Part B of Supporting Statement

1) Introduction to Part B
For reasons explained in Part A, EPA will conduct focus groups to assess consumer behavior and attitudes towards fuel economy and EPA's fuel economy label and to better understand how to improve the fuel economy label to make it most compelling and useful to consumers.

2) Sections 1 and 2: Survey Objectives, Key Variables, and Survey Design
Survey Objectives: Focus groups have several fundamental objectives:
- Understand the vehicle buying process, the role of fuel economy information in that process and how to elevate its use in the purchase process
- Understand consumer comprehension and reactions regarding different liquid fuel metrics (i.e., economy vs. consumption)
- Understand consumer comprehension and reactions regarding different fuel cost metrics
- Understand consumer comprehension and reactions regarding environmental performance metrics
- Understand and identify the most compelling ways to visually portray information on the fuel economy label

Key Variables: N/A
Survey Design: Drafts of the pre-focus group online survey and the phase 1 focus group moderator guide are attached.

3) Sections 3 - 5:
Pretests: The contractor performing the surveys will appropriately pre-test the surveys using employees of the contractor firm that are not associated in any way with the project.
Pilot Tests: N/A
Collection Methods: Focus Groups, Internet surveys for focus group participants.
Focus group results will be qualitatively analyzed. Group reactions will be noted and compared. Common comments about specific aspects of the label content and designs will be noted. Any common preferences expressed will be noted. Focus group participants will be selected from the American List Counsel Milestone Automobile Ownership Register. Participants will be screened to exclude employees of automotive, advertising, marketing, or market research firms.
Participants will be selected among recent (last 12 months) car buyers, and screened to ensure a diversity of vehicle types and prices, age, educational background, and race/ethnicity.