

# ATTITUDES TOWARD AIR POLLUTION, TRANSPORTATION AND FUEL EFFICIENCY

August 4, 2016



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# Methodology

- This report presents the findings of an telephone study conducted among 1,012 US adults ages 18 and older. Interviewing for this survey was completed from July 21-24, 2016.
- The study was conducted in ORC International's Telephone CARAVAN omnibus survey using two probability samples: randomly selected landline telephone numbers and randomly selected mobile (cell) telephone numbers. The combined sample consists of 1,012 adults (18 years old and older) living in the continental United States. Of the 1,012 interviews, 512 were from the landline sample and 500 from the cell phone sample. The margin of error for the sample of 1,012 is +/- 3.08% at the 95% confidence level. Smaller subgroups will have larger error margins. For instance, bases sizes of 500-510 have an error margin of +/- 4% , while the smallest subgroup reported on herein (76) carries an error margin of +/- 11%
- Surveys are collected by trained and supervised US based interviewers using ORC International's computer assisted telephone interviewing (CATI) system.
- Completed interviews are weighted by five variables – age, sex, geographic region, race and education – using data from the U.S. Census Bureau to help ensure reliable and accurate representation of the total U.S. population, 18 years of age and older.
- Where applicable, red circles indicate a significant difference at the 95% confidence level.

# Executive Summary

# Executive Summary

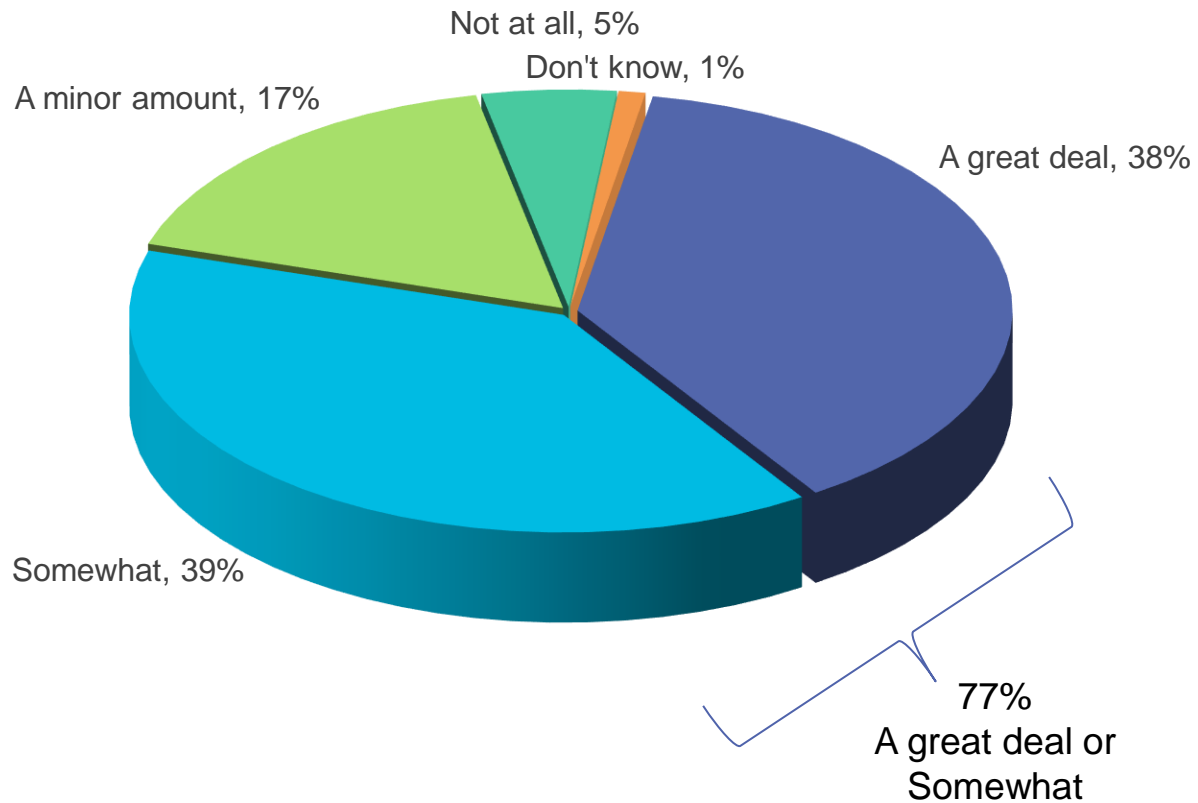
- 77 percent of Americans think “cars and trucks contribute to the problem of air pollution” a great deal or somewhat. This view is held by 87 percent of Democrats, 77 percent of Independents and 69 percent of Republicans.
- Women (84 percent) and African Americans (82 percent) are somewhat more likely than men to think “cars and trucks contribute to the problem of air pollution” a great deal or somewhat.
- 78 percent of Americans agree that “state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution.” This view is held by 92 percent of Democrats, 79 percent of Independents, and 64 percent of Republicans.
- Millennials and 18-34 year-olds (both at 88 percent), as well as women and Hispanics (both at 86 percent), are particularly inclined to agree that “state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution.”

# Executive Summary (con.)

- 95 percent of Americans agree with the statement: 'Automakers should continue to improve fuel economy for all vehicle types.' This view is held by 97 percent of Democrats, 94 percent of Independents, and 93 percent of Republicans.
- 79 percent of Americans agree with the statement: 'The U.S. government should continue to increase fuel efficiency standards and enforce them.' This view is held by 90 percent of Democrats, 76 percent of Independents, and 68 percent of Republicans.
- African Americans (86 percent), 18-34 year-olds (85 percent), and Millennials (84 percent) are particularly inclined to agree that: 'The U.S. government should continue to increase fuel efficiency standards and enforce them.'

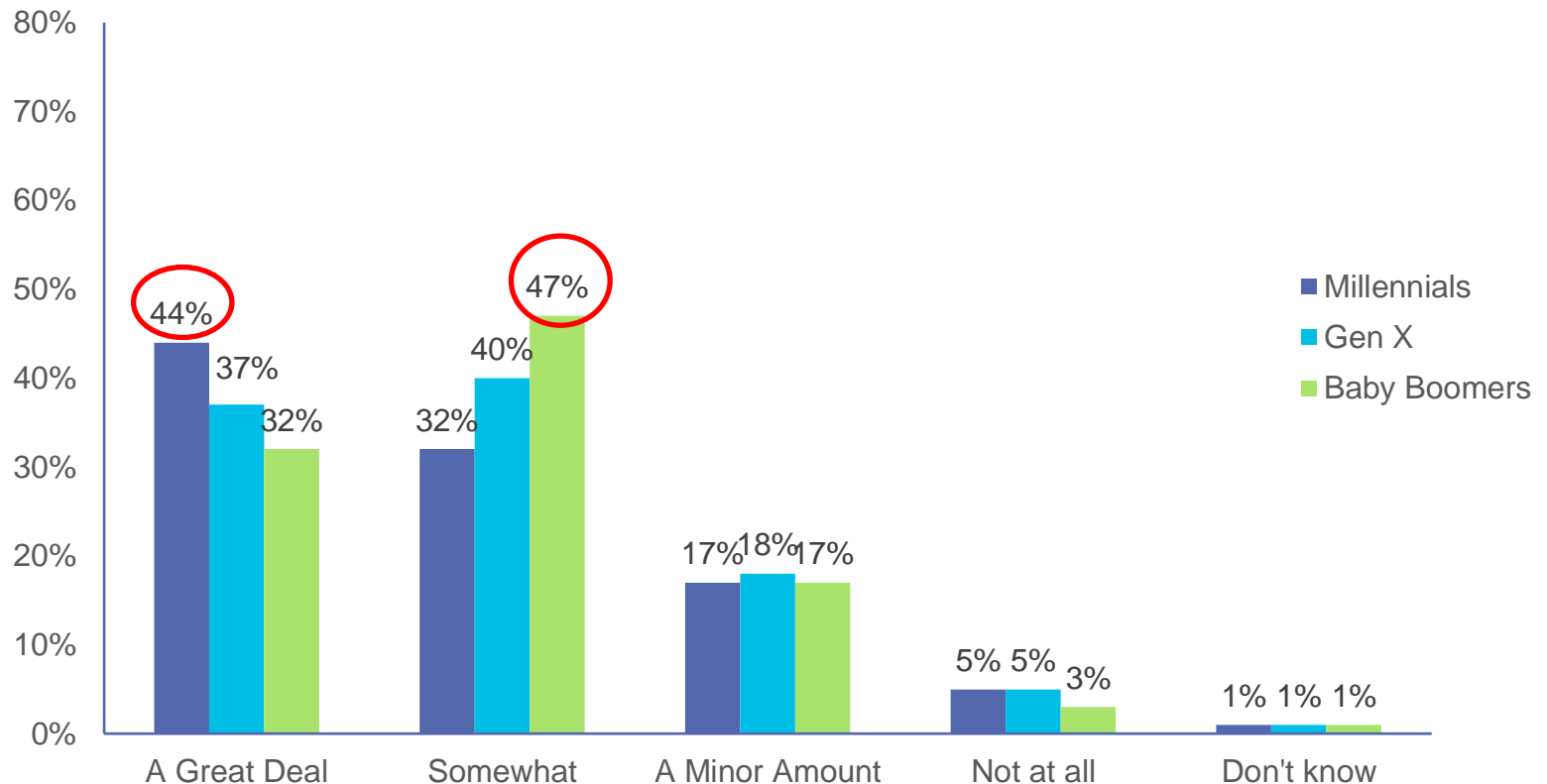
# Detailed Findings

# Nearly all Americans see cars and trucks as significant contributors to air pollution.



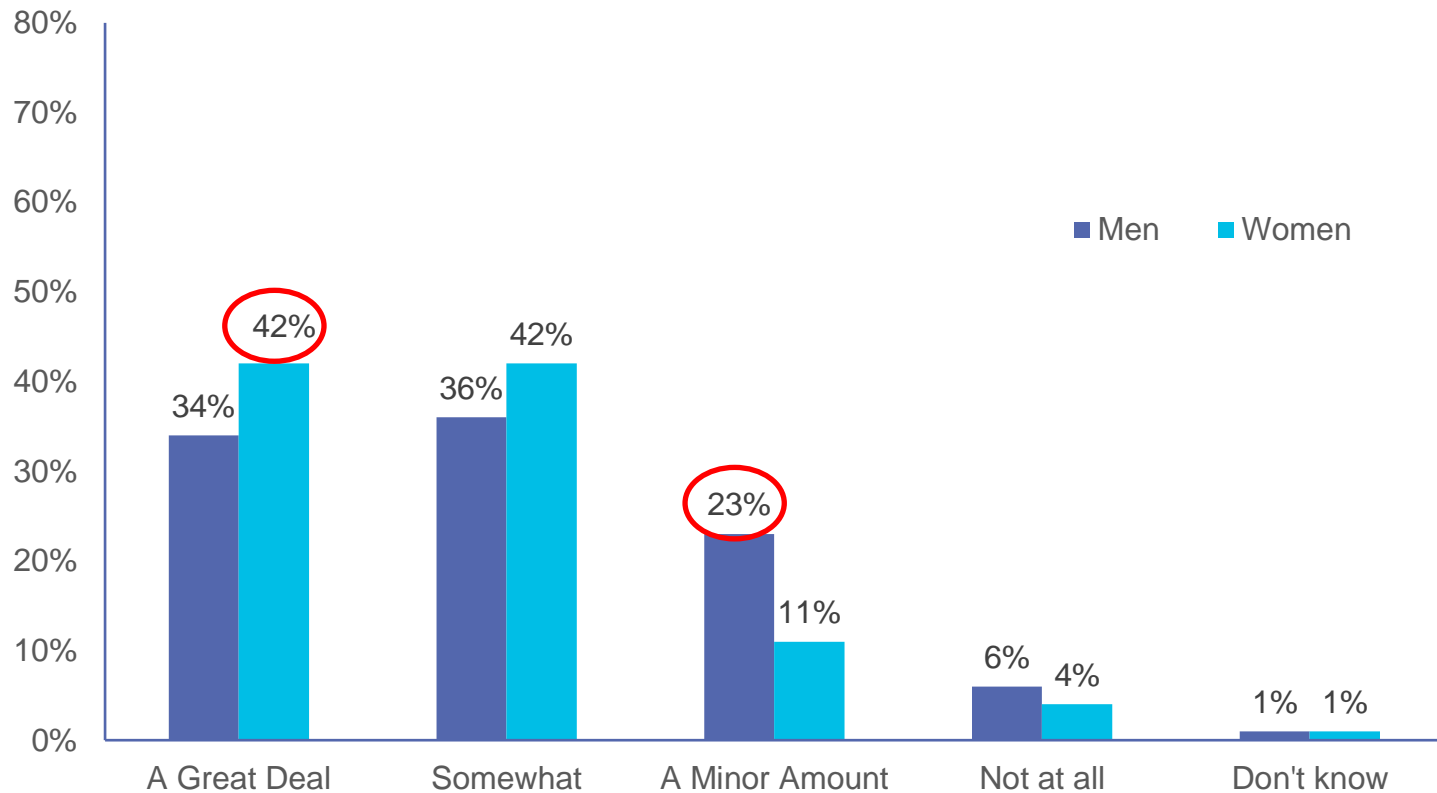


While similar proportions see cars and trucks as contributors to air pollution regardless of generation, the belief is strongest among millennials, with 44% saying cars contribute a great deal. This compares to 47% of Baby Boomers who say cars contribute somewhat to air pollution.



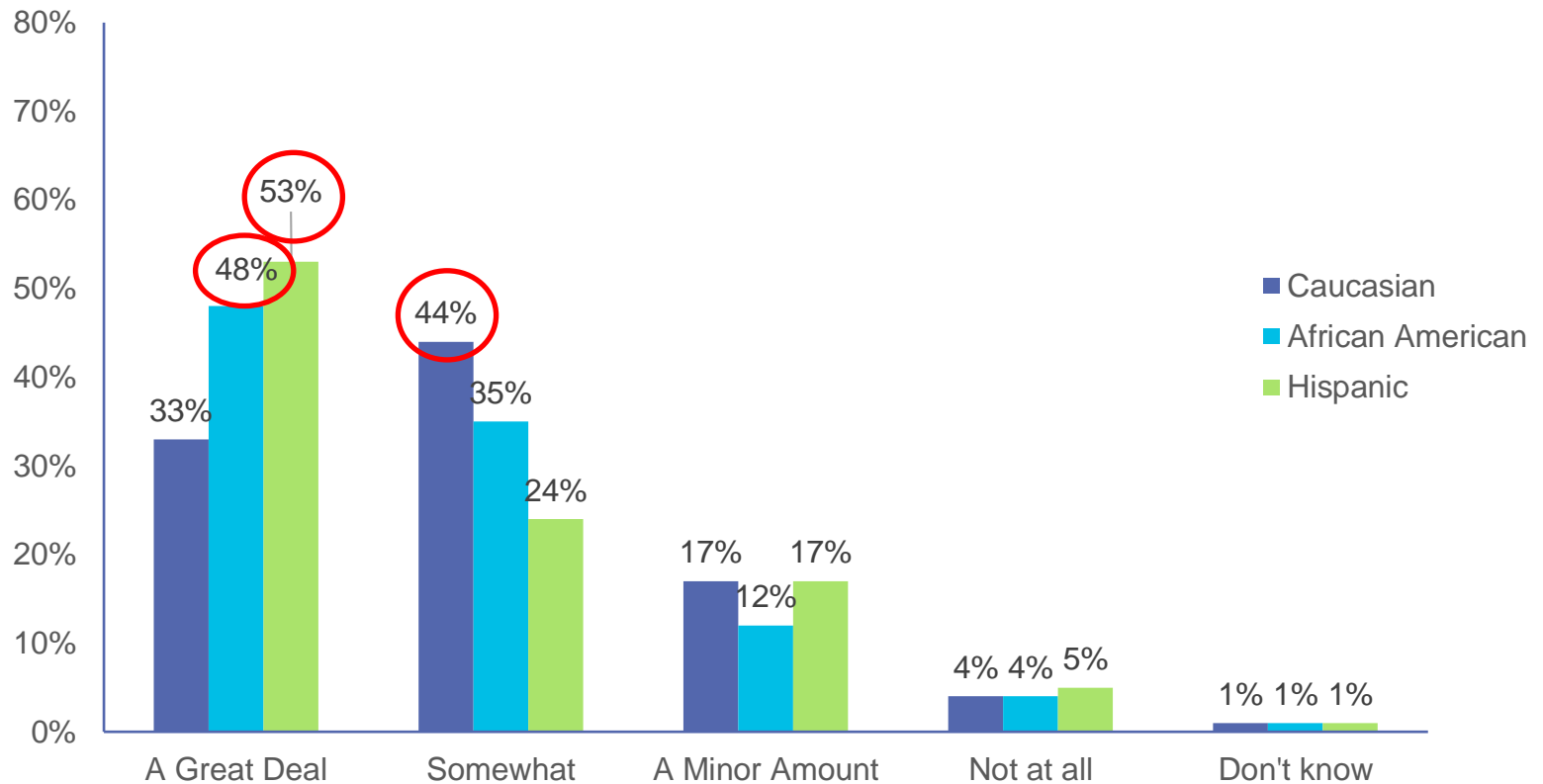
P1 How much would you say cars and trucks contribute to the problem of air pollution? (Bases: Millennials=199, Gen X=196, Baby Boomers=417)

Women are more likely to see cars and trucks as contributors, with 84% saying they contribute at least somewhat to air pollution, compared to 70% of men.



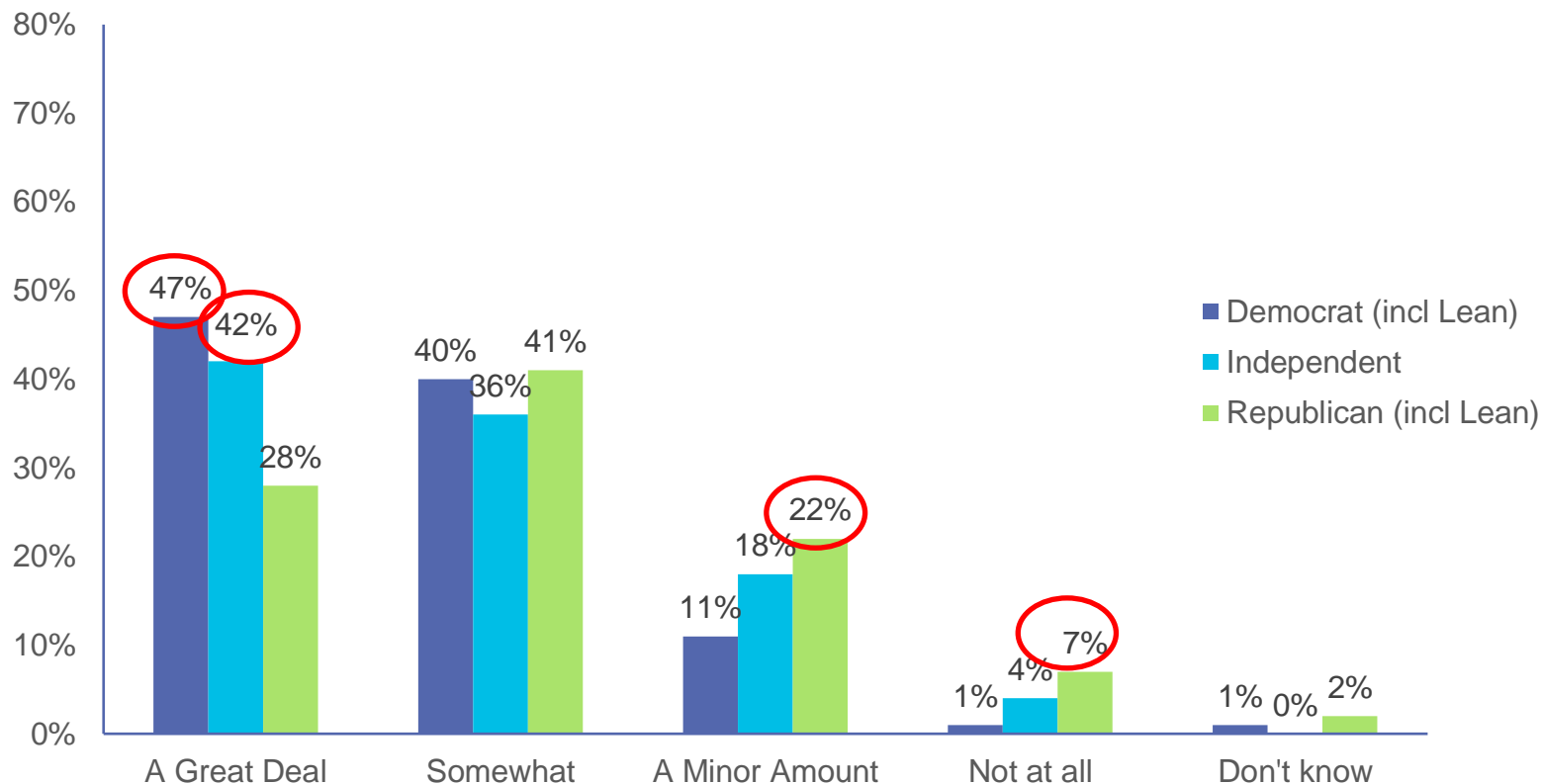
P1 How much would you say cars and trucks contribute to the problem of air pollution? (Bases: Men=503, Women=509)

While many see cars and trucks as contributors to air pollution regardless of race, the belief is strongest among Hispanics, with 53% saying cars contribute a great deal. This compares to 33% of Caucasians who think cars contribute a great deal to air pollution.



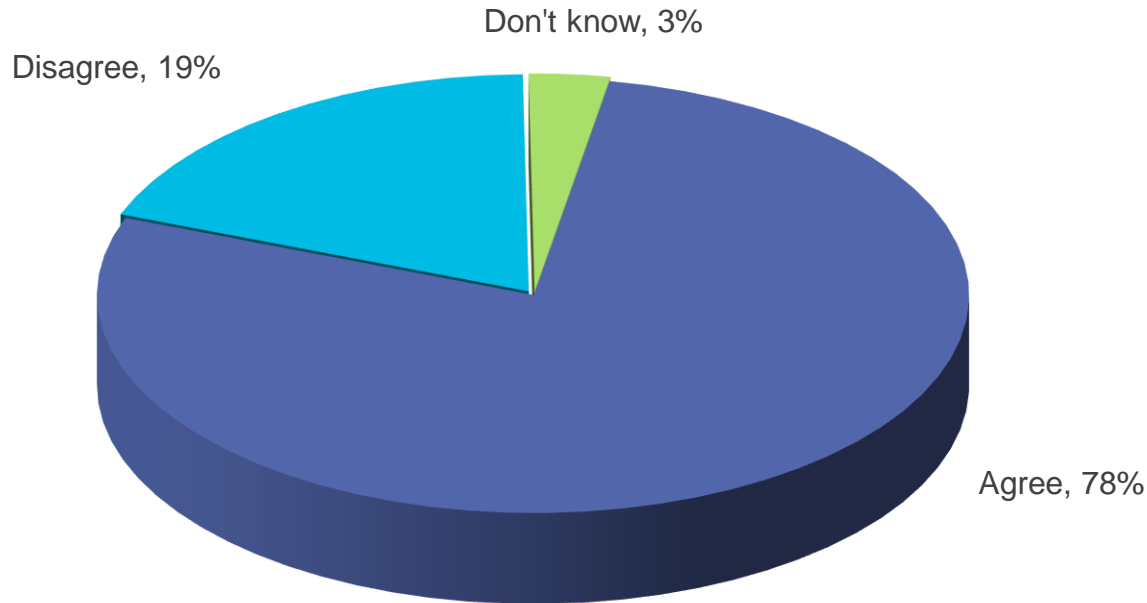
P1 How much would you say cars and trucks contribute to the problem of air pollution? (Bases: Caucasian=711, African American=89, Hispanic=76)

The perspective that cars and trucks are contributors to air pollution is held by majorities across party lines, with 69% of Republicans responding a great deal of somewhat, compared to 87% of Democrats and 78% of Independents



P1 How much would you say cars and trucks contribute to the problem of air pollution? (Bases: Democrats=403, Independents=152, Republicans=394)

# Over three quarters agree that transportation agencies should take vehicle related carbon pollution into account when developing transportation plans.

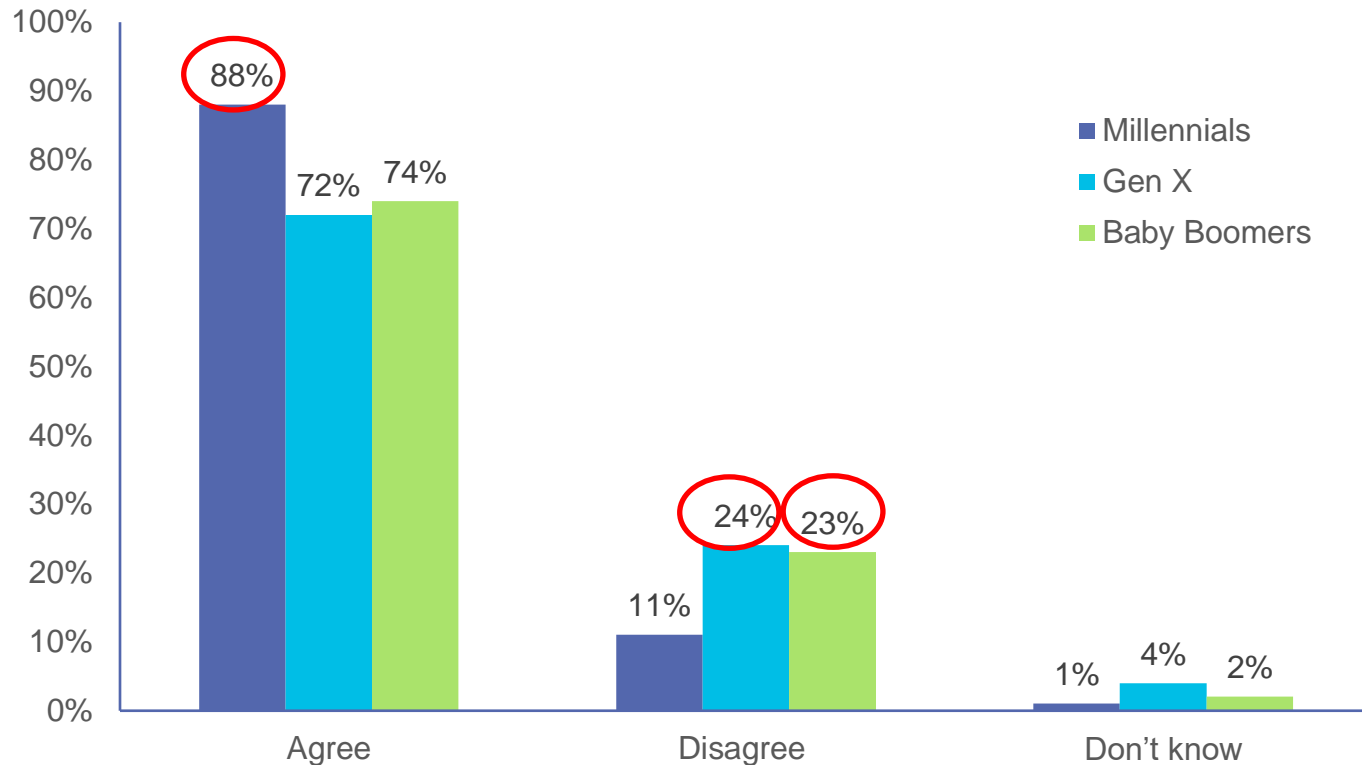


*P2 As you may know, national law requires state transportation agencies to develop long-range plans for how they will use federal money on transportation projects over the next 20 years or more. The plan must identify transportation needs, address issues like safety, and set priorities for transportation projects and budgets.*

*Now, there is a proposal to require states that receive federal money for transportation to assess the carbon pollution, which contributes to climate change, that transportation plans may generate and seek ways to reduce it. They also will have to consider the impact of transportation on air quality as part of their long-range plans.*

*Do you agree or disagree that state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution? (Base=1,012)*

# Agreement that state transportation agencies should take carbon pollution into account is strong in all generations. Millennials are the generation most likely to agree.

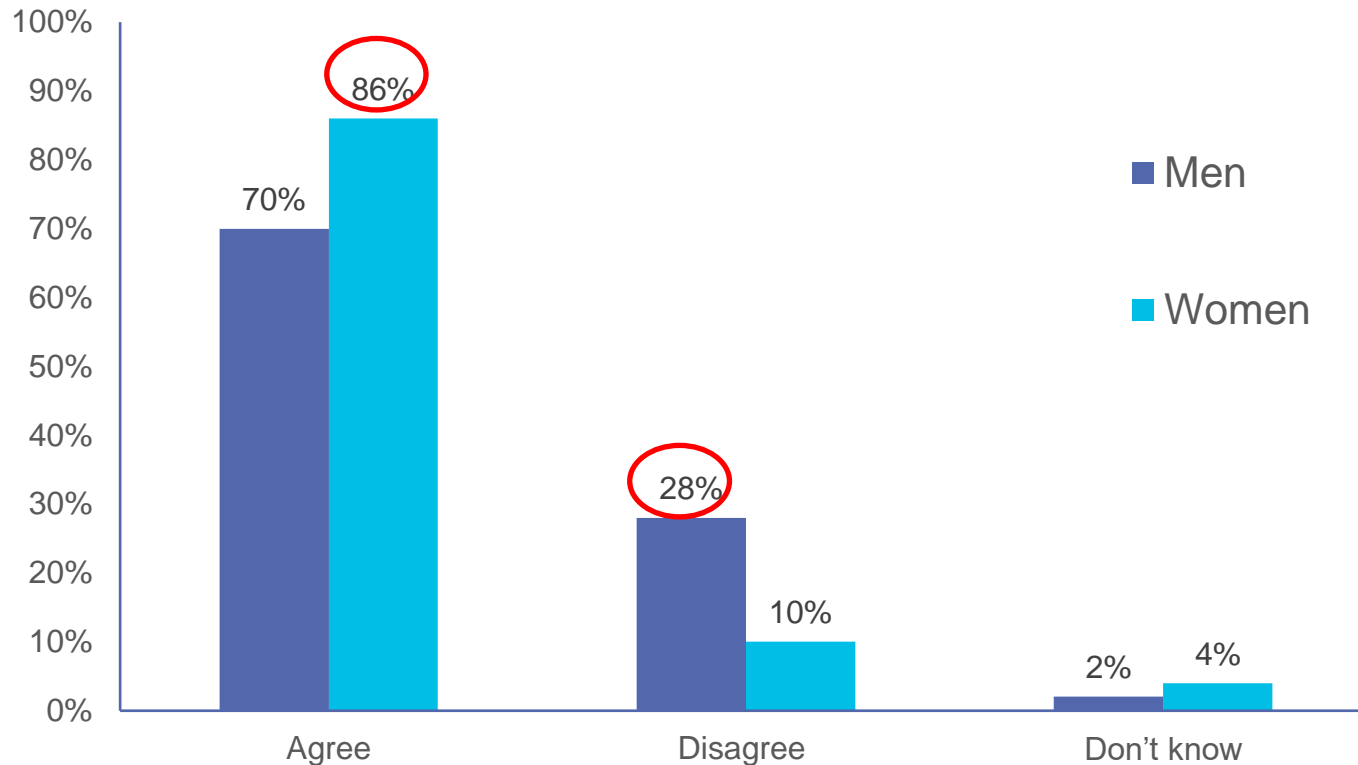


*P2 As you may know, national law requires state transportation agencies to develop long-range plans for how they will use federal money on transportation projects over the next 20 years or more. The plan must identify transportation needs, address issues like safety, and set priorities for transportation projects and budgets.*

*Now, there is a proposal to require states that receive federal money for transportation to assess the carbon pollution, which contributes to climate change, that transportation plans may generate and seek ways to reduce it. They also will have to consider the impact of transportation on air quality as part of their long-range plans.*

*Do you agree or disagree that state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution? (Bases: Millennials=199, Gen X=196, Baby Boomers=417)*

While substantial majorities of both men and women agree that state transportation agencies should take carbon pollution into account, women are more likely than men to do so.

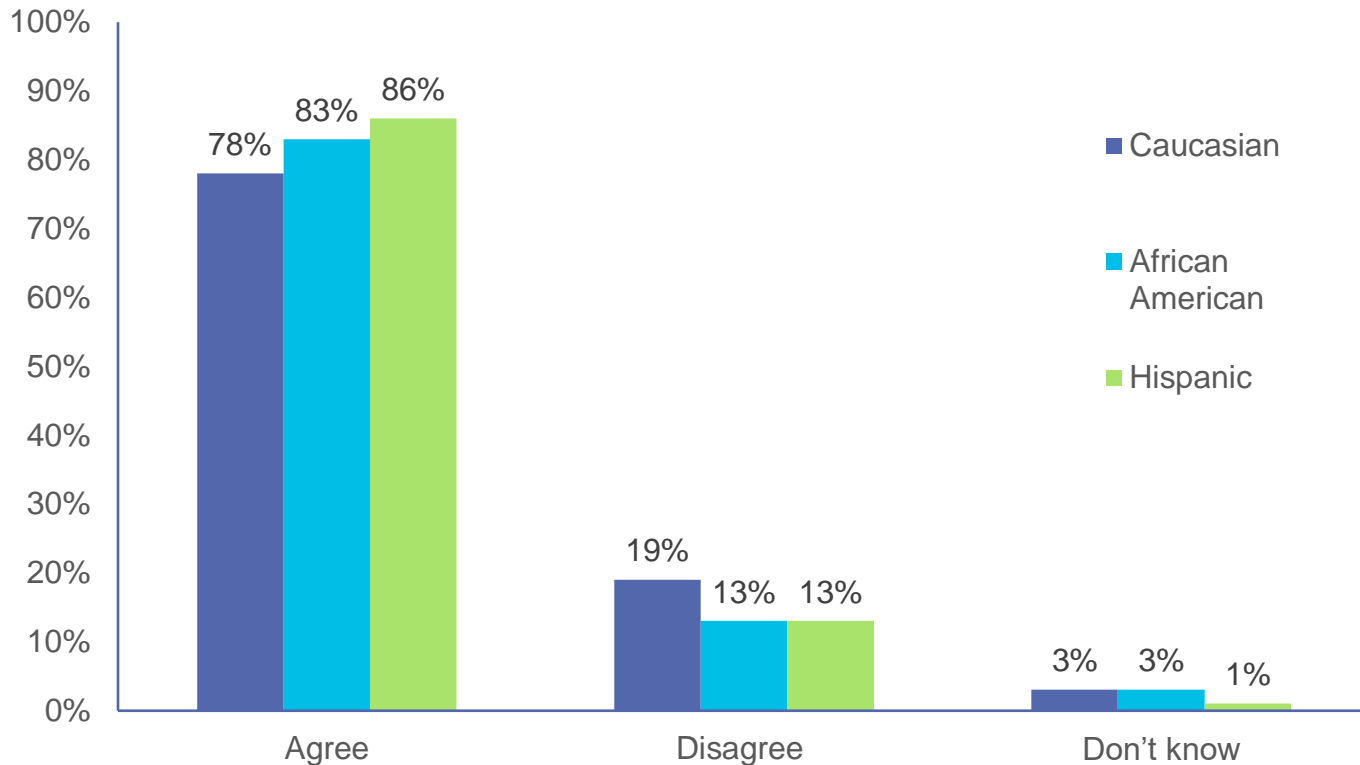


*P2 As you may know, national law requires state transportation agencies to develop long-range plans for how they will use federal money on transportation projects over the next 20 years or more. The plan must identify transportation needs, address issues like safety, and set priorities for transportation projects and budgets.*

*Now, there is a proposal to require states that receive federal money for transportation to assess the carbon pollution, which contributes to climate change, that transportation plans may generate and seek ways to reduce it. They also will have to consider the impact of transportation on air quality as part of their long-range plans.*

*Do you agree or disagree that state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution? (Bases: Men=503, Women=509)*

# Regardless of race -- Caucasian, African American, or Hispanic -- the majority agree that state transportation agencies should take carbon pollution into account.



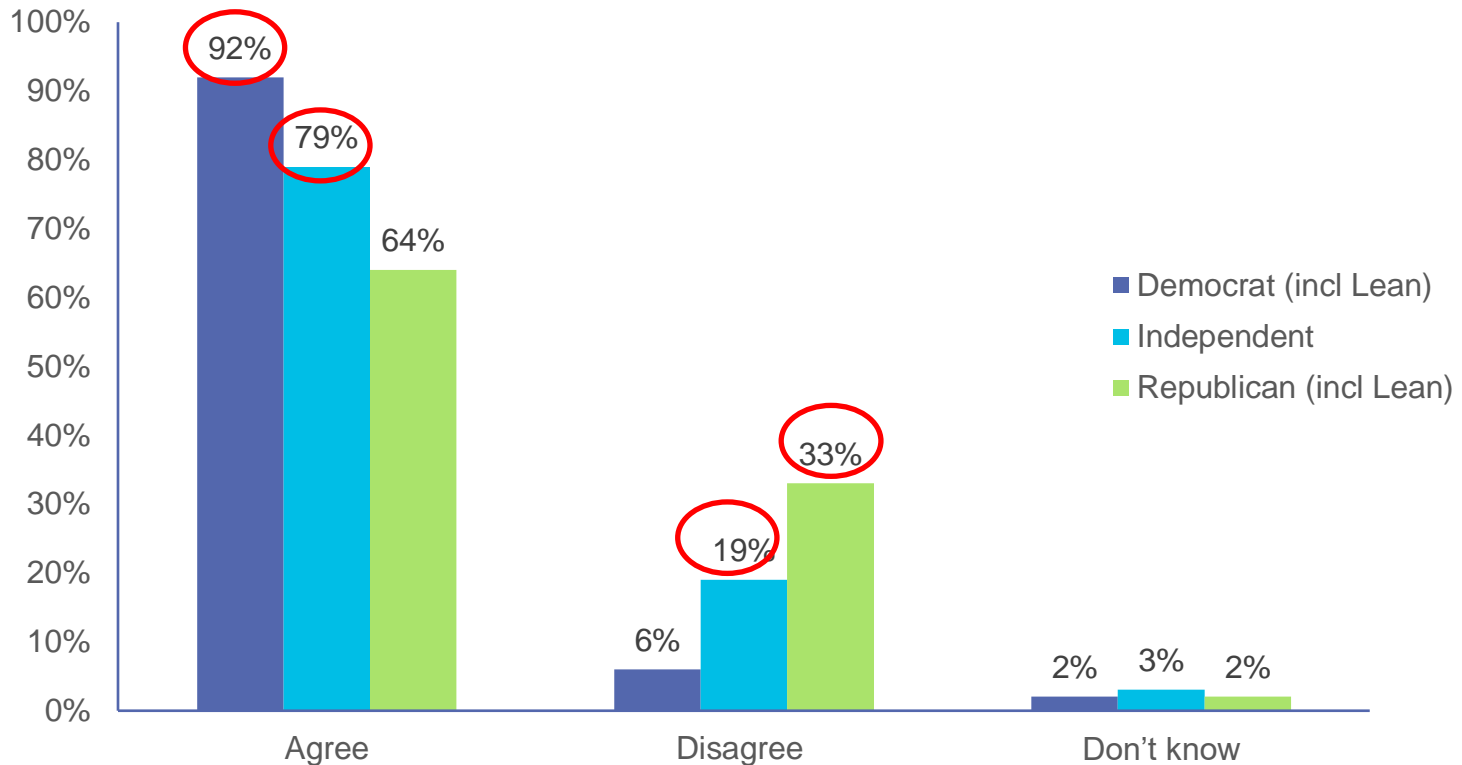
*P2 As you may know, national law requires state transportation agencies to develop long-range plans for how they will use federal money on transportation projects over the next 20 years or more. The plan must identify transportation needs, address issues like safety, and set priorities for transportation projects and budgets.*

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*Do you agree or disagree that state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution? (Bases: Caucasian=711, African American=89, Hispanic=76)*



## Agreement that state transportation agencies should take carbon pollution into account is strong across political affiliations, including nearly two out of three Republicans.

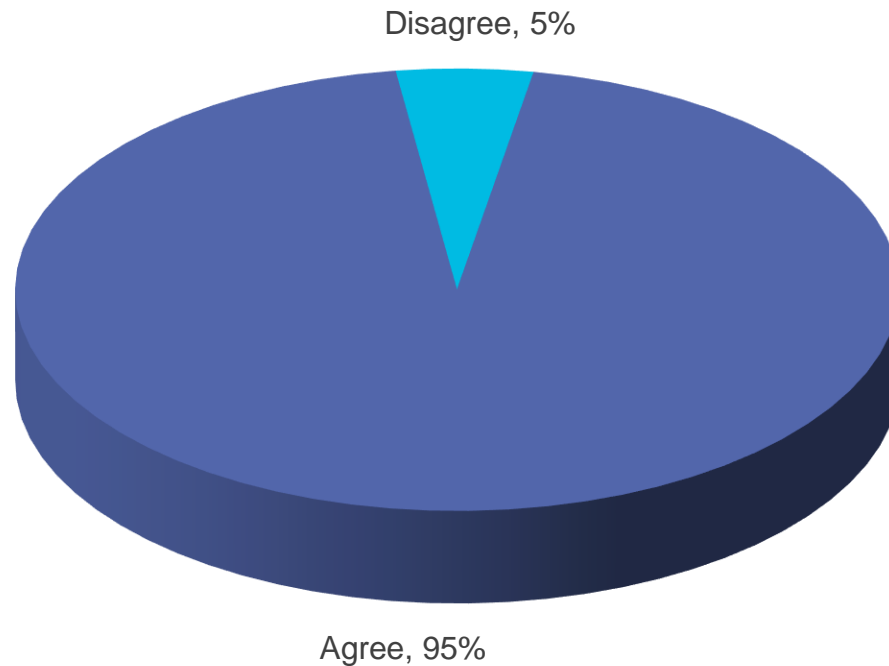


*P2 As you may know, national law requires state transportation agencies to develop long-range plans for how they will use federal money on transportation projects over the next 20 years or more. The plan must identify transportation needs, address issues like safety, and set priorities for transportation projects and budgets.*

*Now, there is a proposal to require states that receive federal money for transportation to assess the carbon pollution, which contributes to climate change, that transportation plans may generate and seek ways to reduce it. They also will have to consider the impact of transportation on air quality as part of their long-range plans.*

*Do you agree or disagree that state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution? (Bases: Democrats=403, Independents=152, Republicans=394)*

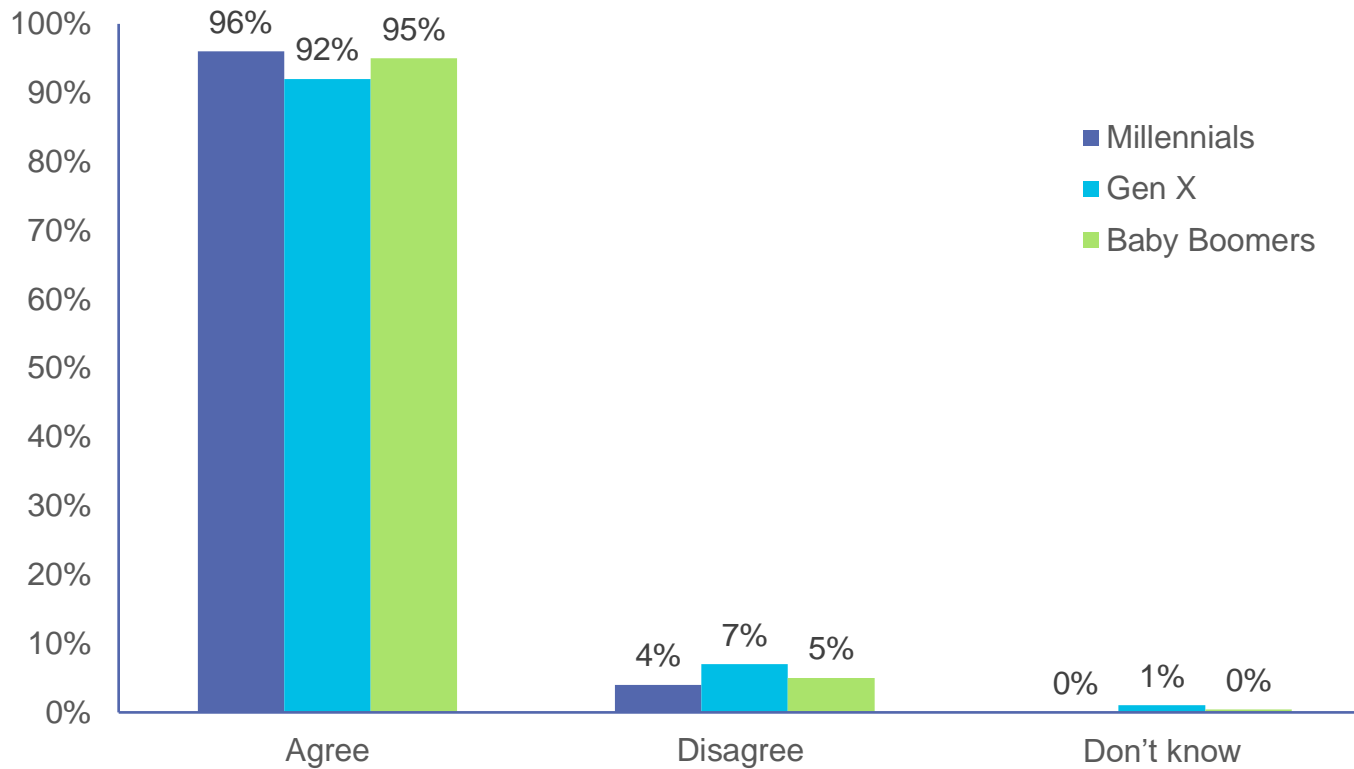
# Practically everyone agrees automakers should continue to improve fuel economy for all vehicle types.



*P3 Do you agree or disagree with the following statement?*

*'Automakers should continue to improve fuel economy for all vehicle types.'* (Base=1,012)

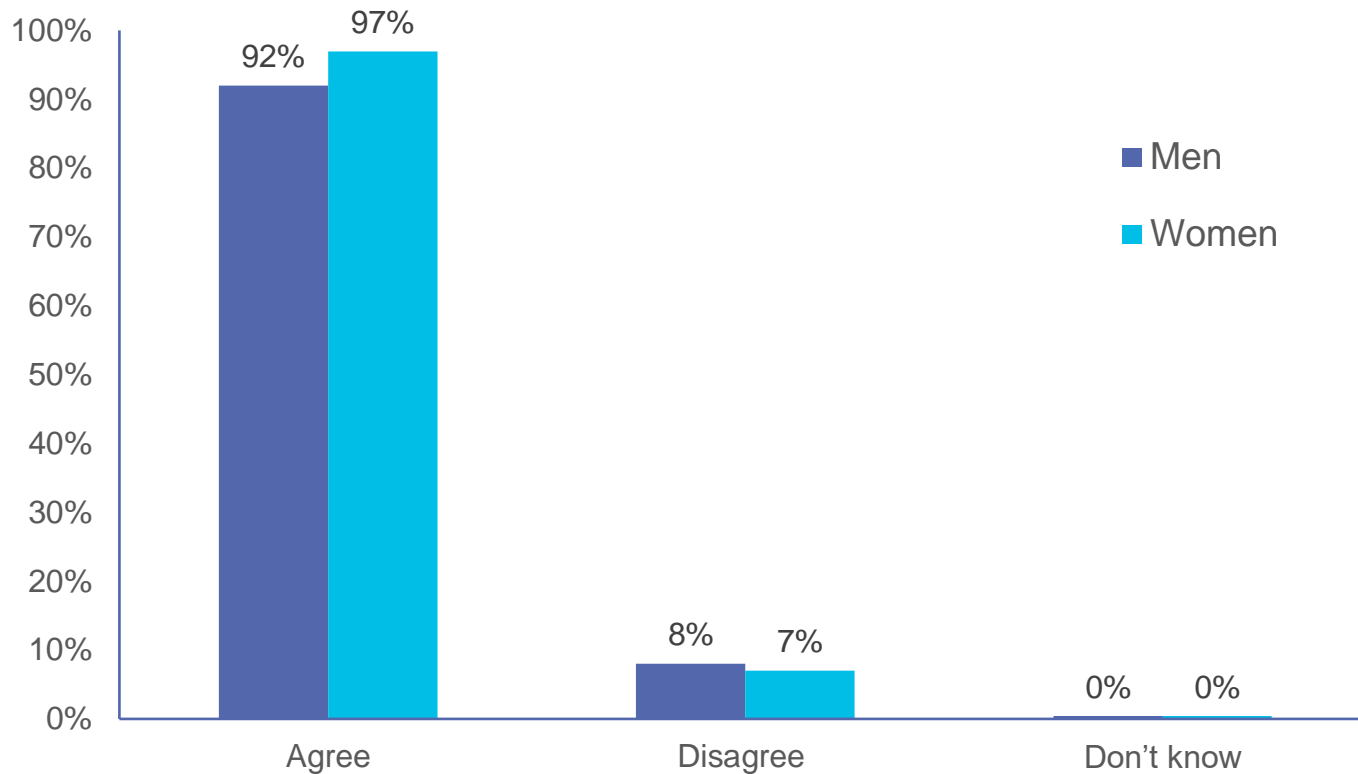
# Agreement that automakers should continue to improve fuel economy for all vehicle types cuts across generational lines.



P3 Do you agree or disagree with the following statement?

'Automakers should continue to improve fuel economy for all vehicle types.' (Bases: Millennials=199, Gen X=196, Baby Boomers=417)

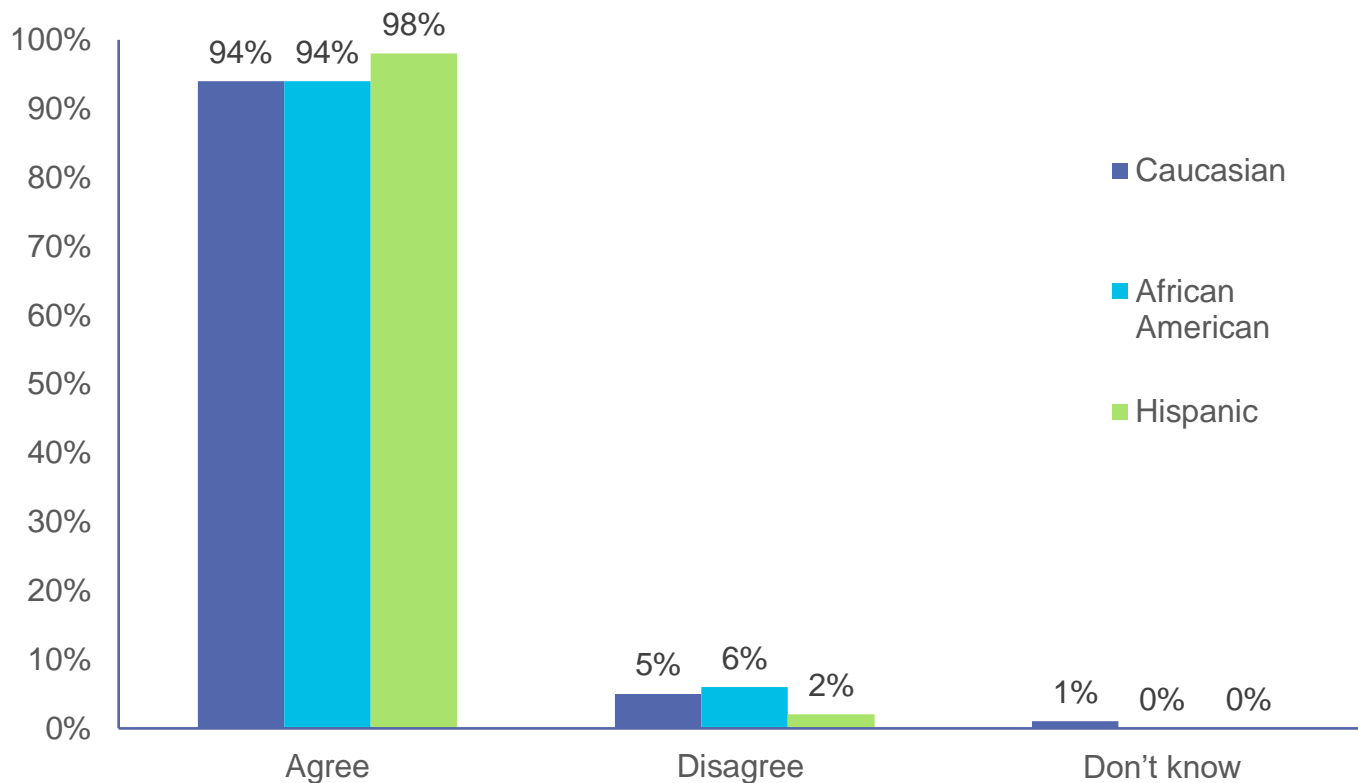
# Agreement that automakers should continue to improve fuel economy for all vehicle types is nearly universal among both men and women.



P3 Do you agree or disagree with the following statement?

'Automakers should continue to improve fuel economy for all vehicle types.' (Bases: Men=503, Women=509)

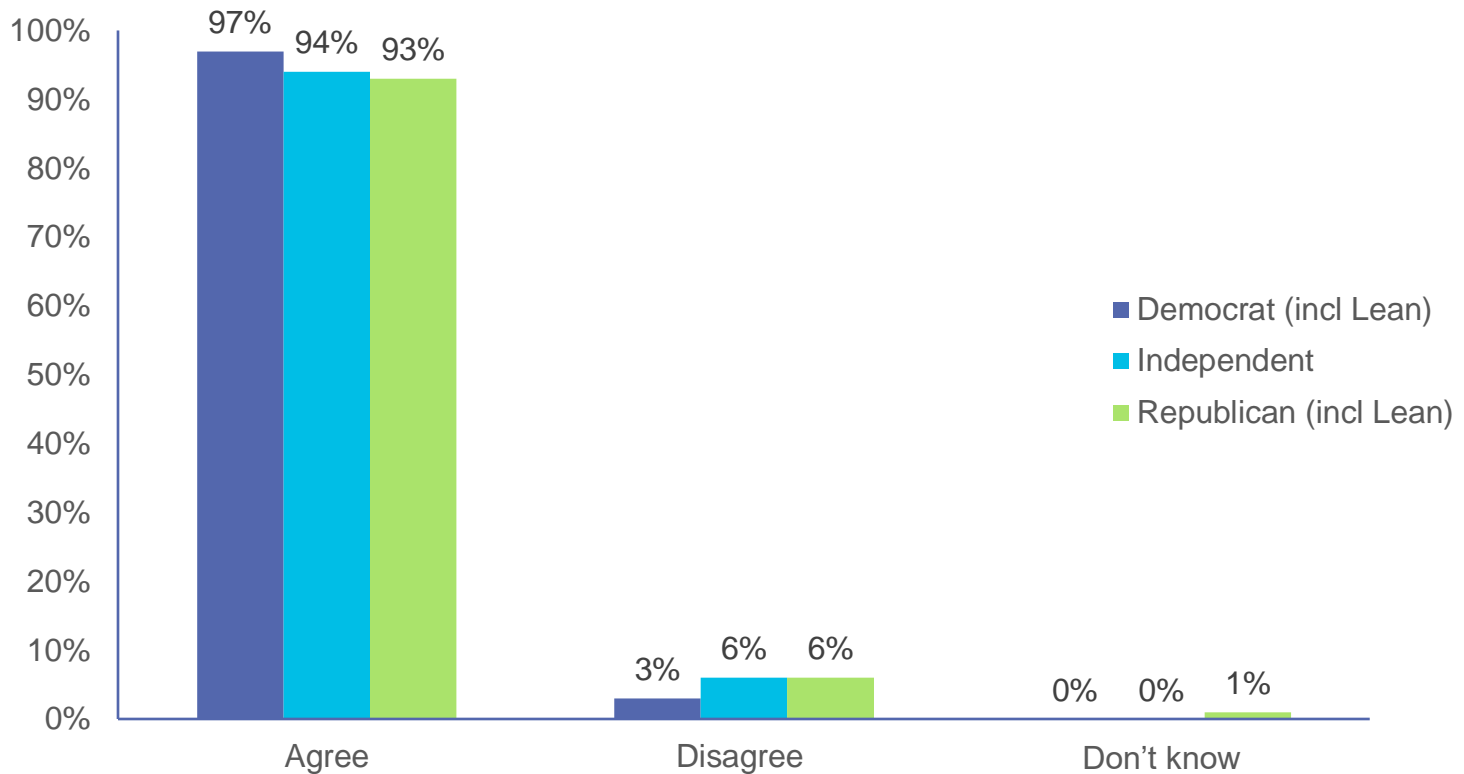
# The belief that automakers should continue to improve fuel economy for all vehicle types is overwhelmingly agreed regardless of race or ethnicity



P3 Do you agree or disagree with the following statement?

'Automakers should continue to improve fuel economy for all vehicle types.' (Bases: Caucasian=711, African American=89, Hispanic=76)

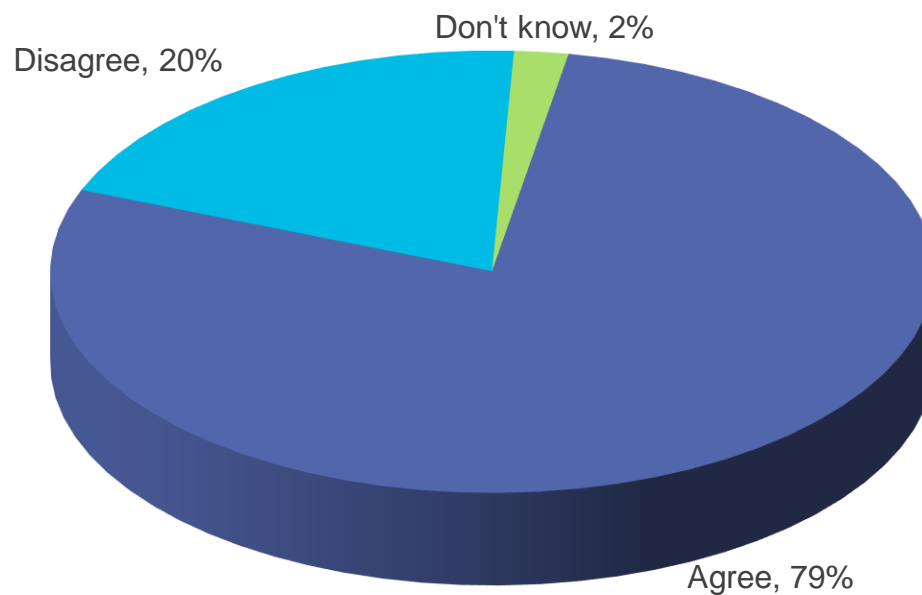
# Agreement that automakers should continue to improve fuel economy for all vehicle types cuts across partisan lines.



P3 Do you agree or disagree with the following statement?

'Automakers should continue to improve fuel economy for all vehicle types.' (Bases: Democrats=403, Independents=152, Republicans=394)

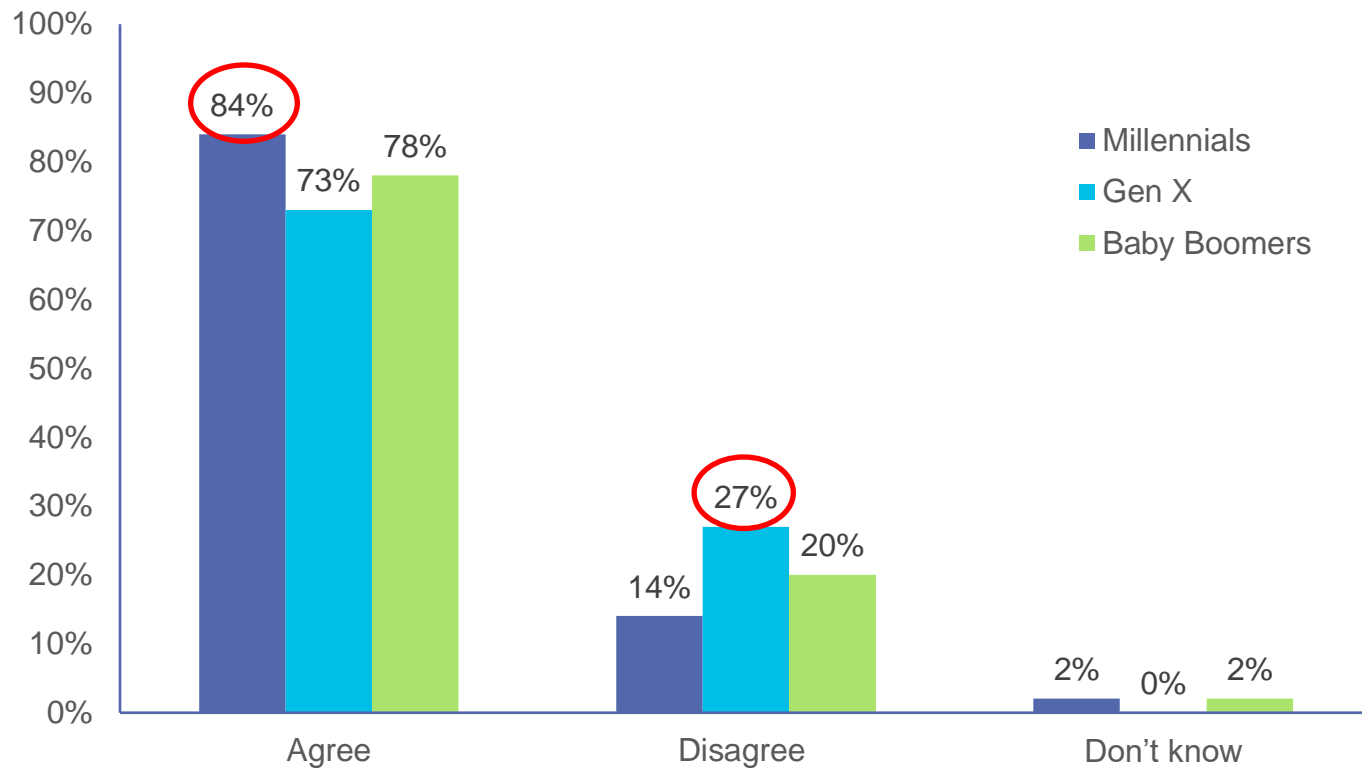
Eight out of ten Americans agree with the statement that: 'The U.S. government should continue to increase fuel efficiency standards and enforce them.'



*P4 Do you agree or disagree with the following statement?*

*'The U.S. government should continue to increase fuel efficiency standards and enforce them.'* (Base=1,012)

While Millennials are most supportive of increased fuel efficiency mandates, support cuts across generational lines with over two thirds of Gen Xers in agreement and over three quarters of Boomers.

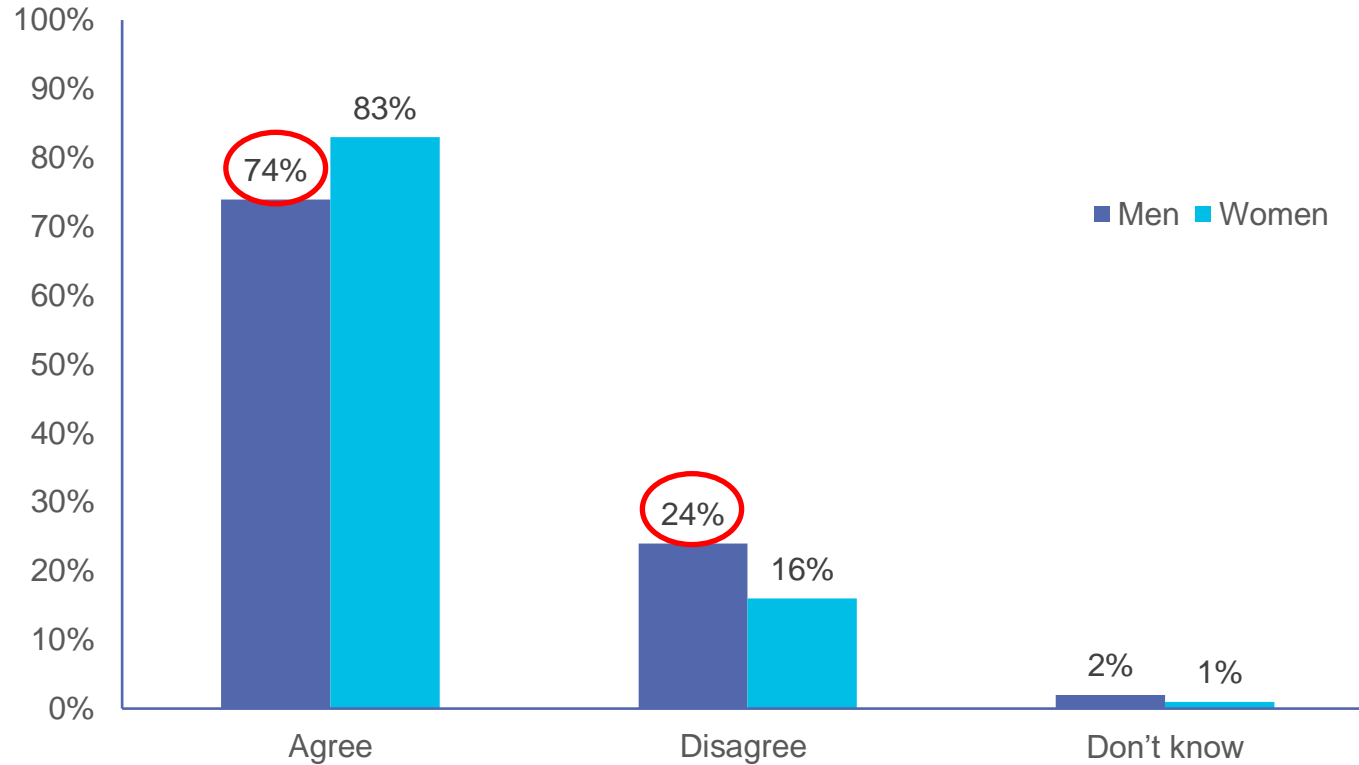


P4 Do you agree or disagree with the following statement?

'The U.S. government should continue to increase fuel efficiency standards and enforce them.' (Bases: Millennials=199, Gen X=196, Baby Boomers=417)



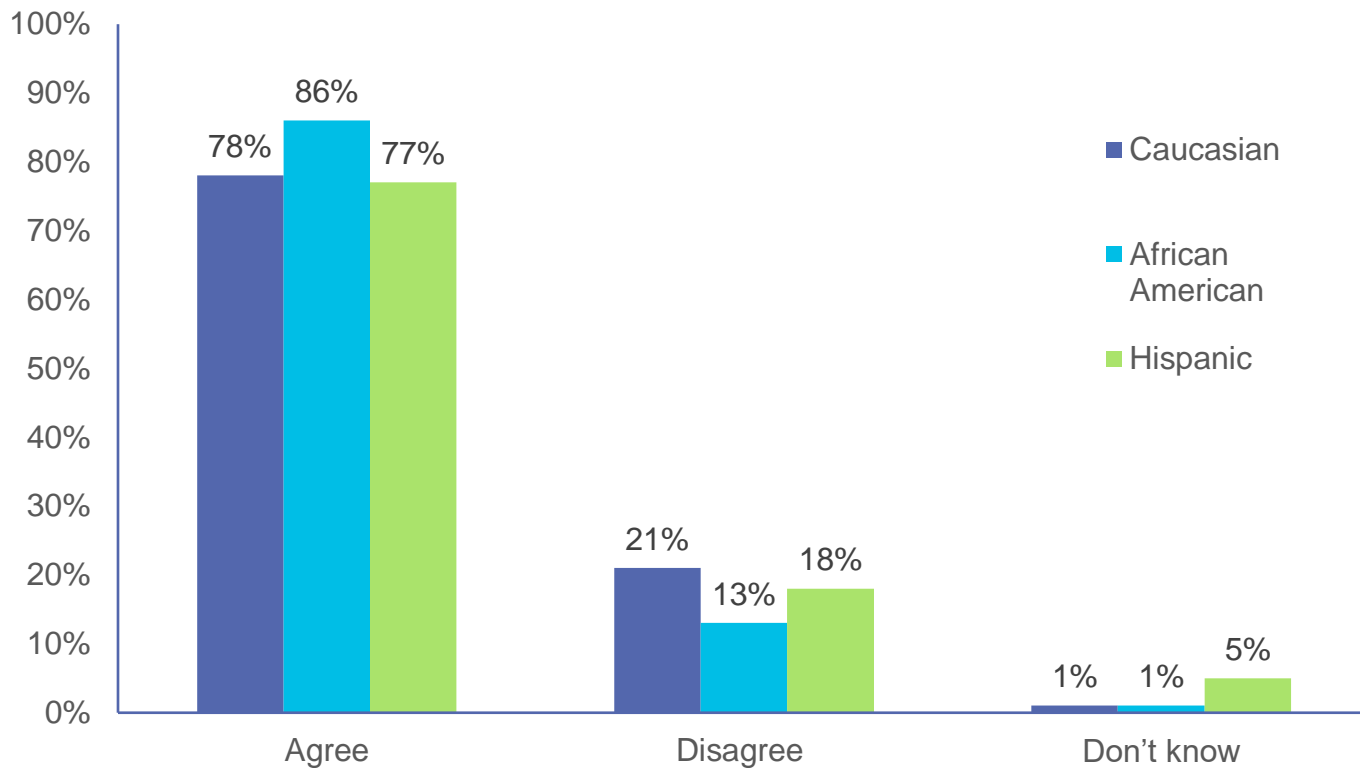
# Women are more likely to support increased fuel efficiency mandates than men.



P4 Do you agree or disagree with the following statement?

'The U.S. government should continue to increase fuel efficiency standards and enforce them.' (Bases: Men=503, Women 509)

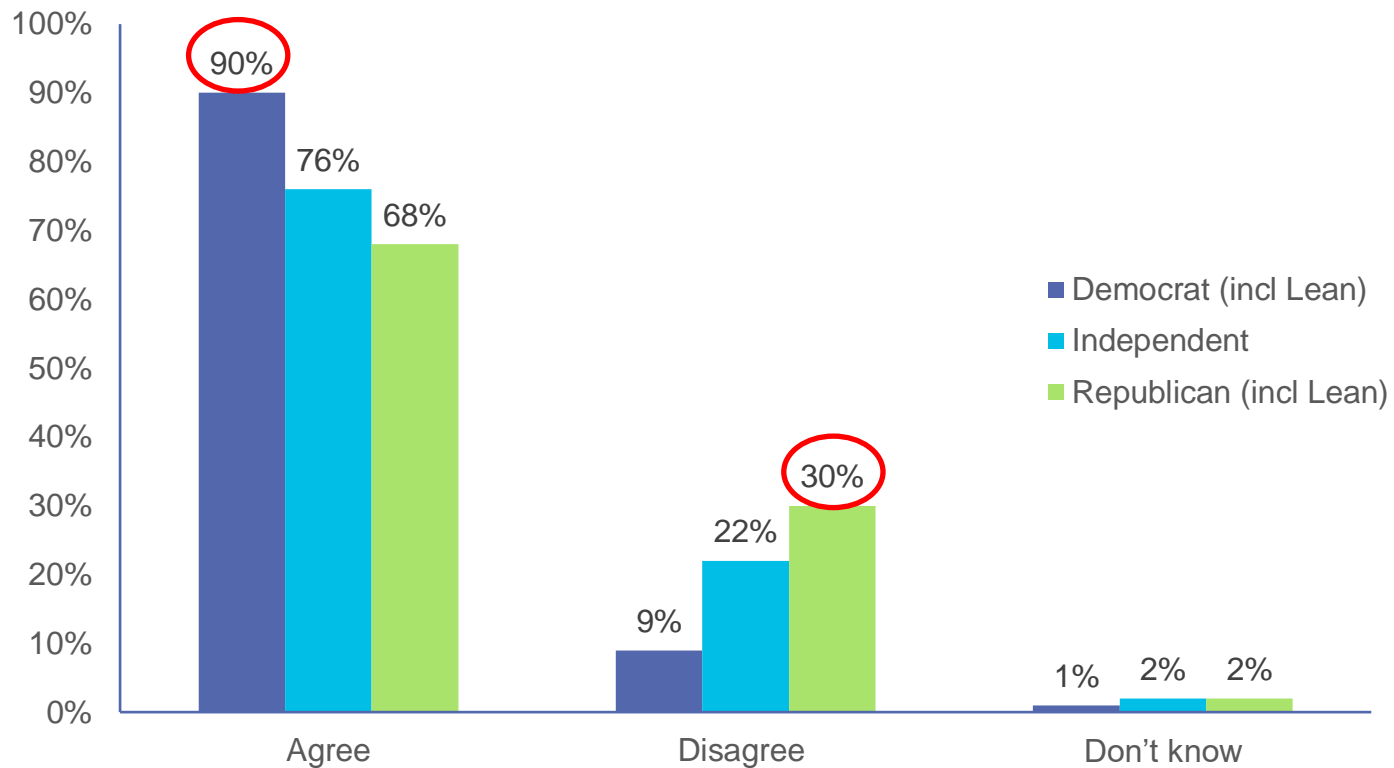
While African Americans are the most supportive of increased fuel efficiency mandates, the majority of each race agrees that 'The U.S. government should continue to support fuel efficiency standards and enforce them.'



P4 Do you agree or disagree with the following statement?

'The U.S. government should continue to increase fuel efficiency standards and enforce them.' (Bases: Caucasian=711, African American=89, Hispanic=76)

While Democrats are most supportive of increased fuel efficiency mandates, majorities of Independents and Republicans say they agree that government fuel efficiency standards should be increased and enforced.



P4 Do you agree or disagree with the following statement?

'The U.S. government should continue to increase fuel efficiency standards and enforce them.' (Bases: Democrats=403, Independents=152, Republicans=394)

# Questionnaire

On another subject...

P1 How much would you say cars and trucks contribute to the problem of air pollution?  
(READ ENTIRE LIST BEFORE RECORDING ONE ANSWER)

	Total (A) (n=1,012)
A great deal	38%
Somewhat	39%
A minor amount	17%
Or, not at all	5%
DON'T KNOW/ REFUSED	1%

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Now, there is a proposal to require states that receive federal money for transportation to assess the carbon pollution, which contributes to climate change, that transportation plans may generate and seek ways to reduce it. They also will have to consider the impact of transportation on air quality as part of their long-range plans.

Do you agree or disagree that state transportation agencies should take vehicle-related carbon pollution and climate change into account when developing transportation plans, and also seek ways to reduce that pollution?

	Total (A) (n=1,012)
01 AGREE	78%
02 DISAGREE	19%
99 DON'T KNOW/ REFUSED	3%

P3 Do you agree or disagree with the following statement?

‘Automakers should continue to improve fuel economy for all vehicle types.’

		Total (A) (n=1,012)
01	AGREE	95%
02	DISAGREE	5%
99	DON'T KNOW/ REFUSED	<0.5%

P4 Do you agree or disagree with the following statement?

‘The U.S. government should continue to increase fuel efficiency standards and enforce them.’

		Total (A) (n=1,012)
01	AGREE	79%
02	DISAGREE	20%
99	DON'T KNOW/ REFUSED	2%