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Interviews: 804 adults
Dates: November 11-12, 2008

FINAL

Study #8877
Auto Industry Survey
November 2008

48	Male
52	Female
[109]	

Please note: all results are shown as percentages unless otherwise stated.

1. Do you or does anyone in your household work in market or opinion research, advertising or public relations, media, including radio, television, print, or on-line publications, or the auto industry, including auto sales, manufacturing, or finance?

Yes.....	-	TERMINATE	[137]
No	100	CONTINUE	
Not sure/refused	-	TERMINATE	

2. For statistical purposes only, would you please tell me how old you are? (IF "REFUSED," ASK:) Well, would you tell me which age group you belong to?

18-24.....	4	[138-139]
25-29.....	8	
30-34.....	13	
35-39.....	6	
40-44.....	7	
45-49.....	12	
50-54.....	11	
55-59.....	11	
60-64.....	9	
65 -69.....	6	
70-74.....	5	
75 and over.....	7	
Refused.....	1	

- 3a. And again, for statistical purposes only, are you from a Hispanic or Spanish-speaking background?

Yes, Hispanic.....	10	[140]
No, not Hispanic	90	
Not sure/refused.....	-	

- 3b. And again, for statistical purposes only, what is your race—white, black, Asian, or something else?

White	76	[141]
Black.....	11	
Asian	1	
Other	4	
Hispanic (VOL)	7	
Not sure/refused.....	1	

My next questions are about the American automobile industry. . .

4. How important do you feel the American automobile industry is to the American economy--extremely important, very important, somewhat important, not important, or not at all important?

Extremely important.....	38	[142]
Very important	41	
Somewhat important	17	
Not important.....	2	
Not at all important	1	
Not sure.....	1	

5. If the American automobile industry no longer had the resources to produce vehicles, how much harm would it cause to **(READ ITEM)**--a great deal of harm, quite a bit of harm, just some harm, or very little harm?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY A GREAT DEAL OF HARM

	Harm				Not Sure	
	A Great Deal	Quite A Bit	Just Some	Very Little		
America's manufacturing job sector	58	32	7	2	1	[146]
The American economy	52	32	12	3	1	[143]
America's standing in the world.....	37	33	19	7	4	[144]
Consumer choice for America's car buyers.....	37	31	21	8	3	[145]

6. Do you believe that the government should or should not provide loans to America's automakers so they have the money to manufacture vehicles?

Government should provide loans	55	[147]
Government should not provide loans	30	
Not sure	15	

7. President-elect Barack Obama has stated that one of his first economic priorities as president is to make sure that the American automobile industry continues to be able to operate, and he favors an economic assistance program to help them. Do you agree or disagree with him?

Agree.....	64	[148]
Disagree	25	
Not sure.....	11	

8. Do you believe that America's automakers will face bankruptcy without government loans?

Yes	60	[149]
No.....	22	
Not sure.....	18	

9. The federal government has recently provided financial aid to the insurance and banking industries to make sure that these industries do not fail. Do you feel that providing financial aid to ensure that the U.S. auto industry does not fail is more important, just as important, or less important?

More important	14	[150]
Just as important	55	
Less important	27	
Not sure	4	

10. If General Motors, Ford, and Chrysler were to go out of business in the next few months, how likely do you think this would be to trigger an economic depression in the U.S.--extremely likely, very likely, somewhat likely, not likely, or not at all likely?

Extremely likely	33	[151]
Very likely	27	
Somewhat likely	29	
Not likely	7	
Not at all likely	2	
Not sure	2	

11. I'm going to describe several reasons some people say it is important to ensure the survival of America's automakers. Please tell me how important you feel each reason is using a zero-to-ten scale, on which a "ten" means that you feel that reason is extremely important, and "zero" means you feel it is not at all important.

(AFTER EACH ITEM READ:) On a scale of zero to ten, how important is this as a reason to ensure the survival of America's automakers?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY EXTREMELY IMPORTANT (SCORE OF 9-10)

	Extremely Important					Not At All Important					Cannot Rate		
	<u>10</u>	<u>9</u>	<u>8</u>	<u>7</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>			<u>0</u>
To protect American jobs.....	51	10	15	9	3	5	1	2	1	1	1	1	[152-153]
To keep this recession from becoming a depression	37	11	18	9	5	8	3	2	2	1	3	1	[154-155]
America can't afford for China, Japan, South Korea, and Europe to lead the way in building cars that run on alternative fuels	39	7	15	7	6	13	2	2	3	1	3	2	[158-159]
America will be a weaker nation if it can't manufacture cars and trucks	31	10	15	11	6	11	4	4	2	1	4	1	[160-161]
Because America's manufacturing base is important for national security ..	29	8	15	12	8	11	3	5	1	1	5	2	[156-157]

12. Let me read you four facts about the auto industry's effect on the American economy.

- (1) The U.S. auto industry affects numerous other American industries because it is the largest purchaser of steel, copper, plastics, electronics, and computer chips.
- (2) The U.S. auto industry provides pensions to seven hundred and seventy-five thousand Americans and health benefits to two million Americans.
- (3) The U.S. auto industry supports approximately five million U.S. jobs in all fifty states.
- (4) The U.S. auto industry has fourteen thousand dealers in nearly every town in America employing seven hundred thirty thousand people.

Knowing this, if General Motors, Ford, and Chrysler were to go out of business in the next few months, how likely do you think this would be to trigger an economic depression in the U.S.—extremely likely, very likely, somewhat likely, not likely, or not at all likely?

Extremely likely.....	44	[162]
Very likely	32	
Somewhat likely.....	18	
Not likely	4	
Not at all likely	1	
Not sure.....	1	

13. If you learned three to five years from now that America's automakers had successfully weathered the current economic challenges and emerged as leaders in the worldwide automobile industry, how important would that be to America--extremely important, very important, somewhat important, not important, or not at all important?

Extremely important.....	44	[163]
Very important	38	
Somewhat important.....	16	
Not important.....	1	
Not at all important	-	
Not sure.....	1	

14. Which of the following types of vehicles, if any, do you or members of your household own or lease?

A hybrid vehicle.....	3	[164-165]
A compact car	25	>
A full-size passenger car	22	
A mid-size passenger car.....	31	
A station wagon.....	4	
A minivan	16	CONTINUE
A pick-up truck	35	
A small SUV or crossover	9	
A mid-size SUV or crossover	16	
A large SUV	12	
Other (VOL).....	5	
<hr/>		
None/do not own or lease any vehicle (VOL).....	3	Skip to
Not sure.....	-	FACTUALS

(ASK RESPONDENTS WHO SAY THEY HAVE A VEHICLE IN Q.14.)

15. What brands of vehicles do members of your household own or lease?

Acura	1	[166-168]
Audi	1	>
BMW	2	
Buick.....	5	
Cadillac.....	3	
Chevrolet	26	
Chrysler	10	
Dodge	11	
Ford	32	
GM.....	9	
Honda	14	
Hyundai	2	
Infiniti	2	
Jaguar.....	1	
Jeep.....	4	
Lexus	2	
Mazda.....	4	
Mercedes Benz.....	2	
Mitsubishi.....	2	
Pontiac.....	4	
Porsche	-	
Saab	-	
Saturn	2	
Scion.....	-	
Subaru	3	
Toyota.....	21	
Volkswagen	3	
Nissan.....	7	
Volvo.....	1	
Kia	1	
Oldsmobile.....	2	
Mercury.....	1	
Lincoln	1	
Other.....	3	
Not sure	2	

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. What is the last grade that you completed in school?

Grade school	1	[176-177]
Some high school	5	
High school graduate.....	24	
Some college, no degree.....	17	
Vocational training, 2-year college.....	9	
4-year college/bachelor's degree.....	26	
Some postgraduate work, no degree.....	2	
2-3 years' postgraduate work/master's degree ...	11	
Doctoral/law degree.....	3	
Not sure/refused	2	

F2. Are you currently employed? **(IF CURRENTLY EMPLOYED:)** What type of work do you do?

(IF NOT CURRENTLY EMPLOYED:) Are you a student, a homemaker, retired, or unemployed and looking for work?

<u>Currently Employed</u>		
Professional/ manager	25	[178]
White-collar worker	20	
Blue-collar worker	16	
Farmer, rancher	-	
<u>Not Currently Employed</u>		
Student.....	2	
Homemaker.....	7	
Retired	23	
Unemployed, looking for work	5	
Other	-	
Not sure	2	

F3a. Are you registered to vote, or have you not had a chance to register?

Registered	91	[215]
Not registered.....	7	
Not sure.....	2	

F3b. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent?

Strong Democrat	28	[216]
Not very strong Democrat.....	7	
Independent/lean Democrat	8	
Strictly independent	17	
Independent/lean Republican.....	6	
Not very strong Republican	8	
Strong Republican	17	
Other (VOL).....	3	
Not sure.....	6	

F4. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, between one hundred thousand dollars and one hundred and fifty thousand dollars, or would the total be more than that?

Less than \$10,000	1	[217-218]
Between \$10,000 and \$20,000	7	
Between \$20,000 and \$30,000	8	
Between \$30,000 and \$40,000.....	6	
Between \$40,000 and \$50,000.....	6	
Between \$50,000 and \$75,000.....	17	
Between \$75,000 and \$100,000	15	
Between \$100,000 and \$150,000.....	12	
More than \$150,000.....	8	
Not sure/refused	20	