

Memorandum



U.S. Department of Transportation
National Highway Traffic Safety
Administration



Subject: **Action:** Permission to Publish *New Car Assessment Program 5-Star Quantitative Consumer Research* Report to Docket Number – NHTSA 2020-0016 **Date:** May 11, 2020

From: Susan McMeen, Director
Office of Consumer Information

To: Docket Number 2020-0016

Thru John Donaldson, Deputy Chief Counsel
Office of the Chief Council

The Office of Communications and Consumer Information (OCCI) requests to submit this memorandum and the attached final report, *NCAP 5-Star Quantitative Consumer Research* report to “Supporting & Related Material” section of Docket Number 2020-0016. OCCI conducted quantitative research to assess consumer perception, interest, and understanding of the Government New Car Assessment crash test program. This report presents those findings.

If you have questions, please contact Mike Joyce 2020.366.5600 or via email at mike.joyce@dot.gov.

Attachment

NCAP 5-Star Quantitative Consumer Research