

## THE UNFOLDING METHOD

How about you (or anyone in your family) — will you probably buy or lease a car in the next 12 months, is there an even chance you will, or do you think you probably won't (buy or lease a car in the next 12 months)?

**PROBABLY WILL**

Would you say it's almost certain you will buy or just that you probably will?

**1. ALMOST CERTAIN**

**2. PROBABLY WILL**

**EVEN CHANCE**

Would you say there's a better than even chance you will buy, less than an even chance, or just an even chance?

**3. BETTER THAN EVEN**

**5. LESS THAN EVEN**

**4. EVEN CHANCE**

**PROBABLY WON'T**

Would you say that it's very unlikely, just that you probably won't buy a car, or do you think that you will never buy one?

**7. VERY UNLIKELY**

**6. PROBABLY WON'T**

**8. NEVER WILL BUY**

A11. Would it be a brand-new car or a used car?  
(If two car purchases are planned,  
use margin for second.)

**1. NEW**

**2. USED**

**8. DON'T KNOW**

A11a. When do you think you might buy or lease this car?

\_\_\_\_\_  
(MONTH AND YEAR)

A12. How long do you think it may be before you  
(or anyone in the family) buy or lease a car?

**8. DON'T KNOW**

**0. NEVER - WILL BUY**

Turn to p. 5. A13

A12a. Do you think this would be a brand-new car or a used car?

**1. NEW**

**2. USED**

**8. DON'T KNOW**

Source: Adapted from Robert M. Groves and Robert L. Kahn: *Surveys by Telephone: A National Comparison with Personal Interviews*, Academic Press, New York: 1979, p. 233.