Vehicle Purchase - INTENDERS LABEL 3_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 are interested in purchasing.

*** 1. Do you intend to purchase a new vehicle (not used, not leased, not a motorcycle) in the next 12 months?**

- ◯ No
- ◯ Yes

2. What is the type of new vehicle you are currently considering? (Click on the 'drop down box' and scroll down to find your vehicle.)

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3. Will you be 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 plan to 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 do you expect to drive this vehicle 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 have you taken 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
Looked at magazines, newspapers, or other printed sources of information	○	○	○	○	○	○
Looked at manufacturer internet sites	○	○	○	○	○	○
Discussed with people you know	○	○	○	○	○	○
Looked at other internet sites (such as Edmunds.com, cars.com, vehix.com)	○	○	○	○	○	○
Looked at dealership internet sites	○	○	○	○	○	○
Visited a dealership	○	○	○	○	○	○

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

7. Which types of new vehicles are you seriously considering? (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 have seriously considered so far. (Makes are listed alphabetically. Click on the 'drop down boxes' and scroll down to find your vehicles.) If none, leave blank.

	Vehicle 1	Vehicle 2	Vehicle 3
Vehicles seriously considered			

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9. Please rank the top 5 factors in regard to how important they are in your decision on which new vehicle to buy. (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.

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

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

Now we're interested in how you think about fuel economy as you shop for your new vehicle.

Vehicle Purchase - INTENDERS LABEL 3_Copy

10. On a scale of 1 to 7, where 1 is 'not important at all' and 7 is 'very important', how important a consideration is fuel economy when choosing your new vehicle?

	1 = Not important at all	2	3	4	5	6	7 = Very important
Level of importance	○	○	○	○	○	○	○

*** 11. Are you searching for information about fuel economy/fuel consumption as you look for your new vehicle?**

- ○ No
- ○ Yes
- ○ Don't remember

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

- ☐ Newspapers
- ☐ Consumer Reports
- ☐ Fuel economy label on vehicles
- ☐ Television ads
- ☐ Auto magazines (e.g. Car & Driver, Road & Track, Motor Trend)
- ☐ Government Web sites (e.g. fueleconomy.gov, EPA Green Vehicle Guide)
- ☐ Manufacturers' Web sites
- ☐ Auto dealers
- ☐ Asked others who have similar vehicle
- ☐ Radio ads
- ☐ Vehicle Web sites (such as Edmunds.com, cars.com, vehix.com, kbb.com)
- ☐ 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
Makes our oil supplies last longer	○	○	○	○	○	○	○
To save money	○	○	○	○	○	○	○
Reduces climate change	○	○	○	○	○	○	○
To reduce the number of trips to the gas station	○	○	○	○	○	○	○
Reduce our dependency on other countries	○	○	○	○	○	○	○
Better for the environment	○	○	○	○	○	○	○

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 new vehicles?

- ○ 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 is the FUEL ECONOMY LABEL in helping you to choose the make and model of your 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.

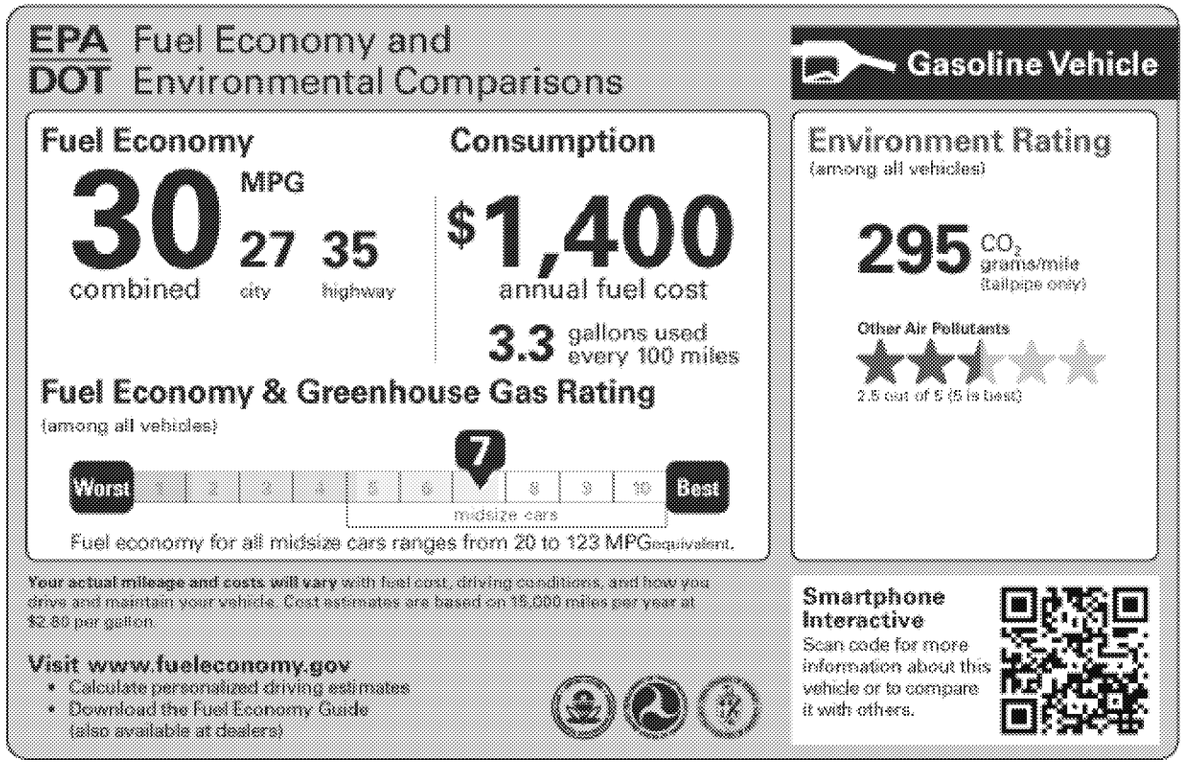
To help consumers decide whether advanced technology vehicles might be good choices for them, the fuel economy label is being revised. These revisions will allow you to compare more accurately among all vehicle technologies. Your answers to the following questions will help this label redesign effort.

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.

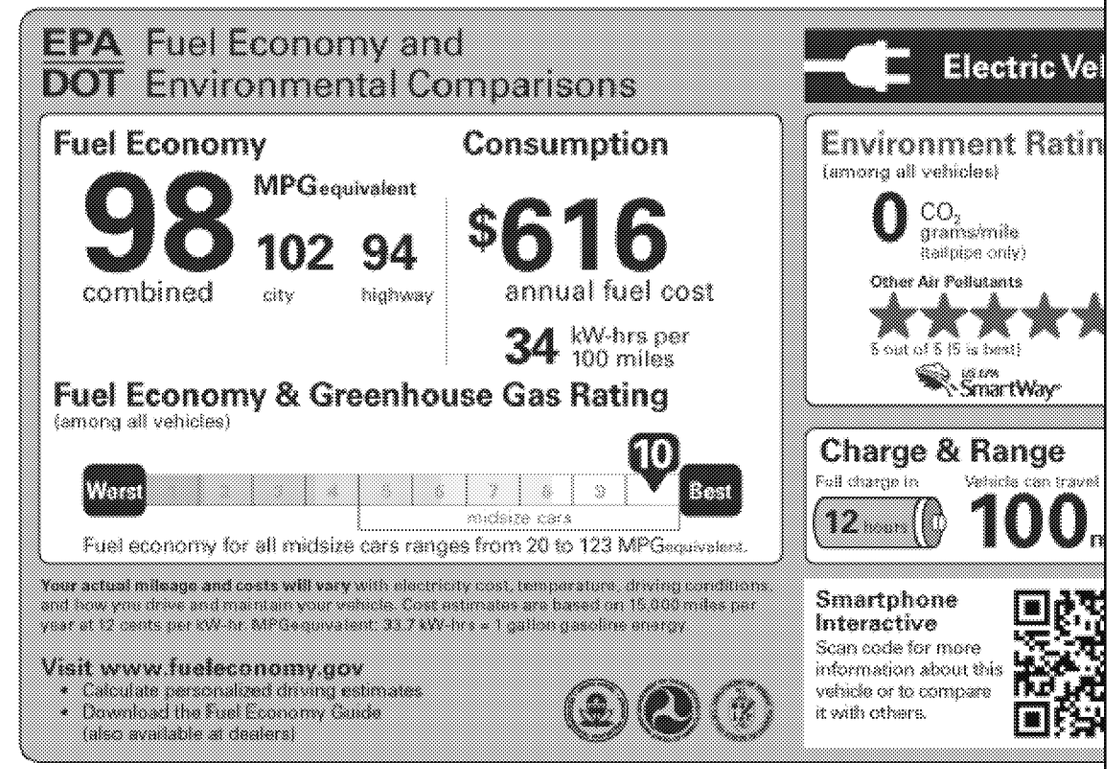
WHEN ANSWERING QUESTIONS ON THE FOLLOWING PAGES, PLEASE BE SURE TO SCROLL TO THE RIGHT SO THAT YOU CAN SEE ALL OF BOTH LABELS.

Vehicle Purchase - INTENDERS LABEL 3_Copy

Vehicle A:



Vehicle B:



16. Which vehicle is better for a <u>round-trip</u> of 120 miles?

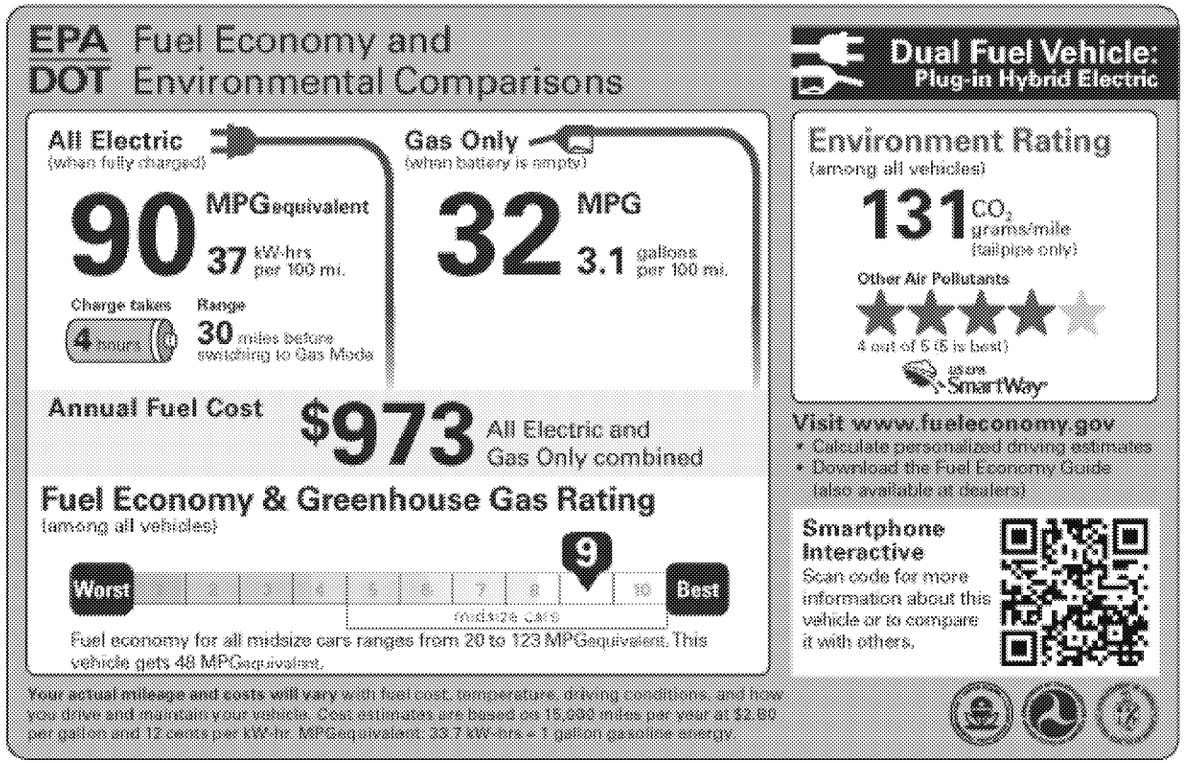
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

17. Which vehicle is better for a <u>round-trip</u> of 30 miles?

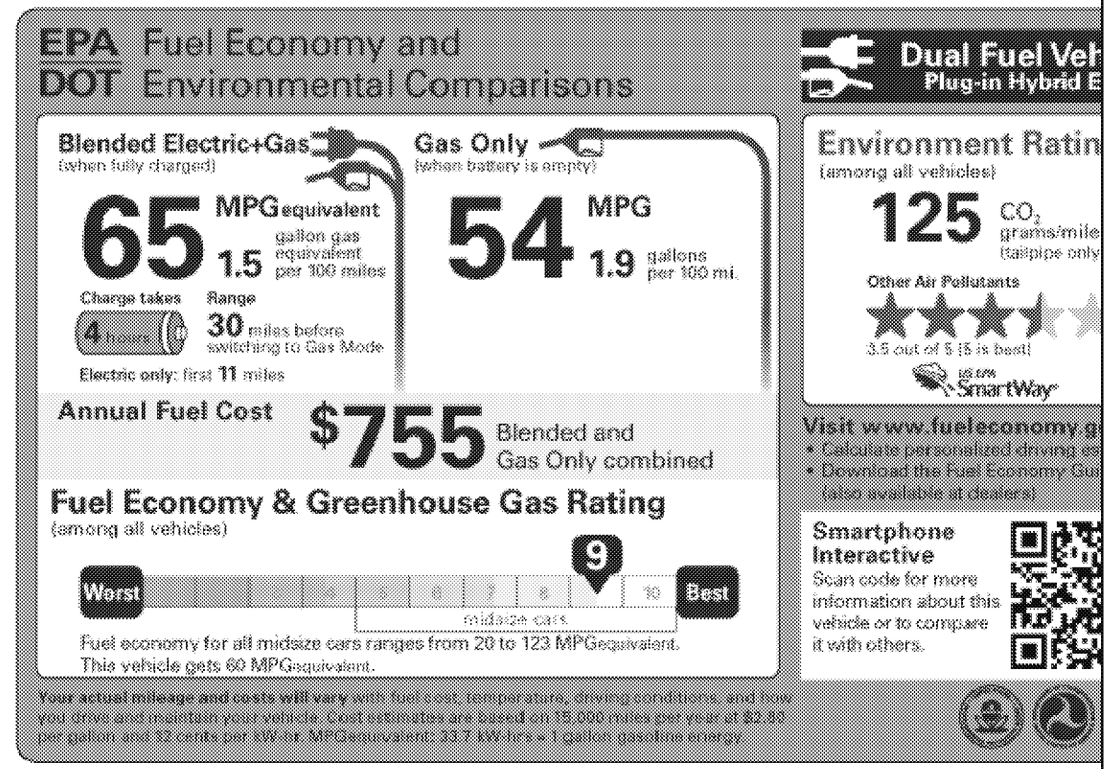
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

Vehicle Purchase - INTENDERS LABEL 3_Copy

Vehicle A:



Vehicle B:



18. Which vehicle is better for a <u>round-trip</u> of 20 miles?

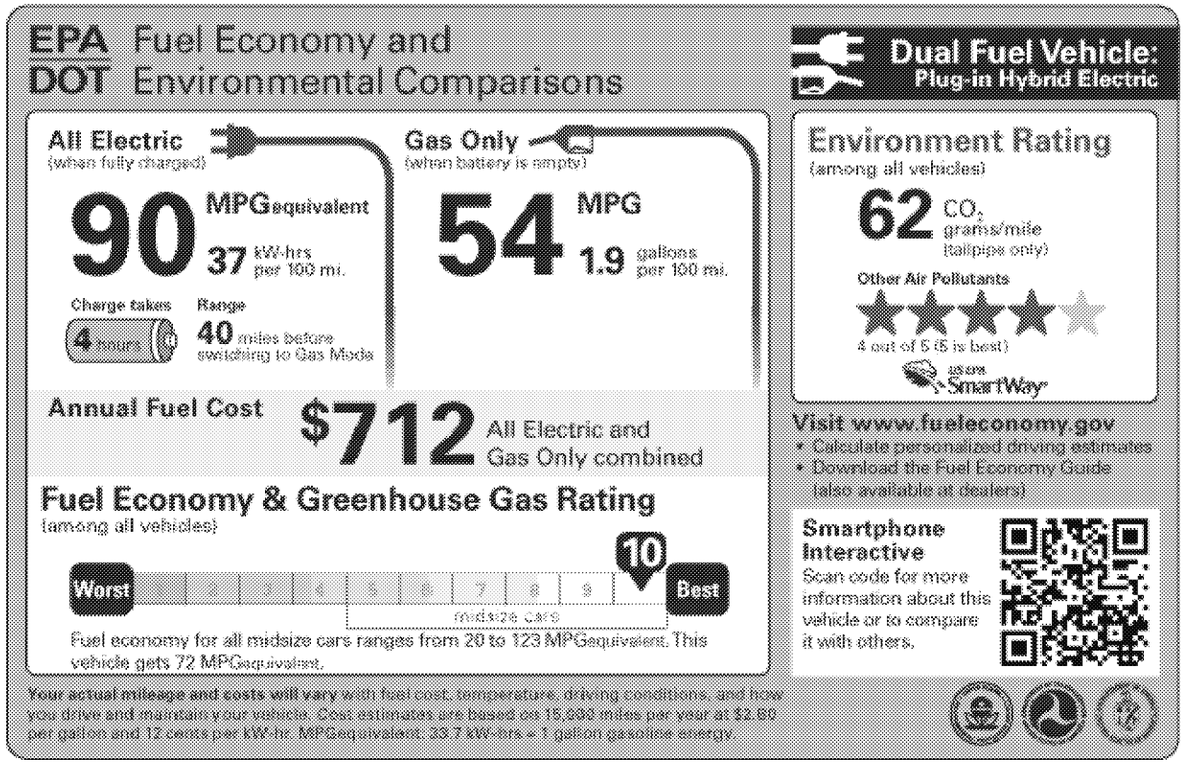
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

19. Which vehicle is better for a <u>round-trip</u> of 120 miles?

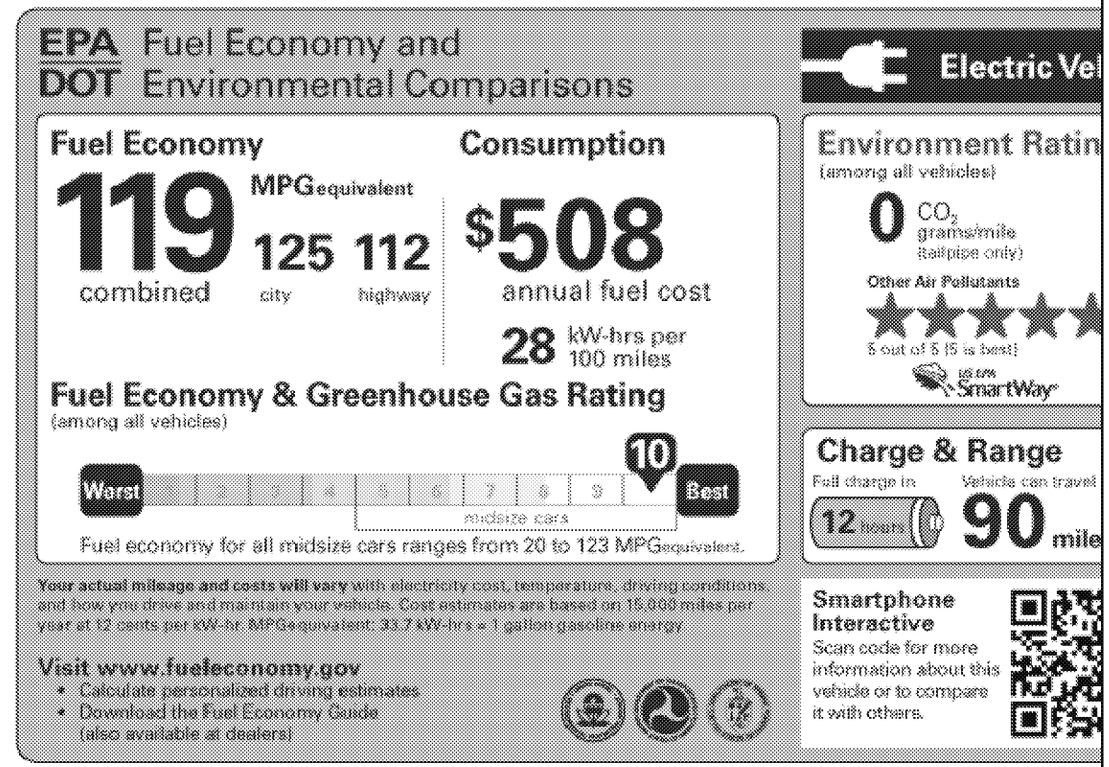
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

Vehicle Purchase - INTENDERS LABEL 3_Copy

Vehicle A:



Vehicle B:



20. Which vehicle is better for a <u>round-trip</u> of 30 miles?

- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

21. Which vehicle is better for a <u>round-trip</u> of 120 miles?

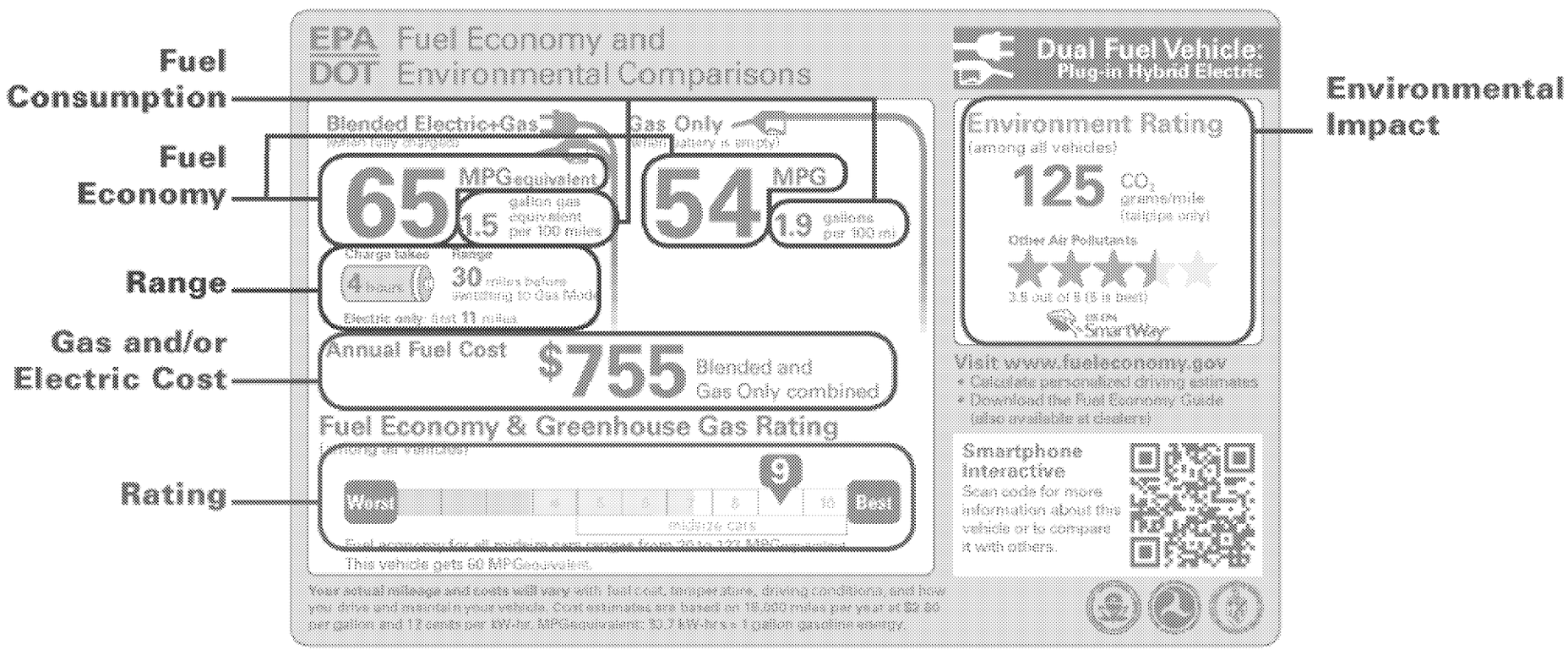
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Both are equally good

Vehicle Purchase - INTENDERS LABEL 3_Copy

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.

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

Other (please specify here)



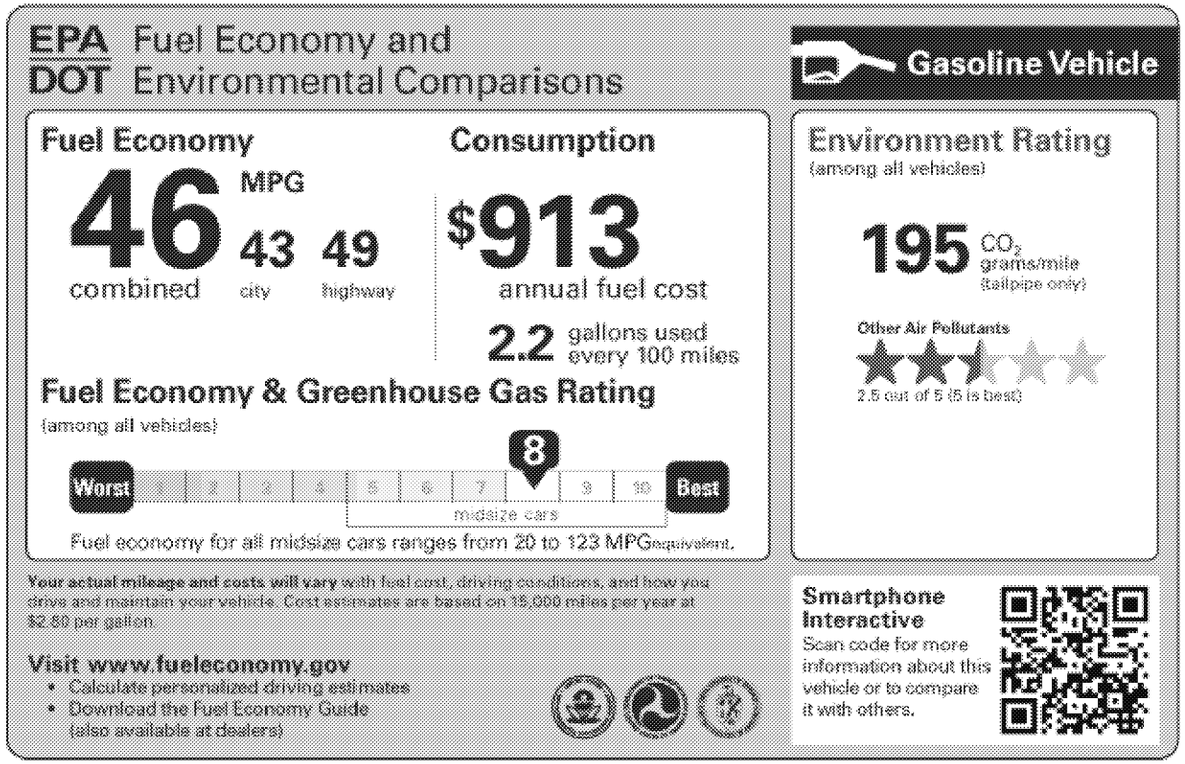
The next 4 questions ask you to look at the labels for two vehicles and determine which you would purchase. For each question assume that the two vehicles are the same make and model, but

Vehicle Purchase - INTENDERS LABEL 3_Copy

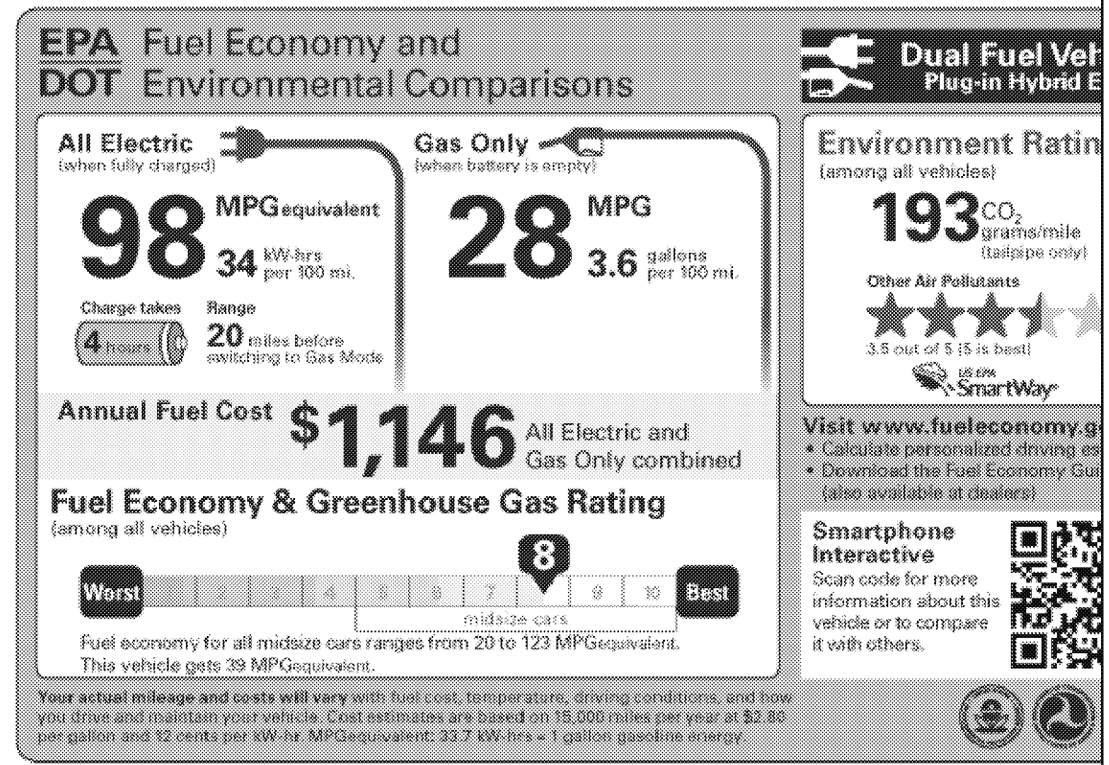
that the vehicle technology is different (for example, gasoline vehicle and electric vehicle). AS YOU ANSWER THESE QUESTIONS, PLEASE THINK ABOUT YOUR OWN DAILY DRIVING PATTERNS.

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:



Vehicle B:

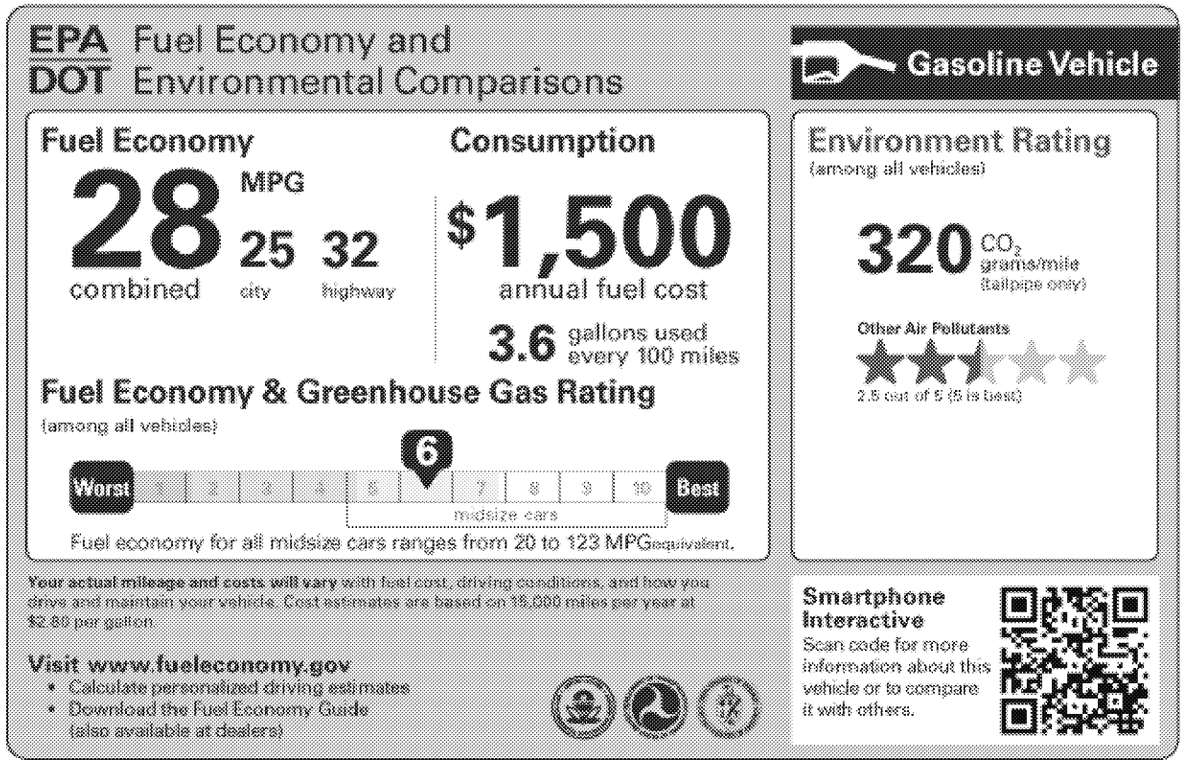


23. Assuming the same make and model of vehicle for both labels above and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your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

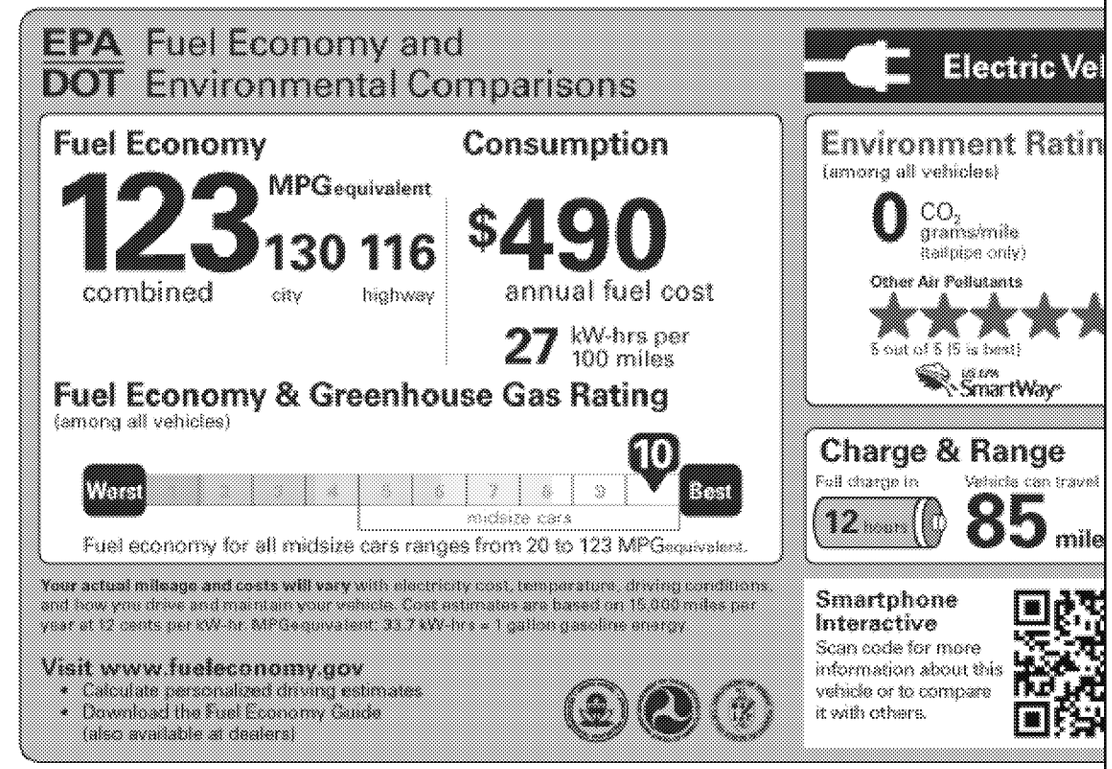
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle

Vehicle Purchase - INTENDERS LABEL 3_Copy

Vehicle A:



Vehicle B:

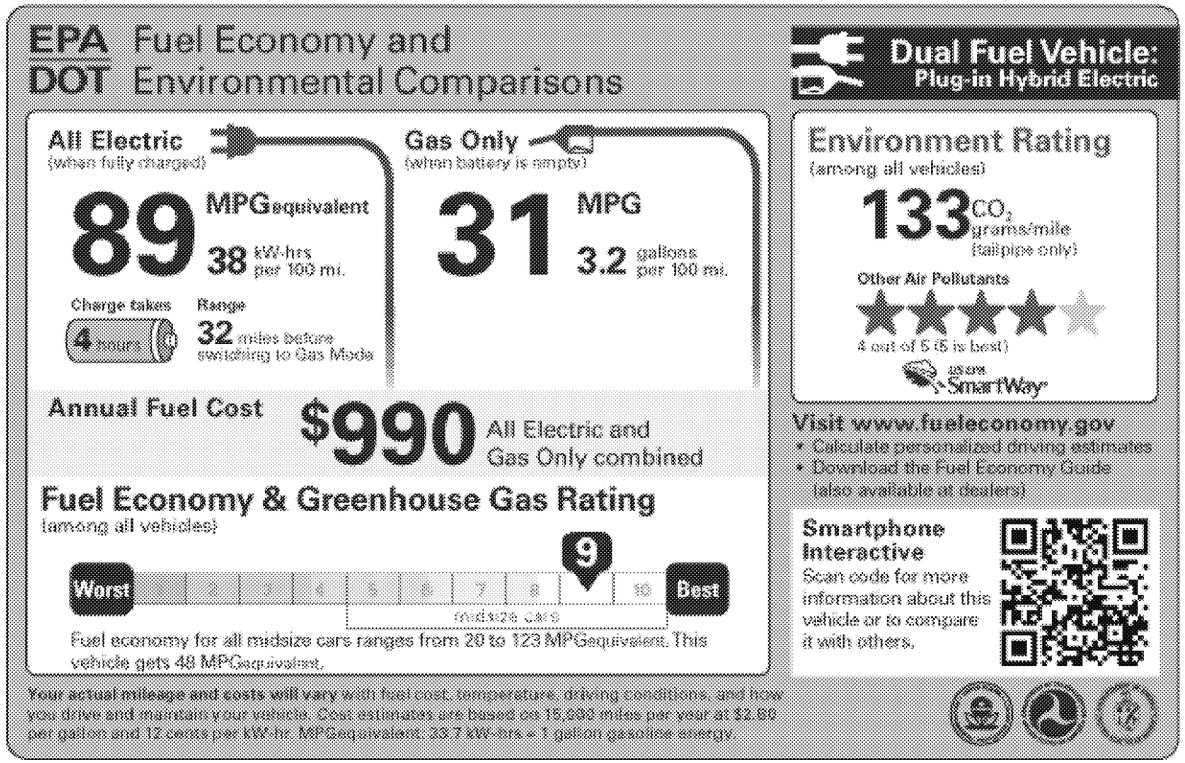


24. Assuming the same make and model of vehicle for both labels above and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your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

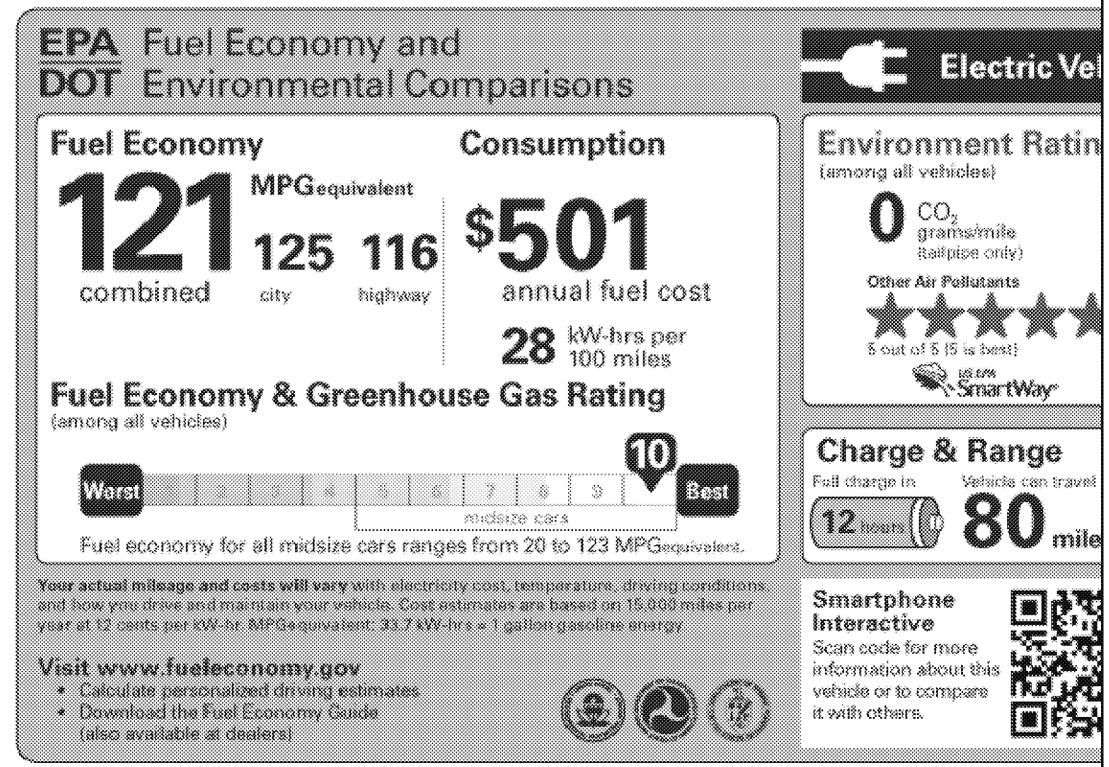
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle

Vehicle Purchase - INTENDERS LABEL 3_Copy

Vehicle A:



Vehicle B:

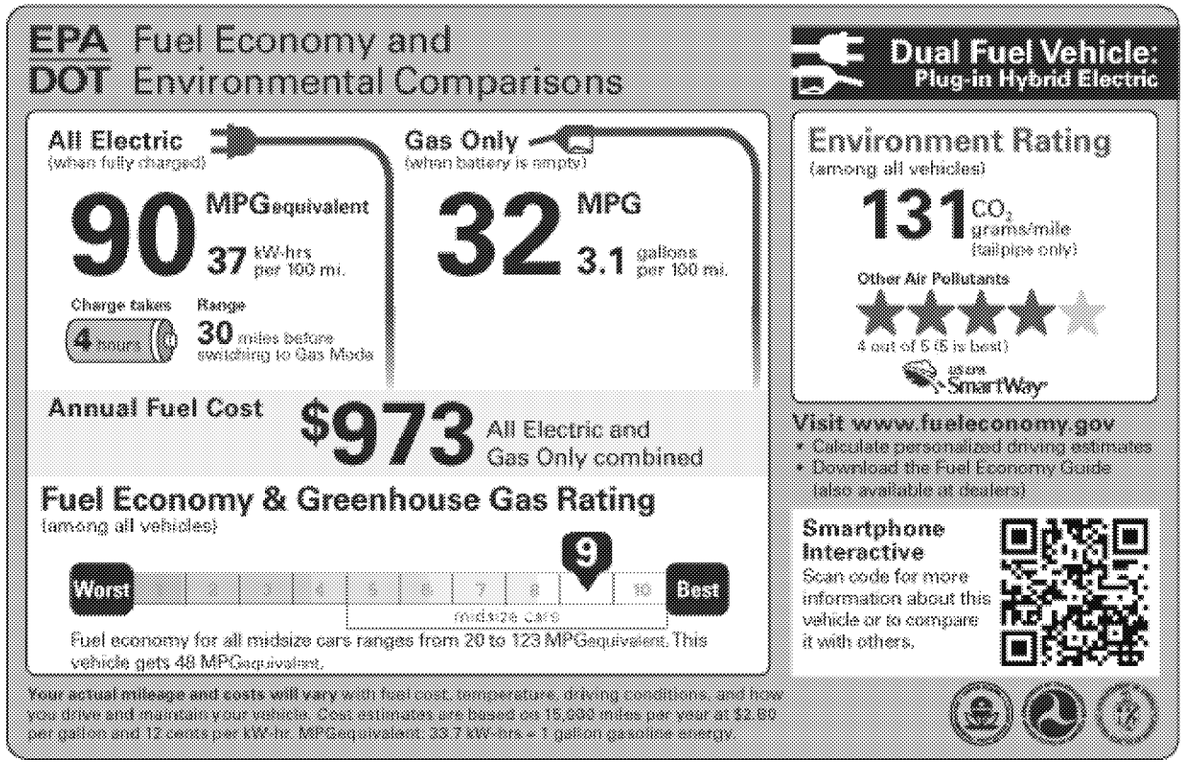


25. Assuming the same make and model of vehicle for both labels above and assuming that both vehicles met all your other requirements (including size, reliability, comfort, performance, appearance, and safety) and are identical in purchase price, which vehicle would you purchase when you consider your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

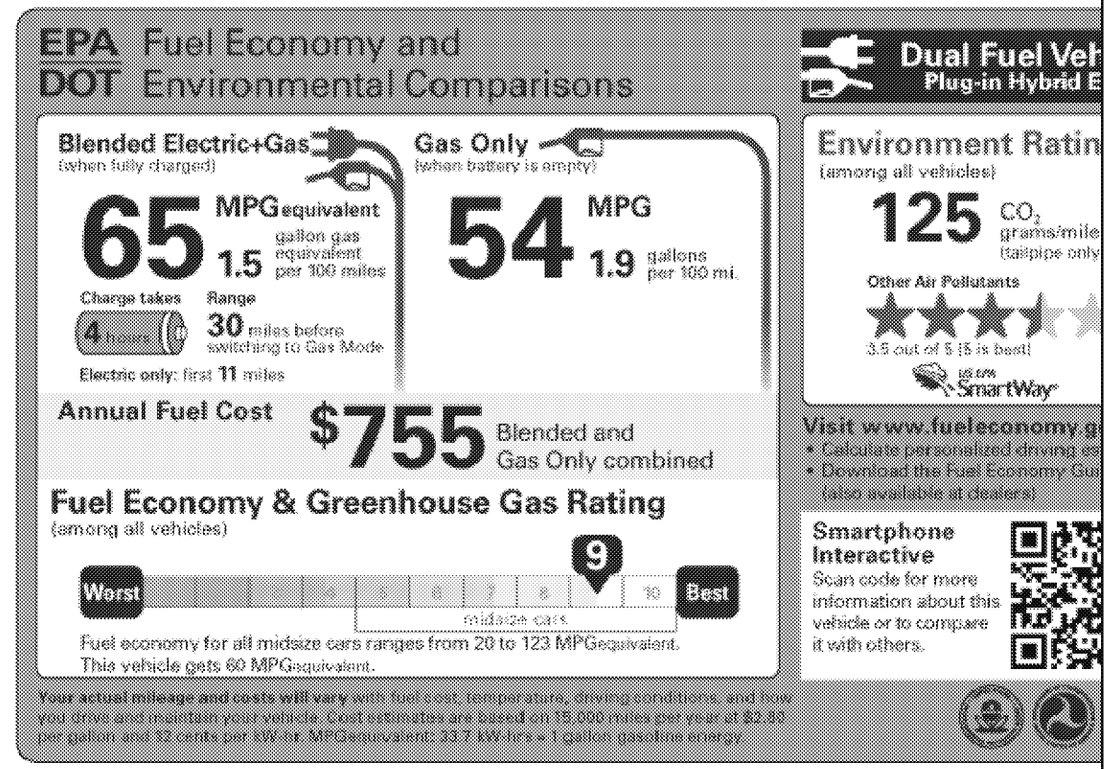
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle

Vehicle Purchase - INTENDERS LABEL 3_Copy

Vehicle A:



Vehicle B:



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?

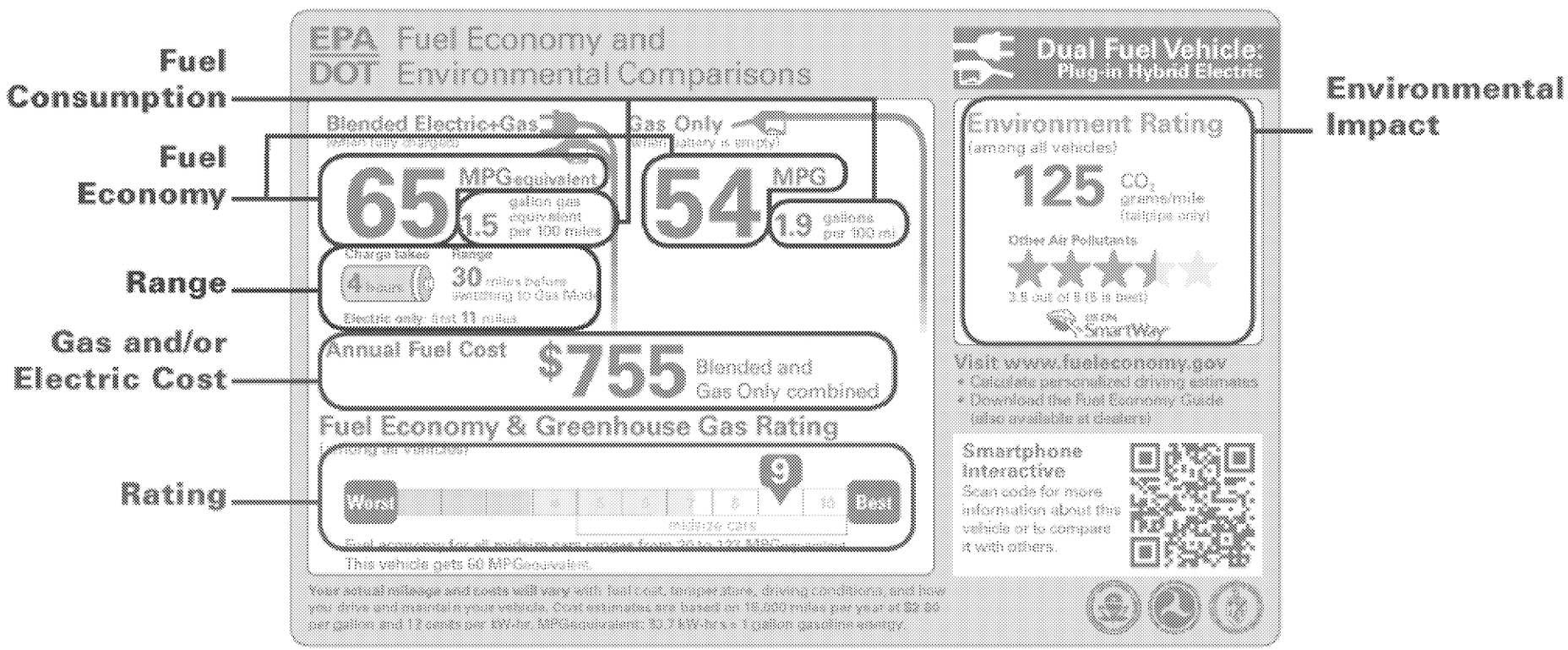
- ◯ Vehicle A
- ◯ Vehicle B
- ◯ Equally likely to purchase either vehicle

Vehicle Purchase - INTENDERS LABEL 3_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 BELOW TO ASSIST YOU AS YOU ANSWER THIS QUESTION.

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

Other (please specify here)



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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 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 vehicle range	○	○	○	○	○
Good maintenance costs	○	○	○	○	○
Environmental benefits	○	○	○	○	○
Lower cost of vehicle	○	○	○	○	○
Lower fuel costs	○	○	○	○	○
Better fuel efficiency	○	○	○	○	○
Vehicle and parts are reliable	○	○	○	○	○
Reduce our dependence on gasoline	○	○	○	○	○
Reduce the number of trips to the gas station	○	○	○	○	○

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.

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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

Vehicle Purchase - INTENDERS LABEL 3_Copy

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.