



Car Buyer Attitude Survey

GfK Automotive
Graham Dixon / Jennifer Hill
May 2009



Agenda

- ① Background, Methodology and Sample
- ② Label Awareness
- ③ Importance / Usefulness of the Label
- ④ Comparative Data
- ⑤ New Car Purchase
- ⑥ Information Sources



Research background, methodology and sample

Research Background & Objectives

4

- One of the LowC^{VP} initiatives to increase consumer awareness of the '**cleanliness and energy efficiency**' of various vehicles was the introduction of the '**car fuel economy label**', that appeared on all new cars from July 2005.
- In order to provide the LowC^{VP} with an evidence base for further action to **raise awareness of car fuel economy**, research was undertaken amongst new car buyers and new car intenders.
- The research was designed to **assess the impact** of the 'car fuel economy label' on car-buyers' **awareness of the environmental performance of new cars** and the extent to which this **affects their purchasing behaviour**.
- In 2009 an additional secondary objective was added to **understand awareness of car labels** amongst **used** car owners / intenders prior to the launch of the used car label in autumn 2009.

Fuel Economy		Low Carbon Car												
CO ₂ emission figure (g/km)														
< 100	A													
101 - 120	B													
121 - 150	C													
151 - 180	D													
181 - 195	E													
196 - 225	F													
226 +	G													
Fuel cost (estimated) for 12,000 miles <small>A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price. Re-calculated annually, the current cost per litre is as follows - petrol 109p, diesel 113p and LPG 56p (NCA May 2008).</small>		£960												
VED for 12 months <small>Vehicle excise duty (VED) or road tax varies according to the CO₂ emissions and fuel type of the vehicle.</small>		£35												
Environmental Information A guide on fuel economy and CO ₂ emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO ₂ emissions. CO ₂ is the main greenhouse gas responsible for global warming.														
Make/Model: Low Carbon Car		Engine Capacity (cc): 1399												
Fuel Type: Diesel		Transmission: 5 speed manual												
Fuel Consumption: <table border="1"> <thead> <tr> <th>Drive cycle</th> <th>Litres/100km</th> <th>Mpg</th> </tr> </thead> <tbody> <tr> <td>Urban</td> <td>5.4</td> <td>52.3</td> </tr> <tr> <td>Extra-urban</td> <td>3.8</td> <td>74.2</td> </tr> <tr> <td>Combined</td> <td>4.4</td> <td>64.2</td> </tr> </tbody> </table>			Drive cycle	Litres/100km	Mpg	Urban	5.4	52.3	Extra-urban	3.8	74.2	Combined	4.4	64.2
Drive cycle	Litres/100km	Mpg												
Urban	5.4	52.3												
Extra-urban	3.8	74.2												
Combined	4.4	64.2												
Carbon dioxide emissions (g/km): 117 g/km <small>Important note: Some specifications of this make/model may have lower CO₂ emissions than this. Check with your dealer.</small>														

Research methodology and sample

5

Web-based research utilising GfK NOP's e-panel



**2,000
respondents**

1500 (75%)
purchased a new car since April
2008 or intend to purchase a new
car in the next 12 months

500 (25%)
purchased an used car since April
2008 or intend to purchase an used
car in the next 12 months

1892 (95%)
Private motorists

108 (5%)
Company Car Drivers

Research undertaken during April and May 2009

Questionnaire Flow

6



Spontaneous and prompted awareness of the fuel economy label

Importance and usefulness of the label

What influences the fuel economy band a car falls into?

Sources and importance of information

Importance of various factors when choosing a new car

Importance of various running costs

Constituents of the environmentally friendly car

2

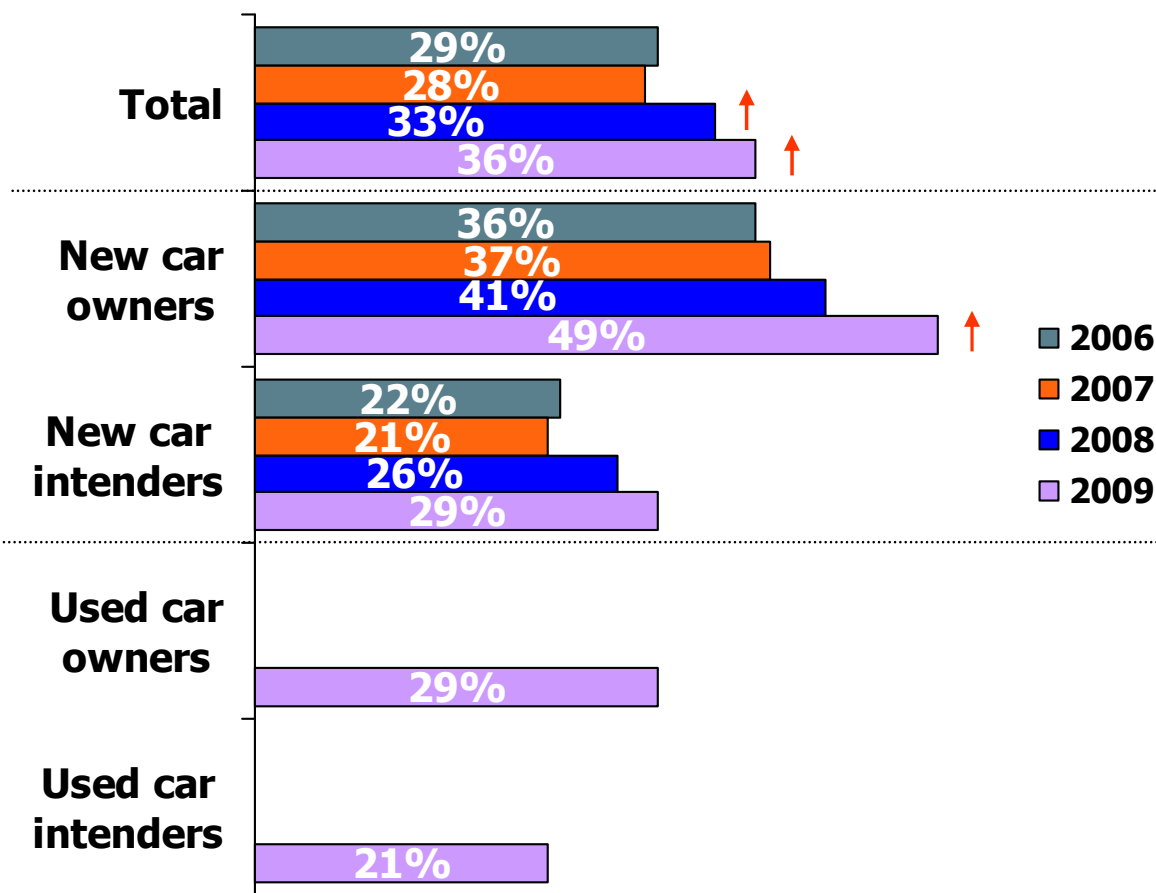
Key Research Findings - Label Awareness

Spontaneous Awareness

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Awareness of the fuel economy label continues to increase, especially among new car owners. Used car owners and intenders show lower awareness of the used car label

% of respondents who recall seeing the label



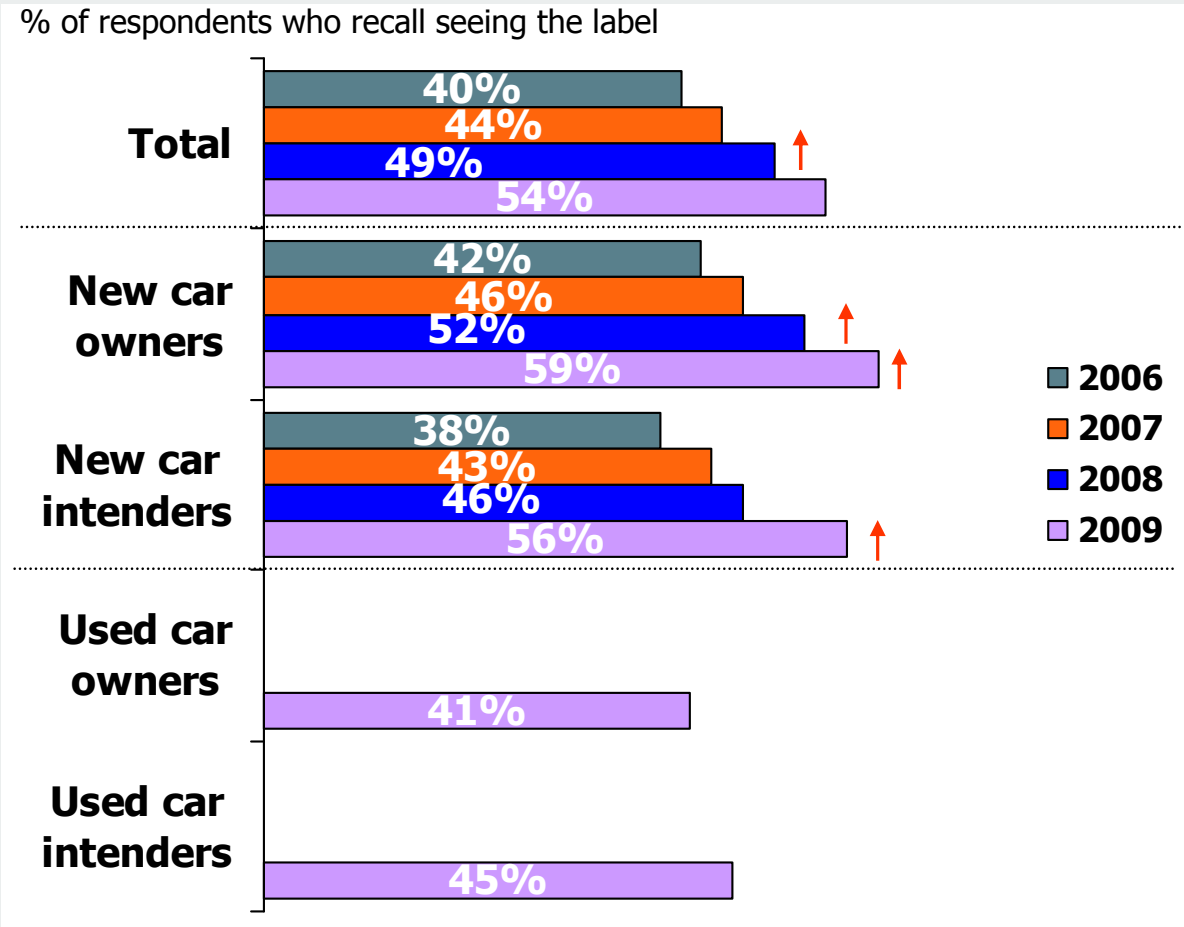
Fuel Economy		Low Carbon Car
CO ₂ emission figure (g/km)		
< 100	A	
101 – 120	B	B 117 g/km
121 – 150	C	
151 – 165	D	
166 – 185	E	
186 – 225	F	
226 +	G	
Fuel cost (estimated) for 12,000 miles		£960
VED for 12 months		£35
Environmental Information		
A guide on fuel economy and CO ₂ emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO ₂ emissions. CO ₂ is the main greenhouse gas responsible for global warming		
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Carbon dioxide emissions (g/km): 117 g/km		
Important note: Some specifications of this make/model may have lower CO ₂ emissions than this. Check with your dealer.		
ACT ON CO ₂	Department for Transport	VCA

Do you remember having seen the car fuel economy label when you were purchasing your current car?
(Base: All respondents : 2009=2,000; 2008=2,002; 2007=2,002; 2006=1,928)

GfK

Prompted Awareness

Prompted awareness has improved since last year, especially amongst new car owners and intenders.



Fuel Economy		Low Carbon Car												
CO ₂ emission figure (g/km) <100 A 101-120 B 121-150 C 151-165 D 166-185 E 186-225 F 226+ G		B 117 g/km												
Fuel cost (estimated) for 12,000 miles <small>A fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price. Re-calculated annually, the current cost per litre is as follows - petrol 80p, diesel 84p and LPG 30p. (VCA May 2005).</small>		£662												
VED for 12 months <small>Vehicle excise duty (VED) or road tax varies according to the CO₂ emissions and fuel type of the vehicle.</small>		£50												
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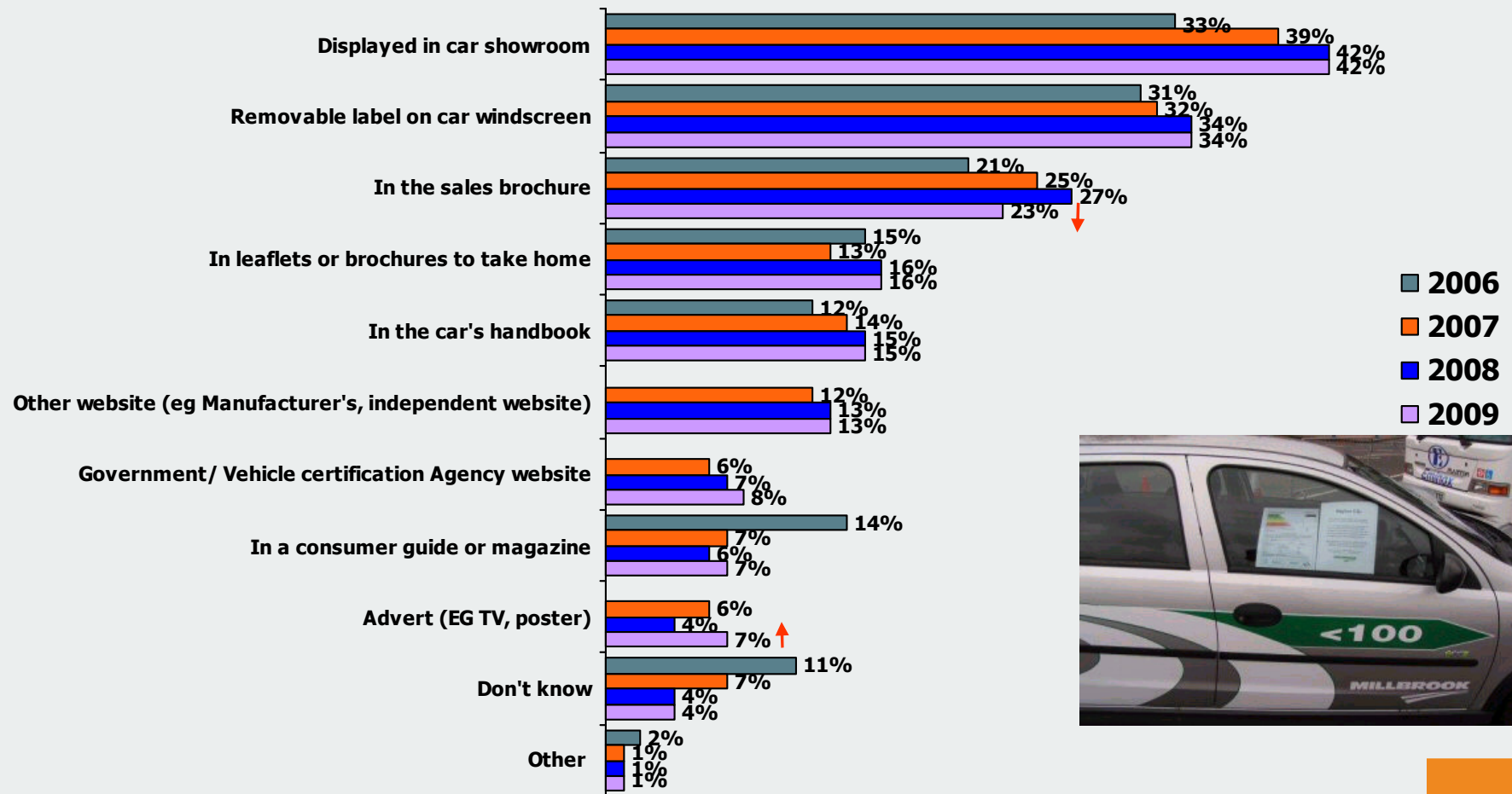
This is the car fuel economy label that may have been displayed to you when you were purchasing your car, or you may have seen it in the press. Do you remember seeing it at all?
 (Base: All respondents : 2009=2000, 2008=2,002; 2007=2,002; 2006=1,928)



Positioning of the Fuel Economy Label

10

As in previous years, respondents are most likely to see the label 'Displayed in car showroom' and on 'Removable label on car windscreen'. Sales brochure mentions are down.



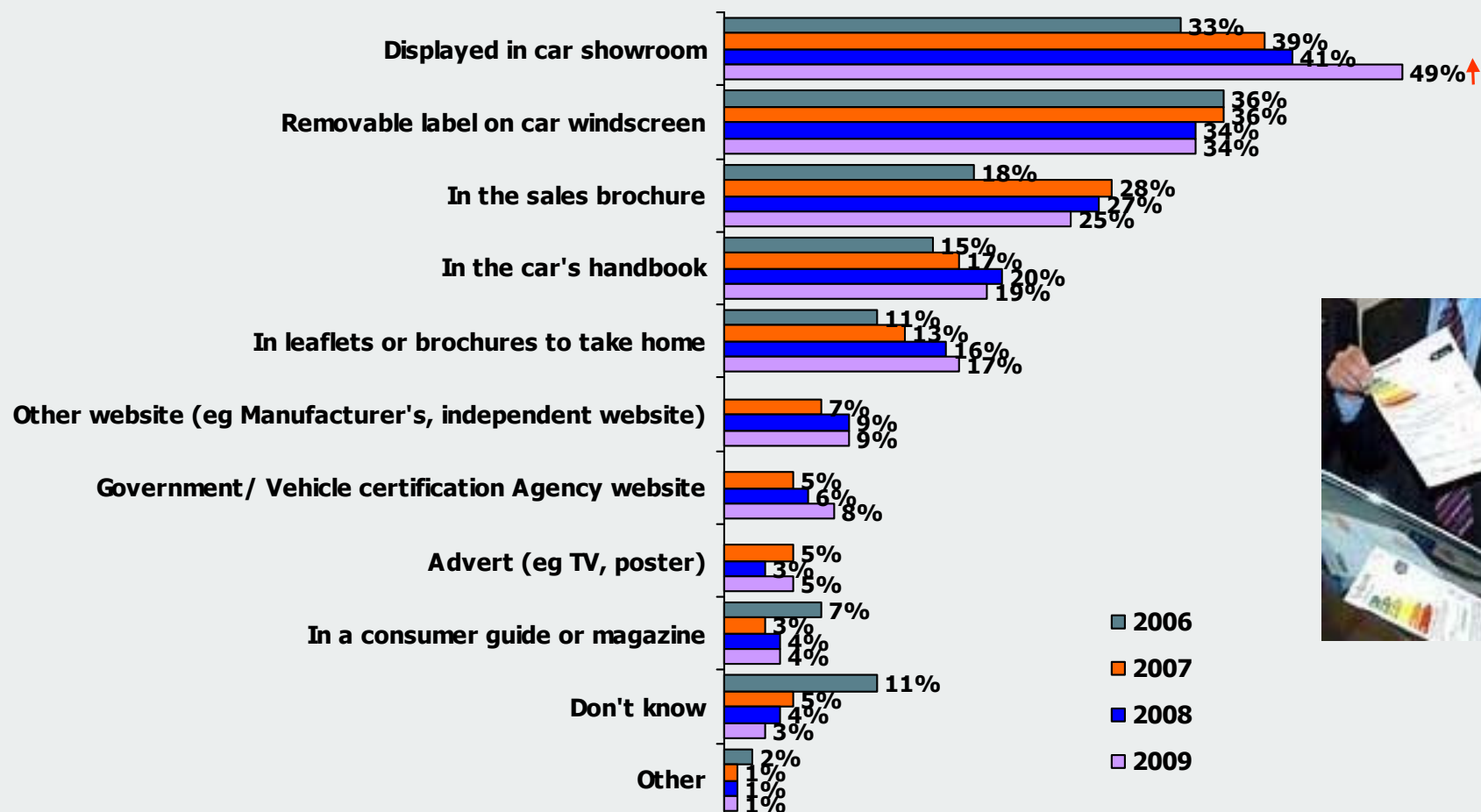
Where did you see the car fuel economy label being displayed?

(Base: All who remember seeing the fuel economy label : 2009=1077, 2008=982; 2007=883; 2006=777)

Positioning of the Fuel Economy Label – New car owners

Car showrooms remain the top place for people to see the Fuel Economy label – half now report seeing it displayed there compared to only a third in 2006.

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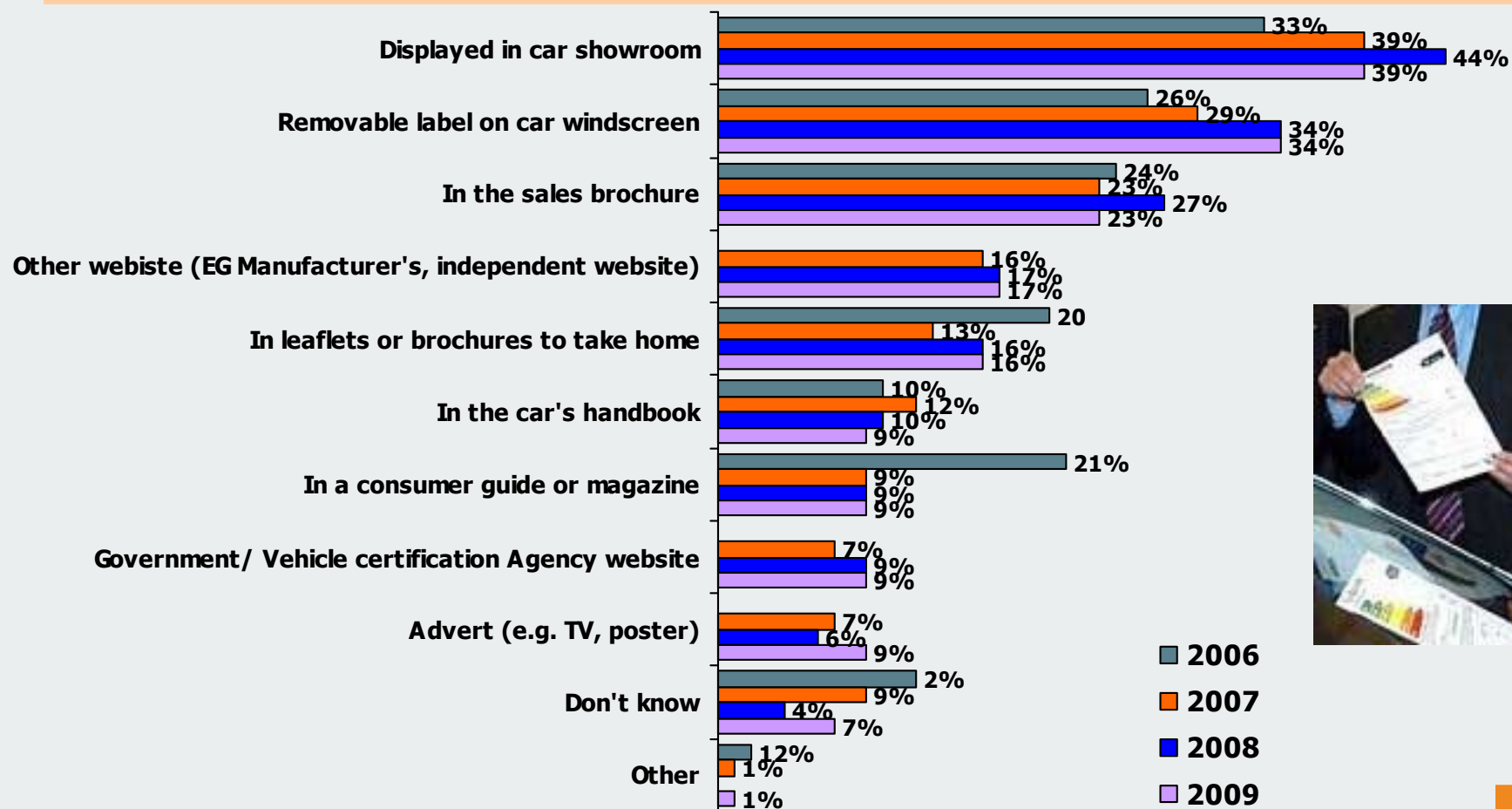


Where did you see the car fuel economy label being displayed?
 (Base: All who remember seeing the fuel economy label : 2009=460, 2008=502; 2007=395; 2006=388)

Positioning of the Fuel Economy Label – New car intenders

12

New car intenders follow the same recall pattern as buyers, with "displayed in the car showroom" as the number one location (although below buyer mentions).



Where did you see the car fuel economy label being displayed?

(Base: All who remember seeing the fuel economy label : 2009= 404, 2008=480; 2007=488; 2006=389)

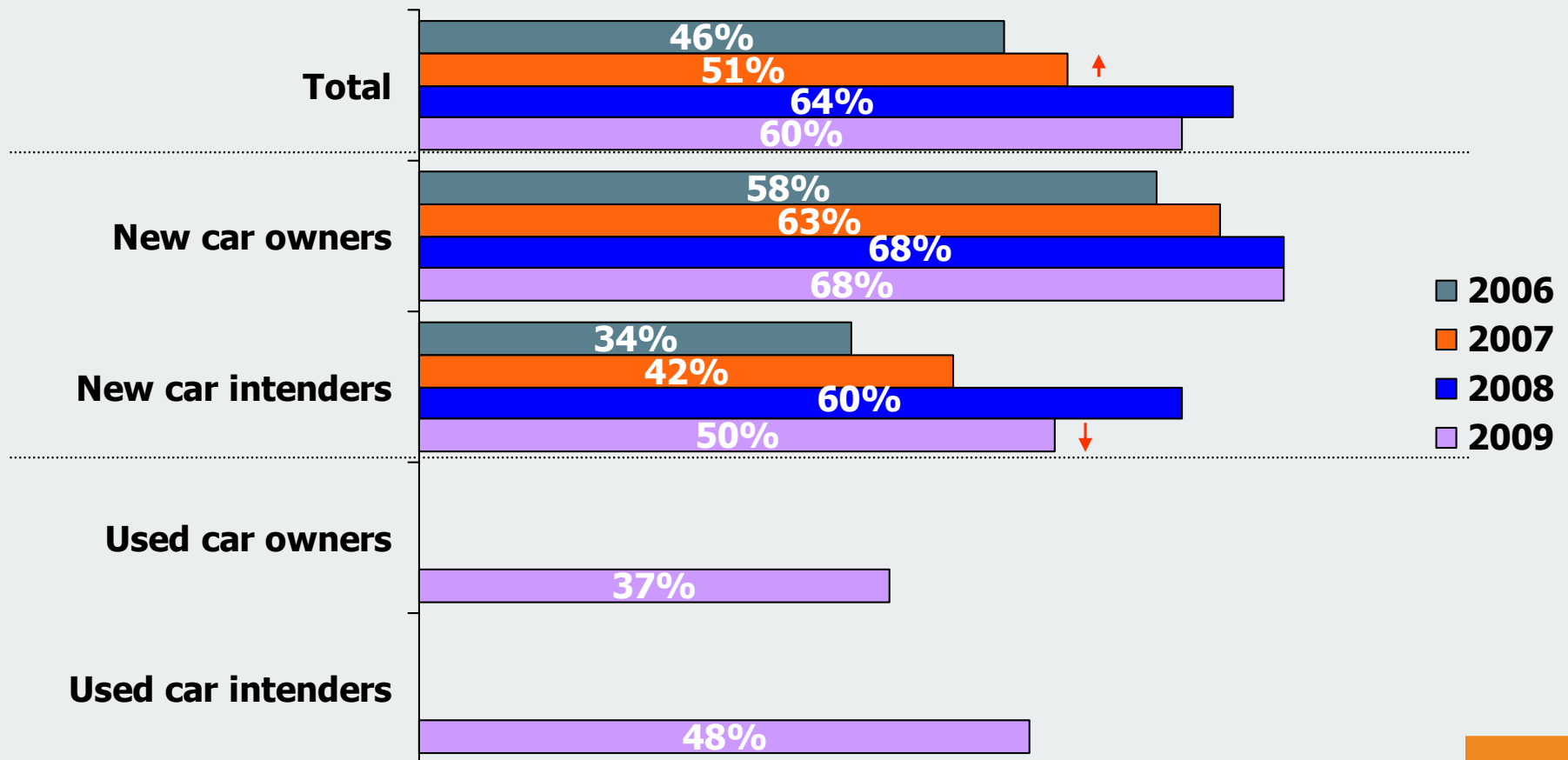
Fuel Economy Bands



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New car owners / intenders – who have generally increased their knowledge over time - are more likely to know their fuel economy band than do used car owners / intenders.

% of respondents who know which band their car falls into

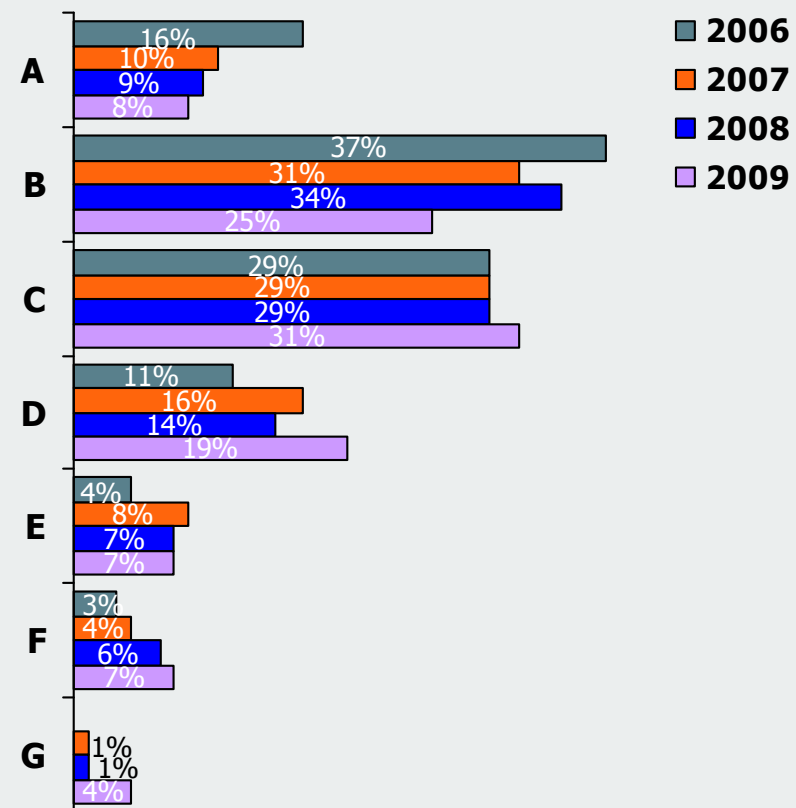
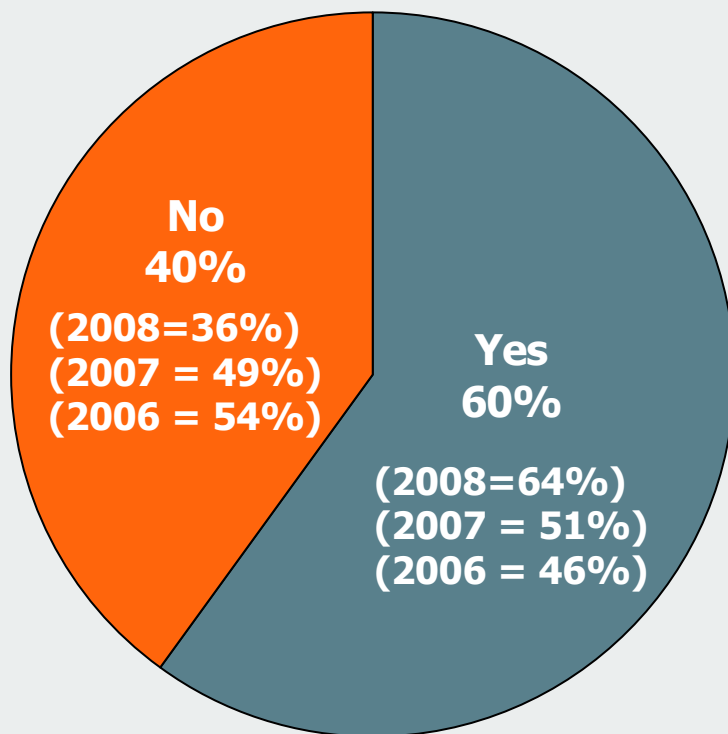


Do you know which band on the new car fuel economy label your car falls into?
 (Base: All who remember seeing the fuel economy label : 2009=1077, 2008=982; 2007=883; 2006=777)

Fuel Economy Bands

Of those people who recall seeing the fuel economy label, ownership across the bands largely remains unchanged over the last few years.

14



Do you know which band on the new car fuel economy label your car falls into?
 (Base: All who remember seeing the fuel economy label : 2009=1077, 2008=982; 2007=883; 2006=777)

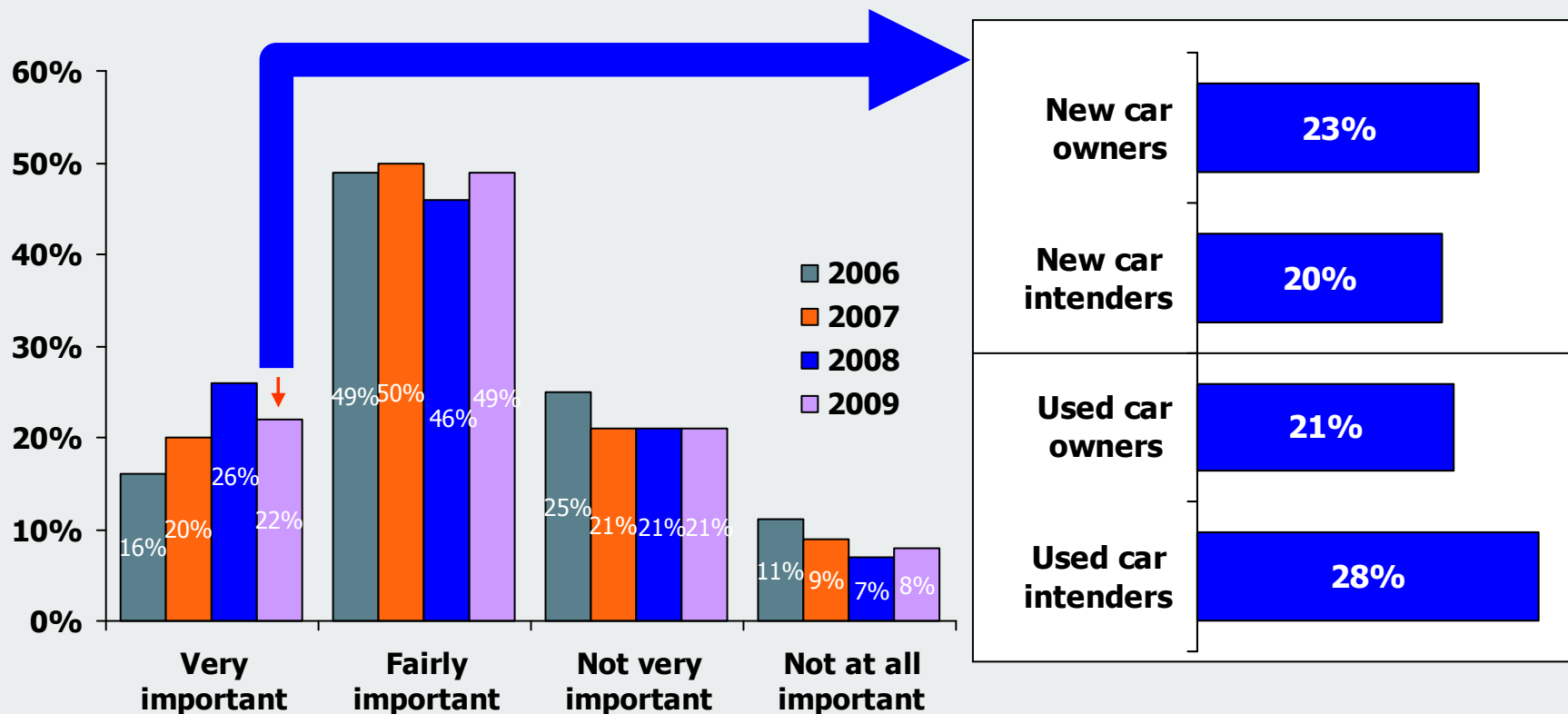
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Key Research Findings
- Importance of the label

Importance of the Fuel Economy Label

The fuel label remains important for nearly three quarters (71%) in helping people to choose the make and model of their new car.

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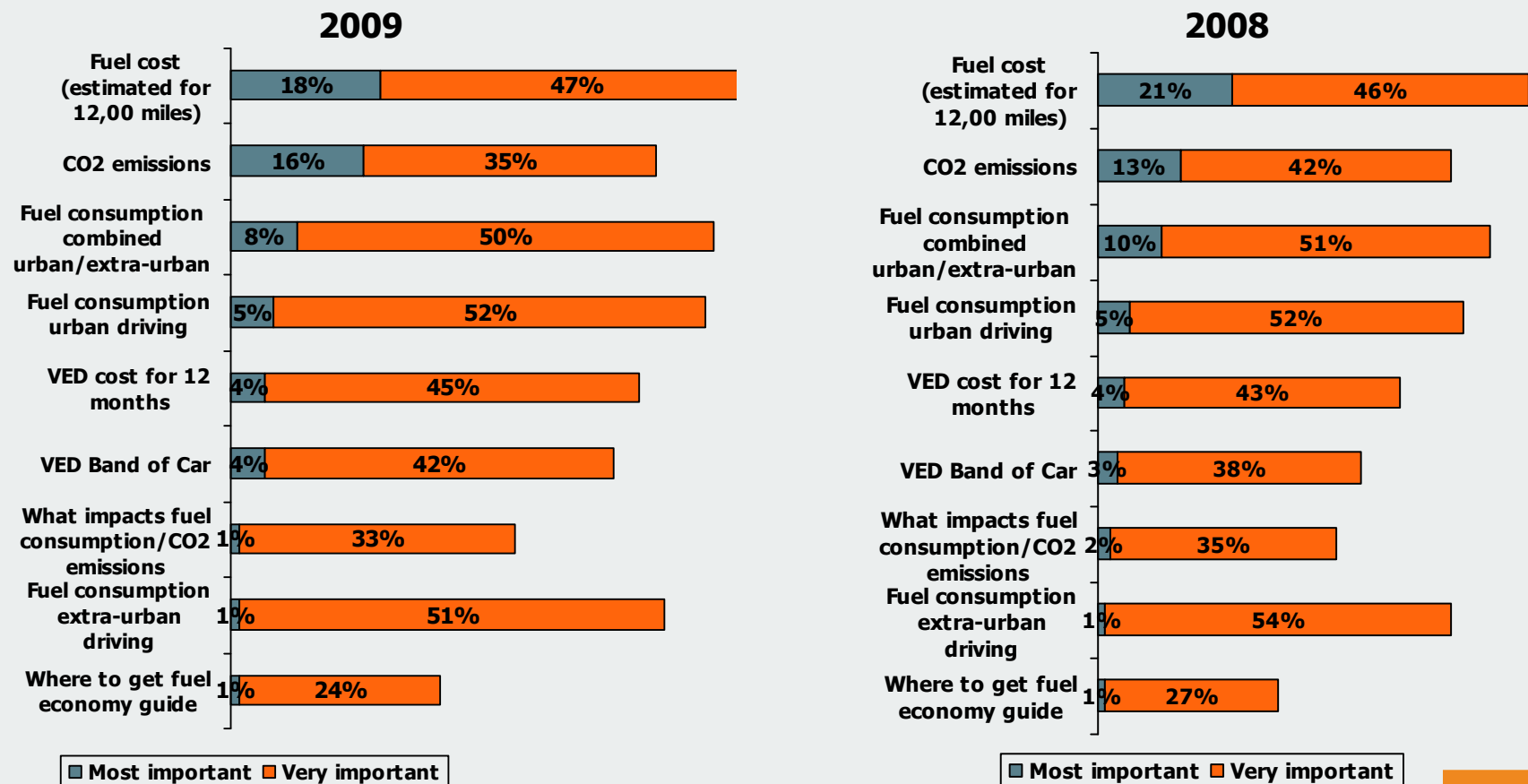


How important, if at all, was the label in helping you to choose the make and model of your car? (Base: All who remember seeing the fuel economy label : 2009=1077, 2008=982; 2007=883; 2006=777)

Importance of information on the label

Fuel cost (estimated for 12,000 miles) remains the most important piece of information on the label.

17



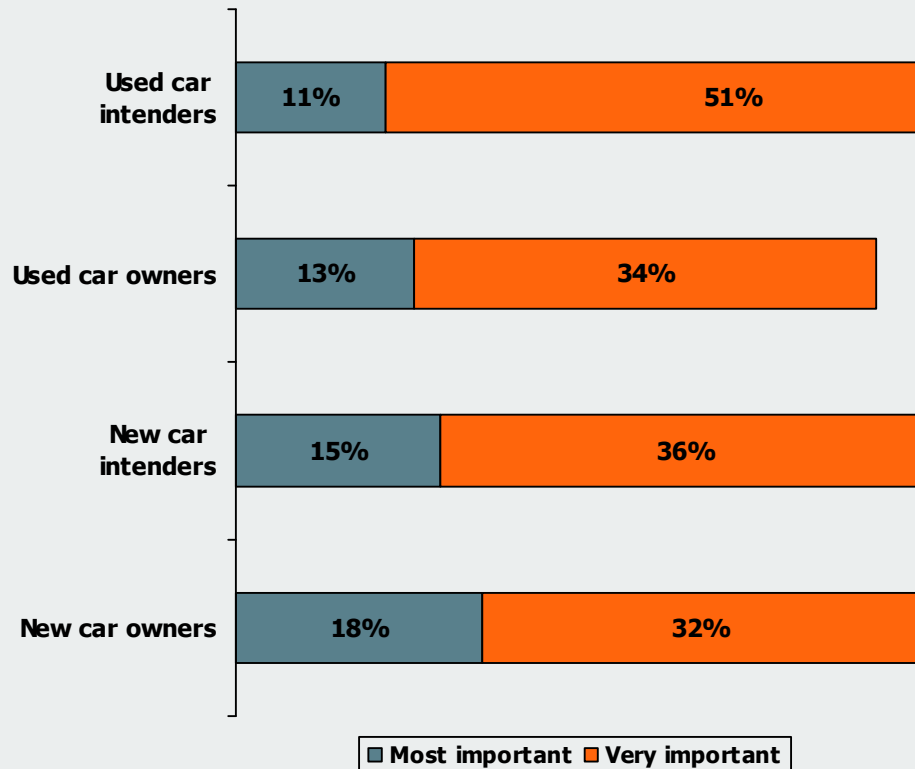
Thinking about the information shown on the label, please rank the pieces of information in order of which were most important to you in helping you choose the make and model of your car? (Base: All who remember seeing the fuel economy label : 2009=1077, 2008=982) **New question in 2008**

Importance of information on the label – Fuel costs / CO2 emissions

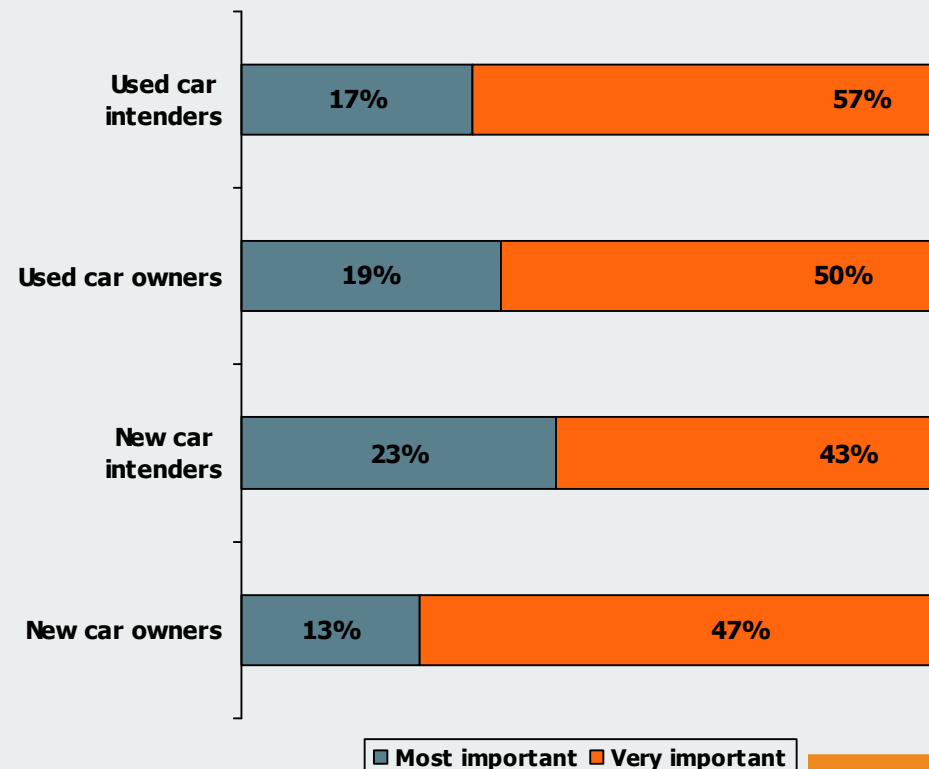
Used car intenders/owners give lower mentions for CO2 emissions data being “most important” than do new car intenders/owners. Fuel cost data is most important for new car intenders.

18

CO2 emissions of the car



Fuel cost (estimated for 12,000 miles)



Thinking about the information shown on the label, please rank the pieces of information in order of which were most important to you in helping you choose the make and model of your car? (Base: All who remember seeing the fuel economy label : 1077)

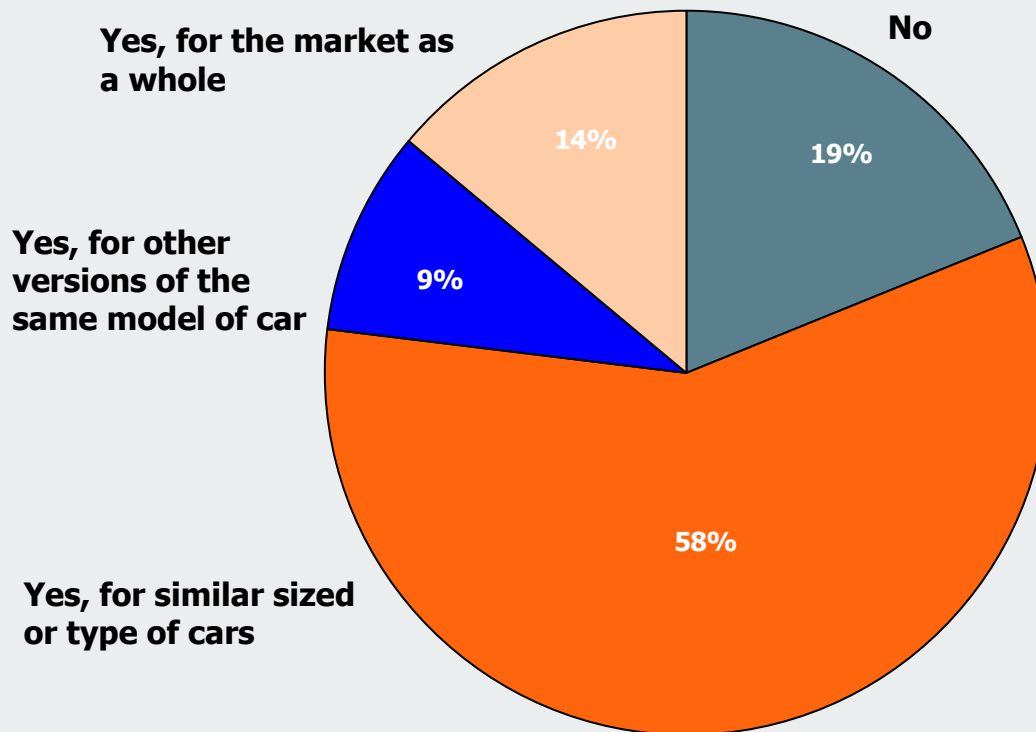
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Key Research Findings - Comparative Data

Interest in seeing comparative data

The clear majority are interested in seeing comparative data, with 58% interested in information on similar-sized or types of car to the one they bought / are considering.

20

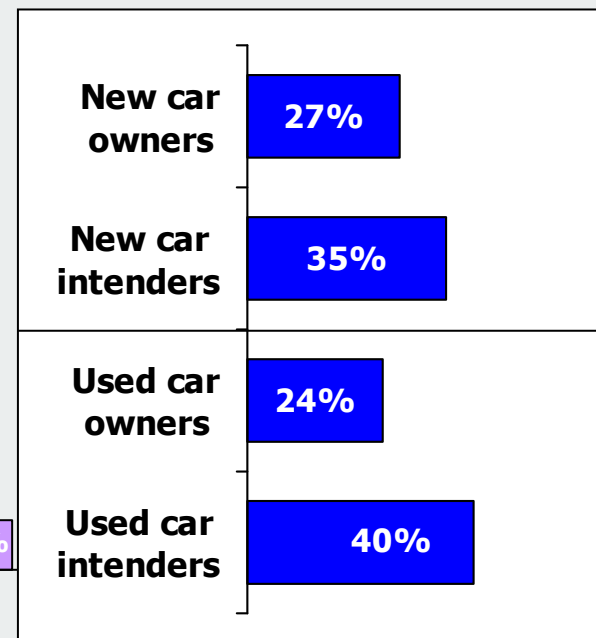
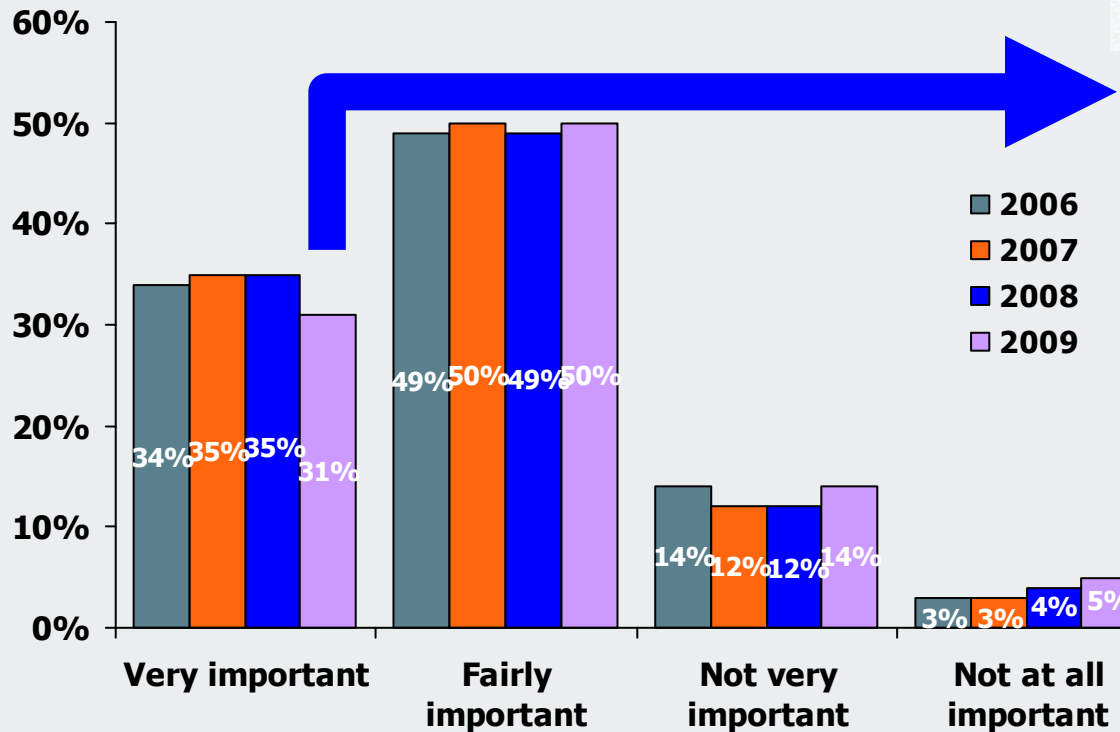


*Would you like to see comparative information in the form of best, worst and average, shown on the label?
(Base: All 2009=2002)*

Importance of Comparative Data

The comparative data continues to be more important to consumers than the fuel label. 81% say it is very / fairly important vs. 71% saying the label is very / fairly important.

Rank	Make	Model	Edition	Gear box	Fuel	Tax Band/ Cost P/A	CO ₂ (g/km)
1	VOLKSWAGEN	Polo 3 / 5 Door	1.4 TDI (80 PS) (with A/C) with DPF BLUEMOTION	M	Diesel	A/ E0	99
1	SEAT	Ibiza	1.4 TDI 80PS Ecomotion	M	Diesel	A/ E0	99
2	TOYOTA	Prius	1.5 VVT-i Hybrid	A	Petrol Hybrid	B/ E15	104
2	MINI	MINI Hatchback R56	MINI Cooper D Hatchback - with particle filter	M	Diesel	B/ E35	104

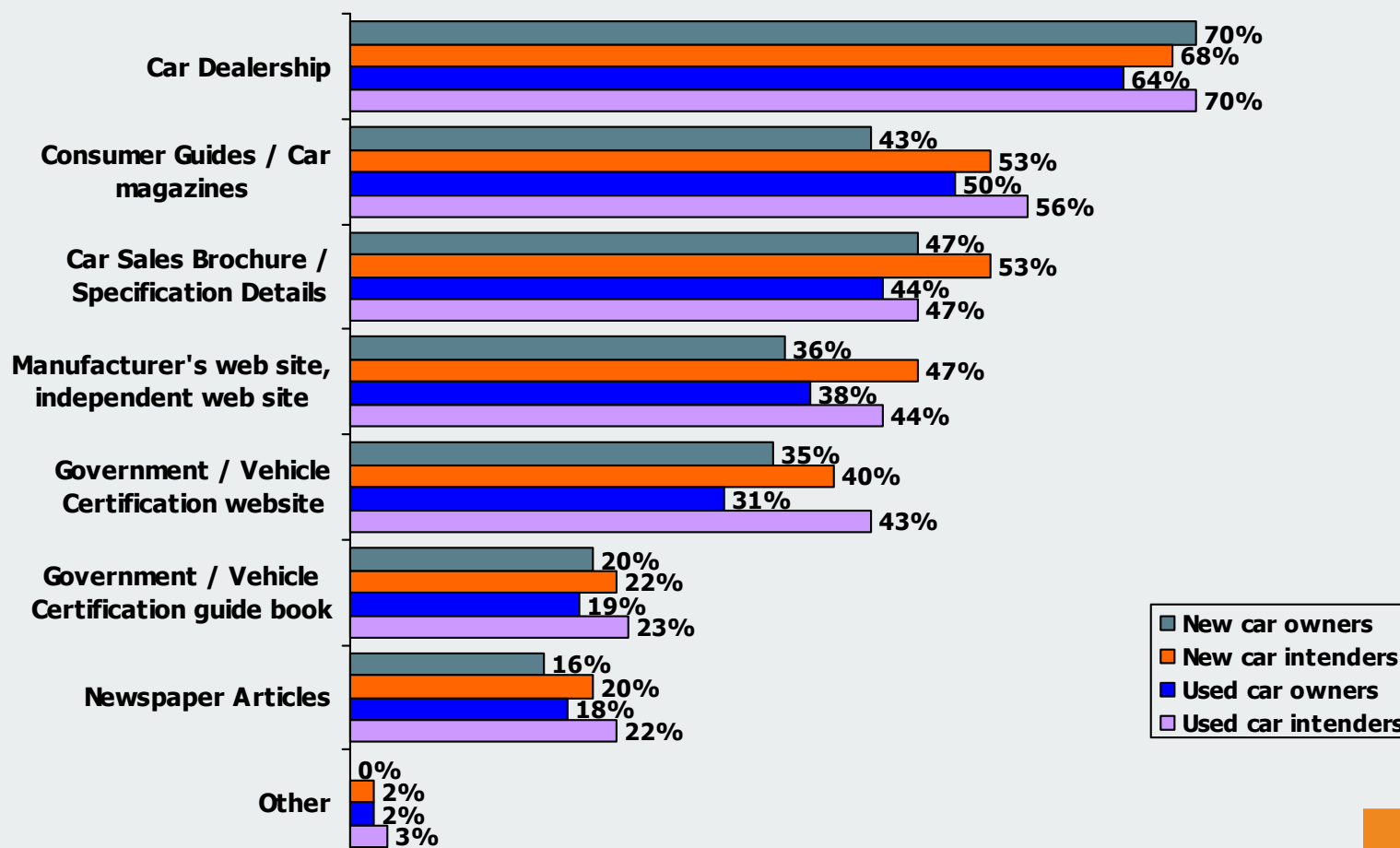


How important, if at all, would a table such as this presenting details for similar cars, including their fuel economy band, be in allowing you to make comparisons between cars when selecting a new car to buy?
 (Base: All respondents: 2009=2,000, 2008=2,002; 2007=2,002; 2006=1,928)

Position of Comparative Data – 2009 by respondent type

22

Car dealerships are the place where all buyers / intenders would like to see comparative data displayed. For other locations new / used intenders tend to give higher mentions than owners.



Where should this comparative table be displayed to be of most use to you in your car buying decision process? (Base: New car owners=782; New car intenders=718; Used car owners=290; Used car intenders=210)

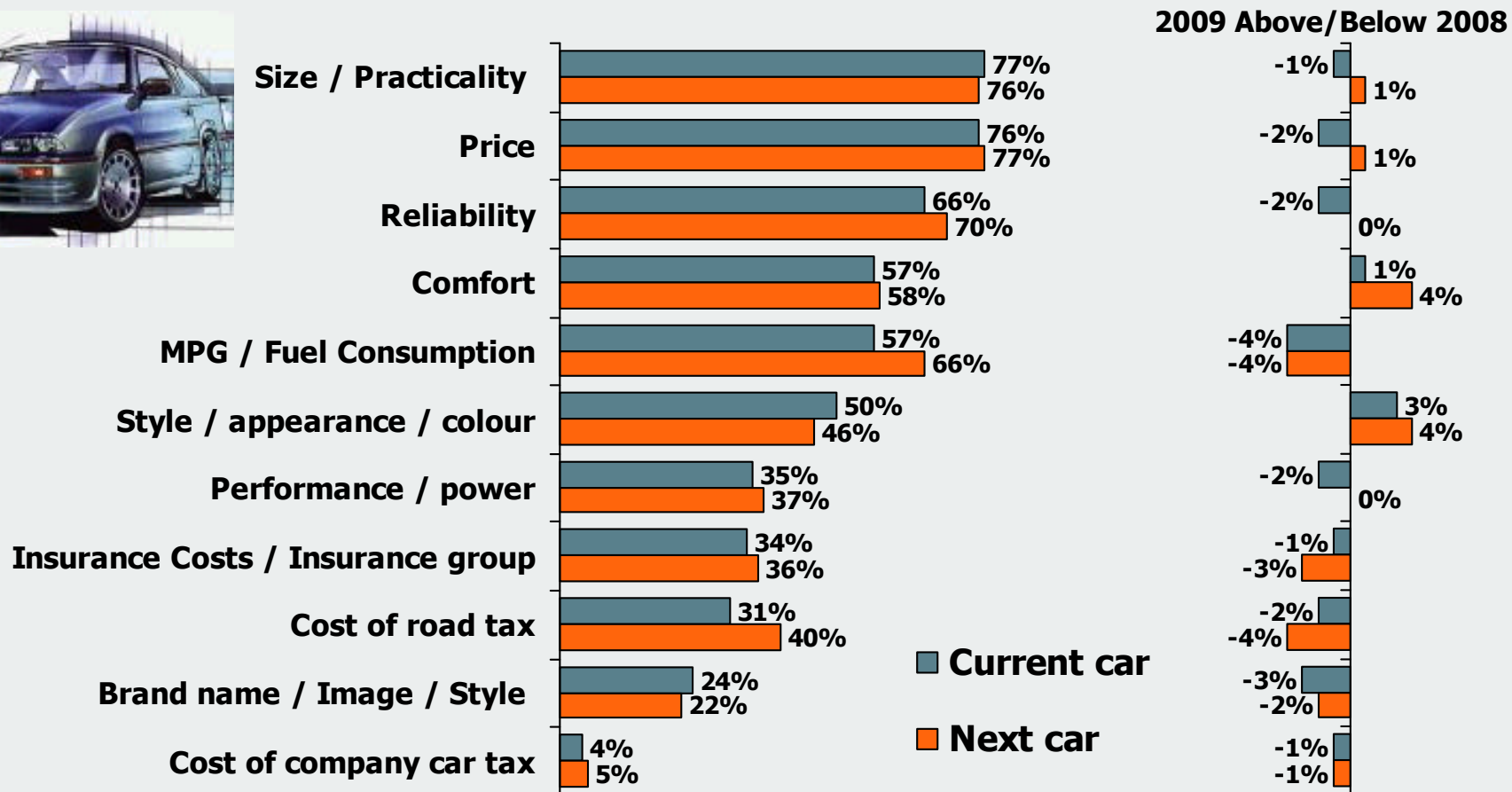
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Key Research Findings - New Car Purchase

Important Factors when Buying a New Car

Size and Price are still the top factors when buying a new car. MPG / Fuel consumption has declined in importance in 2009, possibly reflecting current lower fuel prices.

24

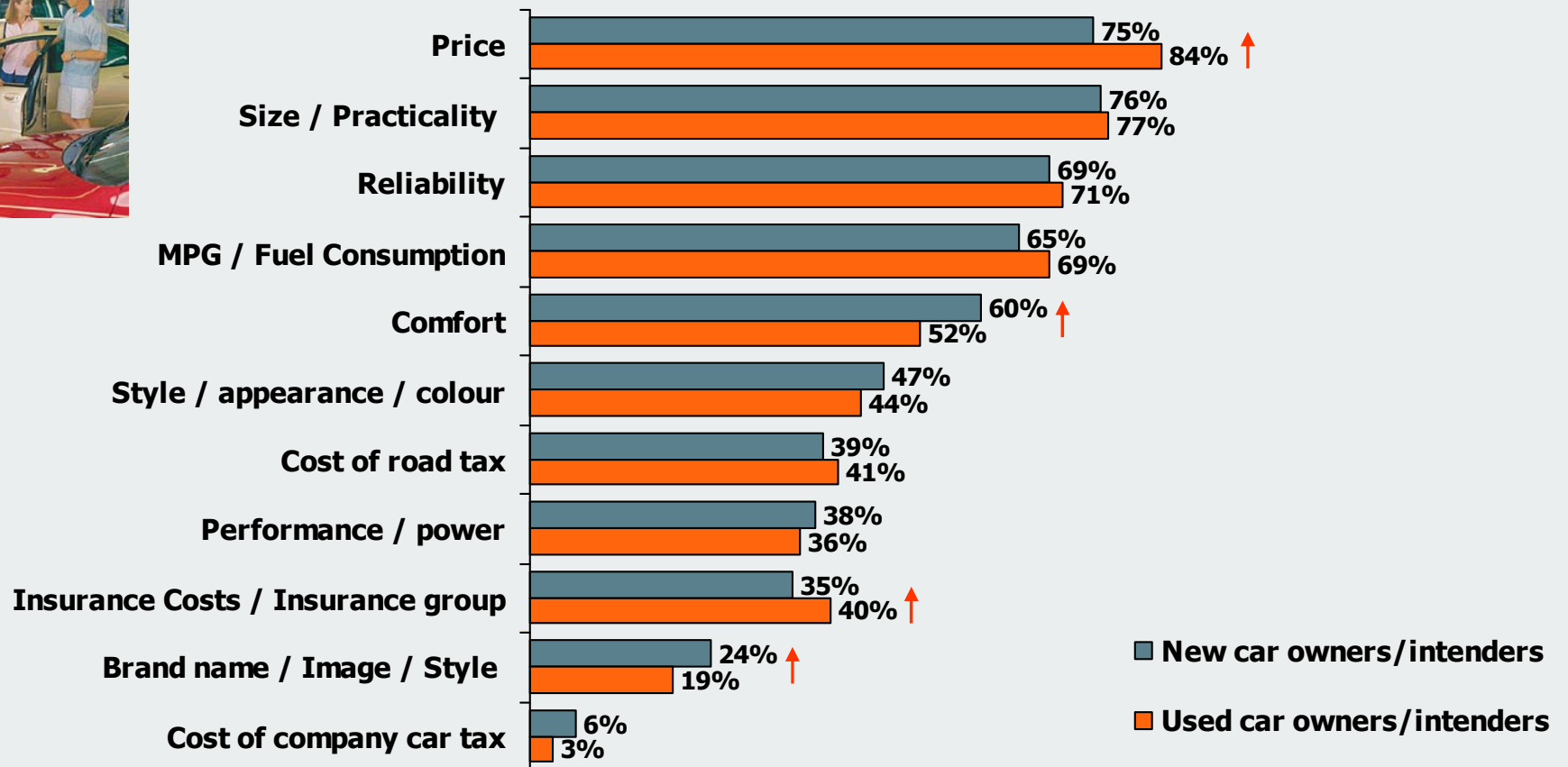


When you chose your current car, what factors were important in the decision making process? / Thinking about the next time you choose a car, which of the following factors do you think will be important in the decision making process? (Base: All respondents 2,000)

Important Factors when Buying next New Car – New vs. Used cars

25

Price and cost of insurance are more important to used car buyers, while comfort and brand are more important factors for new car buyers.

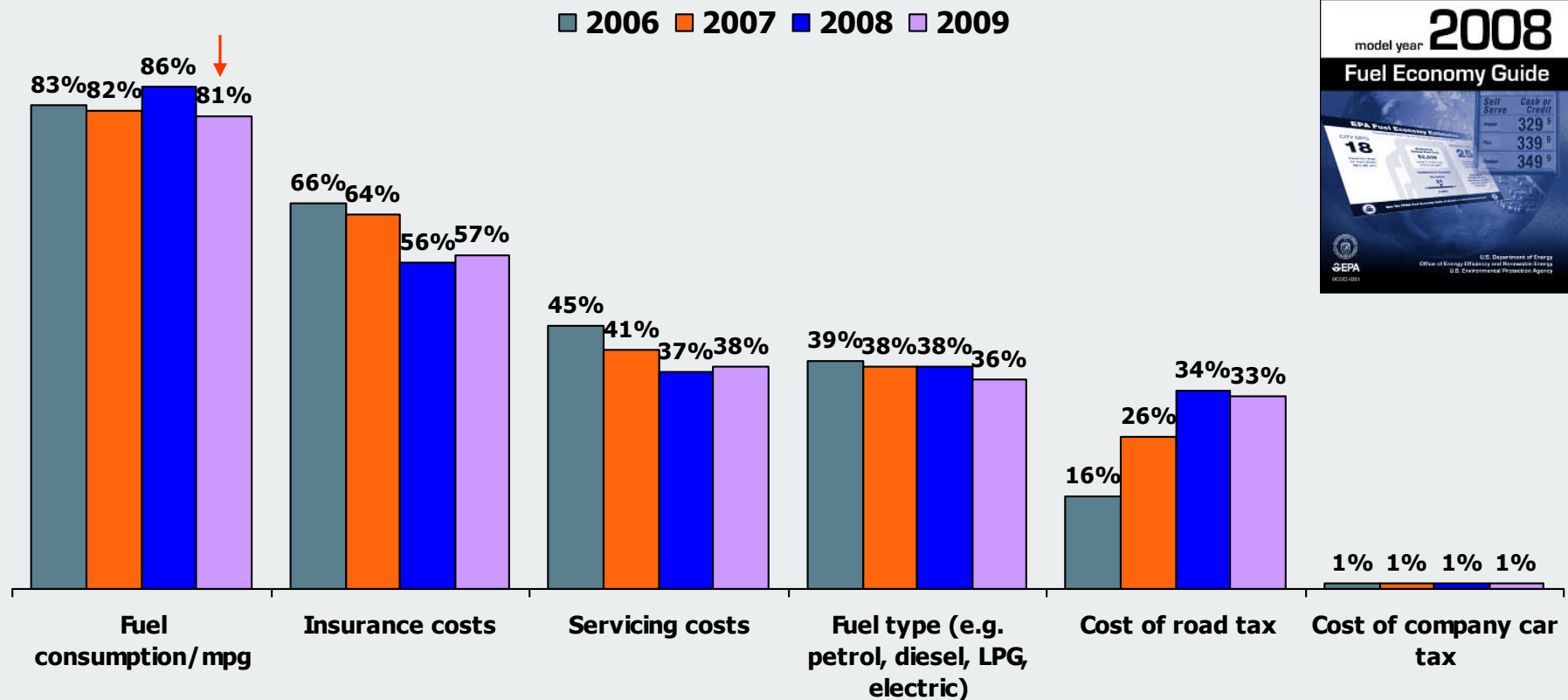


Thinking about the next time you choose a car, which of the following factors do you think will be important in the decision making process? (Base: New car owners/intenders=1,500; Used car owners/intenders=500)

The Importance of Running Costs – Private motorists

Fuel consumption remains the most important running cost to private motorists in 2009.

26

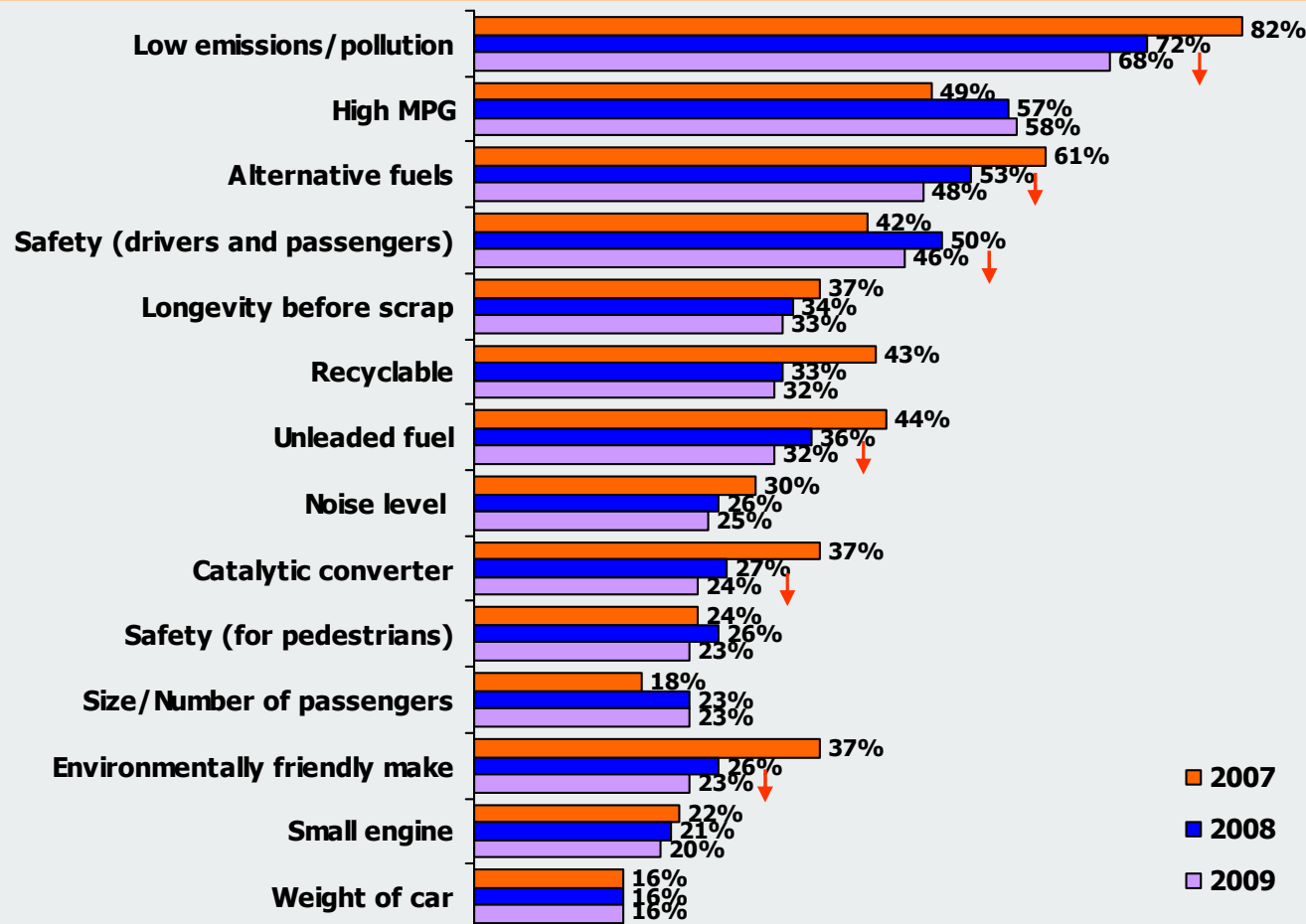


When choosing a car, which of the following running costs are most important to you personally? (Base: Private motorists 2009=1,892, 2008=1883, 2007=1881, 2006=1770)

The Environmentally Friendly Car

27

Although mentions are down, "Low emissions" is still perceived as the most environmentally friendly characteristic of a car.

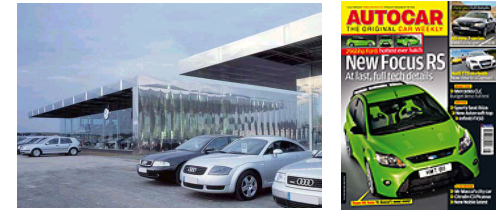


Thinking about the idea of an environmentally friendly car, what characteristics do you think would influence this? (Base: All respondents: 2009=2,000, 2008=2,002; 2007=2,002; 2006=1,928)



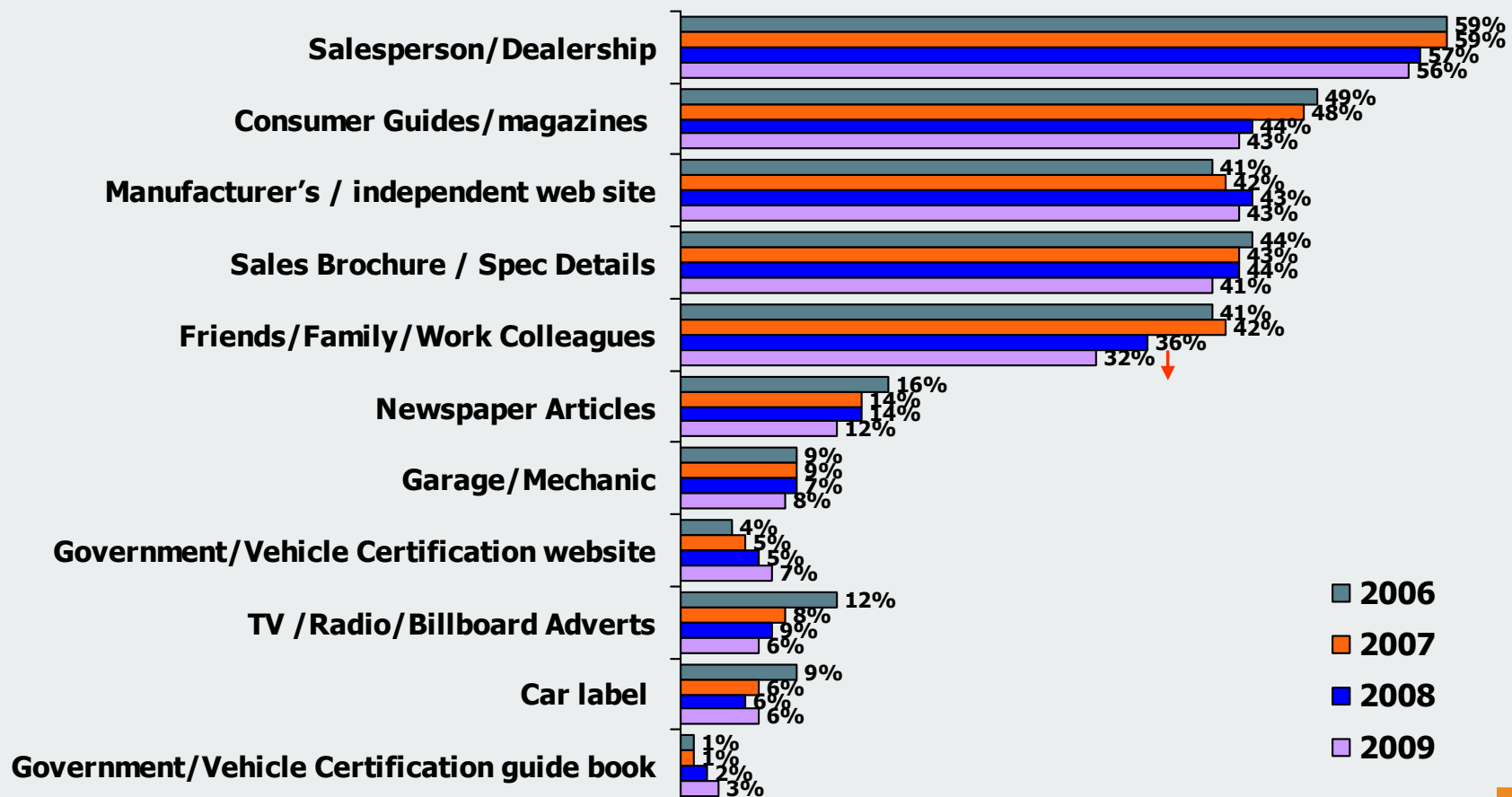
Key Research Findings - Information Sources

Sources of Information



29

The salesperson / dealership remains the key source of information in the car buying process, with few changes over the last four years.

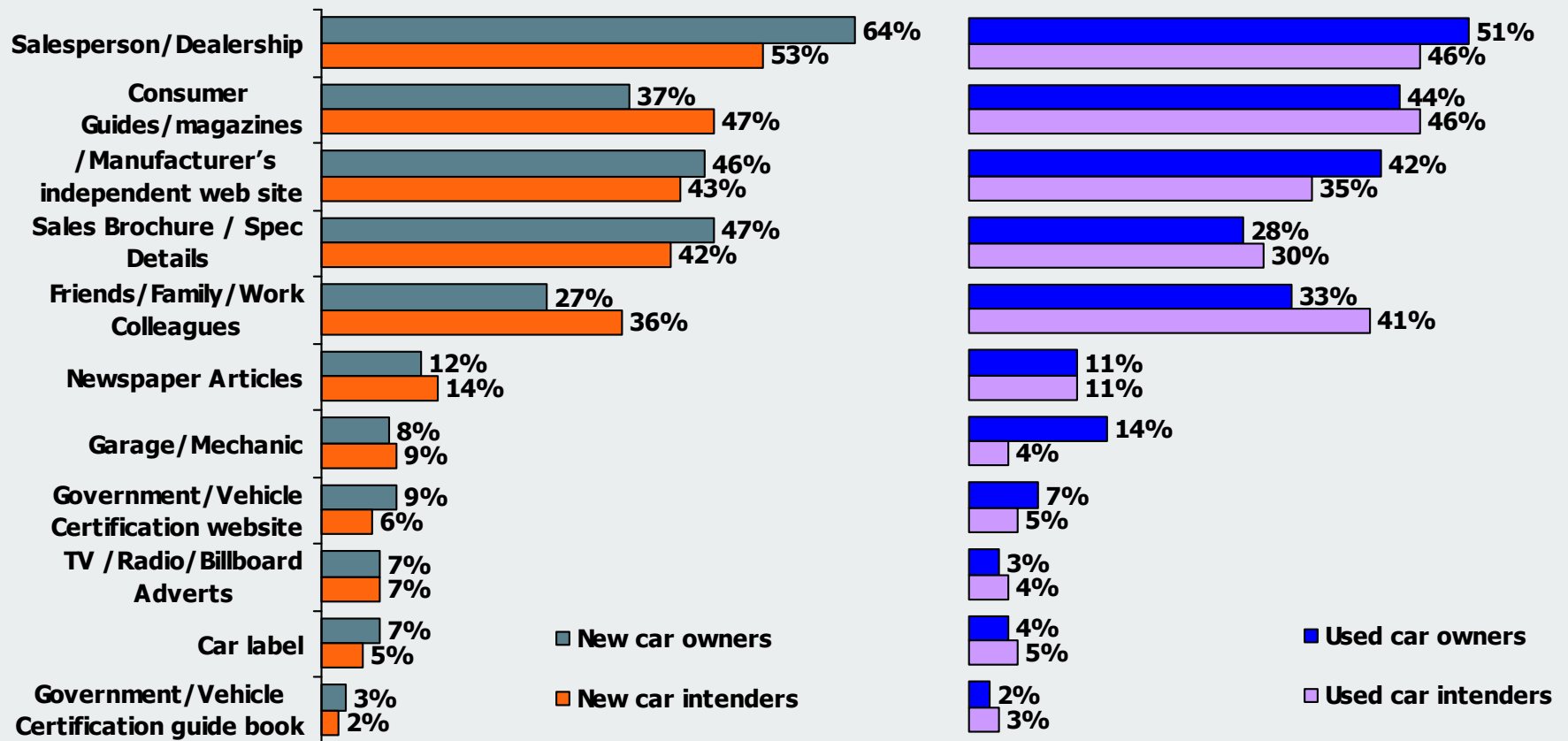


When choosing your current car, which of the following sources of information did you use?
 (Base: All respondents 2009=2000, 2008=2,002; 2007=2,002; 2006=1,928)

Sources of Information - Current car by respondent type



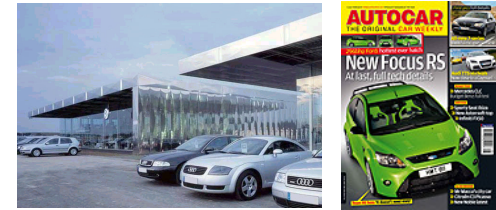
The Salesperson/Dealership is even more important for Owners than Intenders when buying their current car.



When choosing your current car, which of the following sources of information did you use?
(Base: New car owners=782; New car intenders=718; Used car owners=290; Used car intenders=210)

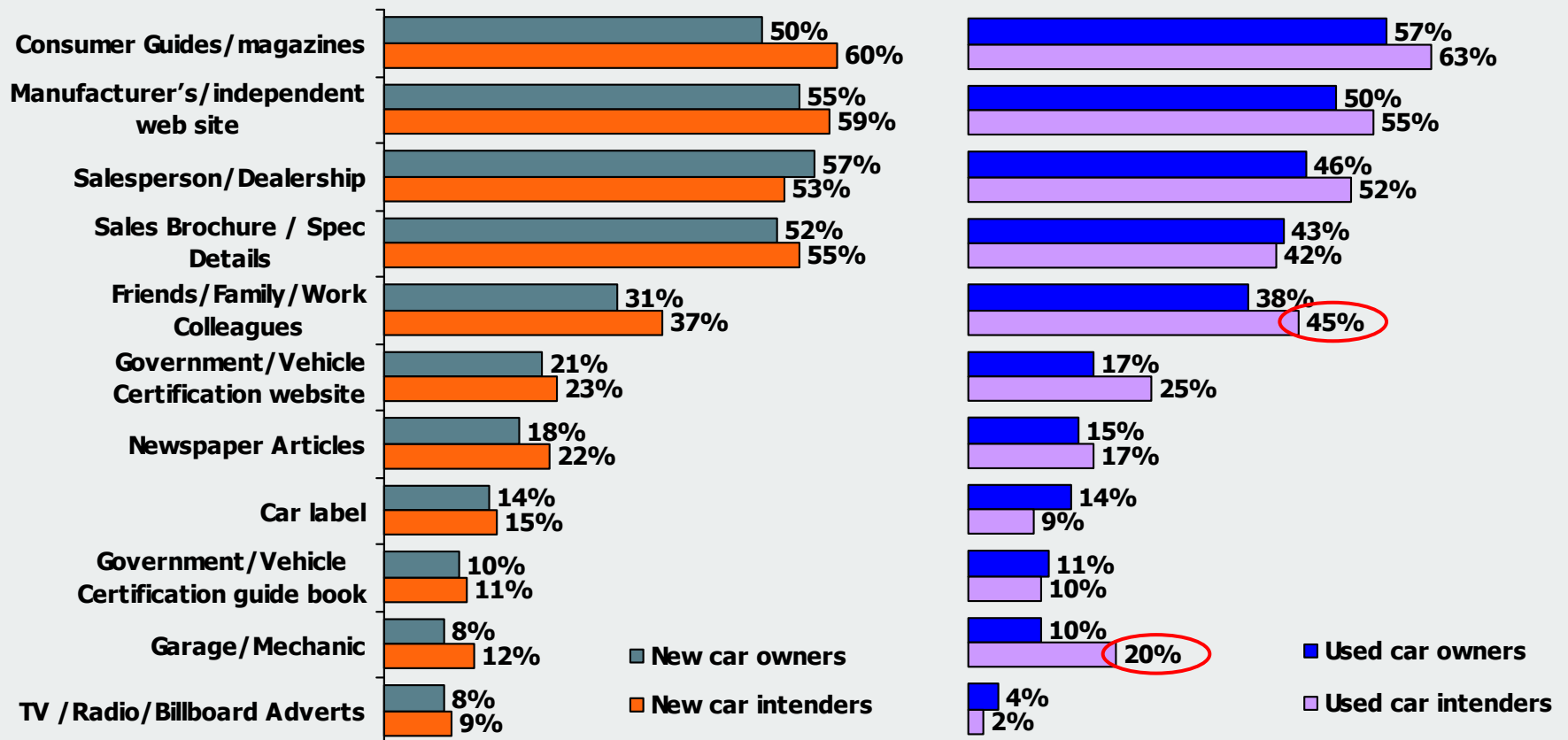
Sources of Information

- Next car by respondent type



Word of mouth recommendations are more important for used car intenders than other respondent types.

31



Thinking about the next time you choose a car, which of the following sources of information do you think you might use? (Base: New car owners=782; New car intenders=718; Used car owners=290; Used car intenders=210)

Thank You