



Hill Research Consultants

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Memo

TO: Colorado Automobile Dealers Association
FROM: David B. Hill, Ph.D., Director
DATE: November 2, 2007
SUBJECT: Topline poll results

Hill Research Consultants has completed the statewide voter poll you commissioned. The telephone survey of 603 likely voters was conducted October 30—November 1 and the results have a margin of error of $\pm 4\%$.

The poll covered a wide range of topics related to air quality as well as environmental policies and regulations. Other questions focused on transportation policies and funding.

Here are some key findings of the poll:

- Air pollution is of interest to voters, but it is not a first-tier concern. Only 14% consider air pollution an “extremely serious problem” in Colorado today. Just 11% say that air pollution is a “very serious health threat” in their part of Colorado. Merely 7% believe that “improving air quality and reducing carbon emissions” should be state’s top priority, far behind the more salient issues of the economy (27%), taxes (21%), growth (16%), water (15%) or traffic (8%).
- While 59% of voters initially expressed support for Colorado adopting California’s stricter air quality and carbon emissions standards, that largely uninformed support plummeted to 39% after voters heard several pro and con arguments about such a shift in regulatory policy. In particular, voters are troubled by the potential loss of control over state rules. Almost 9-in-10 voters (86%) agree with the statement “Our environmental policies should be set in Colorado, not by an out-of-state government board that is unaccountable to the people of Colorado.”
- Voters were asked which method of adoption should be employed if efforts are made to take up California’s standards. Voters overwhelmingly prefer the ballot initiative (61%), a method that involves the electorate, over legislative adoption (23%) or an executive order by the Governor (11%).
- In order to encourage purchases of lower emissions vehicles, a majority of voters (58%) would support a waiver of the state sales tax for newly purchased cars and light trucks that receive a score of 6 or better on the EPA’s 10-point emissions scale.
- There is little support for a range of proposed revenue-raising measures for transportation funding. Voters are especially opposed to a gas tax hike (82% oppose), increased auto registration fees (68% oppose), or general sales tax increase (60% oppose).

A full and complete report of these results will be available in about a week. During this period when the final report is being prepared, feel free to call with any questions you may have about the results.