

JARMH Car Rental®

Marketing Research Questionnaire

* Required



We at JARMH Car Rental® are on a quest to get an understanding about the motor vehicle rental service industry. Our target audience involves everyone who is likely to use this service. This is why we chose you.

This is an anonymous questionnaire being conducted by JARMH Car Rental® with the aim to unveil certain broad trends or patterns in our and potential customers' behaviour, in order to improve and our customize service package offerings and customer service for an exceptional experience at each interaction. This questionnaire seeks information on demographics, lifestyle, and service awareness. These questions are a combination of close-ended and open-ended that you, the respondent, have the option to give at least one respond to, depending on the question. There are twenty-one (21) main question here in.

Demographics

1. Please indicate your gender. *

Mark only one oval.

- ☐ Female
☐ Male

2. What is your age range? *

Mark only one oval.

- ☐ 18-24
☐ 25-34
☐ 35-44
☐ 45-54
☐ Over 55

Household Information

3. What is your current marital status? **Mark only one oval.*

- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed

4. Do you have any offspring? **Mark only one oval.*

- ☐ No
- ☐ Yes

5. b. Which one of the statements below best describes your personal responsibilities regarding dependent children? **Mark only one oval.*

- ☐ I am not a guardian for any dependent children
- ☐ I am the prime guardian of dependent child/children
- ☐ I am a guardian of a dependent child/children but someone else is the prime carer
- ☐ I equally share the care of a dependent child/children

Lifestyle Information

6. Do you have a driver's license? **Mark only one oval.*

- ☐ No
- ☐ Yes

7. b. If yes, to date, what is the duration of attaining?

8. Do you currently own a motor vehicle? **Mark only one oval.*

- ☐ No
- ☐ Yes

9. b. If yes, please state the make, model and year?

10. 7. Have you ever rented a motor vehicle? **Mark only one oval.*

- ☐ No
- ☐ Yes

11. b. If yes, what was your purpose of using the rental service?*Mark only one oval.*

- ☐ Personal Leisure
- ☐ Personal Business
- ☐ Business (Work)

12. 8. As the driver, have you been in an accident while driving a rented vehicle? **Mark only one oval.*

- ☐ No
- ☐ Yes

13. 9. What is your preferred vehicle choice when seeking out rental service? Please state, *

14. 10. Do you travel out of parish or go on long distance journeys? **Mark only one oval.*

- ☐ No
- ☐ Yes

15. b. If yes, what is your preferred mode of transport?*Mark only one oval.*

- ☐ Public Passenger Vehicle
- ☐ Rented Vehicle
- ☐ Own / Barrowed Vehicle (Private)
- ☐ Chauffeur

16. 11. What is your usual length of time you normally rent a motor vehicle for? **Mark only one oval.*

- ☐ Day – Same day
- ☐ 2 Days – 3 Days
- ☐ 4 Days – 7 Days
- ☐ Longer than 1Week
- ☐ Not Applicable

17. **b. Upon your previous selection, what is your budget? Please state, ***
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Professional Information

18. **12. Please indicate the highest level of education you have achieved: ***

Mark only one oval.

- ☐ Primary School
- ☐ Secondary School
- ☐ Community College / Tertiary / Vocational

19. **13. What is your current employment source? ***

Mark only one oval.

- ☐ Salaried-Employed
- ☐ Self-Employed
- ☐ Retired (Pensioner)
- ☐ Unemployed
- ☐ Student

20. **b. What is your main occupation? ***
-

21. **c. How long have you been employed? ***

Mark only one oval.

- ☐ Less than 1 year
- ☐ 1 – 3 years
- ☐ 4 – 6 years
- ☐ 7 – 9 years
- ☐ 10-14 years
- ☐ 15 years or more

22. 14. Which of these industries do you belong? **Mark only one oval.*

- ☐ Technology/software
- ☐ Consulting Services
- ☐ Hospitality/dining
- ☐ Entertainment
- ☐ Manufacturing
- ☐ Security
- ☐ Retail/Sales
- ☐ Education
- ☐ Financial/Banking/Insurance/Loans
- ☐ Other: _____

23. 15. What is your monthly income range in Jamaican currency? **Mark only one oval.*

- ☐ less than \$24,999.99
- ☐ \$25,000.00 - \$44,999.99
- ☐ \$45,000.00 - \$100,000.00
- ☐ greater than \$100,000.00

24. 16. Does your co-workers use vehicle rental services? **Mark only one oval.*

- ☐ No
- ☐ Yes

25. 17. Does your work duties require you to use a motor vehicle? **Mark only one oval.*

- ☐ No
- ☐ Yes

Awareness-product or service offering

26. 18. What do you recommend that would give you an exquisite experience? Please state

27. 19. If our service were available today, how likely would you be to acquire our service? **Mark only one oval.*

- ☐ Very Likely
- ☐ Likely
- ☐ Undecided
- ☐ Not Likely

28. 20. How often do you seek out vehicle rental services? *

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Other: _____

29. b. Whom is your preferred service provider

30. 21. What features do you look for when you renting a motor vehicle? Please state *

Thank you for taking our questionnaire. You are a great help

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