



WSJ Eco:nomics poll fast facts on American attitudes toward hybrid cars

Washington, D.C., February 23, 2009 – According to an exclusive poll conducted for the Wall Street Journal’s Eco:nomics 2009 conference by Penn, Schoen & Berland Associates, Americans are interested in purchasing fuel efficient vehicles, even in these tough economic times. However, they are misinformed about the prevalence and cost of various kinds of fuel efficient vehicles, wildly overestimating their real cost.

Costs of electric cars are expected to be higher than diesel engine and hybrid vehicles – 1 in 4 expect these cars to cost 50% or more than traditional gas engine cars. For each type of car probed, ~1 in 10 or fewer say each type costs the same or less as regular gasoline engine vehicles.

How much <u>more</u> do each of the following types of vehicles cost compared to a regular gasoline engine vehicle? AMONG ALL	Up to 19% more	20-49% more	50% or more	Costs the same	Costs less
Hybrid vehicle	16	37	20	3	9

**Percent choosing “Don’t know” not shown*

Specific to hybrid cars, Americans estimate these cars cost approximately \$34k. This is about 13% higher than the actual median price of hybrid cars, which range from \$22,000 for a base model Toyota Prius to \$43,000 for a base model Lexus RX 400h. Interestingly, women show a larger disparity in their perceptions than men of how much these cars costs – women are likely to estimate costs at \$14K higher than men.

If you had to guess, how much does a hybrid vehicle cost? Please specify in US dollars. OPEN END NUMERIC	All
Average USD Value	\$34,530

Looking at their driveways, 71% of Americans want manufacturers to focus on developing fuel efficient vehicles over the next five years.

Thinking about the next 5 years, which is closer to your view? The automotive industry should focus on development towards ...	All
More fuel efficient vehicles	71
Less expensive vehicles	21
Making no changes	4
Don’t know	3

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Methodology: Penn, Schoen & Berland Associates (PSB) conducted 1002 internet interviews with US general population aged 18 and over from February 18-19, 2009. Overall, the margin of error is +/- 3.1%.

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