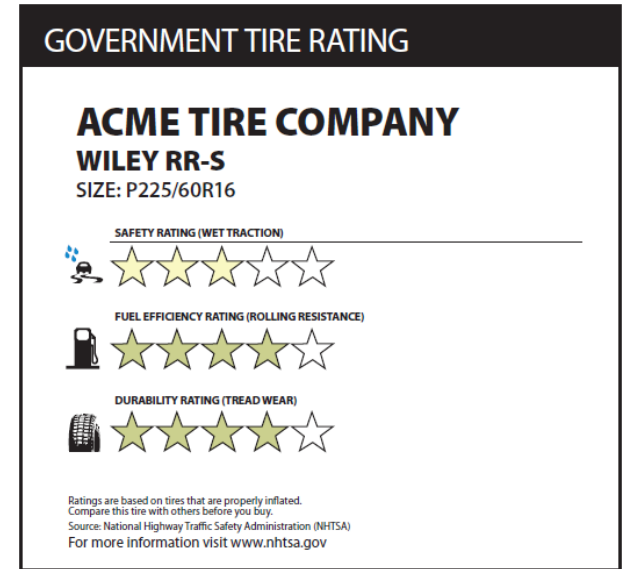
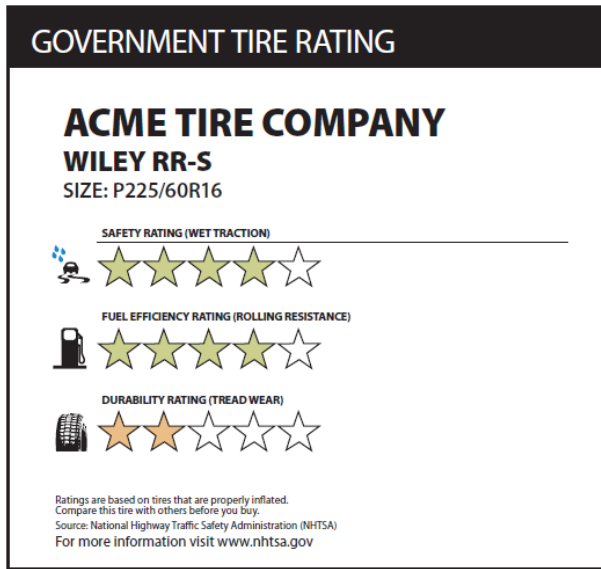


Tire Purchase Discussion

Workbook Activity

City _____

Please assume that all tires are both appropriate for your vehicle and are the same price.



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

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

Not at all Helpful **Very Helpful**

1 2 3 4 5 6 7 8 9 10

- On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely **Very Likely**

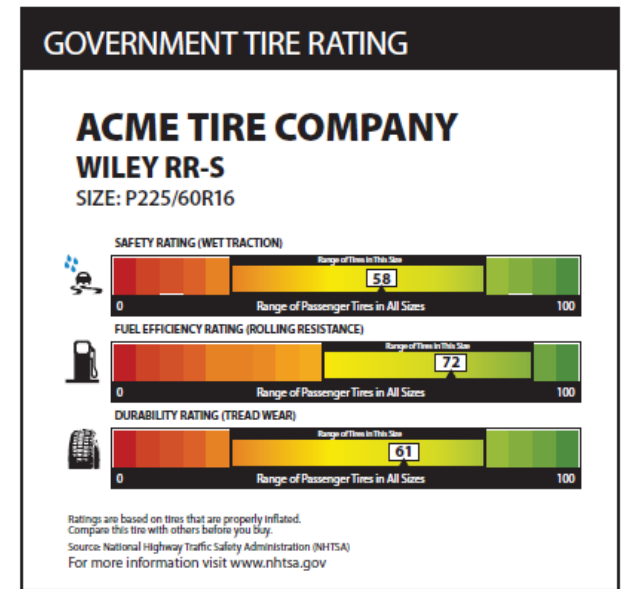
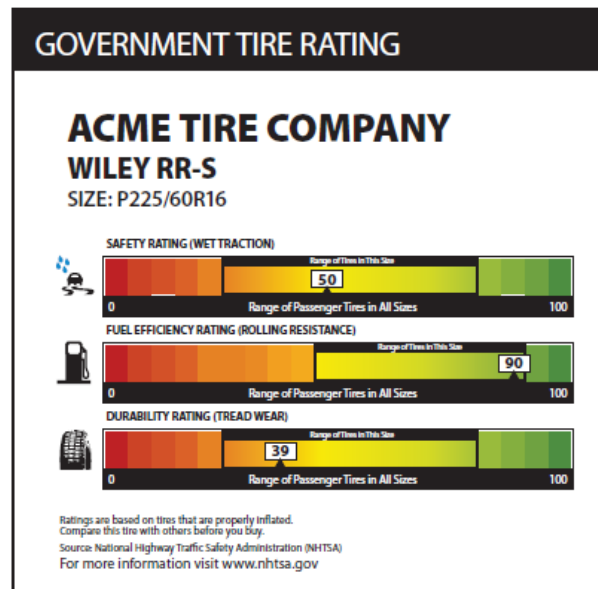
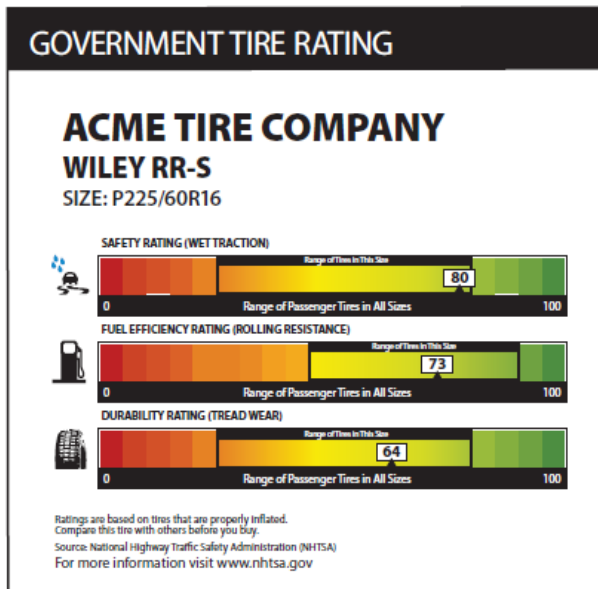
1 2 3 4 5 6 7 8 9 10

- On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important **Very Important**

1 2 3 4 5 6 7 8 9 10

Please assume that all tires are both appropriate for your vehicle and are the same price.



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

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

Not at all Helpful **Very Helpful**

1 2 3 4 5 6 7 8 9 10

- On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely **Very Likely**

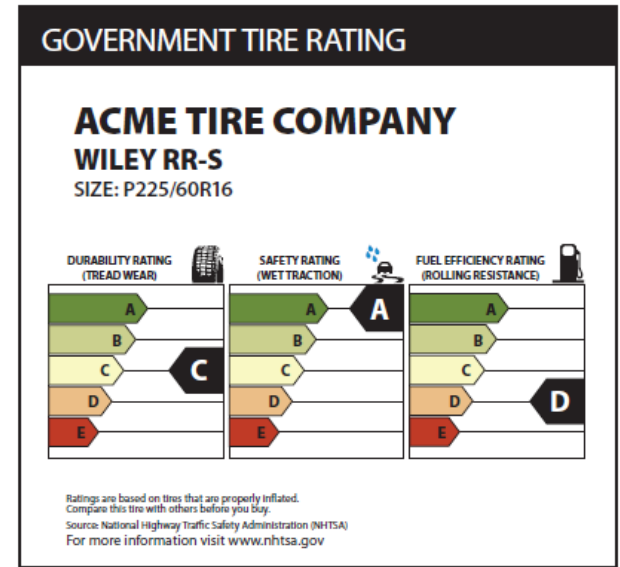
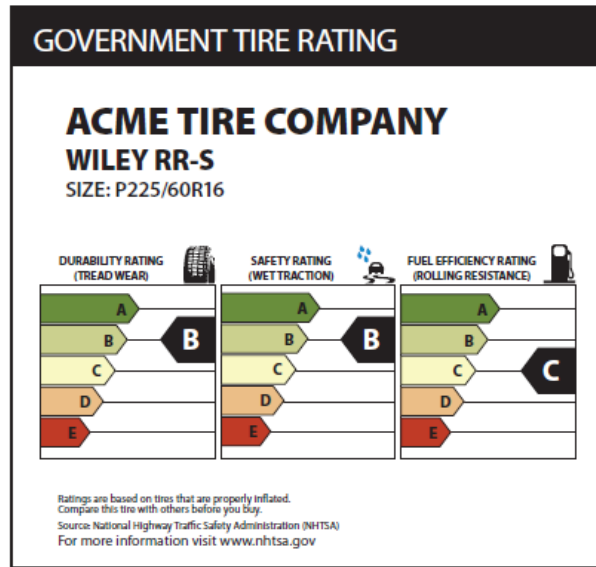
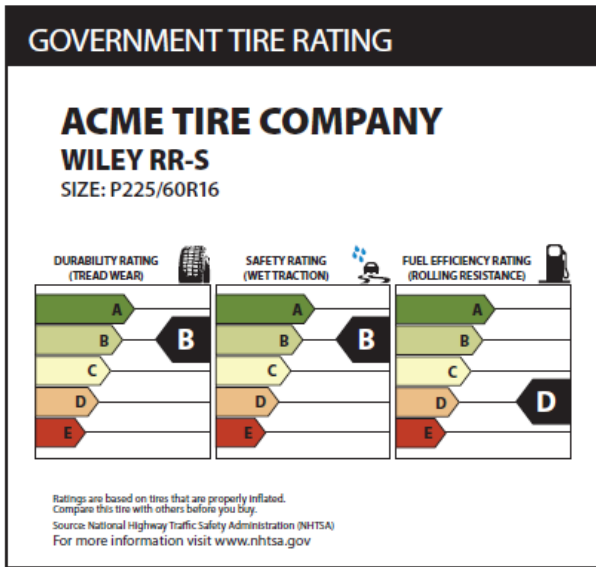
1 2 3 4 5 6 7 8 9 10

- On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important **Very Important**

1 2 3 4 5 6 7 8 9 10

Please assume that all tires are both appropriate for your vehicle and are the same price.



- Based on these ratings, please circle above which tire you would choose to purchase.
- 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 Helpful Very Helpful

1 2 3 4 5 6 7 8 9 10

4) On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely Very Likely

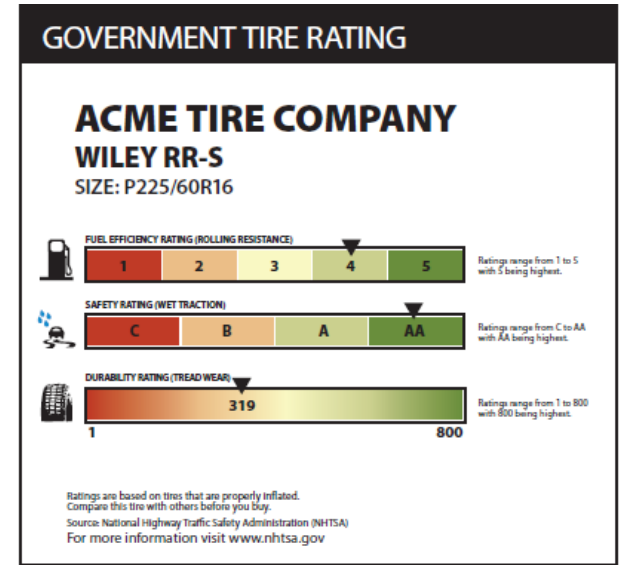
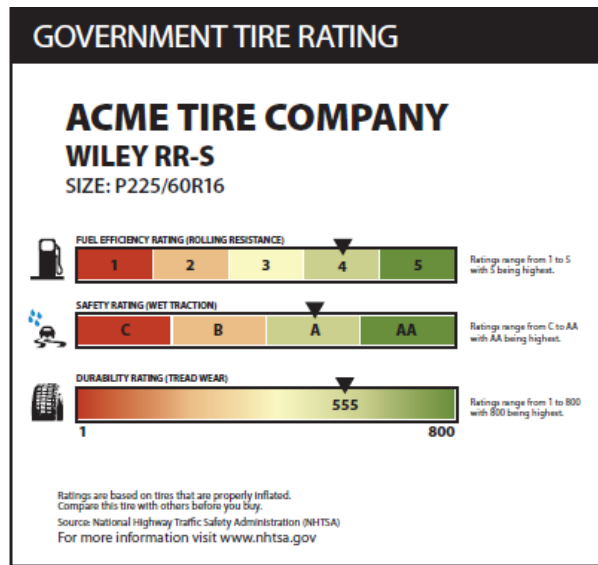
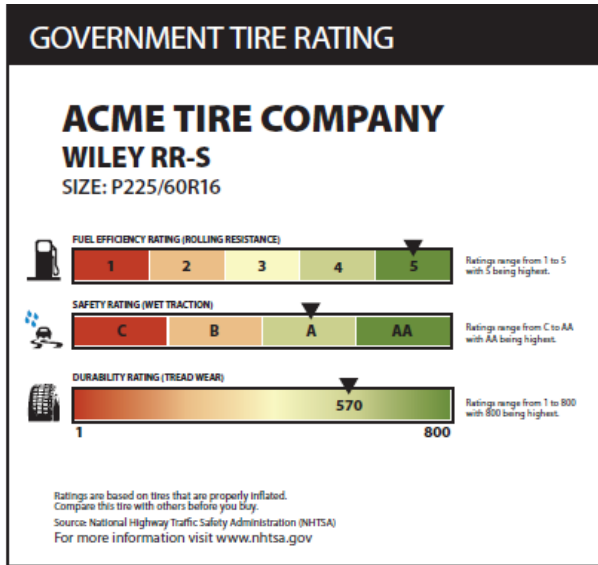
1 2 3 4 5 6 7 8 9 10

5) On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important Very Important

1 2 3 4 5 6 7 8 9 10

Please assume that all tires are both appropriate for your vehicle and are the same price.



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

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

Not at all Helpful **Very Helpful**

1 2 3 4 5 6 7 8 9 10

- On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely **Very Likely**

1 2 3 4 5 6 7 8 9 10

- On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important **Very Important**

1 2 3 4 5 6 7 8 9 10

Please assume that all tires are both appropriate for your vehicle and are the same price.



TIRE 3

Tire 1 is marked with an EnergyStar label

Tire 2 is marked with an SmartWay label

Tire 3 is not marked with an EnergyStar or SmartWay label

- 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 Helpful **Very Helpful**
1 2 3 4 5 6 7 8 9 10

- 4) On a scale from 1 to 10, how likely are you to look up this rating scale during your tire purchase decision?

Not at all Likely **Very Likely**
1 2 3 4 5 6 7 8 9 10

- 5) On a scale from 1 to 10, how important are these ratings to your tire purchase decision?

Not at all Important **Very Important**
1 2 3 4 5 6 7 8 9 10

Additional Handouts for Group Discussion

Sample of Label with an Overall Score

