**TGI FUSION: CARS**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **SERIAL NO.** | | | | | **PROJECT P.O. #** | | | | | **COUNTRY** | | | **INTERVIEWER NAME** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |

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| **Province** | | | **District** | | | **Stratum** | **City / Town / Village** | | | **Admin. Unit** | | | **Cluster** | | | **Block** | | | **Interviewer Number** | | | | | **QNR. #** | | | **Interview DATE** | | | | | | |
|  | | |  | | |  |  | | |  | | |  | | |  | | |  | | | | |  | | |  | |  | |  | | |
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|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| FOR OFFICE USE | | | | | | | | | | | | |
| **WORK PHASE** | **OPERATOR NAME** | **OPERATOR CODE** | | | | **EFFECTIVE DATE** | | | | | | **SIGNATURE** |
| **Day** | | **Month** | | **Year** | |
| **Coding and Editing** |  |  | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Data Entry** |  |  | | | |  |  |  |  |  |  |  |
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| **Back Check:**  **A. CATI** |  |  | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **B. Face-to-Face** |  |  | | | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

***Good Morning / Afternoon / Evening;***

My name is \_\_\_\_\_\_\_\_\_\_\_\_\_ and I am an interviewer from **PAN ARAB RESEARCH CENTER** an independent market research agency in the Middle East. We are currently conducting a survey regarding cars and y*our feedback will be highly appreciated.* We are talking to people who have bought a new passenger car within the past 12 months

Please give us your opinion which will be pooled with opinions of others participants and rest assured that the individual answers and identity of participants in this study will be kept fully confidential and we will report the results in the form of statistics at overall sample level. Please note that there is no right or wrong answers.

1. **YOUR NEW CAR**
2. **This Questionnaire has been designed with the aim of obtaining the views of the person who drives the new car the most, i.e. the MAIN DRIVER.**

**Are you the MAIN DRIVER of the new car?**

|  |  |
| --- | --- |
| Yes, I drive the new car the most | 🞏 (Go to 2) |
| I drive the car equally with my other family members | 🞏 (Go to 2) |
| Mostly other member drive this car | 🞏 |

If no, please ask to interview the main driver of the new car

1. **Please confirm the specifications of your new car.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. Make |  | | | | |
| 1. Model |  | | | | |
| 1. Version |  | | | | |
| 1. Engine Size  |  |  |  |  | | --- | --- | --- | --- | | Up to 1000cc | 🞏 | 2501 – 3000cc | 🞏 | | 1001 – 1300cc | 🞏 | 3001 – 5000cc | 🞏 | | 1301 – 1750cc | 🞏 | Over 5000cc | 🞏 | | 1751 – 2000cc | 🞏 | Don’t Know | 🞏 | | 2001 – 2500cc | 🞏 |  |  | | | | | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | | 4 | 5 | 6 | 8 | 12 |  1. Engine Cylinders | | | | | |
| 1. Gearbox: | | Automatic ………………....... | | 🞏 |
| Manual ………………… | | 🞏 |
| 1. Four Wheel Drive? | | | Yes ……………… | 🞏 |
| No ……………… | 🞏 |
| 1. Body style/Number of doors  |  |  |  |  | | --- | --- | --- | --- | | Saloon – 2 Doors | 🞏 | **Coupe – 4 Doors** | 🞏 | | Saloon – 4 Doors | 🞏 | Station/Estate | 🞏 | | Hatchback – 3 Doors | 🞏 | Off Road – 3 Doors | 🞏 | | Hatchback - 5 Doors | 🞏 | Off Road – 5 Doors | 🞏 | | Convertible | 🞏 | Van – 2 Rear Doors | 🞏 | | Coupe – 2 Doors | 🞏 | Van - Tailgate | 🞏 | | | | | | |

1. **I will read out a list of car features – Please indicate if your new car has any of the following items fitted.**

**Please cross** ⌧ **as many boxes as apply**

|  |  |  |  |
| --- | --- | --- | --- |
| DVD player with screens in the back………………………….. | 🞏 | Light adjusting rear view mirrors…………………………… | 🞏 |
| Park distance sensor……….. | 🞏 | Air conditioned seats……... | 🞏 |
| MP3/iPod/USB socket…….. | 🞏 | Sunroof…………………………… | 🞏 |
| Integrated cell phone system……………………………. | 🞏 | Cruise control………………….. | 🞏 |
| Full glass roof/ Panoramic glass roof………………………… | 🞏 | Navigation System…………… | 🞏 |
| Automatic parking system……………………………. | 🞏 | Bluetooth………………………… | 🞏 |
| Front distance sensor……… | 🞏 | Digital Dashboard……… | 🞏 |

1. **Please advise the date when your new car was first registered**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Car first registered: | | | | | | | | | | | | |
| Month: | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 | 🞎 |
| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sept | Oct | Nov | Dec |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Year: | 🞎 | 🞎 | 🞎 | 🞎 |
| 2011 | 2012 | 2013 | 2014 |

1. **How many Kms do you expect the new car to be driven in the next 12 months, including any holidays?**

**And how far has the new car been driven to date?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Anticipate the car will be driven** | |  | **So far the new car has covered** | |
| Less than 6,000 Kms | 🞏 |  | Less than 6,000 Kms | 🞏 |
| 6,000-12,000 Kms | 🞏 |  | 6,000-12,000 Kms | 🞏 |
| 12,001-18,000 Kms | 🞏 |  | 12,001-18,000 Kms | 🞏 |
| 18,001-24,000 Kms | 🞏 |  | 18,001-24,000 Kms | 🞏 |
| 24,001-30,000 Kms | 🞏 |  | 24,001-30,000 Kms | 🞏 |
| 30,001-36,000 Kms | 🞏 |  | 30,001-36,000 Kms | 🞏 |
| 36,001-48,000 Kms | 🞏 |  | 36,001-48,000 Kms | 🞏 |
| 48,001-72,000 Kms | 🞏 |  | 48,001-72,000 Kms | 🞏 |
| Over 72,000 Kms | 🞏 |  | Over 72,000 Kms | 🞏 |

1. **What is the average fuel consumption you are obtaining from your new car? (you can answer in either Km per one liter or Kms per 20 litters or Kms per full tank)** Overall I am obtaining:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **a.** |  |  | Kms per liter | **OR** | **b.** |  |  |  | Kms per 20 liters | **OR c.** |  |  |  | Kms Per full tank | Don’t Know | 🞏 |

1. **How often is the new car used for…**

**Please cross** ⌧ **one box for each item**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Almost every day** | **At least once a week** | **At least once a month** | **At least once a year** | **Never / Not applicable** |
| **1** | **2** | **3** | **4** | **5** |
| Intercity Driving …………………………………………………. |  |  |  |  |  |
| Motorway driving …………………………………………….. |  |  |  |  |  |
| Out of town driving …………………………………………… |  |  |  |  |  |
| Driving in town/city ………………………………………….. |  |  |  |  |  |
| Commuting to and from work…………………………… |  |  |  |  |  |
| Business purposes ……………………………………………. |  |  |  |  |  |
| Taking children to school…………………………………… |  |  |  |  |  |
| Carrying a passenger in the front seat of the car …… |  |  |  |  |  |
| Carrying adults in the back seats………………………….. |  |  |  |  |  |
| Carrying children in the back seats………………………….. |  |  |  |  |  |
| Carrying at least 3 people in the back seats…………… |  |  |  |  |  |
| Carrying large items, luggage, sports equipment etc. inside the car/boot ……………………………………… |  |  |  |  |  |
| Carrying items on a roof/boot/bike rack ……………. |  |  |  |  |  |
| With the rear seat(s) folded down……………………… |  |  |  |  |  |
| Weekend trips ……………………………………………………………………………. | |  |  |  |  |
| Holidays ………………………………………………………………………………………………………………….. | | |  |  |  |
| Desert Rides ……………………………………………………… |  |  |  |  |  |

**B. PURCHASE OF YOUR NEW CAR**

B1a **Is this a full owned car………………………………………… ….** 🞏

**Or a leased car………………………………………………………..** 🞏

1. **Who owns or leases the new car?**

Myself, It is a private car ……………………………………….. 🞏

Myself, it was acquired through my own business … 🞏

My employer, it is a company car …………………………. 🞏

1. **Were you offered a test drive in the car BEFORE you finally decided to buy it?**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes: Test drive offered 🞏 | | No: Test drive not offered🞏 | |
| **Did you take it (test drive)?** | | **Would you like to have been offered one?** | |
| Yes 🞏 | No 🞏 | Yes 🞏 | No 🞏 |
|  |  |  |  |

1. **Had you been offered and taken a test drive, do you think from your current experience of this car would you still have bought it?**

|  |  |
| --- | --- |
| Yes:  I would have bought it 🞏 | No:  I would have changed my mind and not bought **it** 🞏 |

1. **Did you obtain any of the following incentives when you bought your new car?**

**Please cross** ⌧ **as many items as apply**

|  |  |
| --- | --- |
| No incentives ……………………………………………………………. | 🞏 |
| Low cost finance ………………………………………………………. | 🞏 |
| Extended finance period …………………………………………… | 🞏 |
| Discounted price ………………………………………………………. | 🞏 |
| Discount, as I/my relative is an employee of a car agent/dealer …………………………………………………………….. | 🞏 |
| Good trade in price for previous car …………………………. | 🞏 |
| Extended Warranty …………………………………………………… | 🞏 |
| Free options/extras ………………………………………………….. | 🞏 |
| Cash-back from dealer ……………………………………………… | 🞏 |
| Zero interest rate on installments………………………….. | 🞏 |
| Free 1st year comprehensive insurance …………………. | 🞏 |
| Free service contract…………………………………………….. | 🞏 |
| Lottery ticket………………………………………………………… | 🞏 |
| Other(Please Specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 🞏 |

1. **Which method did you use to finance the purchase of your new car?**

**Please cross** ⌧ **one box only**

|  |  |
| --- | --- |
| Fully paid from savings (i.e. no loan or finance), with or without a part exchange allowance for my previous car ……………………………………………………………… | 🞏 |
| Finance arranged by the dealer with monthly payments, through the car dealers finance company I am paying off the total amount financed: | |
| * With cash down payment …………………………… | 🞏 |
| * No cash down payment ……………………………… | 🞏 |
| Finance arranged elsewhere (i.e. not through the dealer), with or without a cash deposit: | |
| * Bank car loan/ loan through other financial institutions …………………………………………………. | 🞏 |
| * Islamic finance/ Murabaha ………………………… | 🞏 |
| * Personal loan from a bank ……………………….... | 🞏 |
| * Car is leased/ on long term rental ………………. | 🞏 |
| Don’t know my employer made all arrangements ….... | 🞏 |

1. **What was the total price paid for the new car, after any discount you obtained, but including all delivery charges and the full cost of any options?**

This price should be before deduction of any part exchanges allowance received for your previous car.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| TOTAL PRICE PAID | AED |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Up to Dhs. 30,000 | 🞏 | Dhs. 100,001 - 120,000 | 🞏 |
| Dhs. 30,001 - 40,000 | 🞏 | Dhs. 120,001 - 140,000 | 🞏 |
| Dhs. 40,001 - 50,000 | 🞏 | Dhs. 140,001 - 160,000 | 🞏 |
| Dhs. 50,001 - 60,000 | 🞏 | Dhs. 160,001 - 180,000 | 🞏 |
| Dhs. 60,001 - 70,000 | 🞏 | Dhs. 180,001 - 200,000 | 🞏 |
| Dhs. 70,001 - 80,000 | 🞏 | Dhs. 200,001 - 250,000 | 🞏 |
| Dhs. 80,001 - 90,000 | 🞏 | Dhs. 250,001 - 300,000 | 🞏 |
| Dhs. 90,001 - 100,000 | 🞏 | Over Dhs. 300,000 | 🞏 |

1. **Was your new car delivered on the date originally promised by the dealer?**

|  |  |
| --- | --- |
| Yes ………………………………………………………………………………….. | 🞏 |
| No, but the dealer informed me of the delay in advance… | 🞏 |
| No, and I was not informed of the delay in advance ………… | 🞏 |

1. **If your new car was not delivered to on the date originally promised, how long was the delay?**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Day(s) |

**We will use a 10 points scale, where 10 is completely satisfied and 1 is completely dissatisfied, 6 is just slightly satisfied, 5 is just slightly dissatisfied and other numbers between 6 and 10 indicate different degrees of satisfaction. Numbers between 5 and 1 indicate different degrees of dissatisfaction.**

**Therefore considering the scale of 1-10 can you give me the number that indicates your overall \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Read the statements)**

1. **HOW SATISFIED are you with the DEALER who supplied your new car?**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | **Completely Satisfied** | | **Very**  **Satisfied** | | **Fairly Satisfied** | | **Somewhat dissatisfied** | | **Completely dissatisfied** | |
| **10** | **9** | **8** | **7** | **6** | **5** | **4** | **3** | **2** | **1** |
| **a.** | Your overall satisfaction with the dealer from whom the new car was bought | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| **b.** | Your overall satisfaction with the purchase experience | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| **Rotation** | * The overall appearance of the showroom…………………….. | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * Friendliness of the sales person ………………………………. | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * Competence of the sales person………………………………. | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * Providing information about different models…………………. | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * Providing information about different financing/leasing methods……………………..……………………..…………….. | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * The purchase price and deal negotiated ……………………… | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| **c.** | Your overall satisfaction with the delivery | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| **Rotation** | * The delivery time ……………………..……………………..….. | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * Condition of the car on delivery……………………..…………. | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * Dealer’s hand-over of the car ……………………..…………… | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| * Dealer’s explanation of features and controls………………… | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |
| **d.** | Dealer’s ability to correct any faults | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 |

1. **Since taking delivery of your new car has the dealer contacted you to check your satisfaction?**

Yes No 

**C. REASONS FOR YOUR CHOICE**

1. **Before deciding on your new car, did you consider buying a used car?**

|  |  |
| --- | --- |
| Yes 🞏 | No 🞏 |

1. **Which source did you use to obtain information about your new car?**

**INT: M/A, Please cross** ⌧ **all sources used**

|  |  |
| --- | --- |
|  | **Sources Used** |
| **Internet** | |
| Manufacturer web page ……………………………………… | 🞏 |
| Dealer web page……………………………………………....... | 🞏 |
| Independent internet reports/reviews…………………. | 🞏 |
| Internet blogs/forums………………………………………… | 🞏 |
| **Manufacturer/Dealer Information** | |
| Car brochures/car price buying guide…………………. | 🞏 |
| Attended motor show………………………………………….. | 🞏 |
| Direct mail from dealer/manufacturer.………………… | 🞏 |
| Went to a dealer showroom for information………… | 🞏 |
| **Advertising** | |
| Newspaper ads…………………………………………………… | 🞏 |
| Magazine ads……………………………………………………… | 🞏 |
| TV ads……………………………………………………………….. | 🞏 |
| Radio ads……………………………………………………………… | 🞏 |
| Internet banners/ads……………………………………………. | 🞏 |
| Street Posters Ads………………………………………………… | 🞏 |
| Out of home electronic screens panels………………… | 🞏 |
| Mobile Phone WebPages……………………………………… | 🞏 |
| Dubai Metro Ads………………………………………………… | 🞏 |
| Airport Ads………………………………………………………… | 🞏 |
| **Social Media Advertising via:** | |
| Facebook Ads……………………………………………………… | 🞏 |
| Twitter Ads ………………………………………………………… | 🞏 |
| Youtube Video Ads …………………………………………… | 🞏 |
| Linkedin Ads | 🞏 |
| Skype Ads | 🞏 |
| **Reports/Reviews** | |
| In car magazine/newspaper…………………………………. | 🞏 |
| TV/Radio motoring programme……………………………. | 🞏 |
| **Others** | |
| Recommendation (e.g. friends, relatives, etc)……… | 🞏 |
| Saw the car on the street…………………………………… | 🞏 |
| Already had good knowledge / experience of car… | 🞏 |

1. **Who decided the make and model of your new car?**

**INT: M/A, Please cross** ⌧ **all sources used**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Myself ………………………………………................. | 🞏 |  |  |  |
| Myself, together with another member/s of the family……………………………………........... | 🞏 |  |  | Go to C4 | |
| Another member/s of the family………………. | 🞏 |  |  |
| Company I work for chose the make, but I chose the model myself……………………......... | 🞏 |  |  |  |
| Company I work for decided the make and model………………………………………………………. | 🞏 |  |  |  |

1. **For what reasons did you buy this particular new car rather than some other one?**

|  |
| --- |
|  |
|  |
|  |

**INT: PROBE: any other reason? What else?**

1. **Before finally deciding upon your new car did you consider any other alternative models of new car?**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Yes 🞏 | | |  | | No 🞏 | | | |
|  | |  |  | |  |  | | |
| Please identify below details of the main alternative car (make and model) that you considered. | | |  | | If the car you bought had not existed, please identify below the make and model of new car you most probably would have bought instead. | | | |
|  | |  |  | | |  | |
|  | | | |  | |  | |
| 1. Make |  | | | | | | |
| 1. Model |  | | | | | | |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | 🞏 | 🞏 | 🞏 | 🞏 | 🞏 | | 4 | 5 | 6 | 8 | 12 |  1. Engine Cylinders | | | | | | |
| 1. Gearbox: Automatic ….…🞏 Manual ……..🞏 | | | | | | | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Body style/Number of doors  |  |  |  |  | | --- | --- | --- | --- | | Saloon – 2 Doors | 🞏 | **Coupe – 4 Doors** | 🞏 | | Saloon – 4 Doors | 🞏 | Station/Estate | 🞏 | | Hatchback – 3 Doors | 🞏 | Off Road – 3 Doors | 🞏 | | Hatchback - 5 Doors | 🞏 | Off Road – 5 Doors | 🞏 | | Convertible | 🞏 | Van – 2 Rear Doors | 🞏 | | Coupe – 2 Doors | 🞏 | Van - Tailgate | 🞏 | |

1. **Please confirm the actions you took when considering this main alternative car. If you did not consider an alternative car i.e. YOU ANSWERED NO AT C5. GO DIRECTLY TO D1**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Yes | No |
| **a.** | Did you visit the manufacturer/dealer website? | 🞏 | 🞏 |
| **b.** | Did you inspect this car at the dealer? | 🞏 | 🞏 |
| **c.** | Did you get a quote? | 🞏 | 🞏 |
| **d.** | Did you take a test drive | 🞏 | 🞏 |

1. **Besides the alternative car you just mentioned , which other new car (make and model , if any , did you also consider ?**

|  |  |  |  |
| --- | --- | --- | --- |
| Make |  | **Model** |  |

1. **What were the reasons why you decided not to buy this main alternative car?**

|  |
| --- |
|  |
|  |
|  |

**INT: PROBE any others reason? What else.**

**D. HOW SATISFIED ARE YOU WITH THE NEW CAR**

**We will use a 10 points scale, where 10 is completely satisfied and 1 is completely dissatisfied, 6 is just slightly satisfied, 5 is just slightly dissatisfied and other numbers between 6 and 10 indicate different degrees of satisfactions. Numbers between 5 and 1 indicate different degrees of dissatisfactions.**

1. **Please give me the number that best describes your overall satisfaction with your new car.**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 10  🞏 | 9  🞏 | 8  🞏 | 7  🞏 | 6  🞏 | 5  🞏 | 4  🞏 | 3  🞏 | 2  🞏 | 1  🞏 |

1. **Now I will read out a list of aspects. Please use the scale again to rate each aspect, in terms of your own needs and expectations. Select for each characteristic one number from the scale (1-10) which best describes your satisfaction with that characteristic of your new car.**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Rotations** | | **Completely Satisfied** | | **Very satisfied** | | **Fairly Satisfied** | | **Somewhat Dissatisfied** | | **Completely Dissatisfied** | |
| **10** | **9** | **8** | **7** | **6** | **5** | **4** | **3** | **2** | **1** |
| Exterior styling | |  |  |  |  |  |  |  |  |  |  |
| Overall quality | |  |  |  |  |  |  |  |  |  |  |
| Interior Styling | |  |  |  |  |  |  |  |  |  |  |
| Quality of interior and materials used inside the car | |  |  |  |  |  |  |  |  |  |  |
| Level of standard equipment | |  |  |  |  |  |  |  |  |  |  |
| Safety | |  |  |  |  |  |  |  |  |  |  |
| Value for Money | |  |  |  |  |  |  |  |  |  |  |
| Reliability | |  |  |  |  |  |  |  |  |  |  |
| Fuel economy | |  |  |  |  |  |  |  |  |  |  |
| All round visibility | |  |  |  |  |  |  |  |  |  |  |
| Interior storage space for small items | |  |  |  |  |  |  |  |  |  |  |
| Acceleration | |  |  |  |  |  |  |  |  |  |  |
| Road holding | |  |  |  |  |  |  |  |  |  |  |
| Braking | |  |  |  |  |  |  |  |  |  |  |
| Gearbox | |  |  |  |  |  |  |  |  |  |  |
| Steering | |  |  |  |  |  |  |  |  |  |  |
| Ease of reading instruments | |  |  |  |  |  |  |  |  |  |  |
| Sportiness | |  |  |  |  |  |  |  |  |  |  |
| Prestige/reputation of the manufacturer | |  |  |  |  |  |  |  |  |  |  |
| Appearance of the dashboard | |  |  |  |  |  |  |  |  |  |  |
| Accessibility of the driving controls | |  |  |  |  |  |  |  |  |  |  |
| User friendliness of controls | |  |  |  |  |  |  |  |  |  |  |
| Manoeuvrability | |  |  |  |  |  |  |  |  |  |  |
| Comfort – Front Seats | |  |  |  |  |  |  |  |  |  |  |
| Overall Seat Versatility /functionality | |  |  |  |  |  |  |  |  |  |  |
| Quality of ride | |  |  |  |  |  |  |  |  |  |  |
| Interior roominess | |  |  |  |  |  |  |  |  |  |  |
| Ease of loading and unloading luggage | |  |  |  |  |  |  |  |  |  |  |
| Luggage capacity | |  |  |  |  |  |  |  |  |  |  |
| Ease of entry into and out of the car | |  |  |  |  |  |  |  |  |  |  |
| Environmental friendliness | |  |  |  |  |  |  |  |  |  |  |
| Quietness when driving | |  |  |  |  |  |  |  |  |  |  |
| Body strength and workmanship | |  |  |  |  |  |  |  |  |  |  |
| Freedom from faults so far | |  |  |  |  |  |  |  |  |  |  |
| Freedom from squeaks and rattles | |  |  |  |  |  |  |  |  |  |  |
| Automatic parking system | |  |  |  |  |  |  |  |  |  |  |
| Performance of the air conditioning system in hot weather |  |  |  |  |  |  |  |  |  |  |
| Off road/desert driving |  |  |  |  |  |  |  |  |  |  |

**E. CAR CHARACTERISTICS**

1. **I would like to read-out some expressions that people use to describe cars. As I read these expressions please tell me which items you feel apply to your new car.**

PLEASE CROSS ⌧AS MANY ITEMS AS APPLY.

**Rotations**

|  |  |
| --- | --- |
| Family Oriented |  |
| Youthful |  |
| Sophisticated |  |
| Robust |  |
| Safe |  |
| Powerful |  |
| Sporty |  |
| Functional |  |
| Cool |  |
| Prestigious |  |
| Technologically Advanced |  |
| Economical |  |
| Elegant |  |
| Cute |  |
| Luxurious |  |
| Fun to drive |  |
| Aggressive |  |
| Distinctive |  |
| Traditional |  |
| Environmentally friendly |  |
| Innovative |  |
| Sexy |  |
| Reliable |  |
| Dynamic |  |

**F. HAS ANYTHING GONE WRONG?**

1. **Now I would like to read-out a list of areas where you may have experienced problems with your new car. Please tell me which apply to your car. For Example: has anything broken, stopped working, leaked or fallen- off etc?**

**For each problem that occurred, please also score the severity of the problem:**

**In your own views was it**

* **Light**
* **Fair**
* **Severe**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Area(s) where problem (s) Occurred** | **Mark box if problems**  **Exist** | **Please Check Severity of the problems** | | |
| **LIGHT** | **FAIR** | **SEVERE** |
| **1** | **2** | **3** |
| Paint………………………………………………………………………. |  |  |  |  |
| Rust Proofing ………………………………………………………… | 🞏 | 🞏 | 🞏 | 🞏 |
| Exterior appearance bumpers, doors etc) windows and trim … |  |  |  |  |
| Dust, Water & air tightness: leaks/draughts etc……… |  |  |  |  |
| Body noises , wind noises , vibrations…………………….. |  |  |  |  |
| Operation :of doors /windows/boot lid /bonnet/ tailgate /locks/sunroof/exterior mirrors etc……………. |  |  |  |  |
| Interior: dashboard/seats/carpets/switches/ controls…………………………………………………………………. |  |  |  |  |
| Electrical equipment: lights /instruments /computer/radio/CD … |  |  |  |  |
| Navigation system etc……………………………………………. |  |  |  |  |
| Engine: fuel/ignition/oil/cooling system etc……………………………… |  |  |  |  |
| Air Conditioning, air circulation………………………………. | 🞏 | 🞏 | 🞏 | 🞏 |
| Gearbox, transmission, Clutch, Cruise Control………………………………… |  |  |  |  |
| Brakes, Air Bags.:………………………………………………………………….. |  |  |  |  |
| Steering and wheels:……………………………………………… |  |  |  |  |
| Suspension:……………………………………………………………. |  |  |  |  |
| Exhaust System:………………………………..…………………… |  |  |  |  |
| Other problems ;(Please describe)…………………………. |  |  |  |  |
| NO PROBLEMS AT ALL……………………………………………. |  |  |  |  |

1. **Have you been without the use of your car as a result of any of the faults identified above?**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | Day(s) |

No………………………………………………Yes, ……………I was without the car for a total of

**G. YOUR PREVIOUS CAR**

1. **Which of the following statements best describes your NEW car?**

|  |  |  |
| --- | --- | --- |
| Before we acquired the new car we didn’t have a car in our household |  | **GO to H1** |
| The new car was acquired in addition to an existing car not as a replacement for it |  | **GO to H1** |
| The New car was acquired to replace a previous car …… |  | **Go to G3** |
| * Of the same make |  | **Go to G2** |
| * Of a different make |  |

1. **Why didn’t you choose the same make as before?**

**Please identify all your reasons for not buying this make again.**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

1. **Please identify below details of your previous car.**

|  |  |
| --- | --- |
| 1. Make |  |
| 1. Model |  |
| 1. Version |  |
| 1. Engine Size  |  |  |  |  |  | | --- | --- | --- | --- | --- | | Up to 1000cc | 🞏 |  | 2501 – 3000cc | 🞏 | | 1001 – 1300cc | 🞏 |  | 3001 – 5000cc | 🞏 | | 1301 – 1750cc | 🞏 |  | Over 5000cc | 🞏 | | 1751 – 2000cc | 🞏 |  | Don’t Know | 🞏 | | 2001 – 2500cc | 🞏 |  |  |  | | |

1. **How many Kms in total was this car driven whilst you had it?**

**Note: if the car was bought used, please take the difference between the kms. When the car was bought and when it was sold.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  | KMS |

1. **Did you sell your previous car to the same dealer where you bought your new car?**

|  |  |
| --- | --- |
| It was sold to the dealer where I bought my new car. |  |
| I sold it to another dealer ………………….……………………. |  |
| I sold it privately (not to my family/relative)……………. |  |
| I sold or gave it to my family /relative who does not live with me……………………………………………………………. |  |
| I sold or gave it to my family /relative who lives with me …………………………………………………………………………. |  |
| Lease expired /returned to leasing company…………… |  |
| Retained by company.…………………………………………….. |  |
| Sold at auction………………………………………………………… |  |
| The Car was scrapped……………………………………………… |  |
| Exported the car to my home country…………………….. |  |
| Something else……………………………………………………….. |  |
| Don’t Know…………………………………………………………….. |  |

**H. ABOUT YOURSELF – THE MAIN DRIVER OF THE NEW CAR**

The personal information requested in this section is for classification purposes only. Your answers will those of other car buyers and will only be analyzed at an aggregated level.

1. **Are you……..?**

Male…………………..Female…………………..

1. **How old are you?**

|  |  |  |
| --- | --- | --- |
|  |  | years |

Age

|  |  |
| --- | --- |
| **Age Group** | |
| 18 - 19 years | 🞏 |
| 20 - 24 years | 🞏 |
| 25 - 29 years | 🞏 |
| 30 - 34 years | 🞏 |
| 35 - 39 years | 🞏 |
| 40 - 44 years | 🞏 |
| 45 - 49 years | 🞏 |
| 50 - 54 years | 🞏 |
| 55 - 59 years | 🞏 |
| 60 - 64 years | 🞏 |
| Over 65 + years | 🞏 |

1. **Are You Married?**

Yes…………………… No………………………..

1. **Ethnic Group**

|  |  |
| --- | --- |
| UAE Nationals | 🞏 |
| Egyptian | 🞏 |
| Lebanese | 🞏 |
| Sudanese | 🞏 |
| Jordanian | 🞏 |
| Palestinian | 🞏 |
| Syrian | 🞏 |
| Yemeni | 🞏 |
| Other Arabs | 🞏 |
| Indian | 🞏 |
| Sri-Lankan | 🞏 |
| Pakistani | 🞏 |
| Bangladeshi | 🞏 |
| Filipino | 🞏 |
| European | 🞏 |
| American | 🞏 |
| Other Non-Arabs | 🞏 |

1. **Including yourself, how many people normally live in your household? Please write in the appropriate number for each of the categories below.**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| TOTAL number of people in the household (including yourself)………………………………. | | | | | | | | | | | | | | | | | | | | | |  |
| 🞏 | 🞏 | | | 🞏 | | | 🞏 | | 🞏 | | 🞏 | | 🞏 | | 🞏 | | | 🞏 | | | 🞏 | |  |  | | --- | --- | |  |  | |
| 1 | 2 | | | 3 | | | 4 | | 5 | | 6 | | 7 | | 8 | | | 9 | | | 10 |  |
| Number of adults (including yourself) | | | | | | | | | | | | | | | | | | | | | |  |
| 🞏 | | | 🞏 | | | 🞏 | | | | 🞏 | | 🞏 | | | | 🞏 | | | 🞏 | | | |  |  | | --- | --- | |  |  | |
| 1 | | | 2 | | | 3 | | | | 4 | | 5 | | | | 6 | | | 7 | | |  |
| Number of Children (aged 17 or less) | | | | | | | | | | | | | | | | | | | | | |  |
| 🞏 | | | 🞏 | | | 🞏 | | | | 🞏 | | 🞏 | | | | 🞏 | | | 🞏 | | | |  |  | | --- | --- | |  |  | |
| 1 | | | 2 | | | 3 | | | | 4 | | 5 | | | | 6 | | | 7 | | |  |
| Of Which : | | | | | | | | | | | | | | | | | | | | | |  |
| Children aged under 3 years | | | | | | | | | | | | | | | | | | | | | |  |
|  | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | |  |
|  | | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | | 6 | | | 7 | |  |
| Children aged 3-9 years | | | | | | | | | | | | | | | | | | | | | |  |
|  | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | |  |
|  | | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | | 6 | | | 7 | |  |
| Children aged 10-14 years | | | | | | | | | | | | | | | | | | | | | |  |
|  | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | |  |
|  | | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | | 6 | | | 7 | |  |
| Children aged 15-17 years | | | | | | | | | | | | | | | | | | | | | |  |
|  | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | | | 🞏 | |  |
|  | | 1 | | | 2 | | | 3 | | | 4 | | | 5 | | | 6 | | | 7 | |  |

1. **Are you:**

|  |  |
| --- | --- |
| Head of household  Main wage earner of this household | 🞏 |
| Spouse of main wage earner | 🞏 |
| Other member | 🞏 |

1. **Which of the following best describes your final level of full time education or training?**

|  |  |  |
| --- | --- | --- |
|  | Yourself | Head of household |
| Primary Completed |  |  |
| Intermediate Completed |  |  |
| Secondary School completed |  |  |
| Higher Education (not Completed University) |  |  |
| University (first degree e.g. BA, BSC, etc…) |  |  |
| University (higher degree e.g. MA, MSC, PHD ,etc) |  |  |

1. **Do you have access to the internet:**

|  |  |
| --- | --- |
| At home | 🞏 |
| At work | 🞏 |
| At place of education | 🞏 |
| On mobile phone | 🞏 |
| OR |  |
| None don’t have access to internet | 🞏 |

1. **Which of the following you use:**

|  |  |
| --- | --- |
| Facebook | 🞏 |
| Twitter | 🞏 |
| YouTube | 🞏 |
| Linkedin | 🞏 |
| Skype | 🞏 |
| Whatsapp | 🞏 |
| Instagram | 🞏 |
| Search Engines (Google, Yahoo, etc…) | 🞏 |

1. **Please cross the box which best classifies your current occupation and that of your Partner**

**PLEASE CROSS** ⌧ **ONE BOX ONLY FOR EACH**

|  | **Yourself** | **Head of Household** |
| --- | --- | --- |
| **Self Employed** | | |
| Owner of a company with 10 or more employees……………………………………….. | 🞏 | 🞏 |
| Owner of a small business, shop, farm etc… with less than 10 employees…….. | 🞏 | 🞏 |
| Professional (e.g. Doctor, Lawyer, Architect, Accountant etc.)……………….. | 🞏 | 🞏 |
| Tradesman/Craftsman (e.g. Builder, Plumber, Painter, Electrician etc…)……. | 🞏 | 🞏 |
| **Employed – Public Sector** | | |
| Senior Civil Servant/Professional………. | 🞏 | 🞏 |
| Senior Manager/Manager/ Supervisory………………………………………. | 🞏 | 🞏 |
| Public Services – Healthcare, Teaching, Police, Armed Forces etc....................... | 🞏 | 🞏 |
| Clerical Worker…………………………………. | 🞏 | 🞏 |
| Manual Worker………………………………… | 🞏 | 🞏 |
| **Employed – Private Sector** | | |
| Company Director/Professional………… | 🞏 | 🞏 |
| Senior Manager/Manager/ Supervisory………………………………………. | 🞏 | 🞏 |
| Clerical Worker ………………………………… | 🞏 | 🞏 |
| Manual Worker………………………………… | 🞏 | 🞏 |
| **Other** | | |
| Housewife/Househusband ……………….. | 🞏 | 🞏 |
| Student…………………………………………….. | 🞏 | 🞏 |
| Retired……………………………………………… | 🞏 | 🞏 |
| Without work/Unemployed……………… | 🞏 | 🞏 |
| Other………………………………………………… | 🞏 | 🞏 |

**I. YOUR VIEWS ON MOTORING**

1. **I have here a set of statements that describe views and attitudes of people towards motoring: as I read each statement please tell me if you agree strongly, agree, disagree or disagree strongly, we have not made provision for neither agree/ nor disagree so please give us your views freely.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Please give me one answer for each statement** | **Agree**  **Strongly** | **Agree** | **Disagree** | **Disagree**  **Strongly** |
| I like looking at beautiful Cars |  |  |  |  |
| I Consider a car to be a means of transport rather than a source of pleasure |  |  |  |  |
| A highly versatile interior is important to me |  |  |  |  |
| I would pay more to have the very latest safety technology |  |  |  |  |
| A car allows me to express my personality |  |  |  |  |
| I like cars with classic lines and traditional styling |  |  |  |  |
| Having good legroom and comfortable passenger seats is essential in my car |  |  |  |  |
| When I buy a car I choose the least expensive one that meets my needs |  |  |  |  |
| I like cars that offer an active , sporty driving experience |  |  |  |  |
| When buying a car I like having the impression that the manufacturer built in the most modern technology available |  |  |  |  |
| I like cars with distinctive styling |  |  |  |  |
| I see my car as my personal space where I can escape from the pressures of everyday life |  |  |  |  |
| The type of car I am driving needs to reflect my social position |  |  |  |  |
| I would like my car to be fitted with the latest entertainment equipment |  |  |  |  |
| I like a high driving position so I can see all around me |  |  |  |  |
| For me cars are causing many of the environmental problems |  |  |  |  |
| When I buy a car , being able to transport large items is important |  |  |  |  |
| As far as cars are concerned , I am always looking for an innovative model |  |  |  |  |
| It is very important that I feel safe and secure in my car |  |  |  |  |
| I would pay more for environmentally friendly features |  |  |  |  |

**J. YOUR OVERALL VIEWS ABOUT YOUR NEW CAR**

1. **Taking account of your experience so far, please use the scale below to identify how likely you are to recommend your new car and / or the dealer who supplied the car to friends, relatives or business colleagues.**

PLEASE CROSS ⌧ ONLY ONE BOX FOR EACH ITEM

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Definitely would** | **Probably would** | **Probably Would not** | **Definitely Would not** |
| Recommend your new car |  |  |  |  |
| Recommend the make of your new car |  |  |  |  |
| Recommend the dealer where you bought your new car |  |  |  |  |

**K. INFORMATION FOR CLASSIFICATION PURPOSES ONLY**

**The following personal information is requested for classification only. Your answers will be combined with those car buyers and will only be analyzed at an aggregated level. It would be appreciated if you could please answer the final questions.**

1. **Where do you live? (Type of residency)**

Is your dwelling/ house:

|  |  |
| --- | --- |
| Apartment in Building | 🞎 |
| Single house/Villa | 🞎 |

Is your house within:

|  |  |
| --- | --- |
| Gated community compound | 🞎 |
| Individual buildings | 🞎 |
| Others | 🞎 |

1. **Which of the following best describes the place where you live?**

|  |  |
| --- | --- |
| City |  |
| Town |  |
| Suburbs |  |
| Village/Rural |  |

1. **What is the average monthly income of your household, including allowances and other benefits?**

|  |  |
| --- | --- |
| Under 5,000 AED |  |
| AED 5,001 -10,000 |  |
| AED 10,001 – 15,000 |  |
| AED 15,001-20,000 |  |
| AED 20,001-30,000 |  |
| AED 30,001-50,000 |  |
| More than AED 50,000 |  |

**---------- THANK YOU ---------**