Vehicle Purchase - Buyers Label 1_Copy

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Thank you very much for agreeing to participate in our online survey. As a person who recently purchased a new vehicle or is planning on doing so, your opinions are very important to us.

The auto industry is creating many new and exciting technologies to power our vehicles more efficiently. To help people make the best choices for them, the fuel economy label that appears on all new vehicles sold in the United States is being revised by the United States Environmental Protection Agency and Department of Transportation. These revisions will allow all of us to compare more accurately among all vehicle technologies.

Your participation in our brief (12-15 minutes) online survey is completely voluntary and critical to the label redesign effort. All your responses will be completely anonymous and will only be reported in combination with those of other survey respondents.

The survey 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. (Just click 'Exit this survey' in the top right hand corner if you need to stop before completing the survey.)

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 by September 22, 2010. Thank you for sharing your opinions!

In this section we are interested in the type of new vehicle (not used, not leased, not a motorcycle) you purchased most recently.

*** 1. Did you purchase a new vehicle (not used, not leased, not a motorcycle) in the last 12 months?**

- No
- Yes

2. What make and model of new vehicle did you purchase most recently? (Makes are listed alphabetically. Click on the 'drop down box' and scroll down to find your vehicle.)

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3. Are you the primary driver of this vehicle?

- No
- Yes
- Equally share use of this vehicle

4. What is the percent of city and highway driving you do with this vehicle? (For example: City 25; Highway 75. The city and highway numbers should add up to 100. Enter whole numbers. DO NOT INCLUDE THE PERCENT SIGN.)

City %

Highway %

5. About how many miles is this vehicle driven on a typical day?

- 20 miles or less
- 21-30 miles
- 31-40 miles
- 41-50 miles
- 51-60 miles
- 61-70 miles
- 71-80 miles
- 81-90 miles
- 91-100 miles
- More than 100 miles

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6. Thinking about your vehicle selection process, what actions did you take and in what order did you take them? (ONLY CHECK ACTIONS YOU TOOK.) Do this by checking the first thing you did in the #1 column, checking the second thing you did in the #2 column, etc.

	1st	2nd	3rd	4th	5th	6th
Discussed with people you know	☐	☐	☐	☐	☐	☐
Looked at other internet sites (such as Edmunds.com, cars.com, vehix.com)	☐	☐	☐	☐	☐	☐
Visited a dealership	☐	☐	☐	☐	☐	☐
Looked at dealership internet sites	☐	☐	☐	☐	☐	☐
Looked at magazines, newspapers, or other printed sources of information	☐	☐	☐	☐	☐	☐
Looked at manufacturer internet sites	☐	☐	☐	☐	☐	☐

Other important things you did in your vehicle selection process (please specify here)

7. 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 (please specify below)

If chose 'other', please specify here

8. Please identify up to 3 vehicles you seriously considered before making your final decision. (Makes are listed alphabetically. Click on the 'drop down boxes' and scroll down to find your vehicles.)

	Vehicle 1	Vehicle 2	Vehicle 3
Vehicles seriously considered			

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9. What were the top 5 primary factors or attributes that drew you to the vehicles you seriously considered? Please rank order these by checking your #1 factor in the #1 column, checking your #2 factor in the #2 column, and so on until your top 5 factors have been ranked. BE SURE TO SCROLL DOWN SO THAT YOU CAN SEE ALL THE FACTORS/ATTRIBUTES.

	#1	#2	#3	#4	#5
Styling/appearance/image					
Alternative fuels					
Cargo space					
Towing capacity					
Features/amenities					
Brand name					
Warranty					
Performance/handling/power					
Price/affordability					
Safety					
Body style					
Reliability/repair costs					
Seating capacity					
Comfortable to drive/leg/head room					
Gas mileage/fuel economy					
All wheel drive or 4-wheel drive					
Green/environmentally friendly					

Other factors/attributes in your top 5 (please specify here)

Now we're interested in how you thought about fuel economy when you shopped for your most recently purchased new vehicle.

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10. On a scale of 1 to 7, where 1 is 'not important at all' and 7 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 = Very important
Level of importance	j	j	j	j	j	j	j

*** 11. Before buying your most recent new vehicle, did you search for information about fuel economy/fuel consumption?**

- j No
- j Yes
- j Don't remember

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

- é Newspapers
- é Government Web sites (e.g. fueleconomy.gov, EPA Green Vehicle Guide)
- é Asked others who have similar vehicle
- é Fuel economy label on vehicles
- é Auto dealers
- é Consumer Reports
- é Manufacturers' Web sites
- é Radio ads
- é Auto magazines (e.g. Car & Driver, Road & Track, Motor Trend)
- é Television ads
- é Vehicle Web sites (such as Edmunds.com, cars.com, vehix.com, kbb.com)
- é Environmental organizations

Other (please specify here)

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13. Please rate each of the following on a scale of 1 to 7 (with 1 being 'not compelling at all' and 7 being '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 - very compelling
To save money							
Makes our oil supplies last longer							
Reduce our dependency on other countries							
Better for the environment							
Reduces climate change							
To reduce the number of trips to the gas station							

Other 'very compelling' factors (please specify here)

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

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

- No
- Yes
- Don't know

15. On a scale of 1 to 7, where 1 is 'not important at all' and 7 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 = Very important
Level of importance							

Please note that the information in the following paragraphs is not a question but a description of the different types of vehicle technologies. It is important to read the information below for answering questions on the following pages.

Four types of advanced technology vehicles are either already available or will be in the near future:

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• Hybrid Vehicles use a gasoline engine as well as an electric motor to propel the vehicle. However, 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. 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 vehicle at first runs on only electricity. 2) When the battery is 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 vehicle uses up the charge along with some gasoline. 2) When the battery is 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.

To help consumers decide whether advanced technology vehicles might be good choices for them, the fuel economy label is being revised. These revisions will allow you to compare more accurately among all vehicle technologies. Your answers to the following questions will help this label redesign effort.

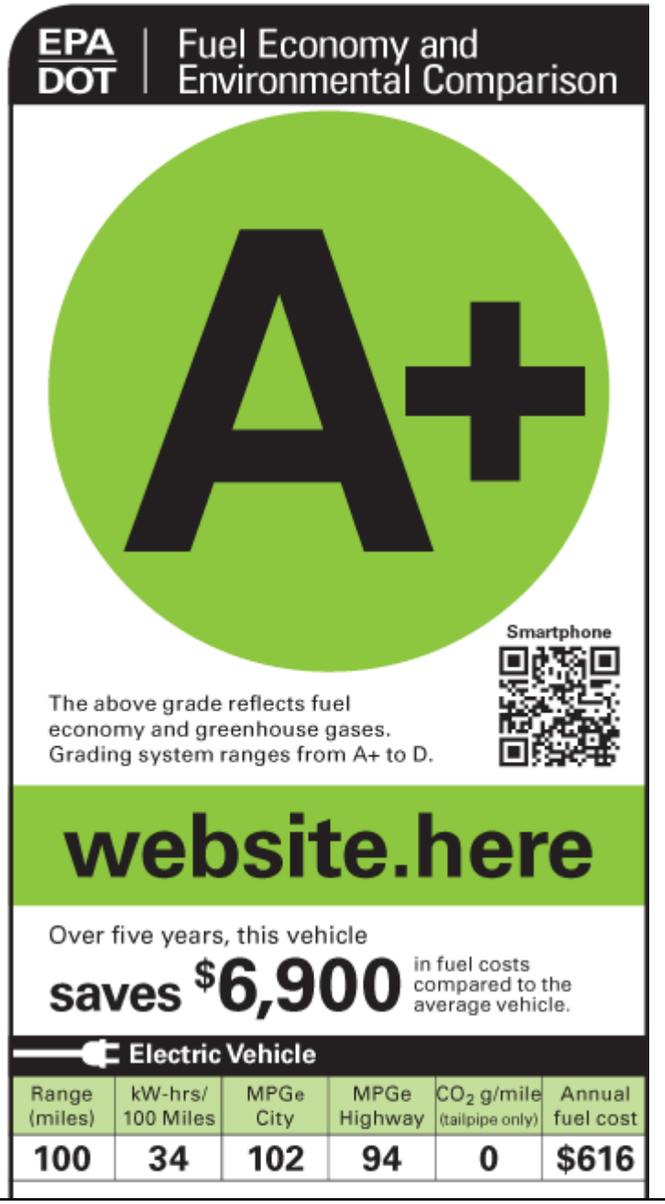
The next 6 questions ask you to look at the labels from two vehicles. YOU SHOULD ASSUME THAT ANY PLUG-IN VEHICLES START FULLY CHARGED AND THERE ARE NO RECHARGING OPPORTUNITIES DURING THE SPECIFIED TRIP.

WHEN ANSWERING QUESTIONS ON THE FOLLOWING PAGES, PLEASE BE SURE TO SCROLL TO THE BOTTOM OF THE PAGE SO THAT YOU CAN SEE ALL OF BOTH LABELS AND THE "NEXT" BUTTON.

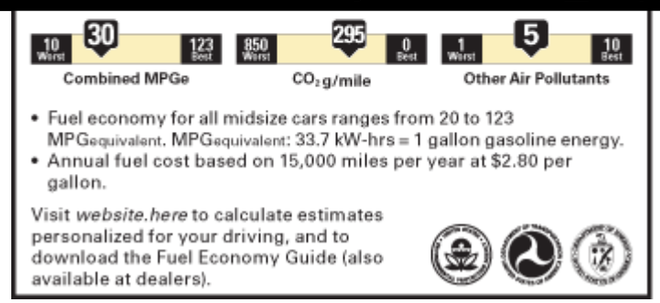
Vehicle Purchase - Buyers Label 1_Copy

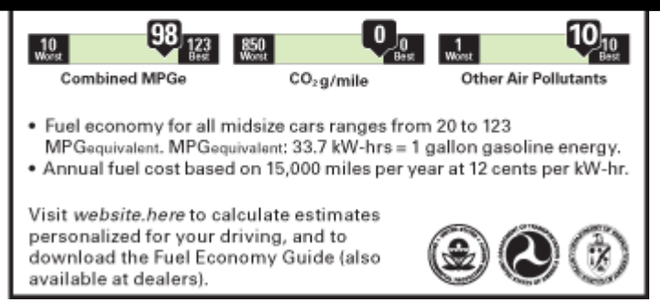
Vehicle A:

Vehicle B:



Vehicle Purchase - Buyers Label 1_Copy





16. Which vehicle is better for a round-trip of 120 miles?

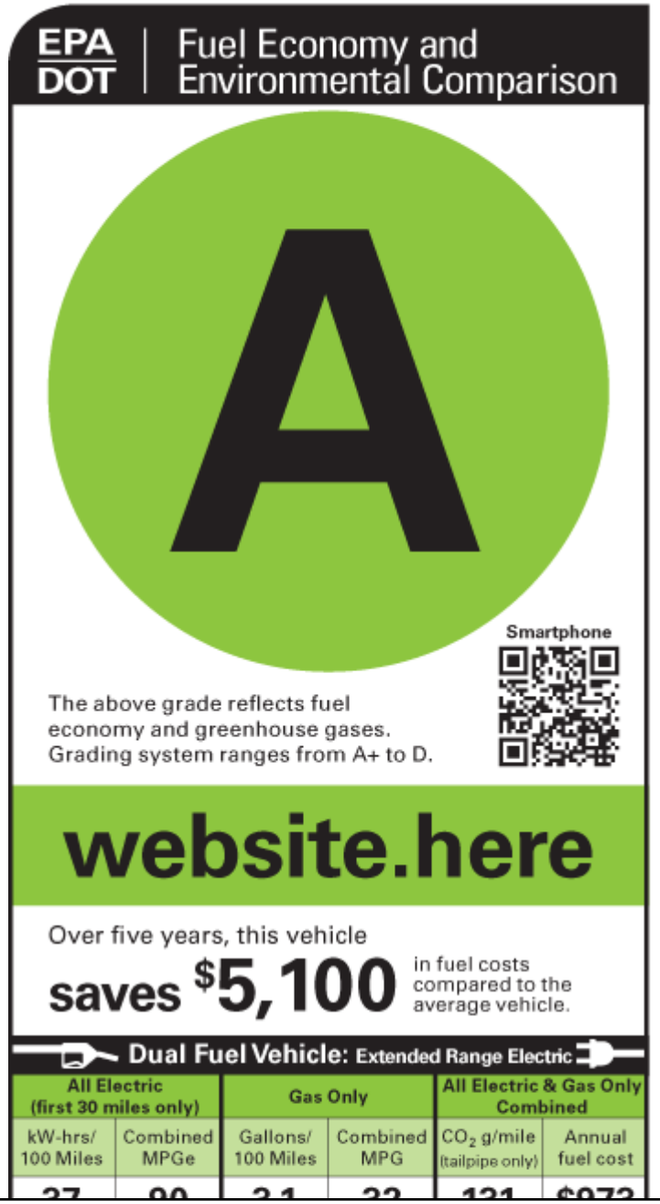
- Vehicle A
- Vehicle B
- Both are equally good

17. Which vehicle is better for a round-trip of 30 miles?

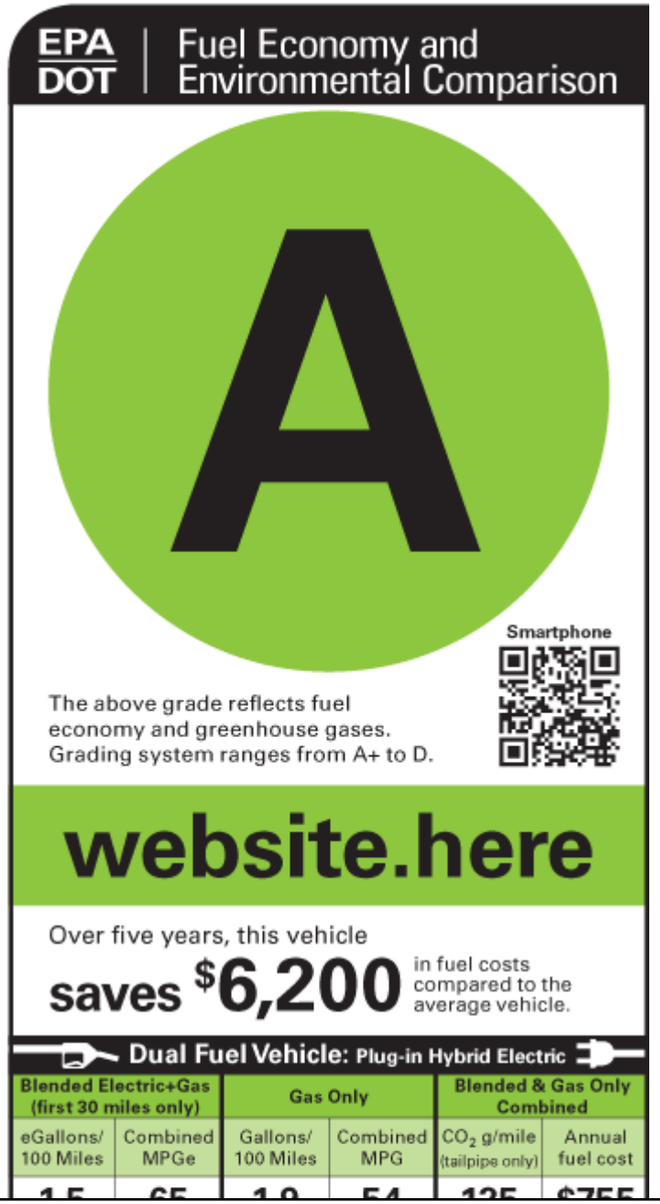
- Vehicle A
- Vehicle B
- Both are equally good

Vehicle Purchase - Buyers Label 1_Copy

Vehicle A:



Vehicle B:



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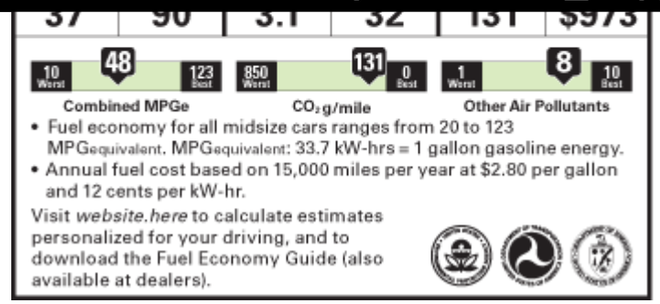
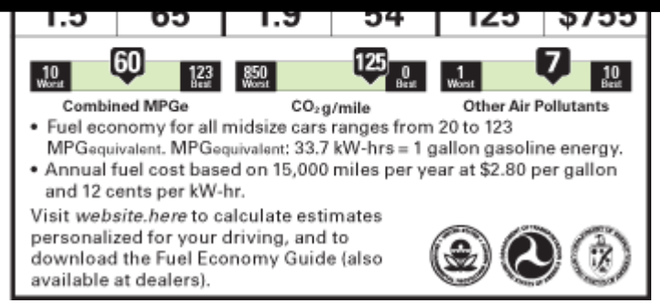




18. Which vehicle is better for a round-trip of 20 miles?

- Vehicle A
- Vehicle B
- Both are equally good

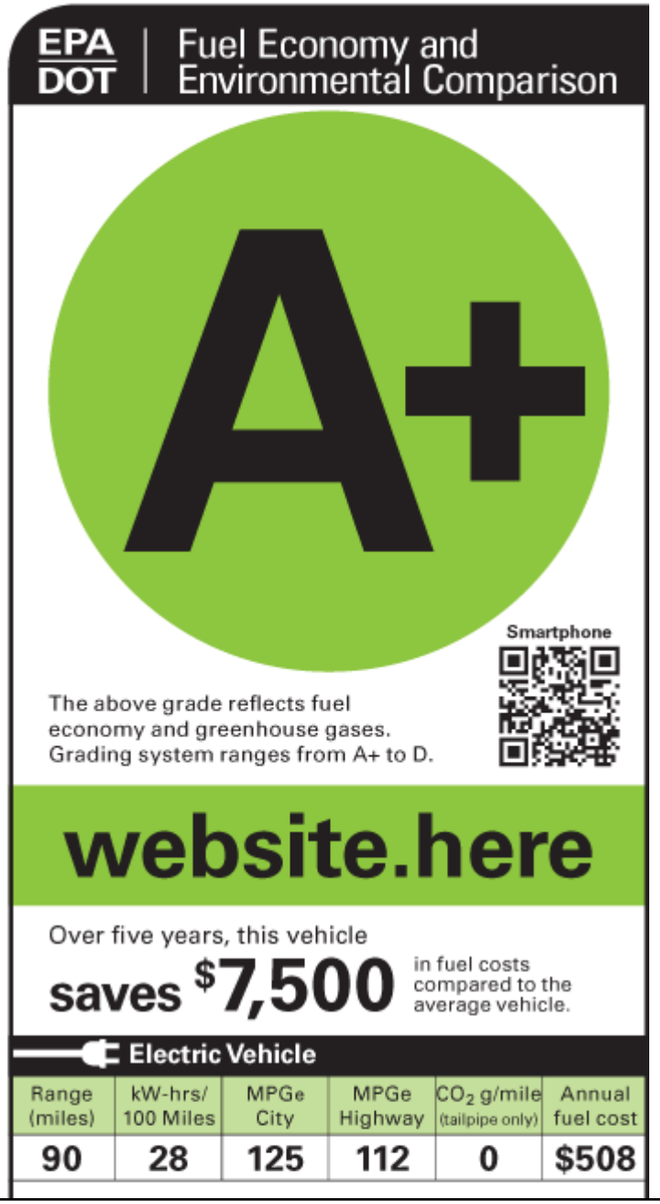
19. Which vehicle is better for a round-trip of 120 miles?

- Vehicle A
- Vehicle B
- Both are equally good

Vehicle Purchase - Buyers Label 1_Copy

Vehicle A:

Vehicle B:



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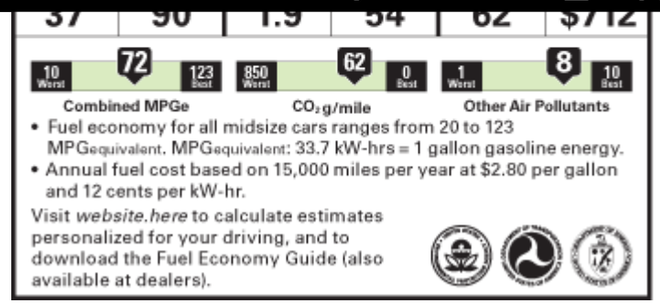
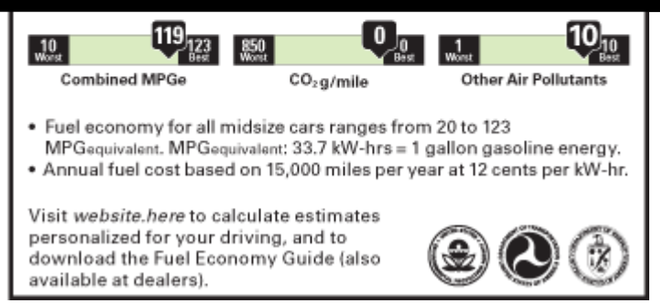




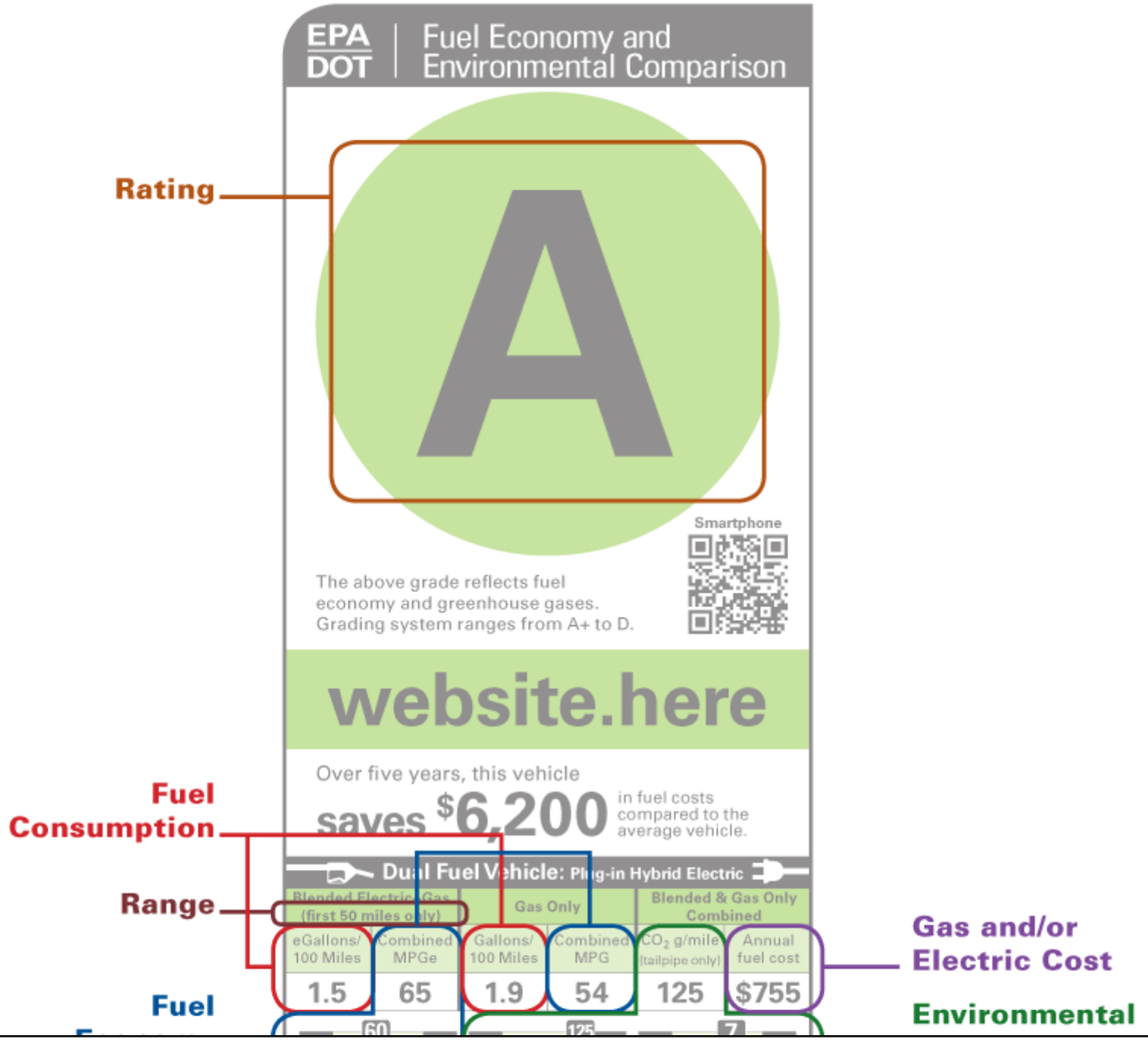
20. Which vehicle is better for a round-trip of 30 miles?

- Vehicle A
- Vehicle B
- Both are equally good

21. Which vehicle is better for a round-trip of 120 miles?

- Vehicle A
- Vehicle B
- Both are equally good

Vehicle Purchase - Buyers Label 1_Copy



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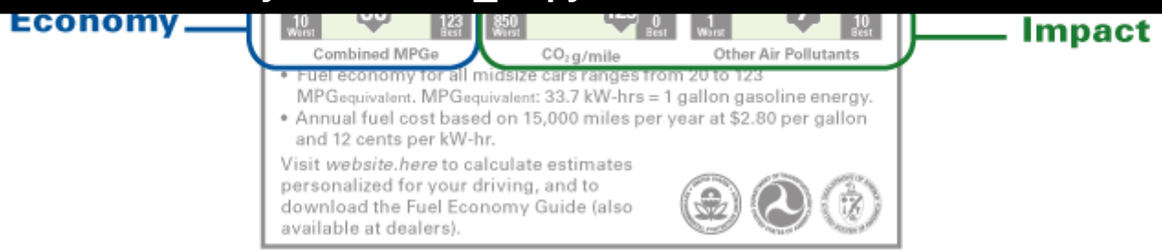


22. What label information did you use in deciding which vehicle was better in the previous questions? (check all that apply)
YOU MAY WANT TO USE THE LABEL ON THE LEFT TO ASSIST YOU AS YOU ANSWER THIS QUESTION.

- € Gasoline and/or electricity cost information
- € Gasoline and/or electricity consumption information
- € Vehicle range information
- € Fuel economy information
- € Environmental impact information
- € Rating information

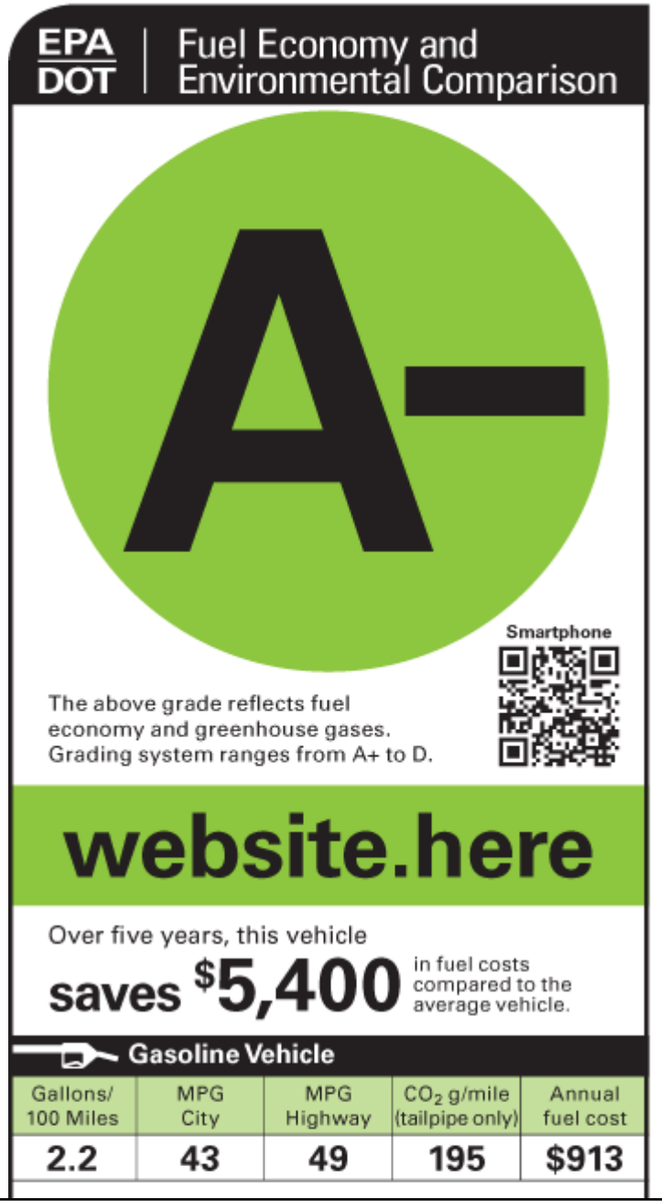
Other (please specify here)

The next 4 questions ask you to look at the labels for two vehicles and determine which you would purchase. For each question assume that the two vehicles are the same make and model, but that the vehicle technology is different (for example, gasoline vehicle and electric vehicle). AS YOU ANSWER THESE QUESTIONS, PLEASE THINK ABOUT YOUR OWN DAILY DRIVING PATTERNS.

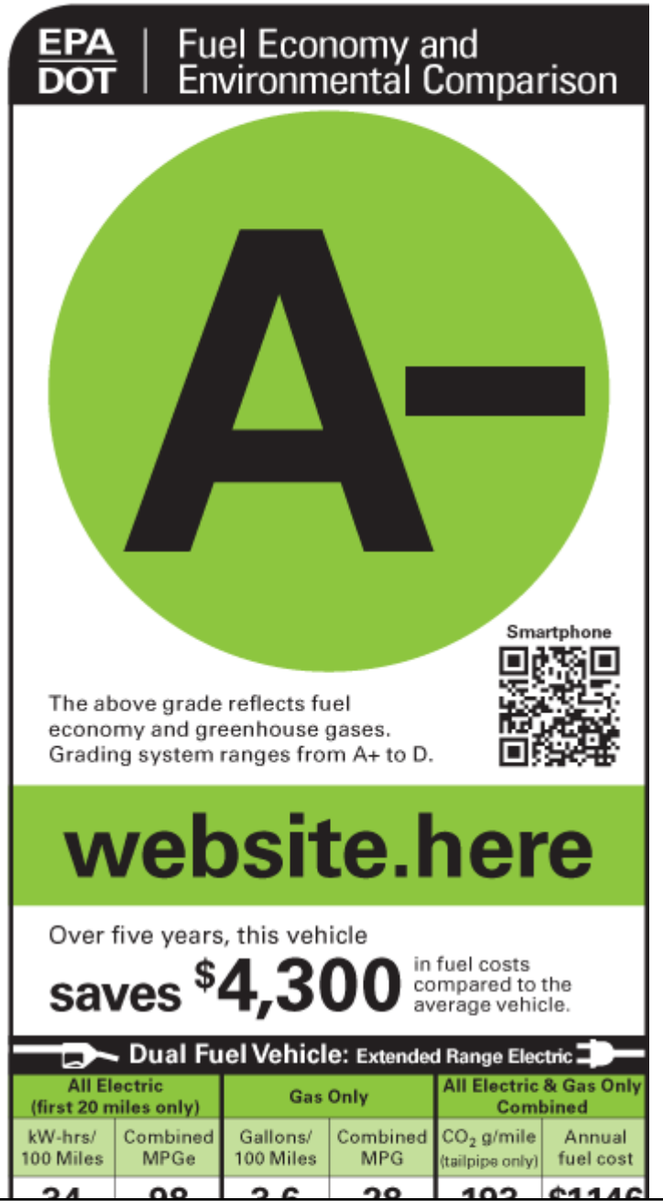
WHEN ANSWERING QUESTIONS ON THE FOLLOWING PAGES, PLEASE BE SURE TO SCROLL TO THE BOTTOM OF THE PAGE SO THAT YOU CAN SEE ALL OF BOTH LABELS AND THE "NEXT" BUTTON.

Vehicle Purchase - Buyers Label 1_Copy

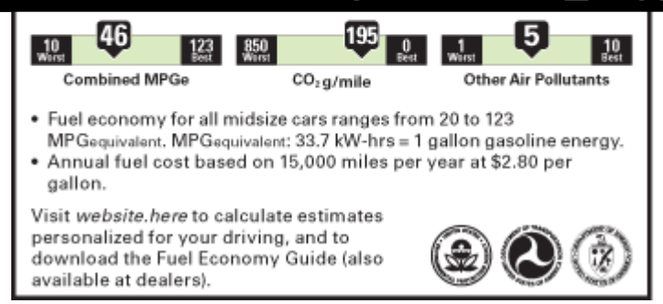
Vehicle A:

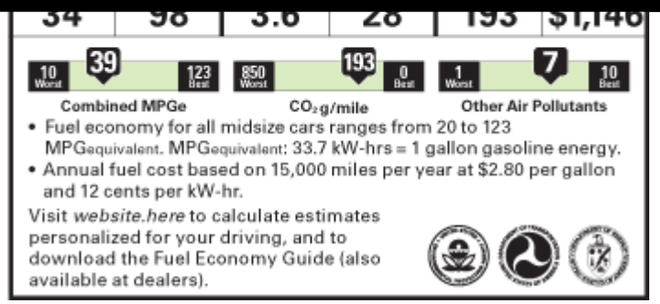


Vehicle B:



Vehicle Purchase - Buyers Label 1_Copy





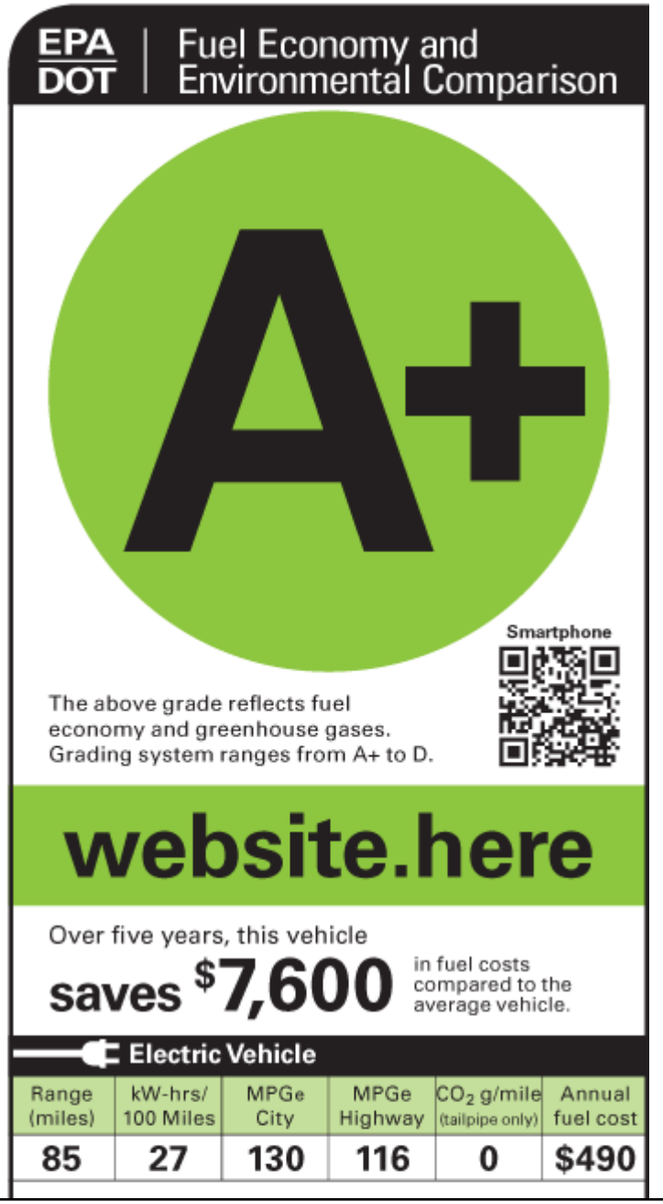
23. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

- Vehicle A
- Vehicle B
- Equally likely to purchase either vehicle

Vehicle Purchase - Buyers Label 1_Copy

Vehicle A:

Vehicle B:



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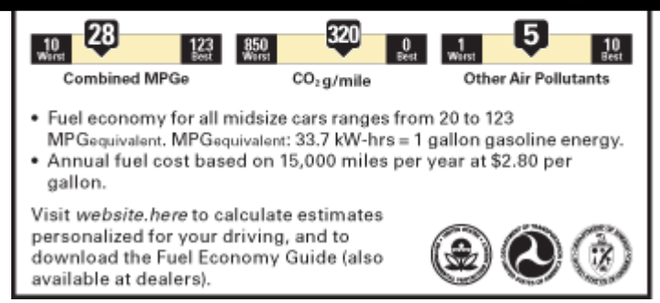
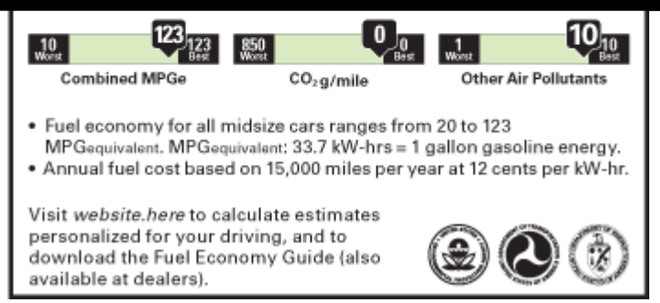


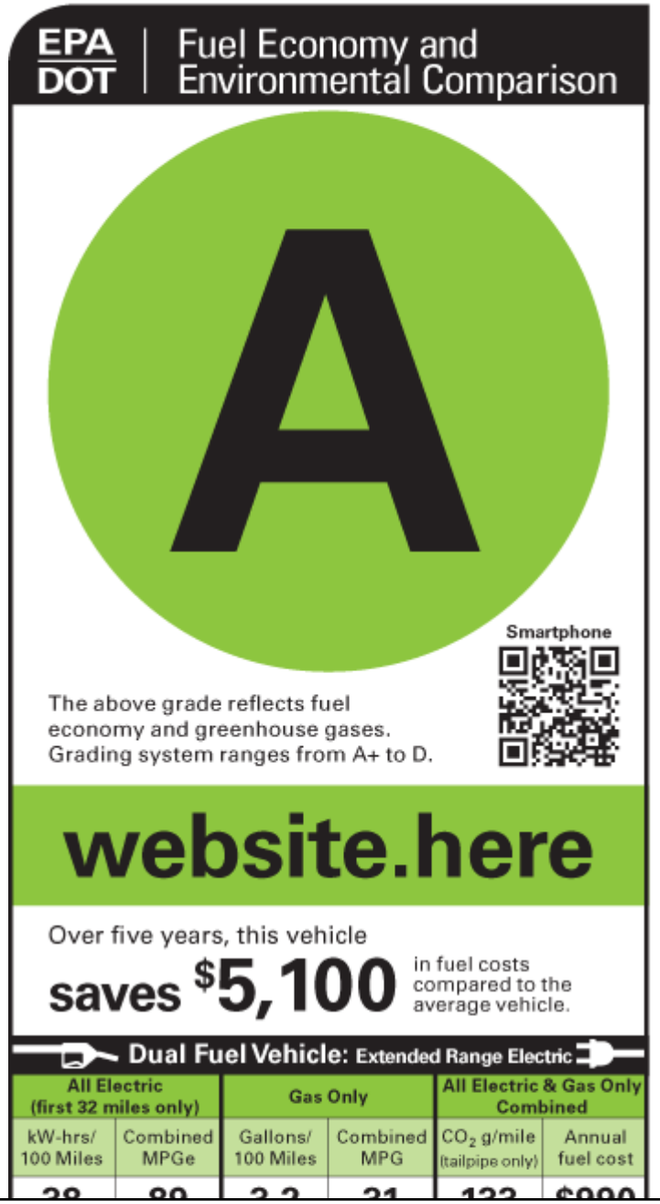


24. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

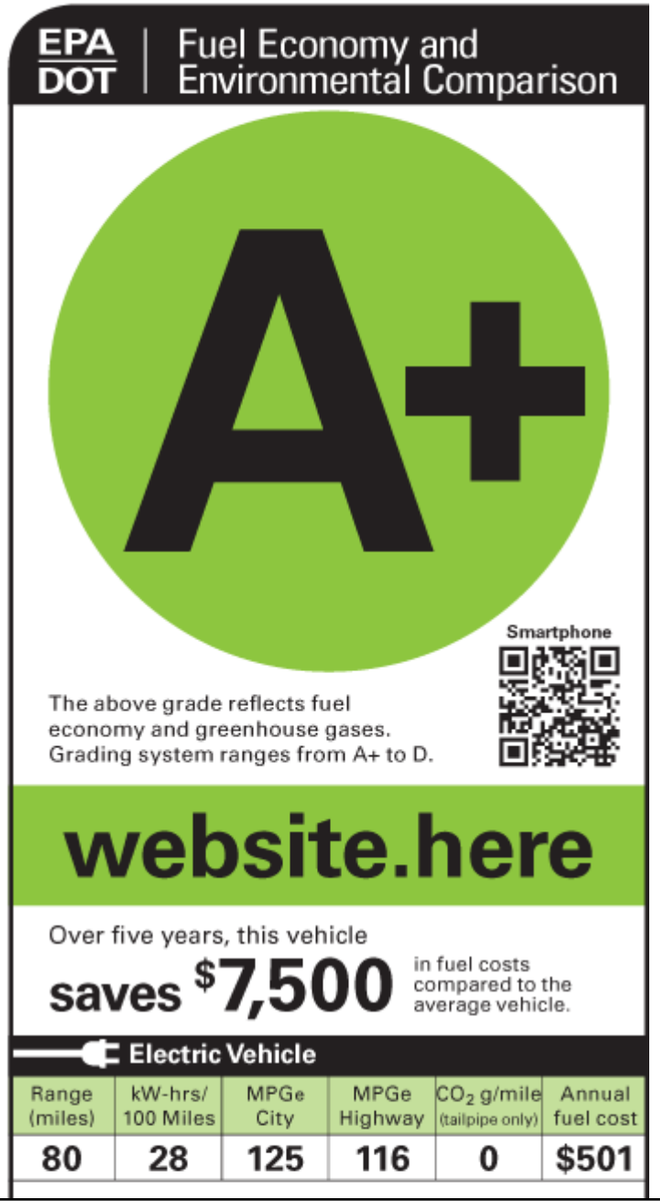
- Vehicle A
- Vehicle B
- Equally likely to purchase either vehicle

Vehicle Purchase - Buyers Label 1_Copy

Vehicle A:



Vehicle B:



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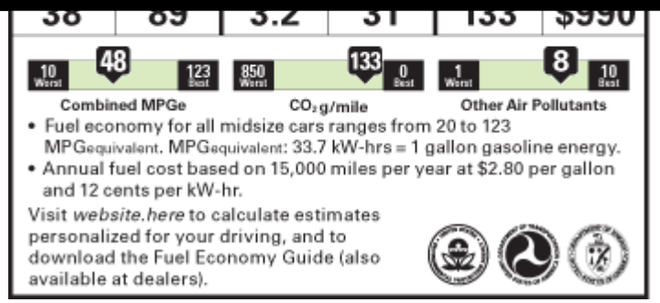
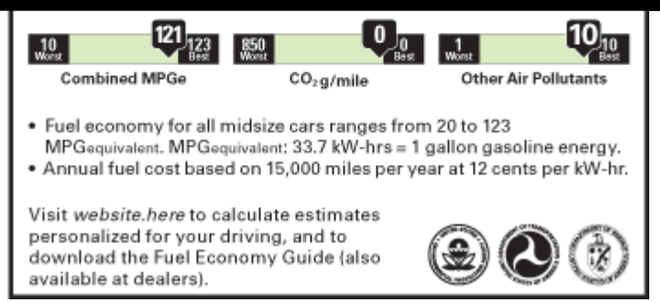


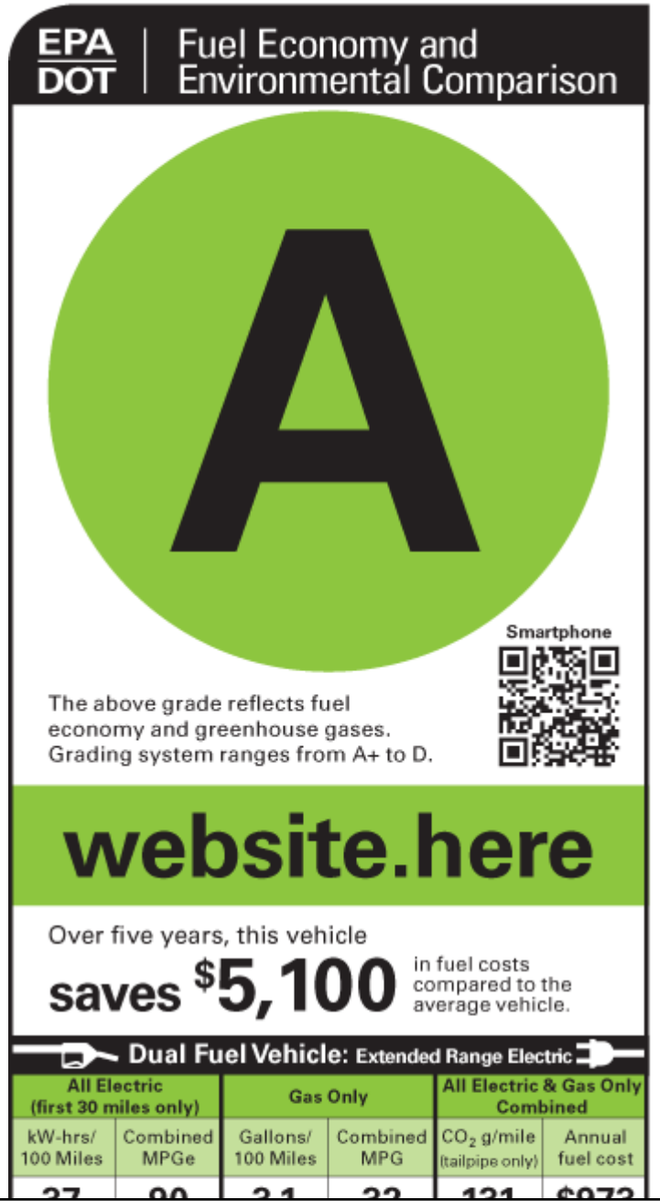


25. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

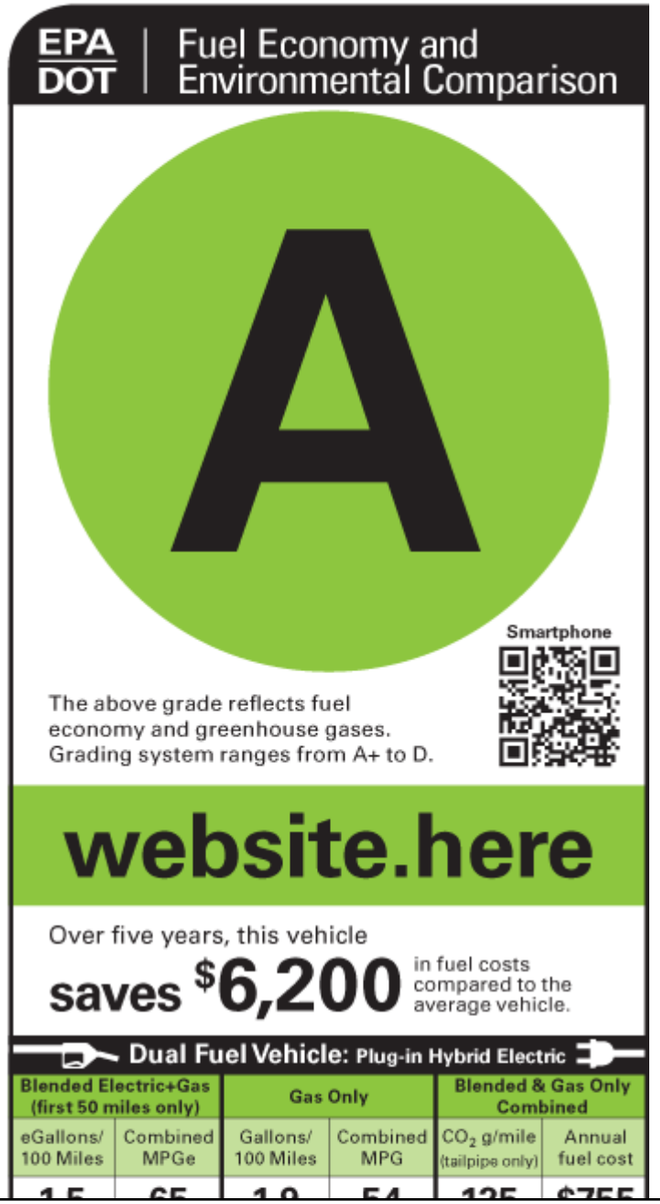
- Vehicle A
- Vehicle B
- Equally likely to purchase either vehicle

Vehicle Purchase - Buyers Label 1_Copy

Vehicle A:



Vehicle B:



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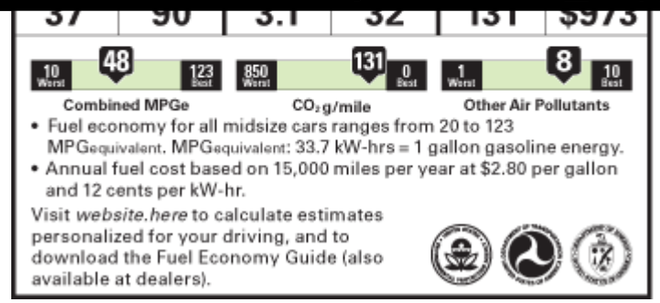
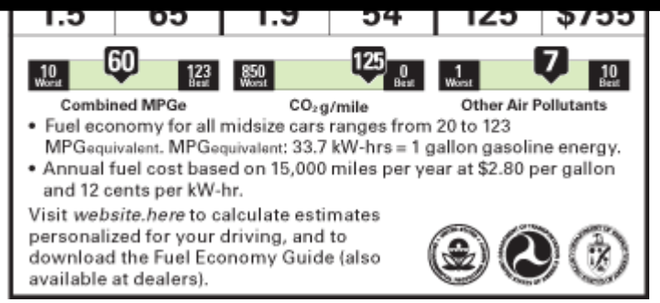
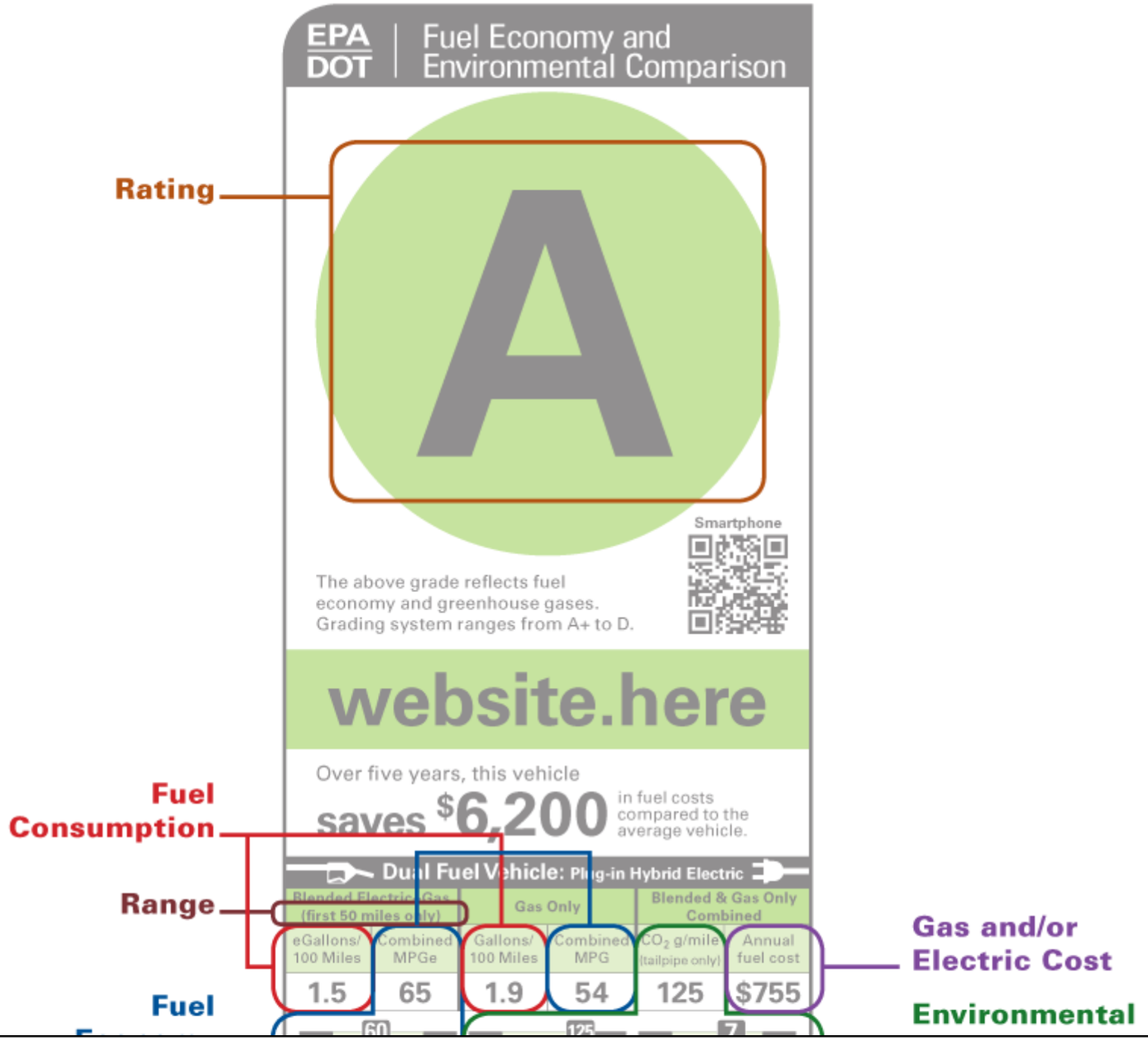




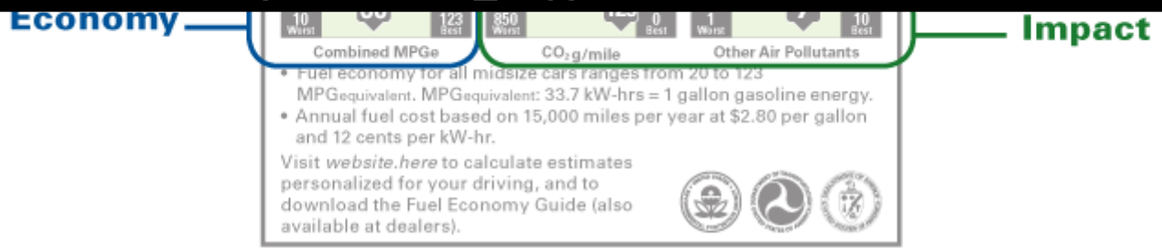
26. Assuming the same make and model of vehicle for both labels on the left and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your typical travel pattern?

- Vehicle A
- Vehicle B
- Equally likely to purchase either vehicle

Vehicle Purchase - Buyers Label 1_Copy



Vehicle Purchase - Buyers Label 1_Copy



27. What label information did you use in deciding which vehicle you would purchase in the previous questions? (check all that apply)
YOU MAY WANT TO USE THE LABEL ON THE LEFT TO ASSIST YOU AS YOU ANSWER THIS QUESTION.

- € Environmental impact information
- € Gasoline and/or electricity consumption information
- € Vehicle range information
- € Gasoline and/or electricity cost information
- € Rating information
- € Fuel economy information

Other (please specify here)

Vehicle Purchase - Buyers Label 1_Copy

28. Please rank order the top *five* things that would motivate you to seriously consider buying an advanced technology vehicle (such as an electric vehicle or a plug-in hybrid electric vehicle)? Do this by checking your #1 motivator in the #1 column, checking your #2 motivator in the #2 column, etc.

	#1 motivator	#2 motivator	#3 motivator	#4 motivator	#5 motivator
Reduce our dependence on gasoline					
Lower fuel costs					
Environmental benefits					
Vehicle and parts are reliable					
Good vehicle range					
Reduce the number of trips to the gas station					
Better fuel efficiency					
Good maintenance costs					
Lower cost of vehicle					

Other things in your top five that would motivate you (please specify here)

29. The label that you saw for an electric vehicle shows that it emits 0 CO2 grams per mile (tailpipe only); all other vehicles emit some CO2 per mile from their tailpipes. What does it mean that electric vehicles are rated to have 0 CO2 emissions?

- The electricity used to power electric vehicles has no carbon dioxide emissions associated with it.
- The electricity used to power electric vehicles may cause carbon dioxide emissions at a powerplant, but the vehicle does not produce any additional CO2 emissions.
- Other

If 'other', please specify.

Vehicle Purchase - Buyers Label 1_Copy

30. Where would you prefer to see information on the CO2 emissions associated with producing electricity or other fuels which power vehicles?

- On the label, in addition to “tailpipe only” emissions
- On the label, combined with tailpipe emissions, in addition to a “tailpipe only” emissions value
- On a website instead of the label; the label should have “tailpipe only” emissions
- Other (please specify below)
- Information on the emissions associated with producing electricity and other fuels to power a vehicle is not important to me

If 'other', please specify.

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

31. On a scale of 1 to 7, where 1 = 'among the first people' and 7 = 'among the last people', how would you rate yourself in regard to when you generally get new gadgets that come on the market?

	1 - among the first	2	3	4	5	6	7 - among the last
I'm generally							

32. What is your home zip code?

Zip code

33. How many working motorized vehicles does your household have?

- 1
- 2
- 3
- 4
- 5 or more

34. How many licensed drivers in your household?

- 1
- 2
- 3
- 4
- 5 or more

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35. What is your gender?

- Male
- Female

36. Which of the following ranges includes your age?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or over

37. What is the highest level of education you have completed?

- Less than high school
- High school diploma or GED
- Some college / AA degree / Technical school degree
- College graduate (Bachelor's degree or equivalent)
- Postgraduate degree (Masters, Doctorate, Law, Medical)

38. How many people live in your household? Number of people includes you, your spouse/partner, your children (including full-time students under age 23 even if they do not live at home), and any legal dependents.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 or more

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39. Which of the following categories includes your household's total 2009 income (before taxes)?

- Less than $15,000
- $15,000 to less than $25,000
- $25,000 to less than $50,000
- $50,000 to less than $75,000
- $75,000 to less than $100,000
- $100,000 to less than $125,000
- $125,000 to less than $150,000
- $150,000 or more

40. Do you have any comments about the label designs you saw in this survey?

These were all the questions we had for you today. BE SURE TO CLICK THE 'DONE' BUTTON BELOW SO THAT YOUR ANSWERS ARE ENTERED.