

Nissan Car Qualitative Survey

Hi, My name is XXX and I am a student at Trident University and we are conducting a car study. I would appreciate it if you would answer a few questions. Is that ok?

1. Do you currently own a Nissan Altima??
 - a. If NO, thank respondent and terminate the interview.
 - b. If YES, complete the interview.

2. Please describe the car you own:
 - a. Model _____
 - b. Year _____

3. How many years have you owned this car _____

4. What features did you look at when you buy this car? (**You may need to ask some probing questions in order to get more insights on the features/values the interviewee considered such as the following two questions; the specific probing questions you ask depends on the charge you have for your research project**)
 - ▶ Can you explain the values associated with the feature you look at?

 - ▶ Why did you look at this feature?

5. Where did you find the information on this car before your buy it? (**You may need to ask some probing questions in order to get more insights on the features/values the interviewee considered such as the following two questions; the specific probing questions you ask depends on the charge you have for your research project**)
 - ▶ What are the specific messages you got from the ads or personal communication (If they mentioned a TV commercial, an online ads or friend referral and etc)?

 - ▶ What attracted you to this specific brand, instead of other competing brand?

6. Where did you buy this care? (**You may need to ask some probing questions in order to get more insights on the features/values the interviewee considered such as the following two questions; the specific probing questions you ask depends on the charge you have for your research project**)
 - ▶ Why did you decide to buy the car there?

 - ▶ What else did you consider when making the final purchase decision?

7. What is your gender?
 Male Female

8. Which of the following age categories do you fall in?
 20 and below 21-30 31-40 41-50 51-60 61 and over

9. Please indicate which of the following categories describes your educational level at this point in time.
 High school diploma or equivalent
 Associate's degree
 Bachelor's degree

___Master's degree

___Ph.D or other terminal degree

10. Which of the following categories includes your total family income during the last calendar year from all sources before taxes? Stop me when I read your category.

___ \$50,000 and below

___ \$60,001 to \$70,000

___ \$70,001 to \$80,000

___ \$80,001 to \$90,000

___ \$90,001 to \$100,000

___ \$100,001 and over

___ Refused or don't know