

Consumers Union Automobile Fuel Efficiency Survey

May 25, 2004

Methodology

- ◆ A total of 1,221 online surveys were conducted among a random sample of U.S. adults. The margin of error at a 95% confidence level is +/- 3 percentage points.
- ◆ Interviewing took place over May 12-17.
- ◆ Figures cited in the analysis are top-two box (*strongly agree or agree*).
- ◆ Regional definitions
 - Northeast: CT, MA, ME, NH, NJ, NY, PA, RI, VT
 - Midwest: IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
 - South: AK, AL, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, SC, TN, TX, VA, WV
 - West: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY

Introduction

Respondent Introduction

The law requires automakers to provide consumers with information on how many miles per gallon each model they sell is supposed to get in both highway and city driving. This information must be placed prominently on the window sticker on all new cars sold in the United States. Many consumers rely on this information when choosing a car to buy.

There are concerns that the information provided by auto manufacturers does not accurately reflect the day-to-day driving experience of ordinary drivers.

Please indicate your level of agreement with each of the following (strongly agree, agree, disagree, strongly disagree):

- ◆ I believe I have gotten the gas mileage in my vehicle that was promised by the manufacturer on the window sticker.
- ◆ Automobile manufacturers should be required to provide accurate information regarding gas mileage that reflects how people drive their cars in real-life situations.
- ◆ The federal government should require automobile manufacturers to produce automobiles that achieve higher fuel efficiency than most new models on sale today.
- ◆ The federal government should not be involved with the regulation of fuel efficiency.

Results and Analysis

- ◆ While only a minority of respondents are suspicious of posted EPA mileage estimates, most agree about the need for additional regulation of auto manufacturers, across all segments.
 - Roughly two-thirds believe they received the gas mileage promised by the manufacturer.
 - More than 9 in 10 agree that automakers should provide real-life estimates of gas mileage.
 - More than 8 in 10 want the federal government to raise fuel-efficiency standards.
 - Only 23% feel that Washington should not regulate fuel efficiency.

Top-Two Box: Agreement With Auto Fuel Efficiency Questions [4 boxes]

	Total %	Gender		Age			Income			Region			
		Men %	Women %	18-44 %	45-64 %	65+ %	<\$60K %	\$60-99K %	\$100K+ %	NE %	MW %	SO %	WE %
I believe I have gotten the gas mileage in my vehicle that was promised by the manufacturer on the window sticker.	68	65	72	72	66	66	67	70	75	68	67	71	67
Automobile manufacturers should be required to provide accurate information regarding gas mileage that reflects how people drive their cars in real-life situations.	91	89	94	93	89	89	91	94	91	91	92	93	89
The federal government should require automobile manufacturers to produce automobiles that achieve higher fuel efficiency than most new models on sale today.	81	78	84	82	79	82	82	81	80	83	82	81	79
The federal government should not be involved with the regulation of fuel efficiency.	23	24	21	22	24	21	22	20	29	19	25	23	23

Base: Total Answering

Support for Improving Fuel Efficiency

Agreement With Statement

The federal government should require automobile manufacturers to produce automobiles that achieve higher fuel efficiency than most new models on sale today.

Better Fuel Efficiency

