OMB Control No. 2127-New Expiration Date XX/XX/XXXX NHTSA FORM 1683

Vehicle Purchase Decision WORKBOOK

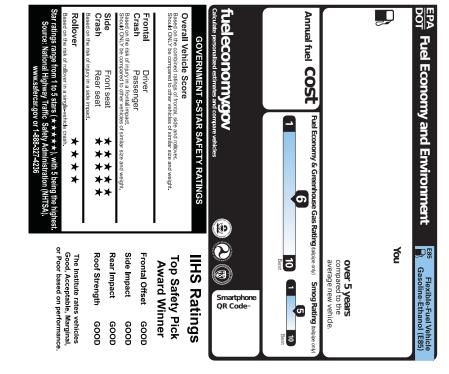
Version 8.25.2022

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NAME:	
LOCATION:	
TIME:	
DATE:	









---STOP!---

ACTIVITY #2

GOV	GOVERNMENT 5-STAR SAFETY RATINGS				
Based on the co	hicle Score mbined ratings of frontal, side e compared to other vehicles of	Not Rated and rollover. of similar size and weight.			
	Driver Passenger k of injury in a frontal impact. compared to other vehicles of	Not Rated Not Rated			
Side Crash Based on the ris	Front seat Rear seat k of injury in a side impact.	* * * * * * * * * *			
Rollover Based on the ris	k of rollover in a single-vehicl	$\star \star \star \star$ e 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					

How effectively does this section convey information related to safety? (please circle one)

1 Not at all effectively

2 Not very effectively

well

3 Somewhat effectively

Very effectively

4

well

5 Extremely effectively

How well does the information in this section grab your attention?

(please circle one) 2 3 1 4 Not at all Not very Somewhat Very

5 Extremely well

How helpful is the information in this section in helping you during the purchasing or leasing decision?

well

(please circle one)

well

1	2	3	4	5
Not at all	Not very	Somewhat	Very	Extremely
helpful	helpful	helpful	helpful	helpful



w effectively doe ease circle one)	s this concept	convey informati	on related to safe	ety?
1 Not at all effectively	2 Not very effectively	3 Somewhat effectively	4 Very effectively	5 Extremely effectively
w well does the i		this concept grab		
Not at all well	Not very well	Somewhat well	4 Very well	5 Extremely well
1 Not at all				

p				
1	2	3	4	5
Not at all	Not very	Somewhat	Very	Extremely
helpful	helpful	helpful	helpful	helpful



How effectively does this concept convey information related to safety?

(please circle one))	-		-
. 1	2	3	4	5
Not at all	Not very	Somewhat	Very	Extremely
effectively	effectively	effectively	effectively	effectively
		this concept grab	your attention?	
(please circle one)				_
1	2	3	4	5
Not at all	Not very	Somewhat	Very	Extremely
well	well	well	well	well
How helpful is th	e information in t	his concept in he	lping you during	the purchasing

or leasing decision?

(please circle one)				
1	2	3	4	5
Not at all	Not very	Somewhat	Very	Extremely
helpful	helpful	helpful	helpful	helpful



How effectively does this concept convey information related to safety?

(please circle one)

Not at all effectively

2 Not very effectively 3 Somewhat effectively 4 Very effectively

4

Verv

well

5 Extremely effectively

How well does the information in this concept grab your attention?

(please circle one)

1	
Not at all	
well	

2 Not very well 3 Somewhat well 5 Extremely well

How helpful is the information in this concept in helping you during the purchasing or leasing decision?

(please circle one)				
1	2	3	4	5
Not at all	Not very	Somewhat	Very	Extremely
helpful	helpful	helpful	helpful	helpful
			,	

Please circle the concept you feel is most effective at conveying safety information.



Why did you select the one you did?



Please circle the design you feel is most effective at conveying safety information.



Why did you select the one you did?