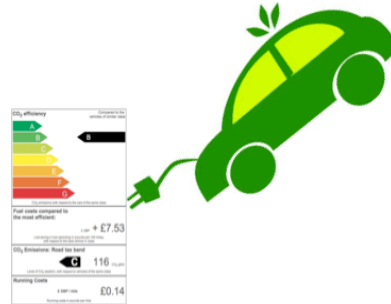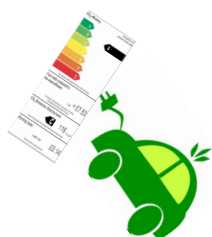# Testing CO2/Car labelling options and consumer information

Annex V: Preliminary Survey Questionnaire

1   Questionnaire

1.   SOCIO-DEMOGRAPHICS

Q1.   Gender:
Female
Male

Q2.   Age:
_____ years old

Q3.   What is the highest level of education you have completed?

Primary or lower secondary education [ISCED 0,1 or 2]	1
Upper secondary education [ISCED 3 or 4]	2
Tertiary education [ISCED 5 or 6]	3

Q4.   Marital status
Single / Divorced / Widowed
Married or living with partner

Q5.   Do you have children living with you at home?
Yes
No

Q6.   What is the average net either monthly or annual income of your household in euros/pounds?
€ / GBP --------------- Monthly
€ / GBP --------------- Annual

Q7.   In your household, which best describes your role in the purchasing of a car?
7.   I am the only person who decides what car to buy in my household
8.   I share the car purchase decision-making with other members of the d
9.   I never participate in the purchase process of a car in my household
10.

Q8.   When was the last car purchased in your household?
11.   In the last year (12 months)
12.   Between 1 and 2 years ago
13.   Between 2 and 5 years ago
14.   More than 5 years ago

15.   We have never bought a car at home

Q8b.   [If Q8=(1,2,3,4)] Thinking of the last car bought in your household, who does it
?

16.   Myself
17.   Other family member

2.   SELF-REPORTED PURCHASE PROCESS

Class and models

Q9.   [If Q8=(1,2,3,4)] Thinking of the last car you bought in your household, 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)
Sport Utility Care /SUV (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)
I don't know. Please specify car make and model:…………………………

Q10.   [If Q8=(1,2,3,4)]Thinking of the car/s you currently use in your household, which type of
engine do they have?

[More than one answer only if you or your family own more than one car]
18.   Diesel
19.   Gasoline
20.   Alternative fuel
21.   Hybrid
22.   Electric
23.   I don't know

Q11.   When you buy your next car, which vehicle class would you like it to be?
Maximum 3 possible answers
.   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)
.   Sport Utility Care /SUV (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)
.   I don't know. Please specify car make and model:…………………………

Q12.   When you buy your next car, which engine type would you like it to have?
Maximum 2 possible answers
34.   Diesel
35.   Gasoline

36. Alternative fuel
37. Hybrid
38. Electric
39. I don't know

Dynamic of purchase process[1]

Q13. [If Q8=(1,2,3,4)] If you think about the last car you bought, how important were the following aspects in the purchase process? Please use a scale of 1 to 5 in which 1 is not important at all and 5 is very important.

Past experience	1	2	3	4	5
Word of mouth	1	2	3	4	5
Brand loyalty	1	2	3	4	5
Advertisement	1	2	3	4	5
Active search	1	2	3	4	5

Q14. [If Q8=(5)] 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? Please use a scale of 1 to 5 in which 1 is not important at all and 5 is very important.

Word of mouth	1	2	3	4	5
Brand loyalty	1	2	3	4	5
Advertisement	1	2	3	4	5
Active search	1	2	3	4	5

Q15. [If Q8=(1,2,3,4)] 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?

We chose one of the cars among the initial selection	Yes	No
We added some cars to the initial set during my search and evaluation process	Yes	No

Q15 b. [If Q8=(5)] 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?

We would choose one of the cars among an initial selection	Yes	No
We would probably add some cars to the initial set during my search and evaluation process	Yes	No

MAIN ATTRIBUTES CONSIDERED

Q16. [If Q7=(1,2)] Last time that you bought a car, how important to you were each of the following considerations? Please use a scale of 1 to 5 in which 1 is not important at all and 5 is very important.

Q16b. [If Q7=(3)] If you were to buy a car, when deciding what car to purchase, how important to you would be each of the following considerations? Please use a scale of 1 to 5 in which 1 is not important at all and 5 is very important.

	Not important	1	2	3	4	5	Very important
Price	Not important	1	2	3	4	5	Very important
Lifestyle preferences	Not important	1	2	3	4	5	Very important
Size	Not important	1	2	3	4	5	Very important
Fuel consumption / fuel efficiency	Not important	1	2	3	4	5	Very important
Maintenance costs	Not important	1	2	3	4	5	Very important
Performance (acceleration, speed etc.)	Not important	1	2	3	4	5	Very important
Security	Not important	1	2	3	4	5	Very important
Class / model specific taxation and/or tax incentives	Not important	1	2	3	4	5	Very important
Type of power engine	Not important	1	2	3	4	5	Very important
Environmental impact in terms of emissions	Not important	1	2	3	4	5	Very important
Customization of the car	Not important	1	2	3	4	5	Very important

Main attributes/factors considered

Q17. To what extent do you agree with each of the following statements regarding your car purchase experience? ([If Q7=(3)] If you have never participated in the process imagine that you are considering purchasing one right now.) Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you completely agree with the statement.

		1	2	3	4	5			
The unique criterion of choice is price	Completely disagree	1	2	3	4	5			Completely Agree
I am ready to pay more to guarantee environmental protection for a more ecological model	Completely disagree	1	2	3	4	5			Completely Agree
The car is selected among those belonging to a certain price range	Completely disagree	1	2	3	4	5			Completely Agree
I am ready to pay more for a more fuel-efficient model	Completely disagree	1	2	3	4	5			Completely Agree
I select the car among those belonging to a certain vehicle class (e.g. mini, family car, SUV etc.)	Completely disagree	1	2	3	4	5			Completely Agree
I select the car among those belonging to a certain class based on the engine type	Completely disagree	1	2	3	4	5			Completely Agree
Environmental effects (car emissions) are the main factor in defining the current class of car I choose	Completely disagree	1	2	3	4	5			Completely Agree
Environmental effects (car emissions etc.) may push me to change the size of the car (e.g. from SUV to mid-size car)	Completely disagree	1	2	3	4	5			Completely Agree
Before choosing my car, I already decided its size	Completely disagree	1	2	3	4	5			Completely Agree
Before choosing the car, I already decided its engine type (e.g gasoline, diesel, hybrid, biofuel etc.)	Completely disagree	1	2	3	4	5			Completely Agree
Before choosing my car, I already decided the price range	Completely disagree	1	2	3	4	5			Completely Agree
Before choosing my car, I already decided its price and maintenance costs ranges	Completely disagree	1	2	3	4	5			Completely Agree

Information sources

Q18. How often do you perform the following tasks on the internet?

	Every day or almost every day	At least once a week (but not every day)	At least once a month (but not every week)	Less than once a month	Never
Use a search engine to find information	5	4	3	2	1
Send e-mails with attached files (documents, pictures, etc.)	5	4	3	2	1
Post messages to chatrooms, newsgroups or an online discussion forum	5	4	3	2	1
Use the Internet to make telephone calls	5	4	3	2	1
Use peer-to-peer file sharing for exchanging movies, music, etc	5	4	3	2	1
Create a website	5	4	3	2	1
Use websites to share pictures, videos, movies, etc.	5	4	3	2	1
Use a social networking site	5	4	3	2	1
Purchase goods or services online / online shopping (e.g. travel & holiday, clothes, books, tickets, films, music, software, food)	5	4	3	2	1
Keep a blog (also known as web-log)	5	4	3	2	1
Instant messaging, chat websites	5	4	3	2	1
Do home banking	5	4	3	2	1
Use online software	5	4	3	2	1
Use internet from my mobile phone	5	4	3	2	1
Online gaming and/or playing games console	5	4	3	2	1

Q19. How important for you are the following sources of information about cars? Please use a scale of 1 to 5 in which 1 is not important at all and 5 is very important.

Internet	1	2	3	4	5
TV	1	2	3	4	5
Radio	1	2	3	4	5
Books	1	2	3	4	5
Newspapers, magazines	1	2	3	4	5
Specialized magazines	1	2	3	4	5
Family, friends and colleagues	1	2	3	4	5
Advertising (e.g.printed leaflets, billboards, etc.)	1	2	3	4	5
Experts (e.g. a car mechanic)	1	2	3	4	5

Q20. During the purchase process for a new car, how often did you perform the following tasks online, if at all? ([If Q7=(3)] If you have never purchased a car , imagine what you would have done)

	Every day or almost every day	At least once a week (but not every day)	At least once a month (but not every week)	Less than once a month	Never	I was not aware of it
looked for information about a new car on a search engine	5	4	3	2	1	9
looked for car reviews in specialized websites	5	4	3	2	1	9
read blogs about cars	5	4	3	2	1	9
participated in online forums, asking questions on car models	5	4	3	2	1	9
participated in social networks sharing info about cars	5	4	3	2	1	9
used email or websites to ask opinions about certain car(s)	5	4	3	2	1	9
used websites with car comparison engines	5	4	3	2	1	9
reviewed car manufacturers online info	5	4	3	2	1	9
printed info from manufacturers' website	5	4	3	2	1	9

Q21. Overall, how useful was the information you got online? Please use a scale of 1 to 5 in which 1 is not useful at all and 5 is very useful.

1
2
3
4
5

3. CONTEXTUAL FACTORS

Environmental attitudes

Q22. 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

___1. I consider how things might be in the future, and try to influence those things with my day to day behaviour. 1   2   3   4   5

___2. Often I engage in a particular behaviour in order to achieve outcomes that may not give results for many years. 1   2   3   4   5

___3. I only act to satisfy immediate concerns, figuring the future will take care of itself. 1   2   3   4   5

___4. My behaviour is only influenced by the immediate (i.e., a matter of days or weeks) outcomes of my actions. 1   2   3   4   5

___5. My convenience is a big factor in the decisions I make or the actions I take. 1   2   3   4   5

___6. I am willing to sacrifice my immediate happiness or well-being in order to achieve future outcomes. 1   2   3   4   5

___7. 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

___8. I think it is more important to exhibit a behaviour which has important distant consequences than exhibit a behaviour 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

Q23. 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 completely disagree and 5 you completely agree with that statement.

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

Faith in others, Perceived consumer effectiveness, Perceived compromise

Q24. 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.

		1	2	3	4	5	
Most people are willing to pay higher prices to protect the environment	Completely Disagree	1	2	3	4	5	Completely Agree
Most people do their part to protect the environment	Completely Disagree	1	2	3	4	5	Completely Agree
My lifestyle can have an impact on the environment	Completely Disagree	1	2	3	4	5	Completely Agree
It is too hard for someone like me to do much about the environment	Completely Disagree	1	2	3	4	5	Completely Agree

Q24b. 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.

		1	2	3	4	5	
Vehicles that produces less pollution are probably more expensive to buy	Completely Disagree	1	2	3	4	5	Completely Agree
Vehicles that produce less pollution probably have lower performance	Completely Disagree	1	2	3	4	5	Completely Agree
Vehicles that consume less fuel are probably more expensive to buy	Completely Disagree	1	2	3	4	5	Completely Agree

Q25	Some governments have already adopted taxes and incentives to increase the number of cars with less environmental impact. Which of the following incentives do you consider when selecting a car and/or calculating its full costs?
40.	Registration tax based upon CO_2 emission of the cars
41.	Road tax based upon CO_2 emission of the cars
42.	Subsidy for purchase of less polluting/more fuel efficient car
43.	Subsidy for scrapping old car
44.	Subsidy for purchasing an electric or and hybrid car
45.	Subsidy for purchasing alternative fuel cars (e.g. Bi-fuel, BioFuel, CNG or LPG)
46.	Total or partial exemption to registration and circulation taxes for electric and hybrid vehicles
47.	I don't know , I'm not aware of any government policies in favour to reduce CO2 em CO2 emission from the passenger cars

Q26. How much do you agree with the following statements? If you don't own a car imagine you have one.
Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you

completely agree with that statement.

		1	2	3	4	5			
The price of my vehicle is highly affected by environmental tax (e.g. carbon tax)	Completely disagree	1	2	3	4	5			Completely agree
I agree that my Government may charge me, via the circulation and registration tax, for the environmental costs generated by my car	Completely disagree	1	2	3	4	5			Completely agree
I agree with a Government that exempts electric vehicles from taxes	Completely disagree	1	2	3	4	5			Completely agree
Governments should support the purchase of environmentally friendly (electric, hybrid, bi-fuel) vehicles by providing ~~with~~ more incentives	Completely disagree	1	2	3	4	5			Completely agree
I believe that governments should apply `road pricing' for major metropolitan areas	Completely disagree	1	2	3	4	5			Completely agree
I pay too much environmental taxes on my car	Completely disagree	1	2	3	4	5			Completely agree

Q27. 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.

		1	2	3	4	5			
~~The~~ Fuel spending is an important share of household budget	Completely disagree	1	2	3	4	5			Completely Agree
Cars that are more environmentally-friendly generate lower fuel expenditure	Completely disagree	1	2	3	4	5			Completely Agree
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	Completely disagree	1	2	3	4	5			Completely Agree
I take into account maintenance costs for a car model in choosing the car to buy	Completely disagree	1	2	3	4	5			Completely Agree

Q28. How much do you agree with the following statements? If you don't own a car imagine you have one.
Please use a scale from 1 to 5 in which 1 means you completely disagree and 5 you

completely agree with that statement.

		1	2	3	4	5			
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	Completely disagree	1	2	3	4	5			Completely Agree
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	Completely disagree	1	2	3	4	5			Completely Agree
Monthly costs for refuelling my car have become unbearable for my family budget	Completely disagree	1	2	3	4	5			Completely Agree

4. AWARENESS OF CAR USAGE ENVIRONMENTAL IMPACT

Q29. In your opinion, what percentage of the air pollution of your city/town is due to people driving their personal vehicle?
[Please fill in the blank]
____ %

Q30 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.

		1	2	3	4	5				
Cars contribute significantly to the world greenhouse gases emissions (e.g. CO2)	Completely disagree	1	2	3	4	5			Completely Agree	
Cars' pollution is not the main cause of the deterioration of the environment	Completely disagree	1	2	3	4	5			Completely Agree	

Q31 What is your preference in your daily commuting between driving your own car or each of the other options? If you don't own a car imagine you have one.
Please use a scale from 1 to 5 in which 1 means you completely lean towards the use of your private car for daily commuting and 5 you completely lean towards the use of an alternative transportation option.

		1	2	3	4	5			
Train	Strong preference for private car	1	2	3	4	5			Strong preference for alternative transportation
Bus	Strong preference for private car	1	2	3	4	5			Strong preference for alternative transportation
Tram	Strong preference for private car	1	2	3	4	5			Strong preference for alternative transportation
Car pooling	Strong preference for private car	1	2	3	4	5			Strong preference for alternative transportation
Bicycle	Strong preference for private car	1	2	3	4	5			Strong preference for alternative transportation

5. AWARENESS, CREDIBILITY/TRUST, EFFECT OF EXISTING LABELS

The following questions concern Car Labels containing information on cars fuel consumption, CO_2 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:
1 IMAGE OF LABELS TO BE INCLUDED HERE
Awareness and credibility/trust

Q32 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.

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

Q33 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.

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

Q34 People may have different reasons to look at environmental labels when they buy a car. How much do you agree with the following statements regarding why **other people look at 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.

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

Q35 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.

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

Q36 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.

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

Q37 Please consider the car shown below together with its corresponding information

How environmentally-friendly do you think this car is? Please use a scale from 1 to 10 in which 1 means that the car is "not at all" and 10 means "very much" environmental-friendly.

1	2	3	4	5	6	7	8	9	10

How fuel-efficient do you think this car is? Please use a scale from 1 to 10 in which 1 means that the car is "not at all" and 10 means "very much" fuel-efficient.

1	2	3	4	5	6	7	8	9	10

How environmentally-friendly do you think this car is compared to other similar type of cars? Please use a scale from 1 to 10 in which 1 means that the car is "not at all" and means "very much" environmentally-friendly compared to similar cars.

1	2	3	4	5	6	7	8	9	10

[If Q8=(1,2,3,4)] How environmentally-friendly do you think this car is compared to the car/s your household? Please use a scale from 1 to 10 in which 1 means that the car is "not at a and 10 means "very much" environmentally-friendly compared to the car you drive.

1	2	3	4	5	6	7	8	9	10

Q38 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.

I barely remember the information contained on the eco-label	Completely Disagree	1	2	3	4	5			Completely Agree

The information contained on the eco-label was easy to understand	Completely Disagree	1	2	3	4	5			Completely Agree
The information contained on the eco-label was clear	Completely Disagree	1	2	3	4	5			Completely Agree
The eco-label made me aware that the car I drive is not the most environmentally-friendly	Completely Disagree	1	2	3	4	5			Completely Agree
I was already aware of this kind of information and it is unlikely that it will affect my car purchase decisions	Completely Disagree	1	2	3	4	5			Completely Agree
It is possible that the information on the eco-label will convince me in the future to switch from one car class to another	Completely Disagree	1	2	3	4	5			Completely Agree
The eco-label contained information that is very important and relevant for me	Completely Disagree	1	2	3	4	5			Completely Agree