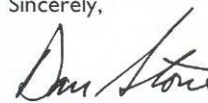


AUTOMOTIVE OWNER SURVEY

We are conducting an important nationwide survey among vehicle owners regarding their sales and service experiences with dealerships. Your valuable input will be used to improve the dealership experience. Your name was randomly selected to represent owners of your vehicle type.

Our records indicate that you currently own a 2004 Honda Accord. Please have the person most involved with the purchase and servicing of this vehicle complete this survey and return it in the enclosed postage-paid envelope. Please accept the enclosed one-dollar bill as a gesture of our thanks for your participation!

Sincerely,



Dan Stone
Research Manager

Please read all instructions carefully and use an to mark the check box of your choice.

Your Buying Experience ...

1. Are you a first-time owner of your current vehicle make

(e.g., BMW, Dodge, Toyota, Saturn)?

Yes No

2. If you replaced a vehicle when you purchased your current vehicle, what make was it? (Check one.)

- | | | | | |
|------------------------------------|-----------------------------------|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Acura | <input type="checkbox"/> Ford | <input type="checkbox"/> Jeep | <input type="checkbox"/> Mini | <input type="checkbox"/> Scion |
| <input type="checkbox"/> Audi | <input type="checkbox"/> GMC | <input type="checkbox"/> Kia | <input type="checkbox"/> Mitsubishi | <input type="checkbox"/> Subaru |
| <input type="checkbox"/> BMW | <input type="checkbox"/> Honda | <input type="checkbox"/> Land Rover | <input type="checkbox"/> Nissan | <input type="checkbox"/> Suzuki |
| <input type="checkbox"/> Buick | <input type="checkbox"/> HUMMER | <input type="checkbox"/> Lexus | <input type="checkbox"/> Oldsmobile | <input type="checkbox"/> Toyota |
| <input type="checkbox"/> Cadillac | <input type="checkbox"/> Hyundai | <input type="checkbox"/> Lincoln | <input type="checkbox"/> Pontiac | <input type="checkbox"/> Volkswagen |
| <input type="checkbox"/> Chevrolet | <input type="checkbox"/> Infiniti | <input type="checkbox"/> Mazda | <input type="checkbox"/> Porsche | <input type="checkbox"/> Volvo |
| <input type="checkbox"/> Chrysler | <input type="checkbox"/> Isuzu | <input type="checkbox"/> Mercedes | <input type="checkbox"/> Saab | <input type="checkbox"/> Other Domestic |
| <input type="checkbox"/> Dodge | <input type="checkbox"/> Jaguar | <input type="checkbox"/> Mercury | <input type="checkbox"/> Saturn | <input type="checkbox"/> Other Import |

3. What inspired you to buy your current vehicle when you did? (Check all that apply.)

- | | |
|--|--|
| <input type="checkbox"/> The look of the vehicle | <input type="checkbox"/> Price specials/rebates/other financial offerings |
| <input type="checkbox"/> Vehicle advertising captured my attention | <input type="checkbox"/> Positive comments from acquaintances that own the same vehicle make |
| <input type="checkbox"/> Car magazine reviews | <input type="checkbox"/> Good experiences in the past with this vehicle make |
| <input type="checkbox"/> Vehicle brand image | <input type="checkbox"/> I always purchase this vehicle make |

4. From your purchasing dealership, how satisfied are you with the following?

	Completely Satisfied	Very Satisfied	Satisfied	Somewhat Satisfied	Not At All Satisfied
The purchase facility conveniences (e.g., location, hours, parking, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The purchase facility and vehicle lot (e.g., vehicle variety, showroom, signage, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The sales consultant's professionalism (e.g., knowledgeable, respectful, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The sales consultant's effectiveness (e.g., low-pressure, personalized service, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The product information and test drive (e.g., length, location, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The financial process (e.g., fully explained, low-pressure, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The vehicle delivery (e.g., free of defects, vehicle and dealership orientation, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. When shopping for your current vehicle . . .

- | | | | | | | |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| | 0 | 1 | 2 | 3 | 4 | 5+ |
| a. Excluding the dealership you purchased from, how many other dealerships did you visit that sell the SAME MAKE as your current vehicle? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| b. How many DIFFERENT MAKE dealerships did you visit? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |



Your Buying Experience . . . (continued)

6. If you visited other dealerships while shopping for your current vehicle, which of the following dealerships did you visit? (Check all that apply) If no other dealerships visited, skip to Q8.

- | | | | | |
|------------------------------------|-----------------------------------|-------------------------------------|-------------------------------------|---|
| <input type="checkbox"/> Acura | <input type="checkbox"/> Ford | <input type="checkbox"/> Jeep | <input type="checkbox"/> Mini | <input type="checkbox"/> Scion |
| <input type="checkbox"/> Audi | <input type="checkbox"/> GMC | <input type="checkbox"/> Kia | <input type="checkbox"/> Mitsubishi | <input type="checkbox"/> Subaru |
| <input type="checkbox"/> BMW | <input type="checkbox"/> Honda | <input type="checkbox"/> Land Rover | <input type="checkbox"/> Nissan | <input type="checkbox"/> Suzuki |
| <input type="checkbox"/> Buick | <input type="checkbox"/> HUMMER | <input type="checkbox"/> Lexus | <input type="checkbox"/> Oldsmobile | <input type="checkbox"/> Toyota |
| <input type="checkbox"/> Cadillac | <input type="checkbox"/> Hyundai | <input type="checkbox"/> Lincoln | <input type="checkbox"/> Pontiac | <input type="checkbox"/> Volkswagen |
| <input type="checkbox"/> Chevrolet | <input type="checkbox"/> Infiniti | <input type="checkbox"/> Mazda | <input type="checkbox"/> Porsche | <input type="checkbox"/> Volvo |
| <input type="checkbox"/> Chrysler | <input type="checkbox"/> Isuzu | <input type="checkbox"/> Mercedes | <input type="checkbox"/> Saab | <input type="checkbox"/> Other Domestic |
| <input type="checkbox"/> Dodge | <input type="checkbox"/> Jaguar | <input type="checkbox"/> Mercury | <input type="checkbox"/> Saturn | <input type="checkbox"/> Other Import |

7. When shopping at these other dealerships, which of the following attributes turned you away from purchasing at those dealerships? (Check all that apply) Dissatisfaction with...

- | | | |
|--|---|--|
| <input type="checkbox"/> Appearance/cleanliness of dealership exterior | <input type="checkbox"/> Financial process | <input type="checkbox"/> Sales staff professionalism |
| <input type="checkbox"/> Appearance/cleanliness of dealership interior | <input type="checkbox"/> Initial dealership greeting | <input type="checkbox"/> Service department quality |
| <input type="checkbox"/> Available inventory | <input type="checkbox"/> Options for courtesy vehicles | <input type="checkbox"/> Service staff appearance |
| <input type="checkbox"/> Dealership location | <input type="checkbox"/> Options for service appointments | <input type="checkbox"/> Service staff professionalism |
| <input type="checkbox"/> Dealership lot organization/layout | <input type="checkbox"/> Options for vehicle delivery | <input type="checkbox"/> Test drive experience |
| <input type="checkbox"/> Dealership sales hours | <input type="checkbox"/> Pressure from dealership staff | <input type="checkbox"/> Vehicle quality |
| <input type="checkbox"/> Dealership service hours | <input type="checkbox"/> Price/leasing options | <input type="checkbox"/> Vehicle not available |
| <input type="checkbox"/> Did not like vehicle(s) | <input type="checkbox"/> Sales staff appearance | |

Future Shopping/Buying Behavior . . .

8. Typically, how long is your buying process (from initial dealership visit to actual purchase)? (Check one)

- 3 days or less 4-7 days 8-30 days 1-3 months More than 3 months

9. Besides visiting the dealership(s), which of the following things did you also do during your buying process? (Check all that apply.)

- Called a dealership for available vehicle inventory →
- Called a dealership for vehicle pricing information →
- Called a dealership to talk to a salesperson →
- Visited vehicle manufacturer Web site(s) →
- Visited dealership Web site(s) →
- Visited third-party vehicle Web site(s)
(e.g., Kelly Bluebook, Edmunds, Consumer Reports) →

For each item that you checked, how influential was this action when deciding which dealership to purchase your vehicle from?

Very Influential	Somewhat Influential	Not At All Influential
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. To what extent do you agree with each of the following statements describing your typical vehicle shopping/buying/leasing behavior?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
I like to purchase my vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to lease my vehicles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to shop around for the best vehicle to suit my needs whether import or domestic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease my vehicles from one particular dealership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease American-built vehicles (e.g., Ford, GM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease my vehicles from only one particular American-built vehicle manufacturer (e.g., Ford, GM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease my vehicles from one particular American-built vehicle make (e.g., Cadillac, Dodge)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease foreign-built vehicles (e.g., Toyota, Honda)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease my vehicles from only one particular foreign-built vehicle manufacturer (e.g., BMW, Toyota)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease my vehicles from one particular foreign-built vehicle make (e.g., Nissan, Toyota)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I like to purchase/lease the same vehicle model that I previously owned/leased (e.g., Honda Accord, Ford Taurus)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Future Shopping/Buying Behavior . . . (continued)

11. Assuming each of the vehicle manufacturers below introduces a newly designed vehicle that meets your needs (e.g., size, styling, performance, price, safety, etc.), how likely would you be to consider purchasing/leasing a/an . . .

	Very Likely	Somewhat Likely	Not At All Likely		Very Likely	Somewhat Likely	Not At All Likely		Very Likely	Somewhat Likely	Not At All Likely
Acura	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Infiniti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Nissan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Isuzu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Oldsmobile . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
BMW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jaguar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pontiac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Jeep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Porsche	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cadillac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Kia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Saab	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chevrolet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Land Rover . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Saturn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chrysler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lexus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Scion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dodge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lincoln	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Subaru	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mazda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Suzuki	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GMC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mercedes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Toyota	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mercury	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Volkswagen . . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HUMMER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mini	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Volvo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyundai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Mitsubishi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Other Domestic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
								Other Import . .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. Please mark the boxes underneath the adjectives that you think describe each make. (Check all that apply) If you are unfamiliar with a particular make, please mark only the box "Not Familiar" for that make.

	Not Familiar	Exciting	Appealing	Pricey	Innovative	Luxurious	Quality	Fun	Prestigious	Boring
BMW	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Buick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cadillac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chevrolet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chrysler	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dodge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ford	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GMC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HUMMER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hyundai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kia	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lexus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mazda	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mercedes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mercury	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nissan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pontiac	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toyota	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. Have you ever returned for service work (i.e., repairs, warranty, or maintenance) to the dealership where you purchased your vehicle? (Continue) (Skip to Q15)

14. Which types of service have you had done at the dealership where you purchased your vehicle? (Check all that apply)

- Warranty repairs Repairs not covered by warranty Routine maintenance

15. Would you like to be able to schedule your next maintenance visit (e.g., oil change, tire rotation) while at the dealership for your current maintenance visit? Yes No

16. How important are the following service-related offerings to you when deciding which dealership to purchase your vehicle from?

	Extremely Important	Very Important	Important	Somewhat Important	Not At All Important
Introduced to the dealership service manager during purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to schedule first service/maintenance appointment at time of purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Assigned a personal service advisor at time of purchase for all future service needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offered discount on all future service work at dealership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Complimentary vehicle pickup/delivery provided for any type of service at dealership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courtesy vehicle provided for any type of service at dealership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free car wash provided with any type of service at dealership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Future Shopping/Buying Behavior . . . (continued)

17. How important will the following facility attributes be to you when deciding where to shop for your next vehicle?

	Very Important	Somewhat Important	Not At All Important
Dealership division name signs are well-placed and up-to-date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dealership located in a safe, well-traveled area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interior features of the facility reflect the division's image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior features of the facility reflect the division's image	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lounge area with internet/computer access - workstations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Children's area and changing tables in restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sales and service team members that I feel comfortable working with and who I can relate to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One-stop shopping for all automotive needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Continuing the Customer/Dealership Relationship . . .

18. Occasionally, dealerships sponsor local community events. Which of the following events would interest you the most? (Check all that apply.)

Cultural Events

- Art Exhibits
- Jazz
- Opera
- Symphony
- Theatre

Sporting Events

- Auto Racing
- Baseball
- Basketball
- Football
- Golf
- Sailing
- Soccer

Other Interests

- Antiques/Collectibles
- Auto Shows
- Classic Automobiles
- Financial Planning Seminars
- Gourmet Food/Wine Tasting
- Interior Decorating
- Charity Functions

19. How likely would you be to attend each of the following dealership-sponsored events?

	Very Likely	Somewhat Likely	Not At All Likely
Celebrate a new vehicle model preview/launch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take a special extended test drive of a new vehicle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meet the dealership's sales and/or service consultants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learn about the dealership services provided (e.g., courtesy vehicle, Web site options)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enroll in a vehicle Owners Club that offers access to special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New Vehicle Owner clinics (e.g., service clinic, vehicle discussion)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other events (e.g., concerts, sporting events, benefits)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. To compete with the instant oil change shops (e.g., Penzoil, Valvoline, etc.) opening across the country, what can your selling dealership do to get/keep your routine service maintenance business? Please rate how influential each item below is to you.

	Very Influential	Somewhat Influential	Not At All Influential
Mailing dealership service coupons to my house	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising that the dealership prices are competitive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising that the dealership has a comparable turn-around time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering me a complimentary car wash after service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering extended hours/weekend hours for routine maintenance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to schedule a maintenance appointment via the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Demographics . . .

Please answer the following optional questions for statistical purposes only.

- 21. Is your vehicle . . .** Purchased Leased
- 22. Are you . . .** Male Female
- 23. Your age . . .** Under 25 25-34 35-44 45-54 55-64 65 or over
- 24. Your marital status** Married Single
- 25. Number of children in your household under 18 years old . . .** 0 1 2 3 4 5 or more
- 26. Which of the following represent your race? (Check all that apply)**
- Asian African American Caucasian Hispanic/Latino Native American Other
- 27. Your highest level of education . . . (Check one)**
- Grade school High school Trade/Vocational school Some college College graduate Postgraduate college
- 28. Your occupation . . . (Check one)**
- Executive/Managerial Sales Professional/Specialty Owner/Self-Employed Retired Other
- 29. Number of income earners in your household . . .** 0 1 2 3 or more
- 30. What is your household's approximate yearly income, in total, before taxes? (Check one)**
- Under \$35,000 \$50,000 - \$69,999 \$90,000 - \$149,999
- \$35,000 - \$49,999 \$70,000 - \$89,999 \$150,000 or more

Thank you for your cooperation. Please return this survey in the enclosed postage-paid envelope to:
Maritz Research Inc., P.O. Box 10022, Toledo, Ohio 43682-4062.