

Car Buyer Information Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about your next vehicle decision within the period named by the organizer. All questions are optional. Do not include financial account or contact details.

1. When are you most likely to obtain your next vehicle?

- ☐ Within 3 months
- ☐ In 4–6 months
- ☐ In 7–12 months
- ☐ More than 12 months from now
- ☐ I am considering options but have no timeline
- ☐ I am not currently planning to obtain a vehicle

2. Which vehicle category are you mainly considering?

- ☐ Passenger car
- ☐ SUV or crossover
- ☐ Pickup truck
- ☐ Van or people carrier
- ☐ No category preference yet
- ☐ Another category

3. Which criterion matters most in your current comparison?

- ☐ Total cost
- ☐ Safety
- ☐ Reliability
- ☐ Fuel or energy use
- ☐ Performance
- ☐ Comfort or space
- ☐ Environmental impact
- ☐ Another criterion

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4. Which information is hardest for you to compare across vehicles?

- ☐ Price or financing
- ☐ Safety information
- ☐ Reliability or maintenance
- ☐ Fuel economy, range or charging
- ☐ Performance
- ☐ Passenger or cargo space
- ☐ Environmental information
- ☐ Another topic
- ☐ Not sure

5. Which source would you use first for that information?

- ☐ Manufacturer information
- ☐ A dealer
- ☐ An independent review or comparison site
- ☐ A government rating or label
- ☐ A current owner or personal contact
- ☐ Social media or an online community
- ☐ Another source

6. How confident are you that you currently have enough information to narrow your options?

- ☐ Not at all confident
- ☐ Slightly confident
- ☐ Moderately confident
- ☐ Very confident
- ☐ Extremely confident

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7. What comparison detail would be most useful to see next?
