

AMERICANS CONTINUE TO IDENTIFY FUEL ECONOMY AS AN IMPORTANT FACTOR WHEN CONSIDERING A VEHICLE PURCHASE OR LEASE

SURVEY HIGHLIGHTS:

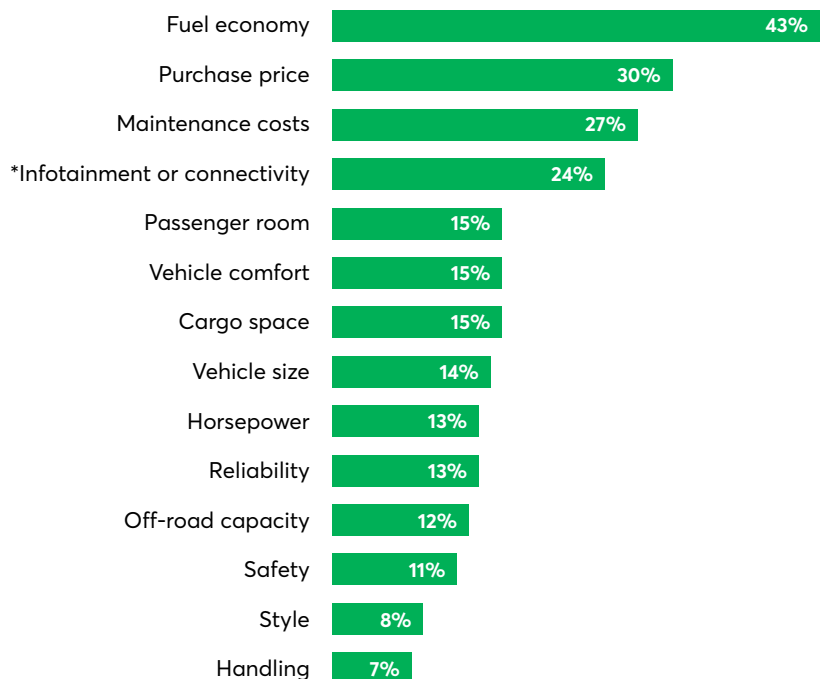
- Ninety-five percent of American drivers say fuel economy is at least somewhat important to them when considering what vehicle to purchase or lease, and seven in 10 (70%) say it is very important or extremely important.
- Most Americans (85%) agree or strongly agree that automakers should continue to improve fuel economy for all vehicle types, and almost as many (82%) agree or strongly agree that making larger vehicles more fuel efficient is important.

COST CONTINUES TO BE A DRIVING FACTOR FOR CONSUMERS

- Among the 98% of American drivers who say fuel economy is important to them "at all," the most common reason they cite is their interest in spending less on fuel or gasoline.
- Seventy percent of Americans say they would buy or lease a vehicle with a higher monthly payment if they would save enough at the pump to lower their total monthly expenses.
- When asked about the attributes of the vehicle they drive most often, drivers most commonly say fuel economy has room for improvement (43%), with purchase price a distant second (30%), and maintenance costs coming in third (27%).

Vehicle Drawbacks

Thinking about the vehicle you drive most often, which three attributes have the most room for improvement? Select up to three responses.



Source: CR nationally representative survey of 2,161 U.S. adults conducted September and October, 2022. This question was only shown to the 2,081 who drive. *Response abbreviated to fit.

CONSUMER ATTITUDES ABOUT AND KNOWLEDGE OF HYBRID VEHICLES

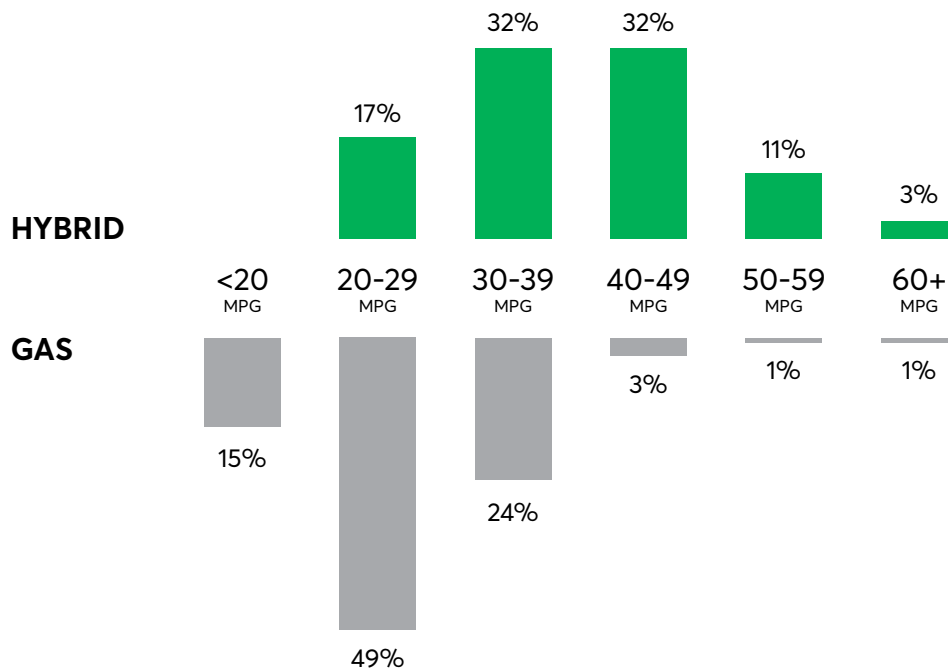
- Most Americans (86%) say it is true that hybrids are more fuel-efficient than non-hybrid gasoline vehicles of the same class.
- Two-thirds of Americans (67%) say it is true that hybrid vehicles generally have equivalent performance to gasoline-powered vehicles of the same class.
- Only one in three (33%) say it is true that hybrid vehicles are less reliable than non-hybrid vehicles.
- Eighty-five percent of people who say the vehicle they drive most often is some kind of hybrid say it is true that “most hybrid vehicles will pay for any additional purchase costs in fuel savings within a few years of ownership,” while only around two in three (68%) of people who drive non-hybrid gasoline vehicles say this is true.

REAL-WORLD FUEL ECONOMY FINDINGS

- When asked to estimate their vehicle’s MPG, 64% of gasoline-powered vehicle drivers say their vehicle gets less than 30 MPG, compared to only 17% of hybrid vehicle drivers.

Hybrid vs. Gas Mileage

On average, what is the MPG that you get with the vehicle you drive most often?



Source: CR nationally representative survey of 2,161 U.S. adults conducted September and October, 2022. This question was only shown to the 2,081 who drive. “Hybrid” includes both regular and plug-in hybrids. 6% of hybrid owners and 8% of gasoline owners responded “unsure.”

To learn more, check out the Consumer Reports [Guide to Fuel Economy](#).