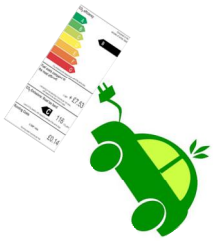
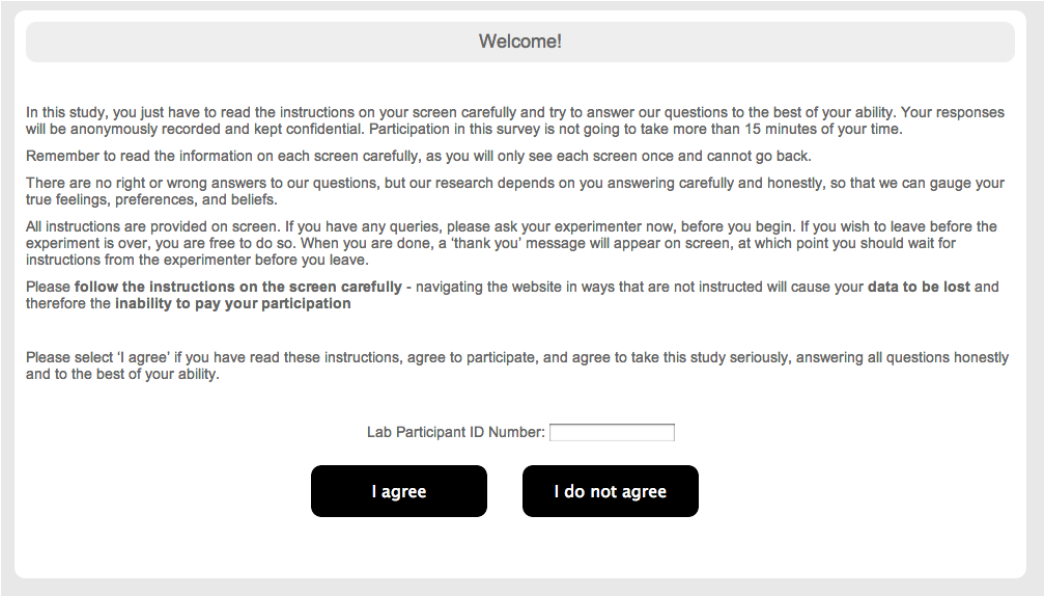
Testing CO2/Car labelling options and consumer information

Annex VI Laboratory experiment protocol



Laboratory Experiment Protocol

Page 1



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PLEASE, ANSWER THE FOLLOWING QUESTIONS

Gender	○ male ○ female
Age	____ years old
What is the highest level of education you have completed?	○ Primary or lower secondary education [ISCED 0,1 or 2] ○ Upper secondary education [ISCED 3 or 4] ○ Tertiary education [ISCED 5 or 6]
Marital status	○ Single / Divorced / Widowed ○ Married or living with partner
Do you have children living with you at home?	○ yes ○ no
What is the average net either monthly or annual income of your household in pounds?	GBP ____ Monthly GBP ____ Annual
In your household, which best describes your role in the purchasing of a car?	○ I am the only person who decides what car to buy in my household ○ I share the car purchase decision-making with other members of the household ○ I never participate in the purchase process of a car in my household
When was the last car purchased in your household?	◉ In the last year (12 months) ○ Between 1 and 2 years ago ○ Between 2 and 5 years ago ○ More than 5 years ago ○ We have never bought a car at home
Thinking of the last car bought in your household, who is the primary user?	◉ Myself ○ Other family member ○ Shared ownership

NEXT

PLEASE, ANSWER THE FOLLOWING QUESTIONS

For each of the statements below, please indicate whether or not the statement is characteristic of you. If the statement is extremely uncharacteristic of you (not at all like you) please fill-in a "1" on the answer sheet; if the statement is extremely characteristic of you (very much like you) please fill-in a "5" on the answer sheet. And, of course, use the numbers in the middle if you fall between the extremes.

1=extremely uncharacteristic
2=somewhat uncharacteristic
3=uncertain
4=somewhat characteristic
5=extremely characteristic

	extremely uncharacteristic				extremely characteristic
I consider how things might be in the future, and try to influence those things with my day to day behavior.	○ 1	○ 2	○ 3	○ 4	○ 5
Often I engage in a particular behavior in order to achieve outcomes that may not give results for many years.	○ 1	○ 2	○ 3	○ 4	○ 5
I only act to satisfy immediate concerns, figuring the future will take care of itself.	○ 1	○ 2	○ 3	○ 4	○ 5
My behavior is only influenced by the immediate (i.e., a matter of days or weeks) outcomes of my actions.	○ 1	○ 2	○ 3	○ 4	○ 5
My convenience is a big factor in the decisions I make or the actions I take.	○ 1	○ 2	○ 3	○ 4	○ 5
I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes.	○ 1	○ 2	○ 3	○ 4	○ 5
I think it is important to take warnings about negative outcomes seriously, even if the negative outcome will not occur for many years.	○ 1	○ 2	○ 3	○ 4	○ 5
I think it is more important to exhibit a behavior which has important distant consequences than exhibit a behavior that has less-important immediate consequences.	○ 1	○ 2	○ 3	○ 4	○ 5
I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis level.	○ 1	○ 2	○ 3	○ 4	○ 5
I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time.	○ 1	○ 2	○ 3	○ 4	○ 5
I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date.	○ 1	○ 2	○ 3	○ 4	○ 5
Since my day to day work has specific outcomes, it is more important to me than behavior that has distant outcomes.	○ 1	○ 2	○ 3	○ 4	○ 5

NEXT

PLEASE, ANSWER THE FOLLOWING QUESTIONS

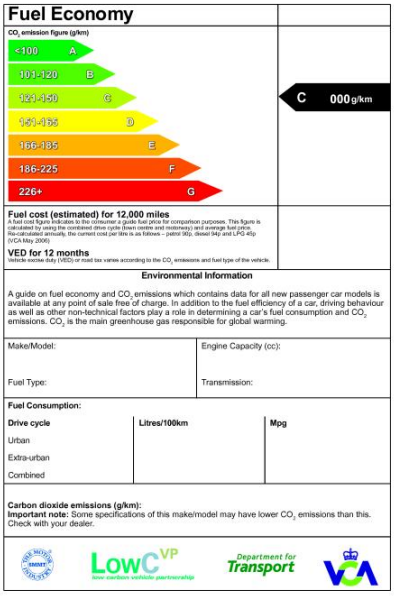
Thinking about the environment, how much do you agree with each of the following statements? Please use a scale from 1 to 5 in which 1 means you strongly disagree and 5 you strongly agree with that statement.

	Strongly Disagree				Strongly Agree
We are approaching the limit of the number of people the Earth can support	1	2	3	4	5
Humans have the right to modify the natural environment to suit their needs	1	2	3	4	5
When humans interfere with nature it often produces disastrous consequences	1	2	3	4	5
Human ingenuity will insure that we do NOT make the Earth unlivable	1	2	3	4	5
Humans are severely abusing the environment	1	2	3	4	5
The earth has plenty of natural resources if we just learn how to develop them	1	2	3	4	5
Plants and animals have as much right as humans to exist	1	2	3	4	5
The balance of nature is strong enough to cope with the impacts of modern industrial nations	1	2	3	4	5
Despite our special abilities humans are still subject to the laws of nature	1	2	3	4	5
The so-called "ecological crisis" facing humankind has been greatly exaggerated	1	2	3	4	5
The earth is like a spaceship with very limited room and resources	1	2	3	4	5
Humans were meant to rule over the rest of nature	1	2	3	4	5
The balance of nature is very delicate and easily upset	1	2	3	4	5
Humans will eventually learn enough about how nature works to be able to control it	1	2	3	4	5
If things continue on their present course, we will soon experience a major ecological catastrophe	1	2	3	4	5

NEXT

PLEASE, ANSWER THE FOLLOWING QUESTIONS

The following questions concern Car Labels containing information on cars fuel consumption, CO2 emissions, and more broadly about the environmental impact of cars. According to a directive of the European Commission, car manufacturers should mandatorily show these labels next to all new cars offered for sale. Here's a few examples of such labels:



Fuel Economy

CO_2 emission figure (g/km)

<100	A	
101-120	B	
121-150	C	C 000 g/km
151-165	D	
166-185	E	
186-225	F	
226+	G	

Fuel cost (estimated) for 12,000 miles

A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated using the combined drive cycle (town centre and motorway) and average fuel price. Re-calculated annually, the current cost per litre is as follows – petrol 90p, diesel 94p and LPG 45p (VCA May 2006)

VED for 12 months

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

Environmental Information

A guide on fuel economy and CO_2 emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO_2 emissions. CO_2 is the main greenhouse gas responsible for global warming.

Make/Model:	Engine Capacity (cc):
Fuel Type:	Transmission:

Fuel Consumption:

Drive cycle	Litres/100km	Mpg
Urban		
Extra-urban		
Combined		

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

LowC VP low carbon vehicle partnership — Department for Transport — VCA

How much do you agree with the following statements? Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with that statement.

	Completely Disagree				Completely Agree
I am familiar with car labels	1	2	3	4	5
Car labels are easily recognizable for me	1	2	3	4	5
I am unfamiliar with car labels	1	2	3	4	5
Car label are symbols of a product reliability	1	2	3	4	5
I believe that the information contained in car labels is truthful	1	2	3	4	5
I believe that the information contained in car labels is sufficient	1	2	3	4	5
I don't trust the information of car labels	1	2	3	4	5

Now think about the environmental labels and other information on many energy-intensive products or products that generate pollution, such as labels on home appliances like washing machines or refrigerators. How much do you agree with the following statements regarding environmental labels? Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with that statement.

	Completely Disagree				Completely Agree
When I buy a product for the first time, I read the information carefully	1	2	3	4	5
I read the information only when I buy a product for the first time	1	2	3	4	5
I never look at the information on the label	1	2	3	4	5

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PLEASE, ANSWER THE FOLLOWING QUESTIONS

People often claim they do not consider the information provided by the environmental label when buying a car. How much do you agree with each of the following reasons for not using the information from environmental labels? Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with that statement.

	Completely Disagree				Completely Agree
Because all cars pollute more or less the same	1	2	3	4	5
Because labels are not clear	1	2	3	4	5
Because it is hard to understand what those labels mean in terms of environmental impact and savings on gas consumption	1	2	3	4	5
Because people only care about the price of the car	1	2	3	4	5
Because people choose according to other parameters	1	2	3	4	5
Because, once people select a vehicle class, buying one model or another does not make a difference	1	2	3	4	5

When you actually use the information of environmental labels, how much do you agree with the following statements?
Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with that statement.

	Completely Disagree				Completely Agree
I check if what is claimed in advertising is actually true	1	2	3	4	5
I select a brand	1	2	3	4	5
I compare different classes of vehicles	1	2	3	4	5
I get a general idea of the product	1	2	3	4	5
I get an idea about consumption	1	2	3	4	5
I get info on whether I can get a tax exemption or tax credit	1	2	3	4	5

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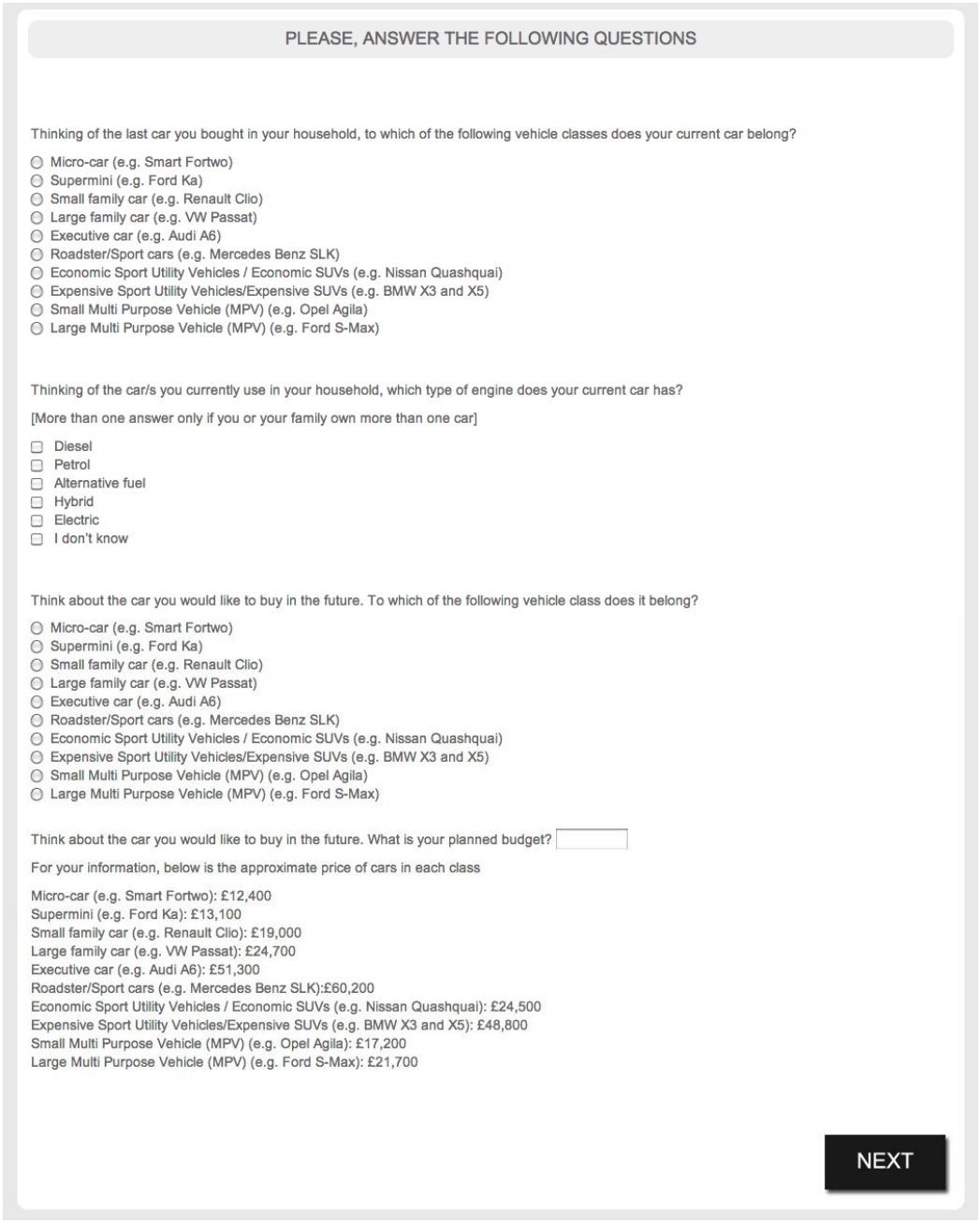

PLEASE, ANSWER THE FOLLOWING QUESTIONS

Thinking of the last car you bought in your household, to which of the following vehicle classes does your current car belong?

- ○ Micro-car (e.g. Smart Fortwo)
- ○ Supermini (e.g. Ford Ka)
- ○ Small family car (e.g. Renault Clio)
- ○ Large family car (e.g. VW Passat)
- ○ Executive car (e.g. Audi A6)
- ○ Roadster/Sport cars (e.g. Mercedes Benz SLK)
- ○ Economic Sport Utility Vehicles / Economic SUVs (e.g. Nissan Quashquai)
- ○ Expensive Sport Utility Vehicles/Expensive SUVs (e.g. BMW X3 and X5)
- ○ Small Multi Purpose Vehicle (MPV) (e.g. Opel Agila)
- ○ Large Multi Purpose Vehicle (MPV) (e.g. Ford S-Max)

Thinking of the car/s you currently use in your household, which type of engine does your current car has?

[More than one answer only if you or your family own more than one car]

- ☐ Diesel
- ☐ Petrol
- ☐ Alternative fuel
- ☐ Hybrid
- ☐ Electric
- ☐ I don't know

Think about the car you would like to buy in the future. To which of the following vehicle class does it belong?

- ○ Micro-car (e.g. Smart Fortwo)
- ○ Supermini (e.g. Ford Ka)
- ○ Small family car (e.g. Renault Clio)
- ○ Large family car (e.g. VW Passat)
- ○ Executive car (e.g. Audi A6)
- ○ Roadster/Sport cars (e.g. Mercedes Benz SLK)
- ○ Economic Sport Utility Vehicles / Economic SUVs (e.g. Nissan Quashquai)
- ○ Expensive Sport Utility Vehicles/Expensive SUVs (e.g. BMW X3 and X5)
- ○ Small Multi Purpose Vehicle (MPV) (e.g. Opel Agila)
- ○ Large Multi Purpose Vehicle (MPV) (e.g. Ford S-Max)

Think about the car you would like to buy in the future. What is your planned budget?

For your information, below is the approximate price of cars in each class

Micro-car (e.g. Smart Fortwo): £12,400
Supermini (e.g. Ford Ka): £13,100
Small family car (e.g. Renault Clio): £19,000
Large family car (e.g. VW Passat): £24,700
Executive car (e.g. Audi A6): £51,300
Roadster/Sport cars (e.g. Mercedes Benz SLK):£60,200
Economic Sport Utility Vehicles / Economic SUVs (e.g. Nissan Quashquai): £24,500
Expensive Sport Utility Vehicles/Expensive SUVs (e.g. BMW X3 and X5): £48,800
Small Multi Purpose Vehicle (MPV) (e.g. Opel Agila): £17,200
Large Multi Purpose Vehicle (MPV) (e.g. Ford S-Max): £21,700

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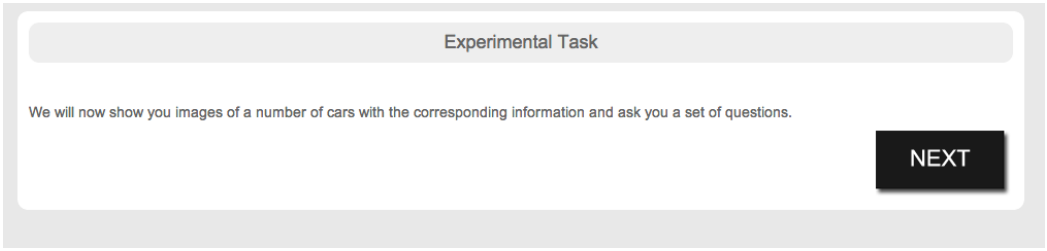

Experimental Task
We will now show you images of a number of cars with the corresponding information and ask you a set of questions.
NEXT

Which Car You Would Buy?

Please tell us which of the below illustrated cars you would buy? Your planned budget was £20000

Please, select

Mercedes-Benz S Class
Price £92350
Fuel: Hybrid
NCAP: ★★★★★
Engine Cubic Capacity: 3400 cc
Acceleration: 4.5 0-100 miles/s
Maximum speed: 167 miles/h
Seats: seats
Range: 707 km
Fuel economy: 12.7 l/100 miles l/100 miles
Car weight: 1700
Trunk capacity: min 480 l3 and max 480 l3

Running Costs
£ GBP / 5 years £11258.45
Running costs in pounds over five years period

CO_2 efficiency Compared to the of vehicles similar class
A B C D E F G
CO_2 emissions with respect to the cars of the same class

Fuel consumption MPG 38.5 Fuel consumption
Electricity consumption MPGeq 17.5 Petrol + Electricity Combined

Fuel costs compared to the most efficient:
£ GBP + £19.67
Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

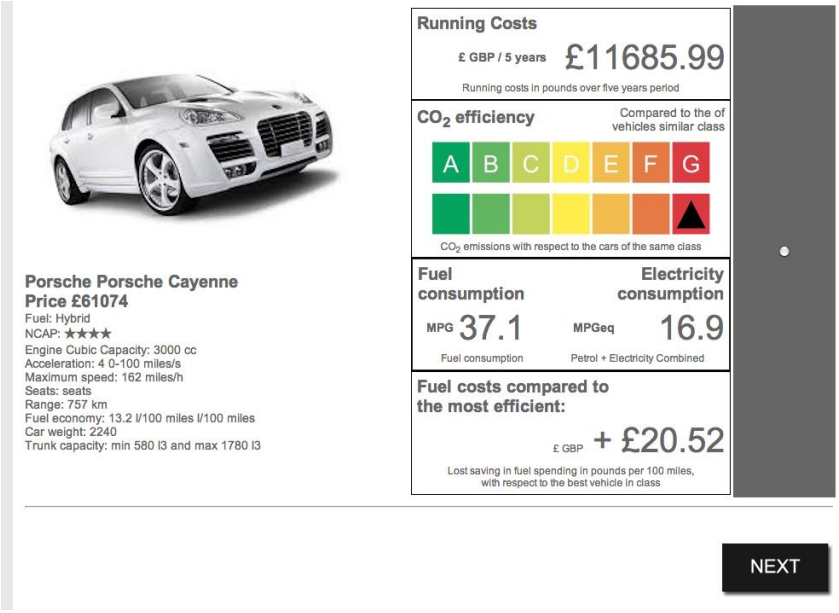
Chevrolet Volt
Price £29995
Fuel: Hybrid
NCAP: ★★★★★
Engine Cubic Capacity: 1400 cc
Acceleration: 7 0-100 miles/s
Maximum speed: 120 miles/h
Seats: seats
Range: 1671 km
Fuel economy: 2.1 l/100 miles l/100 miles
Car weight: 1356
Trunk capacity: min 275 l3 and max 960 l3

Running Costs
£ GBP / 5 years £1852.66
Running costs in pounds over five years period

CO_2 efficiency Compared to the of vehicles similar class
A B C D E F G
CO_2 emissions with respect to the cars of the same class

Fuel consumption MPG 234.1 Fuel consumption
Electricity consumption MPGeq 106.4 Petrol + Electricity Combined

Fuel costs compared to the most efficient:
£ GBP + £0.86
Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class


Running Costs
£ GBP / 5 years £11685.99
Running costs in pounds over five years period
CO2 efficiency
Compared to the of vehicles similar class
A B C D E F G
CO2 emissions with respect to the cars of the same class
Fuel consumption
Electricity consumption
MPG 37.1
MPGeq 16.9
Fuel consumption
Petrol + Electricity Combined
Fuel costs compared to the most efficient:
£ GBP + £20.52
Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class
Porsche Porsche Cayenne
Price £61074
Fuel: Hybrid
NCAP: ★★★★
Engine Cubic Capacity: 3000 cc
Acceleration: 4 0-100 miles/s
Maximum speed: 162 miles/h
Seats: seats
Range: 757 km
Fuel economy: 13.2 l/100 miles l/100 miles
Car weight: 2240
Trunk capacity: min 580 l3 and max 1780 l3
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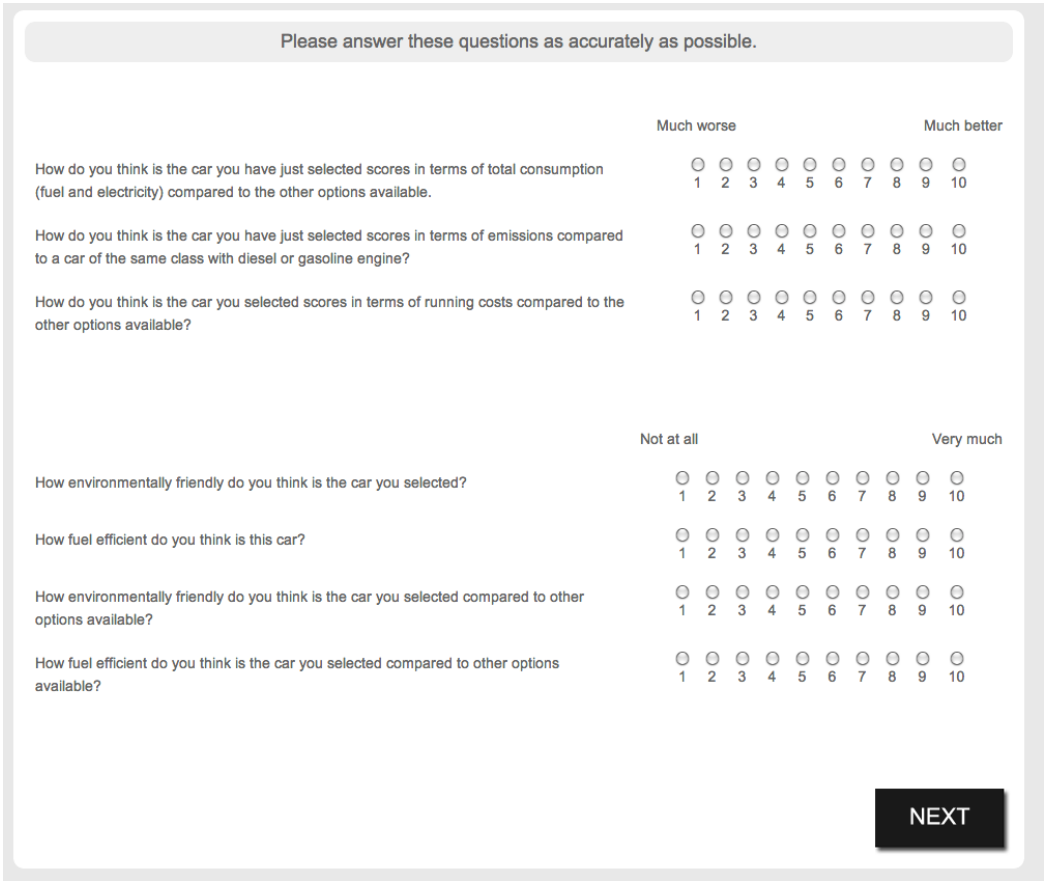
Please answer these questions as accurately as possible.
Much worse
Much better
How do you think is the car you have just selected scores in terms of total consumption (fuel and electricity) compared to the other options available.
How do you think is the car you have just selected scores in terms of emissions compared to a car of the same class with diesel or gasoline engine?
How do you think is the car you selected scores in terms of running costs compared to the other options available?
1 2 3 4 5 6 7 8 9 10
Not at all
Very much
How environmentally friendly do you think is the car you selected?
How fuel efficient do you think is this car?
How environmentally friendly do you think is the car you selected compared to other options available?
How fuel efficient do you think is the car you selected compared to other options available?
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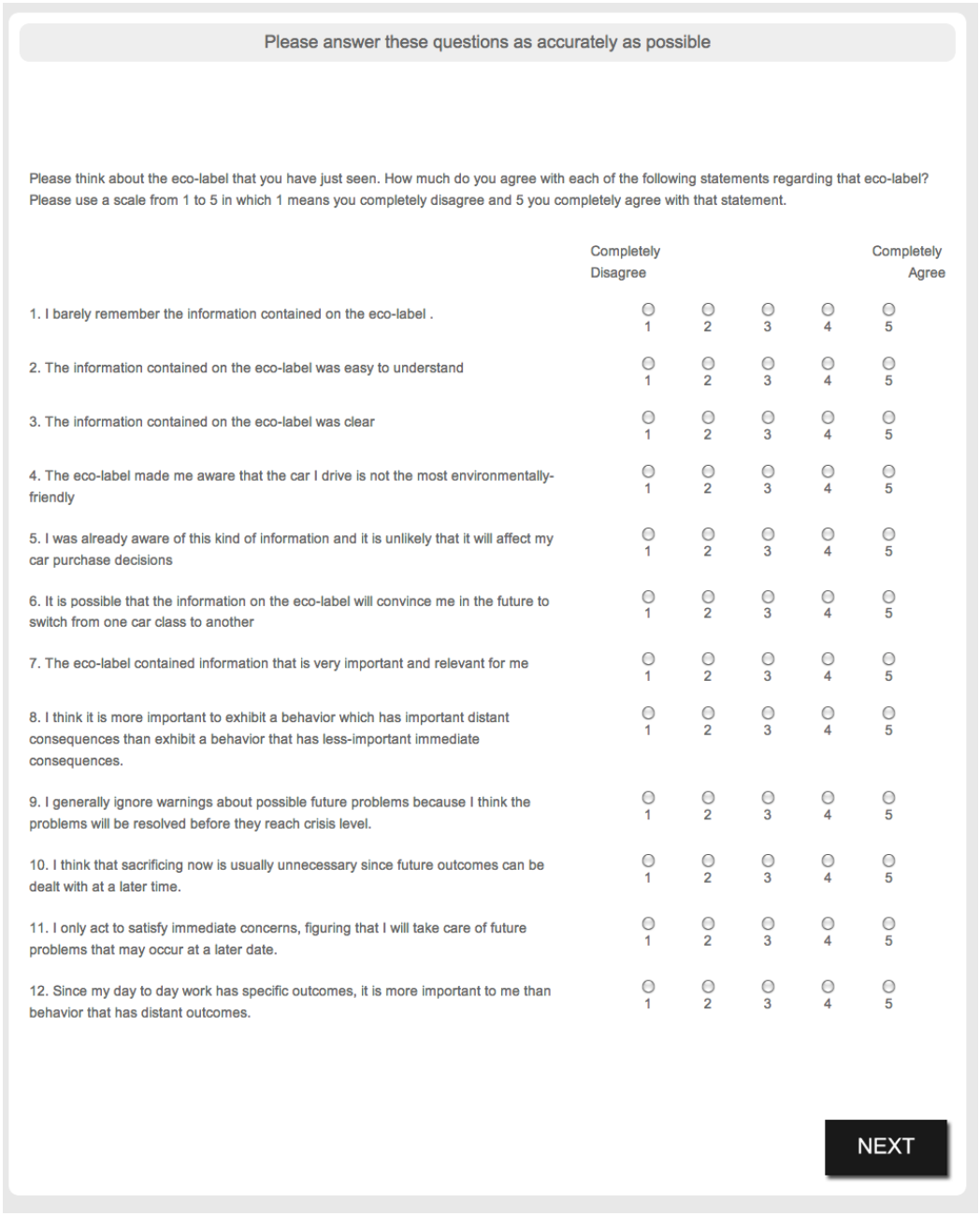

Please answer these questions as accurately as possible

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? Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with that statement.

	Completely Disagree				Completely Agree
1. I barely remember the information contained on the eco-label .	1	2	3	4	5
2. The information contained on the eco-label was easy to understand	1	2	3	4	5
3. The information contained on the eco-label was clear	1	2	3	4	5
4. The eco-label made me aware that the car I drive is not the most environmentally-friendly	1	2	3	4	5
5. I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	1	2	3	4	5
6. It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	1	2	3	4	5
7. The eco-label contained information that is very important and relevant for me	1	2	3	4	5
8. I think it is more important to exhibit a behavior which has important distant consequences than exhibit a behavior that has less-important immediate consequences.	1	2	3	4	5
9. I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis level.	1	2	3	4	5
10. I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time.	1	2	3	4	5
11. I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date.	1	2	3	4	5
12. Since my day to day work has specific outcomes, it is more important to me than behavior that has distant outcomes.	1	2	3	4	5

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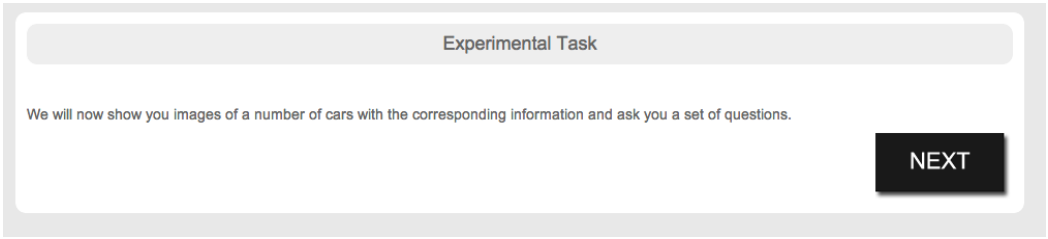
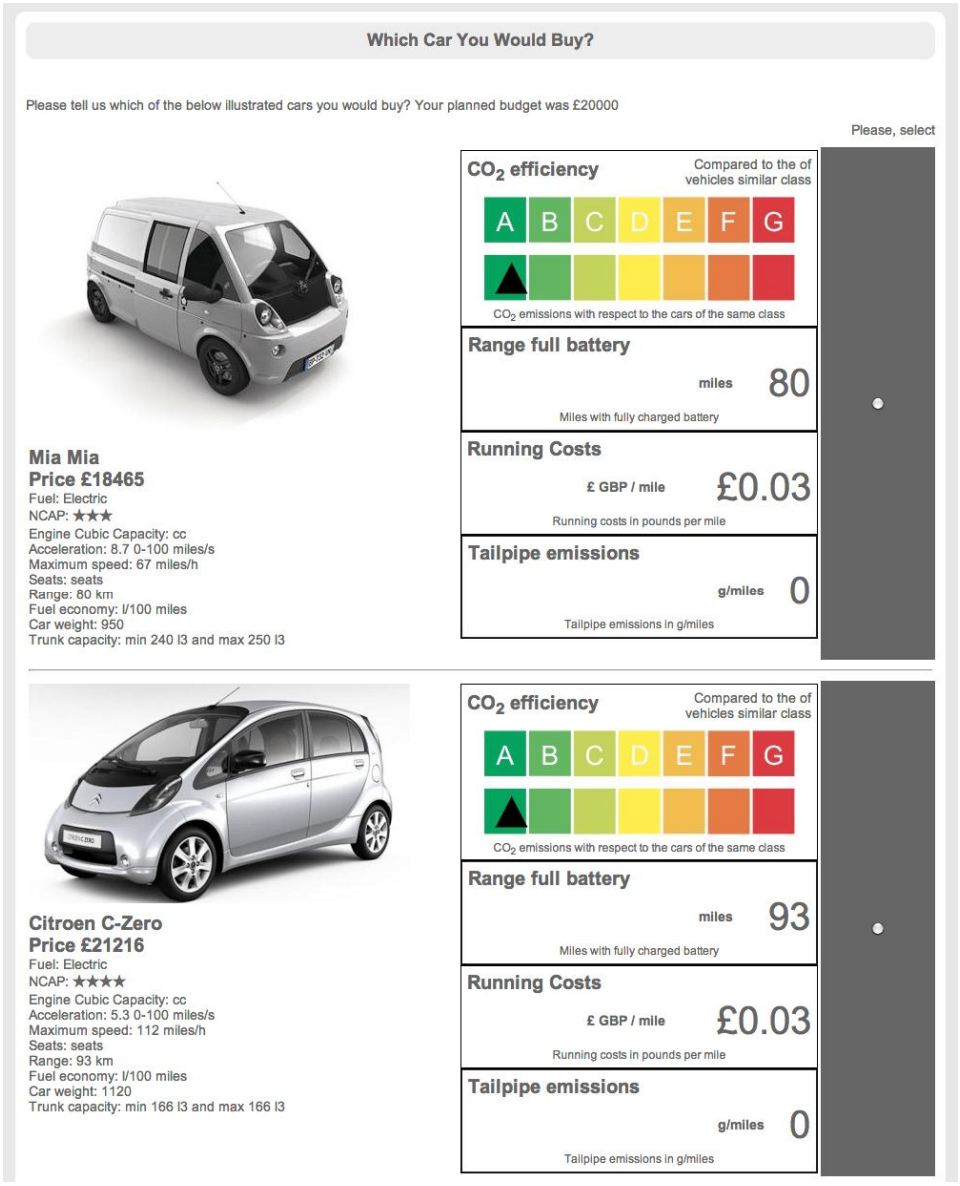

Experimental Task
We will now show you images of a number of cars with the corresponding information and ask you a set of questions.
NEXT


Which Car You Would Buy?
Please tell us which of the below illustrated cars you would buy? Your planned budget was £20000
Please, select
Mia Mia
Price £18465
Fuel: Electric
NCAP: ★★★
Engine Cubic Capacity: cc
Acceleration: 8.7 0-100 miles/s
Maximum speed: 67 miles/h
Seats: seats
Range: 80 km
Fuel economy: l/100 miles
Car weight: 950
Trunk capacity: min 240 l3 and max 250 l3
CO2 efficiency
Compared to the of vehicles similar class
A B C D E F G
CO2 emissions with respect to the cars of the same class
Range full battery
miles 80
Miles with fully charged battery
Running Costs
£ GBP / mile £0.03
Running costs in pounds per mile
Tailpipe emissions
g/miles 0
Tailpipe emissions in g/miles
Citroen C-Zero
Price £21216
Fuel: Electric
NCAP: ★★★★
Engine Cubic Capacity: cc
Acceleration: 5.3 0-100 miles/s
Maximum speed: 112 miles/h
Seats: seats
Range: 93 km
Fuel economy: l/100 miles
Car weight: 1120
Trunk capacity: min 166 l3 and max 166 l3
CO2 efficiency
Compared to the of vehicles similar class
A B C D E F G
CO2 emissions with respect to the cars of the same class
Range full battery
miles 93
Miles with fully charged battery
Running Costs
£ GBP / mile £0.03
Running costs in pounds per mile
Tailpipe emissions
g/miles 0
Tailpipe emissions in g/miles

Mercedes-Benz A Class E-CELL
Price £34121
Fuel: Electric
NCAP: ★★★★
Engine Cubic Capacity: cc
Acceleration: 5.6 0-100 miles/s
Maximum speed: 100 miles/h
Seats: seats
Range: 124 km
Fuel economy: l/100 miles
Car weight: 1700
Trunk capacity: min 350 l3 and max 350 l3

CO_2 efficiency Compared to the of vehicles similar class

A B C D E F G

CO_2 emissions with respect to the cars of the same class

Range full battery

miles 124

Miles with fully charged battery

Running Costs

£ GBP / mile £0.03

Running costs in pounds per mile

Tailpipe emissions

g/miles 0

Tailpipe emissions in g/miles

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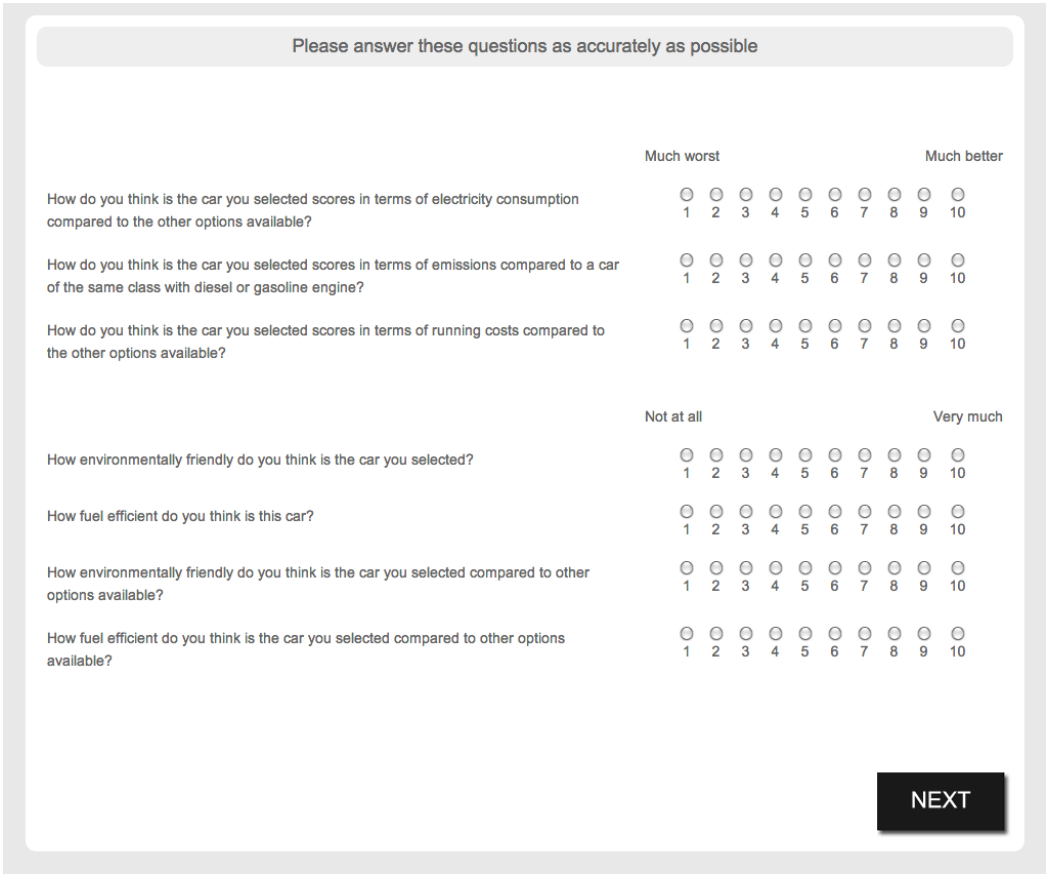
Please answer these questions as accurately as possible
Much worst
Much better
How do you think is the car you selected scores in terms of electricity consumption compared to the other options available?
How do you think is the car you selected scores in terms of emissions compared to a car of the same class with diesel or gasoline engine?
How do you think is the car you selected scores in terms of running costs compared to the other options available?
Not at all
Very much
How environmentally friendly do you think is the car you selected?
How fuel efficient do you think is this car?
How environmentally friendly do you think is the car you selected compared to other options available?
How fuel efficient do you think is the car you selected compared to other options available?
1 2 3 4 5 6 7 8 9 10
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Please answer these questions as accurately as possible

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? Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with that statement.

	Completely Disagree				Completely Agree
1. I barely remember the information contained on the eco-label .	1	2	3	4	5
2. The information contained on the eco-label was easy to understand	1	2	3	4	5
3. The information contained on the eco-label was clear	1	2	3	4	5
4. The eco-label made me aware that the car I drive is not the most environmentally-friendly	1	2	3	4	5
5. I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	1	2	3	4	5
6. It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	1	2	3	4	5
7. The eco-label contained information that is very important and relevant for me	1	2	3	4	5
8. I think it is more important to exhibit a behavior which has important distant consequences than exhibit a behavior that has less-important immediate consequences.	1	2	3	4	5
9. I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis level.	1	2	3	4	5
10. I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time.	1	2	3	4	5
11. I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date.	1	2	3	4	5
12. Since my day to day work has specific outcomes, it is more important to me than behavior that has distant outcomes.	1	2	3	4	5

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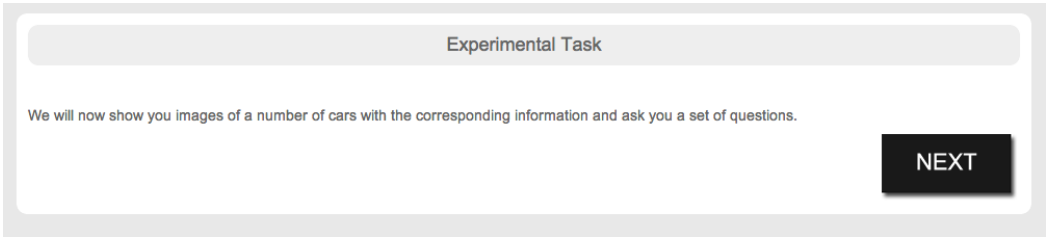
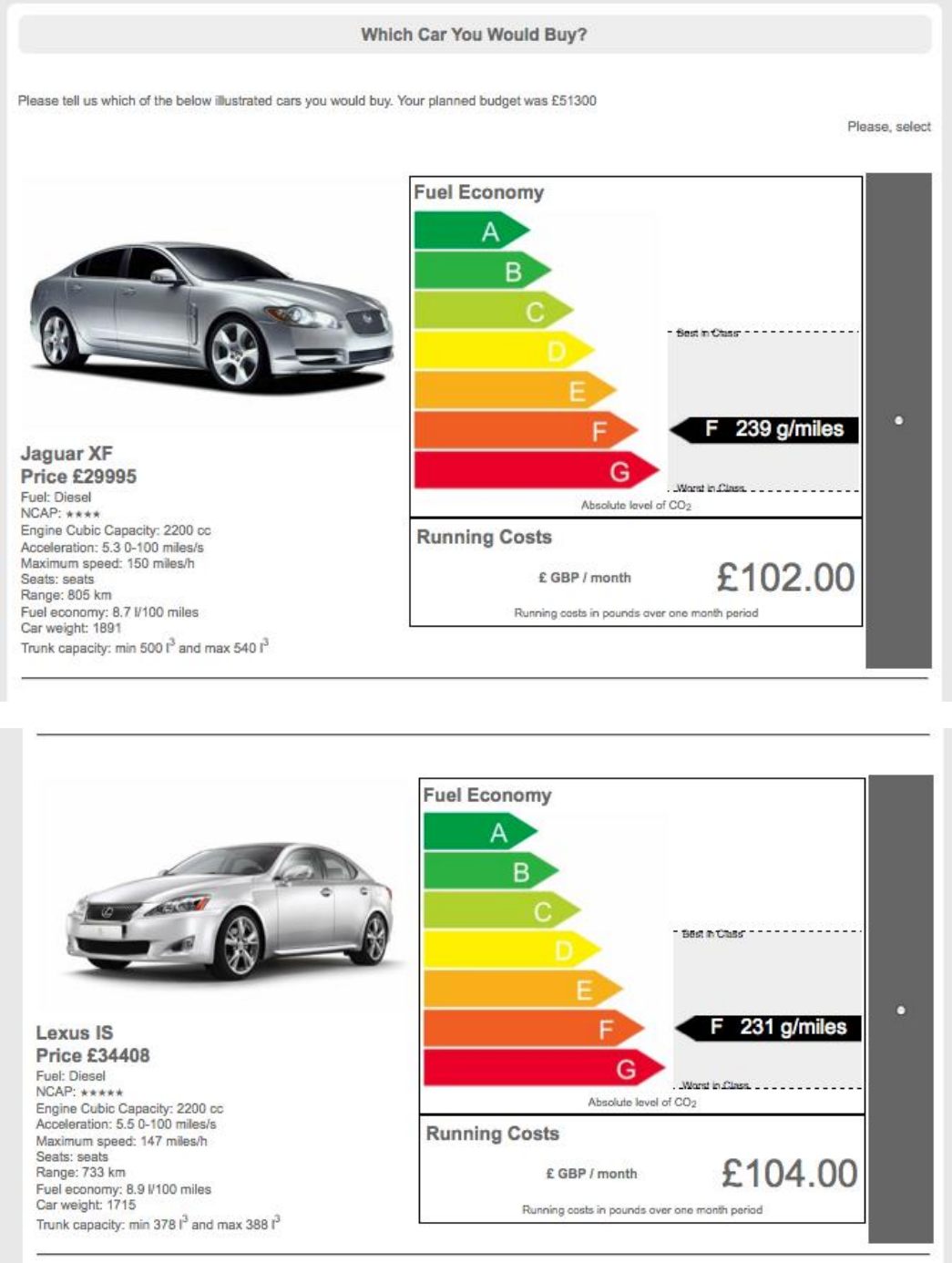
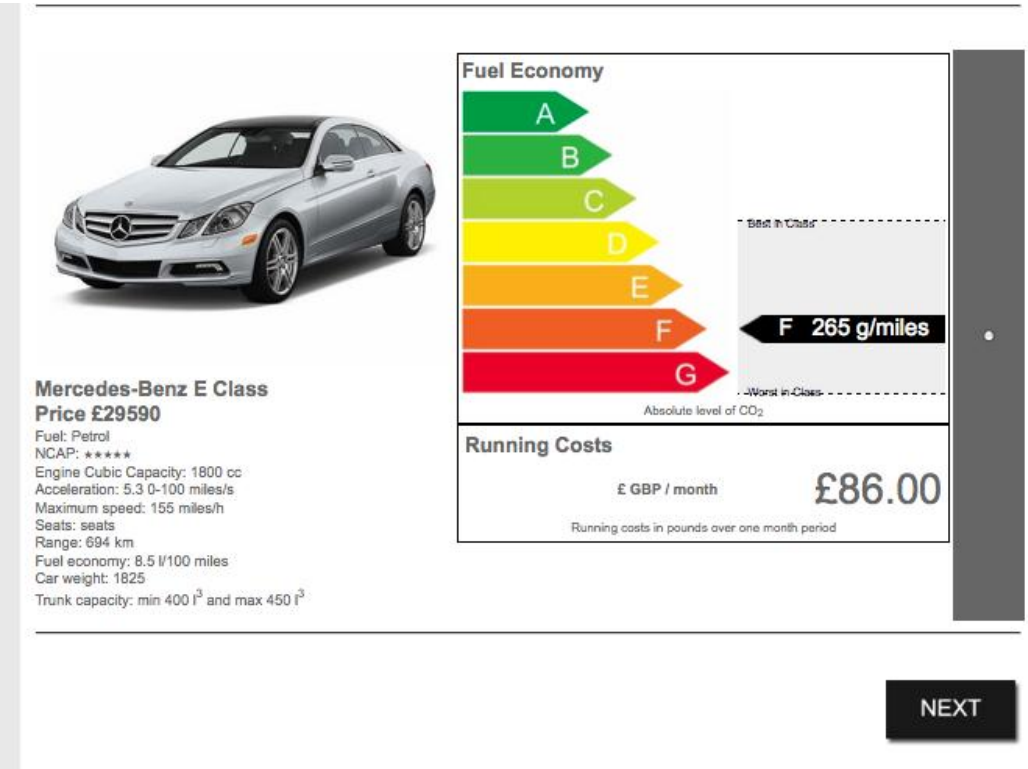

Experimental Task
We will now show you images of a number of cars with the corresponding information and ask you a set of questions.
NEXT


Which Car You Would Buy?
Please tell us which of the below illustrated cars you would buy. Your planned budget was £51300
Please, select
Jaguar XF
Price £29995
Fuel: Diesel
NCAP: ★★★★
Engine Cubic Capacity: 2200 cc
Acceleration: 5.3 0-100 miles/s
Maximum speed: 150 miles/h
Seats: seats
Range: 805 km
Fuel economy: 8.7 l/100 miles
Car weight: 1891
Trunk capacity: min 500 l3 and max 540 l3
Fuel Economy
A
B
C
D
E
F
G
Best in Class
F 239 g/miles
Worst in Class
Absolute level of CO2
Running Costs
£ GBP / month
£102.00
Running costs in pounds over one month period
Lexus IS
Price £34408
Fuel: Diesel
NCAP: ★★★★★
Engine Cubic Capacity: 2200 cc
Acceleration: 5.5 0-100 miles/s
Maximum speed: 147 miles/h
Seats: seats
Range: 733 km
Fuel economy: 8.9 l/100 miles
Car weight: 1715
Trunk capacity: min 378 l3 and max 388 l3
Fuel Economy
A
B
C
D
E
F
G
Best in Class
F 231 g/miles
Worst in Class
Absolute level of CO2
Running Costs
£ GBP / month
£104.00
Running costs in pounds over one month period


Fuel Economy
A
B
C
D
E
F
G
Best in Class
F 265 g/miles
Worst in Class
Absolute level of CO_2
Running Costs
£ GBP / month
£86.00
Running costs in pounds over one month period
Mercedes-Benz E Class
Price £29590
Fuel: Petrol
NCAP: ★★★★★
Engine Cubic Capacity: 1800 cc
Acceleration: 5.3 0-100 miles/s
Maximum speed: 155 miles/h
Seats: seats
Range: 694 km
Fuel economy: 8.5 l/100 miles
Car weight: 1825
Trunk capacity: min 400 l^3 and max 450 l^3
NEXT

Please, answer all following questions

	Much lower									Much higher
Think about how much CO2 car tax you will pay for the selected car compare with others. These taxes will be…?	1	2	3	4	5	6	7	8	9	10

	Much worst									Much better
How do you think is the car you selected scores in terms of running costs compared to the other options available?	1	2	3	4	5	6	7	8	9	10

	Not at all									Very much
How environmentally friendly do you think is the car you selected?	1	2	3	4	5	6	7	8	9	10
How fuel efficient do you think is this car?	1	2	3	4	5	6	7	8	9	10
How environmentally friendly do you think is the car you selected compared to other options available?	1	2	3	4	5	6	7	8	9	10
How fuel efficient do you think is the car you selected compared to other options available?	1	2	3	4	5	6	7	8	9	10

The average life of a car in the UK is longer than five years. Assume that the only expenditure for the three cars below is made up of running costs and price: among those shown below, which car do you think is cheaper if you consider a time span of five years?

Please, select

VW Golf

CO_2 Emissions: Road tax band

F 144 CO_2 g/km

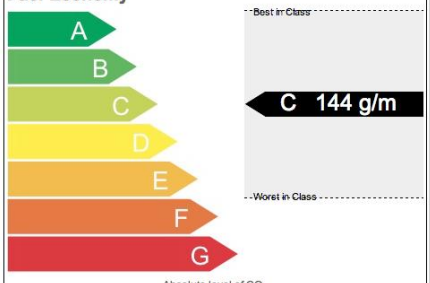
Level of CO_2 taxation, with respect to vehicles of the same class

Running Costs

£ GBP / 5 years £6413.04

Running costs in pounds over five years period

Fuel Economy



Absolute level of CO_2

Fuel costs compared to the most efficient:

£ GBP + £7.53

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Lancia/Chrisler Delta

CO_2 Emissions: Road tax band

F 146 CO_2 g/km

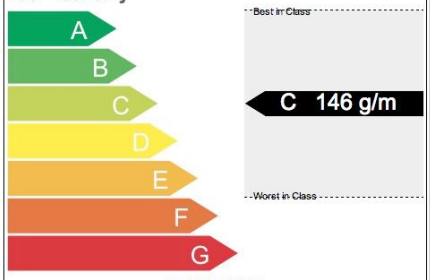
Level of CO_2 taxation, with respect to vehicles of the same class

Running Costs

£ GBP / 5 years £8080.43

Running costs in pounds over five years period

Fuel Economy



Absolute level of CO_2

Fuel costs compared to the most efficient:

£ GBP + £11.24

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

Mitzubishi ASX

CO_2 Emissions: Road tax band

E 136 CO_2 g/km

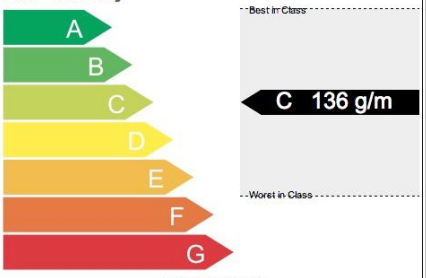
Level of CO_2 taxation, with respect to vehicles of the same class

Running Costs

£ GBP / 5 years £6677.94

Running costs in pounds over five years period

Fuel Economy



Absolute level of CO_2

Fuel costs compared to the most efficient:

£ GBP + £6.63

Lost saving in fuel spending in pounds per 100 miles, with respect to the best vehicle in class

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Please answer these questions as accurately as possible

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? Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with that statement.

	Completely Disagree				Completely Agree
1. I barely remember the information contained on the eco-label .	1	2	3	4	5
2. The information contained on the eco-label was easy to understand	1	2	3	4	5
3. The information contained on the eco-label was clear	1	2	3	4	5
4. The eco-label made me aware that the car I drive is not the most environmentally-friendly	1	2	3	4	5
5. I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	1	2	3	4	5
6. It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	1	2	3	4	5
7. The eco-label contained information that is very important and relevant for me	1	2	3	4	5
8. I think it is more important to exhibit a behavior which has important distant consequences than exhibit a behavior that has less-important immediate consequences.	1	2	3	4	5
9. I generally ignore warnings about possible future problems because I think the problems will be resolved before they reach crisis level.	1	2	3	4	5
10. I think that sacrificing now is usually unnecessary since future outcomes can be dealt with at a later time.	1	2	3	4	5
11. I only act to satisfy immediate concerns, figuring that I will take care of future problems that may occur at a later date.	1	2	3	4	5
12. Since my day to day work has specific outcomes, it is more important to me than behavior that has distant outcomes.	1	2	3	4	5

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Please answer these questions as accurately as possible

People may have different reasons to look at environmental label when they buy a car. Please state how much you agree with each of the statements presented below regarding why **other people look at environmental variables** using a scale 1 to 7

	Completely Agree						Completely Disagree
1. To check if what said in advertisement is actually true	1	2	3	4	5	6	7
2. To check the features of a brand	1	2	3	4	5	6	7
3. To compare different classes of vehicles	1	2	3	4	5	6	7
4. To get a general idea of the product	1	2	3	4	5	6	7
5. To have an idea about consumption	1	2	3	4	5	6	7
6. To see if I can get a tax exemption or tax credit	1	2	3	4	5	6	7

People may have different reasons to look at environmental label when they buy a car. Please state how much you agree with each of the statements presented below regarding why **other people look at environmental variables** using a scale 1 to 7

	Completely Agree						Completely Disagree
1. Because all cars pollute more and less the same	1	2	3	4	5	6	7
2. Because they are not clear	1	2	3	4	5	6	7
3. Because it is hard to understand what they mean in terms of environmental impact and savings on gas consumption	1	2	3	4	5	6	7
4. Because they only care about the price of the car	1	2	3	4	5	6	7
5. Because they choose according to other parameters	1	2	3	4	5	6	7
6. Because, once they have selected a class of car, then buying one model or another does not make a difference	1	2	3	4	5	6	7

Please think about when you use the information on an environmental label. Please state how much you agree with each of the statements presented below using a scale 1 to 7

	Completely Agree						Completely Disagree
1. I check if what said in advertisement is actually true	1	2	3	4	5	6	7
2. I select a brand	1	2	3	4	5	6	7
3. I compare different classes of vehicles	1	2	3	4	5	6	7
4. I get a general idea of the product	1	2	3	4	5	6	7
5. I get an idea about consumption	1	2	3	4	5	6	7
6. I get info on whether I can get a tax exemption or tax credit	1	2	3	4	5	6	7

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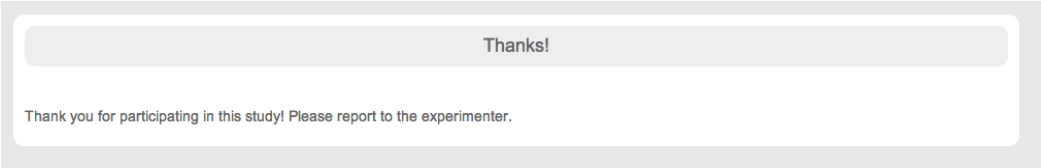
Thanks!
Thank you for participating in this study! Please report to the experimenter.