



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 Through school
- 2 From friends and acquaintances
- 3 At a Toyota dealership / from staff members at the dealership
- 4 From posters and flyers
- 5 On Toyota's website
- 6 From ads
- 7 Television news / newspaper article
- 8 Other ()

Q2 Which of the 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 My feeling of "close to Toyota" enhanced.					
2 Interest towards Toyota enhanced.					
3 Sense of trust and reliability towards Toyota enhanced.					
4 I feel that Toyota is passionate about child education.					
5 I feel Toyota is making efforts to actively interact with the local community.					
6 Favorable feelings towards Toyota enhanced.					
7 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.

- 1 Under 10 years old
- 2 10-12 years
- 3 13-15 years

■ **Your child's gender** Please circle one.

- 1 Male
- 2 Female