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| Feature | Description |
| Price | The **final price paid** for the vehicle in dollars, including all taxes and fees. |
| Brand | The **home country of the vehicle manufacturer**. For example, Toyota would be “Japanese” and Ford would be “American.” |
| Vehicle Type | |  |  |  | | --- | --- | --- | | Type | Fuel | Description | | Conventional: | MACBOOK HD:Users:jhelvy:Dropbox:Research:Conjoint:graphics:Range-drive train:USA:originals:gas.jpg  Gasoline | - Has a gasoline engine only  - Must be filled at service stations. | | Hybrid: | MACBOOK HD:Users:jhelvy:Dropbox:Research:Conjoint:graphics:Range-drive train:USA:originals:gas.jpg  Gasoline | - Combines a gasoline engine with an electric motor powered by a set of batteries, which  are recharged when the gasoline engine is running.  - Must be filled at fueling stations. | | Plug-In Hybrid: | MACBOOK HD:Users:jhelvy:Dropbox:Research:Conjoint:graphics:Range-drive train:USA:originals:gas.jpg **MACBOOK HD:Users:jhelvy:Dropbox:Research:Conjoint:graphics:Range-drive train:USA:originals:plug.png**Gasoline & Electricity | - Like a hybrid, but can be plugged-in to an electrical outlet to charge the battery.  - Runs on electricity for a short range, then switches to gasoline for longer trips  - Must be filled at fueling stations. | | Electric: | **MACBOOK HD:Users:jhelvy:Dropbox:Research:Conjoint:graphics:Range-drive train:USA:originals:plug.png**Electricity | - Has an electric motor only  - Must be plugged into an electrical outlet to be refueled (takes 6 – 10 hours to fully charge). | |
| Fast Charging Capability | Some electric vehicles have the ability to “fast charge” at special commercial charging stations. If this feature is available, the vehicle could fully charge 10 – 20 minutes. |
| Fuel Cost | **Cost per mile driven,** in dollars. The equivalent fuel efficiency in miles per gallon (MPG) of a conventional gasoline vehicle that would have this cost is displayed in parenthesis. For example, the equivalent efficiency of $0.10/mile is 34 MPG.  (*Assumes gasoline costs $3.70/gallon and electricity costs $0.11/kWh).* |
| Acceleration | Acceleration **time** **to go** **from 0 to 60 mph**, such as when entering a highway or interstate. |