**Auto Intenders Survey (Draft 1)**

Q1. Which of the following do you plan to purchase in the next 6 months? (please select all that apply)

**[MULTI-SELECT. RANDOMIZE PUNCHES 1-4.]**

1. Vehicle (car, truck, van, etc.)
2. Real estate (apartment, condo, timeshare, etc.)
3. Lawn care equipment (lawn mower, trimmer/edger, snowblower, etc.)
4. Kitchen appliances (refrigerator, oven, dishwasher, etc.)
5. None of the Above

**[TERMINATE IF PUNCH 1 NOT SELECTED IN Q1]**

Q2. Would you likely purchase a new or used vehicle?

**[SINGLE SELECT. TROTATE PUNCHES.]**

1. Would only purchase a new vehicle
2. Likely purchase a new vehicle but potentially purchase an old one
3. Equally likely to purchase an old or new vehicle
4. Likely purchase a new vehicle but potentially purchase an old one
5. Would only purchase an old vehicle

Q3. Why are you in the market for a vehicle in the next 6 months? Please be thorough and specific in your reasons.

**[OPEN END]**

Q4. Which of the following styles would you consider for your vehicle?

Include examples/pictures

**[MULTI-SELECT. RANDOMIZE PUNCHES.]**

1. Two-door coupe
2. Four-door sedan
3. Hatchback
4. Station Wagon
5. Sports Cars
6. Minivans
7. Sport Utility Vehicles (SUV)
8. Truck
9. Van
10. Other (specify)

Q5. What brands come to mind as something you would consider when purchasing your next vehicle?

**[AUTOSUGGEST SHORT RESPONSE WITH 8 ROWS AND “I don’t know any” checkbox.]**

1. Acura
2. Audi
3. BMW
4. Buick
5. Cadilac
6. Chevrolet
7. Chrysler
8. Dodge
9. Ferrari
10. Fiat
11. Ford
12. GM
13. GMC
14. Honda
15. Hyundai
16. Jeep
17. Kia
18. Lamborghini
19. Lexus
20. Mazda
21. Mercedes-Benz
22. Mitsubishi
23. Nissan
24. Porsche
25. RAM
26. Subaru
27. Tesla
28. Toyota
29. Volkswagen
30. Volvo

Q5. What are you expecting to pay for your next vehicle?

$\_\_\_\_\_,000

**[NUMERIC RANGE 1-999]**

Q6. What additional features would you be looking for in your next vehicle?

**[OPEN END WITH CHECK BOX FOR “Not really looking for features in particular”]**

**CONJOINT ATTRIBUTES AND LEVELS (FOR SURE)**

Make of Car Subset of cars? Do we screen people who aren’t interested in this subset?

Model of Car

Year of Car

Miles on Car

Price (Summed Pricing)

Warranty

Dealer vs Sale by Owner

**CONJOINT ATTRIBUTES AND LEVELS (POTENTIAL) Displayed based on the must-haves?**

# of Seats

Miles per gallon/Engine Type

Safety Features

Connected Features

Upholstery

* Detail the attributes and levels
* Photos of the cars to include in the conjoint
* Any other questions (covariates)
* Think about mobile compatibility
* ACBC?