

California Clean Cars Campaign

Consumers, Businesses Demand Clean Cars

The message is loud and clear: consumers and businesses want cleaner cars that also deliver better fuel economy. Responses to public opinion polls and focus groups conducted over the last three years in California and beyond show consistent support for clean cars standards and alternative fuels.

CONSUMERS SUPPORT STRONG CLEAN CAR STANDARDS

Consumer Reports National Research Center - Nationwide poll, California sample - November 2011

Vehicle Greenhouse Gas Emissions Regulations

Statement: California should require all automakers to reduce significantly the emissions of greenhouse gases from new cars, light-duty trucks and SUVs.

Strongly/Somewhat Agree

81%

Zero Emission Vehicle Regulation

Statement: California should require automakers to build fleets that include increasing numbers of Zero Emission Vehicles.

75%

Clean Fuels for Advanced Clean Cars

Statement: California should require oil companies to make cleaner fuels like hydrogen or electricity available for public consumption when there are enough cars in the area that need that fuel.

77%

SMALL BUSINESSES SUPPORT CLEAN CARS AND BETTER FUEL ECONOMY

Small Business Majority - Greenberg Quinlan Rosner Research, Nationwide poll, California sample - November 2011

Fuel Efficiency

A majority of small-business owners believe it is important to increase fuel efficiency in cars and light trucks.

87% Nationwide
80% in California

Fuel Efficiency Standards

A majority of small-business owners favor requiring the auto industry to increase the average fuel efficiency standards for all new cars, light trucks and SUVs to 60 miles per gallon by 2025—an even stronger standard than proposed by federal regulators.

80% Nationwide
80% in California

Greenhouse Gases/Carbon Emissions Standards

A majority of small-business owners favor standards that require the auto industry to reduce carbon emissions from cars, pickup trucks, minivans and SUVs.

78% Nationwide
75% in California

Innovation

A majority of small businesses agree that the federal government should do more to make American car companies innovate.

73% Nationwide
79% in California

CONSUMERS FAVOR STATE INVOLVEMENT IN SETTING EMISSIONS STANDARDS

Consumer Federation of America – Opinion Research Corp. Nationwide Poll - April 2011

Question: Do you think that state governments should be allowed to continue setting tailpipe emission standards that, as a result, increase fuel economy for motor vehicles?

Favor Policy by Party Identification

Democrat - 73%

Independent, leaning Dem. - 69%

Independent, leaning Repub. - 65%

Republicans - 64%

Independent - 54%

VOTERS EXPRESS CONSISTENT STRONG SUPPORT FOR CLEAN CAR STANDARDS

Public Policy Institute of California (PPIC) Polling Results For All Adults - July 2011

Question: Do you favor or oppose requiring all automakers to further reduce greenhouse gas emissions from new cars?

"Favor" by Party Registration

Democrat - **90%**
Independent - **82%**
Republican - **64%**

"Favor" by Political Ideology

Liberal - **90.4%**
Moderate - **85.8%**
Conservative - **70.8%**

"Favor" by Region

Los Angeles - **84.1%**
Bay Area - **84.2%**
Central Valley - **76.7%**
Other So Cal - **77.7%**

"Favor" by Age

18-34 - **84.6%**
35-54 - **81.4%**
55+ - **76.3%**

"Favor" by Household Income

<\$40K - **82.9%**
\$40K-80K - **81.6%**
>\$80K - **78.9%**

"Favor" by Gender

Women - **81.9%**
Men - **80.2%**

Historical PPIC Polling Results

Responses below indicate "favor"

81%	80%	81%	77%	78%	84%	81%	78%	79%	81%
2002	2003	2004	2005	2006	2007	2008	2009	2010	2011

SOUTHERN CALIFORNIANS SUPPORT CLEAN CARS STANDARDS

American Lung Association, Move LA, Natural Resources Defense Council, Southern California Poll – Fairbank, Maslin, Maullin, Metz & Associates – October 2011

Vehicle Greenhouse Gas Emissions Regulations

Statement: Requiring automakers to significantly reduce the amount of global warming pollution produced by new cars, trucks and SUVs.

Strongly/Somewhat Support

80%

Zero Emission Vehicle Regulation

Statement: Requiring automakers to build more Zero Emission Vehicles, which do not produce global warming pollution.

77%

Clean Fuels for Advanced Clean Cars

Requiring oil companies to make clean energy fuels – like hydrogen and electricity – available when there are enough cars in the area that need those fuels.

81%

CALIFORNIA VOTERS DON'T TRUST AUTO OR OIL COMPANIES

David Binder Research Focus Group Findings – Spring 2010

"They don't want to look for other sources of energy, because **the economy runs on oil.**"

- Los Angeles Focus Group Participant

"[Automakers] get spoiled and complacent and **they don't want to change**"

- Fresno Focus Group Participant

"[Oil companies] have so much power... that **they can stifle the advancement of these technologies.**"

- San Diego Focus Group Participant

"**Automakers always complain**, squawk when there are new standards ... but they **always manage to figure it out.**"

- Fresno Focus Group Participant