

**QINTRO1:**

*Thank you for taking part in the survey. We would like to ask you a few questions about technologies located within new cars, services in cars, as well as premium audio in cars. Please rest assured that all answers will be treated in the strictest of confidence and will only be used for statistical purposes. All replies will remain completely anonymous.*

**\*\*SCREENER\*\***

ASK ALL – SINGLE CHOICE

SINGLE SELECT

**Q1 How many vehicle(s) does your household own?**

1. None - TERMINATE
2. 1
3. 2
4. 3
5. 4 or more

The next three questions are about your NEXT vehicle.

**\*\*SCREENER\*\***

ASK ONLY THOSE WHO OWN A VEHICLE CURRENTLY (Q1 [2-5])

SINGLE SELECT

**Q2 Does your household plan to buy a vehicle sometime within the next 3 years that will be for personal use only? Please do not answer “yes” if the vehicle to be purchased will primarily be used for business.**

1. Yes
2. Maybe
3. No - TERMINATE

**\*\*SCREENER\*\***

ASK ONLY THOSE WHO MIGHT/WILL BUY VEHICLE (Q2 [1-2])

SINGLE SELECT

**Q3 Which of the following best describes your role in the purchasing decision of the next household vehicle?**

1. Primary Decision Maker
2. Joint Decision Maker (with spouse or partner)
3. Uninvolved in decision making process - TERMINATE

**\*\*SCREENER\*\***

ASK ONLY THOSE WHO MAY BE INVOLVED IN PURCHASING DECISION (Q3 [1-2])

SINGLE SELECT

**Q4 When thinking about your next vehicle purchase, will that vehicle be new or used?**

1. New
2. Used - TERMINATE
3. I don't know- TERMINATE

ASK ONLY NEW CAR INTENDERS (Q4 [1])  
SINGLE SELECT

**Q5 What is your gender?**

1. Female
2. Male

ASK ONLY NEW CAR INTENDERS (Q4 [1])  
ONLY US

ORDER ALPHABETICALLY ANCHORING "I DO NOT RESIDE IN THE UNITED STATES"

**Q6 In what US state do you currently reside?**

1. Alabama
2. Alaska
3. Arizona
4. Arkansas
5. California
6. Colorado
7. Connecticut
8. Delaware
9. District of Columbia
10. Florida
11. Georgia
12. Hawaii
13. Idaho
14. Illinois
15. Indiana
16. Iowa
17. Kansas
18. Kentucky
19. Louisiana
20. Maine
21. Maryland
22. Massachusetts
23. Michigan
24. Minnesota
25. Mississippi
26. Missouri
27. Montana
28. Nebraska
29. Nevada
30. New Hampshire
31. New Jersey
32. New Mexico
33. New York
34. North Carolina
35. North Dakota
36. Ohio
37. Oklahoma
38. Oregon
39. Pennsylvania
40. Rhode Island
41. South Carolina
42. South Dakota
43. Tennessee
44. Texas

45. Utah
46. Vermont
47. Virginia
48. Washington
49. West Virginia
50. Wisconsin
51. Wyoming
52. I do not reside in the United States - **ANCHOR AT THE END AND TERMINATE IF SELECTED.**

**Recode the above states into the regions provided for the quotas.**

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**

**SINGLE SELECT**

**\*\*age should also be grouped into generational groups as provided in Excel quota sheet)**

**\*\***

**Q7 What is your current age?** [if under age 18, terminate]

**[DROP DOWN]** with values 18-99+

Recode Age

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75+

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**

**SINGLE SELECT**

**WILL CHANGE PER EACH COUNTRY**

**Q8 Please indicate your current annual household income in US dollars**

1. Under \$25,000
2. \$25,000 to \$49,999
3. \$50,000 to \$74,999
4. \$75,000 to \$99,999
5. \$100,000-\$149,999
6. \$150,000-\$225,000
7. More than \$225,000
8. I prefer not to answer or I don't know

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**

**SINGLE SELECT**

**D1.Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?**

1. Yes
2. No

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**  
**SINGLE SELECT**

**D2.What is your racial background?**

1. White
2. Black or African-American
3. Asian or Asian-American
4. Native American/American Indian/Alaska Native
5. Native Hawaiian/Other Pacific Islanders
6. Some other race, specify:\_\_\_\_\_

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**  
**SINGLE SELECT**

**D3.Which of these best describes you?**

1. Married
2. Living with a partner
3. Divorced
4. Separated
5. Widowed
6. Never been married/ single

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**  
**SINGLE SELECT**

**D4.Are you the parent or guardian of any children under 18 now living in your household?**

1. Yes
2. No

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**  
**SINGLE SELECT**

**D5.Do you own or rent your home?**

1. Own
2. Rent
3. Other arrangement

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**  
**SINGLE SELECT**

**D6. Which of the following best describes the area you live in?**

1. Urban
2. Suburban
3. Rural

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**

**MULTI SELECT**

**D7. What is your current employment status?**

1. Work full-time [CAN NOT BE SELECTED WITH 2, 3, 4, 5]
2. Work part-time [CAN NOT BE SELECTED WITH 1, 3, 4, 5]
3. Self-employed [CAN NOT BE SELECTED WITH 1,2, 4, 5]
4. Unemployed, Unable to work [CAN NOT BE SELECTED WITH 1,2, 3, 5]
5. Retired [CAN NOT BE SELECTED WITH 1,2, 3, 4]
6. Student [CAN BE SELECTED WITH 1,2, 3, 4, 5]
7. I prefer not to answer [EXCLUSIVE]

**ASK ONLY EMPLOYED (D7 [1-3])**

**SINGLE SELECT**

**D8. Do you work from home?**

1. Yes
2. No

**ASK ONLY WORK FROM HOME (D8 [1])**

**SINGLE SELECT**

**D9. How often do you work from home?**

1. Always
2. Most of the time
3. About half the time
4. Sometimes
5. Never

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**

**WRITE IN**

**Q10 What is the make and year of the most recently purchased vehicle in your household?**

1. Year [DROP DOWN] with values 1999-2018
2. Make [DROP DOWN] – (makes in the attached excel, per region) Add Genesis (Hyundai)
3. I don't know/not provided [EXCLUSIVE]

The next sets of questions are about your NEXT new vehicle.

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**

**WILL CHANGE PER EACH MARKET**

**Q11 How much are you willing to spend on your next new vehicle?**

1. Less than \$15,000
2. \$15,000 - \$20,000
3. \$20,001 - \$25,000
4. \$25,001 - \$30,000
5. \$30,001 - \$40,000
6. \$40,001 - \$50,000
7. More than \$50,000

**ASK ONLY NEW CAR INTENDERS (Q1)**

**CHOOSE UP TO 3**

**Q12A What vehicle category are you most likely to purchase when selecting your next vehicle?**

1. Sedan
2. Coupe
3. CUV (Crossover Utility Vehicle)
4. SUV (Sport Utility Vehicle)
5. Hatchback
6. Station Wagon
7. Cargo Van
8. Minivan
9. Pickup Truck

**Q12B What type of vehicle are you most likely to purchase when selecting your next vehicle?**

1. Green car/Electric/Hybrid
2. Sport/Performance
3. Luxury
4. Economy
5. Family

**ASK ONLY NEW CAR INTENDERS (Q4 [1])**

**RANK TOP 3**

**\*\*Program as drag and drop\*\***

**MAY CHANGE PER EACH MARKET**

**Q13 What are the top 3 makes you are considering when purchasing your next vehicle?**

1. Acura
2. Alfa Romeo
3. Aston Martin
4. Audi
5. Bentley

6. BMW
7. Buick
8. Cadillac
9. Chevrolet
10. Chrysler
11. Dodge
12. Ferrari
13. Fiat
14. Ford
15. Genesis (Hyundai)
16. GMC
17. Honda
18. Hyundai
19. Infiniti
20. Jaguar
21. Jeep
22. Kia
23. Lamborghini
24. Land Rover
25. Lexus
26. Lincoln
37. Lotus
28. Maserati
29. Mazda
30. McLaren
31. Mercedes-Benz
32. MINI
33. Mitsubishi
34. Nissan
35. Porsche
36. RAM Trucks
37. Rolls-Royce
38. Scion
39. Smart
40. Subaru
41. Tesla
42. Toyota
43. Volkswagen
44. Volvo
45. Other
46. Don't know



ASK ONLY NEW CAR INTENDERS (Q4 [1])  
 SELECT ONE ATTRIBUTE PER STATEMENT  
 ROTATE/RANDOMIZE 1-31

**Q14** Which of the following products/features do you consider most desirable when considering the purchase of your next vehicle?

[ ROTATE/RANDOMIZE 1-21]

	Very desirable <b>[5]</b>	Somewhat desirable <b>[4]</b>	Neither desirable or undesirable <b>[3]</b>	Somewhat undesirable <b>[2]</b>	Very undesirable <b>[1]</b>
<b>1. Bluetooth</b> (e.g., hands-free voice calling)					
<b>2. CD player</b>					
<b>3. Navigation system</b> (e.g. factory installed GPS, turn-by-turn)					
<b>4. Heated seats</b>					
<b>5. Branded audio system</b> (i.e., premium audio system)					
<b>6. Audio/sound management technologies</b> (e.g., Active Noise Cancellation, Sound Staging Technology, Surround Sound, Signal					

Processing etc.)					
<b>7. Rear seat entertainment</b> (e.g., factory installed screens for rear seat passengers to watch movies, TV, play videogames, etc.)					
<b>9. Steering wheel mounted controls</b> (e.g., for radio, phone, etc.)					
<b>10. Sunroof/Moon roof</b>					
<b>12. Automatic climate control</b>					
<b>14. Internet streaming radio in the car</b> (e.g., Pandora, Spotify, etc)					
<b>15. Infotainment system</b> (e.g. display audio system/ informational screen in center console display)					
<b>17. HUD</b> (heads-up display, displays information like					

speed, direction, etc., on windshield in driver's line of sight)					
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ASK ONLY NEW CAR INTENDERS WHO ANSWERED Q14 WITH ANSWERS OF SOMEWHAT DESIRABLE AND VERY DESIRABLE)

SELECT ONE ATTRIBUTE PER STATEMENT  
ROTATE/RANDOMIZE 1-31

**Q15** Of the products/features you marked as somewhat- or very-desirable, please place those features into categories as noted below.

	Cost should be built into the base price of the vehicle/Not willing to pay extra (A)	Don't know (B)	Willing to pay extra (C)	
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Same question attributes as Q14 selected somewhat or very desirable

ASK ONLY THOSE WHO ANSWERED Q15 [C]  
ANSWER FOR EACH ATTRIBUTE Q15-C  
WILL CHANGE PER EACH MARKET

**Q17** How much extra would you be willing to pay for **\*\*insert attribute from Q15 (C)\*\***?

1. \$1-\$100
2. \$101-\$200
3. \$201-\$300
4. \$301-\$400
5. \$401-\$500
6. \$501-600
7. \$601-\$700
8. \$701-\$800
9. \$801-\$900
10. \$901-\$1000
11. \$1001-\$1500
12. \$1501-\$2000
13. \$2001-\$2500
14. \$2501+

ASK ONLY NEW CAR INTENDERS (Q4 [1])

SINGLE SELECT

**Q18 Do you currently own a smartphone?**

1. Yes
2. No

ASK ONLY SMARTPHONE OWNERS (Q18 [1])

SINGLE SELECT

ROTATE/RANDOMIZE 1-11

LIST CHANGES PER EACH MARKET

**Q19 What is the brand of the smartphone you own and use most often?**

1. Apple
2. Blackberry
3. HTC
4. LG
5. Motorola
6. Nokia
7. Samsung
8. Microsoft
9. Google
10. Sony
11. Other [WRITE IN]

ASK ONLY SMARTPHONE OWNERS (Q18 [1])

**\*\*IF Q19 [1] AUTOMATICALLY SELECT Q20 [1] AND MOVE RESPONDENT TO Q21\*\***

**\*\*IF Q19 [2] AUTOMATICALLY SELECT Q20 [4] AND MOVE RESPONDENT TO Q21\*\***

**\*\*IF Q19 [3-9] DISPLAY Q21 ATTRIBUTES [2,3,5 AND ONLY]\*\***

**Q20 Which operating system (OS) is on this smartphone?**

1. iOS
2. Android
3. Windows
4. Blackberry OS
5. I don't know

ASK ONLY SMARTPHONE OWNERS (Q18 [1])

SINGLE SELECT

ROTATE/RANDOMIZE 1-8

LIST CHANGES PER EACH MARKET

**Q20\_1 Which mobile carrier are you utilizing?**

1. Verizon
2. AT&T (incl. AT&T GoPhone)
3. Sprint (incl. Boost Mobile, Virgin Mobile, payLo by Virgin Mobile)
4. T-Mobile US (incl. GoSmart)
5. TracFone (incl. NET10 Wireless, SafeLink Wireless, Straight Talk, Telcel América)
6. MetroPCS
7. US Cellular
8. Cricket Wireless

**ASK ONLY SMARTPHONE OWNERS (Q18 [1])**

**SINGLE SELECT**

**Q21 What kind of data plan do you have?**

1. I don't have a data plan
2. Less than 1GB
3. 1-5 GB
4. 6-10 GBs
5. 11 -20 GBs
6. 21+ GBs
7. Unlimited Data
8. I don't know

**ASK ONLY THOSE ANSWERED (Q21 [2-7])**

**SINGLE SELECT**

**Q22 Is this data plan shared with anyone else?**

1. No, this data plan is only for me
2. Yes, this data plan is shared (e.g., family plan)

ASK ONLY NEW CAR INTENDERS (Q4 [1])

SINGLE SELECT

**Q26 Does your current vehicle have a built-in display audio, and or “infotainment” system, and or navigation system (a screen in the center part of the vehicle to show various functions of the vehicle like audio, air, navigation, etc.)?**

*example*



1. Yes
2. No
3. Not sure

The next questions are about audio in the car...

ASK ONLY NEW CAR INTENDERS (Q4 [1])

SELECT UP TO FOUR ATTRIBUTES

LIST WILL CHANGE PER MARKET

**Q33 What are the top 4 audio sources that you use in your current vehicle?**

1. AM/FM Radio
2. HD Radio
3. Satellite Radio
4. Stored on mobile device (phone, iPod, USB, etc.)
5. Internet/Streaming (such as Pandora/Spotify)
6. CD/DVD Player
7. Stored on in-vehicle hard drive
8. I don't listen to audio in my vehicle [ANCHOR, EXCLUSIVE]

ASK THOSE WHO ANSWERED Q33 [1-7]

ANSWER FOR EACH SELECTED ATTRIBUTE IN Q33

DRAG AND DROP QUESTION

**Q34 How often do you listen to <INSERT choices from Q33 here> in your vehicle?**

1. Always (i.e., whenever I drive) [CAN ONLY ANSWER ONCE FOR ON ATTRIBUTE]
2. Frequently (e.g., 3-5 times a week) [CAN PLACE MULTIPLE ATTRIBUTE]
3. Occasionally (e.g., a few times a month) [CAN PLACE MULTIPLE ATTRIBUTES]

ASK ONLY NEW CAR INTENDERS (Q4 [1])

ROTATE/RANDOMIZE 1-4

MULTIPLE SELECT

**Q35 What type of audio connection device do you use in the car? Select all that apply.**

1. Bluetooth
2. 3.5mm jack
3. USB cable
4. iPod cable
5. Other (please specify) [ANCHOR] [WRITE IN]
6. None [ANCHOR] [EXCLUSIVE]

ASK ONLY THOSE WHO SELECT INTERNET RADIO AS ONE OF THEIR OPTIONS (Q33 [5])

SINGLE SELECT

**Q36 Do you subscribe to a premium streaming radio or on-demand streaming service (e.g., Pandora One, Spotify, Xbox Music, Beats Music, Google Play Music, etc) for which you have a paid subscription, or do you have a free version?**

1. I have a free version
2. I subscribe to a paid version
3. Not sure

ASK ONLY MUSIC SUBSCRIBERS (Q36 [1-2])

SINGLE SELECT

ROTATE/RANDOMIZE 1-21

LIST WILL CHANGE PER EACH MARKET

**Q37 Which internet radio/audio app do you use most often?**

1. TIDAL
2. Spotify
3. Amazon Music with Prime
4. Apple Music
5. Google Play Music
6. Pandora
7. Rhapsody
8. iHeartRadio
9. TuneIn Radio
10. SoundCloud
11. Microsoft Groove Music (previously Xbox Music and Zune Music)
12. Slacker Radio
13. Aha Radio

- 14. Stitcher
- 15. Kindle
- 16. Audible
- 17. PlayStation Music
- 18. Other \_\_\_\_\_ [ANCHOR]

ASK ONLY NEW CAR INTENDERS (Q4 [1])

SINGLE SELECT PER ATTRIBUTE

ROTATE/RANDOMIZE 1-8

**Q44 Please rate each audio source based on audio quality/fidelity. With "very good" meaning the best in audio quality and "very bad" meaning the worst.**

	Very Good (A)	Good (B)	Fair (C)	Poor (D)	Bad (E)	Very Bad (F)	Don't know [EXCLUSIVE]
1. HD Radio							
2. Satellite radio							
3. CD Player							
4. Bluetooth audio streaming							
5. Internet radio							
6. AM radio							
7. FM radio							
8. Smartphone/MP3 player connectivity							

ASK ONLY NEW CAR INTENDERS (Q4 [1])

SELECT ONE ATTRIBUTE PER STATEMENT

ROTATE/RANDOMIZE 1-15

**Q45 How important to you are these premium car audio system features?**



	Extremely Important (A)	Very Important (B)	Neither important nor unimportant (C)	Very Unimportant (D)	Not at all Important (E)
<b>1. Brand</b>					
<b>2. Design</b> (craftsmanship/material)					
<b>3. Digital Signal Processing (DSP)</b>					
<b>4. High number of speakers</b>					
<b>5. Premium Sound Quality</b>					
<b>6. Sub-woofer</b>					
<b>7. Surround sound</b> (e.g. DTS, Dolby, THX Certified)					
<b>8. High volume level</b>					
<b>9. Active noise cancellation (ANC)</b>					
<b>10. Amplifier</b>					
<b>11. 360-degree sound field/3D sound</b>					
<b>12. High number of sound channels</b>					
<b>13. High wattage</b>					
<b>14. Tweeter</b>					
<b>15. Digital Audio Restoration Technology</b> (e.g. Harman's Clari-Fi)					

**Q46** Of the features you marked as very or extremely-important, please place those features into categories as noted below.

	Should be standard equipment/not willing to pay extra (A)	Don't know (B)	Willing to pay extra (C)	
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Same question attributes as q45 who selected extremely or very important.

ASK ONLY NEW CAR INTENDERS (Q4 [1])

MULTIPLE SELECTROTATE/RANDOMIZE 1-40, and 42

**Q47. Which of these brands do you recognize?**

1. Alpine
2. Arkamys
3. Beats Audio
4. Bang & Olufsen
5. Blaupunkt
6. Bose
7. Boston Acoustics
8. Bowers & Wilkins
9. Burmester
10. Canton
11. Clarion
12. Denon
13. Dimension
14. Dolby
15. DTS
16. Dynaudio
17. ELS Surround
18. Fender
19. Harman-Kardon
20. Infinity
21. Interscope
22. JBL
23. Kenwood
24. Kicker
25. Krell

- 26. Lear/Philips
- 27. Lexicon
- 28. Mark Levinson
- 29. Meridian
- 30. Naim
- 31. Panaray
- 32. Panasonic
- 33. Pioneer
- 34. Philips
- 35. Revel
- 36. Rockford Fosgate
- 37. Shaker
- 38. Sony
- 39. THX Certified
- 40. XBM
- 42. AKG
- 41. None of these [ANCHOR/EXCLUSIVE]

SHOW ONLY BRANDS SELECTED IN Q47

**Q48. Where do you recognize these brands from?**

Columns:

- 1. Car Audio
- 2. Home Audio
- 3. Other Audio

Rows - SHOW ONLY BRANDS SELECTED IN Q47  
MULTIPLE SELECTROTATE/RANDOMIZE 1-40,42

ASK ONLY NEW CAR INTENDERS (Q4 [1])  
SINGLE SELECT

**Q49 Would you prefer to have a brand name car audio system?**

- 1. Yes
- 2. No Preference
- 3. No

THOSE WHO ANSWERED YES OR NO PREFERENCE IN Q49 [1-2]

SINGLE SELECT

**Q50** How much influence would having a brand name audio system effect your decision when buying a car?

1. Extremely influential
2. Very influential
3. Somewhat influential
4. Slightly influential
5. Not at all influential

THOSE WHO ANSWERED EXTREMELY INFLUENTIAL THROUGH SLIGHTLY Q50 [1-4]

SINGLE SELECT

ROTATE/RANDOMIZE 1-40,42

**Q51** Which brand would be most influential during your decision of buying a new car?

1. Alpine	
2. Arkamys	
3. Beats Audio	
4. Bang & Olufsen	
5. Blaupunkt	
6. Bose	
7. Boston Acoustics	
8. Bowers & Wilkins	
9. Burmester	
10. Canton	
11. Clarion	
12. Denon	
13. Dimension	
14. Dolby	
15. DTS	
16. Dynaudio	
17. ELS Surround	
18. Fender	
19. Harman-Kardon	
20. Infinity	
21. Interscope	
22. JBL	
23. Kenwood	
24. Kicker	

25. Krell 26. Lear/Philips 27. Lexicon 28. Mark Levinson 29. Meridian 30. Naim 31. Panaray 32. Panasonic 33. Pioneer 34. Philips 35. Revel 36. Rockford Fosgate 37. Shaker 38. Sony 39. THX Certified 40. XBM 42. AKG 41. None of these [ANCHOR/EXCLUSIVE]	
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ASK ONLY THOSE WHO ANSWERED Q51

SINGLE SELECT

ROTATE/RANDOMIZE 1-7

**Q52 Why did you choose\*\*insert brand name Q51 here\*\*?**

1. Brand has a good reputation
2. Design
3. Good quality/sound
4. Heard good reviews
5. Price
6. Recommendation/word of mouth
7. Use their products elsewhere as well

ASK ONLY THOSE WHO ANSWERED Q51 (1-40,42)

**Q53 How much money would you be willing to spend on a \*\*insert brand name from Q51 here\*\* car audio system?**

1. None (\$0)
2. \$1-\$150
3. \$151-\$375
4. \$376-750
5. \$751-\$1150
6. \$1151-\$1500
7. \$1501-\$2250
8. \$2251-\$4500

- 9. \$4501-\$7500
- 10. \$7500+

ASK ONLY NEW CAR INTENDERS (Q4 [1])  
 SINGLE SELECT

**Q54 Do you own or have ever owned a branded car audio system?**

- 1. Currently own
- 2. Used to own
- 3. Never owned

ASK ONLY THOSE WHO ANSWERED Q54 (1. OR 2.)  
 MULTI SELECT  
 MULTIPLE SELECTROTATE/RANDOMIZE 1-40,42

**Q55 Do you own or have ever owned any of the following branded car audio system?**

<ul style="list-style-type: none"> <li>1. Alpine</li> <li>2. Arkamys</li> <li>3. Beats Audio</li> <li>4. Bang &amp; Olufsen</li> <li>5. Blaupunkt</li> <li>6. Bose</li> <li>7. Boston Acoustics</li> <li>8. Bowers &amp; Wilkins</li> <li>9. Burmester</li> <li>10. Canton</li> <li>11. Clarion</li> <li>12. Denon</li> <li>13. Dimension</li> <li>14. Dolby</li> <li>15. DTS</li> <li>16. Dynaudio</li> <li>17. ELS Surround</li> <li>18. Fender</li> <li>19. Harman-Kardon</li> <li>20. Infinity</li> <li>21. Interscope</li> <li>22. JBL</li> <li>23. Kenwood</li> <li>24. Kicker</li> </ul>	

25. Krell 26. Lear/Philips 27. Lexicon 28. Mark Levinson 29. Meridian 30. Naim 31. Panaray 32. Panasonic 33. Pioneer 34. Philips 35. Revel 36. Rockford Fosgate 37. Shaker 38. Sony 39. THX Certified 40. XBM 42. AKG 41. None of these [ANCHOR/EXCLUSIVE]	
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ASK ONLY THOSE THAT SELECTED ANY BRAND FROM Q55 (1-40,42)  
SINGLE SELECT, PER ATTRIBUTE

**Q56 How likely would you be to recommend (INSERT BRAND FROM Q55) to others?**

1. Extremely likely
2. Likely
3. Neutral
4. Unlikely
5. Extremely unlikely

ASK ONLY THOSE THAT SELECTED 4 OR 5 (UNLIKELY, EXTREMELY UNLIKELY) FROM Q56

ROTATE/RANDOMIZE (1-4)

**Q57 Why would you not be likely to recommend this brand to others?**

1. I like other brands more
2. Not good quality
3. Not value for money
4. Too expensive
5. Other \_\_\_\_\_ [ANCHOR] [WRITE IN]

CURRENTLY OR USED TO OWN BRANDED AUDIO SYSTEM (Q55 [1-40,42])  
SINGLE SELECT PER ATTRIBUTE

**Q58 Would you buy (insert brand from Q55) again?**

1. Yes
2. No

WOULD NOT BUY THE SAME BRANDED AUDIO SYSTEM (Q58 [2])  
MULTIPLE SELECT  
ROTATE/RANDOMIZE (1-7)

**Q59 Why would you not buy the same brand again?**

1. The car I intend to buy does not feature the audio brand
2. No longer interested in branded car audio
3. Intend to use an aftermarket system
4. Too expensive
5. Not good quality
6. Poor value for money
7. It should come with the car
8. Other \_\_\_\_\_