Survey of Advertising Effects on Vehicle Servicing
Ci3 Instrument

CATI ON

SQN right
REVIEW CtrlR

Q:HELLO1
T:

Hello. May I please speak with...

FIRST NAME:
LAST NAME:

--> PRESS "1" TO CONTINUE
I:
cmdi FIRST "FirstName"
cmdi LAST "LastName"
cmdi RECNUM "RecordNumber"
show FIRST 17 13 30 GRN
show LAST 18 13 30 GRN
key 1

Q:HELLO2
T:

[Thank you.] I am conducting a one- to six- minute survey
with adults [age 18 or older] about where people get their
(cars/vehicles) serviced and how radio advertising affects those decisions.

My name is ____, calling from the University of Oregon
Survey Research Laboratory. I want to assure you that I am not selling a thing,
and that this survey is completely confidential and voluntary.

PROBE: Echo Northwest asked us to conduct this survey. [Echo Northwest is
a large, well-respected economics consulting firm in Oregon.] [Their website
is http://www.econw.com/]
PROBE: Echo Northwest was provided a list
of all recent Jiffy Lube customers.
PROBE FOR 'NOT ME': May I please speak with (that person/the person
who handles car servicing).

NOTE: ACTUAL SPELLING IS ECO-NORTHWEST.

--> PRESS "1" TO CONTINUE
I:
key 1

Q:HELLO3
T:

Before we begin, do you have any questions about the survey?

YES --> REFER TO "ANSWERS TO COMMON QUESTIONS"
NO --> PRESS "1" TO CONTINUE
I:
key 1

Q:COOPERAT
T:

We appreciate your cooperation. [I'd like to begin the survey now.]

--> PRESS "1" TO CONTINUE
I:
key 1

Q:VEHIC1
T:

To begin, I need to ask a few questions about dealerships
that you would consider taking your (car/vehicle) to for servicing.

Would you take your (car/vehicle) to Beaverton Chrysler?

PROBE FOR 'DON'T GO TO DEALERS': If you were to get your vehicle serviced
at a dealership, would you take it there?
PROBE FOR 'IT DEPENDS ON THE CAR': Please think of any vehicle
in your household.

NOTE: 'IT DEPENDS' COUNTS AS 'YES'.

1 YES --> SKIPTO DIST1
2 NO
3 IF VOLUNTEERED: R WOULD NEVER TAKE AUTO TO DEALERSHIP --> SKIPTO ENDING

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1-3,7-9
QAL NOQAL
if (ans = 1) skipto DIST1
if (ans = 3) skipto ENDING

Q:VEHIC2
T:

(What about / Would you take your (car/vehicle) to) Newberg Dodge?

PROBE FOR 'DON'T GO TO DEALERS': If you were to get your vehicle serviced
at a dealership, would you take it there?
PROBE FOR 'IT DEPENDS ON THE CAR': Please think of any vehicle
in your household.

NOTE: 'IT DEPENDS' COUNTS AS 'YES'.

1 YES --> SKIPTO DIST1
2 NO
3 IF VOLUNTEERED: R WOULD NEVER TAKE AUTO TO DEALERSHIP --> SKIPTO ENDING

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1-3,7-9
if (ans = 1) skipto DIST1
if (ans = 3) skipto ENDING

Q:VEHIC3
T:

(What about / Would you take your (car/vehicle) to) Beaverton Honda?

PROBE FOR 'DON'T GO TO DEALERS': If you were to get your vehicle serviced
at a dealership, would you take it there?
PROBE FOR 'IT DEPENDS ON THE CAR': Please think of any vehicle
in your household.

NOTE: 'IT DEPENDS' COUNTS AS 'YES'.

1 YES --> SKIPTO DIST1
2 NO
3 IF VOLUNTEERED: R WOULD NEVER TAKE AUTO TO DEALERSHIP --> SKIPTO ENDING

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1-3,7-9
if (ans = 1) skipto DIST1
if (ans = 3) skipto ENDING

Q:VEHIC4
T:

(What about / Would you take your (car/vehicle) to) Beaverton Infiniti?

PROBE FOR 'DON'T GO TO DEALERS': If you were to get your vehicle serviced
at a dealership, would you take it there?
PROBE FOR 'IT DEPENDS ON THE CAR': Please think of any vehicle
in your household.

NOTE: 'IT DEPENDS' COUNTS AS 'YES'.

1 YES --> SKIPTO DIST1
2 NO
3 IF VOLUNTEERED: R WOULD NEVER TAKE AUTO TO DEALERSHIP --> SKIPTO ENDING

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1-3,7-9
if (ans = 1) skipto DIST1
if (ans = 3) skipto ENDING

Q:VEHIC5
T:

(What about / Would you take your (car/vehicle) to) Beaverton Kia?

PROBE FOR 'DON'T GO TO DEALERS': If you were to get your vehicle serviced
at a dealership, would you take it there?
PROBE FOR 'IT DEPENDS ON THE CAR': Please think of any vehicle
in your household.

NOTE: 'IT DEPENDS' COUNTS AS 'YES'.

1 YES --> SKIPTO DIST1
2 NO
3 IF VOLUNTEERED: R WOULD NEVER TAKE AUTO TO DEALERSHIP --> SKIPTO ENDING

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1-3,7-9
if (ans = 1) skipto DIST1
if (ans = 3) skipto ENDING

Q:VEHIC6
T:

(What about / Would you take your (car/vehicle) to a [Bob] Lan-fear dealership?

PROBE FOR 'DON'T GO TO DEALERS': If you were to get your vehicle serviced
at a dealership, would you take it there?
PROBE FOR 'IT DEPENDS ON THE CAR': Please think of any vehicle
in your household.
NOTE: ACTUAL SPELLING IS BOB LANPHERE.

NOTE: 'IT DEPENDS' COUNTS AS 'YES'.

1 YES --> SKIPTO DIST1
2 NO
3 IF VOLUNTEERED: R WOULD NEVER TAKE AUTO TO DEALERSHIP --> SKIPTO ENDING

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1-3,7-9

if (ans = 1) skipto DIST1
if (ans = 3) skipto ENDING

Q:VEHIC7
T:

Where do you take your (car/vehicle) to be serviced?

OPEN-ENDED

PLEASE TYPE EXACT RESPONSE BELOW

--> SKIPTO ENDING
I:
opn 8 10 23 70
skipto ENDING

Q:DIST1
T:

How many minutes would it take you to drive to that dealership
[to get your (car's/vehicle's) oil changed]?

PROBE: From home or work, wherever you would most likely drive from.
RECORD EXACT NUMBER OF MINUTES 0-96.

0=LESS THAN ONE MINUTE
96=96 OR MORE

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

NUMBER OF MINUTES:
I:
num 0 99 2 0 15 21

Q:DIST2
T:

If you were to get your (car's/vehicle's) oil changed at Jiffy Lube,
how many minutes would it take you to drive there?

PROBE: From home or work, wherever you would most likely drive from.
RECORD EXACT NUMBER OF MINUTES 0-96.

0=LESS THAN ONE MINUTE
96=96 OR MORE

97 REFUSED
98 DON'T KNOW
99 NO ANSWER

NUMBER OF MINUTES:
I:
num 0 99 2 0 15 21

Q:JIFFY1
T:

In the past two years, have you had Jiffy Lube
change your (car's/vehicle's) oil?

1 YES
2 NO --> SKIPTO ENDING

7 REFUSED --> SKIPTO ENDING
8 DON'T KNOW --> SKIPTO ENDING
9 NO ANSWER --> SKIPTO ENDING
I:
key 1,2,7-9
if (ans > 1) skipto ENDING

Q:JIFFY2
T:

In the past two years, have you had a car dealership
change your (car's/vehicle's) oil?

1 YES --> SKIPTO JLAD1
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1,2,7-9
if (ans = 1) skipto JLAD1

Q:JIFFY3

T:

In the past two years, have you considered having a car dealership
change your (car's/vehicle's) oil?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1,2,7-9

Q:JLAD1
T:

In the past two years, do you recall hearing
any advertisements on the radio for Jiffy Lube?

1 YES
2 NO --> SKIPTO ENDING

7 REFUSED --> SKIPTO ENDING
8 DON'T KNOW --> SKIPTO ENDING
9 NO ANSWER --> SKIPTO ENDING
I:
key 1,2,7-9
if (ans = 2) skipto ENDING
if (ans = 7) skipto ENDING
if (ans = 9) skipto ENDING

Q:JLAD2
T:

I need to ask you about statements you might have heard in Jiffy Lube ads.
For each one, please tell me if you recall hearing (it / the statement).

The first one is: the service departments in car dealerships are not open
in the evening to do oil changes.

PROBE: Have you heard a Jiffy Lube radio ad say that?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1,2,7-9

Q:JLAD3

T:

(What about / Have you heard a Jiffy Lube radio ad say)
that service departments in car dealerships are not open weekends?

PROBE: Have you heard a Jiffy Lube radio ad say that?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1,2,7-9

Q:JLAD4
T:

(What about / Have you heard a Jiffy Lube radio ad say)
that service departments in car dealerships require you
to make an appointment to get an oil change?

PROBE: Have you heard a Jiffy Lube radio ad say that?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1,2,7-9

Q:JLAD5
T:

(What about / Have you heard a Jiffy Lube radio ad say)
that you have to leave your car with the dealer overnight or longer
when you get an oil change at the dealer?

PROBE: Have you heard a Jiffy Lube radio ad say that?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1,2,7-9

Q:JLAD6

T:

(What about / Have you heard a radio ad say)
that Jiffy Lube has certified technicians?

PROBE: Have you heard a Jiffy Lube radio ad say that?

1 YES
2 NO --> SKIPTO JLAD7

7 REFUSED --> SKIPTO JLAD7
8 DON'T KNOW --> SKIPTO JLAD7
9 NO ANSWER --> SKIPTO JLAD7
I:
key 1,2,7-9
if (ans > 1) skipto JLAD7

Q:JLAD6A
T:

Do you believe that an impartial group certifies Jiffy Lube technicians
or that Jiffy Lube certifies them?

1 IMPARTIAL GROUP
2 JIFFY LUBE
3 OTHER --> SPECIFY

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1-3,7-9
oth 3 6 25 16 70

Q:JLAD7
T:

(What about / Have you heard a radio ad say) that Jiffy Lube service meets
all your vehicle's warranty requirements?

PROBE: Have you heard a Jiffy Lube radio ad say that?

1 YES
2 NO

7 REFUSED
8 DON'T KNOW
9 NO ANSWER
I:
key 1,2,7-9

Q:JLAD8
T:

Did any of the things I just asked you about cause you to go to Jiffy Lube
instead of a car dealership [for an oil change]?

1 YES
2 NO --> SKIPTO ENDING

7 REFUSED --> SKIPTO ENDING
8 DON'T KNOW --> SKIPTO ENDING
9 NO ANSWER --> SKIPTO ENDING
I:
key 1,2,7-9
if (ans > 1) skipto ENDING

Q:JLAD8A
T:

What were those?

PROBE: What things [that I just asked you about] caused you to go to
Jiffy Lube instead of the dealer?

PROBE FROM LIST. SELECT ALL THAT APPLY.

  1
  2
  3
  4
  5
  6
  7 REFUSED
  8 DON'T KNOW
  9 ***CLICK HERE TO EXIT***
I:
if (JLAD2 = 1)
  show "DEALER NOT OPEN EVENINGS" 9 7 60 31
endif
if (JLAD3 = 1)
  show "DEALER NOT OPEN WEEKENDS" 10 7 60 31
endif
if (JLAD4 = 1)
  show "MUST MAKE APPOINTMENT AT DEALER" 11 7 60 31
endif
if (JLAD5 = 1)
  show "MUST LEAVE VEHICLE OVERNIGHT OR LONGER AT DEALER" 12 7 60 31
endif
if (JLAD6 = 1)
  show "JIFFY LUBE TECHNICIANS ARE CERTIFIED" 13 7 60 31
endif
if (JLAD7 = 1)
  show "JIFFY LUBE SERVICE MEETS VEHICLE WARRANTY REQUIREMENTS" 14 7 60 31
endif
loc 9 9 1 N
sel 9 1 7 1 OFF ENTER

Q:ENDING
T:

That is the end of the survey. I would like to thank you sincerely
for your time and effort on these questions. Good-bye.

PROBE: I only need to ask the radio questions for people
who have had Jiffy Lube service their (car/vehicle).
[I appreciate your willingness to take part in the survey.]

--> PRESS "1" TO CONTINUE
I:
key 1

Q:INTID
T:
YOUR TIRELESS EFFORT AND IMMEASURABLE KINDNESS HAS BROUGHT YOU
ONE STEP CLOSER TO NIRVANA.

REMEMBER THE SOUND OF ONE HAND CLAPPING AS YOU KEY YOUR INTERVIEWER ID.
I:
NUM 1 999 3 0 5 3
IF (ANS > 800) REASK

Q:INTOBS
T:

INTERVIEWER: ENTER YOUR OBSERVATIONS FOR THIS INTERVIEW (OPTIONAL)

I:
OPN 10 10 20 70 M N
CPL
DISPOS = 26
ENDQUEST

Q:NOQAL
T:

Dummy qualify command loop-all respondents *should* be prequalified

I:
KEY
CTRLEND