

DRAFT

SUPPORTING STATEMENT

FOR

INFORMATION COLLECTION REQUEST

Focus Group Research for Improving Fuel Economy Label Design and Content: Phase 2

EPA ICR XXXX.XX

March, 2010

Compliance and Innovative Strategies Division
Office of Transportation and Air Quality
Office of Air and Radiation
U.S. Environmental Protection Agency

Part B of Supporting Statement

1) Introduction to Part B

For reasons explained in Part A, EPA will conduct a series of 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 and the role of fuel economy information in that process
- Understand consumer comprehension and reactions regarding different liquid fuel metrics, electric fuel metrics, and combination metrics that include both liquid and electric fuels
- Understand consumer comprehension and reactions regarding different fuel cost metrics for liquid and electric fuels
- Understand consumer comprehension and reactions regarding environmental performance metrics
- Explore the most effective and powerful communication of label metrics for PHEVs and EVs
- 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 2 focus group moderator guide are attached. The phase 3 focus group materials have not yet been developed, but will be done by a contractor under direction from EPA.

3) Sections 3 - 5:

Pretests: N/A

Pilot Tests: N/A

Collection Methods: Focus Groups.

Analyzing Survey Results: 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.

Attachment I

Legal Authority & Regulatory Citations

Clean Air Act:

42 U.S.C. 7525. Motor Vehicle and Motor Vehicle Engine Compliance Testing and Certification; 42 U.S.C. 7542. Records and Reports

Energy Policy and Conservation Act:

49 U.S.C. 32908 Fuel Economy Information

Regulatory Citations:

40 CFR Part 600 Fuel Economy of Motor Vehicles.

Attachment II

Draft Online Survey for Phase 2 Focus Group Participants

See accompanying PDF file

Attachment III

Draft Phase 2 Focus Group Moderator Guide

See accompanying file