

## **Label Designs: Understanding**

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

### Q17 and Q18: Gasoline and EV

Gasoline vehicle

<b>Fuel Economy</b>	<b>Consumption</b>	<b>Annual Cost</b>
30 MPG	3.3 gal/100 miles	\$1396*

\* some respondents will also see \$116/month

Electric Vehicle

<b>Fuel Economy</b>	<b>Consumption</b>	<b>Annual Cost</b>	<b>Electric Range</b>
98 MPGe	1.0 gallon gas equivalent/100 miles*	\$618**	100 miles

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

\*\* some respondents will also see \$52/month

Q17: Which vehicle is better for a roundtrip of 120 miles?

Q18: Which vehicle is better for a roundtrip of 30 miles?

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### Q19 and Q20: EREV and blended PHEV

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

<b>Electric Operation</b>				<b>Gas Operation</b>		
<b>Fuel Economy</b>	<b>Consumption</b>	<b>Annual Cost</b>	<b>All Electric Range</b>	<b>Fuel Economy</b>	<b>Consumption</b>	<b>Annual Cost</b>
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)

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

Q19: Which vehicle is better for a roundtrip of 20 miles?

Q20: Which vehicle is better for a roundtrip of 120 miles?

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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.

Q21 and Q22: 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
90 MPGe	37 kw-hrs/100 miles	\$672	40 miles	54 MPG	1.8 gal/100 miles	\$777

Electric Vehicle

Fuel Economy	Consumption	Annual Cost	Electric Range
119 MPGe	28 kw-hrs/100 miles	\$510	90 miles

Q21: Which vehicle is better for a roundtrip of 30 miles?

Q22: Which vehicle is better for a roundtrip of 120 miles?

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.