

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:

		GEI	NDER	AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	676	275	401	190	261	225	77	255	227	117
Very important	66%	56%	76%	67%	64%	68%	76%	63%	68%	63%
			Α							
	277	171	106	61	121	95	16	116	90	56
Somewhat important	27%	35%	20%	22%	30%	29%	16%	29%	27%	30%
		В								F
	44	31	13	24	16	3	1	22	10	10
Not very important	4%	6%	2%	8%	4%	1%	1%	5%	3%	5%
		В		E	E					
	24	17	7	9	7	8	7	10	5	2
Not at all important	2%	3%	1%	3%	2%	2%	7%	2%	2%	1%
Summary										
	953	446	507	252	382	320	93	371	317	173
Top2Box (Important)	93%	90%	96%	88%	94%	97%	92%	92%	95%	93%
			Α		С	С				
	68	48	20	33	23	11	8	32	16	12
Low2Box (Not important)	7%	10%	4%	12%	6%	3%	8%	8%	5%	7%
		В		DE						

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

		GEI	NDER	AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	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
	397	156	242	99	160	138	45	148	138	66
Very important	39%	32%	46%	35%	39%	42%	45%	37%	42%	36%
			Α							
	455	230	225	123	180	152	32	179	157	86
Somewhat important	45%	47%	43%	43%	44%	46%	32%	45%	47%	47%
	134	82	52	52	51	31	13	61	32	28
Not very important	13%	17%	10%	18%	13%	9%	13%	15%	10%	15%
		В		Е						Н
	35	26	9	11	14	9	10	14	5	5
Not at all important	3%	5%	2%	4%	3%	3%	10%	4%	2%	3%
		В					HI			
Summary										
	852	386	466	222	340	290	78	327	295	152
Top2Box (Important)	83%	78%	88%	78%	84%	88%	77%	81%	89%	82%
			Α			С			FGI	
	169	108	61	63	65	40	23	75	38	33
Low2Box (Not important)	17%	22%	12%	22%	16%	12%	23%	19%	11%	18%
		В		Е			Н	Н		Н

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

		GEI	NDER	AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	256	102	154	45	104	108	29	109	92	26
Very important	25%	21%	29%	16%	26%	33%	29%	27%	28%	14%
			Α		С	С	I	I	I	
	392	179	212	106	156	130	39	142	130	81
Somewhat important	38%	36%	40%	37%	39%	39%	39%	35%	39%	44%
	278	154	124	93	114	71	14	111	86	66
Not very important	27%	31%	23%	33%	28%	21%	14%	28%	26%	36%
		В		E						FH
	96	59	37	42	31	23	18	40	25	12
Not at all important	9%	12%	7%	15%	8%	7%	18%	10%	8%	6%
		В		DE			HI			
Summary										
	648	281	366	150	260	237	69	251	222	107
Top2Box (Important)	63%	57%	70%	53%	64%	72%	68%	62%	67%	58%
			Α		С	С			I	
	373	213	161	135	145	94	32	152	111	78
Low2Box (Not important)	37%	43%	30%	47%	36%	28%	32%	38%	33%	42%
		В		DE						Н

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

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	588	240	348	158	231	200	64	224	201	99
Very important	58%	49%	66%	55%	57%	61%	63%	56%	60%	54%
			Α							
	361	211	150	103	147	110	30	140	113	78
Somewhat important	35%	43%	28%	36%	36%	33%	30%	35%	34%	42%
		В								Н
	47	26	21	15	21	11	0	26	15	6
Not very important	5%	5%	4%	5%	5%	3%	-	6%	4%	3%
	25	17	8	9	6	9	7	12	5	2
Not at all important	2%	3%	2%	3%	2%	3%	7%	3%	1%	1%
							Н			
Summary										
	949	451	498	261	378	310	94	365	313	177
Top2Box (Important)	93%	91%	95%	92%	93%	94%	93%	91%	94%	96%
	72	43	20	24	27	20	7	38	19	8
Low2Roy (Not important)			29			20	· ·			
Low2Box (Not important)	7%	9%	5%	8%	7%	6%	7%	9%	6%	4%

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

		GEI	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		Α	В	С	D	Е	F	G	Н	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	
	211	97	115	33	84	94	30	73	73	35	
Very important	21%	20%	22%	11%	21%	29%	30%	18%	22%	19%	
					С	CD					
	462	235	227	108	191	162	41	191	151	80	
Somewhat important	45%	48%	43%	38%	47%	49%	40%	47%	45%	43%	
						С					
	280	125	155	119	108	53	22	107	90	60	
Not very important	27%	25%	29%	42%	27%	16%	22%	27%	27%	33%	
				DE	E						
	68	38	30	25	22	21	8	31	19	10	
Not at all important	7%	8%	6%	9%	5%	6%	8%	8%	6%	5%	
Summary											
	673	332	341	141	276	257	71	264	224	115	
Top2Box (Important)	66%	67%	65%	50%	68%	78%	70%	66%	67%	62%	
					С	CD					
	348	162	186	144	130	74	30	139	109	70	
Low2Box (Not important)	34%	33%	35%	50%	32%	22%	30%	34%	33%	38%	
				DE	Е						

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

		GE	NDER		AGE			EDU	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	342	170	173	89	146	108	40	127	117	59
Very important	34%	34%	33%	31%	36%	33%	40%	31%	35%	32%
	498	243	255	134	198	166	41	206	156	94
Somewhat important	49%	49%	48%	47%	49%	50%	41%	51%	47%	51%
	137	63	74	46	44	47	10	55	49	23
Not very important	13%	13%	14%	16%	11%	14%	10%	14%	15%	13%
	44	19	25	17	17	10	10	14	11	9
Not at all important	4%	4%	5%	6%	4%	3%	10%	4%	3%	5%
Summary										
	840	412	428	222	344	274	81	333	273	153
Top2Box (Important)	82%	83%	81%	78%	85%	83%	80%	83%	82%	83%
	181	82	99	63	61	57	20	69	59	32
Low2Box (Not important)	18%	17%	19%	22%	15%	17%	20%	17%	18%	17%

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

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

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

	GEI	NDER		AGE			EDUC	ATION	
Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	Α	В	С	D	Е	F	G	Н	I
1021	532	489	165	560	296	50	216	514	241
1021	494	527	285	405	331	101*	402	333	185
174	92	83	48	70	56	19	58	60	38
17%	19%	16%	17%	17%	17%	19%	14%	18%	21%
464	224	239	133	187	144	44	187	145	86
45%	45%	45%	47%	46%	44%	44%	47%	44%	47%
295	138	157	79	112	103	23	121	102	49
29%	28%	30%	28%	28%	31%	23%	30%	31%	26%
88	40	48	25	36	27	15	36	26	11
9%	8%	9%	9%	9%	8%	15%	9%	8%	6%
638	316	322	181	257	201	63	245	205	125
62%	64%	61%	63%	63%	61%	63%	61%	62%	67%
383	178	205	104	149	130	38	157	128	60
38%	36%	39%	37%	37%	39%	37%	39%	38%	33%
	1021 1021 174 177% 464 45% 295 295 29% 88 9%	Total Male A 1021 532 1021 494 174 92 17% 19% 464 224 45% 45% 295 138 29% 28% 88 40 9% 8% 638 316 62% 64% 383 178	A B 1021 532 489 1021 494 527 174 92 83 17% 19% 16% 464 224 239 45% 45% 45% 295 138 157 29% 28% 30% 88 40 48 9% 8% 9% 638 316 322 62% 64% 61%	Total Male Female 18-34 A B C 1021 532 489 165 1021 494 527 285 174 92 83 48 17% 19% 16% 17% 464 224 239 133 45% 45% 45% 47% 295 138 157 79 29% 28% 30% 28% 88 40 48 25 9% 8% 9% 9% 638 316 322 181 62% 64% 61% 63% 383 178 205 104	Total Male Female 18-34 35-54 A B C D 1021 532 489 165 560 1021 494 527 285 405 174 92 83 48 70 17% 19% 16% 17% 17% 464 224 239 133 187 45% 45% 45% 47% 46% 295 138 157 79 112 29% 28% 30% 28% 28% 88 40 48 25 36 9% 8% 9% 9% 9% 638 316 322 181 257 62% 64% 61% 63% 63% 383 178 205 104 149	Total Male Female 18-34 35-54 55+ A B C D E 1021 532 489 165 560 296 1021 494 527 285 405 331 174 92 83 48 70 56 17% 19% 16% 17% 17% 17% 464 224 239 133 187 144 45% 45% 47% 46% 44% 295 138 157 79 112 103 29% 28% 30% 28% 28% 31% 88 40 48 25 36 27 9% 8% 9% 9% 9% 8% 638 316 322 181 257 201 62% 64% 61% 63% 63% 61% 383 178 205	Total Male Female 18-34 35-54 55+ <hs< th=""> A B C D E F 1021 532 489 165 560 296 50 1021 494 527 285 405 331 101* 174 92 83 48 70 56 19 17% 19% 16% 17% 17% 17% 19% 464 224 239 133 187 144 44 45% 45% 45% 47% 46% 44% 44% 295 138 157 79 112 103 23 29% 28% 30% 28% 28% 31% 23% 88 40 48 25 36 27 15 9% 8% 9% 9% 9% 8% 15% 638 316 322 181</hs<>	Total Male Female 18-34 35-54 55+ <hs< th=""> A B C D E F G 1021 532 489 165 560 296 50 216 1021 494 527 285 405 331 101* 402 174 92 83 48 70 56 19 58 17% 19% 16% 17% 17% 17% 19% 14% 464 224 239 133 187 144 44 187 45% 45% 45% 47% 46% 44% 44% 47% 295 138 157 79 112 103 23 121 29% 28% 30% 28% 28% 31% 23% 30% 88 40 48 25 36 27 15 36 9% 8%</hs<>	Total Male Female 18-34 35-54 55+ ≺HS HS Post Sec A B C D E F G H 1021 532 489 165 560 296 50 216 514 1021 494 527 285 405 331 101* 402 333 174 92 83 48 70 56 19 58 60 17% 19% 16% 17% 17% 17% 19% 14% 18% 464 224 239 133 187 144 44 187 145 45% 45% 45% 47% 46% 44% 44% 47% 44% 295 138 157 79 112 103 23 121 102 29% 28% 30% 28% 28% 31% 23% 30% 31% <

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

		GEN	NDER		AGE		EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		А	В	С	D	Е	F	G	Н	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	
	586	258	328	140	239	207	55	247	189	95	
Very important	57%	52%	62%	49%	59%	63%	55%	61%	57%	51%	
			Α		С	С		1			
	330	178	152	107	122	101	36	109	116	68	
Somewhat important	32%	36%	29%	38%	30%	30%	36%	27%	35%	37%	
		В								G	
	75	39	36	26	33	17	1	37	21	16	
Not very important	7%	8%	7%	9%	8%	5%	1%	9%	6%	9%	
	31	19	11	12	12	7	8	10	7	6	
Not at all important	3%	4%	2%	4%	3%	2%	8%	2%	2%	3%	
·							Н				
Summary											
	915	435	480	247	361	308	91	356	305	163	
Top2Box (Important)	90%	88%	91%	87%	89%	93%	91%	88%	92%	88%	
	106	59	47	38	44	23	10	47	28	22	
Low2Box (Not important)	10%	12%	9%	13%	11%	7%	9%	12%	8%	12%	

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:

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	E	F	G	Н	1
Base: All respondents	1021	532	489	165	560	296	50	216	514	241
Weighted	1021	494	527	285	405	331	101*	402	333	185
	117	64	53	43	48	25	9	38	49	21
Very important	11%	13%	10%	15%	12%	8%	9%	10%	15%	11%
				Е						
	341	156	184	129	133	79	30	120	115	76
Somewhat important	33%	32%	35%	45%	33%	24%	30%	30%	34%	41%
				DE	E					G
	377	184	193	84	148	144	36	160	115	65
Not very important	37%	37%	37%	30%	37%	44%	36%	40%	35%	35%
						С				
	187	90	97	29	76	82	26	84	55	22
Not at all important	18%	18%	18%	10%	19%	25%	25%	21%	16%	12%
					С	С	I	I		
Summary										
	458	220	237	172	181	104	39	158	163	97
Top2Box (Important)	45%	45%	45%	60%	45%	31%	39%	39%	49%	53%
				DE	E				G	G
	563	274	290	113	224	227	62	244	170	88
Low2Box (Not important)	55%	55%	55%	40%	55%	69%	61%	61%	51%	47%
					С	CD		HI		

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

		GEI	NDER	AGE			EDUCATION				
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad	
		Α	В	С	D	Е	F	G	Н	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	
	330	154	175	80	145	104	27	131	122	50	
Very important	32%	31%	33%	28%	36%	31%	27%	32%	37%	27%	
									I		
	529	254	275	150	200	179	56	199	167	107	
Somewhat important	52%	51%	52%	53%	49%	54%	55%	50%	50%	58%	
	125	61	64	42	49	34	8	59	36	22	
Not very important	12%	12%	12%	15%	12%	10%	8%	15%	11%	12%	
	38	25	13	12	12	14	10	14	8	6	
Not at all important	4%	5%	2%	4%	3%	4%	10%	3%	2%	3%	
							Н				
Summary											
	858	408	451	231	345	283	83	330	289	157	
Top2Box (Important)	84%	83%	86%	81%	85%	85%	82%	82%	87%	85%	
	163	86	76	54	60	48	18	73	44	28	
Low2Box (Not important)	16%	17%	14%	19%	15%	15%	18%	18%	13%	15%	

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

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	356	166	191	66	155	135	33	132	130	61
Very important	35%	34%	36%	23%	38%	41%	32%	33%	39%	33%
					С	С				
	524	250	274	162	206	156	44	208	170	103
Somewhat important	51%	51%	52%	57%	51%	47%	43%	52%	51%	56%
	105	54	51	47	29	28	14	46	26	18
Not very important	10%	11%	10%	17%	7%	9%	14%	12%	8%	10%
				DE						
	36	25	11	9	15	11	10	16	6	3
Not at all important	4%	5%	2%	3%	4%	3%	10%	4%	2%	2%
		В					HI			
Summary										
	880	415	465	228	361	291	76	340	300	164
Top2Box (Important)	86%	84%	88%	80%	89%	88%	76%	84%	90%	89%
					С	С			FG	F
	141	79	62	57	44	40	24	63	33	21
Low2Box (Not important)	14%	16%	12%	20%	11%	12%	24%	16%	10%	11%
				DE			HI	Н		

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

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	423	184	239	91	169	163	48	172	140	63
Very important	41%	37%	45%	32%	42%	49%	48%	43%	42%	34%
			Α		С	С				
	492	254	238	144	197	152	41	187	163	101
Somewhat important	48%	51%	45%	50%	49%	46%	41%	47%	49%	55%
	77	38	40	38	31	8	5	31	25	16
Not very important	8%	8%	8%	13%	8%	2%	5%	8%	7%	9%
				Е	E					
	28	18	10	12	8	8	7	12	6	4
Not at all important	3%	4%	2%	4%	2%	2%	7%	3%	2%	2%
Summary										
	916	438	478	235	366	315	90	360	302	164
Top2Box (Important)	90%	89%	91%	82%	90%	95%	89%	89%	91%	89%
					С	CD				
	105	56	49	50	39	16	11	43	30	21
Low2Box (Not important)	10%	11%	9%	18%	10%	5%	11%	11%	9%	11%
				DE	E					

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

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	218	110	108	49	92	77	13	76	81	49
Very important	21%	22%	20%	17%	23%	23%	12%	19%	24%	26%
										F
	556	256	299	151	232	172	48	226	176	105
Somewhat important	54%	52%	57%	53%	57%	52%	48%	56%	53%	57%
	199	96	103	71	62	66	26	82	65	25
Not very important	19%	19%	20%	25%	15%	20%	26%	20%	20%	14%
				D						
	49	32	17	14	20	15	14	19	10	6
Not at all important	5%	6%	3%	5%	5%	4%	14%	5%	3%	3%
		В					GHI			
Summary										
	774	367	407	200	324	250	61	302	257	153
Top2Box (Important)	76%	74%	77%	70%	80%	76%	60%	75%	77%	83%
					С			F	F	F
	247	127	120	85	82	81	40	100	76	31
Low2Box (Not important)	24%	26%	23%	30%	20%	24%	40%	25%	23%	17%
				D			GHI			

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

	GEI	NDER		AGE			EDU	CATION	
Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
	Α	В	С	D	Е	F	G	Н	I
1021	532	489	165	560	296	50	216	514	241
1021	494	527	285	405	331	101*	402	333	185
186	88	99	57	68	61	14	81	59	32
18%	18%	19%	20%	17%	18%	14%	20%	18%	17%
435	216	219	133	170	131	51	154	141	89
43%	44%	42%	47%	42%	40%	50%	38%	42%	48%
270	124	146	69	116	86	13	109	98	50
26%	25%	28%	24%	29%	26%	12%	27%	30%	27%
							F	F	F
129	67	63	26	51	53	23	58	35	13
13%	13%	12%	9%	13%	16%	23%	14%	10%	7%
						HI	I		
621	304	318	191	238	192	65	236	200	121
61%	61%	60%	67%	59%	58%	64%	59%	60%	65%
400	190	209	94	167	139	36	167	133	64
39%	39%	40%	33%	41%	42%	36%	41%	40%	35%
	1021 1021 186 18% 435 43% 270 26% 129 13%	Total Male	A B 1021 532 489 1021 494 527 186 88 99 18% 18% 19% 435 216 219 43% 44% 42% 270 124 146 26% 25% 28% 129 67 63 13% 13% 12% 621 304 318 61% 61% 60%	Total Male Female 18-34 A B C 1021 532 489 165 1021 494 527 285 186 88 99 57 18% 18% 19% 20% 435 216 219 133 43% 44% 42% 47% 270 124 146 69 26% 25% 28% 24% 129 67 63 26 13% 13% 12% 9% 621 304 318 191 61% 60% 67% 400 190 209 94	Total Male Female 18-34 35-54 A B C D 1021 532 489 165 560 1021 494 527 285 405 186 88 99 57 68 18% 18% 19% 20% 17% 435 216 219 133 170 43% 44% 42% 47% 42% 270 124 146 69 116 26% 25% 28% 24% 29% 129 67 63 26 51 13% 13% 12% 9% 13% 621 304 318 191 238 61% 61% 60% 67% 59% 400 190 209 94 167	Total Male Female 18-34 35-54 55+ A B C D E 1021 532 489 165 560 296 1021 494 527 285 405 331 186 88 99 57 68 61 18% 18% 19% 20% 17% 18% 435 216 219 133 170 131 43% 44% 42% 47% 42% 40% 270 124 146 69 116 86 26% 25% 28% 24% 29% 26% 129 67 63 26 51 53 13% 13% 12% 9% 13% 16% 621 304 318 191 238 192 61% 61% 60% 67% 59% 58% 400 190<	Total Male Female 18-34 35-54 55+ <hs< th=""> A B C D E F 1021 532 489 165 560 296 50 1021 494 527 285 405 331 101* 186 88 99 57 68 61 14 18% 18% 19% 20% 17% 18% 14% 435 216 219 133 170 131 51 43% 44% 42% 47% 42% 40% 50% 270 124 146 69 116 86 13 26% 25% 28% 24% 29% 26% 12% 129 67 63 26 51 53 23 13% 13% 12% 9% 13% 16% 23% HII</hs<>	Total Male Female 18-34 35-54 55+ <hs< th=""> HS A B C D E F G 1021 532 489 165 560 296 50 216 1021 494 527 285 405 331 101* 402 186 88 99 57 68 61 14 81 18% 18% 19% 20% 17% 18% 14% 20% 435 216 219 133 170 131 51 154 43% 44% 42% 47% 42% 40% 50% 38% 270 124 146 69 116 86 13 109 26% 25% 28% 24% 29% 26% 12% 27% F 129 67 63 26 51 53 23 58</hs<>	Total Male Female 18-34 35-54 55+ ≺HS HS Post Sec A B C D E F G H 1021 532 489 165 560 296 50 216 514 1021 494 527 285 405 331 101* 402 333 186 88 99 57 68 61 14 81 59 18% 18% 19% 20% 17% 18% 14% 20% 18% 435 216 219 133 170 131 51 154 141 43% 44% 42% 47% 42% 40% 50% 38% 42% 270 124 146 69 116 86 13 109 98 26% 25% 28% 24% 29% 26% 12% 27% 30%

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

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		А	В	С	D	Е	F	G	Н	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
	84	42	42	20	37	28	5	24	40	15
Very important	8%	8%	8%	7%	9%	8%	5%	6%	12%	8%
									G	
	259	123	136	89	97	73	31	92	86	50
Somewhat important	25%	25%	26%	31%	24%	22%	30%	23%	26%	27%
	383	187	196	111	163	109	33	151	123	76
Not very important	38%	38%	37%	39%	40%	33%	33%	37%	37%	41%
	295	142	153	65	109	121	32	135	84	44
Not at all important	29%	29%	29%	23%	27%	37%	32%	34%	25%	24%
						CD		HI		
Summary										
	343	165	178	109	133	101	36	117	126	65
Top2Box (Important)	34%	33%	34%	38%	33%	30%	35%	29%	38%	35%
									G	
	678	329	349	176	272	230	65	286	207	120
Low2Box (Not important)	66%	67%	66%	62%	67%	70%	65%	71%	62%	65%
								Н		

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

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	177	66	111	45	71	61	20	75	57	26
Very important	17%	13%	21%	16%	18%	19%	19%	19%	17%	14%
			Α							
	293	138	155	99	113	81	32	111	96	55
Somewhat important	29%	28%	29%	35%	28%	24%	31%	28%	29%	30%
				Е						
	296	155	140	81	109	105	22	124	92	58
Not very important	29%	31%	27%	28%	27%	32%	22%	31%	28%	31%
	255	134	121	60	111	83	28	93	88	47
Not at all important	25%	27%	23%	21%	27%	25%	28%	23%	26%	25%
Summary										
	470	205	266	144	185	142	51	186	153	80
Top2Box (Important)	46%	41%	50%	50%	46%	43%	51%	46%	46%	43%
			Α							
	551	289	261	141	221	189	50	216	180	105
Low2Box (Not important)	54%	59%	50%	50%	54%	57%	49%	54%	54%	57%
		В								

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

		GEI	NDER		AGE			EDU	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		Α	В	С	D	Е	F	G	Н	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
	699	303	396	193	272	234	84	273	232	111
Very important	68%	61%	75%	68%	67%	71%	83%	68%	70%	60%
			Α				GI		1	
	266	154	112	70	109	87	11	103	89	64
Somewhat important	26%	31%	21%	25%	27%	26%	11%	26%	27%	34%
		В						F	F	FGH
	33	21	12	13	17	3	0	17	8	7
Not very important	3%	4%	2%	5%	4%	1%	-	4%	3%	4%
				E	E					
	22	16	6	8	7	7	7	9	4	3
Not at all important	2%	3%	1%	3%	2%	2%	7%	2%	1%	2%
							Н			
Summary										
	965	457	508	263	381	321	94	376	321	174
Top2Box (Important)	95%	92%	96%	92%	94%	97%	93%	93%	96%	94%
			Α							
	56	37	19	21	24	10	7	27	12	10
Low2Box (Not important)	5%	8%	4%	8%	6%	3%	7%	7%	4%	6%
		В								

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

		GEI	NDER		AGE			EDUC	ATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		А	В	С	D	E	F	G	Н	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
	496	200	296	118	196	181	51	181	175	89
Very important	49%	40%	56%	41%	48%	55%	50%	45%	53%	48%
			Α			С				
	414	222	192	132	162	121	30	175	131	78
Somewhat important	41%	45%	37%	46%	40%	37%	30%	44%	39%	42%
		В								
	80	49	31	26	37	17	12	35	21	12
Not very important	8%	10%	6%	9%	9%	5%	12%	9%	6%	6%
		В								
	31	23	8	10	10	11	9	12	6	6
Not at all important	3%	5%	2%	3%	3%	3%	9%	3%	2%	3%
		В					Н			
Summary										
	910	422	488	250	358	302	81	356	306	168
Top2Box (Important)	89%	85%	93%	88%	88%	91%	80%	88%	92%	91%
			Α						F	
	111	72	39	35	48	28	20	47	27	17
Low2Box (Not important)	11%	15%	7%	12%	12%	9%	20%	12%	8%	9%
		В					Н			

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

		GEI	NDER		AGE			EDUC	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>HS</th><th>Post Sec</th><th>Univ Grad</th></hs<>	HS	Post Sec	Univ Grad
		А	В	С	D	Е	F	G	Н	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
	109	31	79	20	43	46	19	42	32	16
Very important	11%	6%	15%	7%	11%	14%	19%	10%	10%	9%
			Α			С				
	350	161	189	123	130	96	32	136	114	69
Somewhat important	34%	33%	36%	43%	32%	29%	31%	34%	34%	37%
				DE						
	387	195	192	100	164	123	33	149	132	73
Not very important	38%	39%	36%	35%	40%	37%	33%	37%	40%	39%
	175	108	67	43	68	65	17	76	55	28
Not at all important	17%	22%	13%	15%	17%	20%	17%	19%	16%	15%
		В								
Summary										
	459	191	267	143	173	143	51	177	146	85
Top2Box (Important)	45%	39%	51%	50%	43%	43%	50%	44%	44%	46%
			Α							
	562	303	260	142	232	188	50	225	187	100
Low2Box (Not important)	55%	61%	49%	50%	57%	57%	50%	56%	56%	54%
		В								

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

		GE	NDER		AGE			EDU	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	Post Sec	Univ Grad
	lotai	A	B	C	D	E	F	G	H	Only Grau
Base: All respondents	1021	532	489	165	560	296	50	216	514	241
Weighted	1021	494	527	285	405	331	101*	402	333	185
. r.o.ig.iou	965	457	508	263	381	321	94	376	321	174
Reasonable cost	95%	92%	96%	92%	94%	97%	93%	93%	96%	94%
reasonable cost	9376	92 /6	90 % A	92 /6	94 /6	91 /6	9376	9376	90 /6	94 /6
	953	446	507	252	382	320	93	371	317	173
Great fuel efficiency	93%	90%	96%	88%	94%	97%	92%	92%	95%	93%
,	0070	0070	A	0070	C	C	0270	0270	0070	3370
	949	451	498	261	378	310	94	365	313	177
A car great for a Canadian winter	93%	91%	95%	92%	93%	94%	93%	91%	94%	96%
ŭ		21,72	33,7							
	916	438	478	235	366	315	90	360	302	164
Quiet ride	90%	89%	91%	82%	90%	95%	89%	89%	91%	89%
					С	CD				
	915	435	480	247	361	308	91	356	305	163
Warranty coverage	90%	88%	91%	87%	89%	93%	91%	88%	92%	88%
	910	422	488	250	358	302	81	356	306	168
High crash test safety rating	89%	85%	93%	88%	88%	91%	80%	88%	92%	91%
			Α						F	
	880	415	465	228	361	291	76	340	300	164
Roominess	86%	84%	88%	80%	89%	88%	76%	84%	90%	89%
					С	С			FG	F
	858	408	451	231	345	283	83	330	289	157
Plenty of cargo space	84%	83%	86%	81%	85%	85%	82%	82%	87%	85%
	852	386	466	222	340	290	78	327	295	152
Lots of airbags for safety	83%	78%	88%	78%	84%	88%	77%	81%	89%	82%
			Α			С			FGI	
	840	412	428	222	344	274	81	333	273	153
Fun to drive	82%	83%	81%	78%	85%	83%	80%	83%	82%	83%
	A	007	407	000	004	050	0.4	000	057	450
Attractive interior decign	774	367	407	200	324	250	61	302	257	153
Attractive interior design	76%	74%	77%	70%	80%	76%	60%	75% F	77%	83%
	670	240	250	101	C 204	202	F7		F 242	F
Excellent sound system	678	319	359	191	284	203	57 56%	254		126
Excellent sound system	66%	65%	68%	67%	70%	61%	56%	63%	73%	68%
	670	222	341	141	E 276	257	71	264	FG 224	115
Drives like a luvury vehicle	673	332			276			264		115
Drives like a luxury vehicle	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:

		GE	NDER		AGE			EDU	CATION	1
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	Post Sec	Univ Grad
	Total	maro	romaio	1001	С	CD	4110	110	1 001 000	Jiiv Jiaa
	648	281	366	150	260	237	69	251	222	107
Roadside support system	63%	57%	70%	53%	64%	72%	68%	62%	67%	58%
			Α		С	С			I	
	638	316	322	181	257	201	63	245	205	125
Sleek exterior style	62%	64%	61%	63%	63%	61%	63%	61%	62%	67%
	621	304	318	191	238	192	65	236	200	121
Colour of the car	61%	61%	60%	67%	59%	58%	64%	59%	60%	65%
	470	205	266	144	185	142	51	186	153	80
Child friendly	46%	41%	50%	50%	46%	43%	51%	46%	46%	43%
			Α							
	459	191	267	143	173	143	51	177	146	85
Is a compact car	45%	39%	51%	50%	43%	43%	50%	44%	44%	46%
			А							
Leading adda tachnology integration i.e. MP2 players	458	220	237	172	181	104	39	158	163	97
Leading edge technology integration, i.e. MP3 players, USB sticks, iPad							-			
USD Silcks, IF au	45%	45%	45%	60%	45%	31%	39%	39%	49%	53%
				DE	Е				G	G
	343	165	178	109	133	101	36	117	126	65
Smart phone connectivity via mobile applications	34%	33%	34%	38%	33%	30%	35%	29%	38%	35%
									G	

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

		GE	NDER		AGE			EDU	CATION	
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	Post Sec	Univ Grad
		А	В	С	D	Е	F	G	Н	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%
								Н		
Leading edge technology integration, i.e. MP3 players,	563	274	290	113	224	227	62	244	170	88
USB sticks, iPad	55%	55%	55%	40%	55%	69%	61%	61%	51%	47%
·					С	CD	5.75	HI		
	562	303	260	142	232	188	50	225	187	100
Is a compact car	55%	61%	49%	50%	57%	57%	50%	56%	56%	54%
·		В								
	551	289	261	141	221	189	50	216	180	105
Child friendly	54%	59%	50%	50%	54%	57%	49%	54%	54%	57%
		В								
	400	190	209	94	167	139	36	167	133	64
Colour of the car	39%	39%	40%	33%	41%	42%	36%	41%	40%	35%
	383	178	205	104	149	130	38	157	128	60
Sleek exterior style	38%	36%	39%	37%	37%	39%	37%	39%	38%	33%
	373	213	161	135	145	94	32	152	111	78
Roadside support system	37%	43%	30%	47%	36%	28%	32%	38%	33%	42%
		В		DE						Н
	348	162	186	144	130	74	30	139	109	70
Drives like a luxury vehicle	34%	33%	35%	50%	32%	22%	30%	34%	33%	38%
				DE	Е					
	343	175	168	94	121	128	44	149	91	59
Excellent sound system	34%	35%	32%	33%	30%	39%	44%	37%	27%	32%
						D	Н	Н		
	247	127	120	85	82	81	40	100	76	31
Attractive interior design	24%	26%	23%	30%	20%	24%	40%	25%	23%	17%
			1	D			GHI			
	181	82	99	63	61	57	20	69	59	32
Fun to drive	18%	17%	19%	22%	15%	17%	20%	17%	18%	17%
	169	108	61	63	65	40	23	75	38	33
Lots of airbags for safety	17%	22%	12%	22%	16%	12%	23%	19%	11%	18%
,		В		E			H	Н		Н

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

		GEI	NDER	AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<hs< th=""><th>нѕ</th><th>Post Sec</th><th>Univ Grad</th></hs<>	нѕ	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	Н		
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%
		В					Н			
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	Е					
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%
		В		DE						
Reasonable cost	56	37	19	21	24	10	7	27	12	10
	5%	8%	4%	8%	6%	3%	7%	7%	4%	6%
		В								