

NHTSA Monroney Label Testing Mall Intercepts Research

Presented by

Strat@comm and Harris Interactive

08/29/08

Methodology

- In-person interviews were conducted by a Harris Interactive research partner specializing in mall intercept surveys.
- 201 mall intercept interviews were conducted in two locations among those age 18 and older
 - 152 at Lakeforest Mall in Gaithersburg, MD
 - 49 at Pentagon City Mall in Arlington, VA

Key Findings

- Vehicle safety is extremely important in the selection process. In fact, nearly all (99%) respondents considered safety to be either very (86%) or somewhat (13%) important.
- Although government safety ratings are a relatively recent addition to new vehicle window stickers, the majority of respondents (63%) are aware government safety ratings are on new vehicle windows.
- While nearly six-in-ten (57%) respondents indicate they interpret the Frontal and Side crash test ratings in Version B are based on more than one test, three-in-four (73%) feel it would be better if sed on more than one test.

Version A

GOVERNMENT SAFETY RATINGS

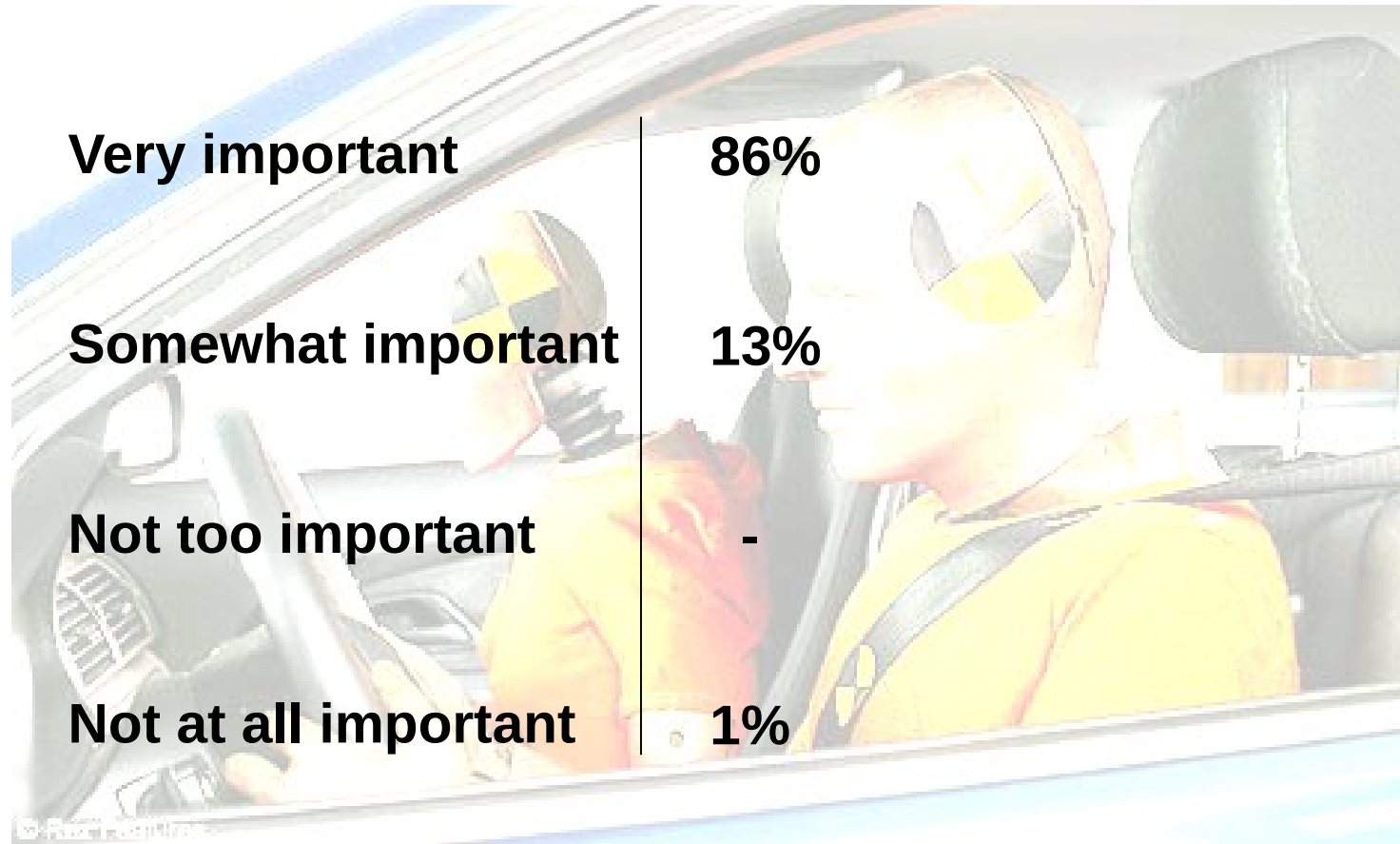
Overall Vehicle Score		★★
Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar weight class.		
Frontal	Driver	★★★★★
Crash	Passenger	★★★★★
Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar weight class.		
Side	Front seat	★★
Crash	Rear seat	★
Based on the risk of injury in side impact tests.		
Rollover		★★★★
Based on the risk of rollover in a single vehicle crash.		
Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.		
Source: National Highway Traffic Safety Administration (NHTSA)		

www.safercar.gov or 1-888-327-4236

- Despite a preference for some elements of the Version B label (i.e., “5-Star” Safety Rating title and unified footer that includes the website as well as a description of the ratings), respondents overwhelmingly (79%) preferred Version A.
- The key driver in opting for Version A appears to be the more descriptive information on the Frontal and Side Crash ratings.
- Based on these findings, the final safety ratings label should include a combination of the two versions:
 - “5-Star” Safety Rating title,
 - Frontal Crash ratings that include Driver and Passenger ratings,
 - Side Crash ratings that include Front and Rear seat rating, and
 - A unified footer that includes footnotes and contact information.

Importance of Safety in Vehicle Selection

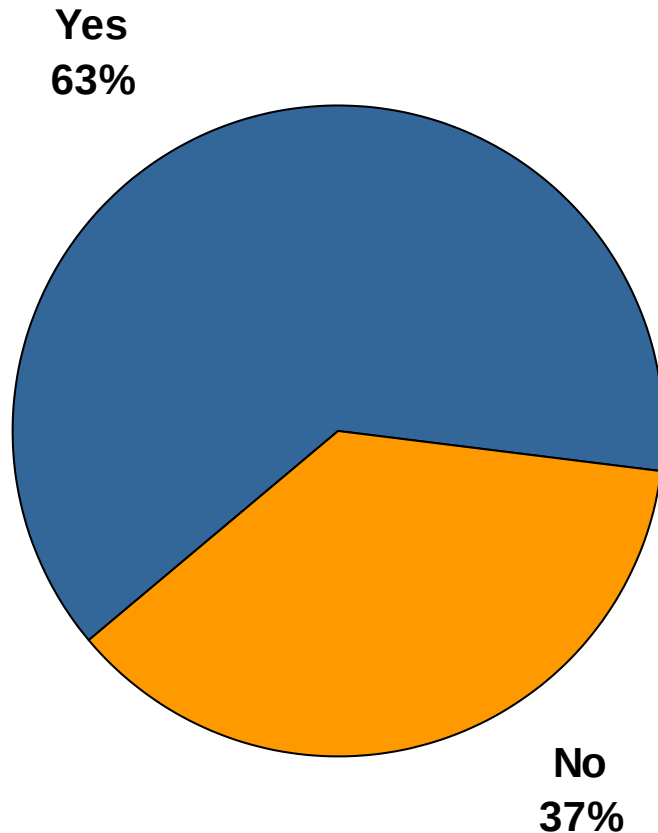
Thinking about your next vehicle you purchase or lease, how important is vehicle safety when deciding which car to select?



BASE: All respondents

Awareness of Government Safety Ratings on Vehicle Window Stickers

Are you aware that the Federal Government posts safety ratings on a new vehicle's window sticker?



Not surprisingly, those who have purchased or leased a new car in the past 12 months or plan to purchase one in the next 12 months (50%) are more likely to be aware of the safety ratings on the sticker than those who have not (29%).

Description Given to Unaware Respondents

Government 5-star safety ratings are based on three aspects of vehicle safety: frontal crash performance, side crash performance, and rollover performance. Star ratings range from 1-5 stars with 5 indicating the highest safety rating.

BASE: All respondents

Monroney Label Options

The following two versions of the labels were shown to all respondents. The differences between labels are circled in red. The left-right sequence of the labels was rotated during the interviewing process to minimize any potential order bias.

Version A

GOVERNMENT SAFETY RATINGS

Overall Vehicle Score ★★
Based on the combined ratings of frontal, side and rollover.
Should ONLY be compared to other vehicles of similar weight class.

Frontal Crash
Driver ★★★★★
Passenger ★★★★★
Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar weight class.

Side Crash
Front seat ★★
Rear seat ★
Based on the risk of injury in side impact tests.

Rollover ★★★★★
Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

www.safercar.gov or 1-888-327-4236

Version B

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★
Based on the combined ratings of frontal, side and rollover.
Should ONLY be compared to other vehicles of similar weight class.

Frontal Crash ★★★★★
Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar weight class.

Side Crash ★
Based on the risk of injury in side impact tests.

Rollover ★★★★★
Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

www.safercar.gov or 1-888-327-4236

BASE: All respondents

Title Preference

The Federal Government vehicle Safety Rating system is based on a 5-Star rating system. The safety ratings for all vehicles are based on multiple aspects of vehicle safety. Thinking about this rating system, which title do you prefer?

35%

Version A

GOVERNMENT SAFETY RATINGS

Overall Vehicle Score ★★
Based on the combined ratings of frontal, side and rollover.
Should ONLY be compared to other vehicles of similar weight class.

Frontal Crash Driver ★★★★★
 Passenger ★★★★★

Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar weight class.

Side Crash Front seat ★★
 Rear seat ★

Based on the risk of injury in side impact tests.

Rollover ★★★★★

Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

www.safercar.gov or 1-888-327-4236

65%

Version B

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★
Based on the combined ratings of frontal, side and rollover.
Should ONLY be compared to other vehicles of similar weight class.

Frontal Crash ★★★★★

Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar weight class.

Side Crash ★

Based on the risk of injury in side impact tests.

Rollover ★★★★★

Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

www.safercar.gov or 1-888-327-4236

Interestingly, men (72%) are more likely than women (58%) to opt for the “5-Star” safety rating label in Version B. Conversely, women (42%) are more likely than men (28%) to opt for the safety rating label in Version A.

BASE: All respondents

Rating Preference

The frontal crash and side crash safety ratings are based on driver and passenger safety as well as front and rear seat safety. Do you prefer the version that provides one overall rating (B) or the version that provides a rating for each test (A)?

74%

Version A

GOVERNMENT SAFETY RATINGS

Overall Vehicle Score	★★
<small>Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar weight class.</small>	
Frontal Crash	★★★★★
Driver	★★★★★
Passenger	★★★★★
<small>Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar weight class.</small>	
Side Crash	★★
Front seat	★★
Rear seat	★
<small>Based on the risk of injury in side impact tests.</small>	
Rollover	★★★★
<small>Based on the risk of rollover in a single vehicle crash.</small>	
<small>Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA)</small>	
www.safercar.gov or 1-888-327-4236	

26%

Version B

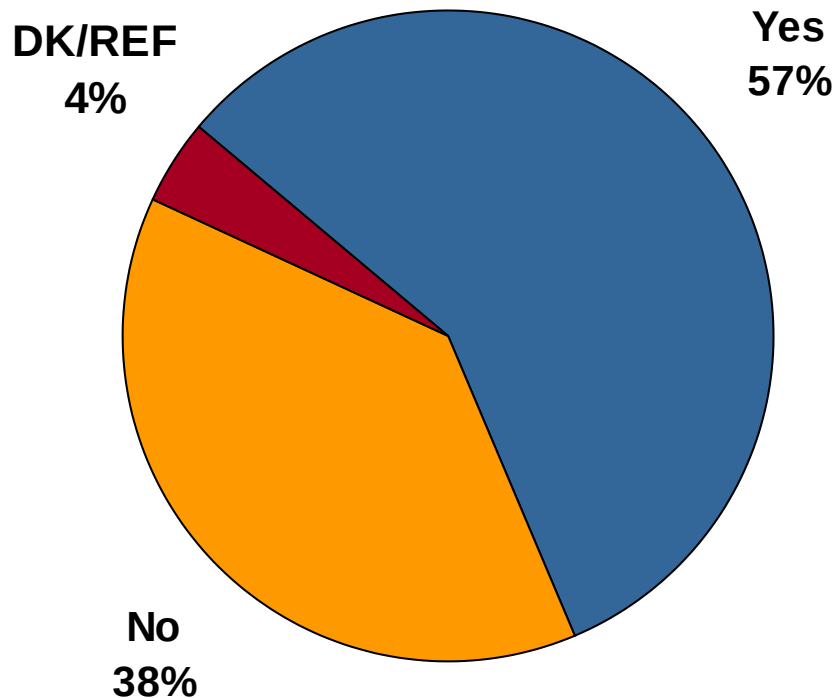
GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score	★★
<small>Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar weight class.</small>	
Frontal Crash	★★★★★
<small>Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar weight class.</small>	
Side Crash	★
<small>Based on the risk of injury in side impact tests.</small>	
Rollover	★★★★
<small>Based on the risk of rollover in a single vehicle crash.</small>	
<small>Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest. Source: National Highway Traffic Safety Administration (NHTSA)</small>	
www.safercar.gov or 1-888-327-4236	

BASE: All respondents

Version B Interpretation

If you only saw version B, would you interpret the Frontal Crash and Side Crash Ratings as being based on more than one test?



Version B

The image shows a 'GOVERNMENT 5-STAR SAFETY RATINGS' label. The 'Frontal Crash' and 'Side Crash' sections are circled in red. The 'Frontal Crash' section shows a 5-star rating and is based on the risk of injury in a frontal impact. The 'Side Crash' section shows a 1-star rating and is based on the risk of injury in side impact tests. The 'Overall Vehicle Score' is 2 stars, and the 'Rollover' rating is 4 stars.

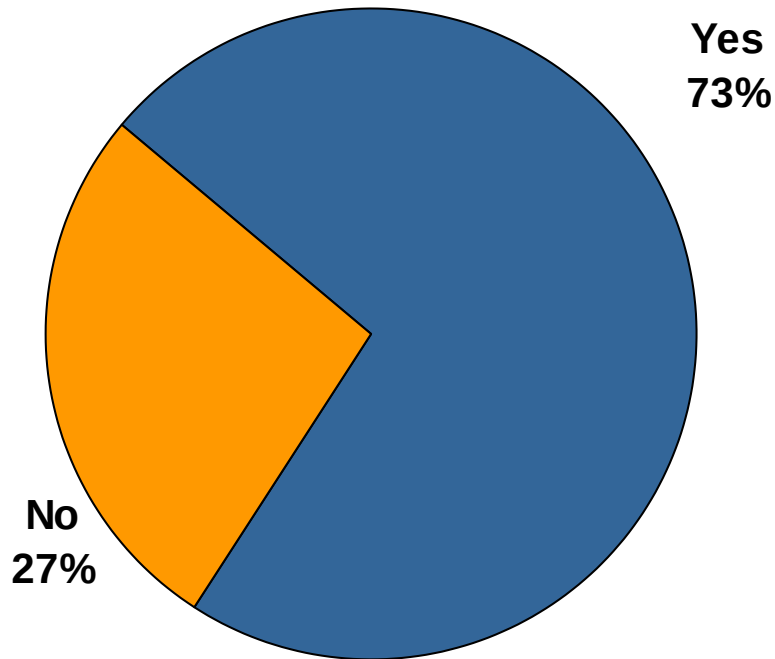
Category	Rating	Description
Overall Vehicle Score	★★	Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar weight class.
Frontal Crash	★★★★★	Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar weight class.
Side Crash	★	Based on the risk of injury in side impact tests.
Rollover	★★★★	Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)
www.safercar.gov or 1-888-327-4236

BASE: All respondents

Version B Alternative Presentation

If the labels on Version B were changed to read “Overall Frontal Crash” and “Overall Side Crash” and were footnoted, would that be a better way to communicate that the ratings are based on more than one test?



Version B

GOVERNMENT 5-STAR SAFETY RATINGS	
Overall Vehicle Score Based on the combined ratings of frontal, side and rollover. Should ONLY be compared to other vehicles of similar weight class.	★★
Frontal Crash Based on the risk of injury in a frontal impact. Should ONLY be compared to other vehicles of similar weight class.	★★★★★
Side Crash Based on the risk of injury in side impact tests.	★
Rollover Based on the risk of rollover in a single vehicle crash.	★★★★

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)
www.safercar.gov or 1-888-327-4236

BASE: All respondents

Footer Preference

In the label's footer area, do you think the web address and hotline number should be separate from the star ratings description and source information (Version A) or should it be included as one section (Version B)?

42%

Version A

GOVERNMENT SAFETY RATINGS

Overall Vehicle Score ★★
Based on the combined ratings of frontal, side and rollover.
Should ONLY be compared to other vehicles of similar weight class.

Frontal Crash Driver ★★★★★
Passenger ★★★★★
Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar weight class.

Side Crash Front seat ★★
Rear seat ★
Based on the risk of injury in side impact tests.

Rollover ★★★★★
Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

www.safercar.gov or 1-888-327-4236

58%

Version B

GOVERNMENT 5-STAR SAFETY RATINGS

Overall Vehicle Score ★★
Based on the combined ratings of frontal, side and rollover.
Should ONLY be compared to other vehicles of similar weight class.

Frontal Crash ★★★★★
Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar weight class.

Side Crash ★
Based on the risk of injury in side impact tests.

Rollover ★★★★★
Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

www.safercar.gov or 1-888-327-4236

BASE: All respondents

Overall Preference

Given the general information we discussed about these ratings, which of these 2 concepts do you feel better conveys the motor vehicle safety ratings that you would see on the window sticker label of a new car?

79%
Version A

21%
Version B

GOVERNMENT SAFETY RATINGS

Overall Vehicle Score ★★
Based on the combined ratings of frontal, side and rollover.
Should ONLY be compared to other vehicles of similar weight class.

Frontal	Driver	★★★★★
Crash	Passenger	★★★★★

Based on the risk of injury in a frontal impact.
Should ONLY be compared to other vehicles of similar weight class.

Side	Front seat	★★
Crash	Rear seat	★

Based on the risk of injury in side impact tests.

Rollover ★★★★★
Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

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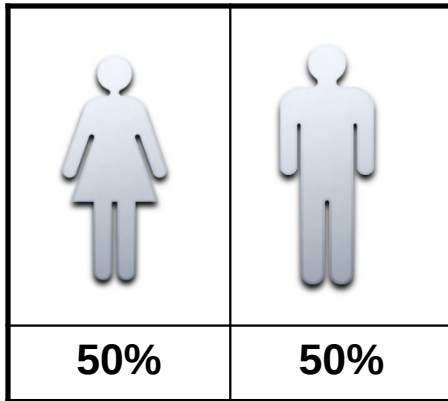
Rollover ★★★★★
Based on the risk of rollover in a single vehicle crash.

Star ratings range from 1 to 5 stars (★★★★★) with 5 being the highest.
Source: National Highway Traffic Safety Administration (NHTSA)

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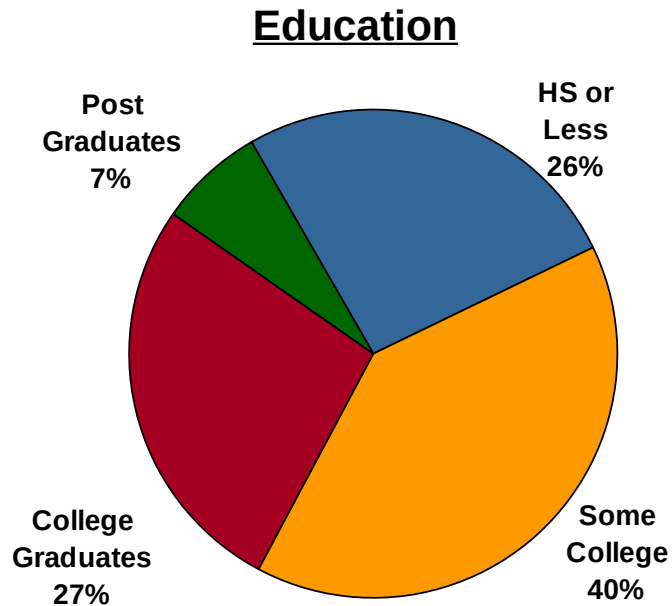
BASE: All respondents

Demographics



Children	%
Yes, have children and living at home	28%
Yes, have children, but none living at home	19%
No, do not have any children/never had children	51%

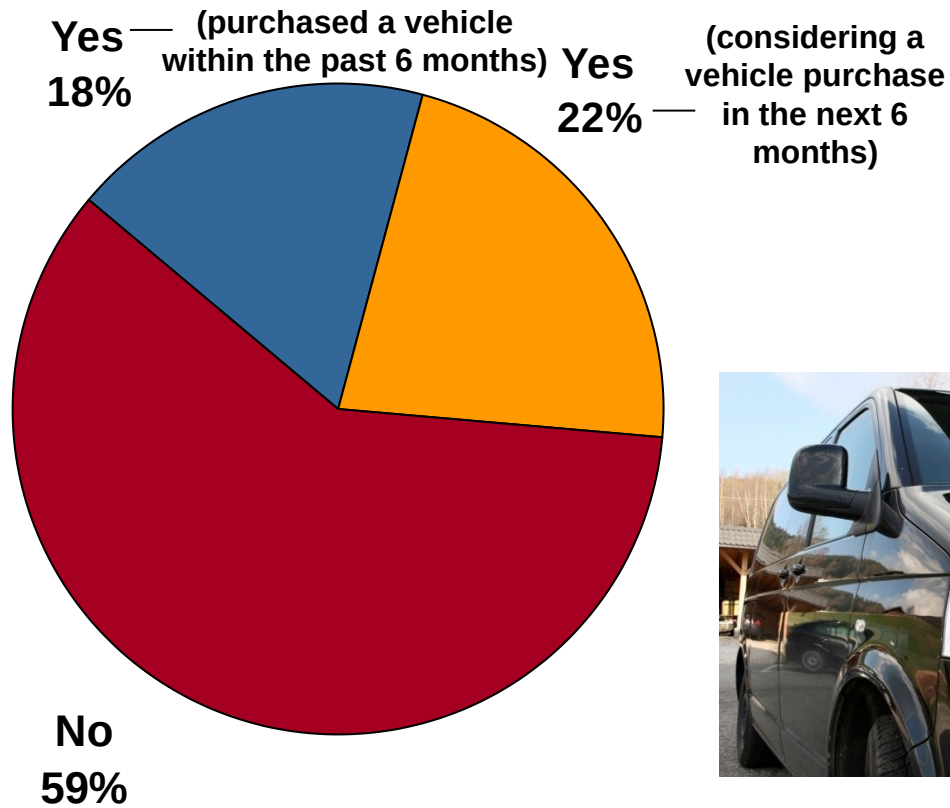
Age	%
18-29	36%
30-39	16%
40-49	16%
50-64	17%
65+	14%



Family \$\$	%
<20k	11%
20k-50k	37%
50k-75k	19%
75k-100k	14%
100k+	14%
50k-75k	19%

Demographics

Vehicle Past Purchase/Purchase Intent



Location

Lakeforest Mall	76%
Pentagon City Mall	24%



BASE: All respondents

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