The Flux Report™

Upward trend in the importance of Fuel Efficiency to consumers purchasing motor vehicles

Top 5 Consumer Concerns about Fuel Efficient Vehicles
1. Operating costs vs. Purchase price
2. Safety
3. City vs. Highway MPG
4. Power
5. Passenger capacity

Relative Search Volume for Fuel Efficiency vs. Vehicle Safety vs. Quality Auto

Top Related Search Terms For “Fuel Efficient”
across administration advances air amount announce applications arch auto automobile bbc biggest board broadcast brought bruce building buy buying california can-pool center china clean collective comparable confess confession credits dealers design driveclean electric energy-efficient exhibits fossil gov green guide hybrid news pool power race save technological today vehicle wanted will

Source: Consumer Federation of America, Wikipedia
Source: Google
Source: Opinion Research Corporation International for NREL, J.D. Power

*1980 - gasoline prices topped $1.00 ($2.74 adjusted for inflation)
*2004 - gasoline prices topped $2.00 ($2.39 adjusted for inflation)
*2008 - gasoline prices topped $4.00 ($4.20 adjusted for inflation)

Source: Google