



Ipsos Public Affairs

## Quality Remains the Most Influential Factor in Americans' Car Buying Decisions

*Price and Safety Also Top Considerations, but Less Important than in 2010*



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## Quality Remains the Most Influential Factor in Americans' Car Buying Decisions

### *Price and Safety Also Top Considerations, but Less Important than in 2010*

**New York, NY** – Nearly half of Americans (45%) say that quality is the factor that most influences their car-buying decision, according to a new telephone survey of over 1,000 U.S. adults conducted by Ipsos Public Affairs on behalf of CarMax. Among those who had purchased a car, 45% select quality as having the most impact on their decision, an increase of 8% since 2010. While quality was also the top factor last year, it was selected by less than four in ten (37%).

- Men are more likely than are women to take quality into account when choosing a car (54% vs. 37%).
- Those with a household income of at least \$75,000 are also more likely than those with lower incomes to pick quality as the most important factor (55% vs. 40%).

Price ranks second, selected by 22% of adults as the most important factor. However, fewer name price as having the most impact on their car buying decision this year than they did last year (28%).

- Price is more likely to be the most influential factor among those with a household income under \$75,000 than it is among those who are more affluent (27% vs. 14%).

Fewer Americans cite safety as being most influential when choosing a car, selected by 15% in 2011 compared to 22% in 2010. Both polls show that safety is more of a concern for parents than it is for adults without a child under 18 (27% vs. 18% in 2010; 20% vs. 13% in 2011).

Less than one in twelve believe resale value (7%) or green and environmental factors (6%) to be most important when selecting a car.

Factor	2011	2010	Change
Quality	45%	37%	+8
Price	22%	28%	-6
Safety	15%	22%	-6
Resale value	7%	4%	+3
Environmental or green factors	6%	6%	-
Don't know	3%	3%	-



*These are some of the findings of Ipsos polls conducted August 19-22, 2010 and October 6-11, 2011. For the surveys, nationally representative samples of 1,000 and 1,001 randomly-selected adults aged 18 and over residing in the U.S. were interviewed by telephone via Ipsos' U.S. Telephone Express omnibus. With a sample of this size, the results are considered accurate within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire population of adults in the U.S. been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual U.S. population according to data from the U.S. Census Bureau.*

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