



# 2017 Toyota Dream Car Art Contest Questionnaire

\*Questions for parent(s) or legal guardian

**Q1 How did you learn about this contest? Please circle all that apply.**

- ① From friends and acquaintances
- ② At a Toyota dealership / from staff members at the dealership
- ③ From posters and flyers
- ④ On Toyota's website
- ⑤ Radio
- ⑥ Newspaper articles
- ⑦ Television news
- ⑧ Other ( )

**Q2 Which of below apply to the reasons for the participation in this contest? Please mark the appropriate box for each.**

|   | Applies | Somewhat applies | Cannot say which | Hardly applies | Does not apply |
|---|---------|------------------|------------------|----------------|----------------|
| ① My child is interested in art.                |         |                  |                  |                |                |
| ② My child is interested in automobiles.        |         |                  |                  |                |                |
| ③ This contest is good for a child's education. |         |                  |                  |                |                |
| ④ This contest has prestige.                    |         |                  |                  |                |                |
| ⑤ This is a worldwide contest.                  |         |                  |                  |                |                |
| ⑥ The prizes are attractive.                    |         |                  |                  |                |                |

**Q3 After participating in this contest, did your image of Toyota change? Please mark the appropriate box for each.**

|  | I agree | I somewhat agree | Cannot say which | I somewhat disagree | I disagree |
|--|---------|------------------|------------------|---------------------|------------|
| ① Interest towards Toyota enhanced.  |         |                  |                  |                     |            |
| ② Sense of trust and reliability towards Toyota enhanced.                        |         |                  |                  |                     |            |
| ③ I feel Toyota is making efforts to actively interact with the local community. |         |                  |                  |                     |            |
| ④ Purchase intent of a Toyota enhanced.  |         |                  |                  |                     |            |

**Q4 If there is a similar contest in the future, would you let your child participate in it again? Please mark the one that applies.**

| Yes | Probably | Cannot say which | Probably not | No |
|-----|----------|------------------|--------------|----|
|     |          |                  |              |    |

■ **Your child's age category** Please circle one. ■ **Your child's gender** Please circle one. ■ **Ownership of Vehicle** Please circle all that apply.

- ① Under 8 years old
- ② 8-11 years
- ③ 12-15 years

(optional)

- ① Male
- ② Female

- ① Toyota brand
- ② The other brands
- ③ I don't have any car

**TOYOTA**