Introduction

Thank you very much for agreeing to participate in one of our focus groups. As a person who recently purchased a new vehicle, your opinions are very important to us. This brief survey will allow you to share some of your opinions before the focus groups and allow us to use our time together most productively. All your responses will be completely confidential and will only be reported in combination with those of other focus group participants.

The survey will take about 12 to 15 minutes of your time and is best viewed by maximizing your computer screen. Please be sure to scroll down to the bottom of each page and click the "Next" button to proceed. The bar at the bottom of each page tells you how much of the survey you have completed. The survey is programmed so that if you need to stop and complete it at a later time you will be brought back to where you left off. Please click "Done" at the end of the survey so that your answers will be saved in our database. Once you have clicked "Done", you will not be able to make any changes.

Please complete the survey at least 2 days before your scheduled focus group. Thank you for sharing your opinions and we look forward to meeting you in person!

Focus Group Information

* 1. Please indicate your full name here

Focus Group Information

* 2. Please indicate the focus group you will be attending.
Figattle - 3/8 (6:30 pm - 8:30 pm)
ြုန် ejattle – 3/9 (6:30 pm - 8:30 pm)
្រាក្រវarlotte – 2/25 (6:00 pm - 8:00 pm)
្រាក្រាំarlotte – 2/25 (8:15 pm - 10:15 pm)
ြူ (Chjicago – 3/4 (6:00 pm - 8:00 pm)
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Vehicle Information
In this section we are interested in the type of new vehicle you purchased most recently during the last 12 months.
3. How often do you typically purchase a new vehicle?
Fyery year
Fyery 2 years
Fyery 3 years
Fyery 4 years
Fyery 5 years
Longer than every 5 years
Valida Information
Vehicle Information

4. When did you purchase your most recent new vehicle?
Lajst 3 months
More than 6 months
5. What is the type of new vehicle you purchased most recently? (For example - Ford Explorer.)
Make Model
6. How many city and highway miles does this vehicle get per gallon?
City Highway
7. In a typical week, how many days is your new vehicle driven?
$\bigcap_{i} p_{i}$
$\bigcap_{i} \mathbb{F}_{i}$
$\bigcap_{i} F^{i} j$
\bigcap $ \mathbf{f} $
O\F j
$\bigcap_{i} F_i _{i}$
On F j

8. In a typical week, for what trip purposes do you use your new vehicle? (check all that apply)
Travel to or from work
Travel to or from school
Errands/shopping
≥ Non-commute work-related travel
Recreational or entertainment activities
Visit family or friends
Medical appointments
Other
Vehicle Information
9. Are you the principal driver of this vehicle?
○ N'éjs
Vehicle Information
10. About how many miles per year is this vehicle driven?
\bigcap_{\parallel} $\mathbb{P}^2_{\mathbb{P}^3}$,001-15,000 miles
More than 20,000 miles

Process of Selecting Vehicle
Here we're interested in the process you used to choose your most recent new vehicle.
11. Thinking about the vehicle you purchased new most recently, briefly describe the method that you used to decide which vehicle to buy?
Process of Selecting Vehicle

Safety Oli		1 - not important at all	2	3	4	5	6	7	8	9	10 - very important
Warranty Olj	Safety		Onlkj	Oılkj	Onlkj	Oikj	Oikj	Oılkj	Onlkj	Oılkj	Oik
Brand name Olj	Gas mileage / Fuel economy	Ol j	On j	On j	On j	On j	Onl j	On j	Onl j	Onl j	Oil
Features (such as stereo, GPS) Oli	Warranty	Olkj	Oikj	Oikj	Oikj	Onlkj	Onlkj	Oikj	Onlkj	Oikj	Oilk
Emissions Oli joli joli joli joli joli joli joli jo	Brand name	Ol j	On j	On j	On j	On j	Onl j	Onl j	Onl j	Onl j	On I
Size / Interior volume Oligoria Oligori	Features (such as stereo, GPS)	Olkj	Oikj	Oikj	Oikj	Onlkj	Onlkj	Oikj	Onlkj	Oikj	Oik
Performance / Handling / Power Seating capacity Comfortable to drive Towing capacity Price / Affordability Interior and exterior appearance Other (specify below) I j Ol j O	Emissions	Ol j	On j	On j	On j	On j	Onl j	On j	Onl j	Onl j	On I
Seating capacity Comfortable to drive Towing capacity Reliability/repair costs Price / Affordability Interior and exterior appearance Other (specify below) If you chose 'other' above, please specify	Size / Interior volume	Olkj	Oikj	Oikj	Oikj	Onlkj	Onlkj	Oikj	Onlkj	Oikj	Oik
Comfortable to drive Olij Olij Olij Olij Olij Olij Olij Olij	Performance / Handling / Power	O1 j	On j	Oıl j	On j	On j	Onl j	On j	Onl j	Oil j	On .
Towing capacity Reliability/repair costs Oli	Seating capacity	Olkj	Oikj	Oikj	Oikj	Onlkj	Onlkj	Oikj	Onlkj	Oikj	Oik
Reliability/repair costs Oli j Oli	Comfortable to drive	On j	On j	On j	On j	On j	Onl j	Onl j	Onl j	On j	On I
Price / Affordability Olivia	Towing capacity	Olkj	Oikj	Oikj	Oikj	Onlkj	Onlkj	Onlkj	Onlkj	Oikj	Oik
Interior and exterior appearance Only Only Only Only Only Only Only Only	Reliability/repair costs	On j	On j	On j	On j	On j	Onl j	On j	Onl j	Oil j	On I
Other (specify below)	Price / Affordability	Olkj	Oikj	Oikj	Oikj	Onlkj	Onlkj	Onlkj	Onlkj	Oikj	Oik
If you chose 'other' above, please specify	Interior and exterior appearance	Oıl j	On j	On j	On j	On j	Onl j	Onl j	Onl j	Onl j	On I
If you chose 'other' above, please specify	Other (specify below)	Olkj	Oikj	Oikj	Oikj	Onlkj	Onlkj	Onlkj	Onlkj	Oikj	Oik
ocess of Selecting Vehicle	If you chose 'other' above, please specify										
ocess of Selecting Vehicle											
cess of Selecting Venicle	sees of Solosting Vokisla		-	-	-	-	-	-	-	-	-
	ocess of Selecting Venicion										

13. Did you have a specific type of vehicle in m	nind when you first started looking for a new vehicle?
O ₁ N ¹ 9	
○ N'ejs	
Dipon't know	
Process of Selecting Vehicle	
14. Which types of vehicles did you seriously c	onsider when you first started looking for a new vehicle
(Check all that apply.)	
⊆Sports car	Sport utility vehicle (SUV)
S∉bcompact car	Crossover
Compact car	Fickup truck
Midsize car	Minivan
Large car	Fख़ll-size van
Station wagon	Other Other
Process of Selecting Vehicle	
15. Was this the same type of vehicle you ende	ed up purchasing?
O₁P¹ġ	
○ N'as	
16. If no, why not?	
Process of Selecting Vehicle	

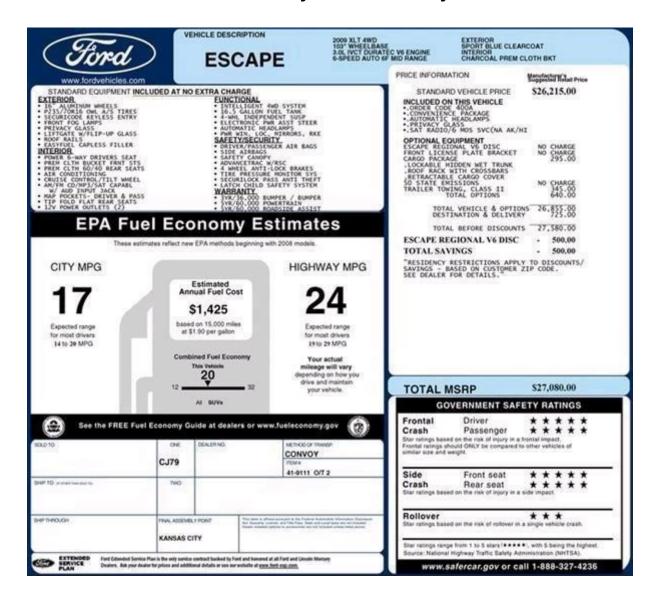
17. How many vehicles did you compare before making your decision?
Only ast considered 1 make and model
$\bigcap_{i} F_i$
$\bigcap_{i} F_i$
$\bigcup_{i} k_i$
F or more
One in more
Process of Selecting Vehicle
18. Please list the vehicles you did consider before making your final purchase decision? (For example Honda Accord.)
2.
3.
4.
5.
Process of Selecting Vehicle
19. What or who did you rely on the most when deciding which vehicle to purchase?
Role of Fuel Economy in Vehicle Purchase
Now we're interested in how you thought about fuel economy when you shopped for your most recently purchased new vehicle.

R	ole of Fuel Econor	ny in Vehi	icle Pur	chase							
	20. On a scale of 1 consideration was	_		-				ery impo	ortant', l	how im	portant a
		1 = Not important at all	2	3	4	5	6	7	8	9	10 = Very important
	Level of importance	Oikj	Oilkj	Olkj	Otkj	Olkj	Olkj	Onlkj	Olkj	Olkj	Olkj
R	ole of Fuel Econor	ny in Vehi	icle Pur	chase							
	21. Before buying peconomy/fuel cons	=	recent n	ew vehi	cle, did	you sear	ch for in	formatio	on about	t fuel	
R	ole of Fuel Econor	ny in Veh	icle Pur	chase							

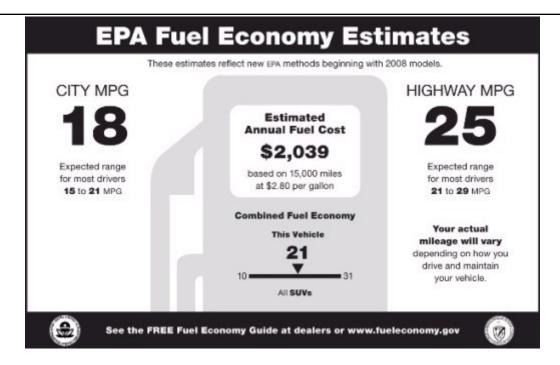
nsumption? (please check all that
ites
n vehicles
Car & Driver, Road & Track, Motor Trend)
fy where.
ation?
rusted source of information for fue

	26. If yes, why?
	27. If no, why not?
	$\overline{\mathbf{v}}$
U:	se of Fuel Economy Label
We	are interested in your thoughts about the fuel economy label as a source of information.
	28. Do you remember seeing the fuel economy label on vehicle windows when shopping for your most recent new vehicle ?
	Pán't know
U:	se of Fuel Economy Label

This is where the fuel economy label is usually found.



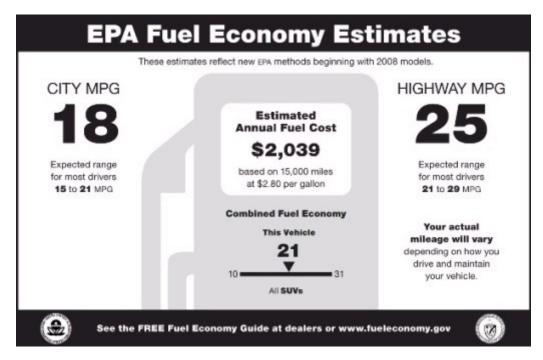
	29. Do you remem	ber seeing	it?								
	119										
	\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \										
	Pợn't know										
U	se of Fuel Econon	ny Label									
	30. On a scale of 1 the fuel economy			_						_	
		1 = Not important at	2	3	4	5	6	7	8	q	10 = Very important
	Level of importance	all Olikj	Oikj	Olkj	Oikj	Oikj	Oikj	Oikj	Oikj	Oikj	Onlkj
U	se of Fuel Econon	ny Label									



31. Thinking about the information shown on the label, please rate each piece of information in regard to how helpful it was to you in choosing your vehicle. (Please use a scale of 1 to 10, with 1 being 'not helpful at all' and 10 being 'very helpful'.)

	1 - not									10 -
	helpful	2	3	4	5	6	7	8	9	very
	at all									helpful
City mpg	Onlk	O nk	O hlk	\bigcirc 1	k O n	k O nl	k O nl	k O il		lk ⊘ il j
Expected range for most drivers in regard to highway mpg	On §	O nI	∑ hI	$\bigcap 1$	\bigcap 1	\bigcap 1	hI	\bigcap 1	\bigcap	I ∭al j
Expected range for most drivers in regard to city mpg	Onlk)	O nlk	O nle			k O nl	k On I	k O nl		Ik O n j
Statement 'Your actual mileage will vary depending on how you drive and maintain your vehicle'	On §	∫ hI	_nI	$\int \!$	\bigcap	\bigcap 1	hI	\bigcap 1	\bigcap	I ∭al j
Reference to the 'Free Fuel Economy Guide at dealers or www.fueleconomy.gov'	Onlks	O nlk		\bigcap 1	k O nl	k O nl	k O nl	k O n		Ik O n j
Highway mpg	On §	∑ hI	\bigcap h	\bigcap 1	\bigcap 1	\bigcap 1) Dil		\bigcap	I ∭ıl j
Estimated annual fuel cost	Onlk)	O nlk		\bigcap 1		k O nl	k O nl	k O nl		lk O al j
Combined fuel economy comparison to other vehicles in the vehicle class		∫ hl	∑ hl) I	<u>O</u> nl) I	<u>O</u> nl) I	\bigcirc	I Ohlj

Use of Fuel Economy Label

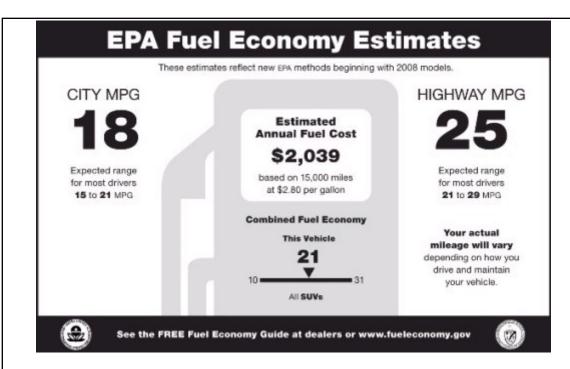


32. Is there anything on the fuel economy label that is hard to understand or that could be improved?



n N'es

Use of Fuel Economy Label



33. What is hard to understand or what could be improved?



Environmental Issues

34. Please rate each of the following environmental concerns on a scale of 1 to 10 (with 1 being "not	а
concern at all' and 10 being a 'serious concern'.)	

	1 - not a concern at all	2	3	4	5	6	7	8	9	10 - serious concern
Greenhouse gases	Onlkj	Onlkj	Oikj	Oikj	Oilkj	Oilkj	Onlkj	Onlkj	Oikj	Olkj
Smog	Onl j	O₁I j	O₁I j	O₁I j	O₁I j	O₁I j	Onl j	Onl j	O₁I j	Oil j
Burning coal for electricity	Onlkj	Onlkj	Oikj	Oikj	Onlkj	Onlkj	Onlkj	Onlkj	Onlkj	Oikj
Carbon Dioxide (CO2)	Onl j	Onl j	O₁I j	Onl j	O₁I j	Onl j	Onl j	Onl j	O₁I j	O₁I j
Toxic exhaust emissions	Onlkj	Onlkj	Oikj	Oikj	Onlkj	Onlkj	Onlkj	Onlkj	Onlkj	Oikj
Drilling for oil	Onl j	Onl j	O₁I j	Onl j	O₁I j	O₁I j				
Climate change/global warming	Onlkj	Oikj	Otkj	Oikj	Oikj	Onlkj	Onlkj	Onlkj	Oilkj	Olkj

Fuel Consumption

In this section we want to introduce you to another way of thinking about fuel economy. There are no questions to answer, just information that we want you to read and think about before the focus group.

Assume that a person drives 10,000 miles per year and is contemplating buying a new vehicle. Which of the following scenarios do you think would reduce gas consumption the most?

- A. Current vehicle 15 mpg (or 6.7 gal/100 mi); New vehicle 20 mpg (or 5.0 gal/100 mi)
- B. Current vehicle 30 mpg (or 3.3 gal/100 mi); New vehicle 35 mpg (or 2.9 gal/100 mi)

Some people think 'gallons per 100 miles' is more useful information than 'miles per gallon' because it is more directly related to the amount of fuel consumed and to how much you spend on fuel.

Please be sure to think about this issue before you come to the focus group.

Demographics

In this section we would like to know a little bit about you. Please remember that all of your answers are strictly confidential.

35. How many working vehicles does your household have?
$\bigcap_{\mathbb{N}} \mathbb{P}_j$
$\bigcap_{i} \mathbf{F}_{i}$
$\bigcap_{\mathbb{N}} \mathbb{F}^{j}$
\bigcup $i \not = i$
36. How many licensed drivers in your household?
$\bigcap_{\mathbb{N}} \mathbb{P}_j$
$\bigcap_{i} F_{i}$
$\bigcap_{1} F_{j}$
\bigcup ^{1}k , 1
37. What is your gender?
38. Which of the following
ranges includes your age?
$\bigcap_{1} k g_{-24}$ $\bigcap_{1} k 5_{-54}$
<u>η</u> β5-34 <u>η</u> β5-64
$\bigcap_{i} \beta = 5$ or over
Demographics

39. What is the highest level of education you have completed?							
↓ ejss than high school	િાદુલીlege graduate (Bachelor's degree or equivalent)						
ՈրԿigh school diploma or GED	ြု Pojstgraduate degree (Masters, Doctorate, Law, Medical)						
ြုန်းရှံme college / AA degree / Technical schoo	ol degree						
40. Which of the following c 2009 income (before taxes)	ategories includes your household's total ?						
Lejss than \$15,000							
	\[\begin{align*} \begin{align*} \beg						
\ \\$25,000 to less than \$50,000	(#:1)25,000 to less than \$150,000						
	(