

## **Annex 4: Members survey - Questionnaire „Buying a new passenger car“**

### **Survey of European automobile club members on their consumer behaviour when buying a new car**

Participants: Persons, who have bought a new passenger car since the year 2001 or who are planning to buy a new passenger car shortly.

#### **1. Personal data**

##### 1.1. Sex:

male p

female p

##### 1.2. Age (years):

18 - 29 p

30 - 39 p

40 - 49 p

50 - 59 p

60 - 69 p

70 or older p

##### 1.3. Education:

Lower secondary school without completed vocational education p

Lower secondary school with completed vocational education p

O-Level p

A-Level p

University degree p

##### 1.4. Number of persons living in your household:

1 p

2 p

3 p

4 p

5 p

6 p

more than 6 p

##### 1.5. Available monthly net income of your household/family:

less than 1.000 Euro p

1.001 - 1.500 Euro p

1.501 - 2.000 Euro p

2.001 - 2.500 Euro p

2.501 - 3.000 Euro p

3.001 - 3.500 Euro p

3.501 - 4.000 Euro p

4.001 - 4.500 Euro p

4.501 - 5.000 Euro p

more than 5.000 Euro p

#### **2. Year of new car purchase**

2001 p

2002 p

2003 p

2004 (already bought) p

2004 (planned) p

2005 (planned) p

### 3. Criteria for the selection of a new passenger car

Please assess - in a range from 1 (very important) to 6 (unimportant) - how important the following criteria were/are for the selection of your new car.

	1	2	3	4	5	6
Vehicle type (e.g. notch back, SUV, convertible)	p	p	p	p	p	p
Number of seats	p	p	p	p	p	p
Vehicle size (loading/boot space)	p	p	p	p	p	p
Manoeuvrability and required parking space	p	p	p	p	p	p
Engine power	p	p	p	p	p	p
Brand image/prestige	p	p	p	p	p	p
Design	p	p	p	p	p	p
Safety standard	p	p	p	p	p	p
Comfort	p	p	p	p	p	p
Vehicle price	p	p	p	p	p	p
Price of optional equipment	p	p	p	p	p	p
Reliability	p	p	p	p	p	p
Running cost (total)	p	p	p	p	p	p
- insurance cost	p	p	p	p	p	p
- tax	p	p	p	p	p	p
- maintenance and repair cost	p	p	p	p	p	p
- fuel cost	p	p	p	p	p	p
- resale value	p	p	p	p	p	p
Environmental friendliness (total)	p	p	p	p	p	p
- low emissions (emission standard)	p	p	p	p	p	p
- particle filter (for diesel models)	p	p	p	p	p	p
- low CO <sub>2</sub> emissions (greenhouse gas)	p	p	p	p	p	p
- low HFC emissions (greenhouse gas from a/c)	p	p	p	p	p	p
- fuel consumption	p	p	p	p	p	p
- alternative fuels (e.g. CNG, hybrid)	p	p	p	p	p	p
- noise	p	p	p	p	p	p
- take-back of end-of-life vehicle	p	p	p	p	p	p

#### 4. Sources of information for the selection of a new passenger car

Which sources of information did/do you use to get the necessary information for the selection of your new car?

Please assess - in a range from 1 (very important) to 6 (unimportant) - how important the following sources of information were/are for you.

	1	2	3	4	5	6
Dealer (e.g. face-to-face advice )	p	p	p	p	p	p
Sales brochure of the car manufacturer	p	p	p	p	p	p
Family, friends (e.g. recommendation)	p	p	p	p	p	p
Automobile clubs, consumer protection organisations	p	p	p	p	p	p
Automobile magazines	p	p	p	p	p	p
TV automobile programmes	p	p	p	p	p	p
Promotion/advertising	p	p	p	p	p	p
Internet						
- Website of the car manufacturer	p	p	p	p	p	p
- other (non-manufacturer) websites	p	p	p	p	p	p
Energy efficiency information on passenger cars (fuel economy label, poster or guide)	p	p	p	p	p	p
None	p	p	p	p	p	p

#### 5. “Energy efficiency labelling of new passenger cars” according to Directive 1999/94/EC

Do you know the “Energy efficiency labelling of new passenger cars”?	Yes p	No p
Do you know the “Fuel Economy Label” for showroom cars?	Yes p	No p
Do you know the “Fuel Economy Poster/Display” in the dealer showrooms?	Yes p	No p
Do you know the “Fuel Economy Guide”?	Yes p	No p
Do you pay attention to CO <sub>2</sub> emissions and fuel consumption data in promotion materials for a car model?	Yes p	No p

**If you know the “Energy efficiency labelling of new passenger cars”, from whom/where did you get this information?**

Dealer ☐  
 Family, friends ☐  
 Automobile clubs, consumer protection organisations ☐  
 Automobile magazines ☐  
 Newspaper advertisements ☐  
 Radio/TV ☐  
 Internet ☐  
 Noticed by yourself ☐

**If you know the “Energy efficiency labelling of new passenger cars”, please answer the following questions in a range from 1 (“fully agree” or “very important”) to 6 (“disagree” or “unimportant”).**

	1	2	3	4	5	6
<b>“Fuel Economy Label” for showroom cars:</b>						
- Do you find the information on the label comprehensible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Do you find the information on the label informative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Does or did the label have an effect on your car purchase decision?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>“Fuel Economy Poster/Display” in the dealer showrooms:</b>						
- Do you find the information on the poster/display comprehensible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Do you find the information on the poster/display informative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Does or did the poster/display have an effect on your car purchase decision?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>“Fuel Economy Guide”:</b>						
- Do you find information in the guide comprehensible?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Do you find the information in the guide informative?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Does or did the guide have an effect on your car purchase decision?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 6. Comparison of passenger cars based on CO<sub>2</sub> emissions and/or fuel consumption:

Please answer the following questions in a range from 1 ("fully agree" or "very important") to 6 ("disagree" or "unimportant").

	1	2	3	4	5	6
- How important is a direct comparison of the CO <sub>2</sub> emissions or fuel consumption of passenger cars for you?	p	p	p	p	p	p
- Do you consider only to the CO <sub>2</sub> emissions and the fuel consumption of passenger cars of a certain vehicle category (e.g. minis, family cars), which you are interested in?	p	p	p	p	p	p
- Would you be willing to choose a passenger car of an other vehicle category due to less CO <sub>2</sub> emissions and lower fuel consumption (e.g. mini instead of small family car)?	p	p	p	p	p	p
- Would you prefer a label with an energy efficiency rating system (A-G) similar to the existing one for white goods (e.g. refrigerators, freezers, washing machines) also for passenger cars?	p	p	p	p	p	p

**If you favour an energy efficiency rating system (A-G-) for passenger cars, would you prefer a comparison of all passenger cars or the comparison of passenger cars of a certain group (e.g. same vehicles type, same vehicle size)?**

Comparison of all passenger cars p

Comparison of passenger cars of a certain group p

**If you prefer the comparison of passenger cars of a certain group, which criterion would you prefer for comparison?**

Vehicle type (e.g. notch back, SUV, convertible) p

Vehicle category (e.g. minis, family cars) p

Vehicle size p

Vehicle floor space p

Vehicle weight p

Engine power p