
Alternative Fuel Tracker

April 2011

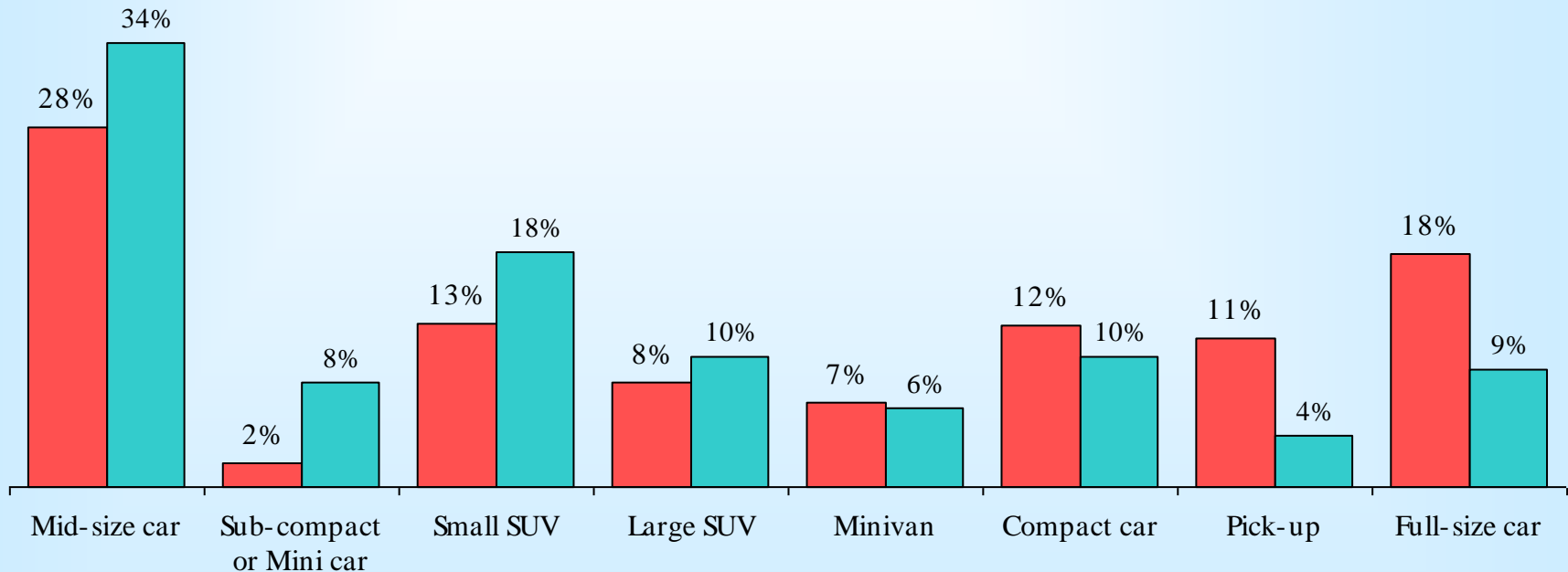
Methodology

- Random Digit Dial (RDD) Telephone Survey
- Conducted April 2011
- Sample size = 891 American drivers, age 18 or older
- Margin of error = +/- 3 percentage points

Vehicle Type: Own Vs. Intent

Base = All drivers: 891

■ Vehicle Owned ■ Vehicle Intended To Purchase

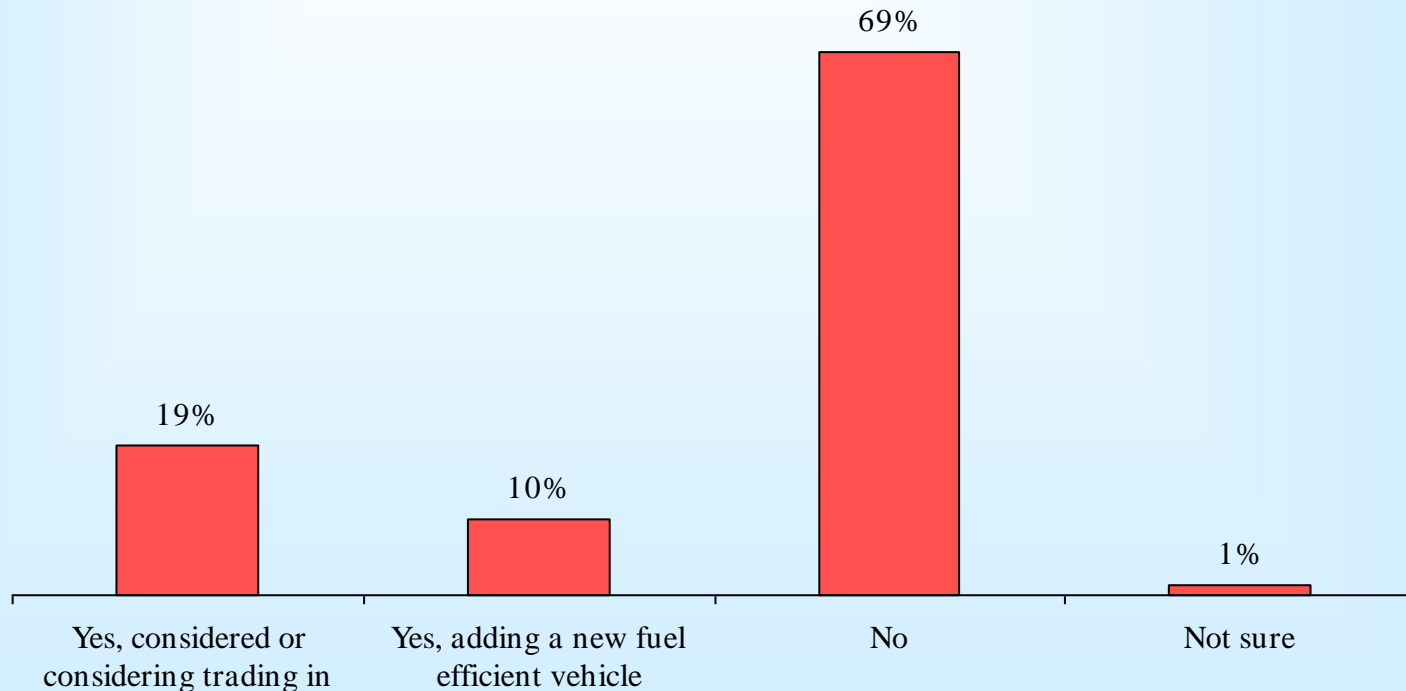


F3C. What is the type of your vehicle?

A3. What type of vehicle are you most likely to buy or lease?

Plans To Purchase A Fuel Efficient Vehicle

Base = All drivers: 891

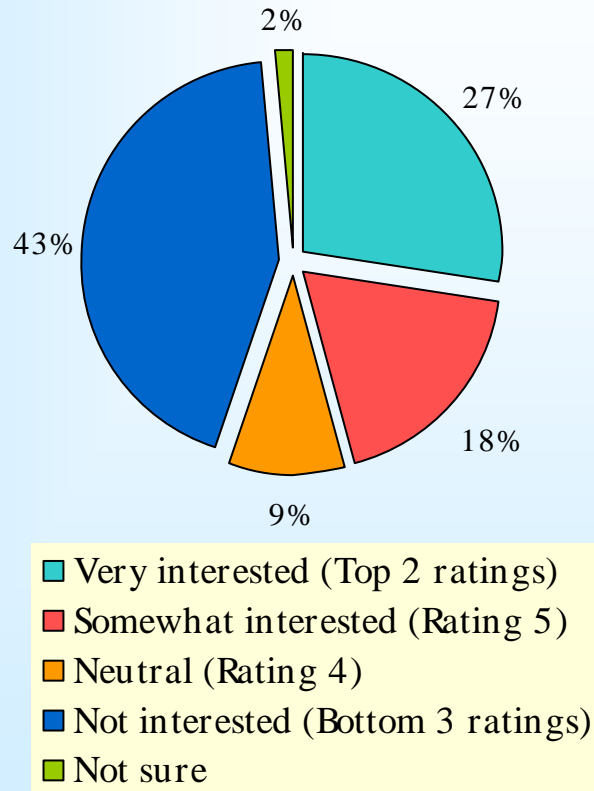


F7. Are you considering or have you considered trading in or selling your current vehicle and buying a smaller or more fuel efficient vehicle, or adding a new fuel efficient vehicle to what you already have?

Choices for Future Vehicles

Gas-Electric Hybrid Vehicle

Base = All drivers: 891



Rating	%
Rating 7 (Very interested)	15%
Rating 6	13%
Rating 5	18%
Rating 4	9%
Rating 3	6%
Rating 2	4%
Rating 1 (Not at all interested)	33%
Not sure	2%

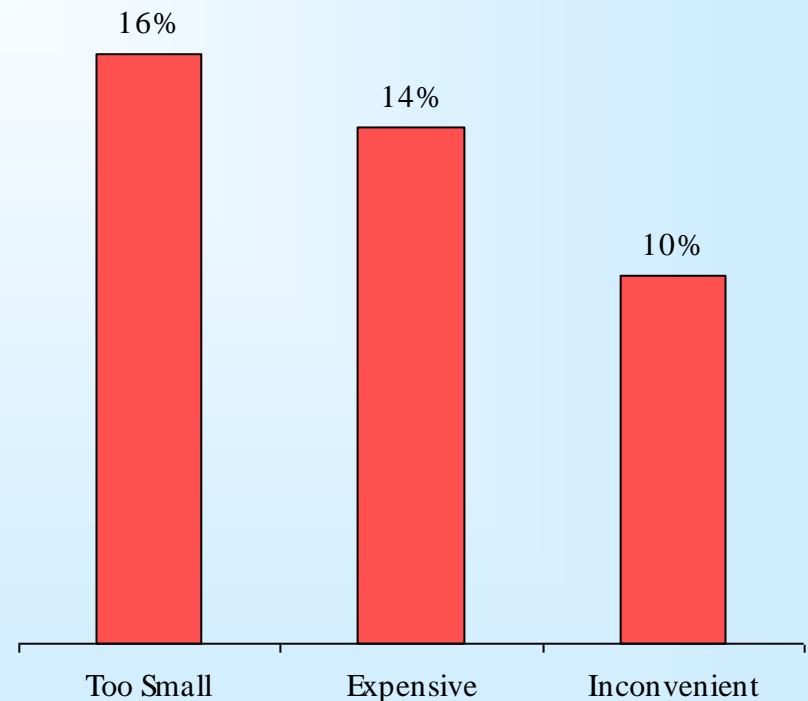
F8A. How interested would you be in purchasing a conventional gasoline-electric vehicle such as a Toyota Prius?

Why Not Considering A Hybrid

Top Three Reasons

Base = Drivers not considering a hybrid vehicle: 384

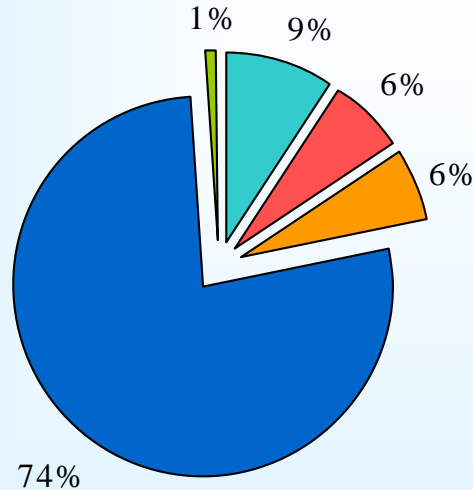
Reason	%
Too small	16%
Car is too expensive	14%
Inconvenient	10%



F8AX. What are your reasons for not considering a hybrid vehicle?

Diesel Vehicle

Base = All drivers: 891



- Very interested (Top 2 ratings)
- Somewhat interested (Rating 5)
- Neutral (Rating 4)
- Not at all interested (Bottom 3 ratings)
- Not sure

Rating	%
Rating 7 (Very interested)	6%
Rating 6	3%
Rating 5	6%
Rating 4	6%
Rating 3	7%
Rating 2	5%
Rating 1 (Not at all interested)	62%
Not sure	1%

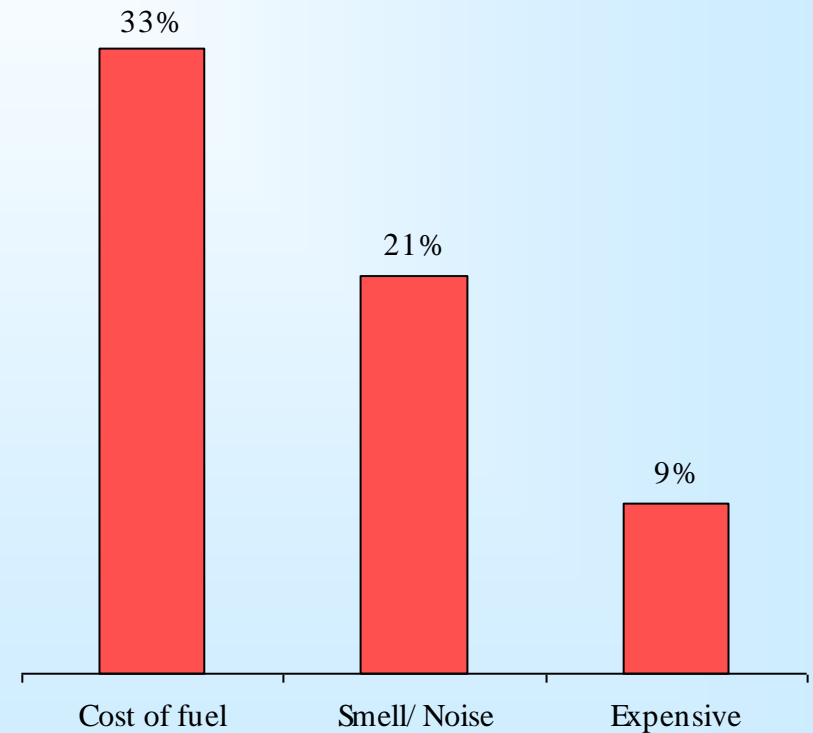
F8B. How interested would you be in purchasing a diesel vehicle?

Why Not Considering A Diesel

Top Three Reasons

Base = Drivers not considering a diesel vehicle: 669

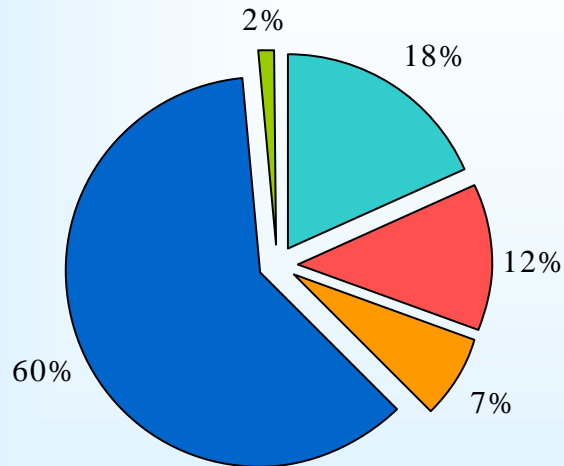
Reason	%
Cost of diesel fuel is high	33%
Smell/Noise of diesel fuel	21%
Expensive	9%



F8BX. What are your reasons for not considering a diesel vehicle?

Plug-In Hybrid Vehicle

Base = All drivers: 891



- Very interested (Top 2 ratings)
- Somewhat interested (Rating 5)
- Neutral (Rating 4)
- Not interested (Bottom 3 ratings)
- Not sure

Rating	%
Rating 7 (Very interested)	12%
Rating 6	6%
Rating 5	12%
Rating 4	7%
Rating 3	8%
Rating 2	5%
Rating 1 (Not at all interested)	47%
Not sure	2%

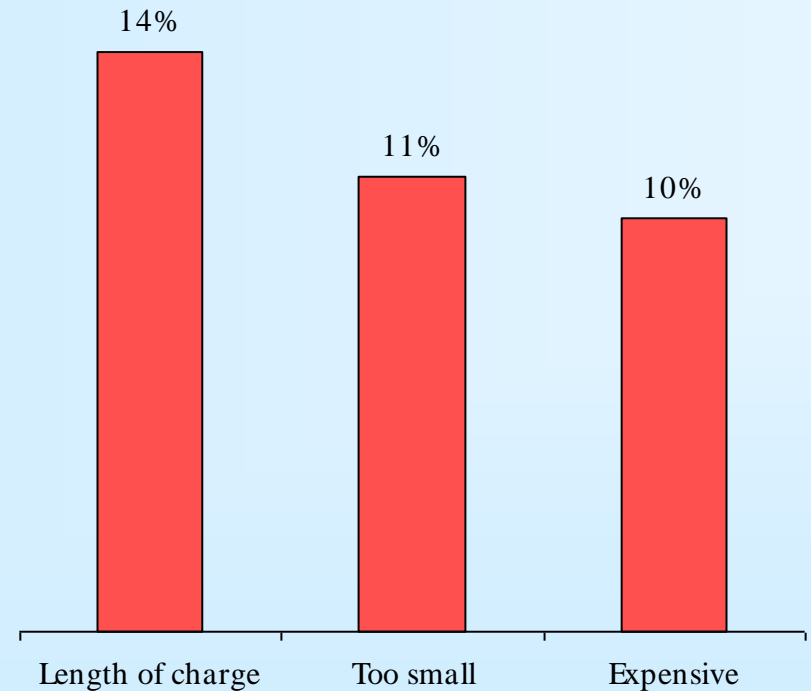
F8D. How interested would you be in purchasing plug-in hybrid vehicle such as a Chevy Volt, that could be plugged in at home for recharging?

Why Not Considering A Plug-In Hybrid

Top Three Reasons

Base = Drivers not considering
a plug-in hybrid: 533

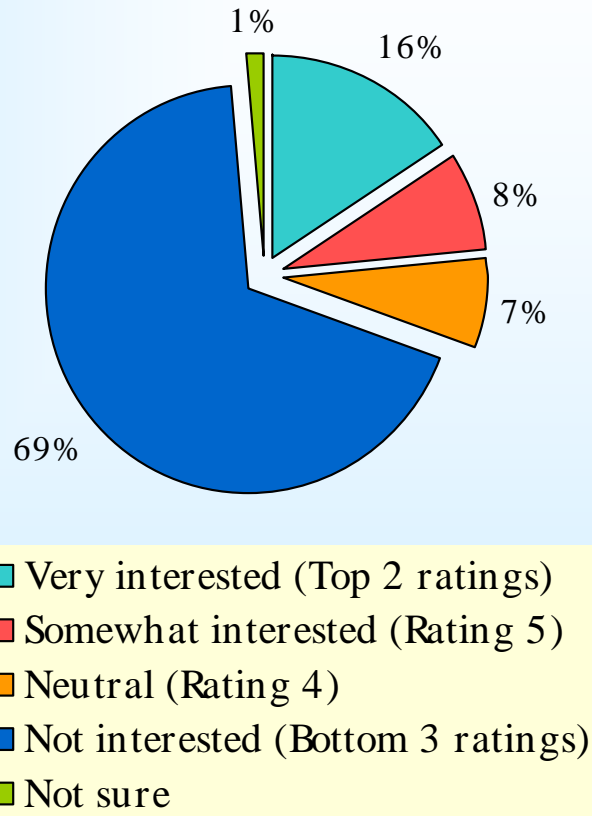
Reason	%
Length of charge/Driving range limited	14%
Too small	11%
Expensive	10%



F8DX. What are your reasons for not considering a plug-in hybrid vehicle?

Pure Electric Vehicle

Base = All drivers: 891



Rating	%
Rating 7 (Very interested)	12%
Rating 6	4%
Rating 5	8%
Rating 4	7%
Rating 3	7%
Rating 2	7%
Rating 1 (Not at all interested)	55%
Not sure	1%

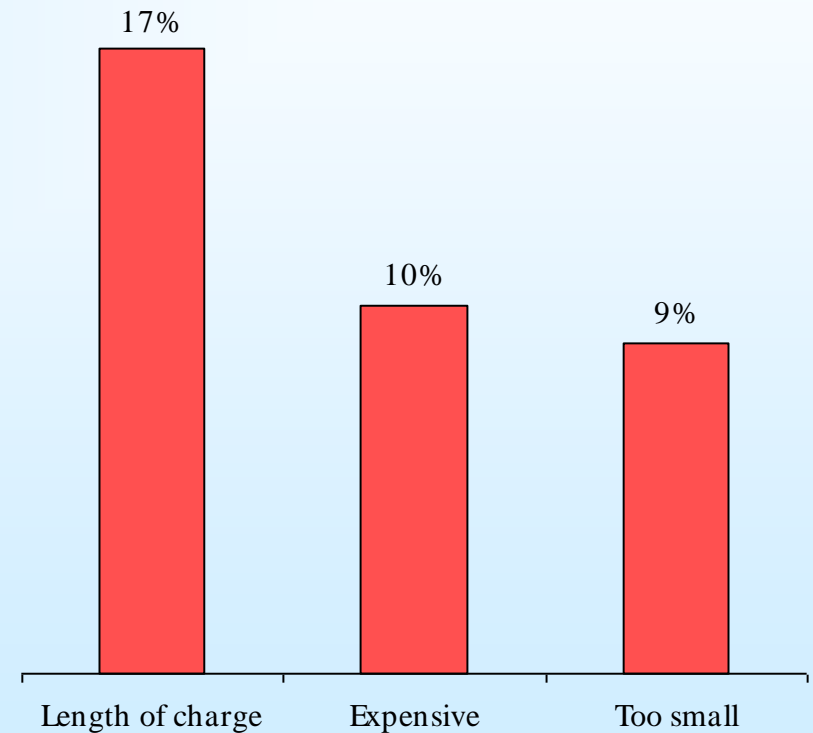
F8E. How interested would you be in purchasing an entirely electric-powered vehicle such as a Nissan Leaf, which must be plugged in at home for recharging?

Why Not Considering An Electric

Top Three Reasons

Base = Drivers not considering a pure electric powered vehicle: 603

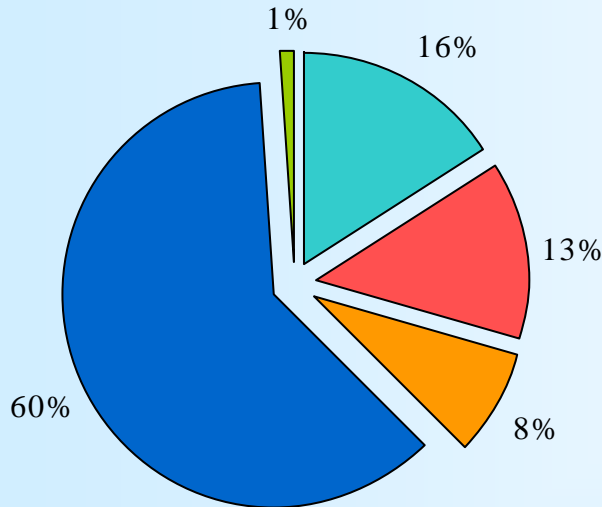
Reason	%
Length of charge/Driving range limited	17%
Car is too expensive	10%
Too small	9%



F8EX. What are your reasons for not considering a pure electric powered vehicle?

Vehicle Smaller Than Current Vehicle

Base = All drivers: 891



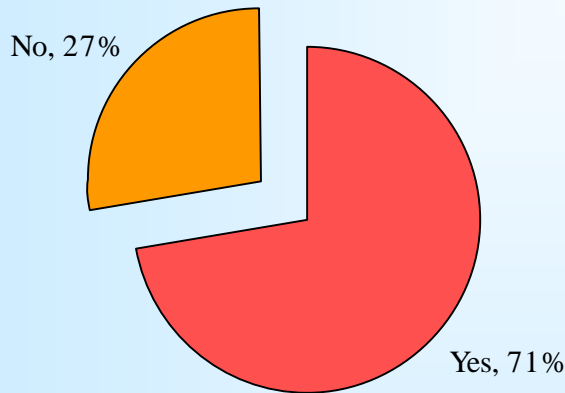
- Very interested (Top 2 ratings)
- Somewhat interested (Ratings 5)
- Neutral (Rating 4)
- Not interested (Bottom 3 ratings)
- Not sure

Rating	%
Rating 7 (Very interested)	9%
Rating 6	7%
Rating 5	13%
Rating 4	8%
Rating 3	8%
Rating 2	6%
Rating 1 (Not at all interested)	46%
Not sure	1%

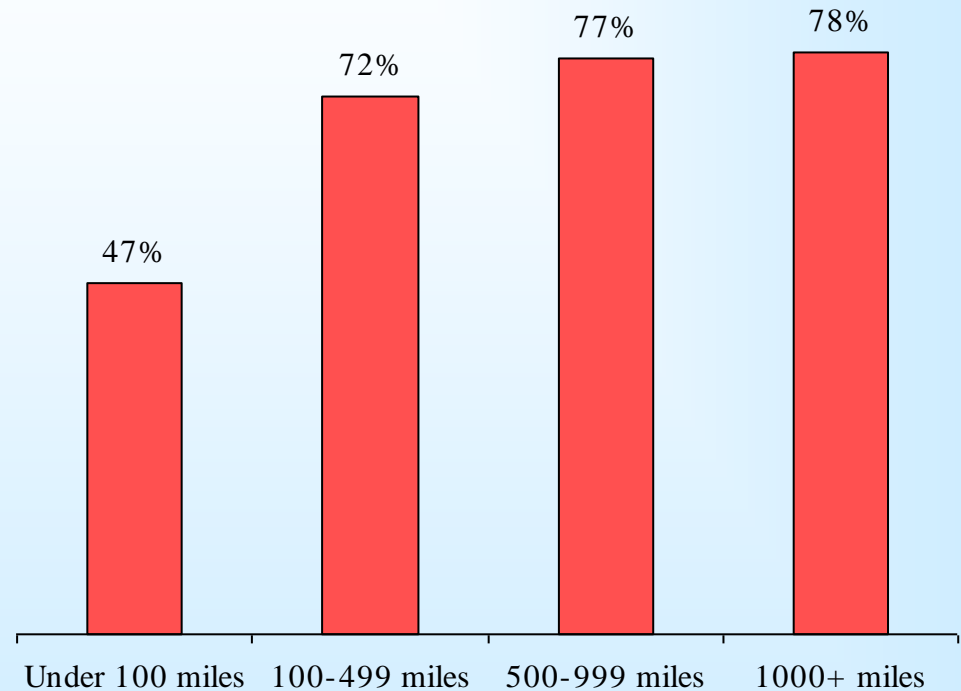
F8C. How interested would you be in purchasing a vehicle smaller than your current vehicle?

Awareness Of Natural Gas Vehicles

Base = All drivers: 891



Overall

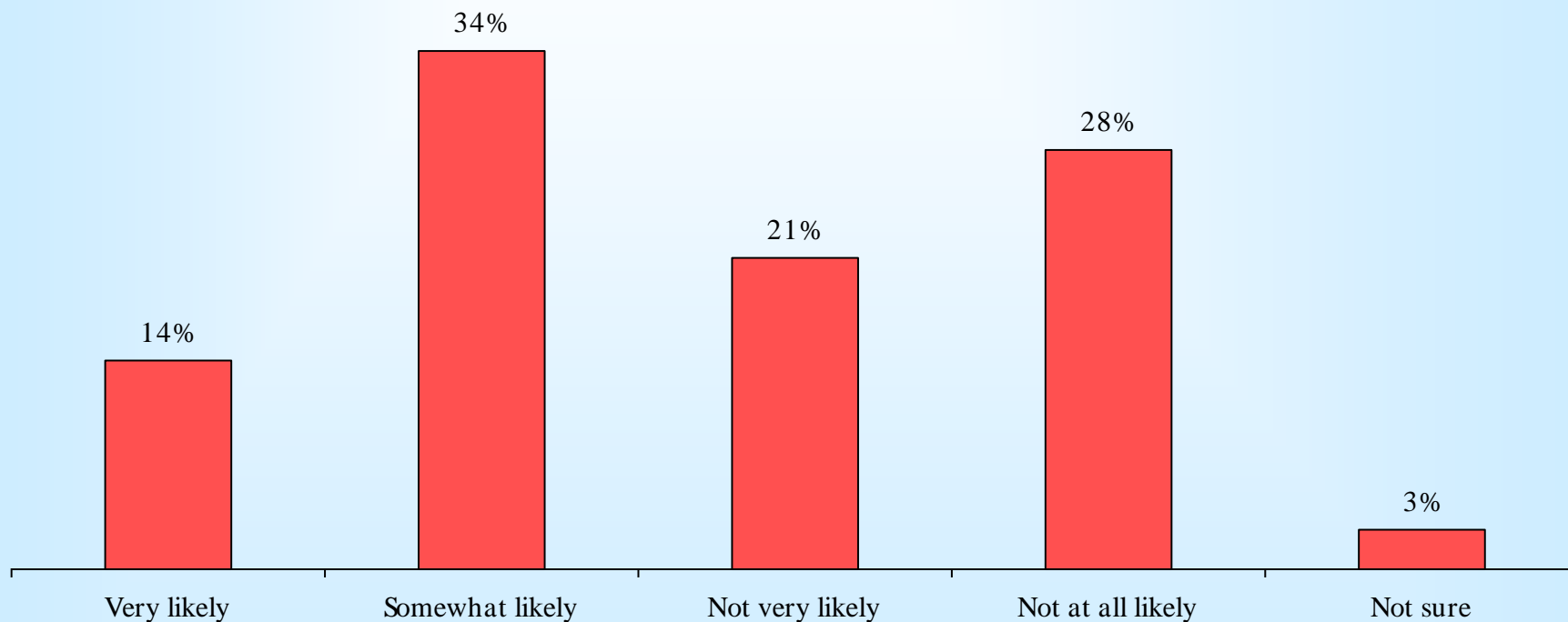


Awareness Based On Driving Distance

F9. Are you aware that manufacturers can build cars which can run on natural gas?

Interest In Natural Gas Vehicles

Base = Drivers aware of natural gas cars: 632



F9X. How likely would you be to consider a car such as a Honda Civic GX, which runs on natural gas?

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