

**Appendix C**  
**Fuel Economy, GHG, Other Emissions, and Alternative Fuels Education Program**  
**Qualitative Focus Group Screener**

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1. In which of the following categories is your age?
  - 1 Under 18 [TERMINATE]
  - 2 18 to 24
  - 3 25 to 34
  - 4 35 to 44
  - 5 45 to 54
  - 6 55 to 64
  - 7 65 or older
  - 8 REFUSED [TERMINATE]
  
2. Are you...?
  - 1 Male
  - 2 Female
  - 3 REFUSED [TERMINATE]
  
3. Do you or a family member currently, or have you or a family member previously worked for any of the following?
  - 1 The automotive industry [TERMINATE]
  - 2 An ethanol or alternative fuel producer [TERMINATE]
  - 3 A market research company or department [TERMINATE]
  - 4 A marketing company or department [TERMINATE]
  - 5 None of the above
  - 6 DON'T KNOW [TERMINATE]
  
4. Are you a licensed driver?
  - 1 Yes
  - 2 No [TERMINATE]

3 REFUSED [TERMINATE]

5. Do you currently own or lease a passenger vehicle?

1 Yes – OWN

2 Yes – LEASE

3 No [TERMINATE]

4 REFUSED [TERMINATE]

6. Which of the following statements best represents your plans for purchasing or leasing a new vehicle for you or your family? By new vehicle, we mean new model year vehicle, not used or previously owned. [RECRUIT MIX]

1 I plan to purchase or lease a new vehicle in the next 1 to 3 months

2 I plan to purchase or lease a new vehicle in the next 4 to 6 months

3 I plan to purchase or lease a new vehicle in the next 7 to 12 months

4 I plan to purchase or lease a new vehicle longer than 12 months from now

5 I have no plans to purchase or lease a new vehicle [MAX 3 PER GROUP]

Thinking about your next vehicle purchase or lease, would you say you are the primary decision maker, have shared responsibility, or will someone else make the decision?

6 I am the primary decision maker

7 I have shared responsibility with someone else

8 I do not have any responsibility for vehicle purchasing decisions [TERMINATE]

7. Approximately how many miles do you drive your primary vehicle per week? [ENSURE BROAD MIX OF DRIVING DISTANCES IN EACH GROUP]

1 0 to 49 miles [LIMIT: MAX 2 PER GROUP]

2 50 to 99 miles

3 100 to 199 miles

4 200 to 299 miles

5 300 to 499 miles

6 500 miles or more

8. What type of vehicle(s) do you currently own or lease? [MULTIPLE RESPONSE]

1 Gasoline-engine vehicle

2 Gasoline-electric hybrid vehicle

3 Diesel engine vehicle

4 Flex-fuel or alternative fuel vehicle

[REPEAT FOR EACH TYPE OF VEHICLE FROM Q9]

9. What is the make and model of this vehicle?

[OPEN END]

10. Which of the following statements best describes you?<sup>1</sup> [RECRUIT MIX]
- 1 I prefer to be the first to buy and try new technologies
  - 2 I prefer to wait until new product hype has calmed before I purchase and try new technologies
  - 3 I prefer to wait until new technologies have been thoroughly tested and reviewed, and others I know have purchased and used new technologies before I purchase
  - 4 None of the above
11. What is the last grade you completed in school?
- 1 Some grade school (1-8)
  - 2 Some high school (9-11)
  - 3 High school graduate (12)
  - 4 Technical or vocational school
  - 5 Some College
  - 6 College Graduate
  - 7 Graduate or Professional School
  - 8 Other
12. Select one or more of the following that best describes your race? [ACCEPT MULTIPLE RESPONSES]
- 1 American Indian or Alaska Native
  - 2 Asian
  - 3 Black or African-American
  - 4 Native Hawaiian or other Pacific Islander
  - 5 White
13. Are you of Hispanic or Latino descent?
- 1 Yes
  - 2 No
14. Which ONE of the following best describes your total household income?
- 1 Under \$25,000
  - 2 \$25,000 to less than \$50,000
  - 3 \$50,000 to less than \$75,000
  - 4 \$75,000 to less than \$100,000
  - 5 \$100,000 to less than \$150,000
  - 6 \$150,000 to less than \$200,000
  - 7 \$200,000 or more
  - 8 Unsure or Refused

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<sup>1</sup> The purpose of this question is to identify early adopters of technology prior to the group to observe their reactions to the educational information being developed versus laggards.