

**Benenson Strategy Group & Voter/Consumer Research
 Nationwide Survey, Likely General Election Voters
 May 27 - 29, 2008
 Margin of Error: ±3.65%
 N=720**

<i>In November of this year there will be elections for President, Congress and other offices. How likely are you to vote in these November elections?</i>	
	Total
<i>Q6</i>	
Absolutely certain	68%
Very likely	28%
Possibly	5%
Not very likely	.
Not at all likely	.
Don't know	.

<i>Do you consider yourself a strong Democrat, weak Democrat, strong Republican, weak Republican, or an Independent or unaffiliated voter?</i>	
	Total
<i>Q7</i>	
DEMOCRAT	33%
Strong Democrat	28%
Weak Democrat	5%
REPUBLICAN	28%
Strong Republican	20%
Weak Republican	8%
INDEPENDENT/DK	39%
Independent/unaffiliated	34%
Don't know	4%

What two or three issues or problems would you say are the most important things that you would like the next President and Congress to focus on?

	Total
Q8	
NET ABORTION	2%
NET AGRICULTURE	0%
NET BUDGET	3%
NET CRIME	2%
NET DEFENSE/SECURITY	5%
NET ECONOMY	47%
NET EDUCATION	9%
NET ENERGY	26%
NET ENVIRONMENT	4%
NET GOV REFORM	4%
NET HEALTH CARE	20%
NET HOUSING	2%
NET IMMIGRATION	10%
NET INTERNATIONAL	4%
NET IRAQ	32%
NET SENIORS	3%
NET TAXES	6%
NET TRANSPORTATION	1%
NET VALUES	3%
Other	14%
Don't know	4%

How much do you feel you know about plug in electric cars and trucks?

	Total
Q9	
GREAT DEAL/SOME	37%
A great deal	9%
Some	27%
NOT MUCH/VERY LITTLE	63%
Not much	23%
Very little or none	39%
Don't know	1%

<i>How much interest would you say you have in knowing more about plug in electric cars and trucks?</i>	
	Total
Q10	
GREAT DEAL/SOME	63%
A great deal	24%
Some	38%
NOT MUCH/VERY LITTLE	36%
Not much	13%
Very little or none	23%
Don't know	1%

<i>Based on what you know. How much interest would you say you have in owning a plug in electric car or truck?</i>	
	Total
Q11	
GREAT DEAL/SOME	48%
A great deal	19%
Some	28%
NOT MUCH/VERY LITTLE	49%
Not much	17%
Very little or none	33%
Don't know	3%

<i>What is your view of the U.S. government actively promoting the development of plug in electric cars and trucks Do you ...[READ LIST]... this?</i>	
	Total
Q12	
SUPPORT	72%
Strongly support	34%
Somewhat support	38%
OPPOSE	19%
Somewhat oppose	9%
Strongly oppose	9%
Don't know	10%

Are you ...[READ LIST]... to vote for a candidate for office who supports federal efforts to bring plug in electric cars and trucks to market?

	Total
Q13	
MORE LIKELY	55%
Much more likely	22%
Somewhat more likely	33%
LESS LIKELY	21%
Somewhat less likely	11%
Much less likely	10%
Don't know/ no difference	25%

Pollute less than traditional cars and trucks. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q14	
True	85%
False	8%
Don't know	7%

Are available for purchase by people like you. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q15	
True	39%
False	47%
Don't know	14%

Are affordable. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q16	
True	27%
False	53%
Don't know	20%

Perform at least as well as traditional cars and trucks. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q17	
True	41%
False	44%
Don't know	15%

Are practical for someone like you to use. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q18	
True	54%
False	39%
Don't know	7%

Have powerful engines. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q19	
True	25%
False	56%
Don't know	19%

Can be used for long trips. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q20	
True	29%
False	58%
Don't know	13%

Are easy to recharge. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q21	
True	68%
False	15%
Don't know	17%

Are safe. Is this ...[READ LIST]... about plug in electric cars and trucks?

	Total
Q22	
True	70%
False	13%
Don't know	16%

<i>Are stylish or trendy. Is this ...[READ LIST]... about plug in electric cars and trucks?</i>	
	Total
Q23	
True	52%
False	25%
Don't Know	23%

<i>Will replace traditional gasoline engines. Is this ...[READ LIST]... about plug in electric cars and trucks?</i>	
	Total
Q24	
True	32%
False	59%
Don't Know	9%

<i>Are under development by major car companies Is this ...[READ LIST]... about plug in electric cars and trucks?</i>	
	Total
Q25	
True	67%
False	20%
Don't Know	12%

Pricing

Driving a plug in electric car costs the equivalent of 75 cents a gallon. Given this, how much more would you be willing to pay for an electric plug in car or truck if it looked the same, had the same features and performed as well as a traditional car?

	Total
Q26	
Nothing more OR Nothing more	27%
Between \$1 extra and \$1,000 extra OR Between \$1 extra and \$1,000 extra	12%
Between \$1,000 extra and \$3,000 extra OR Between \$1,000 extra and \$3,000 extra	17%
Between \$3,000 extra and \$5,000 extra OR Between \$3,000 extra and \$5,000 extra	21%
Between \$5,000 extra and \$7,000 extra OR Between \$5,000 extra and \$7,000 extra	10%
More than \$7,000 extra OR More than \$7,000 extra	4%
Don't know OR Don't know	8%

Major automakers say they'll have plug in electric cars for sale in showrooms within several years. Many experts believe these cars will be very popular. These cars will emit less pollution than traditional cars and driving them will cost the equivalent of 75 cents a gallon. Given this, how much more would you be willing to pay for an electric plug in car or truck if it looked the same, had the same features and performed as well as a traditional car?

	Total
Q27	
Nothing more OR Nothing more	27%
Between \$1 extra and \$1,000 extra OR Between \$1 extra and \$1,000 extra	15%
Between \$1,000 extra and \$3,000 extra OR Between \$1,000 extra and \$3,000 extra	20%
Between \$3,000 extra and \$5,000 extra OR Between \$3,000 extra and \$5,000 extra	19%
Between \$5,000 extra and \$7,000 extra OR Between \$5,000 extra and \$7,000 extra	7%
More than \$7,000 extra OR More than \$7,000 extra	5%
Don't know OR Don't know	7%

Would you be...[READ LIST]...in being one of the first people in your neighborhood to own a plug in electric car or truck?

	Total
Q28	
INTERESTED	49%
Very Interested	24%
Somewhat interested	25%
NOT INTERESTED	47%
Not too interested	17%
Not at all interested	30%
Don't know	4%

Please tell me if you agree or disagree with the following statement: Based on what I know, I would be very excited about owning a plug in electric car or truck. Assuming it looked the same, had the same features and performed as well as a traditional vehicle, I would pay an extra 5,000 dollars for a car or truck with plug in electric technology.

	Total
Q29	
Agree	47%
Disagree	50%
Don't know	3%

What would be the main appeal of a plug in electric vehicle to you personally:

	Total
Q30	
Saving money on gas	47%
Reducing dependence on oil	26%
Reducing pollution	21%
Don't know	6%

What do you feel is biggest obstacle that needs to be overcome before cars that use electricity rather than fuel become widely available:

	Total
Q31	
The technology has to become available	42%
Overcome car company's resistance to change	26%
Consumers need to become interested in buying them	25%
Don't know	7%

Other countries support their auto makers efforts to develop advanced technologies such as this. If the US government does not get involved, it will put our companies at a competitive disadvantage. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q32	
MORE LIKELY	73%
Much more likely	37%
Somewhat more likely	37%
LESS LIKELY	23%
Somewhat less likely	11%
Much less likely	12%
Don't know	4%

If the United States becomes a leader in technologies such as this, it could have a significant benefit for the US economy. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q33	
MORE LIKELY	81%
Much more likely	46%
Somewhat more likely	35%
LESS LIKELY	15%
Somewhat less likely	6%
Much less likely	9%
Don't know	4%

Plug in electric cars and trucks could save consumers trillions of dollars in the long run by reducing reliance on foreign sources of oil. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q34	
MORE LIKELY	81%
Much more likely	50%
Somewhat more likely	30%
LESS LIKELY	17%
Somewhat less likely	8%
Much less likely	9%
Don't know	3%

The US should lead the world when it comes to protecting the environment, and reducing dependence on oil is an important part of that leadership. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q35	
MORE LIKELY	77%
Much more likely	42%
Somewhat more likely	35%
LESS LIKELY	18%
Somewhat less likely	8%
Much less likely	10%
Don't know	5%

Plug in electric cars and trucks can help clean our air and fight global warming. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q36	
MORE LIKELY	79%
Much more likely	45%
Somewhat more likely	33%
LESS LIKELY	17%
Somewhat less likely	7%
Much less likely	10%
Don't know	5%

Plug in electric cars and trucks can improve our national security by cutting U.S. dependence on foreign sources of oil. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q37	
MORE LIKELY	81%
Much more likely	48%
Somewhat more likely	33%
LESS LIKELY	14%
Somewhat less likely	6%
Much less likely	8%
Don't know	5%

Electric vehicles are quiet, which cuts down on noise pollution. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q38	
MORE LIKELY	74%
Much more likely	40%
Somewhat more likely	34%
LESS LIKELY	19%
Somewhat less likely	11%
Much less likely	9%
Don't know	7%

Plug in electric cars and trucks could save consumers trillions of dollars in the long run by reducing reliance on oil. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q39	
MORE LIKELY	79%
Much more likely	48%
Somewhat more likely	31%
LESS LIKELY	16%
Somewhat less likely	7%
Much less likely	9%
Don't know	5%

Electric engines have fewer maintenance issues. The cost of owning one over the life of the car is lower than it is for a comparable car with a traditional gasoline engine. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q40	
MORE LIKELY	73%
Much more likely	43%
Somewhat more likely	30%
LESS LIKELY	22%
Somewhat less likely	9%
Much less likely	13%
Don't know	4%

Plug in electric vehicles have widespread support, from retired generals to CEOs to leading environmental groups. Given this, are you ...[READ LIST]... to support the U.S. government actively promoting the development of plug in electric cars and trucks?

	Total
Q41	
MORE LIKELY	66%
Much more likely	30%
Somewhat more likely	36%
LESS LIKELY	28%
Somewhat less likely	14%
Much less likely	14%
Don't know	7%

Given what you've just heard... How much interest would you say you have in owning a plug in electric car or truck?

	Total
Q42	
GREAT DEAL/SOME	69%
A great deal	31%
Some	38%
NOT MUCH/VERY LITTLE	30%
Not much	10%
Very little or none	20%
Don't know	1%

What is your view of the U.S. government actively promoting plug in electric cars and trucks Do you...[READ LIST]...this?

	Total
Q43	
SUPPORT	76%
Strongly support	38%
Somewhat support	38%
OPPOSE	19%
Somewhat oppose	7%
Strongly oppose	12%
Don't know	4%

Are you ...[READ LIST]... to vote for a candidate for office who supports federal efforts to bring plug in electric cars and trucks to market?

	Total
Q44	
MORE LIKELY	64%
Much more likely	29%
Somewhat more likely	35%
LESS LIKELY	20%
Somewhat less likely	11%
Much less likely	9%
Don't know/ no difference	16%

Which of the following would be your biggest concern about owning a plug in electric car or truck?

	Total
Q45	
That it would be unsafe	8%
That it wouldn't perform well	15%
That it would be too expensive to purchase	28%
That it would have limited driving range	43%
No concerns	2%
Don't know	4%

Which of the following is your NEXT biggest concern about plug in electric cars?

	Total
Q46	
That it would be unsafe	8%
That it wouldn't perform well	25%
That it would be too expensive to purchase	30%
That it would have limited driving range	32%
No concerns	3%
Don't know	2%

Whose automobile industry do you believe has the lead in efforts to develop alternatives to traditional gasoline powered vehicles:

	Total
Q47	
Japan	49%
Germany	11%
United States	16%
China	8%
Don't know	16%

In your view, do you...[READ LIST]... the U.S. government encouraging the development of more fuel efficient cars and trucks?

	Total
Q48	
SUPPORT	88%
Strongly support	63%
Somewhat support	24%
OPPOSE	10%
Somewhat oppose	5%
Strongly oppose	5%
Don't know	3%

As far as you know, what are most major American car companies doing to develop alternatives to vehicles that rely on gasoline:

	Total
Q49	
They are working hard to develop alternatives	33%
They are opposing efforts to develop alternatives	10%
They are doing very little to develop alternatives	46%
Don't know	10%

Provide tax incentives to consumers in order to make the price of plug in electric cars and trucks more competitive. Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q50	
SUPPORT	80%
Strongly support	47%
Somewhat support	33%
OPPOSE	17%
Somewhat oppose	7%
Strongly oppose	10%
Don't know	3%

Provide incentives to major automakers so they bring plug in electric cars and trucks to market sooner and in larger number. Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q51	
SUPPORT	75%
Strongly support	40%
Somewhat support	35%
OPPOSE	22%
Somewhat oppose	10%
Strongly oppose	11%
Don't know	3%

Provide tax benefits to companies that include a number of plug in electric cars and trucks in their fleet of vehicles. Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q52	
SUPPORT	75%
Strongly support	36%
Somewhat support	38%
OPPOSE	22%
Somewhat oppose	8%
Strongly oppose	13%
Don't know	4%

Require federal agencies to purchase plug in electric cars and trucks whenever possible, even if it costs more. Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q53	
SUPPORT	63%
Strongly support	29%
Somewhat support	34%
OPPOSE	33%
Somewhat oppose	16%
Strongly oppose	17%
Don't know	4%

Enact tougher emissions requirements on auto manufacturers so they are required to reduce the pollutants that are produced by their cars. That would create an incentive to develop low emissions technologies like plug in electric cars and trucks. Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q54	
SUPPORT	82%
Strongly support	49%
Somewhat support	33%
OPPOSE	14%
Somewhat oppose	6%
Strongly oppose	8%
Don't know	4%

Provide incentives to companies that invest in research and development to improve the battery technology needed to make plug in electric cars and trucks widely available. Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q55	
SUPPORT	79%
Strongly support	49%
Somewhat support	30%
OPPOSE	17%
Somewhat oppose	8%
Strongly oppose	9%
Don't know	4%

Make fuel efficiency standards stronger Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q56	
SUPPORT	83%
Strongly support	55%
Somewhat support	28%
OPPOSE	13%
Somewhat oppose	6%
Strongly oppose	7%
Don't know	4%

Require government vehicle fleets to include a number of plug in electric cars and trucks. Do you...[READ LIST]...this action to make sure plug in electric cars and trucks become widely available?

	Total
Q57	
SUPPORT	80%
Strongly support	44%
Somewhat support	37%
OPPOSE	16%
Somewhat oppose	6%
Strongly oppose	9%
Don't know	4%

<i>In general, what do you think the role of the Federal government should be when it comes to making plug in electric cars and trucks widely available? Should it ...[READ LIST]?</i>	
	Total
<i>Q58</i>	
Provide tax incentives to consumers to increase consumer interest	33%
Provide tax incentives to car companies for research to increase corporate interest	19%
Provide tougher fuel or emissions requirements so companies have an incentive to develop these technologies.	20%
It should not play a role.	20%
Don't know	8%

<i>What do you think is the most important step the government should take to reduce the cost of driving?</i>	
	Total
<i>Q59</i>	
Encourage the development of new sources of oil	34%
Encourage the development of alternative vehicle technologies	60%
Don't know	6%

<i>Do you generally consider yourself liberal, moderate, or conservative?</i>	
	Total
Q60	
Liberal	21%
Moderate	31%
Conservative	43%
Don't know	5%

<i>Please stop me when I read the category that best describes your age:</i>	
	Total
Q61	
18-24	7%
25-29	3%
30-34	5%
35-39	6%
40-44	10%
45-49	11%
50-54	14%
55-59	13%
60-64	12%
65-69	6%
70+	14%
Don't know/refused	0%

<i>What kind of vehicle do you currently own or lease?</i>	
	Total
Q62	
A passenger car	47%
An SUV	20%
A truck	14%
A mini van	9%
You do not own or lease a vehicle	5%
Other	5%
Don't know	1%

<i>How likely are you to buy or lease a new car within the next five years?</i>	
	Total
Q63	
LIKELY	58%
Very likely	40%
Somewhat likely	18%
NOT LIKELY	41%
Not very likely	17%
Not at all likely	24%
Don't know	1%

<i>For statistical purposes only, we need to know your total family income for 2007. Will you please tell me which of the following categories best represents your total family income?</i>	
	Total
Q64	
Less than \$30,000	17%
\$30,000 \$49,999	18%
\$50,000 \$74,999	19%
\$75,000 \$100,000	13%
More than \$100,000	15%
Don't know/refused	18%

<i>What is your ethnic background?</i>	
	Total
Q65	
White	74%
Hispanic/Latino	7%
African American	10%
Asian	2%
Other	5%
Don't know	2%

<i>What is your religion?</i>	
	Total
<i>Q66</i>	
PROTESTANT: Episcopal	2%
PROTESTANT: Baptist	15%
PROTESTANT: Lutheran	5%
PROTESTANT: Methodist	7%
PROTESTANT: Presbyterian	2%
PROTESTANT: Evangelical	2%
PROTESTANT: Other non Catholic Christian	16%
Catholic	21%
Jewish	2%
Muslim/Islam	1%
Other	11%
None	12%
Don't know/Refused	5%

<i>Do you consider yourself an evangelical or born again Christian?</i>	
	Total
<i>Q67</i>	
Yes evangelical	12%
Yes born again	50%
No	37%
Don't know	2%

<i>What is the last grade that you completed?</i>	
	Total
<i>Q68</i>	
Grade school	1%
Some high school	4%
High school graduate	25%
Some college	24%
College graduate	27%
Graduate school/law school	15%
Community college/technical school	2%
Don't know/ refused	2%

How much do you estimate you will spend on gasoline this month for the car that you drive most:

	Total
Q68A	
Less than 50 dollars	8%
50 to 100 dollars	17%
100 to 150 dollars	22%
150 to 200 dollars	18%
200 to 250 dollars	11%
250 to 300 dollars	5%
300 to 350 dollars	4%
More than 350 dollars	8%
Don't drive	3%
Don't buy gas	0%
Don't know/ refused	3%

Census Region

	Total
CENRG	
Northeast	18%
Midwest	26%
South	35%
West	21%

[CODE GENDER - DO NOT ASK]

	Total
Q4	
MALE	47%
FEMALE	53%