**Auto E-Commerce Study**

**Programming Notes – Not Visible to Respondent**

ASK ALL

qAGE

What is your age?

OE – NUMERIC – MIN 0, MAX 110

Hidden question for age status grouping

**hAGE**

1. Under 18 **[TERMINATE]**
2. 18 – 24
3. 25 – 34
4. 35 – 44
5. 45 – 54
6. 55 – 64
7. 65-74
8. 75-79
9. 80+

ASK ALL

qHHI

Please select your annual household income range.

SC

1. Less than $15,000

2. $15,000 to $24,999

3. $25,000 to $49,999

4. $50,000 to $74,999

5. $75,000 to $99,999

6. $100,000 to $149,999

7. $150,000 to $199,999

8. $200,000 to $249,999

9. $250,000 to 499,999

10. $500,000 to $999,999

11. $1,000,000+

99. Prefer Not to Answer

ASK ALL

qCOUNTRY

In which country do you reside?

SC

1. Canada [TERMINATE]
2. United States of America
3. Mexico [TERMINATE]
4. Other Country outside of North America [TERMINATE]

ASK ALL

qPRIMARYTYPE

Is your household’s primary vehicle leased or owned?

* Owned
* Leased
* No vehicles in our household are owned or leased [TERMINATE]

**qOWNERSHIP**

How many vehicles are owned or leased in your household?

|  |  |  |
| --- | --- | --- |
|  | Owned | Leased |
|  | **INSERT OE NUMERIC** | **INSERT OE NUMERIC** |

**qVEHICLESHOW**

Are you currently shopping for a new vehicle?

1. Yes
2. No

**qPURCHASERECENCY**

How recently have you purchased parts, service, or accessories for your vehicle(s)?

1. Within the last month
2. Within the last 2-3 months
3. Within the last 4-6 months
4. Within the last 7-12 months
5. Within the last two years **[TERMINATE]**
6. Longer than two years ago **[TERMINATE]**
7. I have never purchased parts, service or accessories for a vehicle **[TERMINATE]**

**qPREFERREDCHANNEL**

What is your preferred method of finding parts, accessories, and service information for your vehicle?

**SC**

-Owner’s manual in vehicle

-Internet research

-Call the OEM dealer

-Call my local mechanic

-Ask a friend/family member/colleague

-Other (fill in)

ASK ALL

qGEN

Are you ….

SC

1. Male
2. Female
3. Non-Binary/Other

ASK ALL

qMST

What is your current marital status?

SC

1. Single, never married

2. Engaged

3. Married

4. Living with partner

5. Separated

6. Divorced

7. Widowed

8. Civil union / civil partnership

99. Prefer not to answer

Hidden question for marital status grouping

hMST

1. Singles IF qMST = 1, 5, 6, 7

2. Couples IF qMST = 2, 3, 4, 8

99. Prefer not to answer IF qMST = 99

ASK ALL

qEDU

Please select your highest level of education achieved.

SC

1. Some high school/less than high school graduate

2. High school graduate

3. Some college or technical school

4. College or technical school graduate

5. Graduate school

99. Prefer not to answer

Hidden question for education grouping

hEDU

1. College Graduate or higher IF qEDU = 4, 5

2. Some College or less IF qEDU = 1, 2, 3

100. Prefer not to answer IF qEDU = 99