



WORD-FOR-WORD SAMPLE FORMAT

**Project:** Vehicles  
**Date:** 9.12.16  
**Location:** Boston, MA

M: Thank you for coming today. My name is Jane and I will be your moderator. We will be discussing vehicles, specially how you shop for vehicles and what you look for. There are no sales involved; we are only interested in your opinions. Let's start by going around the room. Can everyone introduce themselves? John, let's start with you. Please give us your name, occupation, who you live with and any hobbies you have.

R: My name is John and I am a retired Physics teacher. I live with my wife and have four daughters, who are grown and out of the house. I have six grandkids; my youngest is just six months old. I have a lot of hobbies: old cars, old radios, brewing beer – just to name a few.

R: I'm Tim. I work for a waste water management firm and live with my wife and three kids: ages 5, 3 and 18 months. I like to play golf, but most of my time is spent with my kids right now. Hopefully there will be more golf, as they get older [LAUGHTER].

R: My name is Julie. My husband is in the army and I am due with our third child next month. I am currently a stay at home mom. I also enjoy travel and exercising.

M: Thanks, everyone. Let's get started. Please tell me what car you currently drive and what type of car you're looking to purchase next. Have you starting research for your next car yet and, if so, what have you done thus far?

R: I drive a red Ford Focus. I am looking to buy a new car within the next 3 months. I love my Focus, but it's older and I want something with more modern conveniences, like Bluetooth and a USB connection. I might buy another Focus, but I'm also looking at other compact cars. I've looked on Kelley Blue Book and talked to friends.

R: I have a Toyota Tacoma. It's great, but I need something more friendly with the kids. My wife drives a minivan, so I don't need anything that big. I'm looking at a compact car or a sedan – something that can fit five people comfortably. I've looked online and went to the Toyota dealership and Carmax.

R: My current car is a Jeep Liberty, but I want something easier to drive. I haven't done much research thus far, but my husband can't stop looking online at cars. I prefer to go to the dealer to see what's out there and what the deals are. We went to a used car dealer near us and we plan to go to a few dealers over the weekend. I dread going to the dealerships because you can be there for hours, but looking online can drive me crazy, as well. I find the sites are outdated and don't represent their current inventory, which is frustrating. I want to know what I can buy right now.