



# Canadian Online Omni November 15 - November 22, 2010

## Car Features Banner 1

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1\_1. (Great fuel efficiency) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 676   | 275    | 401    | 190   | 261   | 225 | 77        | 255 | 227      | 117       |
|                         | 66%   | 56%    | 76%    | 67%   | 64%   | 68% | 76%       | 63% | 68%      | 63%       |
|                         |       |        | A      |       |       |     |           |     |          |           |
| Somewhat important      | 277   | 171    | 106    | 61    | 121   | 95  | 16        | 116 | 90       | 56        |
|                         | 27%   | 35%    | 20%    | 22%   | 30%   | 29% | 16%       | 29% | 27%      | 30%       |
|                         |       | B      |        |       |       |     |           |     |          | F         |
| Not very important      | 44    | 31     | 13     | 24    | 16    | 3   | 1         | 22  | 10       | 10        |
|                         | 4%    | 6%     | 2%     | 8%    | 4%    | 1%  | 1%        | 5%  | 3%       | 5%        |
|                         |       | B      |        | E     | E     |     |           |     |          |           |
| Not at all important    | 24    | 17     | 7      | 9     | 7     | 8   | 7         | 10  | 5        | 2         |
|                         | 2%    | 3%     | 1%     | 3%    | 2%    | 2%  | 7%        | 2%  | 2%       | 1%        |
|                         |       |        |        |       |       |     |           |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 953   | 446    | 507    | 252   | 382   | 320 | 93        | 371 | 317      | 173       |
|                         | 93%   | 90%    | 96%    | 88%   | 94%   | 97% | 92%       | 92% | 95%      | 93%       |
|                         |       |        | A      |       | C     | C   |           |     |          |           |
| Low2Box (Not important) | 68    | 48     | 20     | 33    | 23    | 11  | 8         | 32  | 16       | 12        |
|                         | 7%    | 10%    | 4%     | 12%   | 6%    | 3%  | 8%        | 8%  | 5%       | 7%        |
|                         |       | B      |        | DE    |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_2. (Lots of airbags for safety) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 397   | 156    | 242    | 99    | 160   | 138 | 45        | 148 | 138      | 66        |
|                         | 39%   | 32%    | 46%    | 35%   | 39%   | 42% | 45%       | 37% | 42%      | 36%       |
|                         |       |        | A      |       |       |     |           |     |          |           |
| Somewhat important      | 455   | 230    | 225    | 123   | 180   | 152 | 32        | 179 | 157      | 86        |
|                         | 45%   | 47%    | 43%    | 43%   | 44%   | 46% | 32%       | 45% | 47%      | 47%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 134   | 82     | 52     | 52    | 51    | 31  | 13        | 61  | 32       | 28        |
|                         | 13%   | 17%    | 10%    | 18%   | 13%   | 9%  | 13%       | 15% | 10%      | 15%       |
|                         |       | B      |        | E     |       |     |           |     |          | H         |
| Not at all important    | 35    | 26     | 9      | 11    | 14    | 9   | 10        | 14  | 5        | 5         |
|                         | 3%    | 5%     | 2%     | 4%    | 3%    | 3%  | 10%       | 4%  | 2%       | 3%        |
|                         |       | B      |        |       |       |     | HI        |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 852   | 386    | 466    | 222   | 340   | 290 | 78        | 327 | 295      | 152       |
|                         | 83%   | 78%    | 88%    | 78%   | 84%   | 88% | 77%       | 81% | 89%      | 82%       |
|                         |       |        | A      |       |       | C   |           |     | FGI      |           |
| Low2Box (Not important) | 169   | 108    | 61     | 63    | 65    | 40  | 23        | 75  | 38       | 33        |
|                         | 17%   | 22%    | 12%    | 22%   | 16%   | 12% | 23%       | 19% | 11%      | 18%       |
|                         |       | B      |        | E     |       |     | H         | H   |          | H         |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_3. (Roadside support system) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 256   | 102    | 154    | 45    | 104   | 108 | 29        | 109 | 92       | 26        |
|                         | 25%   | 21%    | 29%    | 16%   | 26%   | 33% | 29%       | 27% | 28%      | 14%       |
|                         |       |        | A      |       | C     | C   | I         | I   | I        |           |
| Somewhat important      | 392   | 179    | 212    | 106   | 156   | 130 | 39        | 142 | 130      | 81        |
|                         | 38%   | 36%    | 40%    | 37%   | 39%   | 39% | 39%       | 35% | 39%      | 44%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 278   | 154    | 124    | 93    | 114   | 71  | 14        | 111 | 86       | 66        |
|                         | 27%   | 31%    | 23%    | 33%   | 28%   | 21% | 14%       | 28% | 26%      | 36%       |
|                         |       | B      |        | E     |       |     |           |     |          | FH        |
| Not at all important    | 96    | 59     | 37     | 42    | 31    | 23  | 18        | 40  | 25       | 12        |
|                         | 9%    | 12%    | 7%     | 15%   | 8%    | 7%  | 18%       | 10% | 8%       | 6%        |
|                         |       | B      |        | DE    |       |     | HI        |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 648   | 281    | 366    | 150   | 260   | 237 | 69        | 251 | 222      | 107       |
|                         | 63%   | 57%    | 70%    | 53%   | 64%   | 72% | 68%       | 62% | 67%      | 58%       |
|                         |       |        | A      |       | C     | C   |           |     | I        |           |
| Low2Box (Not important) | 373   | 213    | 161    | 135   | 145   | 94  | 32        | 152 | 111      | 78        |
|                         | 37%   | 43%    | 30%    | 47%   | 36%   | 28% | 32%       | 38% | 33%      | 42%       |
|                         |       | B      |        | DE    |       |     |           |     |          | H         |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_4. (A car great for a Canadian winter) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 588   | 240    | 348    | 158   | 231   | 200 | 64        | 224 | 201      | 99        |
|                         | 58%   | 49%    | 66%    | 55%   | 57%   | 61% | 63%       | 56% | 60%      | 54%       |
|                         |       |        | A      |       |       |     |           |     |          |           |
| Somewhat important      | 361   | 211    | 150    | 103   | 147   | 110 | 30        | 140 | 113      | 78        |
|                         | 35%   | 43%    | 28%    | 36%   | 36%   | 33% | 30%       | 35% | 34%      | 42%       |
|                         |       |        | B      |       |       |     |           |     |          | H         |
| Not very important      | 47    | 26     | 21     | 15    | 21    | 11  | 0         | 26  | 15       | 6         |
|                         | 5%    | 5%     | 4%     | 5%    | 5%    | 3%  | -         | 6%  | 4%       | 3%        |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 25    | 17     | 8      | 9     | 6     | 9   | 7         | 12  | 5        | 2         |
|                         | 2%    | 3%     | 2%     | 3%    | 2%    | 3%  | 7%        | 3%  | 1%       | 1%        |
|                         |       |        |        |       |       |     | H         |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 949   | 451    | 498    | 261   | 378   | 310 | 94        | 365 | 313      | 177       |
|                         | 93%   | 91%    | 95%    | 92%   | 93%   | 94% | 93%       | 91% | 94%      | 96%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Low2Box (Not important) | 72    | 43     | 29     | 24    | 27    | 20  | 7         | 38  | 19       | 8         |
|                         | 7%    | 9%     | 5%     | 8%    | 7%    | 6%  | 7%        | 9%  | 6%       | 4%        |
|                         |       |        |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_5. (Drives like a luxury vehicle) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 211   | 97     | 115    | 33    | 84    | 94  | 30        | 73  | 73       | 35        |
|                         | 21%   | 20%    | 22%    | 11%   | 21%   | 29% | 30%       | 18% | 22%      | 19%       |
|                         |       |        |        |       | C     | CD  |           |     |          |           |
| Somewhat important      | 462   | 235    | 227    | 108   | 191   | 162 | 41        | 191 | 151      | 80        |
|                         | 45%   | 48%    | 43%    | 38%   | 47%   | 49% | 40%       | 47% | 45%      | 43%       |
|                         |       |        |        |       |       | C   |           |     |          |           |
| Not very important      | 280   | 125    | 155    | 119   | 108   | 53  | 22        | 107 | 90       | 60        |
|                         | 27%   | 25%    | 29%    | 42%   | 27%   | 16% | 22%       | 27% | 27%      | 33%       |
|                         |       |        |        | DE    | E     |     |           |     |          |           |
| Not at all important    | 68    | 38     | 30     | 25    | 22    | 21  | 8         | 31  | 19       | 10        |
|                         | 7%    | 8%     | 6%     | 9%    | 5%    | 6%  | 8%        | 8%  | 6%       | 5%        |
|                         |       |        |        |       |       |     |           |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 673   | 332    | 341    | 141   | 276   | 257 | 71        | 264 | 224      | 115       |
|                         | 66%   | 67%    | 65%    | 50%   | 68%   | 78% | 70%       | 66% | 67%      | 62%       |
|                         |       |        |        |       | C     | CD  |           |     |          |           |
| Low2Box (Not important) | 348   | 162    | 186    | 144   | 130   | 74  | 30        | 139 | 109      | 70        |
|                         | 34%   | 33%    | 35%    | 50%   | 32%   | 22% | 30%       | 34% | 33%      | 38%       |
|                         |       |        |        | DE    | E     |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_6. (Fun to drive) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 342   | 170    | 173    | 89    | 146   | 108 | 40        | 127 | 117      | 59        |
|                         | 34%   | 34%    | 33%    | 31%   | 36%   | 33% | 40%       | 31% | 35%      | 32%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Somewhat important      | 498   | 243    | 255    | 134   | 198   | 166 | 41        | 206 | 156      | 94        |
|                         | 49%   | 49%    | 48%    | 47%   | 49%   | 50% | 41%       | 51% | 47%      | 51%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 137   | 63     | 74     | 46    | 44    | 47  | 10        | 55  | 49       | 23        |
|                         | 13%   | 13%    | 14%    | 16%   | 11%   | 14% | 10%       | 14% | 15%      | 13%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 44    | 19     | 25     | 17    | 17    | 10  | 10        | 14  | 11       | 9         |
|                         | 4%    | 4%     | 5%     | 6%    | 4%    | 3%  | 10%       | 4%  | 3%       | 5%        |
|                         |       |        |        |       |       |     |           |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 840   | 412    | 428    | 222   | 344   | 274 | 81        | 333 | 273      | 153       |
|                         | 82%   | 83%    | 81%    | 78%   | 85%   | 83% | 80%       | 83% | 82%      | 83%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Low2Box (Not important) | 181   | 82     | 99     | 63    | 61    | 57  | 20        | 69  | 59       | 32        |
|                         | 18%   | 17%    | 19%    | 22%   | 15%   | 17% | 20%       | 17% | 18%      | 17%       |
|                         |       |        |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_7. (Excellent sound system) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 206   | 100    | 106    | 61    | 97    | 48  | 16        | 72  | 86       | 32        |
|                         | 20%   | 20%    | 20%    | 21%   | 24%   | 14% | 16%       | 18% | 26%      | 17%       |
|                         |       |        |        |       | E     |     |           |     | GI       |           |
| Somewhat important      | 472   | 219    | 254    | 130   | 187   | 155 | 41        | 182 | 156      | 94        |
|                         | 46%   | 44%    | 48%    | 45%   | 46%   | 47% | 40%       | 45% | 47%      | 51%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 266   | 134    | 132    | 75    | 93    | 98  | 25        | 117 | 75       | 49        |
|                         | 26%   | 27%    | 25%    | 26%   | 23%   | 30% | 25%       | 29% | 22%      | 27%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 77    | 41     | 35     | 19    | 28    | 30  | 19        | 32  | 16       | 10        |
|                         | 8%    | 8%     | 7%     | 7%    | 7%    | 9%  | 19%       | 8%  | 5%       | 5%        |
|                         |       |        |        |       |       |     | GHI       |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 678   | 319    | 359    | 191   | 284   | 203 | 57        | 254 | 242      | 126       |
|                         | 66%   | 65%    | 68%    | 67%   | 70%   | 61% | 56%       | 63% | 73%      | 68%       |
|                         |       |        |        |       | E     |     |           |     | FG       |           |
| Low2Box (Not important) | 343   | 175    | 168    | 94    | 121   | 128 | 44        | 149 | 91       | 59        |
|                         | 34%   | 35%    | 32%    | 33%   | 30%   | 39% | 44%       | 37% | 27%      | 32%       |
|                         |       |        |        |       |       | D   | H         | H   |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base



1\_8. (Sleek exterior style) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 174   | 92     | 83     | 48    | 70    | 56  | 19        | 58  | 60       | 38        |
|                         | 17%   | 19%    | 16%    | 17%   | 17%   | 17% | 19%       | 14% | 18%      | 21%       |
| Somewhat important      | 464   | 224    | 239    | 133   | 187   | 144 | 44        | 187 | 145      | 86        |
|                         | 45%   | 45%    | 45%    | 47%   | 46%   | 44% | 44%       | 47% | 44%      | 47%       |
| Not very important      | 295   | 138    | 157    | 79    | 112   | 103 | 23        | 121 | 102      | 49        |
|                         | 29%   | 28%    | 30%    | 28%   | 28%   | 31% | 23%       | 30% | 31%      | 26%       |
| Not at all important    | 88    | 40     | 48     | 25    | 36    | 27  | 15        | 36  | 26       | 11        |
|                         | 9%    | 8%     | 9%     | 9%    | 9%    | 8%  | 15%       | 9%  | 8%       | 6%        |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 638   | 316    | 322    | 181   | 257   | 201 | 63        | 245 | 205      | 125       |
|                         | 62%   | 64%    | 61%    | 63%   | 63%   | 61% | 63%       | 61% | 62%      | 67%       |
| Low2Box (Not important) | 383   | 178    | 205    | 104   | 149   | 130 | 38        | 157 | 128      | 60        |
|                         | 38%   | 36%    | 39%    | 37%   | 37%   | 39% | 37%       | 39% | 38%      | 33%       |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_9. (Warranty coverage) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 586   | 258    | 328    | 140   | 239   | 207 | 55        | 247 | 189      | 95        |
|                         | 57%   | 52%    | 62%    | 49%   | 59%   | 63% | 55%       | 61% | 57%      | 51%       |
|                         |       |        | A      |       | C     | C   |           | I   |          |           |
| Somewhat important      | 330   | 178    | 152    | 107   | 122   | 101 | 36        | 109 | 116      | 68        |
|                         | 32%   | 36%    | 29%    | 38%   | 30%   | 30% | 36%       | 27% | 35%      | 37%       |
|                         |       | B      |        |       |       |     |           |     |          | G         |
| Not very important      | 75    | 39     | 36     | 26    | 33    | 17  | 1         | 37  | 21       | 16        |
|                         | 7%    | 8%     | 7%     | 9%    | 8%    | 5%  | 1%        | 9%  | 6%       | 9%        |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 31    | 19     | 11     | 12    | 12    | 7   | 8         | 10  | 7        | 6         |
|                         | 3%    | 4%     | 2%     | 4%    | 3%    | 2%  | 8%        | 2%  | 2%       | 3%        |
|                         |       |        |        |       |       |     | H         |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 915   | 435    | 480    | 247   | 361   | 308 | 91        | 356 | 305      | 163       |
|                         | 90%   | 88%    | 91%    | 87%   | 89%   | 93% | 91%       | 88% | 92%      | 88%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Low2Box (Not important) | 106   | 59     | 47     | 38    | 44    | 23  | 10        | 47  | 28       | 22        |
|                         | 10%   | 12%    | 9%     | 13%   | 11%   | 7%  | 9%        | 12% | 8%       | 12%       |
|                         |       |        |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_10. (Leading edge technology integration, i.e. MP3 players, USB sticks, iPad) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 117   | 64     | 53     | 43    | 48    | 25  | 9         | 38  | 49       | 21        |
|                         | 11%   | 13%    | 10%    | 15%   | 12%   | 8%  | 9%        | 10% | 15%      | 11%       |
|                         |       |        |        | E     |       |     |           |     |          |           |
| Somewhat important      | 341   | 156    | 184    | 129   | 133   | 79  | 30        | 120 | 115      | 76        |
|                         | 33%   | 32%    | 35%    | 45%   | 33%   | 24% | 30%       | 30% | 34%      | 41%       |
|                         |       |        |        | DE    | E     |     |           |     |          | G         |
| Not very important      | 377   | 184    | 193    | 84    | 148   | 144 | 36        | 160 | 115      | 65        |
|                         | 37%   | 37%    | 37%    | 30%   | 37%   | 44% | 36%       | 40% | 35%      | 35%       |
|                         |       |        |        |       |       | C   |           |     |          |           |
| Not at all important    | 187   | 90     | 97     | 29    | 76    | 82  | 26        | 84  | 55       | 22        |
|                         | 18%   | 18%    | 18%    | 10%   | 19%   | 25% | 25%       | 21% | 16%      | 12%       |
|                         |       |        |        |       | C     | C   | I         | I   |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 458   | 220    | 237    | 172   | 181   | 104 | 39        | 158 | 163      | 97        |
|                         | 45%   | 45%    | 45%    | 60%   | 45%   | 31% | 39%       | 39% | 49%      | 53%       |
|                         |       |        |        | DE    | E     |     |           |     | G        | G         |
| Low2Box (Not important) | 563   | 274    | 290    | 113   | 224   | 227 | 62        | 244 | 170      | 88        |
|                         | 55%   | 55%    | 55%    | 40%   | 55%   | 69% | 61%       | 61% | 51%      | 47%       |
|                         |       |        |        |       | C     | CD  |           | HI  |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_11. (Plenty of cargo space) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 330   | 154    | 175    | 80    | 145   | 104 | 27        | 131 | 122      | 50        |
|                         | 32%   | 31%    | 33%    | 28%   | 36%   | 31% | 27%       | 32% | 37%      | 27%       |
|                         |       |        |        |       |       |     |           |     | I        |           |
| Somewhat important      | 529   | 254    | 275    | 150   | 200   | 179 | 56        | 199 | 167      | 107       |
|                         | 52%   | 51%    | 52%    | 53%   | 49%   | 54% | 55%       | 50% | 50%      | 58%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 125   | 61     | 64     | 42    | 49    | 34  | 8         | 59  | 36       | 22        |
|                         | 12%   | 12%    | 12%    | 15%   | 12%   | 10% | 8%        | 15% | 11%      | 12%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 38    | 25     | 13     | 12    | 12    | 14  | 10        | 14  | 8        | 6         |
|                         | 4%    | 5%     | 2%     | 4%    | 3%    | 4%  | 10%       | 3%  | 2%       | 3%        |
|                         |       |        |        |       |       |     | H         |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 858   | 408    | 451    | 231   | 345   | 283 | 83        | 330 | 289      | 157       |
|                         | 84%   | 83%    | 86%    | 81%   | 85%   | 85% | 82%       | 82% | 87%      | 85%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Low2Box (Not important) | 163   | 86     | 76     | 54    | 60    | 48  | 18        | 73  | 44       | 28        |
|                         | 16%   | 17%    | 14%    | 19%   | 15%   | 15% | 18%       | 18% | 13%      | 15%       |
|                         |       |        |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_12. (Roominess) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 356   | 166    | 191    | 66    | 155   | 135 | 33        | 132 | 130      | 61        |
|                         | 35%   | 34%    | 36%    | 23%   | 38%   | 41% | 32%       | 33% | 39%      | 33%       |
|                         |       |        |        |       | C     | C   |           |     |          |           |
| Somewhat important      | 524   | 250    | 274    | 162   | 206   | 156 | 44        | 208 | 170      | 103       |
|                         | 51%   | 51%    | 52%    | 57%   | 51%   | 47% | 43%       | 52% | 51%      | 56%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 105   | 54     | 51     | 47    | 29    | 28  | 14        | 46  | 26       | 18        |
|                         | 10%   | 11%    | 10%    | 17%   | 7%    | 9%  | 14%       | 12% | 8%       | 10%       |
|                         |       |        |        | DE    |       |     |           |     |          |           |
| Not at all important    | 36    | 25     | 11     | 9     | 15    | 11  | 10        | 16  | 6        | 3         |
|                         | 4%    | 5%     | 2%     | 3%    | 4%    | 3%  | 10%       | 4%  | 2%       | 2%        |
|                         |       | B      |        |       |       |     | HI        |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 880   | 415    | 465    | 228   | 361   | 291 | 76        | 340 | 300      | 164       |
|                         | 86%   | 84%    | 88%    | 80%   | 89%   | 88% | 76%       | 84% | 90%      | 89%       |
|                         |       |        |        |       | C     | C   |           |     | FG       | F         |
| Low2Box (Not important) | 141   | 79     | 62     | 57    | 44    | 40  | 24        | 63  | 33       | 21        |
|                         | 14%   | 16%    | 12%    | 20%   | 11%   | 12% | 24%       | 16% | 10%      | 11%       |
|                         |       |        |        | DE    |       |     | HI        | H   |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_13. (Quiet ride) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 423   | 184    | 239    | 91    | 169   | 163 | 48        | 172 | 140      | 63        |
|                         | 41%   | 37%    | 45%    | 32%   | 42%   | 49% | 48%       | 43% | 42%      | 34%       |
|                         |       |        | A      |       | C     | C   |           |     |          |           |
| Somewhat important      | 492   | 254    | 238    | 144   | 197   | 152 | 41        | 187 | 163      | 101       |
|                         | 48%   | 51%    | 45%    | 50%   | 49%   | 46% | 41%       | 47% | 49%      | 55%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 77    | 38     | 40     | 38    | 31    | 8   | 5         | 31  | 25       | 16        |
|                         | 8%    | 8%     | 8%     | 13%   | 8%    | 2%  | 5%        | 8%  | 7%       | 9%        |
|                         |       |        |        | E     | E     |     |           |     |          |           |
| Not at all important    | 28    | 18     | 10     | 12    | 8     | 8   | 7         | 12  | 6        | 4         |
|                         | 3%    | 4%     | 2%     | 4%    | 2%    | 2%  | 7%        | 3%  | 2%       | 2%        |
|                         |       |        |        |       |       |     |           |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 916   | 438    | 478    | 235   | 366   | 315 | 90        | 360 | 302      | 164       |
|                         | 90%   | 89%    | 91%    | 82%   | 90%   | 95% | 89%       | 89% | 91%      | 89%       |
|                         |       |        |        |       | C     | CD  |           |     |          |           |
| Low2Box (Not important) | 105   | 56     | 49     | 50    | 39    | 16  | 11        | 43  | 30       | 21        |
|                         | 10%   | 11%    | 9%     | 18%   | 10%   | 5%  | 11%       | 11% | 9%       | 11%       |
|                         |       |        |        | DE    | E     |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_14. (Attractive interior design) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 218   | 110    | 108    | 49    | 92    | 77  | 13        | 76  | 81       | 49        |
|                         | 21%   | 22%    | 20%    | 17%   | 23%   | 23% | 12%       | 19% | 24%      | 26%       |
|                         |       |        |        |       |       |     |           |     |          | F         |
| Somewhat important      | 556   | 256    | 299    | 151   | 232   | 172 | 48        | 226 | 176      | 105       |
|                         | 54%   | 52%    | 57%    | 53%   | 57%   | 52% | 48%       | 56% | 53%      | 57%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 199   | 96     | 103    | 71    | 62    | 66  | 26        | 82  | 65       | 25        |
|                         | 19%   | 19%    | 20%    | 25%   | 15%   | 20% | 26%       | 20% | 20%      | 14%       |
|                         |       |        |        | D     |       |     |           |     |          |           |
| Not at all important    | 49    | 32     | 17     | 14    | 20    | 15  | 14        | 19  | 10       | 6         |
|                         | 5%    | 6%     | 3%     | 5%    | 5%    | 4%  | 14%       | 5%  | 3%       | 3%        |
|                         |       | B      |        |       |       |     | GHI       |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 774   | 367    | 407    | 200   | 324   | 250 | 61        | 302 | 257      | 153       |
|                         | 76%   | 74%    | 77%    | 70%   | 80%   | 76% | 60%       | 75% | 77%      | 83%       |
|                         |       |        |        |       | C     |     |           | F   | F        | F         |
| Low2Box (Not important) | 247   | 127    | 120    | 85    | 82    | 81  | 40        | 100 | 76       | 31        |
|                         | 24%   | 26%    | 23%    | 30%   | 20%   | 24% | 40%       | 25% | 23%      | 17%       |
|                         |       |        |        | D     |       |     | GHI       |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_15. (Colour of the car) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 186   | 88     | 99     | 57    | 68    | 61  | 14        | 81  | 59       | 32        |
|                         | 18%   | 18%    | 19%    | 20%   | 17%   | 18% | 14%       | 20% | 18%      | 17%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Somewhat important      | 435   | 216    | 219    | 133   | 170   | 131 | 51        | 154 | 141      | 89        |
|                         | 43%   | 44%    | 42%    | 47%   | 42%   | 40% | 50%       | 38% | 42%      | 48%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 270   | 124    | 146    | 69    | 116   | 86  | 13        | 109 | 98       | 50        |
|                         | 26%   | 25%    | 28%    | 24%   | 29%   | 26% | 12%       | 27% | 30%      | 27%       |
|                         |       |        |        |       |       |     |           | F   | F        | F         |
| Not at all important    | 129   | 67     | 63     | 26    | 51    | 53  | 23        | 58  | 35       | 13        |
|                         | 13%   | 13%    | 12%    | 9%    | 13%   | 16% | 23%       | 14% | 10%      | 7%        |
|                         |       |        |        |       |       |     | HI        | I   |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 621   | 304    | 318    | 191   | 238   | 192 | 65        | 236 | 200      | 121       |
|                         | 61%   | 61%    | 60%    | 67%   | 59%   | 58% | 64%       | 59% | 60%      | 65%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Low2Box (Not important) | 400   | 190    | 209    | 94    | 167   | 139 | 36        | 167 | 133      | 64        |
|                         | 39%   | 39%    | 40%    | 33%   | 41%   | 42% | 36%       | 41% | 40%      | 35%       |
|                         |       |        |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base



1\_16. (Smart phone connectivity via mobile applications) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 84    | 42     | 42     | 20    | 37    | 28  | 5         | 24  | 40       | 15        |
|                         | 8%    | 8%     | 8%     | 7%    | 9%    | 8%  | 5%        | 6%  | 12%      | 8%        |
|                         |       |        |        |       |       |     |           |     | G        |           |
| Somewhat important      | 259   | 123    | 136    | 89    | 97    | 73  | 31        | 92  | 86       | 50        |
|                         | 25%   | 25%    | 26%    | 31%   | 24%   | 22% | 30%       | 23% | 26%      | 27%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not very important      | 383   | 187    | 196    | 111   | 163   | 109 | 33        | 151 | 123      | 76        |
|                         | 38%   | 38%    | 37%    | 39%   | 40%   | 33% | 33%       | 37% | 37%      | 41%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 295   | 142    | 153    | 65    | 109   | 121 | 32        | 135 | 84       | 44        |
|                         | 29%   | 29%    | 29%    | 23%   | 27%   | 37% | 32%       | 34% | 25%      | 24%       |
|                         |       |        |        |       |       | CD  |           | HI  |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 343   | 165    | 178    | 109   | 133   | 101 | 36        | 117 | 126      | 65        |
|                         | 34%   | 33%    | 34%    | 38%   | 33%   | 30% | 35%       | 29% | 38%      | 35%       |
|                         |       |        |        |       |       |     |           |     | G        |           |
| Low2Box (Not important) | 678   | 329    | 349    | 176   | 272   | 230 | 65        | 286 | 207      | 120       |
|                         | 66%   | 67%    | 66%    | 62%   | 67%   | 70% | 65%       | 71% | 62%      | 65%       |
|                         |       |        |        |       |       |     |           | H   |          |           |

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_17. (Child friendly) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 177   | 66     | 111    | 45    | 71    | 61  | 20        | 75  | 57       | 26        |
|                         | 17%   | 13%    | 21%    | 16%   | 18%   | 19% | 19%       | 19% | 17%      | 14%       |
|                         |       |        | A      |       |       |     |           |     |          |           |
| Somewhat important      | 293   | 138    | 155    | 99    | 113   | 81  | 32        | 111 | 96       | 55        |
|                         | 29%   | 28%    | 29%    | 35%   | 28%   | 24% | 31%       | 28% | 29%      | 30%       |
|                         |       |        |        | E     |       |     |           |     |          |           |
| Not very important      | 296   | 155    | 140    | 81    | 109   | 105 | 22        | 124 | 92       | 58        |
|                         | 29%   | 31%    | 27%    | 28%   | 27%   | 32% | 22%       | 31% | 28%      | 31%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 255   | 134    | 121    | 60    | 111   | 83  | 28        | 93  | 88       | 47        |
|                         | 25%   | 27%    | 23%    | 21%   | 27%   | 25% | 28%       | 23% | 26%      | 25%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 470   | 205    | 266    | 144   | 185   | 142 | 51        | 186 | 153      | 80        |
|                         | 46%   | 41%    | 50%    | 50%   | 46%   | 43% | 51%       | 46% | 46%      | 43%       |
|                         |       |        | A      |       |       |     |           |     |          |           |
| Low2Box (Not important) | 551   | 289    | 261    | 141   | 221   | 189 | 50        | 216 | 180      | 105       |
|                         | 54%   | 59%    | 50%    | 50%   | 54%   | 57% | 49%       | 54% | 54%      | 57%       |
|                         |       | B      |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_18. (Reasonable cost) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 699   | 303    | 396    | 193   | 272   | 234 | 84        | 273 | 232      | 111       |
|                         | 68%   | 61%    | 75%    | 68%   | 67%   | 71% | 83%       | 68% | 70%      | 60%       |
|                         |       |        | A      |       |       |     | GI        |     | I        |           |
| Somewhat important      | 266   | 154    | 112    | 70    | 109   | 87  | 11        | 103 | 89       | 64        |
|                         | 26%   | 31%    | 21%    | 25%   | 27%   | 26% | 11%       | 26% | 27%      | 34%       |
|                         |       | B      |        |       |       |     |           | F   | F        | FGH       |
| Not very important      | 33    | 21     | 12     | 13    | 17    | 3   | 0         | 17  | 8        | 7         |
|                         | 3%    | 4%     | 2%     | 5%    | 4%    | 1%  | -         | 4%  | 3%       | 4%        |
|                         |       |        |        | E     | E     |     |           |     |          |           |
| Not at all important    | 22    | 16     | 6      | 8     | 7     | 7   | 7         | 9   | 4        | 3         |
|                         | 2%    | 3%     | 1%     | 3%    | 2%    | 2%  | 7%        | 2%  | 1%       | 2%        |
|                         |       |        |        |       |       |     | H         |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 965   | 457    | 508    | 263   | 381   | 321 | 94        | 376 | 321      | 174       |
|                         | 95%   | 92%    | 96%    | 92%   | 94%   | 97% | 93%       | 93% | 96%      | 94%       |
|                         |       |        | A      |       |       |     |           |     |          |           |
| Low2Box (Not important) | 56    | 37     | 19     | 21    | 24    | 10  | 7         | 27  | 12       | 10        |
|                         | 5%    | 8%     | 4%     | 8%    | 6%    | 3%  | 7%        | 7%  | 4%       | 6%        |
|                         |       | B      |        |       |       |     |           |     |          |           |

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_19. (High crash test safety rating) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 496   | 200    | 296    | 118   | 196   | 181 | 51        | 181 | 175      | 89        |
|                         | 49%   | 40%    | 56%    | 41%   | 48%   | 55% | 50%       | 45% | 53%      | 48%       |
|                         |       |        | A      |       |       | C   |           |     |          |           |
| Somewhat important      | 414   | 222    | 192    | 132   | 162   | 121 | 30        | 175 | 131      | 78        |
|                         | 41%   | 45%    | 37%    | 46%   | 40%   | 37% | 30%       | 44% | 39%      | 42%       |
|                         |       | B      |        |       |       |     |           |     |          |           |
| Not very important      | 80    | 49     | 31     | 26    | 37    | 17  | 12        | 35  | 21       | 12        |
|                         | 8%    | 10%    | 6%     | 9%    | 9%    | 5%  | 12%       | 9%  | 6%       | 6%        |
|                         |       | B      |        |       |       |     |           |     |          |           |
| Not at all important    | 31    | 23     | 8      | 10    | 10    | 11  | 9         | 12  | 6        | 6         |
|                         | 3%    | 5%     | 2%     | 3%    | 3%    | 3%  | 9%        | 3%  | 2%       | 3%        |
|                         |       | B      |        |       |       |     | H         |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 910   | 422    | 488    | 250   | 358   | 302 | 81        | 356 | 306      | 168       |
|                         | 89%   | 85%    | 93%    | 88%   | 88%   | 91% | 80%       | 88% | 92%      | 91%       |
|                         |       |        | A      |       |       |     |           |     | F        |           |
| Low2Box (Not important) | 111   | 72     | 39     | 35    | 48    | 28  | 20        | 47  | 27       | 17        |
|                         | 11%   | 15%    | 7%     | 12%   | 12%   | 9%  | 20%       | 12% | 8%       | 9%        |
|                         |       | B      |        |       |       |     | H         |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1\_20. (Is a compact car) When cruising in a car, to what extent are the following features important to you:

|                         |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                         | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                         |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Very important          | 109   | 31     | 79     | 20    | 43    | 46  | 19        | 42  | 32       | 16        |
|                         | 11%   | 6%     | 15%    | 7%    | 11%   | 14% | 19%       | 10% | 10%      | 9%        |
|                         |       |        | A      |       |       | C   |           |     |          |           |
| Somewhat important      | 350   | 161    | 189    | 123   | 130   | 96  | 32        | 136 | 114      | 69        |
|                         | 34%   | 33%    | 36%    | 43%   | 32%   | 29% | 31%       | 34% | 34%      | 37%       |
|                         |       |        |        | DE    |       |     |           |     |          |           |
| Not very important      | 387   | 195    | 192    | 100   | 164   | 123 | 33        | 149 | 132      | 73        |
|                         | 38%   | 39%    | 36%    | 35%   | 40%   | 37% | 33%       | 37% | 40%      | 39%       |
|                         |       |        |        |       |       |     |           |     |          |           |
| Not at all important    | 175   | 108    | 67     | 43    | 68    | 65  | 17        | 76  | 55       | 28        |
|                         | 17%   | 22%    | 13%    | 15%   | 17%   | 20% | 17%       | 19% | 16%      | 15%       |
|                         |       | B      |        |       |       |     |           |     |          |           |
| Summary                 |       |        |        |       |       |     |           |     |          |           |
| Top2Box (Important)     | 459   | 191    | 267    | 143   | 173   | 143 | 51        | 177 | 146      | 85        |
|                         | 45%   | 39%    | 51%    | 50%   | 43%   | 43% | 50%       | 44% | 44%      | 46%       |
|                         |       |        | A      |       |       |     |           |     |          |           |
| Low2Box (Not important) | 562   | 303    | 260    | 142   | 232   | 188 | 50        | 225 | 187      | 100       |
|                         | 55%   | 61%    | 49%    | 50%   | 57%   | 57% | 50%       | 56% | 56%      | 54%       |
|                         |       | B      |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1. (Top2box Summary) When cruising in a car, to what extent are the following features important to you:

|                                   |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                                   | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|                                   |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents             | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted                          | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Reasonable cost                   | 965   | 457    | 508    | 263   | 381   | 321 | 94        | 376 | 321      | 174       |
|                                   | 95%   | 92%    | 96%    | 92%   | 94%   | 97% | 93%       | 93% | 96%      | 94%       |
|                                   |       |        | A      |       |       |     |           |     |          |           |
| Great fuel efficiency             | 953   | 446    | 507    | 252   | 382   | 320 | 93        | 371 | 317      | 173       |
|                                   | 93%   | 90%    | 96%    | 88%   | 94%   | 97% | 92%       | 92% | 95%      | 93%       |
|                                   |       |        | A      |       | C     | C   |           |     |          |           |
| A car great for a Canadian winter | 949   | 451    | 498    | 261   | 378   | 310 | 94        | 365 | 313      | 177       |
|                                   | 93%   | 91%    | 95%    | 92%   | 93%   | 94% | 93%       | 91% | 94%      | 96%       |
|                                   |       |        |        |       |       |     |           |     |          |           |
| Quiet ride                        | 916   | 438    | 478    | 235   | 366   | 315 | 90        | 360 | 302      | 164       |
|                                   | 90%   | 89%    | 91%    | 82%   | 90%   | 95% | 89%       | 89% | 91%      | 89%       |
|                                   |       |        |        |       | C     | CD  |           |     |          |           |
| Warranty coverage                 | 915   | 435    | 480    | 247   | 361   | 308 | 91        | 356 | 305      | 163       |
|                                   | 90%   | 88%    | 91%    | 87%   | 89%   | 93% | 91%       | 88% | 92%      | 88%       |
|                                   |       |        |        |       |       |     |           |     |          |           |
| High crash test safety rating     | 910   | 422    | 488    | 250   | 358   | 302 | 81        | 356 | 306      | 168       |
|                                   | 89%   | 85%    | 93%    | 88%   | 88%   | 91% | 80%       | 88% | 92%      | 91%       |
|                                   |       |        | A      |       |       |     |           |     | F        |           |
| Roominess                         | 880   | 415    | 465    | 228   | 361   | 291 | 76        | 340 | 300      | 164       |
|                                   | 86%   | 84%    | 88%    | 80%   | 89%   | 88% | 76%       | 84% | 90%      | 89%       |
|                                   |       |        |        |       | C     | C   |           |     | FG       | F         |
| Plenty of cargo space             | 858   | 408    | 451    | 231   | 345   | 283 | 83        | 330 | 289      | 157       |
|                                   | 84%   | 83%    | 86%    | 81%   | 85%   | 85% | 82%       | 82% | 87%      | 85%       |
|                                   |       |        |        |       |       |     |           |     |          |           |
| Lots of airbags for safety        | 852   | 386    | 466    | 222   | 340   | 290 | 78        | 327 | 295      | 152       |
|                                   | 83%   | 78%    | 88%    | 78%   | 84%   | 88% | 77%       | 81% | 89%      | 82%       |
|                                   |       |        | A      |       |       | C   |           |     | FGI      |           |
| Fun to drive                      | 840   | 412    | 428    | 222   | 344   | 274 | 81        | 333 | 273      | 153       |
|                                   | 82%   | 83%    | 81%    | 78%   | 85%   | 83% | 80%       | 83% | 82%      | 83%       |
|                                   |       |        |        |       |       |     |           |     |          |           |
| Attractive interior design        | 774   | 367    | 407    | 200   | 324   | 250 | 61        | 302 | 257      | 153       |
|                                   | 76%   | 74%    | 77%    | 70%   | 80%   | 76% | 60%       | 75% | 77%      | 83%       |
|                                   |       |        |        |       | C     |     |           | F   | F        | F         |
| Excellent sound system            | 678   | 319    | 359    | 191   | 284   | 203 | 57        | 254 | 242      | 126       |
|                                   | 66%   | 65%    | 68%    | 67%   | 70%   | 61% | 56%       | 63% | 73%      | 68%       |
|                                   |       |        |        |       | E     |     |           |     | FG       |           |
| Drives like a luxury vehicle      | 673   | 332    | 341    | 141   | 276   | 257 | 71        | 264 | 224      | 115       |
|                                   | 66%   | 67%    | 65%    | 50%   | 68%   | 78% | 70%       | 66% | 67%      | 62%       |

1. (Top2box Summary) When cruising in a car, to what extent are the following features important to you:

|   |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|---|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|   | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
| Roadside support system   | 648   | 281    | 366    | 150   | 260   | 237 | 69        | 251 | 222      | 107       |
|   | 63%   | 57%    | 70%    | 53%   | 64%   | 72% | 68%       | 62% | 67%      | 58%       |
|   |       |        | A      |       | C     | C   |           |     | I        |           |
| Sleek exterior style  | 638   | 316    | 322    | 181   | 257   | 201 | 63        | 245 | 205      | 125       |
|   | 62%   | 64%    | 61%    | 63%   | 63%   | 61% | 63%       | 61% | 62%      | 67%       |
|   |       |        |        |       |       |     |           |     |          |           |
| Colour of the car   | 621   | 304    | 318    | 191   | 238   | 192 | 65        | 236 | 200      | 121       |
|   | 61%   | 61%    | 60%    | 67%   | 59%   | 58% | 64%       | 59% | 60%      | 65%       |
|   |       |        |        |       |       |     |           |     |          |           |
| Child friendly  | 470   | 205    | 266    | 144   | 185   | 142 | 51        | 186 | 153      | 80        |
|   | 46%   | 41%    | 50%    | 50%   | 46%   | 43% | 51%       | 46% | 46%      | 43%       |
|   |       |        | A      |       |       |     |           |     |          |           |
| Is a compact car  | 459   | 191    | 267    | 143   | 173   | 143 | 51        | 177 | 146      | 85        |
|   | 45%   | 39%    | 51%    | 50%   | 43%   | 43% | 50%       | 44% | 44%      | 46%       |
|   |       |        | A      |       |       |     |           |     |          |           |
| Leading edge technology integration, i.e. MP3 players, USB sticks, iPad | 458   | 220    | 237    | 172   | 181   | 104 | 39        | 158 | 163      | 97        |
|   | 45%   | 45%    | 45%    | 60%   | 45%   | 31% | 39%       | 39% | 49%      | 53%       |
|   |       |        |        | DE    | E     |     |           |     | G        | G         |
| Smart phone connectivity via mobile applications                        | 343   | 165    | 178    | 109   | 133   | 101 | 36        | 117 | 126      | 65        |
|   | 34%   | 33%    | 34%    | 38%   | 33%   | 30% | 35%       | 29% | 38%      | 35%       |
|   |       |        |        |       |       |     |           |     | G        |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base

1. (Low2box Summary) When cruising in a car, to what extent are the following features important to you:

|   |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|---|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|   | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
|   |       | A      | B      | C     | D     | E   | F         | G   | H        | I         |
| Base: All respondents   | 1021  | 532    | 489    | 165   | 560   | 296 | 50        | 216 | 514      | 241       |
| Weighted  | 1021  | 494    | 527    | 285   | 405   | 331 | 101*      | 402 | 333      | 185       |
| Smart phone connectivity via mobile applications                        | 678   | 329    | 349    | 176   | 272   | 230 | 65        | 286 | 207      | 120       |
|   | 66%   | 67%    | 66%    | 62%   | 67%   | 70% | 65%       | 71% | 62%      | 65%       |
|   |       |        |        |       |       |     |           | H   |          |           |
| Leading edge technology integration, i.e. MP3 players, USB sticks, iPad | 563   | 274    | 290    | 113   | 224   | 227 | 62        | 244 | 170      | 88        |
|   | 55%   | 55%    | 55%    | 40%   | 55%   | 69% | 61%       | 61% | 51%      | 47%       |
|   |       |        |        |       | C     | CD  |           | HI  |          |           |
| Is a compact car  | 562   | 303    | 260    | 142   | 232   | 188 | 50        | 225 | 187      | 100       |
|   | 55%   | 61%    | 49%    | 50%   | 57%   | 57% | 50%       | 56% | 56%      | 54%       |
|   |       | B      |        |       |       |     |           |     |          |           |
| Child friendly  | 551   | 289    | 261    | 141   | 221   | 189 | 50        | 216 | 180      | 105       |
|   | 54%   | 59%    | 50%    | 50%   | 54%   | 57% | 49%       | 54% | 54%      | 57%       |
|   |       | B      |        |       |       |     |           |     |          |           |
| Colour of the car   | 400   | 190    | 209    | 94    | 167   | 139 | 36        | 167 | 133      | 64        |
|   | 39%   | 39%    | 40%    | 33%   | 41%   | 42% | 36%       | 41% | 40%      | 35%       |
|   |       |        |        |       |       |     |           |     |          |           |
| Sleek exterior style  | 383   | 178    | 205    | 104   | 149   | 130 | 38        | 157 | 128      | 60        |
|   | 38%   | 36%    | 39%    | 37%   | 37%   | 39% | 37%       | 39% | 38%      | 33%       |
|   |       |        |        |       |       |     |           |     |          |           |
| Roadside support system   | 373   | 213    | 161    | 135   | 145   | 94  | 32        | 152 | 111      | 78        |
|   | 37%   | 43%    | 30%    | 47%   | 36%   | 28% | 32%       | 38% | 33%      | 42%       |
|   |       | B      |        | DE    |       |     |           |     |          | H         |
| Drives like a luxury vehicle  | 348   | 162    | 186    | 144   | 130   | 74  | 30        | 139 | 109      | 70        |
|   | 34%   | 33%    | 35%    | 50%   | 32%   | 22% | 30%       | 34% | 33%      | 38%       |
|   |       |        |        | DE    | E     |     |           |     |          |           |
| Excellent sound system  | 343   | 175    | 168    | 94    | 121   | 128 | 44        | 149 | 91       | 59        |
|   | 34%   | 35%    | 32%    | 33%   | 30%   | 39% | 44%       | 37% | 27%      | 32%       |
|   |       |        |        |       |       | D   | H         | H   |          |           |
| Attractive interior design  | 247   | 127    | 120    | 85    | 82    | 81  | 40        | 100 | 76       | 31        |
|   | 24%   | 26%    | 23%    | 30%   | 20%   | 24% | 40%       | 25% | 23%      | 17%       |
|   |       |        |        | D     |       |     | GHI       |     |          |           |
| Fun to drive  | 181   | 82     | 99     | 63    | 61    | 57  | 20        | 69  | 59       | 32        |
|   | 18%   | 17%    | 19%    | 22%   | 15%   | 17% | 20%       | 17% | 18%      | 17%       |
|   |       |        |        |       |       |     |           |     |          |           |
| Lots of airbags for safety  | 169   | 108    | 61     | 63    | 65    | 40  | 23        | 75  | 38       | 33        |
|   | 17%   | 22%    | 12%    | 22%   | 16%   | 12% | 23%       | 19% | 11%      | 18%       |
|   |       | B      |        | E     |       |     | H         | H   |          | H         |



1. (Low2box Summary) When cruising in a car, to what extent are the following features important to you:

|                                   |       | GENDER |        | AGE   |       |     | EDUCATION |     |          |           |
|-----------------------------------|-------|--------|--------|-------|-------|-----|-----------|-----|----------|-----------|
|                                   | Total | Male   | Female | 18-34 | 35-54 | 55+ | <HS       | HS  | Post Sec | Univ Grad |
| Plenty of cargo space             | 163   | 86     | 76     | 54    | 60    | 48  | 18        | 73  | 44       | 28        |
|                                   | 16%   | 17%    | 14%    | 19%   | 15%   | 15% | 18%       | 18% | 13%      | 15%       |
|                                   |       |        |        |       |       |     |           |     |          |           |
| Roominess                         | 141   | 79     | 62     | 57    | 44    | 40  | 24        | 63  | 33       | 21        |
|                                   | 14%   | 16%    | 12%    | 20%   | 11%   | 12% | 24%       | 16% | 10%      | 11%       |
|                                   |       |        |        | DE    |       |     | HI        | H   |          |           |
| High crash test safety rating     | 111   | 72     | 39     | 35    | 48    | 28  | 20        | 47  | 27       | 17        |
|                                   | 11%   | 15%    | 7%     | 12%   | 12%   | 9%  | 20%       | 12% | 8%       | 9%        |
|                                   |       | B      |        |       |       |     | H         |     |          |           |
| Warranty coverage                 | 106   | 59     | 47     | 38    | 44    | 23  | 10        | 47  | 28       | 22        |
|                                   | 10%   | 12%    | 9%     | 13%   | 11%   | 7%  | 9%        | 12% | 8%       | 12%       |
|                                   |       |        |        |       |       |     |           |     |          |           |
| Quiet ride                        | 105   | 56     | 49     | 50    | 39    | 16  | 11        | 43  | 30       | 21        |
|                                   | 10%   | 11%    | 9%     | 18%   | 10%   | 5%  | 11%       | 11% | 9%       | 11%       |
|                                   |       |        |        | DE    | E     |     |           |     |          |           |
| A car great for a Canadian winter | 72    | 43     | 29     | 24    | 27    | 20  | 7         | 38  | 19       | 8         |
|                                   | 7%    | 9%     | 5%     | 8%    | 7%    | 6%  | 7%        | 9%  | 6%       | 4%        |
|                                   |       |        |        |       |       |     |           |     |          |           |
| Great fuel efficiency             | 68    | 48     | 20     | 33    | 23    | 11  | 8         | 32  | 16       | 12        |
|                                   | 7%    | 10%    | 4%     | 12%   | 6%    | 3%  | 8%        | 8%  | 5%       | 7%        |
|                                   |       | B      |        | DE    |       |     |           |     |          |           |
| Reasonable cost                   | 56    | 37     | 19     | 21    | 24    | 10  | 7         | 27  | 12       | 10        |
|                                   | 5%    | 8%     | 4%     | 8%    | 6%    | 3%  | 7%        | 7%  | 4%       | 6%        |
|                                   |       | B      |        |       |       |     |           |     |          |           |

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I Overlap formulae used. \* small base