## Appendix A

This Appendix contains the complete survey as presented to participants, and the distributions of responses for each ordinal response category. Prior to starting the survey, respondents were informed that this survey was part of a research project being conducted by Sandia National Labs and the University of Vermont, for the purpose of understanding phenomena of social discounting and consumer product choice behavior. They were also informed that the results may be published for scientific purposes but that the identity of respondents would be kept confidential. Survey respondents were required to stipulate that they had read the consent information and that they were at least 18 years of age.

**TITLE: Investigating Consumer Choice Behavior Through Online Experiments**

1. **Demographics**
   1. **Please select the range that includes your age.**0 – 17 0.00%  
      18 – 25 29.5%

26 – 35 35.6%  
36 – 45 16.6%  
46 – 55 12.1%  
56 – 65 5.10%  
66+ 1.10%

* 1. **What is your gender?**Female 61.5%  
     Male 38.5%
  2. **What is the total income of your household?**Less than $25,000 22.0%$25,000 - $49,999 34.7%  
     $50,000 - $74,999 19.1%$75,000 - $99,999 12.8%$100,000 - $124,999 6.30%$125,000 - $149,999 2.50%Greater than $150,000 2.60%
  3. **Which of the following best describes your highest achieved education level?**Some High School 0.80%High School Graduate 10.2%Some college (no degree) 30.4%Associate degree 10.5%Bachelor's degree 30.0%Some graduate (no degree) 5.10%Master's Degree 10.5%Doctoral Degree 2.50%
  4. **Where do you consider yourself on the U.S. political spectrum?**Far Left of Center 11.4%Left of Center 32.5%Center 33.2%Right of Center 19.0%Far Right of Center 3.90%
  5. **Do you associate yourself with a particular political party?**Progressive 2.50%Democrat 36.0%Independent 22.3%Republican 16.6%Tea Party 2.50%None 16.7%Other 3.40%

**If you selected “Other”, please specify it in the box below.**\*\* Participants were allowed an open response

* 1. **On average, how far do you usually drive each day?**9 miles or less 49.2%10 – 19 miles 25.9%20 – 29 miles 13.8%30 – 49 miles 7.30%50 miles or more 3.80%
  2. **What is your home ownership status?**Own 39.7%Rent 40.6%Live with friends/relatives 19.6%Homeless 0.10%
  3. **What state do you live in?**\*\* See Fig. 1a in Section 3.1 for participants’ state of residence
  4. **In what type of region do you live?**Urban 30.2%Suburban 52.5%Rural 17.3%
  5. **How regularly do you try to recycle your trash?**Never 9.80%Seldom 13.2%Sometimes 18.3%Often 27.2%Always 31.5%
  6. **How much do you agree with the following statement?: “I want to be one of the first to own new technology.”**Strongly Agree 7.60%Agree 29.5%Neutral 34.6%Disagree 22.6%  
     Strongly Disagree 5.70%

1. **Purchase Decisions**
   1. **I often consult other people to help choose the best alternative available from a product class.**Strongly Disagree 3.20%Disagree 9.80%Somewhat Disagree 11.1%Neither Agree nor Disagree 8.90%Somewhat Agree 41.2%Agree 21.9%Strongly Agree 3.90%
   2. **If I want to be like someone, I often try to buy the same brands that they buy.**Strongly Disagree 19.7%Disagree 32.1%Somewhat Disagree 15.2%Neither Agree nor Disagree 11.8%Somewhat Agree 14.5%Agree 6.10%Strongly Agree 0.60%
   3. **It is important that others like the products and brands I buy.**Strongly Disagree 23.4%Disagree 30.5%Somewhat Disagree 18.3%Neither Agree nor Disagree 9.50%Somewhat Agree 12.8%Agree 4.50%Strongly Agree 1.00%
   4. **To make sure I buy the right product or brand, I often observe what others are buying and using.**Strongly Disagree 8.60%Disagree 14.5%Somewhat Disagree 11.8%Neither Agree nor Disagree 13.2%Somewhat Agree 37.5%Agree 12.4%Strongly Agree 2.00%
   5. **I rarely purchase the latest fashion styles until I am sure my friends approve of them.**Strongly Disagree 31.2%Disagree 34.4%Somewhat Disagree 16.4%Neither Agree nor Disagree 8.90%Somewhat Agree 6.50%Agree 2.20%Strongly Agree 0.40%
   6. **I often identify with other people by purchasing the same products and brands they purchase.**Strongly Disagree 21.0%Disagree 32.5%Somewhat Disagree 16.7%Neither Agree nor Disagree 10.5%Somewhat Agree 14.6%Agree 4.60%Strongly Agree 0.10%
   7. **If I have little experience with a product, I often ask my friends about the product.**Strongly Disagree 2.00%Disagree 3.50%Somewhat Disagree 5.60%Neither Agree nor Disagree 5.40%Somewhat Agree 37.1%Agree 36.1%Strongly Agree 10.3%
   8. **When buying products, I generally purchase those brands that I think others will approve of.**Strongly Disagree 21.0%Disagree 31.8%Somewhat Disagree 16.8%Neither Agree nor Disagree 12.8%Somewhat Agree 12.4%Agree 4.40%Strongly Agree 0.80%
   9. **I like to know what brands and products make good impressions on others.**Strongly Disagree 17.0%Disagree 26.2%Somewhat Disagree 13.1%Neither Agree nor Disagree 13.5%Somewhat Agree 19.9%Agree 8.50%Strongly Agree 1.80%
   10. **I frequently gather information from friends or family about a product before I buy.**Strongly Disagree 3.90%Disagree 7.90%Somewhat Disagree 11.0%Neither Agree nor Disagree 10.7%Somewhat Agree 33.5%Agree 26.4%Strongly Agree 6.60%
   11. **If other people can see me using a product, I often purchase the brand they expect me to buy.**Strongly Disagree 26.5%Disagree 34.6%Somewhat Disagree 17.4%Neither Agree nor Disagree 9.80%Somewhat Agree 7.40%Agree 3.50%Strongly Agree 0.80%
   12. **I achieve a sense of belonging by purchasing the same products and brands they purchase.**Strongly Disagree 27.8%Disagree 35.8%Somewhat Disagree 12.7%Neither Agree nor Disagree 7.90%Somewhat Agree 11.8%Agree 3.30%Strongly Agree 0.70%
2. **Vehicle Acquisition**
   1. **How many vehicles are owned or leased in your household?**0 5.70%  
      1 37.9%  
      2 38.5%  
      3 12.7%  
      4 or more 5.20%
   2. **How long do you typically keep a car before getting a different one?**I’ve never owned a car 7.50%  
      1 - 3 years 8.60%  
      4 - 6 years 32.7%  
      7 - 9 years 25.6%  
      10 years or more 25.6%
   3. **What class of vehicle do you currently have available primarily for your use?**No vehicle available 8.90%Compact car 24.1%Midsize car 29.5%Fullsize car 10.3%Minivan 4.50%Fullsize van 0.80%SUV 15.6%Pickup truck 4.70%Motorcycle 0.20%Other 1.40%
   4. **What is the make, model, model year, and year of purchase of your current (or most recent) vehicle that is primarily for your use?**\*\* Participants were allowed an open response
   5. **When you purchased your current (or most recent) vehicle it was…**New 32.6%  
      Used 59.8%  
      N/A I don’t possess a vehicle 7.60%
   6. **How far is the nearest available power outlet to wherever you park your car when you're at home?**0-10 feet 24.6%  
      11-25 feet 28.0%  
      26-50 feet 18.5%  
      Over 50 feet 12.9%  
      No power source available 16.0%
   7. **When you acquired your most recent vehicle that is primarily for your use, how did you pay for it?**N/A - I have never had a vehicle that was primarily for my use. 8.10%  
      It was a gift. 17.1%  
      It's a company-owned vehicle. 1.10%  
      I paid cash. 36.9%  
      I financed it.\*\* 34.5%  
      I leased it.\*\* 2.30%\*\* Note for these questions participants were also offered the option of   
       providing the percentage of the total price that was financed, and the   
       number years the vehicle was leased.
   8. **Please fill in the box how much (if any) your most recent car payment was?**\*\* Participants were allowed an open response

* 1. **When you selected your most recent vehicle that is primarily for your use, to what degree did each of the following factors influence your choice of the specific vehicle type? Note that we recognize there may be other factors that influenced you.**
     1. **Vehicle price**not at all 6.40%  
        a little 5.10%  
        somewhat 15.1%  
        a lot 39.2%  
        this was a predominant factor 34.2%
     2. **Miles per gallon**not at all 10.1%  
        a little 12.1%  
        somewhat 29.4%  
        a lot 34.0%  
        this was a predominant factor 14.4%
     3. **Power/performance**not at all 11.3%  
        a little 17.7%  
        somewhat 35.1%  
        a lot 27.8%  
        this was a predominant factor 8.10%
     4. **Vehicle class (e.g. compact, midsize, minivan, pickup, ets…)**not at all 9.00%  
        a little 12.7%  
        somewhat 22.3%  
        a lot 37.9%  
        this was a predominant factor 18.1%
     5. **Manufacturer advertising**not at all 59.7%  
        a little 21.2%  
        somewhat 12.8%  
        a lot 5.00%  
        this was a predominant factor 1.30%
     6. **Observations of what friends and/or family own**not at all 53.2%  
        a little 19.5%  
        somewhat 16.2%  
        a lot 8.80%  
        this was a predominant factor 2.30%
     7. **Discussion with friends and/or family**not at all 28.3%  
        a little 24.8%  
        somewhat 24.3%  
        a lot 18.9%  
        this was a predominant factor 3.70%
     8. **Observations of what vehicles I saw on the road in my community and/or on my commute to work.**not at all 54.7%  
        a little 18.0%  
        somewhat 16.2%  
        a lot 9.40%  
        this was a predominant factor 1.70%
     9. **Proximity/quality of dealership for service.**not at all 41.9%  
        a little 20.4%  
        somewhat 21.5%  
        a lot 12.6%  
        this was a predominant factor 3.60%
  2. **If you were to purchase a brand-new vehicle in the near future, to what degree do you think the following factors would influence your choice of a specific vehicle? Note that we recognize there may be other factors that would influence you.**
     1. **Vehicle price**not at all 0.70%  
        a little 0.60%  
        somewhat 7.20%  
        a lot 42.0%  
        this was a predominant factor 49.5%
     2. **Miles per gallon**not at all 1.00%  
        a little 1.70%  
        somewhat 12.1%  
        a lot 52.3%  
        this was a predominant factor 32.9%
     3. **Power/performance**not at all 4.30%  
        a little 13.2%  
        somewhat 36.1%  
        a lot 36.7%  
        this was a predominant factor 9.70%
     4. **Vehicle class (e.g. compact, midsize, minivan, pickup, ets…)**not at all 3.00%  
        a little 8.90%  
        somewhat 27.4%  
        a lot 46.1%  
        this was a predominant factor 14.6%
     5. **Manufacturer advertising**not at all 45.6%  
        a little 33.4%  
        somewhat 15.8%  
        a lot 4.10%  
        this was a predominant factor 1.10%
     6. **Observations of what friends and/or family own**not at all 37.9%  
        a little 30.1%  
        somewhat 21.2%  
        a lot 9.20%  
        this was a predominant factor 1.60%
     7. **Discussion with friends and/or family**not at all 18.5%  
        a little 27.7%  
        somewhat 29.0%  
        a lot 20.8%  
        this was a predominant factor 4.00%
     8. **Observations of what vehicles I saw on the road in my community and/or on my commute to work.**not at all 42.9%  
        a little 26.8%  
        somewhat 20.8%  
        a lot 7.60%  
        this was a predominant factor 1.90%
     9. **Proximity/quality of dealership for service.**not at all 25.7%  
        a little 22.9%  
        somewhat 30.0%  
        a lot 17.0%  
        this was a predominant factor 4.40%

1. **Attitude Toward Climate Change**
   1. **How much of a threat do you think global climate change is to humanity?**None; I do not believe in global climate change 6.80%  
      Minor; I think that global climate change will cause some inconvenience,  
       but we will be able to avoid major disruptions in our lifestyles. 24.7%  
      Major; I think that global climate change will cause major and costly  
       disruptions for humanity. 49.5%  
      Catastrophic; I think that global climate change is the largest threat ever  
       faced by humanity and will result in catastrophic changes in lifestyle   
       for generations to come. 10.9%  
      Uncertain; I have no idea whether global climate change is really a threat   
       to humanity. 8.10%
   2. **How much of global climate change do you think is attributable to human activities?**None; I believe natural variation is responsible for any observed   
       changes in climate. 10.1%  
      I believe human activities account for 1-15% of global climate change. 9.10%  
      I believe human activities account for 16-25% of global climate change. 10.6%  
      I believe human activities account for 26-50% of global climate change. 14.9%  
      I believe human activities account for 51-75% of global climate change. 27.3%  
      I believe human activities account for 76-100% of global climate change. 18.9%  
      I believe human activities are contributing to global climate change,   
       but I really have no idea how much. 9.10%
   3. **How much personal responsibility do you think you have in helping to mitigate global climate change?**None; I do not believe in global climate change or I do not believe that it   
       is caused by human activities. 8.70%  
      None; nothing any individual could do would make a difference, so why   
       should I bother making any personal sacrifices? 5.60%  
      None; people will come up with technological solutions that will preclude   
       the need for lifestyle changes. 7.50%  
      I should accept some minor cost and/or inconvenience to do what I can to   
       reduce greenhouse gas emissions. 61.3%  
      It is important that I do what I can to reduce greenhouse gas emissions,   
       even it if requires significant personal sacrifice. 16.9%
   4. **How important do you feel it is for the United States to reduce energy consumption related to transportation?**not at all 2.70%  
      a little 10.1%  
      somewhat 21.9%  
      a lot 35.1%  
      essential 30.2%
   5. **To what degree have each of the following helped you to form your opinion regarding whether or not we need to reduce energy consumption related to transportation?**
      1. **Watching documentaries or science programs about climate change or energy**convinced me we DON’T need to reduce transportation energy   
          consumption 1.00%  
         influenced me towards thinking we DON’T need to reduce   
          transportation energy consumption 3.20%  
         had no impact on my opinion regarding transportation energy  
          consumption 28.2%  
         influenced me towards thinking we DO need to reduce   
          transportation energy consumption 53.1%  
         convinced me we DO need to reduce transportation energy   
          consumption 14.5%
      2. **Concerns about oil spills (such as the BP Deepwater Horizon oil spill in the Gulf of Mexico)**convinced me we DON’T need to reduce transportation energy  
          consumption 1.00%  
         influenced me towards thinking we DON’T need to reduce   
          transportation energy consumption 1.00%  
         had no impact on my opinion regarding transportation energy  
          consumption 22.8%  
         influenced me towards thinking we DO need to reduce  
          transportation energy consumption 46.2%  
         convinced me we DO need to reduce transportation energy  
          consumption 29.0%
      3. **Concerns of scientific misconduct among climate scientists (such as "climategate")**convinced me we DON’T need to reduce transportation energy   
          consumption 3.50%  
         influenced me towards thinking we DON’T need to reduce   
          transportation energy consumption 8.20%  
         had no impact on my opinion regarding transportation energy  
          consumption 64.2%  
         influenced me towards thinking we DO need to reduce  
          transportation energy consumption 17.8%  
         convinced me we DO need to reduce transportation energy  
          consumption 6.30%
      4. **Concerns about dependence on foreign oil**convinced me we DON’T need to reduce transportation energy  
          consumption 1.40%  
         influenced me towards thinking we DON’T need to reduce  
          transportation energy consumption 1.90%  
         had no impact on my opinion regarding transportation energy  
          consumption 13.2%  
         influenced me towards thinking we DO need to reduce  
          transportation energy consumption 43.2%  
         convinced me we DO need to reduce transportation energy  
          consumption 40.3%
      5. **The price of gasoline**convinced me we DON’T need to reduce transportation energy  
          consumption 1.20%  
         influenced me towards thinking we DON’T need to reduce  
          transportation energy consumption 1.10%  
         had no impact on my opinion regarding transportation energy  
          consumption 11.8%  
         influenced me towards thinking we DO need to reduce  
          transportation energy consumption 34.8%  
         convinced me we DO need to reduce transportation energy  
          consumption 51.1%
      6. **Discussions with friends and/or family**convinced me we DON’T need to reduce transportation energy  
          consumption 2.40%  
         influenced me towards thinking we DON’T need to reduce  
          transportation energy consumption 2.90%  
         had no impact on my opinion regarding transportation energy  
          consumption 58.0%  
         influenced me towards thinking we DO need to reduce  
          transportation energy consumption 30.2%  
         convinced me we DO need to reduce transportation energy  
          consumption 6.50%
      7. **Advertising by car companies**convinced me we DON’T need to reduce transportation energy  
          consumption 2.30%  
         influenced me towards thinking we DON’T need to reduce  
          transportation energy consumption 3.20%  
         had no impact on my opinion regarding transportation energy  
          consumption 82.5%  
         influenced me towards thinking we DO need to reduce  
          transportation energy consumption 9.80%  
         convinced me we DO need to reduce transportation energy  
          consumption 2.20%
      8. **Reading scientific magazines, books, or peer-reviewed literature about climate change or energy**convinced me we DON’T need to reduce transportation energy  
          consumption 1.80%  
         influenced me towards thinking we DON’T need to reduce  
          transportation energy consumption 2.60%  
         had no impact on my opinion regarding transportation energy  
          consumption 38.3%  
         influenced me towards thinking we DO need to reduce  
          transportation energy consumption 41.6%  
         convinced me we DO need to reduce transportation energy  
          consumption 15.7%
2. **Comfort with PHEV Technology  
   Plug-in hybrid electric vehicles (PHEVs), such as the Chevy Volt, are a new type of vehicle that runs efficiently on electricity for a certain distance, and then on gasoline until the battery is recharged (which may be done at home, if an outlet is available). This section of the survey is designed to assess your attitudes towards the new PHEV technology, independent of price or other vehicle attributes.**
   1. **Assuming you were buying a new vehicle, what is your comfort level in purchasing/leasing the new PHEV technology rather than a more established type of vehicle, assuming it had all the other features you desired and was within your budget?**I would consider being one of the first people to purchase a PHEV. 32.4%  
      If 1-10% of the vehicles I observed around me were PHEV's,   
      I would consider purchasing a PHEV. 8.90%  
      If 11-25% of the vehicles I observed around me were PHEV's,   
      I would consider purchasing a PHEV. 12.1%  
      If 26-50% of the vehicles I observed around me were PHEV's,   
      I would consider purchasing a PHEV. 18.3%  
      If 51-75% of the vehicles I observed around me were PHEV's,   
      I would consider purchasing a PHEV. 13.4%  
      If 76-100% of the vehicles I observed around me were PHEV's,   
      I would consider purchasing a PHEV. 7.40%  
      I would never consider purchasing a PHEV. 7.50%
   2. **How concerned are you about each of the following aspects of the PHEV batteries used for propulsion, in terms of how this would reduce your comfort level in purchasing/leasing the new PHEV technology, rather than a more established type of vehicle, assuming it had all the other features you desired and was within your budget?**
      1. **The lifetime of the battery.**not at all 2.60%  
         a little 6.30%  
         somewhat 20.7%  
         quite a lot 54.2%  
         this would prevent me from buying a PHEV 16.2%
      2. **The replacement cost of the battery, should it fail.**not at all 1.50%  
         a little 5.00%  
         somewhat 14.0%  
         quite a lot 58.3%  
         this would prevent me from buying a PHEV 21.2%
      3. **The potential inconvenience of recharging the battery.**not at all 10.8%  
         a little 16.1%  
         somewhat 25.9%  
         quite a lot 34.0%  
         this would prevent me from buying a PHEV 13.2%
      4. **The ecological and/or political costs for manufacturing the battery.**not at all 18.4%  
         a little 24.4%  
         somewhat 28.7%  
         quite a lot 22.5%  
         this would prevent me from buying a PHEV 6.00%
      5. **The ecological costs of battery disposal.**not at all 14.8%  
         a little 23.5%  
         somewhat 28.4%  
         quite a lot 26.1%  
         this would prevent me from buying a PHEV 7.20%
      6. **Difficulties in getting the PHEV engine serviced or repaired.**not at all 2.00%  
         a little 5.50%  
         somewhat 18.5%  
         quite a lot 51.8%  
         this would prevent me from buying a PHEV 22.2%
   3. **How much do you think each of the following would increase your comfort level in purchasing/leasing the new PHEV technology, rather than a more established type of vehicle, assuming it had all the other features you desired and was within your budget?**
      1. **Realizing a PHEV could cut my greenhouse gas emissions significantly (potentially to zero).**not at all 10.7%  
         a little 12.6%  
         somewhat 21.6%  
         quite a lot 41.8%  
         this would be a deciding factor 13.3%
      2. **Realizing a PHEV could save me significantly in monthly fuel costs, especially if gasoline prices continue to rise, potentially saving me money in the long run.**not at all 1.30%  
         a little 3.40%  
         somewhat 9.30%  
         quite a lot 41.8%  
         this would be a deciding factor 44.2%
      3. **Realizing a PHEV can run on gasoline after the battery is out of charge, so that the range is not limited as it is in a purely electric vehicle.**not at all 2.00%  
         a little 3.60%  
         somewhat 16.6%  
         quite a lot 46.4%  
         this would be a deciding factor 31.4%
      4. **Realizing that PHEV batteries can be repurposed, and eventually recycled, after they no longer have enough storage capacity for PHEV propulsion.**not at all 8.20%  
         a little 13.8%  
         somewhat 25.3%  
         quite a lot 41.0%  
         this would be a deciding factor 11.7%
      5. **Getting a tax rebate of $7000 for purchasing a PHEV.**not at all 2.50%  
         a little 3.90%  
         somewhat 11.3%  
         quite a lot 45.7%  
         this would be a deciding factor 36.6%
      6. **Having a PHEV battery leasing program, so that I wouldn’t have to fear unexpected costs due to battery failure.**not at all 5.00%  
         a little 7.40%  
         somewhat 25.2%  
         quite a lot 45.1%  
         this would be a deciding factor 17.3%
      7. **Having PHEV battery exchanges at service centers around that country, so that I wouldn’t have to fear unexpected costs due to battery failure and also wouldn’t have to bother with recharging.**not at all 2.70%  
         a little 9.90%  
         somewhat 24.6%  
         quite a lot 46.9%  
         this would be a deciding factor 15.9%
      8. **Having a 10-year/ 150,000-mile PHEV battery warranty.**not at all 2.10%  
         a little 4.80%  
         somewhat 12.9%  
         quite a lot 50.0%  
         this would be a deciding factor 30.2%
      9. **Having recharging facilities at home, so that I could recharge easily overnight.**not at all 1.80%  
         a little 3.20%  
         somewhat 11.9%  
         quite a lot 45.5%  
         this would be a deciding factor 37.6%
      10. **Having recharging facilities available at work or near businesses I frequent.**not at all 3.20%  
          a little 6.20%  
          somewhat 18.9%  
          quite a lot 50.3%  
          this would be a deciding factor 21.4%
      11. **Owning a PHEV would make a statement regarding my strong environmental values.**not at all 30.4%  
          a little 21.6%  
          somewhat 23.0%  
          quite a lot 19.9%  
          this would be a deciding factor 5.10%
      12. **Owning a PHEV would make it clear to others that I am on the forefront of new technology.**not at all 41.5%  
          a little 21.7%  
          somewhat 19.8%  
          quite a lot 13.6%  
          this would be a deciding factor 3.40%
   4. **The first generation of PHEVs will come only in compact models. What is the likelihood you might consider purchasing a compact vehicle in the future in order to get the new PHEV technology?**

I already drive a compact vehicle, but I would not consider a compact PHEV. 4.00%  
I already drive a compact vehicle, and might consider a compact PHEV. 13.2%  
I already drive a compact vehicle, and would definitely consider a   
 compact PHEV. 13.5%  
I do not currently drive a compact vehicle, and I would not consider a  
 compact PHEV. 17.6%  
I do not currently drive a compact vehicle, but I might consider a   
 compact PHEV. 37.2%  
I do not currently drive a compact vehicle, but I would definitely consider  
 a compact PHEV. 14.5%

1. **Future Vehicle Purchase  
   There are many potential reasons why some U.S. consumers would like to reduce their fuel consumption related to transportation, including a desire to save money at the fuel pump, reduce greenhouse gas emissions, reduce the risk of oil spills, reduce dependence on foreign oil, etc. However, many new vehicle technologies are expected to have a higher sticker price associated with increased fuel efficiency. This section of the survey is designed to assess your willingness to pay a higher sticker price for a more fuel-efficient vehicle, independent of the specific fuel technology, other vehicle attributes, or other complementary approaches to solving the above problems.**\*\* Distributions for Section VI of the survey are provided in Fig. B.5.
   1. **Suppose you have decided to buy a new car and you have narrowed your selection to two vehicles that differ *only* in price and fuel efficiency**
      1. **I would pay AT MOST \_\_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of 50 gallons of gasoline per month over each year of ownership.**
      2. **I would pay AT MOST \_\_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of 40 gallons of gasoline per month over each year of ownership.**
      3. **I would pay AT MOST \_\_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of 30 gallons of gasoline per month over each year of ownership.**
      4. **I would pay AT MOST \_\_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of 20 gallons of gasoline per month over each year of ownership.**
      5. **I would pay AT MOST \_\_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of 10 gallons of gasoline per month over each year of ownership.**
   2. **Suppose you have decided to buy a new car and you have narrowed your selection to two vehicles that differ *only* in price and fuel efficiency.**
      1. **I would pay AT MOST \_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of $3000/yr in fuel costs over each year of ownership.**
      2. **I would pay AT MOST \_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of $2500/yr in fuel costs over each year of ownership.**
      3. **I would pay AT MOST \_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of $2000/yr in fuel costs over each year of ownership.**
      4. **I would pay AT MOST \_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of $1500/yr in fuel costs over each year of ownership.**
      5. **I would pay AT MOST \_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of $1000/yr in fuel costs over each year of ownership.**
      6. **I would pay AT MOST \_\_\_\_\_ additional for the more fuel-efficient vehicle, assuming I would save an average of $500/yr in fuel costs over each year of ownership.**
   3. **Suppose you have decided to buy a new car. Please answer each of the following as honestly as you can.**
      1. **I would pay AT MOST \_\_\_\_\_ additional to get a ZERO GHG-emissions vehicle, to help mitigate the worldwide ecological and financial impacts of global climate change in the hopes that it would directly benefit myself, loved ones, or our direct descendants, among others.**
      2. **I would pay AT MOST \_\_\_\_\_ additional to get a ZERO GHG-emissions vehicle, to help mitigate the worldwide ecological and financial impacts of global climate change, even if I didn’t think it would directly benefit myself, my children, or my immediate relatives.**
      3. **I would pay AT MOST \_\_\_\_\_ additional to get a ZERO GHG-emissions vehicle, to help mitigate the worldwide ecological and financial impacts of global climate change, even if I didn’t think it would directly benefit those in my local community.**
      4. **I would pay AT MOST \_\_\_\_\_ additional to get a ZERO GHG-emissions vehicle, to help mitigate the worldwide ecological and financial impacts of global climate change, even if I didn’t think it would directly benefit those in my State.**

**I would pay AT MOST \_\_\_\_\_ additional to get a ZERO GHG-emissions vehicle, to help mitigate the worldwide ecological and financial impacts of global climate change, even if I didn’t think it would directly benefit those in my Country.**

## Appendix B

This Appendix contains supplementary Figures.



Fig. B.1: Probabilities (computed from logistic regression) that participants “would definitely”, “might”, or “would not” consider adopting a compact PHEV, stratified by ordinal response categories to the survey questions indicated in the *x*-axis labels (see Appendix A for the exact wording of these survey questions). In this plot, probabilities are stratified by responses regarding: a) importance of MPG in future vehicle purchase; b) how attributable is climate change to human activities; c) how much personal responsibility individuals have to mitigate climate change; d) the importance of PHEV gasoline-powered range extension beyond the all-electric range. To guide the reader’s eye, a fitted line is provided for both the “would definitely” and “would not” consider adopting categories (*n* values for each response category are provided in parentheses).



Fig. B.2: Probabilities (computed from logistic regression) that participants “would definitely”, “might”, or “would not” consider adopting a compact PHEV, stratified by ordinal response categories to the survey questions indicated in the *x*-axis labels (see Appendix A for the exact wording of these survey questions). In this plot, probabilities are stratified by responses regarding: a) the importance of repurposing or recycling PHEV batteries; b) the importance of getting a tax rebate of $7000 for PHEV purchase; c) the desireability of a PHEV battery leasing program; d) the desirability of PHEV battery exchanges at service centers. To guide the reader’s eye, a fitted line is provided for both the “would definitely” and “would not” consider adopting categories (*n* values for each response category are provided in parentheses).





Fig. B.3: Probabilities (computed from logistic regression) that participants “would definitely”, “might”, or “would not” consider adopting a compact PHEV, stratified by ordinal response categories to the survey questions indicated in the *x*-axis labels (see Appendix A for the exact wording of these survey questions). In this plot, probabilities are stratified by responses regarding: a) the importance of a 10-yr, 150,000 mile PHEV battery warranty; b) the importance of available public recharging facilities; c) the importance of being seen to be on the forefront of new technology; d) concern level regarding replacement cost of PHEV batteries; and e) concerns regarding access to quality PHEV service and repair facilities. To guide the reader’s eye, a fitted line is provided for both the “would definitely” and “would not” consider adopting categories (*n* values for each response category are provided in parentheses).



Fig. B.4: Distributions of participant responses to discounting questions with future benefits phrased as either a) gallons of gas saved, b) dollars saved on fuel costs, or c) social distance of benefits of reducing impacts of climate change. Specific stated savings for the different survey questions are provided in the figure’s legend (see Appendix A, Survey Section VI, for exact wording of the discounting questions).

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Fig. B.5: Spearman Rank cross-correlations between all pairs of the 77 ordinal questions, using only participants’ “would definitely” or “would not” consider a PHEV outcome classes. Darker shaded squares (see colorbar) indicate stronger correlations between survey question pairs. The bottom row represents survey question V.4, which asks whether participants “would definitely”, “might”, or “would not” consider adopting a compact PHEV.