



## **VEHICLE EMISSION TESTING PROGRAM STUDY REVEALS INCREASE IN PERCEIVED ENVIRONMENTAL BENEFITS**

**ATLANTA** – November 2, 2010 – Results are in: Motorists remain very accepting of Georgia’s Vehicle Inspection and Maintenance (I/M) Program, and believe that vehicle testing is worthwhile overall. Not only does testing provide many environmental benefits including the program’s role in helping Atlanta meet federal air quality regulations, but it also helps to create cleaner air for metro Atlanta.

[Georgia’s Clean Air Force](#) (GCAF), which administers the vehicle I/M program, recently conducted the organization’s 14<sup>th</sup> annual emission testing program study, and survey results reveal that motorists are accepting and embracing the program’s mission of improving air quality in metro Atlanta and allowing us to all “breathe a little easier.” GCAF attributes this to its public awareness campaign about the program’s role in environmental and personal health.

Other key survey findings include:

- 91 percent of motorists are aware that keeping their vehicle properly maintained can increase the likelihood of passing the emission test.
- 87 percent of motorists – remaining steady from last year – say information on the emission testing program is easy to understand and convenient to obtain.
- Consistent with earlier studies, 68 percent of all respondents believe the program is worthwhile overall with the top reason being because it helps metro Atlanta’s air quality.
- Regarding the overall emission testing experience, motorists were most satisfied with the convenience of the emission testing location and the short testing time (8.8/10 and 8.7/10 respectively), both down slightly from 8.9/10 in 2009. Respondents also provided favorable marks for the testing personnel, time in line, hours of operation and overall test experience.
- Awareness that GCAF recommends testing early rose from 55 percent in 2009 to 63 percent currently.

“This year’s study results reveal that motorists are becoming more aware of the program’s mission -- to improve air quality in metro Atlanta. Motorists are also more aware that testing early provides ample time to identify and make necessary emission-related repairs before their renewal date” said Public Affairs Coordinator Vicky Giles – Georgia Environmental Protection Division. “These annual studies help us determine how Georgia’s Clean Air Force can better educate and serve metro Atlanta motorists as we all work to improve air quality.”

The survey is part of an annual quantitative study that tracks the awareness and attitudes of motorists regarding GCAF and its vehicle emission testing program. This past July, 300 online

surveys were administered to a random sample of motorists within the 13 metro Atlanta counties who are age 18 or older and who own a model year 1986-2007 gasoline-powered car or light-duty truck.

### **About Georgia's Clean Air Force**

Since 1996, Georgia's Clean Air Force, the state's Enhanced Vehicle Emission Inspection and Maintenance Program, has worked with Georgia's Environmental Protection Division to reduce harmful vehicle emissions. Georgia's Inspection and Maintenance Program has prevented thousands of tons of ozone-forming pollutants from entering the air we breathe by identifying and repairing nearly 2 million heavy-polluting vehicles. For more information, please visit [www.cleanairforce.com](http://www.cleanairforce.com) or call 800.449.2471.

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