

AUTO SURVEY CSUSM BUS-304 Dr. Balian

1. WELCOME to the AMERICAN AUTOMOTIVE SURVEY

Welcome to:

===The AMERICAN AUTOMOTIVE SURVEY
of California State University at San Marcos (CSUSM), College of Business,
Course BUS-304 (Data Analysis),
with Dr. Ed Balian.===

This is a research project done as part of the
course requirements within my degree program.
You are being asked to take part in this study
because you fit the demographic parameters for
our sample.

This survey will take less than ten minutes of your time.

***You are NEVER ASKED
YOUR NAME or any other
identifying information.
The survey is totally
anonymous.***

Statistical results will be available
through the office of Dr. Ed Balian, CSUSM,
College of Business at the end of this current term.

THANK YOU in advance for your participation!

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1. How likely might you purchase or lease one of the following as your NEXT vehicle?

| | VERY LIKELY to consider | Likely to consider | UNlikely to consider | VERY UNlikely to consider |
|-----------------------------|-------------------------|-----------------------|-----------------------|---------------------------|
| Toyota Scion | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Honda Civic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Mazda 3 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Ford F-150 Pick-Up | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chevrolet Silverado Pick-Up | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Toyota Tundra Pick-Up | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Toyota Camry HYBRID | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Honda Civic HYBRID | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nissan Altima HYBRID | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Chevrolet Cobalt | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Nissan Sentra | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

2. Will your next purchase be a new or used vehicle?

Used

New, buying

New, Lease to later own

New, Lease only and will turn back to dealer

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3. How important or not are the following characteristics in purchasing your NEXT vehicle?

| | VERY important (ESSENTIAL) | Somewhat Important | Somewhat UNimportant | VERY UNIMPORTANT (MEANINGLESS) |
|----------------------------------|----------------------------|--------------------|----------------------|--------------------------------|
| Quality reputation | jn | jn | jn | jn |
| High Performance & Power | jn | jn | jn | jn |
| Gas Mileage | jn | jn | jn | jn |
| Safety | jn | jn | jn | jn |
| Looks, styling | jn | jn | jn | jn |
| Interior comfort | jn | jn | jn | jn |
| Trunk or storage space | jn | jn | jn | jn |
| Towing capacity | jn | jn | jn | jn |
| iPod and/or XM built into radio | jn | jn | jn | jn |
| Price/value for money | jn | jn | jn | jn |
| Resale value | jn | jn | jn | jn |
| Unique, personal look | jn | jn | jn | jn |
| Convertible | jn | jn | jn | jn |
| Moon roof/Sun roof | jn | jn | jn | jn |
| Low emissions (less polluting) | jn | jn | jn | jn |
| Tax incentive or rebate given | jn | jn | jn | jn |
| Warranty length | jn | jn | jn | jn |
| 4-wheel drive | jn | jn | jn | jn |
| Cost of repairs out of warranty\ | jn | jn | jn | jn |
| Navigation system | jn | jn | jn | jn |
| Sport package | jn | jn | jn | jn |
| Child-friendly interior | jn | jn | jn | jn |

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4. Do you prefer an automatic or manual transmission in your next vehicle purchase?

Automatic transmission

4-speed manual transmission

5-speed manual transmission

6-speed manual transmission

5. What will probably be the approximate sticker price (cost) of your next vehicle purchase? WRITE IN DOLLAR VALUE of vehicle, please omit the dollar sign and comma. (Example: 28000)

6. How important will be financing your next purchase?

Financing NOT important; will buy with cash or loan from relative, etc.

Financing may be necessary, not sure

Financing will be essential

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7. What MAKE is your current vehicle? (the vehicle you drive most often)

- General Motors (includes Chevrolet, Pontiac, Olds, Cadillac, Buick, GMC)
- Ford (Includes Lincoln, Mercury)
- Chrysler
- Mercedes
- Nissan
- Honda
- Toyota
- Volvo
- VW/Audi
- BMW
- Other DOMESTIC/AMERICAN vehicle
- Other FOREIGN vehicle

8. About how long have YOU owned your current vehicle?

- | | | |
|--------------------------------------|-------------------------------|--|
| <input type="radio"/> 1 year or less | <input type="radio"/> 5 years | <input type="radio"/> 9 years |
| <input type="radio"/> 2 years | <input type="radio"/> 6 years | <input type="radio"/> 10 years or more |
| <input type="radio"/> 3 years | <input type="radio"/> 7 years | |
| <input type="radio"/> 4 years | <input type="radio"/> 8 years | |

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9. About how much time do you spend driving, on an average day?

Less than 30 minutes per day

30-60 minutes per day

1-2 hours per day

2-3 hours per day

3 or more hours per day

10. In your current vehicle, what is the recommended grade or type of fuel needed?

Regular Grade

Mid-Grade

Premium Grade

Diesel fuel

11. Will type of fuel grade needed influence the purchase or lease of your NEXT vehicle?

Yes

No

12. Hybrid advancements now allow vehicles to consume less gas than conventional vehicles. However, it may take up to 7-8 years before your savings in gas would cover the higher price of the hybrid vehicle, compared to the conventional vehicle. Knowing this, what is the MOST you would pay for gasoline PER U.S. GALLON and still own a conventional vehicle? Please write in DOLLARS AND CENTS, below IN THE WHITE BOX, OMIT the dollar sign; example: 5.25

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13. Your next purchase will be a vehicle with seating for how many adults?

- Seating for TWO
- Seating for FOUR
- Seating for SIX or MORE

14. What vehicle body style do you prefer in your next vehicle purchase?

- 2-door
- 4-door (includes mini-vans)
- other (includes 3-door hatchbacks or other designs)

15. Your gender:

- Male
- Female

16. What is your age?

- | | | |
|-------------------------------------|--------------------------|----------------------------------|
| <input type="radio"/> 18 or younger | <input type="radio"/> 24 | <input type="radio"/> 30 |
| <input type="radio"/> 19 | <input type="radio"/> 25 | <input type="radio"/> 31 |
| <input type="radio"/> 20 | <input type="radio"/> 26 | <input type="radio"/> 32 |
| <input type="radio"/> 21 | <input type="radio"/> 27 | <input type="radio"/> 33 |
| <input type="radio"/> 22 | <input type="radio"/> 28 | <input type="radio"/> 34 |
| <input type="radio"/> 23 | <input type="radio"/> 29 | <input type="radio"/> 35 or over |

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17. What best describes the local area in which you reside?

- Urban (inside a large city)
- Suburban (very near or bordering a large city)
- Rural (a country area)

18. Being REALISTIC, about what starting annual salary (including benefits) do you expect to earn from your first full-time career position upon graduating from college?

- \$30,000 or less
- \$40,000
- \$50,000
- \$60,000
- \$70,000
- \$80,000
- \$90,000
- \$100,000 or more

19. Your current marital status is:

- Single
- Engaged
- Married

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20. What MAJOR CONSIDERATION will most determine the make and model vehicle you will buy next?
Please tell us in your own words in the space below.

