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Americans agree global warming is a major threat to the world, and are ready to do something about it...

25,000 Citizens Tell Automakers Why They Want Efficient Vehicles

Takoma Park, MD – When was the last time Americans could agree on anything? A recent poll conducted for the Center for a New American Dream, found that nearly all Americans (94%) agree that global warming is a serious threat to our country and the world. More than half of Americans (56%) believe our dependence on oil is a problem and eight of ten (84%) believe automakers could do more to help reduce our dependence on oil.

With just four percent of the world's population, the United States consumes a quarter of its oil; U.S. passenger vehicles alone are responsible for one-tenth of global oil consumption. The United States spent \$250 billion on this oil habit last year alone. As a result we're less secure, more polluted, and more economically vulnerable. Rising fuel costs are another factor driving Americans to seek fuel-efficient hybrid vehicles. According to the poll, 67 percent of Americans say one of the best ways to cope with high gas prices is for more Americans to buy hybrid vehicles.

New American Dream created the Green Cars Today, Blue Skies Tomorrow campaign to encourage automakers to make a difference by viewing climate change and oil dependence as a serious problem – one they can help solve. The country is at a moment in history where Americans are grappling with the serious consequences of global climate change and Green Cars Today gives citizens a chance to tell automakers what is at stake.

“Existing technology such as fuel efficient hybrid engines could dramatically decrease our oil consumption — if only more automakers would grasp the urgency of the situation and incorporate efficient technology in many more vehicles,” said Monique Tilford, acting executive director for the Center for a New American Dream.

To ensure citizens' voices are heard, New American Dream presented the six major automakers with a scrapbook of personal messages from 25,000 Americans who care about the environmental and social costs of oil dependence. The scrapbook depicts the people, places, and things these Americans love most and whose futures are jeopardized by a "business as usual" approach to auto manufacturing.

To preview scrapbook, high resolution photos of deliveries to the automakers, and the full poll results please visit www.newdream.org or contact Sarah Roberts for photos and interview requests at 202-255-8332 or sarah@newdream.org.

The nationwide poll was conducted by Widmeyer Communications on behalf of the Center for a New American Dream, on June 20, 2006. This is a census-balanced and representative poll of 1,000 American adults, 18 years of age and older. The margin of error is 3.1%.

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Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture and promote positive changes in the way goods are produced and consumed. www.newdream.org

Statistic Highlights

- Nearly half of Americans (47%) would buy a car that gets better gas mileage to reduce the nation's dependency on oil.
- Sixty-six percent of Americans agree that they are supporting the nation when they buy more fuel-efficient cars.
- Seven of 10 (71%) are willing to take public transportation more often to reduce the price of gas.
- Seven of 10 (69%) of Americans believe it would be effective to drive less to reduce the price of gas.
- Nine of 10 (94%) of Americans believe the high price of gasoline is a serious problem.
- Over eighty percent (84%) of Americans believe the United States' dependence on oil is a serious problem.
- Over two-thirds (80%) of Americans agree that automakers could be doing more to reduce America's dependence on oil.
- Nine out of 10 (94%) of Americans agree that global warming is becoming a major threat to the United States and the world.
- In regards to tactics for reducing the price of gas, 84% of Americans think buying a hybrid helps.
- Five out of 10 (55%) of likely new car buyers who would purchase a hybrid would consider buying a Toyota Prius, while 49% would consider buying a Honda Accord.
- Six out of 10 (62%) of folks who are not likely to buy a hybrid, believe the high costs as being the lead reason as to why they would not buy one. 44% stated that difficulty in finding hybrids in their area as the prohibitive factor.

For the full poll results please visit www.newdream.org.