



TO: Ceres
FROM: The Mellman Group, Inc.
RE: Ohio Voters Overwhelmingly Support Higher Fuel Efficiency Standards
DATE: May 17, 2011

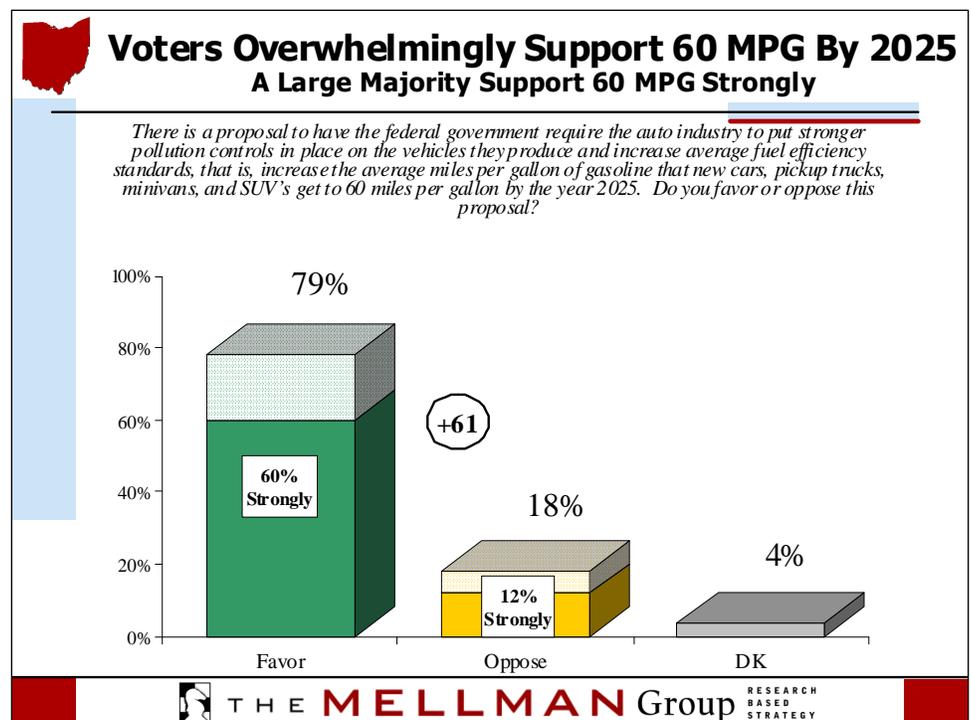
This analysis represents the findings of a statewide survey of 800 likely 2012 Ohio general election voters. Interviews were conducted April 10-12, 2011 by telephone using a registration-based sample. The margin of error for this survey is +/-3.5% at the 95% level of confidence. The margin of error is higher for subgroups.

Ohio voters strongly support requiring the auto industry to both increase the average fuel efficiency standard to 60 miles per gallon and reduce carbon dioxide emissions from cars, pickup trucks, minivans, and SUVs. Support for increased fuel efficiency is robust because voters believe achieving this standard is possible without undue cost and because they see increased efficiency as bringing along with it a variety of valuable benefits, including more jobs, less pollution, lower fuel costs, and reduced dependence on Middle East oil. At the same time, voters reject the view that higher fuel efficiency standards will hurt auto companies and cost jobs, believing just the opposite—that stricter standards would spur innovation on the part of American automakers and create jobs in the U.S.

OHIO VOTERS OVERWHELMINGLY SUPPORT A PROPOSAL TO REQUIRE A 60 MPG FUEL EFFICIENCY STANDARD BY 2025 AND REQUIRE TOUGHER POLLUTION CONTROLS

Voters expressed overwhelming support for a specific proposal with two elements: stronger pollution controls on automobiles and a 60 MPG fuel economy standard by 2025 for new cars, pickup trucks, minivans, and SUVs. Over three-quarters (79%) favor this proposal and fewer than 1-in-5 (18%) oppose it.

Support is widespread, and bipartisan, extending to those in affected industries. Eighty-nine percent (89%) of Democrats join 77% of independents and 68% of Republicans in supporting



this proposal. Those who live in households dependent on manufacturing and the automobile industry respond much like everyone else, with 74% of voters in manufacturing households favoring the 60 MPG standard (23% opposed) along with 84% of those whose income is dependent on the auto industry (13% opposed) and 82% of voters in union households (15% opposed).

FEW ARE DISSUADED BY SUGGESTIONS OF HIGHER COST

Support for higher fuel standards is quite robust, with a majority continuing to support the proposal even when told it would add \$3,200 to the price of a new car. We asked voters which of the following two statements comes closer to their own point of view:

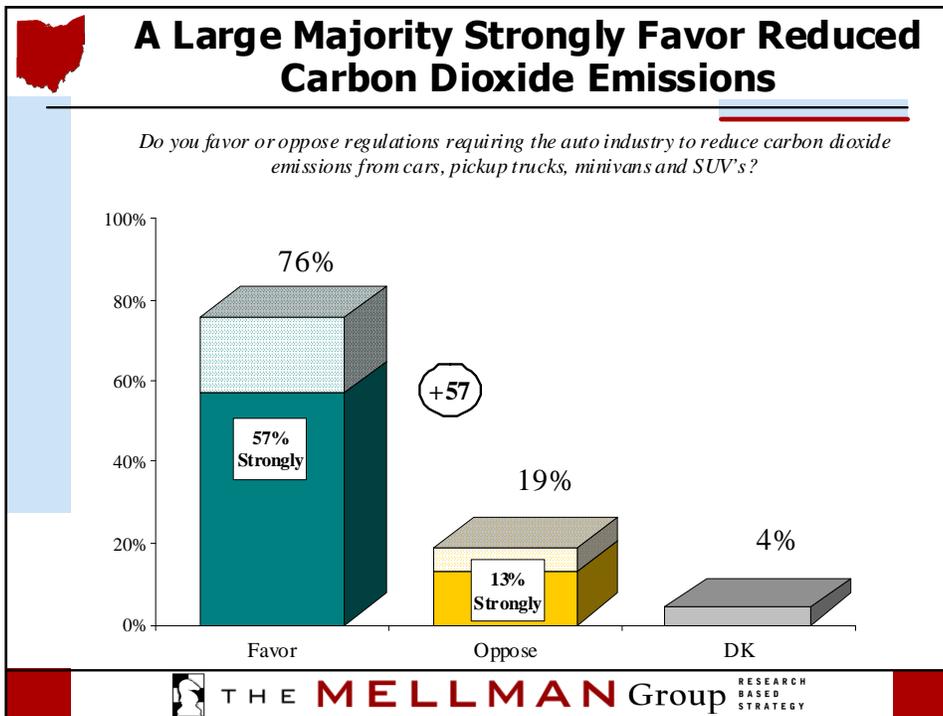
Increasing average fuel efficiency standards to 60 miles per gallon will add \$3,200 to the price of a new car. That is simply too expensive for hard pressed working people.

OR

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.

A 59% majority side with the second statement above, which says prices will fall and the increase in the price of a new car pay will for itself in fuel expense savings, while only 35% say the higher price will be too expensive (6% don't know).

OHIOANS STRONGLY SUPPORT MANDATING REDUCED CARBON EMISSIONS



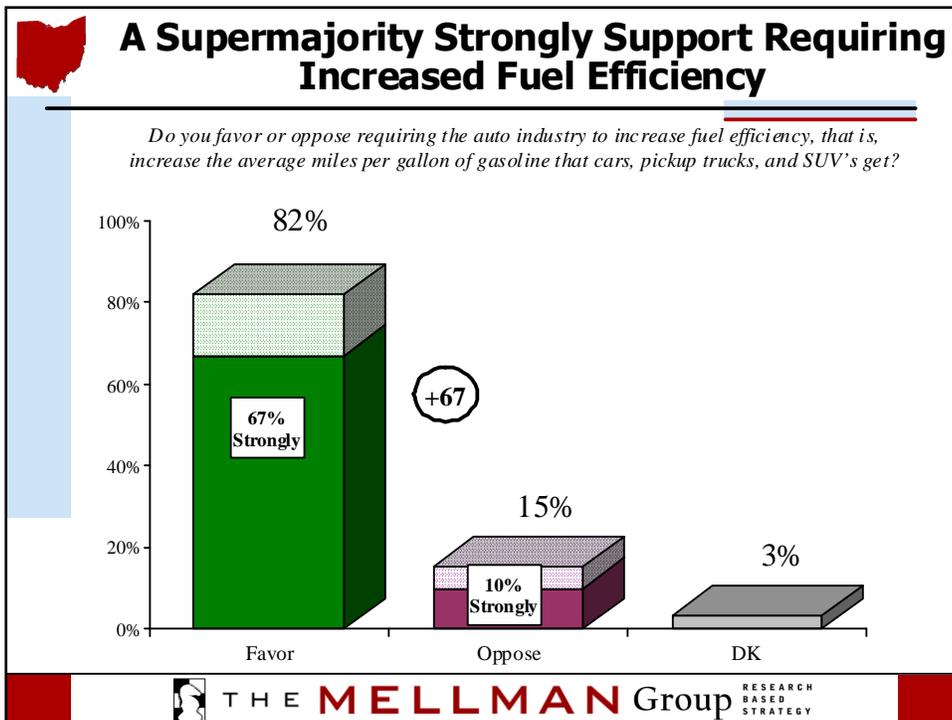
Viewed separately, both elements of the proposal enjoy vast support. A 76% majority favor requiring the auto industry to reduce carbon dioxide emissions from cars, pickup trucks, minivans, and SUV's (57% strongly favor), compared to just 19% who are opposed¹. Support for requiring emission reductions cuts across demographic lines. Eighty-five percent (85%) of Democrats favor requiring reduced carbon emissions, along with three-quarters (75%) of independents, and over two-thirds (68%) of

¹ "Do you favor or oppose regulations requiring the auto industry to reduce carbon dioxide emissions from cars, pickup trucks, minivans, and SUV's?"

Republicans. Support for reduced carbon emissions from vehicles extends to every region of the state as well, with 78% in the Cleveland area, 73% in Cincinnati, 80% in Columbus, 72% in Dayton, 85% in Toledo, and 67% in the rest of the state, all favoring requiring the emissions reductions.

Those dependent on manufacturing and the automobile industry join in supporting reduced emissions in overwhelming numbers, with 67% of manufacturing household voters favoring reduced emissions (32% oppose) and 83% of auto industry household voters in favor as well (15% oppose), and 73% of union household voters (20% opposed) in favor as well.

VOTERS OVERWHELMINGLY DEMAND TOUGHER FUEL EFFICIENCY STANDARDS



A similarly vast majority (82%) favor requiring the auto industry to increase fuel efficiency for cars, pickups, and SUVs, while only 15% are opposed. There is a clear intensity to these views as well, with over two-thirds (67%) *strongly* favoring required increases in fuel efficiency, while only 10% are strongly opposed.

Support is both deep and wide. Overwhelming majorities of every demographic subgroup strongly support tougher fuel efficiency standards.

Support for stricter fuel efficiency standards is bipartisan, with 91% of Democrats, 81% of independents, and 73% of Republicans all in agreement on tougher fuel efficiency standards. Similarly, voters across the state concur, with 81% in the Cleveland area, 77% in Cincinnati, 85% in Columbus, 84% in Dayton, 87% in Toledo, and 83% in the rest of the state all supporting stricter standards. Once again, overwhelming numbers of voters in households dependent on affected industries join in supporting reduced emissions, with 78% of manufacturing household voters favoring a requirement for lower emissions (19% oppose), 87% of auto industry household voters (13% oppose), and 81% of union household voters (17% opposed) in favor as well.

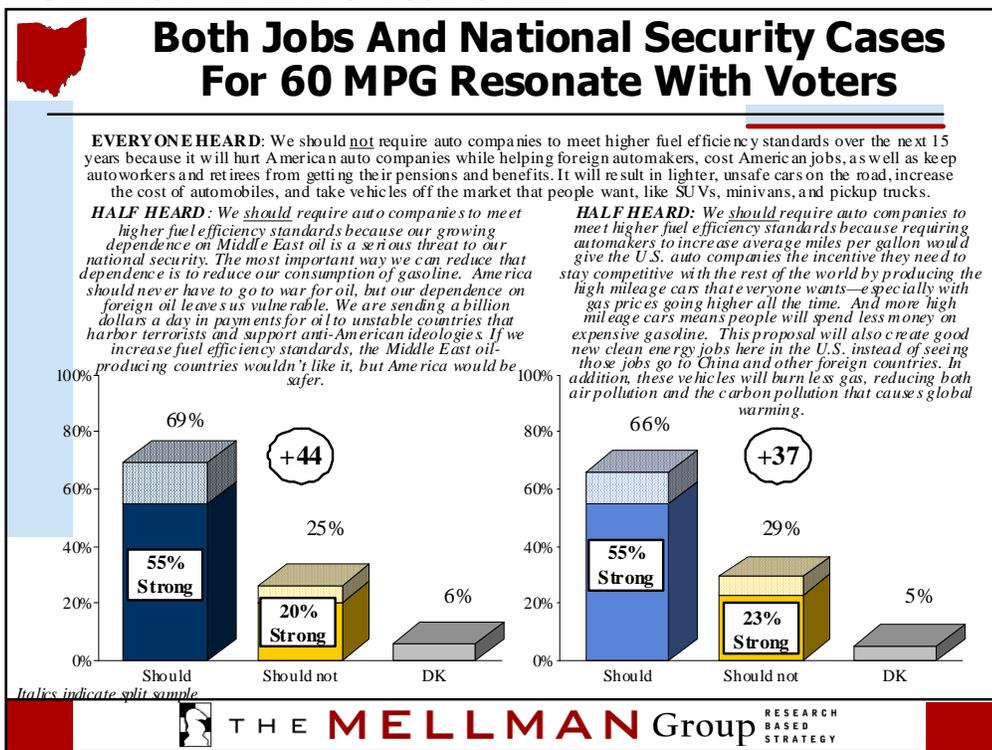
What's more, voters see this as a critical issue. A huge 90% majority believe that it is "important to take action now" to increase fuel efficiency, including nearly two-thirds (63%) who say it is "very important" to take action now.

OHIOIANS BELIEVE TOUGHER FUEL EFFICIENCY STANDARDS WILL LEAD TO A VARIETY OF POSITIVE OUTCOMES, INCLUDING INCREASED INNOVATION, LOWER FUEL COSTS, MORE JOBS, AND LESS POLLUTION

Voters believe tougher fuel efficiency standards will be good for their pocketbooks, their country, the environment, and the economy as a whole. They judge the most likely outcomes of increased fuel efficiency standards to be that "Air pollution will decrease" (83% likely), followed by "You will use less gasoline and spend less money on gas" (80% likely), "American car companies will be encouraged to innovate, increasing their sales and protecting the jobs of American auto workers" (80% likely), and "The U.S. will become less dependent on Middle East oil" (75% likely).

Nearly half the electorate (47%) believes "Efforts to increase average miles per gallon for new cars, pickup trucks, minivans, and SUV's will create new American jobs." Fewer than 1-in-5 (18%) say it will cost jobs, and 25% say it will not affect American jobs.

WHETHER ARGUMENTS IN FAVOR ARE FRAMED IN TERMS OF NATIONAL SECURITY OR JOBS, LARGE MAJORITIES SUPPORT HIGHER FUEL EFFICIENCY EVEN AFTER A STRONGLY WORDED STATEMENT OPPOSING THEM



Every respondent heard a strongly worded message from opponents arguing that higher fuel efficiency standards would hurt American businesses, cost jobs, and reduce vehicle safety, while constraining consumers' choices. We randomly split survey respondents in half, and exposed each half to a different counter-argument, one of which was couched in terms of benefits to national security and the other in terms of jobs. Large majorities side with the pro-fuel

efficiency position in either formulation. Sixty-six percent (66%) said the jobs version of the pro-efficiency argument was closer to their own view, compared to just 29% who sided with opponents. Similarly, by 69% to 25%, voters chose the national security version of the pro-efficiency argument over a counterargument.

In short, support for a 60 mile per gallon fuel economy standard is overwhelming, strong, robust, and extends across the political spectrum, as voters see economic and national security rationales for such a policy. Because they believe this policy will create jobs, reduce pollution, and increase national security, that support remains strong even when the costs are noted.