

Detailed Tables

Do you have a valid drivers' license?

Proportions/Mean: 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	1000	139	96	67	385	237	76	248	445	293	465	535
Weighted Base	1000	139	96*	67*	385	237	76*	294	386	308	490	510
Yes	878 88%	124 89%	91 94% D	59 88%	329 86%	208 88%	67 88%	238 81%	359 93% GI	273 88% G	448 91% K	430 84%
No	121 12%	15 11%	6 6%	8 12%	54 14% B	29 12%	9 12%	56 19% HI	27 7%	34 11%	41 8%	80 16% J
Refused	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	1 0	0 -

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

* small base

		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	1000	789	211	96	204	331	350	204	245	380
Weighted Base	1000	789	211	99*	203	329	352	213	245	372
Yes	878 88%	689 87%	189 89%	68 69%	171 84%	294 89%	331 94% C CDE	153 72%	219 89% G	365 98% GH
No	121 12%	98 12%	22 11%	30 31% DEF	32 16% F	35 11% F	21 6%	60 28% HI	27 11% I	7 2%
Refused	1 0	1 0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Detailed Tables

1. When the weather gets warmer some people enjoy spending time in their cars, driving down their favourite streets with the windows rolled down and the tunes playing, a pastime otherwise known as 'cruising'. Which major Canadian city would you most like to cruise in?

Proportions/Mean: 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: Respondents with a valid drivers' license												
Unweighted Base	882	126	91	60	331	207	67	200	414	258	426	456
Weighted Base	878	124	91*	59*	329	208	67*	238	359	273	448	430
Vancouver	239 27%	78 63% BCDEF	17 19%	10 18%	69 21%	56 27% F	8 12%	64 27%	99 28%	72 27%	131 29%	108 25%
Toronto	108 12%	7 5%	6 6%	2 3%	81 25% ABCEF	7 3%	6 9%	33 14% I	53 15% I	20 7%	63 14%	45 11%
Montreal	106 12%	7 5%	5 6%	5 8%	28 8%	59 28% ABCDF	3 4%	30 13%	45 13%	30 11%	59 13%	47 11%
Halifax	83 10%	3 2%	15 16% AE	6 9% AE	34 10% AE	6 3% ABCDE	20 30% H	32 13%	29 8%	23 8%	35 8%	49 11%
Calgary	74 8%	7 6%	23 25% ADE	8 13% DE	19 6%	8 4%	10 14% DE	26 11%	29 8%	19 7%	42 9%	32 7%
Quebec	27 3%	0 -	2 2%	1 2%	4 1%	20 10% ABDF	0 -	5 2%	10 3%	12 4%	13 3%	14 3%
Country/ country roads	26 3%	3 2%	1 1%	2 3%	7 2%	9 4%	4 6%	6 2%	7 2%	13 5% H	15 3%	11 3%
Ottawa	14 2%	0 -	0 -	0 -	10 3% E	0 -	3 5% ABE	3 1%	6 2%	4 2%	5 1%	8 2%
Winnipeg	11 1%	0 -	0 -	9 16% ABDEF	1 0	1 0	0 -	1 0	5 1%	5 2%	5 1%	6 1%
Edmonton	9 1%	0 -	7 7% ACDE	0 -	1 0	0 -	1 1%	1 0	5 1%	3 1%	3 1%	6 1%
Saskatoon	5 1%	0 -	0 -	5 8% ABDEF	0 -	0 -	0 -	1 1%	1 0	2 1%	1 0	3 1%
Victoria	4 0	3 3% D	0 -	0 -	0 -	1 0	0 -	1 0	2 1%	1 0	2 0	2 1%
Other	83 9%	10 8%	8 9%	5 8%	33 10%	19 9%	7 10%	23 10%	34 10%	25 9%	41 9%	41 10%
None	23 3%	1 1%	1 1%	2 3%	8 3%	11 5% A	0 -	0 -	9 2% G	13 5% G	10 2%	13 3%
Don't know/Refused	69 8%	5 4%	6 7%	6 9%	35 11% AE	11 5%	6 8%	13 5%	25 7%	30 11% G	25 6%	45 10% J

Detailed Tables

1. When the weather gets warmer some people enjoy spending time in their cars, driving down their favourite streets with the windows rolled down and the tunes playing, a pastime otherwise known as 'cruising'. Which major Canadian city would you most like to cruise in?

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

* small base

	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: Respondents with a valid drivers' license										
Unweighted Base	882	691	191	67	173	298	330	149	218	373
Weighted Base	878	689	189	68*	171	294	331	153	219	365
Vancouver	239 27%	204 30% B	35 18%	16 24%	50 29%	72 24%	96 29%	37 24%	57 26%	105 29%
Toronto	108 12%	89 13%	19 10%	6 8%	25 14%	28 10%	46 14%	16 11%	23 10%	50 14%
Montreal	106 12%	89 13%	17 9%	7 11%	16 9%	37 13%	46 14%	17 11%	24 11%	56 15%
Halifax	83 10%	62 9%	22 11%	6 8%	13 8%	32 11%	31 9%	13 9%	23 10%	40 11%
Calgary	74 8%	57 8%	17 9%	4 6%	13 8%	32 11%	24 7%	17 11%	16 7%	29 8%
Quebec	27 3%	23 3%	4 2%	3 4%	4 2%	10 3%	10 3%	5 3%	9 4%	10 3%
Country/ country roads	26 3%	16 2%	10 5%	3 5%	5 3%	11 4%	7 2%	5 3%	10 5% I	5 1%
Ottawa	14 2%	11 2%	3 1%	3 4% D	0 -	6 2%	5 1%	0 -	5 2%	8 2%
Winnipeg	11 1%	7 1%	4 2%	2 3%	2 1%	4 1%	3 1%	2 2%	2 1%	6 2%
Edmonton	9 1%	6 1%	3 1%	2 3% E	1 0	1 0	3 1%	4 3%	2 1%	2 1%
Saskatoon	5 1%	1 0	4 2% A	0 -	2 1%	1 1%	1 0	2 1% I	2 1%	0 -
Victoria	4 0	4 1%	0 -	0 -	1 0	2 1%	2 1%	0 -	0 -	3 1%
Other	83 9%	55 8%	27 14% A	10 14%	15 9%	32 11%	25 8%	20 13%	24 11%	29 8%
None	23 3%	14 2%	9 5% A	3 5%	4 2%	8 3%	6 2%	2 1%	9 4% I	4 1%
Don't know/Refused	69 8%	52 8%	17 9%	4 5%	21 12% E	17 6%	26 8%	13 9%	14 7%	18 5%

Detailed Tables

2. Still imagining that you were cruising, which type of music would be your top pick to cruise to?

Proportions/Mean: 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: Respondents with a valid drivers' license												
Unweighted Base	882	126	91	60	331	207	67	200	414	258	426	456
Weighted Base	878	124	91*	59*	329	208	67*	238	359	273	448	430
Heavy metal like AC/DC or Metallica	66	6	10	5	28	14	3	40	23	3	51	15
	8%	5%	11%	9%	8%	7%	4%	17% HI	6% I	1%	11% K	3%
Country music like Faith Hill or Dixie Chicks	137	21	12	17	39	28	20	22	47	68	72	65
	16%	17%	13%	29% BDE	12%	13%	30% ABDE	9%	13%	25% GH	16%	15%
Top 40 tunes like Madonna or Fifty Cent	162	24	18	5	56	48	10	75	66	21	75	87
	18%	19%	20%	9%	17%	23% C	16%	31% HI	18% I	8%	17%	20%
Classic rock like The Eagles or Van Morrison	282	47	34	21	109	47	24	63	160	57	145	137
	32%	38% E	38% E	36% E	33% E	22%	36% E	26%	45% GI	21%	32%	32%
Classical music like Beethoven or Mozart	135	14	11	5	53	47	6	9	35	87	60	75
	15%	11%	12%	8%	16%	22% ABCF	9%	4%	10% G	32% GH	13%	17%
None of the above	90	12	4	4	42	24	4	28	28	33	42	48
	10%	10%	4%	6%	13% B	12% B	6%	12%	8%	12%	9%	11%
Don't know/Refused	6	0	1	1	3	1	0	2	0	4	2	4
	1%	-	1%	2%	1%	0	-	1%	-	1% H	1%	1%

Detailed Tables

2. Still imagining that you were cruising, which type of music would be your top pick to cruise to?

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

* small base

	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: Respondents with a valid drivers' license										
Unweighted Base	882	691	191	67	173	298	330	149	218	373
Weighted Base	878	689	189	68*	171	294	331	153	219	365
Heavy metal like AC/DC or Metallica	66 8%	58 8% B	8 4%	3 5%	13 8%	26 9%	24 7%	9 6%	26 12%	27 7%
Country music like Faith Hill or Dixie Chicks	137 16%	78 11%	59 31% A	19 28% EF	45 26% EF	39 13%	32 10%	34 22% I	47 21% I	31 9%
Top 40 tunes like Madonna or Fifty Cent	162 18%	137 20% B	25 13%	5 7%	34 20% C	56 19% C	65 20% C	27 18%	26 12%	89 24% H
Classic rock like The Eagles or Van Morrison	282 32%	226 33%	56 30%	16 24%	45 26%	109 37% CD	111 33%	37 24%	60 28%	144 39% GH
Classical music like Beethoven or Mozart	135 15%	110 16%	25 13%	9 13%	18 11%	35 12%	67 20% DE	28 18%	32 15%	46 13%
None of the above	90 10%	75 11%	15 8%	15 23% DEF	15 9%	27 9%	30 9%	18 12% I	27 12% I	24 7%
Don't know/Refused	6 1%	4 1%	2 1%	0 -	2 1%	1 0	3 1%	0 -	1 0	4 1%

Detailed Tables

3. Which of the following, in your opinion, would be the best place to park for a romantic roadside rendezvous?

Proportions/Mean: 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: Respondents with a valid drivers' license												
Unweighted Base	882	126	91	60	331	207	67	200	414	258	426	456
Weighted Base	878	124	91*	59*	329	208	67*	238	359	273	448	430
In a park	101 11%	10 8%	14 16% F	6 10%	38 12%	29 14% F	3 4%	20 8%	44 12%	36 13%	58 13%	43 10%
At a lookout point	239 27%	38 31%	23 26%	16 27%	94 28%	54 26%	15 22%	66 28%	101 28%	72 27%	145 32% K	94 22%
Near the beach	443 50%	67 54%	41 46%	30 51%	157 48%	105 50%	42 63% BD	136 57% I	186 52% I	117 43%	194 43%	249 58% J
In your driveway	40 5%	3 3%	6 7%	3 4%	14 4%	10 5%	4 6%	8 3%	11 3%	20 7% H	27 6% K	13 3%
None of the above	38 4%	4 4%	4 4%	2 4%	19 6%	8 4%	1 2%	6 3%	11 3%	19 7% GH	18 4%	21 5%
Don't know/Refused	17 2%	1 1%	2 2%	2 4%	7 2%	3 1%	2 3%	2 1%	5 1%	8 3%	6 1%	10 2%

3. Which of the following, in your opinion, would be the best place to park for a romantic roadside rendezvous?

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

* small base

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
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Base: Respondents with a valid drivers' license										
Unweighted Base	882	691	191	67	173	298	330	149	218	373
Weighted Base	878	689	189	68*	171	294	331	153	219	365
In a park	101 11%	80 12%	21 11%	8 12%	22 13%	32 11%	37 11%	23 15%	31 14%	33 9%
At a lookout point	239 27%	189 27%	51 27%	16 23%	45 26%	80 27%	98 29%	32 21%	52 24%	128 35% GH
Near the beach	443 50%	344 50%	99 52%	32 47%	82 48%	157 53%	165 50%	80 52%	113 51%	174 48%
In your driveway	40 5%	31 5%	9 5%	7 11% F	7 4%	14 5%	11 3%	9 6%	13 6%	14 4%
None of the above	38 4%	30 4%	8 4%	4 6%	10 6%	7 2%	15 5%	6 4%	7 3%	12 3%
Don't know/Refused	17 2%	14 2%	2 1%	1 1%	6 3%	4 1%	5 2%	3 2%	4 2%	4 1%

Detailed Tables

4. Now turning to car parts, which of the following would be most important to you when selecting tires?

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: Respondents with a valid drivers' license												
Unweighted Base	882	126	91	60	331	207	67	200	414	258	426	456
Weighted Base	878	124	91*	59*	329	208	67*	238	359	273	448	430
Safety	527 60%	68 54%	53 58%	34 58%	184 56%	148 71%	41 61%	123 52%	218 61%	180 66%	233 52%	295 69%
Performance	151 17%	25 20%	19 21%	9 15%	59 18%	28 13%	12 17%	48 20%	55 15%	45 17%	90 20%	61 14%
Aesthetics such as rim dimension or tire width	18	3	1	0	10	4	0	9	6	3	13	5
	2%	3%	1%	-	3%	2%	-	4%	2%	1%	3%	1%
Value	114 13%	21 17%	12 14%	10 17%	51 15%	11 5%	8 12%	41 17%	52 15%	21 8%	78 17%	36 8%
Warranty	56 6%	5 4%	6 6%	4 7%	20 6%	16 8%	6 8%	13 5%	25 7%	19 7%	30 7%	26 6%
None of the above	10 1%	2 1%	0 -	1 2%	5 2%	1 0	1 2%	4 1%	3 1%	4 1%	4 1%	6 1%
Don't know/Refused	2 0	2 1%	0 -	1 2%	0 -	0 -	0 -	2 1%	0 -	1 0	1 0	2 0

Detailed Tables

4. Now turning to car parts, which of the following would be most important to you when selecting tires?

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

* small base

	TOTAL	REGION TYPE		EDUCATION				INCOME		
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Base: Respondents with a valid drivers' license										
Unweighted Base	882	691	191	67	173	298	330	149	218	373
Weighted Base	878	689	189	68*	171	294	331	153	219	365
Safety	527 60%	413 60%	114 60%	41 60%	98 57%	173 59%	207 62%	93 61%	122 56%	218 60%
Performance	151 17%	122 18%	28 15%	11 16%	31 18%	56 19%	50 15%	29 19%	38 17%	66 18%
Aesthetics such as rim dimension or tire width	18 2%	13 2%	5 2%	1 2%	6 3%	2 1%	9 3%	4 2%	4 2%	9 2%
Value	114 13%	90 13%	24 13%	5 7%	17 10%	41 14%	49 15%	15 10%	33 15%	51 14%
Warranty	56 6%	42 6%	15 8%	8 12%	15 9%	21 7%	12 4%	10 6%	20 9%	18 5%
None of the above	10 1%	7 1%	3 1%	2 3%	3 2%	1 0	4 1%	3 2%	2 1%	3 1%
Don't know/Refused	2 0	2 0	1 0	0 -	2 1% EF	0 -	0 -	0 -	0 -	1 0