

AUTOMOTIVE

REAL OPINIONS INFORMED DECISIONS

Sample Strategies understands that concise and accurate market research data is vital in making critical business decisions. We provide direct access to a high quality online community of respondents who are profiled on more than 500 variables which are leveraged for targeting to enrich your research insights.



Better profiling leads to better results and has positive impact on your project timeframes

Sample Strategies Advantages

- Validated physical addresses of respondents
- In depth profiling , targeted surveys and fair incentive structure
- In-depth auto profiles including make, model, year of purchase, own vs lease & more
- Multi-sourced, double opt-in recruitment

AUTO PROFILE VARIABLES

YEAR OF PURCHASE

2013
2009-2012
2008 or earlier

CAR MAKE/ MODELS

Car Style
Utility
Coupe
Cross-over
Estate
Hatchback
Off road vehicle
Pick up
Roadster
Sedan
Truck
Van

CAR OWN/ LEASE

Own
Lease

CAR NEW/ USED

New
Used

FUEL TYPE

Gasoline
Diesel
Bio fuel
Hybrid
Electric
Gas

DECISION MAKER FOR CAR PURCHASE

I am the sole decision maker
I have shared decision making
Someone else in my household
Other

CAR MAINTENANCE RESPONSIBILITY

Yes
No

INTEND TO PURCHASE

In 3 months or less
In 4 - 6 months
In 7 - 12 months
In more than 1 year
In more than 2 years

NEXT CAR (NEW/OLD)

New vehicle
Used vehicle
Other

PLAN TO SPEND

Less than \$4,999
\$5,000 - \$14,999
\$15,000 - \$34,999
\$35,000 - \$54,999
\$55,000 - \$74,999
More than \$75,000

NEXT CAR STYLE

Utility
Coupe
Cross-over
Estate
Hatchback
Off road vehicle
Pick up
Roadster
Sedan
Truck
Van

DO YOU OWN

Motorcycle
Scooter
Boat
ATV
Other