Survey Questions and Response Key

1) What is your yearly salary, not including bonuses?

Respondents enter numeric value

2) What is your age?

Respondents enter numeric value

3) What is the highest level of education you have obtained?

Respondents select from the following 5 choices:

Value Description

0 Less than High School Degree

1 High School Degree

2 Some College

3 4-Year College Degree

4 Master's, Doctoral or Professional Degree

4) What is the make of your primary car?

Respondents select from the following 20 choices:

Value Description

1 BMW

2 Buick

3 Cadillac

4 Chevrolet

5 Chrysler

6 Dodge

7 Ford

8 Honda

9 Hyundai

10 Jeep

11 Kia

12 Lincoln

13 Mazda

14 Mercedes Benz

15 Mitsubishi

16 Nissan

17 Ram

18 Subaru

19 Toyota

20 None of the above

5) What is your zip code?

Respondents enter zip code, which is captured as 1 of the following 9 regions in the U.S.

Value Region

0 New England

1 Mid-Atlantic

2 East North Central

3 West North Central

4 South Atlantic

5 East South Central

6 West South Central

7 Mountain

8 Pacific

6) What amount of credit is available to you?

Respondents enter numeric value

7) Which brand of computers do you prefer?

Respondents select from the following 2 choices:

Value Description

0 Acer

1 Sony