



TO: Interested Parties
FROM: North Star Opinion Research
DATE: June 23, 2017
RE: Key Findings from Survey of Tennessee Voters Regarding Fuel Efficiency

Our survey of likely 2018 voters in Tennessee finds strong support for fuel efficiency standards that will increase U.S. automobiles' average miles per gallon to 40 by the year 2025. Support for the proposal is bipartisan, and remains strong after hearing balanced arguments both for and against it, including that it will add thousands of dollars to new car prices and make new vehicles less safe.

1. Tennesseans strongly support the planned increase in fuel efficiency standards. Nearly three-fourths of Tennessee voters support requiring new cars to get 40 miles per gallon by 2025, with 44 percent of voters “strongly” supporting the proposal. Moreover, this is a bipartisan issue, with support from solid majorities of Republicans (66 percent), independents (69 percent), and Democrats (90 percent).

2. There is virtually no support among Tennesseans for weakening these standards. Fifty-two percent of voters say that standards should remain at the 40 miles per gallon level, and twenty-six percent say they should be increased above that level. Just 15 percent say that the standards should be decreased from that level.

3. After hearing arguments both for and against strong fuel efficiency standards, support for the proposal remains strong. After hearing a balanced set of arguments on both sides of the issue, 70 percent of Tennessee voters remain in support of the proposal, including 59 percent of Republicans, 68 percent of independents, and 88 percent of Democrats.

4. Protecting public health and helping consumers through lower fuel costs are the most persuasive arguments in favor of strong fuel efficiency standards. Tennesseans like that strong fuel efficiency standards will improve the environment, lead to fewer bad air days, and benefit children. They are also persuaded by the argument that the higher standards will benefit consumers, who will save money at the gas pump.

Methodology

This survey of 600 likely 2018 voters in Tennessee was conducted April 23-25, 2017. All interviews were conducted by telephone with live interviewers, and 32 percent of interviews were conducted on cell phones. Quotas were set for county, age, race, and gender based on registration and past turnout. The survey has a margin of error of ± 4.00 percent.