

## Vehicle Purchase - Buyers Label 3 (Reversed)



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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

61-70 miles

21-30 miles

71-80 miles

31-40 miles

81-90 miles

41-50 miles

91-100 miles

51-60 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visited a dealership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looked at manufacturer internet sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looked at other internet sites (such as Edmunds.com, cars.com, vehix.com)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looked at magazines, newspapers, or other printed sources of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Looked at dealership internet sites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.)**

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Sports car     | <input type="checkbox"/> Large car                   | <input type="checkbox"/> Pickup truck                 |
| <input type="checkbox"/> Subcompact car | <input type="checkbox"/> Station wagon               | <input type="checkbox"/> Minivan                      |
| <input type="checkbox"/> Compact car    | <input type="checkbox"/> Sport utility vehicle (SUV) | <input type="checkbox"/> Full-size van                |
| <input type="checkbox"/> Midsize car    | <input type="checkbox"/> Crossover                   | <input type="checkbox"/> 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	<input type="text"/>	<input type="text"/>	<input type="text"/>

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

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- No
- Yes
- Don't remember

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

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

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
Reduces climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To reduce the number of trips to the gas station	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce our dependency on other countries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes our oil supplies last longer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better for the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*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 RIGHT SO THAT YOU CAN SEE ALL OF BOTH LABELS.**



# Vehicle Purchase - Buyers Label 3 (Reversed)

## Vehicle A:

**EPA Fuel Economy and DOT Environmental Comparisons**

Fuel Economy			Consumption
<b>98</b> MPGequivalent	102	94	<b>\$616</b>
combined	city	highway	annual fuel cost
			<b>34</b> kW-hrs per 100 miles

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst

Best

midsize cars

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent.

Your actual mileage and costs will vary with electricity cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

**Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)**

- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

**Electric Vehicle**

**Environment Rating**  
(among all vehicles)

**0** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★★★  
5 out of 5 (5 is best)

US EPA SmartWay

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**Charge & Range**

Full charge in      Vehicle can travel about

**12** hours      **100** miles

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**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.

## Vehicle B:

**EPA Fuel Economy and DOT Environmental Comparisons**

Fuel Economy			Consumption
<b>30</b> MPG	27	35	<b>\$1,400</b>
combined	city	highway	annual fuel cost
			<b>3.3</b> gallons used every 100 miles

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst

Best

midsize cars

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent.

Your actual mileage and costs will vary with fuel cost, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon.

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**Gasoline Vehicle**

**Environment Rating**  
(among all vehicles)

**295** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★☆☆  
2.5 out of 5 (5 is best)

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**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.

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 3 (Reversed)

## Vehicle A:

**EPA Fuel Economy and DOT Environmental Comparisons**

**Blended Electric+Gas** (when fully charged)

**65** MPGequivalent  
1.5 gallon gas equivalent per 100 miles

Charge takes **4 hours** Range **30** miles before switching to Gas Mode

Electric only: first **11** miles

**Gas Only** (when battery is empty)

**54** MPG  
1.9 gallons per 100 mi.

**Annual Fuel Cost** **\$755** Blended and Gas Only combined

**Fuel Economy & Greenhouse Gas Rating** (among all vehicles)

Worst 1 2 3 4 5 6 7 8 **9** 10 Best

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent. This vehicle gets 60 MPGequivalent.

**Environment Rating** (among all vehicles)

**125** CO<sub>2</sub> grams/mile (tailpipe only)


Other Air Pollutants **★★★★★**  
3.5 out of 5 (5 is best)

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- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

## Vehicle B:

**EPA Fuel Economy and DOT Environmental Comparisons**

**All Electric** (when fully charged)

**90** MPGequivalent  
37 kW-hrs per 100 mi.

Charge takes **4 hours** Range **30** miles before switching to Gas Mode

**Gas Only** (when battery is empty)

**32** MPG  
3.1 gallons per 100 mi.

**Annual Fuel Cost** **\$973** All Electric and Gas Only combined

**Fuel Economy & Greenhouse Gas Rating** (among all vehicles)

Worst 1 2 3 4 5 6 7 8 **9** 10 Best

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent. This vehicle gets 48 MPGequivalent.

**Environment Rating** (among all vehicles)

**131** CO<sub>2</sub> grams/mile (tailpipe only)


Other Air Pollutants **★★★★★**  
4 out of 5 (5 is best)

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- Download the Fuel Economy Guide (also available at dealers)

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

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 3 (Reversed)

## Vehicle A:

**EPA Fuel Economy and DOT Environmental Comparisons**

**Fuel Economy**

**119** MPGequivalent  
combined city highway

**Consumption**

**\$508**  
annual fuel cost

**28** kW-hrs per 100 miles

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst 
1
2
3
4
5
6
7
8
9
10
Best
 Best

midsize cars

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent.

Your actual mileage and costs will vary with electricity cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

**Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)**

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**Electric Vehicle**

**Environment Rating**  
(among all vehicles)

**0** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★★★  
5 out of 5 (5 is best)

US EPA SmartWay

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**Charge & Range**

Full charge in Vehicle can travel about

**12** hours **90** miles

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**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.

## Vehicle B:

**EPA Fuel Economy and DOT Environmental Comparisons**

**All Electric**  
(when fully charged)

**90** MPGequivalent

37 kW-hrs per 100 mi.

Charge takes **4** hours

Range **40** miles before switching to Gas Mode

**Gas Only**  
(when battery is empty)

**54** MPG

1.9 gallons per 100 mi.

**Annual Fuel Cost** **\$712** All Electric and Gas Only combined

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst 
1
2
3
4
5
6
7
8
9
10
Best
 Best

midsize cars

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent. This vehicle gets 72 MPGequivalent.

Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

**Dual Fuel Vehicle Plug-in Hybrid E**

**Environment Rating**  
(among all vehicles)

**62** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★★★  
4 out of 5 (5 is best)

US EPA SmartWay

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**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.

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 3 (Reversed)

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 BELOW TO ASSIST YOU AS YOU ANSWER THIS QUESTION.

Gasoline and/or electricity cost information

Fuel economy information

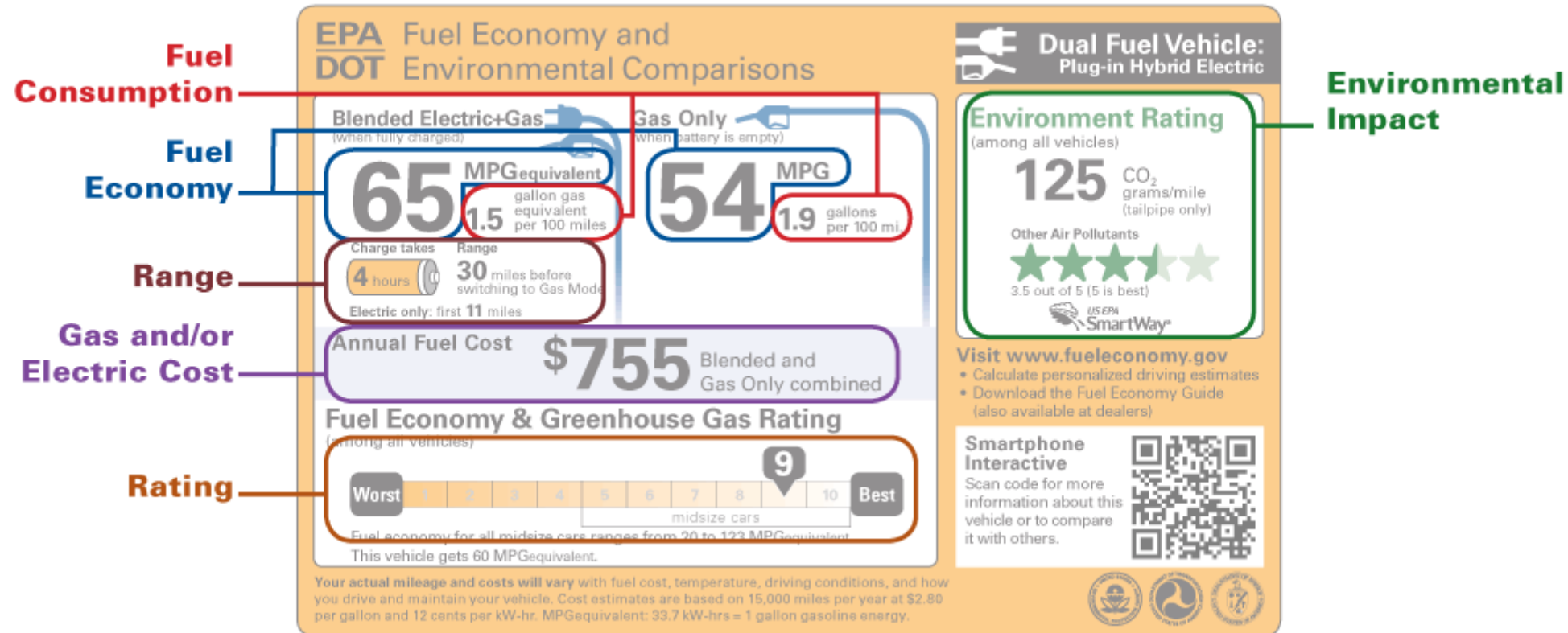
Vehicle range information

Other (please specify here)

Rating information

Environmental impact information

Gasoline and/or electricity consumption information



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

# Vehicle Purchase - Buyers Label 3 (Reversed)

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 RIGHT SO THAT YOU CAN SEE ALL OF BOTH LABELS.

## Vehicle A:

**EPA Fuel Economy and DOT Environmental Comparisons**

**All Electric** (when fully charged)

**98** MPGequivalent

34 kW-hrs per 100 mi.

Charge takes **4** hours

Range **20** miles before switching to Gas Mode

**Gas Only** (when battery is empty)

**28** MPG

3.6 gallons per 100 mi.

**Annual Fuel Cost \$1,146** All Electric and Gas Only combined

**Fuel Economy & Greenhouse Gas Rating** (among all vehicles)

**8**

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent. This vehicle gets 39 MPGequivalent.

Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

**Dual Fuel Vehicle: Plug-in Hybrid Electric**

**Environment Rating** (among all vehicles)

**193** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants **★★★★☆**

3.5 out of 5 (5 is best)


US EPA SmartWay

Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)

- Calculate personalized driving estimates
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**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



## Vehicle B:

**EPA Fuel Economy and DOT Environmental Comparisons**

**Fuel Economy**

**46** MPG combined

43 city 49 highway

**Consumption**

**\$913** annual fuel cost

**2.2** gallons used every 100 miles

**Fuel Economy & Greenhouse Gas Rating** (among all vehicles)

**8**

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent.

Your actual mileage and costs will vary with fuel cost, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon.

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**Gasoline Vehicle**

**Environment Rating** (among all vehicles)


**195** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants **★★★★☆**

2.5 out of 5 (5 is best)

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



23. Assuming the same make and model of vehicle for both labels above 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?

jn Vehicle A

jn Vehicle B

jn Equally likely to purchase either vehicle

# Vehicle Purchase - Buyers Label 3 (Reversed)

## Vehicle A:

**EPA Fuel Economy and DOT Environmental Comparisons**

Fuel Economy			Consumption
<b>123</b> <small>MPG<sub>equivalent</sub></small>	<b>130</b> <small>city</small>	<b>116</b> <small>highway</small>	<b>\$490</b> annual fuel cost
			<b>27</b> <small>kW-hrs per 100 miles</small>

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst

Best

10

midsize cars

Fuel economy for all midsize cars ranges from 20 to 123 MPG<sub>equivalent</sub>.

Your actual mileage and costs will vary with electricity cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at 12 cents per kW-hr. MPG<sub>equivalent</sub>: 33.7 kW-hrs = 1 gallon gasoline energy.

**Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)**

- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

**Electric Vehicle**

**Environment Rating**  
(among all vehicles)

**0** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★★★  
5 out of 5 (5 is best)

SmartWay

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**Charge & Range**

Full charge in      Vehicle can travel about

**12** hours      **85** miles

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**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.

## Vehicle B:

**EPA Fuel Economy and DOT Environmental Comparisons**

Fuel Economy			Consumption
<b>28</b> <small>MPG</small>	<b>25</b> <small>city</small>	<b>32</b> <small>highway</small>	<b>\$1,500</b> annual fuel cost
			<b>3.6</b> <small>gallons used every 100 miles</small>

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst

Best

6

midsize cars

Fuel economy for all midsize cars ranges from 20 to 123 MPG<sub>equivalent</sub>.

Your actual mileage and costs will vary with fuel cost, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon.

**Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)**

- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

**Gasoline Vehicle**

**Environment Rating**  
(among all vehicles)

**320** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★☆☆  
2.5 out of 5 (5 is best)

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**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.

24. Assuming the same make and model of vehicle for both labels above 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?

jn Vehicle A

jn Vehicle B

jn Equally likely to purchase either vehicle

# Vehicle Purchase - Buyers Label 3 (Reversed)

## Vehicle A:

**EPA Fuel Economy and DOT Environmental Comparisons**

**Fuel Economy**

**121** MPGequivalent  
combined    125 city    116 highway

**Consumption**

**\$501**  
annual fuel cost

**28** kW-hrs per 100 miles

**Environment Rating**  
(among all vehicles)

**0** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants  
**★★★★★**  
5 out of 5 (5 is best)


US EPA SmartWay

**Charge & Range**

Full charge in **12** hours    Vehicle can travel about **80** miles

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst 
1
2
3
4
5
6
7
8
9
10
Best
 midsize cars




Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent.

**10**

Your actual mileage and costs will vary with electricity cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

**Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)**

- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

## Vehicle B:

**EPA Fuel Economy and DOT Environmental Comparisons**

**All Electric**  
(when fully charged)

**89** MPGequivalent  
38 kW-hrs per 100 mi.

Charge takes **4** hours    Range **32** miles before switching to Gas Mode

**Gas Only**  
(when battery is empty)

**31** MPG  
3.2 gallons per 100 mi.

**Environment Rating**  
(among all vehicles)

**133** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants  
**★★★★★**  
4 out of 5 (5 is best)

US EPA SmartWay

**Annual Fuel Cost** **\$990** All Electric and Gas Only combined

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst 
1
2
3
4
5
6
7
8
9
10
Best
 midsize cars


Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent. This vehicle gets 48 MPGequivalent.

Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

**9**

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



25. Assuming the same make and model of vehicle for both labels above 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 3 (Reversed)

## Vehicle A:

**EPA Fuel Economy and DOT Environmental Comparisons**

**Blended Electric+Gas**  
(when fully charged)

**65** MPGequivalent

1.5 gallon gas equivalent per 100 miles

Charge takes 4 hours

Range 30 miles before switching to Gas Mode

Electric only: first 11 miles

**Gas Only**  
(when battery is empty)

**54** MPG

1.9 gallons per 100 mi.

**Annual Fuel Cost** **\$755** Blended and Gas Only combined

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst 
1
2
3
4
5
6
7
8
9
10
 Best

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent. This vehicle gets 60 MPGequivalent.

**Dual Fuel Vehicle: Plug-in Hybrid Electric**

**Environment Rating**  
(among all vehicles)

**125** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★★★

3.5 out of 5 (5 is best)


US EPA SmartWay

**Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)**

- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

## Vehicle B:

**EPA Fuel Economy and DOT Environmental Comparisons**

**All Electric**  
(when fully charged)

**90** MPGequivalent

37 kW-hrs per 100 mi.

Charge takes 4 hours

Range 30 miles before switching to Gas Mode

**Gas Only**  
(when battery is empty)

**32** MPG

3.1 gallons per 100 mi.

**Annual Fuel Cost** **\$973** All Electric and Gas Only combined

**Fuel Economy & Greenhouse Gas Rating**  
(among all vehicles)

Worst 
1
2
3
4
5
6
7
8
9
10
 Best

Fuel economy for all midsize cars ranges from 20 to 123 MPGequivalent. This vehicle gets 48 MPGequivalent.

**Dual Fuel Vehicle: Plug-in Hybrid Electric**

**Environment Rating**  
(among all vehicles)

**131** CO<sub>2</sub> grams/mile (tailpipe only)

Other Air Pollutants

★★★★★

4 out of 5 (5 is best)


US EPA SmartWay

**Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)**

- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.



Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGequivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

26. Assuming the same make and model of vehicle for both labels above 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?

jn Vehicle A

jn Vehicle B

jn Equally likely to purchase either vehicle



# Vehicle Purchase - Buyers Label 3 (Reversed)

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 BELOW TO ASSIST YOU AS YOU ANSWER THIS QUESTION.

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

Other (please specify here)

**Fuel Consumption** - Points to the Blended Electric+Gas and Gas Only sections.

**Fuel Economy** - Points to the 65 MPGe equivalent and 54 MPG values.

**Range** - Points to the 30 miles before switching to Gas Mode.

**Gas and/or Electric Cost** - Points to the Annual Fuel Cost of \$755.

**Rating** - Points to the Fuel Economy & Greenhouse Gas Rating of 9.

**Environmental Impact** - Points to the Environment Rating of 125 CO<sub>2</sub> grams/mile and 3.5 stars.

**Label Content:**

**EPA Fuel Economy and DOT Environmental Comparisons**

**Dual Fuel Vehicle: Plug-in Hybrid Electric**

**Blended Electric+Gas** (when fully charged): **65 MPGe equivalent** (1.5 gallon gas equivalent per 100 miles)

**Gas Only** (when battery is empty): **54 MPG** (1.9 gallons per 100 mi)

Charge takes: **4 hours** | Range: **30 miles** before switching to Gas Mode | Electric only: first **11 miles**

**Annual Fuel Cost: \$755** (Blended and Gas Only combined)

**Fuel Economy & Greenhouse Gas Rating: 9** (among all vehicles) | Worst 1 2 3 4 5 6 7 8 9 10 Best | midsize cars | Fuel economy for all midsize cars ranges from 20 to 123 MPGe equivalent. This vehicle gets 60 MPGe equivalent.

**Environment Rating: 125** CO<sub>2</sub> grams/mile (tailpipe only) | Other Air Pollutants: 3.5 out of 5 (5 is best) | US EPA SmartWay

Visit [www.fueleconomy.gov](http://www.fueleconomy.gov)

- Calculate personalized driving estimates
- Download the Fuel Economy Guide (also available at dealers)

**Smartphone Interactive**

Scan code for more information about this vehicle or to compare it with others.

Your actual mileage and costs will vary with fuel cost, temperature, driving conditions, and how you drive and maintain your vehicle. Cost estimates are based on 15,000 miles per year at \$2.80 per gallon and 12 cents per kW-hr. MPGe equivalent: 33.7 kW-hrs = 1 gallon gasoline energy.

## Vehicle Purchase - Buyers Label 3 (Reversed)

**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
Good maintenance costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower cost of vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lower fuel costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better fuel efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce the number of trips to the gas station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vehicle and parts are reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good vehicle range	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reduce our dependence on gasoline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 3 (Reversed)

**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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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

## Vehicle Purchase - Buyers Label 3 (Reversed)

### 35. What is your gender?

Male

Female

### 36. Which of the following ranges includes your age?

18-24

45-54

25-34

55-64

35-44

65 or over

### 37. 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

### 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

6

2

7

3

8

4

9

5

10 or more

## Vehicle Purchase - Buyers Label 3 (Reversed)

**39. 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

**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.