



# NADA Winter 2024 Dealer Attitude Survey Aid

We need to hear from you!

Your opinion is shared directly with your brand's senior leadership by NADA.

Go to [www.nadasurvey.com](http://www.nadasurvey.com) for more information.

The Survey Aid below lets you see and share the questions on the current survey.

Since 1985, the NADA-designed and operated Dealer Attitude Survey has provided a valuable, anonymous tool to let dealers share their opinions about their manufacturers and the dealer-OEM relationship. Survey data is presented by NADA staff to each manufacturer, always accompanied by a NADA Board Director who owns that franchise.

NADA encourages you to involve your department managers in completing the survey.

## General Instructions

Please answer the Franchise, Value, Policy, Finance and People Sections for each new vehicle franchise you sell at this dealership.

Please fill in the bubble for the franchise you are filling out the survey for:

<input type="radio"/> Acura	<input type="radio"/> Chrysler	<input type="radio"/> Infiniti	<input type="radio"/> Mazda	<input type="radio"/> Subaru
<input type="radio"/> Alfa Romeo	<input type="radio"/> Dodge	<input type="radio"/> Jaguar	<input type="radio"/> Mercedes-Benz	<input type="radio"/> Toyota
<input type="radio"/> Audi	<input type="radio"/> Fiat	<input type="radio"/> Jeep	<input type="radio"/> MINI	<input type="radio"/> Volkswagen
<input type="radio"/> BMW	<input type="radio"/> Ford	<input type="radio"/> Kia	<input type="radio"/> Mitsubishi	<input type="radio"/> Volvo
<input type="radio"/> Buick-GMC	<input type="radio"/> Genesis	<input type="radio"/> Land Rover	<input type="radio"/> Nissan	
<input type="radio"/> Cadillac	<input type="radio"/> Honda	<input type="radio"/> Lexus	<input type="radio"/> Porsche	
<input type="radio"/> Chevrolet	<input type="radio"/> Hyundai	<input type="radio"/> Lincoln	<input type="radio"/> RAM	

**Confidential**

User ID: \_\_\_\_\_ (7 digits)

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### Value—Overall Attitude

Please indicate the degree to which you agree/disagree with the following statements concerning your franchise's **value**.

- The **value of my franchise** has increased over the **past 12 months**.
- The **value of my franchise** will increase over the **next 12 months**.
- My franchisor's **products are what customers want**.
- My franchisor's **product quality** is competitive.
- I am satisfied with my franchisor's efforts to retain loyal customers.
- I am satisfied with my franchisor's efforts to conquest new customers.

☐ Strongly Agree  
☐ Agree  
☐ Neutral  
☐ Disagree  
☐ Strongly Disagree

Rate the value of your franchise on a **scale of 1 to 10**, where 1 is low and 10 is high. \_\_\_\_\_

### Value—Detailed Issues and Attitudes

Please indicate the degree to which you are satisfied/dissatisfied with the following:

Evaluate your franchisor's **current product** in the following areas:

- Product reliability in first 90 days
- My franchisor's policy on warranty goodwill is flexible enough to meet my customer satisfaction needs.

☐ Very Satisfied  
☐ Satisfied  
☐ Neutral  
☐ Dissatisfied  
☐ Very Dissatisfied

Evaluate your franchisor in the areas of **vehicle distribution**:

- Fairness

☐ Strongly Agree  
☐ Agree  
☐ Neutral  
☐ Disagree  
☐ Strongly Disagree

Please indicate the degree to which you agree/disagree with the following statements concerning your franchisor in areas of vehicle distribution:

- My franchisor provides an effective mechanism to track new vehicles in transit.

☐ Strongly Agree  
☐ Agree  
☐ Neutral  
☐ Disagree  
☐ Strongly Disagree

Please indicate the degree to which you are satisfied/dissatisfied with the following:

Evaluate your franchisor's **marketing efforts**:

- Overall Satisfaction
- New Vehicle Digital Marketing

☐ Very Satisfied  
☐ Satisfied  
☐ Neutral  
☐ Dissatisfied  
☐ Very Dissatisfied