

July 29, 2011

Small Businesses Strongly Support Raising Fuel Efficiency Standards

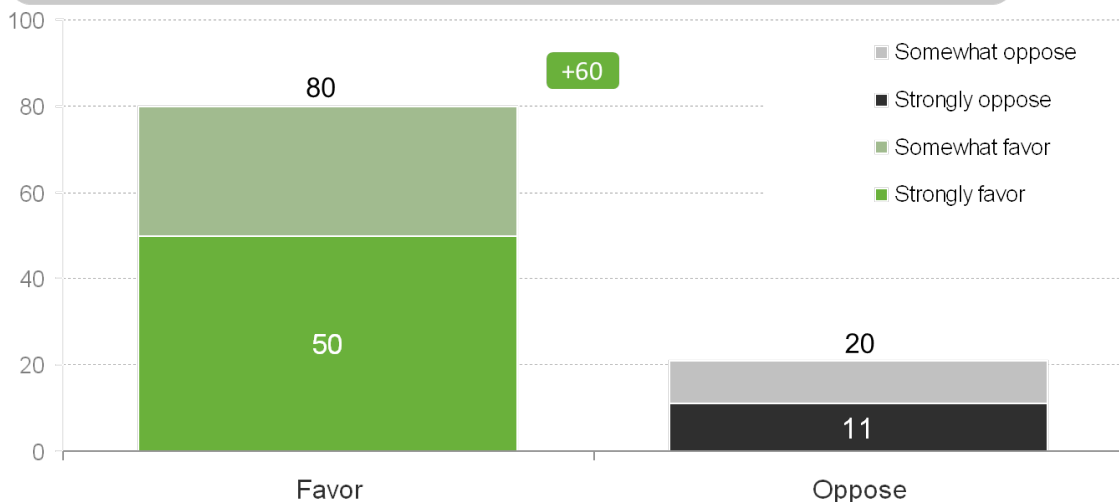
In this tough economy, small business owners struggle just to keep their doors open, let alone turn a profit and create jobs. Nevertheless, the entrepreneurial spirit is alive and well in small businesses, and they know that to thrive we must create new opportunities and change with the times, which explains why they favor raising fuel efficiency standards by huge margins—a step some people have wrongly described as a job killer.

Main Findings

- **Nine in ten owners (87%) believe it is important to increase fuel efficiency in cars and trucks.** A 59 percent majority describe this as very important.
- **By a 4:1 margin, entrepreneurs support raising full efficiency to 60 miles per gallon.** Even in Michigan, 72% support this step; just 28% oppose it. Business owners in Ohio react similarly (78% support, 22% oppose).

Figure 1: Large Majority Favors Increasing Fuel Efficiency Standards

There is a proposal to have the federal government require the auto industry to increase average fuel efficiency standards for the vehicles they produce, 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?



Conclusion

This is not a survey of progressive voters or environmentalists, in fact, respondents represent a range of political points of view: 34% identified themselves as Republicans, 25% as Democrats and 41% as independents. This is a survey of small businessmen and women who are struggling to survive in this challenging economy. They understand that the status quo is not working and something needs to change. They interpret the effort to improve fuel efficiency as a means of breaking out of this unsustainable pattern.

Methodology

This poll reflects an Internet survey of 1257 small business owners across the country, commissioned by Small Business Majority and conducted by Greenberg Quinlan Rosner Research, with a margin of error of +/- 2.76%. The poll includes oversamples of small business owners in California, Michigan and Ohio. The survey was conducted between June 27 and July 17, 2011. This research is informed by a pair of focus groups among small business owners conducted in Columbus, Ohio on June 13, 2011.

Fuel Efficiency Toplines

1. How important is it for the United States to take action now to increase fuel efficiency in cars and light trucks--is it very important, somewhat important, not very important or not at all important?

	Total	CA	MI	OH
Very important.....	59	56	43	49
Somewhat important	28	24	39	38
Not very important	10	15	15	9
Not at all important	4	5	3	3
(Refused).....	-	-	-	1
Total important	87	80	81	86
Total not important	13	20	19	13
(ref:MPT4)				

3. There is a proposal to have the federal government require the auto industry to increase average fuel efficiency standards for the vehicles they produce, 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?

	Total	CA	MI	OH
Strongly favor.....	50	50	32	43
Somewhat favor	30	30	41	35
Somewhat oppose	10	8	15	12
Strongly oppose.....	11	12	13	10
(Refused).....	-	-	-	-
Total favor	80	80	72	78
Total oppose	20	20	28	22
Favor – Oppose.....	60	59	45	56
(ref:MPH2)				

7. Do you own your own business?

	Total	CA	MI	OH
Yes	100	100	100	100
No	-	-	-	-
Not sure.....	-	-	-	-

(ref:SBOSCR)

8. How many people are directly employed by your business or company, including yourself?

	Total	CA	MI	OH
1	31	30	37	35
2-5	48	38	39	42
6-10.....	9	16	13	9
11-50	10	14	8	12
51-100.....	2	2	3	2
More than 100.....	-	-	-	-

(ref:NUMEMPLY)