

Automobile Buyer Feedback Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Answer about the vehicle purchase or lease completed with the named dealership during the past 30 days. All questions are optional. Do not include names, VINs, account numbers, loan details or formal complaint evidence.

1. Which path best describes the transaction?

- ☐ Purchased a new vehicle
- ☐ Purchased a used vehicle
- ☐ Leased a vehicle
- ☐ Another completed path
- ☐ Prefer not to say

2. How easy was it to find the vehicle and information you needed?

- ☐ Very difficult
- ☐ Somewhat difficult
- ☐ Neither difficult nor easy
- ☐ Somewhat easy
- ☐ Very easy
- ☐ I am not sure

3. How clearly were the total price, fees and optional services explained before you agreed?

- ☐ Very unclearly
- ☐ Somewhat unclearly
- ☐ Neither unclearly nor clearly
- ☐ Somewhat clearly
- ☐ Very clearly
- ☐ Not applicable

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4. How well did the sales process account for your stated needs?

- ☐ Not at all
- ☐ Slightly
- ☐ Moderately
- ☐ Very well
- ☐ Completely
- ☐ I did not state specific needs

5. How clear were the next steps before you left with the vehicle?

- ☐ Very unclear
- ☐ Somewhat unclear
- ☐ Neither unclear nor clear
- ☐ Somewhat clear
- ☐ Very clear
- ☐ I did not receive next steps

6. Which step most needs review?

- ☐ Initial research or contact
- ☐ Test drive
- ☐ Trade-in
- ☐ Price or fees
- ☐ Financing explanation
- ☐ Contract paperwork
- ☐ Vehicle handover
- ☐ Follow-up
- ☐ No step needs review

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7. What one change would improve the automobile buying experience?

Please do not include names, VINs, account numbers or loan details.
