Detailed Tables

When you are planning to purchase or lease a vehicle, which three of the following factors would you say are the most important factors in your purchase decision ?

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
TOTAL MENTIONS												
Base: All Respondents												
Unweighted Base	1058	133	100	101	385	239	100	278	478	280	497	561
Weighted Base	1058	140	102*	72*	401	261	82*	310	418	311	511	547
Price	716 68%	91 65%	64 63%	48 67%	288 72%	171 65%	54 66%	216 69% I	301 72% I	190 61%	342 67%	373 68%
Reliability	656 62%	102 73% BCDF	61 60%	39 54%	236 59%	174 67% CF	44 53%	184 59%	273 65%	190 61%	314 61%	342 63%
Safety	527 50%	76 54% E	43 42%	38 53% E	237 59% BEF	97 37%	36 44%	145 47%	211 51%	161 52%	215 42%	313 57% J
The manufacturer's warranty	323 30%	37 26%	37 36%	23 32%	119 30%	81 31%	26 32%	86 28%	117 28%	113 36% GH	156 31%	167 30%
Comfort	299 28%	29 21%	19 19%	18 25%	116 29% B	98 37% ABCDF	20 24%	93 30%	113 27%	89 29%	140 27%	159 29%
Brand	231 22%	37 26%	16 16%	15 21%	76 19%	70 27% BD	17 21%	62 20%	94 23%	69 22%	141 28% K	90 16%
Style/Image	178 17%	27 19%	16 16%	17 23% E	66 16%	35 14%	17 21%	77 25% HI	68 16% I	29 9%	107 21% K	71 13%
Don't know/Refused	18 2%	1 1%	2 2%	0 -	5 1%	8 3%	1 1%	5 1%	2 1%	10 3% H	5 1%	13 2%

Detailed Tables

When you are planning to purchase or lease a vehicle, which three of the following factors would you say are the most important factors in your purchase decision ?

Proportions/Means: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
TOTAL MENTIONS										
Base: All Respondents										
Unweighted Base	1058	823	235	119	241	370	324	250	295	385
Weighted Base	1058	835	223	122	247	363	322	260	300	375
Price	716	564	152	67	155	259	233	175	213	264
	68%	68%	68%	55%	63%	71%	72%	67%	71%	70%
						CD	CD			
Reliability	656	526	130	65	132	237	221	150	186	253
	62%	63%	58%	53%	53%	65%	68%	58%	62%	67%
						CD	CD			G
Safety	527	419	108	66	116	163	180	141	138	184
	50%	50%	49%	54%	47%	45%	56%	54%	46%	49%
							DE			
The manufacturer's warranty	323	251	72	43	94	101	83	85	97	105
	30%	30%	32%	35%	38%	28%	26%	33%	32%	28%
					EF					
Comfort	299	241	58	40	67	99	91	81	92	96
	28%	29%	26%	33%	27%	27%	28%	31%	31%	26%
Brand	231	177	54	23	68	81	58	41	62	98
	22%	21%	24%	19%	27%	22%	18%	16%	21%	26%
					F					G
Style/Image	178	148	30	11	35	73	58	30	58	71
	17%	18%	14%	9%	14%	20%	18%	12%	19%	19%
						C	C		G	G
Don't know/Refused	18	15	3	7	6	2	2	9	2	1
	2%	2%	1%	6%	3%	1%	1%	3%	1%	0
				EF				HI		

Ipsos

Detailed Tables

When you are planning to purchase or lease a vehicle, how important would you say the manufacturer's warranty is to your purchase decision ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1058	133	100	101	385	239	100	278	478	280	497	561
Weighted Base	1058	140	102*	72*	401	261	82*	310	418	311	511	547
Very important	572 54%	66 47%	56 54%	38 53%	216 54%	146 56%	51 62% A	150 48%	211 51%	201 65% GH	273 53%	298 55%
Important	235 22%	28 20%	20 19%	11 15%	77 19%	83 32% ABCDF	17 20%	84 27% I	92 22%	53 17%	107 21%	128 23%
Somewhat important	194 18%	37 27% EF	22 21% E	20 28% EF	87 22% E	16 6%	12 15% E	66 21% I	91 22% I	35 11%	108 21% K	86 16%
Not important at all	44 4%	8 6%	4 4%	3 4%	15 4%	11 4%	2 2%	9 3%	20 5%	13 4%	19 4%	24 4%
Don't know/Refused	13 1%	0 -	2 1%	0 -	5 1%	6 2%	1 1%	2 0	4 1%	8 3% G	4 1%	10 2%

When you are planning to purchase or lease a vehicle, how important would you say the manufacturer's warranty is to your purchase decision ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1058	823	235	119	241	370	324	250	295	385
Weighted Base	1058	835	223	122	247	363	322	260	300	375
Very important	572 54%	440 53%	132 59%	82 68% EF	153 62% EF	192 53% F	144 45%	157 60% I	164 55%	185 49%
Important	235 22%	191 23%	44 20%	13 11%	40 16%	87 24% CD	94 29% CD	37 14%	68 23% G	100 27% G
Somewhat important	194 18%	163 19%	32 14%	15 12%	37 15%	74 20% C	68 21% C	40 15%	62 21%	76 20%
Not important at all	44 4%	31 4%	13 6%	4 4%	14 6%	9 3%	15 5%	16 6% H	6 2%	14 4%
Don't know/Refused	13 1%	11 1%	3 1%	7 6% DEF	3 1%	1 0	2 1%	11 4% HI	1 0	0 -

Detailed Tables

Do you think you would be more inclined to purchase or lease a car from a manufacturer who offered a warranty that claimed to be better than anyone else's ?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1058	133	100	101	385	239	100	278	478	280	497	561
Weighted Base	1058	140	102*	72*	401	261	82*	310	418	311	511	547
Yes	569	73	57	39	217	135	49	160	229	172	291	279
	54%	53%	56%	54%	54%	52%	59%	52%	55%	55%	57%	51%
No	473	65	45	33	178	119	33	150	185	127	214	258
	45%	46%	44%	46%	44%	46%	40%	48%	44%	41%	42%	47%
Don't know/Refused	16	2	0	0	6	7	1	0	4	12	6	10
	2%	1%	-	-	2%	3%	1%	-	1%	4%	1%	2%
										GH		

Do you think you would be more inclined to purchase or lease a car from a manufacturer who offered a warranty that claimed to be better than anyone else's ?

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1058	823	235	119	241	370	324	250	295	385
Weighted Base	1058	835	223	122	247	363	322	260	300	375
Yes	569	443	126	66	141	187	174	143	175	193
	54%	53%	57%	54%	57%	52%	54%	55%	58%	51%
No	473	379	93	50	104	173	144	109	124	180
	45%	45%	42%	41%	42%	48%	45%	42%	41%	48%
Don't know/Refused	16	12	4	6	2	3	4	8	2	3
	2%	1%	2%	5%	1%	1%	1%	3%	1%	1%
				DEF				HI		

Detailed Tables

From the following list, which factor MOST suggests to you that a vehicle is high-quality ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1058	133	100	101	385	239	100	278	478	280	497	561
Weighted Base	1058	140	102*	72*	401	261	82*	310	418	311	511	547
If it gets positive reviews in the media	355 34%	57 41% CE	36 35%	18 25%	135 34%	79 30%	30 36%	92 30%	173 41% GI	84 27%	186 36%	169 31%
If friends or family recommend it	333 31%	51 36%	34 34%	27 37%	128 32%	70 27%	22 27%	122 39% HI	124 30%	82 27%	146 28%	187 34%
If it has a long and comprehensive warranty	331 31%	31 22%	31 30%	22 31%	125 31%	96 37% A	25 31%	93 30%	116 28%	114 37% H	153 30%	178 32%
Don't know/Refused	40 4%	1 1%	1 1%	5 7% AB	12 3%	16 6% A	4 5% A	3 1%	6 1%	30 10% GH	27 5% K	13 2%

From the following list, which factor MOST suggests to you that a vehicle is high-quality ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1058	823	235	119	241	370	324	250	295	385
Weighted Base	1058	835	223	122	247	363	322	260	300	375
If it gets positive reviews in the media	355 34%	283 34%	72 32%	33 27%	76 31%	129 36%	116 36%	67 26%	96 32%	152 40% GH
If friends or family recommend it	333 31%	271 32%	62 28%	30 25%	68 28%	117 32%	117 36% CD	95 37%	88 29%	116 31%
If it has a long and comprehensive warranty	331 31%	251 30%	80 36%	42 34%	95 39% EF	108 30%	83 26%	86 33%	109 36% I	98 26%
Don't know/Refused	40 4%	30 4%	10 4%	17 14% DEF	7 3%	8 2%	7 2%	12 5%	7 2%	10 3%

Detailed Tables

When you purchase or lease a new vehicle, how long would you say you expect to drive it without incurring any costs for repairs, assuming you've had no accidents ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1058	133	100	101	385	239	100	278	478	280	497	561
Weighted Base	1058	140	102*	72*	401	261	82*	310	418	311	511	547
At least one year	83	13	7	2	32	21	9	37	30	15	38	45
	8%	9%	6%	3%	8%	8%	11%	12%	7%	5%	7%	8%
							C	HI				
At least two years	188	26	16	15	81	36	14	81	59	44	95	93
	18%	19%	16%	21%	20%	14%	17%	26%	14%	14%	19%	17%
					E			HI				
At least three years	306	37	31	24	111	76	26	82	135	84	159	147
	29%	27%	30%	34%	28%	29%	32%	26%	32%	27%	31%	27%
At least four years	128	14	14	6	48	34	13	26	59	39	60	68
	12%	10%	14%	8%	12%	13%	16%	8%	14%	13%	12%	12%
									G			
At least five years	213	28	25	16	83	50	12	46	93	70	101	112
	20%	20%	25%	22%	21%	19%	14%	15%	22%	23%	20%	20%
									G	G		
More than five years	115	23	7	7	39	31	8	34	36	42	50	65
	11%	16%	7%	10%	10%	12%	10%	11%	9%	14%	10%	12%
		BD								H		
Don't know/Refused	24	0	2	2	6	13	0	4	5	15	8	16
	2%	-	2%	3%	2%	5%	-	1%	1%	5%	2%	3%
				A		ADF				GH		

Detailed Tables

When you purchase or lease a new vehicle, how long would you say you expect to drive it without incurring any costs for repairs, assuming you've had no accidents ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1058	823	235	119	241	370	324	250	295	385
Weighted Base	1058	835	223	122	247	363	322	260	300	375
At least one year	83	70	13	8	21	32	22	26	27	23
	8%	8%	6%	6%	8%	9%	7%	10%	9%	6%
At least two years	188	151	37	19	46	67	55	49	64	57
	18%	18%	17%	15%	19%	19%	17%	19%	21%	15%
									I	
At least three years	306	248	57	20	60	112	113	54	75	146
	29%	30%	26%	16%	24%	31%	35%	21%	25%	39%
						C	CD			GH
At least four years	128	93	35	18	27	46	37	34	37	46
	12%	11%	16%	14%	11%	13%	12%	13%	12%	12%
At least five years	213	164	49	24	63	59	67	45	63	73
	20%	20%	22%	20%	26%	16%	21%	17%	21%	19%
					E					
More than five years	115	87	29	22	25	43	25	37	31	31
	11%	10%	13%	18%	10%	12%	8%	14%	10%	8%
				DF				I		
Don't know/Refused	24	21	3	11	6	4	3	15	3	0
	2%	3%	1%	9%	2%	1%	1%	6%	1%	-
				DEF				HI		

Detailed Tables

Have you ever been in a situation where you've had to get car repairs just after your warranty expired ?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1058	133	100	101	385	239	100	278	478	280	497	561
Weighted Base	1058	140	102*	72*	401	261	82*	310	418	311	511	547
Yes	415	48	34	26	181	88	39	93	186	129	218	197
	39%	34%	33%	36%	45%	34%	47%	30%	44%	42%	43%	36%
					ABE		BE		G	G	K	
No	635	92	67	46	217	169	43	217	230	175	292	343
	60%	66%	66%	64%	54%	65%	53%	70%	55%	56%	57%	63%
		D	D			DF		HI				
Don't know/Refused	8	0	1	0	3	4	0	0	2	6	2	7
	1%	-	1%	-	1%	2%	-	-	0	2%	0	1%
										G		

Have you ever been in a situation where you've had to get car repairs just after your warranty expired ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1058	823	235	119	241	370	324	250	295	385
Weighted Base	1058	835	223	122	247	363	322	260	300	375
Yes	415	317	98	40	98	137	139	76	109	181
	39%	38%	44%	33%	40%	38%	43%	29%	36%	48%
										GH
No	635	512	123	76	148	226	182	176	190	195
	60%	61%	55%	63%	60%	62%	56%	68%	63%	52%
								I	I	
Don't know/Refused	8	6	2	5	1	1	1	7	1	0
	1%	1%	1%	4%	0	0	0	3%	0	-
				DEF				HI		

Detailed Tables

Which of the following statements best applies to you...

_____
Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* small base

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All Respondents												
Unweighted Base	1058	133	100	101	385	239	100	278	478	280	497	561
Weighted Base	1058	140	102*	72*	401	261	82*	310	418	311	511	547
I currently own a car	785	116	79	56	299	179	55	204	318	248	394	390
	74%	83%	78%	77%	75%	69%	67%	66%	76%	80%	77%	71%
		EF							G	G	K	
I currently lease a car	74	2	5	3	27	28	9	18	39	17	39	35
	7%	1%	5%	5%	7%	11%	11%	6%	9%	5%	8%	6%
					A	A	A					
I do not currently own or lease a car	170	18	16	10	63	49	13	83	43	40	63	107
	16%	13%	16%	14%	16%	19%	16%	27%	10%	13%	12%	20%
								HI				J
Both own and lease	19	2	2	1	6	5	3	2	13	2	9	10
	2%	2%	2%	2%	1%	2%	3%	1%	3%	1%	2%	2%
									GI			
Other (specify)	7	1	0	1	3	0	2	2	3	2	4	3
	1%	1%	-	1%	1%	-	3%	1%	1%	1%	1%	1%
				E			E					
Don't know/Refused	3	0	0	0	3	0	0	0	2	1	2	1
	0	-	-	-	1%	-	-	-	0	0	0	0

Which of the following statements best applies to you...

_____
Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Urban	Rural	<HS	HS	Post sec	University	<$30K	$30K-<$60K	$60K +
		A	B	C	D	E	F	G	H	I
Base: All Respondents										
Unweighted Base	1058	823	235	119	241	370	324	250	295	385
Weighted Base	1058	835	223	122	247	363	322	260	300	375
I currently own a car	785	610	175	72	178	286	247	156	244	291
	74%	73%	78%	60%	72%	79%	77%	60%	81%	78%
					C	C	C		G	G
I currently lease a car	74	63	11	4	17	21	31	14	17	36
	7%	8%	5%	4%	7%	6%	10%	6%	6%	10%
							C			
I do not currently own or lease a car	170	141	29	41	44	47	38	83	34	33
	16%	17%	13%	34%	18%	13%	12%	32%	11%	9%
				DEF	F			HI		
Both own and lease	19	12	7	2	4	5	7	1	3	15
	2%	1%	3%	2%	2%	1%	2%	0	1%	4%
										GH
Other (specify)	7	6	2	1	3	3	0	3	3	0
	1%	1%	1%	1%	1%	1%	-	1%	1%	-
								I		
Don't know/Refused	3	3	0	1	1	1	0	2	0	0
	0	0	-	1%	0	0	-	1%	-	-