

AUTOMOTIVE SURVEYS OF CANADA,
QUESTIONNAIRE FOR TELEPHONE SURVEY, Cont'd...

- 7a. If you think about garages, wholesalers, mass merchandisers, core brokers etc., will you tell me from what type of operation you receive (read part) _____ cores?
- 7b. What core brokers do you deal with? _____, _____.
- 7c. Would you be supplied by a local firm, provincial, out of province or out of country for (read part) _____ cores?
8. Now, thinking about the different types of business you sell, would you tell me for your company's entire 1980 product mix approximately what percentage you sold to the different classes of trade. (If question not well understood suggest, "For instance, how about warehouse distributors?"
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|----------------------------------|----------------------------|
| WD's _____ % | Mass Merchandisers _____ % |
| Service Stations/Garages _____ % | Fleets _____ % |
| Jobber/Wholesaler _____ % | Tire Companies _____ % |
| TBA Jobbers _____ % | Other _____ % |
9. Mr./Mrs. _____ during your busiest time of year how close are you to 100% capacity production, that is to say, what percentage figure would you suggest you stand at _____ %
10. You may have mentioned this before but do you presently export out of the country?
- YES ☐ START AGAIN AT QUESTION 13
- NO ☐ ASK QUESTION 11, THEN 12, SKIP 13 & 14, ASK 15
- 11a. Have you ever thought of exporting?
- 11b. (If YES) - What to date have you done about it? _____
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