

Michigan Views About Fuel Efficiency and Global Warming

A Survey of Michigan Residents

Produced for

Civil Society Institute and 40MPG.org

Prepared by

OPINION RESEARCH CORPORATION

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FOUNDING MEMBER
CASRO
COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS™

Table of Contents

	<u>Page</u>
Methodology	2
Executive Summary.....	3
Detailed Charts	8
Appendix	
Reliability of Survey Percentages	31
Sampling Tolerances When Comparing Two Samples.....	32

Methodology

Results are based on telephone interviews conducted among a sample of 1,000 adults (500 men and 500 women) age 18 and over, living in private households, in the state of Michigan. Interviewing was completed during the period of February 15-18, 2007.

Completed interviews of the 1,000 adults were weighted by three variables: age, gender and race, to ensure reliable and accurate representation of the total adult population of the state of Michigan.

The margin of error at a 95% confidence level is plus or minus three percentage points for the sample of 1,000 adults. Smaller sub-groups will have larger error margins.

Executive Summary

The vast majority of Michigan residents – including auto industry workers and employees of non-auto companies that are nonetheless linked to the fate of Detroit car makers – support a 40 mile per gallon (MPG) federal fuel efficiency standard and are not content with industry and Congressional inaction on fuel-efficiency and global warming issues. Key findings of the Civil Society Institute (CSI)/40MPG.org survey of Michigan residents include the following:

- More than four out of five (84 percent) of Michigan residents agree that “the U.S. auto industry is in major trouble and Michigan's economy will suffer seriously if the situation of the Big Three automakers gets even worse.” Those in Michigan households who say they are linked a “great deal/somewhat” to the health of the auto industry are even more likely (89 percent) to see the industry as being in serious trouble today. A slim 11 percent of state residents think that “despite current problems in the U.S. auto industry, Michigan's economy is unlikely to suffer very much since the Big Three automakers have a good plan for moving ahead.”

Executive Summary

- More than three out of four Michigan residents (78 percent) agree that “President Bush and Congress should increase the federal fuel-efficiency standard now to 40 miles per gallon.” No meaningful variation of support was seen between Michigan autoworker households and those in the state with no ties to the car industry. The level of support in Michigan for a 40 mpg fuel-efficiency standard is consistent with results for the same question in national surveys conducted by the Civil Society Institute/40MPG.org.
- Asked to identify the three biggest problems facing the U.S. auto industry today, more state residents (60 percent) pointed most often to “the industry not offering the best available technology, including improved fuel efficiency.” The second most common response at 59 percent was an “over-emphasis on production of vehicles with poor fuel efficiency, like SUVs”. (Auto industry workers in Michigan are not inclined to defend their employers; 60 percent of survey respondents in households with someone working in the auto industry cited Detroit’s focus on SUVs and other fuel-inefficient vehicles as one of the biggest problems facing the industry.) The third and fourth most common responses were as follows: “poor U.S. auto industry vision and leadership” (53 percent); and “lack of Congressional or White House leadership in raising fuel-efficiency standards” (51 percent).

Executive Summary

- More than four out of five Michigan residents (82 percent) agree that "we need higher federal fuel-efficiency standards for vehicles now in order to conserve more energy, making us less dependent on Middle Eastern oil, and to reduce the ill effects of global warming." Over half of state residents (51 percent) agree strongly with this statement. Support is strongest among Democrats (89 percent), followed by Independents at 81 percent and Republicans at 73 percent.
- More than two thirds of autoworker households (67 percent) and a somewhat higher level of all Michigan households (72 percent) say that Washington could "help U.S. automakers be more competitive by increasing the federal fuel-efficiency standard to 40 miles per gallon."
- Autoworker households in Michigan are a bit stronger (70 percent) than are all state residents (64 percent) in their support for Washington providing "incentives - - such as help to lower health care costs for autoworkers -- in exchange for increased investments by Detroit car makers in fuel-efficient technologies to reduce energy consumption and related global-warming pollution." Support for this proposition is lowest among Michigan Republicans (54 percent). The idea is supported by 60 percent of Independents and 75 percent of Democrats.

Executive Summary

- Three out of five Michigan residents – including 57 percent of autoworker households – say that Japanese automakers now are “in the lead when it comes to hybrid technology and other more highly fuel-efficient technologies to reduce energy consumption and related global-warming pollution.” Only 6 percent of state residents say that the U.S. is in the lead and under quarter (24 percent) say the U.S. and Japan are tied.
- More than nine out 10 Michigan residents (91 percent) “think Detroit car makers should be encouraged to make available here at home the more fuel-efficient cars they are currently only selling abroad.” More than two out of three state residents (68 percent) responded “definitely yes” to this question.
- Four out of five Michigan residents – including 46 percent who feel strongly about it – agree that “greater fuel efficiency for cars, SUVs and trucks is in our national security interests.” Only 6 percent of state residents strongly disagree with this statement.

Executive Summary

- More than a third of Michigan households (31 percent) include one or more people who is directly or indirectly involved in the auto industry. About one in 10 (11 percent) are employed in the auto industry, 16 percent “have someone with a job in an industry or company that depends on the auto industry,” and 10 percent receive retirement, disability or other benefits from an automaker or related company. About seven in 10 Michigan residents (69 percent) say they do not fall into one of the preceding three categories.

- Nearly half of Michigan residents who said no one in their household works for/has worked for a company that depends on the auto industry (47 percent) say that their household’s economic well-being “depends on the general health of the Michigan auto industry.” Just under a third (32 percent) of residents said that the economic prospects of their household are “not at all” dependent on the health of the auto industry.



Detailed Charts

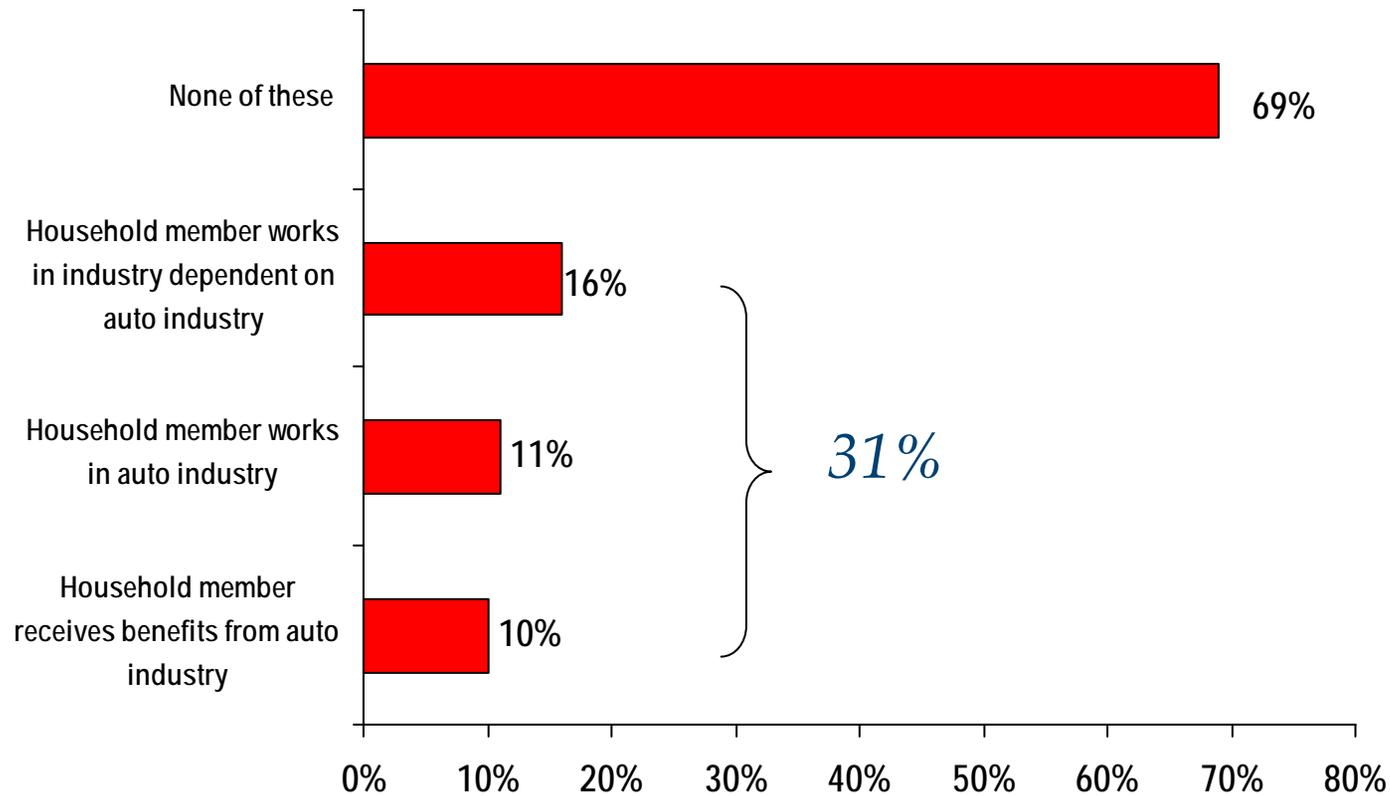
Household Ties to the U.S. Auto Industry

- Three adults in 10 (31%) in the state of Michigan live in a household with a connection to the auto industry. In the question wording, a connection to the auto industry means that a member of the household works in the industry, works in an industry dependent on the auto industry, or receives benefits from the auto industry.
- Sixteen percent have someone in the household who works in an industry that relies on the auto industry. Eleven percent have a household member who works in the industry and 10% have a member who receives benefits from the auto industry. Sixty-nine percent say that none of those situations describe their household.
 - Connection to the auto industry is higher in metropolitan areas of the state (33%) than it is for non-metro areas (23%).
 - Only 19% of those in households with less than \$25,000 in annual income have an auto industry connection, compared to 45% of those who say they live in households with income of \$75,000 or more.
 - Those with an association to the auto industry are more likely to identify their party ID as Democratic (48%) than Republican (39%) or Independent (10%).

Household Ties to the U.S. Auto Industry

Q1: Which of the following statements describe your household?

Three Michigan Residents in 10 are Associated with the Auto Industry Financially



Base = Total respondents, 1,000 adult residents of Michigan.

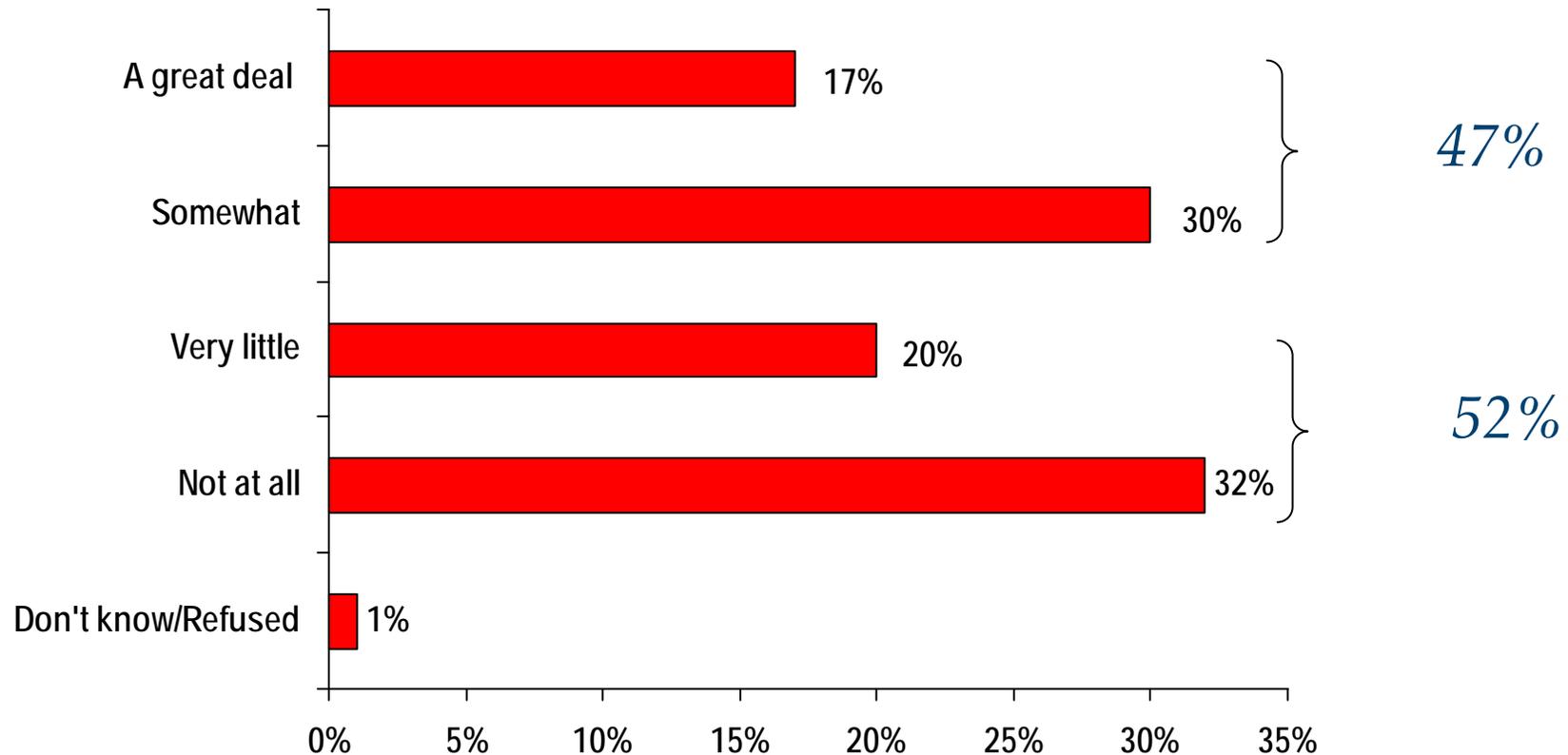
Household Economic Well Being Tied to Michigan Auto Industry

- Those who said their household is not tied to the U.S. auto industry, were asked how much the economic well being of their household depends on the general health of the Michigan auto industry. Almost half (47%) said their household's economic well being depends a great deal or somewhat on that of the Michigan auto industry. Half (52%) said it was not dependent.
 - 60% of those age 45-54 think their households economic well-being depends a great deal or somewhat on the economic health of the auto industry. This is compared to only 36% of those age 18-24 and 37% of those 65 and over.
 - 59% of those in households with incomes \$50,000 or more say their economic well-being depends a great deal or somewhat. Compared to only 41% of those in households with incomes of less than \$50,000.
 - Those with a college degree or some college (51%) are more likely to say their households economic well-being depends a great deal or somewhat on the auto industry. This is in stark comparison to those with a high school education or less (40%).
 - Half of those who think the auto industry is in major trouble say their household depends a great deal or somewhat on the health of the auto industry. This is in comparison to only 29% of those who think the industry has a good plan for recovery.
 - 49% of those who think higher fuel efficiency standards are in the country's national security interests say their household's well-being depends on that of the auto industry. Only about a third (36%) of those who do not think this is in the country's national interest, say their household's well being depends a great deal or somewhat.
 - Interestingly over half (56%) of those who disagree that a higher federal fuel efficiency standard would make Detroit more competitive, say that their household's well being depends a great deal or somewhat on that of the auto industry.

Household Economic Well Being Tied to Michigan Auto Industry

Q2: How much would you say your household's economic well being depends on the general health of the Michigan auto industry? Would you say...?

Half Say their Household's Economic Well-Being is Not Tied to Well-Being of the Michigan Auto Industry



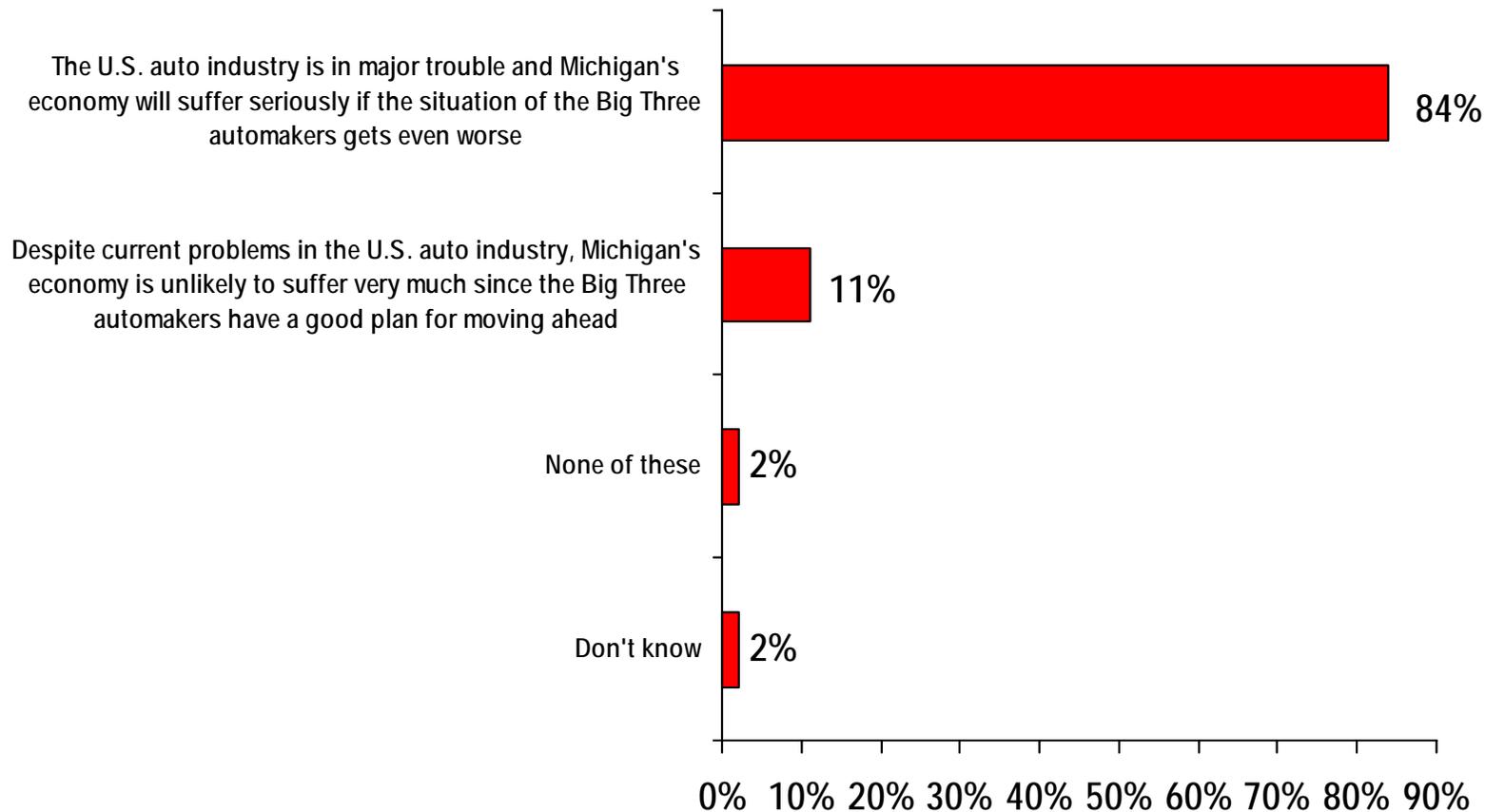
Base = Those who do not have a household member who works for or has worked for auto industry or company that depends on the auto industry, N=694.

Michigan Residents are Pessimistic About the Condition of the Auto Industry in their State

- The vast majority of respondents (84%) think the auto industry is in major trouble and the economy of the state will suffer if the situation gets even worse. Only 11% think that despite the current problems, Michigan's economy is not at risk since the Big Three have a good plan for moving ahead.
 - Those age 35-44 are the most likely to choose the pessimistic point of view (90%) compared to 76% of those age 18-24 or 78% of those age 65 and over.
 - Only 65% of those with less than a high school education think the auto industry is in major trouble, compared to 85% of those with a high school education or more.
 - The pessimistic view of the auto industry is more likely to be held by those who agree than those who disagree on the following issues:
 - Greater fuel efficiency standards are in our national security interest (86% vs. 74%)
 - The federal fuel efficiency standard needs to be raised to 40 MPG (85% vs. 78%)
 - Higher fuel efficiency standards are needed now (85% vs. 77%)
 - Democrats (87%) and Republicans (83%) both have a similarly pessimistic outlook on the auto industry. Interestingly, only 77% of Independents say the auto industry is in major trouble.
 - 89% of those who say their households economic well being depends a great deal or some on the auto industry think the industry is in major trouble.

Michigan Residents are Pessimistic About the Condition of the Auto Industry in their State

Q3: Which of the following statements comes closest to your view of the auto industry in Michigan?



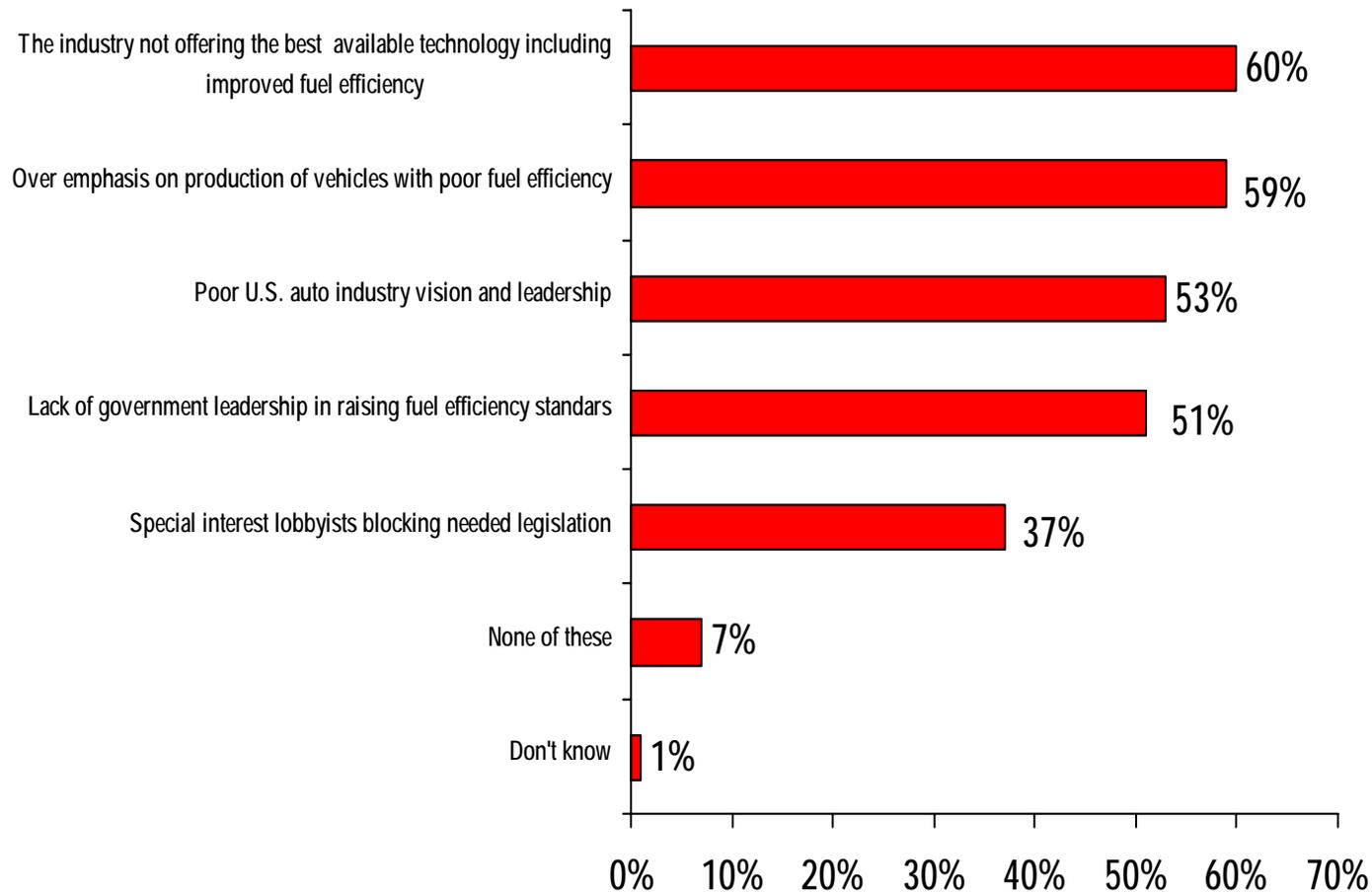
Base = Total respondents, 1,000 adult residents of Michigan.

Problems Facing the U.S. Auto Industry

- Respondents were asked to choose the first, second and third most severe problem that the U.S. auto industry is facing aside from higher gasoline prices, rising health care costs and foreign competition. Not offering the best technology (60%), over-emphasis on production of vehicles with poor fuel efficiency (59%) and poor auto industry vision and leadership (53%) are the three top answers. Following close behind in fourth and mentioned by 53% is lack of Congressional or White House leadership in raising fuel-efficiency standards. Only 37% blame special interest lobbyists blocking needed legislation.
 - 62% of those aged 18-64 chose “industry not offering the best technology” compared to only 47% of those age 65 and over.
 - This reason was also more likely to be chosen by those who agree with each of these positions than by those who disagree: greater fuel efficiency standards are in the national security interests of the country (62% vs. 52%), Japan is in the lead in terms of hybrid technology (65% vs. 44% for U.S. and 54% for both roughly equal), the federal fuel efficiency standard needs to be raised to 40 mpg (62% vs. 52%) and a 40 mpg standard would help Detroit be more competitive (63% vs. 51%).
 - 64% of Republicans and 60% of Democrats both chose the reason “industry not offering the best technology” compared to only 51% of Independents.

Problems Facing the U.S. Auto Industry

Q4A/B/C: Aside from higher gasoline prices, rising health care costs and foreign automaker competition, what would you say are the three biggest problems facing the U.S. auto industry today? I am going to read five possible problems and ask you to pick three of them. Here are the possible problems. Which one would you say is the most/second most/third most severe problem facing the U.S. auto industry?



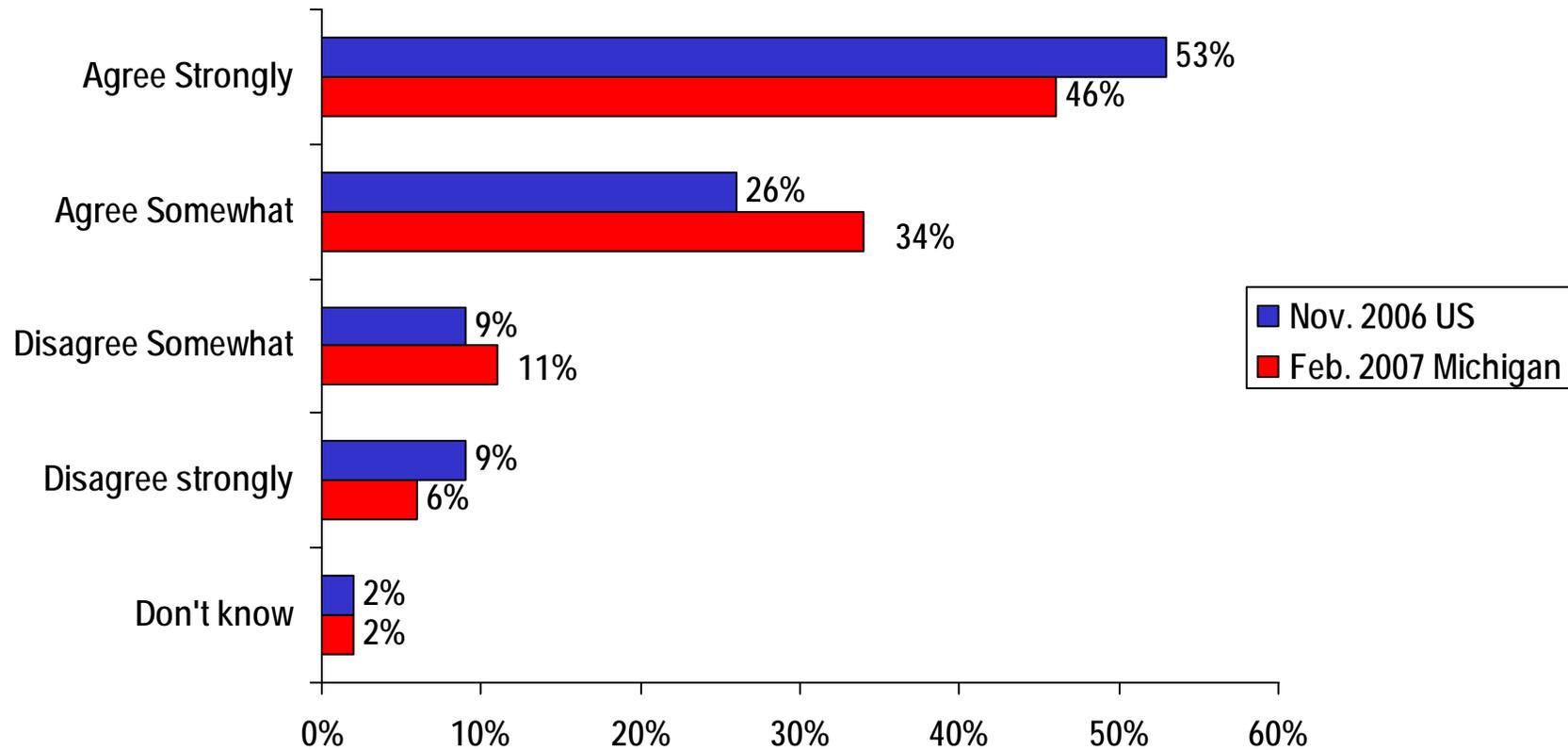
Base = Total respondents, 1,000 adult residents of Michigan.

Greater Fuel Efficiency for Cars is in Our National Security Interest

- Eight in 10 respondents (80%) agree that given our dependence on foreign oil, greater fuel efficiency for cars is in our national security interests. Only 17% disagree with this statement. In a CSI survey of all U.S. citizens conducted in November of 2006, 79% agreed strongly or somewhat with this position.
 - Women are more likely than men to think higher fuel efficiency standards are in our national security interests (84% vs. 77%).
 - Those who agree with each of these positions are more likely to agree that this is in our national security interest than those who disagree with each position: the auto industry is in major trouble (83% vs. 68%), the federal fuel efficiency standard needs to be raised to a 40 mpg (84% vs. 69%), a 40 mpg standard would help Detroit be more competitive (84% vs. 71%), we need a higher fuel efficiency standard now (84% vs. 63%), and the government should provide incentives to Detroit to get them to make more fuel efficient cars (85% vs. 72%).
 - Democrats (83%), Republicans (78%) and Independents (78%) all tend to agree this is in our national security interest.

Greater Fuel Efficiency for Cars is in Our National Security Interest

Q5: Given America's dependence on foreign oil, do you agree or disagree that greater fuel efficiency for cars, SUVs and trucks is in our national security interests? Would you say...?



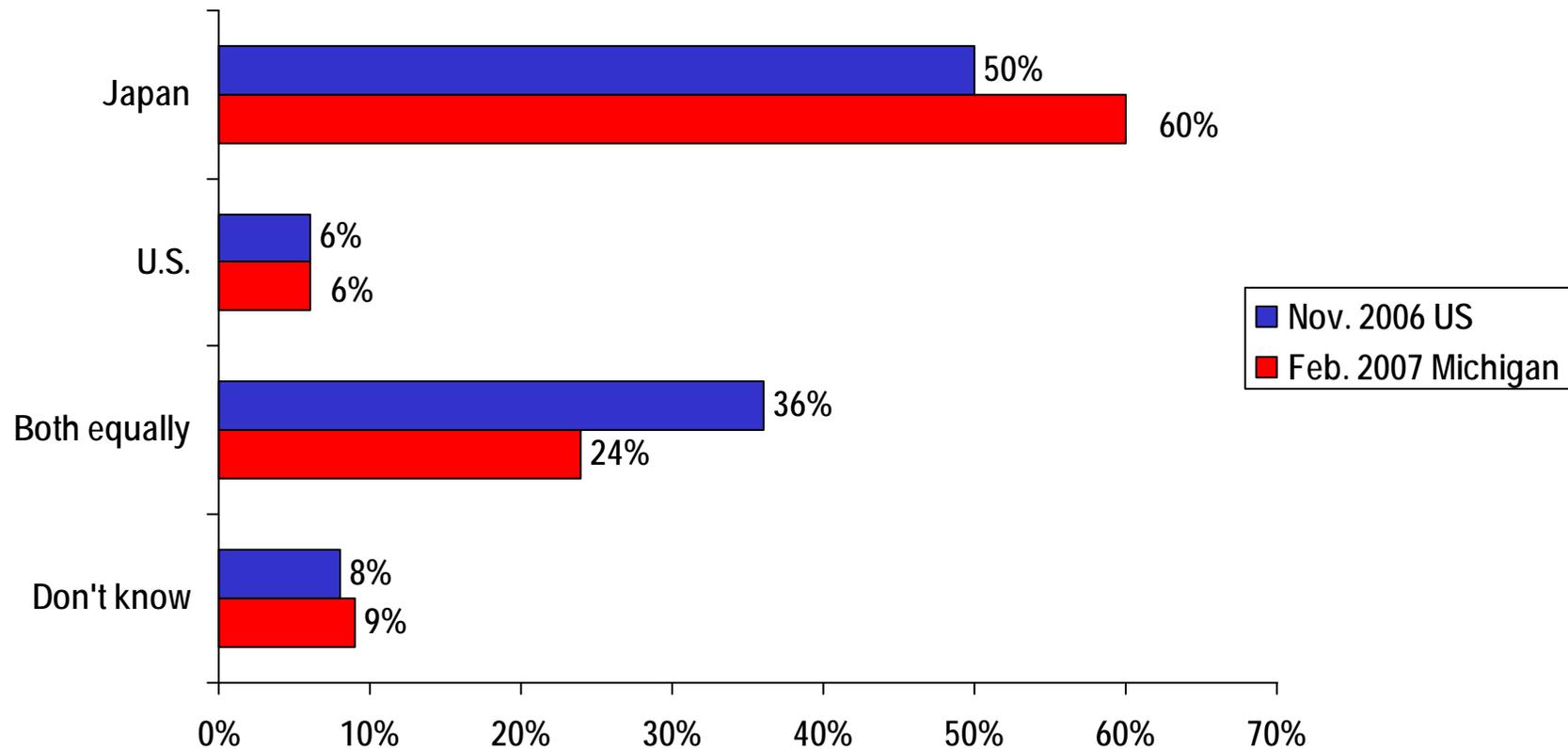
Base = Total respondents, 1,000 adult residents of Michigan and 1,016 adults in the U.S.

Which Country is Ahead in Fuel Efficient Technologies?

- A majority of Michigan residents (60%) think Japan is in the lead compared to the U.S. when it comes to fuel-efficient technologies. Only 6% think the U.S. is in the lead while a quarter (24%) think the two countries are tied.
- In a CSI survey conducted in November 2006, 50% of U.S. adults think Japan is ahead while 36% think the countries are about equal.
 - Those who think that Japan is in the lead are also more likely to agree with each of these positions than disagree: the auto industry is in major trouble (62% vs. 48%), higher fuel efficiency is in our national security interest (62% vs. 51%), the federal fuel efficiency standard needs to be raised to a 40 mpg (64% vs. 44%), a 40 mpg standard would help Detroit be more competitive (65% vs. 44%), we need a higher fuel efficiency standard now (65% vs. 36%), and the government should provide incentives to Detroit to get them to make more fuel efficient cars (62% vs. 55%).
 - Democrats are the most likely to think Japan is in the lead (64%), compared to Republicans (57%) and Independents (51%).

Which Country is Ahead in Fuel Efficient Technologies?

Q6: Would you say that U.S. or Japanese automakers are in the lead when it comes to hybrid technology and other more highly fuel-efficient technologies to reduce energy consumption and related global warming pollution? Would you say...?



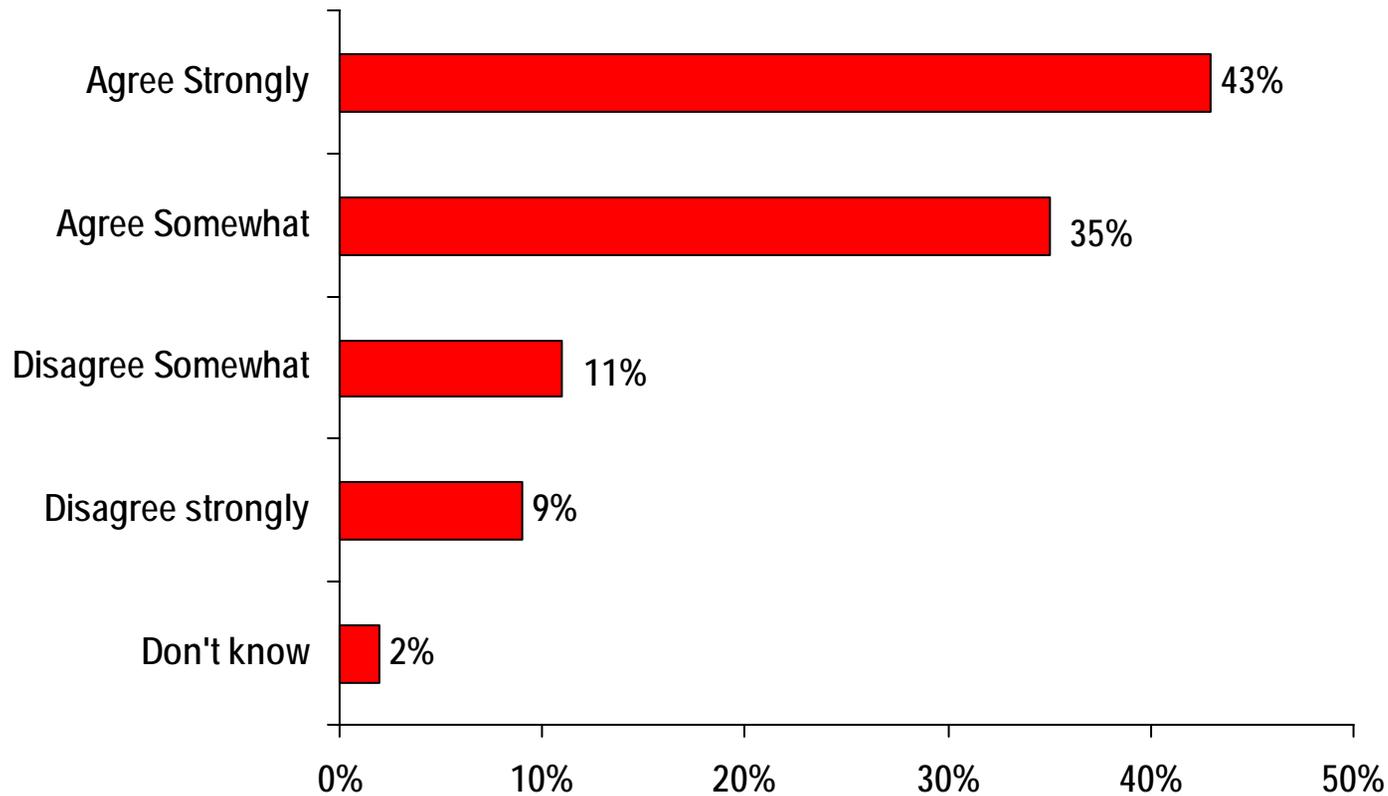
Base = Total respondents, 1,000 adult residents of Michigan and 1,016 adults in the U.S.

Raise the Federal Fuel Efficiency Standards Now

- Nearly eight in 10 respondents (78%) also agree that the federal fuel-efficiency standards need to be raised now to 40 mpg after having remained unchanged for years. Only one-fifth (20%) disagree with this statement.
 - Women are slightly more likely than men to support raising the standard to 40 mpg (82% vs. 73%).
 - The younger the respondent, the more likely they are to agree with this statement: 85% of those who are 18-24 years old agree compared to only 71% of those 65 and over. The level of agreement declines steadily as the age of the respondent increases: 25-34 years, 82%, 35-44 years, 79%, 45-64 years, 75%.
 - Those who agree with each of the following positions are more likely to think the standard should be raised than those who disagree: higher fuel efficiency is in our national security interest (81% vs. 63%), Japan is the leader in fuel efficiency technology (83%), U.S. is 71%, both are roughly equal (67%), a 40 mpg standard would help Detroit be more competitive (92% vs. 39%), we need a higher fuel efficiency standard now (87% vs. 33%), and the government should provide incentives to Detroit to get them to make more fuel efficient cars (84% vs. 64%).
 - Democrats are far more likely to agree that the standard should be changed (85%), especially when compared to Independents (73%) and Republicans (69%).

Raise the Federal Fuel Efficiency Standards Now

Q7: *The U.S. federal fuel-efficiency standard has remained unchanged for years. Do you agree that President Bush should increase the federal fuel-efficiency standards now to 40 miles per gallon? Would you say you...?*



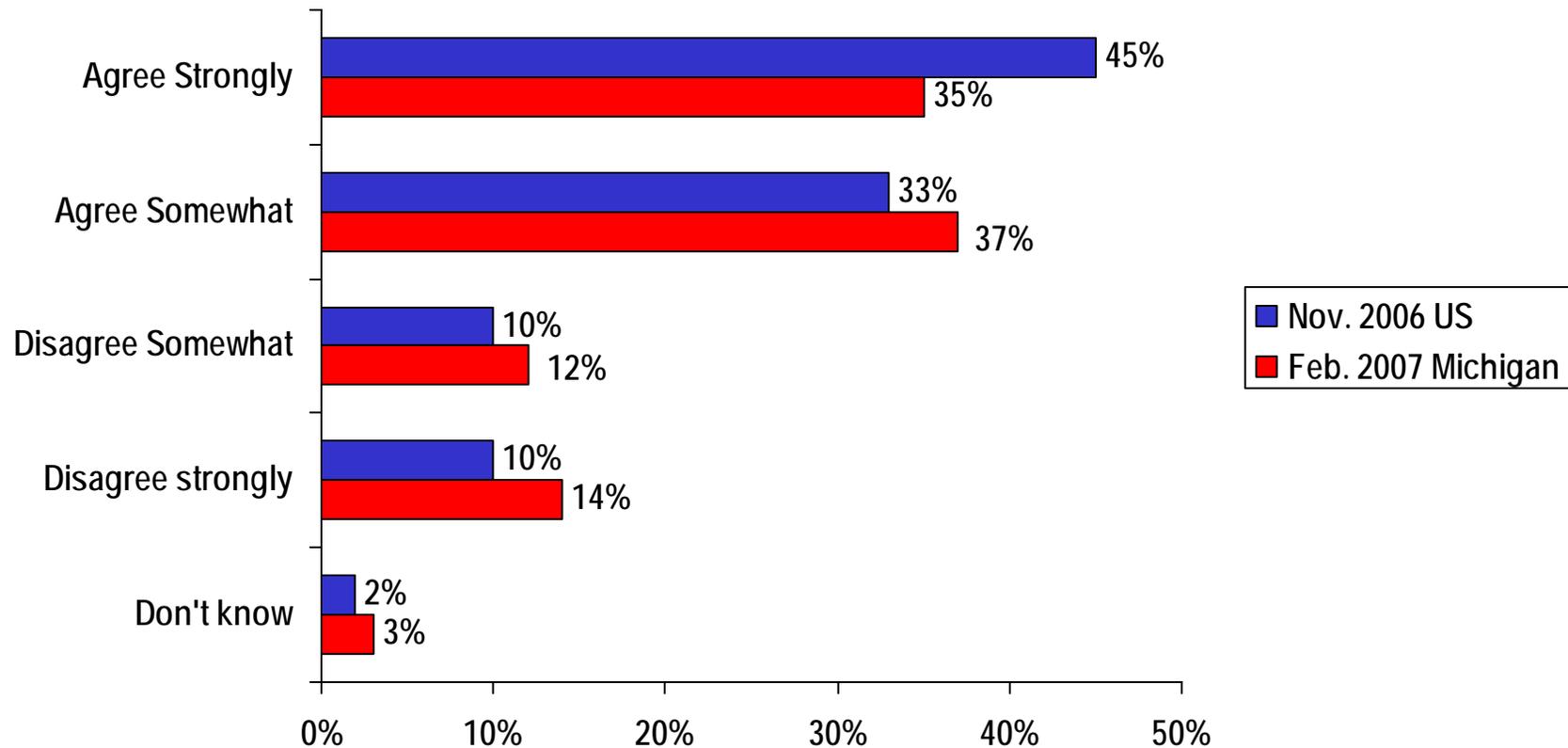
Base = Total respondents, 1,000 adult residents of Michigan.

Raising the Federal Fuel Efficiency Standard Helps Detroit

- Slightly fewer than three-fourths of Michigan adults (72%) agree that Congress could help U.S. automakers be more competitive if they raised the federal fuel-efficiency standards to 40 mpg. Twenty-six percent disagree with this statement.
- A CSI survey of American adults conducted in November of 2006 found that 78% agreed with this statement while 20% disagreed.
 - In Michigan, women agree with this statement more than men do (78% vs. 65%).
 - Those respondents between the ages of 18 and 34 (84%) are much more likely to agree with this than are those age 35 and over (68%).
 - Interestingly, those with the lowest levels of education (82%) are much more likely to agree with this statement than are college graduates (66%).
 - Those who agree with each of the following positions are more likely to think a higher standard could help Detroit be competitive, than those who disagree: higher fuel efficiency is in our national security interest (75% vs. 58%), Japan is the leader in fuel efficiency technology (78%), US is 68%, both are roughly equal (60%), the fuel-efficiency standard should be raised to 40 mpg (85% vs. 24%), we need a higher fuel-efficiency standard now (81% vs. 29%) and the government should provide incentives to Detroit to get them to make more fuel efficient cars (81% vs. 54%).
 - Democrats are the most likely to see higher fuel efficiency standards as benefiting Detroit (79%) than are Republicans (65%) or Independents (64%).

Raising the Federal Fuel Efficiency Standard Helps Detroit

Q8: Do you agree that Congress could help U.S. automakers be more competitive by increasing the federal fuel-efficiency standard to 40 miles per gallon?
Would you say you...



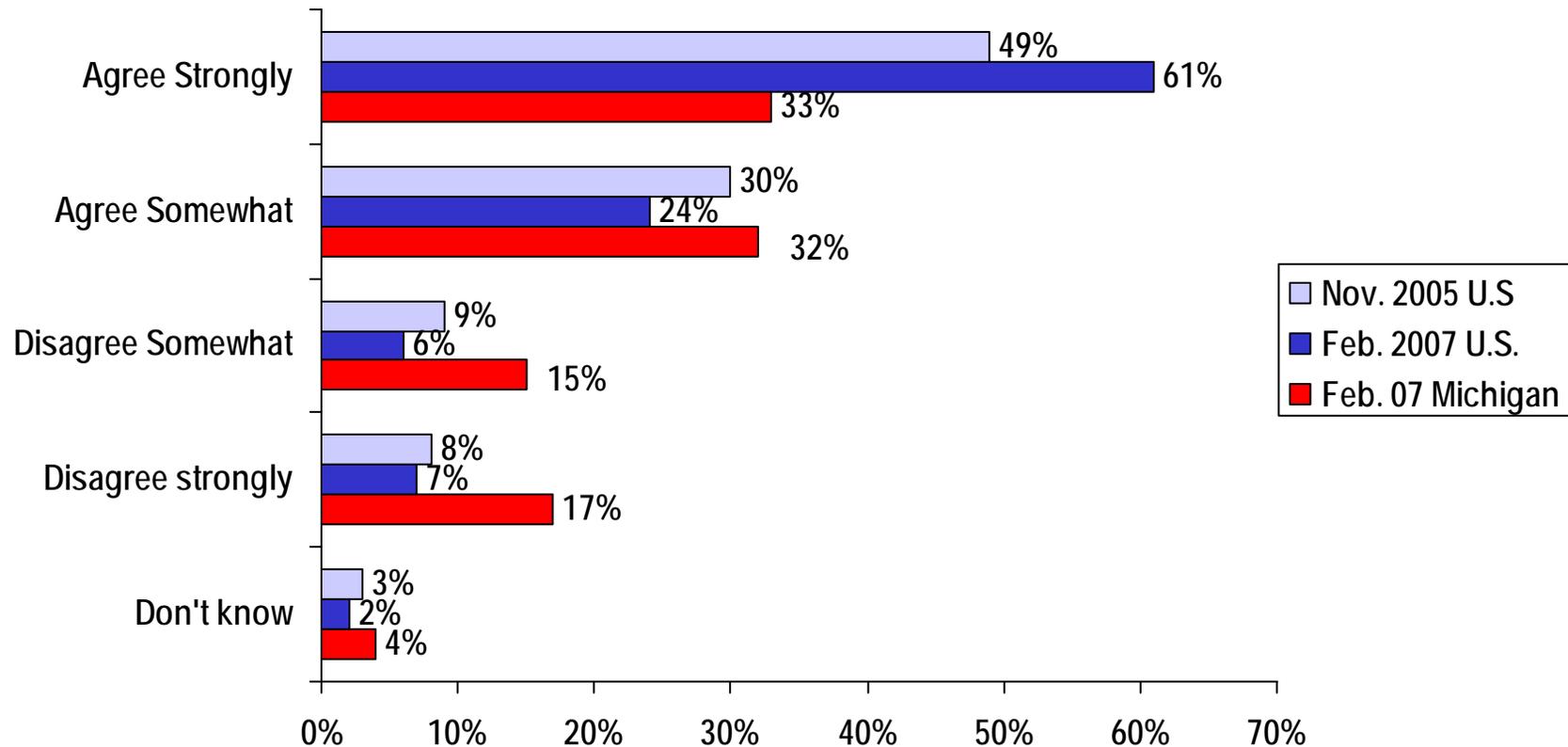
Base = Total respondents, 1,000 adult residents of Michigan and 1,016 adults in the U.S.

Universal Agreement That Higher Fuel Efficiency Standards are Needed

- A majority of adults in Michigan (82%) agree that higher federal fuel-efficiency standards are needed to conserve energy, reduce dependence of foreign oil and reduce the effects of global warming. Only 17% disagree that this is needed.
- This question was asked twice in previous CSI surveys of adult Americans and both found similar findings. In November 2005 79% said they agreed with this statement and by February 2007 the percentage had increased to 82%.
 - Women in Michigan are lot more likely than men to agree with this statement (87% vs. 76%).
 - Those who agree with each of the following positions are more likely to think a higher standard is needed now in order to reduce dependency on oil and reduce global warming than those who disagree: higher fuel efficiency is in our national security interest (85% vs. 65%), Japan is the leader in fuel efficiency technology (89%), U.S. is 59%, both are roughly equal (72%), the fuel-efficiency standard should be raised to 40 mpg (92% vs. 43%), 40 mpg standard could help Detroit be more competitive (92% vs. 53%), and the government should provide incentives to Detroit to get them to make more fuel efficient cars (90% vs. 65%).
 - Democrats are strong proponents of higher standards (89%) compared to Independents (79%) or Republicans (73%).

Universal Agreement That Higher Fuel Efficiency Standards are Needed

Q10: What do you think of the following statement? "We need higher federal fuel-efficiency standards for vehicles now in order to conserve more energy, making us less dependent on Middle Eastern oil, and to reduce the ill effects of global warming." Would you say...



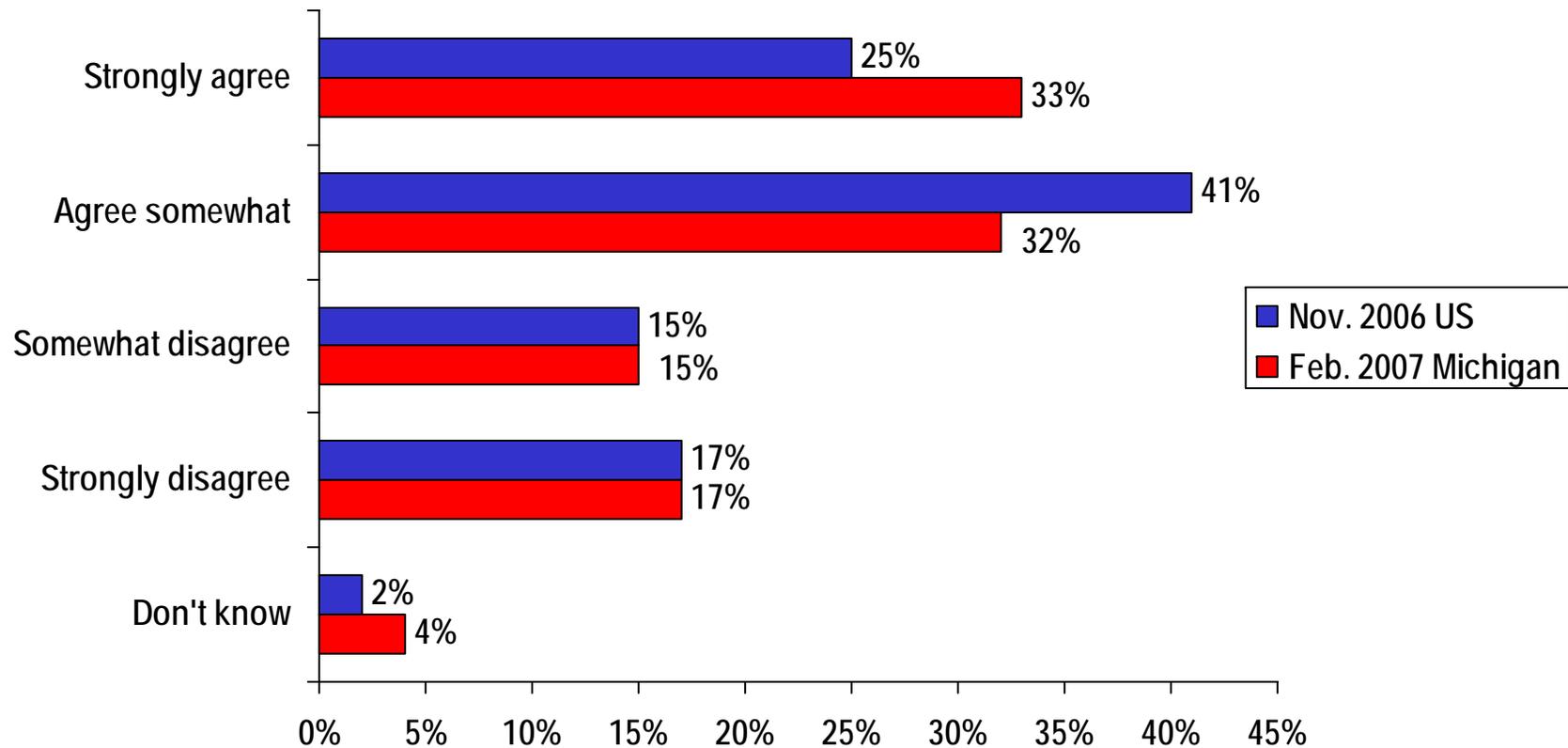
Base = Total respondents, 1,000 adult residents of Michigan, 1,014 adults in February 2007 and 1,030 adults in November 2005.

Government Incentives Favored for the Big Three

- Two-thirds of Michigan adults (64%) think the Federal government should provide the auto industry with incentives in exchange for investing in fuel-efficient technologies. Thirty-two percent are not in favor of these subsidies.
- In an earlier asking of the same question, 66% of all adult Americans were in favor of such subsidies, while 32% opposed them.
 - In Michigan the younger the respondent, the more likely they are to favor subsidies. 72% of those age 18-34 are in favor of subsidies compared to only 54% of those age 65 and over.
 - Those who agree with each of the following positions are more likely to think the government should provide Detroit with subsidies to encourage it to investigate fuel efficient technologies, than those who disagree: higher fuel efficiency is in our national security interest (68% vs. 51%), the fuel-efficiency standard should be raised to 40 mpg (70% vs. 44%), a higher standard would make Detroit more competitive (73% vs. 44%), and we need a higher fuel-efficiency standard now (71% vs. 33%).
 - Democrats are the most in favor of government subsidies for Detroit (75%), especially when compared to Independents (59%) or Republicans (54%).

Government Incentives Favored for the Big Three

Q10: Do you think President Bush and Congress should provide incentives -- such as help to lower health care costs for autoworkers – in exchange for increased investments by Detroit car makers in fuel-efficient technologies to reduce energy consumption and related global-warming pollution? Would you say...?



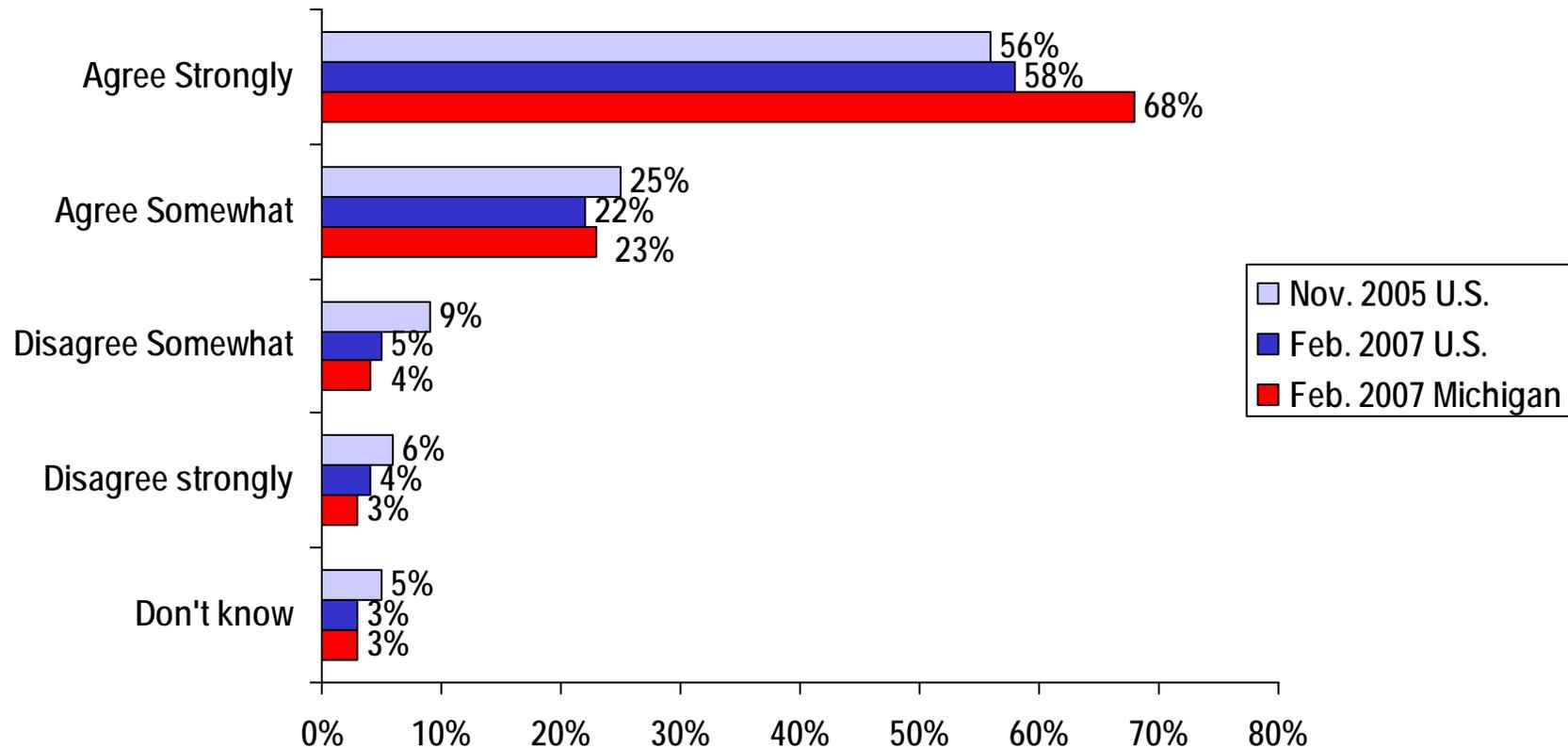
Base = Total respondents, 1,000 adult residents of Michigan and 1,016 adults in the U.S.

Highly Fuel-Efficient Cars Available Overseas Should Be Sold in U.S., Too

- The vast majority of Michigan residents (91%) also agree that foreign-made cars with a fuel efficiency rating of 35 miles per gallon or more should be made available in the U.S. Only 6% disagree.
- In a CSI survey from February 2007 among U.S. adults, the same question was asked and 90% also agreed that these cars should be available in the U.S.
 - In the Michigan survey, 98% of those age 18-24 think fuel efficient cars made overseas should be available in the U.S.
 - Those who agree with each of the following positions are more likely to think that fuel efficient cars made overseas should be available in the U.S. than those who disagree: higher fuel efficiency is in our national security interest (94% vs. 78%), Japan is in the lead in fuel efficient technology: 94%, the U.S. is 74%, they both are roughly equal: 87%, the fuel-efficiency standard should be raised to 40 mpg (95% vs. 76%), a higher standard would make Detroit more competitive (95% vs. 81%), we need a higher fuel-efficiency standard now (95% vs. 71%) and Washington should provide incentives to Detroit to develop more fuel efficient cars (95% vs. 82%).

Highly Fuel-Efficient Cars Available Overseas Should Be Sold in U.S., Too

Q11: In their overseas operations, American automakers produce or sell dozens of car models that achieve over 35 miles per gallon -- but are not made available to consumers here in the United States. Do you think Detroit car makers should be encouraged to make available here at home the most fuel-efficient cars they are currently only selling abroad. Would you say...



Base = Total respondents, 1,000 adult residents of Michigan, 1,030 adults November 2005 and 1,014 adults in February 2007.



APPENDIX

RELIABILITY OF SURVEY PERCENTAGES

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

The table below shows the possible sample variation that applies to percentage results reported herein. The chances are 95 in 100 that a survey result does not vary, plus or minus, by more than the indicated number of percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Size of Sample on Which Survey Results Are Based	Approximate Sampling Tolerances Applicable to Percentages At or Near These Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 interviews	2%	2%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
250 interviews	4%	5%	6%	6%	6%
100 interviews	6%	8%	9%	10%	10%

Additional Sampling Tolerances for Samples of 1,000 Interviews

<u>9% or 91%</u> 2%	<u>8% or 92%</u> 2%	<u>7% or 93%</u> 2%	<u>6% or 94%</u> 1%	<u>5% or 95%</u> 1%
<u>4% or 96%</u> 1%	<u>3% or 97%</u> 1%	<u>2% or 98%</u> 1%	<u>1% or 99%</u> 2%	

SAMPLING TOLERANCES WHEN COMPARING TWO SAMPLES

Tolerances are also involved in the comparison of results from independent parts of the sample. A difference, in other words, must be of at least a certain number of percentage points to be considered statistically significant – that is not due to random chance. The table below is a guide to the sampling tolerances in percentage points applicable to such comparisons, based on a 95% confidence level.

Size of Samples Compared	Differences Required for Significance At or Near These Percentage Levels				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,000 and 1,000	3%	4%	4%	4%	4%
1,000 and 500	3%	4%	5%	5%	5%
1,000 and 250	4%	6%	6%	7%	7%
1,000 and 100	6%	8%	9%	10%	10%
500 and 500	4%	5%	6%	6%	6%
500 and 250	5%	6%	7%	7%	8%
500 and 100	6%	9%	10%	11%	11%
250 and 250	5%	7%	8%	9%	9%
250 and 100	7%	9%	11%	11%	12%
100 and 100	8%	11%	13%	14%	14%

OPINION RESEARCH CORPORATION
MICHIGAN 40 MPG SURVEY
FEBRUARY, 2007
35562

TELEPHONE #
STATE
COUNTY
METRO
ADI
ADI RANK
REP
SURVEY # (LAST 3 DIGITS)
CALL

TELEPHONE NUMBER: () _____ TIME ENDED: _____

TIME STARTED: _____

LENGTH: _____ (MINUTES)

DATE: _____

INTERVIEWER: _____

I.D.: _____

Hello, my name is _____. I'm calling from Opinion Research Corporation. We're conducting a survey of Michigan residents on a subject of interest to the public. We would like to have your household participate. We are not selling any products or services. We are only asking your opinions. Your answers will remain confidential. This call may be monitored or recorded for quality assurance purposes.

Now, may I please speak to the youngest (male/female) 18 years of age or older who lives in this household.

RECORD GENDER

48% MALE
52 FEMALE

First of all, please tell me . . .

Q1 Which of the following statements describe your household? [READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]
(Base N=1,000 Michigan adults)

- 11% I or another member of my household works in the auto industry
- 16 I or another member of my household has a job in an industry or company that depends on the auto industry
- 10 I or another member of my household receives retirement, disability or other benefits from an auto manufacturer or a company that depends on the auto industry
- 69 NONE OF THESE
- DON'T KNOW/REFUSED

[ASK IF Q1 (98-99)]

Q2 How much would you say your own household's economic well being depends on the general health of the MICHIGAN auto industry? Would you say . . . [READ LIST. RECORD ONE ANSWER]
(Base N= 694)

- 17% A great deal
- 30 Somewhat
- 20 Very little
- 32 Not at all
- 1 DON'T KNOW/REFUSED

Q3 Which of the following statements comes CLOSEST to your view of the auto industry in Michigan? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE]
(Base N=1,000)

- 84% The U.S. auto industry is in major trouble and Michigan's economy will suffer seriously if the situation of the Big Three automakers gets even worse
- 11 Despite current problems in the U.S. auto industry, Michigan's economy is unlikely to suffer very much since the Big Three automakers have a good plan for moving ahead
- 2 NONE OF THESE
- 2 DON'T KNOW/REFUSED

- Q4 Aside from higher gasoline prices, rising health care costs, and foreign automaker competition, what would you say are the three BIGGEST problems facing the U.S. auto industry today? I am going to read five possible problems and ask you to pick three of them.

Here are the possible problems. [READ AND ROTATE LIST]

Which one would you say is the MOST severe problem facing the US auto industry? Which would be the second most severe? And the third most severe problem? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER FOR EACH. RECORD FIRST ANSWER ON FIRST SCREEN, SECOND ANSWER ON SECOND SCREEN, THIRD ANSWER ON THIRD SCREEN]

- 23% The industry not offering the best available technology, including improved fuel efficiency
- 17 Lack of Congressional or White House leadership in raising fuel-efficiency standards
- 19 Poor U.S. auto industry vision and leadership
- 22 Over-emphasis on production of vehicles with poor fuel efficiency, like SUVs
- 11 Special interest lobbyists blocking needed legislation
- 7 NONE OF THESE
- 3 DON'T KNOW/REFUSED

- Q5 Given America's dependence on foreign oil, do you agree or disagree that greater fuel efficiency for cars, SUVs and trucks is in our national security interests? Would you say you . . . [READ LIST. RECORD ONE ANSWER]

- 46% Strongly agree
- 34 Agree somewhat
- 11 Disagree somewhat
- 6 Strongly disagree
- 2 DON'T KNOW/NOT SURE

- Q6 Would you say that U.S. or Japanese automakers are in the lead when it comes to hybrid technology and other more highly fuel-efficient technologies to reduce energy consumption and related global-warming pollution? Would you say . . . [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE 01-02]

- 60% Japan is in the lead
- 6 The United States is in the lead
- 24 Japan and the U.S. are roughly equal
- 9 DON'T KNOW/NOT SURE

- Q7 The U.S. federal fuel-efficiency standard has remained unchanged for years. Do you agree that President Bush and Congress should increase the federal fuel-efficiency standard now to 40 miles per gallon? Would you say you . . . [READ LIST. RECORD ONE ANSWER]

- 43% Strongly agree
- 35 Agree somewhat
- 11 Disagree somewhat
- 9 Strongly disagree
- 2 DON'T KNOW/NOT SURE

Q8 Do you agree that Congress could help U.S. automakers be more competitive by increasing the federal fuel-efficiency standard to 40 miles per gallon? Would you say you . . . [READ LIST. RECORD ONE ANSWER]

35% Strongly agree
37 Agree somewhat
12 Disagree somewhat
14 Strongly disagree
3 DON'T KNOW/NOT SURE

Q9 What do you think of the following statement? "We need higher federal fuel-efficiency standards for vehicles now in order to conserve more energy, making us less dependent on Middle Eastern oil, and to reduce the ill effects of global warming." Would you say you . . . [READ LIST. RECORD ONE ANSWER]

51% Strongly agree
31 Agree somewhat
8 Disagree somewhat
9 Strongly disagree
1 DON'T KNOW/NOT SURE

Q10 Do you think President Bush and Congress should provide incentives—such as help to lower health care costs for autoworkers—in exchange for increased investments by Detroit car makers in fuel-efficient technologies to reduce energy consumption and related global-warming pollution? Would you say you . . . [READ LIST. RECORD ONE ANSWER]

33% Strongly agree
32 Agree somewhat
15 Disagree somewhat
17 Strongly disagree
4 DON'T KNOW/NOT SURE

Q11 In their overseas operations, American automakers produce or sell dozens of car models that achieve over 35 miles per gallon—but are NOT made available to consumers here in the United States. Do you think Detroit car makers should be encouraged to make available here at home the more fuel-efficient cars they are currently only selling abroad? Would you say . . . [READ LIST. RECORD ONE ANSWER]

68% Definitely yes
23 Probably yes
4 Probably no
3 Definitely no
3 DON'T KNOW/NOT SURE

OPINION RESEARCH CORPORATION
MICHIGAN 40 MPG SURVEY
FEBRUARY, 2007
35562

TELEPHONE #
STATE
COUNTY
METRO
ADI
ADI RANK
REP
SURVEY # (LAST 3 DIGITS)
CALL

TELEPHONE NUMBER: () _____ TIME ENDED: _____

TIME STARTED: _____

LENGTH: _____ (MINUTES)

DATE: _____

INTERVIEWER: _____

I.D.: _____

Hello, my name is _____. I'm calling from Opinion Research Corporation. We're conducting a survey of Michigan residents on a subject of interest to the public. We would like to have your household participate. We are not selling any products or services. We are only asking your opinions. Your answers will remain confidential. This call may be monitored or recorded for quality assurance purposes.

Now, may I please speak to the youngest (male/female) 18 years of age or older who lives in this household.

RECORD GENDER

48% MALE
52 FEMALE

First of all, please tell me . . .

Q1 Which of the following statements describe your household? [READ LIST. RECORD AS MANY AS APPLY. WAIT FOR YES OR NO FOR EACH]
(Base N=1,000 Michigan adults)

- 11% I or another member of my household works in the auto industry
- 16 I or another member of my household has a job in an industry or company that depends on the auto industry
- 10 I or another member of my household receives retirement, disability or other benefits from an auto manufacturer or a company that depends on the auto industry
- 69 NONE OF THESE
- DON'T KNOW/REFUSED

[ASK IF Q1 (98-99)]

Q2 How much would you say your own household's economic well being depends on the general health of the MICHIGAN auto industry? Would you say . . . [READ LIST. RECORD ONE ANSWER]
(Base N= 694)

- 17% A great deal
- 30 Somewhat
- 20 Very little
- 32 Not at all
- 1 DON'T KNOW/REFUSED

Q3 Which of the following statements comes CLOSEST to your view of the auto industry in Michigan? [READ ENTIRE LIST BEFORE RECORDING ONE ANSWER. ROTATE]
(Base N=1,000)

- 84% The U.S. auto industry is in major trouble and Michigan's economy will suffer seriously if the situation of the Big Three automakers gets even worse
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