

Are you:

- ☐ Male
- ☐ Female

Which of the following categories includes your age?

- ☐ Under age 18 [END SURVEY]
- ☐ 18 to 24
- ☐ 25 to 34
- ☐ 35 to 44
- ☐ 45 to 54
- ☐ 55 to 64
- ☐ 65 or older

In which region of the United States do you live?

- ☐ Midwest – IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI
- ☐ Northeast – CT, DC, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT
- ☐ Southeast – AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, VA, WV
- ☐ Southwest – AZ, NM, OK, TX
- ☐ West – AK, CA, CO, HI, ID, MT, NV, OR, UT, WA, WY
- ☐ None of the above [END SURVEY]

What is your total annual household income before taxes?

- ☐ Less than \$35,000
- ☐ \$35,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 or more

Have you actively shopped for a NEW car within the past 3 months?

- ☐ Yes
- ☐ No [END SURVEY]

Are you a household decision maker for buying or leasing cars?

- ☐ Yes
- ☐ No [END SURVEY]

Have you bought or leased a NEW car within the past 3 months?

- ☐ Yes
- ☐ No

How many children under the age of 18 are currently living in your household?

- ☐ None
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5 or more