

**FUEL ECONOMY CLAIMS  
CONSUMER RESEARCH  
BACKGROUND INFORMATION**  
**For**  
**Notice of Proposed Amendments to the  
Guide Concerning Fuel Economy Advertising for New Automobiles  
(16 CFR Part 259)**  
(Matter No.R7711008; Program Code: N14)

The purpose of this document is to provide additional information about the consumer research discussed in the Federal Register Notice proposing changes to the Guide Concerning Fuel Economy Advertising for New Automobiles, which seeks comment on amendments to the Guide Concerning Fuel Economy Advertising for New Automobiles (16 CFR Part 259). A summary of the contents, and their relevance to the proposed FRN, appears below.

All sections were prepared by Great Lakes Marketing.

- *Section 1* presents the questionnaire, which was administered online by Great Lakes Marketing to members of an online panel in April, 2015.
- *Section 2* shows how the online questionnaire appeared to respondents by reproducing sample “screen shots.” (Referred to as Appendix III in the Methodology Report.)
- *Section 3* presents a report describing the methodology, including sampling and weighting procedures, employed by Great Lakes Marketing in this research project.
- *Section 4* presents the data tabulations for all responses to the online study. (Referred to as Appendix I in the Methodology Report.)
- *Section 5* summarizes responses to the treatment and control treatments within each module of the study. (Referred to as Appendix II in the Methodology Report.)

# **Study Questionnaire**

Administered online by Great Lakes Marketing to members of an online panel rented from Research Now in April, 2015.

## Code Book

Filters:

<u>#</u>	<u>Label</u>	<u>Question</u>	<u>Values</u>
1			1-9

Question: 1 - Qa

Kind: Multiple Choice

Qa. Which of the following have you done in the past two years:  
[Aided\Multiple Mentions]

Options: Require answer

Starting Column: 57      Number of Responses: 4

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe1

<u>Row</u>	<u>Label</u>
1	Bought a new car
2	Leased a new car
3	Bought or leased a used (pre-owned) car
4	None of the above

Interviewing Instruction Type: Exclusive Answer  
Exclusive Answer: 4

Interviewing Instruction Type: Skip  
Trigger Values: 1,2  
Skip to Question: 4

Question: 2 - Qb

Kind: Multiple Choice

Qb. Which of the following do you plan to do in the next two years:  
[Aided\Multiple Mentions]

Options: Require answer

Starting Column: 61 Number of Responses: 4

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe1

<u>Row</u>	<u>Label</u>
1	Buy a new car
2	Lease a new car
3	Buy or lease a used (pre-owned) car
4	None of the above

Interviewing Instruction Type: Exclusive Answer  
Exclusive Answer: 4

Interviewing Instruction Type: Avoid  
Trigger Question: 1  
Sub-Quest.: 1  
Trigger Values: N3,4  
Skip to Question: 4

Question: 3 - Q1a

Kind: Multiple Choice

1a. A car ad says:  
"This car gets great gas mileage."

What do you think this statement means?

Options: None

Starting Column: 5599      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

100 Efficient  
101 Great gas mileage  
102 Good gas mileage  
103 Small/ hybrid  
104 Economical  
105 Above average/ better than average  
109 Gets 30 miles or more  
110 Gets 20 miles or more  
111 More miles per gallon/ saves money/ less gas  
116 High mileage  
122 Skeptical  
998 Other  
999 Don't know/nothing

Question: 4 - Q1a VERBATIM

Kind: Verbatim

A car ad says:

"This car gets great gas mileage."

What do you think this statement means?

Options: Require answer

Starting Column: 65 Number of Characters: 500

Interviewing Instruction Type: Avoid

Trigger Question: 2

Sub-Quest.: 1

Trigger Values: N1,2

Skip to Question: 8994

"And" with next instruction

Interviewing Instruction Type: Avoid

Trigger Question: 1

Sub-Quest.: 1

Trigger Values: N1,2

Skip to Question: 8994

Question: 5 - Q1b

Kind: Multiple Choice

1b. A car ad says:  
"This car gets great gas mileage."

Does this statement say or imply anything about the gas mileage of this car compared to other cars?

Options: Require answer

Starting Column: 565 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	Yes
2	No
3	
4	
5	
6	
7	
8	
9	Don't know

Interviewing Instruction Type: Skip  
Trigger Values: 2,9  
Skip to Question: 8

Question: 6 - Q1a-a

Kind: Multiple Choice

1c. IF STATEMENT SAYS OR IMPLIES ANYTHING ABOUT THE GAS MILEAGE OF THIS CAR COMPARED TO OTHER CARS:

A car ad says:

"This car gets great gas mileage."

What does the ad say or imply about the gas mileage of this car compared to other cars?

Options: None

Starting Column: 5629      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
100	Efficient
101	Great gas mileage
102	Good gas mileage
103	Small/ hybrid
104	Economical
105	Above average/ better than average
109	Gets 30 miles or more
110	Gets 20 miles or more
111	More miles per gallon/ saves money/ less gas
112	Average
113	Better mileage
116	High mileage
122	Skeptical
998	Other
999	Don't know/ nothing

Question: 7 - Q1c VERBATIM

Kind: Verbatim

IF STATEMENT SAYS OR IMPLIES ANYTHING ABOUT THE GAS MILEAGE OF THIS  
CAR COMPARED TO OTHER CARS:

A car ad says:

"This car gets great gas mileage."

What does the ad say or imply about the gas mileage of this car  
compared to other cars?

Options: Require answer

Starting Column: 566 Number of Characters: 500

Question: 8 - Q1d

Kind: Multiple Choice

1d. A car ad says:  
"This car gets great gas mileage."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 1066 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The car gets better gas mileage than all other cars.
2	The car gets better gas mileage than other cars of its size.
3	The car gets better gas mileage than other cars with a similar sales price.
4	I'm not sure what the ad means.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip  
Trigger Values: 1-9  
Skip to Question: 12

Interviewing Instruction Type: Randomize Questions  
Last Question to be Randomized: 10  
Number of Questions per Group: 1

Question: 9 - Q1e

Kind: Multiple Choice

1e. A car ad says:

"This compact car gets great gas mileage compared to other compact cars."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 1067 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The car gets better gas mileage than all other cars.
2	The car gets better gas mileage than other cars of its size.
3	The car gets better gas mileage than other cars with a similar sales price.
4	I'm not sure what the ad means.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 12

Question: 10 - Q1f

Kind: Multiple Choice

1f. A car ad says:

"This car gets great gas mileage compared to similarly-priced cars."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 1068 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The car gets better gas mileage than all other cars.
2	The car gets better gas mileage than other cars of its size.
3	The car gets better gas mileage than other cars with a similar sales price.
4	I'm not sure what the ad means.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 12

Question: 11 - Q1a-a-b

Kind: Multiple Choice

2a. An ad for a compact car says:  
"This car gets great gas mileage compared to other cars in its class."

What do you think this statement means?

Options: None

Starting Column: 5659      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
100	Efficient
101	Great gas mileage
102	Good gas mileage
103	Small/ hybrid
104	Economical
105	Above average/ better than average
109	Gets 30 miles or more
110	Gets 20 miles or more
111	More miles per gallon/ saves money/ less gas
112	Average
113	Better mileage
116	High mileage
119	Same class/size comparison
122	Skeptical
998	Other
999	Don't know/ nothing

Question: 12 - Q2a VERBATIM

Kind: Verbatim

An ad for a compact car says:

"This car gets great gas mileage compared to other cars in its class."

What do you think this statement means?

Options: Require answer

Starting Column: 1069 Number of Characters: 500

Question: 13 - Q2b

Kind: Multiple Choice

2b. An ad for a compact car says:  
"This car gets great gas mileage compared to other compact cars."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 1569 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The car gets better gas mileage than all other compact cars.
2	The car gets better gas mileage than almost all other compact cars.
3	The car gets better gas mileage than at least half of all other compact cars.
4	The car gets better gas mileage than a few other compact cars.
5	The car does not get better gas mileage than any other compact car.
6	I'm not sure what the ad means.
7	
8	
9	None of the above.

Interviewing Instruction Type: Randomize Questions  
Last Question to be Randomized: 15  
Number of Questions per Group: 1

Interviewing Instruction Type: Skip  
Trigger Values: 1-9  
Skip to Question: 17

Question: 14 - Q2c

Kind: Multiple Choice

2c. An ad for a compact car says:

"This car gets great gas mileage compared to all other compact cars."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 1570 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The car gets better gas mileage than all other compact cars.
2	The car gets better gas mileage than almost all other compact cars.
3	The car gets better gas mileage than at least half of all other compact cars.
4	The car gets better gas mileage than a few other compact cars.
5	The car does not get better gas mileage than any other compact car.
6	I'm not sure what the ad means.
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 17

Question: 15 - Q2d

Kind: Multiple Choice

2d. An ad for a compact car says:  
"This car gets great gas mileage compared to many other compact cars."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 1571 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The car gets better gas mileage than all other compact cars.
2	The car gets better gas mileage than almost all other compact cars.
3	The car gets better gas mileage than at least half of all other compact cars.
4	The car gets better gas mileage than a few other compact cars.
5	The car does not get better gas mileage than any other compact car.
6	I'm not sure what the ad means.
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip  
Trigger Values: 1-9  
Skip to Question: 17

Question: 16 - Q1a-a-b-c

Kind: Multiple Choice

3a. A car ad says:  
"This model gets up to 30 miles per gallon."

What do you think this statement means?

Options: None

Starting Column: 5689      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
100	Efficient
101	Great gas mileage
102	Good gas mileage
103	Small/ hybrid
104	Economical
105	Above average/ better than average
110	Gets 20 miles or more
111	More miles per gallon/ saves money/ less gas
112	Average
113	Better mileage
119	Same class/size comparison
120	Other
122	Skeptical
130	Highway
131	Up to 30 miles
132	Ideal conditions/ driving style
133	30 miles
134	30 miles or more
998	Other
999	Don't know/ nothing

Question: 17 - Q3a VERBATIM

Kind: Verbatim

A car ad says:

"This model gets up to 30 miles per gallon."

What do you think this statement means?

Options: Require answer

Starting Column: 1572      Number of Characters: 500

Question: 18 - Q1a-a-b-c-d

Kind: Multiple Choice

3b. What do you think the words "up to" mean in the above statement?

Options: None

Starting Column: 5719 Number of Digits: 3 Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
122	Skeptical
130	30 miles is maximum/ best case/c an get 30 miles
131	Highway
132	About/ almost/ approximately/ close to 30 miles
133	Range of 0 - 30 miles
134	Depends on conditions/driving habits
135	No more than 30 miles
136	Less than 30 miles
137	30 miles at most/at best 30 miles/up to 30 miles/as much as 30 miles
138	At least 30 miles/more than 30 miles
140	Possible/not guaranteed/could get 30 miles
143	Will not get 30 miles/ cannot get 30 miles/ does not get 30 miles
145	Negative/ doubt
998	Other
999	Don't know/not sure/ nothing

Question: 19 - Q3b VERBATIM

Kind: Verbatim

What do you think the words "up to" mean in the above statement?

Options: Require answer

Starting Column: 2072 Number of Characters: 500

Question: 20 - Q3c

Kind: Multiple Choice

3c. A car ad says:  
"This model gets up to 30 miles per gallon."

Which statement best describes what the term "up to" refers to in this ad:

Options: Require answer

Starting Column: 2572 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

Row	Label
1	This model gets up to 30 miles per gallon depending on whether it's highway or city driving.
2	This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
3	A version of this model with specific options is rated at 30 miles per gallon.
4	This model gets up to 30 miles per gallon depending on how efficiently you drive it.
5	I'm not sure what "up to" means in this ad.
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Randomize Questions  
Last Question to be Randomized: 22  
Number of Questions per Group: 1

Interviewing Instruction Type: Skip  
Trigger Values: 1-9  
Skip to Question: 24

Question: 21 - Q3d

Kind: Multiple Choice

3d. A car ad says:

"Different options for engine size and other features are available.  
This model gets up to 30 miles per gallon."

Which statement best describes what the term "up to" means in this ad:

Options: Require answer

Starting Column: 2573 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	This model gets up to 30 miles per gallon depending on whether it's highway or city driving.
2	This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
3	A version of this model with specific options is rated at 30 miles per gallon.
4	This model gets up to 30 miles per gallon depending on how efficiently you drive it.
5	I'm not sure what "up to" means in this ad.
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 24

Question: 22 - Q3e

Kind: Multiple Choice

3e. An ad for a car says:

"Different options for engine size and other features are available. Depending on the options chosen, this model gets up to 30 miles per gallon."

Which statement best describes what the term "up to" means in this ad:

Options: Require answer

Starting Column: 2574 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	This model gets up to 30 miles per gallon depending on whether it's highway or city driving.
2	This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
3	A version of this model with specific options is rated at 30 miles per gallon.
4	This model gets up to 30 miles per gallon depending on how efficiently you drive it.
5	I'm not sure what "up to" means in this ad.
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 24

Question: 23 - Q4a

Kind: Multiple Choice

4a. A car ad says:  
"This electric car is rated at 93 MPGe."

What do you think this statement means?

Options: None

Starting Column: 5749      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
120	93 miles per gallon/miles per gallon
121	93 miles electricity/electric car references
122	93 miles per gallon/equivalent
125	Great gas mileage
126	Good gas mileage
127	93 miles per gallon of gas/gas references
130	Rated at 93 mpg/93 mpge
133	Range of charge
135	Electricity and cost association
137	Combination of electricity and gas
145	Skeptical
998	Other
999	Don't know/not sure/no idea

Question: 24 - Q4a VERBATIM

Kind: Verbatim

A car ad says:

"This electric car is rated at 93 MPGe."

What do you think this statement means?

Options: Require answer

Starting Column: 2575 Number of Characters: 500

Question: 25 - Q4b

Kind: Multiple Choice

4b. A car ad says:

"This electric car will travel an estimated 61 miles on a single charge."

What do you think this statement means?

Options: None

Starting Column: 5779      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
130	61 miles/estimated 61 miles per charge/between charges
133	Maximum/best
137	On average
145	Negative/skeptical
998	Other
999	Don't know/not sure/nothing

Question: 26 - Q4b VERBATIM

Kind: Verbatim

A car ad says:

"This electric car will travel an estimated 61 miles on a single charge."

What do you think this statement means?

Options: Require answer

Starting Column: 3075 Number of Characters: 500

Question: 27 - Q4c

Kind: Multiple Choice

4c. Who or what organization do you think created the test used to determine the estimated 61-mile range?

Options: None

Starting Column: 5809      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
120	Car company/ manufacturer
122	Consumer Report
123	Independent company
125	AAA
127	Department of Transportation
130	Auto industry
133	Electric car company/Tesla
134	National Transportation Safety Board
135	EPA
136	National Highway Traffic Safety Administration
137	Government
998	Other
999	Don't know/not sure

Question: 28 - Q4c VERBATIM

Kind: Verbatim

Who or what organization do you think created the test used to determine the estimated 61-mile range?

Options: Require answer

Starting Column: 3575 Number of Characters: 500

Question: 29 - Q4d

Kind: Multiple Choice

4d. A car ad says:  
"This electric car is rated at 93 MPGe."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 4075 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The electric car gets an estimated 93 miles per gallon when run on gasoline.
2	The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.
3	The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.
4	I'm not sure.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Randomize Questions

Last Question to be Randomized: 31

Number of Questions per Group: 1

Interviewing Instruction Type: Skip  
Trigger Values: 1-9  
Skip to Question: 33

Question: 30 - Q4e Kind: Multiple Choice

4e. A car ad says:  
"The energy efficiency of this electric car is equivalent to about 93 miles per gallon."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 4076 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The electric car gets an estimated 93 miles per gallon when run on gasoline.
2	The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.
3	The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.
4	I'm not sure.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip  
Trigger Values: 1-9  
Skip to Question: 33

Question: 31 - Q4f

Kind: Multiple Choice

4f. A car ad says:

"This electric car is rated at 93 MPGe. This vehicle does not use gasoline. The energy efficiency of this electric car is equivalent to about 93 miles per gallon."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 4077 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	The electric car gets an estimated 93 miles per gallon when run on gasoline.
2	The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.
3	The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.
4	I'm not sure.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 33

Question: 32 - Q5a

Kind: Multiple Choice

5a. A car ad says:

"This car is rated at 25 miles per gallon according to the EPA estimate."

In what situations would you expect this car to get 25 miles per gallon?

Options: None

Starting Column: 5839      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
125	On average
126	Average/regular driving
127	Efficient driving
130	Highway driving
131	City driving
132	Combination of city and highway driving/all driving situations
135	Ideal/perfect driving conditions
137	Normal driving conditions
155	Never happen/won't get 25 miles
998	Other
999	Don't know/not sure

Question: 33 - Q5a VERBATIM

Kind: Verbatim

A car ad says:

"This car is rated at 25 miles per gallon according to the EPA estimate."

In what situations would you expect this car to get 25 miles per gallon?

Options: Require answer

Starting Column: 4078 Number of Characters: 500

Question: 34 - Q5b

Kind: Multiple Choice

5b. A car ad says:

"This car is rated at 25 miles per gallon according to the EPA estimate."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 4578 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	This car would get about 25 miles per gallon in city driving.
2	This car would get about 25 miles per gallon in highway driving.
3	This car would get about 25 miles per gallon in a combination of city and highway driving.
4	I'm not sure.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Randomize Questions

Last Question to be Randomized: 36

Number of Questions per Group: 1

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 38

Question: 35 - Q5c

Kind: Multiple Choice

5c. A car ad says:

"This car is rated at 25 miles per gallon on the highway according to the EPA estimate."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 4579 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	This car would get about 25 miles per gallon in city driving.
2	This car would get about 25 miles per gallon in highway driving.
3	This car would get about 25 miles per gallon in a combination of city and highway driving.
4	I'm not sure.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 38

Question: 36 - Q5d

Kind: Multiple Choice

5d. A car ad says:

"This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate."

Which statement best describes what you think the ad means:

Options: Require answer

Starting Column: 4580 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	This car would get about 25 miles per gallon in city driving.
2	This car would get about 25 miles per gallon in highway driving.
3	This car would get about 25 miles per gallon in a combination of city and highway driving.
4	I'm not sure.
5	
6	
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 38

Question: 37 - Q6a

Kind: Multiple Choice

6a. A car ad says:

"This car is rated at 25 miles per gallon according to the EPA estimate."

If you were driving this car, under what conditions, if any, do you think the car would get more than 25 miles per gallon? Under what conditions, if any, do you think the car would get less than 25 miles per gallon?

Options: None

Starting Column: 5869      Number of Digits: 3      Number of Responses: 10

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe4

<u>Row</u>	<u>Label</u>
130	Highway
131	Highway for more/depends on conditions for less
135	Highway/city combined with other conditions
140	City
141	Depends of conditions for more/city for less
145	More highway/less city or highway/city
148	Driving pattern
150	Normal conditions
155	Perfect/ideal/ good conditions
157	Driving/weather conditions
997	None/ nothing
998	Other
999	Don't know

Question: 38 - Q6a VERBATIM

Kind: Verbatim

A car ad says:

"This car is rated at 25 miles per gallon according to the EPA estimate."

If you were driving this car, under what conditions, if any, do you think the car would get more than 25 miles per gallon? Under what conditions, if any, do you think the car would get less than 25 miles per gallon?

Options: Require answer

Starting Column: 4581 Number of Characters: 1000

Question: 39 - Q6b

Kind: Multiple Choice

6b. A car ad says:

"This car is rated at 25 miles per gallon according to the EPA estimate."

Which statement best describes what you would expect to get if you used this car for all your driving?

Options: Require answer

Starting Column: 5581 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	I would probably get a lot less than 25 miles per gallon.
2	I would probably get a little less than 25 miles per gallon.
3	I would probably get 25 miles per gallon.
4	I would probably get a little more than 25 miles per gallon.
5	I would probably get a lot more than 25 miles per gallon.
6	I'm not sure what kind of mileage I would get.
7	
8	
9	None of the above.

Interviewing Instruction Type: Randomize Questions

Last Question to be Randomized: 41

Number of Questions per Group: 1

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 42

Question: 40 - Q6c

Kind: Multiple Choice

6c. A car ad says:

"This car is rated at 25 miles per gallon on the highway according to the EPA estimate."

Which statement best describes what you would expect to get if you used this car for all your driving?

Options: Require answer

Starting Column: 5582 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	I would probably get a lot less than 25 miles per gallon.
2	I would probably get a little less than 25 miles per gallon.
3	I would probably get 25 miles per gallon.
4	I would probably get a little more than 25 miles per gallon.
5	I would probably get a lot more than 25 miles per gallon.
6	I'm not sure what kind of mileage I would get.
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 42

Question: 41 - Q6d

Kind: Multiple Choice

6d. A car ad says:

"This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate."

Which statement best describes what you would expect to get if you used this car for all your driving?

Options: Require answer

Starting Column: 5583 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	I would probably get a lot less than 25 miles per gallon.
2	I would probably get a little less than 25 miles per gallon.
3	I would probably get 25 miles per gallon.
4	I would probably get a little more than 25 miles per gallon.
5	I would probably get a lot more than 25 miles per gallon.
6	I'm not sure what kind of mileage I would get.
7	
8	
9	None of the above.

Interviewing Instruction Type: Skip

Trigger Values: 1-9

Skip to Question: 42

Question: 42 - Qc

Kind: Multiple Choice

Qc. Are you...?

Options: Require answer

Starting Column: 5584 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	Male
2	Female

Question: 43 - Qd

Kind: Multiple Choice

Qd. In what state or territory do you currently reside?

Options: Require answer

Starting Column: 5585 Number of Digits: 2 Number of Responses: 1

Web Questionnaire/Report Options: Use Drop-down List

Files: Format: j:\14266\oe

<u>Row</u>	<u>Label</u>
1	Alabama
2	Alaska
3	Arizona
4	Arkansas
5	California
6	Colorado
7	Connecticut
8	Delaware
9	Florida
10	Georgia
11	Hawaii
12	Idaho
13	Illinois
14	Indiana
15	Iowa
16	Kansas
17	Kentucky
18	Louisiana
19	Maine
20	Maryland
21	Massachusetts
22	Michigan
23	Minnesota
24	Mississippi
25	Missouri
26	Montana
27	Nebraska
28	Nevada
29	New Hampshire
30	New Jersey
31	New Mexico
32	New York
33	North Carolina
34	North Dakota
35	Ohio
36	Oklahoma
37	Oregon
38	Pennsylvania
39	Rhode Island
40	South Carolina
41	South Dakota
42	Tennessee
43	Texas

44 Utah  
45 Vermont  
46 Virginia  
47 Washington  
48 West Virginia  
49 Wisconsin  
50 Wyoming  
51 Washington DC

Question: 44 - Qe

Kind: Multiple Choice

Qe. What proportion of your driving is on the highway?

Options: Require answer

Starting Column: 5587 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	None
2	Less than half
3	Half
4	More than half
5	All

Question: 45 - Qf

Kind: Multiple Choice

Qf. What is your age?

Options: Require answer

Starting Column: 5588 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	18-29
2	30-39
3	40-49
4	50-59
5	60-69
6	70+

Question: 46 - Qg

Kind: Multiple Choice

Qg. What is the highest level of education you have completed or the highest degree you have received?

Options: Require answer

Starting Column: 5589      Number of Digits: 2      Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	Less than high school
2	Some high school
3	High school diploma
4	Some college
5	Associate degree
6	Bachelor's degree
7	Some graduate school
8	Master's degree
9	Professional degree
10	Doctoral degree

Question: 47 - Qh

Kind: Multiple Choice

Qh. Are you of Hispanic or Latino origin?

Options: Require answer

Starting Column: 5591 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	Yes, of Hispanic origin
2	No, not of Hispanic origin
3	
4	
5	
6	
7	
8	
9	Decline to answer

Question: 48 - Qi

Kind: Multiple Choice

Qi. Please choose one or more categories to indicate your race. Are you...?

Options: Require answer

Starting Column: 5592 Number of Responses: 5

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\oe1

<u>Row</u>	<u>Label</u>
1	White
2	Black or African American
3	Asian
4	American Indian or Alaska Native
5	Native Hawaiian or Other Pacific Islander
6	
7	
8	
9	Decline to answer

Question: 49 - Qj

Kind: Multiple Choice

Qj. And, for statistical purposes only, in which of the following categories does your total annual HOUSEHOLD income fall?

Options: Require answer

Starting Column: 5597 Number of Responses: 1

Web Questionnaire/Report Options: Columns on Questionnaire: 1

Files: Format: j:\14266\xt

<u>Row</u>	<u>Label</u>
1	Under \$20,000 per year
2	At least \$20,000 per year, but less than \$40,000
3	At least \$40,000 per year, but less than \$60,000
4	At least \$60,000 per year, but less than \$80,000
5	At least \$80,000 per year, but less than \$100,000
6	\$100,000 per year or more
7	
8	
9	Decline to answer

# **Study Screen Shots**

“Screen shots” of what survey respondents saw while taking the survey.  
This section is referred to as Appendix III in the Methodology Report.

## Online Screenshots

YOUR OPINION COUNTS

---

Which of the following have you done in the past two years:  
*(Select all that apply)*

- Bought a new car
- Leased a new car
- Bought or leased a used (pre-owned) car
- None of the above

---

Progress  5%

Continue

Reset these answers

Which of the following do you plan to do in the next two years:  
***(Select all that apply)***

- Buy a new car
- Lease a new car
- Buy or lease a used (pre-owned) car
- None of the above

---

Progress  8%

Continue

Reset these answers

A car ad says:

**"This car gets great gas mileage."**

What do you think this statement means?

---

Progress  10%

Continue

Reset these answers

A car ad says:

**"This car gets great gas mileage."**

Does this statement say or imply anything about the gas mileage of this car compared to other cars?

- Yes
- No
- Don't know

---

Progress  12%

Continue

Reset these answers

A car ad says:

**"This car gets great gas mileage."**

What does the ad say or imply about the gas mileage of this car compared to other cars?

---

Progress ██████████ 15%

Continue

Reset these answers

**Each respondent saw one of the following three pages.**

YOUR OPINION COUNTS

---

A car ad says:

**“This car gets great gas mileage.”**

Which statement best describes what you think the ad means:

- The car gets better gas mileage than all other cars.
- The car gets better gas mileage than other cars of its size.
- The car gets better gas mileage than other cars with a similar sales price.
- I'm not sure what the ad means.
- None of the above.

---

Progress  18%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**“This car gets great gas mileage compared to similarly-priced cars.”**

Which statement best describes what you think the ad means:

- The car gets better gas mileage than all other cars.
- The car gets better gas mileage than other cars of its size.
- The car gets better gas mileage than other cars with a similar sales price.
- I'm not sure what the ad means.
- None of the above.

---

Progress  22%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**“This compact car gets great gas mileage compared to other compact cars.”**

Which statement best describes what you think the ad means:

- The car gets better gas mileage than all other cars.
- The car gets better gas mileage than other cars of its size.
- The car gets better gas mileage than other cars with a similar sales price.
- I'm not sure what the ad means.
- None of the above.

---

Progress  20%

Continue

Reset these answers

An ad for a compact car says:

**“This car gets great gas mileage compared to other cars in its class.”**

What do you think this statement means?

---

Progress  25%

Continue

Reset these answers

**Each respondent saw one of the following three pages.**

YOUR OPINION COUNTS

---

An ad for a compact car says:

**“This car gets great gas mileage compared to other compact cars.”**

Which statement best describes what you think the ad means:

- The car gets better gas mileage than all other compact cars.
- The car gets better gas mileage than almost all other compact cars.
- The car gets better gas mileage than at least half of all other compact cars.
- The car gets better gas mileage than a few other compact cars.
- The car does not get better gas mileage than any other compact car.
- I'm not sure what the ad means.
- None of the above.

---

Progress  28%

Continue

Reset these answers

YOUR OPINION COUNTS

---

An ad for a compact car says:

**“This car gets great gas mileage compared to all other compact cars.”**

Which statement best describes what you think the ad means:

- The car gets better gas mileage than all other compact cars.
- The car gets better gas mileage than almost all other compact cars.
- The car gets better gas mileage than at least half of all other compact cars.
- The car gets better gas mileage than a few other compact cars.
- The car does not get better gas mileage than any other compact car.
- I'm not sure what the ad means.
- None of the above.

---

Progress  30%

Continue

Reset these answers

YOUR OPINION COUNTS

---

An ad for a compact car says:

**“This car gets great gas mileage compared to many other compact cars.”**

Which statement best describes what you think the ad means:

- The car gets better gas mileage than all other compact cars.
- The car gets better gas mileage than almost all other compact cars.
- The car gets better gas mileage than at least half of all other compact cars.
- The car gets better gas mileage than a few other compact cars.
- The car does not get better gas mileage than any other compact car.
- I'm not sure what the ad means.
- None of the above.

---

Progress  32%

Continue

Reset these answers

A car ad says:

**“This model gets up to 30 miles per gallon.”**

What do you think this statement means?

What do you think the words “up to” mean in the above statement?

---

Progress ██████████ 38%

Continue

Reset these answers

## Each respondent saw one of the following three pages.

YOUR OPINION COUNTS

---

A car ad says:

**“Different options for engine size and other features are available. This model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” means in this ad:

- This model gets up to 30 miles per gallon depending on whether it's highway or city driving.
- This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
- A version of this model with specific options is rated at 30 miles per gallon.
- This model gets up to 30 miles per gallon depending on how efficiently you drive it.
- I'm not sure what "up to" means in this ad.
- None of the above.

Progress  42%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**“This model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” refers to in this ad:

- This model gets up to 30 miles per gallon depending on whether it's highway or city driving.
- This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
- A version of this model with specific options is rated at 30 miles per gallon.
- This model gets up to 30 miles per gallon depending on how efficiently you drive it.
- I'm not sure what "up to" means in this ad.
- None of the above.

Progress  40%

Continue

Reset these answers

YOUR OPINION COUNTS

---

An ad for a car says:

**“Different options for engine size and other features are available. Depending on the options chosen, this model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” means in this ad:

- This model gets up to 30 miles per gallon depending on whether it's highway or city driving.
- This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.
- A version of this model with specific options is rated at 30 miles per gallon.
- This model gets up to 30 miles per gallon depending on how efficiently you drive it.
- I'm not sure what "up to" means in this ad.
- None of the above.

Progress  45%

Continue

Reset these answers

A car ad says:

**"This electric car is rated at 93 MPGe."**

What do you think this statement means?

---

Progress ██████████ 48%

Continue

Reset these answers

A car ad says:

**"This electric car will travel an estimated 61 miles on a single charge."**

What do you think this statement means?

Who or what organization do you think created the test used to determine the estimated 61-mile range?

---

Progress ██████████ 52%

[Continue](#)

[Reset these answers](#)

---

**Each respondent saw one of the following three pages.**

YOUR OPINION COUNTS

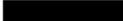
---

A car ad says:

**“This electric car is rated at 93 MPGe.”**

Which statement best describes what you think the ad means:

- The electric car gets an estimated 93 miles per gallon when run on gasoline.
- The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.
- The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.
- I'm not sure.
- None of the above.

Progress  55%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**“The energy efficiency of this electric car is equivalent to about 93 miles per gallon.”**

Which statement best describes what you think the ad means:

- The electric car gets an estimated 93 miles per gallon when run on gasoline.
- The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.
- The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.
- I'm not sure.
- None of the above.

Progress  58%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**“This electric car is rated at 93 MPGe. This vehicle does not use gasoline. The energy efficiency of this electric car is equivalent to :**

Which statement best describes what you think the ad means:

- The electric car gets an estimated 93 miles per gallon when run on gasoline.
- The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.
- The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.
- I'm not sure.
- None of the above.

Progress  60%

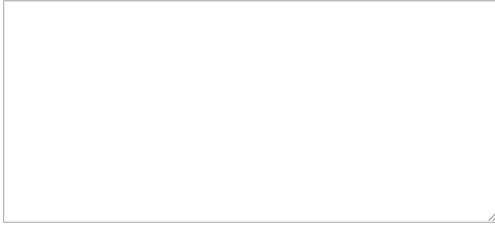
Continue

Reset these answers

A car ad says:

**"This car is rated at 25 miles per gallon according to the EPA estimate."**

In what situations would you expect this car to get 25 miles per gallon?



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Progress  62%

Continue

Reset these answers

**Each respondent saw one of the following three pages.**

YOUR OPINION COUNTS

---

A car ad says:

**"This car is rated at 25 miles per gallon according to the EPA estimate."**

Which statement best describes what you think the ad means:

- This car would get about 25 miles per gallon in city driving.
  - This car would get about 25 miles per gallon in highway driving.
  - This car would get about 25 miles per gallon in a combination of city and highway driving.
  - I'm not sure.
  - None of the above.
- 

Progress  65%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**"This car is rated at 25 miles per gallon on the highway according to the EPA estimate."**

Which statement best describes what you think the ad means:

- This car would get about 25 miles per gallon in city driving.
  - This car would get about 25 miles per gallon in highway driving.
  - This car would get about 25 miles per gallon in a combination of city and highway driving.
  - I'm not sure.
  - None of the above.
- 

Progress  68%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**"This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate."**

Which statement best describes what you think the ad means:

- This car would get about 25 miles per gallon in city driving.
  - This car would get about 25 miles per gallon in highway driving.
  - This car would get about 25 miles per gallon in a combination of city and highway driving.
  - I'm not sure.
  - None of the above.
- 

Progress  70%

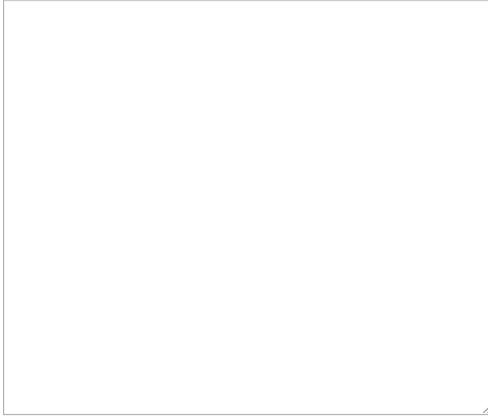
Continue

Reset these answers

A car ad says:

**"This car is rated at 25 miles per gallon according to the EPA estimate."**

If you were driving this car, under what conditions, if any, do you think the car would get more than 25 miles per gallon? Under what



---

Progress  72%

[Continue](#)

[Reset these answers](#)

## Each respondent saw one of the following three pages.

YOUR OPINION COUNTS

---

A car ad says:

**"This car is rated at 25 miles per gallon according to the EPA estimate."**

Which statement best describes what you would expect to get if you used this car for all your driving?

- I would probably get a lot less than 25 miles per gallon.
- I would probably get a little less than 25 miles per gallon.
- I would probably get 25 miles per gallon.
- I would probably get a little more than 25 miles per gallon.
- I would probably get a lot more than 25 miles per gallon.
- I'm not sure what kind of mileage I would get.
- None of the above.

---

Progress  75%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**"This car is rated at 25 miles per gallon on the highway according to the EPA estimate."**

Which statement best describes what you would expect to get if you used this car for all your driving?

- I would probably get a lot less than 25 miles per gallon.
- I would probably get a little less than 25 miles per gallon.
- I would probably get 25 miles per gallon.
- I would probably get a little more than 25 miles per gallon.
- I would probably get a lot more than 25 miles per gallon.
- I'm not sure what kind of mileage I would get.
- None of the above.

---

Progress  78%

Continue

Reset these answers

YOUR OPINION COUNTS

---

A car ad says:

**"This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate."**

Which statement best describes what you would expect to get if you used this car for all your driving?

- I would probably get a lot less than 25 miles per gallon.
- I would probably get a little less than 25 miles per gallon.
- I would probably get 25 miles per gallon.
- I would probably get a little more than 25 miles per gallon.
- I would probably get a lot more than 25 miles per gallon.
- I'm not sure what kind of mileage I would get.
- None of the above.

---

Progress  80%

Continue

Reset these answers

Are you...?

- Male
- Female

In what state or territory do you currently reside?

- Select One - ▾

What proportion of your driving is on the highway?

- None
- Less than half
- Half
- More than half
- All

---

Progress  88%

Continue

Reset these answers

What is your age?

- 18-29
- 30-39
- 40-49
- 50-59
- 60-69
- 70+

What is the highest level of education you have completed or the highest degree you have received?

- Less than high school
- Some high school
- High school diploma
- Some college
- Associate degree
- Bachelor's degree
- Some graduate school
- Master's degree
- Professional degree
- Doctoral degree

---

Progress  92%

Continue

Reset these answers

Are you of Hispanic or Latino origin?

- Yes, of Hispanic origin
- No, not of Hispanic origin
- Decline to answer

Please choose one or more categories to indicate your race. Are you...?

- White
- Black or African American
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Decline to answer

And, for statistical purposes only, in which of the following categories does your total annual HOUSEHOLD income fall?

- Under \$20,000 per year
- At least \$20,000 per year, but less than \$40,000
- At least \$40,000 per year, but less than \$60,000
- At least \$60,000 per year, but less than \$80,000
- At least \$80,000 per year, but less than \$100,000
- \$100,000 per year or more
- Decline to answer

---

Progress  100%

[Continue](#)

[Reset these answers](#)

# **Methodology Report**

Describes the research objectives, development process, and implementation of the study.

## **FTC FUEL ECONOMY CLAIMS STUDY – METHODOLOGY REPORT**

---

### ***Research Objectives***

- This research study was conducted to explore consumer perceptions and comprehension of automobile fuel economy claims, such as miles per gallon claims, and to understand how Section 5 of the FTC Act applies to such claims. The research was completed using an online survey methodology with a sample of consumers that broadly represents the U.S. adult population of automobile purchasers.

### ***Survey Sample Details***

- GLM rented a panel from Research Now, an online panel vendor. The demographic data collected from the sample includes geographic location, gender, age, education, and race/ethnicity. Respondents' names and any other personal identifiable information was not included in the final data.
- This study was conducted with a sample of 3,600 respondents. Respondents were selected for inclusion in the study if they met the following criteria:
  - Over the age of 18
  - Purchased or leased a new automobile within the past two years
  - Intend to purchase or lease a new automobile within the next two years
- Research Now created and manages the opt-in national survey panel that was used for this study. The panel was developed by partnering with a diverse set of globally recognized consumer and business-focused brands to invite consumers to join the online survey panel. Individuals who are invited to join the panel have pre-existing relationships with the company that invited them.
- The incentive system used by Research Now is based on an e-Rewards currency with each member earning money for the time they spend completing surveys. The incentives are based on estimates of the time and effort required to fully complete a survey. The following factors are considered in determining appropriate incentives:
  - Desired sample group (complexity and size)
  - Approximate survey length

- The e-Rewards system requires a valid and unique email address in order for panel members to receive surveys. Physical addresses provided by the panel members in the U.S. are verified against government postal information. In addition, third-party ID validation is used to validate profiles to ensure members are not providing false information. The online panels are continually reviewed and analyzed to ensure that members are qualified and accurately portrayed.

### ***Finalizing the Survey Instrument***

- The FTC developed and provided GLM with a survey that was used for the pretest. In February 2015, GLM completed a pretest of the survey with one-hundred (100) respondents who fit the profile of the intended survey audience. The pretest was used to evaluate the wording in all of the modules and test programming patterns. After reviewing the results of the pretest, GLM made minor changes to the survey based on feedback from the FTC. GLM also provided insight for the two screening questions to make sure that all respondents fully understood that they must have purchased or leased a new car within the past two years or were going to purchase or lease a new car within the next two years.
  - Documents containing the survey edits are included in Appendix II
  - Final survey documents are also included in Appendix II
- The pretest data were determined to be less than fully representative of the assumed car buying population. As a result, the FTC provided data from the Consumer Expenditure Survey (CES) of all car purchasers (used and new vehicles) so GLM could attempt to match this profile.
  - The final sample closely matched the age, gender, race, and education demographics of the FTC's industry benchmark. Respondents' income level approximated the benchmark in all categories except "under \$20,000." It was determined that this category is logically underrepresented since the data provided for benchmarking were based on the population of all car buyers, not just new car buyers.
- The pretest data were determined to be less than fully representative of the assumed car buying population. As a result, the FTC provided industry data of all car purchasers (used and new vehicles) so GLM could attempt to match this profile.

- Below is a comparison between the industry data that the FTC provided and the data collected during the study:

	<u>CES Data</u>	<u>Data Collected</u>
<b>AGE:</b>		
16 - 29 years old	14%	18%
30 - 39 years old	20%	19%
40 - 49 years old	22%	17%
50 - 59 years old	21%	20%
60 - 69 years old	14%	19%
70+ years old	9%	7%
<b>SEX:</b>		
Male	51%	48%
Female	49%	52%
<b>RACE:</b>		
White	85%	84%
Black	8%	7%
Native American	1%	1%
Asian	4%	7%
Pacific Islander	1%	1%
<b>INCOME:</b>		
Less than \$20K per year	23%	6%
\$20K - \$39K	17%	28%
\$40K - \$60K	16%	25%
\$60K - \$80K	11%	9%
\$80K - \$100K	9%	7%
\$100K +	24%	20%
		6% refusal
<b>EDUCATION:</b>		
Less than HS	2%	<1%
Some HS	3%	<1%
HS Diploma	18%	9%
Some college	20%	21%
Associate's degree	13%	12%
Bachelor's degree	26%	28%
Some graduate school	NA	7%
Master's/Professional/ Doctorate degree	18%	22%

### ***Research Timeline***

- The first survey wave was launched on April 7, 2015.
- After reviewing the first 1,000 completed interviews on April 10, GLM requested targeting younger ages (under 50) with lower incomes (under \$60,000).
- On April 13, approximately 1,500 interviews had been completed. GLM requested targeting more young males (under 50) with lower incomes (under \$60,000).
- On April 14, slightly more than 2,000 interviews had been completed. GLM requested targeting males in the 50-59 year old age range to achieve a gender-balanced sample.
- On April 15, GLM requested targeting only males in all age groups.
- On April 16, survey invitations were sent such that 70% males and 30% females were targeted in the ongoing effort to produce a gender-balanced sample.
- On April 17, after approximately 3,100 completed interviews, the gender percentages were near the 50% target. GLM requested that invitations be sent to those under 69 years of age to age-match the sample to the benchmark.
- The survey closed with 3,610 respondents on April 21, 2015.

### ***Survey Respondents***

- In total, 27,796 potential respondents were invited to take the survey.
  - 8,061 respondents opened the email invitation link, which equates to a 29% response rate
  - 7,877 answered at least the first question and 3,925 remained after the first two screening questions
  - 3,610 finished the survey

### ***Appendix I - Data Tabulations***

- Appendix I includes the complete set of data tabulations by question and answer.

### ***Appendix II - Comparison of Treatments***

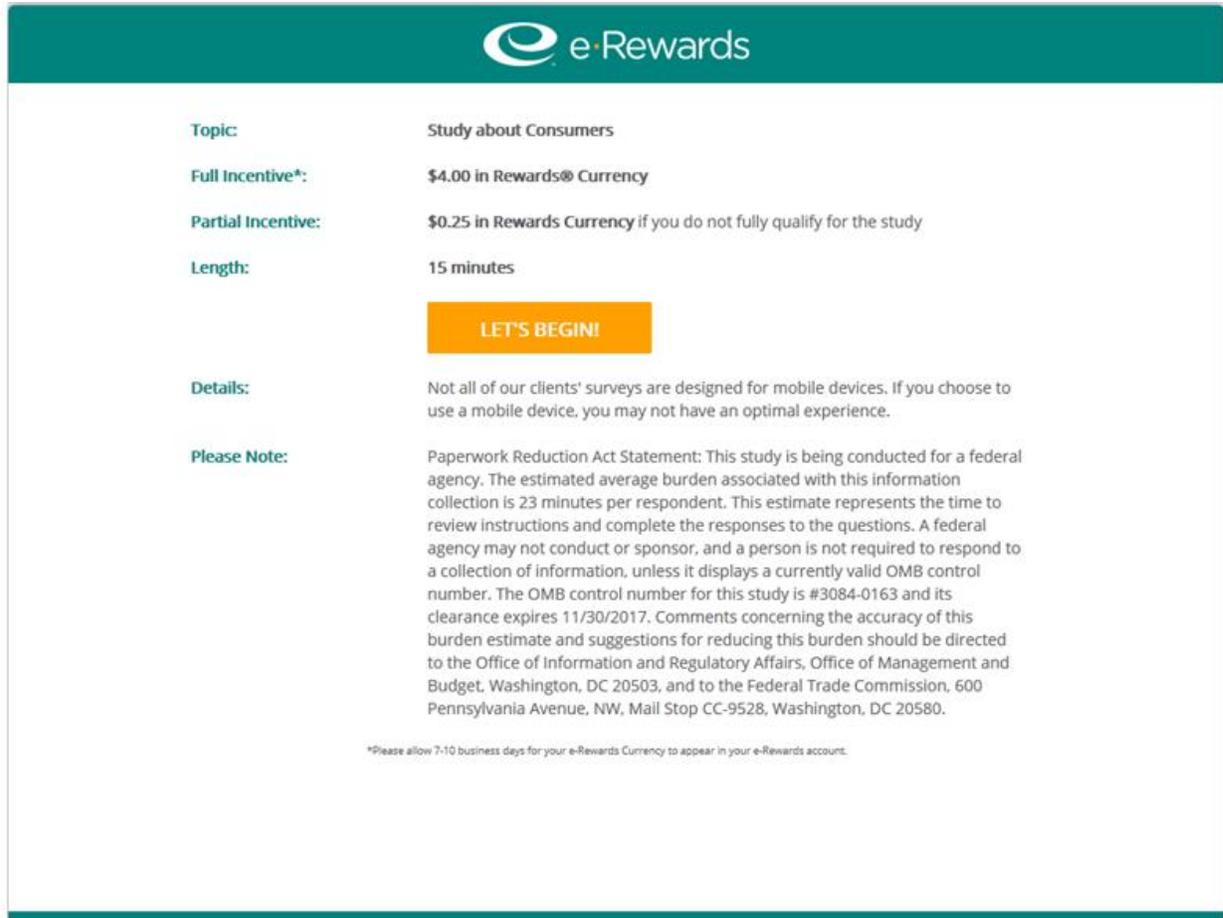
- Appendix II provides tables showing the distribution of answers across different treatments within each module.

### ***Appendix III - Online Screenshots of the Survey***

- Appendix III includes screenshots of each online page.

**Appendix IV - Landing Page Screenshot**

- Appendix IV is a screenshot of the first screen respondents saw when receiving the email link to participate in the research study.



# **Data Tabulations**

Summary tables by question and answer.

This section is referred to as Appendix I in the Methodology Report.

## FTC FUEL ECONOMY CLAIMS STUDY

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Qa. Which of the following have you done in the past two years: [Aided\Multiple Mentions]

	<b>Total</b>
Total Respondents	3600
Bought a new car	1975 54.9%
Leased a new car	954 26.5%
Bought or leased a used (pre-owned) car	503 14.0%
None of the above	433 12.0%

## FTC FUEL ECONOMY CLAIMS STUDY

---

Qb. Which of the following do you plan to do in the next two years: [Aided\Multiple Mentions]

	<b>Total</b>
Total Respondents	784
Buy a new car	690 88.0%
Buy or lease a used (pre-owned) car	166 21.2%
Lease a new car	122 15.6%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1a. A car ad says:

**“This car gets great gas mileage.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
More miles per gallon/ saves money/ less gas	871 24.2%
Gets 30 miles or more	484 13.4%
Good gas mileage	378 10.5%
Great gas mileage	212 5.9%
Gets 20 miles or more	185 5.1%
Skeptical	180 5.0%
Efficient	164 4.6%
Above average/ better than average	141 3.9%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1a. A car ad says:

**“This car gets great gas mileage.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
Economical	131 3.6%
Small/ hybrid	124 3.4%
High mileage	73 2.0%
Other	530 14.7%
Don't know/nothing	127 3.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1b. A car ad says:

**“This car gets great gas mileage.”**

Does this statement say or imply anything about the gas mileage of this car compared to other cars?

	<b>Total</b>
Total Respondents	3600
Yes	1737 48.3%
No	1728 48.0%
Don't know	135 3.8%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1c. IF STATEMENT SAYS OR IMPLIES ANYTHING ABOUT THE GAS MILEAGE OF THIS CAR COMPARED TO OTHER CARS:

A car ad says:

**“This car gets great gas mileage.”**

What does the ad say or imply about the gas mileage of this car compared to other cars?

	<u>Total</u>
Total Respondents	1737
Better mileage	653 37.6%
More miles per gallon/ saves money/ less gas	265 15.3%
Above average/ better than average	153 8.8%
Great gas mileage	125 7.2%
Good gas mileage	109 6.3%
Gets 30 miles or more	29 1.7%
Skeptical	25 1.4%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1c. IF STATEMENT SAYS OR IMPLIES ANYTHING ABOUT THE GAS MILEAGE OF THIS CAR COMPARED TO OTHER CARS:

A car ad says:

**“This car gets great gas mileage.”**

What does the ad say or imply about the gas mileage of this car compared to other cars?

	<u>Total</u>
Total Respondents	1737
Economical	24 1.4%
Efficient	21 1.2%
High mileage	17 1.0%
Small/ hybrid	6 0.3%
Gets 20 miles or more	6 0.3%
Average	3 0.2%
Other	244 14.0%
Don't know/ nothing	57 3.3%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1d. A car ad says:

**“This car gets great gas mileage.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1167
The car gets better gas mileage than all other cars.	165 14.1%
The car gets better gas mileage than other cars of its size.	429 36.8%
The car gets better gas mileage than other cars with a similar sales price.	140 12.0%
I'm not sure what the ad means.	182 15.6%
None of the above.	251 21.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1e. A car ad says:

**“This compact car gets great gas mileage compared to other compact cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1212
The car gets better gas mileage than all other cars.	110 9.1%
The car gets better gas mileage than other cars of its size.	955 78.8%
The car gets better gas mileage than other cars with a similar sales price.	53 4.4%
I'm not sure what the ad means.	60 5.0%
None of the above.	34 2.8%

## FTC FUEL ECONOMY CLAIMS STUDY

---

1f. A car ad says:

**“This car gets great gas mileage compared to similarly-priced cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1221
The car gets better gas mileage than all other cars.	80 6.6%
The car gets better gas mileage than other cars of its size.	251 20.6%
The car gets better gas mileage than other cars with a similar sales price.	766 62.7%
I'm not sure what the ad means.	84 6.9%
None of the above.	40 3.3%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2a. An ad for a compact car says:

**“This car gets great gas mileage compared to other cars in its class.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
Better mileage	1199 33.3%
Same class/size comparison	626 17.4%
Good gas mileage	246 6.8%
Great gas mileage	244 6.8%
More miles per gallon/ saves money/ less gas	228 6.3%
Skeptical	56 1.6%
Above average/ better than average	55 1.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2a. An ad for a compact car says:

**“This car gets great gas mileage compared to other cars in its class.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
Efficient	49 1.4%
Economical	44 1.2%
Gets 30 miles or more	25 0.7%
Small/ hybrid	15 0.4%
Average	7 0.2%
High mileage	7 0.2%
Gets 20 miles or more	4 0.1%
Other	604 16.8%
Don't know/ nothing	191 5.3%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2b. An ad for a compact car says:

**“This car gets great gas mileage compared to other compact cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1163
The car gets better gas mileage than all other compact cars.	268 23.0%
The car gets better gas mileage than almost all other compact cars.	379 32.6%
The car gets better gas mileage than at least half of all other compact cars.	210 18.1%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2b. An ad for a compact car says:

**“This car gets great gas mileage compared to other compact cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1163
The car gets better gas mileage than a few other compact cars.	128 11.0%
The car does not get better gas mileage than any other compact car.	33 2.8%
I'm not sure what the ad means.	95 8.2%
None of the above.	50 4.3%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2c. An ad for a compact car says:

**“This car gets great gas mileage compared to all other compact cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1153
The car gets better gas mileage than all other compact cars.	601 52.1%
The car gets better gas mileage than almost all other compact cars.	276 23.9%
The car gets better gas mileage than at least half of all other compact cars.	108 9.4%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2c. An ad for a compact car says:

**“This car gets great gas mileage compared to all other compact cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1153
The car gets better gas mileage than a few other compact cars.	36 3.1%
The car does not get better gas mileage than any other compact car.	30 2.6%
I'm not sure what the ad means.	70 6.1%
None of the above.	32 2.8%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2d. An ad for a compact car says:

**“This car gets great gas mileage compared to many other compact cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1284
The car gets better gas mileage than all other compact cars.	132 10.3%
The car gets better gas mileage than almost all other compact cars.	390 30.4%
The car gets better gas mileage than at least half of all other compact cars.	389 30.3%

## FTC FUEL ECONOMY CLAIMS STUDY

---

2d. An ad for a compact car says:

**“This car gets great gas mileage compared to many other compact cars.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1284
The car gets better gas mileage than a few other compact cars.	207 16.1%
The car does not get better gas mileage than any other compact car.	32 2.5%
I'm not sure what the ad means.	88 6.9%
None of the above.	46 3.6%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3a. A car ad says:

**“This model gets up to 30 miles per gallon.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
Up to 30 miles	965 26.8%
30 miles	795 22.1%
Ideal conditions/ driving style	362 10.1%
Highway	305 8.5%
Good gas mileage	77 2.1%
More miles per gallon/ saves money/ less gas	58 1.6%
Skeptical	57 1.6%
Average	42 1.2%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3a. A car ad says:

**“This model gets up to 30 miles per gallon.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
Gets 20 miles or more	40 1.1%
Great gas mileage	26 0.7%
Efficient	21 0.6%
Economical	18 0.5%
30 miles or more	13 0.4%
Small/ hybrid	10 0.3%
Better mileage	10 0.3%
Same class/size comparison	6 0.2%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3a. A car ad says:

**“This model gets up to 30 miles per gallon.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
Above average/ better than average	2 0.1%
Other	645 17.9%
Don't know/ nothing	148 4.1%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3b. What do you think the words “up to” mean in the above statement?

	<b>Total</b>
Total Respondents	3600
30 miles is maximum/ best case/c an get 30 miles	600 16.7%
Less than 30 miles	518 14.4%
Depends on conditions/driving habits	500 13.9%
30 miles at most/at best 30 miles/up to 30 miles/as much as 30 miles	384 10.7%
About/ almost/ approximately/ close to 30 miles	212 5.9%
Possible/not guaranteed/could get 30 miles	204 5.7%
No more than 30 miles	176 4.9%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3b. What do you think the words “up to” mean in the above statement?

	<b>Total</b>
Total Respondents	3600
Highway	158 4.4%
Range of 0 - 30 miles	90 2.5%
Will not get 30 miles/ cannot get 30 miles/ does not get 30 miles	87 2.4%
Skeptical	41 1.1%
At least 30 miles/more than 30 miles	36 1.0%
Negative/ doubt	27 0.8%
Other	425 11.8%
Don't know/not sure/ nothing	142 3.9%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3c. A car ad says:

**“This model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” refers to in this ad:

	<b>Total</b>
Total Respondents	1187
This model gets up to 30 miles per gallon depending on whether it's highway or city driving.	337 28.4%
This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.	49 4.1%
A version of this model with specific options is rated at 30 miles per gallon.	110 9.3%
This model gets up to 30 miles per gallon depending on how efficiently you drive it.	530 44.7%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3c. A car ad says:

**“This model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” refers to in this ad:

	<b>Total</b>
Total Respondents	1187
I'm not sure what "up to" means in this ad.	98 8.3%
None of the above.	63 5.3%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3d. A car ad says:

**“Different options for engine size and other features are available. This model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” means in this ad:

	<b>Total</b>
Total Respondents	1212
This model gets up to 30 miles per gallon depending on whether it's highway or city driving.	252 20.8%
This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.	60 5.0%
A version of this model with specific options is rated at 30 miles per gallon.	427 35.2%
This model gets up to 30 miles per gallon depending on how efficiently you drive it.	318 26.2%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3d. A car ad says:

**“Different options for engine size and other features are available. This model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” means in this ad:

	<b>Total</b>
Total Respondents	1212
I'm not sure what "up to" means in this ad.	96 7.9%
None of the above.	59 4.9%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3e. An ad for a car says:

**“Different options for engine size and other features are available. Depending on the options chosen, this model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” means in this ad:

	<u>Total</u>
Total Respondents	1201
This model gets up to 30 miles per gallon depending on whether it's highway or city driving.	170 14.2%
This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.	61 5.1%

## FTC FUEL ECONOMY CLAIMS STUDY

---

3e. An ad for a car says:

**“Different options for engine size and other features are available. Depending on the options chosen, this model gets up to 30 miles per gallon.”**

Which statement best describes what the term “up to” means in this ad:

	<u>Total</u>
Total Respondents	1201
A version of this model with specific options is rated at 30 miles per gallon.	623 51.9%
This model gets up to 30 miles per gallon depending on how efficiently you drive it.	190 15.8%
I'm not sure what "up to" means in this ad.	88 7.3%
None of the above.	69 5.7%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4a. A car ad says:

**“This electric car is rated at 93 MPGe.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
93 miles electricity/electric car references	614 17.1%
93 miles per gallon/miles per gallon	374 10.4%
93 miles per gallon/equivalent	203 5.6%
Range of charge	198 5.5%
93 miles per gallon of gas/gas references	84 2.3%
Combination of electricity and gas	83 2.3%
Great gas mileage	63 1.8%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4a. A car ad says:

**“This electric car is rated at 93 MPGe.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
Good gas mileage	51 1.4%
Rated at 93 mpg/93 mpge	34 0.9%
Skeptical	31 0.9%
Electricity and cost association	19 0.5%
Other	561 15.6%
Don't know/not sure/no idea	1285 35.7%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4b. A car ad says:

**“This electric car will travel an estimated 61 miles on a single charge.”**

What do you think this statement means?

	<b>Total</b>
Total Respondents	3600
61 miles/estimated 61 miles per charge/between charges	2121 58.9%
Negative/skeptical	331 9.2%
On average	82 2.3%
Maximum/best	62 1.7%
Other	774 21.5%
Don't know/not sure/nothing	230 6.4%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4c. Who or what organization do you think created the test used to determine the estimated 61-mile range?

	<b>Total</b>
Total Respondents	3600
Car company/ manufacturer	1018 28.3%
EPA	231 6.4%
Government	95 2.6%
Electric car company/Tesla	73 2.0%
Auto industry	42 1.2%
Consumer Report	30 0.8%
National Highway Traffic Safety Administration	28 0.8%
Department of Transportation	22 0.6%
National Transportation Safety Board	18 0.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4c. Who or what organization do you think created the test used to determine the estimated 61-mile range?

	<b>Total</b>
Total Respondents	3600
Independent company	14 0.4%
AAA	13 0.4%
Other	546 15.2%
Don't know/not sure	1470 40.8%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4d. A car ad says:

**“This electric car is rated at 93 MPGe.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1195
The electric car gets an estimated 93 miles per gallon when run on gasoline.	174 14.6%
The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.	290 24.3%
The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.	126 10.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4d. A car ad says:

**“This electric car is rated at 93 MPGe.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1195
I'm not sure.	476 39.8%
None of the above.	129 10.8%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4e. A car ad says:

**“The energy efficiency of this electric car is equivalent to about 93 miles per gallon.”**

Which statement best describes what you think the ad means:

	<u>Total</u>
Total Respondents	1227
The electric car gets an estimated 93 miles per gallon when run on gasoline.	164 13.4%
The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.	500 40.7%
The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.	250 20.4%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4e. A car ad says:

**“The energy efficiency of this electric car is equivalent to about 93 miles per gallon.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1227
I'm not sure.	245 20.0%
None of the above.	68 5.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4f. A car ad says:

**“This electric car is rated at 93 MPGe. This vehicle does not use gasoline. The energy efficiency of this electric car is equivalent to about 93 miles per gallon.”**

Which statement best describes what you think the ad means:

	<u>Total</u>
Total Respondents	1178
The electric car gets an estimated 93 miles per gallon when run on gasoline.	125 10.6%
The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.	496 42.1%
The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.	226 19.2%

## FTC FUEL ECONOMY CLAIMS STUDY

---

4f. A car ad says:

**“This electric car is rated at 93 MPGe. This vehicle does not use gasoline. The energy efficiency of this electric car is equivalent to about 93 miles per gallon.”**

Which statement best describes what you think the ad means:

	<u>Total</u>
Total Respondents	1178
I'm not sure.	215 18.3%
None of the above.	116 9.8%

## FTC FUEL ECONOMY CLAIMS STUDY

---

5a. A car ad says:

**“This car is rated at 25 miles per gallon according to the EPA estimate.”**

In what situations would you expect this car to get 25 miles per gallon?

	<b>Total</b>
Total Respondents	3600
Highway driving	1178 32.7%
Ideal/perfect driving conditions	572 15.9%
Combination of city and highway driving/all driving situations	287 8.0%
City driving	187 5.2%
Average/regular driving	179 5.0%
Never happen/won't get 25 miles	101 2.8%
Normal driving conditions	73 2.0%

## FTC FUEL ECONOMY CLAIMS STUDY

---

5a. A car ad says:

**“This car is rated at 25 miles per gallon according to the EPA estimate.”**

In what situations would you expect this car to get 25 miles per gallon?

	<u>Total</u>
Total Respondents	3600
On average	49 1.4%
Efficient driving	18 0.5%
Other	571 15.9%
Don't know/not sure	385 10.7%

## FTC FUEL ECONOMY CLAIMS STUDY

---

5b. A car ad says:

**“This car is rated at 25 miles per gallon according to the EPA estimate.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1159
This car would get about 25 miles per gallon in city driving.	98 8.5%
This car would get about 25 miles per gallon in highway driving.	353 30.5%
This car would get about 25 miles per gallon in a combination of city and highway driving.	468 40.4%
I'm not sure.	193 16.7%
None of the above.	47 4.1%

## FTC FUEL ECONOMY CLAIMS STUDY

---

5c. A car ad says:

**“This car is rated at 25 miles per gallon on the highway according to the EPA estimate.”**

Which statement best describes what you think the ad means:

	<b>Total</b>
Total Respondents	1211
This car would get about 25 miles per gallon in city driving.	70 5.8%
This car would get about 25 miles per gallon in highway driving.	903 74.6%
This car would get about 25 miles per gallon in a combination of city and highway driving.	130 10.7%
I'm not sure.	66 5.5%
None of the above.	42 3.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

5d. A car ad says:

**“This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate.”**

Which statement best describes what you think the ad means:

	<u>Total</u>
Total Respondents	1230
This car would get about 25 miles per gallon in city driving.	58 4.7%
This car would get about 25 miles per gallon in highway driving.	123 10.0%
This car would get about 25 miles per gallon in a combination of city and highway driving.	942 76.6%
I'm not sure.	76 6.2%
None of the above.	31 2.5%

## FTC FUEL ECONOMY CLAIMS STUDY

---

6a. A car ad says:

**“This car is rated at 25 miles per gallon according to the EPA estimate.”**

If you were driving this car, under what conditions, if any, do you think the car would get more than 25 miles per gallon? Under what conditions, if any, do you think the car would get less than 25 miles per gallon?

	<u>Total</u>
Total Respondents	3600
More highway/less city or highway/city	902 25.1%
Driving/weather conditions	693 19.3%
Highway	391 10.9%
Highway for more/depends on conditions for less	186 5.2%
City	149 4.1%
Highway/city combined with other conditions	135 3.8%
Driving pattern	116 3.2%

## FTC FUEL ECONOMY CLAIMS STUDY

---

6a. A car ad says:

**“This car is rated at 25 miles per gallon according to the EPA estimate.”**

If you were driving this car, under what conditions, if any, do you think the car would get more than 25 miles per gallon? Under what conditions, if any, do you think the car would get less than 25 miles per gallon?

	<u>Total</u>
Total Respondents	3600
Perfect/ideal/ good conditions	101 2.8%
Depends of conditions for more/city for less	72 2.0%
Normal conditions	23 0.6%
None/ nothing	53 1.5%
Other	398 11.1%
Don't know	381 10.6%

## FTC FUEL ECONOMY CLAIMS STUDY

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6b. A car ad says:

**“This car is rated at 25 miles per gallon according to the EPA estimate.”**

Which statement best describes what you would expect to get if you used this car for all your driving?

	<u>Total</u>
Total Respondents	1175
I would probably get a lot less than 25 miles per gallon.	207 17.6%
I would probably get a little less than 25 miles per gallon.	448 38.1%
I would probably get 25 miles per gallon.	289 24.6%
I would probably get a little more than 25 miles per gallon.	53 4.5%
I would probably get a lot more than 25 miles per gallon.	13 1.1%

## FTC FUEL ECONOMY CLAIMS STUDY

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6b. A car ad says:

**“This car is rated at 25 miles per gallon according to the EPA estimate.”**

Which statement best describes what you would expect to get if you used this car for all your driving?

	<b>Total</b>
Total Respondents	1175
I'm not sure what kind of mileage I would get.	145 12.3%
None of the above.	20 1.7%

## FTC FUEL ECONOMY CLAIMS STUDY

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6c. A car ad says:

**“This car is rated at 25 miles per gallon on the highway according to the EPA estimate.”**

Which statement best describes what you would expect to get if you used this car for all your driving?

	<b>Total</b>
Total Respondents	1170
I would probably get a lot less than 25 miles per gallon.	274 23.4%
I would probably get a little less than 25 miles per gallon.	454 38.8%
I would probably get 25 miles per gallon.	242 20.7%
I would probably get a little more than 25 miles per gallon.	74 6.3%
I would probably get a lot more than 25 miles per gallon.	15 1.3%

## FTC FUEL ECONOMY CLAIMS STUDY

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6c. A car ad says:

**“This car is rated at 25 miles per gallon on the highway according to the EPA estimate.”**

Which statement best describes what you would expect to get if you used this car for all your driving?

	<b>Total</b>
Total Respondents	1170
I'm not sure what kind of mileage I would get.	99 8.5%
None of the above.	12 1.0%

## FTC FUEL ECONOMY CLAIMS STUDY

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6d. A car ad says:

**“This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate.”**

Which statement best describes what you would expect to get if you used this car for all your driving?

	<u>Total</u>
Total Respondents	1255
I would probably get a lot less than 25 miles per gallon.	198 15.8%
I would probably get a little less than 25 miles per gallon.	405 32.3%
I would probably get 25 miles per gallon.	401 32.0%
I would probably get a little more than 25 miles per gallon.	79 6.3%
I would probably get a lot more than 25 miles per gallon.	8 0.6%

## FTC FUEL ECONOMY CLAIMS STUDY

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6d. A car ad says:

**“This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate.”**

Which statement best describes what you would expect to get if you used this car for all your driving?

	<b>Total</b>
Total Respondents	1255
I'm not sure what kind of mileage I would get.	138 11.0%
None of the above.	26 2.1%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qc. Are you...?

	<b>Total</b>
Total Respondents	3600
Male	1721 47.8%
Female	1879 52.2%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qd. In what state or territory do you currently reside?

	<b>Total</b>
Total Respondents	3600
California	376 10.4%
Florida	341 9.5%
New York	307 8.5%
Texas	254 7.1%
Pennsylvania	176 4.9%
Michigan	173 4.8%
Illinois	162 4.5%
Ohio	128 3.6%
New Jersey	122 3.4%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qd. In what state or territory do you currently reside?

	<b>Total</b>
Total Respondents	3600
Arizona	100 2.8%
North Carolina	86 2.4%
Georgia	85 2.4%
Massachusetts	78 2.2%
Missouri	76 2.1%
Wisconsin	74 2.1%
Indiana	71 2.0%
Virginia	62 1.7%
Washington	61 1.7%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qd. In what state or territory do you currently reside?

	<b>Total</b>
Total Respondents	3600
Maryland	60 1.7%
Minnesota	59 1.6%
Tennessee	58 1.6%
Colorado	52 1.4%
South Carolina	49 1.4%
Connecticut	46 1.3%
Kentucky	41 1.1%
Oregon	41 1.1%
Arkansas	33 0.9%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qd. In what state or territory do you currently reside?

	<b>Total</b>
Total Respondents	3600
Nevada	33 0.9%
Iowa	32 0.9%
Louisiana	30 0.8%
Oklahoma	30 0.8%
Alabama	27 0.8%
Kansas	27 0.8%
Utah	25 0.7%
New Mexico	24 0.7%
Mississippi	23 0.6%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qd. In what state or territory do you currently reside?

	<b>Total</b>
Total Respondents	3600
Nebraska	22 0.6%
New Hampshire	22 0.6%
Hawaii	19 0.5%
West Virginia	18 0.5%
Idaho	16 0.4%
Delaware	12 0.3%
Maine	11 0.3%
Rhode Island	11 0.3%
North Dakota	10 0.3%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qd. In what state or territory do you currently reside?

	<b>Total</b>
Total Respondents	3600
Washington DC	9 0.3%
Montana	7 0.2%
South Dakota	7 0.2%
Vermont	5 0.1%
Wyoming	5 0.1%
Alaska	4 0.1%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qe. What proportion of your driving is on the highway?

	<b>Total</b>
Total Respondents	3600
None	86 2.4%
Less than half	1516 42.1%
Half	1123 31.2%
More than half	823 22.9%
All	52 1.4%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qf. What is your age?

	<b>Total</b>
Total Respondents	3600
18-29	663 18.4%
30-39	697 19.4%
40-49	606 16.8%
50-59	711 19.8%
60-69	682 18.9%
70+	241 6.7%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qg. What is the highest level of education you have completed or the highest degree you have received?

	<b>Total</b>
Total Respondents	3600
Less than high school	8 0.2%
Some high school	9 0.3%
High school diploma	336 9.3%
Some college	755 21.0%
Associate degree	436 12.1%
Bachelor's degree	1022 28.4%
Some graduate school	239 6.6%
Master's degree	530 14.7%
Professional degree	117 3.3%
Doctoral degree	148 4.1%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qh. Are you of Hispanic or Latino origin?

	<b>Total</b>
Total Respondents	3600
Yes, of Hispanic origin	298 8.3%
No, not of Hispanic origin	3238 89.9%
Decline to answer	64 1.8%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qi. Please choose one or more categories to indicate your race. Are you...?

	<b>Total</b>
Total Respondents	3600
White	3013 83.7%
Asian	257 7.1%
Black or African American	250 6.9%
American Indian or Alaska Native	50 1.4%
Native Hawaiian or Other Pacific Islander	22 0.6%
Decline to answer	79 2.2%

## FTC FUEL ECONOMY CLAIMS STUDY

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Qj. And, for statistical purposes only, in which of the following categories does your total annual HOUSEHOLD income fall?

	<b>Total</b>
Total Respondents	3600
Under \$20,000 per year	231 6.4%
At least \$20,000 per year, but less than \$40,000	993 27.6%
At least \$40,000 per year, but less than \$60,000	881 24.5%
At least \$60,000 per year, but less than \$80,000	324 9.0%
At least \$80,000 per year, but less than \$100,000	247 6.9%
\$100,000 per year or more	720 20.0%
Decline to answer	204 5.7%

# Comparison of Treatments

This section shows the distribution of responses across different treatments within each of the six modules of the study. It is referred to as Appendix II in the Methodology Report.

## Comparison of Modules

Which statement best describes what you think the ad means:

A car ad says:	1d. "This car gets great gas mileage."	1e. "This compact car gets great gas mileage compared to other compact cars."	1f. "This car gets great gas mileage compared to similarly-priced cars."
<b>Total Respondents</b>	<b>1167</b>	<b>1212</b>	<b>1221</b>
The car gets better gas mileage than all other cars.	165 14.1%	110 9.1%	80 6.6%
The car gets better gas mileage than other cars of its size.	429 36.8%	955 78.8%	251 20.6%
The car gets better gas mileage than other cars with a similar sales price.	140 12.0%	53 4.4%	766 62.7%
I'm not sure what the ad means.	182 15.6%	60 5.0%	84 6.9%
None of the above.	251 21.5%	34 2.8%	40 3.3%

Which statement best describes what you think the ad means:

<b>An ad for a compact car says:</b>	<b>2b. "This car gets great gas mileage compared to other compact cars."</b>	<b>2c. "This car gets great gas mileage compared to all other compact cars."</b>	<b>2d. "This car gets great gas mileage compared to many other compact cars."</b>
<b>Total Respondents</b>	<b>1163</b>	<b>1153</b>	<b>1284</b>
The car gets better gas mileage than all other compact cars.	268 23.0%	601 52.1%	132 10.3%
The car gets better gas mileage than almost all other compact cars.	379 32.6%	276 23.9%	390 30.4%
The car gets better gas mileage than at least half of all other compact cars.	210 18.1%	108 9.4%	389 30.3%
The car gets better gas mileage than a few other compact cars.	128 11.0%	36 3.1%	207 16.1%
The car does not get better gas mileage than any other compact car.	33 2.8%	30 2.6%	32 2.5%
I'm not sure what the ad means.	95 8.2%	70 6.1%	88 6.9%
None of the above.	50 4.3%	32 2.8%	46 3.6%

Which statement best describes what the term “up to” refers to in this ad:

<b>An ad for a car says:</b>	<b>3c. “This model gets up to 30 miles per gallon.”</b>	<b>3d. “Different options for engine size and other features are available. This model gets up to 30 miles per gallon.”</b>	<b>3e. “Different options for engine size and other features are available. Depending on the options chosen, this model gets up to 30 miles per gallon.”</b>
<b>Total Respondents</b>	<b>1187</b>	<b>1212</b>	<b>1201</b>
This model gets up to 30 miles per gallon depending on whether it's highway or city driving.	337 28.4%	252 20.8%	170 14.2%
This model gets up to 30 miles per gallon depending on the weight of people and cargo inside.	49 4.1%	60 5.0%	61 5.1%
A version of this model with specific options is rated at 30 miles per gallon.	110 9.3%	427 35.2%	623 51.9%
This model gets up to 30 miles per gallon depending on how efficiently you drive it.	530 44.7%	318 26.2%	190 15.8%
I'm not sure what "up to" means in this ad.	98 8.3%	96 7.9%	88 7.3%
None of the above.	63 5.3%	59 4.9%	69 5.7%

Which statement best describes what you think the ad means:

<b>A car ad says:</b>	<b>4d. "This electric car is rated at 93 MPGe."</b>	<b>4e. "The energy efficiency of this electric car is equivalent to about 93 miles per gallon."</b>	<b>4f. "This electric car is rated at 93 MPGe. This vehicle does not use gasoline. The energy efficiency of this electric car is equivalent to about 93 miles per gallon."</b>
<b>Total Respondents</b>	<b>1195</b>	<b>1227</b>	<b>1178</b>
The electric car gets an estimated 93 miles per gallon when run on gasoline.	174 14.6%	164 13.4%	125 10.6%
The electric car uses as much energy as a gasoline-fueled car that's rated at an estimated 93 miles per gallon.	290 24.3%	500 40.7%	496 42.1%
The cost per mile to drive the electric car is the same as the cost to drive a gasoline-fueled car rated at an estimated 93 miles per gallon.	126 10.5%	250 20.4%	226 19.2%
I'm not sure.	476 39.8%	245 20.0%	215 18.3%
None of the above.	129 10.8%	68 5.5%	116 9.8%

Which statement best describes what you would expect to get if you used this car for all your driving?

<b>A car ad says:</b>	<b>5b. "This car is rated at 25 miles per gallon according to the EPA estimate."</b>	<b>5c. "This car is rated at 25 miles per gallon on the highway according to the EPA estimate."</b>	<b>5d. "This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate."</b>
<b>Total Respondents</b>	<b>1159</b>	<b>1211</b>	<b>1230</b>
This car would get about 25 miles per gallon in city driving.	98 8.5%	70 5.8%	58 4.7%
This car would get about 25 miles per gallon in highway driving.	353 30.5%	903 74.6%	123 10.0%
This car would get about 25 miles per gallon in a combination of city and highway driving.	468 40.4%	130 10.7%	942 76.6%
I'm not sure	193 16.7%	66 5.5%	76 6.2%
None of the above.	47 4.1%	42 3.5%	31 2.5%

Which statement best describes what you would expect to get if you used this car for all your driving?

<b>A car ad says:</b>	<b>6b. "This car is rated at 25 miles per gallon according to the EPA estimate."</b>	<b>6c. "This car is rated at 25 miles per gallon on the highway according to the EPA estimate."</b>	<b>6d. "This car is rated at 25 miles per gallon in combined city and highway driving according to the EPA estimate."</b>
<b>Total Respondents</b>	1175	1170	1255
I would probably get a lot less than 25 miles per gallon.	207 17.6%	274 23.4%	198 15.8%
I would probably get a little less than 25 miles per gallon.	448 38.1%	454 38.8%	405 32.3%
I would probably get 25 miles per gallon.	289 24.6%	242 20.7%	401 32.0%
I would probably get a little more than 25 miles per gallon.	53 4.5%	74 6.3%	79 6.3%
I would probably get a lot more than 25 miles per gallon.	13 1.1%	15 1.3%	8 0.6%
I'm not sure what kind of mileage I would get.	145 12.3%	99 8.5%	138 11.0%
None of the above.	20 1.7%	12 1.0%	26 2.1%