



AMERICAN CUSTOMER SATISFACTION INDEX

Automobile Version

(To begin/Next), think back to before you (INSERT PURCHASED/OR LEASED) your (INSERT SELECTED MAKE/MODEL FROM SCREENER) and remember your expectations about that particular vehicle. I am going to ask you three questions about your expectations. (READ IF FIRST SEGMENT: The first concerns your expectations of the overall quality of your (INSERT SELECTED MAKE/MODEL FROM SCREENER); the other two consider your expectations of specific requirements of the vehicle, and your expectations of potential problems with the vehicle) Each time we will use a scale of 1 to 10, although the meaning of the scale will change slightly from question to question.

Let's begin:

- Q1. Before you (INSERT PURCHASED/OR LEASED) your (INSERT SELECTED MAKE/MODEL FROM SCREENER), you probably knew something about this particular vehicle. Now think back and remember your expectations of the overall quality of the vehicle. Please give me a rating on a 10 point scale on which "1" means your expectations were "not very high" and "10" means your expectations were "very high."

How would you rate your expectations of the overall quality of [INSERT SELECTED MAKE/MODEL FROM SCREENER]?

[RECORD RATING 1 - 10]: ____

11 Don't know
12 Refused

{ROTATE Q2 AND Q3}

- Q2. (Again/At that same time), you probably thought about things you personally require from a vehicle, such as performance, attractiveness, and features. Using the 10 point scale on which "1" now means "not very well" and "10" means "very well," how well did you expect your (INSERT SELECTED MAKE/MODEL FROM SCREENER) to meet your personal requirements?

[RECORD RATING 1 - 10]: ____

11 Don't know
12 Refused

Q3. (Again/At that same time), thinking about your expectations before you (INSERT PURCHASED/OR LEASED) your (INSERT SELECTED MAKE/MODEL FROM SCREENER)...you probably thought about how often things could go wrong with the vehicle, regarding such things as performance, attractiveness, and features. Using the 10 point scale, on which "1" now means "very often" and "10" means "not very often," how often did you expect that things could go wrong with your (INSERT SELECTED MAKE/MODEL FROM SCREENER).

[RECORD RATING 1 - 10]: _____

11 Don't know

12 Refused

Up to this point I have asked you about your expectations prior to your recent experiences with your [INSERT SELECTED MAKE/MODEL FROM SCREENER]. Now I am going to ask you several questions about your ACTUAL EXPERIENCES with [INSERT SELECTED MAKE/MODEL FROM SCREENER]. Some deal with your overall experience with the product itself. Others are about your experience with service for that product.

Q4P. First, please consider all your experiences in the last three years with your (INSERT SELECTED MAKE/MODEL FROM SCREENER). Using a 10 point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the overall quality of your (INSERT SELECTED MAKE/MODEL FROM SCREENER)?

[RECORD RATING 1 - 10]: _____

11 Don't know

12 Refused

Q4S. Now, please consider all your experiences in the last three years with service for your (INSERT SELECTED MAKE/MODEL FROM SCREENER). Using a 10 point scale, on which "1" means "not very high" and "10" means "very high," how would you rate the overall quality of service you have received for the (INSERT SELECTED MAKE/MODEL FROM SCREENER)?

[RECORD RATING 1 - 10]: _____

11 Don't know

12 Refused

{RANDOMIZE Q5 AND Q6 SERIES}
{BLOCK Q5P/Q5S AND Q6P/Q6S}

Q5P. Now, thinking about your personal requirements for a vehicle, such as performance, attractiveness, and features, please tell me how well your (INSERT SELECTED MAKE/MODEL FROM SCREENER) has actually met your requirements. Using a 10 point scale on which "1" now means "not very well" and "10" means "very well," how well has your (INSERT SELECTED MAKE/MODEL FROM SCREENER) actually met your personal requirements?

[RECORD RATING 1 - 10]: _____

11 Don't know
12 Refused

Q5S. Now, thinking about your personal requirements for service for your vehicle, such as convenience of arranging service, accessibility of location, and communication with service personnel, please tell me how well service for your (INSERT SELECTED MAKE/MODEL FROM SCREENER) actually met your personal requirements. Using a 10 point scale where "1" now means "not very well" and "10" means "very well," how well has service for your vehicle met your personal requirements?

[RECORD RATING 1 - 10]: _____

11 Don't know
12 Refused

Q6P. Now, please think about how often things go wrong with your (INSERT SELECTED MAKE/MODEL FROM SCREENER) regarding such things as performance, attractiveness, and features. Use the 10 point scale on which "1" now means "very often," and "10" means "not very often," how often have things actually gone wrong with your (INSERT SELECTED MAKE/MODEL FROM SCREENER)?

[RECORD RATING 1 - 10]: _____

11 Don't know
12 Refused

Q6S. Now, please think about how often things go wrong with the service for your (INSERT SELECTED MAKE/MODEL FROM SCREENER) regarding such things as arranging service, location of service, and communication with service personnel. Using the 10 point scale on which "1" now means "very often," and "10" means "not very often," how often have things actually gone wrong with the service for your (INSERT SELECTED MAKE/MODEL FROM SCREENER)?

[RECORD RATING 1 - 10]: _____

11 Don't know
12 Refused

Q7. [NOT ASKED]

Q8. [NOT ASKED]

Now I want you to consider the value of your (INSERT SELECTED MAKE/MODEL FROM SCREENER) in terms of both (ROTATE: PRICE AND QUALITY/QUALITY AND PRICE).

(ROTATE Q9 AND Q10)

Q9. (FIRST/NEXT) Given the quality of your (INSERT SELECTED MAKE/MODEL FROM SCREENER), how would you rate the price that you paid for your vehicle? Please use a 10 point scale on which "1" means "very poor price given the quality" and "10" means "very good price given the quality."

[RECORD RATING 1 - 10]: _____

11 Don't know
12 Refused

Q10. (FIRST/NEXT) Given the price that you paid for your (INSERT SELECTED MAKE/MODEL FROM SCREENER), how would you rate the quality of your vehicle? Please use a 10 point scale on which "1" means "very poor quality given the price" and "10" means "very good quality given the price."

[RECORD RATING 1 - 10]: _____

11 Don't know
12 Refused

Satisfaction includes many things. Let's move on and talk about your overall satisfaction with your (INSERT SELECTED MAKE/MODEL FROM SCREENER).

Q11. First, please consider all your experiences to date with your (INSERT SELECTED MAKE/MODEL FROM SCREENER). Using a 10 point scale on which "1" means "very dissatisfied" and "10" means "very satisfied," how satisfied are you with your (INSERT SELECTED MAKE/MODEL FROM SCREENER)?

[RECORD RATING 1 - 10]: ____

- 11 Don't know
 - 12 Refused
-

Q12. Considering all of the expectations that we have discussed, to what extent has your (INSERT SELECTED MAKE/MODEL FROM SCREENER) fallen short of your expectations or exceeded your expectations? Using a 10 point scale on which "1" now means "falls short of your expectations" and "10" means "exceeds your expectations," to what extent has your (INSERT SELECTED MAKE/MODEL FROM SCREENER) fallen short of or exceeded your expectations.

[RECORD RATING 1 - 10]: ____

- 11 Don't know
 - 12 Refused
-

Q13. Forget your (INSERT SELECTED MAKE/MODEL FROM SCREENER) for a moment. Now, I want you to imagine an ideal vehicle. (PAUSE) How well do you think your (INSERT SELECTED MAKE/MODEL FROM SCREENER) compares with that ideal vehicle? Please use a 10 point scale on which "1" means "not very close to the ideal," and "10" means "very close to the ideal."

[RECORD RATING 1 - 10]: ____

- 11 Don't know
 - 12 Refused
-

Next, I want you to think about any communication you may have had with the manufacturer of your vehicle, the dealer, or a repair shop regarding complaints about your experience.

Q14. Have you ever complained about your (INSERT SELECTED MAKE/MODEL FROM SCREENER) within the past three years?

- 1 Yes
 - 2 No
 - 3 Don't know [VOL]
 - 4 Refused
-

{IF Q14 = 1, ASK Q14A; OTHERWISE GO TO Q15}

Q14A. How well, or poorly, was your most recent complaint handled? Using a 10 point scale on which “1” means “handled very poorly” and “10” means “handled very well,” how would you rate the handling of your complaint?

[RECORD RATING 1 - 10]: _____

- 11 Don't know
 - 12 Refused
-

Q15. The next time you are going to (INSERT PURCHASE/OR LEASE) a new vehicle, how likely is it that it will be a (INSERT SELECTED MAKE FROM SCREENER) again? Please use a 10 point scale on which "1" means its "very unlikely" and "10" means its "very likely" that it will be a (INSERT SELECTED MAKE FROM SCREENER) again.

[RECORD RATING 1 - 10]: _____

- 11 Don't know
 - 12 Refused
-

{IF Q15 = 6 - 10, ASK Q16; OTHERWISE GO TO Q17}

Q16. Let us now imagine that (INSERT SELECTED MAKE/MODEL FROM SCREENER) raises its prices. If other makes remain at the same prices, how much can (INSERT SELECTED MAKE/MODEL FROM SCREENER) raise its price before you definitely would not choose a(n) (INSERT SELECTED MAKE/MODEL FROM SCREENER) the next time you (INSERT PURCHASE /OR LEASE) a vehicle?

Please provide your answer in percentages up to 25%

[RECORD PERCENT 0 - 25]: _____

- 26 26% or Higher [VOL]
 - 101 Never would PURCHASE/OR LEASE any other make
 - 102 Don't know
 - 103 Refused
-

{IF Q15 = 1 - 5, ASK Q17; OTHERWISE END}

Q17. Let us now imagine that (INSERT SELECTED MAKE/MODEL FROM SCREENER) lowers its prices. If other makes remain at the same prices, how much must (INSERT SELECTED MAKE FROM SCREENER) lower its price before you would definitely choose a (INSERT SELECTED

MAKE/MODEL FROM SCREENER) the next time you (INSERT PURCHASE/OR LEASE) a vehicle?

Please provide your answer in percentages up to 25%.

[RECORD PERCENT 0 - 25]: _____

- 26 26% or Higher [VOL]
- 101 Never would purchase this make again
- 102 Don't know
- 103 Refused