

## Appendix 1

### Attribute Levels for Stated Preference Experiment

<b>Purchase Price</b>	<i>Small</i>	\$15,000	\$18,750	\$22,500	\$26,250	\$30,000
	<i>Small Luxury</i>	\$30,000	\$33,750	\$37,500	\$41,250	\$45,000
	<i>Medium</i>	\$30,000	\$35,000	\$40,000	\$45,000	\$50,000
	<i>Medium Luxury</i>	\$70,000	\$77,500	\$85,000	\$92,500	\$100,000
	<i>Large</i>	\$40,000	\$47,500	\$55,000	\$62,500	\$70,000
	<i>Large Luxury</i>	\$90,000	\$100,000	\$110,000	\$120,000	\$130,000
<b>Fuel Price</b>	<i>Pivot off daily price</i>	-25%	-10%	0%	10%	25%
<b>Registration</b>	<i>Pivot off actual purchase</i>	-25%	-10%	0%	10%	25%
<b>Fuel Efficiency (L / 100km)</b>	<i>Small</i>	6	7	8	9	10
	<i>Medium</i>	7	9	11	13	15
	<i>Large</i>	7	9	11	13	15
<b>Engine Capacity (cylinders)</b>	<i>Small</i>	4	6			
	<i>Medium</i>	4	6			
	<i>Large</i>	6	8			
<b>Seating Capacity</b>	<i>Small</i>	2	4			
	<i>Medium</i>	4	5			
	<i>Large</i>	5	6			
<b>Country of Manufacture</b>	<i>Random Allocation</i>	Japan	Europe	South Korea	Australia	USA