LowCVP Car Buyer Survey:
Improved environmental information for consumers

Research conducted by Ecolane & Sustain on behalf of the Low Carbon Vehicle Partnership

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Dr Nick Banks (Sustain)

Appendices to Final Report – June 2010

LowCVP Car Buyer Survey: Improved environmental information for consumers

Project commissioned by the Low Carbon Vehicle Partnership

Project managed by Dr Ben Lane (Senior Consultant), Ecolane Transport Consultancy

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Appendix 1 – Focus groups discussion guide

Sample: Recent Buyers

**** Colour code: Similar question asked in online quantitative survey**

Focus Group Introduction – 5 mins

Place cards: Name / vehicle make & model

Welcome and pre-amble – 2.5 mins - BL

Welcome and thank you for coming out this morning/afternoon.

Introduce Ben and Nick who represent the survey company.

We are going to be discussing how you go about choosing to buy a car.

This survey has been commissioned by an organisation that represents the automotive industry, government, and road user groups.

We will give you more information at the end of the focus group.

The survey is independent and is not a marketing survey – we are not trying to sell you anything. The survey has no direct commercial purpose and your details will be passed to any third party.

The findings will be used to inform UK Government and EU policy.

We will be recording the session to make sure we correctly record your comments – we intend to use these in the final report BUT will remove names etc to make comments anonymous.

However, if you wish any comments not used, please say at any time.

Housekeeping: fire exits and loos, coffee and teas...

About the session – 2.5 mins - NB

During the session, there will be questions for you as individuals, some writing ideas on 'post-it' notes and lots of general discussion.

The session is due to last 2.5 hours – with a half-way tea/coffee break.

Some ground rules:

1. **The process is designed to be relaxed and informal. It might even be fun. There are no right or wrong answers. Please just be as honest as you want to be.**
2. **Please don't talk all at once – we need to transcribe your comments and want to capture everything.**
3. **We want to get as many different views as possible and there is only a limited time so please try and be aware of this. We'll give you a nudge if we need to move the discussion on – please don't take it personally!**
4. **There will be a tea break as we go through so if you could wait for those for loo breaks or if you want to get more drinks etc – unless you are desperate!**
5. **Please set your mobile phones to 'off'.**
6. **So we can all know who each other is please start by writing your name on the card in front of you. Can you also write the car you have just recently purchased? When you are done fold the card so it stands up so that you all feel like UN delegates.**
7. **At the end of the session we'll thank you for your invaluable input AND give you £50 cash plus parking costs.**

Any questions before we begin?

Ok then let's start. In this first part of the discussion we want you to think about your thought process when you were deciding to buy a new car – what prompted you in the first place and what were the steps you took from the initial idea to actually driving it away?

Part 1 – Relative importance of env. issues – 40 mins

** **Post-it notes: for listing important factors when buying a vehicle**
** **Star/tick labels: for ranking most important factor groups**
** **Green stickers: for labelling environmental factors**

The purpose here is to identify the context of each car purchase.

A. Warm-up questions – 10 mins – NB

** **What initiated your decision to buy your CURRENT car?**

When did you first start thinking about getting a new car?

Tell me about the first thoughts you had about buying this car?

Was it your idea? Was someone else involved in the decision?

How did you go about choosing what vehicle to buy?

** *What information sources did you consult?*

** *Websites/ magazines/ TV/ friends /family?*

** *Did you compare several models?*

Did you visit dealers? Did you arrange test-drives?

How did you go about comparing the alternatives?

Did you have a particular model in mind when you started looking?

Was this the same vehicle you ended up with?

B. Your vehicle choice – 15 mins – NB

The purpose of this section is to discover the key factors underlying the decision to purchase the particular model chosen AND aim to rank participants' most important purchase factors.

**** When you chose your CURRENT car, what factors were important in the decision making process?**

What factors were important in choosing the particular make/ model you purchased?

*** Get participants to list the most important factors – write on post-it notes and display on wall.*

Ask participants to give more details about the most important attributes listed on wall.

If they say 'environmentally friendly', ask what they mean, BUT don't push detailed about environmental metrics at this stage.

Working together, how could we group this list of car buying factors? Which of the factors have something in common?

Encourage discussion of similarities/differences between the factors listed by the group.

Explore any conflicting attitudes opinions with a view to finding a collective agreement as far as is possible.

*** Re-group post-it notes on wall to reflect discussion.*

**** What factors were MOST important when you bought your car?**

Encourage discussion of relative importance of the factor groups.

Enquire about possible trade-offs and synergies between different factor groups. Try to identify what factors may have been traded away at the expense of favoured factors.

*** Place star/tick labels on most important factor groups.*

C. Importance of environmental issues – 15 mins – BL

The purpose of this section is to discover the relative importance of environmental issues in the decision making process (if any).

In your list of important car buying factors, which of the factors do you think are linked to environmental issues?

Some may be obvious (e.g. 'environmental impact'), but others may not (e.g. fuel economy, engine power).

Try to get participants to identify the environmentally-linked factors and explain their thinking.

Check to see if any of the 'non-environmental' factors may be viewed as environmental proxies (e.g. vehicle size).

** *Place green stickers on post-it notes to label environmental factors identified by group.*

** **To what extent (if at all) did environmental considerations influence your choice of car?**

Focus the discussion here on the relative importance of environmental issues as compared to other factors.

Enquire about possible trade-offs and synergies between environmental and other factors.

** *If necessary, re-rank factor groups to reflect discussion.*

Think back to how you went about choosing your new vehicle.

Did you notice/search for any environmentally related vehicle information?

What form was this in? (website, manufacturer's literature etc).

When you got to the showroom did you notice any environmental information?

Did salesman talk about any environmental issues?

Did information influence your decision making?

Was there any information that you wanted but could not access?

Part 2 – Most understood env metrics – 50 mins

** **Post-it notes: for listing ISSUES / METHODS / METRICS**
** **Laminated display headings: ISSUES / METHODS / METRICS**
** **Star/tick labels: for ranking most useful metric groups**

'METRIC' denotes a measure of environmental impact. This can be a concept or a unit (e.g. 'fuel economy' or 'miles-per-gallon')

D. Thinking about environmental issues – 25 mins – NB

The purpose of this section is to reveal participants' awareness/ knowledge/ understanding of environmental metrics.

If we can understand how participants might go about testing for the difference between the cars, we can learn about the METRICS they use to think about environmental impact.

Show pictures of two outwardly identical cars.

** **Next, consider two outwardly identical cars.**

** **What factors could you use to compare the environmental impact of these two vehicles?**

Offer to recycle some of their earlier environmental factors to add to this part of the debate.

** *Record and display post-it notes on wall in three columns: ISSUES, METHODS and METRICS – BUT don't indicate columns.*

Distinguish between use of existing info/test resources and their own creative approaches. Look out for 'folk metrics'.

** *At the end of the process, add column headings: ISSUES, METHODS and METRICS.*

Now just focus on the METRICS – and explain what term means.

** *Remove ISSUES and METHODS – leave METRICS.*

Aim to uncover in detail participants' level of understanding and conceptualisation participants have for each metric mentioned.

How could we group this list of METRICS?

Do any of the metrics have anything in common?

Encourage discussion of links and differences between some of the metrics listed by the group so far.

Aim to uncover in detail participants' level of understanding and conceptualisation participants have for each metric mentioned.

** *Rearrange post-it notes on wall to reflect discussion.*

Encourage discussion of relative usefulness of metrics listed.

** *Which one(s) best convey a vehicle's environmental impact?*

** *Place pre-prepared star/tick labels on most useful metrics.*

E. Additional environmental metrics – 25 mins - BL

The purpose of this section is to get participants to discuss additional metrics they may not have discussed previously.

Facilitator prepares additional metrics that haven't yet been mentioned – including conventional and new innovative metrics.

** *Online survey participants are presented with list of additional metrics (in words) that they may not have suggested previously.*

** ***Facilitator adds an as yet unmentioned metric to list.***

What can you tell me about this new metric?

Try an uncover details about what level of understanding and conceptualising participants have for each metric mentioned.

If lifecycle measure, try and uncover details about what level of understanding and conceptualising participants have regarding lifecycle versus tailpipe emissions/environmental impact.

** *Rearrange post-it notes on wall to reflect discussion.*

Repeat this task as time allows.

****Which metrics best convey/measure a car's environmental impact?**

Encourage discussion of relative usefulness of metrics listed.

** *Which one(s) best convey a vehicle's environmental impact?*

** *Place pre-prepared star/tick labels on most useful metrics.*

PARTICIPANTS COMPLETE MICRO-SURVEY A

TEA/COFFEE BREAK – 5 MINS ONLY – BRING TO TABLE

Part 3 – Presenting environmental info – 50 mins

F. Focus on format – 5 mins – NB

** **Images of display formats D1, D2, D3, D4.**
** **Images of information labels L1, L2, L3, L4.**
** **View three websites W1, W2.**
** **UK label with QR code and mobile device QR1.**

The purpose of this section is to focus on the most effective format for presenting environmental information.

We are now going to look at different ways of presenting ONE metric only – in this case 'fuel economy' in units of 'miles-per-gallon'.

** ** ***Hand-out four types of label on laminated card (D1, D2, D3, D4). Explain that each show the same information in a different format*:**

1. **A to M scale showing MPG as per current UK label**
2. **Endorsement-type label – analogous to EST energy efficient recommended scheme**
3. **Neutral label – simple presentation of numbers on a scale**
4. **Emotive label – shows scale with healthy flower at one end and dead flower at the other**

Which format would you find most useful if you were buying a new car?

Once they have all seen four labels, get the group to discuss design and format of each.

Get individuals to explain the reasons for their preferences.

Ask participants if they have seen any of these designs previously when they bought their current car.

G. Comparing four env information labels – 25 mins – NB

The purpose of this section is to stimulate discussion of printed labels which exemplify different approaches to presenting information.

** *Online survey participants given timed tasks using each label format viewed online – with follow-up questions on ease-of-use*

** ** ***First present two labels for the SAME UK car (L1, L2):***

- ***UK label***
- ***EPA-style label (modified for UK context)***

What do people think of these two information labels?

What are their strengths and weaknesses?

Ask to make judgement on which is clearest, most preferable, most useful label which might be influential for car buyers.

Probe for discussion of: Format/style, urban/extra/urban, CO_2 versus MPG, VED band info, Fuel cost data.

Ask participants if they would like to see other information not shown on these labels – e.g. lifecycle data?

** ** ***Second present next two labels for the SAME UK car (L3, L4):***

- ***UK label – now with relative in-class comparison***
- ***SWISS-style label (modified for UK context)***

What do people think of these two information labels?

What are their strengths and weaknesses?

If issue not already raised for first two labels, point out that second two labels include relative to class information.

Ask to make judgement on which is clearest, most preferable, most useful label which might be influential for car buyers.

Probe for discussion of: Format/style, urban/extra/urban, CO_2 versus MPG, VED band info, Fuel cost data.

Ask participants if they would like to see other information not shown on these labels – e.g. lifecycle data?

Compare with first two labels.

H. Presenting websites – 20 mins – BL

The purpose of this section is to stimulate discussion of websites which exemplify different approaches to presenting information.

** ** ***Next present next two websites for the SAME UK car (W1, W2):***

- ***http://actonco2.direct.gov.uk (based on VCA data)***
- ***http://www.travelfootprint.org/ (includes lifecycle charts)***

Briefly present each in turn and click through basic functionality.

Aim to show COMPARE function on ActOnCO2 website.
Aim to show LIFECYCLE information on Travelfootprint website.

What do people think of these information websites?

What are their strengths and weaknesses?

Ask to make judgement on which is clearest, most preferable, most useful website which might be influential for vehicle buyers.

Gauge reaction to the additional COMPARE functionality on the ActOnCO2 website – is this a function that would be of benefit to car buyers?

Gauge reaction to the additional LIFECYCLE information on the Travelfootprint website – is this information that would be of benefit to car buyers?

Briefly compare with first four labels.

IF time remaining...

** ** ***Demonstrate how a QR code can take a mobile device straight to a website.***

What do people think of this type of technology?

Would the ability to access environmental information on a mobile phone using a QR code reader be useful for future car buyers?

PARTICIPANTS COMPLETE MICRO-SURVEY B

Final Close – NB+BL

We've reached the end of today's session – and we'd like to thank you again for your time and valuable input.

We'd also like to pay you £50 in return for your time and effort in participating today.

As we mentioned at the start of the session, the results of the focus survey will be added to an online survey that is also running – and the findings will be fed back to the Low Carbon Vehicle Partnership who commissioned the study.

The final report will also be available on their website in the next few months – www.lowcvp.org.uk – Ecolane contact details: 0117 9298855.

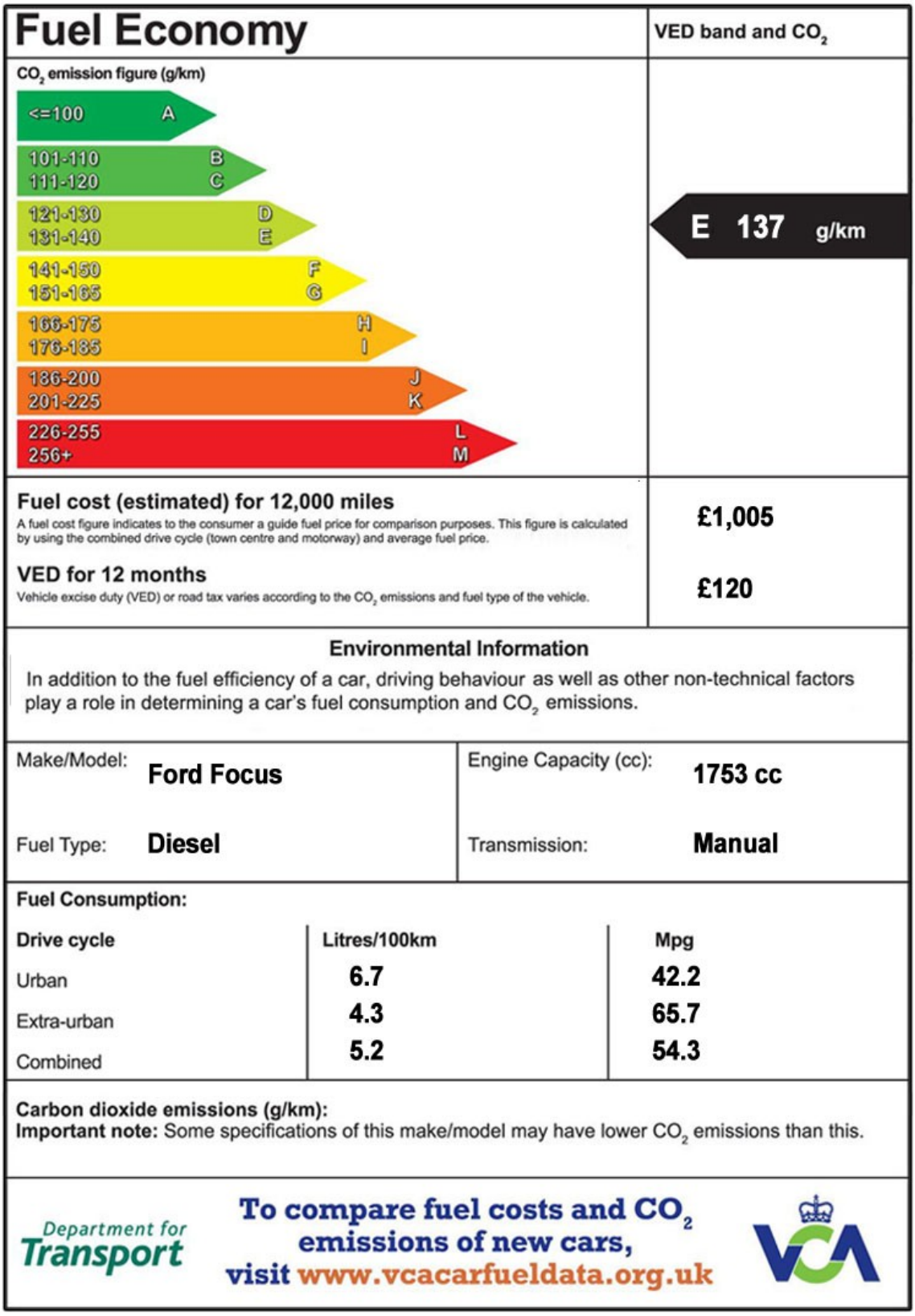
To finish off today, we'd like to invite you to add anything that you've been bursting to say but haven't had the opportunity...

Before we go, perhaps we could quickly go around the room and ask each of you to share your key take home message from our discussion.

Many thanks again and travel safely.

END

Appendix 2 – UK/US-style fuel economy labels (specific model)



Fuel Economy

VED band and CO_2

CO_2 emission figure (g/km)

<=100	A
101-110	B
111-120	C
121-130	D
131-140	E
141-150	F
151-165	G
166-175	H
176-185	I
186-200	J
201-225	K
226-255	L
256+	M

E 137 g/km

Fuel cost (estimated) for 12,000 miles

A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price.

£1,005

VED for 12 months

Vehicle excise duty (VED) or road tax varies according to the CO_2 emissions and fuel type of the vehicle.

£120

Environmental Information

In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO_2 emissions.

Make/Model:	**Ford Focus**	Engine Capacity (cc):	**1753 cc**
Fuel Type:	**Diesel**	Transmission:	**Manual**

Fuel Consumption:

Drive cycle	Litres/100km	Mpg
Urban	6.7	42.2
Extra-urban	4.3	65.7
Combined	5.2	54.3

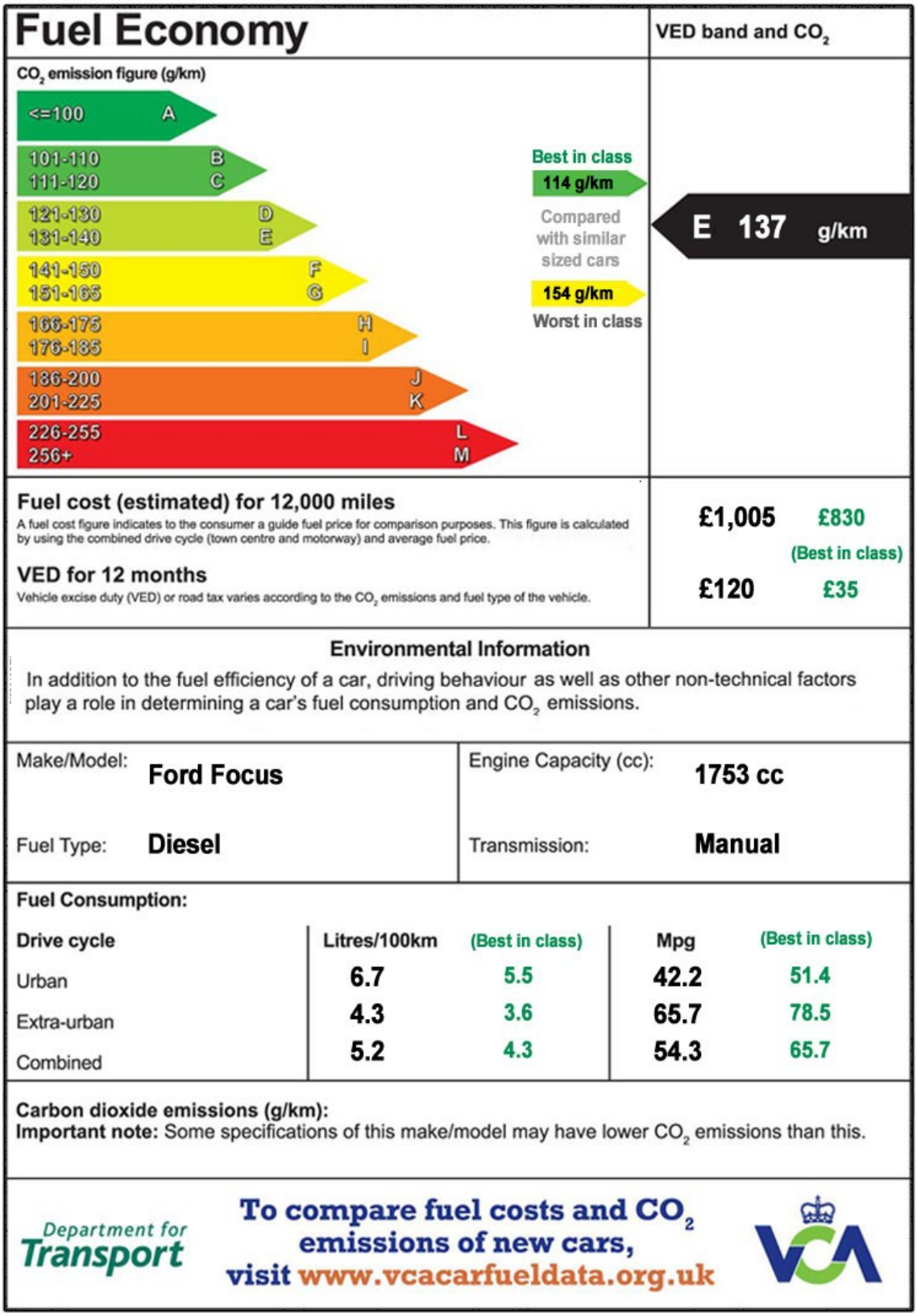
Carbon dioxide emissions (g/km):
Important note: Some specifications of this make/model may have lower CO_2 emissions than this.

Department for Transport

To compare fuel costs and CO_2 emissions of new cars, visit www.vcacarfueldata.org.uk

VCA

Appendix 3 – UK/Swiss-style fuel economy labels ('best in class')



Fuel Economy

VED band and CO_2

CO_2 emission figure (g/km)

<=100	A
101-110	B
111-120	C
121-130	D
131-140	E
141-150	F
151-165	G
166-175	H
176-185	I
186-200	J
201-225	K
226-255	L
256+	M

Best in class 114 g/km

Compared with similar sized cars

154 g/km Worst in class

E 137 g/km

Fuel cost (estimated) for 12,000 miles

A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price.

£1,005 £830 (Best in class)

VED for 12 months

Vehicle excise duty (VED) or road tax varies according to the CO_2 emissions and fuel type of the vehicle.

£120 £35

Environmental Information

In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO_2 emissions.

Make/Model: **Ford Focus**

Engine Capacity (cc): **1753 cc**

Fuel Type: **Diesel**

Transmission: **Manual**

Fuel Consumption:

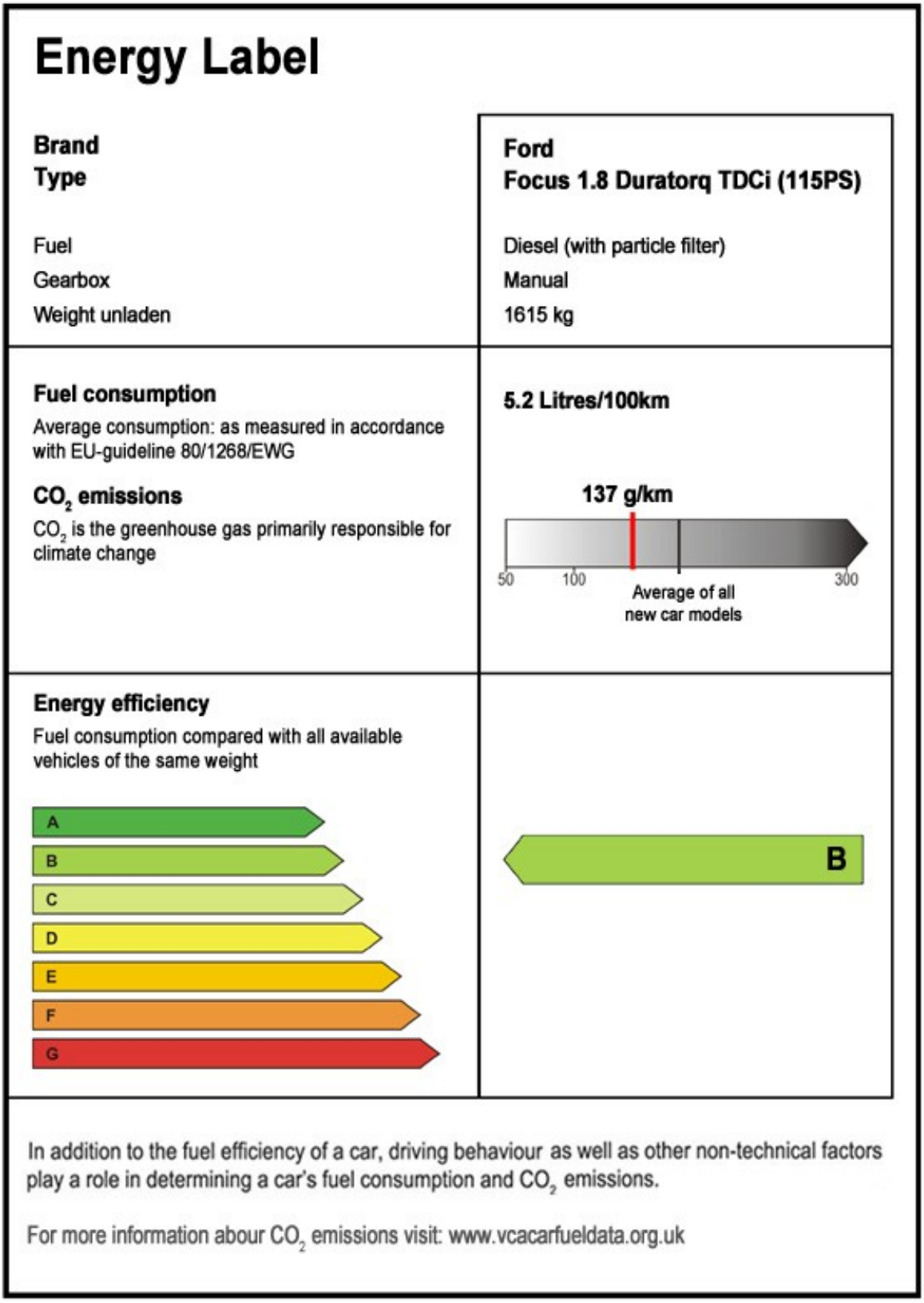
Drive cycle	Litres/100km	(Best in class)	Mpg	(Best in class)
Urban	6.7	5.5	42.2	51.4
Extra-urban	4.3	3.6	65.7	78.5
Combined	5.2	4.3	54.3	65.7

Carbon dioxide emissions (g/km):
Important note: Some specifications of this make/model may have lower CO_2 emissions than this.

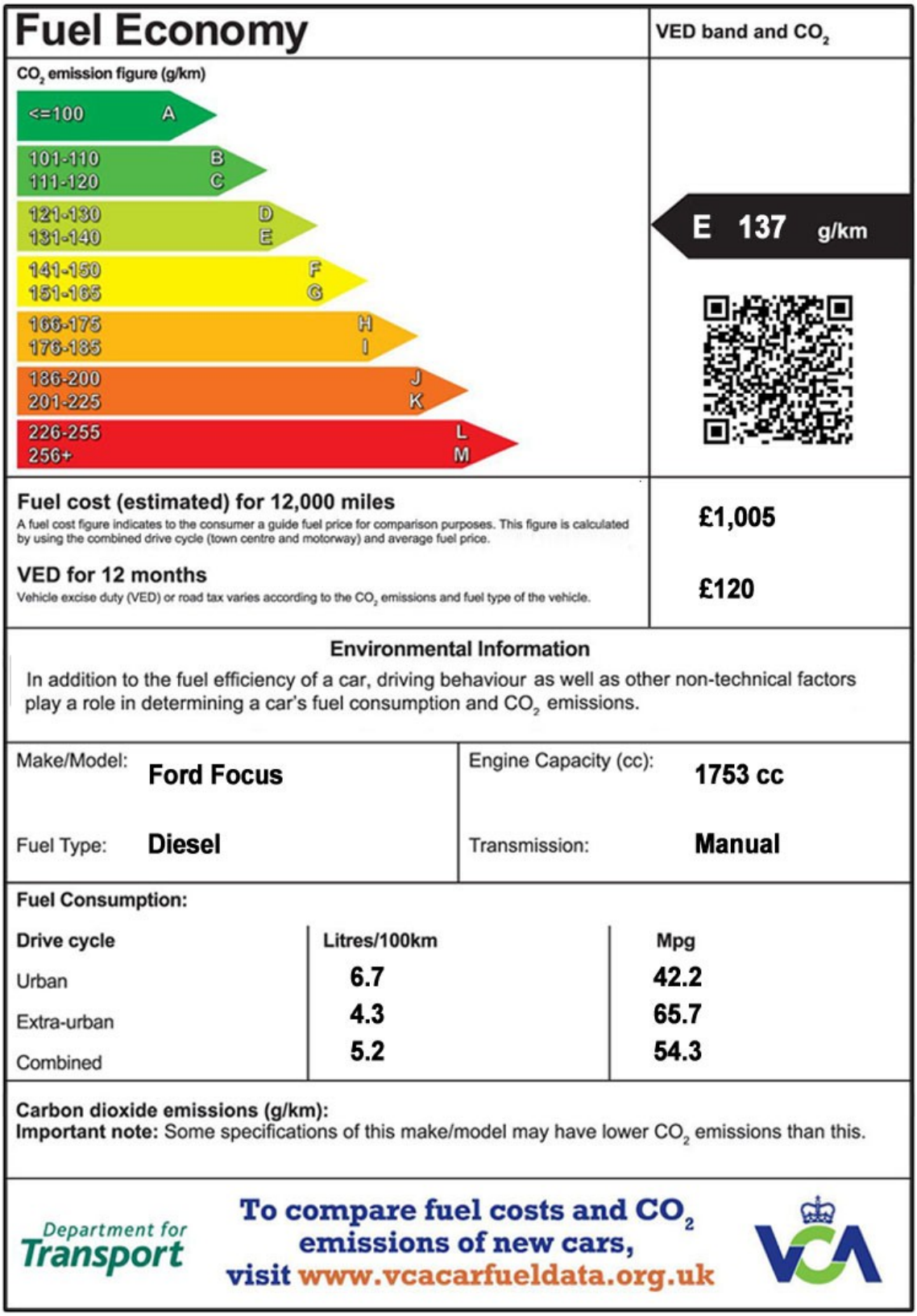
Department for Transport

To compare fuel costs and CO_2 emissions of new cars, visit www.vcacarfueldata.org.uk

VCA


Energy Label
Brand
Type
Ford
Focus 1.8 Duratorq TDCi (115PS)
Fuel
Gearbox
Weight unladen
Diesel (with particle filter)
Manual
1615 kg
Fuel consumption
Average consumption: as measured in accordance with EU-guideline 80/1268/EWG
5.2 Litres/100km
CO2 emissions
CO2 is the greenhouse gas primarily responsible for climate change
137 g/km
50
100
300
Average of all new car models
Energy efficiency
Fuel consumption compared with all available vehicles of the same weight
A
B
C
D
E
F
G
B
In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO2 emissions.
For more information abour CO2 emissions visit: www.vcacarfueldata.org.uk

Appendix 4 – UK-style fuel economy label (including QR-code)



Fuel Economy

VED band and CO_2

CO_2 emission figure (g/km)

<=100	A
101-110	B
111-120	C
121-130	D
131-140	E
141-150	F
151-165	G
166-175	H
176-185	I
186-200	J
201-225	K
226-255	L
256+	M

E 137 g/km

Fuel cost (estimated) for 12,000 miles

A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price.

£1,005

VED for 12 months

Vehicle excise duty (VED) or road tax varies according to the CO_2 emissions and fuel type of the vehicle.

£120

Environmental Information

In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO_2 emissions.

Make/Model:	**Ford Focus**	Engine Capacity (cc):	**1753 cc**
Fuel Type:	**Diesel**	Transmission:	**Manual**

Fuel Consumption:

Drive cycle	Litres/100km	Mpg
Urban	**6.7**	**42.2**
Extra-urban	**4.3**	**65.7**
Combined	**5.2**	**54.3**

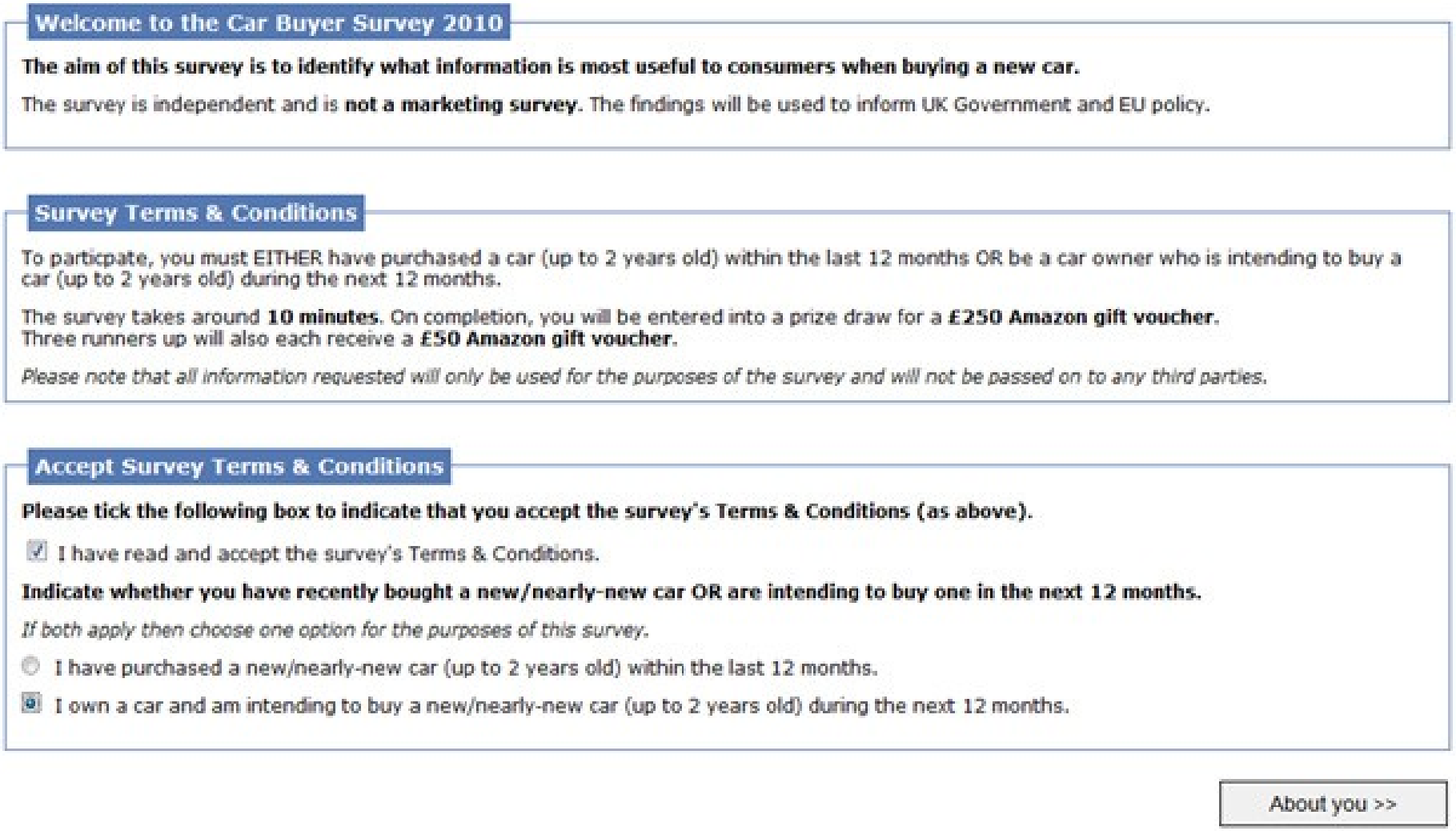
Carbon dioxide emissions (g/km):
Important note: Some specifications of this make/model may have lower CO_2 emissions than this.

Department for Transport

To compare fuel costs and CO_2 emissions of new cars, visit www.vcacarfueldata.org.uk

VCA

Appendix 5 – Web-based survey questionnaire



Welcome to the Car Buyer Survey 2010

The aim of this survey is to identify what information is most useful to consumers when buying a new car.

The survey is independent and is **not a marketing survey**. The findings will be used to inform UK Government and EU policy.

Survey Terms & Conditions

To particpate, you must EITHER have purchased a car (up to 2 years old) within the last 12 months OR be a car owner who is intending to buy a car (up to 2 years old) during the next 12 months.

The survey takes around **10 minutes**. On completion, you will be entered into a prize draw for a **£250 Amazon gift voucher**.
Three runners up will also each receive a **£50 Amazon gift voucher**.

Please note that all information requested will only be used for the purposes of the survey and will not be passed on to any third parties.

Accept Survey Terms & Conditions

Please tick the following box to indicate that you accept the survey's Terms & Conditions (as above).

☑ I have read and accept the survey's Terms & Conditions.

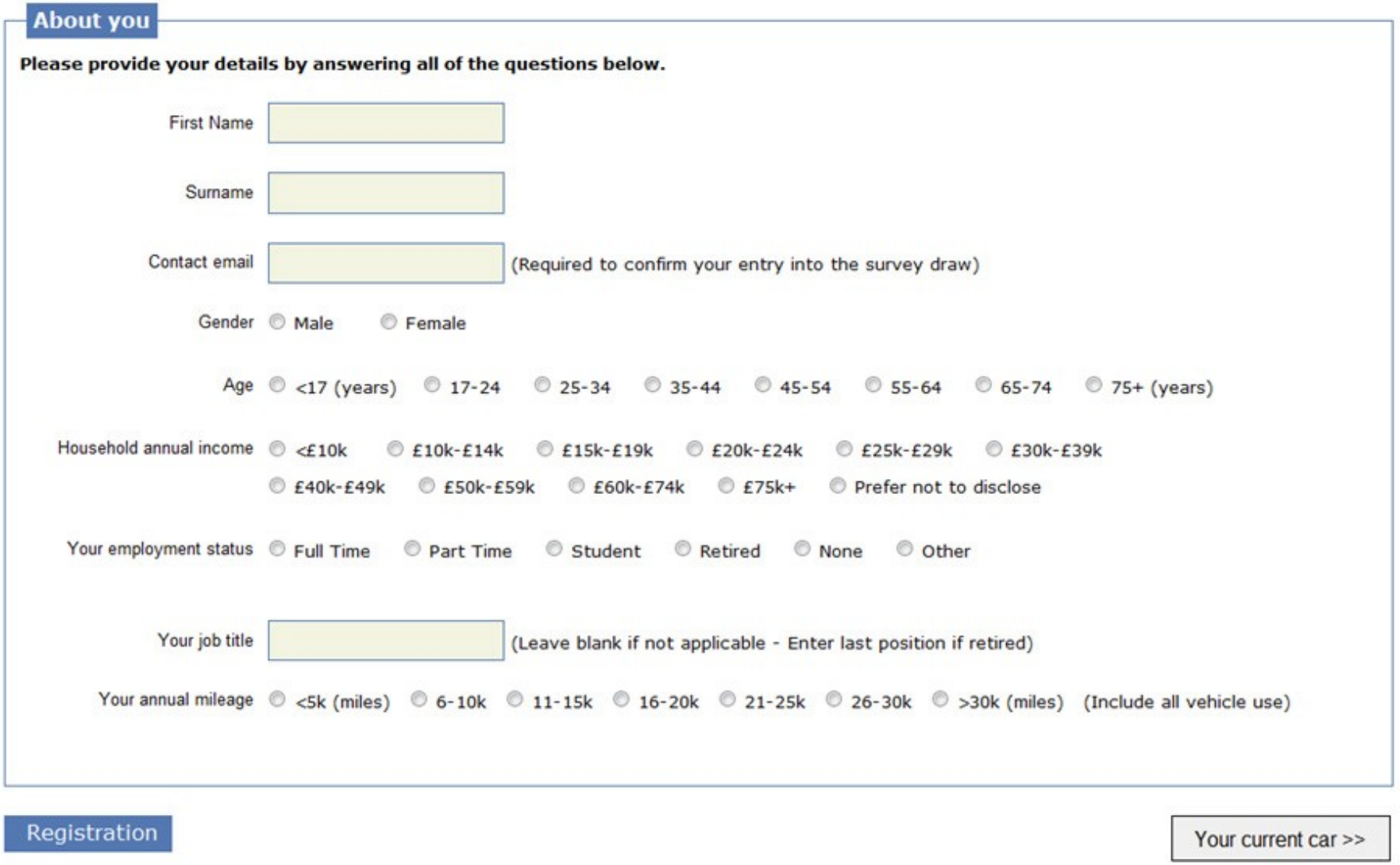
Indicate whether you have recently bought a new/nearly-new car OR are intending to buy one in the next 12 months.

If both apply then choose one option for the purposes of this survey.

○ I have purchased a new/nearly-new car (up to 2 years old) within the last 12 months.

◉ I own a car and am intending to buy a new/nearly-new car (up to 2 years old) during the next 12 months.

About you >>



About you

Please provide your details by answering all of the questions below.

First Name

Surname

Contact email (Required to confirm your entry into the survey draw)

Gender ○ Male ○ Female

Age ○ <17 (years) ○ 17-24 ○ 25-34 ○ 35-44 ○ 45-54 ○ 55-64 ○ 65-74 ○ 75+ (years)

Household annual income ○ <£10k ○ £10k-£14k ○ £15k-£19k ○ £20k-£24k ○ £25k-£29k ○ £30k-£39k ○ £40k-£49k ○ £50k-£59k ○ £60k-£74k ○ £75k+ ○ Prefer not to disclose

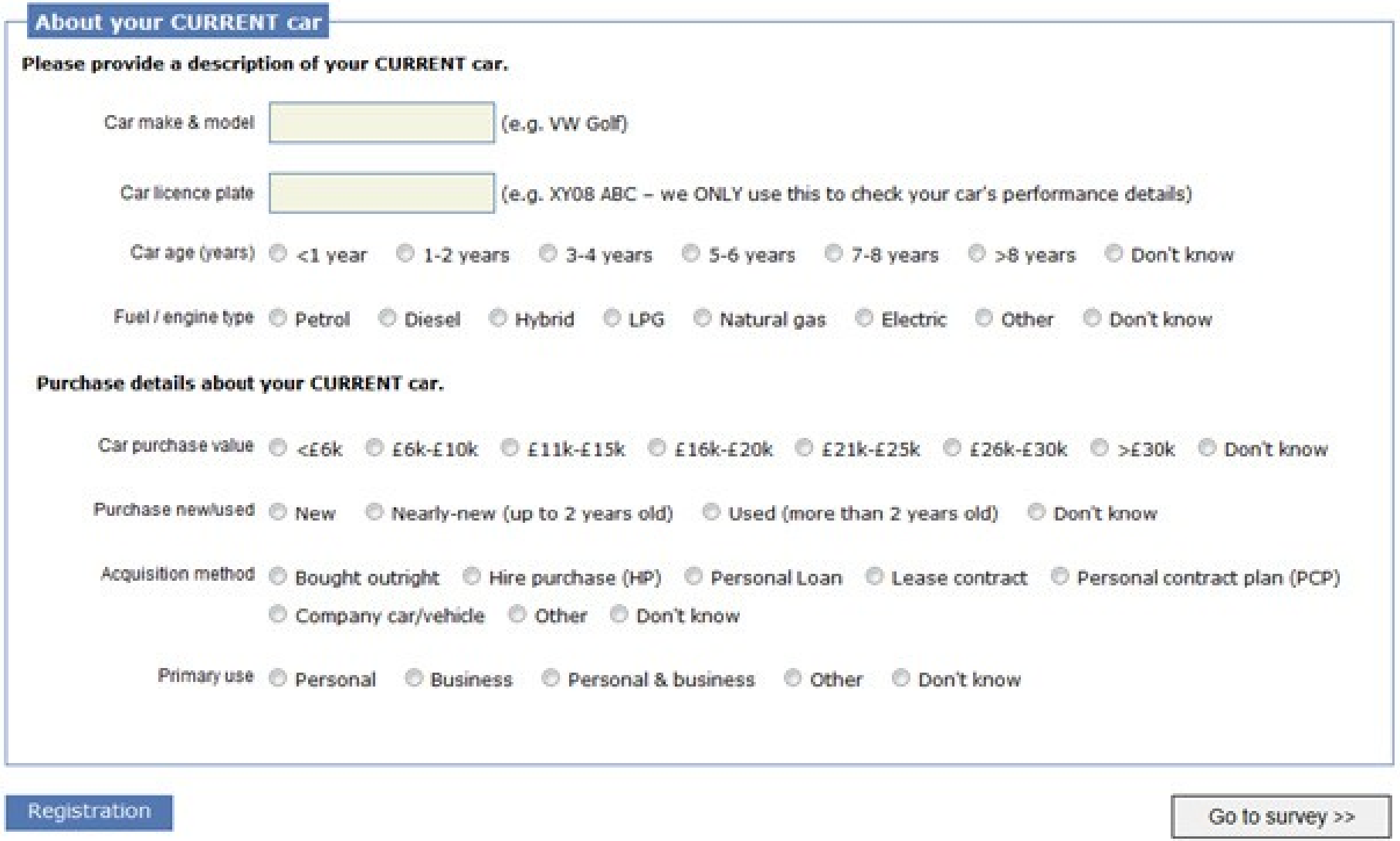
Your employment status ○ Full Time ○ Part Time ○ Student ○ Retired ○ None ○ Other

Your job title (Leave blank if not applicable - Enter last position if retired)

Your annual mileage ○ <5k (miles) ○ 6-10k ○ 11-15k ○ 16-20k ○ 21-25k ○ 26-30k ○ >30k (miles) (Include all vehicle use)

Registration

Your current car >>



About your CURRENT car

Please provide a description of your CURRENT car.

Car make & model (e.g. VW Golf)

Car licence plate (e.g. XY08 ABC – we ONLY use this to check your car's performance details)

Car age (years) <1 year | 1-2 years | 3-4 years | 5-6 years | 7-8 years | >8 years | Don't know

Fuel / engine type Petrol | Diesel | Hybrid | LPG | Natural gas | Electric | Other | Don't know

Purchase details about your CURRENT car.

Car purchase value <£6k | £6k-£10k | £11k-£15k | £16k-£20k | £21k-£25k | £26k-£30k | >£30k | Don't know

Purchase new/used New | Nearly-new (up to 2 years old) | Used (more than 2 years old) | Don't know

Acquisition method Bought outright | Hire purchase (HP) | Personal Loan | Lease contract | Personal contract plan (PCP) | Company car/vehicle | Other | Don't know

Primary use Personal | Business | Personal & business | Other | Don't know

Registration

Go to survey >>

1. What initiated your decision to buy your CURRENT car?

Up to 50 words available.

2. How many models did you consider when choosing to buy your CURRENT car?

Select ONE option.

○ 1 ○ 2 ○ 3 ○ 4 ○ 5+ ○ Don't know

3. Which sources of information (if any) did you use to help you choose your CURRENT car?

Select ALL that apply.

☐ Salesperson/dealership ☐ Internet/Websites ☐ Consumer guides ☐ Family/friends/colleagues

☐ Sales brochure ☐ Fuel economy label ☐ Car magazines ☐ Advertising campaign

☐ Test drives ☐ Govt/VCA guide book ☐ TV/radio programmes ☐ Other (please specify)

Questions 1-3 of 18

Next page >>

4. When you chose your CURRENT car, what factors were important in the decision making process?

In your own words, list ONE OR MORE factors in the text boxes provided.

Enter factor here >

Enter factor here >

Enter factor here >

Enter factor here >

Enter factor here >

Add more factors

Question 4 of 18

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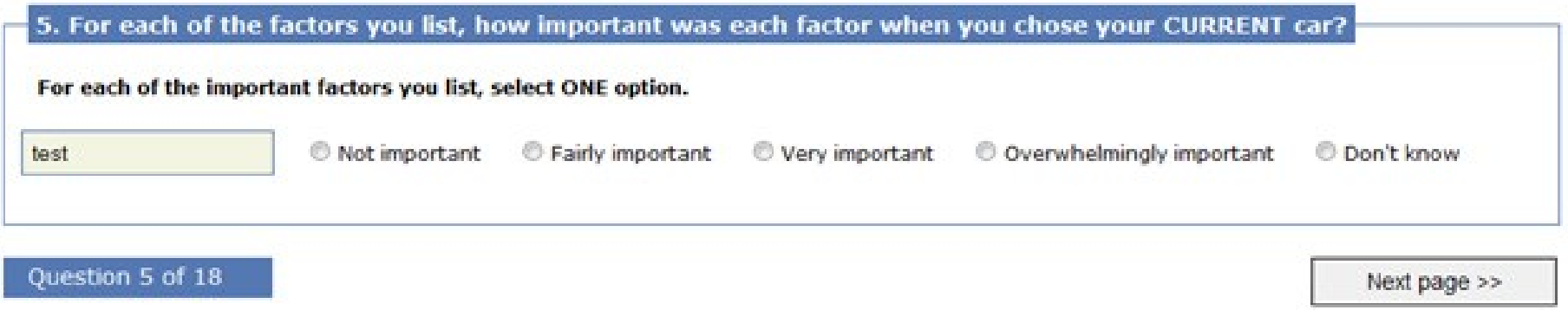
5. For each of the factors you list, how important was each factor when you chose your CURRENT car?
For each of the important factors you list, select ONE option.
test
Not important
Fairly important
Very important
Overwhelmingly important
Don't know
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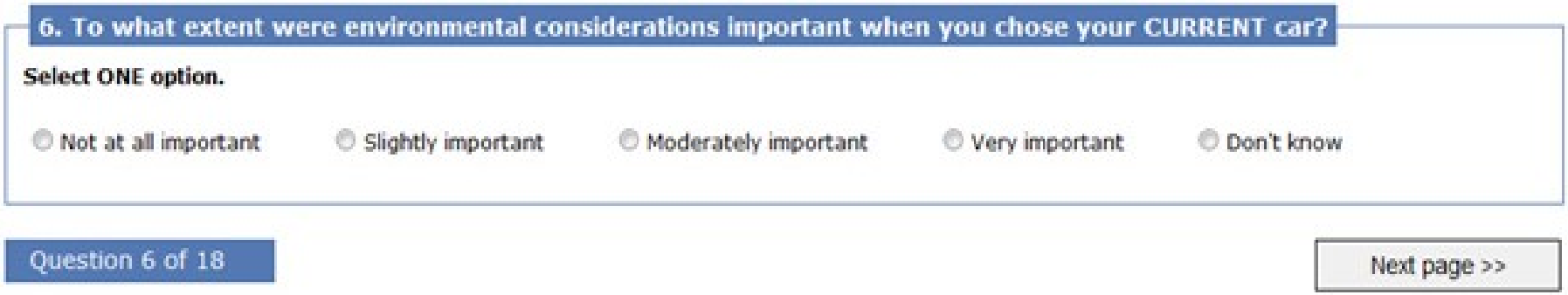
6. To what extent were environmental considerations important when you chose your CURRENT car?
Select ONE option.
Not at all important
Slightly important
Moderately important
Very important
Don't know
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7. Next, consider two OUTWARDLY SIMILAR cars.

What factors could you use to compare the environmental impact of these two cars?

In your own words, list ONE OR MORE factors in the text boxes provided.

Enter factor here >

Enter factor here >

Enter factor here >

Enter factor here >

Enter factor here >

Add more factors

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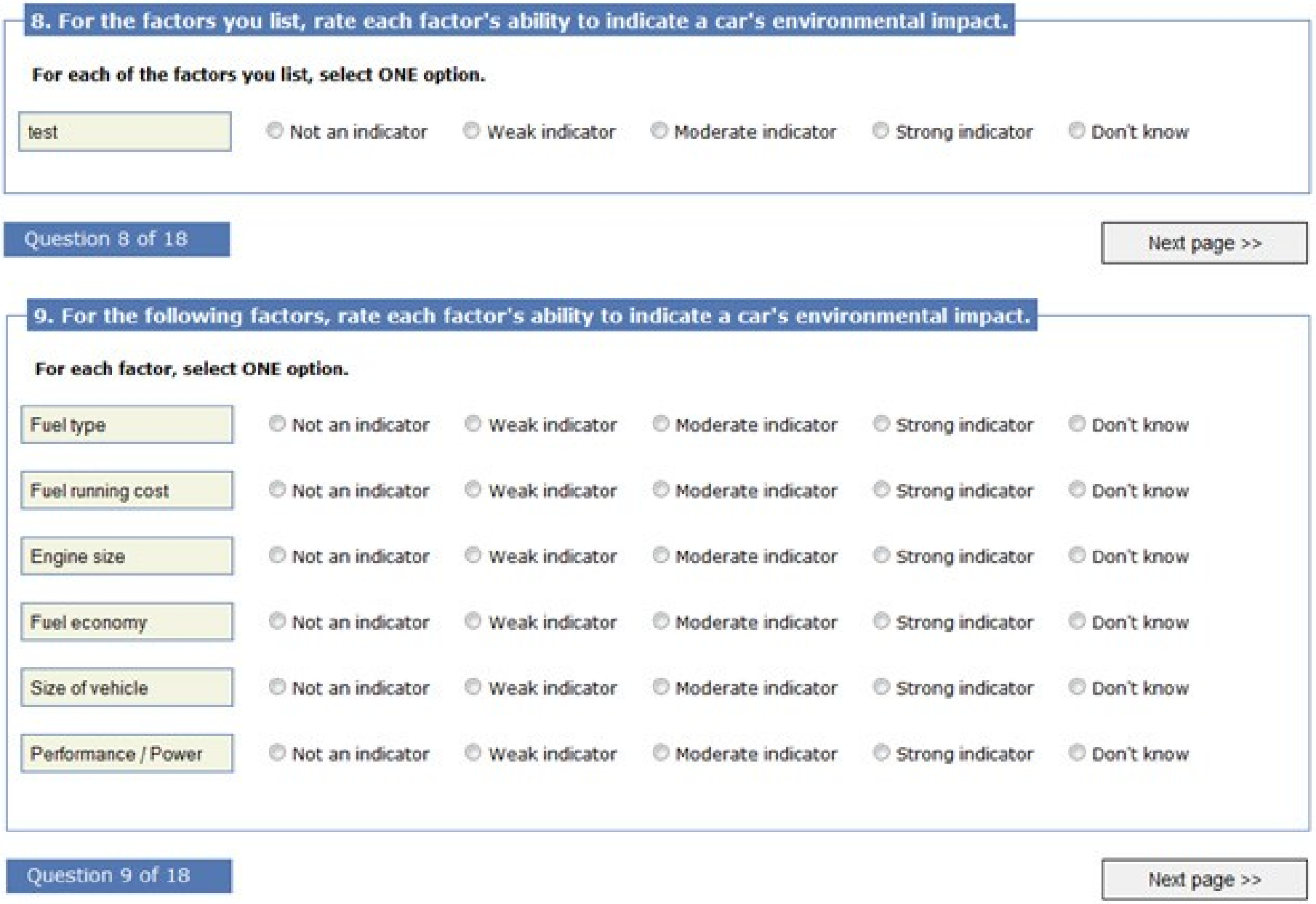
8. For the factors you list, rate each factor's ability to indicate a car's environmental impact.
For each of the factors you list, select ONE option.
test
Not an indicator
Weak indicator
Moderate indicator
Strong indicator
Don't know
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9. For the following factors, rate each factor's ability to indicate a car's environmental impact.
For each factor, select ONE option.
Fuel type
Fuel running cost
Engine size
Fuel economy
Size of vehicle
Performance / Power
Question 9 of 18
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10. What do you know about the OFFICIAL performance of your CURRENT car?

Complete AS MANY of the following boxes as you can - leave blank if are unable to answer.

Fuel economy >	miles-per-gallon	Engine size >	litres
Fuel economy >	litres/100km	CO2 emissions >	g/km
Fuel cost >	£ per year	Road tax band >	A to M
Fuel cost >	pence per mile	Annual road tax >	£ per year

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11. For each of the figures you provide, rate your level of confidence in estimating these values.

For each value, select ONE level of confidence

	Not confident	Neutral	Fairly confident	Very confident	Don't know
1 miles-per-gallon	○	○	○	○	○
1 litres/100km	○	○	○	○	○
1 £ (fuel) per year	○	○	○	○	○
1 pence per mile	○	○	○	○	○
1 litres	○	○	○	○	○
1 g/km	○	○	○	○	○
1 (road tax band)	○	○	○	○	○
1 £ (tax) per year	○	○	○	○	○

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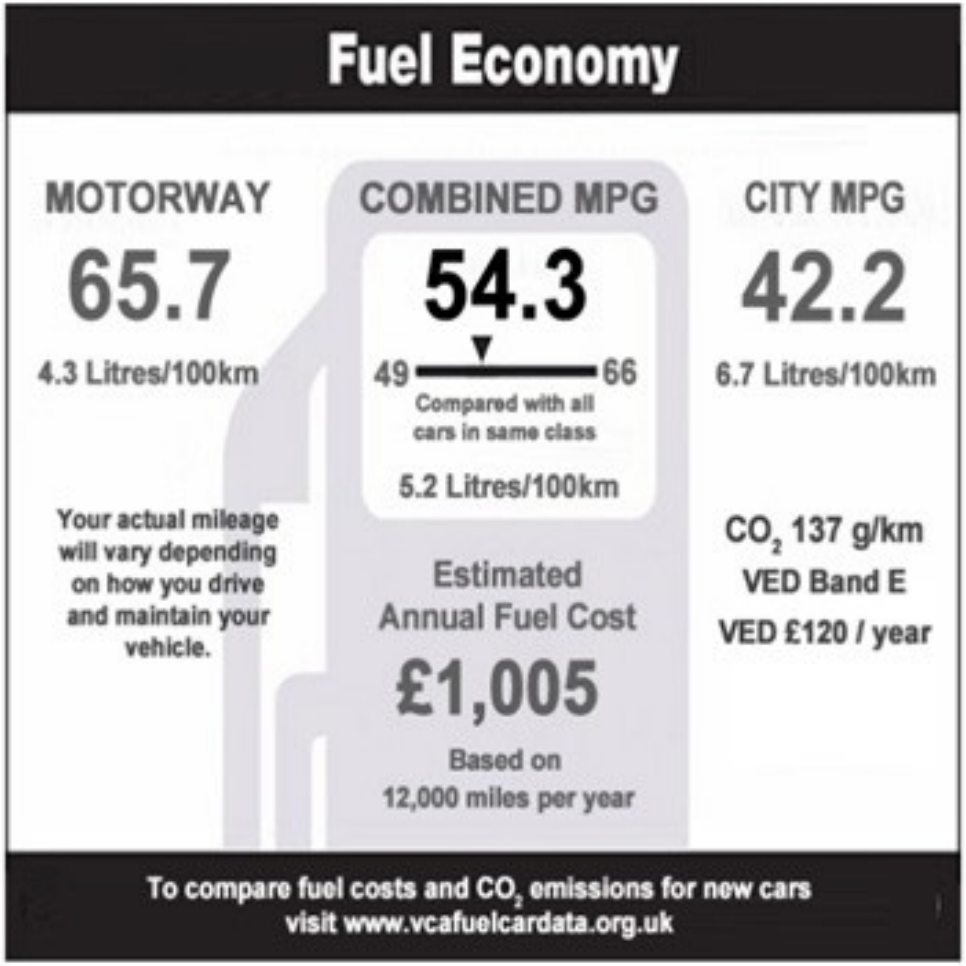
12. Consider the following information label for a particular car and answer the following questions.



Using the information on this label, what is the car's CO2 emissions?

- 103 g/km
- 125 g/km
- 137 g/km
- 175 g/km
- Information not shown on label
- Don't know

How does the fuel economy of this car compare with the fuel economy of other cars in the same class?

- Much higher than average
- Slightly higher than average
- About average
- Slightly lower than average
- Much lower than average
- Information not shown on label
- Don't know

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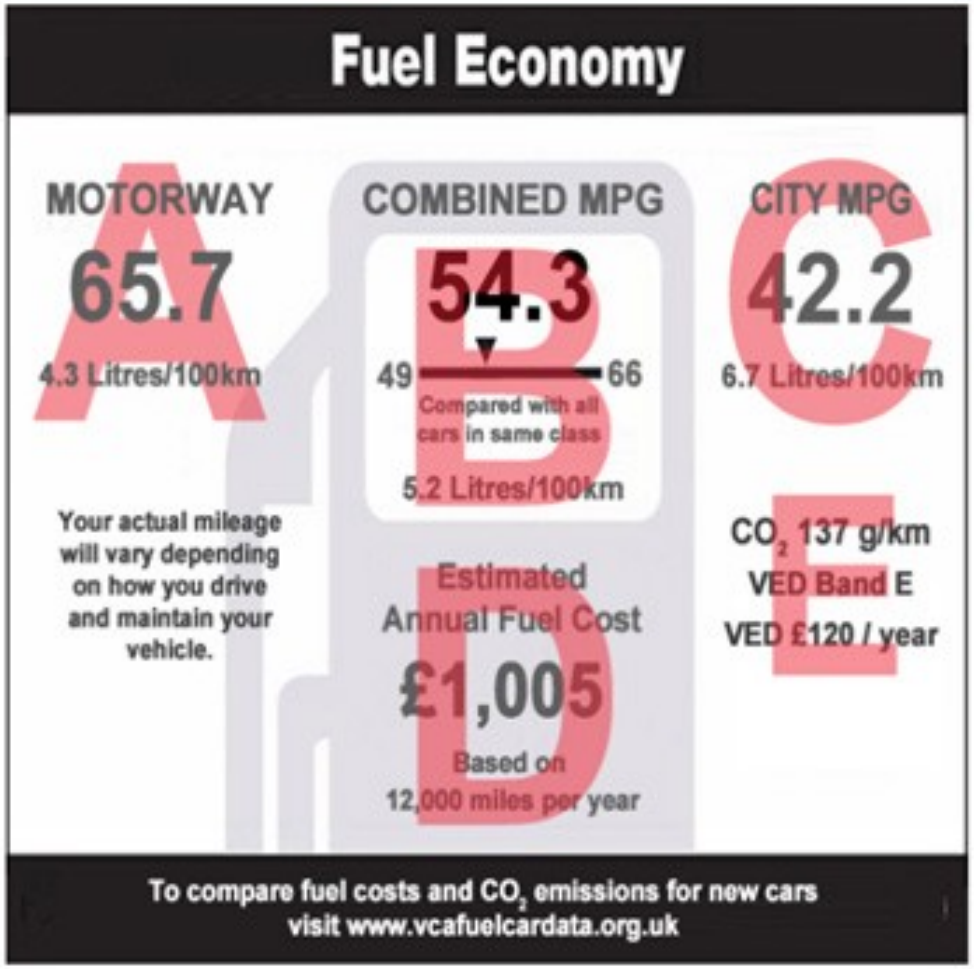
13. Consider the following information label for a particular car and answer the following questions.



If you were using this label to choose a car, which part(s) would you find most informative?

Select ALL that apply.

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ E
- ☐ None / No opinion

In your opinion, how easy or difficult is this label to use?

Select ONE option.

- ○ Very easy
- ○ Fairly easy
- ○ Neither easy nor difficult
- ○ Fairly difficult
- ○ Very difficult
- ○ No opinion

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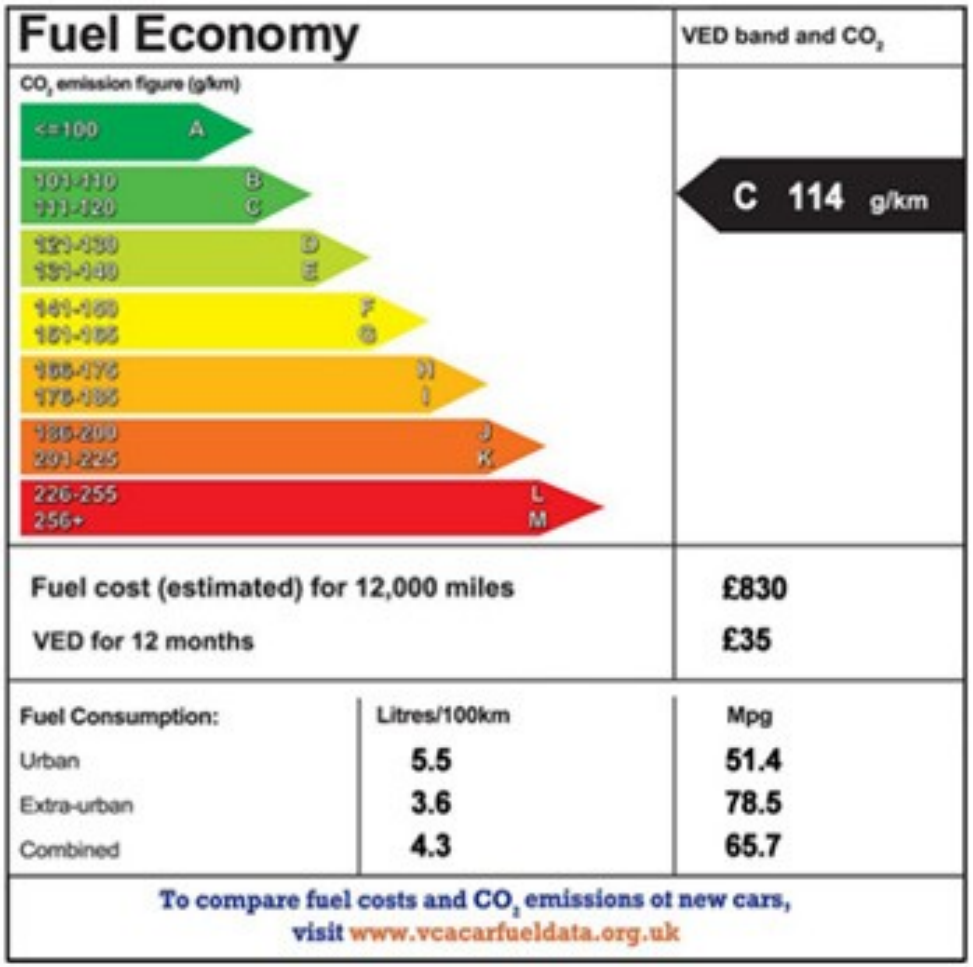
14. Consider the following information label for a particular car and answer the following questions.



Fuel Economy	VED band and CO_2
CO_2 emission figure (g/km)	
<=100 A	
101-110 B / 111-120 C	C 114 g/km
121-130 D / 131-140 E	
141-150 F / 151-165 G	
166-175 H / 176-185 I	
186-200 J / 201-225 K	
226-255 L / 256+ M	
Fuel cost (estimated) for 12,000 miles	**£830**
VED for 12 months	**£35**

Fuel Consumption:	Litres/100km	Mpg
Urban	5.5	51.4
Extra-urban	3.6	78.5
Combined	4.3	65.7

To compare fuel costs and CO_2 emissions of new cars, visit www.vcacarfueldata.org.uk

Using the information on this label, what is the car's CO2 emissions?

- 101 g/km
- 114 g/km
- 127 g/km
- 145 g/km
- Information not shown on label
- Don't know

How do the CO2 emissions of this car compare with the CO2 emissions of other cars in the same class?

- Much higher than average
- Slightly higher than average
- About average
- Slightly lower than average
- Much lower than average
- Information not shown on label
- Don't know

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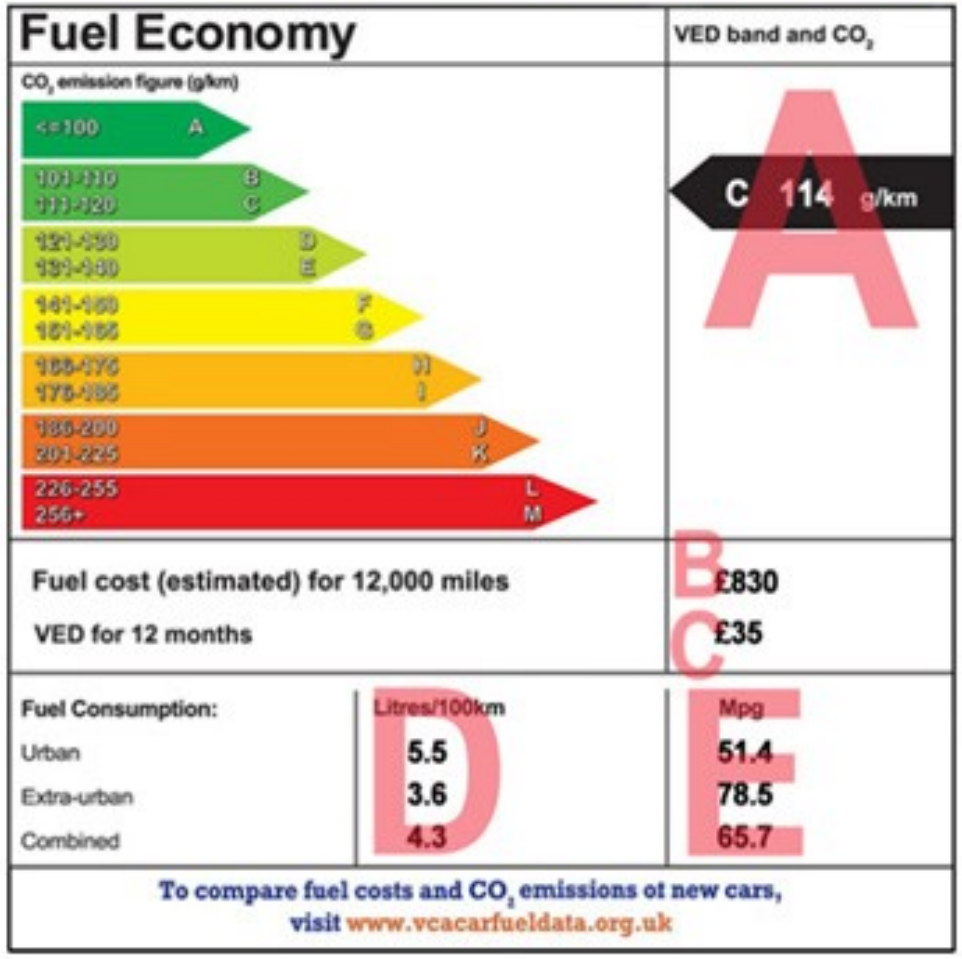
15. Consider the following information label for a particular car and answer the following questions.



If you were using this label to choose a car, which part(s) would you find most informative?

Select ALL that apply.

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ E
- ☐ None / No opinion

In your opinion, how easy or difficult is this label to use?

Select ONE option.

- ○ Very easy
- ○ Fairly easy
- ○ Neither easy nor difficult
- ○ Fairly difficult
- ○ Very difficult
- ○ No opinion

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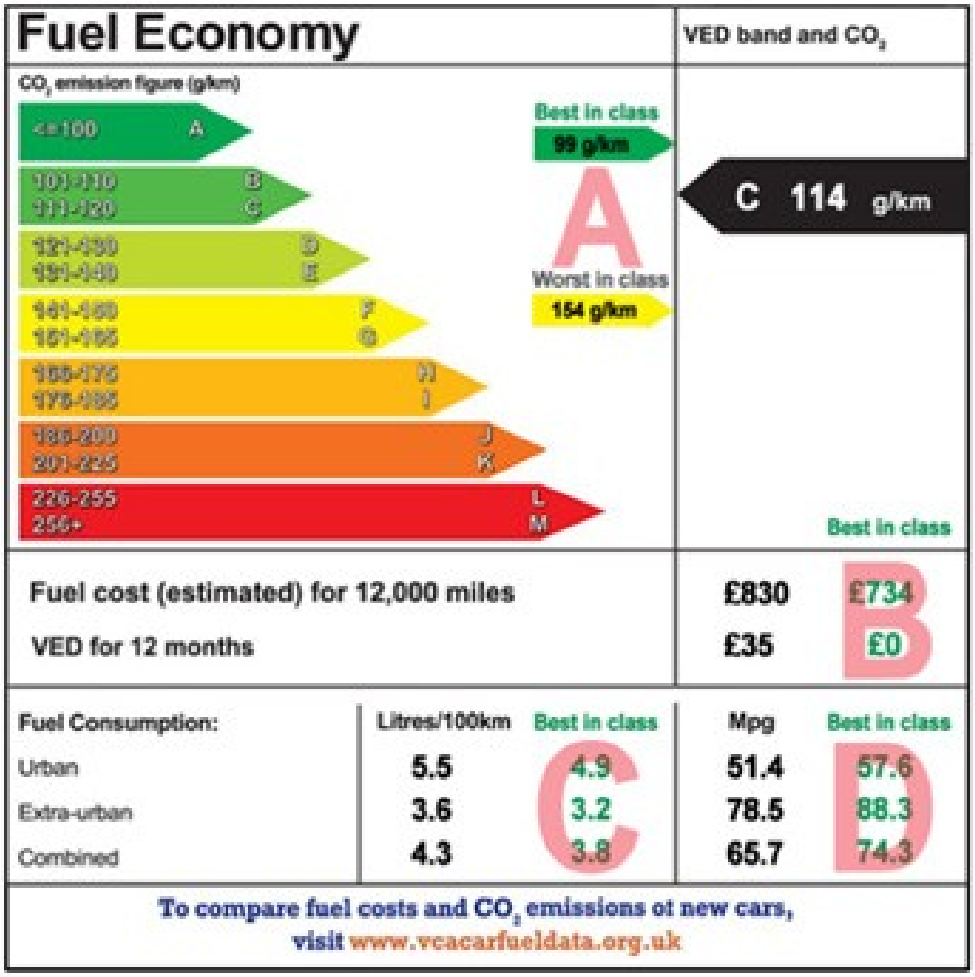
16. Consider the following information label for a particular car and answer the following question.



If you were using this label to choose a car, which (if any) of the additional 'best-in-class' information would you find most informative?

Select ALL that apply.

- ☐ A
- ☐ B
- ☐ C
- ☐ D
- ☐ None of the additional information
- ☐ Prefer label without additional information
- ☐ No opinion

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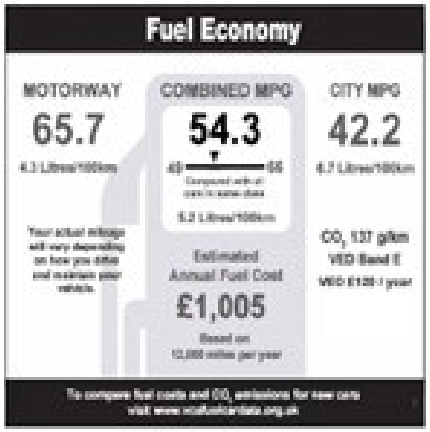
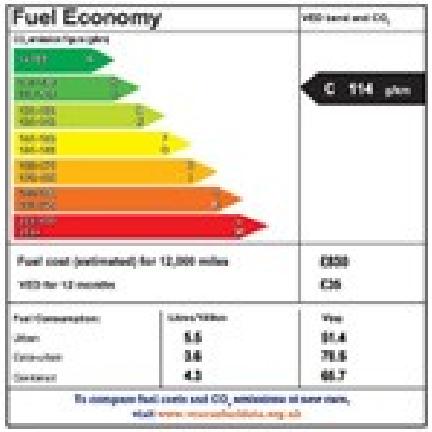
17. Is there any other information that you would find useful that is not currently shown on these two labels?





What other information would you find useful?
Optional response - Up to 100 words available.

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18. To complete the survey, indicate the level to which you agree or disagree with the following statements.

For each statement, select ONE option.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The effects of climate change are a real worry to me	○	○	○	○	○
All cars I would consider buying get roughly the same miles-per-gallon	○	○	○	○	○
To reduce my fuel costs, I would consider buying a more efficient car	○	○	○	○	○
I should be able to use my car, even if it damages the environment	○	○	○	○	○
I would pay more for a fuel efficient car with lower fuel costs	○	○	○	○	○
The so-called 'environmental crisis' has been greatly exaggerated	○	○	○	○	○
Reducing my car's environmental impact would make me feel good	○	○	○	○	○
I would not buy a more efficient car for purely environmental reasons	○	○	○	○	○

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Finish survey >>