

CATEGORY-SPECIFIC PSYCHOGRAPHICS

"We are interested in your attitude about a number of issues. There are no right or wrong answers. Please indicate how much you AGREE or DISAGREE with each of the following statements by checking the box that comes closest to how you feel."

- 1 Disagree completely
- 2 Disagree somewhat
- 3 Agree somewhat
- 4 Agree completely

AUTOMOTIVE

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- 147*63 I want a vehicle that has both the comforts of a car and the capabilities of a truck.
- 147*64 I plan to buy the vehicle that best meets my needs no matter who makes it or in what country it is produced
- 147*65 The vehicle a person owns says a lot about him or her.
- 147*66 I consider myself to be an automotive enthusiast.
- 147*67 I buy vehicles that reflect my commitment to support the environment.
- 147*68 I seek out vehicles with bold, innovative designs that stand apart from others on the road.
- 147*69 I think of vehicles as basic transportation.
- 147*70 I look forward to technology advances in new vehicles.
- 147*71 The quality of workmanship/construction of a vehicle is more important than anything else.
- 147*72 I research and compare as many vehicles as possible before making my final purchase decision.
- 147*73 My first consideration in choosing a vehicle is its exterior styling.
- 147*74 I look for vehicles that offer spirited performance and powerful acceleration.
- 147*75 Having a vehicle that is fun to drive is a top consideration in my purchasing decision.
- 147*76 I enjoy personalizing my vehicle to reflect my individual tastes.
- 147*77 I prefer buying models of vehicles that I or people I know have owned and like.
- 147*78 I want the cheapest and easiest to maintain vehicle I can find.
- 147*79 I generally purchase the most expensive model with all the luxury appointments and options.
- 147*80 People often ask my advice when it comes to automobiles.
- 148*01 Having a versatile vehicle to accommodate my busy lifestyle is important to me.
- 148*02 Rebates and incentives strongly influence my new vehicle purchase decisions.

FINANCE

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- 148*66 I regularly read financial news or financial publications.
- 148*67 I hate to borrow money; I would much rather save up in advance of a purchase.
- 148*68 My parents tend/tended to be savers.
- 148*69 I would be happy to use the Internet to carry out day to day banking transactions.
- 148*70 I always know broadly how much is in my bank account at any one time.
- 148*71 There are one or two financial institutions that I always turn to first.
- 148*72 It is better for me to put my money in a low-risk investment, even if the return may not be as great.
- 148*73 The way I deal with my finances reflects how my parents dealt with theirs.
- 148*74 You are better off having what you want now as you never know what tomorrow brings.
- 148*75 I like to take risks when investing for the chance of a high return.
- 148*76 I only save for a specific purpose.
- 148*77 Borrowing money makes me feel uncomfortable.
- 148*78 I hate having to go to the branch of my bank or savings institution.
- 148*79 I find the ups and downs of the financial markets exciting.
- 148*80 I'm happy to use the phone to carry out day to day banking transactions.
- 149*01 Investing in the stock market is too risky for me.

CATEGORY-SPECIFIC PSYCHOGRAPHICS (cont.)

VACATION TRAVEL

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- 149*02 On my vacations, I prefer traveling to places I've never been.
- 149*03 Concerns about security issues have made me less likely to travel.
- 149*04 Travel and hotel discounts have a strong influence on where I choose to travel and where I choose to stay.
- 149*05 I'd rather book a trip over the Internet than meet with a travel agent.
- 149*06 Packaged deals are great, because I don't have to plan out the details too much.
- 149*07 I love doing research on a location before I go on vacation.
- 149*08 I'd rather travel myself or with just a small group of people.
- 149*09 I frequently choose active vacations with lots to do.
- 149*10 I'm happy to do very little, if any, sightseeing on my vacations.
- 149*11 When I find a vacation spot I like, I go back whenever I can.
- 149*12 I am willing to pay more for a flight in order to travel on my favorite airline.
- 149*13 The best vacation is restful without too much physical exercise.
- 149*14 Group tours are fun and a good way to meet people.
- 149*15 I'd rather travel in the U.S. than to a foreign location.
- 149*16 The Internet is not a secure way to make travel plans.
- 149*17 Traveling to foreign places is a great way for me to learn about other cultures.
- 149*18 I'd rather take a few weekend vacations than one long vacation.
- 149*19 I prefer guided tours to traveling independently.

FOOD

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- 149*20 I try to eat healthy these days and pay attention to my nutrition.
- 149*21 I rarely eat frozen dinners.
- 149*22 During a given week, I cook meals frequently.
- 149*23 If a food item is on sale, I buy multiple units to stock up.
- 149*24 Often, I eat my meals on the run.
- 149*25 I try to eat a healthy breakfast every day.
- 149*26 I only buy food items that are name-brand, not generic brands.
- 149*27 I don't allow "junk" food in my home.
- 149*28 Frozen dinners are a convenient alternative for a meal.
- 149*29 If generic brands are on sale, I will purchase them over my normal name-brand.
- 149*30 I don't have very much interest in cooking.
- 149*31 I enjoy trying different types of food.
- 149*32 I indulge my cravings for sweets.
- 149*33 I prefer picking up quick meals to cooking meals.
- 149*34 I don't pay much attention to my intake of fat.
- 149*35 Dinners in my home are usually planned ahead of time.
- 149*36 I prefer cooking with fresh food rather than canned or frozen.
- 149*37 I'm a creature of habit, and stick to the food I know I like.

TECHNOLOGY

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- 149*38 I enjoy reading about new technology products.
- 149*39 I'm willing to pay more for top quality electronics.
- 149*40 Computers are too confusing to be of much use to me.
- 149*41 I give others advice when they are looking to buy technology or electronics products.
- 149*42 Computers can be a good source of entertainment.
- 149*43 I'm fascinated by new technology.
- 149*44 Technology helps make my life more organized.
- 149*45 Before buying electronics, I do as much research as possible.
- 149*46 Technology has little impact on my daily life.
- 149*47 I am among the first of my friends and colleagues to try new technology products.
- 149*48 At first, I was nervous about using computers, but now I'm much more comfortable.
- 149*49 I like to read reviews before buying technology or electronics.

CATEGORY-SPECIFIC PSYCHOGRAPHICS (cont.)

#MEDIA

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"For each of the following statements, please check off which media you think it describes- TV, radio, internet, magazines, newspapers. You can check off as many as you'd like. For example, if you think the statement describes all of them, check off all five."

Statements describe:

- 1 TV
- 2 Radio
- 3 Internet
- 4 Magazines
- 5 Newspapers

- 149*50 A good source of learning
- 149*51 Pure entertainment
- 149*52 Makes me think
- 149*53 Keeps me informed/up to date
- 149*54 A good escape
- 149*55 Relaxes me
- 149*56 Puts me in a good mood
- 149*57 Gives me good ideas
- 149*58 Keeps me up-to-date with the latest styles and trends

Media trusted the most:

- 149*59-1 TV
- 2 Radio
- 3 Internet
- 4 Magazines
- 5 Newspapers

#Wave 51 only