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## **Environmental Concerns and Attitudes Towards Tomorrow's Vehicles**

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### **Abstract**

Knowledge of consumers' attitudes towards environmental issues involving their future personal transportation can assist the automotive industry and the Greening of Industry (GIN) as they respond to new pressures for global sustainable development. Recent studies suggest that younger generations are significantly more aware and concerned about the environment than older ones. Yet, does this general environmental interest translate into differences in their feelings about their future vehicle needs or wants? Issues such as emissions, recyclability, government regulations, alternative power choices, etc. are believed to represent key consumer vehicle-related environmental issues. A recent Opinion Research® survey begins to address this issue by having queried vehicle owners about these aspects of their environmental concerns. Responses from individuals in each of 10 age groups (18-24 to 65-75 years old) were examined. Different response patterns emerged depending on age group, educational level, gender, and locale, confirming that the issue of environment related to personal transportation is complex. The findings from this group of 4000 current drivers revealed that age group is not an important indicator of overall environment concern for future vehicle considerations. Women expressed more overall concern than men. As with other environmental surveys, people with higher levels of education also showed greater concern. The overall regression model explained only 2.3% of the variance in overall vehicle-related environmentalism from demographic predictors. Further research expanding this model to include psychological constructs such as environmental motivation and reasoning is needed. Greening of Industry members can use the knowledge and insight gained from this project to guide their strategies on automotive environmental issues for a more sustainable future.