

# Vehicle Purchase - Pre-Focus Group Survey

## 1. 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!

## 2. Focus Group Information

\* Please indicate your full name here

## 3. Focus Group Information

\* Please indicate the focus group you will be attending.

Seattle – 2/22 (6:30 pm - 8:30 pm)

Seattle – 2/23 (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)

## 4. Vehicle Information

In this section we are interested in the type of new vehicle you purchased most recently during the last 12 months.

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What is the make and model name of the new vehicle you purchased most recently? (For example – Make = Ford, Model = Explorer.)

Make

Model

### 5. Vehicle Information

Are you the principal driver of this vehicle?

No

Yes

### 6. Vehicle Information

About how many miles per year do you think this new vehicle will be 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

### 7. Process of Selecting Vehicle

Here we're interested in the process you used to choose your most recent new vehicle.

Thinking about the new vehicle you purchased most recently, briefly describe the method that you used to decide which vehicle to buy?

### 8. Process of Selecting Vehicle

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Thinking about this new vehicle, please rank the top 5 factors in order of how important they were in your decision to buy this new vehicle. (Use #1 for the most important factor, #2 next most important, and so on until you have ranked the top 5.)

	#1	#2	#3	#4	#5
Performance / Handling / Power	jn	jn	jn	jn	jn
Price / Affordability	jn	jn	jn	jn	jn
Reliability/repair costs	jn	jn	jn	jn	jn
Low emissions	jn	jn	jn	jn	jn
Gas mileage / Fuel economy	jn	jn	jn	jn	jn
Warranty	jn	jn	jn	jn	jn
Size / Intended use / Seating / Storage	jn	jn	jn	jn	jn
Interior and exterior appearance	jn	jn	jn	jn	jn
Brand name	jn	jn	jn	jn	jn
Comfortable to drive	jn	jn	jn	jn	jn
Other (specify below)	jn	jn	jn	jn	jn
Safety	jn	jn	jn	jn	jn
Features (such as stereo, GPS)	jn	jn	jn	jn	jn

If you chose 'other' above, please specify

## 9. Process of Selecting Vehicle

Did you have a specific make and model in mind when you first started looking for a new vehicle?

No

Yes

Don't know

## 10. Process of Selecting Vehicle

Was this the same vehicle you ended up purchasing?

No

Yes

## 11. Process of Selecting Vehicle

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How many vehicles did you compare before making your decision?

Just considered 1 make and model

2

3

4

5 or more

## 12. Process of Selecting Vehicle

What other vehicles (makes and models) did you consider before making your purchase decision?

1.
2.
3.
4.
5.

## 13. Process of Selecting Vehicle

What or who did you rely on the most when deciding which vehicle to purchase?

## 14. 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.

What does the term fuel economy mean to you?

## 15. Role of Fuel Economy in Vehicle Purchase

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

- No
- Yes
- Don't know

## 16. Role of Fuel Economy in Vehicle Purchase

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

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

If you chose 'environmental organizations' above, please specify which organizations.

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

## 17. Role of Fuel Economy in Vehicle Purchase

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	<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"/>

## 18. Role of Fuel Economy in Vehicle Purchase

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

### 19. Role of Fuel Economy in Vehicle Purchase

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

No

Yes

If yes, why?

If no, why not?

### 20. Use of Fuel Economy Label

We are interested in your thoughts about the fuel economy label as a source of information.

Do you remember seeing the fuel economy label on vehicle windows when shopping for your most recent new vehicle ?

No

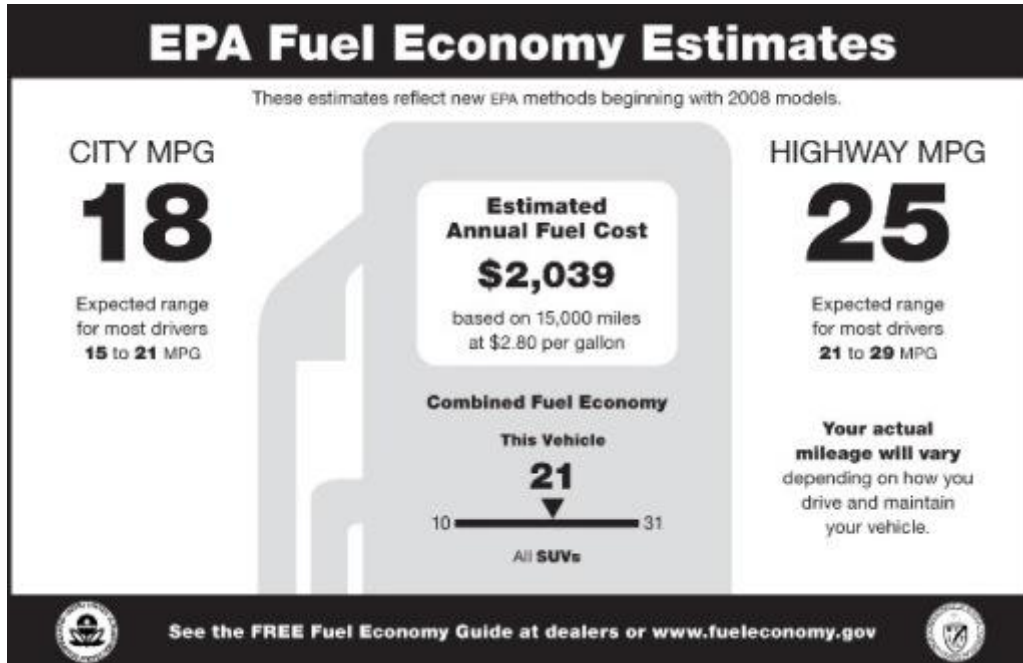
Yes

Don't know

### 21. Use of Fuel Economy Label

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This is an example of the fuel economy label displayed on all new vehicles.



Do you remember seeing it?

- No
- Yes
- Don't know

## 22. Use of Fuel Economy Label

Was the fuel economy label important in helping you to choose the make and model of your most recent new vehicle?

- No
- Yes

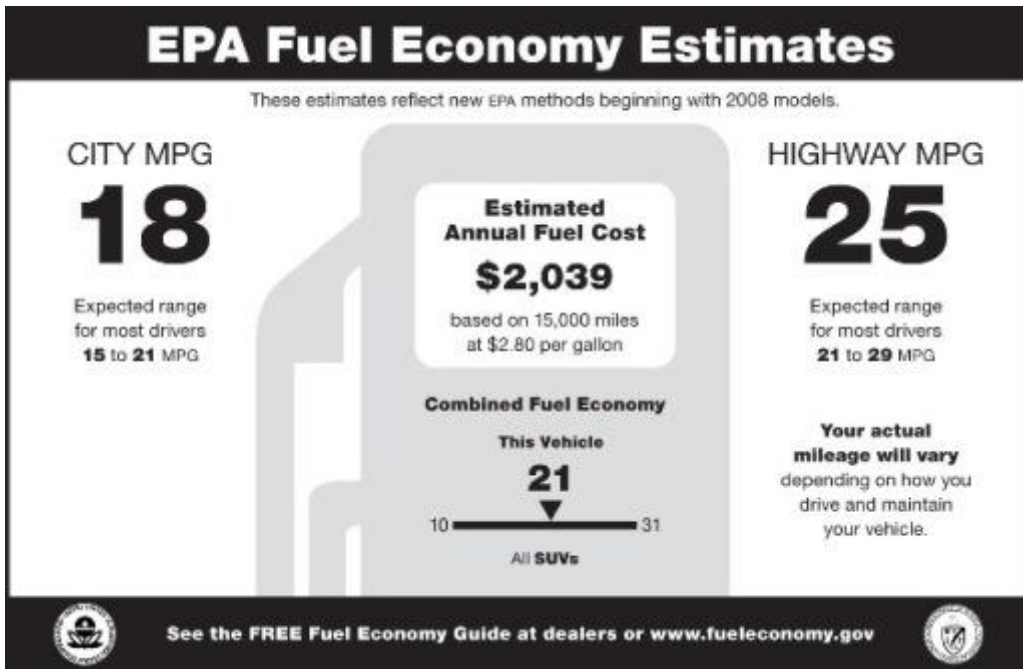
## 23. Use of Fuel Economy Label

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	<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"/>

## 24. Use of Fuel Economy Label

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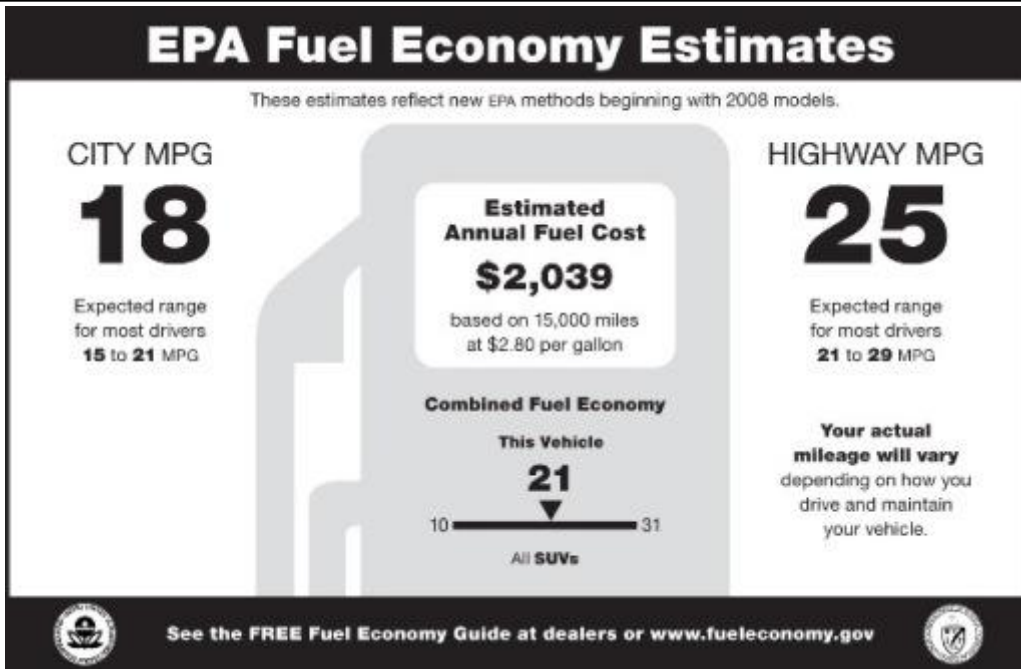
Thinking about the information shown on the label, please rank the top 4 pieces of information in order of which were most important to you in helping you choose the make and model of your vehicle . (Rank order with #1 being the most important item, #2 next most important, and so on until you have ranked the top 4.) **PLEASE BE SURE TO SCROLL DOWN SO THAT YOU CAN SEE ALL THE ITEMS.**

	#1	#2	#3	#4
Highway mpg	jn	jn	jn	jn
Reference to the 'Free Fuel Economy Guide at dealers or www.fueleconomy.gov'	jn	jn	jn	jn
Statement 'Your actual mileage will vary depending on how you drive and maintain your vehicle'	jn	jn	jn	jn
Combined fuel economy comparison to other vehicles in the vehicle class	jn	jn	jn	jn
Expected range for most drivers in regard to city mpg	jn	jn	jn	jn
City mpg	jn	jn	jn	jn
Estimated annual fuel cost	jn	jn	jn	jn
Expected range for most drivers in regard to highway mpg	jn	jn	jn	jn

## 25. Use of Fuel Economy Label



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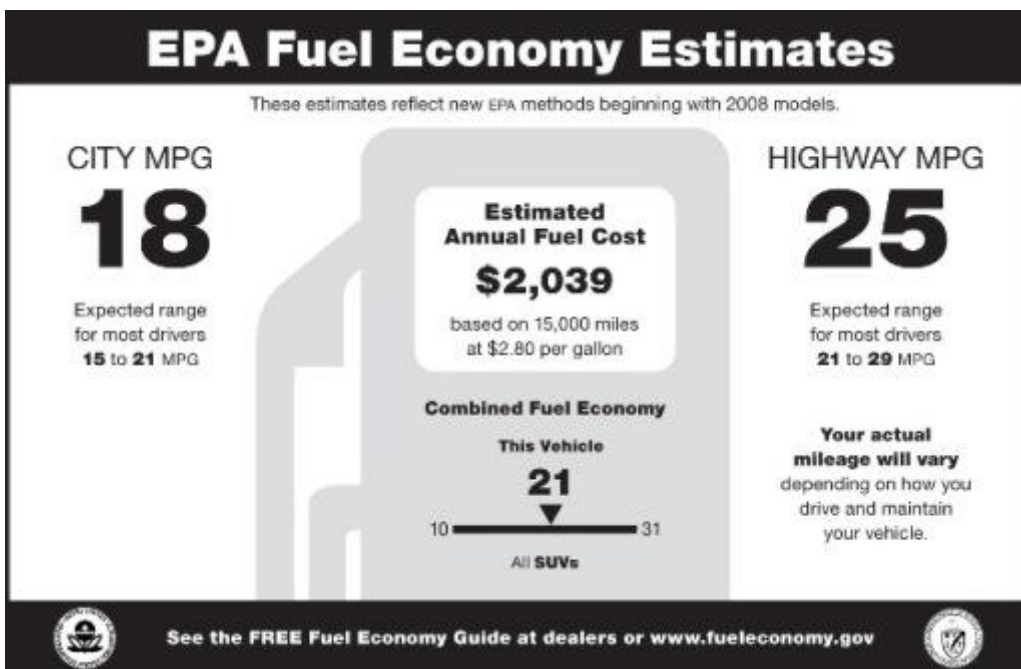


Is there anything on the fuel economy label that is hard to understand or that could be improved?

jn No

jn Yes

## 26. Use of Fuel Economy Label



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What is hard to understand or what could be improved?

## 27. Use of Fuel Economy Label

Some people have suggested adding information to the label that helps consumers compare vehicles on the basis of greenhouse gas emissions (that affect global warming). On a scale of 1 to 10, where 1 is 'not important at all' and 10 is 'very important', how important was the environment when purchasing your 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

## 28. Use of Fuel Economy Label

Please rank the following in the order you believe they pose the greatest threat to the environment, with #1 being the greatest threat, #2 being the next greatest threat to the environment, and so on until you have ranked the top 3.

	#1	#2	#3
Air pollution	jn	jn	jn
Drilling for oil	jn	jn	jn
Global warming	jn	jn	jn
Climate change	jn	jn	jn
Greenhouse gases	jn	jn	jn
Carbon Dioxide (CO2)	jn	jn	jn
Burning coal for electricity	jn	jn	jn

## 29. 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.

We strongly suggest that you print this page for reference.

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; New vehicle - 20 mpg
- B. Current vehicle - 30 mpg; New vehicle - 35 mpg

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C. Options A and B will reduce gas consumption the same amount

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. For example, in the example above even though the change in miles per gallon is the same in both cases, you will in fact reduce your fuel use more (and thus save more money) by changing from 15 mpg to 20 mpg.

Here's how this works -- A vehicle that gets 15 mpg consumes 667 gallons of gas to travel 10,000 miles ( $10,000/15$ ) and a vehicle that gets 20 MPG consumes 500 gallons ( $10,000/20$ ) to travel the same distance. Thus you would reduce your gasoline use by 167 gallons by going from 15 to 20 mpg. But the numbers work out differently if you go from 30 to 35 mpg, and the results may surprise you. A vehicle that gets 30 MPG consumes 333 gallons to cover 10,000 miles ( $10,000/30$ ) and a vehicle that gets 35 mpg consumes 286 gallons ( $10,000/35$ ) to go the same distance. The reduction in consumption in this case is only 47 gallons, meaning that your dollar savings from improving from 15 to 20 mpg are more than triple the savings you would get by improving from 30 to 35 mpg.

A. Current vehicle - 15 mpg; New vehicle - 20 mpg; Fuel saved over 10,000 miles going from current vehicle to new vehicle - 167 gallons

B. Current vehicle - 30 mpg; New vehicle - 35 mpg; Fuel saved over 10,000 miles going from current vehicle to new vehicle - 47 gallons

You can see that replacing a vehicle that gets 15 MPG with one that gets 20 MPG can result in significantly lower annual fuel consumption and costs. But explaining this to consumers is not easy. Your participation in the focus group can help us to figure out how best to do this.

Please be sure to think about this issue before you come to the focus group. Please explain this issue to a family member or friend to figure out how you think this can be best explained to other people.

## 30. Demographics

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

What is your gender?

Male

Female

Which of the following ranges includes your age?

20-24

45-54

25-34

55-64

35-44

65 or over

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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