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# 2005 EnerGuide Label for Vehicles and Fuel Consumption Guide Audit Survey

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## Final Overall Report

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## Introduction

Corporate Research Associates Inc. (CRA) is pleased to present the results of the **2005 EnerGuide Label for Vehicles and Fuel Consumption Guide Audit Survey** conducted on behalf of Natural Resources Canada. The current study represents the third iteration of this research endeavour, with previous studies conducted in 1999 and again in 2001.

The original impetus for this research was a voluntary agreement reached in 1998 by the Office of Energy Efficiency (OEE) of Natural Resources Canada and the vehicle industry in Canada to affix an EnerGuide label to all new passenger cars, vans, special purpose vehicles, and light-duty trucks under 3855 kg (8500 pounds) for retail sale in Canada. The EnerGuide label displays the fuel consumption of the particular vehicle in L/100 km and miles per gallon, as well as the recommended fuel type and estimated annual fuel cost. The purpose of this initiative is to encourage Canadians to consider fuel efficiency when they are purchasing a new vehicle.

In 1999 and again in 2001, OEE undertook an EnerGuide Label compliance survey to find out how many new vehicles on dealer lots and in showrooms had an EnerGuide Label affixed to their window. As in previous studies, the principal objective of the 2005 survey was to obtain quantitative data regarding automotive dealerships' display of the EnerGuide label on new vehicles and distribution of the Fuel Consumption Guide (FCG). More specifically, objectives of the current study included:

- Update the 2001 measure of dealership compliance with respect to the agreement regarding the EnerGuide Label and FCG;
- Determine the attitudes and opinions of dealership managers and sales employees with regard to these tools;
- Explore barriers to their use; and
- Examine satisfaction with the FCG in order to improve the next edition of the Guide.

To achieve these objectives, on-site (i.e., automotive dealership) vehicle counts and dealership interviews were conducted at 600 automotive dealer sites. Due to the presence of multiple manufacturers on the same site (e.g., Volkswagen and Audi) a total of 671 vehicle manufacturer dealerships were sampled. CRA utilized a network of eight suppliers across Canada to conduct the vehicle counts and dealership interviews, with fieldwork taking place from March 15 to April 15, 2005.

Depending on the question asked, results are either reported at the manufacturer level (n=671) or at the level of unique sites (n=600). A random sample of 600 dealer sites would be expected to provide results with an overall margin of error of +/- 3.6 percentage points 19 times in 20. A random sample of 671 manufacturer dealerships would be expected to provide results with an overall margin of error of +/- 3.4 percentage points 19 times in 20.





A stratified random sample of 600 sites was selected from a database of 3428 new vehicle dealerships provided to CRA by NRCan. The sample was stratified by community size, province, and manufacturer with each being either over- or under-sampled in the stratification procedure. That is, while in many studies the interview quotas are assigned according to the actual distribution of the study population, in this instance, over-sampling less populated provinces, smaller communities, and less prevalent manufacturers permits meaningful commentary on each. In addition, CRA endeavoured to achieve a sample distribution generally comparable with past iterations of the study along these dimensions. It is important to note however, the inclusion of additional manufacturers in the 2005 study meant sample had to be distributed over a greater number of manufacturers compared with past studies, resulting in somewhat smaller sample sizes per manufacturer.

When reporting on vehicle counts, both in the overall and individual manufacturer reports, data were weighted to reflect the actual proportion of new vehicle sales in 2004 (as provided by DesRosier). In the case of the overall report, weights were established based on 2004 sales by manufacturer across each of the six regions investigated in the study. In the case of the individual manufacturer reports, vehicle counts were weighted solely on the basis of 2004 new vehicle sales by region for the particular manufacturer reported.

When reporting on information provided by the dealership interviews, data were weighted to reflect the actual population of dealerships by manufacturer and region. It should be noted that of the 600 dealerships visited, 69 were split dealerships (i.e., they represented more than one manufacturer). For these dealerships, weights consisted of the average weight across each of the manufacturers represented by the dealership. In the case of the individual manufacturer reports, split dealerships were not an issue, and data were weighted solely according to the population of each manufacturer's dealerships by region.

A more complete description of the methodology, sampling, survey administration, and weighting procedures used to conduct this study is provided at the back of this report.

Appended to this report are a set of comprehensive banner tables that present results for each question by key subgroups (Appendix A), a copy of the survey questionnaires (Appendix B), a copy of the project training guide (Appendix C), a copy of the NRCan letter to automotive dealerships (Appendix D), and maps showing the communities visited (Appendix E).

All percentages presented in the banner tables have been rounded to the nearest whole number and, consequently, may not always total exactly 100 percent. Also, please note many graphs and banner tables are labelled "Don't knows removed," indicating their percentages have been calculated after removing "Don't know" responses. This was done to allow comparison of the current study to historical data (i.e., 1999 and 2001) that excluded "Don't know" responses on many questions. Finally, unless otherwise stated, all figures are expressed as a percentage.





## Executive Summary

Results of the **2005 EnerGuide Label for Vehicles and FCG Audit Survey** indicate the percentage of light duty vehicles on dealership lots properly displaying EnerGuide Labels has not changed over the past four years. Specifically, 77 percent of vehicles complied with the EnerGuide Labeling Program in 2001, compared with 78 percent in 2005. In contrast, the percentage of vehicles in dealership showrooms displaying EnerGuide Labels has increased over the past four years (i.e., 47% in 1999, 56% in 2001, and 61% in 2005).

In terms of vehicles on dealership lots without labels, damage to the label is the primary reason given for vehicles not being properly labeled. With respect to vehicles in dealership showrooms, an effort to improve the appearance of the vehicle is the primary reason showroom vehicles are not labeled.

In terms of replacing labels, only four in ten dealers have formal procedures in place and those without such procedures are neither strongly in favour of, nor opposed to, establishing replacement procedures.

Awareness of the labeling agreement is down compared with previous results. Indeed, the percentage of dealers *not at all* aware of the agreement is up significantly. Additionally, responses suggest there is some confusion with respect to who provides the rating information on the labels as well as in the Fuel Consumption Guide. That is, dealers are just as likely to indicate the government supplies the rating information as they are to credit manufacturers for the information. Accordingly, there appears to be an opportunity for enhanced communication concerning this point.

The vast majority of dealerships received copies of the 2005 FCG. Additionally, the proportion of dealerships displaying the Fuel Consumption Guide in their showrooms increased in 2005 compared with 2001, although it still trails levels recorded in 1999 (i.e., 40% in 1999, 23% in 2001, and 37% in 2005). Overall, a copy of the FCG was obtained in close to eight in ten dealerships from a visible display or with the assistance of dealership staff.

Finally, it is encouraging to note that there is very little dissatisfaction with the Fuel Consumption Guide. Among the small number of dealerships dissatisfied with the FCG, testing conditions are the main point of contention as they are judged to be unrealistic.



## Detailed Analysis

The following section presents a detailed analysis of automotive dealership compliance with the EnerGuide labeling program on dealership lots, in the showroom, findings related to the distribution of the Fuel Consumption Guide, as well as results from dealer interviews.

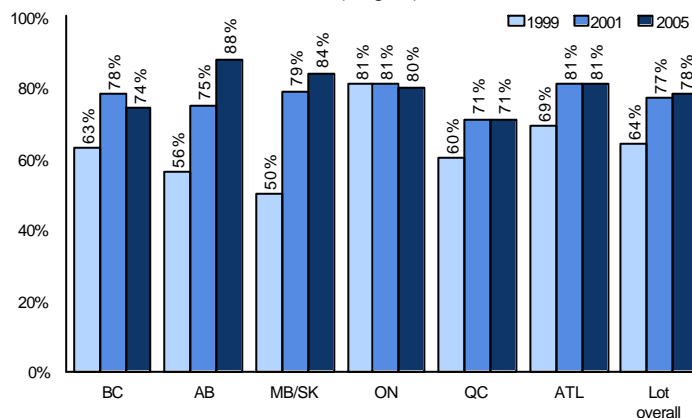
Please note, new vehicles where either type of EnerGuide label (i.e., stand-alone or combined) was not affixed to the vehicle (e.g., laying on the seat, dash, or floor of the vehicle) were counted as vehicles without a label. Additionally, new vehicles with labels that did not note actual fuel consumption ratings or numbers (e.g., manufacturer labels without actual ratings) were counted as vehicles without a label.

### Dealership Lot Display of EnerGuide Label

***The percentage of light duty vehicles on dealership lots properly displaying EnerGuide Labels has not increased appreciably over the past four years.***

Nationally, the percentage of vehicles on dealership lots with EnerGuide Labels increased slightly compared with 2001 results. Alberta made the strongest gains in compliance, while British Columbia is the only province where compliance rates declined compared with 2001. Notably, vehicles in Québec are the least likely to display the EnerGuide Label with results in this regard, unchanged compared with 2001.

Dealership Lot Vehicles With EnerGuide Labels  
(Region)

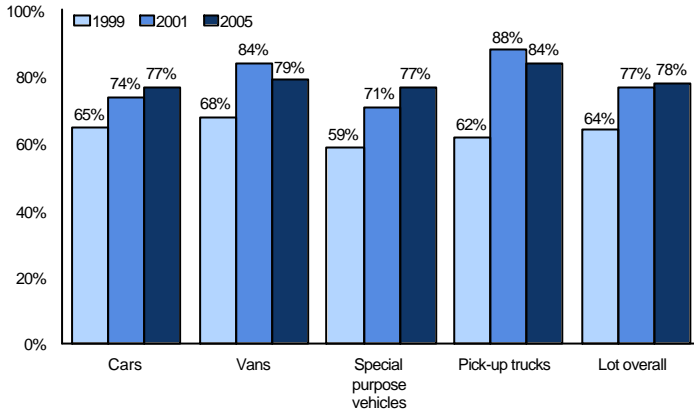


Across vehicle type, display of the EnerGuide Label increased for cars and special purpose vehicles on dealership lots compared with past results. In contrast, display of the Label decreased on vans and pick-up trucks.





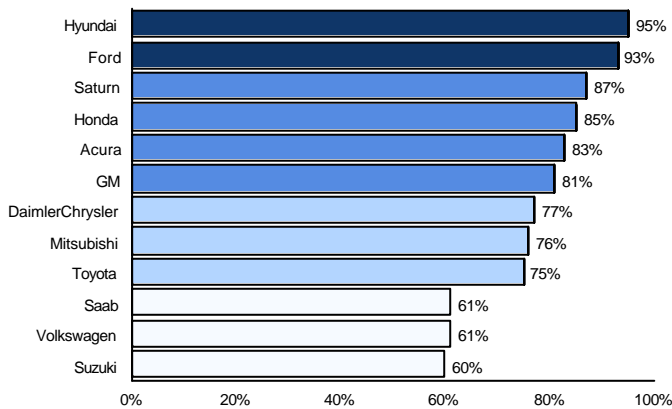
### Dealership Lot Vehicles With EnerGuide Labels (Vehicle Type)



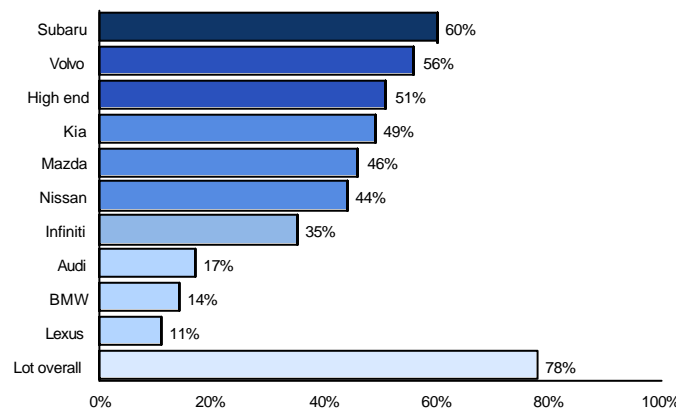
2005 Lot Vehicles With Labels, by Region and Type					
	Cars	Vans	Special Purpose	Pick-up Trucks	Total
BC	72%	76%	76%	76%	74%
AB	89%	89%	80%	91%	88%
MB/SK	79%	83%	80%	92%	84%
ON	80%	80%	79%	82%	80%
PQ	70%	67%	71%	77%	71%
ATL	79%	80%	81%	84%	81%
<b>Total</b>	<b>77%</b>	<b>79%</b>	<b>77%</b>	<b>84%</b>	

Consistent with past results, Hyundai and Ford continue to display to highest rates of compliance with more than nine in ten vehicles on their dealership lots having the EnerGuide Label properly affixed. The lowest rates of compliance in this regard are among prestige automobiles, namely: Infiniti, Lexus, BMW, and Audi.

### Dealership Lot Vehicles With EnerGuide Labels (Manufacturer - 2005)



### Dealership Lot Vehicles With EnerGuide Labels (Manufacturer - 2005)





It is encouraging to note compliance among Volvo, Subaru, and Honda dealerships increased significantly in 2005 compared with 2001.

Dealership Lot Vehicles (Manufacturer Trending)							
Weighted Vehicle Counts	1999		2001		2005		Percentage Point Change ('01 v '05)
	% With Labels	All Lot Vehicles Counted	% With Labels	All Lot Vehicles Counted	% With Labels	All Lot Vehicles Counted	
Hyundai	78%	376	94%	646	95%	1,125	+1
Ford	53%	7,052	92%	4,804	93%	7,287	+1
Saturn <sup>1</sup>	na	na	na	na	87%	3,352	na
<b>Honda<sup>2</sup></b>	<b>na</b>	<b>na</b>	<b>62%</b>	<b>1,824</b>	<b>85%</b>	<b>3,079</b>	<b>+23</b>
Acura <sup>2</sup>	na	na	85%	312	83%	544	-2
GM	76%	7,984	83%	7,618	81%	11,482	-2
DaimlerChrysler	84%	4,618	85%	4,389	77%	7,721	-8
Mitsubishi <sup>4</sup>	na	na	na	na	76%	145	na
Toyota	53%	1,728	68%	1,969	75%	4,831	+7
Saab <sup>1</sup>	na	na	na	na	61%	451	na
Volkswagen <sup>3</sup>	na	na	72%	667	61%	411	-11
Suzuki	51%	172	73%	156	60%	103	-13
<b>Subaru</b>	<b>31%</b>	<b>245</b>	<b>40%</b>	<b>234</b>	<b>60%</b>	<b>186</b>	<b>+20</b>
<b>Volvo<sup>4</sup></b>	<b>na</b>	<b>na</b>	<b>24%</b>	<b>116</b>	<b>56%</b>	<b>173</b>	<b>+32</b>
BMW <sup>7</sup>	na	na	na	na	14%	238	na
Kia <sup>4</sup>	na	na	31%	211	49%	342	+18
Mazda	24%	433	36%	848	46%	1,895	+10
Nissan <sup>5</sup>	na	na	37%	697	44%	1,481	+7
<b>High End<sup>6</sup></b>	<b>11%</b>	<b>270</b>	<b>25%</b>	<b>364</b>	<b>51%</b>	<b>125</b>	<b>+26</b>
Infiniti <sup>5</sup>	na	na	43%	86	35%	118	-8
Audi <sup>3</sup>	na	na	59%	88	17%	71	-42
Lexus <sup>4</sup>	na	na	na	na	11%	72	na
<b>Lot Overall</b>	<b>64%</b>	<b>-</b>	<b>77%</b>	<b>-</b>	<b>78%</b>	<b>-</b>	<b>+1</b>
New Vehicles Counted on Dealership Lots <sup>8</sup>	-	25,886	-	25,500	-	45,232	
<b>Notes:</b>							
1 In 2001, Saturn, Saab, and Isuzu were grouped together. Grouped compliance was 88%.							
2 In 1999 Acura and Honda were grouped together. Grouped compliance was 51%.							
3 In 1999 Audi and Volkswagen were grouped together. Grouped compliance was 35%.							
4 Volvo and Kia not counted in 1999. Mitsubishi and Lexus not counted in 1999 or 2001.							
5 In 1999 Infiniti and Nissan were grouped together. Grouped compliance was 19%.							
6 In 1999 High End included BMW, Jaguar, Rolls Royce, Land Rover, Porsche and Mercedes. In 2001 High End included BMW, Jaguar, Porsche, and Mercedes. In 2005 High End includes Jaguar, Land Rover, Porsche, and Mercedes							
7 In 1999 and 2001 BMW was grouped with High End.							
8 Difference in total new vehicles counted most likely attributable to timing of study.							





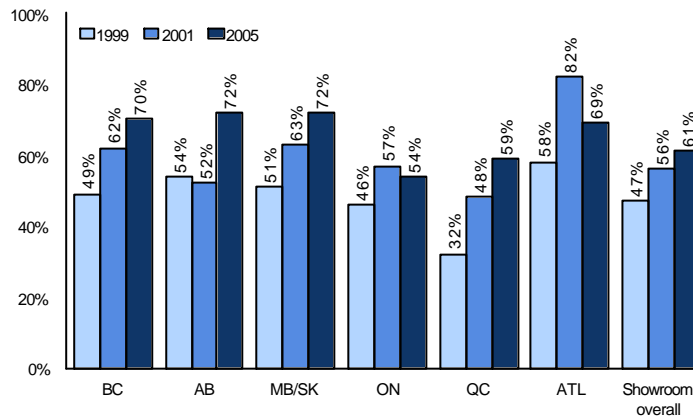


## Showroom Display of EnerGuide Label

**The percentage of vehicles in dealership showrooms displaying EnerGuide Labels has increased over the past four years, although they continue to trail vehicles on the lot.**

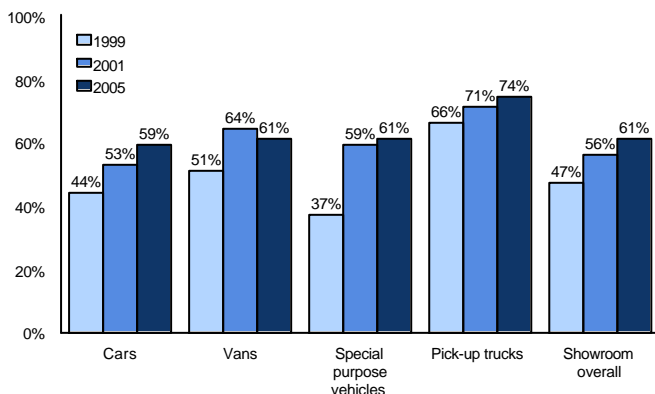
Overall, six in ten vehicles in dealership showrooms had an EnerGuide Label properly affixed, marking the third consecutive increase in compliance in this regard. It is encouraging to note that Alberta recorded the greatest gain in showroom vehicle compliance; this is consistent with the province's increase in dealership lot vehicle compliance. Showroom compliance decreased in Ontario and, most notably, in Atlantic Canada as well.

**Showroom Vehicles With EnerGuide Labels**  
(Region)



With respect to vehicle type, pick-up trucks are markedly more likely than other vehicles to have an EnerGuide Label affixed when on display in dealer showrooms. Compliance in this regard is generally consistent among cars, vans, and special purpose vehicles.

**Showroom Vehicles With EnerGuide Labels**  
(Vehicle Type)



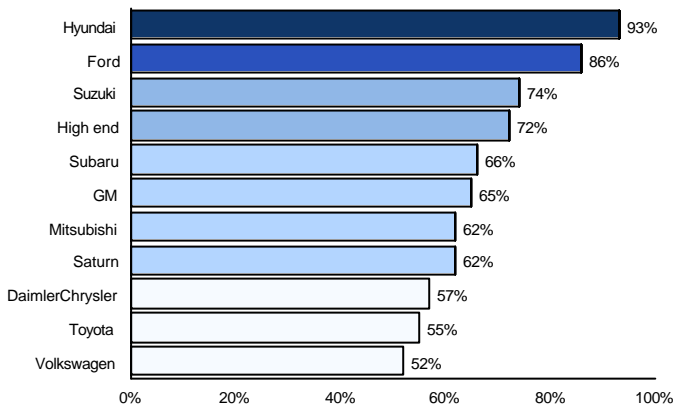
2005 Showroom Vehicles With Labels, by Region and Type					
	Cars	Vans	Special Purpose	Pick-up Trucks	Total
BC	64%	78%	79%	76%	70%
AB	73%	65%	67%	82%	72%
MB/SK	73%	78%	75%	65%	72%
ON	57%	53%	47%	40%	54%
PQ	53%	63%	63%	90%	59%
ATL	69%	69%	66%	75%	69%
<b>Total</b>	<b>59%</b>	<b>61%</b>	<b>61%</b>	<b>74%</b>	



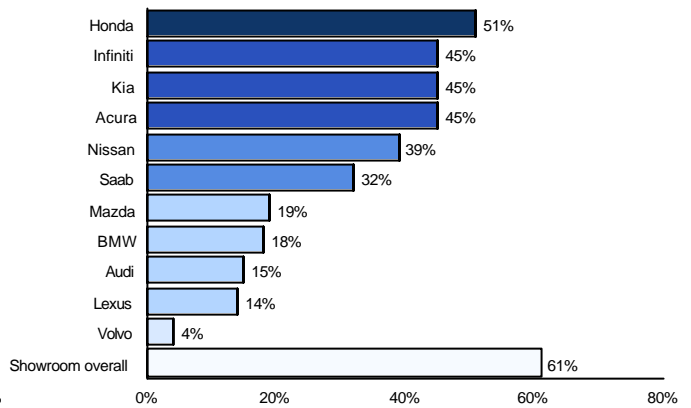


In addition to having the highest rates of compliance for vehicles on their lots, Hyundai and Ford also have the highest rates of compliance for showroom vehicles. Interestingly, high-end vehicles (i.e., Porsche, Jaguar, Land-Rover, and Mercedes Benz) are considerably more likely to carry a properly affixed EnerGuide Label when in a dealer showroom than on a dealer lot. The inverse is true for Volvo automobiles.

Showroom Vehicles With EnerGuide Labels (Manufacturers - 2005)



Showroom Vehicles With EnerGuide Labels (Manufacturers - 2005)



It is encouraging to note that compared with past results, most manufacturers made gains with respect to the percentage of vehicles in their showroom properly displaying an EnerGuide Label. Only Volvo, Audi, DaimlerChrysler, and GM declined in this regard.

Showroom Vehicles (Manufacturer Trending)							
**some sample sizes are less than 30.	1999		2001		2005		Percentage Point Change ('01 v '05)
	% With Labels	All Show Vehicles Counted	% With Labels	All Show Vehicles Counted	% With Labels	All Show Vehicles Counted	
Hyundai	68%	76	67%	58	93%	222	+26
Ford	59%	565	82%	274	86%	615	+4
Suzuki	26%	34	52%	34	74%	16	+22
High End	11%	73	32%	123	72%	94	+40
Subaru	46%	37	57%	25	66%	26	+9
GM	57%	650	67%	413	65%	678	-2
Mitsubishi <sup>4</sup>	na	na	na	na	62%	21	na
Saturn <sup>1</sup>	na	na	na	na	62%	214	na
DaimlerChrysler	70%	271	76%	438	57%	475	-19
Toyota	36%	206	52%	251	55%	559	+3





<b>CONTINUED: Showroom Vehicles (Manufacturer Trending)</b>							
**some sample sizes are less than 30.	1999		2001		2005		Percentage Point Change ('01 v '05)
	% With Labels	All Show Vehicles Counted	% With Labels	All Show Vehicles Counted	% With Labels	All Show Vehicles Counted	
Volkswagen <sup>3</sup>	n/a	na	42%	108	52%	55	+10
Honda <sup>2</sup>	na	na	34%	231	51%	288	+17
Kia <sup>4</sup>	na	na	24%	22	45%	33	+21
Infiniti <sup>5</sup>	na	na	23%	15	45%	16	+22
Acura <sup>2</sup>	na	na	36%	51	45%	59	+9
Nissan <sup>5</sup>	na	na	32%	52	39%	135	+7
Saab <sup>1</sup>	na	na	na	na	32%	98	na
BMW <sup>7</sup>	na	na	na	na	18%	60	na
Mazda	13%	54	4%	87	19%	173	+15
Audi <sup>3</sup>	na	na	23%	19	15%	18	-8
Lexus <sup>4</sup>	na	na	na	na	14%	14	na
Volvo <sup>4</sup>	na	na	8%	40	4%	24	-4
<b>Showroom Overall</b>	<b>47%</b>	<b>-</b>	<b>56%</b>	<b>-</b>	<b>61%</b>	<b>-</b>	<b>+5</b>
New Vehicles Counted in Showroom	-	2,409	-	2,294	-	3,893	-
<b>Notes:</b>							
1 In 2001, Saturn, Saab, and Isuzu were grouped together. Grouped compliance was 72%.							
2 In 1999 Acura and Honda were grouped together. Grouped compliance was 17%.							
3 In 1999 Audi and Volkswagen were grouped together. Grouped compliance was 16%.							
4 Volvo and Kia not counted in 1999. Mitsubishi and Lexus not counted in 1999 or 2001.							
5 In 1999 Infiniti and Nissan were grouped together. Grouped compliance was 18%.							
6 In 1999 High End included BMW, Jaguar, Rolls Royce, Land Rover, Porsche and Mercedes. In 2001 High End included BMW, Jaguar, Porsche, and Mercedes. In 2005 High End includes Jaguar, Land Rover, Porsche, and Mercedes							
7 In 1999 and 2001 BMW was grouped with High End and not reported separately							

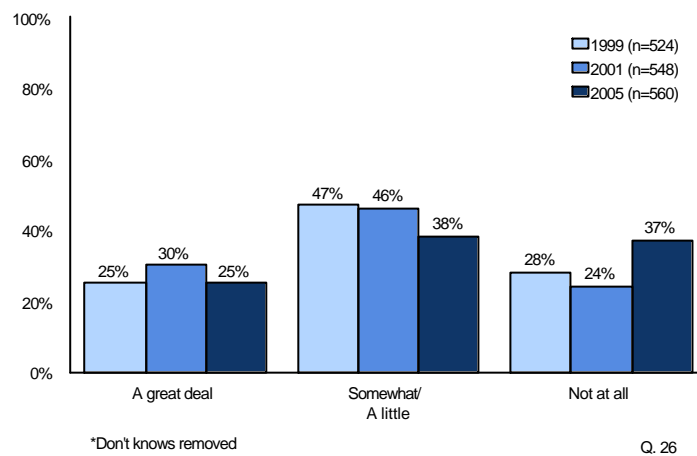


## EnerGuide Labeling Program Awareness

**Awareness of the labeling agreement is down compared with previous results and dealers are split over who provides the rating information.**

Specifically, six in ten dealerships are *a great deal* or *somewhat* aware of the agreement in 2005 compared with three-quarters in 2001. Moreover, the percentage of dealerships *not at all* familiar with the agreement is up significantly. Regionally, awareness is lowest in Québec (i.e., 50% not at all familiar). (Table 26)

Level of Awareness of Agreement Between the Government and Manufacturers



There is considerable variation across manufacturer with respect to awareness of the labeling agreement. The following table details the percentage of manufacturer dealerships not at all familiar with the agreement.

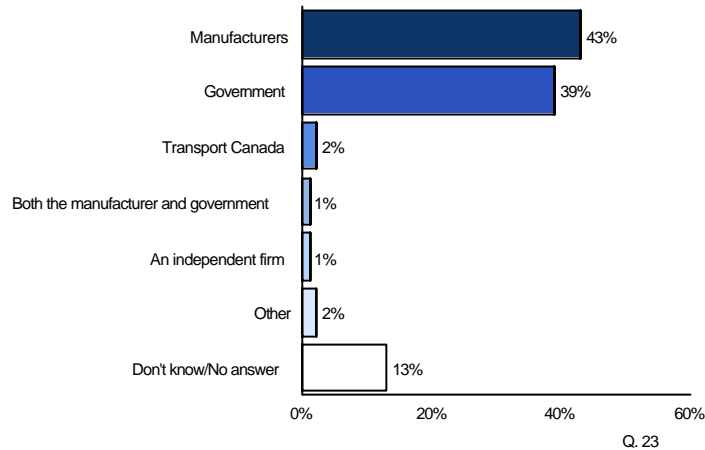
Manufacturers Not At All Familiar With Labeling Agreement			
Manufacturer	% Not At All	Manufacturer	% Not At All
Infiniti	65	<b>Overall</b>	<b>37</b>
BMW	60	Acura	34
Mitsubishi	59	Honda	31
Suzuki	58	Volkswagen	29
Mazda	56	Saturn	29
Subaru	54	High End	28
Toyota	45	Lexus	27
Audi	42	GM	26
DaimlerChrysler	42	Nissan	25
Hyundai	42	Volvo	18
Ford	41	Kia	15
Saab	40		





All automotive dealers were asked, to the best of their knowledge, who provides the information that appears on the EnerGuide label and in the printed Fuel Consumption Guide. Dealers are almost evenly split with respect to the perceived source the information with four in ten citing manufacturers and four in ten citing government. (Table 23)

### Who Provides Fuel Consumption Information For Labels and Guides



Consistent with the lack of clarity regarding who provides the rating information, dealers are also generally unaware of what vehicles the agreement covers. When asked if labels were required on vehicles exceeding a light duty gross weight of 3885 kilograms, 24 percent said 'Yes,' 42 percent said 'No,' and 34 percent did not know. (Table 24)





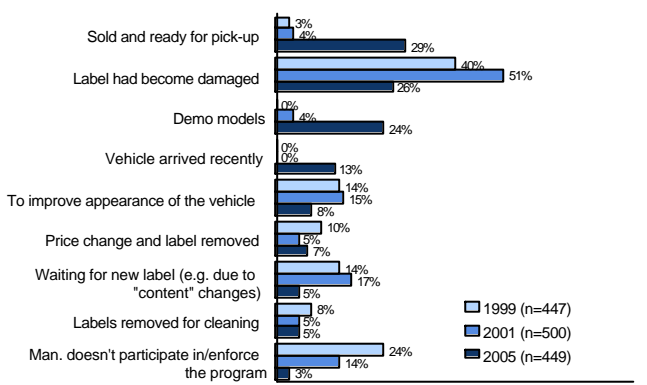
## Assessment of Missing EnerGuide Labels

**Damage on the lot and appearance in the showroom are primary reasons for missing labels and less than one-half of dealerships have replacement procedures.**

Dealers offer a variety of reasons why some vehicles on the dealership lot and in the showroom do not have labels. The following graphs highlight a number of the key mentions. Consistent with past results, damage to the EnerGuide labels is the primary reason provided with respect to vehicles on the dealership lot. With respect to vehicles in the showroom without labels, to improve the appearance of the vehicles is the primary reason why labels are not affixed to the windows. Interestingly, very few dealers say the manufacturer does not participate in or enforce the program, a significant decrease from in 1999. (Tables 27, 28)

### Why Some Cars on the Lot Do Not Have Labels

(Key Mentions)

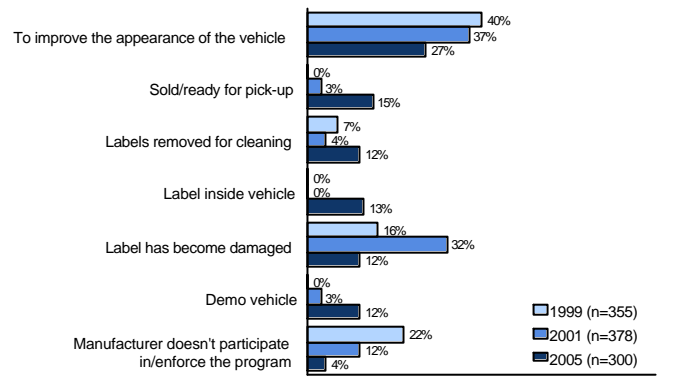


\* Don't Knows Removed

Q.27

### Why Some Cars in the Showroom Do Not Have Labels

(Key Mentions)



\* Don't Knows Removed

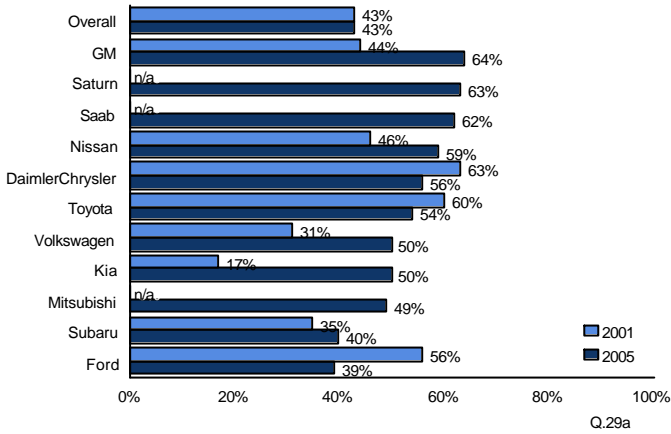
Q.28

Dealerships were then asked if they have any label replacement procedures in place. Just over four in ten dealers have such procedures, unchanged compared with 2001 results (i.e., 43% in 2005 compared with 43% in 2001). Regionally, dealerships in Alberta (58%) as well as Manitoba and Saskatchewan (63%) are more likely than others to have label replacement procedures. There is also considerable variation in this regard across manufacturers, with GM leading the way. Notably, there were not any Acura or Mazda dealers with label replacement procedures. (Table 29a)

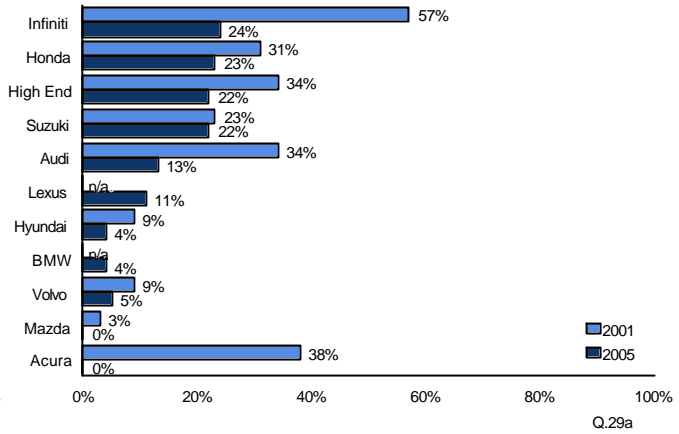




### Proportion of Dealerships that Have a Label Replacement Procedure by Manufacturer

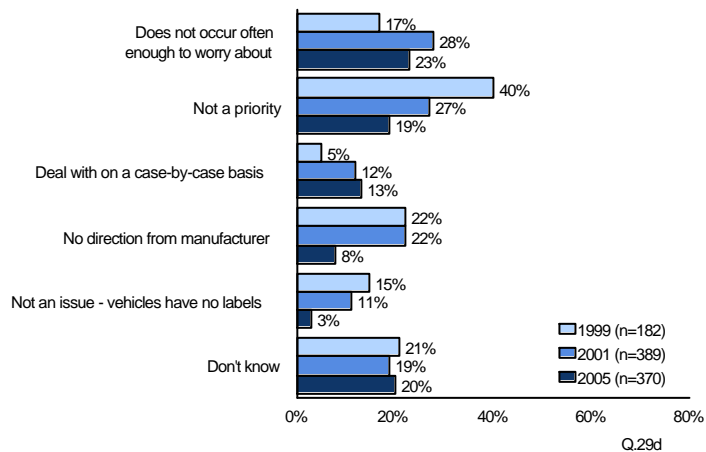


### Proportion of Dealerships that Have a Label Replacement Procedure by Manufacturer



There are no strong reasons why dealerships do not have label replacement procedures. Rather, responses highlight a basic lack of attention as an overriding factor (i.e., doesn't occur often enough to worry about, not a priority, not an issue, don't know, and so on). While a variety of reasons are provided, the following graph highlights a number of the key mentions. It is interesting to note the decrease in the percentage of dealerships citing a lack of direction from manufacturers and missing labels not being an issue. The decrease along these factors is consistent with the decrease in the percentage of dealerships that indicate manufacturers do not participate in or enforce the program.

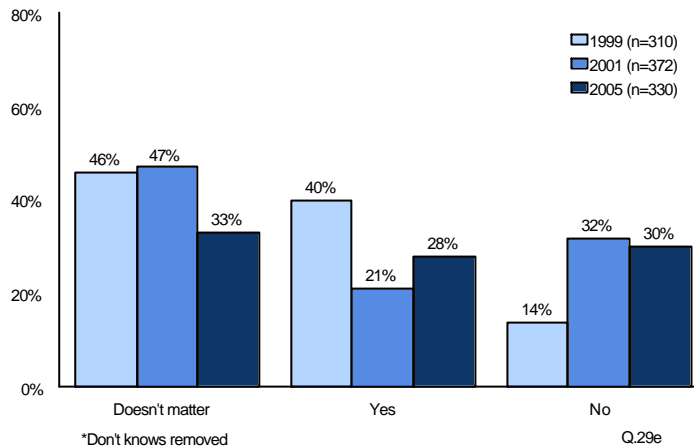
### Main Reasons No Label Replacement Procedure is in Place (Key Mentions)





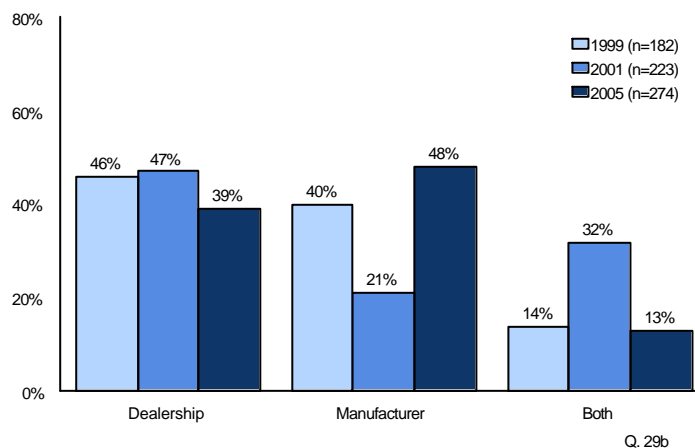
The relaxed attitude towards replacing labels perhaps suggests dealers would be open to the idea of establishing a replacement procedure. To this end, dealerships without a replacement procedure were asked if they would prefer a label replacement procedure to be in place. Results are fairly evenly split with just three in ten being opposed. (Table 29e)

### Would Dealership Prefer a Label Replacement Procedure Was in Place?



In 2001, many dealerships and manufacturers cooperatively established label replacement procedures (i.e., Both 32%). However, in 2005, such procedures are now most likely to have been initiated primarily by manufacturers. (Table 29b)

### Who Initiated the Label Replacement Procedure?

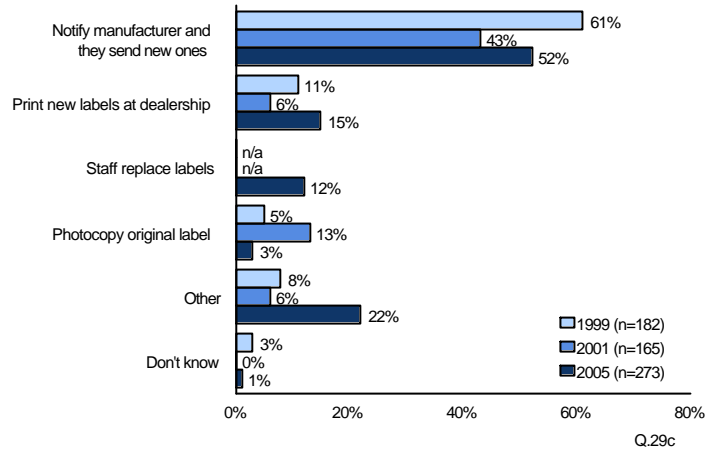






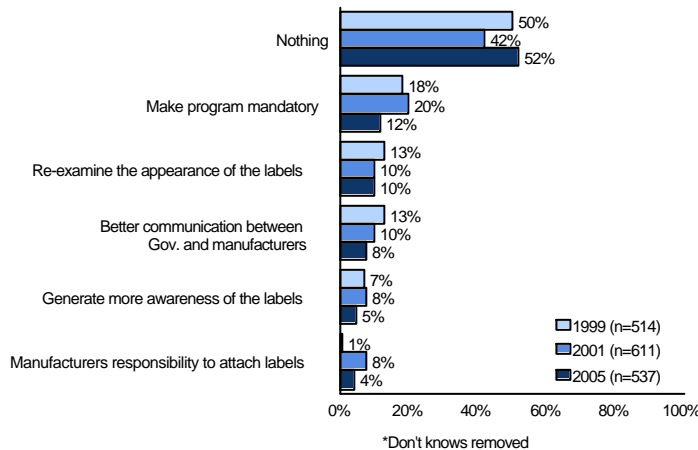
Details of the mechanics of the label replacement procedures are fairly basic. In most cases, dealerships notify manufacturers to send new ones, while an increasing number of dealerships print replacement labels at the dealership. (Table 29c)

### Description of Label Replacement Procedure



One-half of all dealerships surveyed do not perceive an increased role for NRCan in helping to ensure all new vehicles have labels (i.e., Nothing 52%). Additionally, support for making the labels mandatory has decreased somewhat compared with 2001 results. Finally, the appearance of the labels continues to be an issue for one in ten dealerships. (Table 30)

### Anything NRCan Could do to Help Ensure All New Vehicles Have Labels? (Key Mentions)





Across dealership participation rates, it is interesting to note that those with the lowest rates of participation (i.e., 50% or less) are considerably more likely than others to cite an improvement in the esthetics of the labels as a way to improve participation (i.e., re-examine, the appearance of the label, labels that don't obstruct visibility, and labels that don't go on window)

<b>Ways NRCan Could Help Ensure New Vehicles Have Labels By Labelling Participation Rate</b>				
<b>* Don't knows removed</b>	<b>Overall %</b>	<b>Proportion of Vehicles With Labels</b>		
		<b>50% or less</b>	<b>51% - 74%</b>	<b>75% or more</b>
Nothing	52	37	48	59
Make the labeling program mandatory	12	13	13	12
Re-examine the appearance of the label	10	<b>19</b>	7	7
Better communications between government and manufacturers	8	10	<b>17</b>	6
Generate more awareness among dealers and general public	5	8	2	5
Ensure labels are consistent across manufacturers	5	7	2	5
Have manufacturers install labels	4	9	7	2
Labels that don't obstruct visibility	1	<b>4</b>	1	1
Improve sticker system (e.g. static cling)	1	4	0	1
Be able to print extra stickers	1	2	4	1
Separate sticker/Not with price	1	1	2	1
Provide replacement labels	1	0	0	1
Labels that don't go on window	1	<b>1</b>	0	0

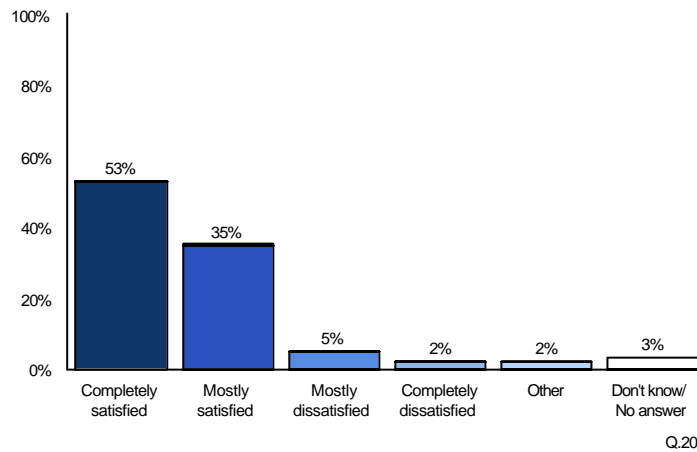


## Overall Satisfaction With Fuel Consumption Guide

***There is very little dissatisfaction with the Fuel Consumption Guide with testing conditions being the main point of contention.***

Overall, nine in ten dealerships are satisfied with the FCG, and in fact, more than one-half are *completely* satisfied in this regard. Regionally, dealerships in Alberta are the least likely to be satisfied (32% completely and 51% mostly). (Table 20)

### Dealership Satisfaction with FCG



Across manufacturers, the vast majority of dealerships are satisfied (i.e., either completely or mostly satisfied) with the FCG. However, significant differentiation among manufacturers is evident when one examines the degree of *complete* satisfaction. (Table 20)

Manufacturer Complete Satisfaction With The FCG			
Manufacturer	% Completely Satisfied	Manufacturer	% Completely Satisfied
GM	67	Daimler/Chrysler	52
Saab	64	Honda	52
Volkswagen	59	Suzuki	52
Toyota	58	Nissan	49
Saturn	57	Ford	48
Volvo	57	Audi	42
Lexus	56	Subaru	41
Mazda	54	Hyundai	40
Mitsubishi	53	BMW	34
Kia	53	Infiniti	23
<b>Overall</b>	<b>53</b>	High End	23
		Acura	16

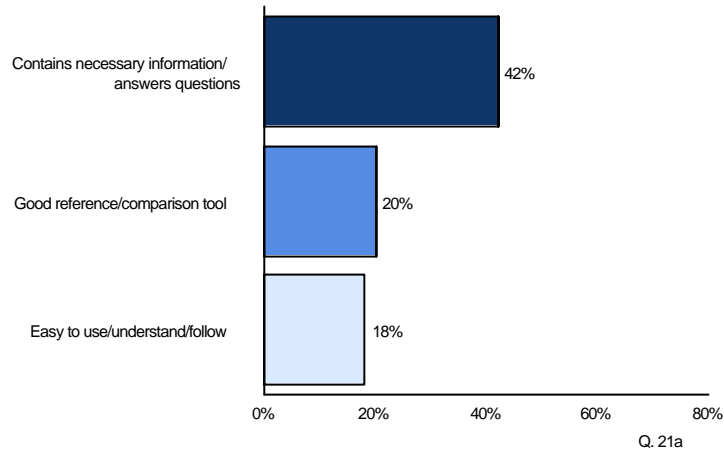




Dealers satisfied with the Fuel Consumption Guide (n=530) were asked why they are positively disposed. Key reasons for satisfaction are that the guide contains the necessary information, is easy to understand, and is a good tool for comparison. No other reason is mentioned by more than 5 percent of dealers. (Table 21a)

### Reasons For Satisfaction with FCG

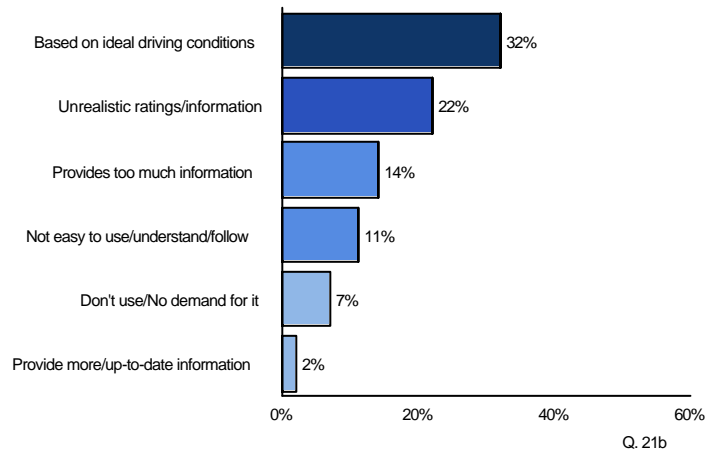
(Key Mentions)



The relatively few dealers dissatisfied with the Fuel Consumption Guide (n=39) were asked why they are negatively disposed. The primary theme behind reasons for dissatisfaction are the conditions under which rating tests are conducted. The format of the guide itself is also a point of contention, although to a much lesser extent. (Table 21b)

### Reasons For Dissatisfaction with FCG

(Key Mentions)



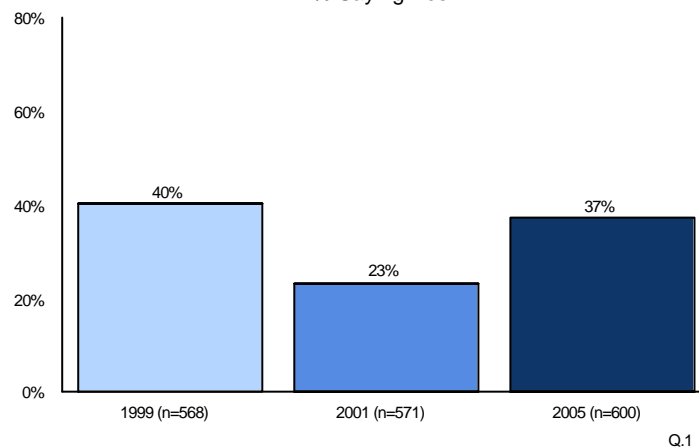


## Fuel Consumption Guide Display

**The proportion of dealerships displaying the Fuel Consumption Guide increased in 2005 compared with 2001, although it still trails levels recorded in 1999.**

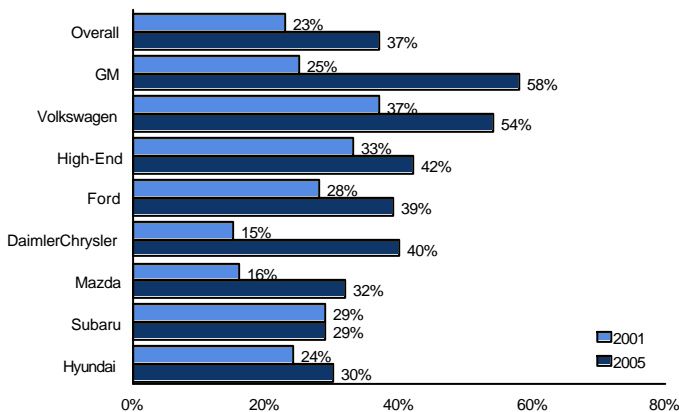
Regionally, dealerships in British Columbia and Québec (29%) are the least likely to have the FCG displayed, while dealerships in Ontario (43%) and Alberta (41%) are most likely. (Table 1)

Proportion of Dealerships Displaying the Fuel Consumption Guide  
% Saying Yes

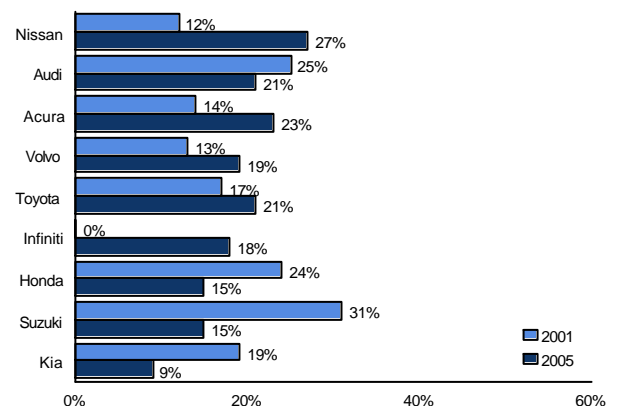


There are also notable differences across manufacturer. In particular, more than one-half of General Motors and Volkswagen dealers have the FCG visible or displayed in the showroom. This is a significant improvement compared with past results. In contrast, Suzuki, Honda, and Kia have declined considerably in this regard.

Proportion of Dealerships Displaying the Fuel Consumption Guide



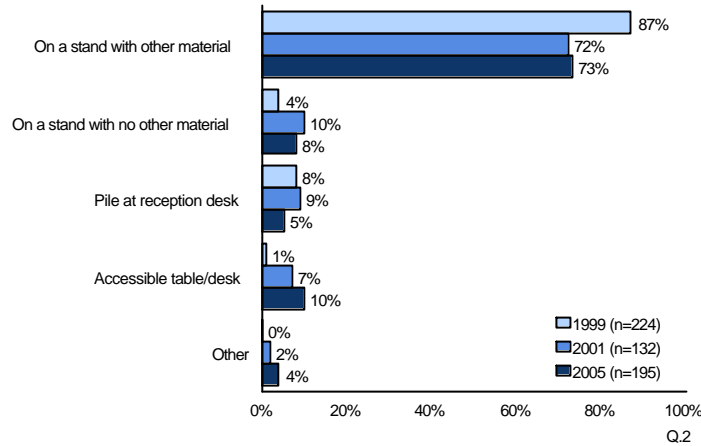
Proportion of Dealerships Displaying the Fuel Consumption Guide





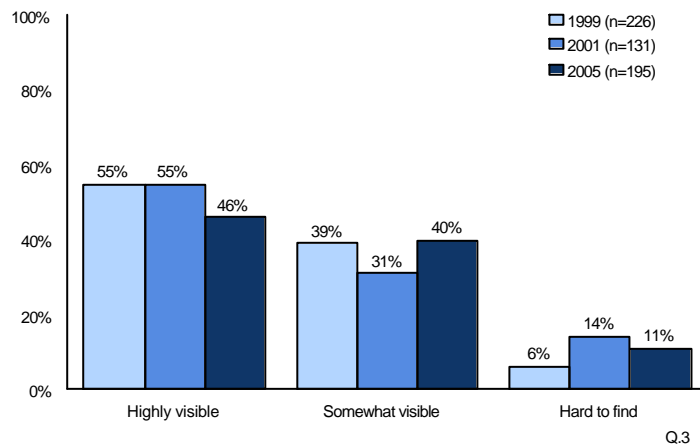
Consistent with past results, seven in ten dealerships displaying the FCG have it displayed on a stand or rack with other material. Seldom is the Guide prominently displayed in its own stand. (Table 2: Total Mentions)

### Manner in Which Fuel Consumption Guide is Displayed (Total Mentions)



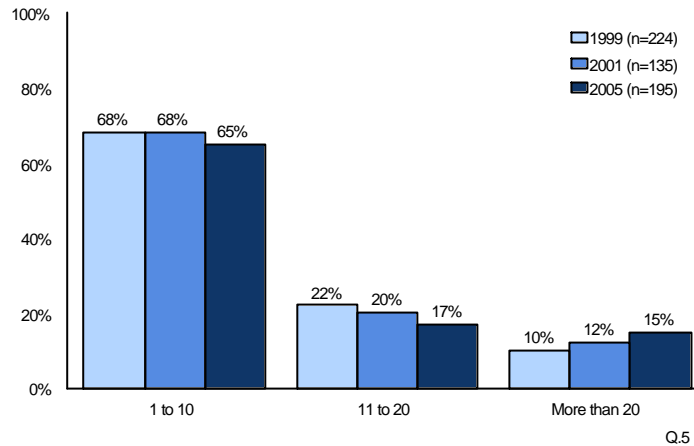
Among dealerships displaying the FCG, the Guide was judged to be highly visible in 46 percent of showrooms and somewhat visible in a further 40 percent. Moreover, in the strong majority of these dealerships (78%) consumers appeared welcome to take a copy (e.g., more than one copy was available, no sign stating 'please do not remove,' and so on) (Tables 3 and 4)

### Prominence of the Fuel Consumption Guide in the Showroom



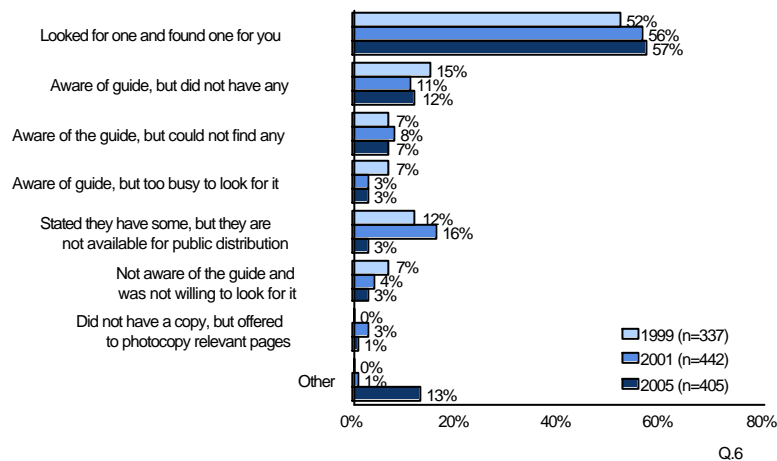
Consistent with past results, among dealerships displaying the FCG, most had approximately 10 or fewer copies on public display. (Table 5)

### Number of Copies of the Fuel Consumption Guide Available



If copies of the FCG were not visible in the showroom, interviewers approached a salesperson or the reception desk and inquired about obtaining an FCG. Six in ten dealerships were subsequently able to locate the Guide and provide a copy to the interviewer. This is generally consistent with past results. Notably, very few dealerships indicated the Guides were not for public distribution. (Table 6)

### When Asked to Obtain a Copy of the Fuel Consumption Guide....



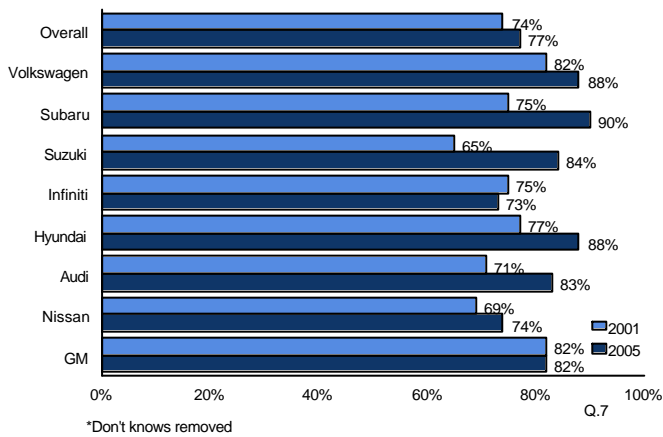
Overall, a copy of the Guide was obtained in close to eight in ten dealerships from a visible display or with the assistance of dealership staff. Regionally, interviewers were least likely to obtain a copy of the Guide in Alberta dealerships, with six in ten having one on display or being able to locate one. Moreover, only three percent of Alberta dealerships that did not have a copy of the FCG were



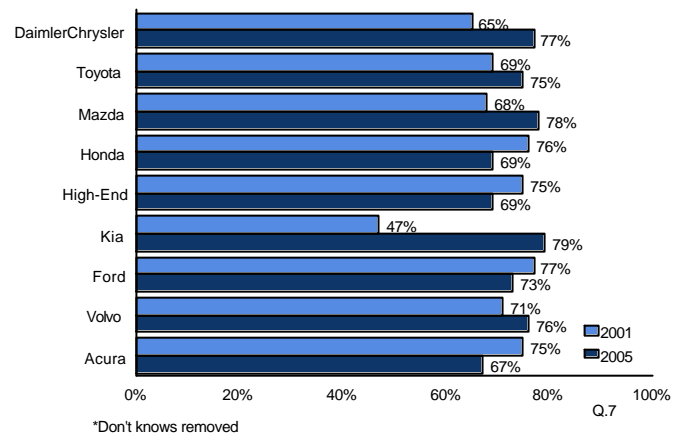
able to provide information on how to access one. In contrast, eight in ten dealerships in British Columbia had Guides available and four in ten could provide information on how to access one if none were available at the time of visit. Looking at all dealerships where guides were not available, one-quarter were able to provide the interviewer with information on how to obtain a copy (compared with 30 percent in 2001). (Tables 7 and 8)

The ability to obtain a copy of the FCG was generally stable or improved for most manufacturers. In fact, Suzuki and KIA made considerable gains in this regard. In contrast, Volvo, Acura, and Ford recorded notable declines.

Proportion of Dealerships Where Interviewer was Able to Obtain Copy of Guide from Dealership



Proportion of Dealerships Where Interviewer was Able to Obtain Copy of Guide from Dealership





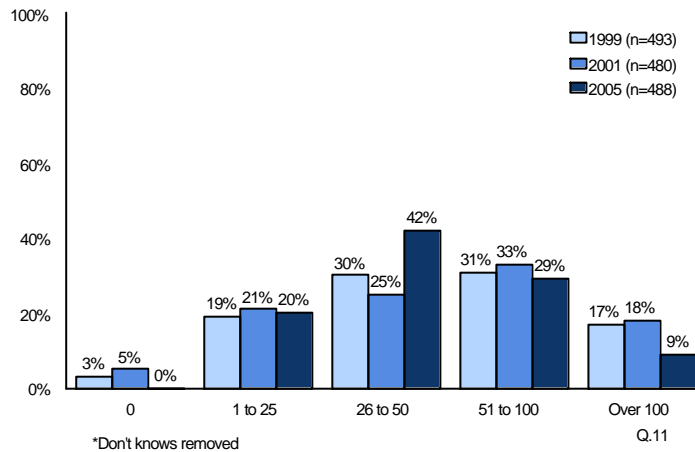


## Utilization of Fuel Consumption Guide

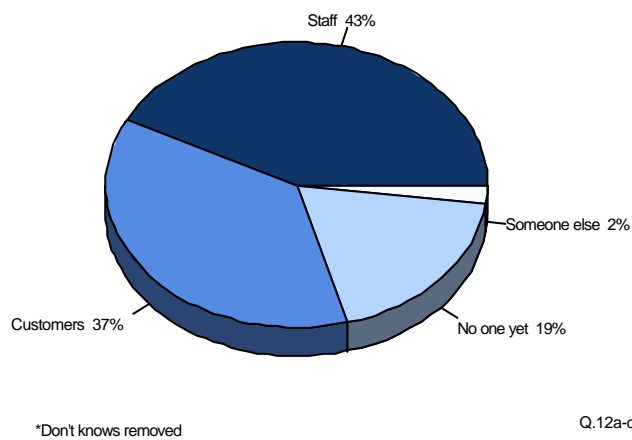
**The vast majority of dealerships received copies of the 2005 FCG and if not prominently displayed, will provide a copy to customers upon request.**

While the FCG was visible in just 35 percent of dealership showrooms, virtually all dealerships (96%) received copies of the Guide. Dealerships indicate they received an average of 72 copies, a reduction from the average of 92 copies received in 2001. Interestingly, Audi dealerships received double the average number of Guides (i.e., 140). Nissan received the least with an average of 51. Perhaps not surprisingly, the majority of FCGs are distributed to customers and staff. (Tables 10, 11, and 12a-d)

### Approximate Number of Fuel Consumption Guides Received



### FCG Distribution





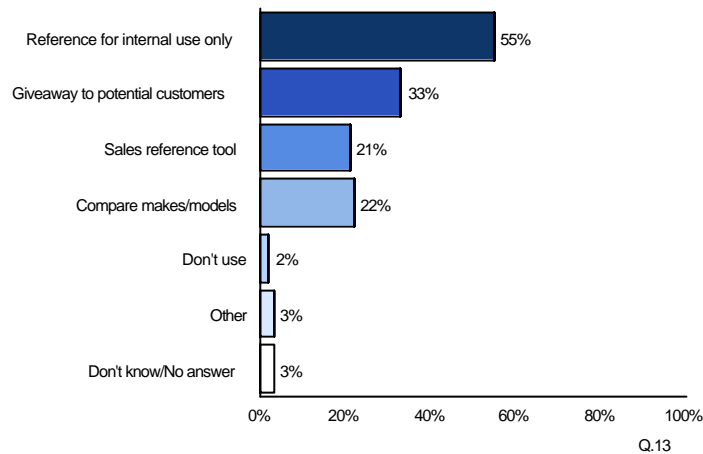
Notably, Subaru dealerships are most likely not to have distributed the guides at the time of interview. The generally higher percentage of undistributed Guides in 2005 compared with 2001 may be attributable to the timing of the study. That is, previous iterations of the study were conducted in the fall, allowing more time for dealers to distribute guides. (Table 12d)

Average Percent of Guides Not Yet Distributed		
Manufacturer	2005 Percent	2001 Percent
Subaru	31%	9%
Suzuki	25%	6%
Mazda	25%	6%
Mitsubishi	25%	na
Kia	24%	7%
Acura	23%	25%
Audi	23%	13%
DaimlerChrysler	22%	5%
Ford	19%	12%
GM	19%	19%
<b>Overall</b>	<b>19%</b>	<b>11%</b>
High End	17%	17%
Honda	17%	5%
Nissan	16%	9%
Hyundai	16%	5%
Volkswagen	15%	10%
Volvo	13%	16%
Saab	13%	na
Saturn	11%	na
Lexus	10%	na
Toyota	5%	7%
Infiniti	5%	9%
BMW	3%	na



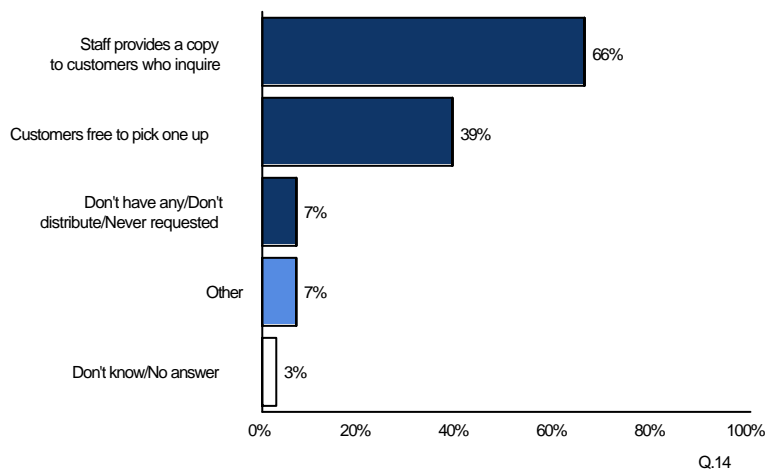
Consistent with past results, Fuel Consumption Guides are used primarily as a reference tool for salespeople. Regionally, dealerships in Québec and Atlantic Canada are considerably more likely than others to use the Guides specifically for comparing makes and models. Across manufacturers, Audi (68%) and Saturn (55%) are more likely than others to give the guides to potential buyers. (Table 13)

### How Staff Are Using the Fuel Consumption Guides



In most cases, customers must request an FCG in order to obtain a copy. In fact, customers are free to pick one up in just four in ten dealerships; this is consistent with the proportion of dealerships that display the Guides in their showrooms as noted by interviewers. Customers are most likely to be free to pick up a Guide in Volkswagen (57%) and GM (51%) dealerships. (Table 14)

### How the FCG is Usually Distributed to Customers

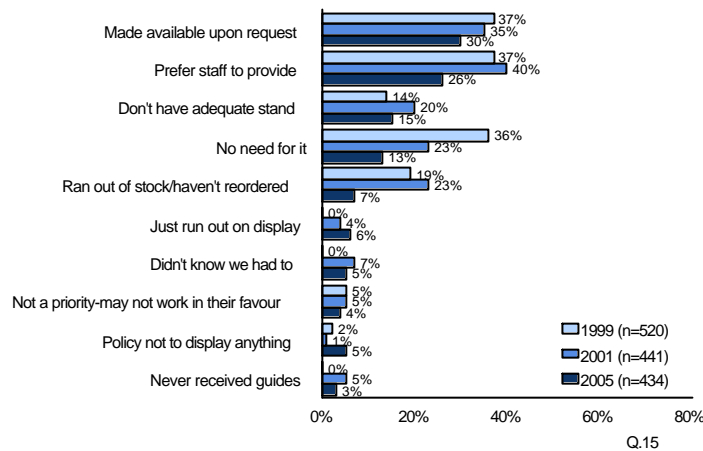




There is no central reason why dealerships do not prominently display the FCG in their showroom. Responses suggest a general preference to use the Guides as a chance for personal interaction with customers (i.e., ‘made available upon request’ and ‘prefer staff to provide’). In the past, inventory played a role in not displaying the Guides (i.e., ‘ran out of stock,’ ‘haven’t reordered,’ and ‘would run out if on display’), however, such reasons have diminished considerably in the current study. So it is encouraging to note there does not appear to be any firmly entrenched opposition to freely displaying Fuel Consumption Guides. (Table 15)

### Reasons for Not Prominently Displaying FCG in Showroom

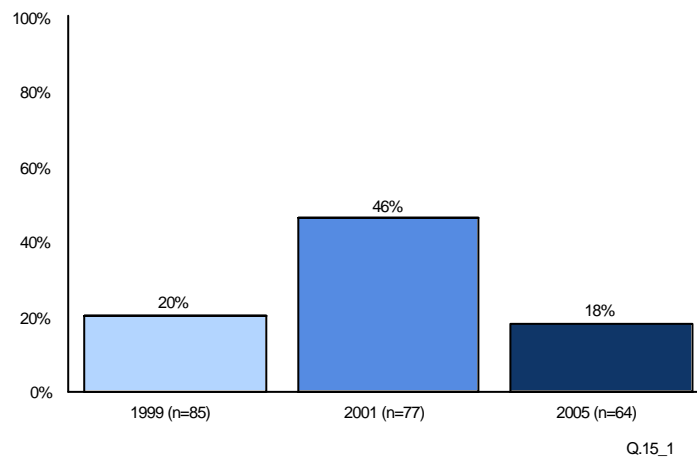
(Key Mentions)



Among the decreasing number of dealerships that say there is no need for the FCG, only one in five have displayed it to test consumer reaction. (Table 15\_1)

### Proportion of Dealerships That Have Displayed Guide to Check Consumer Reaction

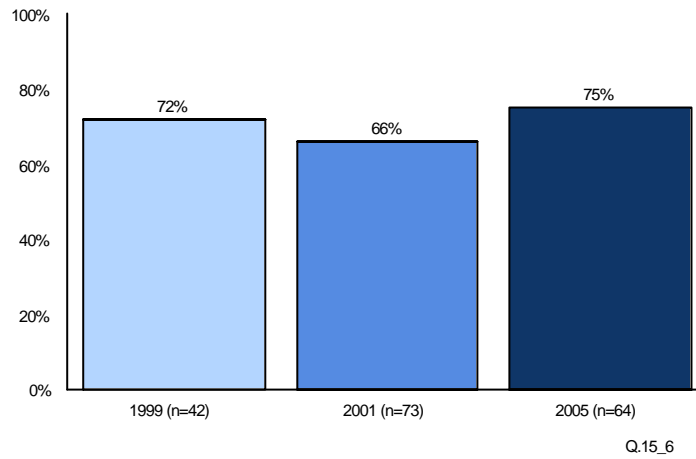
% Saying Yes





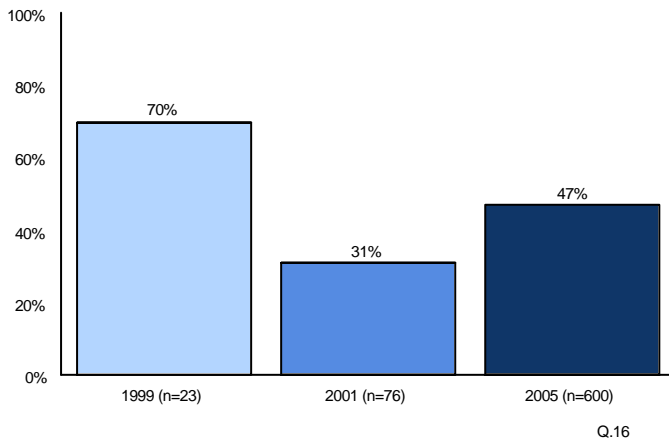
For dealerships where not having an adequate display case was an issue, three-quarters would display the FCG if provided a proper stand. (Table 15\_6)

### Proportion of Dealerships That Would Display Guide if Provided with Stand or Case

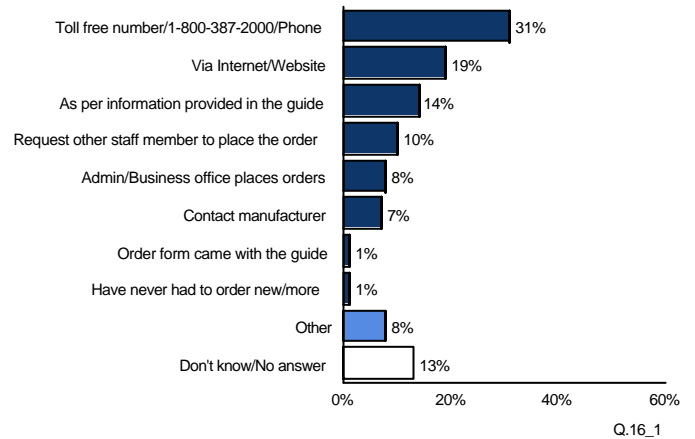


Consistent with the reduction in the percentage of dealerships indicating they are out of Guides is the increase in the percentage of dealerships that know how to reorder them. Specifically, one-half of automotive dealers indicate they know how to re-order the FCG with the 1-800 number being the method cited most often. (Table 16)

### Proportion of Dealerships Who Know How to Reorder the Guide

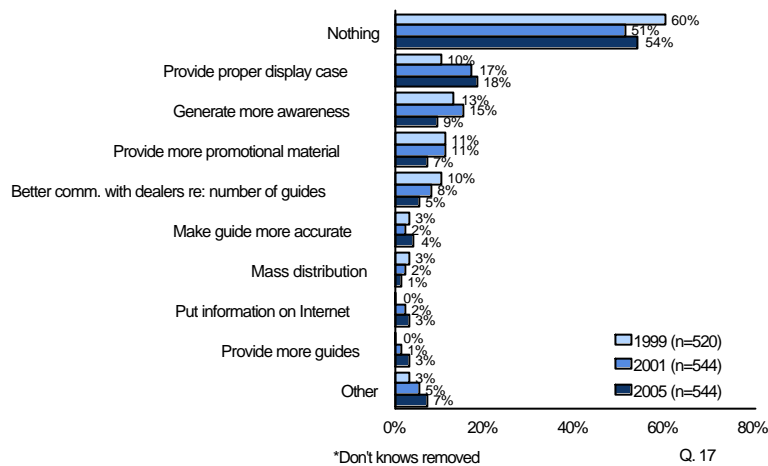


### How to Order New Copies of the Guide



All dealerships were asked how NRCan could assist them in circulating the Fuel Consumption Guide. Responses indicate there is no critical need in this regard. In fact, more than one-half of dealerships interviewed saw no ways NRCan could assist. Among those offering definitive suggestions, providing a proper display case was mentioned most often. Additionally, a central theme running through many of the comments was increased promotion of the Guides to the general public (i.e., generate more awareness, provide more promotional material, and mass distribution). (Table 17)

### Ways NRCan Could Assist Circulation of the FCG



In terms of promoting the FCG and EnerGuide label, eight in ten dealerships would agree to help. Notably, Subaru dealerships are less likely than others to agree to help promote the FCG. (Table 18a)

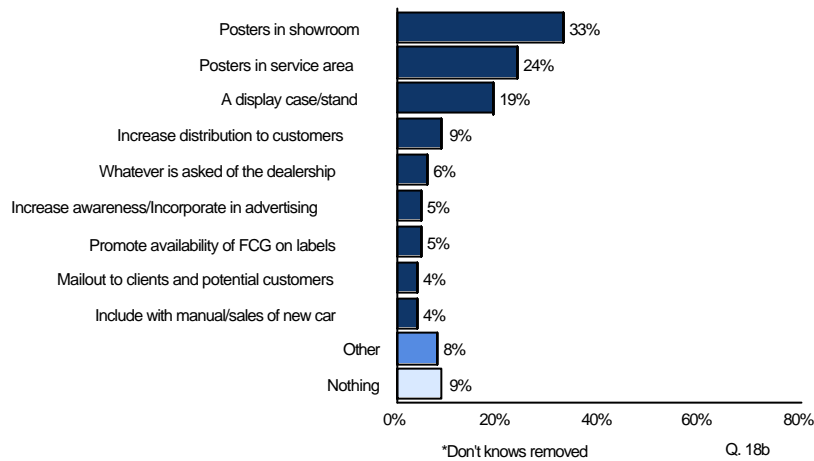
Manufacturers Willing to Help Promote FCG and EnerGuide Label			
Manufacturer	% Saying Yes	Manufacturer	% Saying Yes
Hyundai	98	Saturn	83
Volvo	97	Infiniti	82
Volkswagen	90	Ford	81
Saab	89	Lexus	81
Honda	88	<b>Overall</b>	<b>79</b>
Mitsubishi	85	DaimlerChrysler	70
Suzuki	85	Mazda	69
Kia	85	Nissan	68
Audi	85	Acura	63
GM	85	BMW	60
Toyota	84	High End	57
		Subaru	46





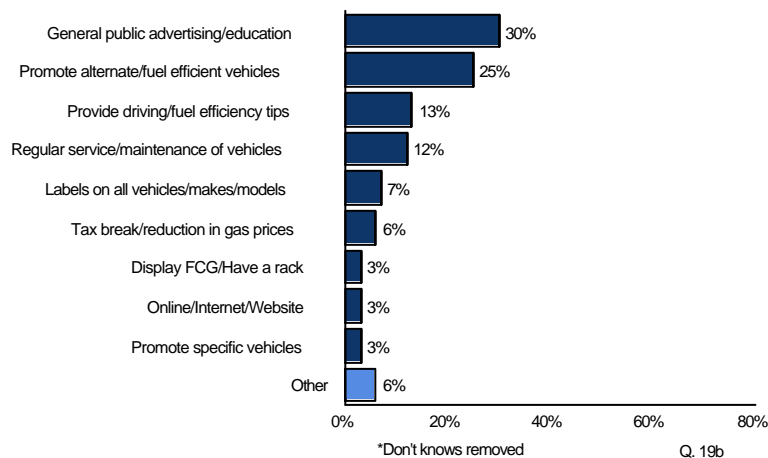
Dealerships indicating they would be willing to help promote the FCG were asked, on an unaided basis, what they would be willing to do. Given their innocuous nature it is perhaps not surprising that posters, either in the showroom or the service area, were identified most often. Interestingly, a small number of dealerships indicate they would be willing to incorporate information about FCG ratings in their advertising (5%). (Tables 18b)

### Steps Dealerships Willing to Take To Promote Label and Guide



Looking at fuel efficiency in general, four in ten dealerships see other ways to promote fuel efficiency to consumers. While general public advertising is mentioned most often, more specific responses include the promotion of alternate or fuel efficient vehicles, promoting proper vehicle maintenance, as well as fuel efficient driving tips (e.g., reducing idling time). (Tables 19a-b)

### Steps Dealerships Willing to Take To Promote Fuel Efficiency to Customers



## Study Methodology

### Questionnaire Design

The questionnaires used in this study were designed by CRA in consultation with senior Natural Resources Canada officials. Previous EnerGuide Label for Vehicles and FCG Audit research was utilized as the basis for developing the 2005 questionnaires.

### Sample Design and Selection

A stratified random sample of 600 sites was selected from a database of 3428 new vehicle dealerships provided CRA by NRCan. The sample was stratified by community size, province, and manufacturer with each being either over- or under-sampled in the stratification procedure. That is, while in many studies the interview quotas are assigned according to the actual distribution of the study population, in this instance over-sampling less populated provinces, smaller communities, and less prevalent manufacturers permits meaningful commentary on each. In addition, CRA endeavoured to achieve a sample distribution generally comparable with past iterations of the study along these dimensions.

Fieldwork was closely monitored by CRA to ensure established quotas were met. In the event of site refusals or dealerships being out of business, CRA identified subsequent dealerships for interviewers to visit. A total of 627 unique dealership sites were visited with 600 interviews being completed, resulting in a response rate of 96 percent.

Visitation Summary	1999	2001	2005
Number of unique sites attempted	590	580	629
Less: Closures/Wrong Addresses	20	4	2
Total number of sites visited	<b>570</b>	<b>576</b>	<b>627</b>
Less: Refusals	47	26	27
Total number of interviews conducted	<b>523</b>	<b>550</b>	<b>600</b>
<b>Overall response rate</b>	<b>92%</b>	<b>95%</b>	<b>96%</b>

Due to the presence of sites retailing more than one brand of automotive manufacturer (e.g., Volkswagen and Audi) on the same site, the 600 sites visited represent a total of 671 manufacturer dealerships. Interviewers visiting these “split” dealerships counted each manufacturer separately and utilized an interview questionnaire designed specifically for split dealerships. The questions concerning reasons for having new vehicles without labels and the policies and procedures for label replacement were repeated for each manufacturer represented at the site. Depending on the question, results in this report are presented at the level of unique sites (n=600) or at the level of unique dealerships (n=671). A random sample of 600 drawn from a population of 3428 sites would





be expected to provide results with an overall margin of error of +/- 3.6 percentage points 19 times in 20. A random sample of 671 dealerships drawn from a population of 3581 manufacturer dealerships would be expected to provide results with an overall margin of error of +/- 3.4 percentage points 19 in 20 times. Margins of error for various sub-samples (e.g., region, manufacturer, community size, and so on) will vary based on sample size.

The following manufacturer combinations were not counted as split dealerships:

Non-Split Dealerships	
Manufacturer Recorded	Automotive Brands Included
Daimler/Chrysler	Dodge, Chrysler, Jeep
GM	Pontiac, Buick, GMC, Cadillac, Chevrolet, Oldsmobile, Hummer
Ford	Ford, Lincoln
Jaguar	Jaguar, Land Rover

As noted above, quotas for the 600 sites visited were established to match, as closely as possible, previous iterations of the study. The following table details the final distribution of on-site interviews by region and community size, 2001 results are provided for comparative purposes:

2005 Completion Results By Region and Community Size								
	Community Size					Province and Regional Totals	Sample Distribution	
	<20 000	20 000 to 49 999	50 000 to 99 999	100 000 to 499 999	500 000 +		2005	2001
British Columbia	15	16	17	22	15	85	14%	15%
Alberta	15	7	25	0	32	79	13%	13%
Manitoba/Saskatchewan	24	17	0	23	12	76	13%	13%
Ontario	20	17	31	45	34	147	25%	25%
Québec	27	19	23	29	26	124	21%	21%
Atlantic Canada	31	17	16	25	0	89	15%	14%
<b>Community Size Totals</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>	<b>600</b>	<b>100%</b>	<b>100%</b>
<b>2005 Distribution</b>	<b>22%</b>	<b>16%</b>	<b>19%</b>	<b>24%</b>	<b>20%</b>	<b>100%</b>		
<b>2001 Distribution</b>	<b>22%</b>	<b>17%</b>	<b>18%</b>	<b>25%</b>	<b>19%</b>	<b>100%</b>		

The following table details the final distribution of on-site interviews by region and manufacturer; 2001 results are provided for comparative purposes. It is important to note the inclusion of additional manufacturers in the 2005 study meant sample had to be distributed over a greater number of manufacturers compared with past studies, resulting in somewhat smaller sample sizes





per manufacturer. That is, the statement of work called for individual reports for a greater number of manufacturers. To accommodate this, additional sample had to be allocated to these manufacturers to allow a sufficient base for reasonable commentary. Since the total number of interviews did not increase (i.e., n=600), sample sizes for some manufacturers necessarily decreased while their attendant margins of error increased. (See: Summary of Changes)

2005 Completion Results By Region and Manufacturer													Total		Margin of Error +/- % points	
	BC		AB		MB/SK		ON		QC		ATL		'05	'01	'05	'01
	'05	'01	'05	'01	'05	'01	'05	'01	'05	'01	'05	'01				
Acura	5	3	3	3	3	3	5	5	2	5	3	3	21	22	16	15
Audi	3	2	1	2	2	2	7	6	1	5	2	3	16	20	18	17
BMW <sup>1</sup>	3	na	2	na	3	na	7	na	3	na	1	na	19	na	18	na
Daimler Chrysler	4	7	10	7	7	8	12	10	19	10	6	7	58	49	12	14
Ford	6	7	11	7	11	8	10	10	7	11	10	7	55	50	12	13
GM	7	8	10	9	12	10	8	11	15	10	12	7	64	55	12	13
Honda	8	5	3	5	3	8	11	8	9	7	6	5	40	35	14	15
Hyundai	5	6	1	4	3	4	8	9	7	7	5	4	29	34	16	15
Infiniti	3	2	1	2	2	2	3	5	2	4	0	1	11	16	24	15
Jaguar/Land Rover <sup>1</sup>	3	na	2	na	1	na	4	na	2	na	1	na	13	na	21	na
Kia	2	7	4	3	3	0	9	8	3	6	10	5	31	29	16	15
Lexus <sup>2</sup>	3	na	1	na	3	na	4	na	1	na	1	na	13	na	20	na
Mazda	5	5	1	5	2	5	8	9	8	7	2	5	26	36	18	15
Mercedes-Benz <sup>1</sup>	6	na	4	na	2	na	5	na	1	na	3	na	21	na	17	na
Mitsubishi <sup>3</sup>	1	na	2	na	2	na	3	na	5	na	2	na	15	na	22	na
Nissan	7	6	4	5	5	5	12	11	5	8	5	5	38	40	14	13
Porsche <sup>1</sup>	2	na	2	na	1	na	1	na	2	na	0	na	8	na	21	na
Saab <sup>4</sup>	1	4	4	3	1	3	4	6	4	5	2	3	16	24	17	na
Saturn <sup>4</sup>	2	4	5	3	2	3	7	6	6	5	3	3	25	24	15	na
Subaru	9	5	2	6	2	3	5	8	2	8	5	6	25	36	17	13
Suzuki	3	6	1	3	2	3	4	8	7	8	5	4	22	32	18	14
Toyota	5	6	6	5	9	5	9	9	10	8	4	5	43	38	14	15
Volkswagen	5	5	7	7	4	5	11	11	8	8	7	6	42	42	13	13
Volvo	4	3	2	2	1	2	9	7	2	5	2	3	20	22	17	15
High End <sup>5</sup>	11	6	8	6	4	7	10	12	5	9	4	5	42	45	12	12
<b>Total</b>	<b>102</b>	<b>94</b>	<b>89</b>	<b>86</b>	<b>89</b>	<b>80</b>	<b>162</b>	<b>160</b>	<b>132</b>	<b>139</b>	<b>97</b>	<b>87</b>	<b>671</b>	<b>646</b>		
<b>Margin of Error +/- % points</b>	<b>8</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>7</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>3.4</b>	<b>3.7</b>		

<sup>1</sup> Reported as "High End" in 2001, separate manufacturer count unavailable for 2001.

<sup>2</sup> Not reported separately in 2001, aggregated with Toyota, separate manufacturer count unavailable for 2001.

<sup>3</sup> Not reported in 2001.

<sup>4</sup> Not reported separately in 2001, aggregated as SSI (Saturn/Saab/Isuzu), separate manufacturer count unavailable.

<sup>5</sup> In 2001, "High End" included BMW, Porsche, Mercedes, and Jaguar. In 2005, this grouping does not include BMW.



## Weighting

To provide adequate national coverage of manufacturers and regions, it was necessary to oversample certain dealerships and regions, while at the same time undersampling others. For example, less than 1 percent of the dealerships across Canada represent Infiniti. Given the sample size for this study (600), not employing an oversampling approach for Infiniti dealers would seriously compromise the reliability of the reporting for this manufacturer. Similar examples could be cited with respect to certain regions of the country.

As a result of the sample selection process, various weighting procedures were established to ensure the interviews obtained were representative of the overall population of dealerships and manufacturers. In total, it was necessary to develop two types of weights, one for use with the car counts and one for use with the dealership survey questions.

When reporting on vehicle counts, both in the overall and individual manufacturer reports, data were weighted to reflect the actual proportion of new vehicle sales in 2004 (as provided by DesRosier). In the case of the overall report, weights were established based on 2004 sales by manufacturer across each of the six regions investigated in the study. In the case of the individual manufacturer reports, vehicle counts were weighted solely on the basis of 2004 new vehicle sales by region for the particular manufacturer reported.

When reporting on information provided by the dealership, data were weighted to reflect the actual population of dealerships, by manufacturer and region. It should be noted that of the 600 dealerships visited, 69 were split dealerships (i.e., they represented more than one manufacturer). For these dealerships, weights consisted of the average weight across each of the manufacturers represented by the dealership. In the case of the individual manufacturer reports, split dealerships were not an issue and data were weighted solely according to the population of each manufacturer's dealerships by region. Weighted data were used in reporting results throughout this report.

Region Weighting						
	2001 Weighted		2005 Unweighted		2005 Weighted	
	Count	Percent	Count	Percent	Count	Percent
BC	68	11%	85	14%	70	11%
AB	63	10%	79	13%	64	10%
MB/SK	49	8%	76	13%	52	8%
ON	216	35%	147	25%	226	36%
QC	161	26%	124	21%	166	26%
ATL	57	9%	89	15%	56	9%
<b>Total</b>	<b>614</b>	<b>100%</b>	<b>600</b>	<b>100%</b>	<b>634</b>	<b>100%</b>





<b>Manufacturer Weighting</b>				
	<b>Unweighted</b>		<b>Weighted</b>	
	<b>Count</b>	<b>Percent</b>	<b>Count</b>	<b>Percent</b>
Acura	21	3.1	9	1.4
Audi	16	2.4	4	0.7
BMW	19	2.8	10	1.6
DaimlerChrysler	58	8.6	92	14.6
Ford	55	8.2	92	14.6
GM	64	9.5	136	21.5
Honda	40	6.0	40	6.2
Hyundai	29	4.3	27	4.2
Infiniti	11	1.6	4	0.6
Kia	31	4.6	28	4.4
Lexus	13	1.9	4	0.7
Mazda	26	3.9	30	4.7
Mitsubishi	15	2.2	10	1.6
Nissan	38	5.7	26	4.1
Saab <sup>1</sup>	16	2.4	3	0.5
Saturn <sup>1</sup>	25	3.7	8	1.2
Subaru	25	3.7	15	2.3
Suzuki	22	3.3	15	2.3
Toyota	43	6.4	36	5.6
Volkswagen	42	6.3	20	3.2
Volvo	20	3.0	8	1.3
High End	42	6.3	17	2.6
<b>Total</b>	<b>671</b>	<b>100</b>	<b>634</b>	<b>100</b>

Separate manufacturer sales data for Saturn and Saab were unavailable. Accordingly, Saturn and Saab were given the same weight as General Motors for vehicle count data.



## Survey Administration

A network of eight suppliers conducted fieldwork for this study, with onsite visits taking place from March 15 to April 15, 2005. All suppliers participated in training sessions via teleconference with CRA's data collection team. Prior to this training, packages containing sample labels (stand-alone and combined), FCGs, English and French Surveys, a letter from NRCan, data collection materials, and a comprehensive Training Guide (Appendix C) were prepared at CRA and couriered to suppliers. After training was complete fieldwork began. Fieldwork involved two distinct and consecutive parts, first:

- *Observation*— a physical count of all new 2005 vehicles, by vehicle type (i.e., cars, vans, SUVs, and pick-up trucks) with and without EnerGuide labels on the *dealership lot* and in the *showroom*, as well as a check of the availability of the Fuel Consumption Guides (FCGs) in the showroom; and secondly
- *Interview*— interviews were conducted with Sales or General Managers to ask questions about the display of EnerGuide labels and the FCGs using observations from the earlier check and a structured interview guide.

The Training Guide, which comprehensively details each of these parts, is presented in Appendix C.

New vehicles where either type of EnerGuide label (i.e., stand-alone or combined) was not affixed to the vehicle (e.g., laying on the seat, dash, or floor of the vehicle) were counted as vehicles without a label. Additionally, new vehicles with labels that did not note actual fuel consumption ratings or numbers (e.g., manufacturer labels without actual ratings) were counted as vehicles without a label.

To encourage dealership participation and to assuage any concerns about study validity, interviewers provided dealerships with a letter from NRCan outlining the purpose of the study, encouraging dealers' participation, and providing contact information should the dealers wish to confirm the validity of the study or ask questions of the study sponsors. (Appendix D)

## Summary of changes since 2001

Every effort was made to duplicate methodologies and questionnaires used in previous iterations of this study to allow reliable comparison with historical results. However, two primary changes were made to the 2005 study, the first being the timing of the study. In 1999 and 2001 on-site inspections of dealerships were conducted in the fall, the 2005 study was conducted in early spring. The second major change is an increase in the number of unique manufacturers included, from 19 in 2001 to 22 in 2005 (Please note, the original statement of work for the 2005 study called for 25



unique manufacturers and the sample was allocated accordingly. Discussions following the completion of data collection led to the creation of the 'High End' category as in previous years, reducing unique manufacturers to 22). Given the overall sample size for each iteration of this study has remained 600, the primary implication of additional manufacturers was a decrease in the sample size allocated to manufacturers and an increase in their attendant margins of error. Specific changes to manufacturers were as follows:

- In 2001, Saturn, Saab, and Isuzu were grouped together. In 2005 Saturn and Saab were recorded separately. Isuzu is no longer sold in Canada;
- New manufacturers for 2005 include Mitsubishi and Lexus;
- In 1999 High End included BMW, Jaguar, Rolls Royce, Land Rover, Porsche and Mercedes. In 2001 High End included BMW, Jaguar, Porsche, and Mercedes. In 2005 High End includes Jaguar, Land Rover, Porsche, and Mercedes; and
- In 2005, BMW was recorded separately.

## Sample Size and Tolerances

As margins of error for various sub-samples will vary based on sample size and proportion of the obtained result, a selection of sampling tolerances is presented in the following table. Caution should be exercised when interpreting results based on small sample sizes.

Sample Size	Proportion				
	90% 10%	80% 20%	70% 30%	60% 40%	50% 50%
25	11.8%	15.7%	18.0%	19.2%	19.6%
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
150	4.8%	6.4%	7.3%	7.8%	8.0%
200	4.2%	5.5%	6.3%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%
500	2.6%	3.5%	4.0%	4.3%	4.4%
600	2.4%	3.2%	3.7%	3.9%	4.0%



# **Appendix A: Tabular Results - Overall**

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE A:

REGION

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
BC	11	100	0	0	0	0	0	9	16	12	8	11
AB	10	0	100	0	0	0	0	10	7	20	0	15
MB/SK	8	0	0	100	0	0	0	13	11	0	9	5
ON	36	0	0	0	100	0	0	32	31	32	48	36
QC	26	0	0	0	0	100	0	22	26	29	26	33
ATL	9	0	0	0	0	0	100	13	9	7	10	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>



NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE B:

CITY SIZE

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Less than 20,000	31	26	31	48	28	26	45	100	0	0	0	0
20,000 to 49,999	18	26	13	23	16	18	19	0	100	0	0	0
50,000 to 99,999	17	19	34	0	15	19	14	0	0	100	0	0
100,000 to 499,999	20	14	0	20	26	20	21	0	0	0	100	0
500,000 or more	14	15	21	8	15	18	0	0	0	0	0	100
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE C:

POSITION OF RESPONDENT

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
General Manager	25	21	21	17	23	27	40	26	29	25	20	24
Sales Manager	55	74	64	71	58	39	44	59	48	61	60	43
Sales Staff	18	5	12	11	19	28	11	12	19	14	19	32
Don't know/No answer	2	0	2	1	0	6	5	4	4	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
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TABLE C:

[REMOVING DON'T KNOWS] POSITION OF RESPONDENT

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
General Manager	25	21	22	17	23	29	41	27	30	25	20	25
Sales Manager	56	74	66	71	58	41	47	61	50	61	61	43
Sales Staff	18	5	13	11	19	30	12	12	20	14	19	32
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>620</b>	<b>70</b>	<b>62</b>	<b>52</b>	<b>226</b>	<b>157</b>	<b>54</b>	<b>188</b>	<b>110</b>	<b>107</b>	<b>123</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>587</b>	<b>85</b>	<b>77</b>	<b>74</b>	<b>147</b>	<b>118</b>	<b>86</b>	<b>128</b>	<b>88</b>	<b>111</b>	<b>142</b>	<b>118</b>

TABLE D:

SINGLE VERSUS SPLIT DEALERSHIPS VISITED

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Single	94	90	95	96	94	96	93	100	99	97	88	82
Multiple	6	10	5	4	6	4	7	0	1	3	12	18
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 1:

Is the Fuel Consumption Guide (FCG) displayed and/or visible in the showroom?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	37	29	41	40	43	29	36	46	45	30	27	26
No	63	71	57	60	57	71	62	53	54	70	73	74
Don't know/No answer	0	0	2	0	0	0	2	1	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 1:

[REMOVING DON'T KNOWS] Is the Fuel Consumption Guide (FCG) displayed and/or visible in the showroom?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	37	29	42	40	43	29	37	46	46	30	27	26
No	63	71	58	60	57	71	63	54	54	70	73	74
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>631</b>	<b>70</b>	<b>62</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>55</b>	<b>194</b>	<b>114</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>598</b>	<b>85</b>	<b>78</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>88</b>	<b>131</b>	<b>92</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 2:

[FIRST MENTION] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
On a stand/rack with other material	73	86	89	61	72	61	78	75	75	74	59	75
On a stand/rack with no other material	8	1	4	7	2	29	5	7	20	1	6	1
On the desk of sales staff	8	2	6	12	14	0	6	11	3	8	13	4
In a pile at the reception desk	5	10	0	9	7	2	0	2	1	7	8	16
In a drawer/closed cabinet	2	0	0	0	4	1	0	3	0	0	2	3
Display table	1	0	0	0	1	0	7	0	0	3	3	0
Parts and service department	0	0	0	0	0	0	4	0	0	0	2	0
Other	1	0	0	11	1	0	0	2	1	0	3	0
Don't know/No answer	2	1	0	0	0	7	0	0	0	6	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>232</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>48</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>32</b>	<b>34</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>195</b>	<b>23</b>	<b>25</b>	<b>31</b>	<b>52</b>	<b>34</b>	<b>30</b>	<b>57</b>	<b>39</b>	<b>37</b>	<b>38</b>	<b>24</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 2:

[TOTAL MENTIONS] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
On a stand/rack with other material	73	86	89	61	72	61	78	75	75	74	59	75
On the desk of sales staff	9	2	6	12	14	0	6	11	3	8	15	4
On a stand/rack with no other material	8	1	4	7	2	29	5	7	20	1	6	1
In a pile at the reception desk	5	10	0	9	7	2	0	2	1	7	8	19
In a drawer/closed cabinet	2	0	0	0	4	1	0	3	0	0	2	3
Display table	1	0	0	0	1	0	7	0	0	3	3	0
Parts and service department	1	0	2	0	0	0	7	0	0	1	4	0
Other	1	0	0	11	1	0	0	2	1	0	3	0
Don't know/No answer	2	1	0	0	0	7	0	0	0	6	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>232</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>48</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>32</b>	<b>34</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>195</b>	<b>23</b>	<b>25</b>	<b>31</b>	<b>52</b>	<b>34</b>	<b>30</b>	<b>57</b>	<b>39</b>	<b>37</b>	<b>38</b>	<b>24</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 2:

[FIRST MENTION, REMOVING DON'T KNOWS] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
On a stand/rack with other material	74	87	89	61	72	65	78	75	75	79	61	75
On a stand/rack with no other material	9	1	4	7	2	31	5	7	20	2	6	1
On the desk of sales staff	8	2	6	12	14	0	6	11	3	9	13	5
In a pile at the reception desk	5	10	0	9	7	2	0	2	1	8	9	17
In a drawer/closed cabinet	2	0	0	0	4	1	0	3	0	0	2	3
Display table	1	0	0	0	1	0	7	0	0	3	3	0
Parts and service department	0	0	0	0	0	0	4	0	0	0	2	0
Other	1	0	0	11	1	0	0	2	1	0	4	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>228</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>44</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>30</b>	<b>33</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>191</b>	<b>22</b>	<b>25</b>	<b>31</b>	<b>52</b>	<b>31</b>	<b>30</b>	<b>56</b>	<b>39</b>	<b>36</b>	<b>37</b>	<b>23</b>



NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 2:

[TOTAL MENTIONS, REMOVING DON'T KNOWS] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
On a stand/rack with other material	74	87	89	61	72	65	78	75	75	79	61	75
On the desk of sales staff	9	2	6	12	14	0	6	11	3	9	16	5
On a stand/rack with no other material	9	1	4	7	2	31	5	7	20	2	6	1
In a pile at the reception desk	5	10	0	9	7	2	0	2	1	8	9	19
In a drawer/closed cabinet	2	0	0	0	4	1	0	3	0	0	2	3
Display table	1	0	0	0	1	0	7	0	0	3	3	0
Parts and service department	1	0	2	0	0	0	7	0	0	2	5	0
Other	1	0	0	11	1	0	0	2	1	0	4	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>228</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>44</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>30</b>	<b>33</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>191</b>	<b>22</b>	<b>25</b>	<b>31</b>	<b>52</b>	<b>31</b>	<b>30</b>	<b>56</b>	<b>39</b>	<b>36</b>	<b>37</b>	<b>23</b>

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TABLE 3:

Which one of the following best describes its prominence in the showroom? Would you say the Fuel Consumption Guide was highly or readily visible, somewhat visible, particularly if you are looking for it, or would you say the Guide was poorly displayed or hard to see or find?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Highly or readily visible	46	48	40	33	47	53	44	52	61	33	13	55
Somewhat visible, particularly if you are looking for it	40	46	45	46	43	31	34	33	36	40	67	41
Poorly displayed or hard to see or find	11	4	9	18	10	9	22	12	3	21	16	2
Not displayed/visible	1	0	6	0	0	0	0	2	0	0	0	0
Other	0	0	0	1	0	0	0	0	0	0	0	0
Don't know/No answer	2	1	0	1	0	7	0	0	0	6	4	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>232</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>48</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>32</b>	<b>34</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>195</b>	<b>23</b>	<b>25</b>	<b>31</b>	<b>52</b>	<b>34</b>	<b>30</b>	<b>57</b>	<b>39</b>	<b>37</b>	<b>38</b>	<b>24</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
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TABLE 3:

[REMOVING DON'T KNOWS] Which one of the following best describes its prominence in the showroom? Would you say the Fuel Consumption Guide was highly or readily visible, somewhat visible, particularly if you are looking for it, or would you say the Guide was poorly displayed or hard to see or find?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Highly or readily visible	47	49	40	34	47	57	44	53	61	35	14	57
Somewhat visible, particularly if you are looking for it	41	47	45	47	43	34	34	33	36	43	70	42
Poorly displayed or hard to see or find	11	4	9	18	10	9	22	12	3	22	17	2
Not displayed/visible	1	0	6	0	0	0	0	2	0	0	0	0
Other	0	0	0	1	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>228</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>44</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>30</b>	<b>33</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>190</b>	<b>22</b>	<b>25</b>	<b>30</b>	<b>52</b>	<b>31</b>	<b>30</b>	<b>56</b>	<b>39</b>	<b>36</b>	<b>37</b>	<b>22</b>

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TABLE 4:

Do consumers appear welcome to take one?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	78	97	92	80	83	52	79	71	86	76	82	87
No	4	2	0	3	4	7	11	9	1	5	1	0
Not displayed/Visible for taking	6	0	6	9	10	0	0	10	1	0	11	0
Other	3	0	2	6	1	5	10	3	5	6	2	0
Don't know/No answer	8	1	0	1	2	35	0	7	7	14	4	13
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>232</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>48</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>32</b>	<b>34</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>195</b>	<b>23</b>	<b>25</b>	<b>31</b>	<b>52</b>	<b>34</b>	<b>30</b>	<b>57</b>	<b>39</b>	<b>37</b>	<b>38</b>	<b>24</b>

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TABLE 4:

[REMOVING DON'T KNOWS] Do consumers appear welcome to take one?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	85	98	92	82	85	81	79	77	93	88	85	100
No	5	2	0	3	4	12	11	10	1	5	1	0
Not displayed/Visible for taking	6	0	6	9	10	0	0	11	1	0	12	0
Other	3	0	2	6	1	8	10	3	5	7	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>213</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>95</b>	<b>31</b>	<b>20</b>	<b>84</b>	<b>48</b>	<b>27</b>	<b>33</b>	<b>20</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>180</b>	<b>22</b>	<b>25</b>	<b>30</b>	<b>51</b>	<b>22</b>	<b>30</b>	<b>53</b>	<b>36</b>	<b>34</b>	<b>37</b>	<b>20</b>

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TABLE 5:

Approximately how many copies are available?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
1 - 5	34	41	43	48	32	11	66	40	39	27	15	38
6 - 10	31	28	28	35	35	30	15	26	29	30	44	35
11 - 20	17	8	22	8	10	37	13	16	23	19	6	16
21 or more	15	21	6	1	23	11	6	17	6	18	29	5
Don't know/Unsure	3	1	0	8	0	11	0	0	3	6	6	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>232</b>	<b>20</b>	<b>26</b>	<b>21</b>	<b>97</b>	<b>48</b>	<b>20</b>	<b>90</b>	<b>52</b>	<b>32</b>	<b>34</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>195</b>	<b>23</b>	<b>25</b>	<b>31</b>	<b>52</b>	<b>34</b>	<b>30</b>	<b>57</b>	<b>39</b>	<b>37</b>	<b>38</b>	<b>24</b>
MEAN	13.1	12.4	9.8	6.0	16.4	13.8	7.5	15.1	9.8	12.9	14.2	11.6

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2005 Energy Label Study  
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TABLE 5:

[REMOVING DON'T KNOWS] Approximately how many copies are available?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
1 - 5	35	41	43	52	32	12	66	40	40	29	16	40
6 - 10	32	29	28	38	35	33	15	26	29	32	46	38
11 - 20	17	8	22	9	10	42	13	16	24	20	7	17
21 or more	16	22	6	1	23	13	6	17	7	19	31	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>225</b>	<b>20</b>	<b>26</b>	<b>19</b>	<b>97</b>	<b>43</b>	<b>20</b>	<b>90</b>	<b>51</b>	<b>30</b>	<b>32</b>	<b>22</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>186</b>	<b>22</b>	<b>25</b>	<b>28</b>	<b>52</b>	<b>29</b>	<b>30</b>	<b>56</b>	<b>37</b>	<b>36</b>	<b>36</b>	<b>21</b>
MEAN	13.1	12.4	9.8	6.0	16.4	13.8	7.5	15.1	9.8	12.9	14.2	11.6

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Overall-

TABLE 6:

If copies of the FCG are not visible, approach a salesperson or the reception desk and ask if they know where the Guide can be obtained. Use the following text:

I have heard about a booklet that is put out by the government that gives fuel consumption ratings on new cars. Do you have this booklet or do you know where I can get it?

Which one of the following best describes what occurred? Would you say the staff person was aware of the Guide, but too busy to look for it, the staff person was aware of the Guide, but did not have any, the staff person was aware of the Guide, but could not find any, the staff person looked for the Guide and found one for you, the staff person stated they have some, but they are not available for public distribution, the staff person did not have a copy for you, but offered to photocopy relevant pages, or the staff person was not aware of the Guide and was not willing to look for it?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Staff person looked for guide and found one for you	57	63	29	50	51	71	62	53	56	63	52	64
Staff person was aware of the guide, but did not have any	12	5	29	8	18	6	7	16	21	6	4	15
Staff person was aware of the guide, but could not find any	7	4	12	9	6	6	8	4	4	8	9	8
Staff person stated they have some, but they are not available for public distribution	3	4	2	2	2	5	5	1	3	1	7	4
Staff person was not aware of the guide and was not willing to look for it	3	2	7	1	6	0	1	1	1	8	3	2
Staff person was aware of the guide, but too busy to look for it	3	0	10	0	0	5	5	4	6	0	1	3
Aware of the guide, directed me to someone else	2	8	0	3	3	0	1	2	0	4	3	2
Each salesperson has one	2	0	0	4	4	1	1	3	0	2	4	0
Not aware of the guide	2	6	5	0	1	0	2	0	2	5	2	0
Staff person did not have a copy for you, but offered to photocopy relevant pages	1	3	0	4	1	0	0	4	0	0	0	0
Other	7	6	4	15	7	6	4	8	5	2	13	1
Don't know/No answer	2	0	3	4	1	1	4	3	2	0	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>402</b>	<b>50</b>	<b>37</b>	<b>31</b>	<b>129</b>	<b>119</b>	<b>36</b>	<b>106</b>	<b>63</b>	<b>76</b>	<b>90</b>	<b>67</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>405</b>	<b>62</b>	<b>54</b>	<b>45</b>	<b>95</b>	<b>90</b>	<b>59</b>	<b>75</b>	<b>54</b>	<b>75</b>	<b>106</b>	<b>95</b>



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Overall-

TABLE 6:

[REMOVING DON'T KNOWS] If copies of the FCG are not visible, approach a salesperson or the reception desk and ask if they know where the Guide can be obtained. Use the following text:

I have heard about a booklet that is put out by the government that gives fuel consumption ratings on new cars. Do you have this booklet or do you know where I can get it?

Which one of the following best describes what occurred? Would you say the staff person was aware of the Guide, but too busy to look for it, the staff person was aware of the Guide, but did not have any, the staff person was aware of the Guide, but could not find any, the staff person looked for the Guide and found one for you, the staff person stated they have some, but they are not available for public distribution, the staff person did not have a copy for you, but offered to photocopy relevant pages, or the staff person was not aware of the Guide and was not willing to look for it?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Staff person looked for guide and found one for you	58	63	30	52	52	71	64	55	57	63	53	64
Staff person was aware of the guide, but did not have any	12	5	30	9	19	6	7	17	22	6	5	15
Staff person was aware of the guide, but could not find any	7	4	12	9	6	6	8	5	4	8	9	8
Staff person stated they have some, but they are not available for public distribution	3	4	2	2	2	5	5	1	3	1	7	4
Staff person was not aware of the guide and was not willing to look for it	3	2	7	1	6	0	1	1	1	8	3	2
Staff person was aware of the guide, but too busy to look for it	3	0	11	0	0	5	5	4	7	0	1	3
Aware of the guide, directed me to someone else	2	8	0	4	3	0	1	2	0	4	3	2
Each salesperson has one	2	0	0	4	4	1	1	3	0	2	4	0
Not aware of the guide	2	6	5	0	1	0	3	0	2	5	2	0
Staff person did not have a copy for you, but offered to photocopy relevant pages	1	3	0	4	1	0	0	4	0	0	0	0
Other	7	6	4	16	7	6	5	8	6	2	13	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>396</b>	<b>50</b>	<b>36</b>	<b>30</b>	<b>127</b>	<b>118</b>	<b>35</b>	<b>102</b>	<b>62</b>	<b>76</b>	<b>89</b>	<b>67</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>398</b>	<b>62</b>	<b>53</b>	<b>43</b>	<b>93</b>	<b>89</b>	<b>58</b>	<b>72</b>	<b>53</b>	<b>75</b>	<b>104</b>	<b>94</b>

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TABLE 7:

Were you able to obtain a copy of the Guide from the dealership?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	77	81	58	81	75	81	79	79	77	79	71	74
No	23	19	40	17	25	19	18	19	22	21	29	25
Don't know/No answer	1	0	2	3	0	1	2	2	1	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

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TABLE 7:

[REMOVING DON'T KNOWS] Were you able to obtain a copy of the Guide from the dealership?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	77	81	59	83	75	81	81	81	78	79	71	74
No	23	19	41	17	25	19	19	19	22	21	29	26
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>629</b>	<b>70</b>	<b>62</b>	<b>51</b>	<b>226</b>	<b>165</b>	<b>55</b>	<b>192</b>	<b>114</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>595</b>	<b>85</b>	<b>78</b>	<b>74</b>	<b>147</b>	<b>123</b>	<b>88</b>	<b>129</b>	<b>92</b>	<b>112</b>	<b>144</b>	<b>118</b>

TABLE 8:

Was the staff person able to provide information on how to access a FCG?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	25	44	3	5	27	35	35	10	16	17	46	36
No	65	40	86	91	68	54	38	83	71	69	45	56
Don't know/No answer	10	16	11	4	5	12	27	7	14	14	8	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>144</b>	<b>13</b>	<b>25</b>	<b>9</b>	<b>56</b>	<b>31</b>	<b>10</b>	<b>37</b>	<b>25</b>	<b>23</b>	<b>36</b>	<b>23</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>144</b>	<b>15</b>	<b>33</b>	<b>14</b>	<b>36</b>	<b>27</b>	<b>19</b>	<b>26</b>	<b>20</b>	<b>23</b>	<b>38</b>	<b>37</b>

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TABLE 8:

[REMOVING DON'T KNOWS] Was the staff person able to provide information on how to access a FCG?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	28	52	4	5	28	39	48	11	18	20	51	39
No	72	48	96	95	72	61	52	89	82	80	49	61
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>130</b>	<b>11</b>	<b>23</b>	<b>8</b>	<b>53</b>	<b>27</b>	<b>8</b>	<b>34</b>	<b>22</b>	<b>20</b>	<b>33</b>	<b>21</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>124</b>	<b>12</b>	<b>28</b>	<b>13</b>	<b>32</b>	<b>24</b>	<b>15</b>	<b>24</b>	<b>17</b>	<b>18</b>	<b>32</b>	<b>33</b>

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TABLE 8:

[IF YES IN Q8, REMOVING DON'T KNOWS] IDENTIFY SOURCE MENTIONED:

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Sales staff/desk	40	65	71	100	55	0	41	36	24	64	43	32
Internet	19	0	0	0	16	33	22	0	0	0	16	49
From manufacturers	7	0	0	0	8	12	0	0	30	36	0	0
Number on guide/1-800-387-2000/In the FCG	7	35	0	0	0	6	0	0	46	0	4	0
Contact government/Transport Canada/NRC	6	0	0	0	0	21	0	31	0	0	7	0
Ask for one/In the cabinet/drawer	6	0	0	0	13	0	0	0	0	0	4	16
SAAQ	5	0	0	0	0	18	0	0	0	0	12	0
Receptionist/Reception area	3	0	0	0	0	10	0	0	0	0	7	0
From the display	1	0	0	0	3	0	0	0	0	0	0	6
Manager	1	0	29	0	0	0	0	0	0	0	0	3
Other	7	0	0	0	8	0	37	33	0	0	7	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>36</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>15</b>	<b>11</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>16</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>37</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>12</b>	<b>11</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>15</b>	<b>12</b>

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TABLE 10:

Did you receive the 2005 Fuel Consumption Guides?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	96	100	94	91	98	93	96	99	91	98	93	96
No	3	0	4	9	2	3	2	1	7	2	3	3
Don't know/No answer	1	0	2	0	0	3	2	0	2	0	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

TABLE 10:

[REMOVING DON'T KNOWS] Did you receive the 2005 Fuel Consumption Guides?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	97	100	96	91	98	97	98	99	93	98	97	97
No	3	0	4	9	2	3	2	1	7	2	3	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>626</b>	<b>70</b>	<b>62</b>	<b>52</b>	<b>226</b>	<b>161</b>	<b>55</b>	<b>195</b>	<b>113</b>	<b>108</b>	<b>120</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>592</b>	<b>85</b>	<b>77</b>	<b>76</b>	<b>147</b>	<b>119</b>	<b>88</b>	<b>132</b>	<b>91</b>	<b>112</b>	<b>140</b>	<b>117</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 11:

Approximately how many 2005 Fuel Consumption Guides (FCG) did your dealership receive?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
1 - 25	18	16	38	20	18	12	10	14	20	21	15	21
26 - 50	37	45	31	27	42	29	45	45	33	34	46	15
51 - 100	25	27	19	24	26	29	20	26	30	22	18	32
101 or more	8	6	3	7	12	3	12	2	11	6	10	17
Don't know/Unsure	12	6	9	23	2	27	14	13	6	17	11	15
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>607</b>	<b>69</b>	<b>60</b>	<b>48</b>	<b>221</b>	<b>155</b>	<b>54</b>	<b>193</b>	<b>105</b>	<b>106</b>	<b>116</b>	<b>88</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>571</b>	<b>84</b>	<b>72</b>	<b>70</b>	<b>143</b>	<b>116</b>	<b>86</b>	<b>130</b>	<b>84</b>	<b>109</b>	<b>136</b>	<b>112</b>
MEAN	72.3	66.1	53.7	77.7	78.9	68.0	77.4	59.9	76.2	68.0	75.5	95.4

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 11:

[REMOVING DON'T KNOWS] Approximately how many 2005 Fuel Consumption Guides (FCG) did your dealership receive?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
1 - 25	20	17	42	26	18	16	11	16	21	26	17	25
26 - 50	42	47	35	35	43	40	52	51	35	41	52	18
51 - 100	29	29	20	31	26	39	23	30	32	26	20	38
101 or more	9	6	3	9	12	5	13	2	11	7	11	20
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>532</b>	<b>65</b>	<b>54</b>	<b>37</b>	<b>216</b>	<b>113</b>	<b>47</b>	<b>168</b>	<b>99</b>	<b>87</b>	<b>103</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>488</b>	<b>76</b>	<b>67</b>	<b>52</b>	<b>138</b>	<b>83</b>	<b>72</b>	<b>112</b>	<b>78</b>	<b>90</b>	<b>111</b>	<b>97</b>
MEAN	72.3	66.1	53.7	77.7	78.9	68.0	77.4	59.9	76.2	68.0	75.5	95.4



NATURAL RESOURCES CANADA

2005 Energy Label Study  
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TABLE 12a:

Thinking of the 2005 Guides, what percentage were distributed to ...

STAFF

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	7	7	3	5	10	5	11	8	10	10	4	4
1% - 25%	43	47	47	46	39	44	47	49	44	46	33	40
26% - 50%	14	23	21	17	10	12	13	14	13	12	16	13
51% - 75%	4	3	3	4	5	2	3	2	7	5	2	5
76% - 100%	29	14	23	21	35	35	15	24	23	24	42	32
Don't know/Unsure	3	5	2	7	0	3	11	2	3	4	2	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>607</b>	<b>69</b>	<b>60</b>	<b>48</b>	<b>221</b>	<b>155</b>	<b>54</b>	<b>193</b>	<b>105</b>	<b>106</b>	<b>116</b>	<b>88</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>571</b>	<b>84</b>	<b>72</b>	<b>70</b>	<b>143</b>	<b>116</b>	<b>86</b>	<b>130</b>	<b>84</b>	<b>109</b>	<b>136</b>	<b>112</b>
MEAN	42.7	31.6	39.5	39.0	47.5	47.5	28.9	39.0	39.2	37.1	53.8	47.4

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 12a:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

STAFF

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	8	8	3	6	10	5	12	9	10	10	5	4
1% - 25%	45	49	48	49	39	45	53	50	45	48	34	43
26% - 50%	14	24	22	19	10	12	15	15	13	12	16	14
51% - 75%	4	3	3	4	5	2	3	2	8	5	2	5
76% - 100%	30	15	24	22	35	36	16	25	24	25	43	34
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>588</b>	<b>66</b>	<b>58</b>	<b>44</b>	<b>221</b>	<b>150</b>	<b>48</b>	<b>189</b>	<b>103</b>	<b>102</b>	<b>113</b>	<b>82</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>545</b>	<b>80</b>	<b>71</b>	<b>65</b>	<b>143</b>	<b>111</b>	<b>75</b>	<b>125</b>	<b>81</b>	<b>102</b>	<b>131</b>	<b>106</b>
MEAN	42.7	31.6	39.5	39.0	47.5	47.5	28.9	39.0	39.2	37.1	53.8	47.4

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 12b:

Thinking of the 2005 Guides, what percentage were distributed to ...

CUSTOMERS

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	28	23	18	20	36	29	14	32	23	18	35	27
1% - 25%	24	34	15	22	20	24	33	26	21	26	20	25
26% - 50%	15	17	15	14	16	11	21	14	13	20	15	13
51% - 75%	6	9	10	7	5	5	6	6	10	2	6	8
76% - 100%	24	12	41	30	22	27	14	19	31	31	22	22
Don't know/Unsure	3	5	2	7	0	3	12	2	3	4	2	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>607</b>	<b>69</b>	<b>60</b>	<b>48</b>	<b>221</b>	<b>155</b>	<b>54</b>	<b>193</b>	<b>105</b>	<b>106</b>	<b>116</b>	<b>88</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>571</b>	<b>84</b>	<b>72</b>	<b>70</b>	<b>143</b>	<b>116</b>	<b>86</b>	<b>130</b>	<b>84</b>	<b>109</b>	<b>136</b>	<b>112</b>
MEAN	37.0	27.1	52.8	45.1	34.2	38.1	33.4	32.1	45.5	42.3	33.8	35.5

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 12b:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

CUSTOMERS

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	29	24	18	22	36	30	16	33	24	18	36	29
1% - 25%	24	35	15	24	20	25	37	27	21	27	20	26
26% - 50%	15	17	15	15	16	12	24	15	13	21	16	14
51% - 75%	6	10	10	7	5	5	7	6	10	2	6	8
76% - 100%	25	13	41	32	22	28	16	20	32	32	22	23
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>588</b>	<b>66</b>	<b>58</b>	<b>44</b>	<b>221</b>	<b>150</b>	<b>48</b>	<b>189</b>	<b>103</b>	<b>102</b>	<b>113</b>	<b>82</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>544</b>	<b>80</b>	<b>71</b>	<b>65</b>	<b>143</b>	<b>111</b>	<b>74</b>	<b>125</b>	<b>81</b>	<b>102</b>	<b>130</b>	<b>106</b>
MEAN	37.0	27.1	52.8	45.1	34.2	38.1	33.4	32.1	45.5	42.3	33.8	35.5

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 12c:

Thinking of the 2005 Guides, what percentage were distributed to ...

SOMEONE ELSE

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	92	85	94	90	97	95	74	88	97	91	95	91
1% - 25%	2	4	2	3	0	2	11	4	0	1	3	2
26% - 50%	1	7	2	0	0	0	3	2	1	3	0	0
76% - 100%	1	0	0	0	3	0	0	3	0	0	0	1
Don't know/Unsure	3	5	2	7	0	3	12	2	3	4	2	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>597</b>	<b>69</b>	<b>60</b>	<b>48</b>	<b>211</b>	<b>155</b>	<b>54</b>	<b>193</b>	<b>105</b>	<b>106</b>	<b>116</b>	<b>78</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>84</b>	<b>72</b>	<b>70</b>	<b>139</b>	<b>116</b>	<b>86</b>	<b>130</b>	<b>84</b>	<b>109</b>	<b>136</b>	<b>108</b>
MEAN	2.0	3.5	1.6	.2	3.2	.1	2.9	4.7	.2	1.5	.3	1.1

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 12c:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

SOMEONE ELSE

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	95	89	95	97	97	98	84	91	99	95	97	97
1% - 25%	2	4	2	3	0	2	12	4	0	2	3	2
26% - 50%	1	7	2	0	0	0	4	2	1	3	0	0
76% - 100%	1	0	0	0	3	0	0	3	0	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>578</b>	<b>66</b>	<b>58</b>	<b>44</b>	<b>211</b>	<b>150</b>	<b>48</b>	<b>189</b>	<b>103</b>	<b>102</b>	<b>113</b>	<b>73</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>540</b>	<b>80</b>	<b>71</b>	<b>65</b>	<b>139</b>	<b>111</b>	<b>74</b>	<b>125</b>	<b>81</b>	<b>102</b>	<b>130</b>	<b>102</b>
MEAN	2.0	3.5	1.6	.2	3.2	.1	2.9	4.7	.2	1.5	.3	1.1

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 12d:

Thinking of the 2005 Guides, what percentage were distributed to ...

NO ONE AS OF YET

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	66	35	87	71	72	74	37	57	70	69	78	65
1% - 25%	5	11	3	0	6	3	9	8	4	2	5	5
26% - 50%	8	15	1	5	8	7	11	10	9	7	2	11
51% - 75%	7	11	3	12	6	4	16	12	8	4	5	2
76% - 100%	10	24	3	5	8	9	15	10	6	15	8	11
Don't know/Unsure	3	5	2	7	0	3	11	2	3	4	2	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>69</b>	<b>60</b>	<b>48</b>	<b>214</b>	<b>155</b>	<b>54</b>	<b>193</b>	<b>105</b>	<b>106</b>	<b>116</b>	<b>80</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>568</b>	<b>84</b>	<b>72</b>	<b>70</b>	<b>140</b>	<b>116</b>	<b>86</b>	<b>130</b>	<b>84</b>	<b>109</b>	<b>136</b>	<b>109</b>
MEAN	18.5	37.8	6.1	15.7	15.7	14.5	34.5	24.3	15.2	19.1	12.0	17.7

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 12d:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

NO ONE AS OF YET

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
None	68	37	89	76	72	76	42	58	72	71	80	69
1% - 25%	5	11	3	0	6	3	10	8	4	2	5	6
26% - 50%	8	15	1	6	8	7	13	11	9	7	2	12
51% - 75%	8	11	3	13	6	4	18	12	9	5	5	2
76% - 100%	10	25	4	5	8	9	17	11	7	15	8	12
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>581</b>	<b>66</b>	<b>58</b>	<b>44</b>	<b>214</b>	<b>150</b>	<b>48</b>	<b>189</b>	<b>103</b>	<b>102</b>	<b>113</b>	<b>75</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>542</b>	<b>80</b>	<b>71</b>	<b>65</b>	<b>140</b>	<b>111</b>	<b>75</b>	<b>125</b>	<b>81</b>	<b>102</b>	<b>131</b>	<b>103</b>
MEAN	18.5	37.8	6.1	15.7	15.7	14.5	34.5	24.3	15.2	19.1	12.0	17.7



NATURAL RESOURCES CANADA

2005 Energy Label Study  
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TABLE 13:

How does your sales staff generally use the FCG?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
As a reference tool for internal use only	55	69	87	70	55	36	40	54	63	45	57	55
As a giveaway for potential buyers	33	43	24	58	46	7	36	42	23	25	36	34
Compare models/makes	22	9	7	10	20	35	32	25	9	26	26	18
Sales reference tool	21	15	7	24	23	25	23	19	21	33	20	12
Don't use/have updated guide/Use website	2	3	2	3	3	0	6	4	4	0	2	1
Other	3	1	3	3	3	2	5	4	3	2	3	1
Don't know/No answer	3	1	3	2	2	5	1	0	4	5	4	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 13:

[REMOVING DON'T KNOWS] How does your sales staff generally use the FCG?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
As a reference tool for internal use only	56	70	90	72	56	38	41	54	66	47	59	56
As a giveaway for potential buyers	34	43	25	59	47	8	36	42	24	27	37	35
Compare models/makes	22	9	7	10	21	37	32	25	10	28	27	19
Sales reference tool	22	15	7	24	23	26	23	19	22	35	21	13
Don't use/have updated guide/Use website	3	3	2	4	3	0	6	4	4	0	2	1
Other	3	1	3	3	3	2	5	4	3	2	3	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>616</b>	<b>69</b>	<b>61</b>	<b>51</b>	<b>221</b>	<b>158</b>	<b>56</b>	<b>195</b>	<b>111</b>	<b>102</b>	<b>119</b>	<b>89</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>579</b>	<b>84</b>	<b>76</b>	<b>73</b>	<b>142</b>	<b>118</b>	<b>86</b>	<b>131</b>	<b>89</b>	<b>106</b>	<b>138</b>	<b>115</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 14:

How is the FCG usually distributed to customers?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Sales staff provides a copy to customers who inquire	66	80	50	82	74	52	59	64	64	64	69	68
Customers free to pick one up	39	25	47	55	38	30	56	44	53	34	28	27
Don't have any/Don't distribute/Never requested	7	3	9	2	4	15	3	4	3	6	14	12
Other	7	5	3	9	8	5	11	5	9	8	6	5
Don't know/No answer	3	1	6	1	1	7	1	1	1	2	6	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 14:

[REMOVING DON'T KNOWS] How is the FCG usually distributed to customers?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Sales staff provides a copy to customers who inquire	68	81	53	82	74	56	60	65	65	65	74	72
Customers free to pick one up	40	26	50	56	39	32	56	45	54	35	30	28
Don't have any/Don't distribute/Never requested	7	3	10	2	4	17	4	4	3	6	15	13
Other	7	5	3	9	8	5	11	5	9	9	7	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>614</b>	<b>69</b>	<b>60</b>	<b>52</b>	<b>224</b>	<b>154</b>	<b>56</b>	<b>193</b>	<b>114</b>	<b>106</b>	<b>116</b>	<b>86</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>579</b>	<b>83</b>	<b>74</b>	<b>74</b>	<b>145</b>	<b>115</b>	<b>88</b>	<b>130</b>	<b>91</b>	<b>110</b>	<b>136</b>	<b>112</b>

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TABLE 15:

I noticed the FCG is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL] in your showroom. We would like to better understand some of the issues making it difficult for dealerships to display the FCGs. Can you tell me why it is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Made available to consumers mostly upon request	30	48	18	25	39	22	15	19	30	37	37	28
Prefer to have sales staff provide the information directly	26	28	31	28	35	17	11	32	16	36	22	17
Don't have an adequate display stand or case	15	4	7	21	21	10	22	13	18	14	19	11
No need for it	13	15	9	6	17	13	13	14	8	9	17	18
Running out of stock	7	2	21	8	3	8	4	7	16	4	4	4
Display ran out/If displayed, we'd run out/Limited supply	6	15	1	0	6	2	19	7	6	5	4	9
Did not know we had to	5	2	0	0	2	15	0	8	10	4	2	3
Don't display anything/Displays are too much clutter	5	14	5	4	3	1	8	7	9	2	2	5
Not a priority because may not work in dealer's favour	4	2	2	7	3	5	1	3	7	3	4	2
Never received guides	3	0	0	4	2	7	4	2	8	6	2	2
Displayed in other departments/areas	2	0	5	0	1	2	4	0	3	1	3	3
In process of renovations/moving	1	1	0	2	2	0	4	1	2	2	2	1
Waiting for next year's guides to arrive	1	1	0	0	1	1	0	0	0	0	1	4
Need franchise approval	0	0	0	0	1	0	1	0	0	0	1	1
Other	10	12	11	5	9	11	13	9	12	7	10	14
Don't know/No answer	12	8	15	17	5	19	17	11	5	17	18	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>429</b>	<b>50</b>	<b>41</b>	<b>35</b>	<b>138</b>	<b>123</b>	<b>41</b>	<b>118</b>	<b>65</b>	<b>82</b>	<b>96</b>	<b>68</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>434</b>	<b>64</b>	<b>58</b>	<b>52</b>	<b>101</b>	<b>93</b>	<b>66</b>	<b>84</b>	<b>58</b>	<b>83</b>	<b>113</b>	<b>96</b>

## NATURAL RESOURCES CANADA

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**TABLE 15:**

**[REMOVING DON'T KNOWS] I noticed the FCG is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL] in your showroom. We would like to better understand some of the issues making it difficult for dealerships to display the FCGs. Can you tell me why it is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]?**

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Made available to consumers mostly upon request	34	52	21	30	41	27	18	21	32	44	45	31
Prefer to have sales staff provide the information directly	29	30	37	34	37	21	13	36	17	44	26	18
Don't have an adequate display stand or case	17	5	9	26	22	12	27	14	19	16	23	12
No need for it	15	16	11	8	17	16	16	16	8	11	21	19
Running out of stock	8	3	25	10	4	10	5	8	17	5	5	5
Display ran out/If displayed, we'd run out/Limited supply	7	16	1	0	6	3	23	8	6	6	5	9
Did not know we had to	6	2	0	0	2	19	0	8	11	4	3	4
Don't display anything/Displays are too much clutter	5	16	6	5	4	1	9	8	9	2	2	5
Not a priority because may not work in dealer's favour	4	3	2	9	3	6	1	4	7	3	4	3
Never received guides	4	0	0	5	2	8	5	2	9	7	2	2
Displayed in other departments/areas	2	0	5	0	1	3	5	0	3	1	4	3
In process of renovations/moving	2	1	0	2	3	0	5	1	2	2	2	1
Waiting for next year's guides to arrive	1	1	0	0	1	1	0	0	0	0	1	5
Need franchise approval	0	0	0	0	1	0	1	0	0	0	1	1
Other	12	13	13	6	10	14	16	11	13	8	12	16
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>376</b>	<b>47</b>	<b>35</b>	<b>29</b>	<b>132</b>	<b>100</b>	<b>34</b>	<b>105</b>	<b>61</b>	<b>69</b>	<b>79</b>	<b>62</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>377</b>	<b>58</b>	<b>48</b>	<b>45</b>	<b>94</b>	<b>75</b>	<b>57</b>	<b>74</b>	<b>54</b>	<b>71</b>	<b>94</b>	<b>84</b>

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TABLE 15\_1:

Have you ever displayed the FCG to check consumers' reaction?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	18	12	18	0	7	26	54	25	0	17	13	22
No	63	88	49	88	77	39	36	68	64	76	64	46
Don't know/No answer	19	0	33	12	15	35	11	7	36	7	23	32
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>58</b>	<b>8</b>	<b>4</b>	<b>2</b>	<b>23</b>	<b>16</b>	<b>5</b>	<b>17</b>	<b>5</b>	<b>8</b>	<b>17</b>	<b>12</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>64</b>	<b>14</b>	<b>6</b>	<b>5</b>	<b>16</b>	<b>11</b>	<b>12</b>	<b>11</b>	<b>7</b>	<b>10</b>	<b>23</b>	<b>13</b>

TABLE 15\_1:

[REMOVING DON'T KNOWS] Have you ever displayed the FCG to check consumers' reaction?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	22	12	27	0	9	40	60	27	0	18	17	32
No	78	88	73	100	91	60	40	73	100	82	83	68
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>47</b>	<b>8</b>	<b>2</b>	<b>2</b>	<b>19</b>	<b>11</b>	<b>5</b>	<b>15</b>	<b>3</b>	<b>7</b>	<b>13</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>53</b>	<b>14</b>	<b>5</b>	<b>4</b>	<b>13</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>5</b>	<b>9</b>	<b>18</b>	<b>11</b>

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TABLE 15\_6:

If you were provided with an adequate display stand or case, would you display it?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	75	70	100	73	62	96	86	40	94	100	85	55
No	14	0	0	17	24	4	0	51	0	0	4	7
Don't know/No answer	11	30	0	10	14	0	14	9	6	0	11	38
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>63</b>	<b>2</b>	<b>3</b>	<b>8</b>	<b>29</b>	<b>12</b>	<b>9</b>	<b>15</b>	<b>11</b>	<b>11</b>	<b>18</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>64</b>	<b>3</b>	<b>5</b>	<b>13</b>	<b>17</b>	<b>10</b>	<b>16</b>	<b>11</b>	<b>9</b>	<b>10</b>	<b>22</b>	<b>12</b>



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TABLE 15\_6:

[REMOVING DON'T KNOWS] If you were provided with an adequate display stand or case, would you display it?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	84	100	100	81	72	96	100	44	100	100	95	89
No	16	0	0	19	28	4	0	56	0	0	5	11
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>56</b>	<b>2</b>	<b>3</b>	<b>7</b>	<b>25</b>	<b>12</b>	<b>8</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>16</b>	<b>5</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>54</b>	<b>2</b>	<b>5</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>13</b>	<b>8</b>	<b>8</b>	<b>10</b>	<b>20</b>	<b>8</b>

TABLE 16:

Do you know how to order new or additional copies of the Guide?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	47	47	37	53	48	49	46	40	56	49	51	45
No	51	53	58	47	52	48	54	60	43	51	45	54
Don't know/No answer	1	0	5	0	0	3	0	1	1	0	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

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TABLE 16:

[REMOVING DON'T KNOWS] Do you know how to order new or additional copies of the Guide?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	48	47	39	53	48	50	46	40	57	49	53	45
No	52	53	61	47	52	50	54	60	43	51	47	55
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>625</b>	<b>70</b>	<b>61</b>	<b>52</b>	<b>226</b>	<b>161</b>	<b>56</b>	<b>194</b>	<b>114</b>	<b>107</b>	<b>120</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>591</b>	<b>85</b>	<b>76</b>	<b>76</b>	<b>147</b>	<b>119</b>	<b>88</b>	<b>131</b>	<b>92</b>	<b>111</b>	<b>140</b>	<b>117</b>

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TABLE 16\_1:

[IF YES IN Q16] Please specify how to order new or additional copies of the Guide?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Toll free number/1-800-387-2000/Phone	31	7	60	19	30	46	7	38	30	43	16	30
Via Internet/Website	19	16	2	11	31	13	21	24	11	18	30	11
As per information provided in the guide	14	41	20	16	4	8	33	16	17	9	10	17
Request other staff member to place the order	10	13	0	6	12	10	6	16	11	5	2	14
Admin/Business office places orders	8	8	7	2	11	9	3	5	8	17	3	12
Contact manufacturer	7	6	0	4	12	3	14	4	12	3	13	3
Order form came with the guides	1	2	0	0	2	0	3	0	2	0	3	0
Have never had to order new/more	1	1	0	0	0	0	6	0	0	3	0	0
Other	8	7	5	7	8	11	9	9	2	5	15	9
Don't know/No answer	13	15	6	36	9	5	30	7	18	9	22	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>299</b>	<b>33</b>	<b>23</b>	<b>27</b>	<b>108</b>	<b>81</b>	<b>26</b>	<b>77</b>	<b>65</b>	<b>53</b>	<b>64</b>	<b>41</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>287</b>	<b>42</b>	<b>31</b>	<b>37</b>	<b>78</b>	<b>58</b>	<b>41</b>	<b>53</b>	<b>50</b>	<b>52</b>	<b>75</b>	<b>57</b>

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TABLE 16\_1:

{REMOVING DON'T KNOWS} [IF YES IN Q16] Please specify how to order new or additional copies of the Guide?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Toll free number/1-800-387-2000/Phone	36	8	64	30	33	48	9	41	36	47	20	32
Via Internet/Website	22	18	2	16	34	14	30	25	14	20	38	12
As per information provided in the guide	16	48	21	25	4	9	47	18	20	10	13	18
Request other staff member to place the order	11	16	0	9	13	10	8	17	13	5	3	15
Admin/Business office places orders	9	9	7	3	12	9	5	6	10	18	3	12
Contact manufacturer	8	7	0	6	13	4	20	5	14	3	17	3
Order form came with the guides	1	2	0	0	2	0	4	0	2	0	4	0
Have never had to order new/more	1	2	0	0	0	0	8	0	0	3	1	0
Other	9	8	5	11	8	11	12	10	2	6	20	10
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>261</b>	<b>28</b>	<b>22</b>	<b>18</b>	<b>98</b>	<b>77</b>	<b>18</b>	<b>72</b>	<b>53</b>	<b>48</b>	<b>50</b>	<b>38</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>241</b>	<b>34</b>	<b>29</b>	<b>24</b>	<b>72</b>	<b>54</b>	<b>28</b>	<b>48</b>	<b>37</b>	<b>45</b>	<b>61</b>	<b>50</b>

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TABLE 17:

Is there anything NRCan could do that would better assist you with the circulation of the FCG? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Provide a proper display stand or case	16	5	13	15	19	19	14	13	13	16	27	13
Generate more awareness of the Guide	8	7	3	22	6	13	0	10	8	6	10	6
Provide more promotional material	6	4	3	3	7	12	1	4	9	5	5	12
Better communication between Government and dealers	5	10	3	1	4	6	1	3	3	3	6	8
Provide more/accurate information in the guide	3	3	4	0	4	5	0	2	3	6	2	4
Provide more guides	3	2	0	1	4	2	4	0	6	4	3	2
Information available online	2	3	2	7	2	2	1	3	1	1	3	3
Send to everyone/registered vehicle owners/Direct mail to customer	1	0	1	0	0	3	2	1	1	1	3	0
Ability to re-order easily	1	0	4	0	0	0	4	1	2	0	1	0
Not up to the dealership(s)	1	1	0	0	1	1	2	1	0	0	2	0
Don't ship so many/Should be directed to one specific person	0	1	0	0	0	0	0	0	0	1	1	1
Provide information on all vehicles/makes/models	0	3	0	0	0	0	0	1	0	0	0	0
Other	5	0	1	11	3	8	4	6	0	3	6	6
Nothing	49	61	62	41	56	28	63	56	56	47	39	39
Don't know/No answer	8	8	6	12	7	10	9	4	5	12	10	15
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

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TABLE 17:

[REMOVING DON'T KNOWS] Is there anything NRCan could do that would better assist you with the circulation of the FCG? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Provide a proper display stand or case	18	6	14	16	21	21	16	14	14	18	29	15
Generate more awareness of the Guide	9	8	4	25	6	14	1	11	8	7	11	7
Provide more promotional material	7	4	3	4	7	13	1	4	10	6	6	14
Better communication between Government and dealers	5	11	3	1	4	7	1	4	3	3	7	10
Provide more/accurate information in the guide	4	3	4	0	4	6	0	2	3	7	3	4
Provide more guides	3	2	0	1	5	2	4	0	7	4	3	3
Information available online	3	3	2	8	2	2	1	4	1	1	3	3
Send to everyone/registered vehicle owners/Direct mail to customer	1	0	1	0	0	3	2	1	1	1	3	0
Ability to re-order easily	1	0	5	0	0	0	4	1	3	0	1	0
Not up to the dealership(s)	1	1	0	0	1	1	3	2	0	1	2	0
Don't ship so many/Should be directed to one specific person	0	1	0	0	0	0	0	0	0	1	1	1
Provide information on all vehicles/makes/models	0	3	0	0	0	0	0	1	0	0	0	0
Other	5	0	1	13	3	9	4	6	0	4	7	7
Nothing	54	67	66	46	60	31	69	59	59	54	43	46
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>580</b>	<b>64</b>	<b>60</b>	<b>46</b>	<b>210</b>	<b>149</b>	<b>52</b>	<b>187</b>	<b>110</b>	<b>94</b>	<b>112</b>	<b>77</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>544</b>	<b>78</b>	<b>69</b>	<b>67</b>	<b>137</b>	<b>111</b>	<b>82</b>	<b>126</b>	<b>88</b>	<b>99</b>	<b>131</b>	<b>100</b>

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TABLE 18a:

Would you agree to help promote the FCG and EnerGuide label to your customers?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	79	78	74	78	81	76	91	76	84	84	77	78
No	19	22	24	22	19	20	8	24	14	15	19	21
Don't know/No answer	2	1	2	0	0	4	1	0	1	2	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

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TABLE 18a:

[REMOVING DON'T KNOWS] Would you agree to help promote the FCG and EnerGuide label to your customers?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	81	78	76	78	81	80	92	76	86	85	81	79
No	19	22	24	22	19	20	8	24	14	15	19	21
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>624</b>	<b>69</b>	<b>62</b>	<b>52</b>	<b>226</b>	<b>159</b>	<b>56</b>	<b>195</b>	<b>114</b>	<b>106</b>	<b>120</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>590</b>	<b>84</b>	<b>77</b>	<b>76</b>	<b>147</b>	<b>118</b>	<b>88</b>	<b>132</b>	<b>91</b>	<b>111</b>	<b>140</b>	<b>116</b>



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TABLE 18b:

What would you be ready to do? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Posters in showroom	30	31	28	24	32	24	40	29	20	22	40	40
Posters in service area	22	24	44	7	21	16	30	20	14	18	33	27
A display case/stand	17	14	10	9	23	15	18	22	19	15	14	12
Increase distribution to customers	8	7	10	6	7	8	13	8	3	13	4	14
Whatever is asked of the dealership	5	3	1	0	0	17	1	9	0	10	1	2
Increase guide awareness/Incorporate in advertising	5	8	0	6	2	7	9	4	9	4	3	3
Promote availability of FCG on labels/Have labels on vehicle	5	4	0	6	6	5	4	2	10	4	6	3
Mailout to clients and potential customers	4	5	0	3	1	8	4	2	10	2	3	3
Include with manual/sale of new car	3	10	0	6	1	4	4	4	4	5	2	0
Other	7	4	4	7	12	5	3	8	7	12	7	2
Nothing	8	9	9	20	10	3	4	10	13	6	3	7
Don't know/No answer	9	10	17	19	7	5	11	7	8	7	16	9
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>503</b>	<b>54</b>	<b>47</b>	<b>41</b>	<b>183</b>	<b>126</b>	<b>52</b>	<b>149</b>	<b>97</b>	<b>90</b>	<b>96</b>	<b>71</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>472</b>	<b>60</b>	<b>60</b>	<b>58</b>	<b>120</b>	<b>96</b>	<b>78</b>	<b>102</b>	<b>76</b>	<b>93</b>	<b>112</b>	<b>89</b>

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TABLE 18b:

[REMOVING DON'T KNOWS] What would you be ready to do? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Posters in showroom	33	35	34	30	35	25	44	32	22	23	48	44
Posters in service area	24	26	53	9	23	17	33	22	15	20	39	29
A display case/stand	19	16	13	12	24	16	20	23	20	16	17	13
Increase distribution to customers	9	8	12	8	7	9	14	8	4	14	5	16
Whatever is asked of the dealership	6	3	1	0	0	18	2	10	0	11	1	3
Increase guide awareness/Incorporate in advertising	5	9	0	7	2	7	10	4	10	5	4	3
Promote availability of FCG on labels/Have labels on vehicle	5	4	0	8	6	5	4	2	11	4	7	4
Mailout to clients and potential customers	4	6	0	4	1	9	5	2	11	3	4	3
Include with manual/sale of new car	4	11	0	7	1	5	5	5	5	5	2	0
Other	8	5	5	8	13	5	3	8	7	13	8	2
Nothing	9	10	11	25	11	3	4	11	15	6	4	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>457</b>	<b>49</b>	<b>39</b>	<b>33</b>	<b>170</b>	<b>120</b>	<b>46</b>	<b>138</b>	<b>89</b>	<b>83</b>	<b>81</b>	<b>65</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>417</b>	<b>52</b>	<b>49</b>	<b>48</b>	<b>106</b>	<b>91</b>	<b>71</b>	<b>93</b>	<b>67</b>	<b>86</b>	<b>94</b>	<b>77</b>

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TABLE 19a:

Do you see other ways for you to promote fuel efficiency in general to your customers?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	37	51	52	56	31	27	39	35	43	46	29	33
No	62	48	46	44	69	70	61	65	56	54	67	67
Don't know/No answer	1	1	2	0	0	3	0	0	1	0	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

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TABLE 19a:

[REMOVING DON'T KNOWS] Do you see other ways for you to promote fuel efficiency in general to your customers?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	37	51	53	56	31	28	39	35	43	46	30	33
No	63	49	47	44	69	72	61	65	57	54	70	67
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>626</b>	<b>69</b>	<b>62</b>	<b>52</b>	<b>226</b>	<b>161</b>	<b>56</b>	<b>195</b>	<b>114</b>	<b>108</b>	<b>119</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>592</b>	<b>84</b>	<b>77</b>	<b>76</b>	<b>147</b>	<b>119</b>	<b>89</b>	<b>132</b>	<b>92</b>	<b>112</b>	<b>139</b>	<b>117</b>

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TABLE 19b:

Please indicate other ways you see to promote fuel efficiency in general to your customers. PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
General public advertising/education	29	34	34	26	32	17	32	27	26	23	46	26
Promote alternate/fuel efficient vehicles	24	26	28	15	26	21	30	19	17	33	26	33
Provide driving/fuel efficiency tips	12	3	14	21	9	23	4	15	4	27	4	5
Regular service/maintenance of vehicles	12	6	6	8	17	7	27	14	16	7	10	8
Labels on all vehicles/makes/models	7	11	6	16	4	6	0	2	13	7	1	14
Tax break/reduction in gas prices	6	6	4	1	13	0	3	12	8	1	3	0
Display FCG/Have a rack	3	2	6	5	5	0	1	4	1	1	3	8
Online/Internet/Website	3	4	4	1	1	5	0	4	0	0	6	4
Promote specific vehicles	3	3	3	0	3	3	1	1	3	1	8	1
Other	6	7	0	12	1	17	1	6	9	6	7	4
None	0	0	0	0	1	0	0	0	0	0	0	2
Don't know/No answer	2	5	0	6	0	0	6	2	6	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>235</b>	<b>36</b>	<b>33</b>	<b>29</b>	<b>70</b>	<b>45</b>	<b>22</b>	<b>69</b>	<b>50</b>	<b>50</b>	<b>36</b>	<b>30</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>231</b>	<b>36</b>	<b>43</b>	<b>39</b>	<b>50</b>	<b>33</b>	<b>30</b>	<b>47</b>	<b>42</b>	<b>53</b>	<b>46</b>	<b>43</b>

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TABLE 19b:

[REMOVING DON'T KNOWS] Please indicate other ways you see to promote fuel efficiency in general to your customers. PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
General public advertising/education	30	36	34	28	32	17	34	28	28	23	46	27
Promote alternate/fuel efficient vehicles	25	27	28	16	26	21	31	19	18	33	26	33
Provide driving/fuel efficiency tips	13	3	14	23	9	23	4	15	5	27	4	5
Regular service/maintenance of vehicles	12	6	6	9	17	7	28	14	16	7	10	8
Labels on all vehicles/makes/models	7	12	6	17	4	6	0	2	14	7	1	14
Tax break/reduction in gas prices	6	6	4	1	13	0	4	12	9	1	3	0
Display FCG/Have a rack	3	2	6	6	5	0	1	4	1	1	3	8
Online/Internet/Website	3	5	4	1	1	5	0	4	0	0	6	4
Promote specific vehicles	3	3	3	0	3	3	1	1	3	1	8	1
Other	6	8	0	12	1	17	2	6	9	6	7	4
None	0	0	0	0	1	0	0	0	0	0	0	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>230</b>	<b>34</b>	<b>33</b>	<b>27</b>	<b>70</b>	<b>45</b>	<b>21</b>	<b>68</b>	<b>47</b>	<b>50</b>	<b>36</b>	<b>29</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>227</b>	<b>35</b>	<b>43</b>	<b>37</b>	<b>50</b>	<b>33</b>	<b>29</b>	<b>46</b>	<b>40</b>	<b>53</b>	<b>46</b>	<b>42</b>

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TABLE 20:

All things considered, are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the FCG?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Completely satisfied	53	49	32	42	50	71	50	52	57	57	50	47
Mostly satisfied	35	47	51	50	36	18	40	36	34	29	37	41
Mostly dissatisfied	5	2	5	3	6	4	2	6	4	3	5	3
Completely dissatisfied	2	1	0	2	2	1	2	3	0	1	1	3
Other	2	0	3	0	3	2	3	2	2	4	0	2
Don't know/No answer	3	2	10	2	2	4	3	1	1	6	7	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

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TABLE 20:

[REMOVING DON'T KNOWS] All things considered, are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the FCG?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Completely satisfied	55	49	35	43	51	74	51	53	58	61	54	49
Mostly satisfied	37	48	56	51	37	19	42	37	35	30	39	43
Mostly dissatisfied	5	2	6	3	7	4	3	6	4	3	6	3
Completely dissatisfied	2	1	0	3	2	1	2	3	0	1	1	3
Other	2	0	3	0	3	2	3	2	2	4	0	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>613</b>	<b>68</b>	<b>57</b>	<b>51</b>	<b>222</b>	<b>160</b>	<b>55</b>	<b>194</b>	<b>114</b>	<b>101</b>	<b>116</b>	<b>88</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>572</b>	<b>82</b>	<b>70</b>	<b>73</b>	<b>143</b>	<b>118</b>	<b>86</b>	<b>131</b>	<b>91</b>	<b>104</b>	<b>134</b>	<b>112</b>



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TABLE 21a:

[IF COMPLETELY/MOSTLY SATISFIED IN Q20] Why are you completely/mostly satisfied?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Contains necessary information/answers questions	42	36	32	27	49	48	25	32	31	48	59	44
Good reference/comparison tool	20	24	17	20	23	10	33	16	24	17	15	31
Easy to use/understand/follow	18	25	15	10	24	14	13	18	21	22	16	14
Not realistic conditions/testing	5	0	6	23	2	6	3	4	8	8	4	2
It's available (general)	4	1	1	3	10	0	3	5	10	2	1	3
Promotes sales/product	4	6	4	3	5	0	11	9	0	2	3	4
Not all vehicles are included in the FCG	4	0	3	4	5	5	0	8	2	1	2	4
Accurate information	4	2	3	3	5	2	10	3	4	5	1	8
Standard vehicle testing/Unbiased	4	14	2	11	2	0	4	3	3	7	6	1
Advantage to specific manufacturers	3	2	0	0	6	0	3	4	1	4	1	1
Full range of vehicles/makes/models	2	4	11	1	1	0	5	5	1	1	1	1
Should explain testing conditions	1	0	0	5	2	0	2	4	0	0	0	0
Outside source of information	1	2	0	1	1	0	1	1	2	0	0	1
Needs more advertising/greater awareness	1	1	0	0	0	1	3	1	1	1	0	1
Other	4	9	5	9	3	3	3	7	0	5	3	5
Nothing	1	2	3	3	1	2	0	1	1	1	2	2
Don't know/No answer	8	8	8	5	0	20	9	5	23	3	7	4
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>568</b>	<b>66</b>	<b>52</b>	<b>48</b>	<b>199</b>	<b>151</b>	<b>51</b>	<b>176</b>	<b>106</b>	<b>96</b>	<b>108</b>	<b>82</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>530</b>	<b>77</b>	<b>65</b>	<b>69</b>	<b>130</b>	<b>111</b>	<b>78</b>	<b>117</b>	<b>85</b>	<b>98</b>	<b>125</b>	<b>105</b>

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TABLE 21a:

{REMOVING DON'T KNOWS} [IF COMPLETELY/MOSTLY SATISFIED IN Q20] Why are you completely/mostly satisfied?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Contains necessary information/answers questions	45	39	35	29	49	60	27	34	41	50	63	47
Good reference/comparison tool	22	26	19	21	23	12	37	17	31	18	16	33
Easy to use/understand/follow	20	27	16	11	24	18	14	19	27	23	17	15
Not realistic conditions/testing	6	0	6	24	2	8	4	4	11	9	4	2
It's available (general)	5	1	1	3	10	0	3	5	14	2	1	3
Promotes sales/product	4	7	4	3	5	0	12	9	0	2	3	4
Not all vehicles are included in the FCG	4	0	3	5	5	6	0	8	2	1	2	4
Accurate information	4	2	3	3	5	3	11	4	5	5	1	8
Standard vehicle testing/Unbiased	4	15	2	12	2	0	4	3	4	7	6	1
Advantage to specific manufacturers	3	2	0	0	6	0	3	4	2	4	1	1
Full range of vehicles/makes/models	2	4	12	1	1	0	6	5	1	1	1	1
Should explain testing conditions	1	0	0	5	2	0	3	4	0	0	0	0
Outside source of information	1	3	0	1	1	0	2	1	2	0	0	1
Needs more advertising/greater awareness	1	1	0	0	0	2	3	1	2	1	0	1
Other	5	9	6	10	3	3	3	7	0	5	3	5
Nothing	2	2	3	3	1	2	0	1	1	1	2	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>520</b>	<b>61</b>	<b>48</b>	<b>45</b>	<b>198</b>	<b>120</b>	<b>46</b>	<b>167</b>	<b>81</b>	<b>93</b>	<b>101</b>	<b>79</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>494</b>	<b>74</b>	<b>60</b>	<b>67</b>	<b>129</b>	<b>90</b>	<b>74</b>	<b>111</b>	<b>68</b>	<b>95</b>	<b>118</b>	<b>102</b>

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TABLE 21b:

[IF MOSTLY/COMPLETELY DISSATISFIED IN Q20] Why are you mostly/completely dissatisfied?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Based on ideal driving conditions	32	0	35	77	12	61	83	50	49	17	2	24
Unrealistic ratings/information	22	53	65	0	24	0	17	19	37	39	16	0
Provides too much information	14	0	0	0	26	0	0	36	0	0	0	0
Not easy to use/understand/follow	11	0	0	9	20	0	0	19	5	0	0	23
Good guide/reference	8	0	0	0	14	0	0	0	0	0	41	0
Don't use/No demand for it	7	24	0	0	3	22	0	11	9	0	0	12
Provide more/up to date information	2	0	0	0	3	4	0	0	0	0	5	12
Not all vehicles/makes/models are included	0	9	0	0	0	0	0	0	0	0	0	3
Other	3	0	0	0	5	0	0	0	0	0	16	0
Don't know/No answer	15	14	0	14	19	13	0	0	0	44	20	26
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>43</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>23</b>	<b>9</b>	<b>3</b>	<b>17</b>	<b>5</b>	<b>7</b>	<b>8</b>	<b>5</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>39</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>13</b>	<b>6</b>	<b>7</b>	<b>12</b>	<b>5</b>	<b>6</b>	<b>9</b>	<b>7</b>

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TABLE 21b:

{REMOVING DON'T KNOWS} [IF MOSTLY/COMPLETELY DISSATISFIED IN Q20] Why are you mostly/completely dissatisfied?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Based on ideal driving conditions	38	0	35	90	15	70	83	50	49	31	3	32
Unrealistic ratings/information	25	62	65	0	29	0	17	19	37	69	20	0
Provides too much information	17	0	0	0	33	0	0	36	0	0	0	0
Not easy to use/understand/follow	13	0	0	10	24	0	0	19	5	0	0	32
Good guide/reference	9	0	0	0	17	0	0	0	0	0	51	0
Don't use/No demand for it	8	28	0	0	3	25	0	11	9	0	0	16
Provide more/up to date information	3	0	0	0	3	5	0	0	0	0	6	16
Not all vehicles/makes/models are included	1	11	0	0	0	0	0	0	0	0	0	5
Other	3	0	0	0	7	0	0	0	0	0	20	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>37</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>19</b>	<b>7</b>	<b>3</b>	<b>17</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>4</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>34</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>11</b>	<b>5</b>	<b>7</b>	<b>12</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>5</b>

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TABLE 22:

On a related matter, what (other) information would you say is missing from the FCG? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Information on additional vehicles (3/4 ton, diesel)	10	10	25	5	9	9	6	14	9	9	7	8
More realistic testing (conditions, speeds, etc.)	7	5	13	11	4	7	7	9	2	13	3	3
Explain testing conditions	5	6	7	7	6	2	4	4	2	7	8	2
Conversion table	1	2	1	0	3	0	0	0	7	0	0	1
Layout/Colours/Design/Print	1	3	1	1	1	1	0	1	0	2	1	2
Previous years/Older makes/models	0	3	0	0	0	0	0	1	0	0	1	0
Driving tips	0	2	1	0	0	0	0	1	0	0	0	0
Updated	0	0	0	3	0	0	0	0	1	0	0	0
Average fuel cost per year	0	0	0	2	0	0	0	0	1	0	0	0
Easier for cusotmers to understand	0	1	1	0	0	0	0	0	0	0	0	0
Have available on-line	0	1	0	1	0	0	0	0	0	0	1	0
Other	3	1	2	4	3	4	4	2	2	3	5	6
Nothing	58	64	49	58	67	45	60	56	55	58	60	61
Don't know/No answer	15	2	4	14	6	35	19	13	22	8	15	17
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Overall-

TABLE 22:

[REMOVING DON'T KNOWS] On a related matter, what (other) information would you say is missing from the FCG? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Information on additional vehicles (3/4 ton, diesel)	12	10	26	5	10	13	7	16	11	10	8	10
More realistic testing (conditions, speeds, etc.)	8	5	13	13	5	10	8	11	3	14	4	4
Explain testing conditions	6	6	7	8	6	3	5	5	2	8	10	2
Conversion table	2	2	1	0	3	0	0	0	8	0	0	1
Layout/Colours/Design/Print	1	3	1	2	2	1	0	2	0	3	1	2
Previous years/Older makes/models	1	3	0	0	0	0	0	1	1	0	1	0
Driving tips	0	2	1	0	0	0	0	1	0	0	0	0
Updated	0	0	0	4	0	0	0	0	1	0	0	0
Average fuel cost per year	0	0	0	2	0	0	0	0	1	0	0	0
Easier for cusotmers to understand	0	1	1	0	0	0	0	0	1	0	0	0
Have available on-line	0	1	0	1	0	0	0	0	0	0	1	0
Other	4	1	3	4	4	6	5	3	3	3	6	7
Nothing	68	66	51	68	71	68	74	64	70	63	70	74
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>540</b>	<b>68</b>	<b>61</b>	<b>45</b>	<b>211</b>	<b>109</b>	<b>46</b>	<b>169</b>	<b>90</b>	<b>99</b>	<b>106</b>	<b>75</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>511</b>	<b>81</b>	<b>76</b>	<b>66</b>	<b>137</b>	<b>79</b>	<b>72</b>	<b>113</b>	<b>70</b>	<b>103</b>	<b>125</b>	<b>100</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 23:

To the best of your knowledge, who provides the fuel consumption information that appears on the EnerGuide label and in the printed Fuel Consumption Guide?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Manufacturers	43	47	36	27	47	49	26	41	42	42	48	42
Government	39	42	45	52	38	33	45	40	43	39	37	39
Transport Canada	2	1	1	2	1	3	4	3	0	3	1	1
Both the manufacturer and government	1	2	0	0	0	2	0	0	3	1	0	1
An independant firm	1	0	2	2	1	0	0	1	0	2	0	0
Other	2	0	0	5	0	3	5	3	1	0	1	1
Don't know/No answer	13	9	16	11	15	11	20	13	10	14	14	17
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 23:

[REMOVING DON'T KNOWS] To the best of your knowledge, who provides the fuel consumption information that appears on the EnerGuide label and in the printed Fuel Consumption Guide?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Manufacturers	49	52	43	30	54	55	32	47	47	49	55	50
Government	45	46	53	59	44	37	56	45	48	45	42	47
Transport Canada	2	1	1	2	1	3	5	3	0	3	1	1
Both the manufacturer and government	1	2	0	0	0	2	0	0	3	1	0	1
An independant firm	1	0	2	2	1	0	1	1	0	2	0	0
Other	2	0	0	6	0	3	7	4	1	0	2	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>549</b>	<b>63</b>	<b>53</b>	<b>46</b>	<b>193</b>	<b>149</b>	<b>45</b>	<b>171</b>	<b>103</b>	<b>92</b>	<b>107</b>	<b>75</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>520</b>	<b>74</b>	<b>68</b>	<b>68</b>	<b>128</b>	<b>110</b>	<b>72</b>	<b>114</b>	<b>83</b>	<b>95</b>	<b>127</b>	<b>101</b>



NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 24:

To the best of your knowledge, when a vehicle exceeds a light duty gross vehicle weight of 3885 kilograms, or 8500 pounds, are manufacturers required to provide fuel consumption information?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	24	18	14	16	26	33	15	17	22	23	31	31
No	42	56	68	51	40	33	30	61	43	37	23	35
Don't know/No answer	34	26	18	33	35	34	54	22	35	39	45	34
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 24:

[REMOVING DON'T KNOWS] To the best of your knowledge, when a vehicle exceeds a light duty gross vehicle weight of 3885 kilograms, or 8500 pounds, are manufacturers required to provide fuel consumption information?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	36	24	17	24	39	50	34	22	34	38	57	47
No	64	76	83	76	61	50	66	78	66	62	43	53
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>420</b>	<b>51</b>	<b>52</b>	<b>35</b>	<b>147</b>	<b>109</b>	<b>26</b>	<b>152</b>	<b>75</b>	<b>66</b>	<b>68</b>	<b>60</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>344</b>	<b>49</b>	<b>57</b>	<b>44</b>	<b>76</b>	<b>78</b>	<b>40</b>	<b>91</b>	<b>53</b>	<b>65</b>	<b>65</b>	<b>70</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 25:

Considering new vehicles only, what manufacturers are represented by your dealership?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
GM	21	19	26	27	23	17	22	42	26	5	10	6
Ford	15	14	19	25	14	10	13	21	10	9	16	10
Daimler/Chrysler	14	13	19	18	15	12	13	16	21	10	9	15
Toyota	6	8	4	4	5	7	8	4	5	5	7	13
Honda	6	8	4	4	6	7	7	3	7	12	8	5
Mazda	5	5	3	3	4	6	5	2	9	5	6	3
Hyundai	5	4	2	2	4	6	7	5	5	8	3	2
Kia	4	4	3	2	4	5	7	1	5	14	2	1
Nissan	4	4	4	2	4	6	4	3	3	9	5	2
Volkswagen	4	4	3	2	3	5	4	1	4	5	5	7
Subaru	3	6	2	1	2	3	6	1	5	6	4	1
Suzuki	3	2	1	1	2	5	2	1	1	5	4	5
Volvo	2	3	1	1	2	2	2	0	0	1	4	5
Saturn	2	2	2	1	2	2	2	0	0	3	3	4
BMW/Mini	2	2	1	3	2	1	0	0	0	1	4	6
Mitsubishi	2	1	1	1	2	1	1	0	0	5	2	3
Mercedes-Benz	1	3	1	1	2	0	2	0	0	1	5	2
Lexus	1	2	1	1	2	1	1	0	0	0	3	4
Acura	1	2	1	3	1	1	1	0	0	1	3	3
Audi	1	2	0	1	2	1	1	0	0	0	2	6
Infiniti	1	2	1	1	1	1	0	0	0	2	2	3
Saab	1	1	2	1	1	1	1	0	0	0	2	4
Jaguar/Land Rover	1	1	1	1	1	0	1	0	0	1	2	3
Porsche	0	1	1	0	0	0	0	0	0	0	1	1
Isuzu	0	0	0	1	0	1	0	0	0	0	0	1
Don't know/No answer	1	0	2	0	0	3	0	0	1	0	4	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 25:

[REMOVING DON'T KNOWS] Considering new vehicles only, what manufacturers are represented by your dealership?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
GM	22	19	26	27	23	18	22	42	26	5	10	6
Ford	15	14	19	25	14	11	13	21	10	9	17	10
Daimler/Chrysler	15	13	19	18	15	12	13	16	21	10	9	15
Toyota	6	8	4	4	5	8	8	4	5	5	7	13
Honda	6	8	5	4	6	7	7	3	7	12	8	5
Mazda	5	5	3	3	4	6	5	2	9	5	6	3
Hyundai	5	4	2	2	4	7	7	5	5	8	3	2
Kia	4	4	3	2	4	6	7	1	6	14	2	1
Nissan	4	4	4	2	4	6	4	3	3	9	5	3
Volkswagen	4	4	3	2	3	5	4	1	4	5	5	7
Subaru	3	6	2	1	2	3	6	1	5	6	4	1
Suzuki	3	2	1	1	2	5	2	1	1	5	4	5
Volvo	2	3	1	1	2	2	2	0	0	1	4	5
Saturn	2	2	2	1	2	2	2	0	0	3	3	4
BMW/Mini	2	2	1	3	2	1	0	0	0	1	4	6
Mitsubishi	2	1	1	1	2	1	1	0	0	5	2	3
Mercedes-Benz	1	3	1	1	2	0	2	0	0	1	5	2
Lexus	1	2	1	1	2	1	1	0	0	0	4	5
Acura	1	2	1	3	1	1	1	0	0	1	3	3
Audi	1	2	0	1	2	1	1	0	0	0	2	6
Infiniti	1	2	1	1	1	2	0	0	0	2	2	3
Saab	1	1	2	1	1	1	1	0	0	0	2	4
Jaguar/Land Rover	1	1	1	1	1	0	1	0	0	1	2	3
Porsche	0	1	1	0	0	0	0	0	0	0	1	1
Isuzu	0	0	0	1	0	1	0	0	0	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>627</b>	<b>70</b>	<b>62</b>	<b>52</b>	<b>226</b>	<b>161</b>	<b>56</b>	<b>195</b>	<b>114</b>	<b>108</b>	<b>120</b>	<b>90</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>593</b>	<b>85</b>	<b>77</b>	<b>76</b>	<b>147</b>	<b>119</b>	<b>89</b>	<b>132</b>	<b>92</b>	<b>112</b>	<b>140</b>	<b>117</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 26:

To what extent are you aware of the agreement between the Government and vehicle manufacturers to affix the new fuel consumption label to all new vehicles? Would you say you are aware of the agreement between the Government and vehicle manufacturers not at all, somewhat, or a great deal?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Not at all	34	31	37	23	27	45	39	33	41	38	26	33
Somewhat	35	29	42	45	30	35	41	35	35	34	35	32
A great deal	23	34	18	31	31	9	19	22	18	22	27	29
Other	1	3	1	2	0	1	0	2	0	0	0	0
Don't know/No answer	8	3	2	0	13	10	1	8	6	6	12	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 26:

[REMOVING DON'T KNOWS] To what extent are you aware of the agreement between the Government and vehicle manufacturers to affix the new fuel consumption label to all new vehicles? Would you say you are aware of the agreement between the Government and vehicle manufacturers not at all, somewhat, or a great deal?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Not at all	37	32	38	23	31	50	39	35	43	41	29	35
Somewhat	38	30	43	45	34	39	42	38	37	36	40	34
A great deal	25	35	19	31	36	10	19	24	19	23	30	31
Other	1	3	1	2	0	1	0	2	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>584</b>	<b>67</b>	<b>62</b>	<b>52</b>	<b>197</b>	<b>149</b>	<b>56</b>	<b>179</b>	<b>108</b>	<b>102</b>	<b>109</b>	<b>86</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>560</b>	<b>81</b>	<b>77</b>	<b>76</b>	<b>126</b>	<b>112</b>	<b>88</b>	<b>125</b>	<b>89</b>	<b>105</b>	<b>129</b>	<b>112</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 27:

I noticed some of the new vehicles in your LOT do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new cars have labels. Can you tell me why? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Vehicles without a label have been sold	25	34	19	17	36	13	24	22	17	33	29	29
Label has become/is easily damaged	23	34	23	29	28	8	26	22	33	14	28	11
Demo/Removed for test drives/visibility	21	19	32	29	23	12	21	28	33	16	14	7
Vehicles arrived recently	11	23	11	8	10	8	10	10	18	12	10	5
To improve the appearance of the vehicle	7	1	6	9	7	10	6	8	3	12	5	9
Price change or disagreement with the price	7	3	0	8	6	9	10	7	2	10	11	2
Removed for tinting/cleaning/accessorizing	5	5	6	2	8	1	2	2	2	8	3	11
Waiting for new labels	4	7	8	1	6	0	11	3	7	4	6	1
Manufacturer sends vehicles with the label to be installed	4	3	6	4	6	3	4	3	6	3	6	4
In glove box/console/On dash board/In vehicle	4	10	5	1	6	0	0	8	6	1	2	0
Arrived without labels (general)	4	2	9	3	2	5	4	6	2	2	3	3
To encourage consumers to talk to sales staff	3	0	0	0	0	10	0	1	0	13	2	0
Have not received labels (new, replacement)	3	0	0	4	2	5	3	2	1	9	1	2
Fall off/Can't reattach	3	8	0	6	2	1	2	0	7	1	3	2
Manufacturer does not participate in the program	2	2	2	5	4	1	0	1	2	0	4	5
Do not have labels for some makes/models	2	1	0	0	1	4	4	2	1	3	2	0
Choose not to put labels on/aesthetics	2	0	0	2	1	4	1	0	5	4	0	1
Have not put labels on yet (general)	2	0	1	1	4	0	1	0	0	0	1	9
Customers remove (general)	1	7	1	2	0	1	2	1	3	1	1	1
Used vehicles/trade-ins/dealer trades	1	1	8	0	0	0	6	3	0	1	1	0
Imported vehicles, labels arrive seperately	0	1	0	0	1	0	0	0	0	2	0	0
Other	4	2	0	4	2	9	5	3	4	6	3	7
Don't know/No answer	13	6	8	12	3	29	10	17	5	10	14	14
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>479</b>	<b>58</b>	<b>36</b>	<b>41</b>	<b>164</b>	<b>134</b>	<b>46</b>	<b>129</b>	<b>96</b>	<b>79</b>	<b>106</b>	<b>69</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>513</b>	<b>81</b>	<b>49</b>	<b>71</b>	<b>129</b>	<b>103</b>	<b>80</b>	<b>95</b>	<b>77</b>	<b>83</b>	<b>147</b>	<b>111</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Overall-

TABLE 27:

[REMOVING DON'T KNOWS] I noticed some of the new vehicles in your LOT do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new cars have labels. Can you tell me why? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Vehicles without a label have been sold	29	36	21	19	37	19	27	27	18	36	34	34
Label has become/is easily damaged	26	37	25	33	29	11	29	26	35	16	32	13
Demo/Removed for test drives/visibility	24	20	35	33	24	17	23	33	35	17	16	9
Vehicles arrived recently	13	25	12	9	10	12	11	12	19	13	11	6
To improve the appearance of the vehicle	8	1	6	10	8	14	6	10	4	13	6	10
Price change or disagreement with the price	7	3	0	10	6	13	11	8	2	11	12	3
Removed for tinting/cleaning/accessorizing	5	5	7	2	8	2	2	3	2	9	4	13
Waiting for new labels	5	7	9	1	6	0	12	4	8	4	7	1
Manufacturer sends vehicles with the label to be installed	5	3	7	4	6	5	5	4	7	3	7	5
In glove box/console/On dash board/In vehicle	4	11	5	1	6	0	0	10	6	1	3	0
Arrived without labels (general)	4	3	9	4	2	8	4	7	3	3	4	4
To encourage consumers to talk to sales staff	3	0	0	0	0	14	0	1	0	15	2	0
Have not received labels (new, replacement)	3	0	0	4	2	7	3	2	1	10	2	2
Fall off/Can't reattach	3	8	0	6	2	2	2	0	8	1	3	2
Manufacturer does not participate in the program	3	2	2	6	4	1	0	1	2	0	4	6
Do not have labels for some makes/models	2	1	0	0	1	5	4	3	1	4	2	0
Choose not to put labels on/aesthetics	2	0	0	2	2	5	1	0	6	4	0	1
Have not put labels on yet (general)	2	0	1	1	5	0	1	0	0	0	2	11
Customers remove (general)	2	7	1	2	0	1	2	1	3	1	2	1
Used vehicles/trade-ins/dealer trades	2	1	9	0	0	0	6	4	0	1	1	0
Imported vehicles, labels arrive seperately	1	1	0	0	1	0	0	0	0	2	1	0
Other	5	3	0	4	2	12	6	4	5	7	4	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>419</b>	<b>54</b>	<b>33</b>	<b>36</b>	<b>158</b>	<b>95</b>	<b>41</b>	<b>107</b>	<b>91</b>	<b>71</b>	<b>91</b>	<b>59</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>449</b>	<b>77</b>	<b>44</b>	<b>61</b>	<b>122</b>	<b>72</b>	<b>73</b>	<b>78</b>	<b>71</b>	<b>75</b>	<b>126</b>	<b>99</b>



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Overall-

TABLE 28:

I noticed some of the new vehicles in your SHOWROOM do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
To improve the appearance of the vehicle	22	16	23	19	19	25	30	22	24	22	19	24
Vehicles without a label have been sold	12	22	14	14	14	8	4	14	4	19	9	13
In glove box/console/On dash board/In vehicle	11	18	0	4	19	1	16	16	8	6	17	1
Removed for tinting/cleaning/accessorizing	10	1	14	6	18	3	9	3	5	13	15	13
Demo/Removed for test drives/visibility	10	13	4	13	8	14	6	10	26	4	4	14
Label has become damaged	10	21	17	6	14	1	8	6	25	4	11	7
Choose not to put labels on/aesthetics	6	5	6	10	5	5	7	5	7	6	6	6
Price change or disagreement with the price	5	0	1	5	1	11	6	6	3	9	3	4
To encourage consumers to talk to sales staff	4	0	0	0	0	11	0	2	0	17	2	0
Vehicles arrived recently	3	2	0	13	2	5	4	2	11	1	3	3
Manufacturer does not participate in the program	3	1	1	8	5	1	7	3	0	0	5	7
Have not received labels (new, replacement)	3	5	0	0	3	4	2	1	0	12	1	2
Arrived without labels (general)	3	6	5	0	3	2	6	1	3	2	3	4
Used vehicles/trade-ins/dealer trades	3	0	0	4	0	6	6	6	0	0	1	5
Manufacturer sends vehicles with the label to be instaffed	2	4	4	0	2	1	3	2	7	1	1	2
Waiting for new labels	2	9	0	0	2	0	8	2	3	4	1	1
Labels are damaged/damaged easily	2	10	2	1	0	0	7	0	10	0	1	1
Label has become damaged, no replacement procedures	1	4	0	2	2	0	4	0	0	0	3	2
Have not put labels on yet (general)	1	1	0	2	2	1	0	0	0	2	2	2
Customers remove (general)	1	0	0	4	1	0	3	0	0	0	3	0
Fall off/Can't reattach	1	3	0	0	1	0	0	0	2	2	1	1
Imported vehicles, labels arrive seperately	1	1	0	0	1	0	7	2	0	0	1	0
Do not have labels for some makes/models	0	5	0	0	0	0	0	0	0	3	0	0
Other	5	2	0	0	5	7	8	0	14	8	4	3
Don't know/No answer	18	11	14	24	13	29	3	32	12	14	15	13
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>330</b>	<b>29</b>	<b>30</b>	<b>19</b>	<b>125</b>	<b>105</b>	<b>22</b>	<b>79</b>	<b>40</b>	<b>53</b>	<b>90</b>	<b>67</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>361</b>	<b>55</b>	<b>42</b>	<b>36</b>	<b>100</b>	<b>87</b>	<b>41</b>	<b>55</b>	<b>34</b>	<b>49</b>	<b>116</b>	<b>107</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Overall-

TABLE 28:

[REMOVING DON'T KNOWS] I noticed some of the new vehicles in your SHOWROOM do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
To improve the appearance of the vehicle	27	18	27	25	22	35	31	33	27	25	22	27
Vehicles without a label have been sold	15	25	16	18	16	12	4	21	5	22	10	15
In glove box/console/On dash board/In vehicle	13	20	0	5	22	2	16	24	9	7	20	1
Removed for tinting/cleaning/accessorizing	12	1	16	7	21	5	9	4	6	15	17	15
Demo/Removed for test drives/visibility	12	15	5	17	9	20	6	15	29	4	5	16
Label has become damaged	12	23	19	8	16	1	9	9	28	5	13	8
Choose not to put labels on/aesthetics	7	6	7	14	6	8	7	7	8	7	6	7
Price change or disagreement with the price	6	0	1	7	1	16	6	8	3	10	4	4
To encourage consumers to talk to sales staff	4	0	0	0	0	16	0	2	0	20	2	0
Vehicles arrived recently	4	3	0	17	2	7	4	2	12	2	4	3
Manufacturer does not participate in the program	4	1	1	10	5	2	7	4	0	0	6	8
Have not received labels (new, replacement)	4	6	0	0	4	5	2	2	0	14	1	3
Arrived without labels (general)	3	7	6	0	3	2	6	2	3	3	4	5
Used vehicles/trade-ins/dealer trades	3	0	0	5	0	9	6	8	0	0	1	6
Manufacturer sends vehicles with the label to be instaffed	3	5	5	0	3	1	3	3	8	1	1	3
Waiting for new labels	2	10	0	1	2	0	8	2	3	5	2	1
Labels are damaged/damaged easily	2	11	2	2	0	0	7	0	12	0	1	2
Label has become damaged, no replacement procedures	2	4	0	3	2	0	4	0	0	0	4	2
Have not put labels on yet (general)	1	1	0	3	2	2	0	0	0	2	2	3
Customers remove (general)	1	0	1	6	1	0	3	0	0	0	3	0
Fall off/Can't reattach	1	3	0	0	2	0	0	0	2	2	1	1
Imported vehicles, labels arrive seperately	1	1	0	0	1	0	7	3	0	0	1	0
Do not have labels for some makes/models	0	5	0	0	0	0	0	0	0	3	0	0
Other	6	2	0	0	5	10	8	0	16	9	4	4
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>271</b>	<b>26</b>	<b>26</b>	<b>15</b>	<b>108</b>	<b>75</b>	<b>22</b>	<b>54</b>	<b>36</b>	<b>46</b>	<b>77</b>	<b>59</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>300</b>	<b>48</b>	<b>35</b>	<b>29</b>	<b>86</b>	<b>63</b>	<b>39</b>	<b>40</b>	<b>27</b>	<b>41</b>	<b>100</b>	<b>92</b>

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2005 Energy Label Study  
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TABLE 29a:

Do you have any label replacement procedures in place?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	43	49	58	63	40	31	44	46	46	42	38	39
No	54	50	37	34	59	63	51	52	51	56	57	59
Don't know/No answer	3	0	5	2	1	6	5	2	4	2	6	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>671</b>	<b>102</b>	<b>89</b>	<b>86</b>	<b>166</b>	<b>131</b>	<b>97</b>	<b>132</b>	<b>96</b>	<b>118</b>	<b>174</b>	<b>151</b>

TABLE 29a:

[REMOVING DON'T KNOWS] Do you have any label replacement procedures in place?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	44	50	61	65	41	33	46	47	48	43	40	40
No	56	50	39	35	59	67	54	53	52	57	60	60
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>615</b>	<b>69</b>	<b>60</b>	<b>51</b>	<b>224</b>	<b>156</b>	<b>54</b>	<b>192</b>	<b>111</b>	<b>105</b>	<b>117</b>	<b>89</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>644</b>	<b>101</b>	<b>83</b>	<b>84</b>	<b>162</b>	<b>122</b>	<b>92</b>	<b>128</b>	<b>93</b>	<b>115</b>	<b>163</b>	<b>145</b>

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TABLE 29b:

Please indicate if it is the dealership or the manufacturer who has these procedures in place.

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Dealer	39	67	19	51	37	33	27	28	43	47	50	33
Manufacturer	48	33	80	36	46	44	52	55	39	48	36	60
Both	13	0	1	10	16	23	17	15	17	5	14	7
Don't know/No answer	1	0	0	3	0	0	4	2	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>271</b>	<b>34</b>	<b>37</b>	<b>33</b>	<b>91</b>	<b>51</b>	<b>25</b>	<b>91</b>	<b>53</b>	<b>45</b>	<b>47</b>	<b>36</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>274</b>	<b>37</b>	<b>52</b>	<b>49</b>	<b>57</b>	<b>42</b>	<b>37</b>	<b>62</b>	<b>44</b>	<b>52</b>	<b>58</b>	<b>58</b>

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TABLE 29b:

[REMOVING DON'T KNOWS] Please indicate if it is the dealership or the manufacturer who has these procedures in place.

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Dealer	39	67	19	53	37	33	28	29	43	47	50	33
Manufacturer	48	33	80	37	46	44	54	56	39	48	36	60
Both	13	0	1	10	16	23	18	15	17	5	14	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>269</b>	<b>34</b>	<b>37</b>	<b>32</b>	<b>91</b>	<b>51</b>	<b>24</b>	<b>89</b>	<b>53</b>	<b>45</b>	<b>47</b>	<b>36</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>271</b>	<b>37</b>	<b>51</b>	<b>48</b>	<b>57</b>	<b>42</b>	<b>36</b>	<b>60</b>	<b>44</b>	<b>52</b>	<b>58</b>	<b>57</b>

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TABLE 29C:

Please describe your label replacement policy.

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Notify manufacturer and they send new ones	52	33	66	56	67	34	40	56	65	42	43	50
Print new labels at dealership	15	30	8	18	13	2	35	26	12	6	9	11
Staff replaces labels	12	19	13	17	9	9	12	17	11	8	7	12
Labels can be put back on/re-used	5	2	1	3	12	0	6	1	3	8	17	0
Photocopy original label	3	9	3	0	3	0	5	1	3	8	2	3
Use labels if we receive them/They get sent to us	3	0	1	0	0	15	0	2	0	6	6	1
Call (non-specific)	3	7	4	6	1	0	1	1	3	2	6	2
Do not use/replace labels	0	0	0	0	0	0	2	0	1	0	0	0
Other	11	6	3	8	6	30	12	5	5	24	11	18
Nothing	2	0	0	0	1	10	0	3	0	0	2	6
Don't know/No answer	1	0	0	0	2	0	3	1	0	0	3	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>270</b>	<b>34</b>	<b>37</b>	<b>32</b>	<b>91</b>	<b>51</b>	<b>25</b>	<b>90</b>	<b>53</b>	<b>45</b>	<b>47</b>	<b>36</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>273</b>	<b>37</b>	<b>52</b>	<b>48</b>	<b>57</b>	<b>42</b>	<b>37</b>	<b>61</b>	<b>44</b>	<b>52</b>	<b>58</b>	<b>58</b>

NATURAL RESOURCES CANADA

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TABLE 29C:

[REMOVING DON'T KNOWS] Please describe your label replacement policy.

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Notify manufacturer and they send new ones	53	33	66	56	68	34	41	56	65	42	44	50
Print new labels at dealership	15	30	8	18	13	2	36	26	12	6	10	11
Staff replaces labels	12	19	13	17	9	9	13	18	11	8	7	12
Labels can be put back on/re-used	5	2	1	3	12	0	6	1	3	8	18	0
Photocopy original label	3	9	3	0	3	0	6	1	3	8	2	3
Use labels if we receive them/They get sent to us	3	0	1	0	0	15	0	2	0	6	6	1
Call (non-specific)	3	7	4	6	1	0	1	1	3	2	6	2
Do not use/replace labels	0	0	0	0	0	0	2	0	1	0	0	0
Other	11	6	3	8	6	30	12	5	5	24	12	18
Nothing	2	0	0	0	1	10	0	3	0	0	2	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>268</b>	<b>34</b>	<b>37</b>	<b>32</b>	<b>89</b>	<b>51</b>	<b>24</b>	<b>89</b>	<b>53</b>	<b>45</b>	<b>45</b>	<b>36</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>271</b>	<b>37</b>	<b>52</b>	<b>48</b>	<b>56</b>	<b>42</b>	<b>36</b>	<b>60</b>	<b>44</b>	<b>52</b>	<b>57</b>	<b>58</b>

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TABLE 29D:

Please indicate why you do not have any label replacement procedures in place? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Does not occur often enough to worry about	23	13	37	25	29	17	10	26	33	17	20	15
Not a priority	19	27	35	31	16	15	21	10	23	15	27	26
Just deal with on a case-by-case basis	13	3	0	2	21	15	5	9	27	10	15	7
No direction from manufacturer	8	13	11	9	7	6	14	10	3	8	11	7
Manufacturers responsibility/send with vehicles	6	0	0	2	10	6	4	11	7	2	3	3
Replacement labels are not available	3	5	0	0	2	5	6	1	1	15	2	0
Never been an issue	3	12	7	0	0	3	5	7	1	1	3	1
Don't use/replace labels	3	2	0	4	3	2	6	0	5	4	6	1
No need for replacements (general)	3	0	0	9	2	5	2	0	1	4	6	4
Didn't know we had to/was available	2	6	0	0	2	0	11	1	4	2	3	1
Use FCG for reference	2	3	0	0	3	0	3	0	6	0	2	2
We don't remove labels/No need to replace	2	5	0	2	1	1	2	1	2	3	0	3
Vehicles sell quickly/faster than receiving a replacement	1	0	0	0	1	0	2	0	0	1	2	2
Don't know where to order replacement labels	1	0	0	0	1	1	2	0	1	2	1	0
Other	6	1	0	2	3	11	8	5	4	6	3	12
Don't know/No answer	20	16	16	17	20	24	15	24	8	17	20	27
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>344</b>	<b>35</b>	<b>24</b>	<b>18</b>	<b>133</b>	<b>105</b>	<b>29</b>	<b>101</b>	<b>58</b>	<b>60</b>	<b>71</b>	<b>54</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>370</b>	<b>64</b>	<b>31</b>	<b>35</b>	<b>105</b>	<b>80</b>	<b>55</b>	<b>66</b>	<b>49</b>	<b>63</b>	<b>105</b>	<b>87</b>



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TABLE 29D:

[REMOVING DON'T KNOWS] Please indicate why you do not have any label replacement procedures in place? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Does not occur often enough to worry about	28	16	43	30	37	23	11	34	36	20	25	21
Not a priority	24	32	41	37	19	19	25	13	25	18	34	35
Just deal with on a case-by-case basis	16	3	0	2	26	19	5	12	29	12	19	10
No direction from manufacturer	10	16	13	11	8	8	17	13	4	10	14	10
Manufacturers responsibility/send with vehicles	7	0	0	3	12	7	5	14	8	3	4	4
Replacement labels are not available	4	5	0	0	3	7	7	1	1	18	2	0
Never been an issue	4	14	8	0	0	4	6	9	1	1	4	1
Don't use/replace labels	4	3	0	5	4	3	7	0	6	5	8	1
No need for replacements (general)	3	0	0	10	2	6	3	0	1	5	8	6
Didn't know we had to/was available	3	7	0	0	2	0	12	1	5	2	4	1
Use FCG for reference	2	4	0	0	4	0	4	0	7	0	2	3
We don't remove labels/No need to replace	2	5	0	3	2	1	3	1	2	4	0	4
Vehicles sell quickly/faster than receiving a replacement	1	0	0	0	2	1	3	0	0	1	2	2
Don't know where to order replacement labels	1	0	0	0	1	1	3	0	1	2	1	0
Other	7	1	0	3	4	15	10	7	4	7	4	16
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>276</b>	<b>29</b>	<b>20</b>	<b>15</b>	<b>107</b>	<b>80</b>	<b>25</b>	<b>76</b>	<b>53</b>	<b>50</b>	<b>56</b>	<b>39</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>286</b>	<b>50</b>	<b>25</b>	<b>28</b>	<b>76</b>	<b>61</b>	<b>46</b>	<b>50</b>	<b>44</b>	<b>47</b>	<b>79</b>	<b>66</b>

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TABLE 29e:

Would you prefer that replacement procedures be in place?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	25	42	12	20	25	23	24	14	28	32	33	23
No	27	19	23	26	20	41	22	21	47	24	26	21
It doesn't matter	29	20	49	41	34	17	39	39	12	32	22	38
Other	8	12	8	6	8	8	7	20	3	6	1	5
Don't know/No answer	11	6	7	8	13	12	8	7	11	7	18	14
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>344</b>	<b>35</b>	<b>24</b>	<b>18</b>	<b>133</b>	<b>105</b>	<b>29</b>	<b>101</b>	<b>58</b>	<b>60</b>	<b>71</b>	<b>54</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>370</b>	<b>64</b>	<b>31</b>	<b>35</b>	<b>105</b>	<b>80</b>	<b>55</b>	<b>66</b>	<b>49</b>	<b>63</b>	<b>105</b>	<b>87</b>

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TABLE 29e:

[REMOVING DON'T KNOWS] Would you prefer that replacement procedures be in place?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Yes	28	45	13	21	28	26	26	15	31	34	40	26
No	30	20	25	28	23	46	24	22	53	25	32	24
It doesn't matter	33	22	53	44	39	19	42	41	13	34	26	44
Other	9	13	9	7	10	9	7	21	3	6	1	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>306</b>	<b>33</b>	<b>22</b>	<b>16</b>	<b>115</b>	<b>93</b>	<b>27</b>	<b>94</b>	<b>52</b>	<b>56</b>	<b>58</b>	<b>46</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>330</b>	<b>56</b>	<b>30</b>	<b>32</b>	<b>90</b>	<b>71</b>	<b>51</b>	<b>61</b>	<b>44</b>	<b>57</b>	<b>90</b>	<b>78</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 30:

Is there anything that NRCan could do that would better assist you in helping the Government ensure all new vehicles have EnerGuide labels on them? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Make the labelling program mandatory	11	8	12	12	4	22	6	12	12	8	14	7
Re-examine the appearance of the label	9	7	12	6	11	4	16	4	14	6	16	6
Better communications between Government and manufacturers	7	3	10	0	7	12	3	3	7	14	4	11
Ensure the labels are consistent across manufacturers	5	6	5	6	6	3	7	4	3	6	6	7
Generate more awareness among dealers and the public	5	4	2	5	7	4	1	6	1	5	4	6
Have manufacturers put stickers on vehicles	4	3	3	0	2	7	6	2	3	11	3	1
Labels that don't obstruct visibility	1	4	1	5	0	0	5	1	4	0	1	0
Improve sticker system/Have static cling label	1	0	0	4	1	1	2	1	1	1	2	3
Be able to print extra/duplicate stickers	1	3	0	0	1	1	2	1	0	0	2	3
Seperate sticker/not with price label	1	0	3	0	0	1	2	2	1	0	1	0
Provide replacement labels	1	0	0	1	2	0	2	0	1	2	1	1
Labels that don't go on the window	0	0	3	1	0	0	0	0	0	2	1	0
Other	7	4	2	2	9	11	0	11	2	7	8	4
Nothing	47	56	54	58	50	28	59	53	43	43	41	51
Don't know/No answer	10	12	10	5	10	14	4	6	15	10	15	9
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 30:

[REMOVING DON'T KNOWS] Is there anything that NRCan could do that would better assist you in helping the Government ensure all new vehicles have EnerGuide labels on them? PROBE: Anything else?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Make the labelling program mandatory	12	9	13	13	5	26	6	13	14	9	16	8
Re-examine the appearance of the label	10	7	13	6	12	5	16	4	17	7	18	7
Better communications between Government and manufacturers	8	3	11	0	7	14	3	3	9	16	5	12
Ensure the labels are consistent across manufacturers	6	7	5	6	7	3	7	4	4	7	6	8
Generate more awareness among dealers and the public	5	5	3	5	8	4	2	7	1	5	4	6
Have manufacturers put stickers on vehicles	4	4	3	0	2	8	6	2	3	12	3	2
Labels that don't obstruct visibility	1	4	1	5	0	0	5	2	4	0	1	0
Improve sticker system/Have static cling label	1	1	0	4	1	1	2	1	1	1	2	3
Be able to print extra/duplicate stickers	1	3	0	0	1	1	2	1	0	0	2	3
Seperate sticker/not with price label	1	0	4	0	0	2	3	2	1	0	1	0
Provide replacement labels	1	0	0	2	2	0	2	0	2	2	1	1
Labels that don't go on the window	1	0	3	2	0	0	0	0	0	2	1	0
Other	8	4	2	2	10	13	0	11	2	7	9	5
Nothing	52	64	59	61	56	33	62	56	51	48	48	56
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>567</b>	<b>61</b>	<b>57</b>	<b>49</b>	<b>203</b>	<b>142</b>	<b>54</b>	<b>184</b>	<b>98</b>	<b>97</b>	<b>106</b>	<b>83</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>537</b>	<b>73</b>	<b>70</b>	<b>69</b>	<b>134</b>	<b>105</b>	<b>86</b>	<b>124</b>	<b>80</b>	<b>98</b>	<b>129</b>	<b>106</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
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TABLE 31:

Do you have any suggestions about how the Fuel Consumption Guide or the EnerGuide labels could be improved?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Have testing in various conditions/speeds	7	4	8	9	8	8	3	6	15	7	4	5
Accurate information	5	0	8	10	4	7	4	7	4	10	4	1
Improve labels/static labels/removable	5	4	4	6	7	1	8	4	10	2	5	4
Add larger vehicles/diesels	4	6	0	5	1	10	1	8	6	0	4	0
Appearance (size, color, font, etc.)	4	9	4	9	4	1	4	1	4	3	8	8
Different placement of labels	3	9	0	4	2	1	4	1	3	3	5	4
Availability of more information	2	1	0	0	4	3	1	3	0	3	2	2
Show both metric and imperial measurements	2	8	0	2	2	0	1	2	3	3	0	1
Explain testing procedures	2	3	2	13	0	0	2	3	3	2	0	0
Online version/website	2	1	1	1	2	1	2	0	1	1	2	7
Less information on label/seperate from manufacturers label	1	4	0	0	1	1	3	1	0	3	1	1
Easy label replacement/duplicate	1	1	0	1	2	0	2	0	1	1	3	0
Other	6	3	5	1	8	6	10	5	8	8	6	4
No/Nothing	53	45	61	50	60	43	60	54	46	59	51	54
Don't know/No answer	9	8	14	6	1	23	5	9	4	6	13	16
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Overall-

TABLE 31:

[REMOVING DON'T KNOWS] Do you have any suggestions about how the Fuel Consumption Guide or the EnerGuide labels could be improved?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Have testing in various conditions/speeds	8	4	9	10	9	10	3	7	15	7	4	6
Accurate information	6	0	9	10	4	10	4	8	4	10	5	1
Improve labels/static labels/removable	6	5	5	6	7	2	8	5	10	2	6	5
Add larger vehicles/diesels	5	6	0	5	1	13	1	9	6	0	5	0
Appearance (size, color, font, etc.)	5	9	5	10	4	2	4	1	4	3	9	9
Different placement of labels	3	10	0	4	2	2	4	1	3	3	6	5
Availability of more information	2	1	0	0	4	4	1	3	0	3	3	2
Show both metric and imperial measurements	2	9	0	2	2	0	1	2	3	3	1	1
Explain testing procedures	2	3	2	13	0	0	2	4	3	2	0	0
Online version/website	2	1	1	1	2	2	2	0	1	1	2	9
Less information on label/seperate from manufacturers label	1	4	0	0	1	2	3	2	0	3	1	1
Easy label replacement/duplicate	1	1	0	1	2	0	2	0	1	1	3	1
Other	7	3	6	1	8	8	10	6	8	9	7	5
No/Nothing	58	49	71	53	60	56	63	59	48	63	59	65
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>575</b>	<b>64</b>	<b>55</b>	<b>49</b>	<b>224</b>	<b>128</b>	<b>54</b>	<b>178</b>	<b>111</b>	<b>101</b>	<b>108</b>	<b>76</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>539</b>	<b>80</b>	<b>69</b>	<b>71</b>	<b>145</b>	<b>90</b>	<b>84</b>	<b>121</b>	<b>88</b>	<b>105</b>	<b>123</b>	<b>102</b>

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-Overall-

TABLE 32:

Do you have any final comments?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Good program/guide/satisfied	11	22	11	14	15	2	6	11	16	11	7	9
More accurate/detailed guide information	2	6	0	7	2	0	0	2	4	2	1	0
No necessary/waste of money/customers are not interested	2	1	1	4	3	1	2	1	4	0	3	2
Positive survey/interviewer mentions	2	2	2	0	4	0	2	1	7	0	1	0
Improve labels/stickers (size, appearance, information)	2	5	0	7	1	1	1	1	4	3	2	0
More awareness/education/advertising	2	4	1	2	1	2	2	2	3	1	0	1
Lower price of gas/should be getting more gas mileage	1	0	0	3	3	0	2	1	4	0	0	2
More realistic testing	1	0	3	4	0	0	1	0	1	1	1	1
Should be mandatory	1	2	0	0	2	0	0	0	0	1	2	1
Better placement of labels/should not be on windows	1	1	0	2	1	0	0	0	1	2	0	0
Should promote a website/put it online	1	1	1	2	0	0	0	0	0	1	1	1
Good selling feature/helps to sell our cars	1	1	0	2	1	0	0	0	0	1	1	0
Quicker replacement of labels/damaged labels	0	1	0	0	0	0	2	0	1	0	1	0
Good reference/shopping tool	0	0	0	1	1	0	0	0	0	0	1	0
Other	6	5	6	5	10	2	9	4	2	9	15	3
No/Nothing	57	60	71	43	60	50	64	63	46	70	50	56
Don't know/No answer	16	0	4	16	3	43	16	17	11	2	20	28
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>634</b>	<b>70</b>	<b>64</b>	<b>52</b>	<b>226</b>	<b>166</b>	<b>56</b>	<b>195</b>	<b>115</b>	<b>108</b>	<b>124</b>	<b>91</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>600</b>	<b>85</b>	<b>79</b>	<b>76</b>	<b>147</b>	<b>124</b>	<b>89</b>	<b>132</b>	<b>93</b>	<b>112</b>	<b>144</b>	<b>119</b>



NATURAL RESOURCES CANADA

2005 Energy Label Study  
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TABLE 32:

[REMOVING DON'T KNOWS] Do you have any final comments?

	OVERALL %	REGION						CITY SIZE				
		BC	AB	MB/SK	ON	QC	ATL	Less than 20,000	20,000 - 49,999	50,000 - 99,999	100,000 - 499,999	500,000 or more
Good program/guide/satisfied	13	22	12	17	15	4	7	13	18	12	9	13
More accurate/detailed guide information	2	6	0	9	2	0	0	3	4	2	1	0
No necessary/waste of money/customers are not interested	2	1	1	5	3	1	3	1	4	0	4	3
Positive survey/interviewer mentions	2	2	2	0	4	0	2	1	7	0	2	0
Improve labels/stickers (size, appearance, information)	2	5	0	8	1	1	1	1	4	3	2	0
More awareness/education/advertising	2	4	1	2	1	4	3	3	3	1	0	2
Lower price of gas/should be getting more gas mileage	2	0	0	3	3	0	3	1	5	0	0	3
More realistic testing	1	0	3	5	0	0	1	0	1	1	1	1
Should be mandatory	1	2	0	0	2	0	0	0	0	1	3	1
Better placement of labels/should not be on windows	1	1	0	3	1	0	0	0	1	2	1	1
Should promote a website/put it online	1	1	1	3	0	0	0	0	0	1	1	2
Good selling feature/helps to sell our cars	1	1	0	3	1	0	0	0	0	1	2	0
Quicker replacement of labels/damaged labels	0	1	0	0	0	0	2	0	1	0	2	0
Good reference/shopping tool	0	0	0	1	1	0	0	0	0	0	1	0
Other	8	5	6	5	10	4	11	4	2	9	19	5
No/Nothing	68	60	75	51	62	87	76	76	52	71	62	77
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>535</b>	<b>70</b>	<b>61</b>	<b>44</b>	<b>218</b>	<b>95</b>	<b>47</b>	<b>161</b>	<b>103</b>	<b>106</b>	<b>99</b>	<b>66</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>509</b>	<b>85</b>	<b>75</b>	<b>62</b>	<b>144</b>	<b>68</b>	<b>75</b>	<b>107</b>	<b>79</b>	<b>110</b>	<b>119</b>	<b>94</b>

**Appendix A:  
Tabular Results - Manufacturer**

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE A:

REGION

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
BC	15	16	15	10	11	9	14	14	9	12	9	22	13	9	10	10	10	12	7	15	12	11
AB	9	5	7	13	14	12	9	7	5	10	7	7	6	8	8	16	10	10	5	7	6	4
MB/SK	15	5	11	10	13	11	5	6	3	5	4	10	4	6	4	3	7	3	4	5	3	5
ON	30	43	46	37	35	37	46	33	33	45	34	40	32	42	33	36	38	38	33	29	31	41
QC	26	19	19	23	19	21	20	29	38	29	32	17	35	30	36	29	26	27	43	32	38	34
ATL	6	12	2	8	8	9	5	10	12	0	14	3	10	6	9	7	9	9	9	11	10	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE B:

CITY SIZE

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Less than 20,000	2	0	0	35	45	60	4	13	32	0	10	0	16	0	20	0	0	5	8	23	5	4
20,000 to 49,999	3	0	0	26	13	23	0	20	18	0	23	0	33	0	13	0	0	30	8	15	22	0
50,000 to 99,999	13	0	7	11	10	4	6	32	32	0	54	0	17	52	38	0	43	36	23	15	25	7
100,000 to 499,999	48	39	40	13	22	9	56	24	13	40	10	51	25	18	24	41	31	21	30	19	26	41
500,000 or more	34	61	53	15	10	4	35	11	5	60	3	49	9	30	5	59	26	8	30	29	22	48
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE C:  
POSITION OF RESPONDENT

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
General Manager	20	9	15	24	18	30	40	24	23	38	27	3	21	26	23	32	22	38	30	18	24	43
Sales Manager	42	44	51	56	59	57	40	51	46	62	68	83	38	54	59	57	66	46	47	67	54	30
Sales Staff	39	42	34	20	18	12	20	25	25	0	5	13	32	20	14	11	12	16	17	10	22	27
Don't know/No answer	0	5	0	0	5	1	0	0	5	0	0	0	9	0	3	0	0	0	7	4	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE C:  
[REMOVING DON'T KNOWS] POSITION OF RESPONDENT

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
General Manager	20	9	15	24	19	31	40	24	25	38	27	3	24	26	24	32	22	38	32	19	24	43
Sales Manager	42	47	51	56	62	57	40	51	49	62	68	83	42	54	61	57	66	46	50	70	54	30
Sales Staff	39	44	34	20	19	12	20	25	26	0	5	13	35	20	15	11	12	16	18	11	22	27
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>3</b>	<b>10</b>	<b>92</b>	<b>88</b>	<b>134</b>	<b>17</b>	<b>40</b>	<b>26</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>27</b>	<b>10</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>14</b>	<b>36</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>15</b>	<b>19</b>	<b>58</b>	<b>52</b>	<b>63</b>	<b>42</b>	<b>40</b>	<b>28</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>24</b>	<b>15</b>	<b>36</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>21</b>	<b>41</b>	<b>41</b>	<b>20</b>

TABLE D:  
SINGLE VERSUS SPLIT DEALERSHIPS VISITED

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Single	100	24	100	100	100	100	93	100	99	66	100	25	100	100	96	0	75	83	97	93	89	93
Multiple	0	76	0	0	0	0	7	0	1	34	0	75	0	0	4	100	25	17	3	7	11	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>2</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>16</b>	<b>40</b>	<b>25</b>	<b>3</b>	<b>28</b>	<b>2</b>	<b>30</b>	<b>10</b>	<b>25</b>	<b>2</b>	<b>6</b>	<b>14</b>	<b>14</b>	<b>34</b>	<b>19</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>10</b>	<b>19</b>	<b>57</b>	<b>55</b>	<b>64</b>	<b>37</b>	<b>40</b>	<b>24</b>	<b>6</b>	<b>31</b>	<b>7</b>	<b>26</b>	<b>15</b>	<b>35</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>19</b>	<b>38</b>	<b>34</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 1:

Is the Fuel Consumption Guide (FCG) displayed and/or visible in the showroom?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	23	21	45	40	39	58	42	15	30	18	9	10	32	9	27	18	34	29	15	21	54	19
No	77	79	55	59	60	42	58	85	70	82	91	90	68	91	73	82	66	71	85	79	46	81
Don't know/No answer	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 1:

[REMOVING DON'T KNOWS] Is the Fuel Consumption Guide (FCG) displayed and/or visible in the showroom?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	23	21	45	40	39	58	42	15	30	18	9	10	32	9	27	18	34	29	15	21	54	19
No	77	79	55	60	61	42	58	85	70	82	91	90	68	91	73	82	66	71	85	79	46	81
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>91</b>	<b>91</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>57</b>	<b>54</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 2:

[FIRST MENTION] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
On a stand/rack with other material	65	42	69	62	95	78	54	39	71	0	32	100	66	0	50	100	42	85	89	50	87	45
On a stand/rack with no other material	13	0	0	9	0	8	5	0	25	0	40	0	27	68	27	0	0	3	0	12	0	14
On the desk of sales staff	0	29	0	11	3	10	6	0	0	0	14	0	0	32	15	0	22	4	0	23	4	27
In a pile at the reception desk	22	0	31	8	0	0	21	20	4	22	14	0	0	0	4	0	0	8	0	16	9	14
In a drawer/closed cabinet	0	29	0	8	0	0	5	0	0	78	0	0	0	0	0	0	0	0	0	0	0	0
Display table	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	36	0	11	0	0	0
Parts and service department	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	2	0	20	0	0	0	0	7	0	4	0	0	0	0	0	0	0
Don't know/No answer	0	0	0	0	0	2	8	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>79</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>33</b>	<b>18</b>	<b>6</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>

TABLE 2:

[TOTAL MENTIONS] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
On a stand/rack with other material	65	42	69	62	95	78	54	39	71	0	32	100	66	0	50	100	42	85	89	50	87	45
On the desk of sales staff	0	29	0	11	3	10	6	0	7	0	14	0	0	32	15	0	22	4	0	23	4	41
On a stand/rack with no other material	13	0	0	9	0	8	5	0	25	0	40	0	27	68	27	0	0	3	0	12	0	14
In a pile at the reception desk	22	29	31	8	0	0	26	20	4	22	14	0	0	0	4	0	0	8	0	16	9	14
In a drawer/closed cabinet	0	29	0	8	0	0	5	0	0	78	0	0	0	0	0	0	0	0	0	0	0	0
Display table	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	36	0	11	0	0	0
Parts and service department	0	0	0	2	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0
Other	0	0	0	0	0	2	0	20	0	0	0	0	7	0	4	0	0	0	0	0	0	0
Don't know/No answer	0	0	0	0	0	2	8	22	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>79</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>33</b>	<b>18</b>	<b>6</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 2:

[FIRST MENTION, REMOVING DON'T KNOWS] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
On a stand/rack with other material	65	42	69	62	95	80	59	49	71	0	32	100	66	0	50	100	42	85	89	50	87	45
On a stand/rack with no other material	13	0	0	9	0	8	5	0	25	0	40	0	27	68	27	0	0	3	0	12	0	14
On the desk of sales staff	0	29	0	11	3	10	7	0	0	0	14	0	0	32	15	0	22	4	0	23	4	27
In a pile at the reception desk	22	0	31	8	0	0	23	25	4	22	14	0	0	0	4	0	0	8	0	16	9	14
In a drawer/closed cabinet	0	29	0	8	0	0	6	0	0	78	0	0	0	0	0	0	0	0	0	0	0	0
Display table	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	36	0	11	0	0	0
Parts and service department	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	2	0	25	0	0	0	0	7	0	4	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>77</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>32</b>	<b>16</b>	<b>5</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>

TABLE 2:

[TOTAL MENTIONS, REMOVING DON'T KNOWS] Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
On a stand/rack with other material	65	42	69	62	95	80	59	49	71	0	32	100	66	0	50	100	42	85	89	50	87	45
On the desk of sales staff	0	29	0	11	3	10	7	0	7	0	14	0	0	32	15	0	22	4	0	23	4	41
On a stand/rack with no other material	13	0	0	9	0	8	5	0	25	0	40	0	27	68	27	0	0	3	0	12	0	14
In a pile at the reception desk	22	29	31	8	0	0	28	25	4	22	14	0	0	0	4	0	0	8	0	16	9	14
In a drawer/closed cabinet	0	29	0	8	0	0	6	0	0	78	0	0	0	0	0	0	0	0	0	0	0	0
Display table	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	36	0	11	0	0	0
Parts and service department	0	0	0	2	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0
Other	0	0	0	0	0	2	0	25	0	0	0	0	7	0	4	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>77</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>32</b>	<b>16</b>	<b>5</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 3:

Which one of the following best describes its prominence in the showroom? Would you say the Fuel Consumption Guide was highly or readily visible, somewhat visible, particularly if you are looking for it, or would you say the Guide was poorly displayed or hard to see or find?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Highly or readily visible	35	13	15	35	41	59	31	47	49	0	40	100	39	68	27	50	11	29	45	46	61	72
Somewhat visible, particularly if you are looking for it	65	58	73	46	50	32	52	32	30	22	60	0	61	0	42	50	55	63	55	19	26	28
Poorly displayed or hard to see or find	0	29	12	19	9	5	9	0	21	78	0	0	0	0	27	0	34	8	0	34	13	0
Not displayed/visible	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0
Don't know/No answer	0	0	0	0	0	2	8	22	0	0	0	0	0	32	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>79</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>33</b>	<b>18</b>	<b>6</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>

TABLE 3:

[REMOVING DON'T KNOWS] Which one of the following best describes its prominence in the showroom? Would you say the Fuel Consumption Guide was highly or readily visible, somewhat visible, particularly if you are looking for it, or would you say the Guide was poorly displayed or hard to see or find?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Highly or readily visible	35	13	15	35	41	61	34	60	49	0	40	100	39	100	27	50	11	29	45	46	61	72
Somewhat visible, particularly if you are looking for it	65	58	73	46	50	33	57	40	30	22	60	0	61	0	42	50	55	63	55	19	26	28
Poorly displayed or hard to see or find	0	29	12	19	9	5	9	0	21	78	0	0	0	0	27	0	34	8	0	34	13	0
Not displayed/visible	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>77</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>32</b>	<b>16</b>	<b>5</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>1</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 4:

Do consumers appear welcome to take one?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	100	71	78	71	84	80	86	78	59	100	100	100	60	68	85	100	87	92	89	71	77	100
No	0	0	0	11	7	0	6	0	5	0	0	0	0	0	15	0	13	8	0	0	9	0
Not displayed/Visible for taking	0	29	8	8	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	3	4	0
Other	0	0	0	4	2	1	0	0	0	0	0	0	26	0	0	0	0	0	11	6	9	0
Don't know/No answer	0	0	14	6	7	7	8	22	36	0	0	0	14	32	0	0	0	0	0	19	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>79</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>33</b>	<b>18</b>	<b>6</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>

TABLE 4:

[REMOVING DON'T KNOWS] Do consumers appear welcome to take one?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	100	71	90	76	90	86	93	100	92	100	100	100	69	100	85	100	87	92	89	89	77	100
No	0	0	0	12	7	0	7	0	8	0	0	0	0	0	15	0	13	8	0	0	9	0
Not displayed/Visible for taking	0	29	10	8	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	4	4	0
Other	0	0	0	4	2	1	0	0	0	0	0	0	31	0	0	0	0	0	11	7	9	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>34</b>	<b>33</b>	<b>73</b>	<b>6</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>8</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>6</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>20</b>	<b>22</b>	<b>30</b>	<b>16</b>	<b>5</b>	<b>7</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>8</b>	<b>1</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>9</b>	<b>18</b>	<b>5</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 5:

Approximately how many copies are available?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
1 - 5	26	29	41	43	30	36	25	0	20	0	28	0	20	0	11	0	13	40	34	57	54	60
6 - 10	61	71	19	33	40	24	51	32	37	0	18	0	47	0	11	50	33	44	11	21	25	40
11 - 20	0	0	29	9	20	19	17	16	28	78	0	0	21	0	39	0	0	0	0	6	21	0
21 or more	13	0	11	14	7	18	0	31	15	22	54	100	13	0	35	50	53	16	11	16	0	0
Don't know/Unsure	0	0	0	0	3	2	8	22	0	0	0	0	0	100	4	0	0	0	43	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>36</b>	<b>79</b>	<b>7</b>	<b>6</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>23</b>	<b>33</b>	<b>18</b>	<b>6</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>18</b>	<b>5</b>
MEAN	12.0	6.8	11.9	14.9	9.3	13.2	8.2	17.1	13.2	26.1	28.6	100.0	11.8	.	18.1	25.0	21.6	9.0	12.5	20.2	7.1	5.1

TABLE 5:

[REMOVING DON'T KNOWS] Approximately how many copies are available?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
1 - 5	26	29	41	43	31	37	27	0	20	0	28	0	20	0	12	0	13	40	60	57	54	60
6 - 10	61	71	19	33	41	25	55	40	37	0	18	0	47	0	12	50	33	44	20	21	25	40
11 - 20	0	0	29	9	21	19	18	20	28	78	0	0	21	0	40	0	0	0	0	6	21	0
21 or more	13	0	11	14	7	19	0	40	15	22	54	100	13	0	36	50	53	16	20	16	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>37</b>	<b>35</b>	<b>77</b>	<b>6</b>	<b>5</b>	<b>8</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>9</b>	<b>0</b>	<b>7</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>8</b>	<b>11</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>22</b>	<b>32</b>	<b>16</b>	<b>5</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>9</b>	<b>0</b>	<b>7</b>	<b>2</b>	<b>6</b>	<b>9</b>	<b>5</b>	<b>10</b>	<b>18</b>	<b>5</b>
MEAN	12.0	6.8	11.9	14.9	9.3	13.2	8.2	17.1	13.2	26.1	28.6	100.0	11.8	.	18.1	25.0	21.6	9.0	12.5	20.2	7.1	5.1

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 6:

If copies of the FCG are not visible, approach a salesperson or the reception desk and ask if they know where the Guide can be obtained. Use the following text:

I have heard about a booklet that is put out by the government that gives fuel consumption ratings on new cars. Do you have this booklet or do you know where I can get it?

Which one of the following best describes what occurred? Would you say the staff person was aware of the Guide, but too busy to look for it, the staff person was aware of the Guide, but did not have any, the staff person was aware of the Guide, but could not find any, the staff person looked for the Guide and found one for you, the staff person stated they have some, but they are not available for public distribution, the staff person did not have a copy for you, but offered to photocopy relevant pages, or the staff person was not aware of the Guide and was not willing to look for it?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Staff person looked for guide and found one for you	58	60	25	54	52	46	44	59	68	62	70	70	68	49	57	61	64	85	73	57	67	60
Staff person was aware of the guide, but did not have any	10	0	0	9	18	22	7	7	4	17	9	0	15	15	7	17	13	6	0	15	3	23
Staff person was aware of the guide, but could not find any	6	8	16	8	8	3	7	7	2	14	6	4	0	0	22	14	7	9	10	3	5	0
Staff person stated they have some, but they are not available	4	0	12	4	0	3	5	0	2	0	0	15	6	14	0	0	10	0	8	3	11	6
Staff person was not aware of the guide and was not willing to look for it	11	0	0	0	6	3	4	4	0	3	0	0	4	15	1	5	2	0	0	5	3	0
Staff person was aware of the guide, but too busy to look forward to it	0	10	11	4	2	3	1	4	0	0	0	0	7	7	0	0	0	0	0	4	1	0
Aware of the guide, directed me to someone else	8	11	12	4	2	0	3	0	6	5	6	0	0	0	4	0	0	0	0	0	0	4
Each salesperson has one	0	0	0	5	0	2	0	4	0	0	4	0	0	0	6	0	0	0	0	0	0	6
Not aware of the guide	3	0	12	4	2	0	7	2	4	0	0	0	0	0	3	0	0	0	0	0	0	0
Staff person did not have a copy for you, but offered to photocopy relevant pages	0	0	0	0	0	2	0	0	6	0	0	0	0	0	0	0	0	0	0	4	0	0
Other	0	11	0	4	6	14	22	13	8	0	6	0	0	0	0	4	3	0	0	5	9	0
Don't know/No answer	0	0	12	2	4	0	0	0	0	0	0	11	0	0	0	0	0	0	10	3	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>56</b>	<b>56</b>	<b>57</b>	<b>10</b>	<b>34</b>	<b>19</b>	<b>3</b>	<b>25</b>	<b>2</b>	<b>20</b>	<b>9</b>	<b>19</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>13</b>	<b>29</b>	<b>10</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>12</b>	<b>10</b>	<b>36</b>	<b>32</b>	<b>31</b>	<b>24</b>	<b>34</b>	<b>20</b>	<b>9</b>	<b>26</b>	<b>12</b>	<b>17</b>	<b>13</b>	<b>30</b>	<b>14</b>	<b>19</b>	<b>16</b>	<b>16</b>	<b>33</b>	<b>24</b>	<b>15</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 6:

[REMOVING DON'T KNOWS] If copies of the FCG are not visible, approach a salesperson or the reception desk and ask if they know where the Guide can be obtained. Use the following text:

I have heard about a booklet that is put out by the government that gives fuel consumption ratings on new cars.  
Do you have this booklet or do you know where I can get it?

Which one of the following best describes what occurred? Would you say the staff person was aware of the Guide, but too busy to look for it, the staff person was aware of the Guide, but did not have any, the staff person was aware of the Guide, but could not find any, the staff person looked for the Guide and found one for you, the staff person stated they have some, but they are not available for public distribution, the staff person did not have a copy for you, but offered to photocopy relevant pages, or the staff person was not aware of the Guide and was not willing to look for it?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Staff person looked for guide and found one for you	58	60	28	55	54	46	44	59	68	62	70	79	68	49	57	61	64	85	80	58	67	60
Staff person was aware of the guide, but did not have any	10	0	0	9	18	22	7	7	4	17	9	0	15	15	7	17	13	6	0	16	3	23
Staff person was aware of the guide, but could not find any	6	8	18	9	9	3	7	7	2	14	6	4	0	0	22	14	7	9	11	3	5	0
Staff person stated they have some, but they are not available	4	0	14	4	0	3	5	0	2	0	0	17	6	14	0	0	10	0	9	3	11	6
Staff person was not aware of the guide and was not willing to look for it	11	0	0	0	6	3	4	4	0	3	0	0	4	15	1	5	2	0	0	5	3	0
Staff person was aware of the guide, but too busy to look for it	0	10	13	4	2	3	1	4	0	0	0	0	7	7	0	0	0	0	0	4	1	0
Aware of the guide, directed me to someone else	8	11	14	4	2	0	3	0	6	5	6	0	0	0	4	0	0	0	0	0	0	4
Each salesperson has one	0	0	0	5	0	2	0	4	0	0	4	0	0	0	6	0	0	0	0	0	0	6
Not aware of the guide	3	0	14	4	2	0	7	2	4	0	0	0	0	0	3	0	0	0	0	0	0	0
Staff person did not have a copy for you, but offered to photocopy relevant pages	0	0	0	0	0	2	0	0	6	0	0	0	0	0	0	0	0	0	0	4	0	0
Other	0	11	0	5	6	14	22	13	8	0	6	0	0	0	0	4	3	0	0	5	9	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>55</b>	<b>54</b>	<b>57</b>	<b>10</b>	<b>34</b>	<b>19</b>	<b>3</b>	<b>25</b>	<b>2</b>	<b>20</b>	<b>9</b>	<b>19</b>	<b>2</b>	<b>5</b>	<b>10</b>	<b>12</b>	<b>29</b>	<b>10</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>12</b>	<b>9</b>	<b>35</b>	<b>30</b>	<b>31</b>	<b>24</b>	<b>34</b>	<b>20</b>	<b>9</b>	<b>26</b>	<b>11</b>	<b>17</b>	<b>13</b>	<b>30</b>	<b>14</b>	<b>19</b>	<b>16</b>	<b>14</b>	<b>32</b>	<b>24</b>	<b>15</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 7:

Were you able to obtain a copy of the Guide from the dealership?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu-bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Yes	67	83	65	76	71	82	69	69	88	73	79	83	78	54	74	71	79	90	77	75	88	76
No	33	17	35	23	27	18	31	31	12	27	21	17	22	46	26	29	21	10	15	25	12	24
Don't know/No answer	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 7:

[REMOVING DON'T KNOWS] Were you able to obtain a copy of the Guide from the dealership?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu-bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Yes	67	83	65	77	73	82	69	69	88	73	79	83	78	54	74	71	79	90	84	75	88	76
No	33	17	35	23	27	18	31	31	12	27	21	17	22	46	26	29	21	10	16	25	12	24
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>91</b>	<b>90</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>14</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>57</b>	<b>53</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>20</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 8:

Was the staff person able to provide information on how to access a FCG?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu-bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Yes	45	17	19	33	13	15	27	50	79	50	18	100	20	51	15	0	0	25	0	33	8	0
No	55	36	62	67	82	78	58	39	12	9	82	0	46	49	71	41	53	75	100	49	75	79
Don't know/No answer	0	47	19	0	5	8	16	11	9	41	0	0	34	0	14	59	47	0	0	18	17	21
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>21</b>	<b>25</b>	<b>25</b>	<b>5</b>	<b>12</b>	<b>3</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>7</b>	<b>5</b>	<b>7</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>9</b>	<b>3</b>	<b>2</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>3</b>	<b>6</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>13</b>	<b>12</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>11</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>2</b>	<b>11</b>	<b>7</b>	<b>3</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 8:

[REMOVING DON'T KNOWS] Was the staff person able to provide information on how to access a FCG?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu-bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Yes	45	32	24	33	14	16	32	56	87	85	18	100	30	51	17	0	0	25	0	40	10	0
No	55	68	76	67	86	84	68	44	13	15	82	0	70	49	83	100	100	75	100	60	90	100
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>21</b>	<b>23</b>	<b>23</b>	<b>4</b>	<b>11</b>	<b>3</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>2</b>	<b>5</b>	<b>14</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>4</b>	<b>3</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>9</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>9</b>	<b>5</b>	<b>2</b>

TABLE 8:

[IF YES IN Q8, REMOVING DON'T KNOWS] IDENTIFY SOURCE MENTIONED:

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu-bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Sales staff/desk	40	0	0	52	100	0	20	19	70	18	100	20	0	16	25	0	0	0	0	55	0	0
Internet	0	0	0	0	0	51	29	21	0	0	0	80	0	59	0	0	0	0	0	45	0	0
From manufacturers	0	0	0	0	0	0	0	40	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Number on guide/1-800-387-2000/In the FCG	0	0	0	0	0	49	0	0	0	0	0	0	0	26	0	0	0	0	0	0	0	0
Contact government/Transport Canada/NRC	0	0	0	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ask for one/In the cabinet/drawer	41	0	100	0	0	0	0	0	82	0	0	0	0	0	75	0	0	0	0	0	0	0
SAAQ	0	0	0	0	0	0	51	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0
Receptionist/Reception area	0	0	0	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
From the display	41	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Manager	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	19	30	0	0	0	0	0	0	0	0	100	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 10:

Did you receive the 2005 Fuel Consumption Guides?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	81	100	100	93	98	100	86	94	100	86	81	90	100	80	97	96	98	100	100	93	100	100
No	6	0	0	5	1	0	0	6	0	0	19	10	0	14	3	4	2	0	0	4	0	0
Don't know/No answer	13	0	0	1	1	0	14	0	0	14	0	0	0	6	0	0	0	0	0	3	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 10:

[REMOVING DON'T KNOWS] Did you receive the 2005 Fuel Consumption Guides?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	93	100	100	95	99	100	100	94	100	100	81	90	100	85	97	96	98	100	100	96	100	100
No	7	0	0	5	1	0	0	6	0	0	19	10	0	15	3	4	2	0	0	4	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>4</b>	<b>10</b>	<b>91</b>	<b>91</b>	<b>136</b>	<b>14</b>	<b>40</b>	<b>28</b>	<b>3</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>9</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>36</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>57</b>	<b>54</b>	<b>64</b>	<b>40</b>	<b>40</b>	<b>29</b>	<b>10</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>14</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>42</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 11:

Approximately how many 2005 Fuel Consumption Guides (FCG) did your dealership receive?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
1 - 25	34	9	19	30	11	12	10	22	9	23	21	10	23	41	16	12	13	22	16	17	13	19
26 - 50	15	18	38	27	34	51	26	29	31	18	46	39	27	44	49	47	46	56	9	37	34	30
51 - 100	29	13	21	24	36	18	27	21	28	39	27	22	33	5	22	30	29	13	32	29	26	32
101 or more	0	24	2	15	4	7	14	15	4	17	2	21	9	0	0	0	0	8	10	6	10	18
Don't know/Unsure	22	35	20	4	15	12	23	13	27	3	5	8	9	11	13	11	12	2	33	11	17	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>10</b>	<b>86</b>	<b>90</b>	<b>136</b>	<b>14</b>	<b>37</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>35</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>53</b>	<b>53</b>	<b>64</b>	<b>40</b>	<b>38</b>	<b>29</b>	<b>10</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>13</b>	<b>37</b>	<b>15</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>38</b>	<b>42</b>	<b>20</b>
MEAN	56.0	132.7	56.6	73.7	69.8	70.0	97.4	100.0	76.4	84.2	56.3	85.8	70.9	35.7	51.2	57.5	57.8	66.9	84.4	69.2	84.0	93.4

TABLE 11:

[REMOVING DON'T KNOWS] Approximately how many 2005 Fuel Consumption Guides (FCG) did your dealership receive?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
1 - 25	43	14	24	31	13	14	13	25	13	24	22	11	25	46	19	13	15	22	23	19	15	19
26 - 50	19	28	48	28	40	58	34	33	43	18	48	42	29	49	56	53	52	57	13	42	41	30
51 - 100	37	20	26	25	42	21	35	24	39	40	28	24	36	5	25	34	33	13	48	33	31	32
101 or more	0	38	2	15	4	7	18	18	6	17	2	23	9	0	0	0	0	9	15	6	13	18
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>83</b>	<b>76</b>	<b>120</b>	<b>11</b>	<b>32</b>	<b>20</b>	<b>3</b>	<b>21</b>	<b>2</b>	<b>27</b>	<b>7</b>	<b>22</b>	<b>2</b>	<b>7</b>	<b>14</b>	<b>10</b>	<b>31</b>	<b>18</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>50</b>	<b>44</b>	<b>54</b>	<b>30</b>	<b>33</b>	<b>24</b>	<b>9</b>	<b>25</b>	<b>9</b>	<b>24</b>	<b>11</b>	<b>33</b>	<b>13</b>	<b>21</b>	<b>24</b>	<b>16</b>	<b>33</b>	<b>36</b>	<b>20</b>
MEAN	56.0	132.7	56.6	73.7	69.8	70.0	97.4	100.0	76.4	84.2	56.3	85.8	70.9	35.7	51.2	57.5	57.8	66.9	84.4	69.2	84.0	93.4



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 12a:

Thinking of the 2005 Guides, what percentage were distributed to ...

STAFF

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	0	0	0	9	4	7	6	7	14	0	8	0	14	12	2	0	0	15	8	12	8	2
1% - 25%	58	70	30	42	38	50	53	45	44	26	36	32	43	16	39	55	47	50	46	33	54	36
26% - 50%	23	10	9	14	21	17	8	4	9	39	6	11	11	0	13	32	29	16	2	12	5	8
51% - 75%	4	6	5	1	4	7	10	3	1	5	0	0	0	0	10	0	0	1	0	1	3	0
76% - 100%	9	6	46	29	29	17	18	37	32	27	49	56	32	69	33	13	25	15	42	37	24	55
Don't know/Unsure	6	8	10	4	5	2	5	4	0	3	0	0	0	4	2	0	0	2	2	3	6	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>10</b>	<b>86</b>	<b>90</b>	<b>136</b>	<b>14</b>	<b>37</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>35</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>53</b>	<b>53</b>	<b>64</b>	<b>40</b>	<b>38</b>	<b>29</b>	<b>10</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>13</b>	<b>37</b>	<b>15</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>38</b>	<b>42</b>	<b>20</b>
MEAN	25.5	22.2	60.9	41.3	47.6	36.1	35.0	46.4	40.3	55.4	52.3	63.1	42.4	71.5	49.6	33.7	43.9	29.4	45.6	47.2	35.7	57.6

TABLE 12a:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

STAFF

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	0	0	0	10	4	7	7	7	14	0	8	0	14	12	2	0	0	15	8	13	9	2
1% - 25%	62	76	34	44	39	51	55	46	44	27	36	32	43	16	40	55	47	51	47	35	58	36
26% - 50%	25	11	10	15	22	17	9	4	9	40	6	11	11	0	13	32	29	16	2	13	5	8
51% - 75%	4	6	5	1	5	7	11	4	1	5	0	0	0	0	10	0	0	1	0	1	3	0
76% - 100%	9	7	51	31	30	17	19	39	32	28	49	56	32	71	34	13	25	16	42	38	26	55
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>83</b>	<b>85</b>	<b>133</b>	<b>14</b>	<b>36</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>34</b>	<b>20</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>50</b>	<b>50</b>	<b>62</b>	<b>38</b>	<b>36</b>	<b>29</b>	<b>9</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>12</b>	<b>35</b>	<b>15</b>	<b>24</b>	<b>24</b>	<b>21</b>	<b>37</b>	<b>39</b>	<b>20</b>
MEAN	25.5	22.2	60.9	41.3	47.6	36.1	35.0	46.4	40.3	55.4	52.3	63.1	42.4	71.5	49.6	33.7	43.9	29.4	45.6	47.2	35.7	57.6

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 12b:

Thinking of the 2005 Guides, what percentage were distributed to ...

CUSTOMERS

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	14	6	41	36	27	25	17	31	5	32	40	50	31	66	22	24	25	16	47	25	22	30
1% - 25%	19	29	12	24	24	23	21	19	37	5	35	16	24	26	35	4	18	23	16	15	17	40
26% - 50%	25	6	9	7	21	15	11	17	22	35	10	11	24	5	14	11	13	27	10	14	8	5
51% - 75%	7	9	0	1	4	12	6	3	4	0	5	0	0	0	4	36	15	31	2	4	7	4
76% - 100%	28	43	28	28	19	22	40	26	31	26	10	22	22	0	22	21	27	1	23	38	40	20
Don't know/Unsure	6	8	10	4	5	2	5	4	0	3	0	0	0	4	2	3	2	2	2	3	6	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>10</b>	<b>86</b>	<b>90</b>	<b>136</b>	<b>14</b>	<b>37</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>35</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>53</b>	<b>53</b>	<b>64</b>	<b>40</b>	<b>38</b>	<b>29</b>	<b>10</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>13</b>	<b>37</b>	<b>15</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>38</b>	<b>42</b>	<b>20</b>
MEAN	44.3	54.3	35.8	34.4	33.8	39.9	48.4	36.4	43.8	39.8	22.6	27.4	31.1	3.7	34.7	51.4	43.7	37.1	29.7	47.5	48.8	29.3

TABLE 12b:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

CUSTOMERS

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	15	7	46	37	29	25	18	32	5	33	40	50	31	68	23	25	25	17	47	26	23	30
1% - 25%	20	31	13	25	25	24	22	19	37	5	35	16	24	27	36	4	18	23	16	16	19	40
26% - 50%	27	6	10	7	22	16	11	18	22	36	10	11	24	5	14	11	14	28	10	14	9	5
51% - 75%	8	10	0	1	4	13	6	4	4	0	5	0	0	0	5	37	15	31	3	4	7	4
76% - 100%	30	47	32	29	20	23	42	27	31	27	10	22	22	0	22	22	28	1	24	40	43	20
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>83</b>	<b>85</b>	<b>133</b>	<b>14</b>	<b>36</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>34</b>	<b>20</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>50</b>	<b>50</b>	<b>62</b>	<b>38</b>	<b>36</b>	<b>29</b>	<b>9</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>12</b>	<b>35</b>	<b>14</b>	<b>23</b>	<b>24</b>	<b>21</b>	<b>37</b>	<b>39</b>	<b>20</b>
MEAN	44.3	54.3	35.8	34.4	33.8	39.9	48.4	36.4	43.8	39.8	22.6	27.4	31.1	3.7	34.7	51.4	43.7	37.1	29.7	47.5	48.8	29.3

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 12c:

Thinking of the 2005 Guides, what percentage were distributed to ...

SOMEONE ELSE

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	77	92	90	87	93	92	88	94	86	97	98	100	92	96	96	97	98	89	96	97	94	98
1% - 25%	10	0	0	3	2	1	7	0	14	0	0	0	8	0	2	0	0	4	2	0	0	2
26% - 50%	0	0	0	6	0	1	0	2	0	0	2	0	0	0	0	0	0	5	0	0	0	0
76% - 100%	7	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't know/Unsure	6	8	10	4	5	2	5	4	0	3	0	0	0	4	2	3	2	2	2	3	6	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>10</b>	<b>81</b>	<b>86</b>	<b>136</b>	<b>13</b>	<b>37</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>35</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>51</b>	<b>52</b>	<b>64</b>	<b>39</b>	<b>38</b>	<b>29</b>	<b>10</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>13</b>	<b>37</b>	<b>15</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>38</b>	<b>42</b>	<b>20</b>
MEAN	7.4	.0	.0	3.1	.2	5.2	1.0	.6	1.1	.0	1.0	.0	1.3	.0	.0	.0	.0	2.9	.3	.0	.0	.1

TABLE 12c:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

SOMEONE ELSE

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	82	100	100	91	98	94	93	98	86	100	98	100	92	100	98	100	100	91	97	100	100	98
1% - 25%	10	0	0	3	2	1	7	0	14	0	0	0	8	0	2	0	0	4	3	0	0	2
26% - 50%	0	0	0	6	0	1	0	2	0	0	2	0	0	0	0	0	0	5	0	0	0	0
76% - 100%	8	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>77</b>	<b>82</b>	<b>133</b>	<b>13</b>	<b>36</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>34</b>	<b>20</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>48</b>	<b>49</b>	<b>62</b>	<b>37</b>	<b>36</b>	<b>29</b>	<b>9</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>12</b>	<b>35</b>	<b>14</b>	<b>23</b>	<b>24</b>	<b>21</b>	<b>37</b>	<b>39</b>	<b>20</b>
MEAN	7.4	.0	.0	3.1	.2	5.2	1.0	.6	1.1	.0	1.0	.0	1.3	.0	.0	.0	.0	2.9	.3	.0	.0	.1

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 12d:

Thinking of the 2005 Guides, what percentage were distributed to ...

NO ONE AS OF YET

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	55	63	83	57	67	64	67	72	62	77	68	90	60	69	76	71	76	56	58	86	71	80
1% - 25%	0	0	5	10	2	5	9	0	17	16	5	0	5	0	4	13	6	4	7	4	2	4
26% - 50%	19	4	0	8	6	13	3	6	6	5	2	0	13	5	3	4	13	5	13	4	9	0
51% - 75%	9	0	0	11	7	11	5	10	8	0	2	0	10	0	8	3	13	4	0	1	0	0
76% - 100%	11	24	2	10	13	5	12	9	7	0	24	10	13	23	15	4	2	20	17	4	11	15
Don't know/Unsure	6	8	10	4	5	2	5	4	0	3	0	0	0	4	2	0	0	2	2	3	6	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>10</b>	<b>84</b>	<b>86</b>	<b>136</b>	<b>13</b>	<b>37</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>35</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>16</b>	<b>19</b>	<b>52</b>	<b>52</b>	<b>64</b>	<b>39</b>	<b>38</b>	<b>29</b>	<b>10</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>13</b>	<b>37</b>	<b>15</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>38</b>	<b>42</b>	<b>20</b>
MEAN	22.8	23.4	3.3	22.2	19.1	18.9	16.9	16.6	15.6	4.7	24.1	9.5	25.3	24.8	15.6	13.4	11.3	30.5	24.5	5.3	15.4	12.9

TABLE 12d:

[REMOVING DON'T KNOWS] Thinking of the 2005 Guides, what percentage were distributed to ...

NO ONE AS OF YET

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
None	59	69	92	60	70	65	70	74	62	79	68	90	60	71	78	71	76	57	59	89	76	80
1% - 25%	0	0	5	10	2	6	10	0	17	16	5	0	5	0	4	13	6	4	7	4	2	4
26% - 50%	21	5	0	8	6	13	3	6	6	5	2	0	13	5	3	4	13	5	13	4	10	0
51% - 75%	9	0	0	11	8	11	5	11	8	0	2	0	10	0	8	3	14	4	0	1	0	0
76% - 100%	11	26	2	10	14	5	12	9	7	0	24	10	13	24	15	4	2	21	17	4	12	15
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>80</b>	<b>82</b>	<b>133</b>	<b>13</b>	<b>36</b>	<b>28</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>34</b>	<b>20</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>49</b>	<b>49</b>	<b>62</b>	<b>37</b>	<b>36</b>	<b>29</b>	<b>9</b>	<b>26</b>	<b>11</b>	<b>26</b>	<b>12</b>	<b>35</b>	<b>15</b>	<b>24</b>	<b>24</b>	<b>21</b>	<b>37</b>	<b>39</b>	<b>20</b>
MEAN	22.8	23.4	3.3	22.2	19.1	18.9	16.9	16.6	15.6	4.7	24.1	9.5	25.3	24.8	15.6	13.4	11.3	30.5	24.5	5.3	15.4	12.9

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 13:

How does your sales staff generally use the FCG?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
As a reference tool for internal use only	53	71	55	61	61	55	52	48	37	52	41	61	56	29	43	68	53	51	72	52	57	81
As a giveaway for potential buyers	39	68	26	31	27	48	28	26	29	38	25	25	34	13	24	47	55	19	17	36	29	49
Compare models/makes	31	16	10	15	20	21	15	26	38	18	26	17	22	15	28	34	26	20	31	21	31	5
Sales reference tool	3	9	35	19	29	22	13	18	18	0	22	17	20	43	37	7	17	11	23	7	21	10
Don't use/have updated guide/Use website	3	6	0	6	0	2	8	3	1	0	1	12	0	3	3	0	0	3	0	4	2	0
Other	2	0	0	1	4	2	0	3	4	0	0	0	2	3	4	0	11	8	0	4	13	0
Don't know/No answer	13	8	0	1	1	0	19	5	0	14	15	0	2	20	0	9	4	5	0	1	3	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 13:

[REMOVING DON'T KNOWS] How does your sales staff generally use the FCG?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
As a reference tool for internal use only	61	77	55	62	62	55	64	50	37	61	48	61	57	37	43	74	55	54	72	52	58	81
As a giveaway for potential buyers	45	74	26	31	28	48	34	27	29	45	30	25	34	16	24	52	57	20	17	36	29	49
Compare models/makes	35	18	10	15	20	21	19	28	38	21	31	17	23	19	28	37	27	21	31	21	32	5
Sales reference tool	3	10	35	19	30	22	17	19	18	0	26	17	20	54	37	8	18	12	23	7	22	10
Don't use/have updated guide/Use website	3	7	0	6	0	2	9	3	1	0	2	12	0	4	3	0	0	3	0	4	2	0
Other	2	0	0	1	4	2	0	3	4	0	0	0	2	4	4	0	12	8	0	4	13	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>91</b>	<b>91</b>	<b>136</b>	<b>13</b>	<b>38</b>	<b>28</b>	<b>3</b>	<b>24</b>	<b>3</b>	<b>29</b>	<b>8</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>15</b>	<b>19</b>	<b>57</b>	<b>54</b>	<b>64</b>	<b>38</b>	<b>38</b>	<b>29</b>	<b>10</b>	<b>29</b>	<b>13</b>	<b>25</b>	<b>13</b>	<b>38</b>	<b>15</b>	<b>24</b>	<b>24</b>	<b>22</b>	<b>42</b>	<b>40</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 14:

How is the FCG usually distributed to customers?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Sales staff provides a copy to customers who inquire	63	73	82	75	63	57	72	79	70	67	74	35	64	55	60	74	85	73	60	63	49	65
Customers free to pick one up	36	31	27	46	41	51	36	27	32	0	12	24	32	6	38	22	24	38	38	27	57	25
Don't have any/Don't distribute/Never requested	0	6	0	8	8	1	3	6	7	0	19	45	15	23	10	7	3	3	7	11	8	19
Other	0	0	0	3	7	8	7	13	9	30	3	3	12	14	5	10	8	0	2	5	5	10
Don't know/No answer	19	0	7	1	4	3	14	2	0	14	0	7	4	9	5	0	0	0	7	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 14:

[REMOVING DON'T KNOWS] How is the FCG usually distributed to customers?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Sales staff provides a copy to customers who inquire	77	73	87	76	65	59	83	81	70	79	74	37	67	60	63	74	85	73	65	64	49	65
Customers free to pick one up	44	31	29	47	43	52	42	27	32	0	12	25	34	7	40	22	24	38	41	27	57	25
Don't have any/Don't distribute/Never requested	0	6	0	8	8	1	4	6	7	0	19	48	15	25	11	7	3	3	7	11	8	19
Other	0	0	0	3	7	8	8	13	9	35	3	4	13	15	5	10	8	0	2	5	5	10
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>9</b>	<b>91</b>	<b>88</b>	<b>133</b>	<b>14</b>	<b>39</b>	<b>28</b>	<b>3</b>	<b>28</b>	<b>3</b>	<b>29</b>	<b>9</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>14</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>16</b>	<b>18</b>	<b>57</b>	<b>53</b>	<b>62</b>	<b>40</b>	<b>39</b>	<b>29</b>	<b>10</b>	<b>31</b>	<b>12</b>	<b>25</b>	<b>13</b>	<b>36</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>21</b>	<b>41</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 15:

I noticed the FCG is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL] in your showroom. We would like to better understand some of the issues making it difficult for dealerships to display the FCGs. Can you tell me why it is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Made available to consumers mostly upon request	34	42	17	33	39	29	12	36	28	42	26	31	20	10	32	49	33	20	32	19	34	17
Prefer to have sales staff provide the information directly	25	0	23	27	37	28	20	30	28	32	10	10	10	21	49	27	35	35	33	6	4	26
Don't have an adequate display stand or case	17	25	11	4	11	24	2	17	25	12	24	11	13	0	12	13	30	0	23	22	6	9
No need for it	9	17	39	4	20	17	12	8	19	32	6	20	24	0	15	5	11	10	13	14	5	31
Running out of stock	0	7	0	9	3	7	1	8	7	0	4	0	6	0	5	0	10	25	0	8	17	21
Display ran out/If displayed, we'd run out/Limited supply	0	13	11	6	5	12	3	2	0	0	9	0	0	18	4	0	0	4	0	13	6	0
Did not know we had to	0	22	0	2	4	6	3	0	7	12	12	10	6	15	2	0	9	10	15	4	14	0
Don't display anything/Displays are too much clutter	4	0	0	6	5	7	3	7	0	0	0	0	15	0	4	30	16	0	0	0	6	0
Not a priority because may not work in dealer's favour	7	0	11	4	0	7	4	0	0	0	12	0	4	3	0	5	2	10	0	4	0	0
Never received guides	17	0	0	4	0	0	0	6	0	0	18	4	0	15	4	0	0	12	4	3	0	0
Displayed in other departments/areas	3	0	0	2	0	3	0	2	6	0	1	0	9	0	0	0	0	0	0	0	3	0
In process of renovations/moving	0	5	0	0	0	0	0	4	11	0	6	4	0	0	0	0	0	4	0	0	3	0
Waiting for next year's guides to arrive	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	3	9	0	0
Need franchise approval	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0
Other	0	5	0	11	18	0	12	9	5	25	11	11	10	22	11	18	14	5	8	16	11	13
Don't know/No answer	27	0	38	10	9	12	43	9	8	15	14	26	13	13	18	5	2	2	2	16	12	11
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>6</b>	<b>63</b>	<b>59</b>	<b>62</b>	<b>10</b>	<b>34</b>	<b>21</b>	<b>4</b>	<b>25</b>	<b>2</b>	<b>20</b>	<b>9</b>	<b>21</b>	<b>2</b>	<b>6</b>	<b>11</b>	<b>13</b>	<b>32</b>	<b>11</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>13</b>	<b>12</b>	<b>39</b>	<b>34</b>	<b>35</b>	<b>27</b>	<b>34</b>	<b>22</b>	<b>10</b>	<b>26</b>	<b>12</b>	<b>17</b>	<b>13</b>	<b>34</b>	<b>14</b>	<b>21</b>	<b>18</b>	<b>16</b>	<b>37</b>	<b>26</b>	<b>15</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 15:

[REMOVING DON'T KNOWS] I noticed the FCG is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL] in your showroom. We would like to better understand some of the issues making it difficult for dealerships to display the FCGs. Can you tell me why it is [NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsubishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Made available to consumers mostly upon request	46	42	27	36	43	33	21	39	31	49	30	42	22	11	39	52	34	21	33	23	39	19
Prefer to have sales staff provide the information directly	34	0	37	30	41	32	36	33	31	38	12	14	11	24	60	28	35	36	33	7	5	29
Don't have an adequate display stand or case	23	25	18	4	12	27	3	19	27	14	28	15	15	0	15	13	31	0	24	26	7	10
No need for it	13	17	63	4	22	19	22	8	20	37	7	27	28	0	19	5	11	10	13	17	6	35
Running out of stock	0	7	0	10	4	8	2	8	8	0	5	0	7	0	6	0	10	25	0	9	19	23
Display ran out/If displayed, we'd run out/Limited supply	0	13	18	7	6	14	5	2	0	0	11	0	0	21	5	0	0	4	0	15	7	0
Did not know we had to	0	22	0	2	5	7	5	0	8	14	14	14	7	18	2	0	9	11	16	5	16	0
Don't display anything/Displays are too much clutter	5	0	0	7	5	8	5	8	0	0	0	17	0	5	31	16	0	0	0	6	0	0
Not a priority because may not work in dealer's favour	10	0	18	5	0	8	8	0	0	0	14	0	4	4	0	5	2	11	0	5	0	0
Never received guides	23	0	0	4	0	0	0	6	0	0	20	5	0	18	5	0	0	13	4	3	0	0
Displayed in other departments/areas	4	0	0	2	0	3	0	2	6	0	2	0	11	0	0	0	0	0	0	3	0	0
In process of renovations/moving	0	5	0	0	0	0	0	4	12	0	7	5	0	0	0	0	0	4	0	1	3	0
Waiting for next year's guides to arrive	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	3	10	0	0
Need franchise approval	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0
Other	0	5	0	12	20	0	22	10	6	29	13	15	11	26	14	19	15	5	8	20	12	14
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>57</b>	<b>54</b>	<b>55</b>	<b>6</b>	<b>31</b>	<b>19</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>18</b>	<b>8</b>	<b>17</b>	<b>2</b>	<b>6</b>	<b>10</b>	<b>13</b>	<b>27</b>	<b>10</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>13</b>	<b>13</b>	<b>7</b>	<b>34</b>	<b>30</b>	<b>29</b>	<b>20</b>	<b>31</b>	<b>20</b>	<b>9</b>	<b>24</b>	<b>10</b>	<b>15</b>	<b>11</b>	<b>30</b>	<b>13</b>	<b>20</b>	<b>17</b>	<b>15</b>	<b>32</b>	<b>24</b>	<b>13</b>

TABLE 15\_1:

Have you ever displayed the FCG to check consumers' reaction?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsubishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Yes	29	20	16	48	0	28	20	0	30	74	0	0	0	0	38	0	0	51	0	27	35	5
No	71	0	84	0	79	72	80	100	70	26	100	100	50	0	38	100	20	49	100	33	39	28
Don't know/No answer	0	80	0	52	21	0	0	0	0	0	0	0	50	0	24	0	80	0	0	40	26	68
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>12</b>	<b>11</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>1</b>	<b>2</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>0</b>	<b>7</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>6</b>	<b>3</b>	<b>4</b>



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 15\_1:

[REMOVING DON'T KNOWS] Have you ever displayed the FCG to check consumers' reaction?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	29	100	16	100	0	28	20	0	30	74	0	0	0	0	50	0	0	51	0	45	48	15
No	71	0	84	0	100	72	80	100	70	26	100	100	100	0	50	100	100	49	100	55	52	85
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>9</b>	<b>11</b>	<b>1</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>3</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>6</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>6</b>	<b>1</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>3</b>

TABLE 15\_6:

If you were provided with an adequate display stand or case, would you display it?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	38	72	100	46	100	58	100	87	87	100	94	67	56	0	69	31	86	0	58	91	40	32
No	0	0	0	54	0	42	0	0	0	0	0	0	0	0	31	69	14	0	0	0	0	0
Don't know/No answer	62	28	0	0	0	0	0	13	13	0	6	33	44	0	0	0	0	0	42	9	60	68
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>6</b>	<b>15</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>7</b>	<b>1</b>	<b>1</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>7</b>	<b>3</b>	<b>2</b>	<b>0</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>3</b>	<b>10</b>	<b>3</b>	<b>2</b>

TABLE 15\_6:

[REMOVING DON'T KNOWS] If you were provided with an adequate display stand or case, would you display it?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	100	100	100	46	100	58	100	100	100	100	100	100	100	0	69	31	86	0	100	100	100	100
No	0	0	0	54	0	42	0	0	0	0	0	0	0	0	31	69	14	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>6</b>	<b>15</b>	<b>0</b>	<b>5</b>	<b>4</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>2</b>	<b>9</b>	<b>2</b>	<b>1</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 16:

Do you know how to order new or additional copies of the Guide?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Yes	29	73	33	42	37	52	59	42	65	36	46	54	59	8	43	73	64	75	42	35	64	81
No	58	27	67	57	62	47	27	58	35	50	54	46	41	84	57	27	36	25	58	65	36	19
Don't know/No answer	13	0	0	1	1	1	14	0	0	14	0	0	0	9	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 16:

[REMOVING DON'T KNOWS] Do you know how to order new or additional copies of the Guide?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Yes	33	73	33	42	37	53	69	42	65	42	46	54	59	8	43	73	64	75	42	35	64	81
No	67	27	67	58	63	47	31	58	35	58	54	46	41	92	57	27	36	25	58	65	36	19
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>4</b>	<b>10</b>	<b>91</b>	<b>91</b>	<b>135</b>	<b>14</b>	<b>40</b>	<b>28</b>	<b>3</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>9</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>57</b>	<b>54</b>	<b>63</b>	<b>40</b>	<b>40</b>	<b>29</b>	<b>10</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>13</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 16\_1:

{IF YES IN Q16} Please specify how to order new or additional copies of the Guide?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Toll free number/1-800-387-2000/Phone	0	28	31	14	24	35	35	33	33	69	59	0	26	0	58	50	25	57	39	12	46	8
Via Internet/Website	31	19	20	31	10	16	40	14	17	31	14	37	28	0	15	12	18	12	12	39	18	8
As per information provided in the guide	10	0	20	19	7	18	17	29	7	42	3	0	9	100	10	19	12	2	8	0	15	35
Request other staff member to place the order	0	40	20	18	7	5	10	7	8	0	0	0	20	0	0	13	16	10	16	12	11	6
Admin/Business office places orders	0	0	18	22	10	5	3	7	20	0	0	25	0	0	7	0	12	0	0	9	0	13
Contact manufacturer	0	0	0	11	0	9	11	0	8	0	10	23	23	0	0	5	4	10	8	1	0	17
Order form came with the guides	0	0	0	0	0	0	5	4	0	0	0	0	0	0	0	0	0	10	0	0	5	3
Have never had to order new/more	0	5	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	4	9	1	0
Other	21	0	0	2	31	3	4	7	10	0	8	6	0	0	2	0	0	10	24	14	5	21
Don't know/No answer	38	8	11	6	14	18	7	13	0	0	9	8	26	0	21	18	23	11	4	5	10	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>39</b>	<b>34</b>	<b>71</b>	<b>10</b>	<b>17</b>	<b>18</b>	<b>1</b>	<b>13</b>	<b>1</b>	<b>18</b>	<b>1</b>	<b>11</b>	<b>2</b>	<b>5</b>	<b>11</b>	<b>6</b>	<b>13</b>	<b>14</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>12</b>	<b>6</b>	<b>25</b>	<b>20</b>	<b>33</b>	<b>22</b>	<b>18</b>	<b>18</b>	<b>4</b>	<b>15</b>	<b>8</b>	<b>15</b>	<b>2</b>	<b>17</b>	<b>11</b>	<b>16</b>	<b>15</b>	<b>11</b>	<b>16</b>	<b>27</b>	<b>14</b>

TABLE 16\_1:

{REMOVING DON'T KNOWS} {IF YES IN Q16} Please specify how to order new or additional copies of the Guide?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Toll free number/1-800-387-2000/Phone	0	30	35	15	28	43	37	37	33	69	64	0	36	0	73	61	32	63	41	12	51	8
Via Internet/Website	50	21	22	33	11	19	43	16	17	31	15	41	38	0	19	15	23	14	13	41	20	8
As per information provided in the guide	17	0	22	20	8	22	18	33	7	42	3	0	12	100	12	23	16	2	9	0	16	36
Request other staff member to place the order	0	43	22	19	9	6	10	8	8	0	0	0	27	0	0	16	21	11	16	12	12	6
Admin/Business office places orders	0	0	21	23	11	6	3	8	20	0	0	27	0	0	9	0	15	0	0	9	0	13
Contact manufacturer	0	0	0	11	0	11	12	0	8	0	11	25	31	0	0	5	5	11	9	1	0	17
Order form came with the guides	0	0	0	0	0	0	5	5	0	0	0	0	0	0	0	0	0	11	0	0	5	3
Have never had to order new/more	0	6	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	4	10	1	0
Other	33	0	0	2	36	3	4	8	10	0	9	7	0	0	3	0	0	11	26	15	5	21
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>36</b>	<b>29</b>	<b>58</b>	<b>9</b>	<b>14</b>	<b>18</b>	<b>1</b>	<b>12</b>	<b>1</b>	<b>13</b>	<b>1</b>	<b>9</b>	<b>2</b>	<b>4</b>	<b>10</b>	<b>6</b>	<b>13</b>	<b>12</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>4</b>	<b>10</b>	<b>5</b>	<b>23</b>	<b>15</b>	<b>27</b>	<b>19</b>	<b>15</b>	<b>18</b>	<b>4</b>	<b>12</b>	<b>7</b>	<b>11</b>	<b>2</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>10</b>	<b>15</b>	<b>24</b>	<b>13</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 17:

Is there anything NRCan could do that would better assist you with the circulation of the FCG? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Provide a proper display stand or case	27	30	23	4	5	15	25	36	60	34	18	24	26	6	4	21	10	1	21	17	10	43
Generate more awareness of the Guide	3	8	13	7	10	9	0	5	11	11	2	8	11	0	11	4	8	11	17	9	18	4
Provide more promotional material	11	24	0	4	5	1	4	5	15	0	15	3	19	20	1	36	21	1	8	8	11	2
Better communication between Government and dealers	9	0	0	2	1	4	0	3	3	11	4	9	11	0	5	0	0	2	20	18	5	3
Provide more/accurate information in the guide	0	19	0	4	6	4	2	0	4	0	0	0	0	0	7	9	4	0	0	0	3	5
Provide more guides	0	0	6	0	1	5	0	2	0	0	3	17	4	20	5	9	11	0	0	2	0	5
Information available online	0	0	0	4	6	1	0	0	0	0	0	0	0	0	0	0	12	0	2	0	7	17
Send to everyone/registered vehicle owners/Direct mail to customer	0	0	0	1	0	1	0	0	0	0	0	0	4	0	0	0	0	0	7	1	9	4
Ability to re-order easily	0	0	0	1	0	1	3	0	3	0	0	0	5	0	0	0	0	0	0	0	0	3
Not up to the dealership(s)	0	0	0	0	0	2	0	0	0	0	1	0	4	0	2	0	0	0	0	0	4	0
Don't ship so many/Should be directed to one specific person	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	7	3	0	0	0	4	0
Provide information on all vehicles/makes/models	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	3	7	2	3	5	2	3	1	26	13	0	2	0	9	0	0	0	0	12	1	17
Nothing	55	19	54	60	53	59	38	42	15	14	37	39	37	39	53	26	34	83	44	37	44	22
Don't know/No answer	19	10	4	11	13	4	28	8	6	26	15	7	4	15	8	14	7	3	2	5	4	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 17:

[REMOVING DON'T KNOWS] Is there anything NRCan could do that would better assist you with the circulation of the FCG? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsubishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Provide a proper display stand or case	33	33	24	5	6	16	34	39	64	46	21	25	27	7	5	25	11	1	22	18	10	45
Generate more awareness of the Guide	4	9	13	7	11	9	0	6	12	15	2	8	11	0	11	5	9	12	17	10	18	4
Provide more promotional material	14	27	0	5	6	1	6	5	16	0	17	4	20	23	1	43	23	1	9	9	11	2
Better communication between Government and dealers	11	0	0	3	1	4	0	3	4	15	4	10	11	0	5	0	0	2	20	19	5	3
Provide more/accurate information in the guide	0	21	0	5	7	4	2	0	5	0	0	0	0	0	8	10	4	0	0	0	3	5
Provide more guides	0	0	6	0	1	6	0	2	0	0	3	18	5	23	5	10	12	0	0	2	0	5
Information available online	0	0	0	4	7	1	0	0	0	0	0	0	0	0	0	0	13	0	2	0	8	18
Send to everyone/registered vehicle owners/Direct mail to customer	0	0	0	1	0	1	0	0	0	0	0	0	5	0	0	0	0	0	7	1	9	4
Ability to re-order easily	0	0	0	1	0	1	4	0	3	0	0	0	5	0	0	0	0	0	0	0	0	3
Not up to the dealership(s)	0	0	0	0	0	2	0	0	0	0	2	0	4	0	2	0	0	0	0	0	4	0
Don't ship so many/Should be directed to one specific person	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	8	4	0	0	0	4	0
Provide information on all vehicles/makes/models	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	3	7	3	4	6	3	4	1	35	15	0	2	0	9	0	0	0	0	13	1	18
Nothing	67	21	56	67	61	62	52	46	16	20	43	42	39	46	58	30	37	86	44	39	46	23
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>10</b>	<b>83</b>	<b>80</b>	<b>131</b>	<b>12</b>	<b>36</b>	<b>26</b>	<b>3</b>	<b>24</b>	<b>3</b>	<b>29</b>	<b>8</b>	<b>24</b>	<b>2</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>36</b>	<b>20</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>52</b>	<b>48</b>	<b>61</b>	<b>34</b>	<b>37</b>	<b>27</b>	<b>8</b>	<b>29</b>	<b>12</b>	<b>25</b>	<b>12</b>	<b>34</b>	<b>13</b>	<b>22</b>	<b>23</b>	<b>21</b>	<b>40</b>	<b>38</b>	<b>18</b>

TABLE 18a:

Would you agree to help promote the FCG and EnerGuide label to your customers?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsubishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Yes	63	85	60	70	81	85	57	88	98	82	85	81	69	85	68	89	83	46	85	84	90	97
No	25	15	35	29	18	15	29	12	2	4	14	19	31	9	32	11	17	45	12	16	10	3
Don't know/No answer	13	0	5	1	1	0	14	0	0	14	1	0	0	6	0	0	0	9	3	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 18a:

[REMOVING DON'T KNOWS] Would you agree to help promote the FCG and EnerGuide label to your customers?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Yes	72	85	63	71	82	85	66	88	98	95	86	81	69	90	68	89	83	51	88	84	90	97
No	28	15	37	29	18	15	34	12	2	5	14	19	31	10	32	11	17	49	12	16	10	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>4</b>	<b>10</b>	<b>91</b>	<b>91</b>	<b>136</b>	<b>14</b>	<b>40</b>	<b>28</b>	<b>3</b>	<b>27</b>	<b>3</b>	<b>30</b>	<b>9</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>13</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>16</b>	<b>18</b>	<b>57</b>	<b>54</b>	<b>64</b>	<b>40</b>	<b>40</b>	<b>29</b>	<b>10</b>	<b>30</b>	<b>13</b>	<b>26</b>	<b>14</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>24</b>	<b>21</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 18b:

What would you be ready to do? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Posters in showroom	33	18	21	26	40	30	35	20	28	30	15	30	43	3	31	51	32	16	67	22	17	63
Posters in service area	0	22	6	18	22	24	17	29	18	46	13	0	43	12	19	47	30	30	25	22	14	21
A display case/stand	11	20	11	0	23	23	17	23	30	14	20	11	9	16	8	20	11	22	0	23	12	2
Increase distribution to customers	0	5	11	8	13	6	0	9	3	18	12	4	6	43	3	0	9	0	0	2	14	23
Whatever is asked of the dealership	0	0	0	2	7	5	3	4	6	0	13	0	6	19	4	0	8	0	0	4	11	0
Increase guide awareness/Incorporate in advertising	0	9	0	8	3	4	0	4	0	0	0	4	6	0	7	10	10	5	18	5	10	0
Promote availability of FCG on labels/Have labels on vehicle	0	7	0	3	0	9	6	0	4	0	0	12	0	0	0	0	0	19	8	10	14	5
Mailout to clients and potential customers	0	0	0	0	8	6	10	2	6	5	0	0	0	0	1	0	9	6	2	0	10	0
Include with manual/sale of new car	20	0	0	4	1	4	5	5	3	0	13	0	6	0	0	0	0	11	0	0	0	3
Other	10	7	0	4	6	5	13	9	18	0	6	12	6	20	20	0	9	0	2	10	4	0
Nothing	5	6	19	22	4	8	12	4	3	3	10	4	3	3	2	0	4	2	18	4	6	5
Don't know/No answer	21	29	31	12	6	6	15	11	1	3	6	21	7	0	20	15	16	21	3	12	14	9
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>6</b>	<b>3</b>	<b>6</b>	<b>65</b>	<b>74</b>	<b>116</b>	<b>9</b>	<b>35</b>	<b>27</b>	<b>3</b>	<b>23</b>	<b>2</b>	<b>21</b>	<b>8</b>	<b>18</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>13</b>	<b>32</b>	<b>19</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>43</b>	<b>45</b>	<b>54</b>	<b>26</b>	<b>35</b>	<b>27</b>	<b>9</b>	<b>25</b>	<b>11</b>	<b>17</b>	<b>13</b>	<b>30</b>	<b>13</b>	<b>20</b>	<b>15</b>	<b>17</b>	<b>36</b>	<b>38</b>	<b>18</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 18b:

[REMOVING DON'T KNOWS] What would you be ready to do? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Posters in showroom	42	26	31	30	42	32	41	22	28	31	16	38	46	3	39	60	38	20	70	25	20	69
Posters in service area	0	32	9	20	24	25	20	33	18	47	14	0	47	12	24	55	35	38	25	25	16	24
A display case/stand	14	28	16	0	25	24	21	26	30	14	22	14	10	16	9	23	13	28	0	26	14	2
Increase distribution to customers	0	7	16	9	14	6	0	10	3	18	12	5	7	43	3	0	11	0	0	2	16	25
Whatever is asked of the dealership	0	0	0	2	7	5	4	4	6	0	14	0	7	19	6	0	9	0	0	5	13	0
Increase guide awareness/Incorporate in advertising	0	13	0	9	3	4	0	4	0	0	0	5	6	0	9	12	12	6	18	6	12	0
Promote availability of FCG on labels/Have labels on vehicle	0	10	0	4	0	9	7	0	4	0	0	16	0	0	0	0	0	24	8	12	16	6
Mailout to clients and potential customers	0	0	0	0	9	6	12	2	6	5	0	0	0	0	2	0	11	7	2	0	12	0
Include with manual/sale of new car	26	0	0	4	2	4	6	6	3	0	14	0	7	0	0	0	0	14	0	0	0	3
Other	12	10	0	4	6	6	16	10	19	0	6	16	7	20	25	0	11	0	2	11	4	0
Nothing	6	9	28	25	5	9	15	5	3	3	11	5	3	3	3	0	5	3	18	5	7	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>57</b>	<b>70</b>	<b>109</b>	<b>8</b>	<b>31</b>	<b>27</b>	<b>3</b>	<b>22</b>	<b>2</b>	<b>19</b>	<b>8</b>	<b>14</b>	<b>2</b>	<b>6</b>	<b>5</b>	<b>12</b>	<b>28</b>	<b>16</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>10</b>	<b>12</b>	<b>7</b>	<b>38</b>	<b>41</b>	<b>49</b>	<b>22</b>	<b>31</b>	<b>26</b>	<b>8</b>	<b>23</b>	<b>10</b>	<b>16</b>	<b>13</b>	<b>26</b>	<b>11</b>	<b>17</b>	<b>12</b>	<b>16</b>	<b>31</b>	<b>32</b>	<b>16</b>

TABLE 19a:

Do you see other ways for you to promote fuel efficiency in general to your customers?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	9	56	14	43	31	41	21	41	25	2	25	28	33	29	35	32	33	44	37	54	61	26
No	78	44	86	56	68	59	66	59	75	83	75	72	67	65	65	68	67	55	60	46	39	74
Don't know/No answer	13	0	0	1	1	0	14	0	0	14	0	0	0	6	0	0	0	1	2	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 19a:

[REMOVING DON'T KNOWS] Do you see other ways for you to promote fuel efficiency in general to your customers?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	10	56	14	43	31	41	24	41	25	3	25	28	33	31	35	32	33	45	38	54	61	26
No	90	44	86	57	69	59	76	59	75	97	75	72	67	69	65	68	67	55	62	46	39	74
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>4</b>	<b>10</b>	<b>91</b>	<b>91</b>	<b>136</b>	<b>14</b>	<b>40</b>	<b>28</b>	<b>3</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>9</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>57</b>	<b>54</b>	<b>64</b>	<b>40</b>	<b>40</b>	<b>29</b>	<b>10</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>14</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>24</b>	<b>21</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 19b:

Please indicate other ways you see to promote fuel efficiency in general to your customers. PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
General public advertising/education	33	46	0	27	22	42	5	15	19	100	55	52	15	13	35	25	46	20	29	22	25	54
Promote alternate/fuel efficient vehicles	67	11	47	12	39	14	37	59	58	0	12	36	0	68	24	12	5	23	0	28	34	36
Provide driving/fuel efficiency tips	0	0	0	15	23	8	13	12	18	0	12	12	0	0	5	12	28	38	44	1	8	0
Regular service/maintenance of vehicles	0	11	0	23	6	7	28	0	18	0	15	0	27	0	22	0	0	17	5	13	2	10
Labels on all vehicles/makes/models	0	11	0	9	4	5	11	4	0	0	5	0	21	10	0	23	33	0	0	1	19	20
Tax break/reduction in gas prices	0	0	0	3	8	11	0	7	5	0	0	0	12	0	5	0	23	0	0	0	0	0
Display FCG/Have a rack	0	0	0	0	0	5	12	0	0	0	0	0	12	0	0	0	0	3	5	9	2	20
Online/Internet/Website	0	16	0	3	0	0	14	8	0	0	0	0	0	0	3	0	0	0	18	6	0	10
Promote specific vehicles	0	5	26	0	0	0	2	4	0	0	0	0	13	10	15	0	0	0	0	8	2	0
Other	0	0	0	8	8	9	0	4	0	0	0	0	0	0	0	0	0	0	0	12	9	0
None	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	28	11	0	0	0	0	0
Don't know/No answer	0	0	26	3	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>39</b>	<b>29</b>	<b>56</b>	<b>3</b>	<b>16</b>	<b>7</b>	<b>0</b>	<b>7</b>	<b>1</b>	<b>10</b>	<b>3</b>	<b>9</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>20</b>	<b>13</b>	<b>2</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>10</b>	<b>3</b>	<b>26</b>	<b>19</b>	<b>31</b>	<b>13</b>	<b>18</b>	<b>7</b>	<b>1</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>13</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>25</b>	<b>25</b>	<b>7</b>



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 19b:

[REMOVING DON'T KNOWS] Please indicate other ways you see to promote fuel efficiency in general to your customers. PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
General public advertising/education	33	46	0	28	23	42	5	15	19	100	55	52	15	13	35	25	46	20	29	24	25	54
Promote alternate/fuel efficient vehicles	67	11	64	12	41	14	37	59	58	0	12	36	0	68	24	12	5	23	0	30	34	36
Provide driving/fuel efficiency tips	0	0	0	16	24	8	13	12	18	0	12	12	0	0	5	12	28	38	44	1	8	0
Regular service/maintenance of vehicles	0	11	0	23	7	7	28	0	18	0	15	0	27	0	22	0	0	17	5	13	2	10
Labels on all vehicles/makes/models	0	11	0	9	4	5	11	4	0	0	5	0	21	10	0	23	33	0	0	1	19	20
Tax break/reduction in gas prices	0	0	0	3	9	11	0	7	5	0	0	0	12	0	5	0	23	0	0	0	0	0
Display FCG/Have a rack	0	0	0	0	0	5	12	0	0	0	0	0	12	0	0	0	0	3	5	10	2	20
Online/Internet/Website	0	16	0	3	0	0	14	8	0	0	0	0	0	0	3	0	0	0	18	7	0	10
Promote specific vehicles	0	5	36	0	0	0	2	4	0	0	0	0	13	10	15	0	0	0	0	8	2	0
Other	0	0	0	9	8	9	0	4	0	0	0	0	0	0	0	0	0	0	0	13	9	0
None	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	28	11	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>38</b>	<b>27</b>	<b>56</b>	<b>3</b>	<b>16</b>	<b>7</b>	<b>0</b>	<b>7</b>	<b>1</b>	<b>10</b>	<b>3</b>	<b>9</b>	<b>1</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>19</b>	<b>13</b>	<b>2</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>10</b>	<b>2</b>	<b>25</b>	<b>18</b>	<b>31</b>	<b>13</b>	<b>18</b>	<b>7</b>	<b>1</b>	<b>10</b>	<b>6</b>	<b>8</b>	<b>5</b>	<b>13</b>	<b>6</b>	<b>9</b>	<b>10</b>	<b>8</b>	<b>24</b>	<b>25</b>	<b>7</b>

TABLE 20:

All things considered, are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the FCG?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Completely satisfied	16	42	34	52	48	67	23	52	40	23	53	56	54	53	49	64	57	41	52	58	59	57
Mostly satisfied	61	46	49	36	35	29	49	34	55	42	37	28	44	21	32	36	43	37	27	33	35	39
Mostly dissatisfied	7	12	0	4	10	0	7	6	0	11	3	0	3	0	14	0	0	21	8	1	4	4
Completely dissatisfied	0	0	0	4	0	2	1	3	0	0	4	0	0	0	2	0	0	0	8	0	0	0
Other	0	0	7	3	4	3	2	0	5	0	0	0	0	0	0	0	0	0	2	3	0	0
Don't know/No answer	16	0	10	1	4	0	18	5	0	24	3	16	0	26	4	0	0	1	2	5	2	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 20:

[REMOVING DON'T KNOWS] All things considered, are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the FCG?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Completely satisfied	19	42	38	52	50	67	28	55	40	31	54	67	54	71	51	64	57	42	54	61	60	57
Mostly satisfied	73	46	55	36	36	29	59	35	55	55	39	33	44	29	33	36	43	37	28	35	36	39
Mostly dissatisfied	8	12	0	4	10	0	9	7	0	15	3	0	3	0	15	0	0	21	9	1	4	4
Completely dissatisfied	0	0	0	4	0	2	1	3	0	0	4	0	0	0	2	0	0	0	9	0	0	0
Other	0	0	7	3	4	3	2	0	5	0	0	0	0	0	0	0	0	0	2	3	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>9</b>	<b>91</b>	<b>88</b>	<b>136</b>	<b>14</b>	<b>38</b>	<b>28</b>	<b>3</b>	<b>27</b>	<b>2</b>	<b>30</b>	<b>7</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>36</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>57</b>	<b>52</b>	<b>64</b>	<b>39</b>	<b>38</b>	<b>29</b>	<b>9</b>	<b>29</b>	<b>11</b>	<b>26</b>	<b>11</b>	<b>36</b>	<b>16</b>	<b>25</b>	<b>24</b>	<b>21</b>	<b>40</b>	<b>41</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 21a:

[IF COMPLETELY/MOSTLY SATISFIED IN Q20] Why are you completely/mostly satisfied?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Contains necessary information/answers questions	50	56	53	46	33	34	50	45	35	86	62	63	45	54	35	34	37	45	69	38	38	69
Good reference/comparison tool	25	53	26	8	19	25	11	31	25	8	18	4	26	22	6	39	37	28	2	19	14	16
Easy to use/understand/follow	12	11	0	13	19	25	37	14	20	6	27	12	4	8	15	19	22	23	10	24	11	18
Not realistic conditions/testing	6	3	11	8	3	2	5	4	11	4	12	4	8	10	10	7	3	2	0	8	3	12
It's available (general)	0	7	0	5	0	10	5	0	4	0	2	4	0	0	8	0	0	0	11	3	5	0
Promotes sales/product	4	3	15	0	0	9	5	4	3	0	2	5	10	0	6	14	5	0	2	2	4	5
Not all vehicles are included in the FCG	0	0	0	4	17	1	0	0	0	0	0	0	0	19	0	7	3	0	0	0	11	4
Accurate information	3	0	4	5	4	2	8	0	0	0	5	0	4	0	8	0	0	15	9	8	6	0
Standard vehicle testing/Unbiased	0	5	0	2	8	6	3	4	0	4	5	0	0	0	2	3	2	1	2	1	9	0
Advantage to specific manufacturers	0	0	0	0	0	5	0	13	9	0	0	12	0	0	0	0	0	0	0	2	3	0
Full range of vehicles/makes/models	0	5	4	3	4	3	0	0	0	0	0	0	3	0	0	0	12	0	0	0	2	5
Should explain testing conditions	0	0	0	0	5	1	0	0	3	0	0	0	0	0	0	0	0	3	0	0	0	0
Outside source of information	0	7	0	0	3	0	0	0	4	0	2	0	0	0	0	0	0	0	0	2	0	0
Needs more advertising/greater awareness	8	9	0	0	0	1	0	0	0	0	0	4	0	0	0	7	0	0	0	3	0	0
Other	0	0	7	11	1	1	20	0	6	0	0	9	0	3	13	13	4	0	5	5	4	4
Nothing	4	0	0	0	5	1	0	2	0	0	0	12	0	0	0	3	9	0	0	2	0	0
Don't know/No answer	11	0	5	16	5	8	0	8	14	0	0	0	14	0	18	0	0	7	8	4	7	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>81</b>	<b>80</b>	<b>132</b>	<b>12</b>	<b>34</b>	<b>28</b>	<b>3</b>	<b>25</b>	<b>2</b>	<b>29</b>	<b>7</b>	<b>21</b>	<b>3</b>	<b>8</b>	<b>11</b>	<b>12</b>	<b>34</b>	<b>20</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>17</b>	<b>14</b>	<b>17</b>	<b>52</b>	<b>48</b>	<b>61</b>	<b>33</b>	<b>35</b>	<b>29</b>	<b>8</b>	<b>26</b>	<b>11</b>	<b>25</b>	<b>11</b>	<b>31</b>	<b>16</b>	<b>25</b>	<b>22</b>	<b>18</b>	<b>38</b>	<b>39</b>	<b>19</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 21a:

{REMOVING DON'T KNOWS} [IF COMPLETELY/MOSTLY SATISFIED IN Q20] Why are you completely/mostly satisfied?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Contains necessary information/answers questions	56	56	56	55	35	37	50	49	41	86	62	63	53	54	43	34	37	49	76	39	41	69
Good reference/comparison tool	28	53	28	9	20	27	11	34	29	8	18	4	31	22	7	39	37	30	2	20	15	16
Easy to use/understand/follow	13	11	0	15	20	27	37	15	23	6	27	12	5	8	18	19	22	24	10	25	12	18
Not realistic conditions/testing	7	3	12	9	3	2	5	4	12	4	12	4	10	10	12	7	3	2	0	8	3	12
It's available (general)	0	7	0	6	0	10	5	0	5	0	2	4	0	0	10	0	0	0	12	3	6	0
Promotes sales/product	4	3	16	0	0	9	5	4	3	0	2	5	12	0	7	14	5	0	2	2	4	5
Not all vehicles are included in the FCG	0	0	0	4	18	1	0	0	0	0	0	0	0	19	0	7	3	0	0	0	12	4
Accurate information	3	0	4	6	4	2	8	0	0	0	5	0	5	0	9	0	0	16	9	9	6	0
Standard vehicle testing/Unbiased	0	5	0	2	8	6	3	5	0	4	5	0	0	0	2	3	2	1	2	1	10	0
Advantage to specific manufacturers	0	0	0	0	0	5	0	14	10	0	0	12	0	0	0	0	0	0	0	2	3	0
Full range of vehicles/makes/models	0	5	4	4	4	3	0	0	0	0	0	0	3	0	0	0	12	0	0	0	3	5
Should explain testing conditions	0	0	0	0	6	1	0	0	3	0	0	0	0	0	0	0	0	4	0	0	0	0
Outside source of information	0	7	0	0	3	0	0	0	5	0	2	0	0	0	0	0	0	0	0	0	2	0
Needs more advertising/greater awareness	9	9	0	0	0	1	0	0	0	0	0	0	5	0	0	0	7	0	0	0	3	0
Other	0	0	7	13	1	2	20	0	7	0	0	0	10	0	3	13	13	5	0	5	6	4
Nothing	4	0	0	0	5	1	0	2	0	0	0	12	0	0	0	3	9	0	0	2	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>6</b>	<b>3</b>	<b>9</b>	<b>68</b>	<b>75</b>	<b>122</b>	<b>12</b>	<b>31</b>	<b>24</b>	<b>3</b>	<b>25</b>	<b>2</b>	<b>25</b>	<b>7</b>	<b>17</b>	<b>3</b>	<b>8</b>	<b>10</b>	<b>11</b>	<b>33</b>	<b>19</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>15</b>	<b>14</b>	<b>16</b>	<b>43</b>	<b>45</b>	<b>55</b>	<b>33</b>	<b>33</b>	<b>26</b>	<b>8</b>	<b>26</b>	<b>11</b>	<b>22</b>	<b>11</b>	<b>29</b>	<b>16</b>	<b>25</b>	<b>21</b>	<b>17</b>	<b>37</b>	<b>37</b>	<b>19</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 21b:

[IF MOSTLY/COMPLETELY DISSATISFIED IN Q20] Why are you mostly/completely dissatisfied?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Based on ideal driving conditions	30	0	0	36	19	100	27	68	0	0	20	0	0	0	0	0	0	89	0	0	0	100
Unrealistic ratings/information	0	0	0	51	0	0	13	0	0	100	80	0	100	0	42	0	0	11	9	0	0	0
Provides too much information	0	0	0	36	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not easy to use/understand/follow	0	0	0	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	45	100	0	0
Good guide/reference	0	0	0	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't use/No demand for it	0	50	0	0	0	0	0	0	0	0	0	0	0	0	58	0	0	0	0	0	50	0
Provide more/up to date information	0	50	0	0	0	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	50	0
Not all vehicles/makes/models are included	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45	0	0	0
Don't know/No answer	70	0	0	14	27	0	20	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>12</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>

TABLE 21b:

{REMOVING DON'T KNOWS} [IF MOSTLY/COMPLETELY DISSATISFIED IN Q20] Why are you mostly/completely dissatisfied?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Based on ideal driving conditions	100	0	0	41	26	100	33	100	0	0	20	0	0	0	0	0	0	89	0	0	0	100
Unrealistic ratings/information	0	0	0	59	0	0	17	0	0	100	80	0	100	0	42	0	0	11	9	0	0	0
Provides too much information	0	0	0	41	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Not easy to use/understand/follow	0	0	0	0	37	0	0	0	0	0	0	0	0	0	0	0	0	0	45	100	0	0
Good guide/reference	0	0	0	0	37	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Don't use/No demand for it	0	50	0	0	0	0	0	0	0	0	0	0	0	0	58	0	0	0	0	0	50	0
Provide more/up to date information	0	50	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	50	0
Not all vehicles/makes/models are included	0	0	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>9</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 22:

On a related matter, what (other) information would you say is missing from the FCG? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Information on additional vehicles (3/4 ton, diesel)	0	0	0	18	17	18	3	3	0	0	0	0	0	0	7	0	3	9	8	0	4	0
More realistic testing (conditions, speeds, etc.)	7	0	7	8	10	2	5	13	9	0	7	0	0	9	12	0	0	21	0	7	0	11
Explain testing conditions	0	6	0	6	8	3	4	5	3	0	5	0	8	4	3	3	16	3	0	4	2	8
Conversion table	0	0	0	0	0	5	1	2	1	0	2	9	0	0	0	0	0	1	0	0	0	0
Layout/Colours/Design/Print	0	0	2	1	0	1	1	2	4	0	0	0	0	4	0	0	0	1	10	0	4	0
Previous years/Older makes/models	0	0	0	0	0	0	0	0	0	0	4	0	0	0	2	0	0	2	0	3	0	0
Driving tips	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	4	2	0	0	1	0	0
Updated	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Average fuel cost per year	0	0	0	0	0	0	0	0	0	2	0	0	2	0	1	4	2	0	0	0	0	0
Easier for cusotmers to understand	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	0
Have available on-line	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	2
Other	2	0	4	3	7	0	7	5	5	0	5	0	9	0	0	0	0	0	0	5	1	8
Nothing	69	68	82	51	40	59	61	59	55	69	75	82	70	65	62	82	74	62	59	58	64	52
Don't know/No answer	22	27	6	11	20	12	20	11	19	29	3	9	13	23	21	7	3	0	23	19	25	22
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Manufacturer-

TABLE 22:

[REMOVING DON'T KNOWS] On a related matter, what (other) information would you say is missing from the FCG? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsubishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Information on additional vehicles (3/4 ton, diesel)	0	0	0	20	21	20	4	3	0	0	0	0	0	0	9	0	3	9	11	0	5	0
More realistic testing (conditions, speeds, etc.)	9	0	7	9	12	3	6	15	11	0	7	0	0	11	15	0	0	21	0	9	0	14
Explain testing conditions	0	8	0	7	11	3	5	5	4	0	5	0	10	5	4	4	17	3	0	5	2	10
Conversion table	0	0	0	0	0	5	1	2	2	0	2	10	0	0	0	0	0	1	0	0	0	0
Layout/Colours/Design/Print	0	0	2	1	0	2	1	2	5	0	0	0	0	5	0	0	0	1	13	0	5	0
Previous years/Older makes/models	0	0	0	0	0	0	0	0	0	0	4	0	0	0	2	0	0	2	0	4	0	0
Driving tips	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	4	2	0	0	2	0	0
Updated	0	0	0	2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Average fuel cost per year	0	0	0	0	0	0	0	0	0	3	0	0	3	0	1	4	2	0	0	0	0	0
Easier for customers to understand	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	1	0	2	0	0
Have available on-line	0	0	0	0	0	0	1	0	2	0	0	0	0	0	0	0	0	1	0	0	0	2
Other	3	0	4	3	9	0	8	5	7	0	6	0	10	0	0	0	0	0	0	7	2	10
Nothing	88	92	87	58	51	67	77	67	68	97	77	90	80	84	78	88	76	62	76	72	86	67
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>82</b>	<b>73</b>	<b>120</b>	<b>13</b>	<b>35</b>	<b>22</b>	<b>3</b>	<b>27</b>	<b>3</b>	<b>26</b>	<b>8</b>	<b>21</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>12</b>	<b>30</b>	<b>16</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>14</b>	<b>18</b>	<b>49</b>	<b>44</b>	<b>53</b>	<b>36</b>	<b>36</b>	<b>24</b>	<b>9</b>	<b>29</b>	<b>12</b>	<b>23</b>	<b>12</b>	<b>34</b>	<b>15</b>	<b>24</b>	<b>25</b>	<b>17</b>	<b>36</b>	<b>34</b>	<b>18</b>

TABLE 23:

To the best of your knowledge, who provides the fuel consumption information that appears on the EnerGuide label and in the printed Fuel Consumption Guide?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsubishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Manufacturers	59	43	31	38	33	48	42	47	38	28	45	56	49	74	37	36	44	37	42	47	47	37
Government	22	46	34	34	49	38	28	40	37	46	36	34	31	0	51	64	56	49	50	38	46	54
Transport Canada	0	0	0	1	2	1	3	7	0	10	1	0	0	0	4	0	0	0	0	0	2	3
Both the manufacturer and government	0	4	0	0	0	1	0	0	0	0	0	4	0	0	0	0	0	0	0	0	5	0
An independent firm	0	0	0	1	1	0	0	0	0	0	0	0	0	17	0	0	0	0	0	0	0	0
Other	0	0	0	3	1	3	0	0	5	2	0	3	0	0	2	0	0	0	0	2	0	0
Don't know/No answer	19	6	35	24	13	8	27	7	20	14	18	7	15	9	5	0	0	14	8	13	2	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 23:

[REMOVING DON'T KNOWS] To the best of your knowledge, who provides the fuel consumption information that appears on the EnerGuide label and in the printed Fuel Consumption Guide?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Manufacturers	73	46	47	49	39	53	57	50	47	33	55	60	58	82	39	36	44	43	45	54	47	40
Government	27	49	53	44	57	41	39	43	46	53	44	36	37	0	54	64	56	57	55	44	46	57
Transport Canada	0	0	0	2	2	2	4	7	0	11	2	0	0	0	4	0	0	0	0	0	2	3
Both the manufacturer and government	0	5	0	0	0	2	0	0	0	0	0	5	0	0	0	0	0	0	0	0	5	0
An independant firm	0	0	0	2	1	0	0	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0
Other	0	0	0	3	1	3	0	0	7	3	0	4	0	0	2	0	0	0	0	2	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>71</b>	<b>80</b>	<b>125</b>	<b>12</b>	<b>37</b>	<b>22</b>	<b>3</b>	<b>23</b>	<b>3</b>	<b>25</b>	<b>9</b>	<b>24</b>	<b>3</b>	<b>8</b>	<b>12</b>	<b>14</b>	<b>33</b>	<b>21</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>19</b>	<b>15</b>	<b>12</b>	<b>45</b>	<b>49</b>	<b>57</b>	<b>34</b>	<b>37</b>	<b>22</b>	<b>10</b>	<b>27</b>	<b>12</b>	<b>22</b>	<b>13</b>	<b>35</b>	<b>16</b>	<b>25</b>	<b>19</b>	<b>20</b>	<b>38</b>	<b>41</b>	<b>18</b>

TABLE 24:

To the best of your knowledge, when a vehicle exceeds a light duty gross vehicle weight of 3885 kilograms, or 8500 pounds, are manufacturers required to provide fuel consumption information?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	21	10	16	24	25	20	19	6	15	14	37	25	22	43	44	37	36	15	34	36	25	8
No	24	6	33	57	51	66	15	22	26	15	32	24	39	26	29	23	19	16	23	22	22	36
Don't know/No answer	55	83	50	18	24	14	67	72	58	71	31	52	39	31	27	40	45	69	43	41	54	56
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

**TABLE 24:**  
[REMOVING DON'T KNOWS] To the best of your knowledge, when a vehicle exceeds a light duty gross vehicle weight of 3885 kilograms, or 8500 pounds, are manufacturers required to provide fuel consumption information?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	47	63	33	30	33	23	56	22	37	47	53	51	36	62	61	61	66	49	60	62	53	17
No	53	37	67	70	67	77	44	78	63	53	47	49	64	38	39	39	34	51	40	38	47	83
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>76</b>	<b>70</b>	<b>117</b>	<b>6</b>	<b>11</b>	<b>11</b>	<b>1</b>	<b>19</b>	<b>1</b>	<b>18</b>	<b>7</b>	<b>19</b>	<b>2</b>	<b>4</b>	<b>4</b>	<b>9</b>	<b>22</b>	<b>10</b>	<b>3</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>3</b>	<b>9</b>	<b>48</b>	<b>43</b>	<b>50</b>	<b>19</b>	<b>11</b>	<b>11</b>	<b>4</b>	<b>17</b>	<b>8</b>	<b>16</b>	<b>9</b>	<b>25</b>	<b>9</b>	<b>14</b>	<b>10</b>	<b>13</b>	<b>25</b>	<b>18</b>	<b>8</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 25:

Considering new vehicles only, what manufacturers are represented by your dealership?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
GM	0	0	0	0	0	99	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ford	0	0	0	0	99	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Daimler/Chrysler	0	0	0	99	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Toyota	0	0	0	0	0	0	0	0	0	0	0	82	0	0	0	0	0	0	0	100	0	0
Honda	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mazda	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0
Hyundai	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	7	0	0	0	4
Kia	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0
Nissan	0	0	0	0	0	0	0	0	0	38	0	0	0	0	98	0	0	0	0	0	0	0
Volkswagen	0	71	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	98	0
Subaru	0	8	0	0	0	0	2	0	8	0	0	0	0	0	0	7	3	100	10	0	0	4
Suzuki	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	12	100	0	0	0
Volvo	0	6	0	0	0	0	7	0	3	0	0	0	0	0	0	0	3	2	0	2	100	0
Saturn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	100	0	0	0	0	0
BMW/Mini	5	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mitsubishi	0	0	0	0	0	0	0	0	0	11	0	0	0	94	2	0	0	0	0	0	0	0
Mercedes-Benz	0	0	0	1	0	0	44	0	0	0	0	0	0	0	0	0	0	3	2	0	0	3
Lexus	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	15	0	0	0
Acura	87	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Audi	0	100	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0
Infiniti	0	0	0	0	0	0	0	0	0	86	0	0	0	0	15	0	0	0	0	0	0	0
Saab	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	93	42	0	0	0	0	0
Jaguar/Land Rover	0	0	0	0	0	0	34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Porsche	0	9	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Isuzu	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	10	0	0	0	0	0
Don't know/No answer	13	0	0	1	1	0	14	0	0	14	0	0	0	6	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 25:

[REMOVING DON'T KNOWS] Considering new vehicles only, what manufacturers are represented by your dealership?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
GM	0	0	0	0	0	99	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Ford	0	0	0	0	100	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Daimler/Chrysler	0	0	0	100	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Toyota	0	0	0	0	0	0	0	0	0	0	0	82	0	0	0	0	0	0	0	100	0	0
Honda	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mazda	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0
Hyundai	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	7	0	0	0	4
Kia	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0
Nissan	0	0	0	0	0	0	0	0	0	44	0	0	0	0	98	0	0	0	0	0	0	0
Volkswagen	0	71	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	98	0
Subaru	0	8	0	0	0	0	3	0	8	0	0	0	0	0	0	7	3	100	10	0	0	4
Suzuki	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	12	100	0	0	0
Volvo	0	6	0	0	0	0	8	0	3	0	0	0	0	0	0	0	3	2	0	2	100	0
Saturn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	100	0	0	0	0	0
BMW/Mini	6	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mitsubishi	0	0	0	0	0	0	0	0	0	13	0	0	0	100	2	0	0	0	0	0	0	0
Mercedes-Benz	0	0	0	1	0	0	50	0	0	0	0	0	0	0	0	0	0	3	2	0	0	3
Lexus	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	15	0	0
Acura	100	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Audi	0	100	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0
Infiniti	0	0	0	0	0	0	0	0	0	100	0	0	0	0	15	0	0	0	0	0	0	0
Saab	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	93	42	0	0	0	0	0
Jaguar/Land Rover	0	0	0	0	0	0	39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Porsche	0	9	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Isuzu	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	10	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>4</b>	<b>10</b>	<b>91</b>	<b>91</b>	<b>136</b>	<b>14</b>	<b>40</b>	<b>28</b>	<b>3</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>9</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>57</b>	<b>54</b>	<b>64</b>	<b>40</b>	<b>40</b>	<b>29</b>	<b>10</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>14</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 26:

To what extent are you aware of the agreement between the Government and vehicle manufacturers to affix the new fuel consumption label to all new vehicles? Would you say you are aware of the agreement between the Government and vehicle manufacturers not at all, somewhat, or a great deal?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- wagen	Volvo
Not at all	26	42	48	40	39	24	20	30	39	56	12	22	54	41	24	36	28	54	49	43	28	17
Somewhat	37	23	26	27	34	46	26	29	44	27	58	26	28	23	20	33	44	16	25	29	36	53
A great deal	13	35	7	27	23	22	25	36	10	0	12	35	12	7	52	22	24	30	11	21	34	23
Other	0	0	0	1	0	1	0	0	0	2	0	0	2	0	1	0	0	0	0	1	0	0
Don't know/No answer	25	0	20	5	5	7	30	5	7	14	18	17	4	29	3	9	4	0	15	6	2	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 26:

[REMOVING DON'T KNOWS] To what extent are you aware of the agreement between the Government and vehicle manufacturers to affix the new fuel consumption label to all new vehicles? Would you say you are aware of the agreement between the Government and vehicle manufacturers not at all, somewhat, or a great deal?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- wagen	Volvo
Not at all	34	42	60	42	41	26	28	31	42	65	15	27	56	59	25	40	29	54	58	45	29	18
Somewhat	49	23	32	28	36	49	36	31	47	32	71	31	29	32	20	36	46	16	30	31	36	57
A great deal	17	35	8	28	24	23	36	38	11	0	14	42	13	9	54	24	25	30	13	23	35	25
Other	0	0	0	1	0	1	0	0	0	3	0	0	2	0	1	0	0	0	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>4</b>	<b>8</b>	<b>87</b>	<b>88</b>	<b>126</b>	<b>12</b>	<b>38</b>	<b>26</b>	<b>3</b>	<b>23</b>	<b>2</b>	<b>29</b>	<b>7</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>13</b>	<b>35</b>	<b>21</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>55</b>	<b>53</b>	<b>61</b>	<b>36</b>	<b>38</b>	<b>27</b>	<b>10</b>	<b>28</b>	<b>12</b>	<b>25</b>	<b>12</b>	<b>37</b>	<b>15</b>	<b>24</b>	<b>25</b>	<b>20</b>	<b>41</b>	<b>41</b>	<b>18</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 27:

I noticed some of the new vehicles in your LOT do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new cars have labels. Can you tell me why? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu-bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volkswagen	Volvo
Vehicles without a label have been sold	47	12	8	23	38	25	34	35	34	5	5	16	13	19	18	15	29	21	2	41	18	22
Label has become/is easily damaged	32	13	8	15	27	31	28	23	5	3	9	24	18	37	18	0	31	0	26	24	31	56
Demo/Removed for test drives/visibility	14	0	4	23	42	29	4	12	6	0	2	12	33	0	6	19	30	21	0	8	5	4
Vehicles arrived recently	3	4	7	5	7	12	2	11	8	13	24	5	3	4	18	5	0	51	12	21	12	9
To improve the appearance of the vehicle	9	0	9	11	4	1	19	8	0	18	14	12	21	0	12	6	17	0	12	1	6	14
Price change or disagreement with the price	5	0	4	5	8	6	0	3	0	0	20	8	0	16	17	11	19	0	14	0	0	8
Removed for tinting/cleaning/accessorizing	0	19	0	4	0	2	13	4	17	0	8	24	9	5	0	0	0	18	2	3	18	8
Waiting for new labels	0	0	0	6	7	5	1	0	5	0	15	0	0	4	9	0	0	1	0	4	3	3
Manufacturer sends vehicles with the label to be installed	3	20	15	5	0	1	14	0	0	3	7	12	4	0	9	5	3	30	0	8	9	0
In glove box/console/On dash board/In vehicle	0	0	0	7	2	10	3	0	0	0	2	12	0	0	0	0	3	0	0	2	5	0
Arrived without labels (general)	0	7	13	3	0	7	0	0	8	14	0	11	0	0	16	0	0	1	0	0	5	0
To encourage consumers to talk to sales staff	0	0	0	0	0	0	0	5	0	0	29	0	5	25	8	0	0	0	0	4	0	0
Have not received labels (new, replacement)	0	0	8	0	0	2	4	0	0	0	16	0	0	0	8	0	5	11	0	7	7	0
Fall off/Can't reattach	0	0	0	3	0	4	0	3	0	0	7	0	7	8	4	0	0	3	3	0	1	0
Manufacturer does not participate in the program	0	8	36	0	0	0	8	0	0	28	5	0	9	0	4	0	0	1	0	0	6	8
Do not have labels for some makes/models	0	0	0	2	0	2	0	4	0	0	2	0	5	0	12	0	0	0	0	0	4	0
Choose not to put labels on/aesthetics	2	0	0	0	0	0	4	5	0	0	14	0	11	0	0	0	9	1	0	0	0	0
Have not put labels on yet (general)	0	8	0	8	0	0	0	0	0	0	5	0	0	0	0	14	0	3	0	1	2	0
Customers remove (general)	8	0	0	2	0	2	2	2	0	0	4	3	0	2	0	11	1	0	0	0	0	0
Used vehicles/trade-ins/dealer trades	0	0	0	2	1	3	0	3	3	0	0	0	0	0	3	0	0	0	0	0	0	0
Imported vehicles, labels arrive seperately	0	0	8	0	0	0	7	0	0	5	0	0	0	0	1	5	0	3	0	0	0	0
Other	14	28	13	6	4	2	0	0	2	0	16	0	5	8	2	0	0	1	0	4	2	23
Don't know/No answer	14	22	8	11	12	12	21	18	23	18	2	28	15	4	11	30	11	3	57	3	8	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>3</b>	<b>9</b>	<b>74</b>	<b>62</b>	<b>104</b>	<b>10</b>	<b>28</b>	<b>14</b>	<b>3</b>	<b>21</b>	<b>2</b>	<b>29</b>	<b>7</b>	<b>22</b>	<b>2</b>	<b>6</b>	<b>12</b>	<b>11</b>	<b>30</b>	<b>16</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>19</b>	<b>14</b>	<b>16</b>	<b>43</b>	<b>39</b>	<b>53</b>	<b>28</b>	<b>28</b>	<b>14</b>	<b>9</b>	<b>22</b>	<b>11</b>	<b>25</b>	<b>11</b>	<b>34</b>	<b>10</b>	<b>18</b>	<b>20</b>	<b>14</b>	<b>35</b>	<b>32</b>	<b>18</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Manufacturer-

TABLE 27:

[REMOVING DON'T KNOWS] I noticed some of the new vehicles in your LOT do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new cars have labels. Can you tell me why? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu-bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks-wagen	Volvo
Vehicles without a label have been sold	55	15	8	26	43	28	43	42	45	6	5	22	16	20	21	21	32	21	6	42	20	22
Label has become/is easily damaged	37	16	8	17	31	35	36	28	6	4	9	33	21	38	21	0	35	0	61	25	33	56
Demo/Removed for test drives/visibility	16	0	5	26	47	33	5	15	7	0	2	17	38	0	7	27	33	22	0	9	6	4
Vehicles arrived recently	4	5	8	5	8	14	2	14	11	16	25	7	3	4	20	7	0	53	28	21	13	9
To improve the appearance of the vehicle	11	0	9	12	5	1	24	10	0	22	15	17	25	0	13	9	19	0	28	1	6	14
Price change or disagreement with the price	6	0	5	6	9	6	0	3	0	0	20	11	0	17	20	16	22	0	0	14	0	0
Removed for tinting/cleaning/accessorizing	0	25	0	4	0	2	17	5	22	0	8	33	11	5	0	0	0	18	6	3	20	8
Waiting for new labels	0	0	0	6	8	5	1	0	6	0	15	0	0	4	10	0	0	1	0	4	3	3
Manufacturer sends vehicles with the label to be installed	4	26	16	6	0	1	18	0	0	4	7	17	5	0	10	7	3	31	0	8	9	0
In glove box/console/On dash board/In vehicle	0	0	0	8	2	11	4	0	0	0	2	17	0	0	0	0	3	0	0	2	6	0
Arrived without labels (general)	0	9	14	4	0	8	0	0	11	17	0	15	0	0	18	0	0	1	0	0	5	0
To encourage consumers to talk to sales staff	0	0	0	0	0	0	0	6	0	0	29	0	5	26	9	0	0	0	0	4	0	0
Have not received labels (new, replacement)	0	0	8	0	0	3	5	0	0	0	17	0	0	0	9	0	6	11	0	7	7	0
Fall off/Can't reattach	0	0	0	4	0	4	0	3	0	0	7	0	8	9	4	0	0	3	6	0	1	0
Manufacturer does not participate in the program	0	10	38	0	0	0	10	0	0	35	5	0	11	0	4	0	0	1	0	0	6	8
Do not have labels for some makes/models	0	0	0	2	0	2	0	5	0	0	2	0	5	0	13	0	0	0	0	0	4	0
Choose not to put labels on/aesthetics	3	0	0	0	0	0	5	6	0	0	15	0	13	0	0	0	10	2	0	0	0	0
Have not put labels on yet (general)	0	10	0	9	0	0	0	0	0	0	5	0	0	0	0	20	0	3	0	1	2	0
Customers remove (general)	10	0	0	2	0	2	3	3	0	0	6	3	0	2	0	13	1	0	0	0	0	0
Used vehicles/trade-ins/dealer trades	0	0	0	2	1	3	0	3	4	0	0	0	0	0	3	0	0	0	0	0	0	0
Imported vehicles, labels arrive seperately	0	0	8	0	0	0	9	0	0	6	0	0	0	0	1	7	0	3	0	0	0	0
Other	16	36	14	6	5	2	0	0	3	0	17	0	6	9	2	0	0	1	0	4	2	23
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>2</b>	<b>8</b>	<b>65</b>	<b>55</b>	<b>92</b>	<b>7</b>	<b>23</b>	<b>11</b>	<b>3</b>	<b>20</b>	<b>2</b>	<b>24</b>	<b>7</b>	<b>20</b>	<b>1</b>	<b>5</b>	<b>12</b>	<b>5</b>	<b>29</b>	<b>15</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>18</b>	<b>11</b>	<b>15</b>	<b>37</b>	<b>35</b>	<b>45</b>	<b>24</b>	<b>24</b>	<b>11</b>	<b>8</b>	<b>21</b>	<b>8</b>	<b>21</b>	<b>10</b>	<b>32</b>	<b>7</b>	<b>16</b>	<b>19</b>	<b>7</b>	<b>32</b>	<b>30</b>	<b>18</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Manufacturer-

TABLE 28:

I noticed some of the new vehicles in your SHOWROOM do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
To improve the appearance of the vehicle	34	0	9	27	8	13	30	23	7	20	16	15	56	29	22	33	30	14	0	26	25	41
Vehicles without a label have been sold	9	0	0	11	13	8	10	26	15	6	0	0	13	33	2	12	14	6	0	32	14	11
In glove box/console/On dash board/In vehicle	0	4	0	9	10	30	13	0	0	2	5	5	6	16	16	0	20	0	3	6	11	
Removed for tinting/cleaning/accessorizing	4	7	0	6	34	0	9	17	34	0	0	22	5	35	12	0	0	0	33	4	15	12
Demo/Removed for test drives/visibility	7	0	4	14	13	19	3	11	0	0	0	0	5	12	2	0	0	0	0	18	9	0
Label has become damaged	0	3	0	5	10	22	3	8	0	0	14	0	3	27	7	0	0	0	0	14	11	6
Choose not to put labels on/aesthetics	0	0	21	5	10	2	18	6	0	0	16	22	0	3	18	0	3	26	2	0	12	
Price change or disagreement with the price	29	7	4	5	8	0	0	0	0	0	21	4	0	12	0	0	0	0	0	13	9	0
To encourage consumers to talk to sales staff	0	0	0	2	0	0	0	0	0	0	33	0	0	36	11	0	0	0	0	6	0	0
Vehicles arrived recently	0	11	7	0	0	4	1	0	0	6	16	5	0	0	9	0	0	27	0	6	0	0
Manufacturer does not participate in the program	0	7	39	0	0	0	12	0	0	32	6	0	9	0	0	0	0	0	0	0	4	19
Have not received labels (new, replacement)	0	0	15	0	0	0	3	0	0	0	15	10	0	0	16	0	12	0	0	9	0	1
Arrived without labels (general)	0	14	13	5	0	0	4	0	0	16	13	0	0	0	2	0	0	0	0	6	5	3
Used vehicles/trade-ins/dealer trades	0	0	0	3	0	6	0	9	0	0	0	0	0	0	0	0	6	0	0	6	0	0
Manufacturer sends vehicles with the label to be instaffed	4	7	7	9	0	0	2	3	0	0	2	0	0	0	0	0	0	0	0	0	3	0
Waiting for new labels	0	3	0	3	0	0	0	0	0	0	9	0	0	0	9	0	0	0	0	9	0	0
Labels are damaged/damaged easily	0	0	0	0	0	3	2	0	0	0	0	0	9	0	0	0	6	0	0	1	1	8
Label has become damaged, no replacement procedures	9	0	0	1	0	0	9	0	0	0	0	0	3	0	0	0	7	0	0	0	0	12
Have not put labels on yet (general)	7	0	0	0	0	0	2	0	0	0	11	0	0	0	0	0	0	0	0	6	0	0
Customers remove (general)	7	0	4	1	0	0	0	0	0	0	0	0	5	0	0	0	3	0	0	0	0	0
Fall off/Can't reattach	9	0	0	0	0	0	0	0	0	0	6	0	3	0	0	0	6	0	0	0	0	3
Imported vehicles, labels arrive seperately	0	0	8	0	0	0	0	0	0	0	0	0	6	0	1	0	0	0	0	0	0	0
Do not have labels for some makes/models	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	6	0
Other	0	20	0	12	0	2	0	5	0	0	19	10	0	0	0	0	0	24	0	0	5	19
Don't know/No answer	27	37	10	14	22	21	9	10	44	20	0	23	22	12	27	27	27	6	42	12	28	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>6</b>	<b>3</b>	<b>9</b>	<b>46</b>	<b>33</b>	<b>61</b>	<b>12</b>	<b>24</b>	<b>11</b>	<b>3</b>	<b>18</b>	<b>2</b>	<b>24</b>	<b>5</b>	<b>17</b>	<b>2</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>22</b>	<b>11</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>13</b>	<b>12</b>	<b>16</b>	<b>27</b>	<b>16</b>	<b>27</b>	<b>32</b>	<b>23</b>	<b>10</b>	<b>6</b>	<b>16</b>	<b>11</b>	<b>21</b>	<b>8</b>	<b>24</b>	<b>8</b>	<b>14</b>	<b>10</b>	<b>5</b>	<b>24</b>	<b>21</b>	<b>17</b>

NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Manufacturer-

TABLE 28:

[REMOVING DON'T KNOWS] I noticed some of the new vehicles in your SHOWROOM do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
To improve the appearance of the vehicle	46	0	10	31	10	16	33	26	13	26	16	19	72	33	30	45	41	15	0	29	35	43
Vehicles without a label have been sold	12	0	0	13	17	10	11	30	26	7	0	0	17	37	3	17	20	7	0	36	20	12
In glove box/console/On dash board/In vehicle	0	6	0	10	13	38	15	0	0	2	6	6	6	22	22	0	21	0	3	8	12	
Removed for tinting/cleaning/accessorizing	6	12	0	7	44	0	10	19	60	0	0	29	6	39	17	0	0	0	56	4	21	13
Demo/Removed for test drives/visibility	10	0	5	16	17	24	4	12	0	0	0	0	7	14	2	0	0	0	0	20	13	0
Label has become damaged	0	5	0	6	13	27	3	9	0	0	14	0	4	31	10	0	0	0	0	16	15	6
Choose not to put labels on/aesthetics	0	0	22	6	13	3	19	7	0	0	16	29	0	4	24	0	3	44	2	0	12	
Price change or disagreement with the price	40	12	5	6	10	0	0	0	0	0	21	5	0	14	0	0	0	0	0	14	13	0
To encourage consumers to talk to sales staff	0	0	0	3	0	0	0	0	0	0	33	0	0	41	15	0	0	0	0	7	0	0
Vehicles arrived recently	0	17	8	0	0	5	1	0	0	7	16	6	0	0	12	0	0	29	0	7	0	0
Manufacturer does not participate in the program	0	12	42	0	0	0	13	0	0	40	6	0	11	0	0	0	0	0	0	5	20	
Have not received labels (new, replacement)	0	0	16	0	0	0	3	0	0	0	15	13	0	0	22	0	17	0	0	11	0	1
Arrived without labels (general)	0	22	14	6	0	0	4	0	0	20	13	0	0	0	3	0	0	0	0	6	7	3
Used vehicles/trade-ins/dealer trades	0	0	0	3	0	8	0	10	0	0	0	0	0	0	0	0	8	0	0	7	0	0
Manufacturer sends vehicles with the label to be instaffed	6	12	8	10	0	0	2	3	0	0	2	0	0	0	0	0	0	0	0	0	4	0
Waiting for new labels	0	5	0	3	0	0	0	0	0	0	9	0	0	0	13	0	0	0	0	11	0	0
Labels are damaged/damaged easily	0	0	0	0	0	4	3	0	0	0	0	0	12	0	0	0	9	0	0	1	1	9
Label has become damaged, no replacement procedures	12	0	0	2	0	0	9	0	0	0	0	0	4	0	0	0	10	0	0	0	0	13
Have not put labels on yet (general)	10	0	0	0	0	0	3	0	0	0	11	0	0	0	0	0	0	0	0	7	0	0
Customers remove (general)	10	0	5	2	0	0	0	0	0	0	0	0	6	0	0	0	4	0	0	0	0	0
Fall off/Can't reattach	12	0	0	0	0	0	0	0	0	0	6	0	4	0	0	0	8	0	0	0	0	3
Imported vehicles, labels arrive seperately	0	0	8	0	0	0	0	0	0	0	0	0	8	0	2	0	0	0	0	0	0	0
Do not have labels for some makes/models	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	8	0
Other	0	32	0	14	0	2	0	6	0	0	19	13	0	0	0	0	0	26	0	0	7	20
Don't know/No answer	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>2</b>	<b>8</b>	<b>40</b>	<b>26</b>	<b>49</b>	<b>11</b>	<b>21</b>	<b>6</b>	<b>2</b>	<b>18</b>	<b>2</b>	<b>19</b>	<b>4</b>	<b>12</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>19</b>	<b>8</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>11</b>	<b>9</b>	<b>15</b>	<b>23</b>	<b>12</b>	<b>22</b>	<b>29</b>	<b>21</b>	<b>6</b>	<b>5</b>	<b>16</b>	<b>9</b>	<b>16</b>	<b>7</b>	<b>20</b>	<b>6</b>	<b>10</b>	<b>8</b>	<b>2</b>	<b>20</b>	<b>17</b>	<b>16</b>



# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 29a:

Do you have any label replacement procedures in place?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	0	13	4	56	39	64	22	23	4	24	50	11	0	49	59	62	63	40	22	54	50	5
No	87	81	96	39	56	36	64	77	91	52	49	79	100	45	40	18	37	57	72	46	49	95
Don't know/No answer	13	6	0	5	5	0	14	0	5	24	1	10	0	6	2	20	0	3	7	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

TABLE 29a:

[REMOVING DON'T KNOWS] Do you have any label replacement procedures in place?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	0	14	4	59	41	64	25	23	5	32	50	13	0	52	60	78	63	41	23	54	50	5
No	100	86	96	41	59	36	75	77	95	68	50	87	100	48	40	22	37	59	77	46	50	95
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>88</b>	<b>87</b>	<b>136</b>	<b>14</b>	<b>40</b>	<b>26</b>	<b>3</b>	<b>27</b>	<b>2</b>	<b>30</b>	<b>9</b>	<b>25</b>	<b>2</b>	<b>8</b>	<b>14</b>	<b>14</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>15</b>	<b>19</b>	<b>54</b>	<b>52</b>	<b>64</b>	<b>40</b>	<b>40</b>	<b>26</b>	<b>9</b>	<b>30</b>	<b>11</b>	<b>26</b>	<b>14</b>	<b>37</b>	<b>13</b>	<b>25</b>	<b>24</b>	<b>21</b>	<b>43</b>	<b>41</b>	<b>20</b>

TABLE 29b:

Please indicate if it is the dealership or the manufacturer who has these procedures in place.

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Dealer	0	67	0	18	35	38	61	92	100	73	53	70	0	41	49	21	21	62	20	40	55	100
Manufacturer	0	33	100	70	41	48	34	8	0	27	39	0	0	59	32	73	76	38	72	48	24	0
Both	0	0	0	11	21	13	3	0	0	0	8	30	0	0	19	6	3	0	8	12	21	0
Don't know/No answer	0	0	0	0	3	1	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>51</b>	<b>36</b>	<b>87</b>	<b>4</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>15</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>20</b>	<b>11</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>35</b>	<b>25</b>	<b>41</b>	<b>10</b>	<b>9</b>	<b>1</b>	<b>5</b>	<b>20</b>	<b>3</b>	<b>0</b>	<b>8</b>	<b>25</b>	<b>10</b>	<b>17</b>	<b>9</b>	<b>6</b>	<b>25</b>	<b>20</b>	<b>1</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 29b:

[REMOVING DON'T KNOWS] Please indicate if it is the dealership or the manufacturer who has these procedures in place.

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- wagen	Volvo
Dealer	0	67	0	18	36	39	63	92	100	73	53	70	0	41	49	21	21	62	20	40	55	100
Manufacturer	0	33	100	70	43	48	34	8	0	27	39	0	0	59	32	73	76	38	72	48	24	0
Both	0	0	0	11	22	13	3	0	0	0	8	30	0	0	19	6	3	0	8	12	21	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>51</b>	<b>35</b>	<b>86</b>	<b>4</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>15</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>20</b>	<b>11</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>35</b>	<b>24</b>	<b>40</b>	<b>9</b>	<b>9</b>	<b>1</b>	<b>5</b>	<b>20</b>	<b>3</b>	<b>0</b>	<b>8</b>	<b>25</b>	<b>10</b>	<b>17</b>	<b>9</b>	<b>6</b>	<b>25</b>	<b>20</b>	<b>1</b>

TABLE 29C:

Please describe your label replacement policy.

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- wagen	Volvo
Notify manufacturer and they send new ones	0	20	0	56	47	59	60	35	0	37	60	0	0	75	63	47	42	35	11	37	44	0
Print new labels at dealership	0	0	0	27	8	16	10	15	0	17	5	0	0	0	7	36	25	28	28	10	0	0
Staff replaces labels	0	80	100	9	23	14	0	13	0	0	10	70	0	0	5	20	10	0	0	3	14	100
Labels can be put back on/re-used	0	0	0	0	7	7	27	21	100	0	0	0	0	0	5	0	5	0	0	0	0	0
Photocopy original label	0	0	0	0	0	3	0	23	0	0	10	0	0	0	5	0	0	0	0	4	4	0
Use labels if we receive them/They get sent to us	0	0	0	2	0	0	5	0	0	0	0	0	0	25	0	0	15	0	0	12	21	0
Call (non-specific)	0	20	0	0	0	6	0	0	0	0	8	30	0	0	1	0	4	0	0	4	1	0
Do not use/replace labels	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	9	12	6	27	0	0	47	17	0	0	0	19	12	5	19	60	22	6	0
Nothing	0	0	0	4	0	2	0	0	0	0	0	0	0	0	0	0	0	19	0	0	10	0
Don't know/No answer	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>51</b>	<b>35</b>	<b>87</b>	<b>4</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>15</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>20</b>	<b>11</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>35</b>	<b>24</b>	<b>41</b>	<b>10</b>	<b>9</b>	<b>1</b>	<b>5</b>	<b>20</b>	<b>3</b>	<b>0</b>	<b>8</b>	<b>25</b>	<b>10</b>	<b>17</b>	<b>9</b>	<b>6</b>	<b>25</b>	<b>20</b>	<b>1</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 29C:

[REMOVING DON'T KNOWS] Please describe your label replacement policy.

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Notify manufacturer and they send new ones	0	20	0	56	48	59	60	35	0	37	60	0	0	75	63	47	42	35	11	40	44	0
Print new labels at dealership	0	0	0	27	8	16	10	15	0	17	5	0	0	0	7	36	25	28	28	11	0	0
Staff replaces labels	0	80	100	9	23	14	0	13	0	0	10	70	0	0	5	20	10	0	0	3	14	100
Labels can be put back on/re-used	0	0	0	0	8	7	27	21	100	0	0	0	0	0	5	0	5	0	0	0	0	0
Photocopy original label	0	0	0	0	3	0	0	23	0	0	10	0	0	0	5	0	0	0	0	4	4	0
Use labels if we receive them/They get sent to us	0	0	0	2	0	0	5	0	0	0	0	0	0	25	0	0	15	0	0	14	21	0
Call (non-specific)	0	20	0	0	0	6	0	0	0	0	8	30	0	0	1	0	4	0	0	4	1	0
Do not use/replace labels	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	9	13	6	27	0	0	47	17	0	0	0	19	12	5	19	60	24	6	0
Nothing	0	0	0	4	0	2	0	0	0	0	0	0	0	0	0	0	0	19	0	0	10	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>51</b>	<b>34</b>	<b>87</b>	<b>4</b>	<b>9</b>	<b>1</b>	<b>1</b>	<b>14</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>15</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>3</b>	<b>19</b>	<b>11</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>35</b>	<b>23</b>	<b>41</b>	<b>10</b>	<b>9</b>	<b>1</b>	<b>5</b>	<b>20</b>	<b>3</b>	<b>0</b>	<b>8</b>	<b>25</b>	<b>10</b>	<b>17</b>	<b>9</b>	<b>6</b>	<b>24</b>	<b>20</b>	<b>1</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 29D:

Please indicate why you do not have any label replacement procedures in place? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Does not occur often enough to worry about	7	15	0	30	41	37	3	23	21	0	3	29	12	0	5	41	36	29	28	8	10	0
Not a priority	19	22	26	15	30	6	40	20	3	28	25	13	29	0	20	18	19	45	16	3	22	26
Just deal with on a case-by-case basis	0	5	0	11	13	30	9	12	11	0	8	13	12	0	8	0	21	0	23	16	8	0
No direction from manufacturer	17	45	10	8	0	7	10	10	7	0	10	0	12	6	3	0	4	0	12	15	22	7
Manufacturers responsibility/send with vehicles	6	0	7	8	0	17	0	4	9	0	0	0	0	30	0	0	0	0	0	16	3	0
Replacement labels are not available	17	0	0	0	8	0	1	7	0	0	22	0	0	0	0	0	0	1	0	0	0	18
Never been an issue	0	0	0	0	5	7	0	4	3	0	0	0	0	0	18	0	0	5	0	0	3	5
Don't use/replace labels	7	0	7	0	1	2	9	2	0	0	0	0	11	13	18	0	0	0	0	0	0	0
No need for replacements (general)	2	0	7	0	0	3	4	4	0	0	0	0	6	0	0	6	16	9	0	13	23	
Didn't know we had to/was available	0	19	0	0	0	0	9	0	0	0	3	11	8	0	0	0	0	2	4	17	3	
Use FCG for reference	2	0	0	8	0	0	0	2	0	0	0	0	3	0	0	18	0	0	12	0	0	4
We don't remove labels/No need to replace	6	0	7	0	0	0	0	2	6	0	0	0	0	0	0	0	0	0	9	7	0	0
Vehicles sell quickly/faster than receiving a	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	41	9	0	0	4	0	
Don't know where to order replacement labels	0	0	6	0	0	0	0	2	5	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	5	0	6	11	6	6	4	1	21	22	0	0	0	2	0	18	0	0	7	0	11
Don't know/No answer	26	11	30	25	13	8	23	13	35	51	8	47	30	50	27	0	21	8	23	31	10	14
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>36</b>	<b>51</b>	<b>50</b>	<b>11</b>	<b>30</b>	<b>25</b>	<b>2</b>	<b>14</b>	<b>2</b>	<b>30</b>	<b>5</b>	<b>10</b>	<b>1</b>	<b>3</b>	<b>8</b>	<b>11</b>	<b>17</b>	<b>10</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>12</b>	<b>18</b>	<b>19</b>	<b>27</b>	<b>23</b>	<b>30</b>	<b>31</b>	<b>25</b>	<b>4</b>	<b>10</b>	<b>8</b>	<b>26</b>	<b>6</b>	<b>12</b>	<b>3</b>	<b>8</b>	<b>15</b>	<b>15</b>	<b>18</b>	<b>21</b>	<b>19</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 29D:

[REMOVING DON'T KNOWS] Please indicate why you do not have any label replacement procedures in place? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Does not occur often enough to worry about	9	17	0	40	47	40	3	26	32	0	3	54	18	0	6	41	45	32	36	12	11	0
Not a priority	26	24	37	21	34	6	51	23	4	56	27	24	41	0	27	18	24	49	22	4	24	30
Just deal with on a case-by-case basis	0	6	0	15	14	33	12	14	17	0	8	24	18	0	10	0	26	0	30	23	8	0
No direction from manufacturer	23	51	15	10	0	8	13	12	11	0	11	0	17	12	4	0	5	0	15	21	25	8
Manufacturers responsibility/send with vehicles	8	0	10	10	0	18	0	5	14	0	0	0	61	0	0	0	0	0	24	3	0	0
Replacement labels are not available	23	0	0	0	9	0	1	8	0	0	24	0	0	0	0	0	0	1	0	0	0	21
Never been an issue	0	0	0	0	5	8	0	5	4	0	0	0	0	0	25	0	0	5	0	0	3	6
Don't use/replace labels	9	0	10	0	2	2	12	3	0	0	0	0	15	27	25	0	0	0	0	0	0	0
No need for replacements (general)	3	0	10	0	0	3	5	4	0	0	0	0	12	0	0	8	17	12	0	15	27	3
Didn't know we had to/was available	0	21	0	0	0	0	12	0	0	0	3	22	11	0	0	0	0	3	5	19	3	0
Use FCG for reference	3	0	0	10	0	0	0	3	0	0	0	0	4	0	0	18	0	0	15	0	0	4
We don't remove labels/No need to replace	8	0	10	0	0	0	0	3	10	0	0	0	0	0	0	0	0	0	12	11	0	0
Vehicles sell quickly/faster than receiving a	0	0	0	0	0	0	0	7	0	0	0	0	0	0	41	11	0	0	0	4	0	0
Don't know where to order replacement labels	0	0	9	0	0	0	0	3	7	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	6	0	8	13	6	8	5	2	44	24	0	0	0	3	0	22	0	0	10	0	13
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>27</b>	<b>45</b>	<b>46</b>	<b>8</b>	<b>27</b>	<b>16</b>	<b>1</b>	<b>13</b>	<b>1</b>	<b>21</b>	<b>2</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>8</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>15</b>	<b>10</b>	<b>13</b>	<b>14</b>	<b>23</b>	<b>21</b>	<b>22</b>	<b>27</b>	<b>17</b>	<b>2</b>	<b>9</b>	<b>5</b>	<b>19</b>	<b>3</b>	<b>9</b>	<b>3</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>13</b>	<b>18</b>	<b>15</b>

TABLE 29e:

Would you prefer that replacement procedures be in place?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	29	37	25	17	22	28	14	32	18	21	50	11	18	30	16	0	43	9	32	24	42	24
No	33	22	13	47	24	11	24	34	21	0	25	47	39	20	18	41	21	50	25	23	23	34
It doesn't matter	25	31	44	22	33	31	30	25	42	28	23	41	13	13	63	59	36	19	28	39	19	19
Other	7	10	0	11	7	17	4	7	9	0	3	0	11	0	0	0	6	0	7	8	8	16
Don't know/No answer	7	0	18	3	14	13	29	2	11	51	0	0	19	37	2	0	0	15	14	7	8	7
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>36</b>	<b>51</b>	<b>50</b>	<b>11</b>	<b>30</b>	<b>25</b>	<b>2</b>	<b>14</b>	<b>2</b>	<b>30</b>	<b>5</b>	<b>10</b>	<b>1</b>	<b>3</b>	<b>8</b>	<b>11</b>	<b>17</b>	<b>10</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>20</b>	<b>12</b>	<b>18</b>	<b>19</b>	<b>27</b>	<b>23</b>	<b>30</b>	<b>31</b>	<b>25</b>	<b>4</b>	<b>10</b>	<b>8</b>	<b>26</b>	<b>6</b>	<b>12</b>	<b>3</b>	<b>8</b>	<b>15</b>	<b>15</b>	<b>18</b>	<b>21</b>	<b>19</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 29e:

[REMOVING DON'T KNOWS] Would you prefer that replacement procedures be in place?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Yes	31	37	30	18	26	32	20	33	20	44	50	11	22	48	16	0	43	11	38	25	46	26
No	35	22	15	48	27	13	33	35	24	0	25	47	48	31	19	41	21	59	29	25	25	36
It doesn't matter	27	31	54	23	39	36	42	25	47	56	23	41	16	21	65	59	36	23	33	42	20	20
Other	7	10	0	11	8	19	5	7	10	0	3	0	14	0	0	0	0	7	0	8	9	17
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>8</b>	<b>35</b>	<b>44</b>	<b>43</b>	<b>8</b>	<b>30</b>	<b>22</b>	<b>1</b>	<b>14</b>	<b>2</b>	<b>24</b>	<b>3</b>	<b>10</b>	<b>1</b>	<b>3</b>	<b>7</b>	<b>9</b>	<b>16</b>	<b>10</b>	<b>7</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>19</b>	<b>12</b>	<b>15</b>	<b>18</b>	<b>24</b>	<b>19</b>	<b>24</b>	<b>30</b>	<b>23</b>	<b>2</b>	<b>10</b>	<b>8</b>	<b>21</b>	<b>4</b>	<b>11</b>	<b>3</b>	<b>8</b>	<b>13</b>	<b>13</b>	<b>17</b>	<b>19</b>	<b>17</b>

TABLE 30:

Is there anything that NRCan could do that would better assist you in helping the Government ensure all new vehicles have EnerGuide labels on them? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Make the labelling program mandatory	3	0	29	9	6	8	4	10	19	0	1	27	13	6	30	20	36	3	16	14	30	12
Re-examine the appearance of the label	8	44	0	6	3	9	8	14	8	0	1	0	29	0	8	23	19	5	28	6	8	17
Better communications between Government and manufacturers	9	12	7	5	5	2	5	3	5	22	25	10	9	0	3	19	14	21	7	17	13	17
Ensure the labels are consistent across manufacturers	9	12	20	6	3	3	0	3	7	26	6	0	13	0	6	31	13	5	7	1	4	3
Generate more awareness among dealers and the public	0	12	19	7	4	0	10	11	3	4	5	0	7	20	3	10	3	0	0	3	5	9
Have manufacturers put stickers on vehicles	0	6	0	1	0	0	0	0	11	0	14	0	0	0	13	0	0	30	7	1	16	34
Labels that don't obstruct visibility	0	0	0	1	1	2	1	0	0	0	0	0	8	0	2	0	0	0	0	0	1	2
Improve sticker system/Have static cling label	5	0	4	0	0	3	1	0	4	0	0	0	4	0	0	0	0	1	0	0	0	2
Be able to print extra/duplicate stickers	0	8	0	0	0	3	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
Separate sticker/not with price label	3	0	0	1	0	1	0	0	0	0	1	3	0	4	0	3	2	0	0	5	0	0
Provide replacement labels	6	6	0	0	0	0	0	4	9	0	0	0	0	0	0	0	0	0	0	0	3	0
Labels that don't go on the window	0	0	0	0	0	1	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Other	5	6	12	1	4	12	3	10	6	14	8	0	11	0	0	9	8	0	15	10	3	5
Nothing	39	5	26	58	63	52	38	53	26	30	52	46	28	49	40	40	30	36	19	42	28	17
Don't know/No answer	26	19	10	12	16	8	25	8	11	29	0	13	8	22	4	7	6	9	12	5	11	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 30:

[REMOVING DON'T KNOWS] Is there anything that NRCan could do that would better assist you in helping the Government ensure all new vehicles have EnerGuide labels on them? PROBE: Anything else?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Make the labelling program mandatory	4	0	33	10	7	9	5	11	21	0	1	31	14	8	31	22	39	3	19	14	34	12
Re-examine the appearance of the label	11	54	0	7	3	10	11	16	9	0	1	0	32	0	8	24	21	5	31	6	9	17
Better communications between Government and manufacturers	12	15	7	6	6	2	6	3	6	32	25	12	9	0	3	20	15	23	7	18	14	17
Ensure the labels are consistent across manufacturers	12	15	22	6	3	3	0	3	7	37	6	0	15	0	6	33	14	5	7	1	4	3
Generate more awareness among dealers and the public	0	15	22	8	4	0	14	12	3	6	5	0	7	25	3	10	4	0	0	4	6	9
Have manufacturers put stickers on vehicles	0	7	0	1	0	0	0	0	13	0	14	0	0	0	14	0	0	33	8	1	17	35
Labels that don't obstruct visibility	0	0	0	1	1	2	2	0	0	0	0	0	8	0	2	0	0	0	0	0	1	2
Improve sticker system/Have static cling label	7	0	4	0	0	3	2	0	5	0	0	0	4	0	0	0	0	1	0	0	0	2
Be able to print extra/duplicate stickers	0	10	0	0	0	4	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
Seperate sticker/not with price label	4	0	0	1	0	1	0	0	0	0	1	4	0	5	0	4	2	0	0	5	0	0
Provide replacement labels	8	7	0	0	0	0	0	4	10	0	0	0	0	0	0	0	0	0	0	0	4	0
Labels that don't go on the window	0	0	0	0	0	1	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	5
Other	7	7	13	1	5	13	5	11	6	20	8	0	12	0	0	10	9	0	17	11	3	5
Nothing	52	7	29	66	74	56	51	57	29	43	52	53	31	62	41	43	32	39	21	44	31	17
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>81</b>	<b>78</b>	<b>126</b>	<b>12</b>	<b>36</b>	<b>24</b>	<b>3</b>	<b>28</b>	<b>2</b>	<b>27</b>	<b>8</b>	<b>25</b>	<b>3</b>	<b>8</b>	<b>13</b>	<b>13</b>	<b>36</b>	<b>19</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>19</b>	<b>12</b>	<b>17</b>	<b>51</b>	<b>48</b>	<b>58</b>	<b>34</b>	<b>37</b>	<b>26</b>	<b>7</b>	<b>31</b>	<b>10</b>	<b>24</b>	<b>12</b>	<b>34</b>	<b>15</b>	<b>23</b>	<b>22</b>	<b>20</b>	<b>39</b>	<b>35</b>	<b>19</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 31:

Do you have any suggestions about how the Fuel Consumption Guide or the EnerGuide labels could be improved?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Have testing in various conditions/speeds	2	0	0	15	8	6	2	15	1	0	15	0	0	3	7	3	7	21	0	0	0	4
Accurate information	0	0	0	5	13	2	3	7	0	0	5	0	4	3	7	0	0	27	3	3	4	4
Improve labels/static labels/removable	12	4	4	2	0	12	13	2	1	10	1	0	9	0	6	0	0	1	10	1	2	10
Add larger vehicles/diesels	0	0	0	6	15	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Appearance (size, color, font, etc.)	14	27	7	1	0	3	10	5	4	0	1	3	7	0	4	9	4	1	18	12	8	5
Different placement of labels	8	9	4	1	2	4	2	0	4	0	1	0	8	0	3	0	0	0	8	0	3	9
Availability of more information	0	0	0	3	0	0	0	10	4	0	4	0	8	0	2	9	4	3	0	0	5	0
Show both metric and imperial measurements	6	0	4	0	0	3	0	5	8	0	0	3	7	0	0	0	0	2	0	0	4	0
Explain testing procedures	0	0	0	4	3	2	0	0	0	0	4	0	0	0	0	3	2	0	0	1	0	0
Online version/website	0	0	0	6	0	0	1	3	1	4	0	0	0	0	3	0	0	1	0	4	0	12
Less information on label/seperate from manufacturers label	8	0	0	2	0	0	1	0	0	0	3	3	0	6	7	9	11	1	0	2	0	2
Easy label replacement/duplicate	0	0	0	3	0	0	2	2	0	0	0	0	3	0	3	0	0	1	0	0	0	5
Other	0	6	13	5	8	2	11	7	14	0	4	0	9	0	10	0	0	1	0	18	3	5
No/Nothing	55	59	41	42	49	53	45	58	55	58	67	76	50	70	64	59	65	57	62	55	60	45
Don't know/No answer	15	3	34	7	12	10	21	5	11	29	0	17	0	18	0	26	15	5	15	6	13	17
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>



NATURAL RESOURCES CANADA

2005 Energy Label Study  
-Manufacturer-

TABLE 31:

[REMOVING DON'T KNOWS] Do you have any suggestions about how the Fuel Consumption Guide or the EnerGuide labels could be improved?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Have testing in various conditions/speeds	3	0	0	16	9	7	3	16	1	0	15	0	0	3	7	4	8	22	0	0	0	4
Accurate information	0	0	0	6	15	2	4	7	0	0	5	0	4	3	7	0	0	29	4	4	5	4
Improve labels/static labels/removable	14	5	6	3	0	14	17	2	1	14	1	0	9	0	6	0	0	1	12	1	2	12
Add larger vehicles/diesels	0	0	0	7	17	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Appearance (size, color, font, etc.)	16	28	11	1	0	4	13	5	5	0	1	4	7	0	4	12	4	1	22	13	9	7
Different placement of labels	9	9	6	1	2	5	3	0	5	0	1	0	8	0	3	0	0	0	10	0	3	11
Availability of more information	0	0	0	3	0	0	0	10	5	0	4	0	8	0	2	12	4	3	0	0	6	0
Show both metric and imperial measurements	7	0	6	0	3	0	5	9	0	0	4	7	0	0	0	0	0	3	0	0	5	0
Explain testing procedures	0	0	0	5	4	3	0	0	0	0	4	0	0	0	0	4	3	0	0	1	0	0
Online version/website	0	0	0	6	0	0	1	3	1	6	0	0	0	0	3	0	0	1	0	4	0	15
Less information on label/seperate from manufacturers label	9	0	0	3	0	0	1	0	0	0	3	4	0	7	7	12	13	1	0	2	0	2
Easy label replacement/duplicate	0	0	0	3	0	0	3	2	0	0	0	0	3	0	3	0	0	1	0	0	0	6
Other	0	6	20	6	9	2	14	7	16	0	4	0	9	0	10	0	0	1	0	19	4	6
No/Nothing	65	61	63	45	55	59	57	61	62	81	67	92	50	86	64	79	76	60	73	59	70	55
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>86</b>	<b>81</b>	<b>123</b>	<b>13</b>	<b>38</b>	<b>25</b>	<b>3</b>	<b>28</b>	<b>2</b>	<b>30</b>	<b>8</b>	<b>26</b>	<b>2</b>	<b>7</b>	<b>14</b>	<b>13</b>	<b>35</b>	<b>18</b>	<b>6</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>19</b>	<b>15</b>	<b>13</b>	<b>53</b>	<b>48</b>	<b>56</b>	<b>36</b>	<b>38</b>	<b>27</b>	<b>9</b>	<b>31</b>	<b>12</b>	<b>26</b>	<b>12</b>	<b>38</b>	<b>12</b>	<b>20</b>	<b>24</b>	<b>19</b>	<b>40</b>	<b>37</b>	<b>19</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 32:

Do you have any final comments?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volks- wagen	Volvo
Good program/guide/satisfied	9	6	0	11	10	14	8	17	5	18	8	22	9	17	15	9	15	21	0	10	6	5
More accurate/detailed guide information	2	0	0	3	0	2	0	0	0	11	4	0	3	14	5	0	0	0	0	3	0	0
No necessary/waste of money/customers are not interested	3	6	19	3	0	0	5	2	2	0	0	0	0	0	0	0	0	0	0	7	2	16
Positive survey/interviewer mentions	0	0	0	1	0	5	4	0	0	0	4	0	0	0	0	0	0	0	0	3	0	0
Improve labels/stickers (size, appearance, information)	5	0	4	0	1	2	6	0	0	0	1	0	3	0	6	0	8	0	7	0	3	3
More awareness/education/advertising	6	0	2	1	1	1	0	2	1	0	13	0	3	0	5	0	0	1	0	0	0	0
Lower price of gas/should be getting more gas mileage	0	0	7	3	1	0	2	0	0	0	4	0	0	0	0	0	0	0	0	7	0	0
Should be mandatory	0	0	7	3	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	3	0
More realistic testing	5	0	4	0	0	0	0	2	5	0	1	0	2	0	3	0	0	0	0	0	1	0
Better placement of labels/should not be on windows	0	0	0	0	0	1	0	0	0	0	4	0	0	0	0	9	4	0	0	0	7	5
Should promote a website/put it online	0	6	2	0	0	1	0	2	0	0	0	0	0	0	2	0	0	0	0	0	2	0
Good selling feature/helps to sell our cars	0	6	0	0	1	0	0	3	0	4	0	0	0	0	1	0	0	0	0	0	2	0
Quicker replacement of labels/damaged labels	6	0	0	0	0	1	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0
Good reference/shopping tool	0	0	0	0	0	0	2	0	0	0	0	0	4	0	0	4	2	0	0	0	0	0
Other	2	9	13	9	3	8	18	0	13	0	1	17	7	0	7	0	0	0	0	7	9	5
No/Nothing	60	61	48	55	66	54	41	68	59	50	58	37	56	51	55	49	58	78	70	46	62	35
Don't know/No answer	15	19	10	15	18	15	20	12	12	29	3	24	19	18	9	29	14	0	23	22	17	34
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>9</b>	<b>4</b>	<b>10</b>	<b>92</b>	<b>92</b>	<b>136</b>	<b>17</b>	<b>40</b>	<b>28</b>	<b>4</b>	<b>28</b>	<b>3</b>	<b>30</b>	<b>10</b>	<b>26</b>	<b>3</b>	<b>8</b>	<b>14</b>	<b>15</b>	<b>37</b>	<b>21</b>	<b>8</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>58</b>	<b>55</b>	<b>64</b>	<b>42</b>	<b>40</b>	<b>29</b>	<b>11</b>	<b>31</b>	<b>13</b>	<b>26</b>	<b>15</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>25</b>	<b>22</b>	<b>43</b>	<b>42</b>	<b>20</b>

# NATURAL RESOURCES CANADA

## 2005 Energy Label Study -Manufacturer-

TABLE 32:

[REMOVING DON'T KNOWS] Do you have any final comments?

	MANUFACTURER																					
	Acura	Audi	BMW	Daimler/ Chrysler	Ford	GM	High End	Honda	Hyundai	Infiniti	Kia	Lexus	Mazda	Mitsu- bishi	Nissan	Saab	Saturn	Subaru	Suzuki	Toyota	Volk- swagen	Volvo
Good program/guide/satisfied	10	7	0	13	12	16	10	19	6	25	8	29	11	20	16	13	18	21	0	13	7	8
More accurate/detailed guide information	3	0	0	3	0	3	0	0	0	16	4	0	3	17	5	0	0	0	0	4	0	0
No necessary/waste of money/customers are not interested	4	7	21	4	0	0	7	2	3	0	0	0	0	0	0	0	0	0	0	9	2	25
Positive survey/interviewer mentions	0	0	0	2	0	6	5	0	0	0	4	0	0	0	0	0	0	0	0	4	0	0
Improve labels/stickers (size, appearance, information)	6	0	4	0	1	3	7	0	0	0	1	0	3	0	7	0	9	0	9	0	4	4
More awareness/education/advertising	7	0	2	1	1	1	0	2	1	0	13	0	3	0	5	0	0	1	0	0	0	0
Lower price of gas/should be getting more gas mileage	0	0	7	4	1	0	2	0	0	0	4	0	0	0	0	0	0	0	10	0	0	0
Should be mandatory	0	0	7	4	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	4	0	0
More realistic testing	6	0	4	0	0	0	0	2	5	0	1	0	3	0	4	0	0	0	0	1	0	0
Better placement of labels/should not be on windows	0	0	0	0	0	1	0	0	0	0	4	0	0	0	0	13	4	0	0	0	8	8
Should promote a website/put it online	0	7	2	0	0	1	0	2	0	0	0	0	0	2	0	0	0	0	0	2	0	0
Good selling feature/helps to sell our cars	0	7	0	0	1	0	0	3	0	6	0	0	0	1	0	0	0	0	0	2	0	0
Quicker replacement of labels/damaged labels	7	0	0	0	0	1	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0
Good reference/shopping tool	0	0	0	0	0	0	2	0	0	0	0	5	0	0	6	2	0	0	0	0	0	0
Other	3	11	14	10	4	10	23	0	15	0	1	22	8	0	8	0	0	0	0	9	11	8
No/Nothing	71	75	54	65	81	64	51	77	67	70	59	49	70	63	60	69	67	78	91	60	75	53
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>9</b>	<b>78</b>	<b>75</b>	<b>115</b>	<b>13</b>	<b>35</b>	<b>24</b>	<b>3</b>	<b>27</b>	<b>2</b>	<b>24</b>	<b>8</b>	<b>24</b>	<b>2</b>	<b>7</b>	<b>14</b>	<b>12</b>	<b>29</b>	<b>18</b>	<b>5</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>19</b>	<b>15</b>	<b>17</b>	<b>47</b>	<b>46</b>	<b>51</b>	<b>36</b>	<b>36</b>	<b>26</b>	<b>9</b>	<b>29</b>	<b>10</b>	<b>21</b>	<b>12</b>	<b>36</b>	<b>11</b>	<b>20</b>	<b>25</b>	<b>18</b>	<b>32</b>	<b>36</b>	<b>18</b>

# **Appendix B: Study Questionnaire**



**FCG CHECKLIST AND DEALER INTERVIEW GUIDE**  
**(For Dealers Representing Only One Manufacturer)**

**Record the following information:**

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

Dealership Survey Code \_\_\_\_\_

Name of dealership: \_\_\_\_\_

Address: \_\_\_\_\_

Community: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_

- Province:
- |   |                  |    |                           |
|---|------------------|----|---------------------------|
| 1 | British Columbia | 6  | Quebec                    |
| 2 | Alberta          | 7  | New Brunswick             |
| 3 | Saskatchewan     | 8  | Nova Scotia               |
| 4 | Manitoba         | 9  | Prince Edward Island      |
| 5 | Ontario          | 10 | Newfoundland and Labrador |

**Manufacturer represented:**

- |    |                  |    |               |
|----|------------------|----|---------------|
| 01 | Acura            | 14 | Mercedes-Benz |
| 02 | Audi             | 15 | Mitsubishi    |
| 03 | BMW/Mini         | 16 | Nissan        |
| 04 | DaimlerChrysler  | 17 | Porsche       |
| 05 | Ford             | 18 | Saab          |
| 06 | GM               | 19 | Saturn        |
| 07 | Honda            | 20 | Subaru        |
| 08 | Hyundai          | 21 | Suzuki        |
| 09 | Infiniti         | 22 | Toyota        |
| 10 | Jaguar/LandRover | 23 | Volkswagen    |
| 11 | Kia              | 24 | Volvo         |
| 12 | Lexus            | 25 | Isuzu         |
| 13 | Mazda            |    |               |

**Position of respondent:**

- |   |                 |   |               |   |                               |
|---|-----------------|---|---------------|---|-------------------------------|
| 1 | General Manager | 2 | Sales Manager | 3 | Sales Staff<br>(Watch Quotas) |
|---|-----------------|---|---------------|---|-------------------------------|





### FUEL CONSUMPTION GUIDE CHECKLIST

Enter and scan the showroom of the dealership for the Fuel Consumption Guides. Respond to the following questions.

1. Is the Fuel Consumption Guide (FCG) displayed and/or visible in the showroom? **CIRCLE ONE ONLY**
  - 1 Yes
  - 2 No

**GO TO Q.6**
  
2. Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff? **CIRCLE ONE ONLY**
  - 01 On a stand/rack with other material
  - 02 On a stand/rack with no other material
  - 03 In a pile at the reception desk
  - 04 On the desk of sales staff
  - 99 Other (**SPECIFY:** \_\_\_\_\_)
  
3. Which one of the following best describes its prominence in the showroom? Would you say the Fuel Consumption Guide was highly or readily visible, somewhat visible, particularly if you are looking for it, or would you say the Guide was poorly displayed or hard to see or find?  
**CIRCLE ONE ONLY**
  - 01 Highly or readily visible
  - 02 Somewhat visible, particularly if you are looking for it
  - 03 Poorly displayed or hard to see or find
  - 99 Other (**SPECIFY:** \_\_\_\_\_)
  
4. Do consumers appear welcome to take one?  
**CIRCLE ONE ONLY**
  - 01 Yes
  - 02 No (e.g. one copy only or a message saying 'please do not remove')
  - 99 Other (**SPECIFY:** \_\_\_\_\_)
  
5. Approximately how many copies are available?  
**RECORD NUMBER - DO NOT RECORD A RANGE**  
**NUMBER:** \_\_\_\_\_





**If copies of the FCG are not visible, approach a salesperson or the reception desk and ask if they know where the Guide can be obtained. Use the following text:**

***“I have heard about a booklet that is put out by the government that gives fuel consumption ratings on new cars. Do you have this booklet or do you know where I can get it?”***

6. Which one of the following best describes what occurred? Would you say the staff person was aware of the Guide, but too busy to look for it, the staff person was aware of the Guide, but did not have any, the staff person was aware of the Guide, but could not find any, the staff person looked for the Guide and found one for you, the staff person stated they have some, but they are not available for public distribution, the staff person did not have a copy for you, but offered to photocopy relevant pages, or the staff person was not aware of the Guide and was not willing to look for it? **CIRCLE ONE ONLY**

- 01 Staff person was aware of the Guide, but too busy to look for it
- 02 Staff person was aware of the Guide, but did not have any
- 03 Staff person was aware of the Guide, but could not find any
- 04 Staff person looked for Guide and found one for you
- 05 Staff person stated they have some, but they are not available for public distribution
- 06 Staff person did not have a copy for you, but offered to photocopy relevant pages
- 07 Staff person was not aware of the Guide and was not willing to look for it
- 99 Other (**SPECIFY:** \_\_\_\_\_)

7. Were you able to obtain a copy of the Guide from the dealership? **CIRCLE ONE ONLY**

- 1 Yes → **GO TO INTERVIEW GUIDE**
- 2 No → **CONTINUE TO Q.8**

8. Was the staff person able to provide information on how to access a FCG? **CIRCLE ONE ONLY**

- 1 Yes (**IDENTIFY SOURCE MENTIONED:** \_\_\_\_\_)
- 2 No, did not know





## DEALER INTERVIEW GUIDE

**Ask to speak to the sales manager (first choice) or a general manager (second choice). In some of the smaller dealerships there may only be a general manager.**

### Introduction:

Hi, I'm \_\_\_\_\_ and I'm here on behalf of Corporate Research Associates, an independent marketing research firm. We are conducting a short questionnaire for Natural Resources Canada (NRCan) about the EnerGuide Vehicle Labeling and Fuel Consumption Guide initiative. We are interested in speaking with the person most knowledgeable about the use and distribution of the FCG and the EnerGuide labeling of the vehicles on your lot. This survey is registered with the National Survey Registration System.

9. I have a few questions I would like to ask you. It will take about 10 minutes of your time. Your feedback is very important to the federal government in helping promote fuel efficiency among Canadian drivers. Your comments will be kept confidential. Findings will be presented in aggregate form only.

1 Accepts → **CONTINUE TO Q.10**

2 Refuses because too busy at the time → **ask them to refer you to a sales person who has worked at least 3 years with this dealership and is knowledgeable about the EnerGuide labeling and Fuel Consumption Guide initiative.**

Yes, sales person available → **CONTINUE TO Q.10**

No, sales person not available → **ask if there is a more convenient time that you could call them (i.e., Sales/General Manager) to ask them a few questions. Enter name, position, and telephone number on the Interviewing Log. Thank and terminate.**

3 Refuses outright and does not appear to want to participate at a future time → **ask them to refer you to a sales person who has worked at least 3 years with this dealership and is knowledgeable about the EnerGuide labeling and Fuel Consumption Guide initiative.**

Yes, sales person available → **CONTINUE TO Q.10**

No → Thank and terminate. **PRIOR TO LEAVING THE DEALERSHIP, CONFIRM WITH A SALES PERSON, WHICH VEHICLES ON THE LOT ARE 'USED' AND/OR 'FLEET'. PLEASE ENSURE THAT THESE ARE NOT INCLUDED IN THE DATA INPUT FORM.**







**FUEL CONSUMPTION GUIDE**

I'd like to first focus on the Fuel Consumption Guide. **(Show a copy of the FCG to participant, if necessary.)**

10. Did you receive the 2005 Fuel Consumption Guides?  
**CIRCLE ONE ONLY**

- 1 Yes → **CONTINUE TO Q.11**
- 2 No → **SKIP TO Q.13**

11. Approximately how many 2005 Fuel Consumption Guides (FCG) did your dealership receive?  
**PROBE FOR SPECIFIC NUMBER - DO NOT ACCEPT A RANGE**

**NUMBER:** \_\_\_\_\_

12. Thinking of the 2005 Guides, what percentage were distributed to ....:  
**RECORD PERCENTAGE FOR ALL THAT APPLY**

- \_\_\_\_% Staff
- \_\_\_\_% Customers
- \_\_\_\_% Someone else
- \_\_\_\_% No one as of yet
- 100%

13. How does your sales staff generally use the FCG?  
**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 As a reference tool for internal use only
- 02 As a giveaway for potential buyers
- 03 Another way (**SPECIFY:** \_\_\_\_\_)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

14. How is the FCG usually distributed to customers?  
**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Displayed in a showroom and customers free to pick one up
- 02 Displayed in a showroom and customers have to ask for one
- 03 Sales staff provides a copy to customers who inquire about fuel consumption
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)





**Ask Q.15 only to those dealers where the FCG is not prominently displayed or is not displayed at all. (Refer to checklist you completed on the first page of the Guide – Questions 1 & 3)**

15. I noticed the FCG is **[NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]** in your showroom. We would like to better understand some of the issues making it difficult for dealerships to display the FCGs. Can you tell me why it is **[NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]**?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

01 No need for it; not typically requested by consumers; **IF THIS CATEGORY IS CIRCLED, ASK →** Have you ever displayed the FCG to check consumers' reaction?

02 Yes

03 No

04 Prefer to have sales staff provide the information directly

05 Made available to consumers mostly upon request

06 Don't have an adequate display stand or case; **IF THIS CATEGORY IS CIRCLED, ASK →** If you were provided with one, would you display it?

07 Yes

08 No

09 Not a priority because may not work in dealer's favour

10 Running out of stock and have not had an opportunity to re-order

11 Waiting for next year's guides to arrive

12 Did not know we had to

13 Never received guides

98 Don't know/No answer

99 Other (SPECIFY: \_\_\_\_\_)

16. Do you know how to order new or additional copies of the Guide? **CIRCLE ONE ONLY**

1 Yes (SPECIFY: \_\_\_\_\_)

2 No

17. Is there anything NRCan could do that would better assist you with the circulation of the FCG? **PROBE:** Anything else? **DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

01 Generate more awareness of the Guide

02 Provide a proper display stand or case

03 Provide more promotional material (e.g. posters for showroom, advertising)

04 Better communication between Government and dealers to ensure sufficient numbers of Guides available

97 Nothing

98 Don't know/No answer

99 Other (SPECIFY: \_\_\_\_\_)

18a. Would you agree to help promote the FCG and EnerGuide label to your customers? **CIRCLE ONE ONLY**

1 Yes → **CONTINUE TO Q.18b**

2 No → **SKIP TO Q.19a**





18b. What would you be ready to do? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY - PROMPT IF NECESSARY**

- 01 Posters in showroom
- 02 Posters in service area
- 03 Mailout to clients and potential customers
- 97 Nothing
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

19a. Do you see other ways for you to promote fuel efficiency in general to your customers?

**CIRCLE ONE ONLY**

- 1 Yes → **CONTINUE TO Q.19b**
- 2 No → **SKIP TO Q.20**

19b. Please indicate other ways you see to promote fuel efficiency in general to your customers. **PROBE:** Anything else? **RECORD VERBATIM**

\_\_\_\_\_

98 Don't know/No answer

20. All things considered, are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the FCG? **CIRCLE ONE ONLY**

- 01 Completely satisfied
- 02 Mostly satisfied
- 03 Mostly dissatisfied
- 04 Completely dissatisfied
- VOLUNTEERED**
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

21. **[DO NOT POSE Q.21 IF "DON'T KNOW/NO ANSWER" IN Q.20]** What is the single most important reason why you are **[READ RESPONSE FROM Q.20]** with the FCG? **PROBE :** Any other reasons? **RECORD VERBATIM**

**a. Why completely/mostly satisfied in Q.20**

\_\_\_\_\_

98 Don't know/No answer

**b. Why mostly/completely dissatisfied in Q.20**

\_\_\_\_\_

98 Don't know/No answer





22. On a related matter, what (other) information would you say is missing from the FCG? **PROBE:** Anything else? **RECORD VERBATIM**

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**ENERGUIDE LABELING PROGRAM**

Now, I would like to discuss the EnerGuide Labeling program briefly with you.

23. To the best of your knowledge, who provides the fuel consumption information that appears on the EnerGuide label and in the printed Fuel Consumption Guide? **DO NOT READ RESPONSES – CIRCLE ONE ONLY**

- 01 Manufacturers
- 02 Government
- 98 Don't know/No answer
- 99 Other [**SPECIFY:**\_\_\_\_\_]

24. To the best of your knowledge, when a vehicle exceeds a light duty gross vehicle weight of 3885 kilograms, or 8500 pounds, are manufacturers required to provide fuel consumption information? **DO NOT READ REPONSES – CIRCLE ONE ONLY**

- 1 Yes
- 2 No
- 8 Don't know/No answer

As you may know, the manufacturers who participate in this program provide labels indicating fuel consumption on all new 'light duty vehicles' sold in Canada.

25. Considering new vehicles only, what manufacturers are represented by your dealership? **CIRCLE ALL THAT APPLY**

- |                     |                                   |
|---------------------|-----------------------------------|
| 01 Acura            | 14 Mercedes-Benz                  |
| 02 Audi             | 15 Mitsubishi                     |
| 03 BMW/Mini         | 16 Nissan                         |
| 04 DaimlerChrysler  | 17 Porsche                        |
| 05 Ford             | 18 Saab                           |
| 06 GM               | 19 Saturn                         |
| 07 Honda            | 20 Subaru                         |
| 08 Hyundai          | 21 Suzuki                         |
| 09 Infiniti         | 22 Toyota                         |
| 10 Jaguar/LandRover | 23 Volkswagen                     |
| 11 Kia              | 24 Volvo                          |
| 12 Lexus            | 25 Isuzu                          |
| 13 Mazda            | 98 Don't know/No answer           |
|                     | 99 Other ( <b>SPECIFY:</b> _____) |





26. To what extent are you aware of the agreement between the Government and vehicle manufacturers to affix the new fuel consumption label to all new vehicles? Would you say you are aware of the agreement between the Government and vehicle manufacturers not at all, somewhat, or a great deal?

**CIRCLE ONE ONLY**

- 01 Not at all
- 02 Somewhat
- 03 A great deal

**VOLUNTEERED**

- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

**Ask Q.27 only to those dealers who have new vehicles on their lot *without* labels. Be specific by citing the model or manufacturer if it appears one model/manufacturer is more negligible than others.**

27. I noticed some of the new vehicles in your lot do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new cars have labels. Can you tell me why? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)





**Ask Q.28 only to those dealers who have new vehicles in their showroom without labels.**

28. I noticed some of the new \_\_\_\_\_ (**record manufacturer of vehicles with the most missing labels**) vehicles in your showroom do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

29a. Do you have any label replacement procedures in place? **CIRCLE ONE ONLY**

- 1 Yes → **CONTINUE TO Q.29b**
- 2 No → **SKIP TO Q.29d**

29b. **NOTE: DO NOT READ BOLD PRINT TO RESPONDENT: It may be the dealership or the manufacturer who has these procedures in place. Indicate which one they are referring to below.** Please indicate if it is the dealership or the manufacturer who has these procedures in place.

- 1 Dealership
- 2 Manufacturer

29c. Please describe your label replacement policy: **RECORD VERBATIM**

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29d. **[POSE Q.29d ONLY IF "NO" IN Q.29a]** Please indicate why you do not have any label replacement procedures in place? **PROBE:** Anything else? **DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Not a priority
- 02 No direction from manufacturer
- 03 Does not occur often enough to worry about
- 04 Just deal with on a case-by-case basis
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_ )

29e. **[POSE Q.29e ONLY IF "NO" IN Q.29a]** Would you prefer that replacement procedures be in place? **DO NOT READ RESPONSES – CIRCLE ONE ONLY**

- 01 Yes
- 02 No
- 03 It doesn't matter
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_ )

30. Is there anything that NRCan could do that would better assist you in helping the Government ensure all new vehicles have EnerGuide labels on them? **PROBE:** Anything else? **DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Make the labelling program mandatory rather than voluntary
- 02 Generate more awareness among dealers and the public of the labels
- 03 Better communication between Government and manufacturers
- 04 Ensure the labels are consistent across manufacturers
- 05 Re-examine the appearance of the label (e.g. size, content)
- 97 Nothing
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_ )

31. Do you have any suggestions about how the Fuel Consumption Guide or the EnerGuide labels could be improved? **RECORD VERBATIM**

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32. Do you have any final comments? **RECORD VERBATIM**

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**IMPORTANT: PRIOR TO TERMINATING THE INTERVIEW, CONFIRM WITH THE PARTICIPANT WHICH VEHICLES ON THE LOT WERE “USED” AND/OR “FLEET.” (ASK THEM TO POINT OUT WHERE THE “USED” AND/OR “FLEET” VEHICLES ARE ON THE LOT). PLEASE ENSURE THESE ARE NOT INCLUDED IN THE DATA INPUT FORM.**

Thank you for participating in the survey. Again, on behalf on Natural Resources Canada we appreciate your feedback.





**LISTE DE VÉRIFICATION DU GCC ET GUIDE D'ENTRETIEN DU CONCESSIONNAIRE**  
**(POUR LES CONCESSIONNAIRES REPRÉSENTANT UN FABRICANT)**

Enregistrer les renseignements suivants :

Enquêteur : \_\_\_\_\_ Date : \_\_\_\_\_

Code de sondage du concessionnaire \_\_\_\_\_

Nom du concessionnaire : \_\_\_\_\_

Adresse : \_\_\_\_\_

Ville : \_\_\_\_\_

Numéro de téléphone : (\_\_\_\_) \_\_\_\_\_

Province:	1 Colombie-Britannique	6 Québec
	2 Alberta	7 Nouveau-Brunswick
	3 Saskatchewan	8 Nouvelle-Écosse
	4 Manitoba	9 Île-du-Prince-Édouard
	5 Ontario	10 Terre-Neuve-et-Labrador

Fabricant représenté :

01 Acura	14 Mercedes-Benz
02 Audi	15 Mitsubishi
03 BMW/Mini	16 Nissan
04 DaimlerChrysler	17 Porsche
05 Ford	18 Saab
06 GM	19 Saturn
07 Honda	20 Subaru
08 Hyundai	21 Suzuki
09 Infiniti	22 Toyota
10 Jaguar/Land Rover	23 Volkswagen
11 Kia	24 Volvo
12 Lexus	25 Isuzu
13 Mazda	

Poste du répondant :

1 Directeur général      2 Directeur commercial      3 Préposé aux ventes  
 (Surveillance des cotes)





## LISTE DE VÉRIFICATION DU GUIDE DE CONSOMMATION DE CARBURANT

Entrez et explorez la salle de démonstration du concessionnaire pour les Guides de consommation de carburant. Répondez aux questions suivantes.

1. Le Guide de consommation de carburant (GCC) est-il présenté et/ou visible dans la salle de démonstration? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 1 Oui
  - 2 Non

**ALLEZ À Q.6**
  
2. Lequel des énoncés suivants décrit le mieux la façon dont il est présenté? Le Guide de consommation de carburant était-il placé sur un présentoir ou une étagère parmi d'autres documents, sur un présentoir ou une étagère sans aucun autre document, empilé sur le bureau à la réception ou sur le bureau du préposé aux ventes? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 01 Sur un présentoir/étagère avec d'autres documents
  - 02 Sur un présentoir/étagère sans aucun autre document
  - 03 Empilé sur le bureau à la réception
  - 04 Empilé sur le bureau du préposé aux ventes
  - 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )
  
3. Lequel des énoncés suivants décrit le mieux sa mise en évidence dans la salle d'exposition? Diriez-vous que le Guide de consommation de carburant était hautement ou facilement visible, passablement visible, surtout si vous le cherchez ou diriez-vous que le Guide était peu visible ou difficile à voir ou à trouver? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 01 Hautement ou facilement visible
  - 02 Passablement visible, surtout si vous le cherchez
  - 03 Peu visible ou difficile à voir ou à trouver
  - 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )
  
4. Les consommateurs semblent-ils enclins à en prendre un? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 01 Oui
  - 02 Non (p.ex. un seul exemplaire ou un message disant « pour consultation sur place »)
  - 98 Ne sait pas/Aucune réponse
  - 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )
  
5. Combien d'exemplaires environ sont disponibles?  
**INSCRIVEZ UN NOMBRE – N'INSCRIVEZ PAS DE FOURCHETTE**

**NOMBRE :** \_\_\_\_\_





**Si les exemplaires du GCC ne sont pas visibles, demandez à un vendeur ou à la réception s'ils savent où se procurer le Guide. Servez-vous du texte suivant :**

**« J'ai entendu parler d'une brochure émise par le gouvernement qui donne les cotes de consommation de carburant des nouveaux véhicules. Avez-vous cette brochure ou savez-vous où je peux me la procurer? »**

6. Lequel des énoncés suivants décrit le mieux ce qui est arrivé? Diriez-vous que l'employé(e) connaissait l'existence du Guide, mais était trop occupé(e) pour le chercher, l'employé(e) connaissait l'existence du Guide, mais ne disposait d'aucun, l'employé(e) connaissait l'existence du Guide, mais ne pouvait trouver aucun exemplaire, l'employé(e) a cherché le Guide et a trouvé un exemplaire, l'employé(e) a dit qu'il en avait, mais non disponible pour le public, l'employé(e) ne disposait d'aucun exemplaire à distribuer, mais vous a offert de photocopier les pages pertinentes ou l'employé(e) ne connaissait pas l'existence du Guide et a refusé de le chercher? **ENCERCLEZ UNE SEULE RÉPONSE**

- 01 L'employé(e) connaissait l'existence du Guide, mais était trop occupé(e) pour le chercher
- 02 L'employé(e) connaissait l'existence du Guide, mais ne disposait d'aucun
- 03 L'employé(e) connaissait l'existence du Guide, mais ne pouvait trouver aucun exemplaire
- 04 L'employé(e) a cherché le Guide et a trouvé un exemplaire
- 05 L'employé(e) a dit qu'il en avait, mais non disponible pour le public
- 06 L'employé(e) ne disposait d'aucun exemplaire à distribuer, mais vous a offert de photocopier les pages pertinentes
- 07 L'employé(e) ne connaissait pas l'existence du Guide et a refusé de le chercher
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)

7. Avez-vous pu obtenir un exemplaire du Guide chez le concessionnaire? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui → **ALLEZ AU GUIDE D'ENTRETIEN DU CONCESSIONNAIRE**
- 2 Non → **CONTINUEZ À Q.8**

8. Est-ce que l'employé(e) a pu fournir l'information sur la façon d'obtenir un GCC? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui (**IDENTIFIEZ LA SOURCE MENTIONNÉE :** \_\_\_\_\_)
- 2 Non, il ne savait pas





## GUIDE D'ENTRETIEN DU CONCESSIONNAIRE

**Demandez un entretien auprès du directeur des ventes (premier choix) ou d'un directeur général (second choix). Chez certains petits concessionnaires, il peut y avoir un directeur général seulement.**

### Introduction :

Bonjour, je m'appelle \_\_\_\_\_ et je suis ici au nom de *Corporate Research Associates*, une société indépendante de recherche en marketing. Nous faisons remplir un court questionnaire pour Ressources naturelles Canada (RNCanada) à propos de l'étiquetage ÉnerGuide des véhicules et du Guide de consommation de carburant. J'aimerais parler à la personne la mieux informée à propos de l'utilisation et de la distribution du GCC ainsi que de l'étiquetage ÉnerGuide des véhicules de votre parc. Ce sondage est enregistré auprès du Système d'inscription des enquêtes à l'échelle nationale.

9. J'aurais quelques questions à vous poser. Cela prendra environ 10 minutes. Votre rétroaction est très importante pour le gouvernement fédéral pour aider à promouvoir l'efficacité énergétique auprès des conducteurs canadiens. Vos commentaires demeureront confidentiels. Les conclusions seront présentées de façon globale.

1 Accepte → **CONTINUEZ À Q.10**

2 Refuse parce que trop occupé(e) à ce moment → **demandez qu'on vous réfère à un représentant des ventes qui a travaillé au moins 3 ans chez ce concessionnaire et qui est bien informé à propos de l'étiquetage ÉnerGuide et du Guide de consommation de carburant.**

? Oui, un représentant des ventes est disponible → **CONTINUEZ À Q.10**

? Non, aucun représentant des ventes disponible → **demandez s'il y a une date plus convenable où vous pourriez les appeler (p.ex., le directeur général des ventes) afin de poser quelques questions. Inscrivez le nom, le poste, et le numéro de téléphone dans le journal d'entretien. Remerciez et terminez.**

3 Refuse carrément et ne semble pas vouloir participer dans un avenir rapproché → **demandez qu'on vous réfère à un représentant des ventes qui a travaillé au moins 3 ans chez ce concessionnaire et qui est bien informé à propos de l'étiquetage ÉnerGuide et du Guide de consommation de carburant.**

? Oui, un représentant des ventes est disponible → **CONTINUEZ À Q.10**

? Non → Remerciez et terminez. **AVANT DE QUITTER LE CONCESSIONNAIRE, CONFIRMEZ AVEC UN REPRÉSENTANT DES VENTES, QUELS VÉHICULES DANS LE PARC SONT « USAGÉS » ET/OU DE « PARC ». ASSUREZ-VOUS QUE CEUX-CI NE SONT PAS INCLUS SUR LE FORMULAIRE DE COLLECTE DES DONNÉES.**





## GUIDE DE CONSOMMATION DE CARBURANT

J'aimerais tout d'abord attirer votre attention sur le Guide de consommation de carburant. **(Montrez une copie du GCC au participant, au besoin.)**

10. Avez-vous reçu les Guides de consommation de carburant 2005?

**ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui → **CONTINUEZ À Q.11**
- 2 Non → **ALLEZ À Q.13**

11. Combien d'exemplaires environ du Guide de consommation de carburant (GCC) 2005 votre concessionnaire a-t-il reçus?

**TENTEZ UN NOMBRE SPÉCIFIQUE – N'ACCEPTEZ PAS DE FOURCHETTE**

**NOMBRE :** \_\_\_\_\_

12. Sur ces Guides 2005, quel pourcentage a été distribué à... :

**INSCRIVEZ LE POURCENTAGE DE TOUT CE QUI S'APPLIQUE**

- \_\_\_% personnel
- \_\_\_% clients
- \_\_\_% quelqu'un d'autre
- \_\_\_% personne encore
- 100%

13. De quelle façon les préposés aux ventes utilisent-ils le GCC?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Comme outil de référence pour usage interne seulement
- 02 Comme cadeau aux acheteurs éventuels
- 03 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)

14. De quelle façon le GCC est-il distribué à la clientèle?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Présenté dans une salle de démonstration et les clients sont libres d'en prendre un
- 02 Présenté dans une salle de démonstration et les clients doivent en demander un
- 03 Les préposés aux ventes offrent un exemplaire aux clients qui demandent des renseignements à propos de la consommation de carburant
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)





**Demandez la question Q.15 uniquement aux concessionnaires où le GCC n'est pas présenté de façon évidente ou n'est pas présenté du tout. (Reportez-vous à la liste de vérification que vous avez remplie à la première page du Guide – Questions 1 et 3)**

15. J'ai remarqué que le GCC n'est [**PAS PRÉSENTÉ DE FAÇON ÉVIDENTE/PAS PRÉSENTÉ DU TOUT**] dans votre salle de démonstration. Nous aimerions mieux comprendre la difficulté de présentation du GCC éprouvée par les concessionnaires. Pouvez-vous me dire pourquoi il n'est [**PAS PRÉSENTÉ DE FAÇON ÉVIDENTE/PRÉSENTÉ DU TOUT**]?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

01 Aucun besoin, pas de demande de la part des clients, **SI CETTE CATÉGORIE EST ENCERCLÉE, DEMANDEZ → Avez-vous déjà présenté le GCC pour vérifier la réaction des clients?**

02 Oui

03 Non

04 Préfère que les préposés aux ventes fournissent directement l'information

05 Disponible à la clientèle principalement sur demande

06 Ne dispose pas d'un présentoir approprié ou de casier, **SI CETTE CATÉGORIE EST ENCERCLÉE, DEMANDEZ → Si vous en aviez un, présenteriez-vous le GCC?**

07 Oui

08 Non

09 N'est pas une priorité car peut ne pas être avantageux pour le concessionnaire

10 Épuisement du stock et pas eu la possibilité d'effectuer une demande de réapprovisionnement

11 Attente des guides de l'an prochain

12 Ignorait devoir le faire

13 N'a jamais reçu les guides

98 Ne sait pas/Aucune réponse

99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )

16. Savez-vous comment commander de nouveaux guides ou des exemplaires supplémentaires du Guide?  
**ENCERCLEZ UNE SEULE RÉPONSE**

1 Oui (**SPÉCIFIEZ :** \_\_\_\_\_ )

2 Non

17. Que pourrait faire RNCan pour vous aider à améliorer la distribution du GCC? **VÉRIFIEZ** : Rien d'autre?  
**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

01 Sensibiliser davantage le public quant à l'existence du Guide

02 Fournir un présentoir approprié ou un casier

03 Fournir davantage de matériel publicitaire (p.ex., affiches pour salles de démonstration, publicité)

04 Une meilleure communication entre le gouvernement et les concessionnaires pour assurer un nombre suffisant de Guides.

97 Rien

98 Ne sait pas/Aucune réponse

99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )

18a. Accepteriez-vous d'aider à promouvoir le GCC et l'étiquetage ÉnerGuide auprès de votre clientèle?  
**ENCERCLEZ UNE SEULE RÉPONSE**

1 Oui → **CONTINUEZ À Q.18b**

2 Non → **ALLEZ À Q.19a**





18b. Que seriez-vous prêt à faire? **VÉRIFIEZ** : Rien d'autre?  
**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE – RAPPELEZ AU BESOIN**

- 01 Affiches dans les salles de démonstration
- 02 Affiches dans les aires de service
- 03 Envoi de publicité aux clients et aux clients éventuels
- 97 Rien
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

19a. Y a-t-il d'autres moyens que vous pourriez utiliser pour promouvoir, en général, le rendement du carburant auprès de votre clientèle?  
**ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui → **CONTINUEZ À Q.19b**
- 2 Non → **ALLEZ À Q.20**

19b. Veuillez indiquer d'autres moyens que vous pourriez utiliser pour promouvoir, en général, le rendement du carburant auprès de votre clientèle. **VÉRIFIEZ** : Rien d'autre? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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98 Ne sait pas/Aucune réponse

20. Toute réflexion faite, êtes-vous entièrement satisfait, partiellement satisfait, partiellement insatisfait ou entièrement insatisfait du GCC? **ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Entièrement satisfait
  - 02 Partiellement satisfait
  - 03 Partiellement insatisfait
  - 04 Entièrement insatisfait
- SPONTANÉMENT**
- 98 Ne sait pas/Aucune réponse
  - 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )





21. **[NE POSEZ PAS Q.21 SI « NE SAIT PAS/AUCUNE RÉPONSE » À Q.20]** Quelle est la raison la plus importante pour laquelle vous êtes **[LISEZ LA RÉPONSE DE Q.20]** du GCC? **VÉRIFIEZ:** Aucune autre raison?

**INSCRIVEZ LE COMPTE RENDU TEXTUEL**

**a. Pourquoi complètement / partiellement satisfait à Q.20**

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98 Ne sait pas/Aucune réponse

**b. Pourquoi partiellement /entièrement insatisfait à Q.20**

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98 Ne sait pas/Aucune réponse

22. Dans la même lignée, quel (autre) renseignement devrait être ajouté, selon vous, au GCC? **VÉRIFIEZ :** Rien d'autre? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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### **PROGRAMME D'ÉTIQUETAGE ÉNERGUIDE**

Maintenant, j'aimerais discuter brièvement du programme d'étiquetage ÉnerGuide.

23. Pour autant que vous sachiez, qui fournit l'information relative à la consommation de carburant apparaissant sur l'étiquette ÉnerGuide et la version imprimée du Guide de consommation de carburant? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

01 Les fabricants  
02 Le gouvernement  
98 Ne sait pas/Aucune réponse  
99 Autre **[SPÉCIFIEZ :** \_\_\_\_\_ **]**

24. Pour autant que vous sachiez, quand le poids total d'un véhicule léger excède 3886 kilogrammes, ou 8 500 livres, est-ce que les fabricants doivent fournir l'information à propos de la consommation de carburant? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

1 Oui  
2 Non  
8 Ne sait pas/Aucune réponse







Comme vous le savez, les fabricants qui participent à ce programme fournissent les étiquettes indiquant la consommation de carburant sur tous les nouveaux « véhicules légers » vendus au Canada.

25. En tenant compte des nouveaux véhicules seulement, quels fabricants sont représentés par votre concessionnaire?

**ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- |    |                   |    |                            |
|----|-------------------|----|----------------------------|
| 01 | Acura             | 14 | Mercedes-Benz              |
| 02 | Audi              | 15 | Mitsubishi                 |
| 03 | BMW/Mini          | 16 | Nissan                     |
| 04 | DaimlerChrysler   | 17 | Porsche                    |
| 05 | Ford              | 18 | Saab                       |
| 06 | GM                | 19 | Saturn                     |
| 07 | Honda             | 20 | Subaru                     |
| 08 | Hyundai           | 21 | Suzuki                     |
| 09 | Infiniti          | 22 | Toyota                     |
| 10 | Jaguar/Land Rover | 23 | Volkswagen                 |
| 11 | Kia:              | 24 | Volvo                      |
| 12 | Lexus             | 25 | Isuzu                      |
| 13 | Mazda             | 98 | Ne sait pas/Aucune réponse |
|    |                   | 99 | Autre ( <b>SPÉCIFIEZ :</b> |

\_\_\_\_\_ )

26. Jusqu'à quel point êtes-vous informé de l'entente entre le gouvernement et les fabricants de véhicules pour apposer la nouvelle étiquette de consommation de carburant sur tous les nouveaux véhicules? Diriez-vous que vous n'êtes pas du tout informé de l'entente entre le gouvernement et les fabricants de véhicules, assez bien informé ou très bien informé?

**ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Pas du tout  
02 Assez bien  
03 Très bien
- SPONTANÉMENT**
- 98 Ne sait pas/Aucune réponse  
99 Autre (**SPÉCIFIEZ :**

\_\_\_\_\_ )





Posez **uniquement** Q.27 aux concessionnaires ayant de nouveaux véhicules dans **leur parc sans** étiquettes.

27. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre parc n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme
- 02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée
- 03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.
- 04 Pour améliorer l'apparence du véhicule
- 05 L'étiquette est endommagée et n'a pas encore été remplacée
- 06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement
- 07 Pour encourager les clients à discuter avec les préposés aux ventes
- 08 Attente de nouvelles étiquettes
- 09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés
- 10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)

Posez **uniquement** Q.28 aux concessionnaires ayant de nouveaux véhicules dans **leur salle de démonstration sans** étiquettes.

28. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre salle de démonstration n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme
- 02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée
- 03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.
- 04 Pour améliorer l'apparence du véhicule
- 05 L'étiquette est endommagée et n'a pas encore été remplacée
- 06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement
- 07 Pour encourager les clients à discuter avec les préposés aux ventes
- 08 Attente de nouvelles étiquettes
- 09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés
- 10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)





29a. Y a-t-il actuellement des procédures de remplacement d'étiquette? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui **CONTINUEZ À Q.29b**
- 2 Non **ALLEZ À Q.29d**

29b. **REMARQUE: NE LISEZ PAS AU RÉPONDANT CE QUI EST ÉCRIT EN CARACTÈRES GRAS : le concessionnaire ou le fabricant a mis sur pied ces procédures. Indiquez ci-dessous celui auquel il est fait référence.** Veuillez indiquer si c'est le concessionnaire ou le fabricant qui a mis ces procédures sur pied. **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Concessionnaire
- 2 Fabricant
- 3 Les deux

29c. Veuillez décrire votre politique de remplacement d'étiquette: **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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29d. **[POSEZ Q.29d SEULEMENT SI « NON » à 29a]** Veuillez indiquer pourquoi vous n'avez aucune procédure de remplacement d'étiquette? **VÉRIFIEZ : Rien d'autre? NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Pas une priorité
- 02 Aucune directive du fabricant
- 03 Ne se présente pas assez souvent pour s'en inquiéter
- 04 Traité sur une base de cas par cas
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)

29e. **[POSEZ Q.29e SEULEMENT SI « NON » à 29a]** Préférez-vous que des procédures de remplacement soient mises sur pied? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Oui
- 02 Non
- 03 Peu importe
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)





30. Que pourrait faire RNCan pour vous aider à seconder le gouvernement afin que tous les nouveaux véhicules soient dotés des étiquettes ÉnerGuide? **VÉRIFIEZ** : Rien d'autre?  
**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Rendre le programme d'étiquetage obligatoire plutôt que SPONTANÉMENT
- 02 Sensibiliser davantage les concessionnaires et la population à propos des étiquettes
- 03 Une meilleure communication entre le gouvernement et les fabricants
- 04 L'assurance que les étiquettes sont uniformes chez les concessionnaires
- 05 Revoir l'apparence des étiquettes (p.ex., la taille, le contenu)
- 97 Rien
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

31. Avez-vous des suggestions pour améliorer le Guide de consommation de carburant ou les étiquettes ÉnerGuide? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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32. Avez-vous d'autres commentaires? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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**IMPORTANT : AVANT DE TERMINER L'ENTRETIEN, CONFIRMEZ AVEC LE PARTICIPANT QUELS VÉHICULES DANS LE PARC ÉTAIENT « USAGÉS » (D'OCCASION) ET/OU « PARC ». (DEMANDEZ-LEUR DE VOUS INDIQUER OÙ SONT LES VÉHICULES « USAGÉS » ET/OU « PARC »). ASSUREZ-VOUS QUE CEUX-CI NE SONT PAS INCLUS SUR LE FORMULAIRE DE COLLECTE DE DONNÉES.**

Je vous remercie d'avoir participé à ce sondage. Ressources naturelles Canada apprécie votre rétroaction.





**FCG CHECKLIST AND DEALER INTERVIEW GUIDE**  
**(FOR DEALERS THAT REPRESENT MORE THAN ONE MANUFACTURER)**

**Record the following information:**

Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

Dealership Survey Code \_\_\_\_\_

Name of dealership: \_\_\_\_\_

Address: \_\_\_\_\_

Community: \_\_\_\_\_

Phone Number: (\_\_\_\_) \_\_\_\_\_

- |           |   |                  |    |                           |
|-----------|---|------------------|----|---------------------------|
| Province: | 1 | British Columbia | 6  | Quebec                    |
|           | 2 | Alberta          | 7  | New Brunswick             |
|           | 3 | Saskatchewan     | 8  | Nova Scotia               |
|           | 4 | Manitoba         | 9  | Prince Edward Island      |
|           | 5 | Ontario          | 10 | Newfoundland and Labrador |

**Manufacturer represented:**

- |    |                  |    |               |
|----|------------------|----|---------------|
| 01 | Acura            | 14 | Mercedes-Benz |
| 02 | Audi             | 15 | Mitsubishi    |
| 03 | BMW/Mini         | 16 | Nissan        |
| 04 | DaimlerChrysler  | 17 | Porsche       |
| 05 | Ford             | 18 | Saab          |
| 06 | GM               | 19 | Saturn        |
| 07 | Honda            | 20 | Subaru        |
| 08 | Hyundai          | 21 | Suzuki        |
| 09 | Infiniti         | 22 | Toyota        |
| 10 | Jaguar/LandRover | 23 | Volkswagen    |
| 11 | Kia              | 24 | Volvo         |
| 12 | Lexus            | 25 | Isuzu         |
| 13 | Mazda            |    |               |

**Position of respondent:**

- |                   |                 |                                 |
|-------------------|-----------------|---------------------------------|
| 1 General Manager | 2 Sales Manager | 3 Sales Staff<br>(Watch Quotas) |
|-------------------|-----------------|---------------------------------|





**FUEL CONSUMPTION GUIDE CHECKLIST**

**Enter and scan the showroom of the dealership for the Fuel Consumption Guides. Respond to the following questions.**

1. Is the Fuel Consumption Guide (FCG) displayed and/or visible in the showroom? **CIRCLE ONE ONLY**

- 1 Yes
- 2 No

**GO TO Q.6**

2. Which one of the following best describes how it is displayed? Was the Fuel Consumption Guide displayed on a stand or rack with other material, on a stand or rack with no other material, in a pile at the reception desk, or on the desk of sales staff? **CIRCLE ONE ONLY**

- 01 On a stand/rack with other material
- 02 On a stand/rack with no other material
- 03 In a pile at the reception desk
- 04 On the desk of sales staff
- 99 Other (**SPECIFY:** \_\_\_\_\_)

3. Which one of the following best describes its prominence in the showroom? Would you say the Fuel Consumption Guide was highly or readily visible, somewhat visible, particularly if you are looking for it, or would you say the Guide was poorly displayed or hard to see or find?

**CIRCLE ONE ONLY**

- 01 Highly or readily visible
- 02 Somewhat visible, particularly if you are looking for it
- 03 Poorly displayed or hard to see or find
- 99 Other (**SPECIFY:** \_\_\_\_\_)

4. Do consumers appear welcome to take one?

**CIRCLE ONE ONLY**

- 01 Yes
- 02 No (e.g. one copy only or a message saying 'please do not remove')
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

5. Approximately how many copies are available?

**RECORD NUMBER - DO NOT RECORD A RANGE**

**NUMBER:** \_\_\_\_\_





**If copies of the FCG are not visible, approach a salesperson or the reception desk and ask if they know where the Guide can be obtained. Use the following text:**

***“I have heard about a booklet that is put out by the government that gives fuel consumption ratings on new cars. Do you have this booklet or do you know where I can get it?”***

6. Which one of the following best describes what occurred? Would you say the staff person was aware of the Guide, but too busy to look for it, the staff person was aware of the Guide, but did not have any, the staff person was aware of the Guide, but could not find any, the staff person looked for the Guide and found one for you, the staff person stated they have some, but they are not available for public distribution, the staff person did not have a copy for you, but offered to photocopy relevant pages, or the staff person was not aware of the Guide and was not willing to look for it? **CIRCLE ONE ONLY**

- 01 Staff person was aware of the Guide, but too busy to look for it
- 02 Staff person was aware of the Guide, but did not have any
- 03 Staff person was aware of the Guide, but could not find any
- 04 Staff person looked for Guide and found one for you
- 05 Staff person stated they have some, but they are not available for public distribution
- 06 Staff person did not have a copy for you, but offered to photocopy relevant pages
- 07 Staff person was not aware of the Guide and was not willing to look for it

**VOLUNTEERED**

98 Don't know/No answer

99 Other (**SPECIFY:** \_\_\_\_\_)

7. Were you able to obtain a copy of the Guide from the dealership? **CIRCLE ONE ONLY**

- 1 Yes → **GO TO DEALER INTERVIEW GUIDE**
- 2 No → **CONTINUE TO Q.8**

8. Was the staff person able to provide information on how to access a FCG? **CIRCLE ONE ONLY**

- 1 Yes (**IDENTIFY SOURCE MENTIONED:** \_\_\_\_\_)
- 2 No, did not know





## DEALER INTERVIEW GUIDE

**Ask to speak to the sales manager (first choice) or a general manager (second choice). In some of the smaller dealerships there may only be a general manager.**

### Introduction:

Hi, I'm \_\_\_\_\_ and I'm here on behalf of Corporate Research Associates, an independent marketing research firm. We are conducting a short questionnaire for Natural Resources Canada (NRCan) about the EnerGuide Vehicle Labeling and Fuel Consumption Guide initiative. We are interested in speaking with the person most knowledgeable about the use and distribution of the FCG and the EnerGuide labeling of the vehicles on your lot. This survey is registered with the National Survey Registration System.

9. I have a few questions I would like to ask you. It will take about 10 minutes of your time. Your feedback is very important to the federal government in helping promote fuel efficiency among Canadian drivers. Your comments will be kept confidential. Findings will be presented in aggregate form only.

1 Accepts → **CONTINUE TO Q.10**

2 Refuses because too busy at the time → **ask them to refer you to a sales person who has worked at least 3 years with this dealership and is knowledgeable about the EnerGuide labeling and Fuel Consumption Guide initiative.**

Yes, sales person available → **CONTINUE TO Q.10**

No, sales person not available → **ask if there is a more convenient time that you could call them (i.e., Sales/General Manager) to ask them a few questions. Enter name, position, and telephone number on the Interviewing Log. Thank and terminate.**

3 Refuses outright and does not appear to want to participate at a future time → **ask them to refer you to a sales person who has worked at least 3 years with this dealership and is knowledgeable about the EnerGuide labeling and Fuel Consumption Guide initiative.**

Yes, sales person available → **CONTINUE TO Q.10**

No → Thank and terminate. **PRIOR TO LEAVING THE DEALERSHIP, CONFIRM WITH A SALES PERSON, WHICH VEHICLES ON THE LOT ARE 'USED' AND/OR 'FLEET'. PLEASE ENSURE THAT THESE ARE NOT INCLUDED IN THE DATA INPUT FORM.**







**FUEL CONSUMPTION GUIDE**

I'd like to first focus on the Fuel Consumption Guide. **(Show a copy of the FCG to participant, if necessary.)**

10. Did you receive the 2005 Fuel Consumption Guides?  
**CIRCLE ONE ONLY**

- 1 Yes → **CONTINUE TO Q.11**
- 2 No → **SKIP TO Q.13**

11. Approximately how many 2005 Fuel Consumption Guides (FCG) did your dealership receive?  
**PROBE FOR SPECIFIC NUMBER - DO NOT ACCEPT A RANGE**

**NUMBER:** \_\_\_\_\_

12. Thinking of the 2005 Guides, what percentage were distributed to ....:  
**RECORD PERCENTAGE FOR ALL THAT APPLY**

- \_\_\_\_% Staff
- \_\_\_\_% Customers
- \_\_\_\_% Someone else
- \_\_\_\_% No one as of yet
- 100%

13. How does your sales staff generally use the FCG?  
**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 As a reference tool for internal use only
- 02 As a giveaway for potential buyers
- 03 Another way (**SPECIFY:** \_\_\_\_\_)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

14. How is the FCG usually distributed to customers?  
**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Displayed in a showroom and customers free to pick one up
- 02 Displayed in a showroom and customers have to ask for one
- 03 Sales staff provides a copy to customers who inquire about fuel consumption
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)





**Ask Q.15 only to those dealers where the FCG is not prominently displayed or is not displayed at all. (Refer to checklist you completed on the first page of the Guide – Questions 1 & 3)**

15. I noticed the FCG is **[NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]** in your showroom. We would like to better understand some of the issues making it difficult for dealerships to display the FCGs. Can you tell me why it is **[NOT PROMINENTLY DISPLAYED/NOT DISPLAYED AT ALL]**?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

01 No need for it; not typically requested by consumers; **IF THIS CATEGORY IS CIRCLED, ASK →** Have you ever displayed the FCG to check consumers' reaction?

02 Yes

03 No

04 Prefer to have sales staff provide the information directly

05 Made available to consumers mostly upon request

06 Don't have an adequate display stand or case; **IF THIS CATEGORY IS CIRCLED, ASK →** If you were provided with one, would you display it?

07 Yes

08 No

09 Not a priority because may not work in dealer's favour

10 Running out of stock and have not had an opportunity to re-order

11 Waiting for next year's guides to arrive

12 Did not know we had to

13 Never received guides

98 Don't know/No answer

99 Other (**SPECIFY:** \_\_\_\_\_ )

16. Do you know how to order new or additional copies of the Guide? **CIRCLE ONE ONLY**

1 Yes (**SPECIFY:** \_\_\_\_\_ )

2 No

17. Is there anything NRCan could do that would better assist you with the circulation of the FCG? **PROBE:** Anything else? **DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

01 Generate more awareness of the Guide

02 Provide a proper display stand or case

03 Provide more promotional material (e.g. posters for showroom, advertising)

04 Better communication between Government and dealers to ensure sufficient numbers of Guides available

97 Nothing

98 Don't know/No answer

99 Other (**SPECIFY:** \_\_\_\_\_ )

18a. Would you agree to help promote the FCG and EnerGuide label to your customers? **CIRCLE ONE ONLY**

1 Yes → **CONTINUE TO Q.18b**

2 No → **SKIP TO Q.19a**





18b. What would you be ready to do? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY - PROMPT IF NECESSARY**

- 01 Posters in showroom
- 02 Posters in service area
- 03 Mailout to clients and potential customers
- 97 Nothing
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

19a. Do you see other ways for you to promote fuel efficiency in general to your customers?

**CIRCLE ONE ONLY**

- 1 Yes → **CONTINUE TO Q.19b**
- 2 No → **SKIP TO Q.20**

19b. Please indicate other ways you see to promote fuel efficiency in general to your customers. **PROBE:** Anything else? **RECORD VERBATIM**

\_\_\_\_\_

98 Don't know/No answer

20. All things considered, are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the FCG? **CIRCLE ONE ONLY**

- 01 Completely satisfied
- 02 Mostly satisfied
- 03 Mostly dissatisfied
- 04 Completely dissatisfied
- VOLUNTEERED**
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

21. **[DO NOT POSE Q.21 IF "DON'T KNOW/NO ANSWER" IN Q.20]** What is the single most important reason why you are **[READ RESPONSE FROM Q.20]** with the FCG? **PROBE :** Any other reasons? **RECORD VERBATIM**

**a. Why completely/mostly satisfied in Q.20**

\_\_\_\_\_

98 Don't know/No answer

**b. Why mostly/completely dissatisfied in Q.20**

\_\_\_\_\_

98 Don't know/No answer





22. On a related matter, what (other) information would you say is missing from the FCG? **PROBE:** Anything else? **RECORD VERBATIM**

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**ENERGUIDE LABELING PROGRAM**

Now, I would like to discuss the EnerGuide Labeling program briefly with you.

23. To the best of your knowledge, who provides the fuel consumption information that appears on the EnerGuide label and in the printed Fuel Consumption Guide? **DO NOT READ RESPONSES – CIRCLE ONE ONLY**

- 01 Manufacturers
- 02 Government
- 98 Don't know/No answer
- 99 Other [**SPECIFY:**\_\_\_\_\_]

24. To the best of your knowledge, when a vehicle exceeds a light duty gross vehicle weight of 3,885 kilograms, or 8,500 pounds, are manufacturers required to provide fuel consumption information? **DO NOT READ REPONSES – CIRCLE ONE ONLY**

- 1 Yes
- 2 No
- 8 Don't know/No answer

As you know, the manufacturers who participate in this program provide labels indicating fuel consumption on all new 'light duty vehicles' sold in Canada.

25. Considering new vehicles only, what manufacturers are represented by your dealership? **CIRCLE ALL THAT APPLY**

- |                     |                                   |
|---------------------|-----------------------------------|
| 01 Acura            | 14 Mercedes-Benz                  |
| 02 Audi             | 15 Mitsubishi                     |
| 03 BMW/Mini         | 16 Nissan                         |
| 04 DaimlerChrysler  | 17 Porsche                        |
| 05 Ford             | 18 Saab                           |
| 06 GM               | 19 Saturn                         |
| 07 Honda            | 20 Subaru                         |
| 08 Hyundai          | 21 Suzuki                         |
| 09 Infiniti         | 22 Toyota                         |
| 10 Jaguar/LandRover | 23 Volkswagen                     |
| 11 Kia              | 24 Volvo                          |
| 12 Lexus            | 25 Isuzu                          |
| 13 Mazda            | 98 Don't know/No answer           |
|                     | 99 Other ( <b>SPECIFY:</b> _____) |





26. To what extent are you aware of the agreement between the Government and vehicle manufacturers to affix the new fuel consumption label to all new vehicles? Would you say you are aware of the agreement between the Government and vehicle manufacturers not at all, somewhat, or a great deal?

**CIRCLE ONE ONLY**

- 01 Not at all
- 02 Somewhat
- 03 A great deal

**VOLUNTEERED**

- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

The following section covers dealers with multiple manufacturers that have new vehicles without labels. You must ask the same block of questions for each manufacturer represented by the dealership. Follow the skip logic.

**FIRST MANUFACTURER**

Ask Q.27 only to those dealers who have new vehicles on their lot without labels.

27. I noticed some of the new \_\_\_\_\_ (**record manufacturer of vehicles with the most missing labels**) vehicles in your lot do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)





**Ask Q.28 only to those dealers who have new vehicles in their showroom without labels.**

28. I noticed some of the new \_\_\_\_\_ (**record manufacturer of vehicles with the most missing labels**) vehicles in your showroom do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

29a. Do you have any label replacement procedures in place? **CIRCLE ONE ONLY**

- 1 Yes **CONTINUE TO Q.29b**
- 2 No **SKIP TO Q.29d**

29b. **NOTE: DO NOT READ BOLD PRINT TO RESPONDENT: It may be the dealership or the manufacturer who has these procedures in place. Indicate which one they are referring to below.** Please indicate if it is the dealership or the manufacturer who has these procedures in place. **CIRCLE ONE ONLY**

- 1 Dealership
- 2 Manufacturer
- 3 Both

29c. Please describe your label replacement policy: **RECORD VERBATIM**

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29d. **[POSE Q.29d ONLY IF “NO” IN Q.29a]** Please indicate why you do not have any label replacement procedures in place? **PROBE:** Anything else? **DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Not a priority
- 02 No direction from manufacturer
- 03 Does not occur often enough to worry about
- 04 Just deal with on a case-by-case basis
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

29e. **[POSE Q.29e ONLY IF “NO” IN Q.29a]** Would you prefer that replacement procedures be in place? **DO NOT READ RESPONSES – CIRCLE ONE ONLY**

- 01 Yes
- 02 No
- 03 It doesn't matter
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

**IF ONLY ONE OF THE MANUFACTURERS REPRESENTED BY THE DEALERSHIP HAS NEW VEHICLES WITHOUT LABELS, SKIP TO Q36**

**IF A SECOND MANUFACTURER (IN THE SAME DEALERSHIP) HAS NEW VEHICLES WITHOUT LABELS, CONTINUE TO Q.30.**

**SECOND MANUFACTURER**

**Ask Q.30 only to those dealers who have new vehicles on their lot without labels.**

30. I noticed some of the new \_\_\_\_\_ (**record manufacturer of vehicles with the SECOND most missing labels**) vehicles in your lot do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why? **PROBE:** Anything else?  
**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)





**Ask Q.31 only to those dealers who have new vehicles in their showroom without labels.**

31. I noticed some of the new \_\_\_\_\_ (**record manufacturer of vehicles with the SECOND most missing labels**) vehicles in your showroom do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

32a. Do you have any label replacement procedures in place? **CIRCLE ONE ONLY**

- 1 Yes **CONTINUE TO Q.32b**
- 2 No **SKIP TO Q.32d**

32b. **NOTE: DO NOT READ BOLD PRINT TO RESPONDENT: It may be the dealership or the manufacturer who has these procedures in place. Indicate which one they are referring to below. Please indicate if it is the dealership or the manufacturer who has these procedures in place. CIRCLE ONE ONLY**

- 1 Dealership
- 2 Manufacturer
- 3 Both

32c. Please describe your label replacement policy: **RECORD VERBATIM**

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32d. **[POSE Q.32d ONLY IF “NO” IN Q.32a]** Please indicate why you do not have any label replacement procedures in place? **PROBE:** Anything else? **DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Not a priority
- 02 No direction from manufacturer
- 03 Does not occur often enough to worry about
- 04 Just deal with on a case-by-case basis
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

32e. **[POSE Q.32e ONLY IF “NO” IN Q.32a]** Would you prefer that replacement procedures be in place? **DO NOT READ RESPONSES – CIRCLE ONE ONLY**

- 01 Yes
- 02 No
- 03 It doesn't matter
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

**IF A THIRD MANUFACTURER REPRESENTED BY THE DEALERSHIP HAS NEW VEHICLES WITHOUT LABELS, CONTINUE TO Q.33. OTHERWISE SKIP TO Q.36**

**THIRD MANUFACTURER**

**Ask Q.33 only to those dealers who have new vehicles on their lot *without* labels.**

33. I noticed some of the new \_\_\_\_\_ (**record manufacturer of vehicles with the THIRD most missing labels**) vehicles in your lot do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why? **PROBE:** Anything else?  
**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)





**Ask Q.34 only to those dealers who have new vehicles in their showroom without labels.**

34. I noticed some of the new \_\_\_\_\_ (**record manufacturer of vehicles with the THIRD most missing labels**) vehicles in your show room do not have fuel consumption labels. We would like to better understand some of the issues making it difficult for dealerships to help ensure all new vehicles have labels. Can you tell me why? **PROBE:** Anything else?

**DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY**

- 01 Manufacturer does not participate in the program
- 02 Price change or disagreement with price and therefore label has been removed
- 03 Manufacturer sends vehicles with the label to be installed by the dealers, but the dealers do not install the label
- 04 To improve the appearance of the vehicle
- 05 Label has become damaged and has not been replaced yet
- 06 Label has become damaged and has not been replaced yet and there are no replacement procedures in place
- 07 To encourage consumers to talk to sales staff
- 08 Waiting for new labels
- 09 Vehicles without a label have been sold and just waiting for delivery
- 10 Vehicles arrived recently and dealers did not have the time yet to prepare the vehicles and affix the label. (For those dealers who have to affix the label themselves.)
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

35a. Do you have any label replacement procedures in place? **CIRCLE ONE ONLY**

- 1 Yes **CONTINUE TO Q.35b**
- 2 No **SKIP TO Q.35d**

35b. **NOTE: DO NOT READ BOLD PRINT TO RESPONDENT: It may be the dealership or the manufacturer who has these procedures in place. Indicate which one they are referring to below.** Please indicate if it is the dealership or the manufacturer who has these procedures in place. **CIRCLE ONE ONLY**

- 1 Dealership
- 2 Manufacturer
- 3 Both

35c. Please describe your label replacement policy: **RECORD VERBATIM**

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35d. [POSE Q.35d ONLY IF "NO" IN Q.35a] Please indicate why you do not have any label replacement procedures in place? PROBE: Anything else? DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY

- 01 Not a priority
02 No direction from manufacturer
03 Does not occur often enough to worry about
04 Just deal with on a case-by-case basis
98 Don't know/No answer
99 Other (SPECIFY: \_\_\_\_\_)

35e. [POSE Q.35e ONLY IF "NO" IN Q.35a] Would you prefer that replacement procedures be in place? DO NOT READ RESPONSES - CIRCLE ONE ONLY

- 01 Yes
02 No
03 It doesn't matter
98 Don't know/No answer
99 Other (SPECIFY: \_\_\_\_\_)

36. Is there anything that NRCan could do that would better assist you in helping the Government ensure all new vehicles have EnerGuide labels on them? PROBE: Anything else? DO NOT READ RESPONSES - CIRCLE ALL THAT APPLY

- 01 Make the labelling program mandatory rather than voluntary
02 Generate more awareness among dealers and the public of the labels
03 Better communication between Government and manufacturers
04 Ensure the labels are consistent across manufacturers
05 Re-examine the appearance of the label (e.g. size, content)
97 Nothing
98 Don't know/No answer
99 Other (SPECIFY: \_\_\_\_\_)

37. Do you have any suggestions about how the Fuel Consumption Guide or the EnerGuide labels could be improved? RECORD VERBATIM

Two horizontal lines for recording verbatim suggestions.





38. Do you have any final comments? **RECORD VERBATIM**

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**IMPORTANT: PRIOR TO TERMINATING THE INTERVIEW, CONFIRM WITH THE PARTICIPANT WHICH VEHICLES ON THE LOT WERE “USED” AND/OR “FLEET.” (ASK THEM TO POINT OUT WHERE THE “USED” AND/OR “FLEET” VEHICLES ARE ON THE LOT). PLEASE ENSURE THESE ARE NOT INCLUDED IN THE DATA INPUT FORM.**

Thank you for participating in the survey. Again, on behalf on Natural Resources Canada we appreciate your feedback.



**LISTE DE VÉRIFICATION DU GCC ET GUIDE D'ENTRETIEN DU CONCESSIONNAIRE**  
**(POUR LES CONCESSIONNAIRES REPRÉSENTANT PLUS D'UN FABRICANT)**

Enregistrer les renseignements suivants :

Enquêteur : \_\_\_\_\_ Date : \_\_\_\_\_

Code de sondage du concessionnaire \_\_\_\_\_

Nom du concessionnaire : \_\_\_\_\_

Adresse : \_\_\_\_\_

Ville : \_\_\_\_\_

Numéro de téléphone : (\_\_\_\_) \_\_\_\_\_

Province:	1 Colombie-Britannique	6 Québec
	2 Alberta	7 Nouveau-Brunswick
	3 Saskatchewan	8 Nouvelle-Écosse
	4 Manitoba	9 Île-du-Prince-Édouard
	5 Ontario	10 Terre-Neuve-et-Labrador

Fabricant représenté :

01 Acura	14 Mercedes-Benz
02 Audi	15 Mitsubishi
03 BMW/Mini	16 Nissan
04 DaimlerChrysler	17 Porsche
05 Ford	18 Saab
06 GM	19 Saturn
07 Honda	20 Subaru
08 Hyundai	21 Suzuki
09 Infiniti	22 Toyota
10 Jaguar/Land Rover	23 Volkswagen
11 Kia	24 Volvo
12 Lexus	25 Isuzu
13 Mazda	

Poste du répondant :

1 Directeur général      2 Directeur commercial      3 Préposé aux ventes  
 (Surveillance des cotes)





## LISTE DE VÉRIFICATION DU GUIDE DE CONSOMMATION DE CARBURANT

Entrez et explorez la salle de démonstration du concessionnaire pour les Guides de consommation de carburant. Répondez aux questions suivantes.

1. Le Guide de consommation de carburant (GCC) est-il présenté et/ou visible dans la salle de démonstration? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 1 Oui
  - 2 Non

**ALLEZ À Q.6**
  
2. Lequel des énoncés suivants décrit le mieux la façon dont il est présenté? Le Guide de consommation de carburant était-il placé sur un présentoir ou une étagère parmi d'autres documents, sur un présentoir ou une étagère sans aucun autre document, empilé sur le bureau à la réception ou sur le bureau du préposé aux ventes? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 01 Sur un présentoir/étagère avec d'autres documents
  - 02 Sur un présentoir/étagère sans aucun autre document
  - 03 Empilé sur le bureau à la réception
  - 04 Empilé sur le bureau du préposé aux ventes
  - 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )
  
3. Lequel des énoncés suivants décrit le mieux sa mise en évidence dans la salle d'exposition? Diriez-vous que le Guide de consommation de carburant était hautement ou facilement visible, passablement visible, surtout si vous le cherchez ou diriez-vous que le Guide était peu visible ou difficile à voir ou à trouver? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 01 Hautement ou facilement visible
  - 02 Passablement visible, surtout si vous le cherchez
  - 03 Peu visible ou difficile à voir ou à trouver
  - 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )
  
4. Les consommateurs semblent-ils enclins à en prendre un? **ENCERCLEZ UNE SEULE RÉPONSE**
  - 01 Oui
  - 02 Non (p.ex. un seul exemplaire ou un message disant « pour consultation sur place »)
  - 98 Ne sait pas/Aucune réponse
  - 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )
  
5. Combien d'exemplaires environ sont disponibles?  
**INSCRIVEZ UN NOMBRE – N'INSCRIVEZ PAS DE FOURCHETTE**

**NOMBRE :** \_\_\_\_\_





**Si les exemplaires du GCC ne sont pas visibles, demandez à un vendeur ou à la réception s'ils savent où se procurer le Guide. Servez-vous du texte suivant :**

**« J'ai entendu parler d'une brochure émise par le gouvernement qui donne les cotes de consommation de carburant des nouveaux véhicules. Avez-vous cette brochure ou savez-vous où je peux me la procurer? »**

6. Lequel des énoncés suivants décrit le mieux ce qui est arrivé? Diriez-vous que l'employé(e) connaissait l'existence du Guide, mais était trop occupé(e) pour le chercher, l'employé(e) connaissait l'existence du Guide, mais ne disposait d'aucun, l'employé(e) connaissait l'existence du Guide, mais ne pouvait trouver aucun exemplaire, l'employé(e) a cherché le Guide et a trouvé un exemplaire, l'employé(e) a dit qu'il en avait, mais non disponible pour le public, l'employé(e) ne disposait d'aucun exemplaire à distribuer, mais vous a offert de photocopier les pages pertinentes ou l'employé(e) ne connaissait pas l'existence du Guide et a refusé de le chercher? **ENCERCLEZ UNE SEULE RÉPONSE**

- 01 L'employé(e) connaissait l'existence du Guide, mais était trop occupé(e) pour le chercher
- 02 L'employé(e) connaissait l'existence du Guide, mais ne disposait d'aucun
- 03 L'employé(e) connaissait l'existence du Guide, mais ne pouvait trouver aucun exemplaire
- 04 L'employé(e) a cherché le Guide et a trouvé un exemplaire
- 05 L'employé(e) a dit qu'il en avait, mais non disponible pour le public
- 06 L'employé(e) ne disposait d'aucun exemplaire à distribuer, mais vous a offert de photocopier les pages pertinentes
- 07 L'employé(e) ne connaissait pas l'existence du Guide et a refusé de le chercher
- 99 **Autre (SPÉCIFIEZ : \_\_\_\_\_)**

7. Avez-vous pu obtenir un exemplaire du Guide chez le concessionnaire? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui → **ALLEZ AU GUIDE D'ENTRETIEN DU CONCESSIONNAIRE**
- 2 Non → **CONTINUEZ À Q.8**

8. Est-ce que l'employé(e) a pu fournir l'information sur la façon d'obtenir un GCC? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui (**IDENTIFIEZ LA SOURCE MENTIONNÉE : \_\_\_\_\_**)
- 2 Non, il ne savait pas





## GUIDE D'ENTRETIEN DU CONCESSIONNAIRE

**Demandez un entretien auprès du directeur des ventes (premier choix) ou d'un directeur général (second choix). Chez certains petits concessionnaires, il peut y avoir un directeur général seulement.**

### Introduction :

Bonjour, je m'appelle \_\_\_\_\_ et je suis ici au nom de *Corporate Research Associates*, une société indépendante de recherche en marketing. Nous faisons remplir un court questionnaire pour Ressources naturelles Canada (RNCCanada) à propos de l'étiquetage ÉnerGuide des véhicules et du Guide de consommation de carburant. J'aimerais parler à la personne la mieux informée à propos de l'utilisation et de la distribution du GCC ainsi que de l'étiquetage ÉnerGuide des véhicules de votre parc. Ce sondage est enregistré auprès du Système d'inscription des enquêtes à l'échelle nationale.

9. J'aurais quelques questions à vous poser. Cela prendra environ 10 minutes. Votre rétroaction est très importante pour le gouvernement fédéral pour aider à promouvoir l'efficacité énergétique auprès des conducteurs canadiens. Vos commentaires demeureront confidentiels. Les conclusions seront présentées de façon globale.

1 Accepte → **CONTINUEZ À Q.10**

2 Refuse parce que trop occupé(e) à ce moment → **demandez qu'on vous réfère à un représentant des ventes qui a travaillé au moins 3 ans chez ce concessionnaire et qui est bien informé à propos de l'étiquetage ÉnerGuide et du Guide de consommation de carburant.**

? Oui, un représentant des ventes est disponible → **CONTINUEZ À Q.10**

? Non, aucun représentant des ventes disponible → **demandez s'il y a une date plus convenable où vous pourriez les appeler (p.ex., le directeur général des ventes) afin de poser quelques questions. Inscrivez le nom, le poste, et le numéro de téléphone dans le journal d'entretien. Remerciez et terminez.**

3 Refuse carrément et ne semble pas vouloir participer dans un avenir rapproché → **demandez qu'on vous réfère à un représentant des ventes qui a travaillé au moins 3 ans chez ce concessionnaire et qui est bien informé à propos de l'étiquetage ÉnerGuide et du Guide de consommation de carburant.**

? Oui, un représentant des ventes est disponible → **CONTINUEZ À Q.10**

? Non → Remerciez et terminez. **AVANT DE QUITTER LE CONCESSIONNAIRE, CONFIRMEZ AVEC UN REPRÉSENTANT DES VENTES, QUELS VÉHICULES DANS LE PARC SONT « USAGÉS » ET/OU DE « PARC ». ASSUREZ-VOUS QUE CEUX-CI NE SONT PAS INCLUS SUR LE FORMULAIRE DE COLLECTE DES DONNÉES.**







## GUIDE DE CONSOMMATION DE CARBURANT

J'aimerais tout d'abord attirer votre attention sur le Guide de consommation de carburant. **(Montrez une copie du GCC au participant, au besoin.)**

10. Avez-vous reçu les Guides de consommation de carburant 2005?

**ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui → **CONTINUEZ À Q.11**
- 2 Non → **ALLEZ À Q.13**

11. Combien d'exemplaires environ du Guide de consommation de carburant (GCC) 2005 votre concessionnaire a-t-il reçus?

**TENTEZ UN NOMBRE SPÉCIFIQUE – N'ACCEPTEZ PAS DE FOURCHETTE**

**NOMBRE :** \_\_\_\_\_

12. Sur ces Guides 2005, quel pourcentage a été distribué à... :

**INSCRIVEZ LE POURCENTAGE DE TOUT CE QUI S'APPLIQUE**

- \_\_\_% personnel
- \_\_\_% clients
- \_\_\_% quelqu'un d'autre
- \_\_\_% personne encore
- 100%

13. De quelle façon les préposés aux ventes utilisent-ils le GCC?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Comme outil de référence pour usage interne seulement
- 02 Comme cadeau aux acheteurs éventuels
- 03 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)

14. De quelle façon le GCC est-il distribué à la clientèle?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Présenté dans une salle de démonstration et les clients sont libres d'en prendre un
- 02 Présenté dans une salle de démonstration et les clients doivent en demander un
- 03 Les préposés aux ventes offrent un exemplaire aux clients qui demandent des renseignements à propos de la consommation de carburant
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_)





**Demandez la question Q.15 uniquement aux concessionnaires où le GCC n'est pas présenté de façon évidente ou n'est pas présenté du tout. (Reportez-vous à la liste de vérification que vous avez remplie à la première page du Guide – Questions 1 et 3)**

15. J'ai remarqué que le GCC n'est [**PAS PRÉSENTÉ DE FAÇON ÉVIDENTE/PAS PRÉSENTÉ DU TOUT**] dans votre salle de démonstration. Nous aimerions mieux comprendre la difficulté de présentation du GCC éprouvée par les concessionnaires. Pouvez-vous me dire pourquoi il n'est [**PAS PRÉSENTÉ DE FAÇON ÉVIDENTE/PRÉSENTÉ DU TOUT**]?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

01 Aucun besoin, pas de demande de la part des clients, **SI CETTE CATÉGORIE EST ENCERCLÉE, DEMANDEZ → Avez-vous déjà présenté le GCC pour vérifier la réaction des clients?**

02 Oui

03 Non

04 Préfère que les préposés aux ventes fournissent directement l'information

05 Disponible à la clientèle principalement sur demande

06 Ne dispose pas d'un présentoir approprié ou de casier, **SI CETTE CATÉGORIE EST ENCERCLÉE, DEMANDEZ → Si vous en aviez un, présenteriez-vous le GCC?**

07 Oui

08 Non

09 N'est pas une priorité car peut ne pas être avantageux pour le concessionnaire

10 Épuisement du stock et pas eu la possibilité d'effectuer une demande de réapprovisionnement

11 Attente des guides de l'an prochain

12 Ignorait devoir le faire

13 N'a jamais reçu les guides

98 Ne sait pas/Aucune réponse

99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )

16. Savez-vous comment commander de nouveaux guides ou des exemplaires supplémentaires du Guide?  
**ENCERCLEZ UNE SEULE RÉPONSE**

1 Oui (**SPÉCIFIEZ :** \_\_\_\_\_ )

2 Non

17. Que pourrait faire RNCan pour vous aider à améliorer la distribution du GCC? **VÉRIFIEZ :** Rien d'autre?  
**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

01 Sensibiliser davantage le public quant à l'existence du Guide

02 Fournir un présentoir approprié ou un casier

03 Fournir davantage de matériel publicitaire (p.ex., affiches pour salles de démonstration, publicité)

04 Une meilleure communication entre le gouvernement et les concessionnaires pour assurer un nombre suffisant de Guides.

97 Rien

98 Ne sait pas/Aucune réponse

99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )

18a. Accepteriez-vous d'aider à promouvoir le GCC et l'étiquetage ÉnerGuide auprès de votre clientèle?  
**ENCERCLEZ UNE SEULE RÉPONSE**

1 Oui → **CONTINUEZ À Q.18b**

2 Non → **ALLEZ À Q.19a**





18b. Que seriez-vous prêt à faire? **VÉRIFIEZ** : Rien d'autre?  
**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE – RAPPELEZ AU BESOIN**

- 01 Affiches dans les salles de démonstration
- 02 Affiches dans les aires de service
- 03 Envoi de publicité aux clients et aux clients éventuels
- 97 Rien
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

19a. Y a-t-il d'autres moyens que vous pourriez utiliser pour promouvoir, en général, le rendement du carburant auprès de votre clientèle?  
**ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui → **CONTINUEZ À Q.19b**
- 2 Non → **ALLEZ À Q.20**

19b. Veuillez indiquer d'autres moyens que vous pourriez utiliser pour promouvoir, en général, le rendement du carburant auprès de votre clientèle. **VÉRIFIEZ** : Rien d'autre? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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98 Ne sait pas/Aucune réponse

20. Toute réflexion faite, êtes-vous entièrement satisfait, partiellement satisfait, partiellement insatisfait ou entièrement insatisfait du GCC? **ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Entièrement satisfait
  - 02 Partiellement satisfait
  - 03 Partiellement insatisfait
  - 04 Entièrement insatisfait
- SPONTANÉMENT**
- 98 Ne sait pas/Aucune réponse
  - 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )





21. **[NE POSEZ PAS Q.21 SI « NE SAIT PAS/AUCUNE RÉPONSE » À Q.20]** Quelle est la raison la plus importante pour laquelle vous êtes **[LISEZ LA RÉPONSE DE Q.20]** du GCC? **VÉRIFIEZ:** Aucune autre raison?

**INSCRIVEZ LE COMPTE RENDU TEXTUEL**

***a. Pourquoi complètement / partiellement satisfait à Q.20***

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98 Ne sait pas/Aucune réponse

***b. Pourquoi partiellement /entièrement insatisfait à Q.20***

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98 Ne sait pas/Aucune réponse

22. Dans la même lignée, quel (autre) renseignement devrait être ajouté, selon vous, au GCC? **VÉRIFIEZ :** Rien d'autre? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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**PROGRAMME D'ÉTIQUETAGE ÉNERGUIDE**

Maintenant, j'aimerais discuter brièvement du programme d'étiquetage ÉnerGuide.

23. Pour autant que vous sachiez, qui fournit l'information relative à la consommation de carburant apparaissant sur l'étiquette ÉnerGuide et la version imprimée du Guide de consommation de carburant? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Les fabricants  
02 Le gouvernement  
98 Ne sait pas/Aucune réponse  
99 Autre **[SPÉCIFIEZ :** \_\_\_\_\_ **]**

24. Pour autant que vous sachiez, quand le poids total d'un véhicule léger excède 3886 kilogrammes, ou 8 500 livres, est-ce que les fabricants doivent fournir l'information à propos de la consommation de carburant? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui  
2 Non  
8 Ne sait pas/Aucune réponse





Comme vous le savez, les fabricants qui participent à ce programme fournissent les étiquettes indiquant la consommation de carburant sur tous les nouveaux « véhicules légers » vendus au Canada.

25. En tenant compte des nouveaux véhicules seulement, quels fabricants sont représentés par votre concessionnaire?

**ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- |    |                   |    |                                    |
|----|-------------------|----|------------------------------------|
| 01 | Acura             | 14 | Mercedes-Benz                      |
| 02 | Audi              | 15 | Mitsubishi                         |
| 03 | BMW/Mini          | 16 | Nissan                             |
| 04 | DaimlerChrysler   | 17 | Porsche                            |
| 05 | Ford              | 18 | Saab                               |
| 06 | GM                | 19 | Saturn                             |
| 07 | Honda             | 20 | Subaru                             |
| 08 | Hyundai           | 21 | Suzuki                             |
| 09 | Infiniti          | 22 | Toyota                             |
| 10 | Jaguar/Land Rover | 23 | Volkswagen                         |
| 11 | Kia:              | 24 | Volvo                              |
| 12 | Lexus             | 25 | Isuzu                              |
| 13 | Mazda             | 98 | Ne sait pas/Aucune réponse         |
|    |                   | 99 | Autre ( <b>SPÉCIFIEZ :</b> _____ ) |

26. Jusqu'à quel point êtes-vous informé de l'entente entre le gouvernement et les fabricants de véhicules pour apposer la nouvelle étiquette de consommation de carburant sur tous les nouveaux véhicules? Diriez-vous que vous n'êtes pas du tout informé de l'entente entre le gouvernement et les fabricants de véhicules, assez bien informé ou très bien informé?

**ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Pas du tout
- 02 Assez bien
- 03 Très bien

**SPONTANÉMENT**

- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ :** \_\_\_\_\_ )





La section suivante couvre les concessionnaires avec plusieurs fabricants qui ont de nouveaux véhicules sans étiquettes. Vous devez poser le même bloc de questions pour chaque fabricant représenté par le concessionnaire. Suivez l'ordre logique par sauts de questions.

**PREMIER FABRICANT**

Posez uniquement Q.27 aux concessionnaires ayant de nouveaux véhicules dans leur parc sans étiquettes.

27. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre parc n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme
- 02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée
- 03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.
- 04 Pour améliorer l'apparence du véhicule
- 05 L'étiquette est endommagée et n'a pas encore été remplacée
- 06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement
- 07 Pour encourager les clients à discuter avec les préposés aux ventes
- 08 Attente de nouvelles étiquettes
- 09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés
- 10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )





**Posez uniquement Q.28 aux concessionnaires ayant de nouveaux véhicules dans leur salle de démonstration sans étiquettes.**

28. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre salle de démonstration n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme
- 02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée
- 03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.
- 04 Pour améliorer l'apparence du véhicule
- 05 L'étiquette est endommagée et n'a pas encore été remplacée
- 06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement
- 07 Pour encourager les clients à discuter avec les préposés aux ventes
- 08 Attente de nouvelles étiquettes
- 09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés
- 10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)

29a. Y a-t-il actuellement des procédures de remplacement d'étiquette? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui **CONTINUEZ À Q.29b**
- 2 Non **ALLEZ À Q.29d**

29b. **REMARQUE: NE LISEZ PAS AU RÉPONDANT CE QUI EST ÉCRIT EN CARACTÈRES GRAS : le concessionnaire ou le fabricant a mis sur pied ces procédures. Indiquez ci-dessous celui auquel il est fait référence.** Veuillez indiquer si c'est le concessionnaire ou le fabricant qui a mis ces procédures sur pied. **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Concessionnaire
- 2 Fabricant
- 3 Les deux

29c. Veuillez décrire votre politique de remplacement d'étiquette : **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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29d. **[POSEZ Q.29d SEULEMENT SI « NON » à 29a]** Veuillez indiquer pourquoi vous n'avez aucune procédure de remplacement d'étiquette? **VÉRIFIEZ** : Rien d'autre? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Pas une priorité
- 02 Aucune directive du fabricant
- 03 Ne se présente pas assez souvent pour s'en inquiéter
- 04 Traité sur une base de cas par cas
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

29e. **[POSEZ Q.29e SEULEMENT SI « NON » à 29a]** Préférez-vous que des procédures de remplacement soient mises sur pied? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Oui
- 02 Non
- 03 Peu importe
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

**SI UN SEUL DES FABRICANTS REPRÉSENTÉS PAR LE CONCESSIONNAIRE POSSÈDE DE NOUVEAUX VÉHICULES SANS ÉTIQUETTES, ALLEZ À Q.36**

**SI UN SECOND FABRICANT (CHEZ LE MÊME CONCESSIONNAIRE) POSSÈDE DE NOUVEAUX VÉHICULES SANS ÉTIQUETTES, CONTINUEZ À Q.30.**

#### SECOND FABRICANT

Posez uniquement Q.30 aux concessionnaires ayant de nouveaux véhicules dans leur parc sans étiquettes.

30. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le SECOND fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre parc n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme
- 02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée
- 03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.
- 04 Pour améliorer l'apparence du véhicule
- 05 L'étiquette est endommagée et n'a pas encore été remplacée
- 06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement
- 07 Pour encourager les clients à discuter avec les préposés aux ventes
- 08 Attente de nouvelles étiquettes
- 09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés
- 10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).







- 98 Ne sait pas/Aucune réponse  
99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)

**Posez uniquement Q.31 aux concessionnaires ayant de nouveaux véhicules dans leur salle de démonstration sans étiquettes.**

31. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le SECOND fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre salle de démonstration n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme  
02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée  
03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.  
04 Pour améliorer l'apparence du véhicule  
05 L'étiquette est endommagée et n'a pas encore été remplacée  
06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement  
07 Pour encourager les clients à discuter avec les préposés aux ventes  
08 Attente de nouvelles étiquettes  
09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés  
10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).  
98 Ne sait pas/Aucune réponse  
99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)

- 32a. Y a-t-il actuellement des procédures de remplacement d'étiquette? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui **CONTINUEZ À Q.32b**  
2 Non **ALLEZ À Q.32d**

- 32b. **REMARQUE: NE LISEZ PAS AU RÉPONDANT CE QUI EST ÉCRIT EN CARACTÈRES GRAS : le concessionnaire ou le fabricant a mis sur pied ces procédures. Indiquez ci-dessous celui auquel il est fait référence.** Veuillez indiquer si c'est le concessionnaire ou le fabricant qui a mis ces procédures sur pied. **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Concessionnaire  
2 Fabricant  
3 Les deux

- 32c. Veuillez décrire votre politique de remplacement d'étiquette : **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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32d. **[POSEZ Q.32d SEULEMENT SI « NON » à 32a]** Veuillez indiquer pourquoi vous n'avez aucune procédure de remplacement d'étiquette? **VÉRIFIEZ** : Rien d'autre? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Pas une priorité
- 02 Aucune directive du fabricant
- 03 Ne se présente pas assez souvent pour s'en inquiéter
- 04 Traité sur une base de cas par cas
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)

32e. **[POSEZ Q.32e SEULEMENT SI « NON » à 32a]** Préférez-vous que des procédures de remplacement soient mises sur pied? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Oui
- 02 Non
- 03 Peu importe
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)

**SI UN TROISIÈME FABRICANT REPRÉSENTÉ PAR LE MÊME CONCESSIONNAIRE POSSÈDE DE NOUVEAUX VÉHICULES SANS ÉTIQUETTES, CONTINUEZ À Q.33. SINON, ALLEZ À Q.36**

**TROISIÈME FABRICANT**

Posez uniquement Q.33 aux concessionnaires ayant de nouveaux véhicules dans leur parc sans étiquettes.

33. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le TROISIÈME fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre parc n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?

**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme
- 02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée
- 03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.
- 04 Pour améliorer l'apparence du véhicule
- 05 L'étiquette est endommagée et n'a pas encore été remplacée
- 06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement
- 07 Pour encourager les clients à discuter avec les préposés aux ventes
- 08 Attente de nouvelles étiquettes
- 09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés
- 10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)





**Posez uniquement Q.34 aux concessionnaires ayant de nouveaux véhicules dans leur salle de démonstration *sans* étiquettes.**

34. J'ai remarqué que certains des nouveaux véhicules \_\_\_\_\_ (**inscrivez le TROISIÈME fabricant de véhicules ayant le plus grand nombre d'étiquettes manquantes**) dans votre salle de démonstration n'ont pas d'étiquettes de consommation. Nous aimerions mieux comprendre les points qui semblent rendre la tâche difficile aux concessionnaires face à l'apposition d'étiquettes sur tous les nouveaux véhicules. Pouvez-vous me dire pourquoi? **VÉRIFIEZ** : Rien d'autre?  
**NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Le fabricant ne participe pas au programme
- 02 Les prix varient ou une mésentente face aux prix, alors l'étiquette a été enlevée
- 03 Le fabricant expédie les véhicules et l'étiquette doit être apposée par les concessionnaires, mais les concessionnaires ne le font pas.
- 04 Pour améliorer l'apparence du véhicule
- 05 L'étiquette est endommagée et n'a pas encore été remplacée
- 06 L'étiquette est endommagée et n'a pas encore été remplacée, et il n'existe actuellement aucune procédure de remplacement
- 07 Pour encourager les clients à discuter avec les préposés aux ventes
- 08 Attente de nouvelles étiquettes
- 09 Les véhicules sans étiquette ont été vendus et attendent d'être livrés
- 10 Les véhicules sont là depuis peu et les concessionnaires n'ont pas eu le temps de les préparer et d'apposer l'étiquette (pour les concessionnaires qui doivent eux-mêmes apposer les étiquettes).
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_)

35a. Y a-t-il actuellement des procédures de remplacement d'étiquette? **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Oui **CONTINUEZ À Q.35b**
- 2 Non **ALLEZ À Q.35d**

35b. **REMARQUE: NE LISEZ PAS AU RÉPONDANT CE QUI EST ÉCRIT EN CARACTÈRES GRAS : le concessionnaire ou le fabricant a mis sur pied ces procédures. Indiquez ci-dessous celui auquel il est fait référence.** Veuillez indiquer si c'est le concessionnaire ou le fabricant qui a mis ces procédures sur pied. **ENCERCLEZ UNE SEULE RÉPONSE**

- 1 Concessionnaire
- 2 Fabricant
- 3 Les deux

35c. Veuillez décrire votre politique de remplacement d'étiquette : **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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35d. **[POSEZ Q.35d SEULEMENT SI « NON » à 35a]** Veuillez indiquer pourquoi vous n'avez aucune procédure de remplacement d'étiquette? **VÉRIFIEZ** : Rien d'autre? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Pas une priorité
- 02 Aucune directive du fabricant
- 03 Ne se présente pas assez souvent pour s'en inquiéter
- 04 Traité sur une base de cas par cas
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

35e. **[POSEZ Q.35e SEULEMENT SI « NON » à 35a]** Préférez-vous que des procédures de remplacement soient mises sur pied? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ UNE SEULE RÉPONSE**

- 01 Oui
- 02 Non
- 03 Peu importe
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

36. Que pourrait faire RNCan pour vous aider à seconder le gouvernement afin que tous les nouveaux véhicules soient dotés des étiquettes ÉnerGuide? **VÉRIFIEZ** : Rien d'autre? **NE LISEZ PAS LES RÉPONSES – ENCERCLEZ TOUT CE QUI S'APPLIQUE**

- 01 Rendre le programme d'étiquetage obligatoire plutôt que SPONTANÉMENT
- 02 Sensibiliser davantage les concessionnaires et la population à propos des étiquettes
- 03 Une meilleure communication entre le gouvernement et les fabricants
- 04 L'assurance que les étiquettes sont uniformes chez les concessionnaires
- 05 Revoir l'apparence des étiquettes (p.ex., la taille, le contenu)
- 97 Rien
- 98 Ne sait pas/Aucune réponse
- 99 Autre (**SPÉCIFIEZ** : \_\_\_\_\_ )

37. Avez-vous des suggestions pour améliorer le Guide de consommation de carburant ou les étiquettes ÉnerGuide? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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38. Avez-vous d'autres commentaires? **INSCRIVEZ LE COMPTE RENDU TEXTUEL**

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**IMPORTANT : AVANT DE TERMINER L'ENTRETIEN, CONFIRMEZ AVEC LE PARTICIPANT QUELS VÉHICULES DANS LE PARC ÉTAIENT « USAGÉS » (D'OCCASION) ET/OU « PARC ». (DEMANDEZ-LEUR DE VOUS INDICER OÙ SONT LES VÉHICULES « USAGÉS » ET/OU « PARC »). ASSUREZ-VOUS QUE CEUX-CI NE SONT PAS INCLUS SUR LE FORMULAIRE DE COLLECTE DE DONNÉES.**

Je vous remercie d'avoir participé à ce sondage. Ressources naturelles Canada apprécie votre rétroaction.



# **Appendix C: Study Training Guide**

Natural Resources Canada Compliance Study  
Assessment of Dealership Participation in EnerGuide Labeling  
Program and Fuel Consumption Guide Initiative

Training Material

Background

The EnerGuide Vehicle Labeling and Fuel Consumption Guide initiative was developed in partnership with Natural Resources Canada (NRCan) and the vehicle manufacturers and with the support of the Canada Automobile Dealers Association to help promote fuel efficiency among Canadian drivers since 1999.

The labelling initiative is a voluntary program that encourages manufacturers to include fuel consumption ratings on labels affixed to new vehicles. All manufacturers now participate in this initiative and agreed to affix EnerGuide labels to all new vehicles built as of January 31, 1999 and onward. The manufacturers also agreed to encourage their dealers to promote fuel efficiency by prominently and actively distributing the Fuel Consumption Guide to potential car buyers.

NRCan has commissioned us to undertake a study to verify whether vehicle manufacturers and new dealers are complying with the agreement to affix labels on new vehicles and distribute fuel consumption information to buyers. The manufacturers and dealerships, in many cases, are aware of this study (but not its precise timing) through the Government/Industry Motor Vehicle Energy committee and have indicated their support.

The onsite survey of new vehicle dealerships will assess labelling compliance and determine the extent of the availability of the Fuel Consumption Guides to buyers. The fieldwork involves two parts.

- 1) *Data collection* – a physical count of all new vehicles (2005) with and without EnerGuide labels on the *dealership lot* as well as in the *showroom*, and a check of the availability of the Fuel Consumption Guides (FCGs).
- 2) *Brief Interview* with Sales or General Manager to ask questions about the EnerGuide labels and the FCGs using observations from the earlier check and a structured interview guide.

Fieldwork will begin in the week of March 14<sup>th</sup>. A random selection (5% to 10%/region) of completed sites will be contacted by a Corporate Research Associates affiliate data collector in order to ensure the quality and accuracy of the information being collected. To this end, we will require that telephone numbers be collected for each dealership visited.

**If you have any questions, either now or during field collection, please do not hesitate to call Jennifer Jeffrey at (902) 453-8304.**

**Important Note:**

The table below provides a list of the manufacturers that will be included in this study.

- Each manufacturer in Column A should be counted separately. There will be cases where there is more than one manufacturer represented by a dealership, particularly for the higher-end vehicles e.g. BMW/Mercedes or Nissan/Infiniti. These are called split dealerships and should be ‘counted’ separately. If there are two or more manufacturers, please use the ***FCG Checklist and Dealer Interview Guide for dealers that represent more than one manufacturer***. Otherwise, please use the FCG Checklist and Dealer Interview Guide for dealers that represent a single manufacturer.
  
- Each automotive brand in Column B should be counted as a single manufacturer. For example, Chrysler, Dodge, Jeep dealerships should be counted as a single manufacturer, in this case Daimler/Chrysler.

<b>Column A:</b>	<b>Column B:</b>
<b>Manufacturers that should be counted <u>separately</u></b>	<b>Manufacturers that should be counted <u>as one manufacturer</u></b>
Acura	BMW/Mini counted as <b>BMW</b>
Audi	Dodge/Chrysler/Jeep counted as <b>Daimler/Chrysler</b>
Honda	Pontiac/Buick/GMC/Cadillac/Chevrolet/Oldsmobile Hummer counted as <b>GM</b>
Hyundai	Ford/Lincoln counted as <b>Ford</b>
Infiniti	Jaguar/LandRover counted as <b>Jaguar</b>
Kia	
Lexus	
Mazda	
Mercedes-Benz	
Mitsubishi	
Nissan	
Porsche	
Saab	
Saturn	
Isuzu	
Subaru	
Suzuki	
Toyota	
Volkswagen	
Volvo	



## Tasks

### 1) Inspecting for labels on the lot

- a) Go to the dealership lot.
- b) Count the vehicles on the lot with and without the labels **BY TYPE OF VEHICLE** (i.e. cars, vans, special purpose vehicles and pick-up trucks) using the Dealership Lot Recording Sheet. Each new vehicle should have one EnerGuide label. There are two types of EnerGuide labels that you will come across.
  - A stand alone label; or
  - A combined label with vehicle options and price information.
- c) If you are approached by a sales person from the dealership, say to them you are “*doing a study for National Resource Canada around EnerGuide labelling and fuel consumption information and that you are just doing a quick check*”. If they require further information, show them the letter from NRCan.

Take this opportunity to confirm with the person which vehicles are used or fleet vehicles to ensure these vehicles are not included in your count.

- d) If you are not approached during your check, then continue. You must, however, confirm with the Sale/General Manager or a sales person (if Sales/General Manager are unavailable) during the interview as to which vehicles are ‘fleet’ and/or ‘used’.

#### **Helpful Tips When Counting:**

- Depending on size of the lot, it is sometimes helpful to have some kind of method counting the vehicles to prevent double counting (e.g. starting from the outside of the lot and working your way inwards).
- The location of the label varies. It is often located on the front window of the passenger side of the vehicle. However, in the case of mini-vans, for instance, the label could be on the window on the sliding door. **LOOK CAREFULLY!**
- Be careful when checking vehicles with tinted glass windows, it’s easy to miss the labels on these vehicles. **LOOK CAREFULLY!**

- e) Transfer the total numbers (by type of vehicles) from the *Recording Sheet* to the *Data Input Form*.

**Things to be certain of:**

- Count only new vehicles (2005)
- If you are uncertain about the *type* of vehicle (i.e. cars, vans, special purpose vehicles and pick-up trucks) refer to the Fuel Consumption Guide and look for the particular manufacturer and model;
- New vehicles where the labels are not affixed to the vehicle (e.g. laying on the seat, dash or floor of the vehicle) should be counted as vehicles without a label.
- New vehicles with labels that do not have the actual fuel consumption ratings or numbers (e.g. some manufacturers will have labels on their vehicles but not have actual ratings) should be counted as vehicles without a label.
- Do not include 'used' vehicles in your count.
- Do not include 'fleet' vehicles in your count. 'Fleet' vehicles are vehicles that have been pre-sold and are typically used for commercial or business purposes. They are usually grouped together and are identical in terms of the model, colour, etc.

**2) Inspecting for labels in the showroom.**

- f) Now, go to the showroom in the dealership.
- g) Count the vehicles with and without labels by type of vehicle (i.e. cars, vans, special purpose vehicles and pick-up trucks) and record the information directly onto the *Data Input Form*.
- h) Again, if you are approached by a sales person, reveal the nature of the study. Use same text indicated earlier.

**Things to be certain of:**

- Count only new vehicles (sometimes you will see vintage models on display- these should not be counted).
- If uncertain which vehicles are new, ask a nearby sales person.

**3) Checking the availability of the Fuel Consumption Guide**

- i) Next, check the showroom again and determine whether the Fuel Consumption Guide is or is not displayed and/or visible in the showroom.
- j) Record the information requested in *the Interview Guide*. Follow the steps in the *Interview Guide* if the FCG is not visible.

**4) Conducting the interview with the Sales Manager (first choice) or General Manager (second choice).**

In general, the dealers are reasonably receptive to this study and do not seem reluctant to participate. As mentioned earlier, many of them have been made aware that the study is occurring. However, if there appears to be some reluctance, please distribute the letter from Natural Resources Canada indicating the nature of the study.

k) Follow the questions in the *Interview Guide*.

**Helpful tips when interviewing:**

- Read the guide carefully (i.e. several times) prior to your first interview just so you are comfortable with the flow and what you are looking for.
- Try not to get into a discussion during the interview about the content of the FCG. Say that you will note it and try to get back on track with the line of questioning.
- Try to fit all responses into the choice options for each question. Use ‘other’ if necessary and specify.

**Things to be certain of:**

- It is important to speak to the right person. The first choice is the Sales Manager and the second choice is the General Manager. If neither are available at the time, then ask to speak to a sales person with a minimum of 3 years experience with this dealership. **WATCH QUOTAS! - no more than 25% of interviews should be conducted with Sales Staff.**
- As a last resort, identify names and telephone numbers (Sales or General Managers) for a follow-up telephone interview. Record this information on the “Interviewing Log Sheet”.

**5) Complete the Interviewing Log Sheet.**

An entry is to be made for each dealership visited. For all dealerships, you will be required to provide the dealership name, city, and dealership survey code. Record the unique dealership survey code on all paper documents related to your visit.

If a dealership visit is completed (e.g. count, fuel consumption checklist and interview completed), you only need to check off the completed box.

If all or part of the dealership visit is incomplete, you will need to identify why the visit is incomplete (e.g. no qualified staff available, refusal, other). **If there was no qualified staff at the time of the visit**, we have provided spaces to record the name, position and telephone number for a follow-up telephone interview.

## **RECORDING FORMS**

Four recording forms will be used for field collection. A brief description of each form and how it will be used is provided here.

**1. Dealership Lot Recording Sheet – 2005:** This form will be used by the interviewer to count new 2005 vehicles with and without EnerGuide labels. This form is considered a ‘rough work sheet’ that the interviewers can use at the time of the interview. The information will then be compiled and transferred to the Fuel Consumption Label Data Input Form – 2005. Although this form is only a ‘rough work sheet’, interviewers will be required to send them with all other forms and interviews guides. This will allow us to verify that ‘rough’ counts matches information transferred to the Label Data Input Form.

**2. Fuel Consumption Label Data Input Form – 2005:** This form will be completed by the interviewer after the counts and interview are complete. This form will summarize the total number of vehicles with and without labels by vehicle type from the Dealership Lot Recording Sheet. It will also identify the manufacturer, dealership name, address (i.e. province, city, and street address) and dealership survey code for each dealership. Interviewers will be required to complete one form per manufacturer (Refer to Column A and Column B on Page 2 of this document for manufacturers to be counted separately), and attach these forms to the interview guide.

**3. FCG Checklist and Dealer Interview Guide – 2005:** This form will be completed by the interviewer while inside the dealership. The FCG Checklist will be used to assess the availability of the Fuel Consumption Guide in the dealership. The Dealer Interview Guide will be used to record the interview with the dealership’s sales manager or general manager.

**4. Interviewing Log Sheet – 2005:** Each interviewer will summarize the interviews they have conducted on the Interviewing Log Sheet. Field supervisors are then to review these forms before forms and interview are sent to Jennifer Jeffrey at CorporaTel. This form will add another element of quality control, as it will provide supervisors with an opportunity to ensure all interviews are complete. It will also alert field supervisors of any telephone interviews required (i.e. if there was no general manager, sales manager or experienced sales staff available at the time of visit). Any telephone interviews required should be completed prior to sending forms to Jennifer Jeffrey at CorporaTel.

### **FIRST DAY**

- To ensure data is being collected properly, after the first day of fieldwork, please fax all completed recording forms to the attention of Jennifer Jeffrey at 902-453-8401 for review.

# Natural Resources Canada Compliance Study

## Dealership Lot Recording Sheet - 2005

Please complete one recording sheet for each manufacturer.

If necessary (i.e. a large dealership), use additional recording forms, but **do not** include two or more manufacturers on the same form. As you check the vehicles, simply tick off  for each vehicle with or without a label. At the end of your check, tally up the numbers and transfer the information onto the Data Input Form. For vehicles in showroom, record information directly onto the Data Input Form. **RECORD NEW VEHICLES ONLY. DO NOT INCLUDE USED OR FLEET VEHICLES.**

Dealership Survey Code: \_\_\_\_\_ Date: \_\_\_\_\_

Dealership Name: \_\_\_\_\_

Manufacturer Being Counted: \_\_\_\_\_

Type of Vehicle	With Labels	Without Labels
<b>Cars</b>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____
<b>Vans (e.g. Dodge Caravan, GM Savana, Plymouth Grand Voyager)</b>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____
<b>Special Purpose Vehicles (SPV) (e.g. GM Jimmy, Ford Explorer, Honda CR-V)</b>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____
<b>Pick-Up Trucks (e.g. Dodge Ram, Ford Ranger, Toyota Tacoma)</b>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 Total _____

Sheet \_\_\_\_ of \_\_\_\_

**Natural Resources Canada Compliance Study**

**Fuel Consumption Label Data Input Form – 2005**

**Complete one form per manufacturer.**

Enter the following information from the Recording Sheet.

<b>Dealership Survey Code:</b> _____	<b>Date:</b> _____
<b>Dealership Name:</b> _____	
<b>Street Address:</b> _____	
_____	

1. City/Town	2. Province	3. Manufacturer Counted	
_____	<input type="checkbox"/> BC <input type="checkbox"/> Alberta <input type="checkbox"/> Saskatchewan <input type="checkbox"/> Manitoba <input type="checkbox"/> Ontario <input type="checkbox"/> Quebec <input type="checkbox"/> New Brunswick <input type="checkbox"/> Nova Scotia <input type="checkbox"/> P.E.I. <input type="checkbox"/> Newfoundland and Labrador	<input type="checkbox"/> Acura <input type="checkbox"/> Audi <input type="checkbox"/> BMW/Mini <input type="checkbox"/> Daimler/Chrysler <input type="checkbox"/> Ford <input type="checkbox"/> GM <input type="checkbox"/> Honda <input type="checkbox"/> Hyundai <input type="checkbox"/> Infiniti <input type="checkbox"/> Jaguar/LandRover <input type="checkbox"/> Kia <input type="checkbox"/> Lexus	<input type="checkbox"/> Mazda <input type="checkbox"/> Mercedes-Benz <input type="checkbox"/> Mitsubishi <input type="checkbox"/> Nissan <input type="checkbox"/> Porsche <input type="checkbox"/> Saab <input type="checkbox"/> Saturn <input type="checkbox"/> Isuzu <input type="checkbox"/> Subaru <input type="checkbox"/> Suzuki <input type="checkbox"/> Toyota <input type="checkbox"/> Volkswagen <input type="checkbox"/> Volvo

**Note: Please remember to only include new vehicles on the lot (year 2005). Do not include used or fleet vehicles in your count.**

<b>VEHICLE LOT</b>		
Type of Vehicle	# of vehicles <b>with</b> labels	# of vehicles <b>without</b> labels
4. Cars		
5. Vans		
6. Special Purpose Vehicles		
7. Pick-up Trucks		

<b>SHOWROOM</b>		
Type of Vehicle	# of vehicles <b>with</b> labels	# of vehicles <b>without</b> labels
8. Cars		
9. Vans		
10. Special Purpose Vehicles		
11. Pick-up Trucks		

**Natural Resources Canada Compliance Study**

**Interviewing Log Sheet – 2005**

**Please ensure there is an entry for each dealership visited.**

**Field Company:** \_\_\_\_\_

**Date:** \_\_\_\_\_ **Interviewer Name:** \_\_\_\_\_

			Status of Dealership Visit				Follow-up Interview (if no qualified staff available at time of visit)			
Dealership name	Dealership Survey Code	City	Complete	No qualified staff available at time of visit	Refused to participate (provide reason)	Other (describe, e.g. out of business)	Name	Position	Telephone	Couldn't obtain name for follow-up interview

Sheet \_\_\_ of \_\_\_

Étude de conformité de Ressources naturelles Canada  
Évaluation de la participation du concessionnaire à l'étiquetage ÉnerGuide  
Programme et initiative du Guide de consommation de carburant

Matériel de formation

Historique

Le programme d'étiquetage ÉnerGuide pour les véhicules et le Guide de consommation de carburant ont été élaborés en partenariat avec Ressources naturelles Canada (RNCan) et les fabricants de véhicules, avec le soutien de la Corporation des associations de détaillants d'automobiles (*Canadian Automobile Dealers Association*) pour aider à promouvoir l'efficacité énergétique auprès des conducteurs canadiens depuis 1999.

L'étiquetage est un programme bénévole qui encourage les fabricants à inclure les cotes de consommation de carburant sur les étiquettes apposées sur les nouveaux véhicules. Tous les fabricants participent maintenant à ce programme et ont accepté d'apposer les étiquettes ÉnerGuide sur tous les véhicules fabriqués depuis le 31 janvier 1999. Les fabricants ont également accepté d'inciter leurs concessionnaires à promouvoir le rendement du carburant en distribuant activement le Guide de consommation de carburant aux acheteurs éventuels.

RNCan nous a confié le mandat d'entreprendre une étude afin de vérifier si les fabricants de véhicules et les nouveaux concessionnaires se conforment à l'entente visant à apposer des étiquettes sur les nouveaux véhicules et à distribuer l'information sur la consommation de carburant aux acheteurs. Les fabricants et les concessionnaires sont, la plupart du temps, avisés à propos de cette étude (mais ne connaissent pas la période d'exécution précise) par l'entremise du comité Gouvernement/Industrie sur l'énergie touchant les véhicules à moteur (*Government/Industry Motor Vehicle Energy*) et ont indiqué leur soutien.

Le sondage direct auprès des concessionnaires de nouveaux véhicules évaluera la conformité d'étiquetage et déterminera l'ampleur de la disponibilité du Guide de consommation de carburant aux acheteurs. Le travail sur le terrain comprend deux parties.

- 1) *La collecte de données* – un dénombrement matériel de tous les nouveaux véhicules (2005) avec et sans les étiquettes ÉnerGuide dans *le parc du concessionnaire* et dans la *salle de démonstration*, et une vérification de la disponibilité du Guide de consommation de carburant (GCC).
- 2) *Un bref entretien* avec le directeur des ventes ou le directeur général à propos des étiquettes ÉnerGuide et du GCC en ayant recours aux observations de la vérification précédente et au guide d'entretien dirigé

Le travail sur le terrain débutera la semaine du 21 mars. Un collecteur de données affilié à *Corporate Research Associates* entrera en contact avec une sélection aléatoire (5 % à



10 % par région) des sites pour lesquels on dispose de toutes les données, afin d'assurer la qualité et la pertinence de l'information recueillie. À cet effet, nous demanderons que les numéros de téléphone soient recueillis pour chaque concessionnaire visité.

Si vous avez des questions, maintenant ou lors de la collecte sur le terrain, veuillez communiquer directement avec Jennifer Jeffrey au (902) 453-8304.

**Avis important :**

Le tableau suivant fournit une liste des fabricants qui seront compris dans cette étude.

- Chaque fabricant de la colonne A devrait être compté séparément. Il arrivera que plus d'un fabricant soit représenté par un concessionnaire, surtout pour les véhicules de plus grand renom, p.ex., BMW/Mercedes ou Nissan/Infiniti. On les appelle des concessionnaires fractionnés et les véhicules devraient être « comptés » séparément. S'il y a deux fabricants ou plus, veuillez utiliser la *liste de vérification GCC et le Guide d'entretien du concessionnaire pour les concessionnaires qui représentent plus d'un fabricant*. Sinon, veuillez utiliser la liste de vérification GCC et le Guide d'entretien du concessionnaire pour les concessionnaires qui représentent un seul fabricant.
- Chaque marque d'automobile de la colonne B devrait être comptée comme unique fabricant. Par exemple, les concessionnaires Chrysler, Dodge, Jeep devraient être comptés comme unique fabricant, dans ce cas, Daimler Chrysler.

<b>Colonne A:</b>	<b>Colonne B :</b>
<b>Fabricants devant être comptés <u>séparément</u></b>	<b>Fabricants devant être comptés comme fabricant <u>unique</u></b>
Acura	BMW/Mini comptée sous <b>BMW</b>
Audi	Dodge/Chrysler/Jeep compté sous <b>DaimlerChrysler</b>
Honda	Pontiac/Buick/GMC/Cadillac/Chevrolet/Oldsmobile Hummer compté sous <b>GM</b>
Hyundai	Ford/Lincoln compté sous <b>Ford</b>
Infiniti	Jaguar/Land Rover compté sous <b>Jaguar</b>
Kia	
Lexus	
Mazda	
Mercedes-Benz	
Mitsubishi	
Nissan	
Porsche	
Saab	
Saturn	
Isuzu	
Subaru	
Suzuki	
Toyota	
Volkswagen	
Volvo	

## Tâches

### 1) Inspection des étiquettes dans le parc

- a) Rendez-vous dans le parc du concessionnaire.
- b) Comptez le nombre de véhicules dans le parc avec et sans les étiquettes **PAR TYPE DE VÉHICULE** (p.ex., automobiles, fourgonnettes, véhicules spécialisés et camionnettes) en utilisant la feuille d'enregistrement des parcs des concessionnaires. Chaque nouveau véhicule devrait avoir une étiquette ÉnerGuide. Il existe deux types d'étiquettes ÉnerGuide.
  - Une étiquette autonome ou
  - Une étiquette combinée avec l'information sur les options du véhicule et le prix.
- c) Si un représentant des ventes du concessionnaire vous approche, dites-lui que « *vous faites une étude pour Ressources naturelles Canada sur l'étiquetage ÉnerGuide et la consommation de carburant et que vous ne faites qu'une rapide vérification* ». S'ils demandent plus de renseignements, montrez-leur la lettre de RNCan.

Profitez de l'occasion pour confirmer avec la personne quels véhicules sont usagés (d'occasion) ou parc pour s'assurer qu'ils ne sont pas compris dans votre dénombrement.

- d) Si personne ne vous approche lors de votre vérification, alors continuez. Toutefois, au cours de l'entretien, vous devez confirmer avec le directeur des ventes ou le directeur général, ou encore un représentant des ventes (si le directeur n'est pas disponible) quels véhicules sont « parc et/ou usagés ».

#### **Conseils utiles lors du dénombrement :**

- Selon la taille du parc, il est parfois utile d'avoir recours à une méthode de dénombrement des véhicules pour empêcher le double comptage (p.ex., en allant de l'extérieur du parc vers l'intérieur).
- L'emplacement de l'étiquette peut varier. Elle est souvent apposée sur la fenêtre avant du véhicule, côté passager. Cependant, dans le cas de mini fourgonnettes, l'étiquette peut être apposée sur la fenêtre de la porte coulissante. **REGARDEZ SOIGNEUSEMENT!**
- Vérifiez comme il faut les véhicules dotés de vitres teintées, car l'étiquette n'est pas toujours visible sur ces véhicules. **REGARDEZ SOIGNEUSEMENT!**

- e) Transférez les nombres totaux (par type de véhicules) de la *Feuille d'enregistrement* au *Formulaire de collecte des données*.

**Points à retenir :**

- Comptez uniquement les nouveaux véhicules (2005)
- Si vous n'êtes pas certain du *type* de véhicule (p.ex., autos, fourgonnettes, véhicules spécialisés et camionnettes) reportez-vous au Guide de consommation de carburant et cherchez-y le modèle et le fabricant du véhicule.
- Les nouveaux véhicules où les étiquettes ne sont pas apposées (p.ex., étiquette déposée sur le siège, le tableau de bord ou le plancher du véhicule) devraient être comptés comme véhicules sans étiquette.
- Les nouveaux véhicules avec étiquettes qui n'ont pas les cotes ou les nombres actuels de consommation de carburant (p.ex., certains fabricants auront des étiquettes sur leurs véhicules mais pas les cotes actuelles) devraient être comptés comme véhicules sans étiquette.
- N'incluez pas les véhicules « usagés » dans le dénombrement.
- N'incluez pas les véhicules « parc » dans le dénombrement. Les véhicules « parc » sont des véhicules qui ont été prévendus et qui sont généralement utilisés à des fins commerciales. Ils sont généralement regroupés et identiques en termes de modèle, couleur, etc.

**2) Inspection des étiquettes dans la salle de démonstration.**

- f) Rendez-vous maintenant dans la salle de démonstration du concessionnaire.
- g) Comptez le nombre de véhicules avec et sans étiquettes par type de véhicule (p.ex., autos, fourgonnettes, véhicules spécialisés et camionnettes) et inscrivez directement l'information sur le *Formulaire de collecte des données*.
- h) Encore une fois, si un représentant des ventes vous approche, dites-lui la nature de l'étude. Utilisez le même texte que précédemment.

**Points à retenir :**

- Ne comptez que les nouveaux véhicules (vous verrez parfois des modèles de collection en présentation, mais ils ne devraient pas être comptés).
- Si vous n'êtes pas certain quels sont les nouveaux véhicules, demandez à un représentant des ventes.

**3) Vérification de la disponibilité du Guide de consommation de carburant**

- i) Vérifiez ensuite la salle de démonstration une fois de plus et déterminez si le Guide de consommation de carburant est présenté ou non et/ou visible dans la salle.
- j) Inscrivez l'information requise dans le *Guide d'entretien*. Suivez les étapes du *Guide d'entretien* si le GCC n'est pas visible.

**4) Déroulement de l'entretien avec le directeur des ventes (premier choix) ou le directeur général (second choix).**

Généralement, les concessionnaires sont assez réceptifs et ne semblent pas réticents à participer à l'étude. Comme nous l'avons mentionné précédemment, plusieurs d'entre eux ont été avertis de la venue de cette étude. Si toutefois il y a apparence de réticence, veuillez distribuer la lettre de Ressources naturelles Canada en indiquant la nature de l'étude.

k) Suivez les questions du *Guide d'entretien*.

**Conseils utiles lors de l'entretien :**

- Lisez soigneusement le guide (p.ex., plusieurs fois) avant votre premier entretien afin de vous sentir à l'aise avec le débit et ce que vous recherchez.
- Essayez de ne pas entreprendre de discussion lors de l'entretien à propos du contenu du GCC. Dites que vous le noterez et essayez de ramener l'attention sur le questionnaire.
- Essayez d'inscrire toutes les réponses dans les options de choix pour chaque question. Utilisez « autre » au besoin et spécifiez.

**Points à retenir :**

- Il est important de parler à la bonne personne. Le premier choix s'arrête sur le directeur des ventes, et vient ensuite le directeur général. S'ils ne sont pas disponibles, demandez alors à parler à un représentant des ventes ayant un minimum de 3 ans d'expérience avec ce concessionnaire.  
**SURVEILLEZ LES COTES! Pas plus de 25 % des entretiens ne devraient être menés avec les préposés aux ventes.**
- En dernier ressort, identifiez des noms et des numéros de téléphone (directeur des ventes ou directeur général) pour un entretien téléphonique de suivi. Inscrivez cette information sur le « Rapport d'entretien ».

**5) Remplissez le rapport d'entretien.**

Une entrée doit être effectuée pour chaque concessionnaire visité. Pour tous les concessionnaires, on vous demandera de fournir le nom du concessionnaire, la ville et le code de sondage du concessionnaire. Inscrivez le code unique de sondage du concessionnaire sur tous les documents papier reliés à votre visite.

Si la visite du concessionnaire est complète (p.ex., dénombrement, liste de vérification de consommation de carburant et entretien complet), vous devez simplement cocher la case « complète ».

Si toute la visite ou une partie de cette dernière est incomplète, vous devrez spécifier pourquoi (p.ex., pas de personnel qualifié disponible, refus, autre). **S'il n'y avait pas de personnel qualifié au moment de la visite**, nous avons placé des espaces pour inscrire le nom, le poste et le numéro de téléphone pour un entretien téléphonique de suivi.

## **FORMULAIRES D'ENREGISTREMENT**

Quatre formulaires d'enregistrement seront utilisés pour la collecte sur le terrain. Une brève description de chaque formulaire et la façon de les utiliser sont présentées ici.

**1. Feuille d'enregistrement de parc du concessionnaire – 2005** : Ce formulaire sera utilisé par l'enquêteur pour dénombrer les nouveaux véhicules 2005 avec et sans étiquette ÉnerGuide. Ce formulaire est considéré comme « feuille de travail au brouillon » que les enquêteurs peuvent utiliser au moment de l'entretien. L'information sera alors compilée et transférée au Formulaire de collecte des données d'étiquettes de consommation de carburant – 2005. Bien que ce formulaire ne soit qu'une « feuille de travail au brouillon », les enquêteurs doivent les retourner avec tous les autres formulaires et guides d'entretien. Ceci nous permettra de vérifier si le dénombrement « brouillon » est conforme à l'information transférée au Formulaire de collecte de données d'étiquette.

**2. Formulaire de collecte de données d'étiquette de consommation de carburant – 2005** : Ce formulaire sera rempli par l'enquêteur après avoir effectué le dénombrement et l'entretien. Ce formulaire récapitule le nombre total de véhicules avec et sans étiquette par type de véhicule de la Feuille d'enregistrement de parc du concessionnaire. Il identifiera aussi le fabricant, le nom du concessionnaire, l'adresse (p.ex., la province, la ville et l'adresse municipale) et le code de sondage pour chaque concessionnaire. Les enquêteurs devront remplir un formulaire par fabricant (se reporter à la colonne A et à la colonne B à la page 2 de ce document pour le dénombrement distinctif des fabricants), et joindre ces formulaires au guide d'entretien.

**3. Guide d'entretien du concessionnaire et liste de vérification GCC - 2005** – Ce formulaire sera complété lors de la visite chez le concessionnaire. La liste de vérification GCC servira à évaluer la disponibilité du Guide de consommation de carburant chez le concessionnaire. Le Guide d'entretien du concessionnaire servira à enregistrer l'entretien avec le directeur des ventes ou le directeur général du concessionnaire.

**4. Rapport d'entretien – 2005** : Chaque enquêteur fera un résumé de l'entretien mené sur le « rapport d'entretien ». Les superviseurs sur le terrain doivent alors réviser ces formulaires avant que les formulaires et l'entretien soient expédiés à Jennifer Jeffrey à *CorporaTel*. Ce formulaire ajoutera un autre élément de contrôle de qualité et permettra aux superviseurs de s'assurer que les entretiens sont complets. Cela indiquera aussi aux superviseurs sur le terrain les entretiens téléphoniques nécessaires (p.ex., s'il n'y a pas de directeur général, les directeurs des ventes ou des préposés aux ventes expérimentés disponibles au moment de la visite). Tous les entretiens téléphoniques nécessaires devraient être complétés avant d'expédier les formulaires à Jennifer Jeffrey à *CorporaTel*.

### **JOUR UN**

- Pour assurer une collecte de données appropriée, après le premier jour de travail sur le terrain, veuillez télécopier tous les formulaires remplis à l'attention de Jennifer Jeffrey au (902) 453-8401 pour révision.

## Étude de conformité de Ressources naturelles Canada

### Feuille d'enregistrement de parc du concessionnaire - 2005

**Veillez remplir une feuille d'enregistrement pour chaque fabricant.**

Au besoin (p.ex., un concessionnaire important), utilisez des formulaires supplémentaires, mais n'incluez pas deux fabricants ou plus sur le même formulaire. Lors de la vérification des véhicules, cochez simplement  pour chaque véhicule avec ou sans étiquette. À la fin de votre vérification, comptez les nombres et transférez l'information sur le Formulaire de collecte des données. Pour les véhicules de la salle de démonstration, inscrivez directement l'information sur le Formulaire de collecte de données.

**INSCRIVEZ UNIQUEMENT LES NOUVEAUX VÉHICULES. NE PAS INCLURE LES VÉHICULES USAGÉS OU PARC.**

Code de sondage du concessionnaire \_\_\_\_\_

Date : \_\_\_\_\_

Nom du concessionnaire : \_\_\_\_\_

Fabricant étant dénombré : \_\_\_\_\_

Type de véhicule	Avec étiquettes	Sans étiquettes
Automobiles	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____
Fourgonnettes (p.ex., Dodge Caravan, GM Savana, Plymouth Grand Voyager)	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____
Véhicules spécialisés (VS) (p.ex., GM Jimmy, Ford Explorer, Honda CR-V)	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____
Camionnettes (p.ex., Dodge Ram, Ford Ranger, Toyota Tacoma)	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 10 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 20 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 30 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 40 <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> 50 <b>Total</b> _____

Feuille \_\_\_ de \_\_\_

## Étude de conformité de Ressources naturelles Canada

### Formulaire de collecte des données d'étiquettes de consommation de carburant – 2005

**Remplissez un formulaire par fabricant.**

Inscrivez les renseignements suivants de la Feuille d'enregistrement.

<b>Code de sondage du concessionnaire :</b>	<b>Date :</b>
Nom du concessionnaire : _____	
Adresse municipale : _____	
_____	

1. Ville	2. Province	3. Fabricant dénombré	
_____	<input type="checkbox"/> Colombie-Britannique <input type="checkbox"/> Alberta <input type="checkbox"/> Saskatchewan <input type="checkbox"/> Manitoba <input type="checkbox"/> Ontario <input type="checkbox"/> Québec <input type="checkbox"/> Nouveau-Brunswick <input type="checkbox"/> Nouvelle-Écosse <input type="checkbox"/> Île-du-Prince-Édouard <input type="checkbox"/> Terre-Neuve-et-Labrador	<input type="checkbox"/> Acura <input type="checkbox"/> Audi <input type="checkbox"/> BMW/Mini <input type="checkbox"/> Daimler/Chrysler <input type="checkbox"/> Ford <input type="checkbox"/> GM <input type="checkbox"/> Honda <input type="checkbox"/> Hyundai <input type="checkbox"/> Infiniti <input type="checkbox"/> Jaguar/Land Rover <input type="checkbox"/> Kia <input type="checkbox"/> Lexus	<input type="checkbox"/> Mazda <input type="checkbox"/> Mercedes-Benz <input type="checkbox"/> Mitsubishi <input type="checkbox"/> Nissan <input type="checkbox"/> Porsche <input type="checkbox"/> Saab <input type="checkbox"/> Saturn <input type="checkbox"/> Isuzu <input type="checkbox"/> Subaru <input type="checkbox"/> Suzuki <input type="checkbox"/> Toyota <input type="checkbox"/> Volkswagen <input type="checkbox"/> Volvo

**Remarque : Rappelez-vous d'inclure uniquement les nouveaux véhicules du parc (année 2005). N'incluez pas les véhicules usagés ou parc dans votre dénombrement.**

PARC-VÉHICULES		
Type de véhicule	n° de véhicules <b>avec</b> étiquette	n° de véhicules <b>sans</b> étiquette
4. Automobiles		
5. Fourgonnettes		
6. Véhicules spécialisés		
7. Camionnettes		

SALLE DE DÉMONSTRATION		
Type de véhicule	n° de véhicules <b>avec</b> étiquettes	n° de véhicules <b>sans</b> étiquettes
8. Automobiles		
9. Fourgonnettes		
10. Véhicules spécialisés		
11. Camionnettes		

# Étude de conformité de Ressources naturelles Canada

## Rapport d'entretien – 2005

Assurez-vous qu'il y a une entrée pour chaque concessionnaire visité.

Société : \_\_\_\_\_

Date : \_\_\_\_\_ Nom de l'enquêteur: \_\_\_\_\_

Nom du concessionnaire	Code de sondage du concessionnaire	Ville	Statut de la visite du concessionnaire				Entretien de suivi (si pas de personnel qualifié disponible au moment de la visite)						
			Complète	Pas de personnel qualifié au moment de la visite	Refus de participer (donner une raison)	Autre (décrire, p.ex., retiré des affaires)	Nom	Poste	Téléphone	Impossibilité d'obtenir un nom pour entretien de suivi			



**Appendix D:  
NRCan Dealership Letter**



Natural Resources  
Canada

Ressources naturelles  
Canada

Ottawa, Canada  
K1A 0E4

March 9, 2005

Dear Automotive Dealer:

We would like to invite you to participate in our survey and short questionnaire regarding the EnerGuide for Vehicles labeling initiative and *Fuel Consumption Guide* program. Your participation in this survey is important to the federal government in its efforts to help promote fuel efficiency amongst Canadians.

This initiative to help promote vehicle fuel efficiency was developed in partnership with Natural Resources Canada (NRCan) and vehicle manufacturers. The EnerGuide for Vehicles labeling initiative was launched in 1998 (1999 model year) and your comments and feedback are requested in order to continue to improve the effectiveness of our programs and partnerships. In fact, your manufacturer may have already contacted you concerning this survey and questionnaire and we look forward to your participation.

An independent market research firm, Corporate Research Associates Inc., has been commissioned to conduct the survey and questionnaire work on behalf of NRCan and the results will be shared with your respective manufacturers. We appreciate your cooperation in this important work and your time to provide comments and feedback in response to the questionnaire. Again, your comments and feedback are very valuable in our ongoing pursuit to meet the objectives of the initiative.

If you have any questions concerning the initiative please call Steve Akehurst, Natural Resources Canada at (613) 992-6360 or if you have any concerns about the field work, please call Peter MacIntosh, Vice-President, Public Affairs Research, Corporate Research Associates Inc. at (902) 493-3202.

Stephen Akehurst  
Senior Manager, EnerGuide for Vehicles  
Office of Energy Efficiency, Natural Resources Canada  
18C2-3, 580 Booth Street  
Ottawa, Ontario CANADA K1A 0E4  
tel: (613) 992-6360 fax: (613) 952-8169  
e-mail: [sakehurs@nrcan.gc.ca](mailto:sakehurs@nrcan.gc.ca)

Canada 



Natural Resources Canada  
Ressources naturelles Canada

Ottawa, Canada  
K1A 0E4

Le 17 mars 2005

Cher concessionnaire automobile

Nous aimerions vous inviter à participer à notre sondage et à répondre à un court questionnaire concernant l'initiative d'étiquetage ÉnerGuide pour les véhicules et le *Guide de consommation de carburant*. Votre participation à ce sondage est importante pour le gouvernement dans le cadre de ses efforts pour promouvoir l'économie de carburant chez les Canadiens.

Cette initiative visant à promouvoir l'efficacité énergétique des véhicules a été élaborée en partenariat avec Ressources naturelles Canada (RNCAN) et les constructeurs d'automobiles. L'initiative d'étiquetage ÉnerGuide pour les véhicules a été lancée en 1998 (année-modèle 1999), et nous avons besoin de vos commentaires et de votre rétroaction pour être en mesure de continuer à améliorer l'efficacité de nos programmes et de nos partenariats. En fait, les constructeurs ont peut-être déjà communiqué avec vous concernant ce sondage et ce questionnaire, et nous comptons sur votre participation.

Une firme indépendante spécialisée en études de marché, Corporate Research Associates Inc., a été chargée de mener le sondage et d'administrer le questionnaire pour le compte de RNCAN, et les résultats seront communiqués à vos constructeurs respectifs. Nous apprécions votre coopération dans le cadre de cette étude importante ainsi que le temps que vous consacrerez à formuler vos commentaires en réponse au questionnaire. Encore une fois, vos commentaires et votre rétroaction sont précieux pour nous permettre d'atteindre les objectifs de l'initiative.

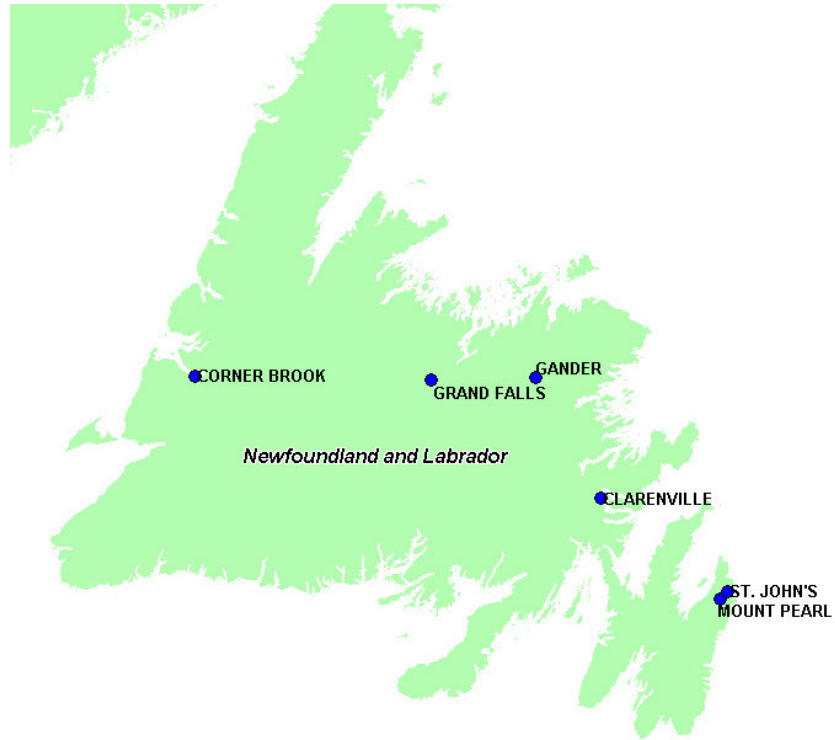
Si vous avez des questions concernant cette initiative, veuillez appeler Johanne Geoffrion, Ressources naturelles Canada, au (613) 943-1603, ou si vous avez des préoccupations à propos du travail sur le terrain, veuillez appeler Peter MacIntosh, vice-président, Recherche en affaires publiques, Corporate Research Associates Inc., au (902) 493-3202.

Johanne Geoffrion  
Chef, ÉnerGuide pour les véhicules  
Office de l'efficacité énergétique, Ressources naturelles Canada  
18<sup>e</sup> étage, 580, rue Booth  
Ottawa (Ontario) CANADA K1A 0E4  
Tél. : (613) 943-1603; téléc. : (613) 952-8169  
Courriel : Johanne.Geoffrion@nrca-nrcan.gc.ca

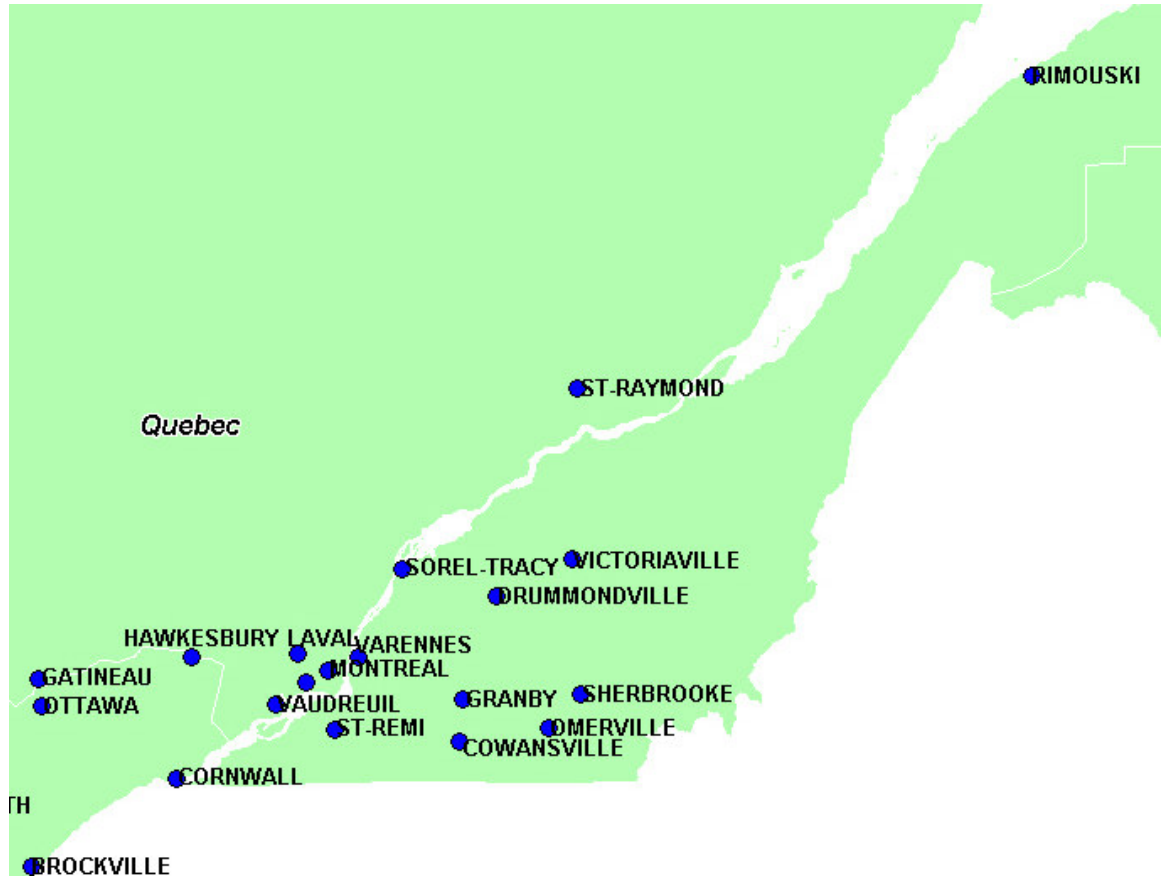
Canada

**Appendix E:  
Map of Communities Visited**

# Atlantic Canada



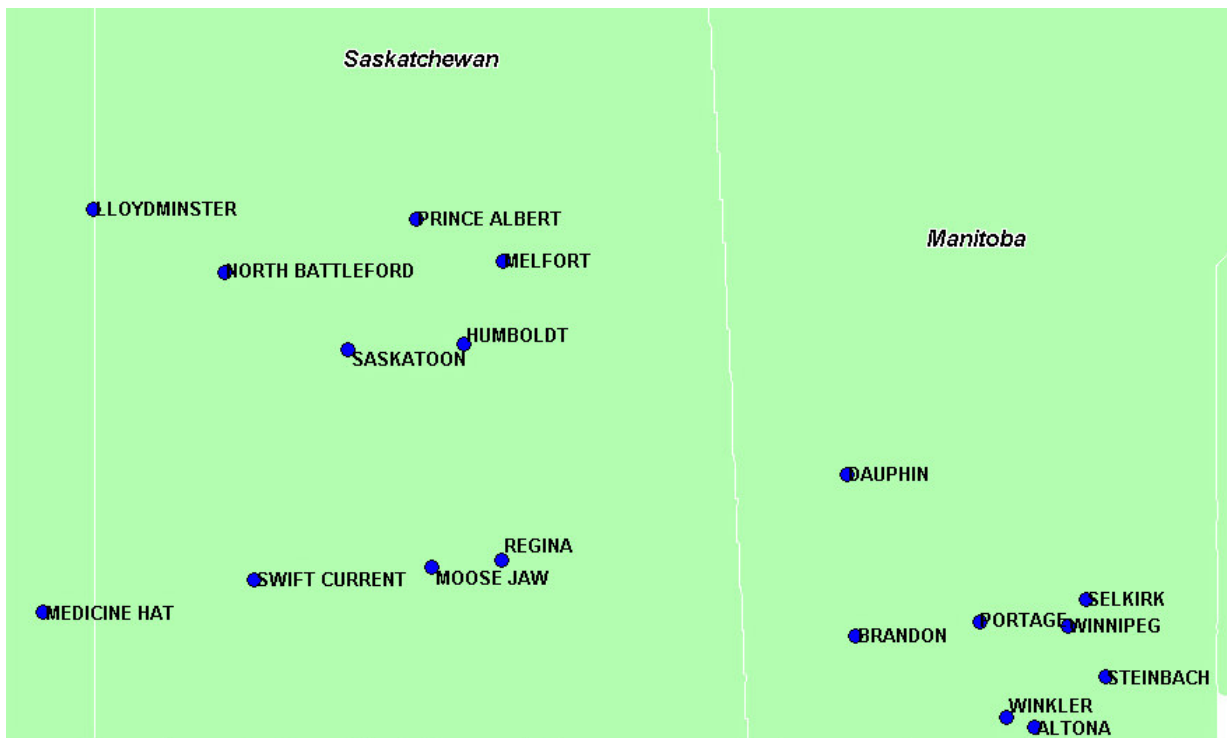
# Quebec



# Ontario



# Manitoba and Saskatchewan





# Alberta and British Columbia

