

Car owner survey

Tell us about the car you drive most and the one you might buy next. It takes about five minutes.

Location

Date

For each statement, tick one box from 1 (strongly disagree) to 5 (strongly agree).

1 What type of car do you drive most?

☐ Sedan or hatchback ☐ SUV or crossover ☐ Pickup truck ☐ Minivan or van ☐ Sports car or coupe

2 How did you get this car?

☐ Bought new ☐ Bought used ☐ Leased ☐ Company car ☐ From family

3 What powers it?

☐ Gasoline ☐ Diesel ☐ Hybrid ☐ Plug-in hybrid ☐ Fully electric

4 How long have you had it?

☐ Under 1 year ☐ 1 to 2 years ☐ 3 to 5 years ☐ 6 to 10 years ☐ Over 10 years

5 Which of these gave you trouble in the past 12 months? (tick all that apply)

☐ Engine or motor ☐ Transmission ☐ Battery or charging ☐ Brakes ☐ Electrical
☐ Screen, audio or apps ☐ Heating or air ☐ Body, paint or trim ☐ None of these

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
6 My car is comfortable on my usual trips.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
7 Running my car costs about what I expected.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
8 My car feels safe to drive.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
9 The screen and controls are easy to use.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
10 I would buy the same make and model again.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
11 When do you expect to replace this car?	☐ Within a year ☐ In 1 to 2 years ☐ In 3 to 5 years ☐ Not for 5+ years ☐ Not planning another				

12 If you could change one thing about your car, what would it be?

Optional questions (1 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Choosing the next car

13 Will your next car be new or used?

- ☐ New ☐ Nearly new ☐ Used from a dealer ☐ Used, private sale ☐ Not sure yet

14 What will power your next car?

- ☐ Gasoline or diesel ☐ Hybrid ☐ Plug-in hybrid ☐ Fully electric ☐ Not sure yet

15 Which body style are you most likely to choose?

- ☐ Sedan or hatchback ☐ SUV or crossover ☐ Pickup truck ☐ Minivan ☐ Sports car

16 What is your budget for it?

- ☐ Under \$15,000 ☐ \$15,000 to \$29,999 ☐ \$30,000 to \$44,999 ☐ \$45,000 to \$59,999
☐ \$60,000 or more

17 Which will matter most when you choose? (tick all that apply)

- ☐ Price ☐ Reliability ☐ Fuel or charging costs ☐ Safety ratings ☐ Space ☐ Tech and screens
☐ Brand ☐ Resale value

18 Where will you research it? (tick all that apply)

- ☐ Review sites ☐ YouTube ☐ Brand websites ☐ Dealer visits ☐ Friends and family ☐ Forums

19 How will you pay for it?

- ☐ Cash ☐ Dealer finance ☐ Bank or credit union loan ☐ Lease ☐ Not sure yet

20 Which models are on your shortlist?

Thank you. Your answers are anonymous.

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Optional questions (2 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Running costs and upkeep

21 About how much do you spend on fuel or charging a month?

- ☐ Under \$50 ☐ \$50 to \$99 ☐ \$100 to \$199 ☐ \$200 to \$299 ☐ \$300 or more

22 How far do you drive in a typical week?

- ☐ Under 50 miles ☐ 50 to 149 miles ☐ 150 to 299 miles ☐ 300+ miles ☐ Not sure

23 Where is your car usually serviced?

- ☐ At a dealer ☐ Independent garage ☐ Chain or quick service ☐ I do it myself ☐ It rarely is

24 How many unplanned repairs did it need in the past 12 months?

- ☐ None ☐ One ☐ Two ☐ Three or more ☐ Not sure

25 Which cost surprised you most this year?

- ☐ Insurance ☐ Fuel or charging ☐ Repairs ☐ Tires ☐ None did

Electric and hybrid

26 What would stop you choosing an electric car next? (tick all that apply)

- ☐ Purchase price ☐ Range ☐ Charging at home ☐ Charging on trips ☐ Battery life
☐ Resale value ☐ Nothing would

27 Could you charge a car where you park at home?

- ☐ Yes, I have a charger ☐ Yes, a regular outlet ☐ No ☐ Not sure

28 If you drive a plug-in car, where do you charge most?

- ☐ At home ☐ At work ☐ Public fast chargers ☐ Public slower chargers ☐ I do not drive one

Optional questions (3 of 3)

Add any of these to the core questions. Keep the numbering running on from page one.

Electric and hybrid (continued)

29 How easy is it to find a working public charger?

☐ Very easy ☐ Fairly easy ☐ Fairly hard ☐ Very hard ☐ I never need one

If you bought in the last year

30 Where did you buy your car?

☐ Franchise dealer ☐ Independent dealer ☐ Private seller ☐ Online retailer ☐ Somewhere else

STATEMENT	STRONGLY DISAGREE				STRONGLY AGREE
31 The full price was clear before I signed.	1	2	3	4	5
32 Nobody pushed me into extras I did not want.	1	2	3	4	5
33 The car was clean and ready at handover.	1	2	3	4	5
34 What almost made you buy somewhere else?					

About you (optional)

35 Which age group are you in?

☐ Under 25 ☐ 25 to 34 ☐ 35 to 49 ☐ 50 to 64 ☐ 65 or older

36 How many cars does your household have?

☐ One ☐ Two ☐ Three or more

37 Which best describes where you live?

☐ A big city ☐ A suburb ☐ A small town ☐ A rural area

Thank you. Your answers are anonymous.

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