

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.

Seattle – 3/8 (6:30 pm - 8:30 pm)

Seattle – 3/9 (6:30 pm - 8:30 pm)

Charlotte – 2/25 (6:00 pm - 8:00 pm)

Charlotte – 2/25 (8:15 pm - 10:15 pm)

Houston – 3/3 (6:00 pm - 8:00 pm)

Houston – 3/3 (8:15 pm - 10:15 pm)

Chicago – 3/4 (6:00 pm - 8:00 pm)

Chicago – 3/4 (8:15 pm - 10:15 pm)

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?

Every year

Every 2 years

Every 3 years

Every 4 years

Every 5 years

Longer than every 5 years

Vehicle Information

4. When did you purchase your most recent new vehicle?

Last 3 months

4 to 6 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?

1

2

3

4

5

6

7

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?

- No
- Yes

Vehicle Information

10. About how many miles per year is this vehicle driven?

- 0-9,000 miles
- 9,001-12,000 miles
- 12,001-15,000 miles
- 15,001-20,000 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

12. Thinking about this vehicle, please rate each of the following factors in regard to how important they were in your decision to buy this vehicle. (Please use a scale of 1 to 10, with 1 being 'not important at all' and 10 being 'very important'.)

	1 - not important at all	2	3	4	5	6	7	8	9	10 - very important
Safety	10	10	10	10	10	10	10	10	10	10
Gas mileage / Fuel economy	10	10	10	10	10	10	10	10	10	10
Warranty	10	10	10	10	10	10	10	10	10	10
Brand name	10	10	10	10	10	10	10	10	10	10
Features (such as stereo, GPS)	10	10	10	10	10	10	10	10	10	10
Emissions	10	10	10	10	10	10	10	10	10	10
Size / Interior volume	10	10	10	10	10	10	10	10	10	10
Performance / Handling / Power	10	10	10	10	10	10	10	10	10	10
Seating capacity	10	10	10	10	10	10	10	10	10	10
Comfortable to drive	10	10	10	10	10	10	10	10	10	10
Towing capacity	10	10	10	10	10	10	10	10	10	10
Reliability/repair costs	10	10	10	10	10	10	10	10	10	10
Price / Affordability	10	10	10	10	10	10	10	10	10	10
Interior and exterior appearance	10	10	10	10	10	10	10	10	10	10
Other (specify below)	10	10	10	10	10	10	10	10	10	10

If you chose 'other' above, please specify

Process of Selecting Vehicle

13. Did you have a specific type of vehicle in mind when you first started looking for a new vehicle?

No

Yes

Don't know

Process of Selecting Vehicle

14. Which types of vehicles did you seriously consider when you first started looking for a new vehicle?
(Check all that apply.)

Sports car

Subcompact car

Compact car

Midsize car

Large car

Station wagon

Sport utility vehicle (SUV)

Crossover

Pickup truck

Minivan

Full-size van

Other

Process of Selecting Vehicle

15. Was this the same type of vehicle you ended up purchasing?

No

Yes

16. If no, why not?

Process of Selecting Vehicle

17. How many vehicles did you compare before making your decision?

Just considered 1 make and model

2

3

4

5 or more

Process of Selecting Vehicle

18. Please list the vehicles you did consider before making your final purchase decision? (For example - Honda Accord.)

1.
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.

Role of Fuel Economy in Vehicle Purchase

20. On a scale of 1 to 10, where 1 is 'not important at all' and 10 is 'very important', how important a consideration was fuel economy when choosing your new vehicle?

	1 = Not important at all	2	3	4	5	6	7	8	9	10 = Very important
Level of importance	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn

Role of Fuel Economy in Vehicle Purchase

21. Before buying your most recent new vehicle, did you search for information about fuel economy/fuel consumption?

No

Yes

Don't know

Role of Fuel Economy in Vehicle Purchase

22. Where did you search for information on fuel economy/fuel consumption? (please check all that apply)

- Other (please specify below)
- Asked others who have similar vehicle
- Environmental organization
- Government Web sites (e.g. fueleconomy.gov, EPA Green Vehicle Guide)
- Auto dealers
- Television ads
- Newspapers
- Edmunds.com
- Radio ads
- Manufacturers' Web sites
- Fuel economy label on vehicles
- Auto magazine (e.g. Car & Driver, Road & Track, Motor Trend)
- Consumer Reports

23. If you searched other places for this information, please specify where.

Role of Fuel Economy in Vehicle Purchase

24. Who do you consider a trusted source of fuel economy information?

Role of Fuel Economy in Vehicle Purchase

25. Do you consider the U.S. Environmental Protection Agency a trusted source of information for fuel economy?

- No
- Yes

26. If yes, why?

27. If no, why not?

Use 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 ?


No

Yes

Don't know

Use of Fuel Economy Label

This is where the fuel economy label is usually found.



VEHICLE DESCRIPTION

ESCAPE

2009 XLT 4WD
103" WHEELBASE
3.0L IVCT DURATEC V6 ENGINE
6-SPEED AUTO 6F MID RANGE

EXTERIOR
SPORT BLUE CLEARCOAT
INTERIOR
CHARCOAL PREM CLOTH BKT

www.fordvehicles.com

STANDARD EQUIPMENT INCLUDED AT NO EXTRA CHARGE

EXTERIOR

- 16" ALUMINUM WHEELS
- P235/70R16 OWL A/S TIRES
- SECURICODE KEYLESS ENTRY
- FRONT FOG LAMPS
- PRIVACY GLASS
- LIFTGATE W/FLIP-UP GLASS
- ROOF RAILS
- EASYFUEL CAPLESS FILLER

INTERIOR

- POWER 6-WAY DRIVERS SEAT
- PREM CLTH BUCKET FRNT STS
- PREM CLTH 60/40 REAR SEATS
- AIR CONDITIONING
- CRUISE CONTROL/TILT WHEEL
- AM/FM CD/MP3/SAT CAPABL W/ AHD INPUT JACK
- MAP POCKETS- DRIVER & PASS
- TFP FOLD FLAT REAR SEATS
- 12V POWER OUTLETS (2)

FUNCTIONAL

- INTELLIGENT 4WD SYSTEM
- 10.5 GALLON FUEL TANK
- 4-WHL INDEPENDENT SUSP
- ELECTRONIC PWR ASST STEER
- AUTOMATIC HEADLAMPS
- PWR WIN. LOC. MIRRORS, RKE

SAFETY/SECURITY

- DRIVER/PASSENGER AIR BAGS
- SIDE AIRBAGS
- SAFETY CANOPY
- ADVANCETRAC W/RSC
- 4 WHEEL ANTI-LOCK BRAKES
- TIRE PRESSURE MONITOR SYS
- SECURILOCK PASS ANTI THEFT
- LATCH CHILD SAFETY SYSTEM

WARRANTY

- 3YR/36,000 BUMPER / BUMPER
- 5YR/60,000 POWERTRAIN
- 5YR/60,000 ROADSIDE ASSIST

EPA Fuel Economy Estimates

These estimates reflect new EPA methods beginning with 2008 models.

CITY MPG

17

Expected range for most drivers
14 to 20 MPG

Estimated Annual Fuel Cost

\$1,425

based on 15,000 miles at \$1.90 per gallon

HIGHWAY MPG

24

Expected range for most drivers
19 to 29 MPG

Combined Fuel Economy

This Vehicle

20

12 ——— 32
At 80MPH

Your actual mileage will vary depending on how you drive and maintain your vehicle.

PRICE INFORMATION Manufacturer's Suggested Retail Price

STANDARD VEHICLE PRICE **\$26,215.00**

INCLUDED ON THIS VEHICLE

- ORDER CODE 400A
- CONVENIENCE PACKAGE
- AUTOMATIC HEADLAMPS
- PRIVACY GLASS
- SAT RADIO/6 MOS SVC(NA AK/HI)

OPTIONAL EQUIPMENT

ESCAPE REGIONAL V6 DISC	NO CHARGE
FRONT LICENSE PLATE BRACKET	NO CHARGE
CARGO PACKAGE	295.00
• LOCKABLE HIDDEN WET TRUNK	
• ROOF RACK WITH CROSSBARS	
RETRACTABLE CARGO COVER	
50 STATE EMISSIONS	NO CHARGE
TRAILER TOWING, CLASS II	345.00
TOTAL OPTIONS	640.00

TOTAL VEHICLE & OPTIONS **26,855.00**

DESTINATION & DELIVERY **725.00**

TOTAL BEFORE DISCOUNTS **27,580.00**

ESCAPE REGIONAL V6 DISC **- 500.00**

TOTAL SAVINGS **- 500.00**

*RESIDENCY RESTRICTIONS APPLY TO DISCOUNTS/SAVINGS - BASED ON CUSTOMER ZIP CODE. SEE DEALER FOR DETAILS.

TOTAL MSRP **\$27,080.00**

GOVERNMENT SAFETY RATINGS

Frontal Crash	Driver	★★★★★	Passenger	★★★★★
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Star ratings based on the risk of injury in a frontal impact. Frontal ratings should ONLY be compared to other vehicles of similar size and weight.

Side Crash	Front seat	★★★★★	Rear seat	★★★★★
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Star ratings based on the risk of injury in a side impact.

Rollover	★★★★
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Star ratings based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★-★★★★★), with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA).

www.safercar.gov or call 1-888-327-4236

See the FREE Fuel Economy Guide at dealers or www.fueleconomy.gov

SOLD TO	ONE	DEALER NO.	METHOD OF TRANSF.
	CJ79		CONVOY
			ITEM# 41-9111 Q/T 2
SHP TO (or make here only)	TWO		
SHP THROUGH	FINAL ASSEMBLY POINT	This label is affixed pursuant to the Federal Automotive Information Program. See Operating Instructions and Title Plate. State and local laws also may require. Please consult dealer for information, use and limitations of this label.	
	KANSAS CITY		

Ford Extended Service Plan is the only service contract backed by Ford and honored at all Ford and Lincoln Mercury Dealers. Ask your dealer for prices and additional details or see our website at www.ford.esp.com.

29. Do you remember seeing it?

No

Yes

Don't know

Use of Fuel Economy Label

30. On a scale of 1 to 10, where 1 is 'not important at all' and 10 is 'very important', how important was the fuel economy label in helping you to choose the make and model of your most recent new vehicle ?

1 = Not
important at
all

2

3

4

5

6

7

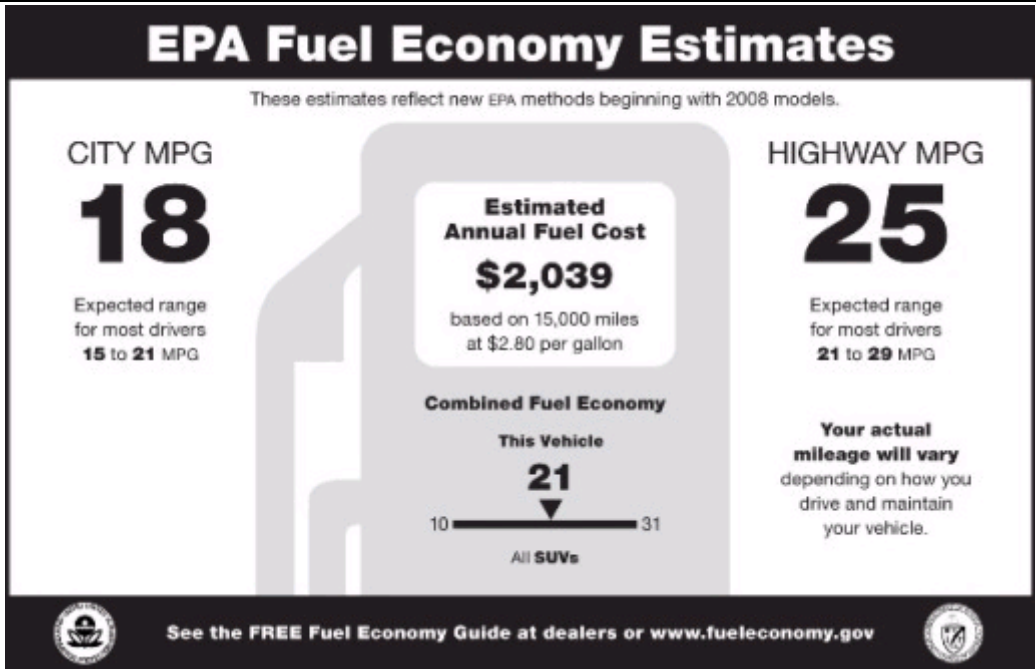
8

9

10 = Very
important

Level of importance

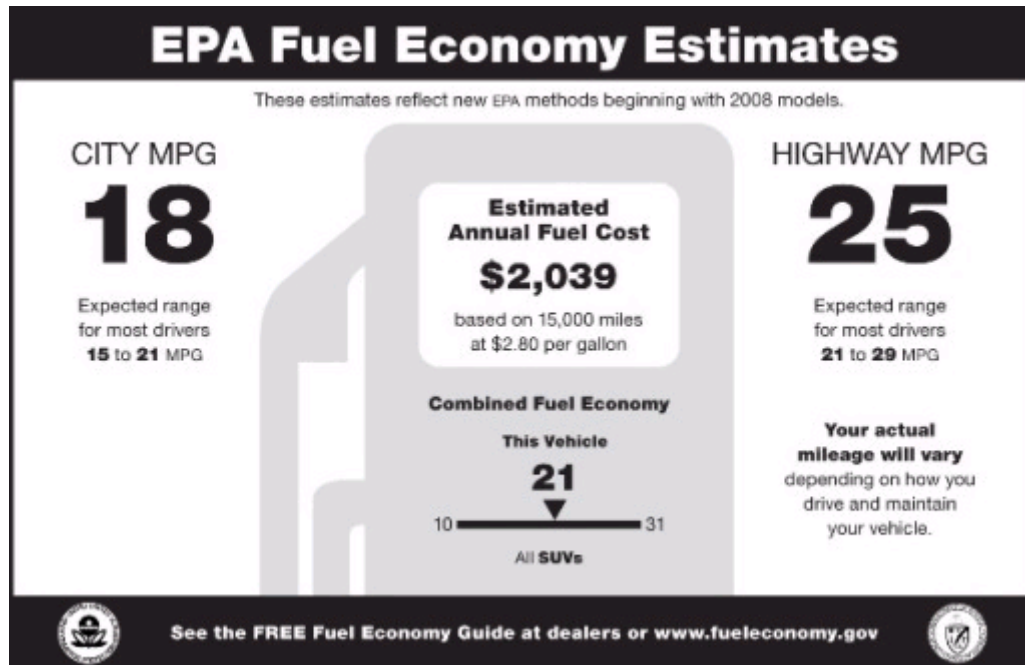
Use of Fuel Economy Label



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 helpful at all	2	3	4	5	6	7	8	9	10 - very helpful
City mpg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expected range for most drivers in regard to highway mpg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expected range for most drivers in regard to city mpg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statement 'Your actual mileage will vary depending on how you drive and maintain your vehicle'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reference to the 'Free Fuel Economy Guide at dealers or www.fueleconomy.gov'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Highway mpg	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estimated annual fuel cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Combined fuel economy comparison to other vehicles in the vehicle class	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Use of Fuel Economy Label



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

jm No

jm Yes

Use of Fuel Economy Label

EPA Fuel Economy Estimates

These estimates reflect new EPA methods beginning with 2008 models.

CITY MPG

18

Expected range
for most drivers
15 to 21 MPG

HIGHWAY MPG

25

Expected range
for most drivers
21 to 29 MPG

**Estimated
Annual Fuel Cost**
\$2,039

based on 15,000 miles
at \$2.80 per gallon

Combined Fuel Economy

This Vehicle

21

10 ——— 31

All SUVs

**Your actual
mileage will vary**
depending on how you
drive and maintain
your vehicle.



See the **FREE Fuel Economy Guide** at dealers or www.fueleconomy.gov



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 a 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	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Smog	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Burning coal for electricity	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Carbon Dioxide (CO2)	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Toxic exhaust emissions	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Drilling for oil	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Climate change/global warming	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn

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?

- 1
- 2
- 3
- 4
- 5 or more

36. How many licensed drivers in your household?

- 1
- 2
- 3
- 4
- 5 or more

37. What is your gender?

- Male
- Female

38. Which of the following ranges includes your age?

- | | |
|-----------------------------|----------------------------------|
| <input type="radio"/> 20-24 | <input type="radio"/> 45-54 |
| <input type="radio"/> 25-34 | <input type="radio"/> 55-64 |
| <input type="radio"/> 35-44 | <input type="radio"/> 65 or over |

39. What is the highest level of education you have completed?

Less than high school

College graduate (Bachelor's degree or equivalent)

High school diploma or GED

Postgraduate degree (Masters, Doctorate, Law, Medical)

Some college / AA degree / Technical school degree

40. Which of the following categories includes your household's total 2009 income (before taxes)?

Less than \$15,000

\$75,000 to less than \$100,000

\$15,000 to less than \$25,000

\$100,000 to less than \$125,000

\$25,000 to less than \$50,000

\$125,000 to less than \$150,000

\$50,000 to less than \$75,000

\$150,000 or more