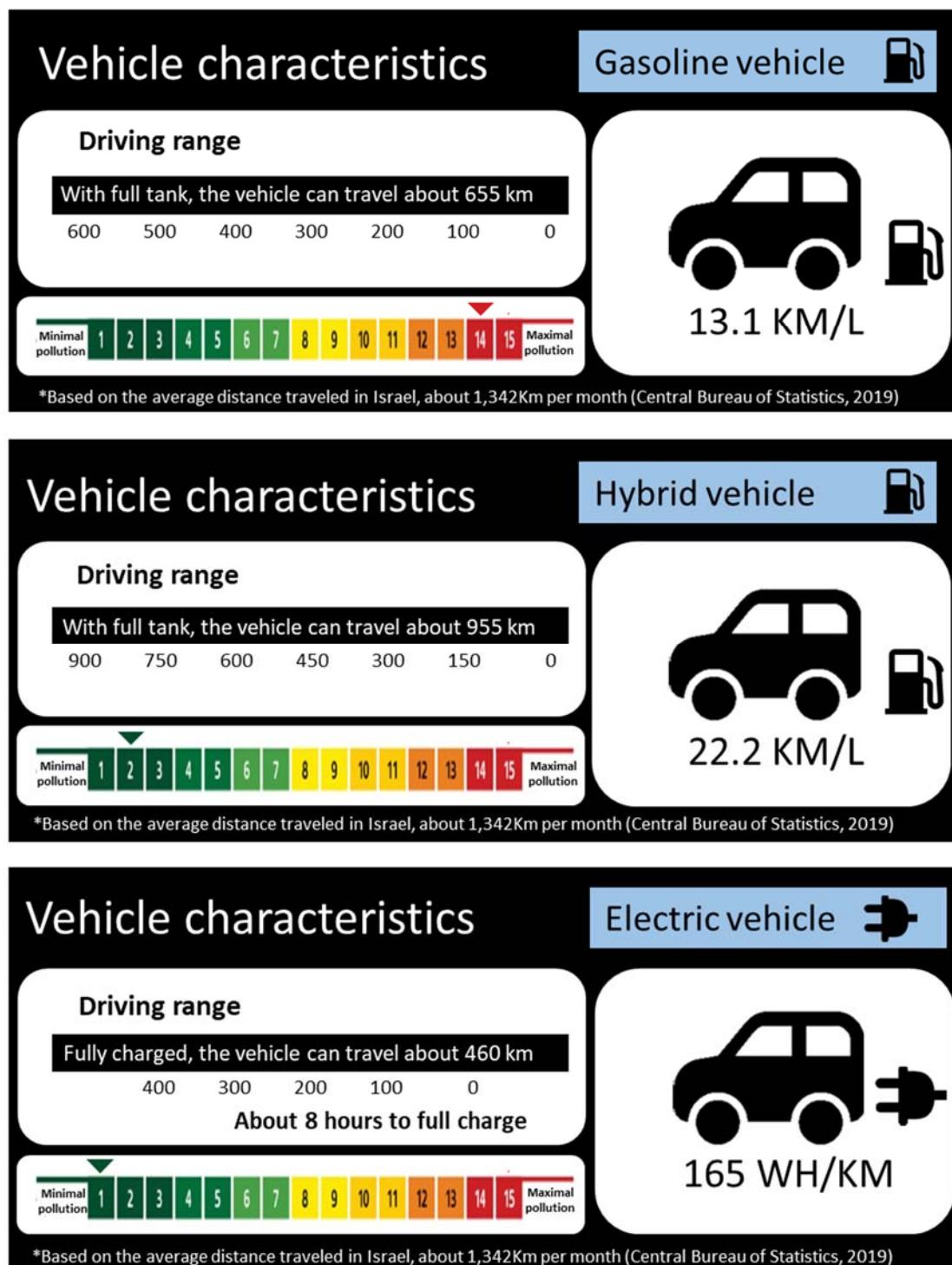
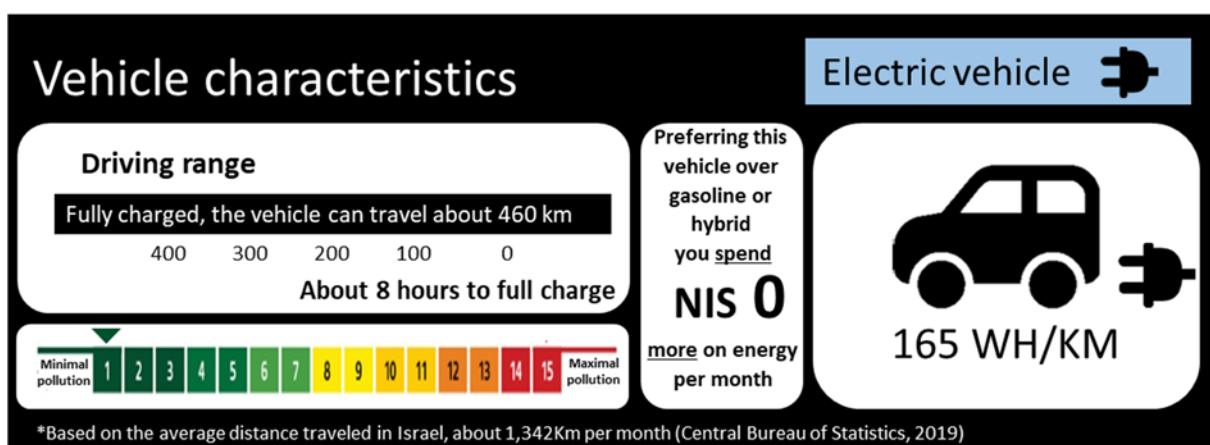
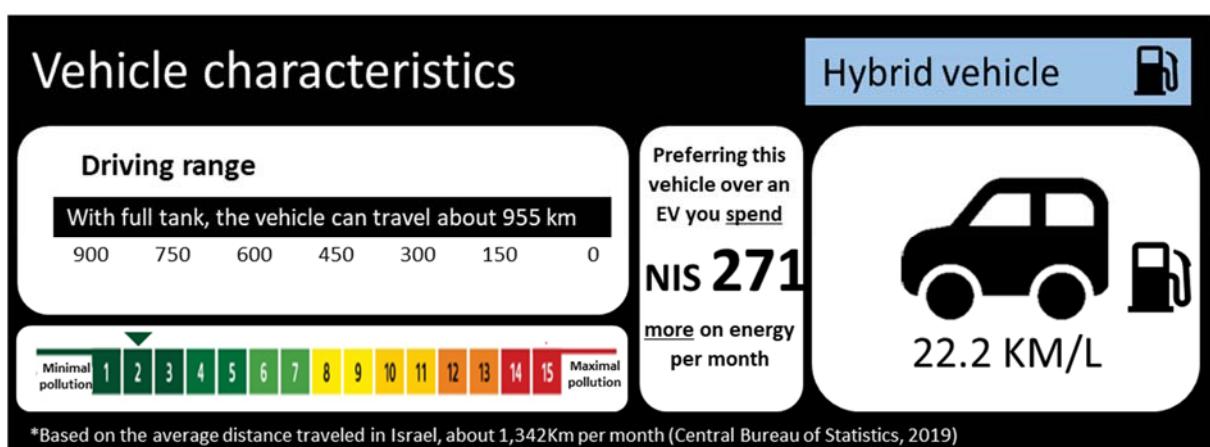
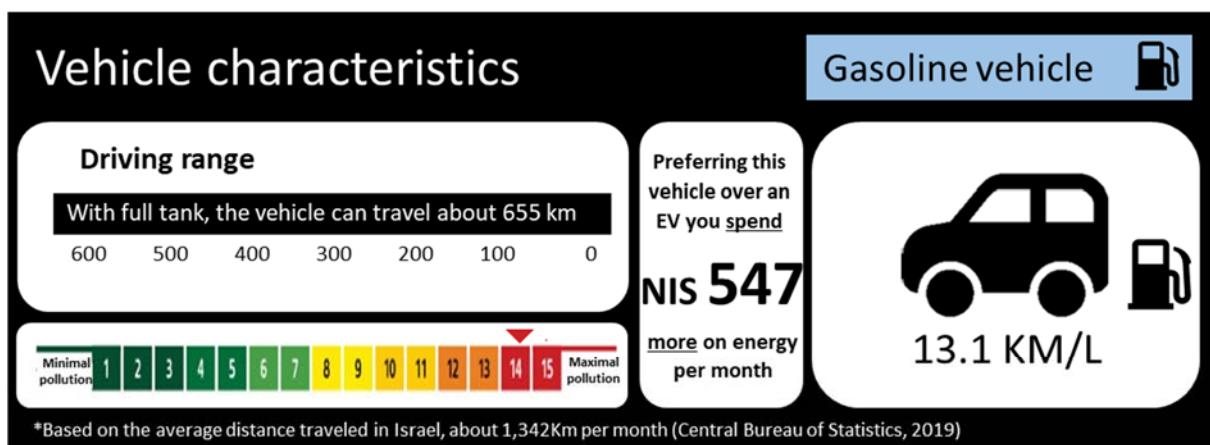


## Supplementary images

Energy labels presented to participants (see also Table 1).



**Fig. A1.** Labels presented to control group.



**Fig. A2.** Labels presented in condition 1 – monthly expenditure.

## Vehicle characteristics

Gasoline vehicle



### Driving range

With full tank, the vehicle can travel about 655 km

600 500 400 300 200 100 0



Preferring this vehicle over an EV you spend

**NIS 547**

more on energy per month



13.1 KM/L

Excess expenditure on purchase and use for the first 3 years, in choosing this car over an electric vehicle

Including the cost of registration, maintenance, energy, depreciation, and mandatory and comprehensive insurance.

monthly 3 years

**NIS 378 NIS 13,605**

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

## Vehicle characteristics

Hybrid vehicle



### Driving range

With full tank, the vehicle can travel about 955 km

900 750 600 450 300 150 0



Preferring this vehicle over an EV you spend

**NIS 271**

more on energy per month



22.2 KM/L

Excess expenditure on purchase and use for the first 3 years, in choosing this car over an electric vehicle

Including the cost of registration, maintenance, energy, depreciation, and mandatory and comprehensive insurance.

monthly 3 years

**NIS 165 NIS 5,925**

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

## Vehicle characteristics

Electric vehicle



### Driving range

Fully charged, the vehicle can travel about 460 km

400 300 200 100 0

About 8 hours to full charge



Preferring this vehicle over gasoline or hybrid you spend

**NIS 0**

more on energy per month



165 WH/KM

Excess expenditure on purchase and use for the first 3 years, in choosing this car over a gasoline or hybrid vehicle

Including the cost of purchase, registration, maintenance, energy, depreciation, mandatory and comprehensive insurance, and a charging station.

monthly 3 years

**NIS 0 NIS 0**

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

**Fig. A3.** Labels presented in condition 2 – three-year expenditure.

## Vehicle characteristics

Gasoline vehicle 

### Driving range

With full tank, the vehicle can travel about 655 km

600 500 400 300 200 100 0



Preferring this vehicle over an EV you save

**NIS 0**

on energy expenditure per month



**13.1 KM/L**

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

## Vehicle characteristics

Hybrid vehicle 

### Driving range

With full tank, the vehicle can travel about 955 km

900 750 600 450 300 150 0



Preferring this vehicle over a gasoline one you save

**NIS 276**

on energy expenditure per month



**22.2 KM/L**

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

## Vehicle characteristics

Electric vehicle 

### Driving range

Fully charged, the vehicle can travel about 460 km

400 300 200 100 0

About 8 hours to full charge



Preferring this vehicle over a gasoline one you save

**NIS 547**

on energy expenditure per month



**165 WH/KM**

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

**Fig. A4.** Labels presented in condition 3 – monthly savings.

## Vehicle characteristics

Gasoline vehicle 

### Driving range

With full tank, the vehicle can travel about 655 km

600 500 400 300 200 100 0



Preferring this vehicle over an EV you save

**NIS 0**

on energy expenditure per month



**13.1 KM/L**

Total savings on purchase and use for the first 3 years, in choosing this car over an electric vehicle

Including the cost of registration, maintenance, energy, depreciation, and mandatory and comprehensive insurance.

monthly

**NIS 0**

3 years

**NIS 0**

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

## Vehicle characteristics

Hybrid vehicle 

### Driving range

With full tank, the vehicle can travel about 955 km

900 750 600 450 300 150 0



Preferring this vehicle over a gasoline one you save

**NIS 276**

on energy expenditure per month



**22.2 KM/L**

Total savings on purchase and use for the first 3 years, in choosing this car over a gasoline vehicle

Including the cost of registration, maintenance, energy, depreciation, and mandatory and comprehensive insurance.

monthly

**NIS 213**      **NIS 7,680**      3 years

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

## Vehicle characteristics

Electric vehicle 

### Driving range

Fully charged, the vehicle can travel about 460 km

400 300 200 100 0

About 8 hours to full charge



Preferring this vehicle over a gasoline one you save

**NIS 547**

on energy expenditure per month



**165 WH/KM**

Total savings on purchase and use for the first 3 years, in choosing this car over a gasoline vehicle

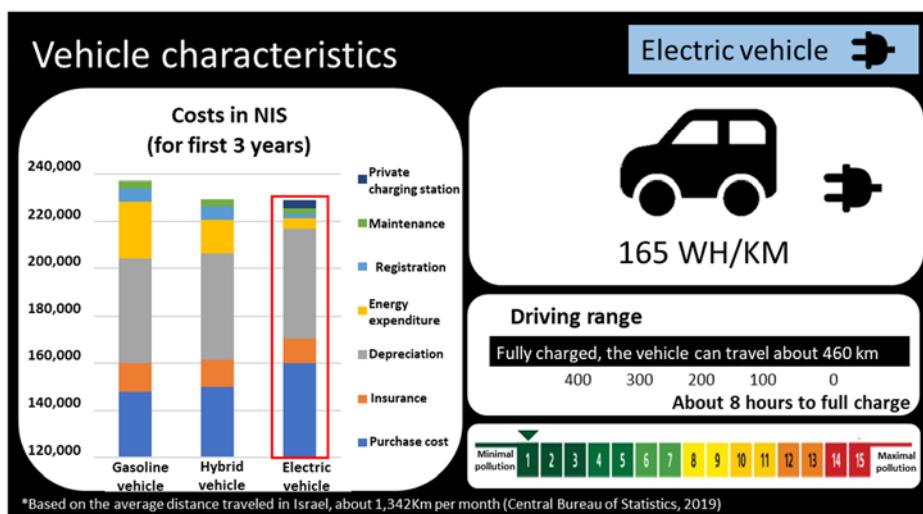
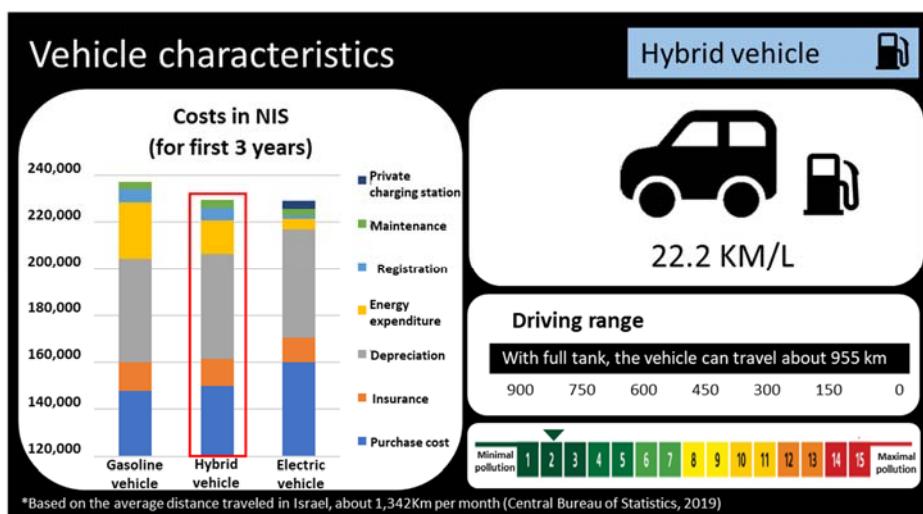
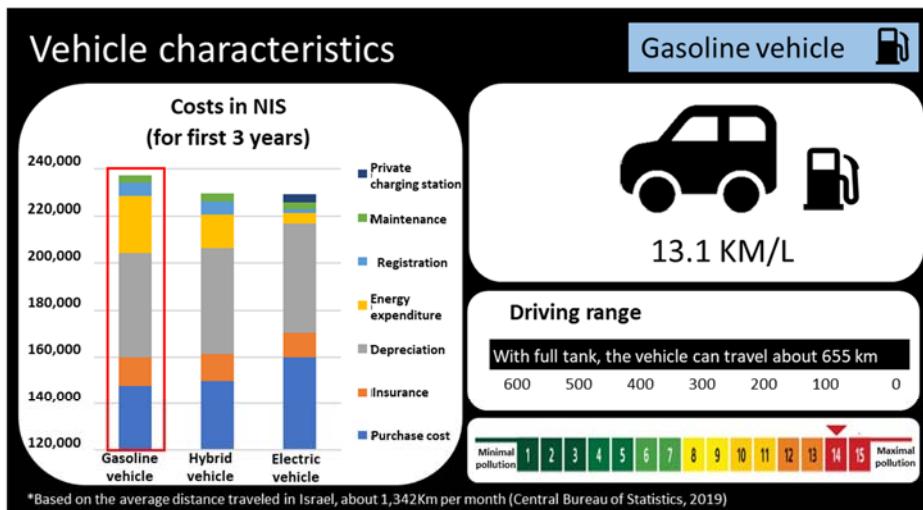
Including the cost of purchase, registration, maintenance, energy, depreciation, mandatory and comprehensive insurance, and a charging station.

monthly

**NIS 378**      **NIS 13,605**      3 years

\*Based on the average distance traveled in Israel, about 1,342Km per month (Central Bureau of Statistics, 2019)

**Fig. A5.** Labels presented in condition 4 – three-year savings.



**Fig. A6.** Labels presented in condition 5 – graphical display of expenditure.