

October 19, 2017

## **CAFE Fuel Efficiency Standards**

**Broad public support with limited opposition**

**To:** Interested Parties

**From:** Elizabeth Sena and Martin Bergstrom

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Across five states, Colorado, Michigan, Ohio, Pennsylvania, and Virginia, there is broad based support for increasing fuel efficiency standards by 2025. Support for fuel efficiency cuts across traditional partisan and demographic lines. Moreover, opposition to the standards is low in all five states, with no clear base of opposition. Even when individuals are given the potential costs of the program, a clear majority support higher fuel efficiency standards.

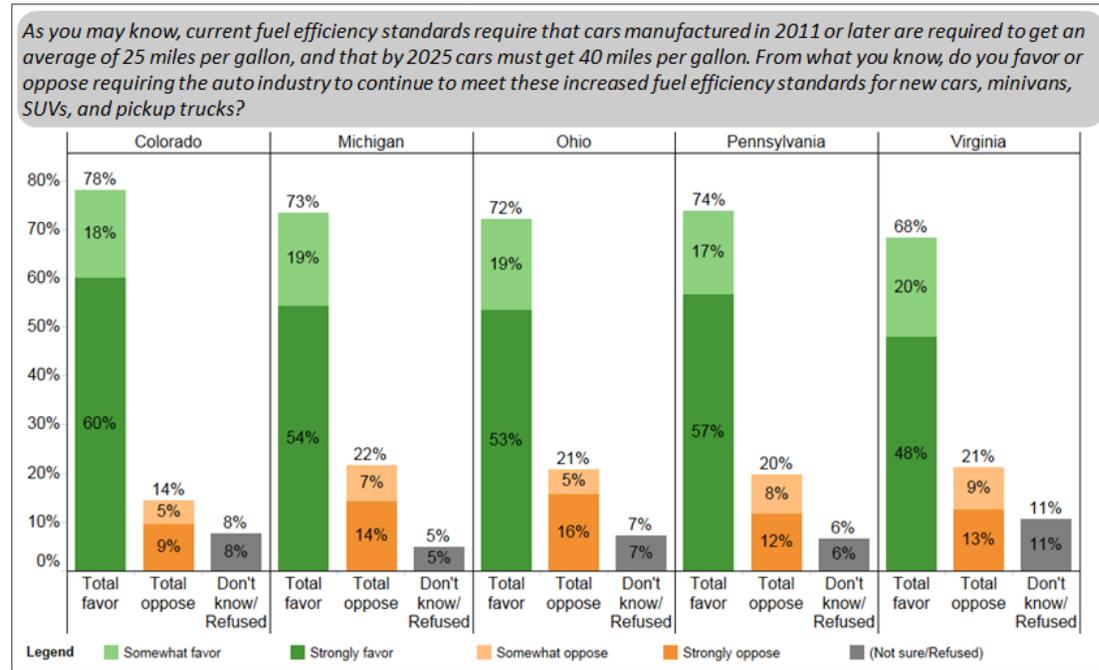
This memo is based on surveys conducted in Colorado, Michigan, Ohio, Pennsylvania, and Virginia among registered voters.<sup>1</sup>

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<sup>1</sup> On behalf of the Natural Resources Defense Council, NextGen America, and the Sierra Club, GQR conducted 5 surveys among 2,500 registered voters in Colorado, Michigan, Ohio, Pennsylvania, and Virginia. 500 interviews in each state. These surveys were conducted July 27 – August 2, 2017 using live interviewers. Thirty-two percent of interviews were conducted on cell phones. These surveys are subject to a margin of error of +/- 4.4 percentage points at the 95 percent confidence interval. Margin of error is higher among subgroups.

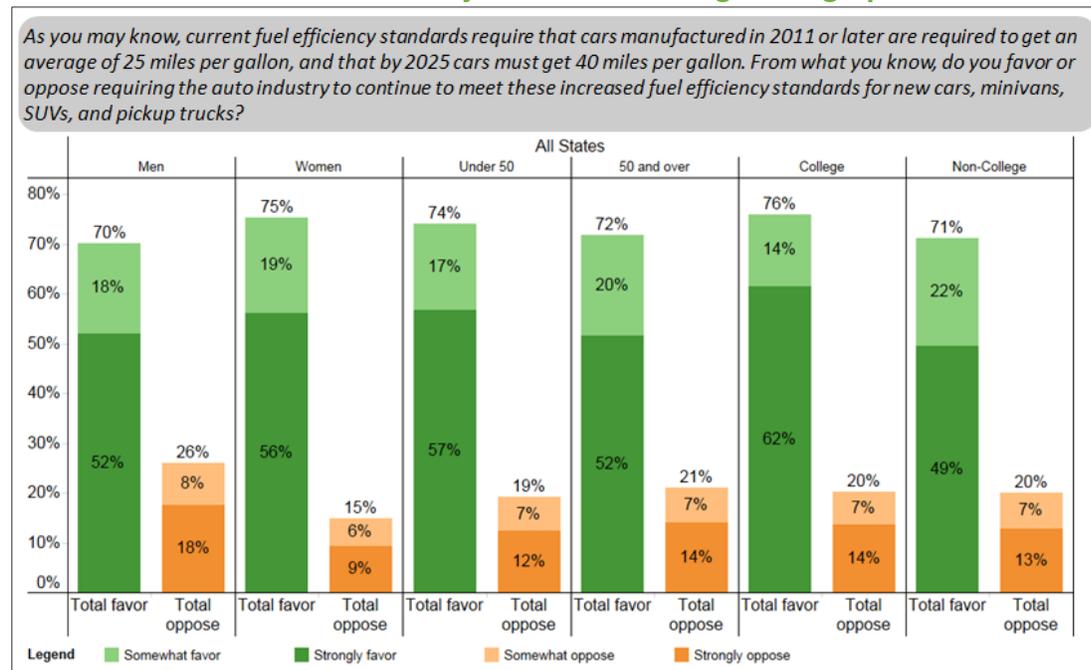
There is broad public support for increased fuel efficiency standards.

**Chart 1: Increased Fuel Efficiency Standards**



Overall, nearly nine in ten Democrats, seven in ten independents, and six in ten Republicans support the increased fuel efficiency standards. Support is strong among men and women, older and younger individuals, college-educated and non-college educated individuals.

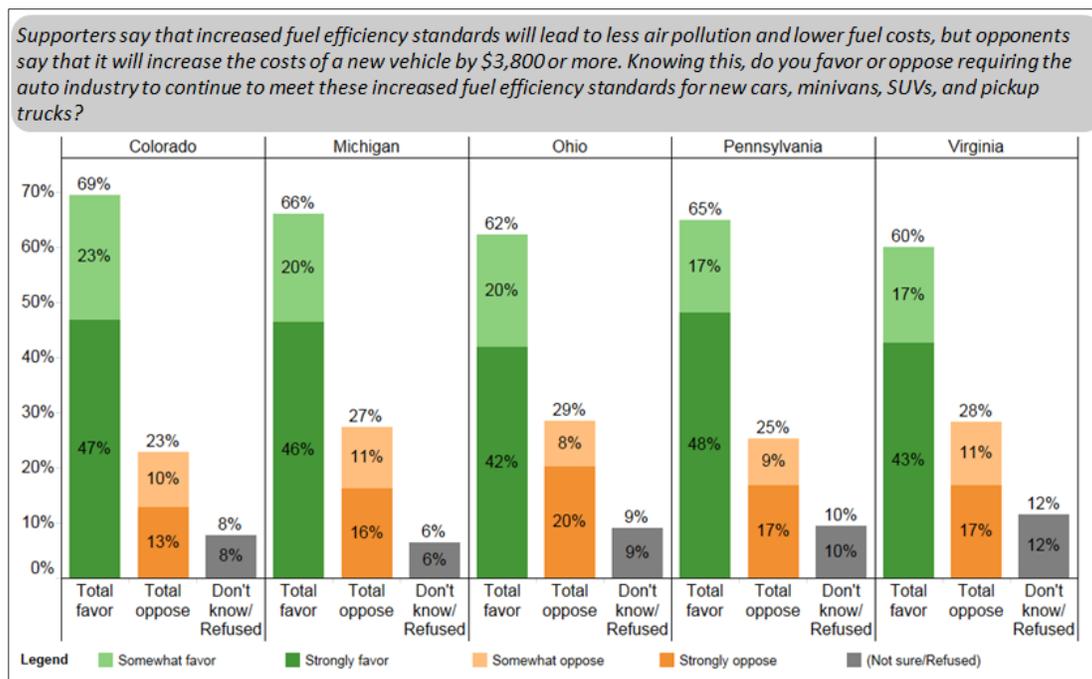
**Chart 2: Increased Fuel Efficiency Standards among Demographics**



## Support for Fuel Efficiency Standards (With Costs)

Even when individuals are introduced to the potential costs of increasing fuel efficiency standards, six in ten support them. This support remains broad, with Democrats and independents supporting the standards and Republicans split.

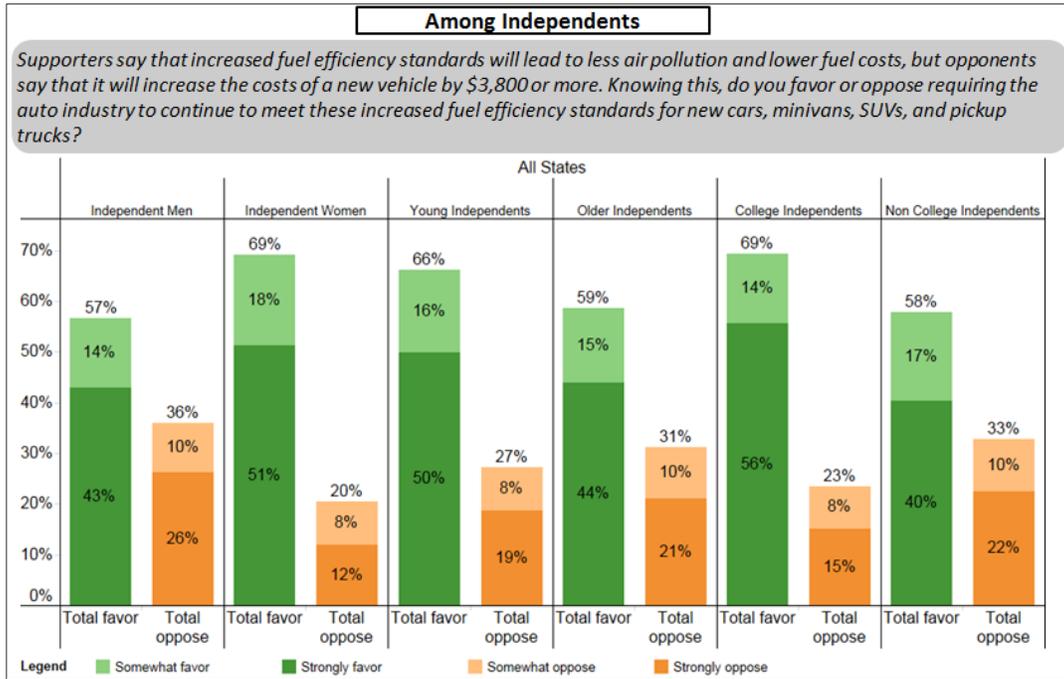
**Chart 3: Increased Fuel Efficiency Standards (With Costs)**



**Support for fuel efficiency standards cuts across partisan lines.** Democrats are nearly unanimous in their support for the standards and a strong majority of independents are also supportive. Republicans are more split, with a majority supporting increased standards in Michigan and more even support/opposition in other states. Additionally, opposition is low across all states, with less than three in ten individuals opposing the standards in any state.

Support among independents is broad and extends across demographics. Women, younger independents, and college-educated independents are slightly more supportive of the increased standards, but men, older independents, and non-college independents are also supportive. White non-college independents support the increased standards in every state.

**Chart 4: Increased Fuel Efficiency Standards (With Costs) among Independents**



Republicans are more split, with a majority supporting the standards in Michigan and pluralities supporting them in Colorado and Pennsylvania. In Michigan, Republican support for the increased fuel efficiency standards came from non-college Republicans, while younger Republicans drove Republican support in Colorado and Pennsylvania. Across all five states, **nearly half of individuals who supported Donald Trump in 2016 support increased fuel efficiency standards.**

**Chart 5: Increased Fuel Efficiency Standards (With Costs) among Trump Supporters**

