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16. Abstract <p>This report focuses on consumer preferences related to vehicle purchasing decisions and vehicle utility. It documents the results of a survey that was conducted to gain an understanding of the overall importance of vehicle classes, consumer preferences, typical light-truck usage, the need or desire for light-truck utility, and willingness to consider other vehicle types (or classes) different from respondents' currently owned vehicles. Of special interest are the factors that consumers consider to be disadvantages and which could dissuade them from considering other vehicle types or classes when making a purchasing decision. In addition to investigating different vehicle classes, the survey also examined consumer views related to alternative fuels or powertrains for vehicles both within and outside of the respondents' specific type or class of vehicle.</p> <p>The main findings are as follows:</p> <ul style="list-style-type: none">• The main usage for light trucks tended to be for general transportation and commuting.• The primary reason for owning a light truck was for the overall increase in utility over passenger cars; the primary reasons for not owning a light truck and only owning passenger cars related to costs savings relative to light trucks.• Light-truck owners and passenger-car owners both listed small (or smaller) light trucks as the vehicle type they were most likely to consider over their current vehicle.• More than one third of both light-truck owners and passenger-car owners said that they would not consider another vehicle type or class other than their current vehicle. <p>The report also discusses perceived disadvantages of each vehicle type or class, and consumers' willingness to consider vehicles using alternative fuels or powertrains for each vehicle class (including hybrids and all-electric vehicles).</p>					
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