

## 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.

jm Seattle – 5/17 (6:00 pm - 8:00 pm)

jm Seattle – 5/17 (8:15 pm - 10:15 pm)

jm Seattle – 5/18 (6:00 pm - 8:00 pm)

jm Seattle – 5/18 (8:15 pm - 10:15 pm)

jm Charlotte – 5/19 (6:00 pm - 8:00 pm)

jm Charlotte – 5/19 (8:15 pm - 10:15 pm)

jm Charlotte – 5/20 (6:00 pm - 8:00 pm)

jm Charlotte – 5/20 (8:15 pm - 10:15 pm)

jm Houston – 5/24 (6:00 pm - 8:00 pm)

jm Houston – 5/24 (8:15 pm - 10:15 pm)

jm Houston – 5/25 (6:00 pm - 8:00 pm)

jm Houston – 5/25 (8:15 pm - 10:15 pm)

jm Chicago – 5/26 (6:00 pm - 8:00 pm)

jm Chicago – 5/26 (8:15 pm - 10:15 pm)

jm Chicago – 5/27 (6:00 pm - 8:00 pm)

jm Chicago – 5/27 (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

### Vehicle Information

5. What is the type of new vehicle you purchased most recently? (For example – Ford Explorer.)

Make

Model

6. According to the fuel economy label on the vehicle, how many city and highway miles does this vehicle get per gallon? If you do not remember, please put a zero in the 'Don't remember' box.

City

Highway

Don't remember

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? (If a person in addition to yourself [such as a spouse, partner, family member, friend, etc.] was involved in the decision, please describe their involvement.)



### 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
Emissions	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Gas mileage / Fuel economy	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Price / Affordability	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Towing capacity	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Comfortable to drive	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Other (specify below)	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Size / Interior volume	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Seating capacity	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Brand name	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Features (such as stereo, GPS)	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Safety	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Reliability/repair costs	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Performance / Handling / Power	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Warranty	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Alternative fuels	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Interior and exterior appearance	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn

If you chose 'other' above, please specify

## Process of Selecting Vehicle

13. How long before your purchase did you start researching vehicle information?

- Less than 1 week before
- 1 week before
- 2-3 weeks before
- 1 month before
- 2-3 months before
- 4-6 months before
- 7-9 months before
- 10-12 months before
- More than a year before
- Did not research vehicle information

### Process of Selecting Vehicle

14. 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

15. 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

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

- No
- Yes

17. If no, why not?

### Process of Selecting Vehicle

18. 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

19. Please list the vehicles you did consider before making your final purchase decision? (For example - Honda Accord EX-V6.)

1.
2.
3.
4.
5.

20. Was there a common factor or attribute across all the vehicles you listed above that drew you to those specific vehicles?

No

Yes

## Process of Selecting Vehicle

21. What was that common factor(s) of attribute(s) that drew you to those specific vehicles?

- #1
- #2
- #3

## Process of Selecting Vehicle

22. 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.

23. 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"/>

### Role of Fuel Economy in Vehicle Purchase

24. 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

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

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

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

5

6

### Role of Fuel Economy in Vehicle Purchase

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

5

6

### Role of Fuel Economy in Vehicle Purchase

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

No

Yes

29. If yes, why?

5

6

30. If no, why not?

5

6

### Use of Fuel Economy Label

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

31. 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 IVCCT 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
- SECURITYCODE 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 FRONT SEATS
- PREM CLTH 60/40 REAR SEATS
- AIR CONDITIONING
- CRUISE CONTROL/FLY WHEEL
- AM/FM CD/MP3/SAT CAPABLE W/ AUX INPUT JACK
- MAP POCKETS - DRIVER & PASS
- TTP FOLD FLAT REAR SEATS
- 12V POWER OUTLETS (2)

**FUNCTIONAL**

- INTELLIGENT 4WD SYSTEM
- 10.3 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
- SECURELOCK PASS ANTI THEFT
- LATCH CHILD SAFETY SYSTEM

**WARRANTY**

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

**PRICE INFORMATION**

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

**INCLUDED ON THIS VEHICLE**

- ORDER CODE 400A
- CONVENIENCE PACKAGE
- AUTOMATIC HEADLAMPS
- PRIVACY GLASS
- SAT RADIO/6 WDS 5VC(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.

### EPA Fuel Economy Estimates

These estimates reflect new EPA methods beginning with 2008 models.

<p>CITY MPG</p> <h1>17</h1> <p style="font-size: x-small;">Expected range for most drivers 14 to 20 MPG</p>	<div style="border: 1px solid gray; padding: 5px; width: fit-content; margin: 0 auto;"> <p>Estimated Annual Fuel Cost</p> <h2>\$1,425</h2> <p style="font-size: x-small;">based on 15,000 miles at \$1.90 per gallon</p> </div> <p>Combined Fuel Economy</p> <p>This Vehicle <b>20</b></p> <p style="font-size: x-small;">12 ——— 32 MPG</p> <p style="font-size: x-small;">At 30MPH</p>	<p>HIGHWAY MPG</p> <h1>24</h1> <p style="font-size: x-small;">Expected range for most drivers 19 to 29 MPG</p>
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Your actual mileage will vary depending on how you drive and maintain your vehicle.

**TOTAL MSRP \$27,080.00**

See the FREE Fuel Economy Guide at dealers or [www.fueleconomy.gov](http://www.fueleconomy.gov)

SOLD TO	ONE	DEALER NO.	METHOD OF TRADING
	CJ79		CONVOY
			ITEM#
			41-0111 O/T 2
SHIP TO (if other than dealer)		TWO	
SHIP THROUGH		FINAL ASSEMBLY POINT	
		KANSAS CITY	

This label is offered pursuant to the Federal Automotive Information Disclosure Act. Residency, corporate, and fleet prices. Dealer price and taxes are not included. Dealer-installed options or accessories are not included unless noted below.

**GOVERNMENT SAFETY RATINGS**

<b>Frontal Crash</b>	Driver	★★★★★
	Passenger	★★★★★

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.

<b>Side Crash</b>	Front seat	★★★★★
	Rear seat	★★★★★

Star ratings based on the risk of injury in a side impact.

<b>Rollover</b>		★★★
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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](http://www.safercar.gov) or call 1-888-327-4236

**EXTENDED SERVICE PLAN** 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](http://www.ford-esp.com)

32. Do you remember seeing the fuel economy label?

No

Yes

Don't know

### Use of Fuel Economy Label

33. 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="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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### 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

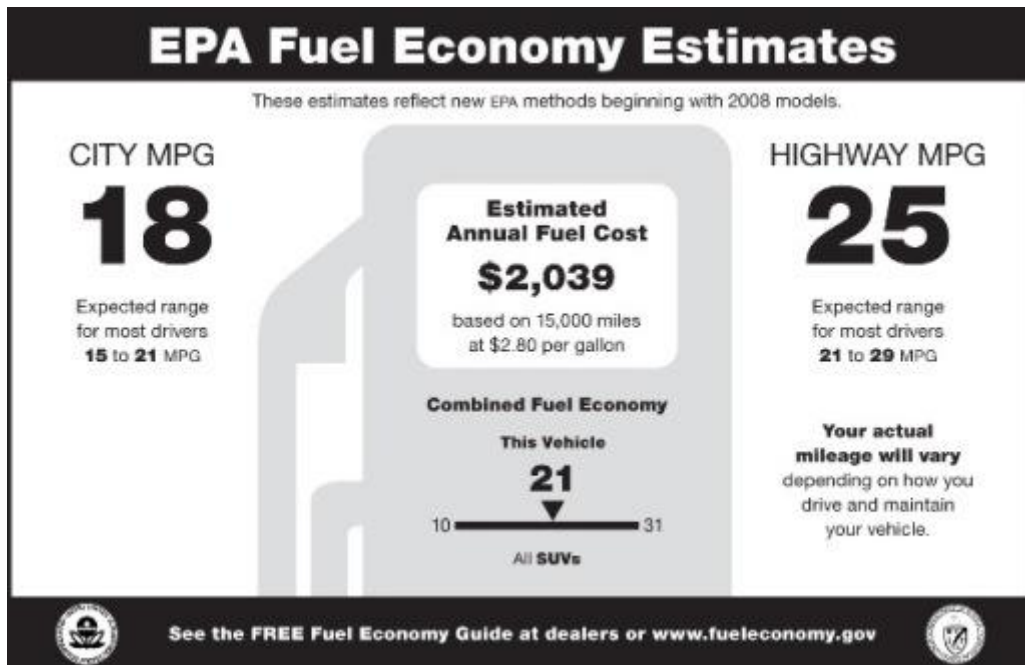
**Your actual mileage will vary** depending on how you drive and maintain your vehicle.

See the **FREE Fuel Economy Guide** at dealers or [www.fueleconomy.gov](http://www.fueleconomy.gov)

34. 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
Statement 'Your actual mileage will vary depending on how you drive and maintain your vehicle'	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Expected range for most drivers in regard to city mpg	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Highway mpg	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Estimated annual fuel cost	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Combined fuel economy comparison to other vehicles in the vehicle class	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Expected range for most drivers in regard to highway mpg	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Reference to the 'Free Fuel Economy Guide at dealers or www.fueleconomy.gov'	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
City mpg	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn

## Use of Fuel Economy Label

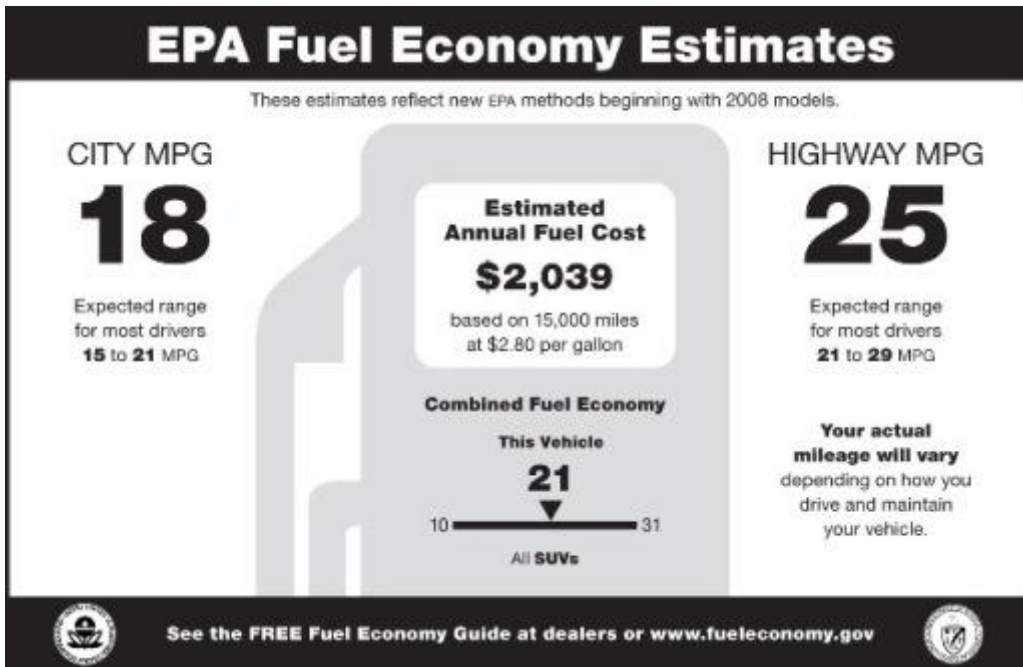


35. Is there anything on the fuel economy label that is hard to understand or that could be improved?

No

Yes

## Use of Fuel Economy Label



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

5

6

## Types of Advanced Technology Vehicles

This page is for educational purposes in preparation for your participation in the focus group. Four types of advanced technology vehicles are either already available or will be in the near future:

- Hybrid Vehicles use a gasoline engine as well as an electric motor to propel the vehicle. However, power for the electric motor comes from a battery that is charged by the gasoline engine and by "recovering" the energy from the decelerating and braking



action of the vehicle. Therefore the only fuel a hybrid vehicle uses is gasoline, either to propel the vehicle or to charge the battery.

- Electric Vehicles use electricity stored in batteries to propel the vehicle. You charge the battery by plugging your vehicle into an electrical outlet. This could be a standard electric outlet or a high voltage custom-installed charging station for more rapid charging. Like hybrid vehicles, energy recovered from braking and decelerations can be used to charge the battery. The vehicle travels until the charge is depleted or you re-charge it. You do not have the option to run it on gasoline.
- Extended Range Electric Vehicles have two modes of operation, when the battery is charged and when it isn't. 1) Once charged, the car uses all the electricity, then it turns on the gasoline engine. 2) When it's discharged, it works like a hybrid—battery gets recharged when driving and braking. Therefore, when discharged it uses gasoline, either to propel the vehicle or to charge the battery. Important: daily driving distance can GREATLY affect amount of gasoline used. Can go all the way from zero gasoline (if shorter commutes and plenty of recharging) to entirely gasoline (if longer drives and no recharging).
- Plug-in Hybrid Electric Vehicles work like an Extended Range Electric Vehicle in that it has two modes of operation—when battery is charged and when it isn't, but: 1) When it's charged, the car uses up the charge along with the gasoline — may use both at once, may or may not have periods of using just electricity. 2) When it's discharged, works like a hybrid — battery gets recharged when driving and braking. Therefore, when discharged it uses gasoline, either to propel the vehicle or to charge the battery. Important: daily driving distance can GREATLY affect amount of gasoline used.

## Motivators and Barriers to Purchasing Fuel Efficient Vehicles

37. What are the top *three* things that would motivate you to seriously consider buying a fuel efficient vehicle?

#1

#2

#3

38. What are the top *three* concerns that might prevent you from seriously considering buying a fuel efficient vehicle?

#1

#2

#3

39. For each of your concerns described above, what could be changed or what would you need to know to resolve those concerns such that you would seriously consider buying a fuel efficient vehicle?

#1

#2

#3

## Motivators and Barriers to Purchasing Fuel Efficient Vehicles

40. Please rate each of the following on a scale of 1 to 10 (with 1 being 'not compelling at all' and 10 being a 'very compelling') in regard to how compelling they are to buying a fuel efficient vehicle.

	1 - not compelling at all	2	3	4	5	6	7	8	9	10 - very compelling
Better for the environment	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
To save money	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Makes our oil supplies last longer	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Reduces climate change	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
To reduce the number of trips to the gas station	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Reduce our dependency on other countries	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn
Other (please specify below)	jn	jn	jn	jn	jn	jn	jn	jn	jn	jn

41. If you answered 'Other' above, please specify here.

## Environmental Issues

42. 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	<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"/>
Burning coal for electricity	<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"/>
Drilling for oil	<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"/>
Climate change/global warming	<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"/>
Toxic exhaust emissions	<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"/>
Carbon Dioxide (CO2)	<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"/>
Smog	<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"/>

## Demographics

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

43. How many working vehicles does your household have?

1

2

3

4

5 or more

44. How many licensed drivers in your household?

1

2

3

4

5 or more

45. What is your gender?

Male

Female

46. Which of the following ranges includes your age?

20-24

45-54

25-34

55-64

35-44

65 or over

## Demographics

47. 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

48. 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