



Canadian Online Omni November 15 - November 22, 2010

Car Features Banner 2

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	676	88	72	44	283	141	48	151	217	309	82	594
	66%	66%	69%	67%	72%	57%	63%	69%	69%	63%	67%	66%
Somewhat important			E		E							
	277	44	27	19	81	81	25	51	75	151	37	240
	27%	33%	26%	29%	21%	32%	33%	24%	24%	31%	30%	27%
Not very important		D				D	D					
	44	1	2	3	14	21	3	11	13	19	4	40
	4%	1%	2%	4%	3%	9%	4%	5%	4%	4%	3%	4%
Not at all important						ABD						
	24	1	3	0	14	6	0	5	11	9	0	24
	2%	1%	3%	-	3%	3%	-	2%	3%	2%	-	3%
Summary												
Top2Box (Important)	953	132	99	64	364	222	73	202	291	460	119	835
	93%	98%	95%	96%	93%	89%	96%	93%	92%	94%	97%	93%
Low2Box (Not important)		E										
	68	2	5	3	27	28	3	16	24	28	4	64
	7%	2%	5%	4%	7%	11%	4%	7%	8%	6%	3%	7%
						A						

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	397	58	44	23	180	66	27	72	125	200	43	354
	39%	43%	42%	35%	46%	26%	36%	33%	40%	41%	35%	39%
Somewhat important		E	E		E							
	455	56	50	34	152	122	40	96	139	220	69	386
	45%	42%	48%	52%	39%	49%	53%	44%	44%	45%	57%	43%
Not very important							D				K	
	134	17	8	8	41	54	7	40	37	57	9	125
	13%	12%	7%	12%	10%	22%	9%	18%	12%	12%	8%	14%
Not at all important						BDF						
	35	4	2	1	18	8	1	10	14	11	1	34
	3%	3%	2%	1%	5%	3%	2%	5%	4%	2%	0	4%
Summary												
Top2Box (Important)	852	114	94	58	332	187	68	168	264	420	113	740
	83%	85%	90%	87%	85%	75%	89%	77%	84%	86%	92%	82%
Low2Box (Not important)			E		E		E			G	K	
	169	20	10	9	59	62	8	50	51	68	10	159
	17%	15%	10%	13%	15%	25%	11%	23%	16%	14%	8%	18%
						BDF		I				J

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	256	36	28	20	114	33	25	60	74	122	23	233
	25%	27%	26%	30%	29%	13%	32%	27%	24%	25%	19%	26%
Somewhat important		E	E	E	E		E					
	392	58	46	29	147	81	31	75	127	190	46	346
Not very important	38%	43%	45%	44%	38%	32%	41%	34%	40%	39%	37%	39%
			E									
Not at all important	278	30	23	12	103	96	14	64	85	129	37	241
	27%	22%	22%	18%	26%	39%	18%	30%	27%	26%	30%	27%
Not at all important						ABCD						
	96	11	7	5	27	39	7	19	29	47	17	79
Not at all important	9%	8%	7%	7%	7%	16%	9%	9%	9%	10%	14%	9%
						BD						
Summary												
Top2Box (Important)	648	94	74	49	261	114	55	135	201	312	69	579
	63%	70%	71%	74%	67%	46%	73%	62%	64%	64%	56%	64%
Low2Box (Not important)		E	E	E	E		E					
	373	41	30	17	130	135	20	83	114	176	54	319
Low2Box (Not important)	37%	30%	29%	26%	33%	54%	27%	38%	36%	36%	44%	36%
						ABCD						

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	588	58	82	48	242	113	45	117	189	282	68	520
	58%	43%	79%	72%	62%	45%	60%	54%	60%	58%	56%	58%
			ADEF	AE	AE		A					
Somewhat important	361	61	18	16	120	121	26	87	105	168	49	312
	35%	45%	17%	24%	31%	49%	34%	40%	34%	34%	40%	35%
		BCD			B	BCD	B					
Not very important	47	15	1	2	14	11	5	9	9	29	5	41
	5%	11%	1%	2%	4%	4%	6%	4%	3%	6%	4%	5%
		BCDE					B					
Not at all important	25	2	3	1	15	5	0	5	11	9	0	25
	2%	1%	3%	2%	4%	2%	-	2%	3%	2%	-	3%
Summary												
Top2Box (Important)	949	118	100	64	362	234	71	204	295	450	117	832
	93%	88%	96%	96%	93%	94%	94%	94%	94%	92%	96%	93%
			A									
Low2Box (Not important)	72	16	4	3	29	15	5	14	20	38	5	67
	7%	12%	4%	4%	7%	6%	6%	6%	6%	8%	4%	7%
		B										

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	211	29	30	19	79	37	18	34	59	119	17	194
	21%	21%	29%	29%	20%	15%	23%	15%	19%	24%	14%	22%
Somewhat important			E	E						G		
	462	66	51	39	180	90	36	91	139	232	59	403
Not very important	45%	49%	49%	59%	46%	36%	47%	42%	44%	48%	48%	45%
		E	E	E								
Not at all important	280	34	18	8	104	96	20	73	92	115	38	242
	27%	25%	17%	13%	27%	38%	26%	33%	29%	24%	31%	27%
Summary		C			BC	ABCD		I				
	68	6	6	0	27	26	2	20	25	22	8	60
Top2Box (Important)	7%	4%	6%	-	7%	11%	3%	9%	8%	5%	6%	7%
			C		C	C						
Low2Box (Not important)	673	95	81	58	259	127	53	125	197	351	77	596
	66%	71%	77%	87%	66%	51%	71%	57%	63%	72%	63%	66%
		E	DE	ADEF	E		E			GH		
	348	40	23	8	132	122	22	93	117	137	46	302
	34%	29%	23%	13%	34%	49%	29%	43%	37%	28%	37%	34%
		C			BC	ABCDF	C	I	I			

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	342	44	36	28	134	72	28	49	113	181	36	306
	34%	32%	35%	43%	34%	29%	37%	22%	36%	37%	30%	34%
Somewhat important									G	G		
	498	74	52	34	170	130	38	110	154	234	63	435
	49%	55%	50%	51%	43%	52%	50%	50%	49%	48%	52%	48%
Not very important												
	137	13	11	4	63	38	8	49	36	53	21	116
	13%	9%	11%	6%	16%	15%	10%	22%	11%	11%	17%	13%
Not at all important					C			HI				
	44	5	4	0	24	9	2	11	12	21	2	42
	4%	4%	4%	-	6%	3%	2%	5%	4%	4%	2%	5%
					C							
Summary												
Top2Box (Important)	840	117	88	62	304	202	66	158	267	415	100	741
	82%	87%	85%	94%	78%	81%	88%	73%	85%	85%	81%	82%
Low2Box (Not important)		D		DE					G	G		
	181	18	16	4	87	47	9	59	48	74	23	158
	18%	13%	15%	6%	22%	19%	12%	27%	15%	15%	19%	18%
					AC	C		HI				

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	206	26	21	15	83	44	16	34	71	100	23	183
	20%	19%	21%	23%	21%	18%	21%	16%	23%	21%	19%	20%
Somewhat important	472	63	52	35	178	103	41	93	137	242	57	415
	46%	46%	50%	53%	46%	41%	55%	43%	44%	50%	46%	46%
Not very important	266	35	24	14	97	79	17	67	84	115	35	231
	26%	26%	23%	21%	25%	32%	23%	31%	27%	23%	29%	26%
Not at all important	77	11	7	2	32	23	1	24	22	31	7	69
	8%	8%	7%	3%	8%	9%	2%	11%	7%	6%	6%	8%
Summary												
Top2Box (Important)	678	89	73	51	262	147	57	127	209	343	80	598
	66%	66%	70%	76%	67%	59%	75%	58%	66%	70%	65%	67%
				E			E			G		
Low2Box (Not important)	343	46	31	16	129	102	19	91	106	146	43	300
	34%	34%	30%	24%	33%	41%	25%	42%	34%	30%	35%	33%
						CF		I				

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	174	24	19	16	73	27	15	38	47	89	15	160
	17%	18%	19%	24%	19%	11%	20%	18%	15%	18%	12%	18%
Somewhat important				E	E							
	464	67	48	34	183	104	28	85	144	234	49	415
	45%	50%	46%	51%	47%	42%	37%	39%	46%	48%	40%	46%
Not very important												
	295	33	28	12	105	88	29	77	96	122	50	244
	29%	24%	27%	19%	27%	35%	38%	35%	30%	25%	41%	27%
Not at all important						C	C	I			K	
	88	11	8	4	30	30	4	17	28	43	8	80
	9%	8%	8%	6%	8%	12%	5%	8%	9%	9%	7%	9%
Summary												
Top2Box (Important)	638	91	67	50	256	131	43	124	192	323	64	574
	62%	67%	65%	75%	65%	52%	57%	57%	61%	66%	52%	64%
		E	E	EF	E							J
Low2Box (Not important)	383	44	37	16	135	119	32	94	123	166	59	324
	38%	33%	35%	25%	35%	48%	43%	43%	39%	34%	48%	36%
						ABCD	C				K	

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	586	79	67	45	244	110	41	110	182	294	68	517
	57%	58%	65%	67%	63%	44%	54%	50%	58%	60%	56%	58%
Somewhat important		E	E	E	E							
	330	47	32	15	94	115	27	77	107	145	42	287
	32%	35%	31%	22%	24%	46%	36%	35%	34%	30%	35%	32%
Not very important		D				BCD						
	75	6	2	6	34	20	6	24	14	37	10	65
	7%	4%	2%	10%	9%	8%	8%	11%	4%	8%	8%	7%
Not at all important				B	B	B		H				
	31	3	3	0	18	5	2	6	12	12	2	29
	3%	2%	3%	1%	5%	2%	2%	3%	4%	2%	2%	3%
Summary												
Top2Box (Important)	915	126	99	59	339	224	68	187	289	439	111	805
	90%	93%	96%	90%	87%	90%	90%	86%	92%	90%	90%	90%
Low2Box (Not important)			D									
	106	9	5	7	52	25	8	31	26	49	12	94
	10%	7%	4%	10%	13%	10%	10%	14%	8%	10%	10%	10%
				B								

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	117	13	10	7	43	37	7	20	39	57	13	104
	11%	10%	9%	10%	11%	15%	9%	9%	12%	12%	10%	12%
Somewhat important	341	37	34	20	132	92	25	77	85	179	47	294
	33%	27%	33%	31%	34%	37%	33%	35%	27%	37%	38%	33%
										H		
Not very important	377	56	38	27	137	86	33	76	121	179	46	330
	37%	42%	36%	41%	35%	34%	44%	35%	39%	37%	38%	37%
Not at all important	187	29	22	12	78	35	10	45	70	73	17	170
	18%	21%	21%	18%	20%	14%	14%	21%	22%	15%	14%	19%
									I			
Summary												
Top2Box (Important)	458	49	44	27	176	129	32	97	124	237	59	398
	45%	37%	43%	41%	45%	52%	43%	45%	39%	48%	49%	44%
						A				H		
Low2Box (Not important)	563	85	60	39	215	121	43	121	191	252	63	500
	55%	63%	57%	59%	55%	48%	57%	55%	61%	52%	51%	56%
		E							I			

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	330	42	34	26	133	67	28	58	102	169	61	269
	32%	31%	32%	39%	34%	27%	37%	27%	33%	35%	49%	30%
Somewhat important											K	
	529	68	61	36	192	133	39	100	165	264	54	475
	52%	50%	59%	54%	49%	53%	52%	46%	52%	54%	44%	53%
Not very important	125	20	6	3	45	44	7	51	31	42	8	116
	12%	15%	6%	4%	11%	17%	10%	24%	10%	9%	7%	13%
Not at all important		BC				BC		HI				
	38	5	3	2	21	6	1	9	16	13	0	38
	4%	3%	3%	2%	5%	2%	2%	4%	5%	3%	-	4%
Summary												
Top2Box (Important)	858	110	95	62	325	200	67	158	267	434	114	744
	84%	82%	91%	93%	83%	80%	89%	72%	85%	89%	93%	83%
			ADE	ADE					G	G	K	
Low2Box (Not important)	163	25	9	4	66	50	8	60	48	55	8	154
	16%	18%	9%	7%	17%	20%	11%	28%	15%	11%	7%	17%
		BC			BC	BC		HI				J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	356	52	44	31	147	50	33	48	110	198	50	306
	35%	38%	42%	46%	38%	20%	44%	22%	35%	41%	41%	34%
Somewhat important		E	E	E	E		E		G	G		
	524	67	53	34	200	135	36	113	165	246	65	459
	51%	49%	51%	51%	51%	54%	47%	52%	52%	50%	53%	51%
Not very important												
	105	13	4	0	28	52	7	47	28	30	7	98
	10%	10%	4%	1%	7%	21%	9%	21%	9%	6%	6%	11%
Not at all important		C			C	ABCDF	C	HI				
	36	3	3	2	16	13	0	10	11	14	0	35
	4%	2%	3%	2%	4%	5%	-	5%	4%	3%	0	4%
Summary												
Top2Box (Important)	880	118	97	64	347	184	69	161	275	444	115	765
	86%	88%	94%	97%	89%	74%	91%	74%	87%	91%	94%	85%
Low2Box (Not important)		E	E	ADE	E		E		G	G	K	
	141	16	7	2	44	65	7	57	40	44	7	133
	14%	12%	6%	3%	11%	26%	9%	26%	13%	9%	6%	15%
		C			C	ABCDF		HI				J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	423	58	50	31	170	77	37	84	128	211	38	385
	41%	43%	48%	47%	44%	31%	49%	39%	41%	43%	31%	43%
Somewhat important			E	E	E		E					
	492	66	47	32	177	134	37	98	160	234	66	426
	48%	49%	46%	48%	45%	54%	49%	45%	51%	48%	54%	47%
Not very important												
	77	9	5	2	30	31	2	30	15	32	18	59
	8%	7%	4%	2%	8%	12%	2%	14%	5%	7%	14%	7%
Not at all important						BCF		HI			K	
	28	2	2	2	14	8	0	6	12	10	0	28
	3%	1%	2%	3%	4%	3%	-	3%	4%	2%	-	3%
Summary												
Top2Box (Important)	916	124	97	63	347	211	74	182	288	446	105	811
	90%	92%	93%	94%	89%	85%	98%	84%	91%	91%	86%	90%
Low2Box (Not important)			E				DE		G	G		
	105	11	7	4	44	39	2	36	27	42	18	87
	10%	8%	7%	6%	11%	15%	2%	16%	9%	9%	14%	10%
					F	BF		HI				

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	218	26	34	18	90	34	15	26	66	127	16	202
	21%	19%	33%	27%	23%	14%	20%	12%	21%	26%	13%	23%
Somewhat important			ADEF	E	E				G	G		
	556	85	53	34	212	128	44	107	172	277	73	483
	54%	63%	51%	51%	54%	51%	58%	49%	54%	57%	59%	54%
Not very important												
	199	19	13	14	70	70	13	70	57	71	29	170
	19%	14%	12%	21%	18%	28%	17%	32%	18%	15%	24%	19%
Not at all important						ABD		HI				
	49	5	4	1	18	18	4	15	20	14	5	44
	5%	3%	3%	1%	5%	7%	5%	7%	6%	3%	4%	5%
									I			
Summary												
Top2Box (Important)	774	111	88	52	302	162	59	133	237	403	89	685
	76%	83%	84%	78%	77%	65%	78%	61%	75%	83%	72%	76%
		E	E		E				G	GH		
Low2Box (Not important)	247	23	16	15	89	87	17	85	78	85	34	213
	24%	17%	16%	22%	23%	35%	22%	39%	25%	17%	28%	24%
						ABD		HI	I			

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	186	19	24	10	71	43	20	37	48	101	22	165
	18%	14%	23%	16%	18%	17%	26%	17%	15%	21%	18%	18%
Somewhat important	435	62	39	36	152	117	29	85	132	218	45	391
	43%	46%	38%	55%	39%	47%	38%	39%	42%	45%	36%	43%
Not very important				BD								
	270	36	28	12	111	64	19	65	89	116	43	227
	26%	27%	27%	18%	28%	26%	25%	30%	28%	24%	35%	25%
Not at all important	129	18	13	8	57	26	8	31	45	53	13	116
	13%	13%	13%	12%	15%	10%	11%	14%	14%	11%	11%	13%
Summary												
Top2Box (Important)	621	81	63	47	223	159	48	122	180	320	66	555
	61%	60%	60%	70%	57%	64%	64%	56%	57%	65%	54%	62%
Low2Box (Not important)				D						H		
	400	54	41	20	168	90	27	96	135	169	56	343
	39%	40%	40%	30%	43%	36%	36%	44%	43%	35%	46%	38%
				C					I			

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	84	9	10	7	35	14	7	19	20	45	8	76
	8%	7%	10%	11%	9%	6%	10%	9%	6%	9%	7%	8%
Somewhat important	259	29	21	24	110	63	13	53	80	126	40	219
	25%	21%	20%	36%	28%	25%	17%	24%	25%	26%	32%	24%
				ABF								
Not very important	383	54	39	20	129	102	38	70	123	190	41	342
	38%	40%	38%	30%	33%	41%	50%	32%	39%	39%	34%	38%
							CD					
Not at all important	295	42	34	15	117	69	18	76	92	127	34	261
	29%	31%	33%	23%	30%	28%	23%	35%	29%	26%	27%	29%
Summary												
Top2Box (Important)	343	38	31	31	145	78	20	72	100	171	48	296
	34%	29%	29%	47%	37%	31%	27%	33%	32%	35%	39%	33%
				ABEF								
Low2Box (Not important)	678	96	73	35	246	172	55	146	215	317	75	603
	66%	71%	71%	53%	63%	69%	73%	67%	68%	65%	61%	67%
		C	C			C	C					

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	177	24	20	11	68	32	22	34	61	83	52	125
	17%	18%	19%	17%	17%	13%	29%	16%	19%	17%	43%	14%
							DE				K	
Somewhat important	293	31	20	20	129	76	16	69	79	145	53	240
	29%	23%	20%	30%	33%	31%	21%	32%	25%	30%	43%	27%
					B	B					K	
Not very important	296	34	37	22	98	84	22	71	85	139	15	280
	29%	25%	35%	34%	25%	34%	29%	33%	27%	29%	12%	31%
			D									J
Not at all important	255	46	27	13	97	57	16	44	90	121	2	253
	25%	34%	26%	20%	25%	23%	21%	20%	29%	25%	2%	28%
		C										J
Summary												
Top2Box (Important)	470	55	40	31	197	108	38	103	139	228	105	365
	46%	41%	39%	47%	50%	43%	51%	47%	44%	47%	86%	41%
					B						K	
Low2Box (Not important)	551	79	64	35	194	141	37	115	175	260	17	533
	54%	59%	61%	53%	50%	57%	49%	53%	56%	53%	14%	59%
			D									J

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	699	90	76	47	272	167	47	152	234	314	86	613
	68%	67%	73%	71%	70%	67%	62%	70%	74%	64%	70%	68%
Somewhat important									I			
	266	40	25	17	93	64	27	52	64	150	28	238
	26%	29%	24%	25%	24%	26%	36%	24%	20%	31%	23%	27%
Not very important							D			H		
	33	4	0	2	13	13	2	9	9	16	9	25
	3%	3%	-	3%	3%	5%	2%	4%	3%	3%	7%	3%
Not at all important					B	B					K	
	22	1	3	1	13	5	0	5	9	9	0	22
	2%	1%	3%	2%	3%	2%	-	2%	3%	2%	-	3%
Summary												
Top2Box (Important)	965	130	101	63	365	232	74	204	298	463	114	851
	95%	96%	97%	96%	93%	93%	98%	94%	95%	95%	93%	95%
Low2Box (Not important)												
	56	5	3	3	26	18	2	14	17	25	9	47
	5%	4%	3%	4%	7%	7%	2%	6%	5%	5%	7%	5%

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	496	72	56	35	212	83	38	95	158	243	64	432
	49%	53%	54%	53%	54%	33%	50%	43%	50%	50%	52%	48%
Somewhat important		E	E	E	E		E					
	414	51	41	27	132	134	29	88	126	200	53	361
	41%	38%	39%	40%	34%	54%	39%	40%	40%	41%	43%	40%
Not very important						ABDF						
	80	6	5	5	31	26	7	25	22	33	5	75
	8%	4%	5%	7%	8%	11%	9%	12%	7%	7%	4%	8%
Not at all important												
	31	6	2	0	16	6	1	10	9	12	1	31
	3%	4%	2%	-	4%	2%	2%	4%	3%	3%	0	3%
Summary												
Top2Box (Important)	910	123	97	62	344	217	67	183	284	443	117	793
	89%	91%	93%	93%	88%	87%	89%	84%	90%	91%	95%	88%
Low2Box (Not important)										G		
	111	12	7	5	47	32	8	35	31	45	6	105
	11%	9%	7%	7%	12%	13%	11%	16%	10%	9%	5%	12%
								I				

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Very important	109	18	13	4	43	22	10	34	36	39	10	100
	11%	14%	13%	6%	11%	9%	13%	16%	11%	8%	8%	11%
								I				
Somewhat important	350	35	26	22	124	116	27	102	109	139	35	314
	34%	26%	25%	33%	32%	46%	36%	47%	35%	28%	29%	35%
						ABD		HI				
Not very important	387	62	40	25	150	82	28	60	115	211	56	331
	38%	46%	39%	37%	38%	33%	37%	28%	37%	43%	45%	37%
		E								G		
Not at all important	175	19	25	16	75	30	10	22	54	99	22	153
	17%	14%	24%	24%	19%	12%	14%	10%	17%	20%	18%	17%
			E	E						G		
Summary												
Top2Box (Important)	459	54	39	25	167	137	37	136	145	178	45	414
	45%	40%	37%	38%	43%	55%	49%	62%	46%	36%	37%	46%
						ABCD		HI	I			
Low2Box (Not important)	562	81	65	41	224	112	38	82	170	310	77	485
	55%	60%	63%	62%	57%	45%	51%	38%	54%	64%	63%	54%
		E	E	E	E				G	GH		

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Reasonable cost	965	130	101	63	365	232	74	204	298	463	114	851
	95%	96%	97%	96%	93%	93%	98%	94%	95%	95%	93%	95%
Great fuel efficiency	953	132	99	64	364	222	73	202	291	460	119	835
	93%	98%	95%	96%	93%	89%	96%	93%	92%	94%	97%	93%
A car great for a Canadian winter		E										
	949	118	100	64	362	234	71	204	295	450	117	832
Quiet ride	93%	88%	96%	96%	93%	94%	94%	94%	94%	92%	96%	93%
		A										
Warranty coverage	916	124	97	63	347	211	74	182	288	446	105	811
	90%	92%	93%	94%	89%	85%	98%	84%	91%	91%	86%	90%
High crash test safety rating		E					DE		G	G		
	915	126	99	59	339	224	68	187	289	439	111	805
Roominess	90%	93%	96%	90%	87%	90%	90%	86%	92%	90%	90%	90%
		D										
Plenty of cargo space	910	123	97	62	344	217	67	183	284	443	117	793
	89%	91%	93%	93%	88%	87%	89%	84%	90%	91%	95%	88%
Lots of airbags for safety		G										
	880	118	97	64	347	184	69	161	275	444	115	765
Fun to drive	86%	88%	94%	97%	89%	74%	91%	74%	87%	91%	94%	85%
		E	E	ADE	E		E		G	G	K	
Attractive interior design	858	110	95	62	325	200	67	158	267	434	114	744
	84%	82%	91%	93%	83%	80%	89%	72%	85%	89%	93%	83%
Excellent sound system		ADE	ADE						G	G	K	
	852	114	94	58	332	187	68	168	264	420	113	740
Drives like a luxury vehicle	83%	85%	90%	87%	85%	75%	89%	77%	84%	86%	92%	82%
		E			E		E			G	K	
Roadside support system	840	117	88	62	304	202	66	158	267	415	100	741
	82%	87%	85%	94%	78%	81%	88%	73%	85%	85%	81%	82%
Reasonable cost		D			DE				G			
	774	111	88	52	302	162	59	133	237	403	89	685
Great fuel efficiency	76%	83%	84%	78%	77%	65%	78%	61%	75%	83%	72%	76%
		E	E		E				G	GH		
A car great for a Canadian winter	678	89	73	51	262	147	57	127	209	343	80	598
	66%	66%	70%	76%	67%	59%	75%	58%	66%	70%	65%	67%
Quiet ride				E			E			G		
	673	95	81	58	259	127	53	125	197	351	77	596
Warranty coverage	66%	71%	77%	87%	66%	51%	71%	57%	63%	72%	63%	66%
		E	DE	ADEF	E		E			GH		
Roominess	648	94	74	49	261	114	55	135	201	312	69	579
	63%	70%	71%	74%	67%	46%	73%	62%	64%	64%	56%	64%
Plenty of cargo space		E	E	E	E		E					
	638	91	67	50	256	131	43	124	192	323	64	574

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Sleek exterior style	62%	67%	65%	75%	65%	52%	57%	57%	61%	66%	52%	64%
		E	E	EF	E							J
Colour of the car	621	81	63	47	223	159	48	122	180	320	66	555
	61%	60%	60%	70%	57%	64%	64%	56%	57%	65%	54%	62%
				D						H		
Child friendly	470	55	40	31	197	108	38	103	139	228	105	365
	46%	41%	39%	47%	50%	43%	51%	47%	44%	47%	86%	41%
					B						K	
Is a compact car	459	54	39	25	167	137	37	136	145	178	45	414
	45%	40%	37%	38%	43%	55%	49%	62%	46%	36%	37%	46%
						ABCD		HI	I			
Leading edge technology integration, i.e. MP3 players, USB sticks, iPad	458	49	44	27	176	129	32	97	124	237	59	398
	45%	37%	43%	41%	45%	52%	43%	45%	39%	48%	49%	44%
						A				H		
Smart phone connectivity via mobile applications	343	38	31	31	145	78	20	72	100	171	48	296
	34%	29%	29%	47%	37%	31%	27%	33%	32%	35%	39%	33%
				ABEF								

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

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	172	87	352	163	96	154	311	556	121	900
Weighted	1021	135	104	66*	391	249	76*	218	315	488	123*	898
Smart phone connectivity via mobile applications	678	96	73	35	246	172	55	146	215	317	75	603
	66%	71%	71%	53%	63%	69%	73%	67%	68%	65%	61%	67%
		C	C			C	C					
Leading edge technology integration, i.e. MP3 players, USB sticks, iPad	563	85	60	39	215	121	43	121	191	252	63	500
	55%	63%	57%	59%	55%	48%	57%	55%	61%	52%	51%	56%
		E							I			
Is a compact car	562	81	65	41	224	112	38	82	170	310	77	485
	55%	60%	63%	62%	57%	45%	51%	38%	54%	64%	63%	54%
		E	E	E	E				G	GH		
Child friendly	551	79	64	35	194	141	37	115	175	260	17	533
	54%	59%	61%	53%	50%	57%	49%	53%	56%	53%	14%	59%
			D									J
Colour of the car	400	54	41	20	168	90	27	96	135	169	56	343
	39%	40%	40%	30%	43%	36%	36%	44%	43%	35%	46%	38%
					C				I			
Sleek exterior style	383	44	37	16	135	119	32	94	123	166	59	324
	38%	33%	35%	25%	35%	48%	43%	43%	39%	34%	48%	36%
						ABCD	C				K	
Roadside support system	373	41	30	17	130	135	20	83	114	176	54	319
	37%	30%	29%	26%	33%	54%	27%	38%	36%	36%	44%	36%
						ABCDF						
Drives like a luxury vehicle	348	40	23	8	132	122	22	93	117	137	46	302
	34%	29%	23%	13%	34%	49%	29%	43%	37%	28%	37%	34%
		C			BC	ABCDF	C	I	I			
Excellent sound system	343	46	31	16	129	102	19	91	106	146	43	300
	34%	34%	30%	24%	33%	41%	25%	42%	34%	30%	35%	33%
						CF		I				
Attractive interior design	247	23	16	15	89	87	17	85	78	85	34	213
	24%	17%	16%	22%	23%	35%	22%	39%	25%	17%	28%	24%
						ABD		HI	I			
Fun to drive	181	18	16	4	87	47	9	59	48	74	23	158
	18%	13%	15%	6%	22%	19%	12%	27%	15%	15%	19%	18%
					AC	C		HI				
Lots of airbags for safety	169	20	10	9	59	62	8	50	51	68	10	159
	17%	15%	10%	13%	15%	25%	11%	23%	16%	14%	8%	18%
						BDF		I				J
Plenty of cargo space	163	25	9	4	66	50	8	60	48	55	8	154
	16%	18%	9%	7%	17%	20%	11%	28%	15%	11%	7%	17%
		BC			BC	BC		HI			J	
Roominess	141	16	7	2	44	65	7	57	40	44	7	133
	14%	12%	6%	3%	11%	26%	9%	26%	13%	9%	6%	15%
		C			C	ABCDF		HI				J

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

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
High crash test safety rating	111	12	7	5	47	32	8	35	31	45	6	105
	11%	9%	7%	7%	12%	13%	11%	16%	10%	9%	5%	12%
								I				
Warranty coverage	106	9	5	7	52	25	8	31	26	49	12	94
	10%	7%	4%	10%	13%	10%	10%	14%	8%	10%	10%	10%
					B							
Quiet ride	105	11	7	4	44	39	2	36	27	42	18	87
	10%	8%	7%	6%	11%	15%	2%	16%	9%	9%	14%	10%
					F	BF		HI				
A car great for a Canadian winter	72	16	4	3	29	15	5	14	20	38	5	67
	7%	12%	4%	4%	7%	6%	6%	6%	6%	8%	4%	7%
		B										
Great fuel efficiency	68	2	5	3	27	28	3	16	24	28	4	64
	7%	2%	5%	4%	7%	11%	4%	7%	8%	6%	3%	7%
						A						
Reasonable cost	56	5	3	3	26	18	2	14	17	25	9	47
	5%	4%	3%	4%	7%	7%	2%	6%	5%	5%	7%	5%

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