

AMERICAN VOTERS OVERWHELMING SUPPORT 60 MPG

Volatile and unpredictable gasoline prices are placing a heavy strain on American household. The U.S. has less than 2% of global oil reserves yet we consume nearly a quarter of total supply. We import about 60% of our oil, and send nearly a billion dollars overseas daily to pay for our addiction. Our nation remains heavily dependent on oil. ***Setting strong vehicle efficiency standards is the single biggest step the President can take to break our dependence on oil, and is a move that is extremely popular with voters throughout the country and across party lines.***

The President has recognized the costs of our oil addiction and pledged to reduce oil imports by one third in 2025. Improving the fuel efficiency of new cars and trucks to at least 60 mpg in 2025 will ensure the President can deliver on his pledge.

Last May President Obama launched the process of setting standards for new vehicles that will be sold in model years 2017-2025. These standards will build on the success of historic fuel efficiency and greenhouse gas standards his Administration previously set for vehicles through model year 2016.

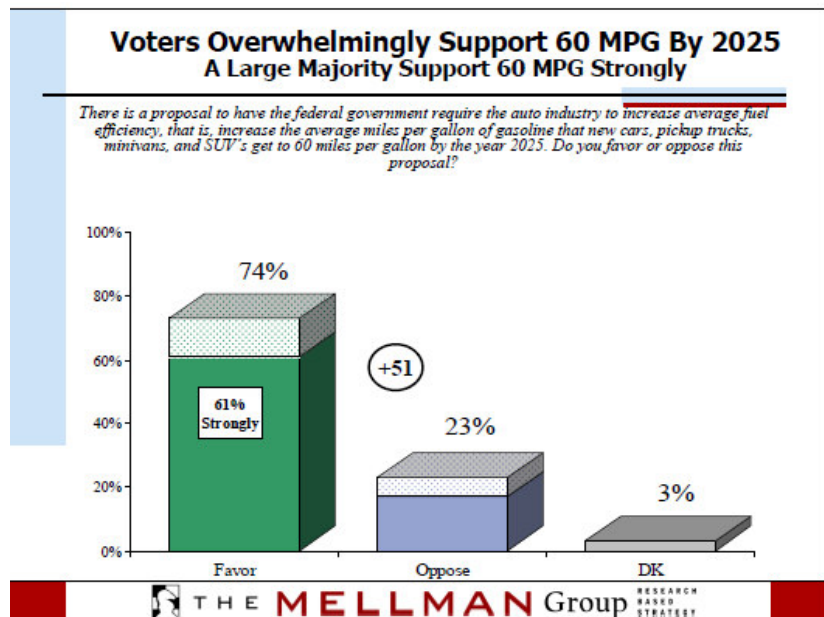
In October 2010, the Administration proposed vehicle standards that would reduce vehicle emissions at an annual rate of 3-6% per year starting in 2017. According to initial analysis by EPA and NHTSA, the strongest standards would save consumers a *net* of \$7500 at the pump over the life of the vehicle. The strongest possible standard will save 2.5 million barrels per day in 2025, compared to the weakest proposed standard, which will save as little as 1.3 million barrels per day in 2025. President Obama should ensure his administration sets the strongest possible standard that will spur American innovation, cut our addiction to oil and save consumers money at the pump.

AMERICANS STRONGLY SUPPORT A 60 MPG STANDARD BY 2025.

[In a September 2010 Mellman poll](#) released by the Go60 coalition voters showed overwhelming support for setting strong fuel efficiency standards for America's new vehicles¹.

Support was strong across party lines – 96% of Democrats, 81% of Independents and 75% of Republicans. Support for standards remains strong whether voters are in the northeast (85%), Midwest (89%) and South (84%) and West (82%).

Voters specifically support a 60 mpg fuel efficiency standard by 2025.



Voter support for 60 mpg crosses party lines: 90% of Democrats, 69% of Independents and 60% of Republicans. This support is strong in households depend on agriculture (67%) and the auto industry (76%) for their livelihoods.

¹ <http://www.go60mpg.org/sites/default/themes/go60mpg/pdf/Voters-Support-Fuel-Efficiency.pdf>

A MAJORITY SUPPORTS THE PROPOSAL EVEN WHEN TOLD IT WOULD ADD \$3,000 TO THE PRICE OF A NEW VEHICLE (66% FAVOR, 29% OPPOSE, 5% DON'T KNOW).

When respondents are informed that the added cost of technology will be offset within four years by saving at the pump, support jumps to 83% (67% strongly).

Several polls conducted since the Go60 poll show continued and strengthened support for strong fuel efficiency standards.

VOTERS IN THE HEART OF AMERICA’S AUTO MANUFACTURING INDUSTRY STRONGLY SUPPORT 60 MPG BY 2025

A poll of 800 likely Michigan voters and 800 likely Ohio voters conducted for CERES by the Mellman group from April 9-12 shows overwhelming and intense support for the Obama administration setting a strong fuel efficiency standard of 60 mpg by 2025.²

There is a proposal to have the federal government require the auto industry to put stronger pollution controls in place on the vehicles they produce and increase average fuel efficiency standards, 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?

Voters don’t believe the rhetoric that strong standards will cost jobs. 80% of likely Ohio voters and 76% of likely Michigan voters believe a national 60 mpg standard will lead to innovation, increasing sales for auto makers and saving American jobs.

VOTER SUPPORT FOR THESE STANDARDS REMAINS HIGH EVEN WHEN THE INCREASED COST OF VEHICLES IS MENTIONED.

59% of likely voters in Ohio and 56% of likely voters in Michigan accurately believe that an increase in fuel efficiency outweighs the cost by paying for itself in savings at the pump.

A Consumer Federation Poll released in September of 2010 also showed consumers are willing to pay more for greater fuel efficiency. **A large majority of consumers (75%) say they would pay more for a new fuel-efficient car if they recouped the added expense within one year and a majority (62%) would do so with a five-year payback period³.**

[According to a Consumer Federation of America survey conducted in March 2011, by a nearly 2-1 margin \(63% to 34 %\)](http://www.ceres.org/press/press-releases/voters-in-america2019s-auto-manufacturing-heartland-want-60-mpg-fuel-economy-standard-by-2025), Americans think the federal government should increase fuel economy standards to 60 mpg by 2025⁴. This strong support is consistent with 11 CFA surveys dating back to 2005, with 59% to 81% of respondents supporting the fuel economy increases being considered.

MICHIGAN VOTERS

	Favor	Oppose
Democrat ID	91%	9%
Independent ID	72%	22%
Republican ID	65%	31%
Liberal	92%	7%
Moderate	76%	19%
Conservative	67%	29%
Young Women	79%	16%
Young Men	78%	20%
Older Women	78%	19%
Older Men	75%	24%
HS or Less	79%	17%
Some College	82%	15%
College+	75%	24%
Detroit	75%	22%
Flint/Saginaw	79%	18%
Grand Rapids	81%	15%
Rest of the state	79%	17%
UAW HH	74%	26%
Union HH	79%	19%
Manf HH	72%	27%
Auto Ind HH	68%	29%
SUV Owner	75%	24%
Truck Owner	77%	20%

² <http://www.ceres.org/press/press-releases/voters-in-america2019s-auto-manufacturing-heartland-want-60-mpg-fuel-economy-standard-by-2025>

³ http://consumerfed.org/pdfs/Consumer_Savings_Survey_Fact_Sheet092710.pdf

⁴ <http://www.consumerfed.org/pdfs/Gasoline-Prices-and-Expenditures-Report-3-16-11.pdf>

BOTH REPUBLICANS AND DEMOCRATS FAVOR 60MPG AND STATE INVOLVEMENT IN REGULATORY PROCESS

The latest poll released, May 16, 2011, by the Consumer Federation of America (CFA) shows that most Republicans and Democrats agree the federal government should require automakers to meet an average 60 miles per gallon by 2025 with a five year payback period. Of those surveyed, 75% are concerned about gas prices and think fuel economy standards should be increased.⁵

Americans are confident that with today's technology automakers can make new vehicles that average at least 60 mpg standard in 2025 and emit no more than 143 grams of global warming pollution per mile. The Administration's own analysis shows they are right. President Obama has the historic opportunity to deliver on his commitment to reduce our dependence on imported oil by one-third. Investing in American ingenuity will keep billions of dollars in our economy, failing to do so will keep billions flowing overseas for oil. To strengthen our environment, economy and national security, we must set strong standards.

⁵ <http://www.consumerfed.org/pdfs/Fuel-Economy-Gas-Survey-and-Report-PR-5-16-11.pdf>