

SAMPLE / ENGLISH

FOR OFFICE USE ONLY
Enter AutoAdMax ID# here

1. Today's Date ___ / ___ / ___ Did you: Purchase Lease Test Drive Get Information Service/Repair

2. Vehicle New Used Make _____ Year _____ Model _____

3. Did you Trade In a Vehicle? YES NO Make _____ Year _____ Model _____

4. Which other Dealerships did you visit before coming here? Please list in the order visited.
1. _____ 2. _____ 3. _____ 4. _____ 5. _____ NONE

5. Did you use the Internet while shopping for your vehicle? If YES, which Website(s) did you visit and which information did you research?
 YES NO 1. _____ 2. _____ 3. _____
 Vehicle Price Dealership Locator Vehicle Features Vehicle Ratings/Reviews Model Comparisons Trade-in Value Other: _____

6. Which Newspaper(s) do you read most often? What day(s)?
1. _____ Mon Tue Wed Thu Fri Sat Sun
2. _____ Mon Tue Wed Thu Fri Sat Sun
 NONE

7. Did you read the Automobile Classified Ads in the Newspaper while shopping for your vehicle?
 YES NO If YES, which Newspaper(s) and which day(s):
1. _____ Mon Tue Wed Thu Fri Sat Sun
2. _____ Mon Tue Wed Thu Fri Sat Sun

8. Which Radio Station(s) do you listen to most often? What time(s) do you listen to each Station?
1. _____ 6am-10am 10am-3pm 3pm-7pm 7pm-12m 12m-6am
2. _____ 6am-10am 10am-3pm 3pm-7pm 7pm-12m 12m-6am
3. _____ 6am-10am 10am-3pm 3pm-7pm 7pm-12m 12m-6am
 NONE

9. Which of these do you listen to?
 FM/AM Satellite (e.g. XM/Sirius) MP3 Player (e.g. iPod) CD Cassette Podcasts Other: _____ NONE

10. Which TV Network(s) do you watch most often?

<input type="checkbox"/> A&E	<input type="checkbox"/> Comedy Central	<input type="checkbox"/> Fox Sports 2	<input type="checkbox"/> mun2	<input type="checkbox"/> TBS
<input type="checkbox"/> ABC	<input type="checkbox"/> Court TV	<input type="checkbox"/> FX	<input type="checkbox"/> National Geographic	<input type="checkbox"/> Tech TV
<input type="checkbox"/> ABC Family	<input type="checkbox"/> CW	<input type="checkbox"/> Galavision	<input type="checkbox"/> NBC	<input type="checkbox"/> Telemundo
<input type="checkbox"/> AMC	<input type="checkbox"/> Discovery	<input type="checkbox"/> Game Show Network	<input type="checkbox"/> Nick at Nite	<input type="checkbox"/> TLC
<input type="checkbox"/> Animal Planet	<input type="checkbox"/> Disney	<input type="checkbox"/> Golf Channel	<input type="checkbox"/> Nickelodeon	<input type="checkbox"/> TNT
<input type="checkbox"/> The Auto Channel	<input type="checkbox"/> DIY	<input type="checkbox"/> Goodlife	<input type="checkbox"/> Outdoor Channel	<input type="checkbox"/> Travel Channel
<input type="checkbox"/> Azteca America	<input type="checkbox"/> E! Entertainment	<input type="checkbox"/> Hallmark Channel	<input type="checkbox"/> Outdoor Life Network	<input type="checkbox"/> Turner Classic Movies
<input type="checkbox"/> BET	<input type="checkbox"/> ESPN	<input type="checkbox"/> HBO	<input type="checkbox"/> Ovation	<input type="checkbox"/> TV Guide
<input type="checkbox"/> Bloomberg	<input type="checkbox"/> ESPN2	<input type="checkbox"/> Health Channel	<input type="checkbox"/> Oxygen	<input type="checkbox"/> TV Land
<input type="checkbox"/> Bravo	<input type="checkbox"/> ESPN Classic	<input type="checkbox"/> HGTV	<input type="checkbox"/> PBS	<input type="checkbox"/> Univision
<input type="checkbox"/> Cartoon	<input type="checkbox"/> ESPNews	<input type="checkbox"/> History	<input type="checkbox"/> Sci Fi Channel	<input type="checkbox"/> USA
<input type="checkbox"/> CBS	<input type="checkbox"/> Fine Living	<input type="checkbox"/> Inspiration Network	<input type="checkbox"/> Showtime	<input type="checkbox"/> VH-1
<input type="checkbox"/> CMT	<input type="checkbox"/> Food Network	<input type="checkbox"/> Lifetime TV	<input type="checkbox"/> Speed Channel	<input type="checkbox"/> Weather Channel
<input type="checkbox"/> CNBC	<input type="checkbox"/> FOX	<input type="checkbox"/> MSNBC	<input type="checkbox"/> Spike TV	<input type="checkbox"/> WGN Superstation
<input type="checkbox"/> CNN	<input type="checkbox"/> Fox News	<input type="checkbox"/> MTV	<input type="checkbox"/> Style Network	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Comcast SportsNet	<input type="checkbox"/> Fox Sports		<input type="checkbox"/> TBN	<input type="checkbox"/> NONE

11. Which of these do you currently use?
 Cable Satellite (e.g. Dish/DirectTV) Digital Video Recorder (e.g. TIVO) Antenna (Local Broadcast) Other _____ NONE

12. Which Local News Channel(s) do you watch most often? What time(s) do you watch the Local News?
1. _____ AM Noon 4pm 5pm 6pm 9pm 10pm 11pm
2. _____ AM Noon 4pm 5pm 6pm 9pm 10pm 11pm
3. _____ AM Noon 4pm 5pm 6pm 9pm 10pm 11pm
 NONE

13. Which advertising did you see or hear that prompted you to visit us?
1. _____ 2. _____ 3. _____ NONE

14. Rate each factor by importance (5 is highest), when making your decision where to purchase or lease your vehicle:
Location: 5 4 3 2 1 Price: 5 4 3 2 1 Salesperson: 5 4 3 2 1 Vehicle in Stock: 5 4 3 2 1 Service Department: 5 4 3 2 1

15. Your Zip Code _____ City _____ Gender: Male Female Age: 16-24 25-34 35-44 45-54 55-64 65+

16. Your Race/Ethnicity: White Black/African American Hispanic/Latino Asian Other _____

We value your opinion! Thank you for your input.

Dealership Code _____