high mileage like the Toyota Prius, that gets 50 miles per gallon, the Honda Insight, that gets 41 miles per gallon, and the Ford Fusion Hybrid, that gets 39 miles per gallon 52 29 9 6 3

56. __ Every time you fill up at the gas pump, you get a little poorer, and the leaders of the OPEC oil-producing countries get richer. This growing dependence on oil from the Middle East and other dangerous places is a serious threat to our national security. 43 30 13 11 3

THANK YOU. THE FEW REMAINING QUESTIONS ARE FOR STATISTICAL PURPOSES ONLY.

57. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else? **[IF REPUBLICAN OR DEMOCRAT ASK:]** Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)? **[IF INDEPENDENT ASK:]** Would you say that you lean more toward the Republicans or more toward the Democrats?
- | | | |
|------------------------------------|----|----|
| strong Republican..... | 16 | 33 |
| not so strong Republican | 7 | |
| independent leans Republican | 10 | |
| independent..... | 13 | |
| independent leans Democratic..... | 11 | |
| not so strong Democrat..... | 11 | |
| strong Democrat | 15 | 37 |
| dk/na/other [VOL] | 17 | |
58. Do you consider yourself very liberal, somewhat liberal, moderate, somewhat conservative or very conservative? **[IF MODERATE, ASK:]** Do you tend to lean toward the liberal or conservative side?
- | | | |
|----------------------------------|----|----|
| very liberal..... | 10 | 32 |
| somewhat liberal..... | 19 | |
| moderate leans liberal..... | 3 | |
| moderate | 21 | |
| moderate leans conservative..... | 3 | |
| somewhat conservative..... | 23 | |
| very conservative..... | 16 | 42 |
| dk/ref [VOL] | 4 | |
59. What is your age? **[CODE ACTUAL AGE. REFUSED=99]** _____
- | | |
|-------------|----|
| 18-29..... | 12 |
| 30-39..... | 15 |
| 40-49..... | 17 |
| 50-59..... | 24 |
| 60+ | 28 |
| ref/na..... | 4 |
60. What was the last level of schooling you completed?
- | | |
|--------------------------------------|----|
| less than high school graduate | 3 |
| high school graduate..... | 19 |
| some college | 24 |
| college graduate..... | 34 |
| post-graduate | 18 |
| dk/ref [VOL] | 3 |

61. Are you Latino, Hispanic, or of Spanish descent?
- | | |
|---------------|----|
| yes | 7 |
| no | 91 |
| dk [VOL]..... | 2 |
62. Are you black, white, Asian, Native American or some other race?
- | | |
|----------------------|----|
| black | 10 |
| white | 79 |
| Asian..... | 1 |
| Native American..... | 1 |
| other | 5 |
| DK/ref [VOL]..... | 4 |
63. How would you describe the area in which you live—Do you live in a city with over a million people, in a smaller city, in a suburban area outside a city, in a small town, or in a rural area?
- | | |
|------------------------|----|
| city (1 million+)..... | 16 |
| smaller city | 19 |
| suburban area..... | 21 |
| small town | 19 |
| rural area | 21 |
| dk/ref [VOL] | 4 |
64. If you were asked to use one of these names for the economic class you belong to, which would you say you belong in—upper class, upper middle-class, middle class, working class, or lower class?
- | | |
|-------------------------|----|
| upper class | 3 |
| upper middle-class..... | 15 |
| middle-class | 46 |
| working class | 26 |
| lower class | 5 |
| don't know [VOL] | 3 |
| Other [VOL]..... | 2 |
65. Is your job or that of anyone in your household dependent on agriculture?
- | | |
|--------------------|----|
| Yes | 10 |
| No | 87 |
| dk/ref [VOL] | 3 |
66. Is your job or that of anyone in your household dependent on the auto industry?
- | | |
|--------------------|----|
| Yes | 9 |
| No | 88 |
| dk/ref [VOL] | 3 |

Do you own a:

	own	don't own	DK/ref
[ROTATE Q.67-Q.68]			
67. SUV or sport utility vehicle.....	36	61	3
68. pick-up truck.....	36	62	3

[RESUME ASKING EVERYONE]

69. What is your zip code? _____

Thank you for answering these questions.