

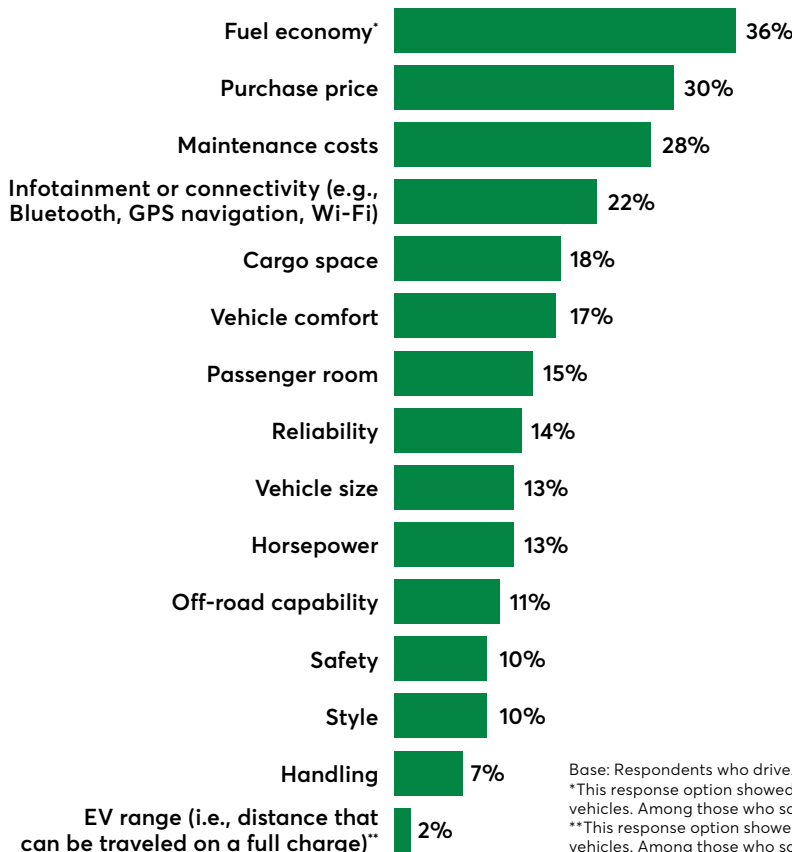
Americans have consistently identified fuel economy as an important factor when considering a vehicle purchase or lease and recent surveys suggest that is because it lowers the amount they have to spend on fuel. Most Americans want to see automakers continue to improve fuel economy for all vehicle types, but just a quarter believe automakers care about lowering fuel costs for their customers.

SURVEY HIGHLIGHTS

- Ninety-six percent of American drivers say fuel economy is at least somewhat important to them when considering what vehicle to purchase or lease, and two-thirds (66%) say it is very important or extremely important.
- Fuel economy has consistently been the #1 attribute consumers say has the most room for improvement on their vehicle. This result has been stable across 8 nationally representative surveys¹, over 9 years, while gas prices have varied from \$1.80 to \$3.80 per gallon.

¹See, e.g., CR's nationally representative 2022 Fuel Economy survey of 2,161 US adults*

Thinking about the vehicle you drive most often, which three attributes have the most room for improvement?



Base: Respondents who drive. Respondents could select up to three responses.
 *This response option showed to all drivers except those who most often drive fully electric vehicles. Among those who saw it, 37% selected it.
 **This response option showed to drivers who most often drive plug-in hybrid or fully electric vehicles. Among those who saw it, 66% selected it.

CONSUMERS WANT TO SPEND LESS ON FUEL

- Among the 99% of American drivers who say fuel economy is important to them at all, the two most common reasons they think it is important are decreasing spending on fuel or gasoline (60%) and protection against future gasoline price increases (32%).
- Two in three Americans (67%) say that they would buy or lease a vehicle with a higher monthly payment if they would save enough at the pump to make their total monthly expense lower.

CONSUMER ATTITUDES ABOUT CONTINUED IMPROVEMENTS TO VEHICLE EFFICIENCY AND SUPPORT FOR GOVERNMENT VEHICLE POLICIES THAT DRIVE IMPROVEMENTS

Percentage of Americans who agree with each of the following statements

● Strongly Agree ● Agree

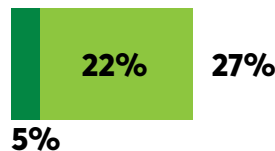
Automakers should continue to improve fuel economy for all vehicle types.



I expect each new generation of vehicles available on the market to be more fuel-efficient than the last.



Automakers care about lowering fuel costs for their customers.



Base: All respondents

- Strong majorities of both Republicans and Democrats agreed that automakers should continue to improve fuel economy across vehicle types; that they expect new generations of vehicles to be more fuel-efficient; and that automakers have a responsibility to consumers to improve gas mileage.
- Almost two-thirds of Americans (64%) agree that the U.S. government should continue to increase fuel-economy standards.
- Only 17% of Americans would oppose policies that require automakers to meet stricter, technology neutral, emissions standards by lowering the average emissions of the vehicles they sell.