

Label Designs: Influence

These tables provide summaries of the comparison examples that respondents will face on the internet survey.

Q24: Gasoline and EREV

Gasoline vehicle

Fuel Economy	Consumption	Annual Cost
46 MPG	2.2 gal/100 miles	\$923*

*some respondents will also see \$77/month

EREV (Separate electric/gas operation values are listed in this table. Some respondents will see merged operation values)

Electric Operation				Gas Operation		
Fuel Economy	Consumption	Annual Cost	All Electric Range	Fuel Economy	Consumption	Annual Cost
98 MPGe	1.0 gallon gas equivalent/100 miles*	\$618	20 miles	28 MPG	3.6 gal/100 miles	\$1518

*some respondents will see 34 kw/hrs/100miles

Assuming that both these vehicles met all of your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase?

Q25: Gasoline and EV

Gasoline vehicle

Fuel Economy	Consumption	Annual Cost
28 MPG	3.6 gal/100 miles	\$1515*

*some respondents will also see \$126/month

Electric Vehicle

Fuel Economy	Consumption	Annual Cost	Electric Range
123 MPGe	27 kw-hrs/100 miles*	\$492**	85 miles

* some respondents will see 0.8 gallon gas equivalent/100 miles

** some respondents will also see \$41/month

Assuming that both these vehicles met all of your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase?

All costs are based on \$2.80 per gallon of gasoline, \$0.12 per kw-hr, assuming 15,000 miles per year for annual costs.

Q26: EREV and EV

EREV (Separate electric/gas operation values are listed in this table. Some respondents will see merged operation values)

Electric Operation				Gas Operation		
Fuel Economy	Consumption	Annual Cost	All Electric Range	Fuel Economy	Consumption	Annual Cost
89 MPGe	38 kw-hrs/100 miles	\$680	32 miles	31 MPG	3.3 gal/100 miles	\$1369

Electric Vehicle

Fuel Economy	Consumption	Annual Cost	Electric Range
121 MPGe	28 kw-hrs/100 miles	\$502	80 miles

Assuming that both these vehicles met all of your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase?

Q27: EREV and blended PHEV

EREV (Separate operation values are listed in this table. Some respondents will see merged operation values)

Electric Operation				Gas Operation		
Fuel Economy	Consumption	Annual Cost	All Electric Range	Fuel Economy	Consumption	Annual Cost
90 MPGe	37 kw-hrs/100 miles	\$672	30 miles	32 MPG	3.1 gal/100 miles	\$1322

Blended PHEV (Separate operation values are listed in this table. Some respondents will see merged operation values)

Blended Operation				Gas Operation		
Fuel Economy	Consumption	Annual Cost	Electric Assist Range	Fuel Economy	Consumption	Annual Cost
65 MPGe	17 kw-hrs/100 miles + 1.0 gal/100 miles	\$738	30 miles	54 MPG	1.8 gal/100 miles	\$777

Assuming that both these vehicles met all of your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase?

All costs are based on \$2.80 per gallon of gasoline, \$0.12 per kw-hr, assuming 15,000 miles per year for annual costs.