



*behavior research center's*

# *Rocky Mountain Poll*

NEWS RELEASE  
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## PUBLIC FAVORS RAISING MPG STANDARD FOR VEHICLES TO REDUCE AUTO POLLUTION AND U.S. OIL CONSUMPTION

Phoenix, Arizona, May 9, 2002. Last March, the U.S. Senate killed a measure to raise fuel efficiency standards for automobiles sold in America from the current 20.7 miles per gallon to 35 miles to the gallon by the year 2015. Arizona Senator Jon Kyl voted against the higher standards, while Senator John McCain voted for them, noting that auto makers had lobbied and advertised heavily against the law just as they had lobbied against seat belt and air bag legislation.

It appears that Arizonans side with Senator McCain on this issue. Sixty-seven percent say they favor raising the standard to 35 MPG if it helps reduce air pollution from automobiles. Of interest in the survey is the finding that support for the measure is high (69%) even among those people currently driving low mileage vehicles. Also of interest is the finding that consumers here estimate, on average, that the vehicles they drive most frequently get 20.9 MPG, which is slightly above the current minimum standard of 20.7 MPG for light trucks and SUVs, but lower than the average of 27.5 for cars.

The findings outlined in this report are based on a survey of 710 adults across Arizona conducted between April 3<sup>rd</sup> and April 7<sup>th</sup>, 2002, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. The public is welcome to visit [www.brcpolls.com](http://www.brcpolls.com) to read this and other recent polls.

Given consumer experience with rising gasoline prices, it may come as no surprise to some that consumer demand for greater fuel efficiency in future cars is strong.

Support for the measure transcends political party boundaries and is above the average among likely voters. Thus, 65 percent of Republicans, 73 percent of Democrats and 75 percent of Independent voters favor the higher standard.

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**EDITOR'S NOTE:** This Rocky Mountain Poll Arizona (2002-II-11) is based on 710 telephone interviews with adults, conducted from April 3<sup>rd</sup> through April 7<sup>th</sup>, 2002 throughout Arizona. In the overall sample, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP 2002-II-11

For this and other polls, see [www.brcpolls.com/results](http://www.brcpolls.com/results).

*“How many miles per gallon of fuel do you get in the automobile you drive most of the time?”*

MPG	ALL DRIVERS	AGE		
		UNDER 35	35 TO 54	55+
Under 15	12%	10%	13%	10%
15 to 19	29	19	31	33
20 to 24	29	23	30	31
25 to 29	22	35	18	20
30+	8	13	8	6

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*“As a means to reduce U.S. oil consumption and to reduce air pollution from automobiles, do you favor or do you oppose the U.S. Congress raising the average miles-per-gallon requirement for cars, SUVs and most pickup trucks from the current 20.7 miles to the gallon to 35 miles to the gallon by the year 2015?”*

|             | FAVOR OPPOSE UNSURE |        |        | Miles to the gallon of auto most frequently driven by respondent* | FAVOR OPPOSE UNSURE |        |        |
|-------------|---------------------|--------|--------|-------------------------------------------------------------------|---------------------|--------|--------|
|             | FAVOR               | OPPOSE | UNSURE |                                                                   | FAVOR               | OPPOSE | UNSURE |
| Statewide   | 67%                 | 24%    | 9%     | Under 20 MPG                                                      | 69%                 | 25%    | 6%     |
| Republican  | 65                  | 26     | 9      | 20 to 24 MPG                                                      | 74                  | 20     | 6      |
| Democrat    | 73                  | 20     | 7      | 25 to 29 MPG                                                      | 72                  | 21     | 7      |
| Independent | 75                  | 19     | 6      | 30+ MPG                                                           | 69                  | 25     | 6      |

\*83% of respondents are drivers and able to estimate the MPG of the vehicle they most frequently drive.

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