Q'naire No		
	CAR AND PETROL SURVEY	

INTRODUCTION:

Good morning/alternoon/	evening sir/madam.
My name is on car and petrol in gene	We are currently running an opinion research exercise amongst people living in your area regarding their opinions eral. Could you spend your time for 25-30 minutes for the interview? [If respondent does not agree, end the
conversation]	

[If respondent agrees to be interviewed]. I am from Merdeka Center, a well-known independent research company based in Bandar Baru Bangi, Selangor.

Your line has been chosen using a random dialing (Random digit Dialing (RDD)) without knowing your personal details. There are no right or wrong answers in this research and some questions are provided with answer keys. The attributes of the study are collective not individual.

We guarantee that all information that you provide will be considered confidential and we will not disclose attributes of any particular information to any party.

I hope you are willing to participate in this survey. Can I begin?

QUALITY CONTROL GRID

Date of Interview	Observer Check
Time of Interview	Respondent's Telephone Number
Interview Duration	Respondent Name
Interviewer Name	Verifier Name
Supervisor Check	Data Entry By

PLEASE GET THE RESPONDENT FOR 18 YEARS AND ABOVE ONLY

ENTER CODE HERE	State 1 = Perlis 2 = Kedah 3 = P.Pinang	4 = Perak 5 = Selangor 6 = K.Lumpur	7 = Kelantan 8 = Terengganu 9 = Pahang	10 = N.Sembilan 11 = Melaka 12 = Johor	13 = Sarawak 14 = Sabah
	Region 1 = Northern	2 = Central	3 = Eastern	4 = Southern	5 = East Malaysia

SECTION A: DEMOGRAPHICS

D1.	How old are you?		
			[If younger than 18 years old, end the interview]
	1. 18-19 2. 20-24	6. 7.	40-44 45-49
	3. 25-29	7. 8.	50-54
	4. 30-34	9.	55-59
	5. 35-39	10.	60 and above
D2.	What is your gender?		
	1. Male		
	2. Female		
D3.	Respondent's Ethnic		
	1. Malay		
	2. Chinese 3. Indian		
	0. Others, please specify		
D3a	Others, please specify:		
D4.	97. [NA] What is your current legal marital statu	ıs?	
D4.			
	Single Married	Go to D8Proceed to D9	5
	3. Divorced	Proceed to D	
	4. Widow	Proceed to D	5
	99. [REFUSE/NR]	Go to D8	
D5.	Do you have any children?		
	1. Yes	Proceed to D	06
	2. No 97. [NA]	Go to D8 Go to D8	
	99. [REFUSE/NR]	Go to D8	
D6.	How many children do you have?		
50.			
	1. 1-2 2. 3-4		
	3. More than 5		
	97. [NA] 99. [REFUSE/NR]		
D7.	How old is your youngest child?		
	1. 0-4 years old		
	2. 5-9 years old		
	3. 10-14 years old		
	4. 15-18 years old 5. Above 18 years old		
	97. [NA]		
	99. [REFUSE/NR]		

D8.	Who do you live with?
	1. By myself
	2. Friends
	3. Spouse/partner
	4. Children
	5. Parents 6. Relatives
	99. [REFUSE/NR]
	os. [reforming
D9.	What is the highest level of education that you have attained?
	No formal schooling Primary
	3. Some secondary school/LCE/SRP/PMR/ PT3
	4. MCE/SPM
	5. HSC/STPM
	6. College (diploma)
	7. Bachelor/ degree 8. Post graduate and above
	99. [REFUSE/NR]
D10.	What is your occupation? PLEASE SPECIFY:
	[DO NOT READ – LISTEN AND SELECT APPROPRIATE RESPONSE]
	*PEM (Professional / Executive / Manager) **White Collar
	3. ***Blue Collar
	4. Trader / Owner / Businessman
	5. Entrepreneur
	6. Student
	7. Unemployed, lost ability to work
	8. Homemaker 9. Retired
	Others, please specify
	98. [UNSURE/DK]
	99. [REFUSE/NR]
	*PEM (Professional / Executive / Manager): Doctors, Division 1 and 2 Government Officers, Pilots,
	Accountants, Lecturers/Tutors (in college/ universities), etc
	**White Collar: The White Collar is a group of workers who carry out administrative and management affairs
	and policy makers such as the Salesman, Clerks, Teachers, Division III Government Officers, Cashiers, Typist,
	Nurses, Musicians, Flight Attendants, Author, home tutors, etc
	***Blue collar: Blue collar is a group of workers who perform technical and skilled work such as the Technicians, Mechanics, Policemen & soldiers, waitresses, Drivers, Hawkers, Construction site workers
	Toolinioland, Moonlando, Foncomen a collaiote, Waldoccoo, Envero, Flamiliote, Conditional on Worker
D10a	Others, please specify:
	97. [NA]
	D b
D11.	Do you have a second source of income or work?
	1. YesProceed to D12
	2. NoGo to D13
	99. [REFUSE/NR]Go to D13

D12.	What is the occupation of your second source of income or work?
	 Driving Grab/MyCar/EzCab Direct sale (eCommerce seller, insurance/property agent, promoters etc.) Others, please specify: [REFUSE/NR]
D12a	Others, please specify:
	97. [NA]
D13.	Before taxes and other deductions, what on average is <u>your own</u> total monthly income?
	1. Less than RM500 per month 2. Between RM500 – RM999 per month 3. Between RM 1,000 – RM 1,999 per month 4. Between RM 2,000 – RM 2,999 per month 5. Between RM 3,000 – RM 3,999 per month 6. Between RM 4,000 – RM 4,999 per month 7. Between RM 5,000 – RM 5,999 per month 8. Between RM 6,000 – RM 6,999 per month 9. Between RM 7,000 – RM 7,999 per month 10. Between RM 8,000 – RM 9,999 per month 11. Between RM10,000 – RM10,999 per month 12. Between RM11,000 – RM11,999 per month 13. Between RM12,000 – RM12,999 per month 14. Between RM13,000 – RM13,999 per month 15. Between RM14,000 – RM14,999 per month 16. Above RM 15,000 per month 17. Between RM15,000 per month 18. [UNSURE/DK] 19. [REFUSE/NR]
D14.	Before taxes and other deductions, what on average is the total monthly income of your household ?
	1. Less than RM500 per month 2. Between RM500 – RM999 per month 3. Between RM 1,000 – RM 1,999 per month 4. Between RM 2,000 – RM 2,999 per month 5. Between RM 3,000 – RM 3,999 per month 6. Between RM 4,000 – RM 4,999 per month 7. Between RM 5,000 – RM 5,999 per month 8. Between RM 6,000 – RM 6,999 per month 9. Between RM 7,000 – RM 7,999 per month 10. Between RM 8,000 – RM 9,999 per month 11. Between RM10,000 – RM10,999 per month 12. Between RM11,000 – RM11,999 per month 13. Between RM12,000 – RM12,999 per month 14. Between RM13,000 – RM13,999 per month 15. Between RM14,000 – RM14,999 per month 16. Above RM 15,000 per month 17. [UNSURE/DK] 18. [UNSURE/DK]
D15.	Would you describe the place where you lives as
	 A big city The suburbs or outskirts of a big city A town or a small city A country village A farm or home in the country [REFUSE/NR]

D16.	Which language do you speak daily?
	 Malay English Mandarin Tamil Others, please specify
D16a	Others, please specify: 97. [NA]

SECTION B: CAR QUESTIONS

Q1.	Do you have a car to drive?
	1. YesProceed to Q2 2. NoGo to Q3 - Q18 ONLY
Q2.	How often do you drive? 1. Everyday 2. Few days a week 3. Once a week or less 97. [NA] 98. [UNSURE/DK]

	Now I am going to read you some statements and get your opinion on how well it reflects you based on a score of 1 to 4 where 1 is "Not like me at all" and 4 is "Very much like me". [ROTATE]	Not like me at all	Somewhat not like me	Somewhat like me	Very much like me	[NA]
Q3.	I follow the latest trends and fashions	1	2	3	4	97
Q4.	Religion plays an important part in my life	1	2	3	4	97
Q5.	I consider myself an ambitious person	1	2	3	4	97
Q6.	I consider myself an intellectual	1	2	3	4	97
Q7.	I carefully select the school my children go to	1	2	3	4	
Q8.	My life revolves around loved ones and home life	1	2	3	4	
Q9.	I like doing things that are new and different	1	2	3	4	
Q10.	I am always interested in finding out how things work	1	2	3	4	
Q11.	I have more ability than most people	1	2	3	4	
Q12.	I work very hard to achieve my dreams	1	2	3	4	

	your op	Im going to read you some statements and get inion on how well it reflects you based on a score 4 where 1 is "Not like me at all" and 4 is "Very ke me". [ROTATE]	Not like me at all	Somewhat not like me	Somewhat like me	Very much like me	[NA]
Q13.	A car is	important to me only for transport	1	2	3	4	
Q14.	I like m	y car always washed, cleaned and care for	1	2	3	4	
Q15.	I enhan	ce my car with accessories	1	2	3	4	
Q16.	I like to	lead others	1	2	3	4	97
Q17.	l like to	educate people on my religion	1	2	3	4	97
Q18.		ny children to religious schools or religious after school	1	2	3	4	97

I am going to ask you some questions about small cars. Cars come in many sizes according to engines sizes. Very small cars have engine size of less than 1200cc; small cars are between 1200cc and 1600cc; medium size cars are around 1800cc to 2000cc; and big cars are above 2000cc.

[CAR BRANDS]

	I am going to read you a list of brands of small cars. Which brands of small cars have you ever driven or sat in, in the last 6 months? [ROTATE]	Yes	No	[No opinion/ Don't know]
Q19.	Perodua Myvi	1	2	98
Q20.	Perodua Bezza	1	2	98
Q21.	Proton Iriz	1	2	98
Q22.	Proton Saga	1	2	98
Q23.	Proton Persona (new model)	1	2	98
Q24.	Honda City	1	2	98
Q25.	Honda Jazz	1	2	98
Q26.	Toyota Vios	1	2	98
Q27.	Nissan Almera	1	2	98
Q28.	Mazda 2	1	2	98
Q29.	Kia Rio	1	2	98

Q30.	Do you own the car you drive?
	1. YesProceed to Q31 2. NoGo to Q35
Q31.	What is the brand of the car you own and drive most often?
	96. [NONE] 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR]
Q32.	How long have you owned this car? 1. Less than 1 year 2. 2 years 3. 3 years 4. 4 years 5. 5 years and above 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR]

		V	Very unlikely								Very likely			
Q33.	[Car brand in Q31]	0	1	2	3	4	5	6	7	8	9	10		
Q34.	Why? Go to Q37													

Q35.	What is the brand of the car you drive most often? [IF Q30=2]
Q36.	96. [NONE] 97. [NA] 98. [UNSURE /DK] 99. [REFUSE/NR] How old is this car that you drive most often? [IF Q30=2]
230:	1. Less than 1 year 2. 2 years 3. 3 years 4. 4 years 5. 5 years and above 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR]

	Quality of each brand compared with "Very poor" and 7 is "Very good".	If you have absolutely no opinion about the brand listed, simply rate it as 'No opinion' / 'DK' (98).								
Q37.	Perodua Myvi	1	2	3	4	5	6	7	98	
Q38.	Perodua Bezza	1	2	3	4	5	6	7	98	
Q39.	Proton Iriz	1	2	3	4	5	6	7	98	
Q40.	Proton Saga	1	2	3	4	5	6	7	98	
Q41.	Proton Persona (new model)	1	2	3	4	5	6	7	98	
Q42.	Honda City	1	2	3	4	5	6	7	98	
Q43.	Honda Jazz	1	2	3	4	5	6	7	98	
Q44.	Toyota Vios	1	2	3	4	5	6	7	98	
Q45.	Nissan Almera	1	2	3	4	5	6	7	98	
Q46.	Mazda 2	1	2	3	4	5	6	7	98	
Q47.	Kia Rio	1	2	3	4	5	6	7	98	

	I am going to read to you the same list of brands of small cars. Please rate how you feel about the overall Expensiveness of each brand compared with all the other brands based on a score between 1 to 7, where 1 is "Very inexpensive" and 7 is "Very expensive". If you have absolutely no opinion about the brand listed, simply rate it as 'No opinion' / 'DK' (98).									
	[ROTATE]	Ve	ery inexp	ensive		Very	expens	ive	[NO OPINION/ DK]	
Q48.	Perodua Myvi	1	2	3	4	5	6	7	98	
Q49.	Perodua Bezza	1	2	3	4	5	6	7	98	
Q50.	Proton Iriz	1	2	3	4	5	6	7	98	
Q51.	Proton Saga	1	2	3	4	5	6	7	98	
Q52.	Proton Persona (new model)	1	2	3	4	5	6	7	98	
Q53.	Honda City	1	2	3	4	5	6	7	98	
Q54.	Honda Jazz	1	2	3	4	5	6	7	98	
Q55.	Toyota Vios	1	2	3	4	5	6	7	98	
Q56.	Nissan Almera	1	2	3	4	5	6	7	98	
Q57.	Mazda 2	1	2	3	4	5	6	7	98	
Q58.	Kia Rio	1	2	3	4	5	6	7	98	

	I am going to read to you some statements on small cars brands, how far do you agree or disagree with the listed statements for each brand compared with all the other brands based on a score between 1 to 7, where 1 is "Strongly disagree" and 7 is "Strongly agree". If you have absolutely no opinion about the brand listed, simply rate it as 'No Opinion' / 'DK' (98). [ROTATE]	Perodua Myvi	Perodua Bezza	Proton Iriz	Proton Saga	Proton Persona (new model)	Honda City	Honda Jazz	Toyota Vios	Nissan Almera	Mazda 2	Kia Rio
Q59.	Has models with prices that I can afford											
Q60.	Has good fuel economy											
Q61.	Offer attractive payment schemes											
Q62.	Is reliable and trouble free											
Q63.	Is a safe car to drive											
Q64.	Has attractive exterior styling											
Q65.	Well designed interior and comfort											
Q66.	Recommended by family and friends											
Q67.	A brand I would be proud to own											
Q68.	Highly reputable brand						_					
Q69.	Has good after-sales service by dealer											
Q70.	Is a well-made brand											
Q71.	Has good resale value											

SECTION C: PETROL QUESTIONS

Q72.	Have you visited a petrol station in the last 1 month?
	1. YesProceed to Q73 2. NoEnd Interview
Q73.	How often do you visit a petrol station?
	 More than once a week Once a week Longer than a week [UNSURE/DK] [REFUSE/NR]
Q74.	When you visit a petrol station to buy petrol, do you also buy other things?
	1. YesProceed to Q75 2. NoGo to Q78
Q75.	How often do you buy other things when you buy petrol?
	1. Always 2. Most of the time 3. Sometimes 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR]
Q76.	How much do you usually spend on buying other things?
	1. Less than RM20 2. RM21 - RM50 3. RM51 - RM99 4. More than RM100 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR]
Q77.	What things do you usually buy?
	[LISTEN AND WRITE DOWN ANSWER MENTIONED BY RESPONDENTS] 1.
	2. 3.
Q78.	96. [NONE] 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR] What prevents you from buying other things when you buy petrol? [IF Q74=2]
4.0	Proceed to Q79 [LISTEN AND WRITE DOWN ANSWER MENTIONED BY RESPONDENTS]
	1. 2. 3.
Q79.	96. [NONE] 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR] How likely are you to choose a petrol station because it offers a wider range of items in its convenience shop?
Q10.	1. Very likely 2. Not likely 98. [UNSURE/DK] 99. [REFUSE/NR]

Q80.	How likely are you to choose a petrol station because it has a fast food outlet attached (etc: McD, KFC, Burger King and others)?	
	1. Very likely 2. Not likely 98. [UNSURE/DK] 99. [REFUSE/NR]	

[PETROL BRANDS]

Q81.	Thinking of petrol, what brands of petrol comes into your mind? (UNAIDED) Enter in rank order of mention
A	1. [Shell] 2. [Caltex] 3. [Petron]
В	4. [Petronas] 5. [BHPetrol] 0. [Other brands not on list] 98. [NO OPINION/DK]
С	Others, please specify: 97. [NA]

Q82.	When you buy petrol for your car, do you [ACCEPT ONLY ONE RESPONSE]
	 Always buy from the same petrol brand Buy from a few petrol brands that you prefer Buy from the most convenient station regardless of brands Go to Q84Go to Q85
Q83.	What is the brand of petrol? and Why? [IF Q82=1]Go to Q85 [LISTEN AND WRITE DOWN ANSWER MENTIONED BY RESPONDENTS]
	96. [NONE] 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR]
Q84.	What are the brands of petrol you prefer to buy from? [IF Q82=2]Go to Q85 [LISTEN AND WRITE DOWN ANSWER MENTIONED BY RESPONDENTS]
	1. 2. 3.
	96. [NONE] 97. [NA] 98. [UNSURE/DK] 99. [REFUSE/NR]

Q85.	When you buy petrol for your car, do you buy from the same petrol station in the same location?
	1. Yes 2. No
	98. [UNSURE/DK] 99. [REFUSE/NR]
Q86.	How important is a loyalty program to you in choosing a petrol brand? (Eg: Shell Bonuslink, Petronas Mesra and etc)
	Very important Slightly important
	3. Not important at all 98. [UNSURE/DK]
	99. [REFUSE/NR]

Q87.	Which loyalty card do you use?	
	[RO	TATE]
A	1. Shell BonusLink 2. Caltex Journey card 3. Petron Miles card 4. Petronas Mesra card	
В	5. BHPetrol card 0. Others 98. [NO OPINIONDK]	
С	Others, please specify: 97. [NA]	

Q88.	Which is more important to you when buying petrol?							
	 Convenient location Brand of petrol Both convenient location and brand of petrol [UNSURE/DK] [REFUSE/NR] 							

	Quality of each brand compared with "Very poor" and 7 is "Very good".	ave absolutely no opinion about the brand listed, simply rate it as 'No opinion' / 'DK' (98).							[NO OPINION/
Q89.	Shell	1	2	3	4	5	6	7	98
Q90.	Caltex	1	2	3	4	5	6	7	98
Q91.	Petron	1	2	3	4	5	6	7	98
Q92.	Petronas	1	2	3	4	5	6	7	98
Q93.	BHPetrol	1	2	3	4	5	6	7	98

	I am going to read to you the same list of brands of petrol. Please rate how worse-off or better-off you think your car would be by using each brand compared with all the other brands, based on a score between 1 to 7, where 1 is "worst off" and 7 is "better off". If you have absolutely no opinion about the brand listed, simply rate it as 'No opinion' / 'DK' (98). [ROTATE] Worse off							[NO OPINION/	
Q94.	Shell	1	2	3	4	5	6	7	98
Q95.	Caltex	1	2	3	4	5	6	7	98
Q96.	Petron	1	2	3	4	5	6	7	98
Q97.	Petronas	1	2	3	4	5	6	7	98
Q98.	BHPetrol	1	2	3	4	5	6	7	98

	I am going to read to you some statements on petrol brands, how far do you agree or disagree with the listed statements for each brand compared with all the other brands based on a score between 1 to 7, where 1 is "Strongly disagree" and 7 is "Strongly agree". If you have absolutely no opinion about the brand listed, simply rate it as 98.	Shell	Caltex	Petron	Petronas	BHPetrol
Q99.	Brand that I trust					
Q100.	Brand I admire very much					
Q101.	Has good loyalty programs					
Q102.	Has fuel that improves the performance of my car					
Q103.	Is a type of fuel that protects my engine					
Q104.	Goes further					
Q105.	The staff at the petrol station provides helpful and friendly service					
Q106.	Has petrol stations at convenient location for me					
Q107.	Has clean petrol stations					
Q108.	Has clean toilets and washrooms					
Q109.	Has clean pumps and surrounding areas					
Q110.	Has brand signage I can easily see					
Q111.	A truly global brand					
Q112.	Is a prestigious employer					
Q113.	Has highly qualified employees					
Q114.	Has locals in important and top positions					
Q115.	Has good facilities in petrol stations along highways e.g. food, drinks, parking, washrooms			_		
Q116.	Offers a good range of products in its shop					

Thank you so much for your time and cooperation. Thank you!