

27 February 2017

***The opinions expressed in this submission are those of the author and not those of any body or organisation of which the author is a member.***

I am a consumer psychologist. My research focuses on information framing, particularly information on fuel economy labels, with the intention of encouraging consumers to purchase more fuel-efficient vehicles.

I have two recent papers that have been published on the topic of designing fuel economy labels:

[Redacted text]

Key take-aways from my research regarding the design of a fuel economy label:

- Fuel economy information should be “translated” or expressed by several highly correlated metrics (e.g., consumption, cost, environmental impact metrics).
- Environmental impact information should be expressed in a metric that is easily understandable (“g/km” is not ideal).
- Information should be expressed over large scales (e.g., 100,000km) rather than small scales (e.g., 100km).

Regarding the questions outlined in the “Information and Education” section (questions 17-22), I am happy to advise more on the best design of Australia’s fuel economy labels, or information framing more generally. What is clear is that the Australian fuel economy label needs to be revised.

Best regards,

[Redacted signature]