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4. Title and Subtitle What do Current Owners of Hybrids and Non-Hybrids Think about Hybrids?				5. Report Date October 2014	
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16. Abstract <p>This survey examined the views of U.S. motorists concerning hybrid vehicles, both in terms of their current vehicles and future vehicles. The survey yielded completed responses from 1,002 owners of a hybrid and 1,038 owners of a non-hybrid.</p> <p>The main findings related to current owners of a hybrid are as follows:</p> <ul style="list-style-type: none">- The main reason given for owning a hybrid is the environmental impact; females are more concerned than males about this aspect of hybrid ownership.- Only a small percentage of respondents report any hybrid-specific problems.- About 4/5 intend to buy a hybrid again for their next vehicle; about 1/3 of them intend to buy a plug-in hybrid.- Out of those that do not intend to buy a hybrid for their next vehicle, about 1/6 are planning to get an electric vehicle. <p>The main findings related to current owners of a non-hybrid are as follows:</p> <ul style="list-style-type: none">- The most frequent reasons given for not getting a hybrid as the current vehicle are not considering hybrids at all and the initial cost.- About 1/3 of respondents intend to buy a hybrid for their next vehicle. <p>In looking ahead to the future, this report also contains a table that summarizes 14 aspects of 12 different fuel sources (including hydrogen) that will likely influence driver acceptance.</p>					
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