

## B2C market research questionnaire (car purchase by individuals)

1. Do you have a driver's license?

Required answer, only one choice

- a. Yes
- b. No

2. Do you own a car?

Required answer, only one choice

- a. Yes
- b. No > STOP if the respondent answers "No"

3. How often do you visit automobile-related websites?

Required answer, only one choice

- a. More than once a week
- b. Once a week
- c. 1 to 3 times per month
- d. Once per month or less

4. For what purpose(s) do you visit automobile-related websites?

Required answer, several choices possible

- a. Search for information on industry news
- b. Searching for information on (selling/purchasing) procedures
- c. Search for information on prices
- d. Comparison of offers
- e. Searching for information about a vehicle(s)
- f. Buying or selling a vehicle
- g. Advice on maintenance, insurance, etc.

5. What automobile information websites do you know?

Required answer, several choices possible

- a. Free text field
- b. Free text field
- c. Free text field
- d. I don't know

6. Which websites do you know for the sale or purchase of vehicles (cars)?

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Required answer, several choices possible

- a. Free text field
- b. Free text field
- c. Free text field
- d. I don't know

7. Which of the following automobile information websites do you know?

Required answer, several choices possible

- a. List of websites in random order
- b. None of the above > mutually exclusive answer option

8. Which of the following car buying or selling websites do you know?

Required answer, several choices possible

- a. Liste 2 (random)
- b. None of the above > mutually exclusive answer option

9. What type of website do you visit most often for automobile information? Please click on each option according to how often you visit these websites, 1 = most visited websites, 5 = least visited websites.

Required answer, answers must be ranked from 1 (the most important) to 5 (the least important)

- a. Manufacturers' websites
- b. Independent websites
- c. General information websites (newspapers...)
- d. Specialized automobile information websites
- e. Automobile forums

10. Which intermediary would you go to first to sell a vehicle?

Required answer for each line, only one answer per line

a. Directly with a dealer	Totally agree Agree Neither agree nor disagree Disagree Totally disagree
b. Websites selling (used) vehicles certified by the manufacturers	Totally agree Agree Neither agree nor disagree Disagree

	Totally disagree
c. Independent vehicle sales websites	Totally agree Agree Neither agree nor disagree Disagree Totally disagree
d. Forums	Totally agree Agree Neither agree nor disagree Disagree Totally disagree

11. To buy a vehicle I prefer the following channel: ...

Required answer for each line, only one answer per line

a. Directly with a dealer	Totally agree Agree Neither agree nor disagree Disagree Totally disagree
b. Websites selling (used) vehicles certified by the manufacturers	Totally agree Agree Neither agree nor disagree Disagree Totally disagree
c. Independent vehicle sales websites	Totally agree Agree Neither agree nor disagree Disagree Totally disagree

d. Forums	<p>Totally agree</p> <p>Agree</p> <p>Neither agree nor disagree</p> <p>Disagree</p> <p>Totally disagree</p>
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Questions 12, 13, and 14 are shown only to those who answered [deleted for customer confidentiality] questions 7 or 8

12. Which of the following services and features are available on [customer website]?

Required answer, several choices possible

- a. Comparator (vehicles and prices)
- b. Legal information
- c. Information related to the automotive industry news
- d. Sales and purchasing advice files
- e. Leasing vehicles section
- f. Files on administrative procedures
- g. Insurance application
- h. Notification to be notified when a vehicle matching your search criteria becomes available

13. How often do you use the following features on [customer's website]?

Required answer for each line, only one answer per line

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>i. Comparator (vehicles and prices)</li> <li>j. Legal information</li> <li>k. Information related to the automotive industry news</li> <li>l. Sales and purchase advice files</li> <li>m. Section on leasing vehicles</li> <li>n. Files on administrative procedures</li> <li>o. Insurance proposal</li> <li>p. Notification to be notified when a vehicle matching your search criteria becomes available</li> </ul> | <p>More than once a week</p> <p>Once a week</p> <p>1 to 3 times a month</p> <p>Once a month or less</p> |
|--|---|

14. Do you have an account on the [customer's website]?

Required answer, one choice only

- a. Yes
- b. No
- c. I do not know

15. What do you think of the following features for independent vehicle sales websites?

Required answer for each line, only one answer per line

a. Comparator (vehicle and price)	Very interesting
b. Various selection filters	Interesting
c. Legal information	Neutral
d. Information related to the automotive industry news	Not interesting
e. Advice on buying and selling	Not at all interesting
f. Leasing vehicles section	
g. Possibility to pay online	
h. Help with administrative procedures	
i. Credit simulation	
j. Insurance simulation	
k. Seller rating and review	

16. What was the make of the last car you bought?

Required answer, only one choice

a. Drop-down list

- i. Abarth
- ii. Alfa Romeo
- iii. Alpine
- iv. Artega
- v. Aston Martin
- vi. Audi
- vii. Bentley
- viii. BMW
- ix. Bmw Alpina
- x. Cadillac
- xi. Caterham
- xii. Chevrolet
- xiii. Chrysler
- xiv. Citroën
- xv. Cupra
- xvi. Dacia
- xvii. Daihatsu
- xviii. Dodge
- xix. Donkervoort
- xx. DS
- xxi. Ferrari
- xxii. Fiat
- xxiii. Ford
- xxiv. Genesis

- xxv. Honda
- xxvi. Hummer
- xxvii. Hyundai
- xxviii. Infiniti
- xxix. Isuzu
- xxx. Jaguar
- xxxi. Jeep
- xxxii. KIA
- xxxiii. KTM
- xxxiv. Lada
- xxxv. Lamborghini
- xxxvi. Lancia
- xxxvii. Land Rover
- xxxviii. Lexus
- xxxix. Lotus
- xl. Lynk & Co
- xli. Maserati
- xlii. Mazda
- xliii. McLaren
- xliv. Mercedes-Benz
- xlv. MG
- xlvi. Mia Electric
- xlvii. MINI
- xlviii. Mitsubishi
- xliv. Nissan
- l. Opel
- li. Peugeot
- lii. Polestar
- liii. Porsche
- liv. Renault
- lv. Rolls-Royce
- lvi. Saab
- lvii. Seat
- lviii. Skoda
- lix. Smart
- lx. Ssangyong
- lxi. Subaru
- lxii. Suzuki
- lxiii. Tesla
- lxiv. Toyota
- lxv. Volkswagen
- lxvi. Volvo

- b. I do not own a car > a and b are mutually exclusive answers. If the person answers b, you must redirect them to question 20.

17. In what year did you purchase your car [brand selected in question 16]?

Required answer, only one choice for the drop-down list + required answer b or c (mutually exclusive)

- a. Drop-down list with years from 1980 to 2021
- b. New
- c. Used

18. Which intermediary did you use?

Required answer, only one choice

- a. Car dealer
- b. Website for the sale of vehicles certified by the brand
- c. Independent vehicle sales website
- d. Resale website (marketplace, second hand)
- e. Forums
- f. Directly with the owner

19. How many cars have you purchased of the brand [brand selected in question 16]?

Required answer, one choice only

- a. Drop-down list: numbers from 1 to 50

20. I consider myself a car enthusiast

Required answer, one choice only

- a. Totally agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Totally disagree

21. How would you assess your comfort with digital tools? (websites, online sales and purchases, mobile applications...)

Required answer, one choice only

- a. Very comfortable
- b. At ease
- c. Neutral
- d. Little comfortable
- e. Not at all comfortable

22. How old are you ?

Required answer, one choice only

- a Drop-down list:
  - i. Under 25 years of age
  - ii. Numbers from 25 to 65
  - iii. Over 65 years old

23. What is your gender

Required answer, one choice only

- a. Male
- b. Female
- c. Other

24. What is your postal code?

Required answer, one choice only

a. Free field limited to the country's postal code format (example: 5 digits in France and Italy, 4 in Belgium and Luxembourg)

25. What is your highest level of education?

Required answer, one choice only

- a. No degree or primary education
- b. Upper secondary, general education
- c. Upper secondary, technical or vocational education
- d. Higher education (1st cycle): bachelor, licence, BES
- e. Higher education (2nd cycle): master
- f. Doctorate

26. What is your professional status?

Required answer, one choice only

- a. Independent
- b. Worker
- c. Employee
- d. Civil servant
- e. Liberal profession
- f. Executive
- g. Director
- h. Retired
- i. Inactive





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