

## PROTOCOL FOR FINAL HOUSEHOLD INTERVIEW

Interview subjects are all drivers in the household. All questions are open-ended. Total interview time is one-hour.

1. Is increasing your fuel economy an important goal for you, compared to other things you accomplish by driving?
  - a. Why?
2. What are the things a driver can do while driving their car to increase their fuel economy?
3. Before we provided you with the fuel economy display, did you do any of these things? How many of these things would you say you do all the time while you are driving? Most of the time? As often as not? Seldom? Never?
  - a. For each of these, why do you do them as often or as seldom as you do?
4. After we provided you with the fuel economy display did you do any of these things? How many of these things would you say you do all the time while you are driving? Most of the time? As often as not? Seldom? Never?
  - a. For each of these, why do you do them as often or as seldom as you do?
5. Do you feel that your driving time is longer, or about the same when you do these things?
  - a. How important is it to you to get around quickly?
  - b. On a typical day, are you in a hurry? How does being in a hurry change your driving habits?
6. Would you say that you found the display useful or useless? Informative? Distracting?
7. If we could leave the display with you, would you use it, or would you rather we take it away?
8. As a passenger in the car, did you feel like you could notice changes in the drivers driving style? If yes, did those changes make you more or less comfortable? Did those changes make you think the driver was accomplishing an important goal?
9. Did you talk with friends, family, co-workers, or anyone else about your participation in this research? If yes, what did you tell people about it? What was their response?
10. During the study period, did you substantially change the places you drive to or your routes?
  - a. Why?

11. Imagine the next car you might buy. Would you want that car to display your fuel economy to you?

a. Would you want to turn that display off and on?

i. Why?

b. When would you turn it on? When would you turn it off?

12. We know that turning on the fuel economy display is one more thing to do when you get in the car. Were there ever situations in which you realized you had forgotten to turn it on?

a. Tell me about those.

b. How often do you think you forgot?