



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
RMP 2002-IV-14

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President

REDUCING U.S. DEPENDENCY ON FOREIGN OIL:
35 MPG REQUIREMENTS AND EMERGING HYDROGEN FUEL
TECHNOLOGY SEEN AS IMPORTANT STRATEGIES

Phoenix, Arizona, November 21, 2002. Nine of ten Arizonans believe it important for the United States to reduce its dependency on foreign oil, including 67 percent who deem it “very important” to do so.

Additionally, when weighing strategies to help achieve less dependency, consumers want emphasis placed on the development of alternative fuel automobiles such as those powered by clean burning hydrogen and that new cars sold in the U.S. be required to get at least 35 miles to the gallon. In September, at the Paris Auto Show, General Motors unveiled a hydrogen- fueled passenger car that the company expects to be ready to market within eight years and which spokesmen say holds promise of reducing air pollution as well as the nation’s dependence on foreign oil.

When read a description of the new vehicle, it is clear that consumers are increasingly ready to consider investing in such technology. More specifically, 31 percent say they would be “very interested” in purchasing such a vehicle assuming it is competitively priced and there is good availability of fueling stations – both big “ifs” but, nonetheless, strong evidence of growing consumer demand for such technology shifts in transportation. Another 47 percent have a modest interest in making a purchase, but only 22 percent rule out having any interest in investing in such a vehicle.

On the issue of creating an infrastructure that would provide adequate fueling stations to meet the needs of hydrogen-fueled automobiles, nearly 90 percent favor legislation requiring gas stations around the country to begin providing pumps to provide alternative fuels to consumers, including 61 percent who think doing so is very important in the strategy to reduce U.S. dependence on foreign oil.

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Consumers were also asked about the importance of two other potential strategies: encouraging industry to shift away from oil-generated energy and requiring electric generating companies to phase out oil-fired generating plants. Non-mandatory encouraging of industry to make conversions is deemed a very important strategy by 67 percent. On the other hand, requiring electric generating companies to phase out oil-fired plants is a less popular idea – only 44 percent rate it as very important among the strategies.

The findings outlined in this report are based on a survey of 603 adult heads of household throughout Maricopa County conducted between November 7th and November 12th, 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 to read this and other recent polls.

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EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2002-IV-14) is based on 603 telephone interviews conducted from November 7th through November 12th, 2002, with adult heads of household throughout Maricopa County. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 4.1 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.

BELOW: Statistical data

For this and other polls, see www.brcpolls.com/results

STATISTICAL DATA

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“Looking to the future, how important do you think it is for the United States to reduce its dependence on foreign oil?”

	TOTAL	DEMOCRATS	REPUBLICANS
Very important	67%	72%	67%
Somewhat important	25	18	30
Not important	5	8	3
Unsure	3	2	0

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**STATISTICAL DATA**

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*"In reducing U.S. dependence on foreign oil, do you think it is very important, somewhat important or not important to do the following...?"*

|                                                                                                            | VERY<br>IMPORTANT | SOMEWHAT<br>IMPORTANT | NOT<br>IMPORTANT/<br>UNSURE |
|------------------------------------------------------------------------------------------------------------|-------------------|-----------------------|-----------------------------|
| Develop automobiles that use alternative fuels such as clean burning hydrogen                              | 71%               | 20%                   | 9%                          |
| Encourage industry to shift to alternative energy sources for their manufacturing and other operations     | 67                | 26                    | 7                           |
| Require that gasoline-powered passenger cars sold in the U.S. get at least 35 miles to the gallon          | 63                | 23                    | 14                          |
| Require gas stations around the country to begin providing pumps to provide alternative fuels to customers | 61                | 26                    | 13                          |
| Require electric generating companies to phase out generating plants that are powered by oil               | 44                | 35                    | 21                          |

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"In the coming years major manufacturers, such as General Motors, expect to begin selling new hydrogen-fueled passenger vehicles that use no gasoline and produce no pollution. Assuming competitive pricing and the availability of convenient fueling stations, if such cars were available today, would you definitely, probably, probably not or definitely not consider buying a hydrogen-fueled vehicle?"

Definitely	31%
Probably	47
Probably not	13
Definitely not	6
Unsure	3

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