**BMW Brand Tracker Survey Questionnaire**

**Objectives:**

* Track key metrics from brand monitor on a more frequent basis.
* Tie back any changes in movement among core KPIs to specific campaigns.
  + Looking at any significant differences in exposed versus non-exposed.
* Identify impact of campaign(s) on key growth audiences.

**Frequency of Fieldwork:**

* Data is collected monthly (a report will be provided every month).

**Sample with Key Quotas:**

* July – Dec
  + Exposed N=4400; Control N=4400
* Monthly basis
  + ~N=700-750
  + Sub-quotas:
    - EV prospects: n=50
    - South Asian: n=50
    - LGBTQ: n=50
* Sample characteristics:
  + $100k+ Household income
    - Aim for even spread from $100-150k, $150-$200k, $200k+. Aim to keep consistent across waves.
  + Looking to purchase a new vehicle in the next 4 years
  + Purchase decision maker
  + Gender: 55/45 Male/Female
  + Age: even mix across generation age ranges; but allow more in Millennial and Gen X. Keep consistent across waves.
    - Screen out younger than 25 and older than 70.
  + Premium and non-premium drivers: 80% premium/20% non-premium

**Specific campaigns being tracked, beyond brand metrics:**

* SSE (?), GKL, EV, YEE, X3

**Survey Details:**

* Length - 8-10 minutes

**QUESTIONNAIRE:**

**Q1 - INDUSTRY**

**ASK ALL**

**TERMINATE IF: market research or automotive manufacturers/dealers is mentioned**

Do you work in any of the following industries?

Media (TV, press)

Advertising

Market research – **SCREENOUT**

Marketing

Automotive manufacturers/dealers - **SCREENOUT**

Tourism

Insurance

Journalism

Finance/banking

Public relations

None of the above

**Q2 – INCOME**

**ASK ALL**

**TERMINATE IF: under $100k in household income**

What is the total annual income of your household before tax and other deductions?

Under $59,999 **SCREENOUT**

$60,000 - $79,999 **SCREENOUT**

$80,000 - $99,999 **SCREENOUT**

$100,000 - $119,999

$120,000 - $139,999

$140,000 - $159,999

$160,000 - $179,999

$180,000 - $199,999

$200,000 - $399,999

$400,000 or more

Prefer not to say **SCREENOUT**

**Q3 – VEHICLE PURCHASE INTENT (BM)**

**ASK ALL**

**TERMINATE IF: MORE THAN 4 YEARS**

Are you planning to make a purchase/lease/finance a vehicle and if so, when?

Within the next 12 months

Within the next 2 years

Within the next 4 years

In more than 4 years **SCREENOUT**

I haven’t decided yet **SCREENOUT**

No purchase intention **SCREENOUT**

**Q4 – ENGINE TYPE CONSIDERATION (BM adapted)**

**ASK ALL**

What type of vehicle are you likely to consider?

Please select all that apply.

Fully electric

Plug-in hybrid

Traditional hybrid (cannot plug-in)

Hydrogen

Gasoline

Diesel

**Q5 – DECISION POWER (BM)**

**ASK ALL**

**TERMINATE IF: not a household influencer**

Who will be responsible for making the purchase decision for your next vehicle?

Please select one.

I am the only decision maker

I decide with other members of my household

I don’t influence the decision at all **SCREENOUT**

**Q6 – NUMBER OF CARS IN HH (BM)**

**ASK ALL**

**TERMINATE IF: NO CAR**

How many cars do you currently have in your household?

1

2

3

More than 3

No vehicle in household? **SCREENOUT**

**Q7 – VEHICLE MAKE (BM)**

**ASK ALL**

Which make(s) do you currently have in your household?

Brand:

* Acura
* Audi
* BMW
* Cadillac
* Chevrolet
* Ford
* Genesis
* Honda
* Hyundai
* Infiniti
* Jeep
* Kia
* Lexus
* Lucid
* Mazda
* Mercedes Benz
* MINI
* Nissan
* Polestar
* Porsche
* Range Rover
* Rivian
* Subaru
* Tesla
* Toyota
* Volkswagen
* Volvo
* Other (please specify)

**Q8 – ENGINE TYPE (BM adapted)**

**ASK ALL**

And what engine type does it have?

COLUMNS

Fully electric

Plug-in hybrid

Traditional hybrid (cannot plug-in)

Hydrogen

Gasoline

Diesel

**Q9 – GENDER (BM)**

**ASK ALL**

Which of the following best describes your gender?

Male

Female

Non-binary

Transgender

Prefer not to say

**Q10 – SEXUAL ORIENTATION**

**ASK ALL**

What is your sexual orientation?

Heterosexual

Homosexual

Bisexual

Other (please specify)

Prefer not to say

**Q11 –RACE**

**ASK ALL**

What is your racial or ethnic background? Select all that apply.

African American

Native American

Hawaiian/Pacific Islander

Hispanic/Latino

White/Caucasian

East Asian (China, Japan, Korea etc.)

South Asian (Bangladesh, Pakistan, India, etc.)

Southeast Asian (Brunei, Cambodia, Indonesia, etc.)

Central Asian (Kazakhstan, Tajikistan, Uzbekistan, etc.)

Middle Eastern/North African

Other [please specify]

I prefer not to answer

**Q12 – AGE (BM ADAPTED)**

**ASK ALL**

**SCREENOUT UNDER 25 AND OVER 70**

How old are you? Please select one.

24 and under **SCREENOUT**

25-29

30-34

35-39

40-44

45-49

50-54

55-59

60-64

65-69

70 and above **SCREENOUT**

**Q13 - UNAIDED AWARENESS (BM ADAPTED)**

**ASK ALL**

When thinking of **premium vehicles**, which brands come to mind first? If no brands come to mind, please enter “none” in the first text box below.

1

2

3

4

5

**Q14 - AIDED AWARENESS (BM ADAPTED)**

**ASK ALL**

Which of the following brands, if any, have you heard of? Please select all that apply.

BMW

Audi

Tesla

Mercedes-Benz

Lexus

None of the above

**Q15 - AIDED AD AWARENESS**

**ASK ALL**

Which of the following brands, if any, have you seen or heard advertising for in the past 2 weeks? Please select all that apply.

BMW

Audi

Tesla

Mercedes-Benz

Lexus

None of the above

**~~Q16 - MESSAGE ASSOCIATION~~**

**~~ASK ALL~~**

~~Which of the following brands, if any, uses the following message in its advertising? Please select one response.~~

~~[Insert advertising message]~~

~~BMW~~

~~Audi~~

~~Tesla~~

~~Mercedes-Benz~~

~~Lexus~~

~~None of the above~~

**Q17 – CONSIDERATION (BM)**

**ASK ALL**

Which brands would you seriously consider when buying your next vehicle?

Please select by clicking on the respective logos.

BMW

Audi

Tesla

Mercedes-Benz

Lexus

None of these

**Q18 – BRAND MOMENTUM**

**ASK ALL**

Which of the following brands are on the way up and have a lot going for them and which do not? Please select one response for each brand.

RESPONSES: COLUMNS

On its way up, a lot going for it

On its way up, a little going for it

It's holding its ground

On its way down, losing a little

On its way down, nothing going for it

RESPONSES: ROWS

BMW

Audi

Tesla

Mercedes-Benz

Lexus

**Q19 – MODEL KEY ATTRIBUTES – CORE BRANDS (BM)**

**ASK ALL AWARE OF EACH BRAND**

Please select all brands to which the statement applies by clicking on the respective logos; you can choose as many brands as applicable.

RESPONSE: ROWS

FREUDE FOREVER

1. Stands for joy
2. Creates joy for future generations
3. Continuously surprised and delights with innovative offers and products
4. Creates positive lasting memories
5. Is committed to implement ~~circularity~~ sustainability (e.g. to recycle and reuse materials, to avoid waste)

HUMAN CENTRIC

1. Offers desirable product and services
2. Puts customers first

TECH MAGIC

1. Makes technology exciting
2. Offers engaging and interactive technology

LIFESTYLE

1. ~~Allows me to express~~ Fits into my lifestyle
2. Allows me to focus on myself

LUXURY

1. Stands for luxury
2. Is a reward for my accomplishments

RESPONSE: COLUMNS

INSERT BRANDS AWARE OF IN Q15

**Q20 - BRAND STRENGTH ATTRIBUTES (BM adapted)**

**ASK IF AWARE OF EACH BRAND**

To what extent, in your opinion, does the following statement apply to the following brands?

RESPONSES: ROWS

1. I fully trust
2. I can fully identify with
3. I really like
4. I would like to own
5. I would be willing to pay more for than for other premium brands
6. Is leading in electric drive
7. Is leading in digitalization (i.e. digital user experience, apps, connectivity, voice assistant, 5G, over-the-air updates)
8. Is leading in ~~circularity~~ sustainability efforts (e.g. to recycle and reuse materials to avoid waste)
9. Is a brand that will still be relevant in 50 years

RESPONSE: COLUMNS

INSERT BRANDS AWARE OF IN Q15

**Q21 -** **BMW MODEL AWARENESS (BM)**

**ASK IF AWARE OF BMW**

Please indicate which of the following BMW models you are aware of.

BMW 2 Series

BMW 3 Series

BMW 4 Series

BMW 5 Series

BMW 7 Series

BMW 8 Series

BMW Z4

BMW X1

BMW X2

BMW X3

BMW X4

BMW X5

BMW X6

BMW X7

BMW XM

BMW i4

BMW i5

BMW i7

BMW iX

BMW M Models

Not sure [Exclusive choice]

**Q22 - BMW MODEL CONSIDERATION**

**ASK IF AWARE OF BMW**  
**ONLY SHOW MODELS AWARE FROM PREVIOUS QUESTION**

Which BMW models would you seriously consider when buying your next car?

Please select all that apply.

BMW 2 Series

BMW 3 Series

BMW 4 Series

BMW 5 Series

BMW 7 Series

BMW 8 Series

BMW Z4

BMW X1

BMW X2

BMW X3

BMW X4

BMW X5

BMW X6

BMW X7

BMW XM

BMW i4

BMW i5

BMW i7

BMW iX

BMW M Models

**FOR VIDEO**

Before we continue with our questions, we’re going to show you a video on the following screen. Please take your time to watch the video like you normally would. Once you are done viewing the entire video you may click the forward-facing arrow to continue with the survey.

Please also make sure your speakers are on when viewing the video.

EACH RESPONDENT WILL SEE 1 OF 2 CREATIVES

FORCE FOR 15 SECONDS for :15 ad, FORCE FOR 30 SECONDS for :30 ad

ASK IF VISUAL AND AUDIO CONTENT

**Q23 - VIEW\_CONTENT**

**ASK ALL**

Were you able to see and hear the content on the previous screen? Please select one response.

Yes

No

**Q24 - OPEN END**

**ASK ALL**

Please tell us your thoughts and feelings about the advertisement you just saw. Tell us anything that comes to mind about the ad. There are no right or wrong answers.

**Q25 - AD RECOGNITION**

**ASK ALL**

Have you seen this ad or similar within the past two weeks? Please select one response.

Yes

No

**Q26 - BRAND OPINION CHANGE**

**ASK ALL**

How has seeing this advertisement changed your opinion of BMW? Please select one response.

Much more positive

More positive

Not changed

More negative

Much more negative

**Q27 – POST-EXPOSURE CONSIDERATION**

**ASK ALL**

After seeing this ad, how likely are you to seriously consider a BMW when buying your next vehicle? Please select one response.

Very likely

Somewhat likely

Neither likely nor unlikely

Somewhat unlikely

Very unlikely

**Q28 – AD DIAGNOSTICS**

**ASK ALL**

Thinking about the ad you've just seen; how much do you agree with each statement below?

*The ad…*

Please select one response for each.

RESPONSES: COLUMNS

Strongly Agree

Somewhat Agree

Neither Agree nor Disagree

Somewhat Disagree

Strongly Disagree

RESPONSES: ROWS

Is unique and different

Is confusing

Is irritating

Is believable

Is enjoyable

Is relevant to me

Is a brand I identify with

Fits the way I feel about the brand

Makes me think about the brand in a new way

I was emotionally moved by the ad

Makes me want to learn more

**Q29 - MARITAL STATUS**

**ASK ALL**

What is your relationship status?

Single, never married

Married

Separated, divorced or widowed

Domestic partnership/living with someone

Prefer not to answer

**Q30 - GEOGRAPHIC LOCATION**

**ASK ALL**

Which part of the United States do you live in? Please select one. [Single select]

**Northeast:** New Jersey, New York, Pennsylvania, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island & Vermont

**Midwest:** Illinois, Indiana, Michigan, Wisconsin, Ohio, Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota & South Dakota

**South:** Arkansas, Louisiana, Oklahoma, Texas, Alabama, Kentucky, Mississippi, Tennessee, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, Washington D.C. & West Virginia

**West:** Alaska, California, Hawaii, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah & Wyoming

**Q31 - OTS INTERESTS**

**GENERAL INTERESTS**

**ASK ALL**

**MULTI SELECT | RANDOMIZE | “NONE OF THE ABOVE” = ANCHORED/MUTUALLY EXCLUSIVE**

Which of the following topics do you regularly follow or read about?

Please select all that apply.

\*To be updated based on media plans for social media or YouTube. No more than 10 options.

\*Bold text if in plan

Luxury goods

Sports

Movies

Celebrities

Travel

Food/Recipes

Finance/Money

TV Shows

News

None of the above

**Q32 - SOCIAL + YOUTUBE OTS**

**OTS\_SM0 – PLATFORM USAGE**

**ASK ALL**

**MULTI SELECT | RANDOMIZE | NONE OF THE ABOVE = ANCHORED/ MUTUALLY EXCLUSIVE | IF NO IN PLATFORM SELECTED SKIP TO END OF SOCIAL OTS BLOCK**

Which of the following apps or websites have you used in the past two weeks?

Please select all that apply.

\*Bold text if in plan

Facebook

Instagram

X (formerly Twitter)

Snapchat

Pinterest

LinkedIn

TikTok

Reddit

YouTube

Gmail SHOW ONLY IF GOOGLE DISCOVERY

Google app SHOW ONLY IF GOOGLE DISCOVERY

None of the above

**Q33- PLATFORM USAGE FREQUENCY**

**OTS\_SM2**

**ASK ALL**

**MATRIX TABLE | SINGLE SELECT | RANDOMIZE ROWS**

How often do you use each of these apps or websites?

Please select one response for each.

RESPONSES: COLUMNS

More than once a day

Once a day

A few times a week

A few times a month

A few times a year

RESPONSES: ROWS

INSERT PLATFORMS SELECTED IN OTS\_SM0

**Q34 - TOPICS BY PLATFORM**

**OTS\_SM3**

ASK ALL

MATRIX TABLE | MULTI SELECT | RANDOMIZE COLUMNS | NONE OF THESE = ANCHORED/MUTUALLY EXCLUSIVE | RANDOMIZE ROWS

Which of the following topics do you engage with on each of the following apps or websites?

Please select all that apply for each.

RESPONSES: COLUMNS

INSERT TOPICS SELECTED IN OTS\_INT

None of these

RESPONSES: ROWS

INSERT PLATFORMS SELECTED IN OTS\_SM0

**Q35 - YOUTUBE PREMIUM**

**OTS\_YT1**

**ASK IF OTS\_SM0 = YOUTUBE**

**SINGLE SELECT**

Do you have a YouTube Premium account?

Please select one response.

Yes

No

Not Sure

**Q36 PRINT TYPE OTS**

**OTS\_PRINT1**

**ASK ALL**

**MULTI SELECT | RANDOMIZE GROUPS | NONE OF THE ABOVE = ANCHORED/ MUTUALLY EXCLUSIVE**

Which of the following have you read in the past two weeks?

Please select all that apply.

Magazine (header)

Paper/print

Online digital

Newspaper (header)

Paper/print

Online digital

Newsletter (header)

Paper/print

Online digital

None of the above

**Q37 – OTS PRINT MAGAZINE**

**OTS\_PRINTMAG**

**ASK IF OTS\_PRINT1 = MAGAZINE (PAPER/PRINT)**

**MULTI SELECT | RANDOMIZE | NONE OF THE ABOVE = ANCHORED/ MUTUALLY EXCLUSIVE**

Please select the specific paper/print magazines you have read in the past two weeks.

Please select all that apply.

\*To be updated based on media plans. Always include top three magazines. No more than 10 options if possible.

\*Bold text if in plan

Parents

GQ

People

Sports Illustrated

US Weekly

Time Magazine

Fast Company

Magazine 1

Magazine 2

Magazine 3

None of the above

**Q38 – OTS NEWSPAPER**

**OTS\_PRINTNEWS1**

**ASK IF OTS\_PRINT1 = NEWSPAPER (PAPER/PRINT)**

**MULTI SELECT | RANDOMIZE | NONE OF THE ABOVE = ANCHORED/ MUTUALLY EXCLUSIVE**

Please select the specific newspapers you have read in the past two weeks.

Please select all that apply.

\*To be updated based on media plans. Always include top 4 newspapers. No more than 10 options if possible.

\*Bold text if in plan

USA Today

New York Times

Wall Street Journal

Newspaper 1

Newspaper 2

Newspaper 3

None of the above

**Q39 – OTS NEWSPAPER TYPE**

**OTS\_PRINTNEWS2**

**ASK IF OTS\_PRINTNEWS2 = IN PLAN NEWSPAPER SELECTED IN**

**MATRIX TABLE | MULTI SELECT | RANDOMIZE ROWS**

Which edition of the following newspapers did you read in the past two weeks?

Please select all that apply for each.

RESPONSES: COLUMNS

Weekday edition

Weekend/Sunday edition

RESPONSES: ROWS

INSERT IN PLAN NEWSPAPERS SELECTED IN OTS\_PRINTNEWS1