

In 2023, Consumer Reports fielded [a nationally representative survey](#) of 9,030 U.S. adults to gauge their perspectives and concerns regarding the transportation sector’s impact on the environment and Americans’ willingness to make environmentally-friendly transportation choices. When it comes to Americans’ awareness and perspective on low carbon fuels (LCFs), key topline include:

- **25% of Americans** had heard of low carbon fuels in vehicles prior to taking the survey.
- **12% of Americans** had heard of sustainable aviation fuel prior to taking the survey.
- **63% of Americans** said they would be at least somewhat likely to use low carbon fuels in their personal vehicles if the price was the same as traditional fuel.

LOW CARBON FUELS IN PERSONAL VEHICLES

Among the Americans who said they would be at least somewhat likely to use LCFs in their own vehicle, the two most commonly selected factors that contributed to this willingness were beliefs that **low carbon fuels create less pollution than traditional fuels (64%)** and that **low carbon fuels have lower GHG emissions than traditional fuels (58%)**. One third of Americans say that they see **LCFs as a stepping stone between traditional fuels and going fully electric (33%)**.

- Among the concerns raised by Americans who said they would be unlikely to use LCFs instead of traditional gasoline, when asked why that was the case, the top two responses were concerns that LCFs could damage their vehicles (43%) and concerns that LCFs could negatively affect the performance of their vehicle (40%).
- Around 60% of Americans would at least somewhat support policies that would require clean fuel producers to invest in projects that serve low-income and disadvantaged communities. The impetus for these projects would be to rectify the disproportionate direct impact of vehicle emissions on these communities.



SUSTAINABLE AVIATION FUEL

When asked if they would choose a flight on a plane that uses sustainable aviation fuel, or SAF, if the cost of a ticket was the same as flying a plane that uses traditional fuel, 56% of Americans said they would be at least somewhat likely to choose the SAF alternative.

- Of the 20% of Americans who said they would be unlikely to fly on a plane that uses SAFs, the common responses among Americans when asked why not were related to safety or reliability, with **47% stating that they wouldn’t trust planes that fly on SAFs would be as safe**, and **45% stating that they wouldn’t trust the reliability of the service of planes that fly on SAFs given the new technology**.