

FTC Fuel Economy Study - Pretest

PLEASE DISPLAY THE FOLLOWING ON THE LANDING PAGE:

Paperwork Reduction Act Statement: This study is being conducted for a federal agency. The estimated average burden associated with this information collection is 23 minutes per respondent. This estimate represents the time to review instructions and complete the responses to the questions. A federal agency may not conduct or sponsor, and a person is not required to respond to a collection of information, unless it displays a currently valid OMB control number. The OMB control number for this study is [INSERT OMB CLEARANCE NUMBER HERE] and its clearance expires [INSERT DATE FROM OMB]. Comments concerning the accuracy of this burden estimate and suggestions for reducing this burden should be directed to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503, and to Hampton Newsome, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Mail Stop CC-9528, Washington, DC 20580.

Qa. Have you purchased or leased a new automobile in the last two years?

(A) Yes → proceed to main part of study.

(B) No → proceed to Qb.

Qb. Do you plan to purchase or lease a new automobile in the next two years?

(A) Yes → proceed to main part of study.

(B) No → proceed to end message for screened-out non-participants.

Section 1: Mileage Comparisons – Compared to what?

The participant is first asked questions 1a, 1b and, for some participants 1c, the open-ended questions. The participant is then asked either 1d, the control question (33% probability), or a treatment question – 1e (33%) or 1f (33%).

1a. OPEN-ENDED QUESTION:

A car ad contains the following statement: “This car gets great gas mileage.”

What do you think this statement means?

[Area for open-ended answer. After answering that question, the participant sees:]

1b. OPEN-ENDED QUESTION:

Does this statement say or imply anything about the gas mileage of this car compared to other cars?

- (A) Yes [→ skip to 1c]
- (B) No [→ skip to 1 d/e/f]
- (C) Don't know [→ skip to 1 d/e/f]

1c. OPEN-ENDED QUESTION:

What does the ad say or imply about the gas mileage of this car compared to other cars?

[Area for open-ended answer]

1d. CLOSE-ENDED QUESTION (Control, 33%):

A compact car ad contains the following statement: “This car gets great gas mileage.”

Which of the following best describes what you think the ad is saying:

- (A) The car gets better gas mileage compared to all cars.
- (B) The car gets better gas mileage compared specifically to cars of its size class.
- (C) The car gets better gas mileage compared specifically to cars with a similar sales price.
- (D) I'm not sure what the ad is saying.
- (E) None of the above.

1e. CLOSE-ENDED QUESTION (Treatment, 33%):

A compact car ad contains the following statement: “This car gets great gas mileage compared to other compact cars.”

Which of the following best describes what you think the ad is saying:

- (A) The car gets better gas mileage compared to all cars.
- (B) The car gets better gas mileage compared specifically to cars of its size class.
- (C) The car gets better gas mileage compared specifically to cars with a similar sales price.

- (D) I'm not sure what the ad is saying.
- (E) None of the above.

1f. CLOSE-ENDED QUESTION (Treatment, 33%):

A compact car ad contains the following statement: "This car gets great gas mileage compared to similarly-priced cars."

Which of the following best describes what you think the ad is saying:

- (A) The car gets better gas mileage compared to all cars.
- (B) The car gets better gas mileage compared specifically to cars of its size class.
- (C) The car gets better gas mileage compared specifically to cars with a similar sales price.
- (D) I'm not sure what the ad is saying.
- (E) None of the above.

Section 2: Mileage comparisons – How strong a claim?

The participant is first asked questions 2a and 2b, the open-ended questions. Then participant is asked either 2c, the control question (33% probability), or a treatment question – 2d (33%) or 2e (33%).

2a. OPEN-ENDED QUESTION:

A car ad for a compact car contains the following statement: “This car gets great gas mileage compared to other cars in its class.”

What do you think this statement means?

[Area for open-ended answer. After answering that question, the participant sees:]

2b. OPEN-ENDED QUESTION:

According to your understanding of what this ad is saying, what proportion of cars in the compact class have lower gas mileage ratings than the car featured in this ad?

[Area for open-ended answer]

2c. CLOSE-ENDED QUESTION (Control, 33%):

An ad for a compact car contains the following statement: “This car gets great gas mileage compared to other compact cars.”

Which of the following best describes what you think the ad is saying:

- (A) The car gets better gas mileage than all other compact cars.
- (B) The car gets better gas mileage than almost all other compact cars.
- (C) The car gets better gas mileage than at least half the compact cars.
- (D) The car gets better gas mileage than a few of the other compact cars.
- (E) The car gets better gas mileage than none of the other compact cars.
- (F) I’m not sure what the ad is saying.
- (G) None of the above.

2d. CLOSE-ENDED QUESTION (Treatment, 33%):

An ad for a compact car contains the following statement: “This car gets great gas mileage compared to all other compact cars.”

Which of the following best describes what you think the ad is saying:

- (A) The car gets better gas mileage than all other compact cars.
- (B) The car gets better gas mileage than almost all other compact cars.
- (C) The car gets better gas mileage than at least half the compact cars.
- (D) The car gets better gas mileage than a few of the other compact cars.
- (E) The car gets better gas mileage than none of the other compact cars.
- (F) I’m not sure what the ad is saying.
- (G) None of the above.

2e. CLOSE-ENDED QUESTION (Treatment, 33%):

An ad for a compact car contains the following statement: “This car gets great gas mileage compared to over half of compact cars.”

Which of the following best describes what you think the ad is saying:

- (A) The car gets better gas mileage than all other compact cars.
- (B) The car gets better gas mileage than almost all other compact cars.
- (C) The car gets better gas mileage than at least half the compact cars.
- (D) The car gets better gas mileage than a few of the other compact cars.
- (E) The car gets better gas mileage than none of the other compact cars.
- (F) I’m not sure what the ad is saying.
- (G) None of the above.

QPI. Now thinking specifically about the questions you have answered so far, was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX]

Section 3: MPG – “Up To” Claims

The participant is first asked questions 3a and 3b, the open-ended questions. The participant is then asked either the control question 3c (33% probability), or a treatment question – 3d or 3e (33% each).

3a. OPEN-ENDED QUESTION:

A car ad contains the following statement: “This model gets up to 30 miles to the gallon.”

What do you think this statement means?

[Area for open-ended answer. After answering that question, the participant sees:]

3b. OPEN-ENDED QUESTION:

What do you think the words “up to” mean in the above statement?

[Area for open-ended answer]

3c. CLOSE-ENDED QUESTION (Control, 33%):

An ad for a car model contains the following statement: “This model gets up to 30 miles per gallon.”

Which of the following best describes what the term “up to” refers to in this ad:

- (A) This model gets up to 30 miles per gallon depending on whether it’s highway or city driving.
- (B) This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
- (C) A specific version of this model is rated at 30 miles per gallon.
- (D) This model gets up to 30 miles per gallon depending on how efficiently it is driven.
- (E) I’m not sure what “up to” means in this ad.
- (F) None of the above.

3d. CLOSE-ENDED QUESTION (Treatment, 33%):

An ad for a car model contains the following statement: “Several versions of this model are available, with variations in engine size and other features. This model gets up to 30 miles per gallon.”

Which of the following best describes what the term “up to” means in this ad:

- (A) This model gets up to 30 miles per gallon depending on whether it’s highway or city driving.
- (B) This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
- (C) A specific version of this model is rated at 30 miles per gallon.
- (D) This model gets up to 30 miles per gallon depending on how efficiently it is driven.
- (E) I’m not sure what “up to” means in this ad.
- (F) None of the above.

3e. CLOSE-ENDED QUESTION (Treatment, 33%):

An ad for a car model contains the following statement: “Several versions of this model are available, with variations in engine size and other features. Depending on the version, this model gets up to 30 miles per gallon.”

Which of the following best describes what the term “up to” means in this ad:

- (A) This model gets up to 30 miles per gallon depending on whether it’s highway or city driving.
- (B) This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
- (C) A specific version of this model is rated at 30 miles per gallon.
- (D) This model gets up to 30 miles per gallon depending on how efficiently it is driven.
- (E) I’m not sure what “up to” means in this ad.
- (F) None of the above.

Section 4: MPGe – Electric Car Claims

The participant first is asked question 4a and 4b, the open-ended questions, then answers the control question 4d (33% probability), or a treatment question – 4e (33%) or 4f (33%).

4a. OPEN-ENDED QUESTION:

A car ad contains the following statement: “This electric car is rated at 93 MPGe.”

What do you think this statement means?

[Area for open-ended answer. After answering that question, the participant sees:]

4b. OPEN-ENDED QUESTION:

A car ad contains the following statement: “This electric car will travel an estimated 61 miles on a single charge.”

What do you think this statement means?

[Area for open-ended answer. After answering that question, the participant sees:]

4c. OPEN-ENDED QUESTION:

Who or what organization do you think created the test used to determine the estimated 61 mile range?

[Area for open-ended answer. After answering that question, the participant sees:]

4d. CLOSE-ENDED QUESTION (Control, 33%):

A car ad contains the following statement: “This electric car is rated at 93 MPGe.”

Which of the following best describes what you think the ad is saying:

- (A) The electric car gets an estimated 93 miles per gallon when run on gasoline.
- (B) The electric car uses as much energy as a gasoline-fueled car rated at an estimated 93 miles per gallon.
- (C) The cost per mile to drive the electric car is as much as a gasoline-fueled car rated at an estimated 93 miles per gallon.
- (D) I’m not sure.
- (E) None of the above.

4e. CLOSE-ENDED QUESTION (Treatment, 33%):

A car ad contains the following statement: “The energy efficiency of this electric car is equivalent to about 93 miles-per-gallon.”

Which of the following best describes what you think the ad is saying:

- (A) The electric car gets an estimated 93 miles per gallon when run on gasoline.
- (B) The electric car uses as much energy as a gasoline-fueled car rated at an estimated 93 miles per gallon.

- (C) The cost per mile to drive the electric car is as much as a gasoline-fueled car rated at an estimated 93 miles per gallon.
- (D) I'm not sure.
- (E) None of the above.

4f. CLOSE-ENDED QUESTION (Treatment, 33%):

A car ad contains the following statement: "This electric car is rated at 93 MPGe. This vehicle does not use gasoline, the energy efficiency of this electric car is equivalent to about 93 miles-per-gallon."

Which of the following best describes what you think the ad is saying:

- (A) The electric car gets an estimated 93 miles per gallon when run on gasoline.
- (B) The electric car uses as much energy as a gasoline-fueled car rated at an estimated 93 miles per gallon.
- (C) The cost per mile to drive the electric car is as much as a gasoline-fueled car rated at an estimated 93 miles per gallon.
- (D) I'm not sure.
- (E) None of the above.

QP2. Now thinking specifically about the last few questions – the ones you have answered since we last asked about the clarity of the questions – was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX]

Section 5: MPG – What Kind of Driving?

The participant first is asked question 5a, the open-ended question. The participant is then asked either the control question 5b (33% probability), or a treatment question – 5c (33%) or 5d (33%).

5a. OPEN-ENDED QUESTION:

A car ad contains the following statement: “This car gets 25 miles to the gallon according to the EPA estimate.”

In what situations would you expect this car to get 25 miles to the gallon?

[Area for open-ended answer.]

5b. CLOSE-ENDED QUESTION (Control, 33%):

A car ad contains the following statement: “This car gets 25 miles to the gallon according to the EPA estimate.”

Which of the following best describes what you think the ad is saying:

- (A) This car would get about 25 miles to the gallon in city driving.
- (B) This car would get about 25 miles to the gallon in highway driving.
- (C) This car would get about 25 miles to the gallon in a combination of city and highway driving.
- (D) I’m not sure.
- (E) None of the above.

5c. CLOSE-ENDED QUESTION (Treatment, 33%):

A car ad contains the following statement: “This car gets 25 miles to the gallon on the highway according to the EPA estimate.”

Which of the following best describes what you think the ad is saying:

- (A) This car would get about 25 miles to the gallon in city driving.
- (B) This car would get about 25 miles to the gallon in highway driving.
- (C) This car would get about 25 miles to the gallon in a combination of city and highway driving.
- (D) I’m not sure.
- (E) None of the above.

5d. CLOSE-ENDED QUESTION (Treatment, 33%):

A car ad contains the following statement: “This car gets 25 miles to the gallon in combined city and highway driving according to the EPA estimate.”

Which of the following best describes what you think the ad is saying:

- (A) This car would get about 25 miles to the gallon in city driving.
- (B) This car would get about 25 miles to the gallon in highway driving.
- (C) This car would get about 25 miles to the gallon in a combination of city and highway driving.

- (D) I'm not sure.
- (E) None of the above.

Section 6: Different MPG Measures – How Interpreted?

The participant first is asked question 6a, the open-ended question. The participant is then asked either the control question 6b (33% probability), or a treatment question – 6c (33%) or 6d (33%).

6a. OPEN-ENDED QUESTION:

A car ad contains the following statement: “This car gets 25 miles to the gallon according to the EPA estimate.”

If you were driving this car, under what conditions, if any, do you think the car would get more than 25 miles to the gallon? Under what conditions, if any, do you think the car would get less than 25 miles to the gallon?

[Area for open-ended answer]

6b. CLOSE-ENDED QUESTION (Control, 33%):

A car ad contains the following statement: “This car gets 25 miles to the gallon according to the EPA estimate.”

Which of the following best describes what you would expect to experience if you drove the car:

- (A) I would be likely to get significantly less than 25 miles to the gallon driving this car.
- (B) I would be likely to get somewhat less but near 25 miles to the gallon driving this car.
- (C) I would be likely to get 25 miles to the gallon driving this car.
- (D) I would be likely to get somewhat more but near 25 miles to the gallon driving this car.
- (E) I would be likely to get significantly more than 25 miles to the gallon driving this car.
- (F) I’m not sure what kind of mileage I would get.
- (G) None of the above.

6c. CLOSE-ENDED QUESTION (Treatment, 33%):

A car ad contains the following statement: “This car gets 25 miles to the gallon on the highway according to the EPA estimate.”

Which of the following best describes what you would expect to experience if you drove the car:

- (A) I would be likely to get significantly less than 25 miles to the gallon driving this car.
- (B) I would be likely to get somewhat less but near 25 miles to the gallon driving this car.
- (C) I would be likely to get 25 miles to the gallon driving this car.
- (D) I would be likely to get somewhat more but near 25 miles to the gallon driving this car.
- (E) I would be likely to get significantly more than 25 miles to the gallon driving this car.
- (F) I’m not sure what kind of mileage I would get.
- (G) None of the above.

6d. CLOSE-ENDED QUESTION (Treatment, 33%):

A car ad contains the following statement: “This car gets 25 miles to the gallon in combined city and highway driving according to the EPA estimate.”

Which of the following best describes what you would expect to experience if you drove the car:

- (A) I would be likely to get significantly less than 25 miles to the gallon driving this car.
- (B) I would be likely to get somewhat less but near 25 miles to the gallon driving this car.
- (C) I would be likely to get 25 miles to the gallon driving this car.
- (D) I would be likely to get somewhat more but near 25 miles to the gallon driving this car.
- (E) I would be likely to get significantly more than 25 miles to the gallon driving this car.
- (F) I'm not sure what kind of mileage I would get.
- (G) None of the above.

QP3. Now thinking specifically about the last few questions – the ones you have answered since we last asked about the clarity of the questions – was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX]

The following questions are for statistical purposes only.

Qc. Are you...?

- (A) Male
- (B) Female

Qd. In what state or territory do you currently reside?

[LIST STATES]

Qe. What proportion of your driving is on the highway:

- (A) None
- (B) Some
- (C) Half
- (D) More than half
- (E) All

Qf. What is your age?

- (A) 18-29
- (B) 30-39
- (C) 40-49
- (D) 50-59
- (E) 60-69
- (F) 70+

Qg. What is the highest level of education you have completed or the highest degree you have received?

- (A) Less than high school
- (B) Some high school
- (C) High school diploma
- (D) Some college
- (E) Associate degree
- (F) Bachelor's degree
- (G) Some graduate school
- (H) Master's degree
- (I) Professional degree
- (J) Doctoral degree

Qh. Are you of Hispanic or Latino origin?

- (A) Yes, of Hispanic origin
- (B) No, not of Hispanic origin
- (C) Decline to answer

Qi. Please choose one or more categories to indicate your race. Are you...?

- (A) White
- (B) Black or African American
- (C) Asian
- (D) American Indian or Alaska Native
- (E) Native Hawaiian or Other Pacific Islander
- (F) Decline to answer

Qj. And, for statistical purposes only, in which of the following categories does your total annual HOUSEHOLD income fall?

- (A) Under \$20,000 per year
- (B) At least \$20,000 per year, but less than \$40,000
- (C) At least \$40,000 per year, but less than \$60,000
- (D) At least \$60,000 per year, but less than \$80,000
- (E) At least \$80,000 per year, but less than \$100,000
- (F) \$100,000 per year or more
- (G) Decline to answer

QP4. Now thinking specifically about the last several questions – the ones you have answered since we last asked about the clarity of the questions – was anything unclear? Were there any questions that you had difficulty with? Why? Please be as specific as possible.

[TEXT BOX]