

Default Question Block

Thank you for agreeing to participate in this survey for our Honors Project. The focus of this questionnaire is to gain consumers' thoughts and opinions about tires and green technologies. Participants were selected based on a random sample of the population. We highly value your thoughts on this topic. Be assured all answers provided will be kept confidential. Please answer the questions below to determine if this survey is suitable for you.

Do you have or do you plan on having a driver's license within the next year?

- Yes
- No

Do you own or do you plan on owning a vehicle within the next year?

- Yes
- No

Have you bought tires in the last year or do you plan on purchasing new tires in the future?

- Yes
- No

How many days do you usually drive your vehicle per week?

- 1-2 days
- 3-4 days
- 5-7 days

What type of vehicle do you drive on a daily basis?

- Coupe
- Sedan
- Van
- SUV
- Truck
- Motorcycle
- Other

What is the size of your current daily vehicle?

- Mini Compact
- Sub Compact
- Compact
- Mid- Sized
- Large

When you hear the word “green” used with a product, what do you most likely think of? Check all that apply.

- Helping the environment
- Expensive
- Pointless

- High quality
- Low quality

Please check one of the following statements which relates to your feelings about global warming:

- The issue at hand is urgent
- Global warming is a problem
- I am neutral about the issue at hand
- I do not believe in global warming
- I do not know enough about global warming to have feeling towards it

Do you believe the government should focus on alternative methods of energy?

- Definitely yes
- Probably yes
- Might or might not
- Probably not
- Definitely not

Some believe by purchasing ecofriendly tires, they can make a positive impact on the environment. How do you feel about this statement?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

A green technology is technology whose use is intended to mitigate or reverse the effects of

human activity on the environment. Do you believe tire manufacturers should be obligated to utilize green technologies to decrease human impact on the environment?

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

How likely are you to purchase tires that were made with green technologies?

- Very unlikely
- Unlikely
- Undecided
- Likely
- Very likely

How likely are you to buy tires from companies that help the environment?

- Very unlikely
- Unlikely
- Undecided
- Likely
- Very likely

How would you feel if a company changed to green tire technologies?

- Very displeased
- Displeased
- Neutral
- Pleased

Very pleased

If a company sold environmentally friendly tires at the same cost as traditional tires, how likely would you be to purchase them?

- Extremely unlikely
- Somewhat unlikely
- Neither likely nor unlikely
- Somewhat likely
- Extremely likely

Of these tire brands, please rate how likely you would buy each.

	Very Unlikely	Unlikely	Undecided	Likely	Very Likely
BF Goodrich	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bridgestone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Firestone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Goodyear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Michelin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you to purchase tires based on these factors

	Does not affect buying decision	Slightly does not affect buying decision	Neutral	Slightly affects buying decision	Strongly affects buying decision
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of Purchase	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benefits the Environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The following section contains questions on demographics**What is your gender?**

- Male
- Female

What is your age range?

- 16-25
- 25-35
- 35-45
- 45-55
- 55+

What is your yearly household income?

- Under \$20,000 USD
- 20,000- 40,000 USD
- 40,000- 60,000 USD
- 60,000-80,000 USD
- 80,000- 100,000 USD
- Over 100,000 USD

What is your employment status? Check all that apply

- Part time student
- Full time student
- Part time employed
- Full time employed
- Unemployed

Retired

How many vehicles are in your household?

- 1
- 2
- 3
- 4
- 5+

What state do you live in?

What country do you live in?

If you want to be entered into a drawing to win a \$50 visa gift card, please enter your email address below.

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