# **Tire Purchase Discussion**

Workbook Activity

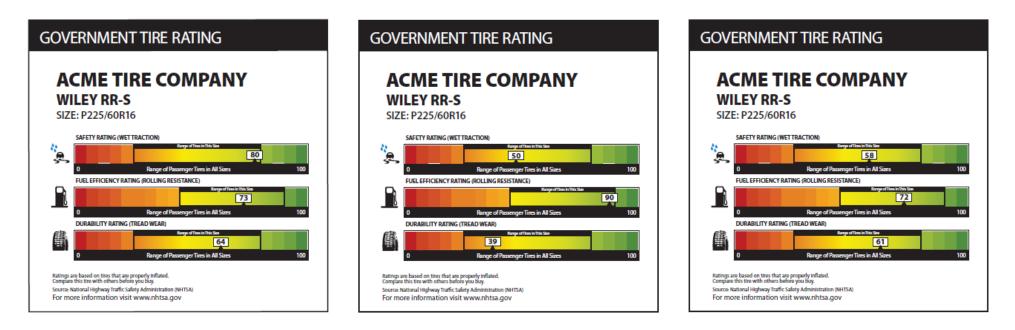
City \_\_\_\_\_



- 1) Based on these ratings, please circle above which tire you would choose to purchase.
- 2) In your own words, please explain why you selected the tire you did.

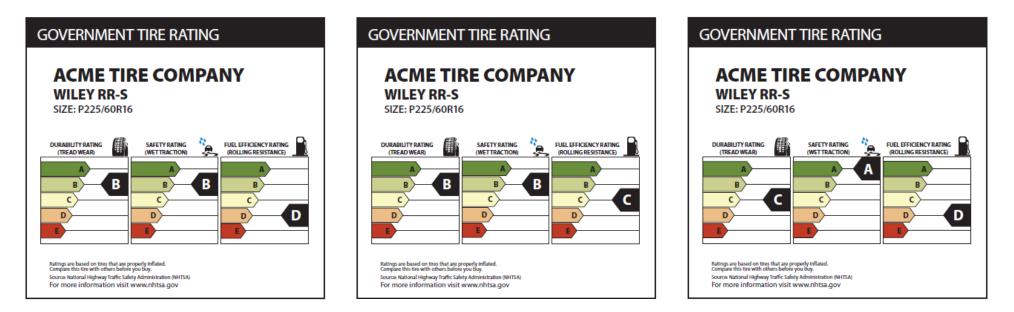
Not at all Helpful										Very Helpful
	1	2	3	4	5	6	7	8	9	10
	On a scale from 1	1 to 10, h	ow likely a	ire you to l	look up thi	s rating sca	lle during y	our tire pu	rchase d	ecision?
		ot at all Likely								
	Not at all Like	ly				_		_		Very Likely
	Not at all Like 1	ly 2	3	4	5	6	7	8	9	Very Likely 10
	<b>Not at all Like</b> <b>1</b> One a scale from	2	_	-	_	_	<b>7</b> ire purchas	_	_	
	1	<b>2</b> 1 to 10,	_	-	_	_	<b>7</b> ire purchas	_	_	

1



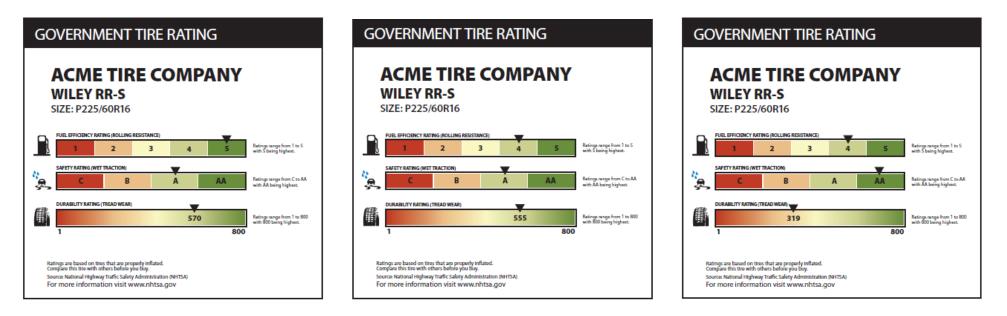
- 1) Based on these ratings, please circle above which tire you would choose to purchase.
- 2) In your own words, please explain why you selected the tire you did.

	1 2 3 4	-	-	7	-	9	10
On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?	On a scale from 1 to 10, how likely are you to l	ook up this	s rating sca				
Very Likely				le during y	our tire pu	rchase deo	
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	Not at all Likely	F	L	7	0	0	Very Likely
	One a scale from 1 to 10, how important are t	nese rating	s to your t	ire purchas	se decision	?	



- 1) Based on these ratings, please circle above which tire you would choose to purchase.
- 2) In your own words, please explain why you selected the tire you did.

Not at all Helpful										Very Helpful
	1	2	3	4	5	6	7	8	9	10
	On a scale from 1 t	o 10, h	ow likely a	ire you to l	ook up this	s rating sca	le during y	our tire pu	rchase de	cision?
										Very Likely
	Not at all Likely					-		-		• •
	Not at all Likely 1	2	3	4	5	6	7	8	9	10
	Not at all Likely 1 One a scale from 1	2	•	•	-	•	<b>7</b> re purchas	-	-	• •
	1	<b>2</b> to 10,	•	•	-	•	<b>7</b> re purchas	-	?	• •



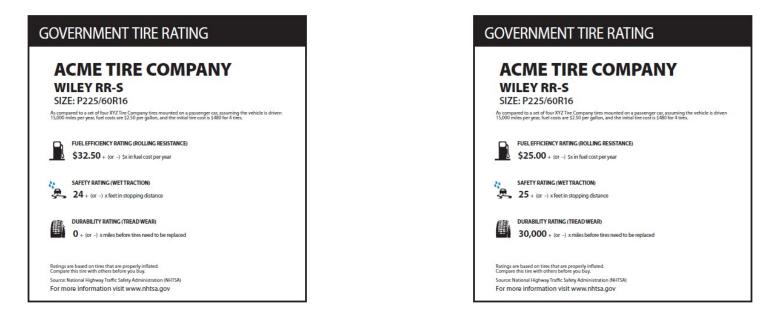
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Not at all Helpful									Very Helpful
1	2	3	4	5	6	7	8	9	10
On a scale from 1	to 10, h	ow likely a	ire you to l	ook up this	s rating sca	le during y	our tire pu	rchase de	cision?
Not at all Likely									Very Likely
INUL AL AII LIKEIY									• •
1	2	3	4	5	6	7	8	9	10
One a scale from 1	2	-	-	-	-	<b>7</b> ire purchas	-		10
1	<b>2</b> to 10,	-	-	-	-	<b>7</b> ire purchas	-	?	10 /ery Important



- 1) Based on these ratings, please circle above which tire you would choose to purchase.
- 2) In your own words, please explain why you selected the tire you did.

3)	On a scale from 1 to Not at all Helpful		w helpful 3	is this rati	ing scale to 5	o your tire i <b>6</b>	purchase d <b>7</b>	ecision? <b>8</b>	9	Very Helpful 10
		<b>~</b>	-	-	-	_		_		
4)	On a scale from 1 to	o 10, ho	w likely a	re you to l	ook up this	s rating sca	le during y	our tire pu	rchase of	decision?
	Not at all Likely									Very Likely
	1 .	2	3	4	5	6	7	8	9	10
5)	One a scale from 1	to 10, h	ow impor	tant are tl	nese rating	s to your t	ire purchas	e decision	?	
	Not at all Importan	nt								Very Important
	1	2	3	4	5	6	7	8	9	10



- 1) Based on these ratings, please circle above which tire you would choose to purchase.
- 2) In your own words, please explain why you selected the tire you did.

3) On a scale from 1 to 10, how helpful is this rating scale to your tire purchase decision?

	Not at all Help		Very Helpful							
	1	2	3	4	5	6	7	8	9	10
4)	On a scale from	1 to 10, h	ow likely a	re you to l	ook up this	s rating sca	le during y	our tire pu	rchase o	decision?
	Not at all Like	ely								Very Likely
	1	2	3	4	5	6	7	8	9	10
5)	One a scale from	n 1 to 10,	how impo	rtant are tl	nese rating	s to your t	ire purchas	e decision	?	
	Not at all Impoi	rtant	-	_	_		_	•	-	Very Important
	1	2	3	4	5	6	7	8	9	10

# Additional Handouts for Group Discussion

#### Sample of Label with an Overall Score

