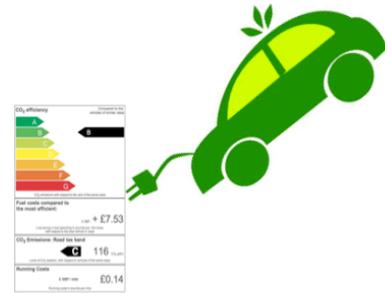

Testing CO2/Car labelling options and consumer information



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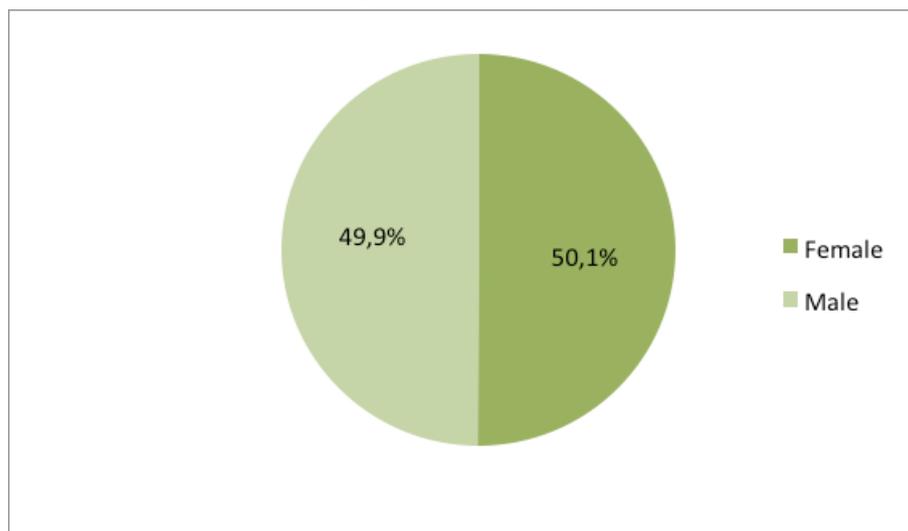


1 Participants' profile

It should be noted that throughout the document, a (*) next to the data in the tables has been used to indicate statistically significant associations. These associations are positively indicated in the tables through analysis of the adjusted standardised residuals. A statistically significant association is indicated in the cell when the statistical value is outside ± 1.96 . Only the positive associations have been indicated to make it easier to read. In other words, when a higher proportion is observed in a cell than could be explained by a simple random issue.

1.1 Gender

Figure 1 Gender (Q1)



Base: Whole sample

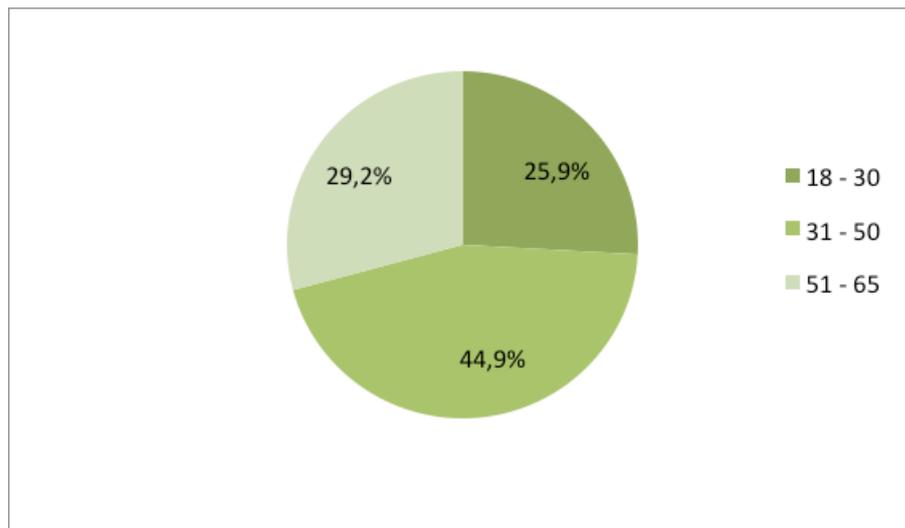
Figure 2 Gender (Q1) by country



Base: Whole sample

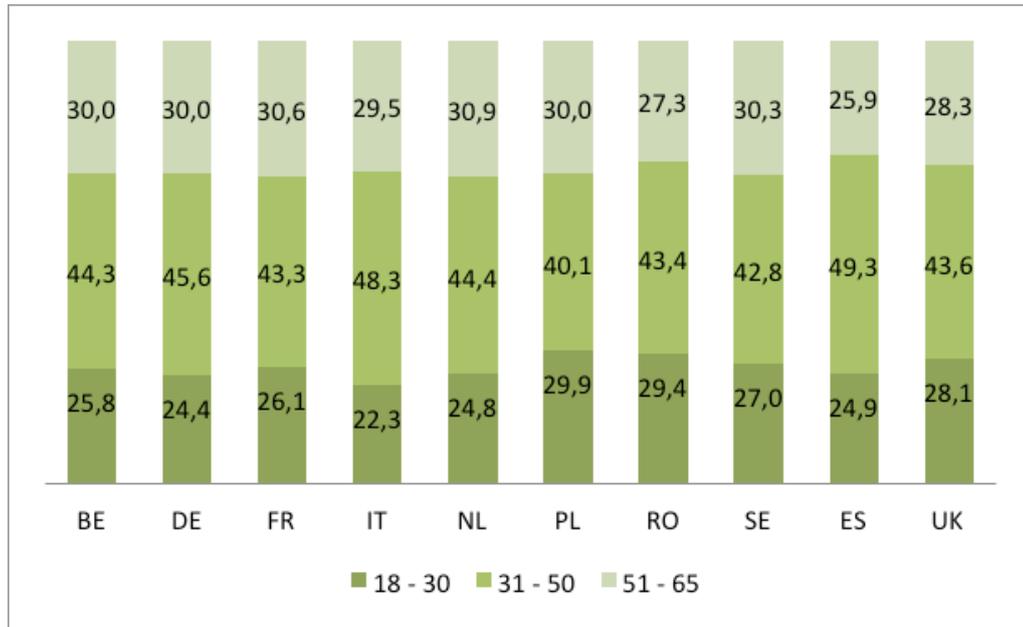
1.2 Age

Figure 3 Age (Q2)



Base: Whole sample

Figure 4 Age (Q2) by country

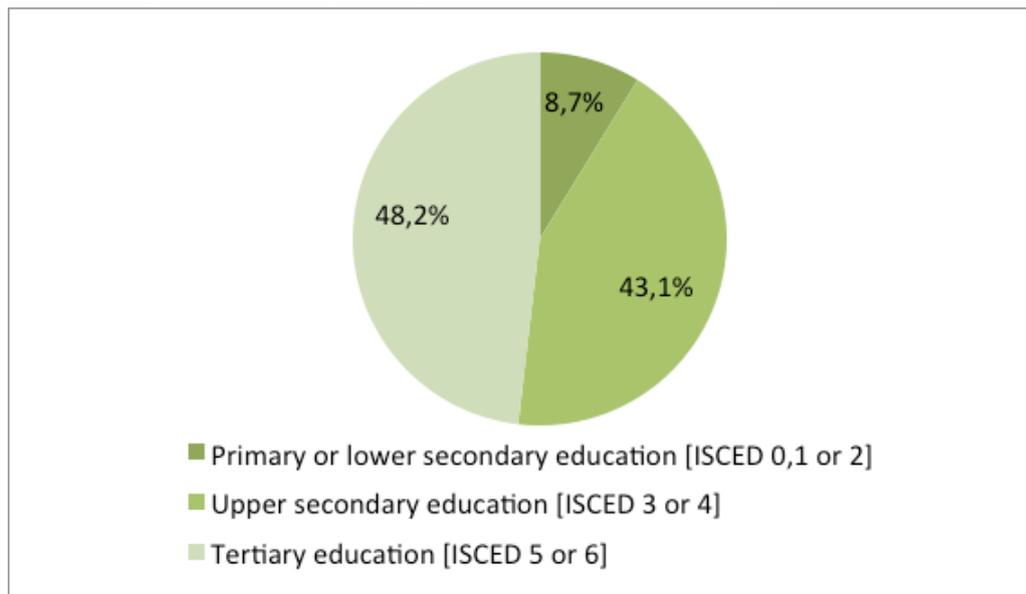


Base:

Whole sample

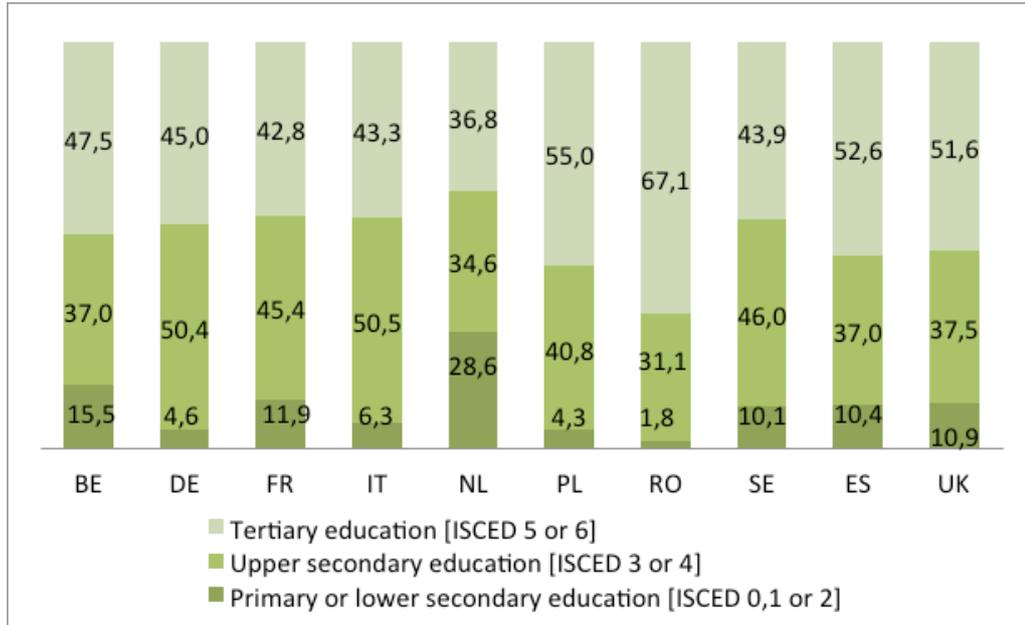
1.3 Level of education

Figure 5 What is your highest level of education completed? (Q3)



Base: Whole sample

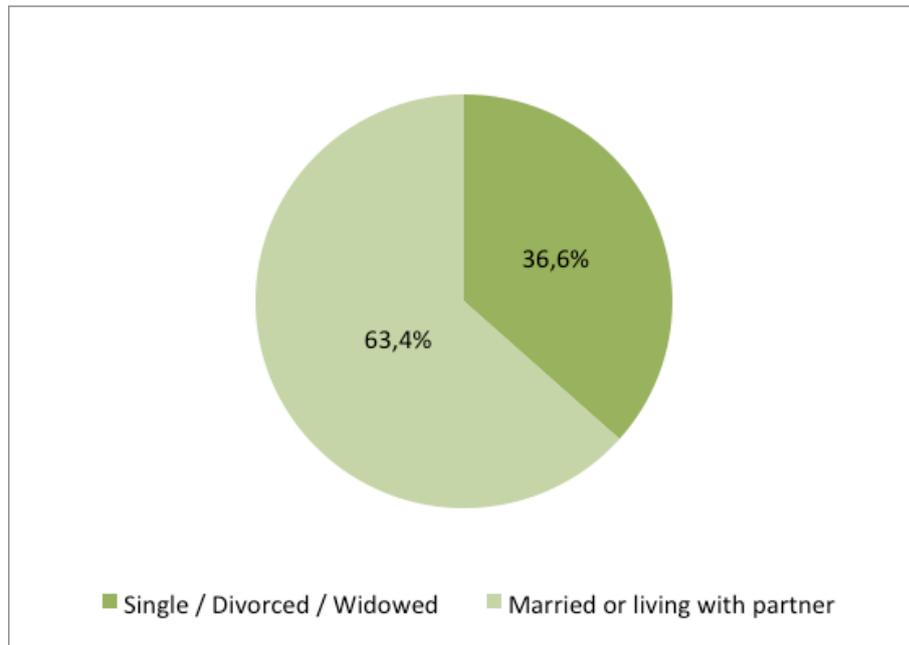
Figure 6 What is your highest level of education completed? (Q3) by country



Base: Whole sample

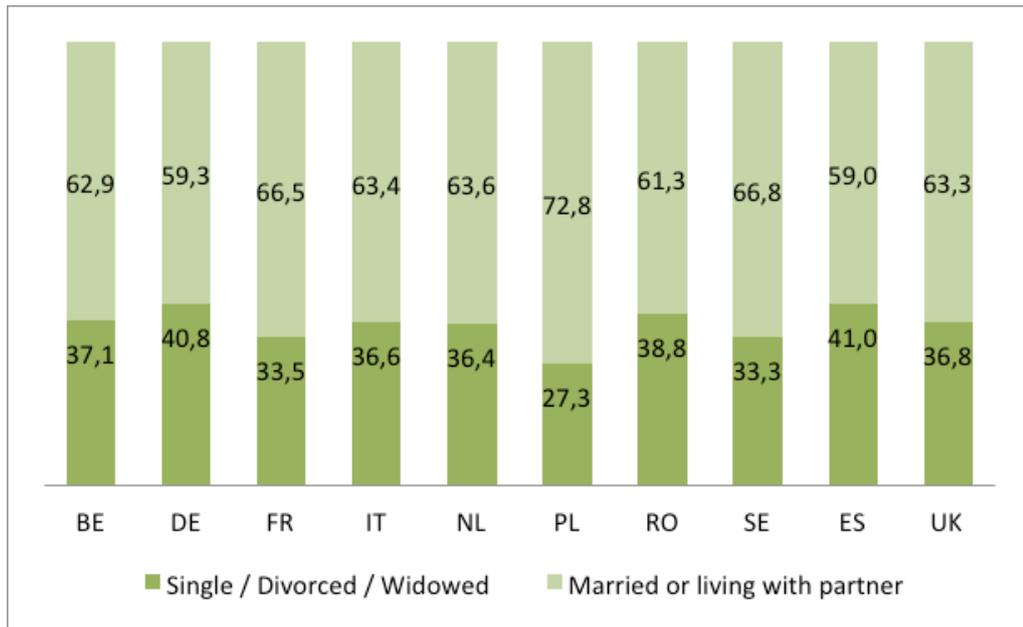
1.4 Family situation

Figure 7 Marital status (Q4)



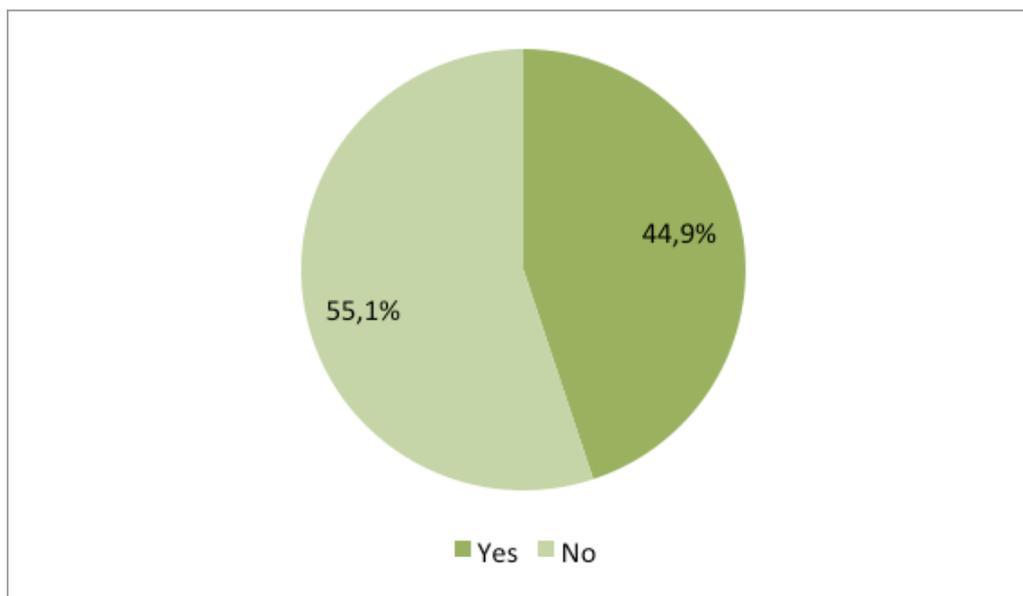
Base: Whole sample

Figure 8 Marital status (Q4) by country



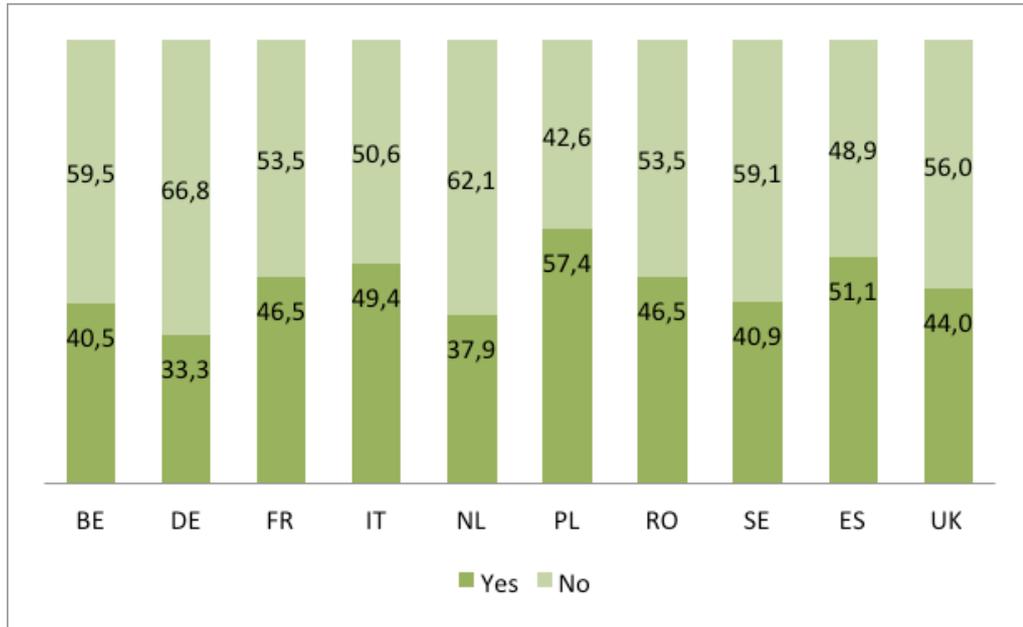
Base: Whole sample

Figure 9 Do you have children living with you at home? (Q5)



Base: Whole sample

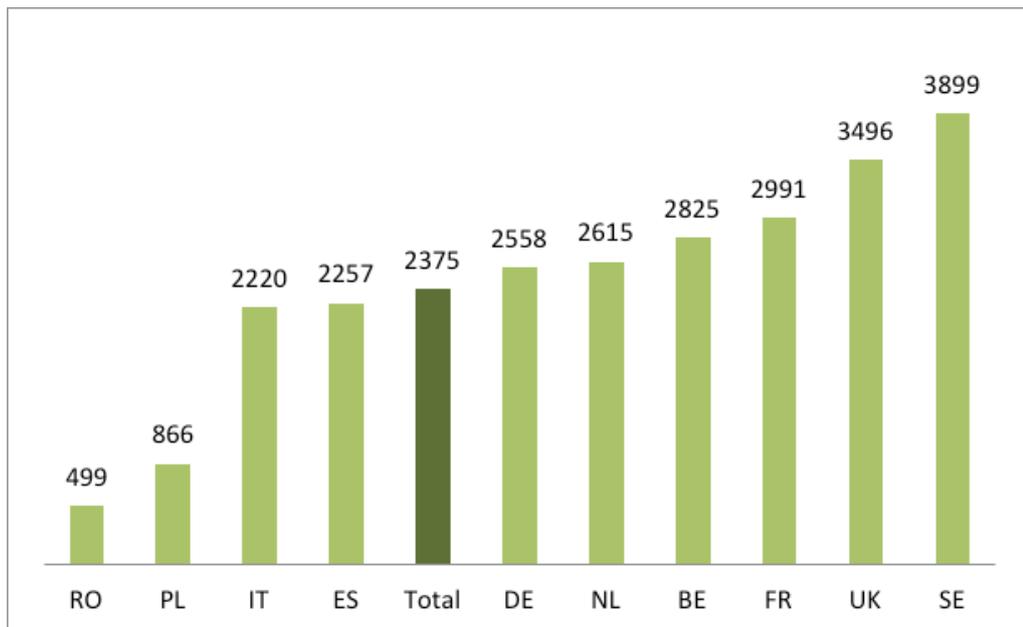
Figure 10 Do you have children living with you at home? (Q5) by country



Base: Whole sample

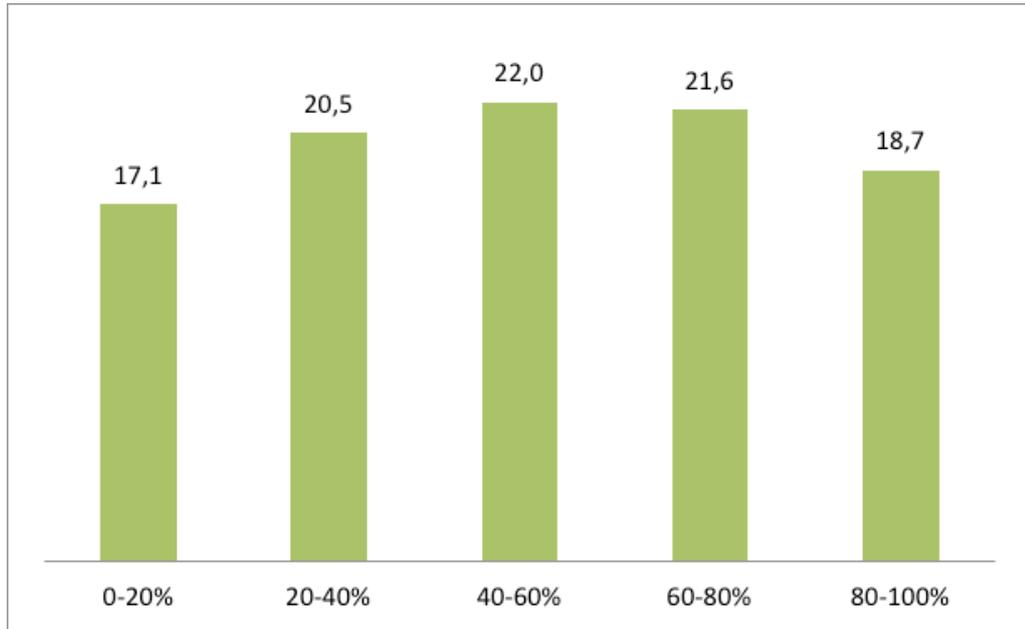
1.5 Monthly income

Figure 11 What is the average net either monthly income of your household? (Q6) (Mean €)



Base: Valid response (84,7% of whole sample)

Figure 12 What is the average net either monthly income of your household? (Q6) (Quintiles %)



Base: Valid response (84,7% of whole sample)

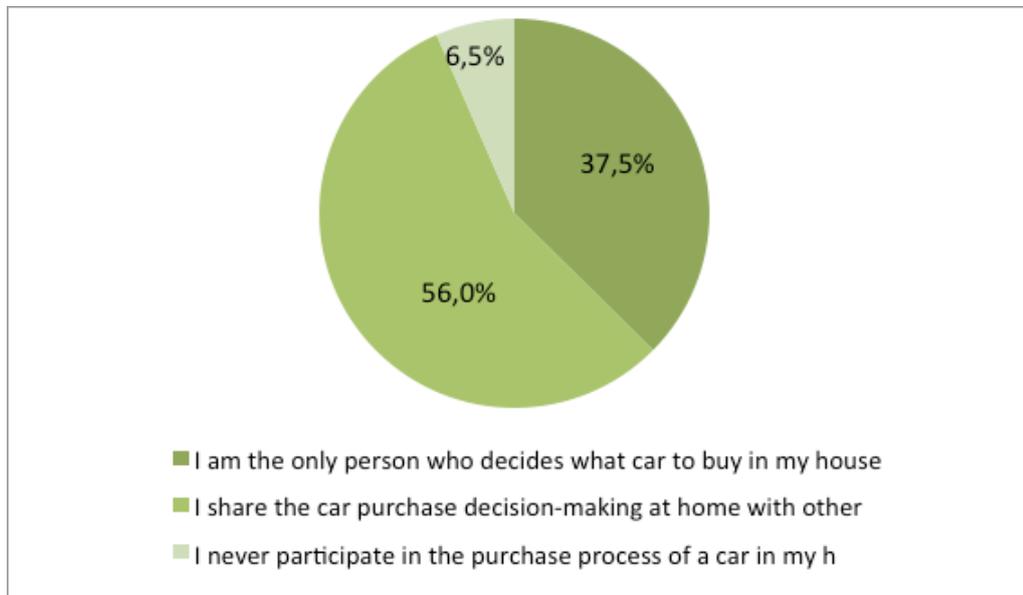
Table 1 What is the average net either monthly income of your household? (Q6) (Quintiles %) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
0-20%	1,9	7,3	4,0	7,6	4,6	54,7*	83,0*	2,6	9,3	11,3
20-40%	11,7	17,2	12,5	28,9*	16,9	34,3*	15,2	9,7	26,3*	15,5
40-60%	30,5*	23,1	24,4	32,7*	27,1	9,3	1,2	12,3	29,5*	17,2
60-80%	28,3	29,5*	27,0	19,8	29,9*	0,9	0,4	21,5	23,5	27,7
80-100%	27,6	22,8	32,1*	10,9	21,5	0,8	0,3	53,9*	11,4	28,3

Base: Valid response (84,7% of whole sample)

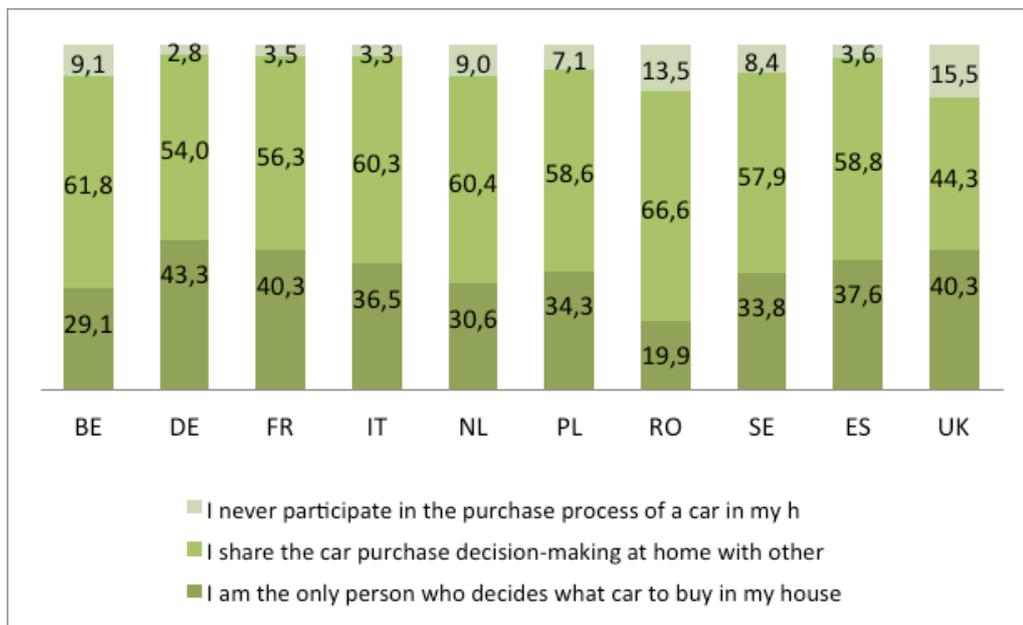
1.6 Car purchase

Figure 13 In your household, which best describes your role in the purchasing of a car? (Q7)



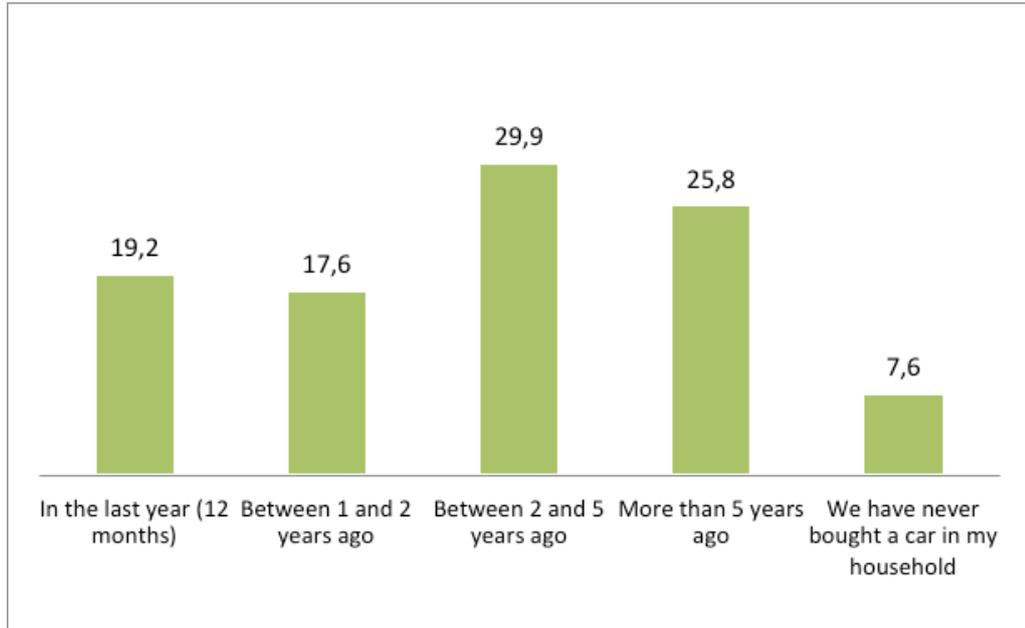
Base: Whole sample

Figure 14 In your household, which best describes your role in the purchasing of a car? (Q7) by country



Base: Whole sample

Figure 15 When was the last car purchased in your household? (Q8)



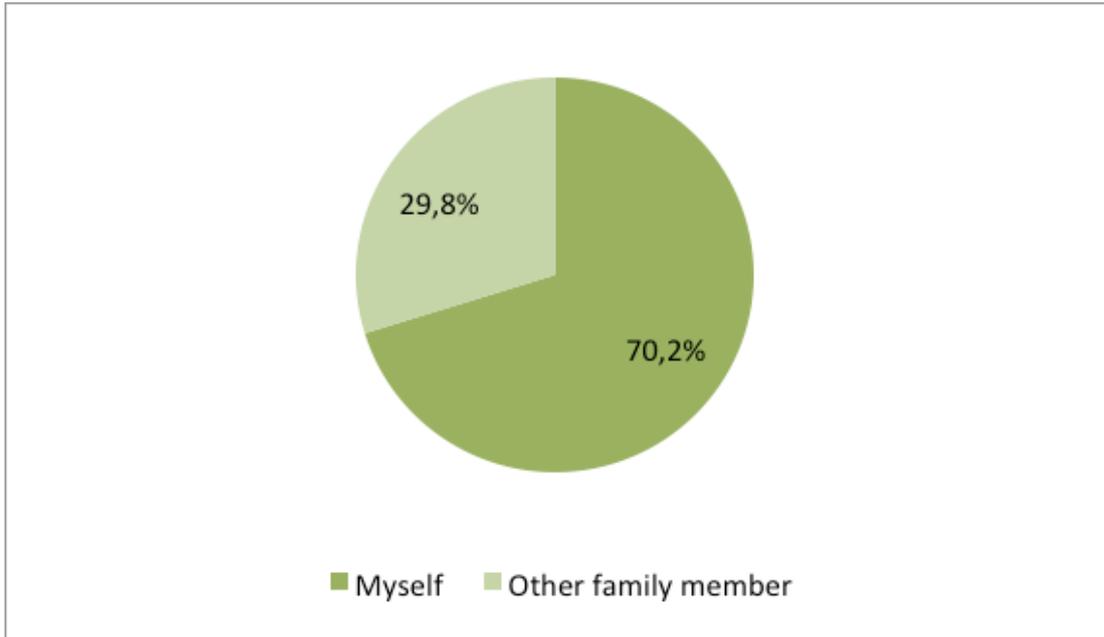
Base: Whole sample

Table 2 When was the last car purchased in your household? (Q8) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
In the last year (12 months)	20,3	19,8	24,3*	16,8	22,5*	15,3	9,4	24,1*	10,6	26,5*
Between 1 and 2 years ago	18,6	19,5	19,0	17,9	20,5*	16,8	10,0	19,3	11,9	19,6
Between 2 and 5 years ago	32,5	27,3	28,4	34,0*	31,3	31,0	32,6	25,4	31,4	27,9
More than 5 years ago	24,4	26,1	21,8	30,3*	18,1	26,8	25,8	19,4	42,0	15,3
Never	4,3	7,4	6,6	1,1	7,6	10,3	22,3*	11,9*	4,1	10,8*

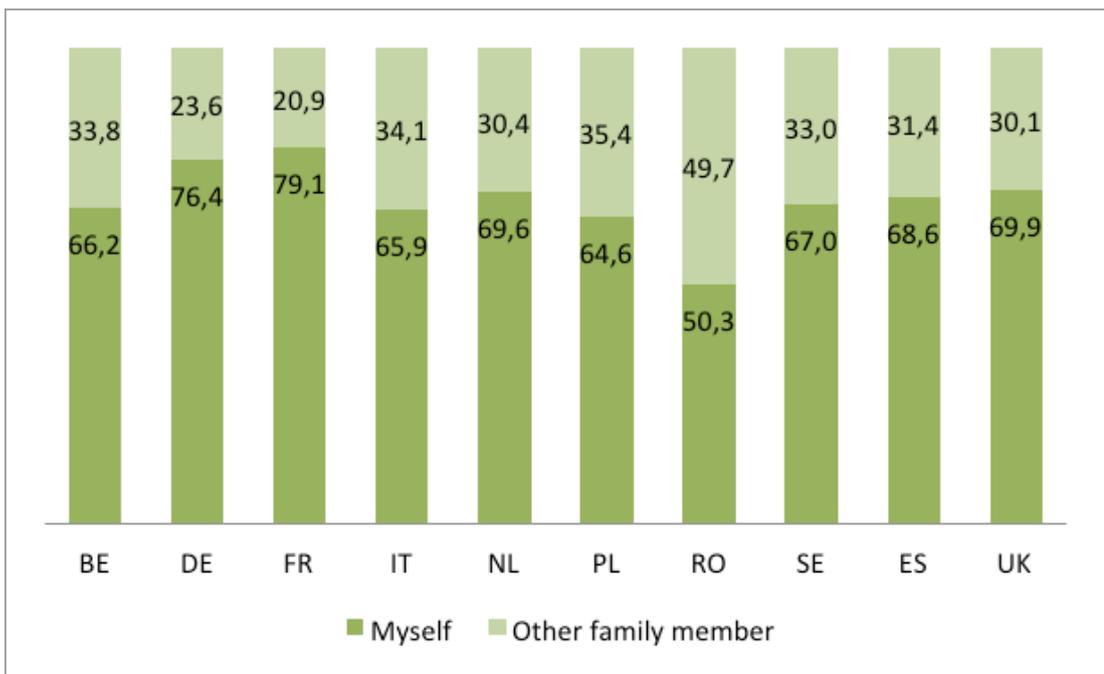
Base: Whole sample

Figure 16 Thinking of the last car bought in your household, who does it belong to? (Q8b)



Base: Have bought a car (91,4% of whole sample)

Figure 17 Thinking of the last car bought in your household, who does it belong to? (Q8b) by country



Base: Have bought a car (91,4% of whole sample)

1.7 Comparison

Table 3 Socio-demographic comparison

Socio-demographic comparative		Sample	Population
Gender	Male	50	50
	Female	50	50
Age group	18-30	26	26
	31-50	45	45
	51-65	29	29
Level of education completed	Primary or lower secondary education	9	30
	Upper secondary education	43	45
	Tertiary education	48	25

Source: Eurostat, Sample

Table 4 Socio-demographic comparison by country (I)

		BE		DE		FR		IT		NL	
		Sample	Pouplation								
Gender	Male	50	50	51	51	49	49	50	50	50	50
	Female	50	50	49	49	51	51	50	50	50	50
Age group	18-30	26	26	24	24	26	26	22	22	25	25
	31-50	44	44	46	46	43	43	48	48	44	44
	51-65	30	30	30	30	31	31	30	30	31	31
Level of education completed	Primary or lower secondary	16	32	5	20	12	31	6	46	29	32
	Upper secondary	37	38	50	56	45	42	51	41	35	40
	Tertiary	47	30	45	24	43	27	44	13	36	28

Source: Eurostat, Sample

Table 5 Socio-demographic comparison by country (II)

Socio-demographic comparative, by country (i)		PL		RO		SE		ES		UK	
		Sample	Pouplation								
Gender	Male	49	50	50	50	51	51	50	50	50	50
	Female	51	50	50	50	49	49	50	50	50	50
Age group	18-30	30	30	29	29	27	27	25	25	28	28
	31-50	40	40	44	44	43	53	49	49	44	44
	51-65	30	30	28	28	30	30	26	26	28	28
Level of education completed	Primary or lower secondary	4	17	2	29	10	23	10	37	11	24
	Upper secondary	41	62	31	58	46	47	37	24	38	43
	Tertiary	55	21	67	13	44	30	53	29	52	33

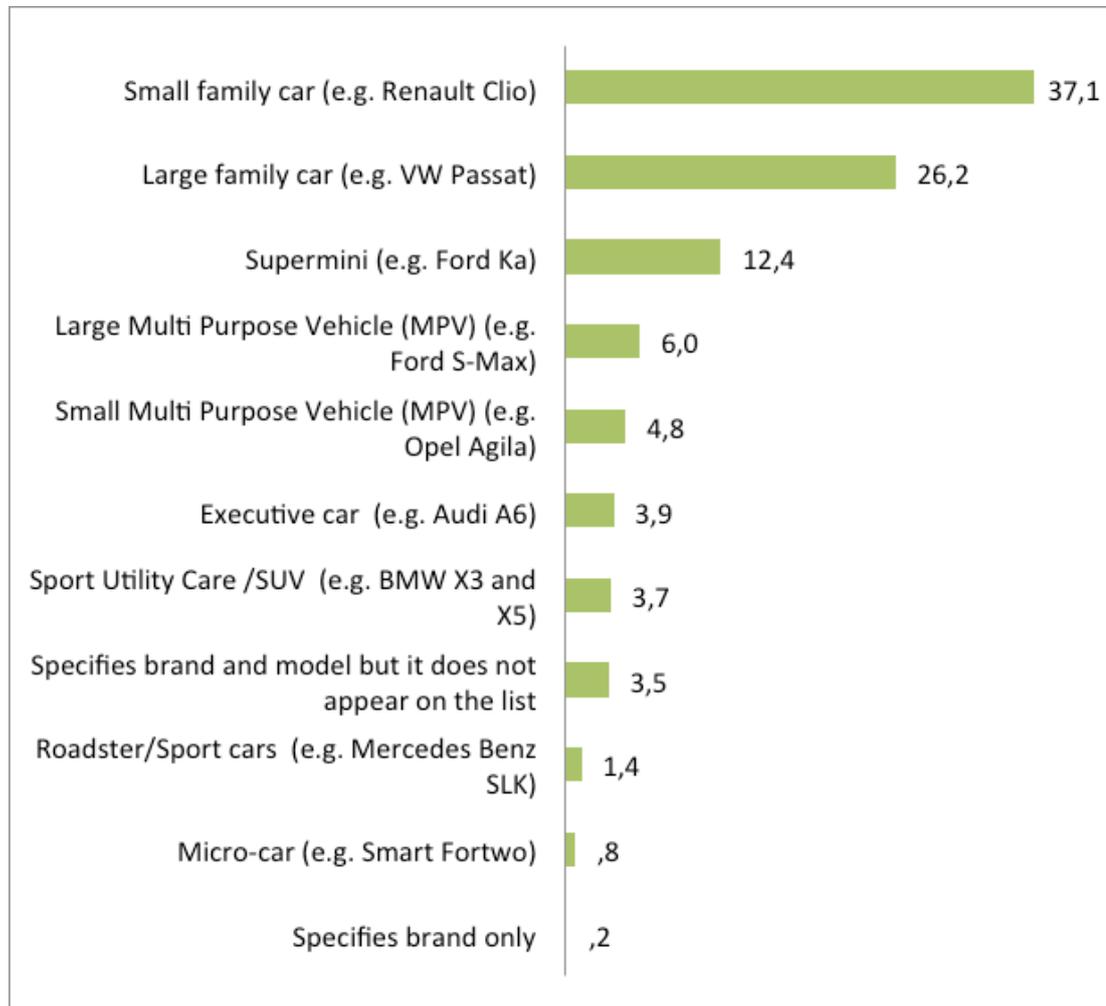
Source: Eurostat, Sample



2 Self reported purchase process

2.1 Class and models

Figure 18 Thinking of the last car you bought in your household, to which of the following vehicle class does it belong? (Q9)



Base: Have bought a car (91,4% of whole sample)

Table 6 Thinking of the last car you bought in your household, to which of the following vehicle class does it belong? (Q9) by socio-demographic variables

		Micro-car	Supermini	Small family car	Large family car	Exec. car	Roadster/Sport cars	Sport Utility Care /SUV	Small Multi Purpose Vehicle	Large Multi Purpose Vehicle	Specifies brand and model but it does not appear on the list	Specifies brand only
Gender	Female	52,4	56,7*	50,5	44,1	49,5	39,4	45,4	58,9*	43,7	62,2*	75,0*
	Male	47,6	43,3	49,5	55,9*	50,5	60,6*	54,6*	41,1	56,3*	37,8	25,0
Age group	18 - 30	35,5*	32,4*	28,4*	21,0	32,3*	26,0*	11,7	11,7	12,7	16,5	46,7
	31 - 50	43,5	37,9	43,9	49,4*	41,7	50,0	52,7*	46,2	58,1*	42,3	46,7
	51 - 65	21,0	29,8	27,8	29,6	26,0	24,0	35,5	42,1*	29,2	41,2*	6,7
Level of education completed	Primary or lower secondary education	3,2	8,3	8,0	8,7	9,0	13,0*	5,1	11,2*	8,8	11,5*	5,9
	Upper secondary education	41,3	44,5	43,2	42,8	39,6	30,0	40,3	44,1	48,3^*	42,3	58,8
	Tertiary education	55,6*	47,2	48,7	48,5	51,4*	57,0*	54,6*	44,7	42,9	46,2	35,3

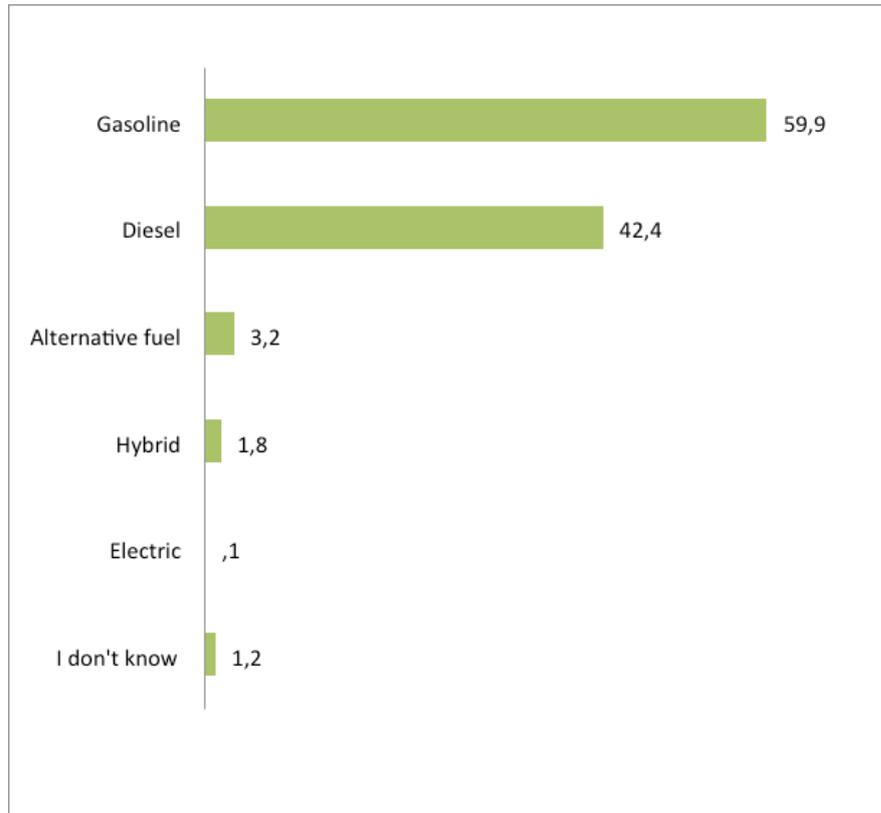
Base: Have bought a car (91,4% of whole sample)

Table 7 Thinking of the last car you bought in your household, to which of the following vehicle class does it belong? (Q9) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Micro-car (e.g. Smart Fortwo)	0,5	1,8*	0,3	2,0*	0,4	0,3	0,5	0,0	0,4	0,1
Supermini (e.g. Ford Ka)	4,6	20*	7,1	25,0*	10,0	2,9	4,0	2,1	7,6	10,4
Small family car (e.g. Renault Clio)	38,6	31,8	42,4	33,0	37,3	39,3	47,7*	27,2	33,6	42,0*
Large family car (e.g. VW Passat)	24,3	27,5	22,1	17,2	27,3	36,6*	27,0	39,7*	32,1*	24,5
Executive car (e.g. Audi A6)	4,3	4,0	3,2	1,4	4,3	3,8	2,4	16,0*	5,5	4,5
Roadster/Sport cars (e.g. Mercedes Benz SLK)	1,8	0,9	0,9	1,0	1,6	0,4	0,8	2,0	2,7*	2,1
Sport Utility Car /SUV (e.g. BMW X3 and X5)	4,0	3,5	4,1	5,3*	2,2	1,7	1,8	3,4	4,6	3,4
Small Multi Purpose Vehicle (MPV) (e.g. Opel Agila)	7,8*	2,8	7,4*	5,3	6,2	3,3	4,2	1,8	5,5	4,6
Large Multi Purpose Vehicle (MPV) (e.g. Ford S-Max)	8,7*	6,2	9,0*	5,9	4,9	4,2	1,6	2,7	5,3	5,9
Specifies brand and model but it does not appear on the list	5,1	1,2	3,2	3,7	5,3	7,2*	9,5*	4,7	2,6	2,2
Specifies brand only	0,1	0,1	0,3	0,1	0,4	0,3	0,5	0,3	0,1	0,3

Base: Have bought a car (91,4% of whole sample)

Figure 19 Thinking of the car/s you currently use in your household, which type of engine do they have? (Q10)



Base: Have bought a car (91,4% of whole sample)

Table 8 Thinking of the car/s you currently use in your household, which type of engine do they have?, (Q10) by socio-demographic variables

		Gasoline	Diesel	Alternative fuel	Hybrid	Electric	I don't know
Gender	Female	50,0	47,9	52,5	43,0	40,0	62,0
	Male	50,0	52,1*	47,5	57,0	60,0	38,0
Age group	18 - 30	25,3	24,7	19,0	26,7*	66,7*	35,2
	31 - 50	44,2	47,3	50,2	57,8*	22,2	41,8
	51 - 65	30,5	28,1	30,8	15,6	11,1	23,1
Level of education completed	Primary or lower secondary education	8,4	8,3	6,3	5,1	0,0	9,8
	Upper secondary education	44,0	42,7	49,2	35,3	50,0	37,0
	Tertiary education	47,6	49,0*	44,5	59,6*	50,0	53,3

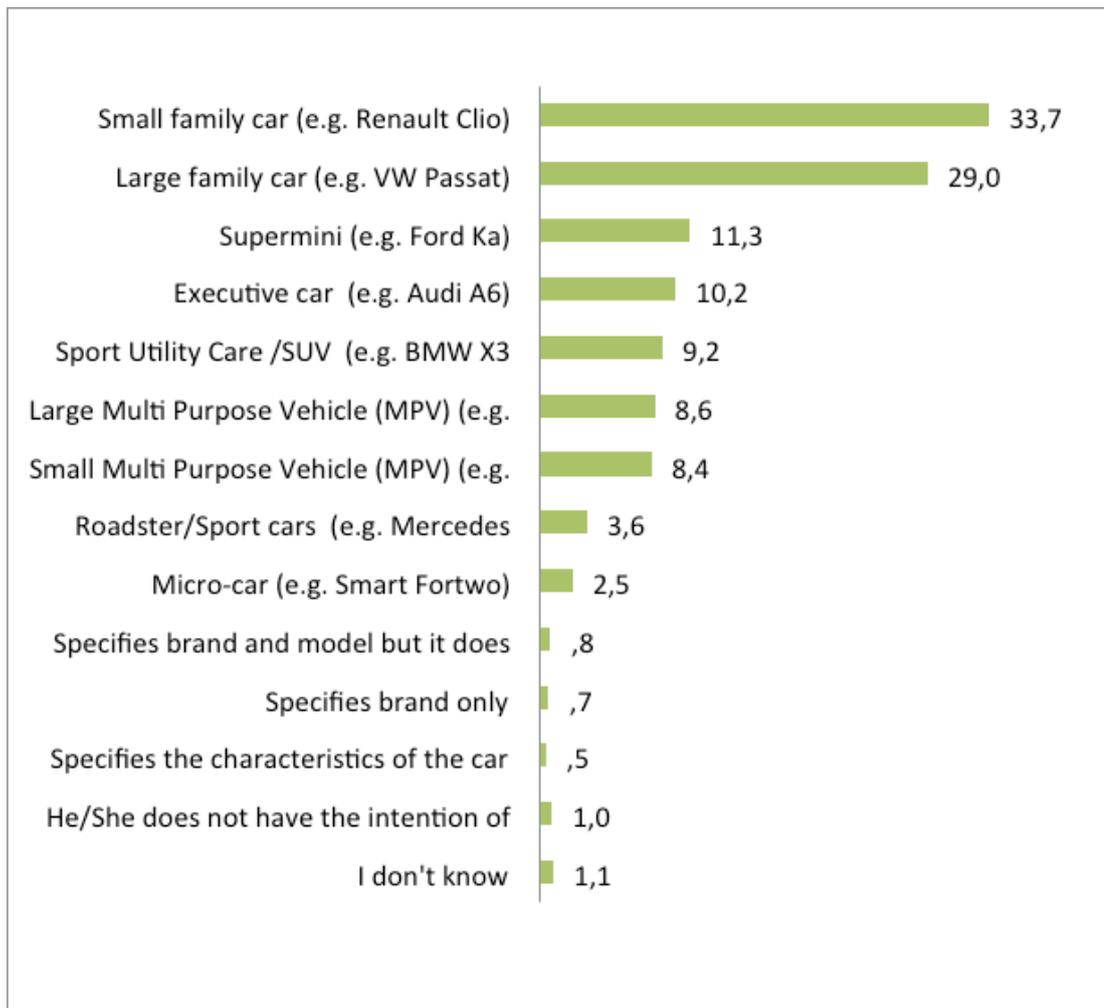
Base: Have bought a car (91,4% of whole sample)

Table 9 Thinking of the car/s you currently use in your household, which type of engine do they have? (Q10) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Gasoline	41,6	75,4*	36,7	54,9	81,7*	68,5*	66,2*	77,3*	48,5	65,1*
Diesel	66,6*	25,5	65,7*	48,3*	19,5	31,2	33,0	23,1	58,9*	36,0
Alternative fuel	0,7	2,3	1,3	9,2*	2,6	3,5	1,6	8,2*	0,7	2,4
Hybrid	1,0	0,7	1,5	5,3*	1,4	0,4	0,2	2,6*	2,0	1,5
Electric	0,0	0,0	0,0	0,1	0,4	0,1	0,2	0,6*	0,0	0,4
I don't know	1,0	1,1	0,9	0,5	2,3*	1,7	2,1	2,7*	0,9	1,8

Base: Have bought a car (91,4% of whole sample)

Figure 20 When you buy your next car, which vehicle class would you like it to be? (Q11)



Base: Whole sample

Table 10 When you buy your next car, which vehicle class would you like it to be? (Q11) by socio-demographic variables

		Micro-car	Supermini	Small family car	Large family car	Exec. car	Roadster /Sport cars	Sport Utility Care /SUV	Small Multi Purpose Vehicle	Large Multi Purpose Vehicle	Specifies brand and model but it does not appear on the list	Specifies brand only
Gender	Female	61,3*	59,6*	53,9	44,1	41,1	40,1	42,6	57,4*	46,1	57,4*	54,4*
	Male	38,7	40,4	46,1	55,9*	58,9*	59,9*	57,4*	42,6	53,9*	42,6	45,6
Age group	18 - 30	32,5*	36,3*	28,4*	26,3	43,3*	44,6*	26,5	19,0	16,9	30,9	21,4
	31 - 50	41,0	38,3	41,8	47,7*	38,3	39,7	47,4*	49,5	58,7*	38,2	30,4
	51 - 65	26,5	25,4	29,8	26,0	18,3	15,7	26,1	31,5*	24,4	30,9	48,2
Level of education completed	Primary or lower secondary education	8,0	9,6*	8,8	7,7	8,6	7,3	7,3	6,7	9,8	14,7	14,3
	Upper secondary education	43,0	41,4	43,9	43,5	37,1	37,6	41,2	45,6	42,9	36,8	46,4
	Tertiary education	49,0	49,0	47,3	48,8	54,2*	55,1*	51,5*	47,7	47,3	48,5	39,3

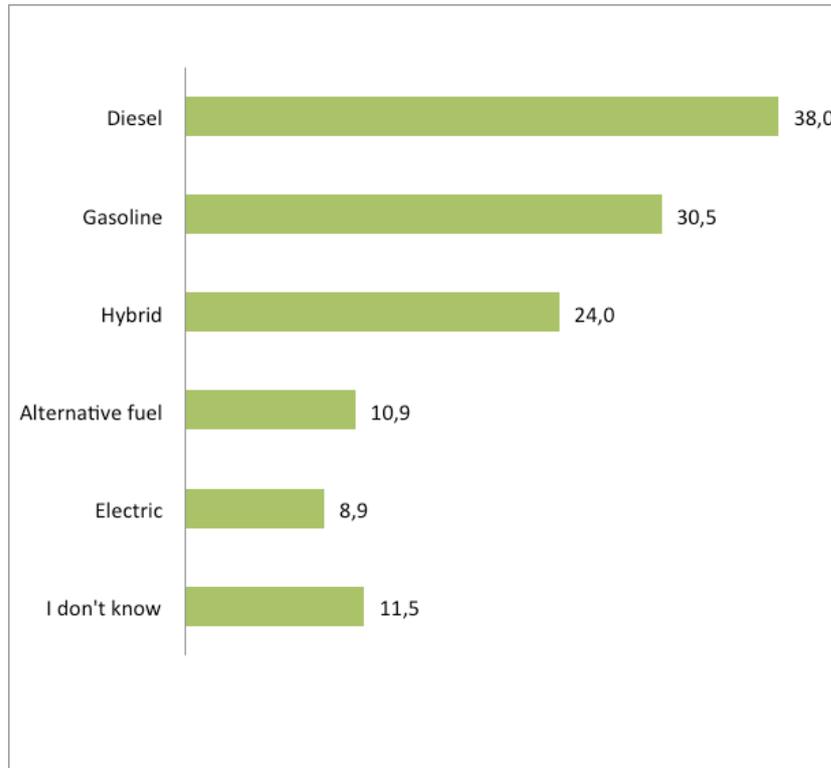
Base: Whole sample

Table 11 When you buy your next car, which vehicle class would you like it to be? (Q11) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Micro-car (e.g. Smart Fortwo)	0,8	4,3*	1,3	3,9*	1,6	1,4	2,5	2,3	2,3	1,6
Supermini (e.g. Ford Ka)	5,6	16,8*	9,0	21,4*	9,4	2,6	4,6	5,8	8,1	9,4
Small family car (e.g. Renault Clio)	33,8	35,4	41,5*	31,0	42,0*	21,3	29,0	31,9	22,5	42,5*
Large family car (e.g. VW Passat)	26,1	31,8	25,3	22,9	28,4	32,9*	36*	35*	30,1	29,3
Executive car (e.g. Audi A6)	9,4	11,0	7,9	4,5	7,4	15,8*	10,9	18,8*	17,5*	6,9
Roadster/Sport cars (e.g. Mercedes Benz SLK)	3,5	3,6	2,0	2,5	3,4	3,3	3,6	5,3*	4,9	5,3*
Sport Utility Care /SUV (e.g. BMW X3 and X5)	7,3	6,6	7,8	12,6*	5,0	10,4	10,5	11,3*	13,6*	7,5
Small Multi Purpose Vehicle (MPV) (e.g. Opel Agila)	14,1*	4,8	13,1*	10,8*	7,0	11,8*	5,6	2,5	6,8	6,5
Large Multi Purpose Vehicle (MPV) (e.g. Ford S-Max)	10,3*	8,9	10,1*	7,4	6,6	11,8*	4,0	2,3	12,5*	6,0
Specifies brand and model but it does not appear on the list	1,6	0,5	0,6	0,9	1,0	2,6*	1,1	1,0	0,3	0,5
Specifies brand only	1,5	0,6	0,3	0,5	1,5	0,8	1,8*	1,1	0,6	0,8
Specifies the characteristics of the car but not the brand or model	0,5	0,3	0,9	0,3	0,9	0,1	0,4	1,0	0,6	0,6
He/She does not have the intention of buying a car	1,8	0,9	0,6	0,5	2,3*	0,4	0,6	2,1*	0,6	2,1*
I don't know	2*	0,5	1,5	1,3	2,0*	0,1	0,6	2,1*	0,1	2,5*

Base: Whole sample

Figure 21 When you buy your next car, which engine type would you like it to have? (Q12)



Base: Whole sample

Table 12 When you buy your next car, which engine type would you like it to have? (Q12) by socio-demographic variables

		Gasoline	Diesel	Alternative fuel	Hybrid	Electric	I don't know
Gender	Female	49,5	48,6	51,7	44,0	43,6	59,5*
	Male	50,5	51,4*	48,3	56,0*	56,4*	40,5
Age group	18 - 30	25,3	31,1*	22,9	25,9	33,8*	21,7
	31 - 50	45,0	45,0	47,3	45,1	44,1	42,1
	51 - 65	29,7	23,9	29,8	29,0	22,1	36,2
Level of education completed	Primary or lower secondary education	10,2*	8,8	8,4	5,6	6,9	10,2
	Upper secondary education	41,0	44,0	44,8	41,3	39,8	46,8
	Tertiary education	48,7	47,2	46,8	53,1*	53,4	43,0

Base: Whole sample

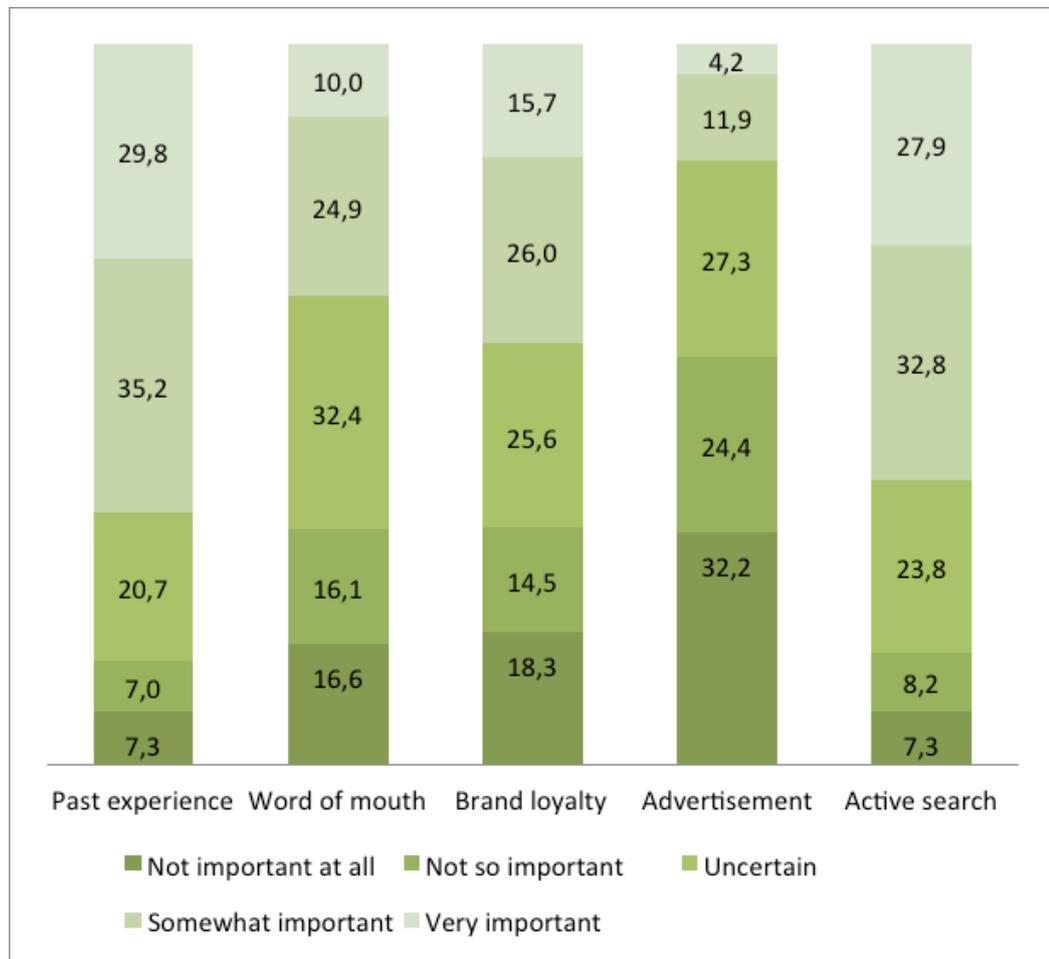
Table 13 When you buy your next car, which engine type would you like it to have? (Q12) by socio-demographic variables

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Gasoline	27,8	44,0*	15,4	15,8	55,4*	38,4*	33,1	29,9	18,1	39,8*
Diesel	47,3*	27,1	49,0*	34,3	18,8	43,4*	46,6*	32,6	41,4*	39,9
Alternative fuel	4,4	11,9	4,1	27,1*	7,1	9,3	12,4	16,6*	7,1	5,5
Hybrid	18,1	22,6	32,1*	29,9*	14,9	17,5	8,9	23,0	35,9*	15,9
Electric	7,6	9,6	9,6	10,9*	9,6	3,5	7,6	8,6	14,9*	5,0
I don't know	14,6*	12,9	12,3	8,3	15,6*	7,9	7,3	17,3*	7,4	16,6*

Base: Whole sample

2.2 Dynamic of purchase process

Figure 22 If you think about the last car you bought, how important were the following aspects in the purchase process? (Q13)



Base: Have bought a car (91,4% of whole sample)

Table 14 If you think about the last car you bought, how important were the following aspects in the purchase process? (Q13) by socio-demographic variables

		Past experience	Word of mouth	Brand loyalty	Advertisement	Active search
Gender	Female	49,5	51,4*	51,6*	50,6	49,3
	Male	50,5	48,6	48,4	49,4	50,7
Age group	18 - 30	23,0	26,6*	25,7	26,7*	24,2
	31 - 50	46,4	47,9	45,3	45,4	46,3
	51 - 65	30,6	25,4	29,0	27,9	29,5
Level of education completed	Primary or lower secondary education	8,0	6,9	9,4	8,4	7,1
	Upper secondary education	42,8	42,0	44,1*	44,6	42,6
	Tertiary education	49,2*	51,1*	46,5	46,9	50,3*

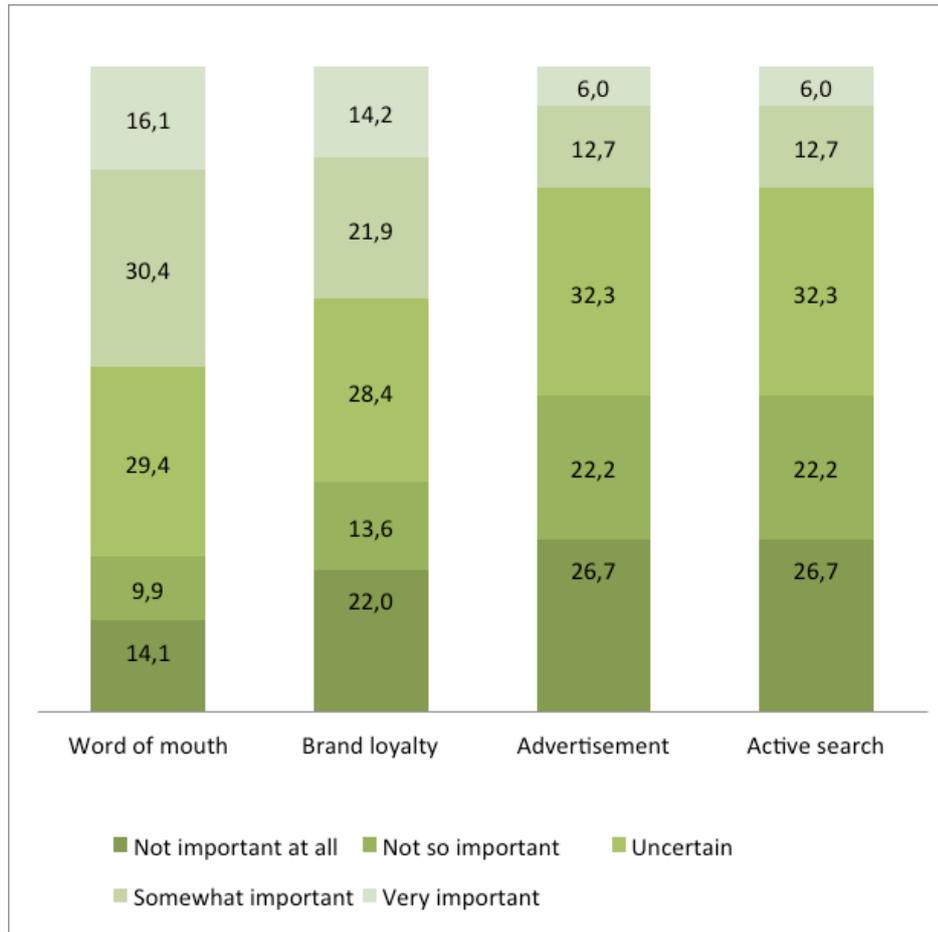
Base: Have bought a car (91,4% of whole sample)

Table 15 If you think about the last car you bought, how important were the following aspects in the purchase process? (Q13) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Past experience	60,3	68,0*	68,9*	61,6	56,4	73,8*	66,2*	59,0	57,9	64,1
Word of mouth	30,7	28,7	33,3	29,0	28,4	47,4*	34,2	57,3*	39,9*	38,8*
Brand loyalty	51,8*	34,7	47,3*	46,1*	45,7*	35,5	37,9	32,3	50,2*	36,7
Advertisement	17,8	12,1	14,1	22,6*	9,9	13,4	24,4*	6,5	18,8*	16,9
Active search	54,3	61,9*	52,6	64,5*	51,2	82,6*	54,5	51,6	59,6	56,6

Base: Have bought a car (91,4% of whole sample)

Figure 23 If you were to buy a new car in your household, how important do you think the following aspects would be in the purchase process? (Q14)



Base: Whole sample

Table 16 If you were to buy a new car in your household, how important do you think the following aspects would be in the purchase process? (Q14) by socio-demographic variables

		Word of mouth	Brand loyalty	Advertisement	Active serach
Gender	Female	56,5*	60,3*	60,5*	52,1
	Male	43,5	39,7	39,5	47,9
Age group	18 - 30	46,6	50,2*	43,0	47,8
	31 - 50	32,2	31,5	37,7	31,9
	51 - 65	21,2	18,3	19,3	20,3
Level of education completed	Primary or lower secondary education	10,2	14,1	15,7	9,8
	Upper secondary education	42,3	43,2	40,0	43,0
	Tertiary education	47,5*	42,7	44,3	47,2

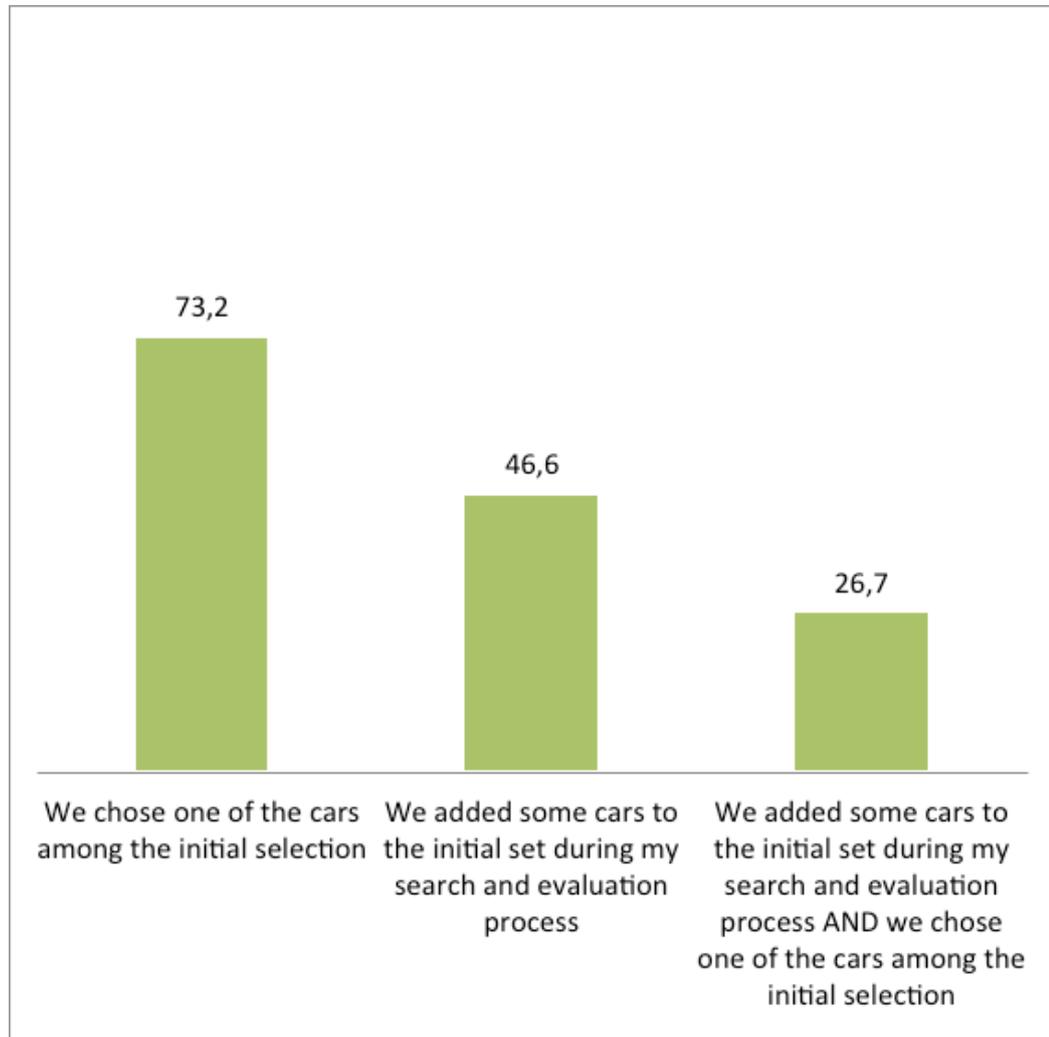
Base: Whole sample

Table 17 If you were to buy a new car in your household, how important do you think the following aspects would be in the purchase process? (Q14) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Word of mouth	29,4	40,7	39,6	22,2	37,7	61,0*	44,9	57,9*	60,6	47,7
Brand loyalty	50,0	22,0	39,6	33,3	37,7	34,1	45,5*	21,1	60,6*	34,9
Advertisement	17,6	15,3	11,3	11,1	8,2	13,4	32,6*	8,4	33,3*	19,8
Active search	44,1	59,3	64,2	55,6	55,7	84,1*	69,1	56,8	57,6	58,1

Base: Whole sample

Figure 24 When you bought your last car in your household, in the process of making up your mind, did you buy one of the cars from the initial selection or added new cars to the ones you were initially considering? (% YES) (Q15)



Base: Have bought a car ever (91,4% of whole sample)

Table 18 When you bought your last car in your household, in the process of making up your mind, did you buy one of the cars from the initial selection or added new cars to the ones you were initially considering? (Q15) by socio-demographic variables

		We chose one of the cars among the initial selection	We added some cars to the initial set during my search and evaluation process	We added some cars to the initial set during my search and evaluation process AND we chose one of the cars among the initial selection
Gender	Female	49,0	48,0	45,7
	Male	51,0	52,0	54,3
Age group	18 - 30	23,8	27,7*	28,5
	31 - 50	45,7	46,4	46,5
	51 - 65	30,5*	25,9	25,0
Level of education completed	Primary or lower secondary education	8,5	7,0	7,7
	Upper secondary education	42,3	41,1	38,5
	Tertiary education	49,2	51,9	53,9

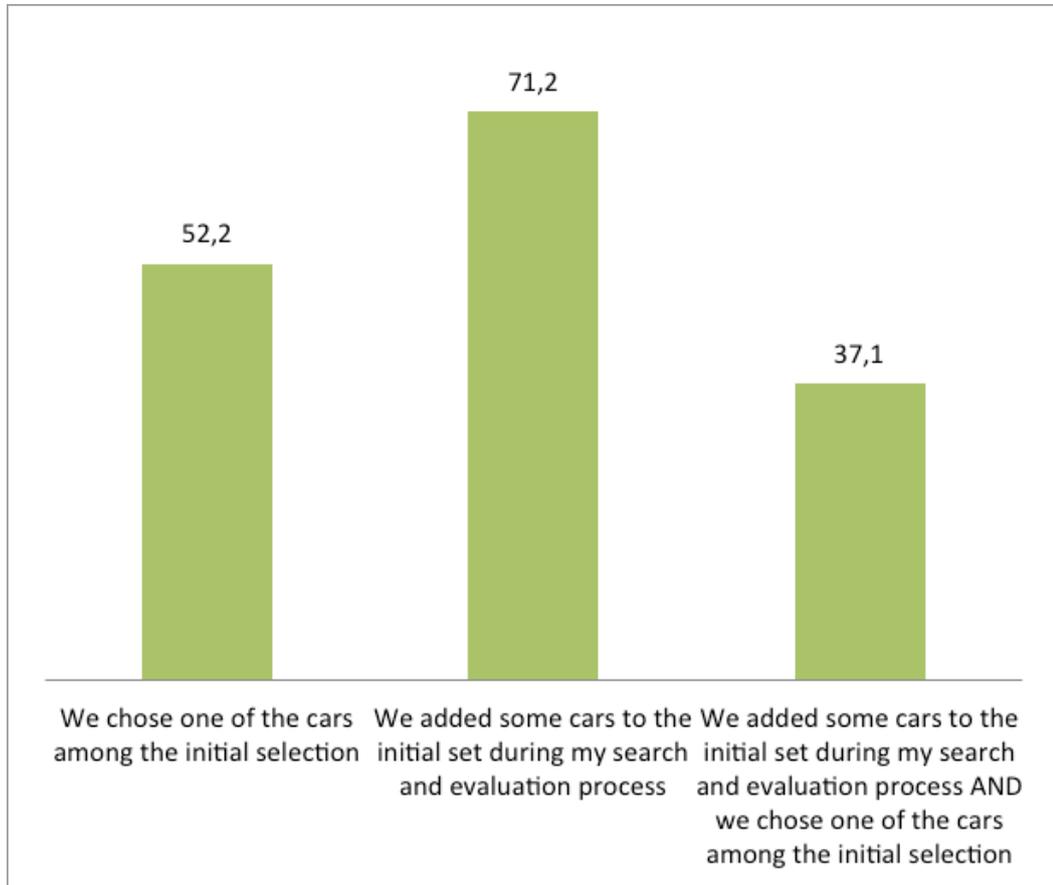
Base: Have bought a car ever (91,4% of whole sample)

Table 19 When you bought your last car in your household, in the process of making up your mind, did you buy one of the cars from the initial selection or added new cars to the ones you were initially considering? (Q15) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
We chose one of the cars among the initial selection	80,2*	66,1	74,8	77,6*	69,8	80,1*	68,2	62,8	75,9*	72,4
We added some cars to the initial set during my search and evaluation process	39,0	44,8	36,8	49,4	39,6	48,9	56,4*	41,8	60,6*	44,0
We added some cars to the initial set during my search and evaluation process AND we chose one of the cars among the initial selection	25,0	16,0	25,7	31,9	21,5	34,4	29,8	12,2	39,3	23,8

Base: Have bought a car ever (91,4% of whole sample)

Figure 25 If you were to buy a new car in your household, in the process of making up your mind, do you think you would buy one of the cars from an initial selection or add new cars to the ones you would initially consider? (%YES) (Q15b)



Base: Have never bought a car (8,6 % of whole sample)

Table 20 If you were to buy a new car in your household, in the process of making up your mind, do you think you would buy one of the cars from an initial selection or add new cars to the ones you would initially consider? (Q15b) by socio-demographic variables

		We would choose one of the cars among an initial selection	We would probably add some cars to the initial set during my search and evaluation process	We added some cars to the initial set during my search and evaluation process AND we chose one of the cars among the initial selection
Gender	Female	53,0	51,8	48,2
	Male	47,0	48,2	51,8
Age group	18 - 30	44,8	49,4*	49,1
	31 - 50	34,7	31,2	31,0
	51 - 65	20,5	19,4	19,9
Level of education completed	Primary or lower secondary education	12,6	8,5	9,7
	Upper secondary education	42,0	41,8	43,4
	Tertiary education	45,4	49,7	46,9

Base: Have never bought a car (8,6 % of whole sample)

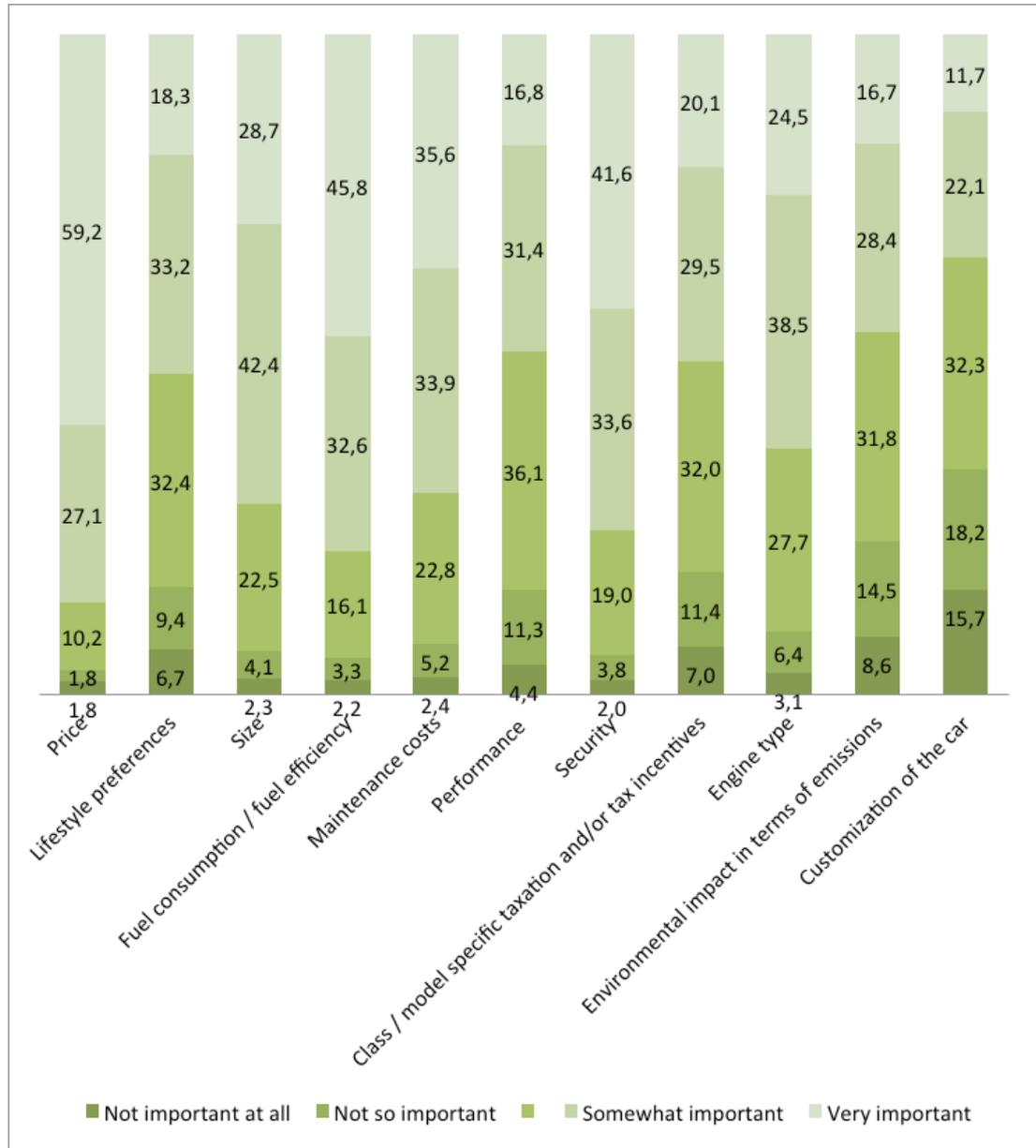
Table 21 If you were to buy a new car in your household, in the process of making up your mind, do you think you would buy one of the cars from an initial selection or add new cars to the ones you would initially consider? (Q15b) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
We would choose one of the cars among an initial selection	64,7	32,2	69,8*	33,3	54,1	67,1*	70,2*	31,6	39,4	44,2
We would probably add some cars to the initial set during my search and evaluation process	58,8	72,9	69,8	66,7	62,3	65,9	83,7*	77,9	75,8	65,1
We added some cars to the initial set during my search and evaluation process AND we chose one of the cars among the initial selection	50,0	19,0	49,4	7,7	37,5	42,5	54,6	23,8	26,3	35,9

Base: Have never bought a car (8,6 % of whole sample)

2.3 Main attributes considered

Figure 26 Last time that you bought a car, how important to you were each of the following considerations? (Q16)



Base: Have bought a car ever (91,4% of whole sample)

Table 22 Last time that you bought a car, how important to you were each of the following considerations? (Q16) by socio-demographic variables

(% Important)		Price	Lifestyle preferences	Size	Fuel consumption / fuel efficiency	Maintenance costs	Performance	Security	Class / model specific taxation	Type of power engine	Environmental impact in terms of emissions	Customization of the car
Gender	Female	51,1	54,1*	52,7*	51,6	52,8	54,3*	52,6	53,4	50,1	55,8*	50,7
	Male	48,9	45,9	47,3	48,4	47,2	45,7	47,4	46,6	49,9	44,2	49,3
Age group	18 - 30	25,6	26,4*	23,3	25,3	25,4	25,2	24,3	24,0	22,6	22,9	22,7
	31 - 50	45,6	47,2*	46,8*	44,5	43,7	45,2	44,7	44,8	45,0	43,6	46,6
	51 - 65	28,8	26,4	29,9	30,2	30,9	29,6	31,0	31,2	32,3*	33,5*	30,8
Level of education completed	Primary or lower secondary education	8,7	8,2	8,6	8,7	8,6	8,2	8,5	8,7	8,8	9,1	9,0
	Upper secondary education	43,5	42,1	43,9	43,1	43,0	43,6	43,8	44,5	43,8	44,1	45,7*
	Tertiary education	47,8*	49,7	47,6	48,3	48,4	48,2	47,7	46,7	47,3	46,8	45,3

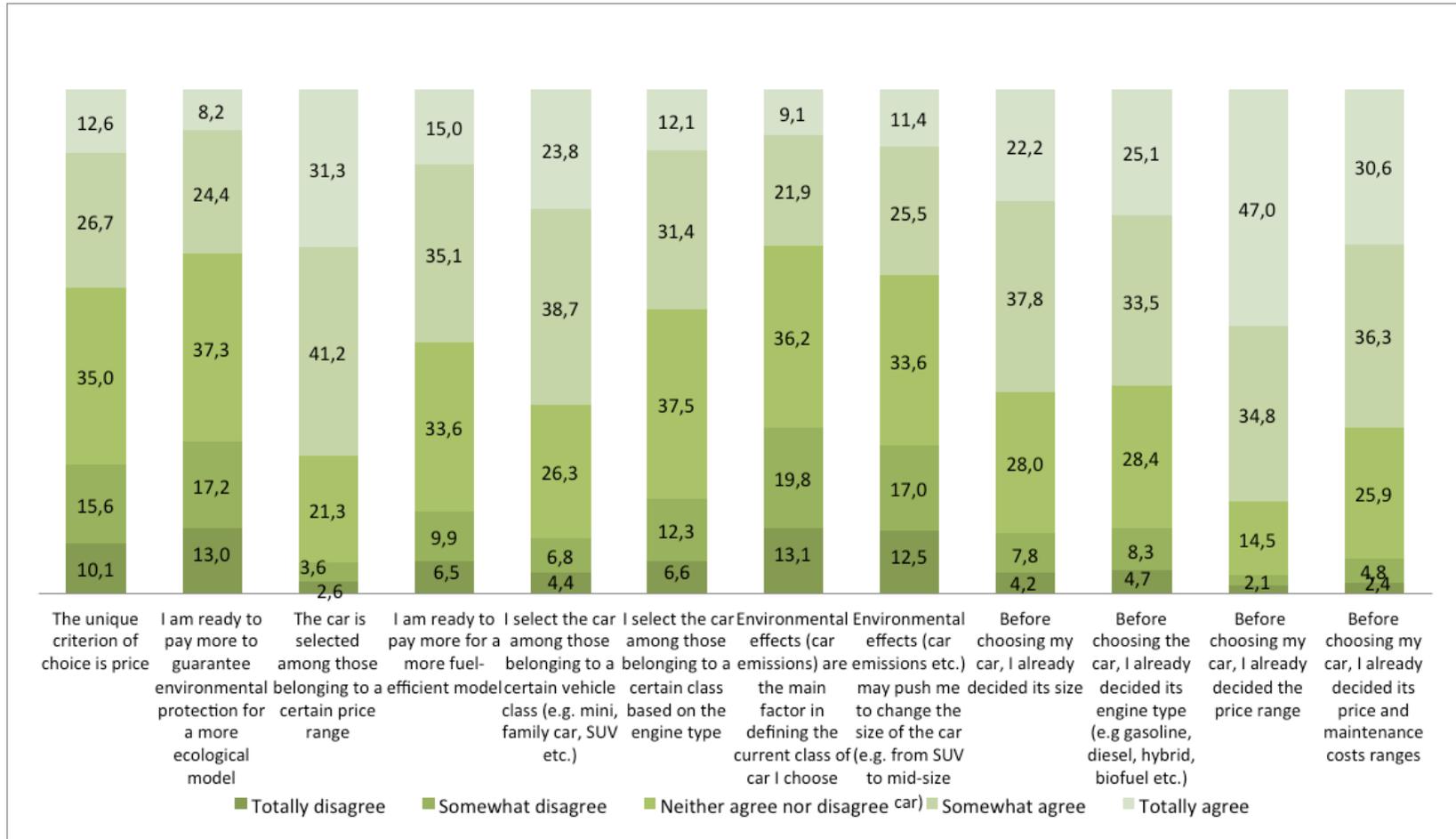
Base: Have bought a car ever (91,4% of whole sample)

Table 23 Last time that you bought a car, how important to you were each of the following considerations? (Q16) by country

(% Important)	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Price	85,6	84,6	87,4	83,1	85,4	90,5*	88,9*	79,4	88,0	86,5
Lifestyle preferences	47,6	39,6	50,0	58,6*	37,6	59,6*	58,4*	35,1	57,9*	55,4*
Size	68,0	66,3	69,8	72,4	63,8	72,3	71,0	69,6	78,4*	74,4*
Fuel consumption / fuel efficiency	71,0	75,5	74,8	79,4	68,1	89,5*	87,9*	68,0	82,5*	76,9
Maintenance costs	63,1	62,8	59,4	68,9	63,1	86,9*	87,0*	63,8	74,5*	71,6
Performance (acceleration, speed etc.)	35,3	47,3	44,5	45,8	35,0	45,3	58,0*	40,5	62,5*	49,8
Security	61,4	77,4*	72,5	82,8*	40,3	85,0*	85,8*	74,3	85,4*	61,5
Class / model specific taxation and/or tax incentives	46,0	48,0	40,3	55,8*	40,1	46,1	69,0*	41,4	50,9	53,9*
Type of power engine	50,9	54,1	68,6*	68,1*	43,9	73,9*	74,6*	37,3	71,4*	56,8
Environmental impact in terms of emissions	38,1	43,5	39,8	58,0*	32,5	45,9	53,9*	37,8	47,1*	40,8
Customization of the car	33,1	36,9*	32,1	36,5*	27,9	56,6*	25,8	27,8	33,8	19,4

Base: Have bought a car ever (91,4% of whole sample)

Figure 27 To what extent do you agree with each of the following statements...? (Q17)



Base: Whole sample

Table 24 To what extent do you agree with each of the following statements...? (Q17) by socio-demographic variables (i)

% Agree		The unique criterion of choice is price	I am ready to pay more to guarantee environmental protection for a more ecological model	The car is selected among those belonging to a certain price range	I am ready to pay more for a more fuel-efficient model	select the car among those belonging to a certain vehicle class	I select the car among those belonging to a certain class based on the engine type
Gender	Female	52,1*	51,6*	51,5*	49,7	50,8	49,5
	Male	47,9	48,4	48,5	50,3	49,2	50,5
Age group	18 - 30	24,1	24,6	25,1	25,5	22,2	21,6
	31 - 50	45,6*	43,9	45,0	44,4	45,9	45,3
	51 - 65	30,3	31,5	29,9	30,0	31,9	33,1*
Level of education completed	Primary or lower secondary education	11,0*	7,8	8,4	6,8	8,4	8,8
	Upper secondary education	45,3	42,4	42,7	41,0	42,7	43,4
	Tertiary education	43,7	49,8	48,9*	52,2*	48,9	47,8

Base: Whole sample

Table 25 To what extent do you agree with each of the following statements...? (Q17) by socio-demographic variables (ii)

% Agree		Environmental effects (car emissions) are the main factor in defining the current class of car I choose	Environmental effects (car emissions etc.) may push me to change the size of the car (e.g. from SUV to mid-size car)	Before choosing my car, I already decided its size	Before choosing the car, I already decided its engine type	Before choosing my car, I already decided the price range	Before choosing my car, I already decided its price and maintenance costs ranges
Gender	Female	53,9*	52,7*	51,1*	49,0	51,1*	51,8*
	Male	46,1	47,3	48,9	51,0	48,9	48,2
Age group	18 - 30	23,3	23,8	21,8	22,7	25,0	24,2
	31 - 50	41,6	43,8	46,1	45,0	45,3	44,5
	51 - 65	35,0*	32,4	32,1	32,4	29,7	31,3
Level of education completed	Primary or lower secondary education	8,6	8,1	8,9	8,7	8,5	8,7
	Upper secondary education	44,8	42,7	43,4	44,5	43,0	43,3
	Tertiary education	46,5	49,2	47,7	46,7	48,5	48,0

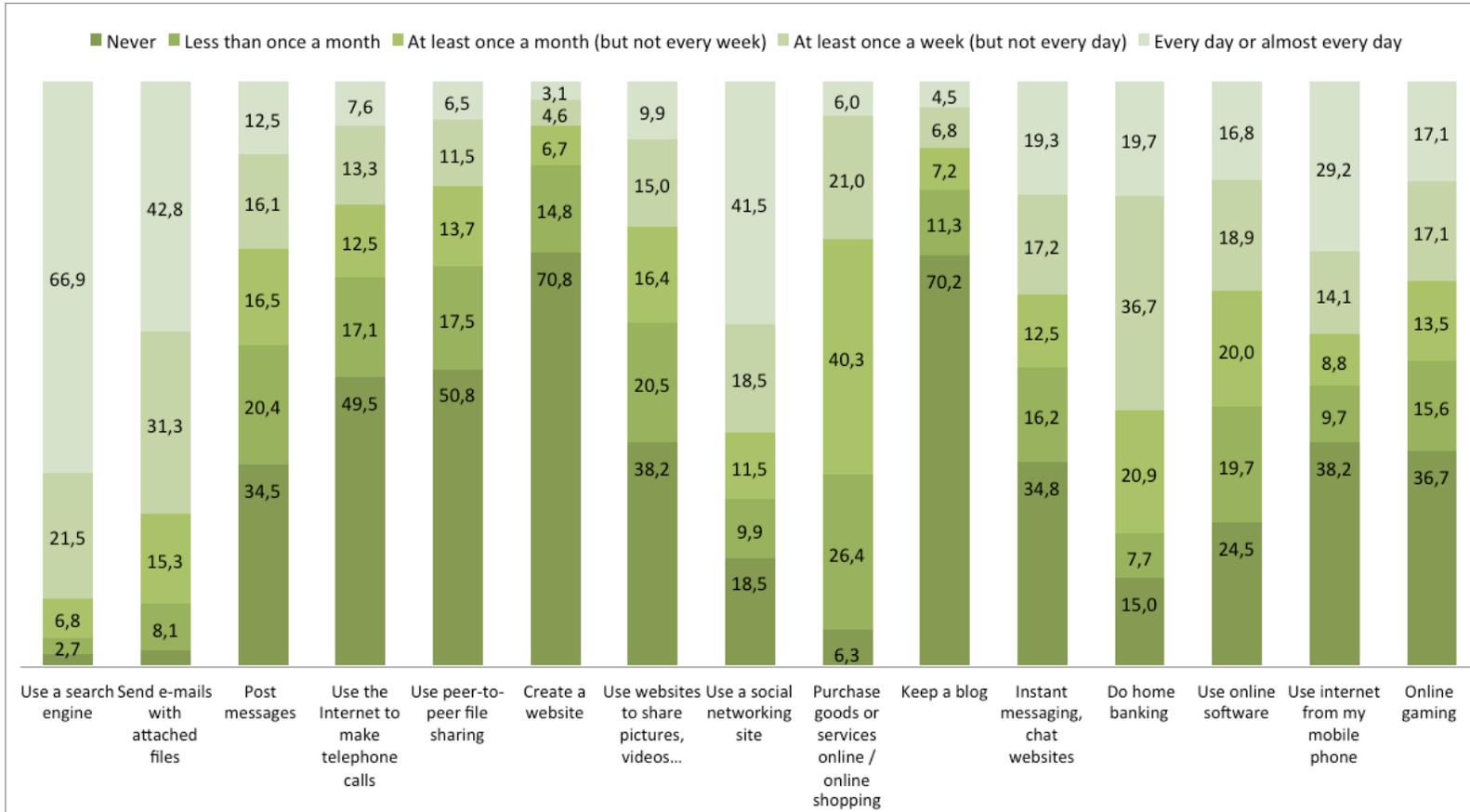
Base: Whole sample

Table 26 To what extent do you agree with each of the following statements...? (Q17) by country

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
The unique criterion of choice is price	64,1*	27,3	35,8	34,4	65,1*	40,3	43,5	18,0	35,6	56,3*
I am ready to pay more to guarantee environmental protection for a more ecological model	27,4	30,5	29,5	42,3*	26,1	31,4	42,9*	24,5	39,1*	24,6
The car is selected among those belonging to a certain price range	68,1	65,3	76,8*	74,5*	66,6	79,3*	80,0*	54,0	79,8*	68,1
I am ready to pay more for a more fuel-efficient model	46,9	44,5	29,9	62,3*	45,8	67,9*	56,0*	50,3	61,6*	44,9
I select the car among those belonging to a certain vehicle class (e.g. mini, family car, SUV etc.)	63,5	59,9	64,6	57,5	59,8	64,0	69,3*	51,6	73,6*	59,0
I select the car among those belonging to a certain class based on the engine type	34,1	40,1	40,4	45,8*	30,8	54,8*	60,4*	19,6	48,3*	40,4
Environmental effects (car emissions) are the main factor in defining the current class of car I choose	22,9	25,3	24,6	44,1*	22,6	34,6*	43,5*	23,9	35,4*	26,4
Environmental effects (car emissions etc.) may push me to change the size of the car (e.g. from SUV to mid-size car)	31,4	34,5	37,4	44,5*	30,1	37,3	46,3*	31,0	38,4	31,1
Before choosing my car, I already decided its size	64,6*	62,9*	69,6*	59,9	60,8	46,8	49,9	54,1	63,4*	56,5
Before choosing the car, I already decided its engine type (e.g. gasoline, diesel, hybrid, biofuel etc.)	57,6	55,5	62,4*	66,1*	49,5	61,5*	70,9*	36,6	62,3*	48,1
Before choosing my car, I already decided the price range	80,6	81,9	81,1	82,9	81,1	82,9	86,8*	72,1	80,5	81,4
Before choosing my car, I already decided its price and maintenance costs ranges	58,1	66,0	66,4	70,5*	61,0	77,6*	83,4*	50,1	69,1*	56,4

2.4 Information sources

Figure 28 How often do you perform the following tasks on the internet? (Q18)



Base: Whole sample

Table 27 How often do you perform the following tasks on the internet? (Q18) by socio-demographic variables (i)

(% At least once a week)		Use a search engine to find information	Send e-mails with attached files	Post messages to chatrooms	Use the Internet to make telephone calls	Use peer-to-peer file sharing for exchanging movies, music, etc	Create a website	Use websites to share pictures, videos, movies, etc.	Use a social networking site
Gender	Female	49,7	48,8	45,6	43,7	39,8	34,9	46,6	51,2*
	Male	50,3	51,2*	54,4*	56,3*	60,2*	65,1*	53,4*	48,8
Age group	18 - 30	26,3*	26,3*	31,7*	28,6*	41,2*	33,6*	40,1*	33,4*
	31 - 50	45,0	45,8	47,0	45,4	42,6	48,3	42,5	44,8
	51 - 65	28,6	27,9	21,3	26,0	16,3	18,1	17,5	21,8
Level of education completed	Primary or lower secondary education	8,1	6,9	7,5	5,8	7,4	7,2	7,0	8,4
	Upper secondary education	42,8	40,6	40,2	40,4	37,7	40,2	39,9	42,3
	Tertiary education	49,1*	52,5*	52,3*	53,8*	54,9*	52,6	53,0*	49,3*

Base: Whole sample

Table 28 How often do you perform the following tasks on the internet? (Q18) by socio-demographic variables (ii)

(% At least once a week)		Purchase goods or services online / online shopping	Keep a blog	Instant messaging, chat websites	Do home banking	Use online software	Use internet from my mobile phone	Online gaming and/or playing games console
Gender	Female	48,3	44,4	48,5	46,2	43,2	46,2	47,0
	Male	51,7*	55,6*	51,5*	53,8*	56,8*	53,8*	53,0*
Age group	18 - 30	28,3*	33,9*	34,6*	24,6	32,0*	37,6*	33,8*
	31 - 50	50,4*	46,0	43,7	46,3*	45,6	45,5	46,1
	51 - 65	21,3	20,1	21,7	29,1	22,4	16,9	20,1
Level of education completed	Primary or lower secondary education	6,8	7,5	7,5	8,2	5,7	7,1	10,0*
	Upper secondary education	40,4	38,9	42,2	42,1	39,4	40,4	44,1
	Tertiary education	52,8	53,5*	50,3*	49,8	54,9*	52,5*	45,9

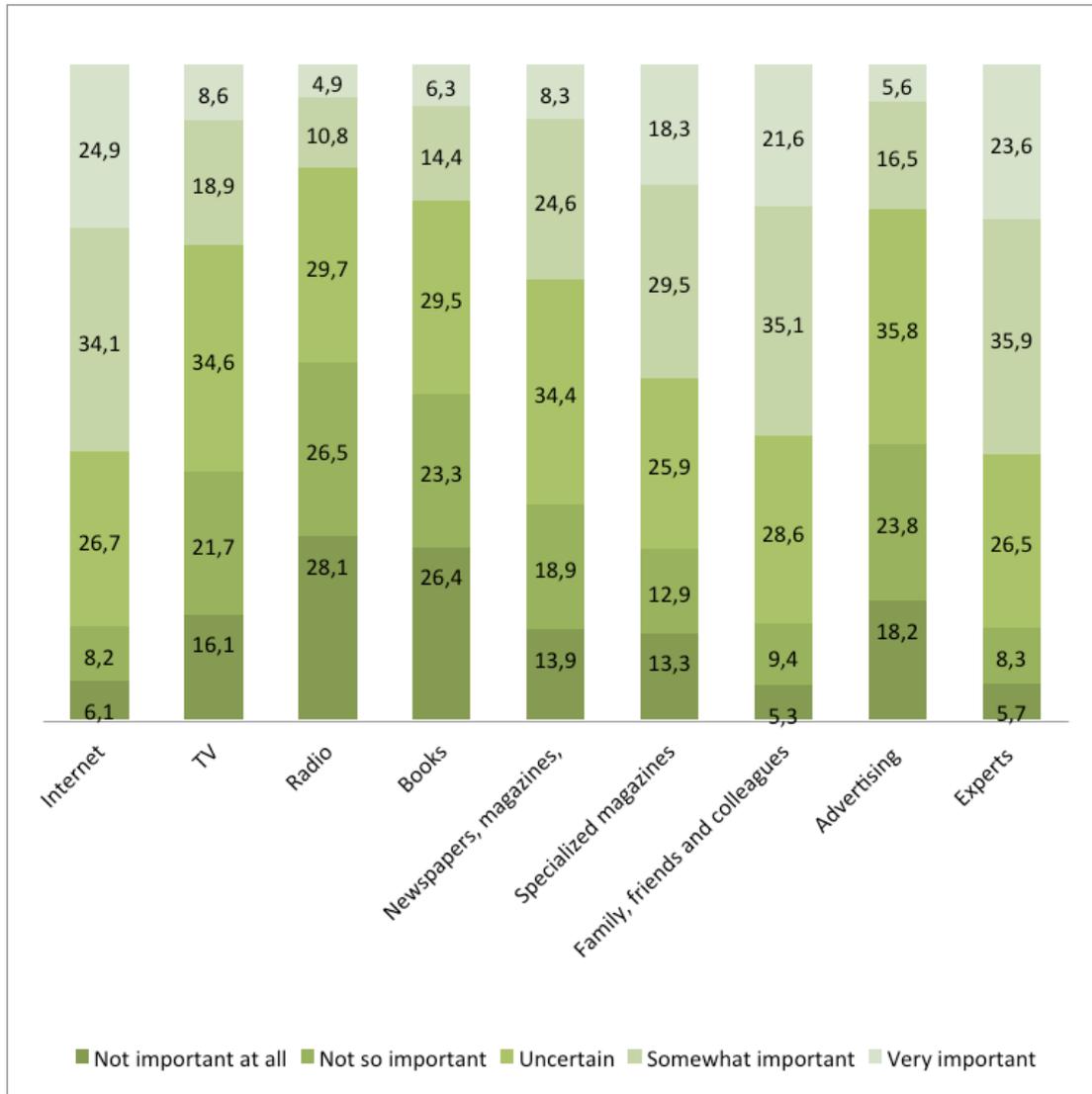
Base: Whole sample

Table 29 How often do you perform the following tasks on the internet? (Q18) by country

% At least once a week	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Use a search engine to find information	85,1	91,3*	88,6	88,6	84,1	91,1*	89,6	89,3	82,9	88,1
Send e-mails with attached files (documents, pictures, etc.)	71,8	68,9	76,6	77,9*	70,9	74,1	83,0*	69,6	79,6*	68,8
Post messages to chatrooms, newsgroups or an online discussion forum	22,0	27,3	24,0	37,0*	18,5	24,1	42,0*	25,8	33,6*	25,6
Use the Internet to make telephone calls	10,4	20,0	23,9*	27,9*	14,9	25,4*	16,3	16,0	20,6	16,0
Use peer-to-peer file sharing for exchanging movies, music, etc	16,1	8,6	12,6	23,0*	20,5	31,8*	22,1*	17,4	29,5*	11,3
Create a website	4,0	6,3	6,6	13,0*	7,8	8,1	10,1*	6,1	8,8	4,3
Use websites to share pictures, videos, movies, etc.	17,5	18,1	17,5	35,5*	21,6	33,0*	27,1*	15,5	31,8*	23,1
Use a social networking site	54,9	54,1	53,4	63,6	57,0	58,0	71,6*	62,6	68,8*	62,6
Purchase goods or services online / online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)	11,5	35,3*	22,5	24,5	17,9	27,9*	15,0	14,8	22,1	37,6*
Keep a blog (also known as web-log)	3,8	8,6	7,4	16,4*	6,1	11,5	19,0*	11,4	17,5*	8,9
Instant messaging, chat websites	18,4	27,0	31,4	45,6*	22,1	47,1*	57,5*	34,8	45,4*	31,1
Do home banking	58,4*	61,4*	61,8*	42,9	66,4*	70,0*	17,0	58,1*	50,8	63,8*
Use online software	19,8	33,3	26,5	37,0	29,6	50,3*	42,9*	36,6	34,6	40,1*
Use internet from my mobile phone	23,9	41,1	39,6	42,5	45,5	31,5	41,8	58,5*	52,6*	52,5*
Online gaming and/or playing games console	30,8	34,6	32,8	35,8	40,8*	29,8	43,6*	28,4	34,3	33,0

Base: Whole sample

Figure 29 How important for you are the following sources of information about cars? (Q19)



Base: Whole sample

Table 30 How important for you are the following sources of information about cars? (Q19) by socio-demographic variables

% Important		Internet	TV	Radio	Books	Newspapers, magazines	Specialized magazines	Advertising	Experts
Gender	Female	48,0	50,6	51,3*	48,9	47,2	46,6	55,0*	54,7*
	Male	52,0*	49,4	48,7	51,1*	52,8*	53,4*	45,0	45,3
Age group	18 - 30	28,5*	28,0*	27,9	26,7	25,7	25,2	30,0*	28,2*
	31 - 50	44,8	45,9	46,7	45,1	45,4	45,0	44,9	45,8
	51 - 65	26,7	26,1	25,4	28,2	28,9	29,8	25,0	26,1
Level of education completed	Primary or lower secondary education	7,6	9,2	8,8	7,6	7,5	7,2	7,8	7,9
	Upper secondary education	43,1	45,5*	46,0*	41,7	42,9	42,5	42,2	45,0
	Tertiary education	49,3*	45,3	45,2	50,7*	49,5*	50,4*	50,1*	47,2

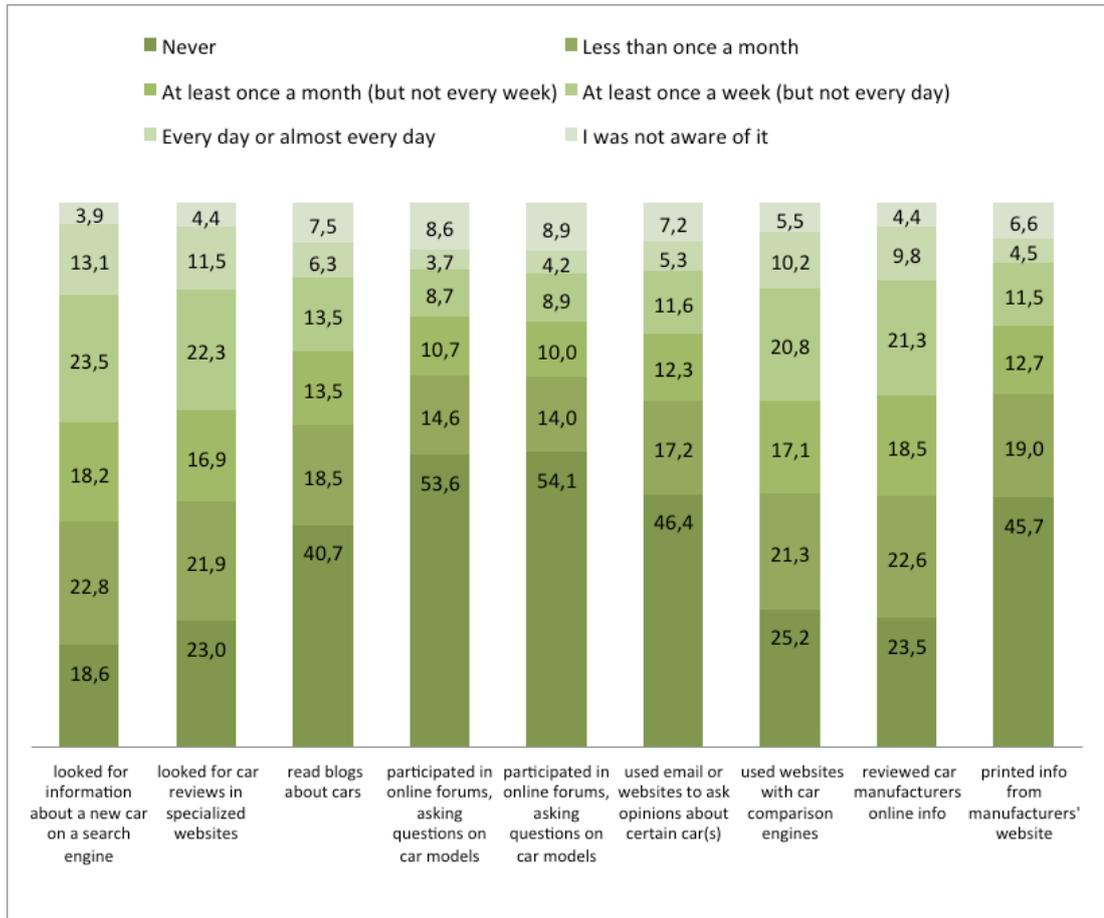
Base: Whole sample

Table 31 How important for you are the following sources of information about cars? (Q19) by country

% Important	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Internet	63,9*	63,8*	46,8	58,9	53,5	68,4*	70,5*	51,8	53,1	61,3
TV	31,1*	24,4	25,9	33,1*	19,4	28,4	40,0*	17,8	30,8*	23,3
Radio	17,8	12,3	16,1	21,0*	11,3	16,0	23,1*	9,4	19,1*	11,3
Books	23,6*	13,6	22,8*	25,5	11,5	25,6*	34,0*	12,1	25,1*	15,5
Newspapers, magazines	29,4	29,9	34,0*	38,9	19,0	39,5*	36,6*	23,8	35,4*	27,5
Specialized magazines	37,0	44,4	49,4*	61,8*	22,9	50,0*	63,5*	27,9	60,5*	32,1
Family, friends and colleagues	49,9	56,3	57,9	53,6	47,3	65,5*	59,4*	53,5	59,1*	54,8
Advertising (e.g. printed leaflets, billboards, etc.)	22,6	18,8	19,1	27,1*	13,9	17,0	39,8*	12,4	26,9*	21,9
Experts (e.g. a car mechanic)	52,1	55,3	49,3	67,4*	47,4	69,9*	77,6*	43,8	72,5*	51,3

Base: Whole sample

Figure 30 During the purchase process for a new car, how often did you perform the following tasks online? (Q20)



Base: Whole sample

Table 32 During the purchase process for a new car, how often did you perform the following tasks online? (Q20) by socio-demographic variables

% At least once a week		Looked for information about a new car on a search engine	Looked for car reviews in specialized websites	Read blogs about cars	Participated in online forums, asking questions on car models	Participated in social networks sharing info about cars	Used email or websites to ask opinions about certain car(s)	Used websites with car comparison engines	Reviewed car manufacturers online info	Printed info from manufacturers' website
Gender	Female	47,5	47,8	46,3	42,9	45,2	46,0	48,1	46,6	47,4
	Male	52,5*	52,2*	53,7*	57,1*	54,8*	54,0*	51,9*	53,4*	52,6*
Age group	18 - 30	30,0*	30,0*	32,0*	37,0*	37,0*	33,2*	31,2*	29,7*	30,7*
	31 - 50	45,1	45,8	45,6	44,1	45,0	45,7	45,1	45,8	45,6
	51 - 65	24,9	24,2	22,4	18,9	18,0	21,1	23,7	24,5	23,7
Level of education completed	Primary or lower secondary education	5,9	5,6	5,1	4,8	5,5	5,1	6,0	5,6	5,7
	Upper secondary education	42,1	41,1	43,0	41,4	42,4	40,9	40,8	40,9	39,9
	Tertiary education	52,1*	53,4*	51,9*	53,8*	52,1*	54,0*	53,2*	53,5*	54,4*

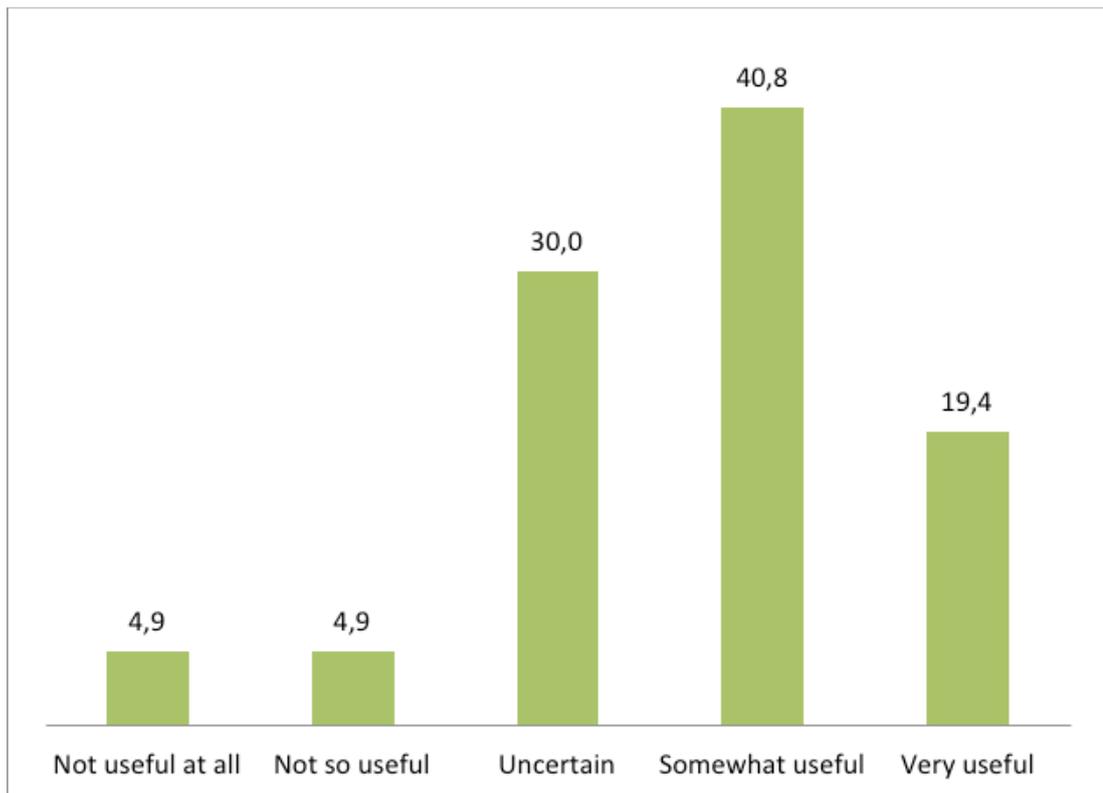
Base: Whole sample

Table 33 During the purchase process for a new car, how often did you perform the following tasks online? (Q20) by country

% At least once a week	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Looked for information about a new car on a search engine	31,1	39,0	27,4	39,5	23,1	49,6*	45,5*	30,4	38,9	31,8
Looked for car reviews in specialized websites	24,1	31,9	27,1	40,3*	15,6	46,4*	48,3*	25,8	37,5*	27,8
Read blogs about cars	9,4	12,1	13,0	33,0*	7,8	25,5*	37,9*	8,5	28,4*	13,5
Participated in online forums, asking questions on car models	5,5	8,9	8,0	20,0*	5,0	18,3*	22,6*	5,9	17,9*	6,9
Participated in social networks sharing info about cars	5,5	6,4	8,8	21,6*	5,5	21,5*	23,4*	5,8	20,3*	7,9
Used email or websites to ask opinions about certain car(s)	6,8	16,0	12,1	22,3*	8,8	26,5*	24,4*	10,0	22,5*	9,3
Used websites with car comparison engines	17,8	35,1*	23,8	35,0*	18,1	42,8*	38,9*	22,6	33,8*	23,5
Reviewed car manufacturers online info	21,3	34,0*	19,3	35,0*	17,4	42,1*	44,8*	23,4	35,5*	26,4
Printed info from manufacturers' website	11,1	15,5	9,0	23,6*	7,6	17,5*	22,3*	8,6	19,6*	14,5

Base: Whole sample

Figure 31 Overall, how useful was the information you got online? (Q21)



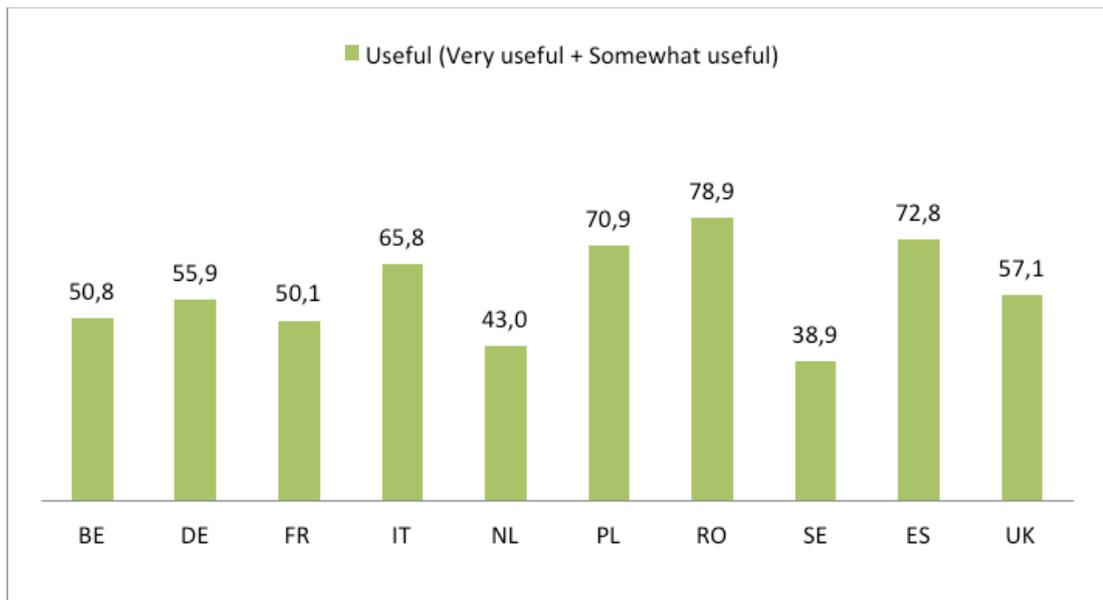
Base: Whole sample

Table 34 Overall, how useful was the information you got online? (Q21) by socio-demographic variables

		Useful (%)
Gender	Female	47,1
	Male	52,9*
Age group	18 - 30	27,7
	31 - 50	45,4
	51 - 65	26,8
Level of education completed	Primary or lower secondary education	7,9
	Upper secondary education	42,5
	Tertiary education	49,5

Base: Whole sample

Figure 32 Overall, how useful was the information you got online? (Q21) by country



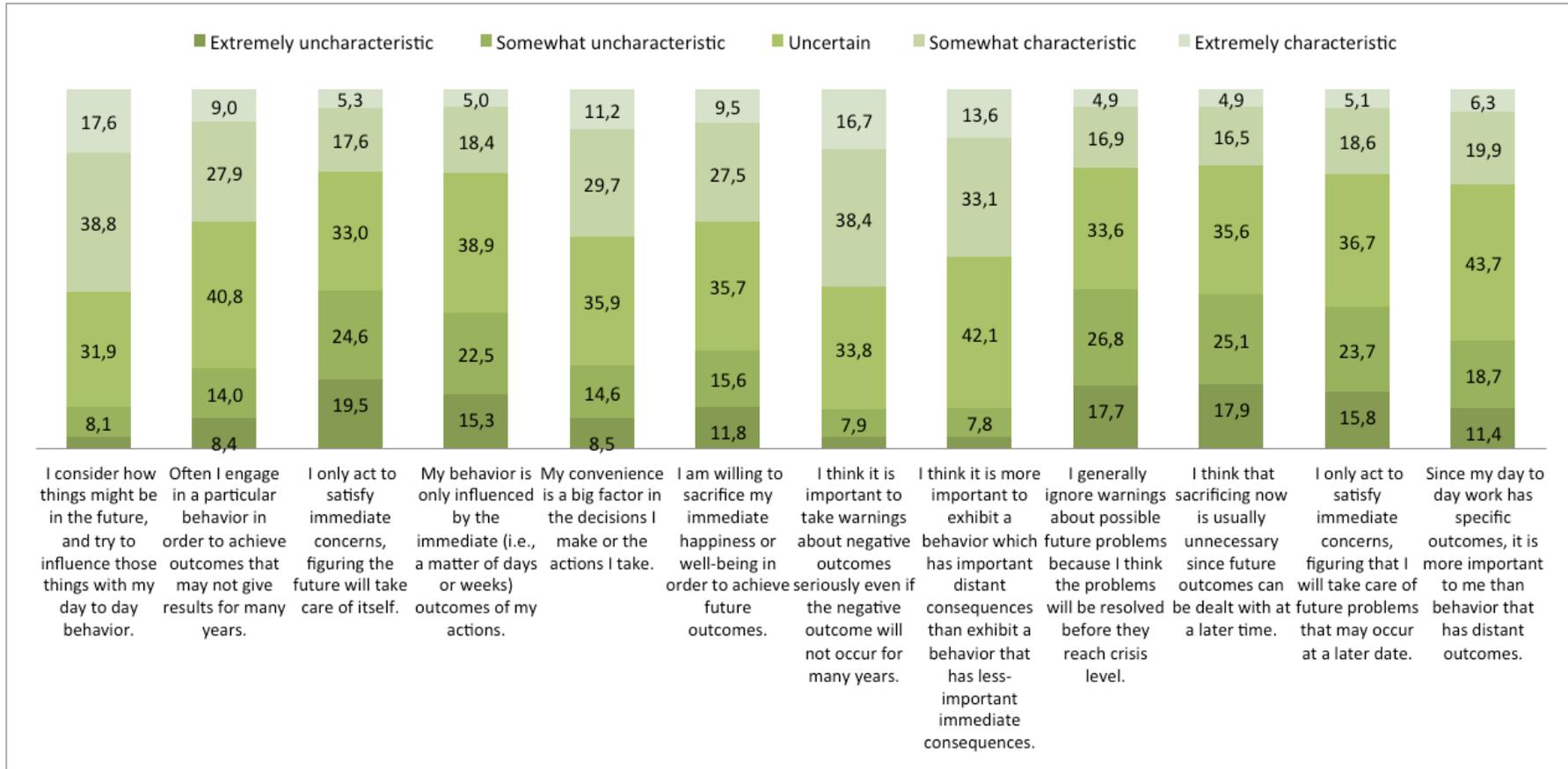
Base: Whole sample



3 Contextual factors

3.1 Environmental attitude

Figure 33 For each of the statements below, please indicate whether or not the statement is characteristic of you (Q22)



Base: Whole sample

Table 35 For each of the statements below, please indicate whether or not the statement is characteristic of you (Q22) by socio-demographic variables (i)

% Characteristic		I consider how things might be in the future, and try to influence those things with my day to day behavior.	Often I engage in a particular behavior in order to achieve outcomes that may not give	I only act to satisfy immediate concerns, figuring the future will take care of itself.	My behavior is only influenced by the immediate	My convenience is a big factor in the decisions I make or the actions I take.	I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes.
Gender	Female	51,9*	49,6	47,7	48,6	49,3	49,5
	Male	48,1	50,4	52,3*	51,4*	50,7	50,5
Age group	18 - 30	26,9*	28,1*	27,1	26,0	28,3*	31,7*
	31 - 50	44,3	43,9	42,7	43,8	43,7	44,0
	51 - 65	28,8	28,0	30,1	30,3	28,0	24,3
Level of education completed	Primary or lower secondary education	7,3	6,8	10,9*	11,2*	8,1	6,5
	Upper secondary education	41,3	40,8	45,1	46,8	43,0	39,3
	Tertiary education	51,4*	52,4*	44,1	42,0	48,8	54,2*

Base: Whole sample

Table 36 For each of the statements below, please indicate whether or not the statement is characteristic of you (Q22) by socio-demographic variables (ii)

% Characteristic		I think it is important to take warnings about negative outcomes seriously even if the negative outcome will not occur for many years	I think it is more important to exhibit a behavior which has important distant	I generally ignore warnings about possible future problems because I think the problems	I think that sacrificing now is usually unnecessary since future outcomes can be dealt	I only act to satisfy immediate concerns, figuring that I will take care of future problems	Since my day to day work has specific outcomes, it is more important to me than behavior that has distant outcomes.
Gender	Female	50,5	50,7	45,7	45,7	47,9	48,8
	Male	49,5	49,3	54,3*	54,3*	52,1*	51,2*
Age group	18 - 30	26,5*	26,4	27,5	26,4	25,0	24,8
	31 - 50	45,2	44,1	43,1	43,6	43,8	46,8
	51 - 65	28,3	29,6	29,4	30,0	31,3*	28,5
Level of education completed	Primary or lower secondary education	7,2	7,1	9,6	10,4*	10,5*	8,1
	Upper secondary education	41,5	42,1	43,5	43,6	45,3	43,8
	Tertiary education	51,4*	50,8*	46,9	46,1	44,2	48,1

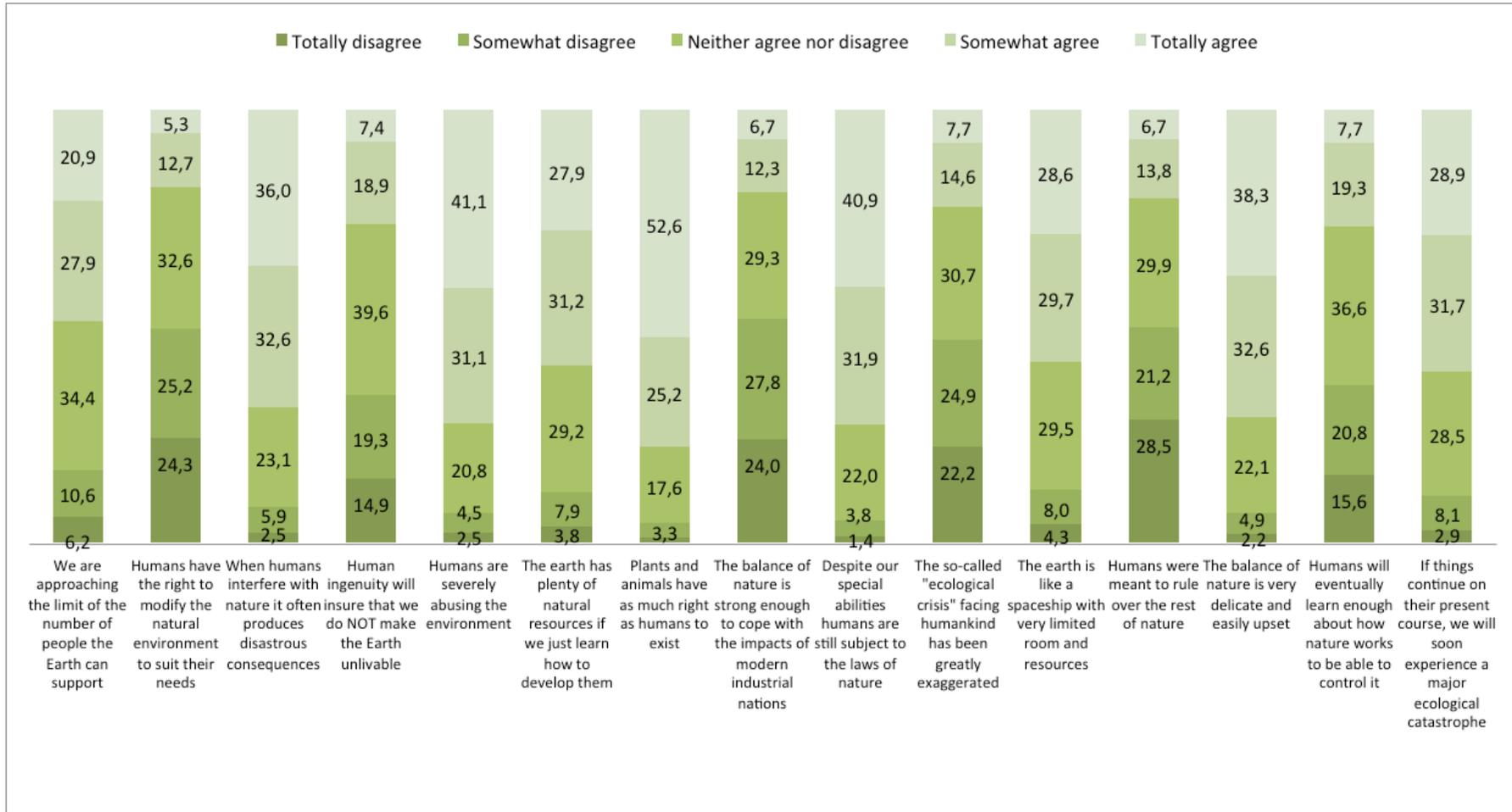
Base: Whole sample

Table 37 For each of the statements below, please indicate whether or not the statement is characteristic of you (Q22) by country

% Characteristic	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
I consider how things might be in the future, and try to influence those things with my day to day behavior.	44,6	51,5	52,6	58,5	40,9	69,0*	72,1*	48,9	65,3*	51,3
Often I engage in a particular behavior in order to achieve outcomes that may not give	34,3	35,0	35,0	29,8	31,8	60,1*	46,6*	26,3	37,3	32,4
I only act to satisfy immediate concerns, figuring the future will take care of itself.	35,5*	16,3	27,1*	25,4	26,8*	28,8*	21,4	13,1	23,0	19,8
My behavior is only influenced by the immediate	27,3*	18,3	24,5	24,6	21,8	28,0*	30,0*	12,1	26,3*	21,8
My convenience is a big factor in the decisions I make or the actions I take.	39,4	27,0	46,5	31,0	36,5	50,5*	63,5*	53,9*	49,1*	42,0
I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes.	28,3	31,1	25,9	43,4*	28,8	57,0*	45,6*	26,1	39,6*	36,5
I think it is important to take warnings about negative outcomes seriously even if the negative outcome will not occur for many years	49,8	60,0*	55,0	49,8	43,0	59,5*	63,4*	41,6	60,1*	50,1
I think it is more important to exhibit a behavior which has important distant	33,3	37,9	45,6	59,3*	29,4	63,8*	53,1*	38,0	58,0*	33,0
I generally ignore warnings about possible future problems because I think the problems	17,8	18,4	18,3	24,6	20,5	28,3*	35,3*	18,5	24,1	18,1
I think that sacrificing now is usually unnecessary since future outcomes can be dealt	18,9	16,0	23,9*	22,8	16,8	28,8*	21,6	17,0	23,0	20,4
I only act to satisfy immediate concerns, figuring that I will take care of future problems	25,1	20,9	24,9	25,1	30,0*	27,9*	24,9	13,6	23,9	21,1
Since my day to day work has specific outcomes, it is more important to me than behavior that has distant outcomes.	23,8	23,6	25,5	25,1	18,8	32,0*	41,8*	19,9	30,8*	22,1

Base: Whole sample

Figure 34 Thinking about the environment, how much do you agree with each of the following statements? (Q23)



Base: Whole sample

Table 38 Thinking about the environment, how much do you agree with each of the following statements? (Q23) by socio-demographic variables (i)

% agree		We are approaching the limit of the number of people the Earth can support	Humans have the right to modify the natural environment to suit their needs	When humans interfere with nature it often produces disastrous consequences	Human ingenuity will insure that we do NOT make the Earth unlivable	Humans are severely abusing the environment
Gender	Female	46,9	40,9	51,0	45,1	50,8
	Male	53,1*	59,1*	49,0	54,9*	49,2
Age group	18 - 30	24,9	29,0*	23,8	25,7	25,0
	31 - 50	44,3	41,3	44,2	42,9	44,5
	51 - 65	30,8	29,7	32,0*	31,4*	30,6
Level of education completed	Primary or lower secondary education	9,7	10,7*	9,6	10,2*	9,6
	Upper secondary education	41,0	39,2	42,1	38,7	41,2
	Tertiary education	49,3	50,0*	48,3	51,1*	49,2

Base: Whole sample

Table 39 Thinking about the environment, how much do you agree with each of the following statements? (Q23) by socio-demographic variables (ii)

% agree		The earth has plenty of natural resources if we just learn how to develop them	Plants and animals have as much right as humans to exist	The balance of nature is strong enough to cope with the impacts of modern industrial nations	Despite our special abilities humans are still subject to the laws of nature	The so-called “ecological crisis” facing humankind has been greatly exaggerated
Gender	Female	51,1*	52,0*	46,6	48,9	42,7
	Male	48,9	48,0	53,4*	51,1*	57,3*
Age group	18 - 30	26,8*	24,7	28,4*	23,7	26,2
	31 - 50	42,2	44,3	42,4	43,8	41,9
	51 - 65	31,0	30,9	29,2	32,5*	31,9*
Level of education completed	Primary or lower secondary education	10,3*	10,5*	11,6*	9,3	11,0*
	Upper secondary education	42,3	41,4	41,9	40,4	40,2
	Tertiary education	47,4	48,1	46,4	50,3*	48,8

Base: Whole sample

Table 40 Thinking about the environment, how much do you agree with each of the following statements? (Q23) by socio-demographic variables (iii)

% agree		The earth is like a spaceship with very limited room and resources	Humans were meant to rule over the rest of nature	The balance of nature is very delicate and easily upset	Humans will eventually learn enough about how nature works to be able to control it	If things continue on their present course, we will soon experience a major ecological catastrophe
Gender	Female	47,8	42,1	51,5*	45,8	50,8
	Male	52,2*	57,9*	48,5	54,2*	49,2
Age group	18 - 30	23,8	29,1*	24,3	27,1	26,1
	31 - 50	44,1	42,0	44,5	41,1	44,6
	51 - 65	32,1*	28,9	31,2*	31,7*	29,3
Level of education completed	Primary or lower secondary education	8,7	11,6*	9,6	9,7	8,9
	Upper secondary education	41,5	40,3	40,9	39,2	41,8
	Tertiary education	49,8	48,1	49,5	51,0*	49,3

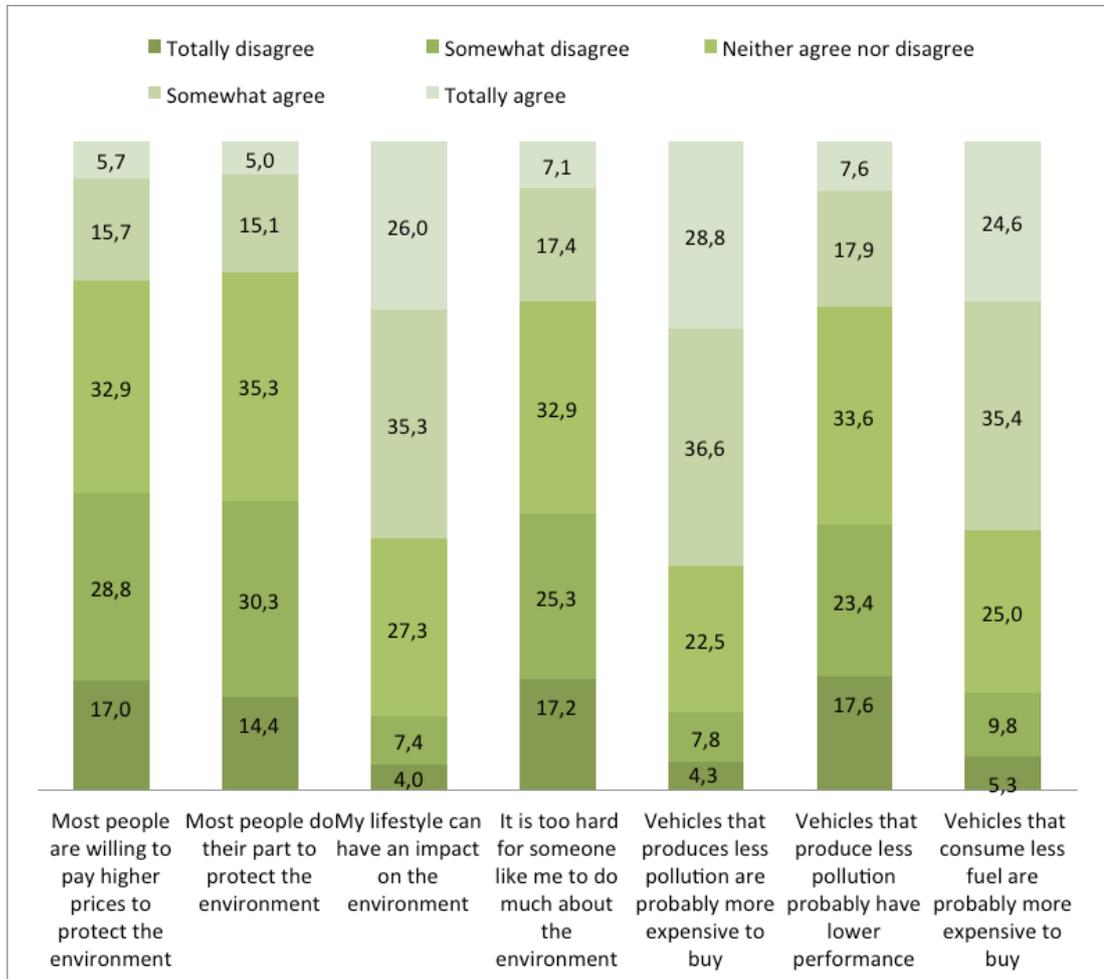
Base: Whole sample

Table 41 Thinking about the environment, how much do you agree with each of the following statements? (Q23) by country

% agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
We are approaching the limit of the number of people the Earth can support	53,5*	55,4*	48,8	48,1	40,6	47,8	43,8	48,0	41,0	51,1*
Humans have the right to modify the natural environment to suit their needs	18,9	16,4	14,1	18,0	17,9	22,6*	12,1	12,5	23,1*	20,0*
When humans interfere with nature it often produces disastrous consequences	64,6	73,5*	70,3	72,6*	46,8	69,8	83,4*	59,6	70,9	56,5
Human ingenuity will insure that we do NOT make the Earth unlivable	27,0	24,5	18,8	28,3	27,4	34,5*	39,0*	19,8	25,6	25,4
Humans are severely abusing the environment	74,3*	70,0	74,4*	75,5*	58,0	73,1*	86,4*	66,0	78,9*	63,4
The earth has plenty of natural resources if we just learn how to develop them	52,4	59,0	68,1*	64,3	47,5	65,9*	72,9*	59,5	54,9	42,8
Plants and animals have as much right as humans to exist	75,3	78,5*	79,6*	77,4	65,1	82,0*	90,9*	67,0	79,5*	72,1
The balance of nature is strong enough to cope with the impacts of modern industrial nations	11,0	12,6	15,1	24,5*	14,6	29,1*	22,1*	14,3	24,0*	17,3
Despite our special abilities humans are still subject to the laws of nature	73,1	76,0*	70,0	71,3	59,4	78,6*	83,5*	65,0	71,8	70,5
The so-called "ecological crisis" facing humankind has been greatly exaggerated	16,5	20,3	19,6	23,6*	18,1	29,4*	31,0*	17,5	21,8	21,9
The earth is like a spaceship with very limited room and resources	43,6	63,8*	71,0*	50,5	33,6	54,4	60,1	58,8	63,5*	52,5
Humans were meant to rule over the rest of nature	15,0	13,5	17,8	25,4*	20,5	25,3*	28,3*	11,8	26,1*	19,5
The balance of nature is very delicate and easily upset	70,8	69,4	74,4*	73,5*	56,9	78,0*	84,0*	59,0	69,9	63,5
Humans will eventually learn enough about how nature works to be able to control it	24,6	17,5	18,6	33,3*	25,4	40,4*	48,8*	21,0	28,3	26,1
If things continue on their present course, we will soon experience a major ecological catastrophe	5,0	6,1	6,3	6,9*	3,5	6,2	7,9*	5,4	6,1	5,2

3.2 Faith in others, perceived consumer effectiveness, perceived compromise

Figure 35 How much do you agree with the following statements? (Q24)



Base: Whole sample

Table 42 How much do you agree with the following statements? (Q24) by socio-demographic variables

% Agree		Most people are willing to pay higher prices to protect the environment	Most people do their part to protect the environment	My lifestyle can have an impact on the environment	It is too hard for someone like me to do much about the environment	Vehicles that produces less pollution are probably more expensive to buy	Vehicles that produce less pollution probably have lower performance	Vehicles that consume less fuel are probably more expensive to buy
Gender	Female	51,1*	53,3*	50,6	43,1	51,5*	43,7	51,8*
	Male	48,9	46,7	49,4	56,9*	48,5	56,3*	48,2
Age group	18 - 30	25,6	25,5	25,0	30,1*	26,3	30,1*	27,3*
	31 - 50	45,9*	44,0	45,2	41,0	44,8	43,8	44,9
	51 - 65	28,5	30,5*	29,8*	28,9*	28,9*	26,1	27,8
Level of education completed	Primary or lower secondary education	8,7	9,8	6,9	9,2	8,5	8,0	8,5
	Upper secondary education	46,2	49,3	42,3	45,4	43,3	42,9	42,6
	Tertiary education	45,1	40,9	50,8*	45,4	48,2	49,1*	48,9

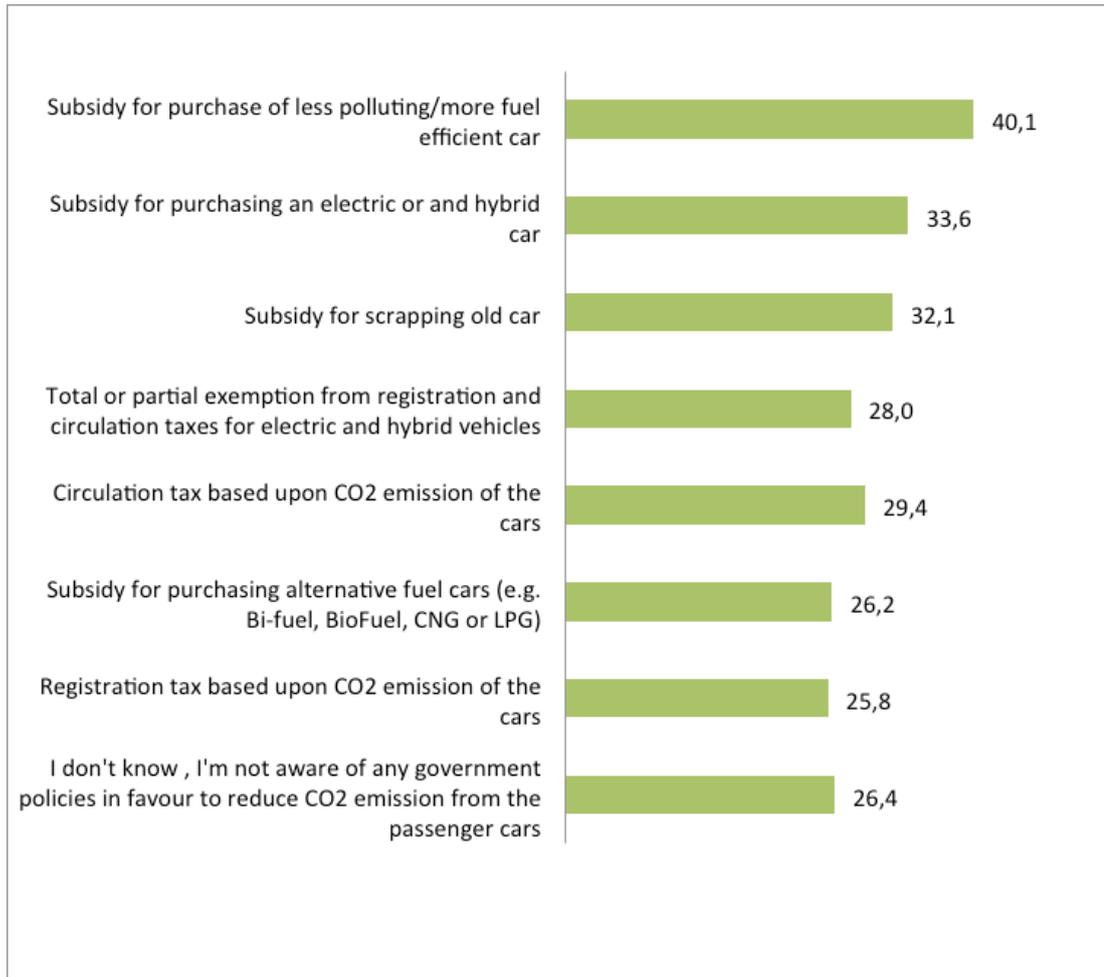
Base: Whole sample

Table 43 How much do you agree with the following statements? (Q24) by country

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Most people are willing to pay higher prices to protect the environment	17,6	22,0	18,6	23,9*	15,5	29,9*	25,6*	17,8	20,3	17,4
Most people do their part to protect the environment	16,5	18,4	17,5	20,6	16,8	27,8*	12,4	15,0	24,0*	21,8*
My lifestyle can have an impact on the environment	60,6	61,4	63,6	58,9	57,5	71,9*	64,8*	63,8	49,4	62,9
It is too hard for someone like me to do much about the environment	23,3	22,5	26,5	22,9	16,6	35,8*	23,3	25,3	24,9	22,1
Vehicles that produces less pollution are probably more expensive to buy	73,5*	63,5	68,9*	62,9	59,3	68,9*	73,8*	57,5	65,0	63,3
Vehicles that produce less pollution probably have lower performance	17,9	27,5*	18,4	29,0*	14,4	25,0	27,0*	23,8	27,9*	28,8*
Vehicles that consume less fuel are probably more expensive to buy	61,8	58,0	64,8*	55,1	52,4	68,6*	60,0	50,5	58,9	60,4

Base: Whole sample

Figure 36 Which of the following incentives do you consider when selecting a car and/or calculating its full costs? (%YES) (Q25)



Base: Whole sample

Table 44 Which of the following incentives do you consider when selecting a car and/or calculating its full costs? (Q25) by socio-demographic variables

% Yes		Registration tax based upon CO2 emission of the car	Road tax based upon CO2 emission of the cars	Subsidy for purchase of less polluting/more fuel efficient car	Subsidy for scrapping old car	Subsidy for purchasing an electric or and hybrid car	Subsidy for purchasing alternative fuel cars	Total or partial exemption to registration and circulation taxes for electric and hybrid	I don't know , I'm not aware of any government policies in favour to reduce CO2 emission from the passenger cars
Gender	Female	43,9	44,2	46,9	47,3	42,8	47,1	43,8	60,0*
	Male	56,1*	55,8*	53,1*	52,7*	57,2*	52,9*	56,2*	40,0
Age group	18 - 30	27,3	27,2	24,2	27,0	23,8	23,6	22,7	28,5*
	31 - 50	43,5	43,8	45,4	45,2	45,6	46,8*	46,3	42,5
	51 - 65	29,2	29,0	30,4*	27,7	30,6*	29,6	31,0*	29,1
Level of education completed	Primary or lower secondary education	7,9	6,2	6,8	7,4	6,9	6,7	6,5	13,1*
	Upper secondary education	39,4	40,7	42,6	43,6	42,1	44,3	41,4	43,8
	Tertiary education	52,7*	53,1*	50,6	49,0	51,0	49,0	52,1*	43,1

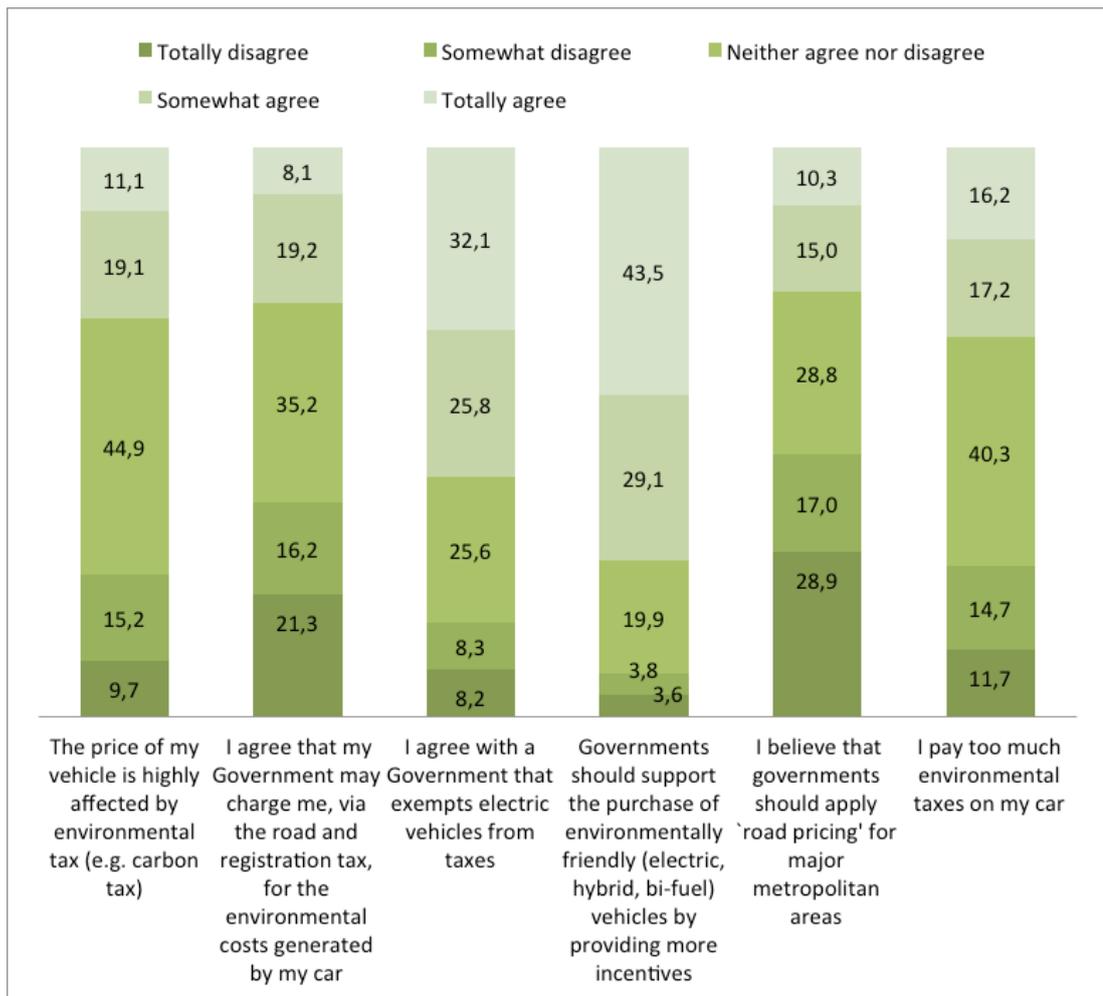
Base: Whole sample

Table 45 Which of the following incentives do you consider when selecting a car and/or calculating its full costs? (Q25) by country

% Yes	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Registration tax based upon CO2 emission of the car	39,0*	14,0	25,6	15,9	14,1	18,9	47,4*	23,8	36,4*	40,8*
Road tax based upon CO2 emission of the cars	39,9*	45*	18,8	37,4*	33,8	16,3	24,3	14,9	35,3*	17,0
Subsidy for purchase of less polluting/more fuel efficient car	39,4	30,5	42,8*	54,3*	34,9	43,0*	39,6	30,6	54,1*	26,4
Subsidy for scrapping old car	20,0	24,8	28,4	51,5*	18,4	40,9*	32,6	18,1	31,8	28,9
Subsidy for purchasing an electric or and hybrid car	25,5	34,4	34,3	39,6*	27,0	36,3	28,6	24,8	49,9*	18,4
Subsidy for purchasing alternative fuel cars	14,9	20,0	19,3	46,6*	19,9	32,1*	27,1	23,3	33,9*	15,4
Total or partial exemption to registration and circulation taxes for electric and hybrid	22,3	29,6	20,8	31,8	25,6	29,6	36,1*	23,4	39,4*	19,0
I don't know , I'm not aware of any government policies in favour to reduce CO2 emission from the passenger cars	28,1	23,5	28,6	13,4	38,9*	31,5	27,4	44,8*	18,8	36,8*

Base: Whole sample

Figure 37 How much do you agree with the following statements? (Q26)



Base: Whole sample

Table 46 How much do you agree with the following statements? (Q26) by socio-demographic variables

% Agree		The price of my vehicle is highly affected by environmental tax	I agree that my Government may charge me, via the circulation and registration tax, for the environmental costs generated by my car	I agree with a Government that exempts electric vehicles from taxes	Governments should support the purchase of environmentally friendly (electric, hybrid, bi-fuel) vehicles by providing more incentives	I believe that governments should apply 'road pricing' for major metropolitan areas	I pay too much environmental taxes on my car
Gender	Female	46,5	45,7	46,8	50,1	47,4	44,2
	Male	53,5*	54,3*	53,2*	49,9	52,6*	55,8*
Age group	18 - 30	25,5	27,8*	25,3	25,1	26,5	23,1
	31 - 50	43,1	43,7	45,2	44,7	45,1	44,8
	51 - 65	31,4*	28,5	29,5	30,2*	28,4	32,2*
Level of education completed	Primary or lower secondary education	10,7	7,0	8,6	9,2	7,8	11,1
	Upper secondary education	42,2	37,4	41,1	41,1	39,7	42,3
	Tertiary education	47,1	55,6*	50,2*	49,8*	52,5*	46,6

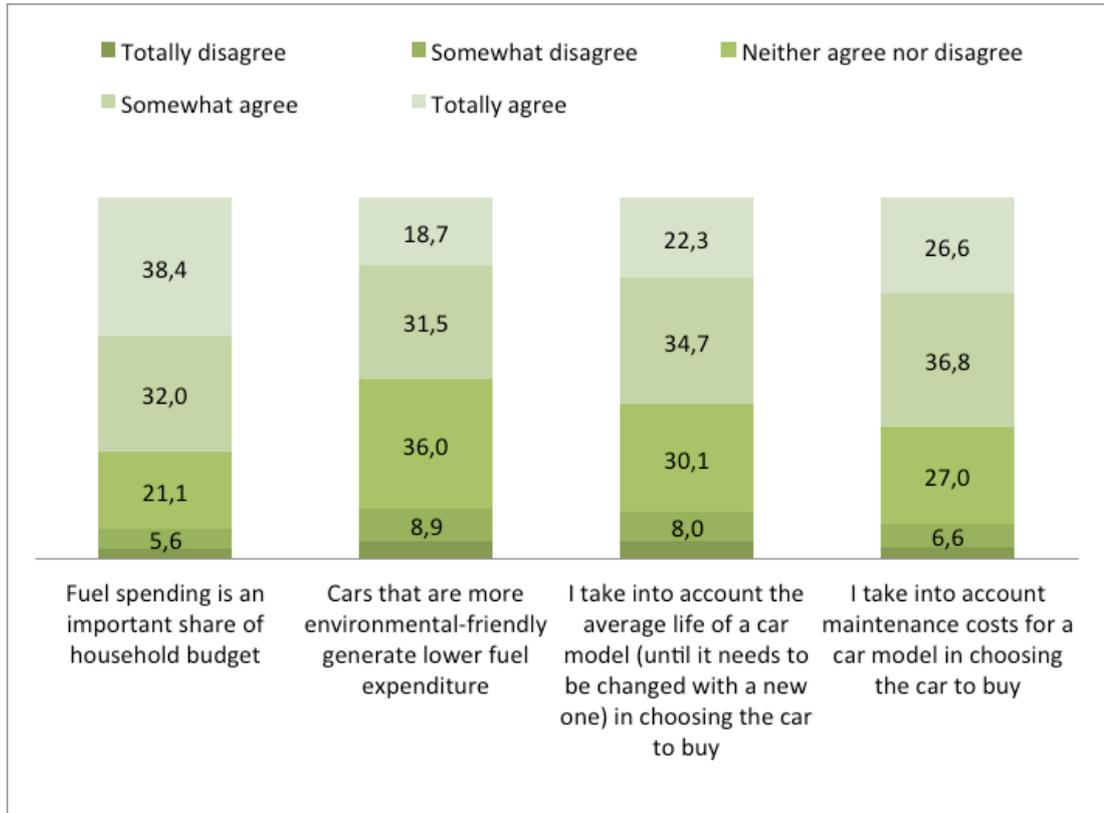
Base: Whole sample

Table 47 How much do you agree with the following statements? (Q26) by country

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
The price of my vehicle is highly affected by environmental tax	36,4*	22,0	31,5	30,9	32,5	25,8	45,1*	29,3	36,5*	30,3
I agree that my Government may charge me, via the circulation and registration tax, for the environmental costs generated by my car	26,6	23,3	20,1	28,4	30,5	24,5	33,3*	33,0*	30,4	34,5*
I agree with a Government that exempts electric vehicles from taxes	49,6	51,1	54,9	67,4*	48,0	68,3*	81,0*	58,4	57,8	49,6
Governments should support the purchase of environmentally friendly (electric, hybrid, bi-fuel) vehicles by providing more incentives	63,8	69,1	70,5	81,0*	59,0	75,4*	89,1*	63,8	79,1*	64,8
I believe that governments should apply 'road pricing' for major metropolitan areas	29,0*	22,3	29,1*	31,1*	17,1	17,3	35,3*	32,0*	20,4	25,6
I pay too much environmental taxes on my car	35,4	33,9	23,0	40,3*	29,0	29,1	51,8*	24,6	33,1	34,6

Base: Whole sample

Figure 38 How much do you agree with the following statements? (Q27)



Base: Whole sample

Table 48 How much do you agree with the following statements? (Q27) by socio-demographic

% Agree		Fuel spending is an important share of household budget	Cars that are more environmentally-friendly generate lower fuel expenditure	I take into account the average life of a car model (until it needs to be changed with a new one) in choosing the car to buy	I take into account maintenance costs for a car model in choosing the car to buy
Gender	Female	52,2*	45,5	50,3	50,9
	Male	47,8	54,5*	49,7	49,1
Age group	18 - 30	25,2	26,1	25,8	24,4
	31 - 50	44,7	44,8	43,2	43,6
	51 - 65	30,1*	29,1	31,0*	32,1*
Level of education completed	Primary or lower secondary education	8,5	8,0	7,9	8,0
	Upper secondary education	44,4*	43,0	43,0	42,2
	Tertiary education	47,1	49,1*	49,1*	49,8*

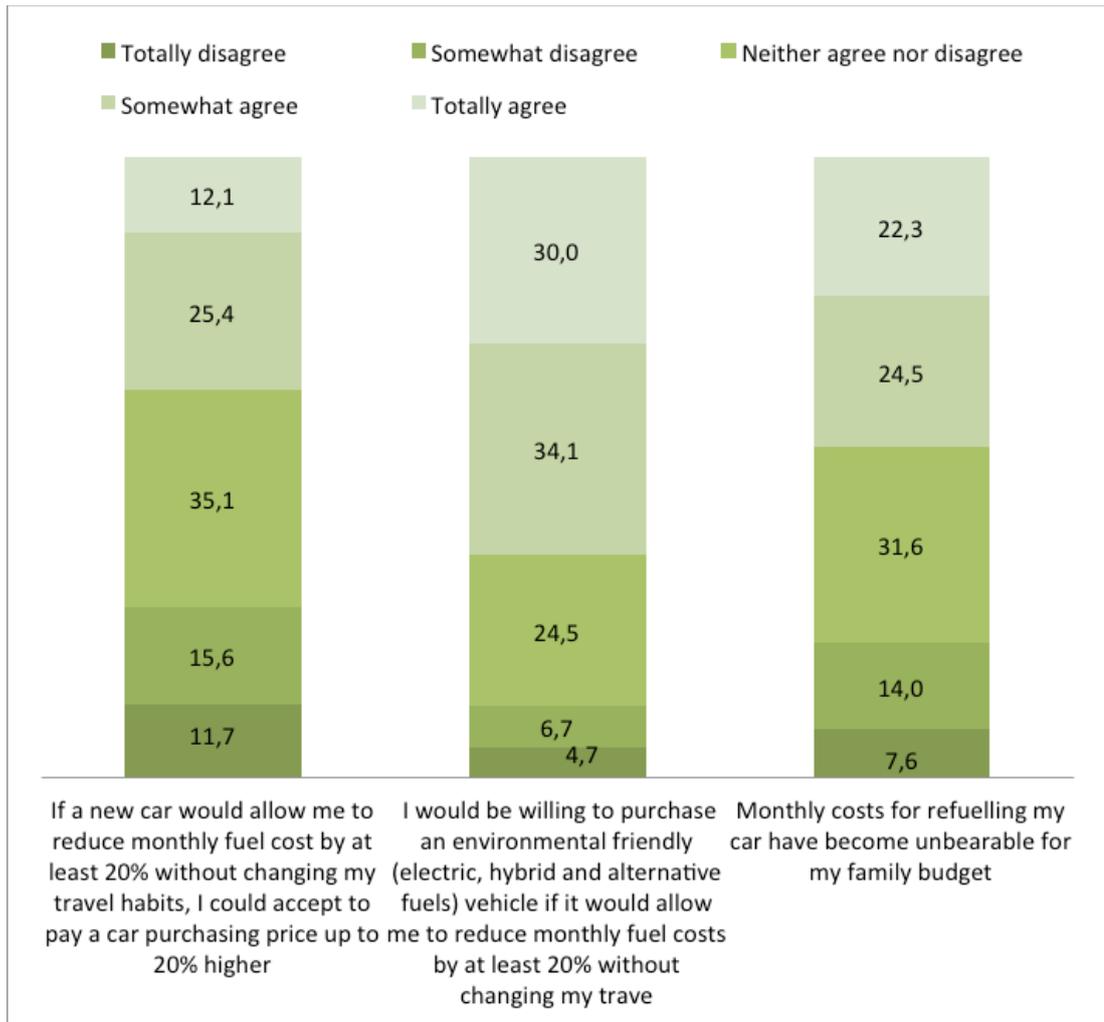
Base: Whole sample

Table 49 How much do you agree with the following statements? (Q27) by country

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Fuel spending is an important share of household budget	62,0	73*	76,6*	74,4*	38,0	73,6*	76,3*	48,6	64,8	70,6*
Cars that are more environmentally-friendly generate lower fuel expenditure	40,8	51,5	47,4	54,3*	47,0	48,0	59,4*	41,5	52,1	47,6
I take into account the average life of a car model (until it needs to be changed with a new one) in choosing the car to buy	55,6	58,3	62,1*	57,9	45,5	61,3*	72,5*	42,8	55,1	47,6
I take into account maintenance costs for a car model in choosing the car to buy	51,0	59,9	57,3	65,9*	49,3	83,8*	87,5*	47,3	63,6	57,8

Base: Whole sample

Figure 39 How much do you agree with the following statements? (Q28)



Base: Whole sample

Table 50 How much do you agree with the following statements? (Q28) by socio-demographics

% Agree		If a new car would allow me to reduce monthly fuel cost by at least 20% without changing my travel habits, I could accept to pay a car purchasing price up to 20% higher	I would be willing to purchase an environmental friendly (electric, hybrid and alternative fuels) vehicle if it would allow me to reduce monthly fuel costs by at least of 20% without changing my travel habits	Monthly costs for refuelling my car have become unbearable for my family budget
Gender	Female	49,3	49,8	52,0*
	Male	50,7	50,2	48,0
Age group	18 - 30	28,5*	25,9	23,7
	31 - 50	44,2	45,0	45,8
	51 - 65	27,3	29,1	30,5*
Level of education completed	Primary or lower secondary education	6,4	7,5	9,0
	Upper secondary education	42,7	42,5	46,8*
	Tertiary education	50,9*	50,0*	44,1

Base: Whole sample

Table 51 How much do you agree with the following statements? (Q28) by country

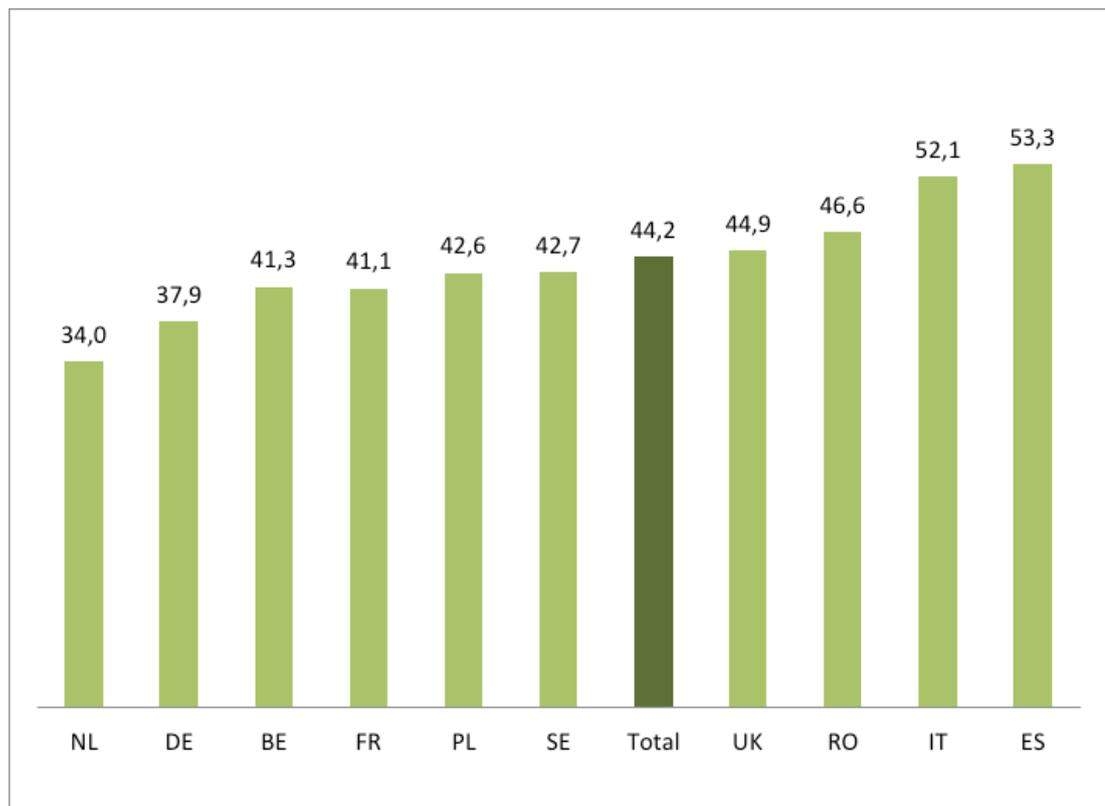
% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
If a new car would allow me to reduce monthly fuel cost by at least 20% without changing my travel habits, I could accept to pay a car purchasing price up to 20% higher	26,1	30,5	36,0	46,0*	20,6	52*	55,8*	26,9	41,1*	29,5
I would be willing to purchase an environmental friendly (electric, hybrid and alternative fuels) vehicle if it would allow me to reduce monthly fuel costs by at least of 20% without changing my travel habits	52,3	58,4	63,6	74,1*	48,8	71*	75,9*	61,6	69,8*	55,6
Monthly costs for refuelling my car have become unbearable for my family budget	33,5	38,5	46,3	71,6*	28,4	54*	48,0*	31,3	46,3	38,9

Base: Whole sample



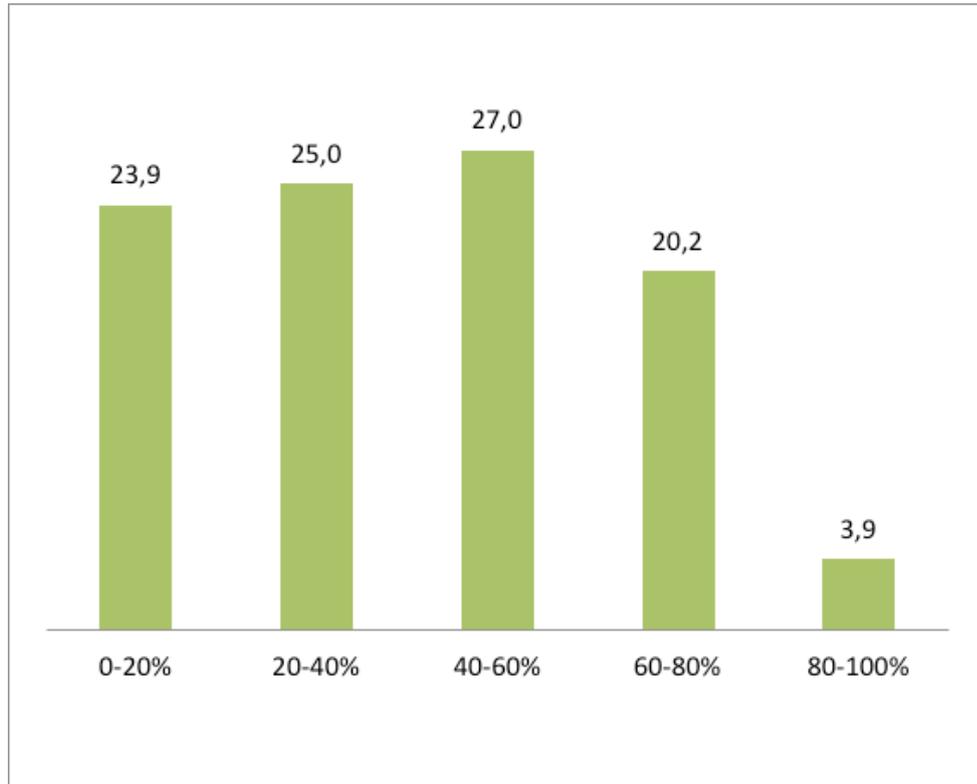
4 Awareness of car usage environmental impact

Figure 40 In your opinion, what percentage of the air pollution of your city/town is due to people driving their personal vehicle? (%Mean) (Q29)



Base: Whole sample

Figure 41 In your opinion, what percentage of the air pollution of your city/town is due to people driving their personal vehicle? (categorized) (Q29)



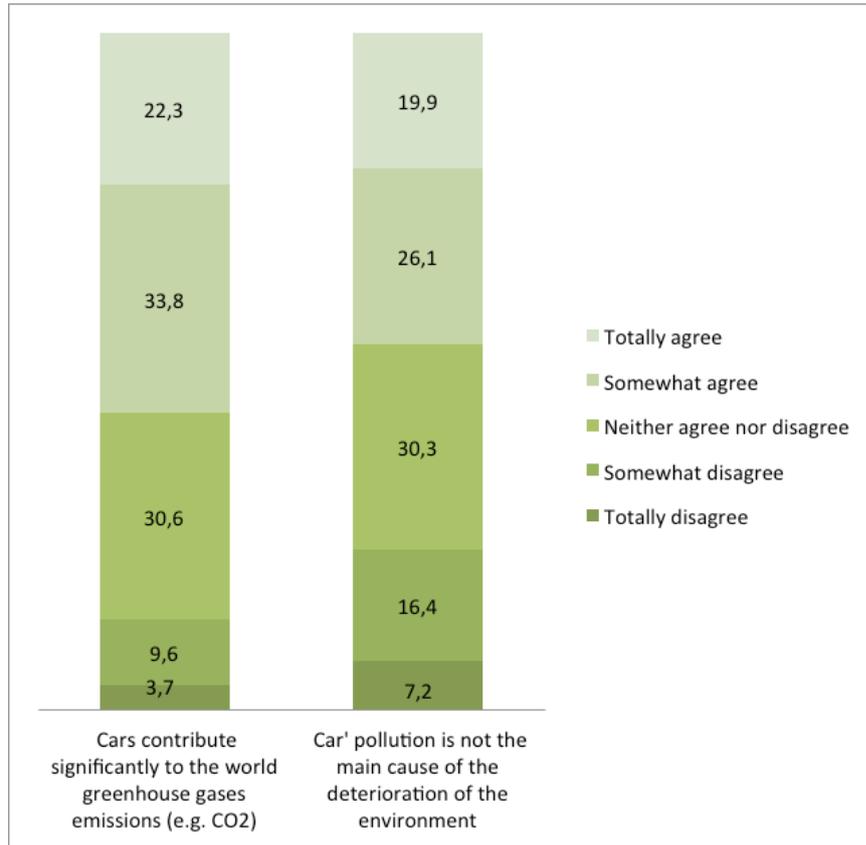
Base: Whole sample

Table 52 In your opinion, what percentage of the air pollution of your city/town is due to people driving their personal vehicle? (categorized) (Q29) by country

	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
0-20%	25,1	31,9*	27,4	11,0	37,6*	25,1	23,9	27,0	15,4	23,6
20-40%	28,3*	28,1*	26,5	26,5	29,1*	26,9	19,6	22,1	20,3	21,4
40-60%	26,8	24,5	27,4	29,6*	22,6	28,1	25,0	28,5	24,0	30,4
60-80%	16,9	13,4	16,6	26,0*	8,4	17,6	25,0*	17,9	33,1*	21,1
80-100%	3,0	2,1	2,0	6,9*	2,3	2,3	6,5*	4,5	7,3*	3,5

Base: Whole sample

Figure 42 How much do you agree with the following statements? (Q30)



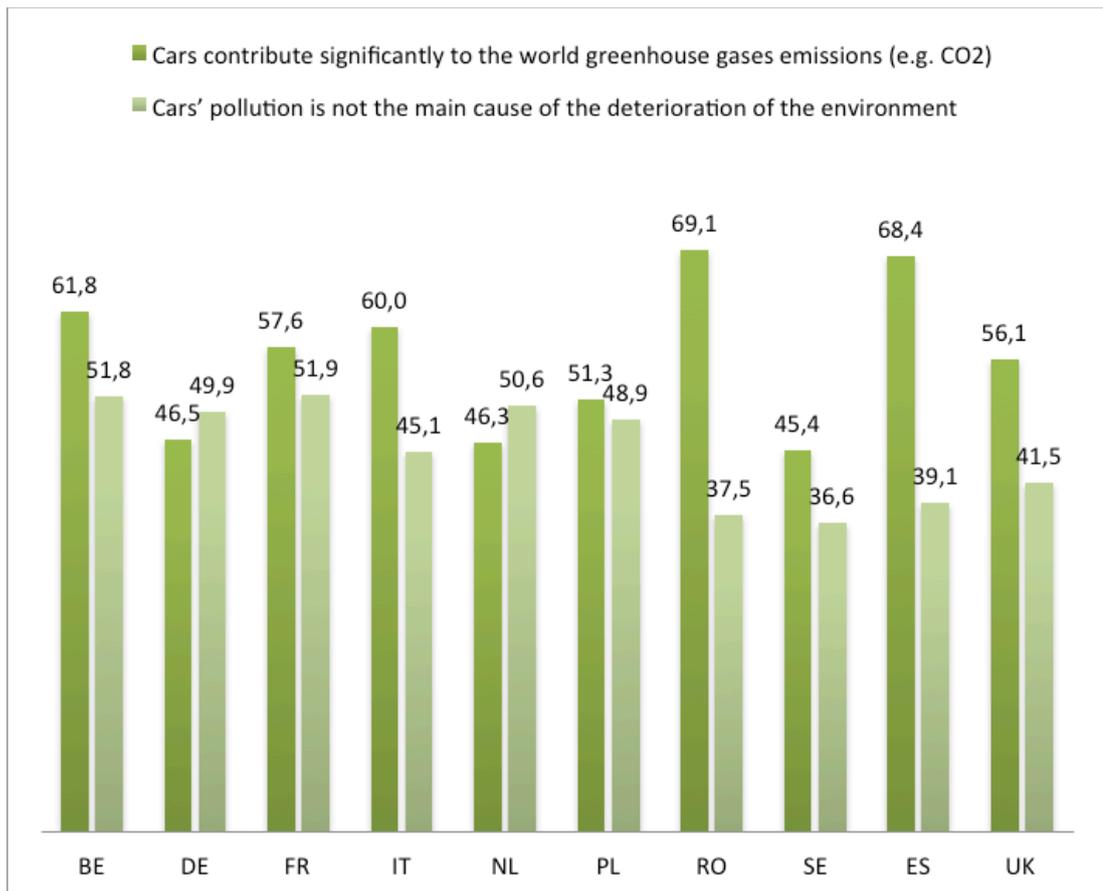
Base: Whole sample

Table 53 How much do you agree with the following statements? (Q30) by socio-demographic variables

% Agree		Cars contribute significantly to the world greenhouse gases emissions (e.g. CO2)	Cars' pollution is not the main cause of the deterioration of the environment
Gender	Female	52,9*	46,0
	Male	47,1	54,0*
Age group	18 - 30	27,8	22,5
	31 - 50	44,7	44,0
	51 - 65	27,4	33,5*
Level of education completed	Primary or lower secondary education	7,6	9,7
	Upper secondary education	49,0*	44,1
	Tertiary education	43,5	46,2

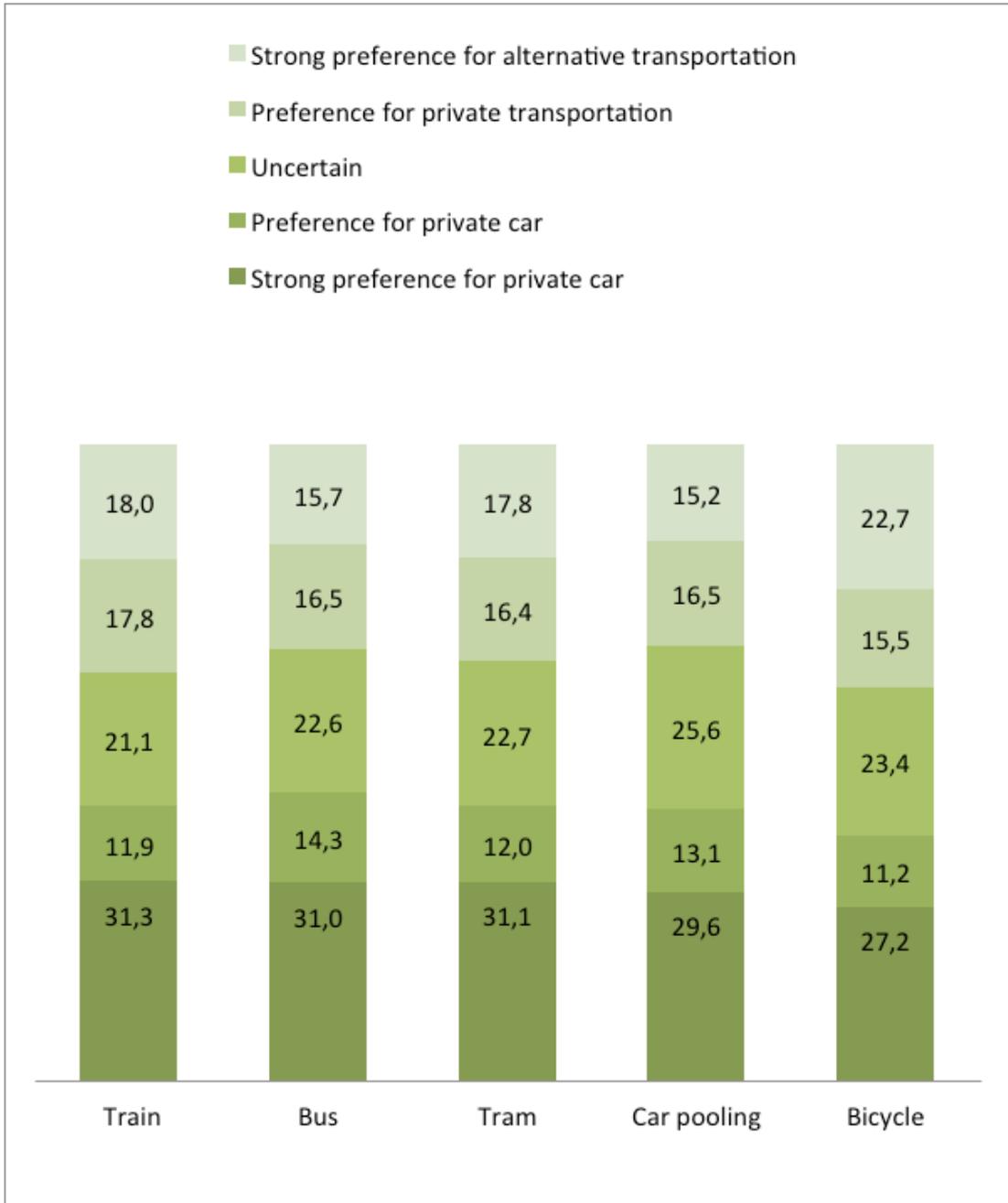
Base: Whole sample

Figure 43 How much do you agree with the following statements? (Q30) by country



Base: Whole sample

Figure 44 What is your preference in your daily commuting between driving your own car or each of the other options? (Q31)



Base: Whole sample

Table 54 What is your preference in your daily commuting between driving your own car or each of the other options? (Q31) by socio-demographic variables

		Train		Bus		Tram		Car pooling		Bicycle	
		Preference Private car	Preference alternative transport								
Gender	Female	49,3	49,9	48,0	52,2*	49,4	49,5	48,1	52,5*	52,8*	47,2
	Male	50,7	50,1	52,0*	47,8	50,6	50,5	51,9*	47,5	47,2	52,8*
Age group	18 - 30	21,2	28,3*	24,8	26,5	23,3	27,5	22,7	28,2*	21,9	27,6
	31 - 50	48,3*	42,2	47,3	41,8	48,1*	41,7	46,0	44,2	47,0	43,8
	51 - 65	30,5*	29,5	27,9	31,7*	28,6	30,8	31,3*	27,6	31,1*	28,5
Level of education completed	Primary or lower secondary education	9,2	7,5	8,3	9,0	9,5	7,8	9,7*	7,6	8,8	8,3
	Upper secondary education	45,1	40,5	42,9	42,2	44,4	41,9	43,3	42,1	43,7	42,3
	Tertiary education	45,7	52,0*	48,9	48,8	46,1	50,4*	47,0	50,4*	47,5	49,4

Base: Whole sample

Table 55 What is your preference in your daily commuting between driving your own car or each of the other options? (Q31) by socio-demographic variables (i)

	BE		DE		FR		IT		NL	
	Preference Private car	Preference alternative transport								
Train	45,8	32,9	44,5	32,6	47,1	31,9	36,8	41,5*	50,1*	30,6
Bus	53,9*	25,0	43,9	27,9	50,4	30,8	34,6	43,4*	59,3*	22
Tram	51,1*	27,8	41,5	35	43	36,5*	35,8	40,9*	56,5*	22,5
Car pooling	41,0	31,9	37,8	34,4*	45,0	30,3	39,4	34,8*	46,3	29,3
Bicycle	35,6	40,6	39,5	37,1	42,4*	31,9	32,9	44,9*	29,3	45,6*

Base: Whole sample

Table 56 What is your preference in your daily commuting between driving your own car or each of the other options? (Q31) by socio-demographic variables (ii)

	PL		RO		SE		ES		UK	
	Preference Private car	Preference alternative transport								
Train	49,8*	31,0	50,4*	30,4	40,9	39,1*	28,1	52,1*	46,0	32,5
Bus	51,1*	26,0	42,4	34,6*	49,9	29,3	31,6	45,9*	54,1*	25,4
Tram	45,5	32,9	47,5	33,1	48,5	28,5	32,9	43,6*	51,6*	23,0
Car pooling	61,6*	16,8	40,8	30,8	65,0*	16,6	30,5	44,4*	43,8	29,9
Bicycle	29,9	43,3*	38,9	44,5*	38,1	38,6	35,1	42,5	49,4*	28,0

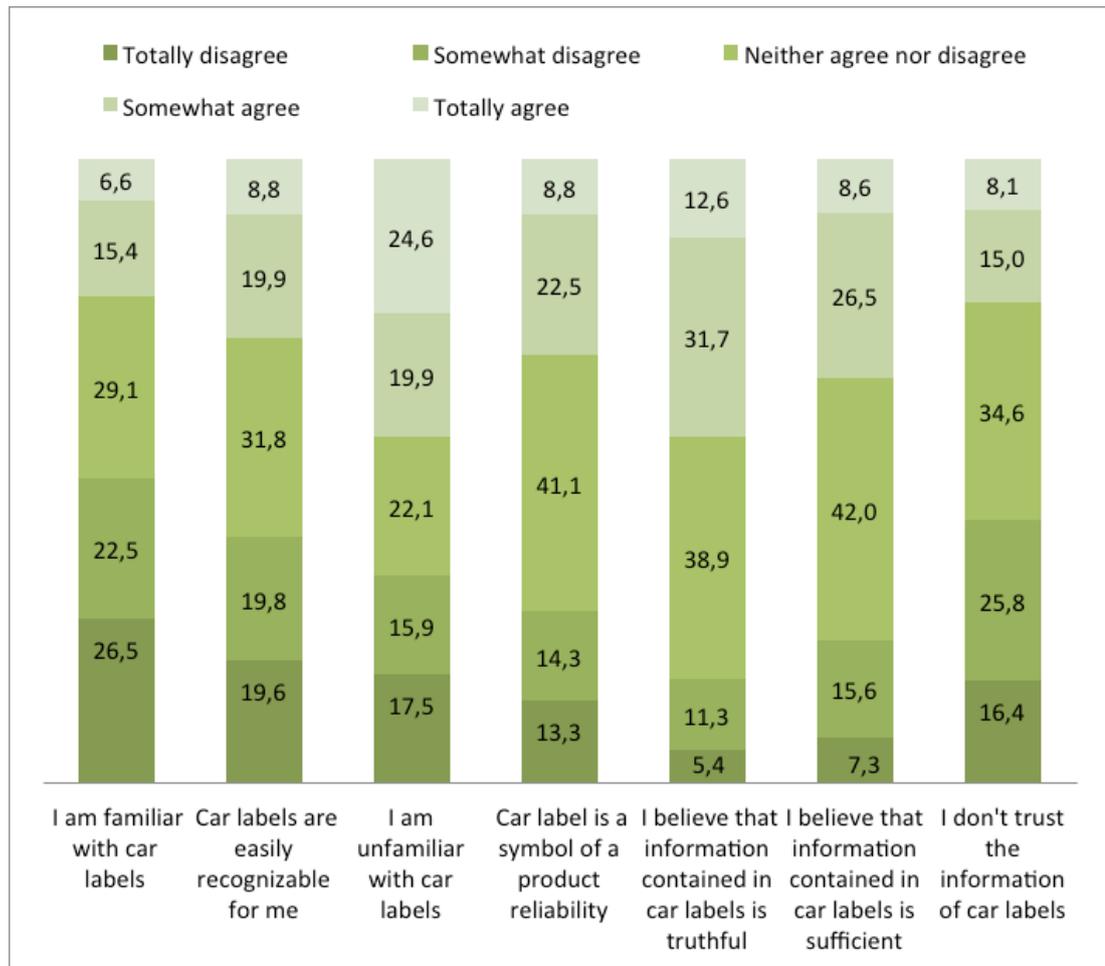
Base: Whole sample



5 Awareness, credibility/trust effects of existing labels

5.1 Awareness, credibility/ trust of existing labels

Figure 45 How much do you agree with the following statements? (Q32)



Base: Whole sample

Table 57 How much do you agree with the following statements?, by socio-demographic variables

% Agree		I am familiar with car labels	Car labels are easily recognizable for me	I am unfamiliar with car labels	Car label is a symbol of a product reliability	I believe that information contained in car labels is truthful	I believe that information contained in car labels is sufficient	I don't trust the information of car labels
Gender	Female	38,8	39,9	54,9*	53,4*	49,6	48,2	42,5
	Male	61,2*	60,1*	45,1	46,6	50,4	51,8*	57,5*
Age group	18 - 30	28,7*	28,8	26,0	25,1	26,8	24,3	23,7
	31 - 50	45,0	45,3	45,3	44,1	44,3	45,1	44,8
	51 - 65	26,3	25,9	28,7	30,8*	28,9	30,5	31,5*
Level of education completed	Primary or lower secondary education	7,1	7,5	8,1	8,6	8,3	8,3	7,6
	Upper secondary education	41,8	43,7	42,9	45,0	43,5	44,5	42,8
	Tertiary education	51,2*	48,7	49,0	46,4	48,2*	47,2	49,6

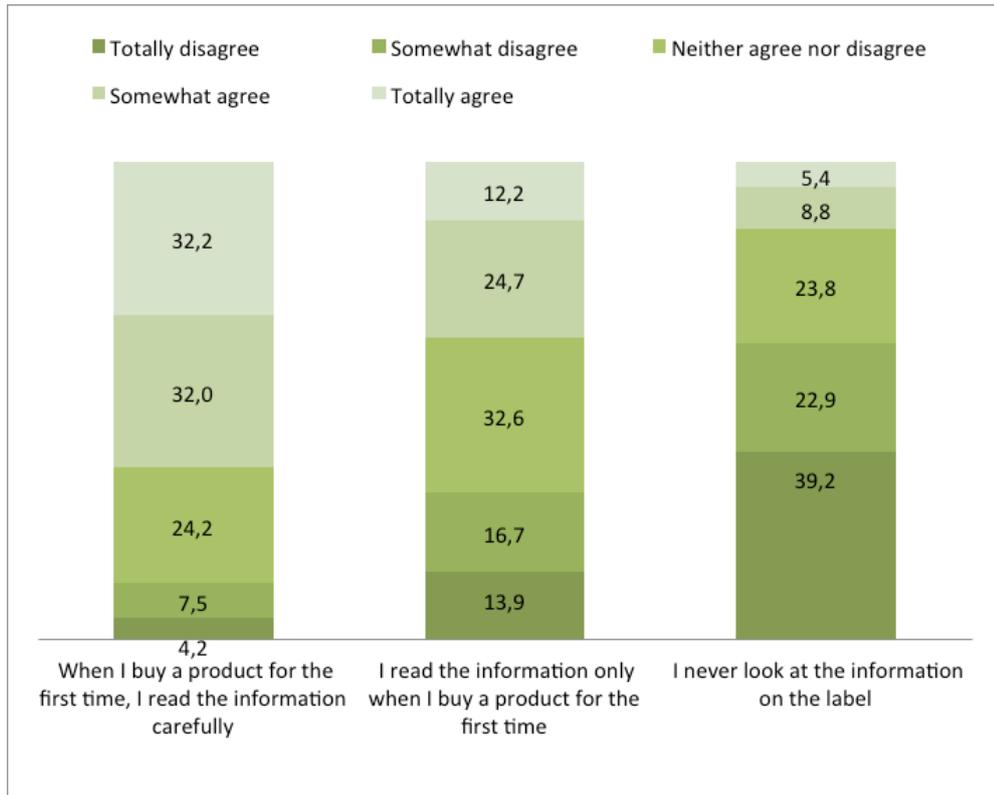
Base: Whole sample

Table 58 How much do you agree with the following statements?, by socio-demographic variables

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
I am familiar with car labels	20,5	16,6	23,5	29,9*	24,9*	18,1	21,3	13,5	20,6	24,3*
Car labels are easily recognizable for me	24,4	28,1	29,4	39,9*	37,4*	20,3	27,0	12,9	25,3	27,8
I am unfamiliar with car labels	52,8*	50,1*	38,5	37,1	34,6	43,3	44,1	47,3	48,8*	49,3*
Car label is a symbol of a product reliability	26,0	17,0	30,8	53,0*	21,0	21,6	44,4*	17,4	51,3*	21,5
I believe that information contained in car labels is truthful	40,8	30,9	43,5	55,4*	43,1	49,9*	45,6	29,3	58,0*	41,0
I believe that information contained in car labels is sufficient	30,8	25,9	32,1	42,6*	37,0	45,8*	34,3	23,9	39,5*	34,8
I don't trust the information of car labels	15,4	33,5*	23,0	21,3	16,5	23,5	25,0*	19,4	20,3	16,1

Base: Whole sample

Figure 46 How much do you agree with the following statements regarding environmental labels? (Q33)



Base: Whole sample

Table 59 How much do you agree with the following statements regarding environmental labels? (Q33) by socio-demographic variables

% Agree		When I buy a product for the first time, I read the information carefully	I read the information only when I buy a product for the first time	I never look at the information on the label
Gender	Female	51,2*	51,2*	47,3
	Male	48,8	48,8	52,7*
Age group	18 - 30	23,7	24,6	27,2
	31 - 50	45,0	45,1	44,0
	51 - 65	31,3*	30,3	28,8
Level of education completed	Primary or lower secondary education	7,4	8,2	10,8*
	Upper secondary education	43,4	42,7	46,3
	Tertiary education	49,2*	49,1	42,9

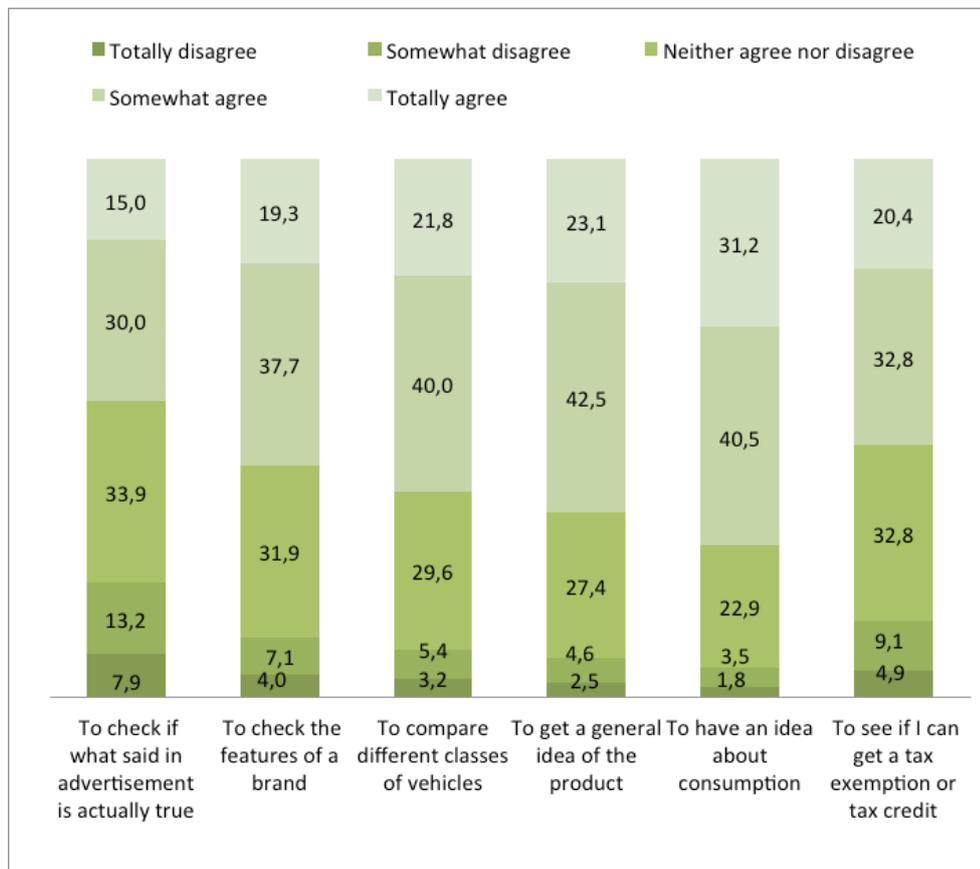
Base: Whole sample

Table 60 How much do you agree with the following statements regarding environmental labels? (Q33) by country

(% Agree)	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
When I buy a product for the first time, I read the information carefully	68,0*	62,5	67,4*	72,6*	53,0	59,9	85,9*	47,0	60,9	56,9
I read the information only when I buy a product for the first time	34,3	36,4	29,6	37,6	36,0	41,3*	41,4*	31,6	41,1*	38,0
I never look at the information on the label	9,1	13,8	14,0	12,4	12,9	19,1*	9,1	15,6	15,8	14,9

Base: Whole sample

Figure 47 How much do you agree with the following statements regarding why other people look at environmental labels? (Q34)



Base: Whole sample

Table 61 How much do you agree with the following statements regarding why other people look at environmental labels? (Q34) by socio-demographic variables

% Agree		To check if what said in advertisement is actually true	To check the features of a brand	To compare different classes of vehicles	To get a general idea of the product	To have an idea about consumption	To see if I can get a tax exemption or tax credit
Gender	Female	51,8*	52,9*	51,8*	52,4*	51,4*	51,3*
	Male	48,2	47,1	48,2	47,6	48,6	48,7
Age group	18 - 30	24,6	23,4	25,3	25,0	24,9	23,4
	31 - 50	43,1	45,3	44,9	44,7	45,0	45,0
	51 - 65	32,4*	31,3*	29,8	30,3*	30,1*	31,6*
Level of education completed	Primary or lower secondary education	8,8	8,2	7,8	8,0	8,0	8,3
	Upper secondary education	44,6*	43,5	43,0	43,7	43,6	44,2
	Tertiary education	46,6	48,3*	49,2*	48,3*	48,4*	47,5

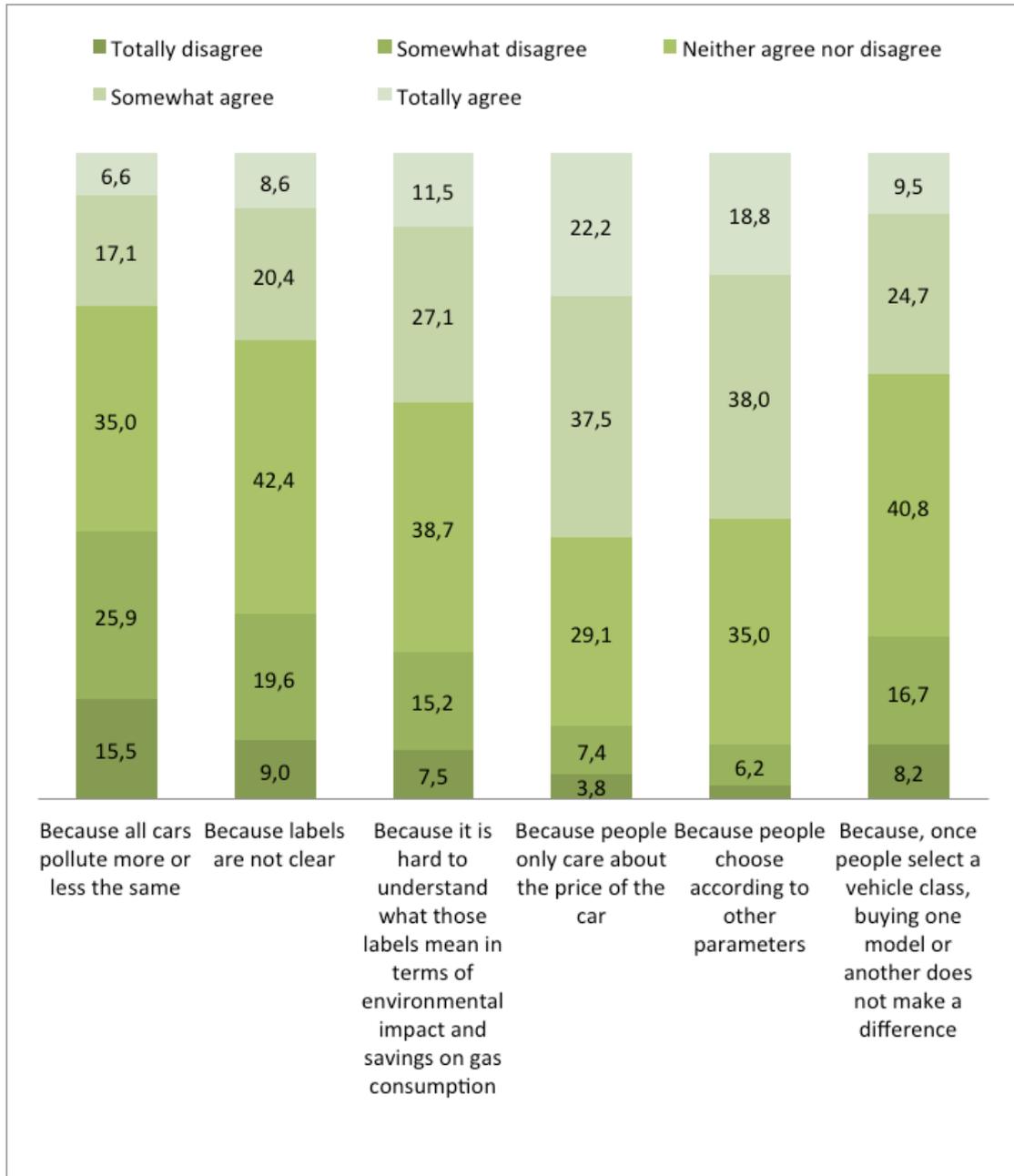
Base: Whole sample

Table 62 How much do you agree with the following statements regarding why other people look at environmental labels? (Q34) by country

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
To check if what said in advertisement is actually true	39,8	40,4	40,4	48,4*	32,5	48,0*	64,3*	24,9	52,6*	45,0
To check the features of a brand	60,0*	47,4	58,6	68,6*	42,3	60,1*	67,5*	37,1	62,8*	53,0
To compare different classes of vehicles	61,4	60,4	66,9*	68,4*	46,5	61,1	71,4*	41,1	63,1*	55,3
To get a general idea of the product	65,3	62,1	64,3	76,0*	52,9	66,8	79,3*	51,0	66,8	60,6
To have an idea about consumption	72,0	71,1	71,8	78,8*	66,4	74,8*	80,4*	56,6	71,0	65,1
To see if I can get a tax exemption or tax credit	53,4	52,5	47,5	60,0*	50,4	57,0*	55,9*	43,8	53,5	51,4

Base: Whole sample

Figure 48 How much do you agree with each of the following reasons for not using the information from environmental labels? (Q35)



Base: Whole sample

Table 63 How much do you agree with each of the following reasons for not using the information from environmental labels? (Q35) by socio-demographic variables

% Agree		Because all cars pollute more or less the same	Because labels are not clear	Because it is hard to understand what those labels mean in terms of environmental impact and savings on gas consumption	Because people only care about the price of the car	Because people choose according to other parameters	Because, once people select a vehicle class, buying one model or another does not make a difference
Gender	Female	51,3*	49,2	50,2	49,9	49,9	50,7
	Male	48,7	50,8	49,8	50,1	50,1	49,3
Age group	18 - 30	23,9	25,1	25,9	25,9	24,8	24,1
	31 - 50	44,7	43,6	43,1	44,3	44,6	43,5
	51 - 65	31,4*	31,4	31,0	29,8	30,6*	32,4*
Level of education completed	Primary or lower secondary education	9,4	7,9	8,7	8,7	8,7	9,4
	Upper secondary education	44,9	42,9	42,7	43,9	42,5	43,9
	Tertiary education	45,7	49,2	48,6	47,4	48,8*	46,7

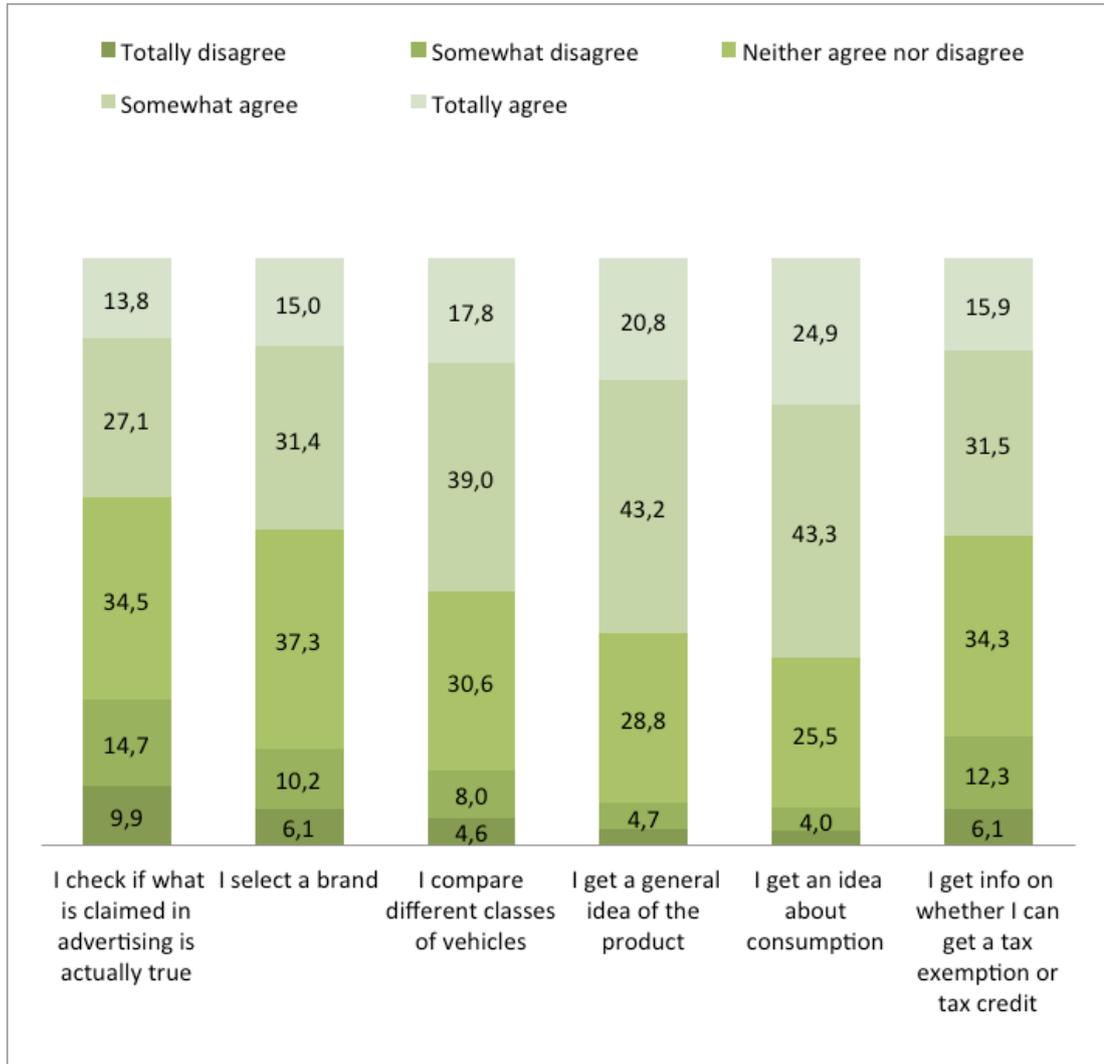
Base: Whole sample

Table 64 How much do you agree with each of the following reasons for not using the information from environmental labels? (Q35) by country

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
Because all cars pollute more or less the same	15,4	23,8	29,9*	25,8*	10,8	29,6*	28,6*	17,5	22,3	16,6
Because labels are not clear	19,3	32,1*	32,5*	26,3	16,1	41,6*	31,1*	24,1	25,6	23,3
Because it is hard to understand what those labels mean in terms of environmental impact and savings on gas consumption	32,9	40,4	43,8*	34,9	28,0	43,8*	42,5*	37,4	37,0	35,1
Because people only care about the price of the car	55,1	54,3	59,0	61,5	55,3	64,6*	65,9*	41,8	65,9*	60,1
Because people choose according to other parameters	61,6*	55,3	57,9	53,1	58,1	61,3*	61,3*	45,8	55,4	58,4
Because, once people select a vehicle class, buying one model or another does not make a difference	30,6	33,9	35,6	28,3	27,5	41,9*	43,6*	22,8	30,8	37,3*

Base: Whole sample

Figure 49 When you actually use the information of environmental labels, how much do you agree with the following statements? (Q36)



Base: Whole sample

Table 65 When you actually use the information of environmental labels, how much do you agree with the following statements? (Q36) by socio-demographic variables

(% Agree)		I check if what is claimed in advertising is actually true	I select a brand	I compare different classes of vehicles	I get a general idea of the product	I get an idea about consumption	I get info on whether I can get a tax exemption or tax credit
Gender	Female	49,9	51,6*	51,2*	50,6	50,1	50,4
	Male	50,1	48,4	48,8	49,4	49,9	49,6
Age group	18 - 30	24,3	23,3	24,4	24,2	24,5	22,8
	31 - 50	43,0	43,8	45,3	45,0	45,0	45,4
	51 - 65	32,7*	33,0*	30,3*	30,8*	30,5*	31,8*
Level of education completed	Primary or lower secondary education	8,3	8,7	7,8	7,9	7,9	8,1
	Upper secondary education	44,7*	44,6*	44,4*	43,2	43,5	44,5*
	Tertiary education	47,0	46,7	47,8	48,9*	48,6*	47,3

Base: Whole sample

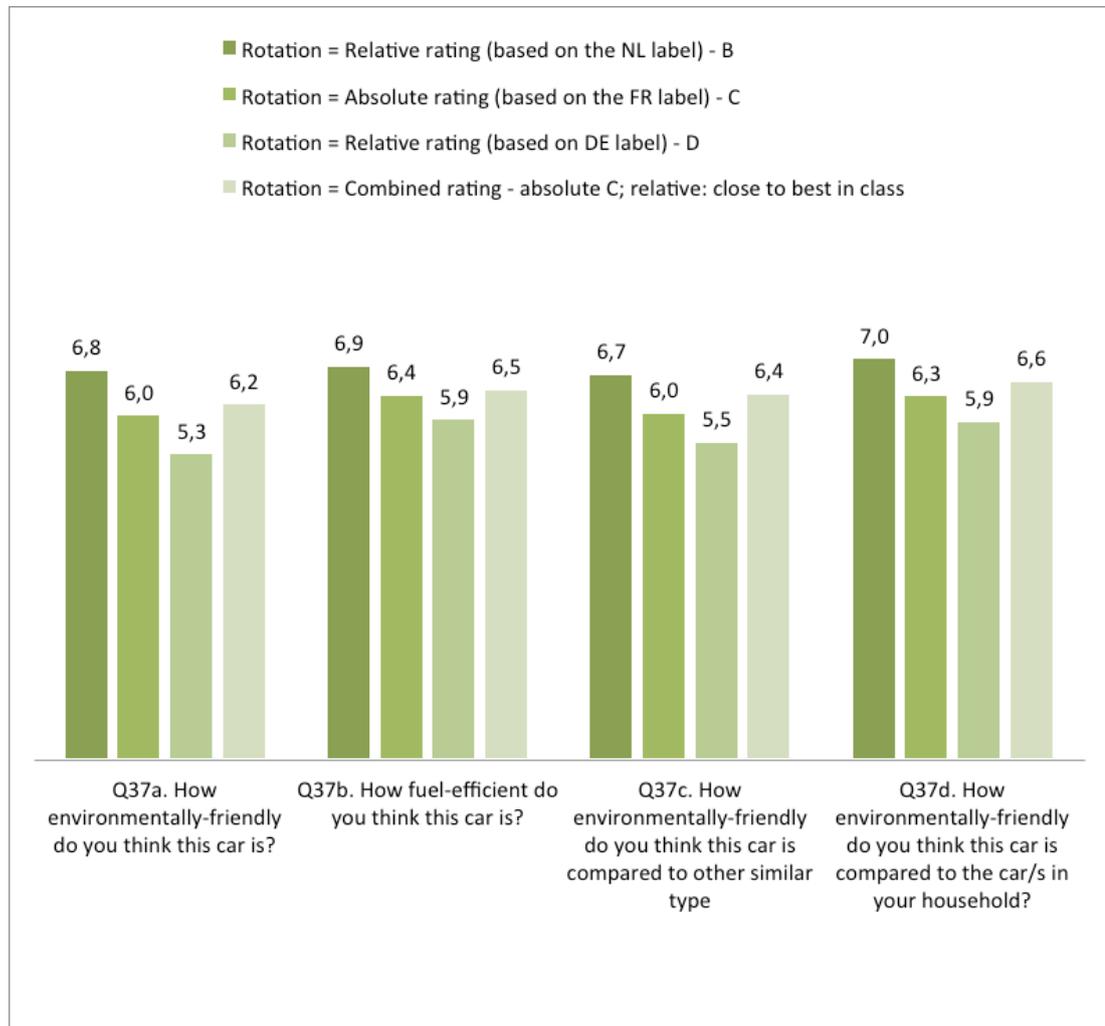
Table 66 When you actually use the information of environmental labels, how much do you agree with the following statements? (Q36) by country

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
I check if what is claimed in advertising is actually true	37,0	36,4	34,6	46,9*	23,9	51,1*	59,1*	20,9	50,6*	34,9
I select a brand	53,5*	43,6	48,3	49,1	40,0	56,6*	59,8*	29,9	48,4	35,3
I compare different classes of vehicles	51,9	56,5	60,8*	61,3*	41,4	65,8*	63,5*	31,4	63,0*	44,8
I get a general idea of the product	59,8	69,4*	61,1	72,1*	47,9	70,1*	76,4*	43,9	62,4	52,6
I get an idea about consumption	63,6	72,8*	66,6	74,9*	59,8	76,1*	78,9*	49,1	65,4	56,0
I get info on whether I can get a tax exemption or tax credit	46,5	49,1	38,4	54,9*	41,6	48,6	58,0*	37,3	53,5*	41,0

Base: Whole sample

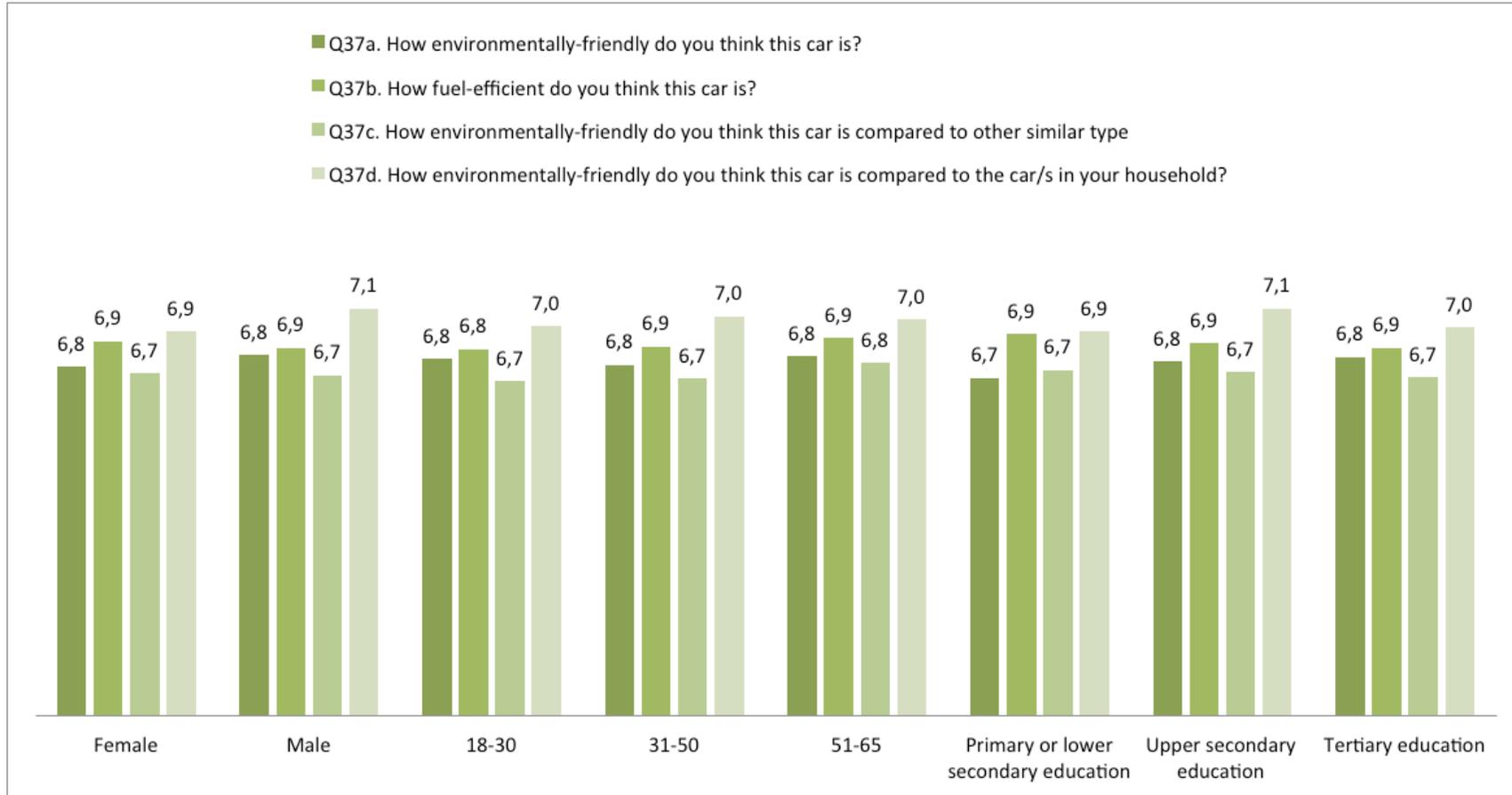
5.2 Test of existing labels

Figure 50 Please consider the car shown below together with its corresponding information (Q37)



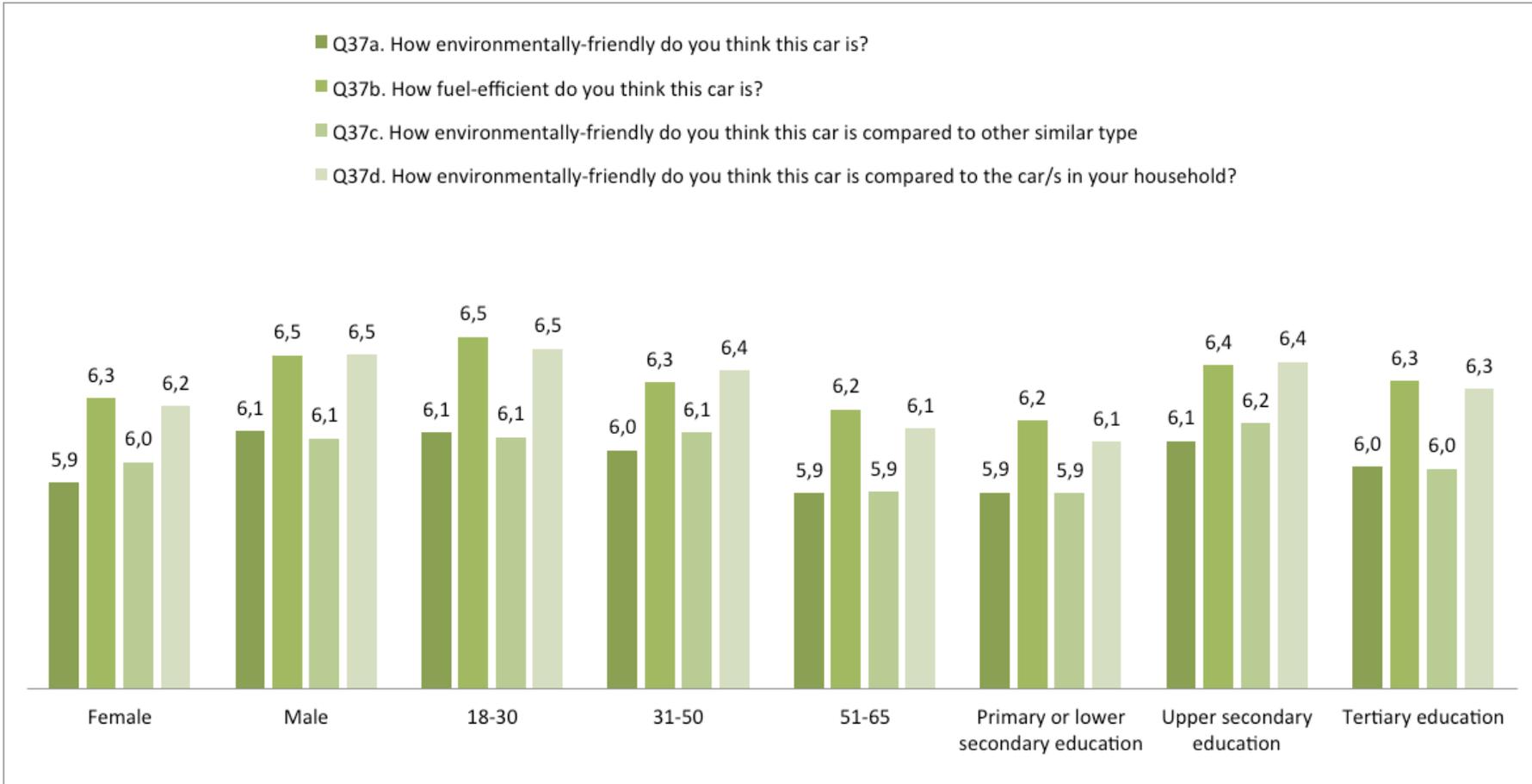
* The level of statistical significance of the means comparison is $p > 0.01$
 Base: Whole sample

Figure 51 Please consider the car shown below together with its corresponding information Rotation = Relative rating (based on the NL label) - B by socio-demographic variables (i)



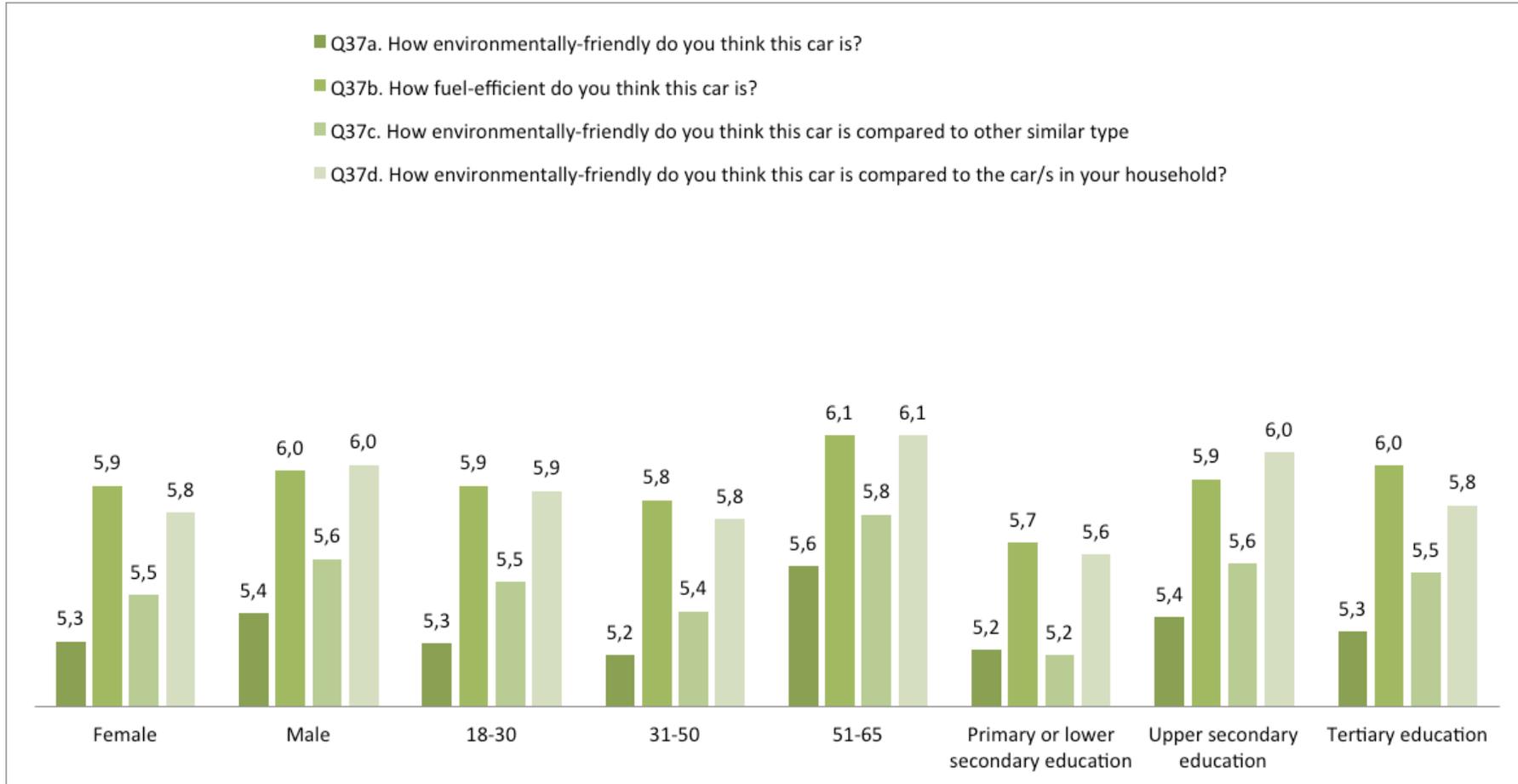
Base: Rotation (25% of whole sample)

Figure 52 Please consider the car shown below together with its corresponding information Rotation = Absolute rating (based on the FR label) - C by socio-demographic variables (ii)



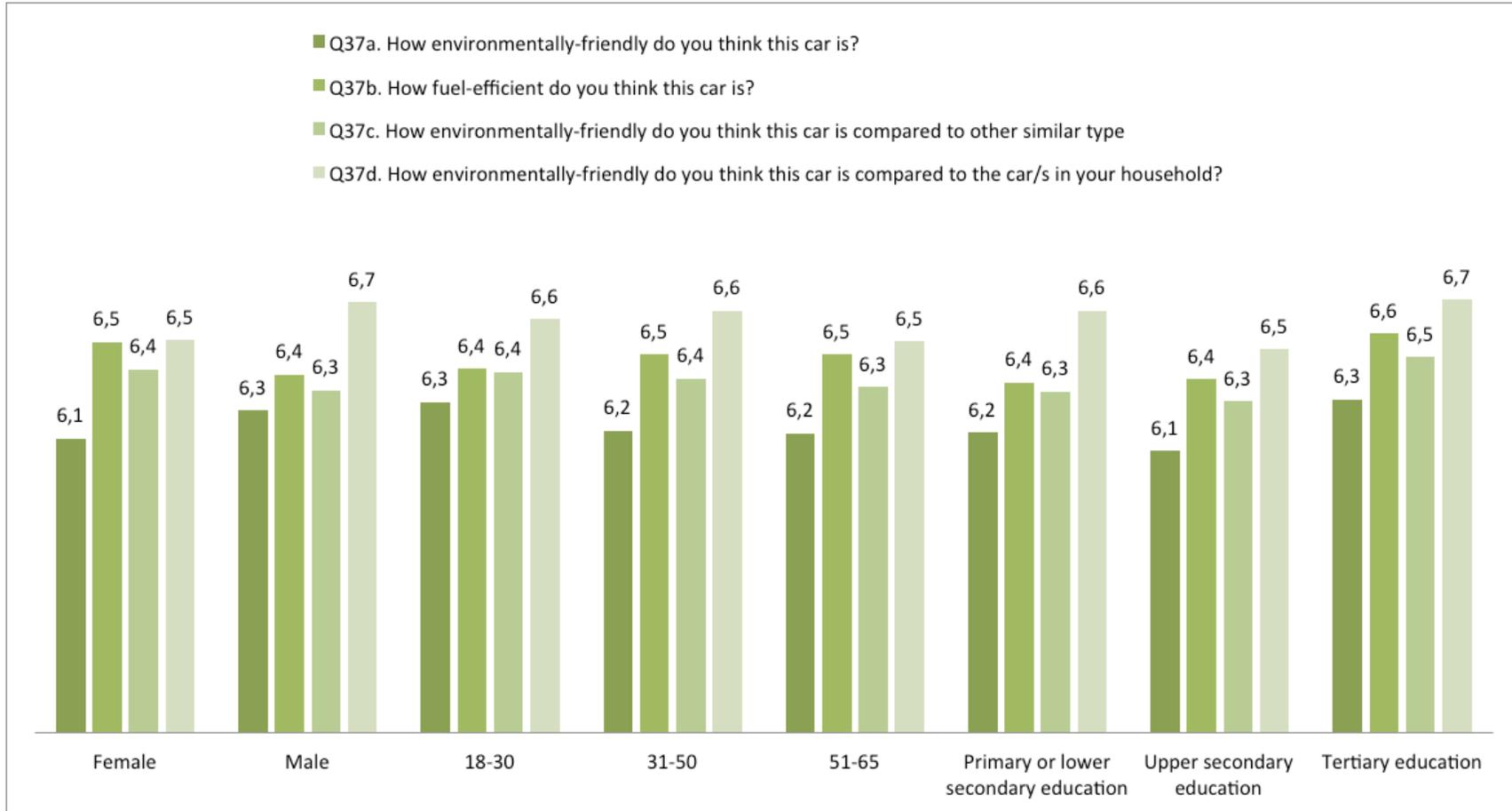
Base: Rotation (25% of whole sample)

Figure 53 Please consider the car shown below together with its corresponding information Rotation = Relative rating (based on DE label) - D by socio-demographic variables (iii)



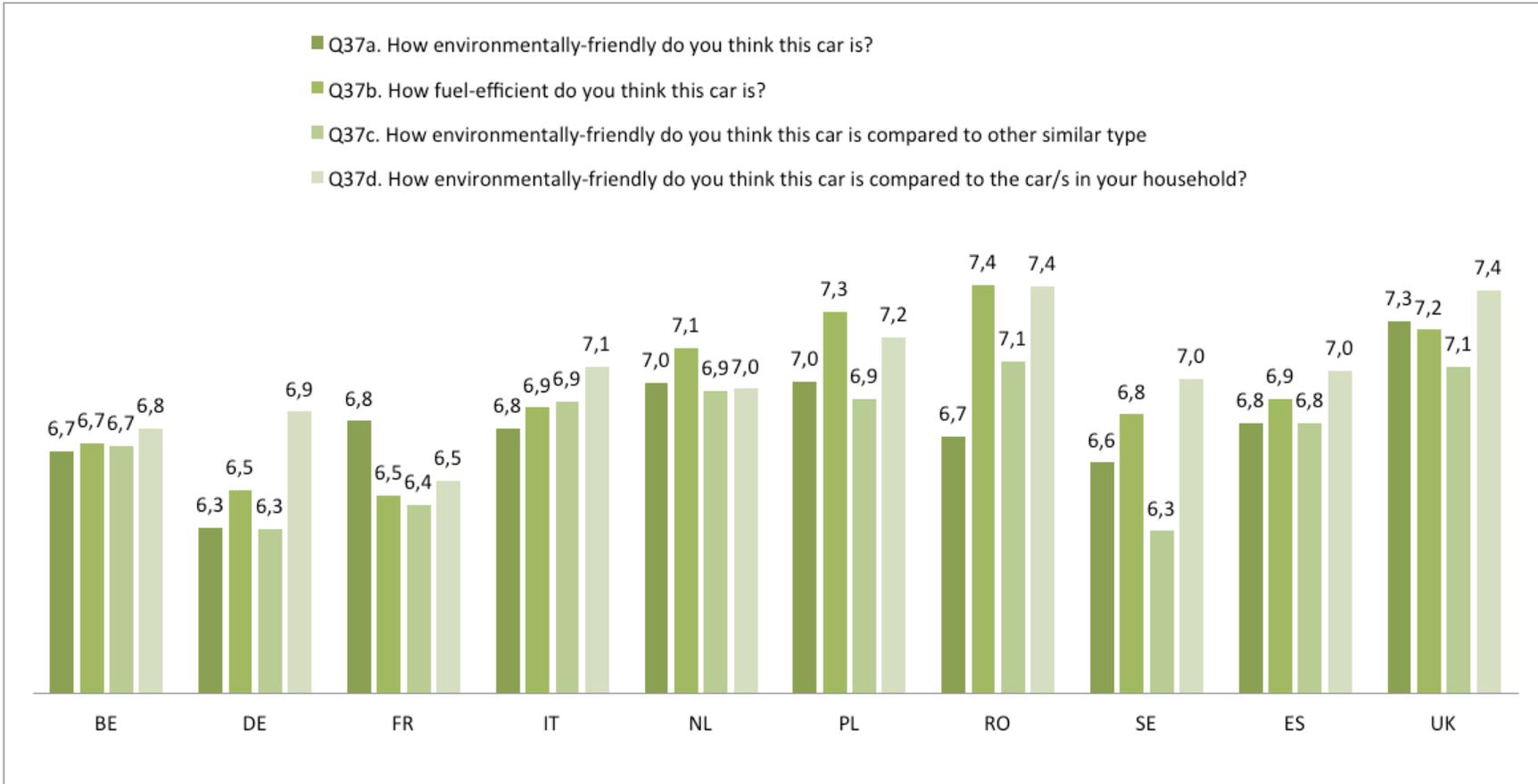
Base: Rotation (25% of whole sample)

Figure 54 Please consider the car shown below together with its corresponding information Rotation = Combined rating - absolute C; relative: close to best in class by socio-demographic variables (iv)



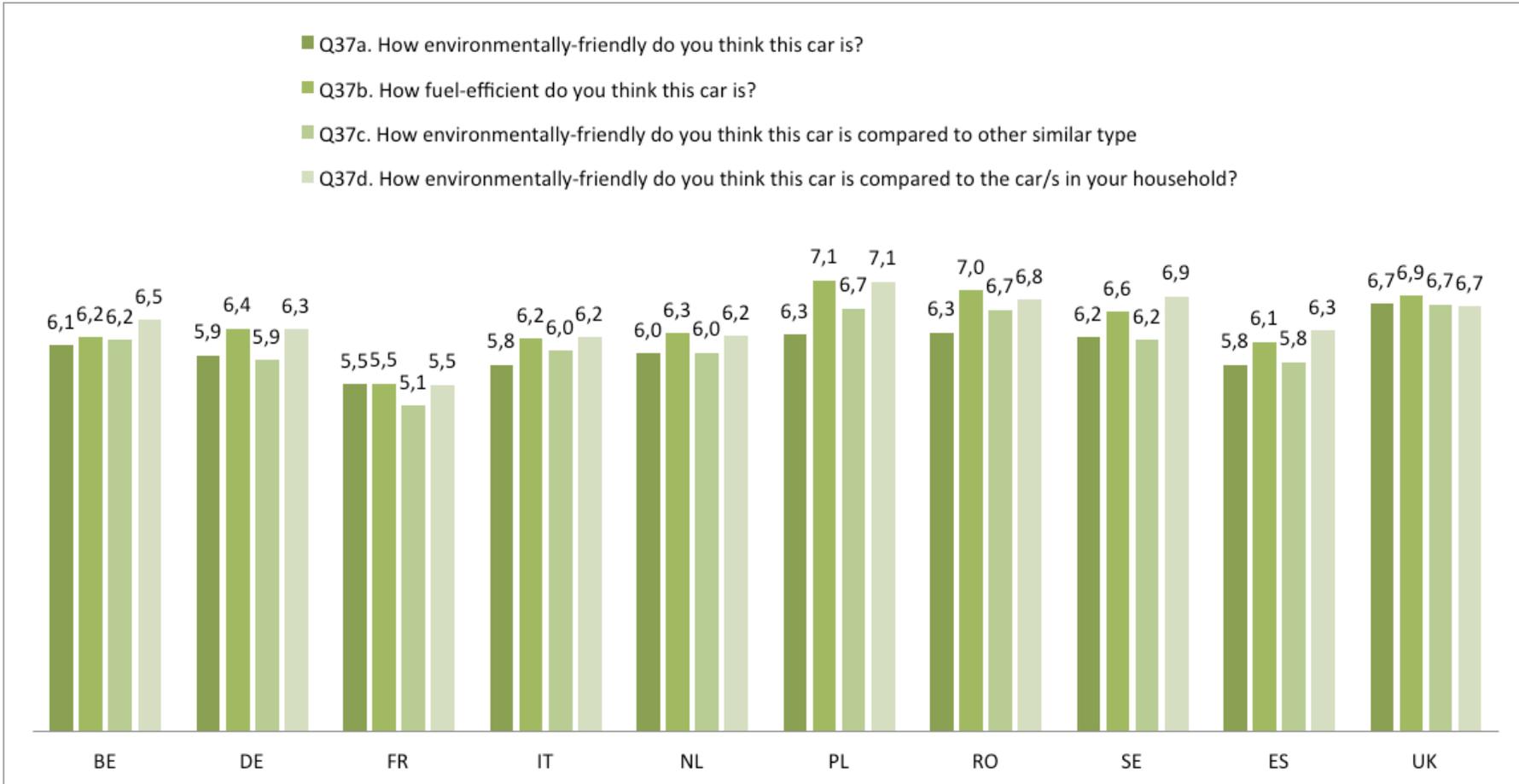
Base: Rotation (25% of whole sample)

Figure 55 Please consider the car shown below together with its corresponding information Rotation = Relative rating (based on the NL label) - B by country (i)



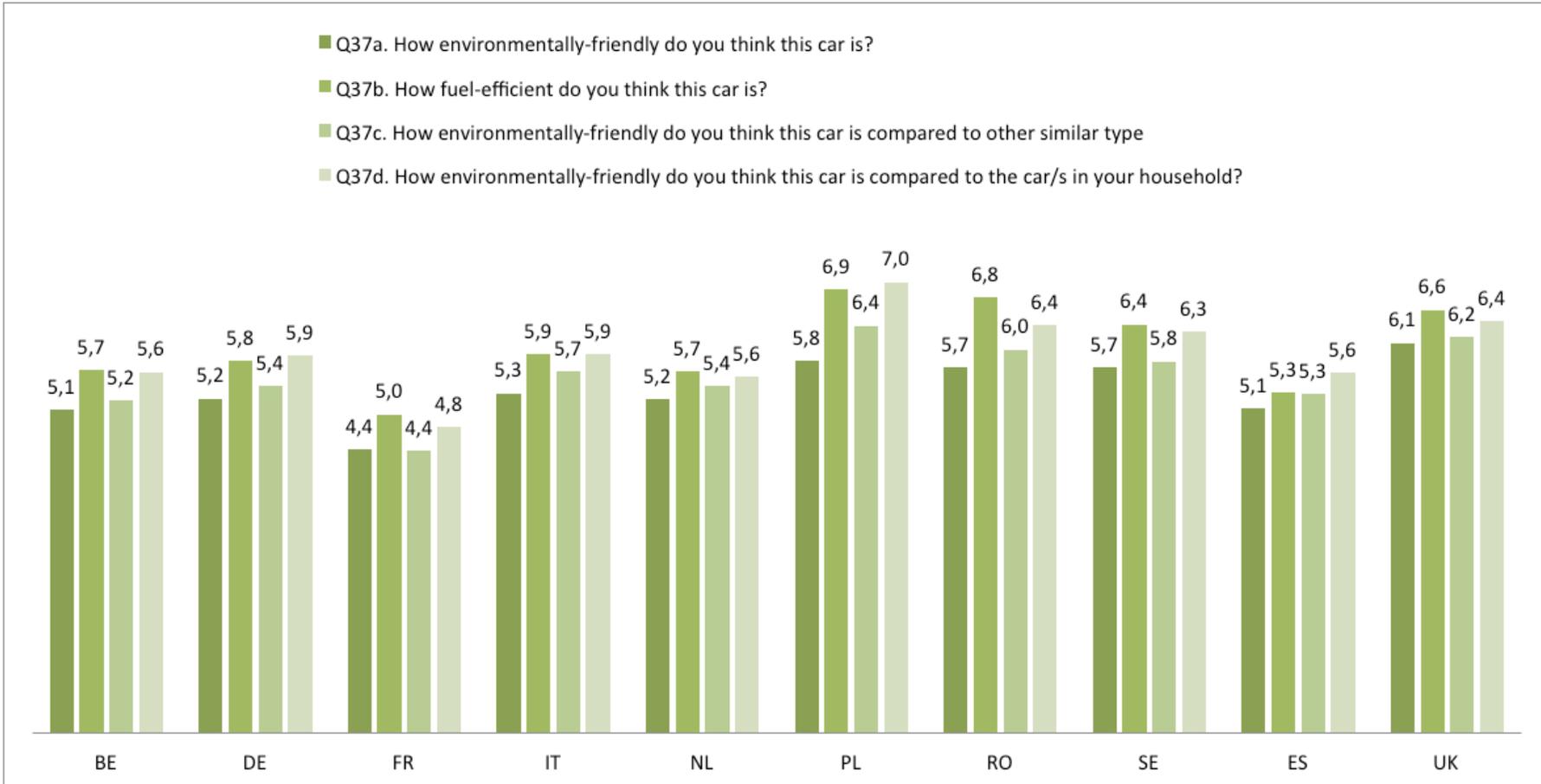
Base: Rotation (25% of whole sample)

Figure 56 Please consider the car shown below together with its corresponding information Rotation = Absolute rating (based on the FR label) - C by country (ii)



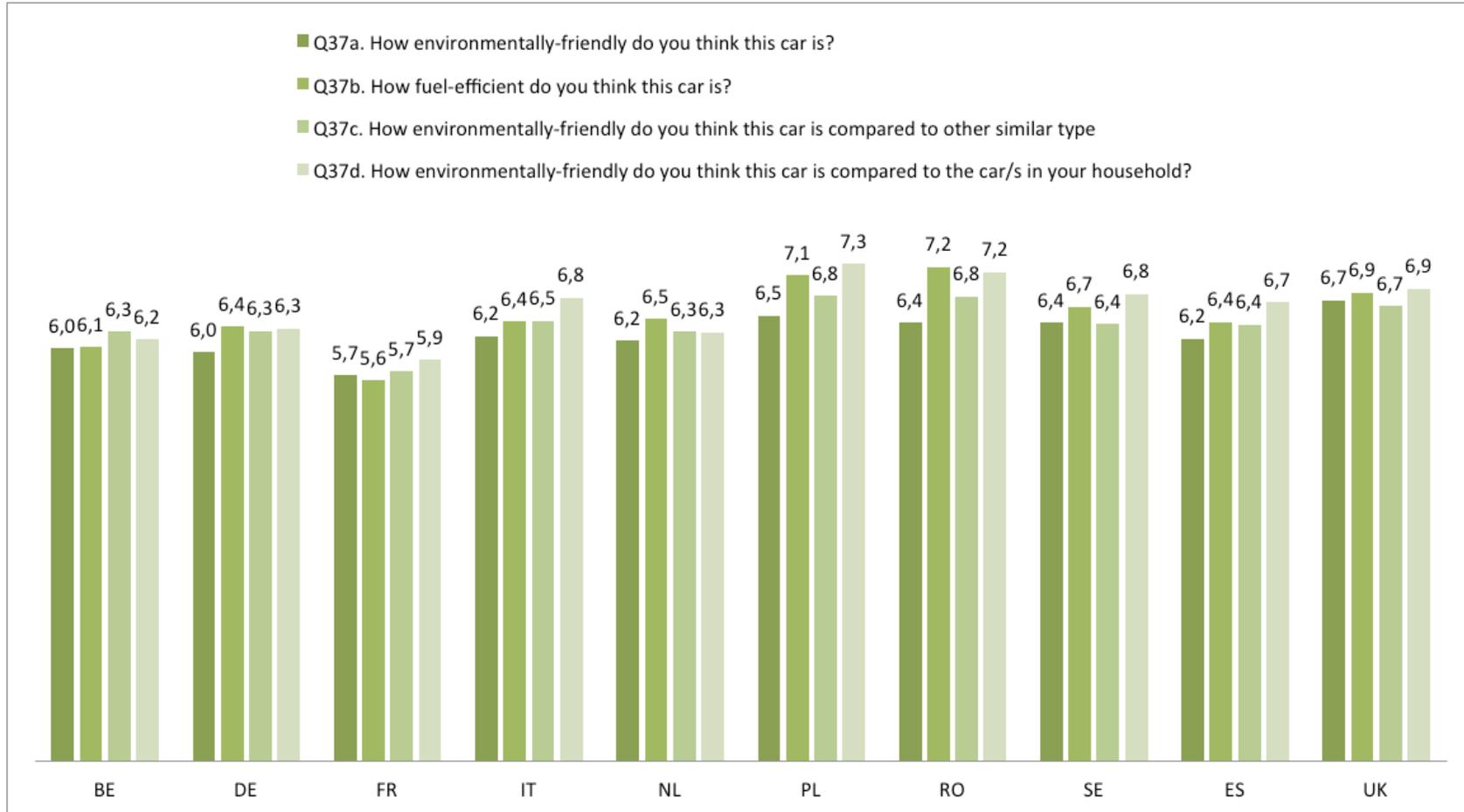
Base: Rotation (25% of whole sample)

Figure 57 Please consider the car shown below together with its corresponding information Rotation = Relative rating (based on DE label) - D by country (iii)



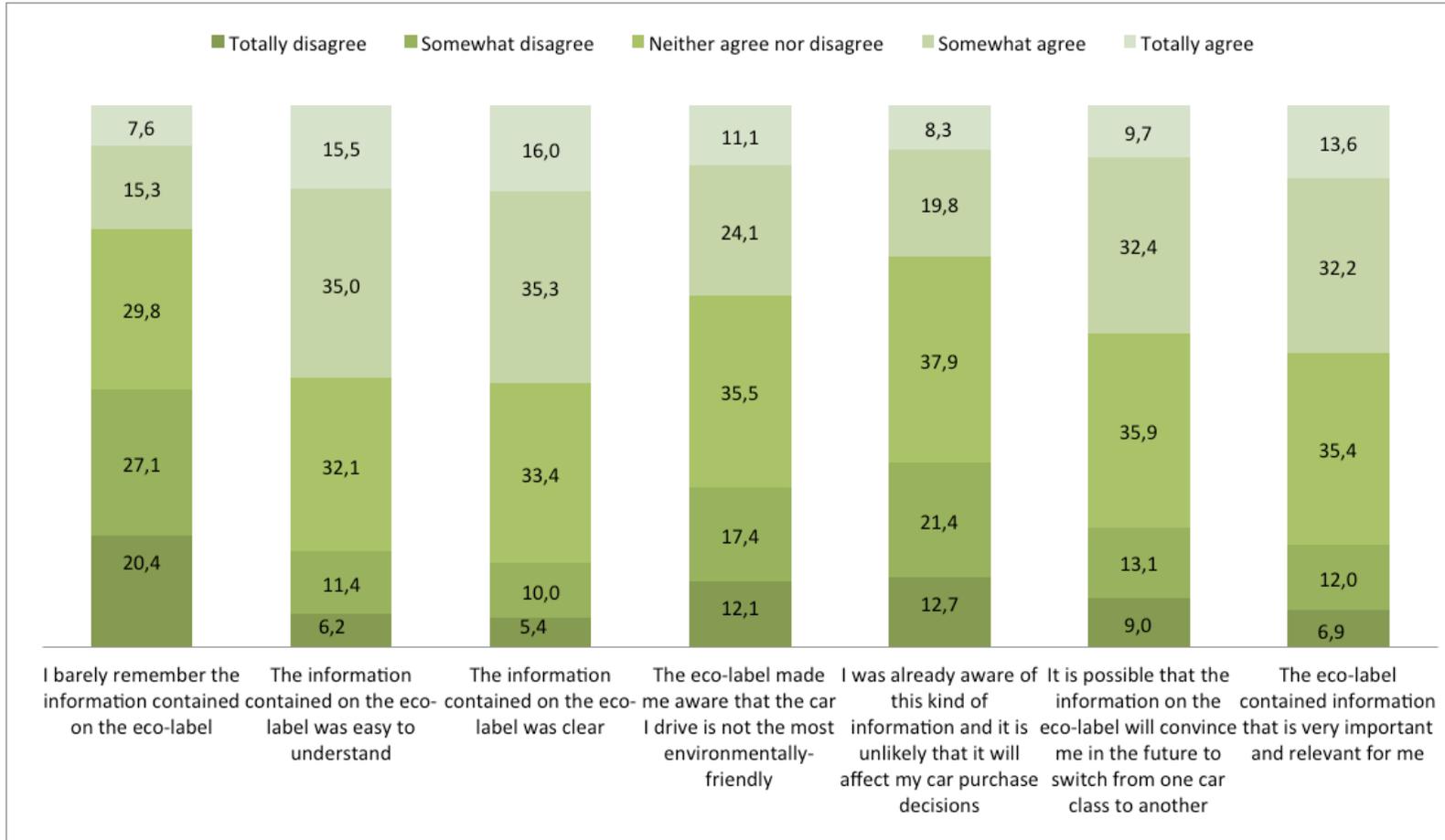
Base: Rotation (25% of whole sample)

Figure 58 Please consider the car shown below together with its corresponding information Rotation = Combined rating - absolute C; relative: close to best in class by country (iv)



Base: Rotation (25% of whole sample)

Figure 59 Please think about the eco-label that you have just seen. How much do you agree with each of the following statements regarding that eco-label? (Rotation = Relative rating (based on the NL label) - B)



Base: Rotation (25% of whole sample)

Table 67 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Relative rating (based on the NL label) - B) by socio-demographic variables (i)

% Agree		I barely remember the information contained on the eco-label	The information contained on the eco-label was easy to understand	The information contained on the eco-label was clear	The eco-label made me aware that the car I drive is not the most environmentally-friendly	I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	The eco-label contained information that is very important and relevant for me
Gender	Female	46,7	43,8	44,4	45,9	40,9	50,8	48,8
	Male	53,3*	56,2*	55,6*	54,1*	59,1*	49,2	51,2*
Age group	18 - 30	21,7	23,0	22,9	20,3	20,7	22,8	22,5
	31 - 50	42,1	46,6	46,5	49,0*	47,9	45,3	46,1
	51 - 65	36,2*	30,4	30,6	30,7	31,4*	31,9*	31,4*
Level of education completed	Primary or lower secondary education	11,0*	8,2	8,5	10,1	11,1*	9,6	9,2
	Upper secondary education	38,3	44,9*	45,0*	42,3	38,5	41,1	43,6
	Tertiary education	50,7*	46,9	46,4	47,6	50,4*	49,3	47,2

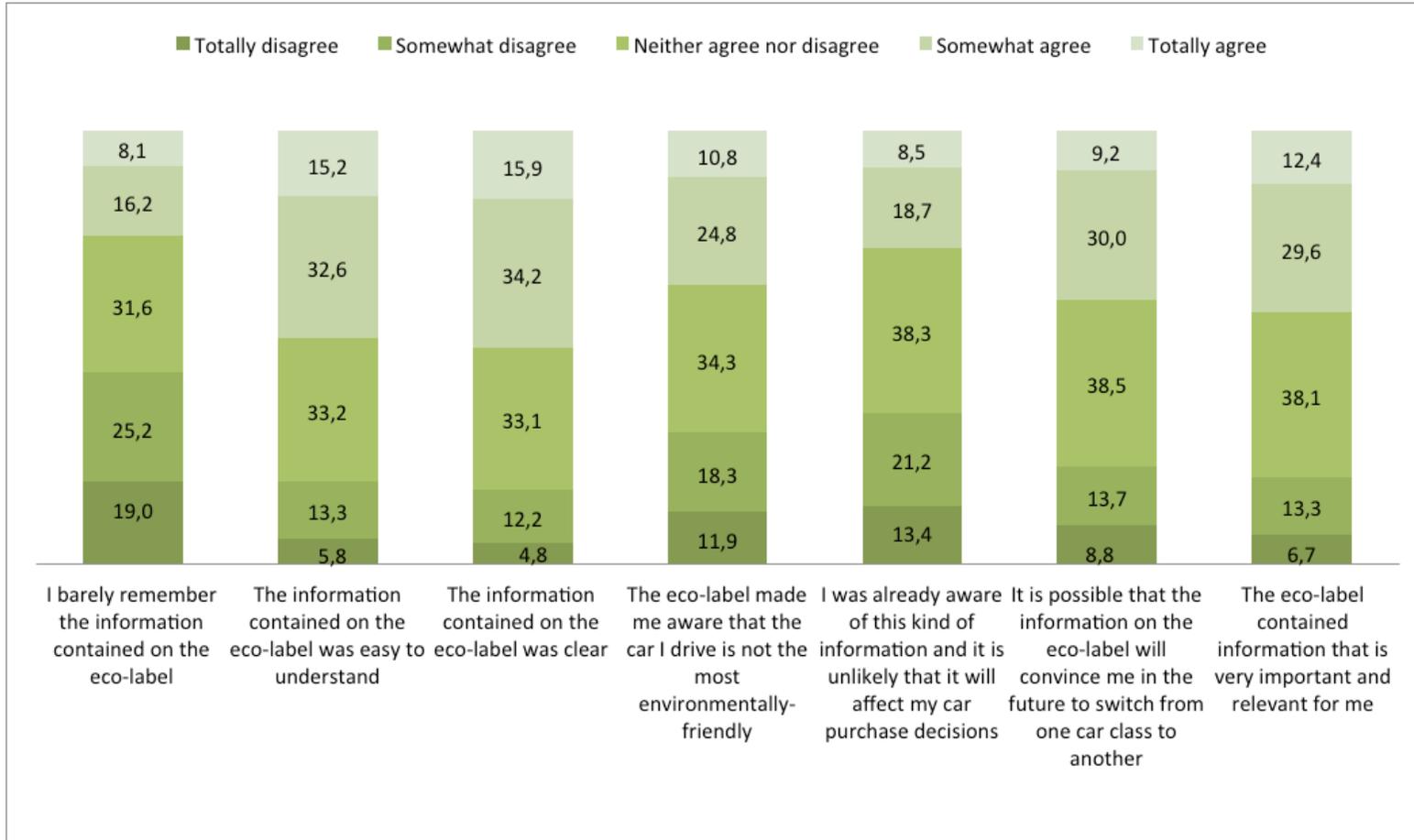
Base: Rotation (25% of whole sample)

Table 68 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Relative rating (based on the NL label) - B) by country (i)

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
I barely remember the information contained on the eco-label	29,5*	14,5	22,0	22,5	17,5	21,5	23,5	28,0*	25,5	23,5
The information contained on the eco-label was easy to understand	45,5	52,0	50,5	56,5*	43,5	54,5*	68,5*	36,0	52,0	45,5
The information contained on the eco-label was clear	45,0	52,5	48,5	58,0*	47,0	52,5	73,0*	37,0	52,0	46,5
The eco-label made me aware that the car I drive is not the most environmentally-friendly	26,0	29,0	27,5	41,0*	32,0	39,0	58,0*	19,0	46,5*	33,0
I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	27,5	26,5	24,0	29,5	34,5*	30,5	36,0*	21,5	25,0	25,5
It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	28,5	35,0	34,0	51,0*	31,0	52,0*	60,0*	34,0	57,0*	38,5
The eco-label contained information that is very important and relevant for me	37,0	48,0	39,0	55,0*	37,5	50,0	62,0*	36,0	51,0	42,5

Base: Rotation (25% of whole sample)

Figure 60 Please think about the eco-label that you have just seen. How much do you agree with each of the following statements regarding that eco-label? (Rotation = Absolute rating (based on the FR label) - C) (ii)



Base: Rotation (25% of whole sample)

Table 69 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Absolute rating (based on the FR label) – C) by socio-demographic variables (ii)

% Agree		I barely remember the information contained on the eco-label	The information contained on the eco-label was easy to understand	The information contained on the eco-label was clear	The eco-label made me aware that the car I drive is not the most environmentally-friendly	I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	The eco-label contained information that is very important and relevant for me
Gender	Female	50,7	44,2	46,0	46,0	40,2	49,2	48,3
	Male	49,3	55,8*	54,0*	54,0*	59,8*	50,8	51,7
Age group	18 - 30	32,0*	27,8	28,0	24,6	25,3	27,7	25,9
	31 - 50	36,7	43,9	43,9	44,8	40,5	44,3	44,5
	51 - 65	31,4*	28,3	28,1	30,6*	34,2*	28,0	29,6
Level of education completed	Primary or lower secondary education	6,9	7,1	7,0	6,8	7,9	7,1	7,2
	Upper secondary education	47,1*	41,8	43,6	46,9*	45,8	43,3	42,9
	Tertiary education	45,9	51,1*	49,3	46,3	46,3	49,6	49,9*

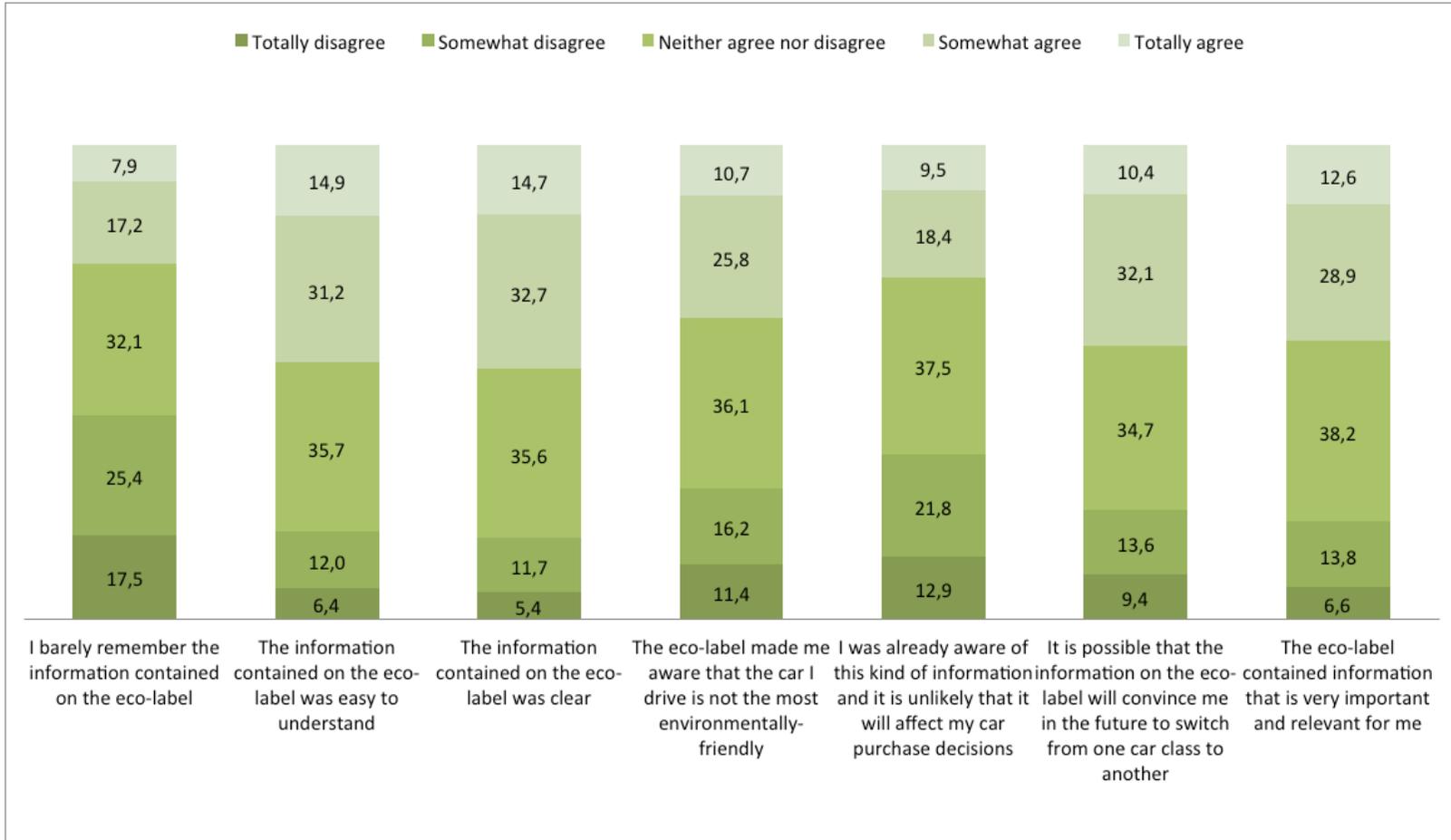
Base: Rotation (25% of whole sample)

Table 70 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Absolute rating (based on the FR label) – C) by country (ii)

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
I barely remember the information contained on the eco-label	28,0*	21,5	26,5	21,0	20,0	26,5	20,5	22,5	26,0	30,0*
The information contained on the eco-label was easy to understand	38,0	47,0	50,5	49,0	44,0	56,0*	63,0*	34,0	50,5	46,0
The information contained on the eco-label was clear	40,5	47,0	51,0	55,5*	45,5	59,0*	65,0*	38,5	49,5	48,5
The eco-label made me aware that the car I drive is not the most environmentally-friendly	25,0	31,0	30,5	41,5	30,5	45,5*	56,5*	22,5	46,0*	26,5
I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	25,0	29,0	24,0	22,5	31,5*	37,0*	30,0*	22,0	23,0	27,5
It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	33,5	28,5	35,5	42,0	31,5	50,0*	53,0*	29,5	53,0*	34,5
The eco-label contained information that is very important and relevant for me	34,0	38,5	42,0	45,5	42,0	49,0*	53,0*	32,5	46,0	37,0

Base: Rotation (25% of whole sample)

Figure 61 Please think about the eco-label that you have just seen. How much do you agree with each of the following statements regarding that eco-label? (Rotation = Relative rating (based on DE label) - D) (iii)



Base: Rotation (25% of whole sample)

Table 71 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Relative rating (based on DE label) - D) by socio-demographics (iii)

% Agree		I barely remember the information contained on the eco-label	The information contained on the eco-label was easy to understand	The information contained on the eco-label was clear	The eco-label made me aware that the car I drive is not the most environmentally-friendly	I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	The eco-label contained information that is very important and relevant for me
Gender	Female	48,0	42,4	41,7	44,6	39,6	50,2	48,6
	Male	52,0*	57,6*	58,3*	55,4*	60,4*	49,8	51,4
Age group	18 - 30	32,6*	29,6	29,8*	28,9	24,5	28,4	27,6
	31 - 50	39,3	43,4	44,0	42,6	41,1	43,8	42,7
	51 - 65	28,1	27,0	26,3	28,5	34,4*	27,9	29,7
Level of education completed	Primary or lower secondary education	8,5	7,5	8,0	9,4	8,7	7,2	8,1
	Upper secondary education	40,6	43,7	45,0	43,5	43,1	44,0	41,1
	Tertiary education	50,9*	48,8	47,1	47,2	48,2	48,8	50,8*

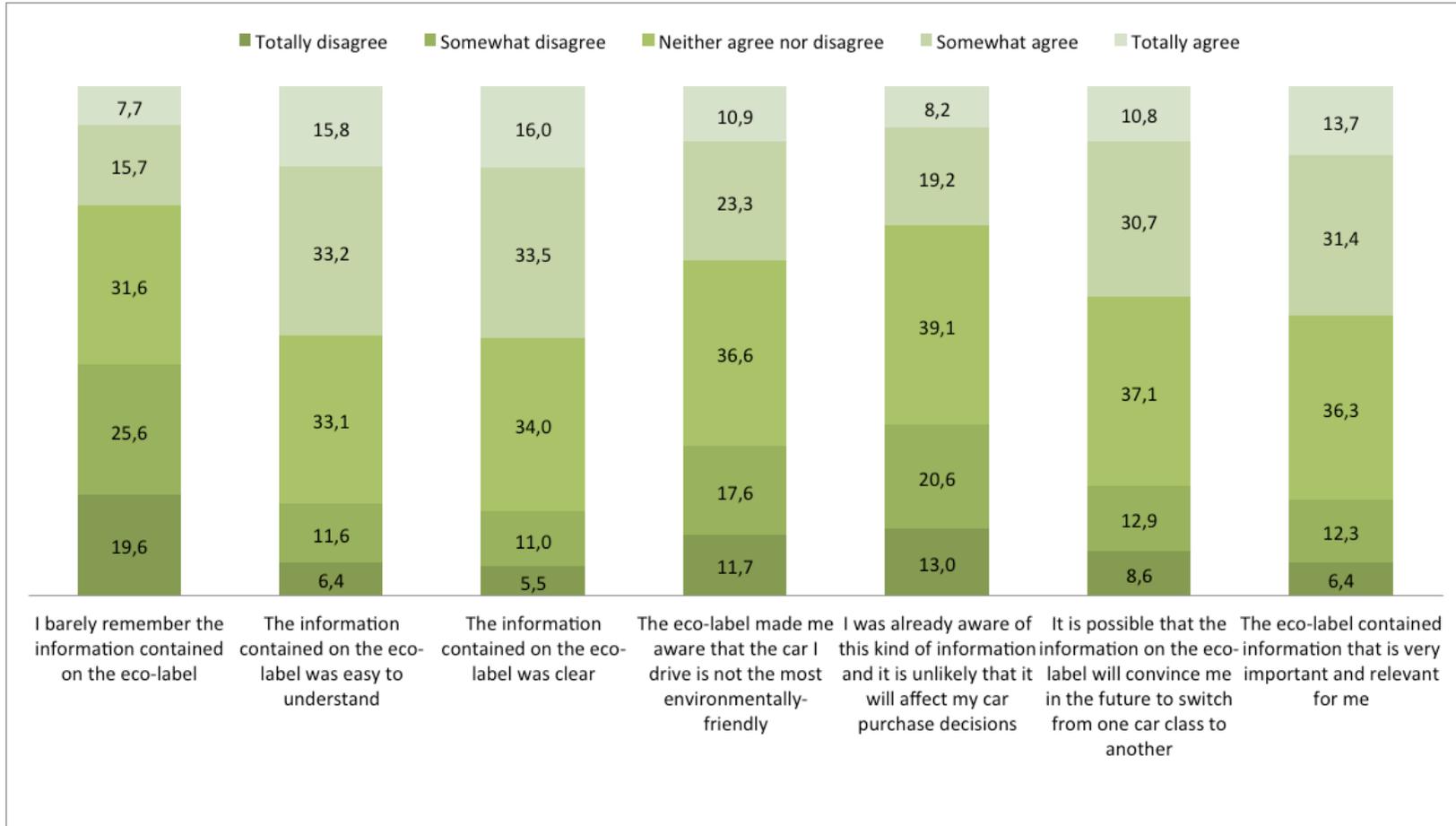
Base: Rotation (25% of whole sample)

Table 72 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Relative rating (based on DE label) - D) by country (iii)

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
I barely remember the information contained on the eco-label	33,0*	18,5	22,5	29,5*	19,5	23,0	18,0	27,5	26,0	32,5*
The information contained on the eco-label was easy to understand	36,5	41,5	46,0	54,5*	35,5	51,5	62,5*	31,5	55,5*	45,0
The information contained on the eco-label was clear	36,5	39,5	44,5	53,5	42,0	60,0*	61,0*	40,0	56,5*	40,0
The eco-label made me aware that the car I drive is not the most environmentally-friendly	26,5	24,5	30,5	38,5	29,0	48,5*	57,5*	24,0	51,5*	34,0
I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	27,5	27,5	24,5	28,5	25,5	36,5*	28,5	23,5	26,5	30,5*
It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	33,5	31,0	35,0	49,0*	28,0	55,0*	60,5*	33,0	58,0*	41,5
The eco-label contained information that is very important and relevant for me	34,5	37,0	37,0	48,0*	31,0	56,5*	55,0*	28,0	48,5*	38,5

Base: Rotation (25% of whole sample)

Figure 62 Please think about the eco-label that you have just seen. How much do you agree with each of the following statements regarding that eco-label? (Rotation = Combined rating - absolute C; relative: close to best in class) (iv)



Base: Rotation (25% of whole sample)

Table 73 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Combined rating - absolute C; relative: close to best in class) by socio-demographics (iv)

% Agree		I barely remember the information contained on the eco-label	The information contained on the eco-label was easy to understand	The information contained on the eco-label was clear	The eco-label made me aware that the car I drive is not the most environmentally-friendly	I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	The eco-label contained information that is very important and relevant for me
Gender	Female	53,4*	48,7	48,0	47,7	45,0	52,6*	51,7
	Male	46,6	51,3	52,0*	52,3*	55,0*	47,4	48,3
Age group	18 - 30	21,6	21,5	21,1	23,0	26,2	23,4	21,2
	31 - 50	50,5*	48,4	48,1	45,3	46,5	45,8	46,9
	51 - 65	27,8	30,1	30,8*	31,7*	27,3	30,8	31,8*
Level of education completed	Primary or lower secondary education	9,7	7,7	8,8	9,3	9,7	7,8	6,7
	Upper secondary education	42,5	41,9	41,3	42,1	40,4	42,1	44,2
	Tertiary education	47,9	50,4*	49,9*	48,6	49,8	50,2*	49,2

Base: Rotation (25% of whole sample)

Table 74 How much do you agree with each of the following statements regarding that eco-label? (Rotation = Combined rating - absolute C; relative: close to best in class) by country (iv)

% Agree	BE	DE	FR	IT	NL	PL	RO	SE	ES	UK
I barely remember the information contained on the eco-label	26,0	22,0	24,5	18,0	15,5	22,5	18,5	31,0*	23,0	32,0*
The information contained on the eco-label was easy to understand	43,0	44,5	44,5	61,0*	42,0	58,0*	70,0*	38,5	46,0	42,5
The information contained on the eco-label was clear	43,0	44,5	42,0	57,5*	47,5	58,5*	69,5*	42,0	43,5	47,0
The eco-label made me aware that the car I drive is not the most environmentally-friendly	25,5	28,0	23,0	41,0*	27,0	44,0*	59,5*	25,5	36,5	31,5
I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	24,0	29,0	24,0	26,0	30,0	32,5*	31,5*	22,5	22,5	31,5*
It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	31,0	36,5	30,0	49,0*	29,0	55,5*	61,0*	34,0	50,5*	38,0
The eco-label contained information that is very important and relevant for me	38,5	41,0	33,0	57,0*	42,5	51,0	66,5*	33,0	46,0	41,5

Base: Rotation (25% of whole sample)

