

X3_1. [3 months]

Compared to this time last year, how likely are you to purchase a car in the next...

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year: Weighted	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
3 months																									
Very likely	50	24	26	18	17	15	6	21	17	6	24	9	5	12	47	3	-	-	34	7	2	7	24	12	14
	4%	4%	4%	5%	3%	3%	5%	4%	3%	3%	6%	4%	2%	3%	4%	6%	-	-	5%	4%	1%	2%	6%	3%	3%
							*				LM					*	**	**					X		
Somewhat likely	55	28	28	22	22	11	3	12	25	14	18	13	15	10	49	5	1	-	31	11	5	9	26	17	12
	4%	4%	4%	6%	4%	2%	3%	3%	5%	7%	4%	5%	6%	2%	4%	12%	8%	-	4%	6%	4%	3%	6%	5%	2%
				E			*			G	M	M			N*	**	**					X			
Not very likely	148	92	56	54	52	43	12	44	60	32	58	29	30	31	138	8	2	-	86	25	12	24	58	42	48
	11%	14%	8%	16%	10%	9%	10%	9%	11%	15%	14%	12%	12%	7%	11%	19%	18%	-	12%	14%	10%	8%	14%	11%	9%
		B		DE			*			G	M	M			*	**	**					X			
Not at all likely	1083	515	568	251	425	406	98	394	431	159	310	188	209	376	1038	29	9	8	596	133	105	249	315	300	468
	81%	78%	84%	73%	82%	86%	82%	84%	81%	75%	76%	79%	81%	88%	82%	63%	74%	100%	80%	76%	85%	86%	74%	81%	86%
		A		C		C	*	I			JKL			JKL	O	*	**	**				RS		V	VW
Summary																									
Top2Box (Very/ Somewhat likely)	105	51	54	40	39	26	9	33	42	21	42	22	20	22	96	8	1	-	65	18	6	16	50	29	26
	8%	8%	8%	12%	8%	5%	8%	7%	8%	10%	10%	9%	8%	5%	8%	18%	8%	-	9%	10%	5%	6%	12%	8%	5%
				E			*			M	M				N*	**	**					X			
Low2Box (Not very/ Not at all likely)	1231	607	625	305	478	449	110	438	491	192	368	217	240	407	1175	37	12	8	683	158	117	273	373	342	517
	92%	92%	92%	88%	92%	95%	92%	93%	92%	90%	90%	91%	92%	95%	92%	82%	92%	100%	91%	90%	95%	94%	88%	92%	95%
						C	*				JK			JK	O	*	**	**						V	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X3_2. [6 months]

Compared to this time last year, how likely are you to purchase a car in the next...

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year: Weighted	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543	
6 months																									
Very likely	49	29	20	21	19	9	5	16	17	10	23	5	12	9	47	2	1	-	36	8	2	3	25	13	11
	4%	4%	3%	6%	4%	2%	4%	3%	3%	5%	6%	2%	5%	2%	4%	4%	8%	-	5%	4%	1%	1%	6%	3%	2%
				E			*				KM					*	**	**	U	U			X		
Somewhat likely	96	55	40	36	33	26	14	28	43	11	37	23	17	19	88	7	1	-	54	14	8	19	41	25	29
	7%	8%	6%	10%	6%	6%	11%	6%	8%	5%	9%	10%	7%	4%	7%	15%	9%	-	7%	8%	7%	7%	10%	7%	5%
				DE			*				M	M				N*	**	**					X		
Not very likely	161	100	61	67	53	41	9	44	66	41	62	27	32	40	150	8	1	2	90	29	11	31	64	46	51
	12%	15%	9%	20%	10%	9%	8%	9%	12%	20%	15%	11%	12%	9%	12%	19%	10%	21%	12%	16%	9%	11%	15%	12%	9%
				B			*				FGH	M				*	**	**					X		
Not at all likely	1030	474	556	220	411	399	91	383	407	149	288	183	199	361	987	28	9	6	567	125	102	236	293	287	451
	77%	72%	82%	64%	80%	84%	77%	81%	76%	70%	70%	77%	77%	84%	78%	62%	74%	79%	76%	71%	83%	81%	69%	77%	83%
				A	C	C	*	I			JKL	O	*	**	**	**	**	**	S	S		S	V	VW	
Summary																									
Top2Box (Very/ Somewhat likely)	145	84	61	57	53	35	19	44	60	22	60	28	29	28	134	9	2	-	90	22	10	23	67	38	41
	11%	13%	9%	17%	10%	7%	16%	9%	11%	10%	15%	12%	11%	6%	11%	19%	16%	-	12%	13%	8%	8%	16%	10%	7%
				DE			*				M	M	M			*	**	**					WX		
Low2Box (Not very/ Not at all likely)	1191	574	617	287	464	440	100	427	473	191	350	210	231	400	1136	36	11	8	657	153	113	267	356	333	502
	89%	87%	91%	83%	90%	93%	84%	91%	89%	90%	85%	88%	89%	94%	89%	81%	84%	100%	88%	87%	92%	92%	84%	90%	93%
				A	C	C	*				JKL					*	**	**				S	V	V	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X3_3. [1 year]

Compared to this time last year, how likely are you to purchase a car in the next...

	Total	Gender		AGE			EDUCATION				DEM B				DEM A						DEM C				
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year: Weighted	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
1 year	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Very likely	88	45	43	32	36	20	16	25	33	13	43	13	15	17	87	1	-	-	59	10	6	13	45	17	25
	7%	7%	6%	9%	7%	4%	14%	5%	6%	6%	10%	6%	6%	4%	7%	3%	-	-	8%	5%	5%	5%	11%	5%	5%
				E			GHI*				KLM					*	**	**					WX		
Somewhat likely	231	111	120	95	80	55	16	81	91	42	84	49	39	58	217	10	2	2	140	34	13	43	84	75	71
	17%	17%	18%	28%	16%	12%	13%	17%	17%	20%	20%	21%	15%	14%	17%	23%	14%	21%	19%	19%	11%	15%	20%	20%	13%
				DE			*				M	M				*	**	**	T	T		X	X		
Not very likely	196	107	89	50	78	67	13	63	82	38	62	31	41	61	187	7	2	-	106	30	18	41	66	56	73
	15%	16%	13%	15%	15%	14%	11%	13%	15%	18%	15%	13%	16%	14%	15%	16%	18%	-	14%	17%	15%	14%	16%	15%	14%
				*			*				*	*			*	**	**	**							
Not at all likely	822	396	426	167	322	333	74	301	326	120	222	145	164	291	780	26	9	6	442	101	86	192	227	222	373
	61%	60%	63%	48%	62%	70%	62%	64%	61%	56%	54%	61%	63%	68%	61%	59%	68%	79%	59%	58%	69%	66%	54%	60%	69%
				C			CD	*			J	J			*	**	**	**			RS	R			VW
Summary																									
Top2Box (Very/ Somewhat likely)	319	156	163	127	117	75	32	107	124	55	127	62	54	75	304	12	2	2	199	44	20	57	130	92	97
	24%	24%	24%	37%	23%	16%	27%	23%	23%	26%	31%	26%	21%	18%	24%	26%	14%	21%	27%	25%	16%	20%	31%	25%	18%
				E			*				LM	M			*	**	**	**	TU			X	X		
Low2Box (Not very/ Not at all likely)	1018	502	515	217	400	400	87	364	409	157	283	176	206	353	967	33	11	6	549	132	104	233	293	279	446
	76%	76%	76%	63%	77%	84%	73%	77%	77%	74%	69%	74%	79%	82%	76%	74%	86%	79%	73%	75%	84%	80%	69%	75%	82%
				C			CD	*			J	JK			*	**	**	**			R	R			VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X3_4. [2 years]

Compared to this time last year, how likely are you to purchase a car in the next...

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year: Weighted	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
2 years	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Very likely	176	99	77	68	68	39	14	71	64	27	68	38	27	42	168	5	-	3	120	16	10	29	74	55	47
	13%	15%	11%	20%	13%	8%	11%	15%	12%	13%	17%	16%	10%	10%	13%	11%	-	34%	16%	9%	8%	10%	18%	15%	9%
				DE	E		*				LM	M				*	**	**	STU				X	X	
Somewhat likely	356	174	182	110	127	119	35	115	146	61	107	73	80	96	344	10	2	-	197	49	32	79	111	114	131
	27%	26%	27%	32%	25%	25%	29%	24%	27%	29%	26%	31%	31%	22%	27%	23%	15%	*	26%	28%	26%	27%	26%	31%	24%
				DE			*				M	M				*	**	**					X		
Not very likely	196	98	98	53	75	68	15	63	82	37	60	34	41	61	188	6	2	-	111	28	22	35	70	44	83
	15%	15%	14%	15%	15%	14%	12%	13%	15%	17%	15%	14%	16%	14%	15%	13%	16%	-	15%	16%	18%	12%	16%	12%	15%
				*			*								*	**	**	**							
Not at all likely	609	287	322	113	246	249	57	222	242	88	175	92	112	229	571	24	9	5	320	82	60	147	168	158	282
	46%	44%	47%	33%	48%	52%	47%	47%	45%	41%	43%	39%	43%	54%	45%	53%	68%	66%	43%	47%	48%	51%	40%	43%	52%
				C	C		*							JKL		*	**	**				R			VW
Summary																									
Top2Box (Very/ Somewhat likely)	532	273	259	178	195	158	48	186	210	88	175	112	107	138	512	15	2	3	317	65	42	108	185	169	178
	39%	42%	38%	52%	38%	33%	40%	39%	39%	41%	43%	47%	41%	32%	40%	33%	15%	**	34%	42%	37%	34%	37%	44%	46%
				DE			*				M	M	M		*	**	**	**					X	X	
Low2Box (Not very/ Not at all likely)	804	385	419	166	321	317	71	285	323	124	235	127	153	290	759	30	11	5	431	111	81	182	238	202	365
	61%	58%	62%	48%	62%	67%	60%	61%	61%	59%	57%	53%	59%	68%	60%	67%	85%	66%	58%	63%	66%	63%	56%	54%	67%
				C	C		*							JKL		*	**	**							VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X3_5_ [3+ years]

Compared to this time last year, how likely are you to purchase a car in the next...

	Total	Gender		AGE			EDUCATION				DEM B				DEM A							DEM C			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
3+ years																									
Very likely	385	209	176	128	145	113	33	116	158	78	128	68	77	112	374	7	1	3	221	52	38	75	150	113	122
	29%	32%	26%	37%	28%	24%	28%	25%	30%	37%	31%	28%	30%	26%	29%	16%	10%	36%	29%	29%	31%	26%	35%	30%	23%
		B		DE			*			GH						*	**	**				X	X		
Somewhat likely	428	203	225	111	170	148	27	152	177	72	114	77	96	141	408	13	6	2	234	57	40	97	121	113	195
	32%	31%	33%	32%	33%	31%	23%	32%	33%	34%	28%	32%	37%	33%	32%	29%	45%	28%	31%	32%	33%	34%	29%	31%	36%
							*		F	F		J			*	**	**								V
Not very likely	156	76	80	48	57	51	9	52	68	27	46	30	30	50	144	10	2	-	90	21	15	30	57	40	59
	12%	12%	12%	14%	11%	11%	7%	11%	13%	13%	11%	13%	12%	12%	11%	23%	15%	-	12%	12%	12%	11%	13%	11%	11%
							*				N*				*	**	**								
Not at all likely	367	169	197	58	145	164	50	152	130	35	121	63	57	125	346	15	4	3	202	47	30	87	96	104	167
	27%	26%	29%	17%	28%	35%	42%	32%	24%	16%	30%	26%	22%	29%	27%	32%	29%	37%	27%	27%	24%	30%	23%	28%	31%
				C	CD	HI*	HI	I	I	L	L				*	**	**								V
Summary																									
Top2Box (Very/ Somewhat likely)	814	413	401	238	315	261	60	268	335	150	243	145	173	253	781	20	7	5	455	108	79	172	271	226	317
	61%	63%	59%	69%	61%	55%	51%	57%	63%	71%	59%	61%	67%	59%	61%	45%	55%	63%	61%	62%	64%	59%	64%	61%	58%
				DE			*		F	FGH					O	*	**	**							
Low2Box (Not very/ Not at all likely)	523	245	277	106	202	215	59	203	198	62	167	93	87	175	489	25	6	3	293	67	45	118	152	145	226
	39%	37%	41%	31%	39%	45%	49%	43%	37%	29%	41%	39%	33%	41%	39%	55%	45%	37%	39%	38%	36%	41%	36%	39%	42%
				C	C	HI*	I	I	I	L	L				N*	**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X3. [SUMMARY - TOP2BOX (VERY/ SOMEWHAT LIKELY)]

Compared to this time last year, how likely are you to purchase a car in the next...

	Gender			AGE			EDUCATION				DEM B				DEM A						DEM C				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
3+ years	814	413	401	238	315	261	60	268	335	150	243	145	173	253	781	20	7	5	455	108	79	172	271	226	317
	61%	63%	59%	69%	61%	55%	51%	57%	63%	71%	59%	61%	67%	59%	61%	45%	55%	63%	61%	62%	64%	59%	64%	61%	58%
			DE				*		F	FGH					O	*	**	**							
2 years	532	273	259	178	195	158	48	186	210	88	175	112	107	138	512	15	2	3	317	65	42	108	185	169	178
	39%	42%	38%	52%	38%	33%	40%	39%	39%	41%	43%	47%	41%	32%	40%	33%	15%	34%	42%	37%	34%	37%	44%	46%	33%
			DE				*				M	M	M			*	**	**					X	X	
1 year	319	156	163	127	117	75	32	107	124	55	127	62	54	75	304	12	2	2	199	44	20	57	130	92	97
	24%	24%	24%	37%	23%	16%	27%	23%	23%	26%	31%	26%	21%	18%	24%	26%	14%	21%	27%	25%	16%	20%	31%	25%	18%
			DE		E		*				LM	M				*	**	**	TU				X	X	
6 months	145	84	61	57	53	35	19	44	60	22	60	28	29	28	134	9	2	-	90	22	10	23	67	38	41
	11%	13%	9%	17%	10%	7%	16%	9%	11%	10%	15%	12%	11%	6%	11%	19%	16%	-	12%	13%	8%	8%	16%	10%	7%
			B	DE			*				M	M	M			*	**	**					WX		
3 months	105	51	54	40	39	26	9	33	42	21	42	22	20	22	96	8	1	-	65	18	6	16	50	29	26
	8%	8%	8%	12%	8%	5%	8%	7%	8%	10%	10%	9%	8%	5%	8%	18%	8%	-	9%	10%	5%	6%	12%	8%	5%
			E				*				M	M				N*	**	**					X		

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X3. [SUMMARY - LOW2BOX (NOT VERY/ NOT AT ALL LIKELY)]

Compared to this time last year, how likely are you to purchase a car in the next...

	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C							
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
3 months	1231	607	625	305	478	449	110	438	491	192	368	217	240	407	1175	37	12	8	683	158	117	273	373	342	517
	92%	92%	92%	88%	92%	95%	92%	93%	92%	90%	90%	91%	92%	95%	92%	82%	92%	100%	91%	90%	95%	94%	88%	92%	95%
						C	*							JK	O	*	**	**							V
6 months	1191	574	617	287	464	440	100	427	473	191	350	210	231	400	1136	36	11	8	657	153	113	267	356	333	502
	89%	87%	91%	83%	90%	93%	84%	91%	89%	90%	85%	88%	89%	94%	89%	81%	84%	100%	88%	87%	92%	92%	84%	90%	93%
			A		C	C	*							JKL	*	**	**							V	V
1 year	1018	502	515	217	400	400	87	364	409	157	283	176	206	353	967	33	11	6	549	132	104	233	293	279	446
	76%	76%	76%	63%	77%	84%	73%	77%	77%	74%	69%	74%	79%	82%	76%	74%	86%	79%	73%	75%	84%	80%	69%	75%	82%
					C	CD	*							J	JK	*	**	**			R	R			VW
2 years	804	385	419	166	321	317	71	285	323	124	235	127	153	290	759	30	11	5	431	111	81	182	238	202	365
	61%	58%	62%	48%	62%	67%	60%	61%	61%	59%	57%	53%	59%	68%	60%	67%	85%	66%	58%	63%	66%	63%	56%	54%	67%
					C	C	*							JKL	*	**	**								VW
3+ years	523	245	277	106	202	215	59	203	198	62	167	93	87	175	489	25	6	3	293	67	45	118	152	145	226
	39%	37%	41%	31%	39%	45%	49%	43%	37%	29%	41%	39%	33%	41%	39%	55%	45%	37%	39%	38%	36%	41%	36%	39%	42%
					C	C	HI*	I	I						N*	**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X4. From which of the following sources do you ask for or receive car-buying advice?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A							DEM C			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Neveer	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Friends/Family	688	262	426	235	259	194	48	235	278	126	220	122	160	185	662	20	3	3	430	86	57	115	249	199	239
	51%	40%	63%	68%	50%	41%	40%	50%	52%	59%	54%	51%	62%	43%	52%	44%	25%	35%	57%	49%	46%	40%	59%	54%	44%
			A	DE	E		*		F	FG	M		JKM		*	**	**	STU				X	X		
Car dealer/manufactureer	613	302	311	161	238	214	40	214	243	115	207	114	119	173	587	17	4	5	346	84	57	127	203	190	221
	46%	46%	46%	47%	46%	45%	34%	45%	46%	54%	50%	48%	46%	40%	46%	37%	31%	71%	46%	48%	46%	44%	48%	51%	41%
							*	F	F	FGH	M				*	**	**					X	X		
News media (newspapers, tv, radio, magazine)	421	239	182	89	166	165	20	133	185	82	147	75	89	110	407	14	-	-	225	60	43	92	166	116	139
	31%	36%	27%	26%	32%	35%	17%	28%	35%	39%	36%	31%	34%	26%	32%	31%	-	-	30%	34%	35%	32%	39%	31%	26%
			B		C		*	F	FG	FG	M		M		*	**	**					WX			
Online forums	347	191	156	110	151	86	18	100	145	83	137	73	67	70	337	8	2	-	223	48	27	48	157	103	86
	26%	29%	23%	32%	29%	18%	15%	21%	27%	39%	33%	30%	26%	16%	26%	18%	18%	*	30%	28%	22%	17%	37%	28%	16%
			B	E	E		*		FG	FGH	LM	M	M		*	**	**	**	U	U		WX	X		
Auto show	125	71	54	44	44	38	8	37	50	30	63	15	21	26	119	6	-	-	91	15	4	15	67	29	29
	9%	11%	8%	13%	8%	8%	6%	8%	9%	14%	15%	6%	8%	6%	9%	14%	-	-	12%	9%	3%	5%	16%	8%	5%
			E				*		FGH	KLM					*	**	**	TU				WX			
I don't seek or receive advice	241	139	102	43	99	99	33	83	97	28	49	36	44	111	228	6	5	1	116	32	27	66	45	58	138
	18%	21%	15%	12%	19%	21%	27%	18%	18%	13%	12%	15%	17%	26%	18%	14%	41%	15%	16%	18%	22%	23%	11%	16%	25%
			B	C	C		GHI*							JKL		*	**	**			R	V	V	VW	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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XSA. Which of the following options best describes how you will primarily pay for your next vehicle purchase/lease?

	Gender			AGE			EDUCATION				DEM B				DEM A					DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Trade-in plus finance the remaining total	335	160	175	61	138	135	21	115	148	51	94	64	63	114	322	11	2	-	190	48	29	68	109	82	143
	25%	24%	26%	18%	27%	28%	17%	24%	28%	24%	23%	27%	24%	27%	25%	24%	12%	-	25%	27%	23%	24%	26%	22%	26%
				C	C	*		F							*	**	**								
Cash from savings	259	127	132	93	86	80	19	96	91	54	97	45	45	72	251	6	1	1	146	36	21	56	99	68	93
	19%	19%	19%	27%	17%	17%	16%	20%	17%	25%	24%	19%	17%	17%	20%	14%	7%	15%	20%	20%	17%	19%	23%	18%	17%
				DE			*			H	M				*	**	**						X		
Fully finance with loan	229	117	113	58	117	55	23	93	88	25	75	38	40	76	211	9	4	6	130	28	20	52	61	77	91
	17%	18%	17%	17%	23%	11%	20%	20%	16%	12%	18%	16%	15%	18%	17%	21%	30%	72%	17%	16%	16%	18%	15%	21%	17%
				E	CE	*		I							*	**	**								
Trade-in plus cash for the remaining total	212	111	101	35	61	116	26	63	91	32	50	42	44	77	199	9	3	-	108	24	25	55	59	51	102
	16%	17%	15%	10%	12%	24%	22%	13%	17%	15%	12%	17%	17%	18%	16%	21%	26%	-	14%	14%	20%	19%	14%	14%	19%
				CD	G*					J					*	**	**								
Big down payment to reduce monthly payments, then finance	194	84	110	61	80	53	17	68	76	33	64	36	44	50	186	7	1	1	119	27	16	32	66	69	59
	15%	13%	16%	18%	16%	11%	14%	14%	14%	16%	15%	15%	17%	12%	15%	15%	8%	13%	16%	16%	13%	11%	16%	19%	11%
				E	E	*									*	**	**						X	X	
No need to finance	107	59	48	36	34	36	13	36	40	18	30	14	24	39	102	3	2	-	55	12	14	26	29	24	54
	8%	9%	7%	11%	7%	8%	11%	8%	7%	8%	7%	6%	9%	9%	8%	6%	16%	-	7%	7%	11%	9%	7%	6%	10%
						*									*	**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X5B. You've indicated that you plan to finance at least some portion of your next car purchase/lease. Through which of the following options do you plan on borrowing from?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Primarily pay by Fully Finance/ Downpayment Then Finance/ Trade-In Plus Finance	777	362	415	148	379	250	49	227	369	132	241	137	154	245	739	26	7	5	443	108	71	155	245	236	296
Weighted	758	361	398	180	336	243	61	277	312	109	233	138	147	240	719	27	6	7	439	103	64	152	237	228	294
With dealership/manufacturer financing	363	189	174	83	167	113	20	130	154	60	108	65	73	117	345	15	1	2	205	53	39	66	111	115	138
	48%	52%	44%	46%	50%	46%	32%	47%	49%	55%	46%	47%	50%	49%	48%	55%	23%	24%	47%	52%	61%	43%	47%	50%	47%
		B					*		F	F					**	**	**				RU*				
Your financial institution prior to going to the dealership	242	123	119	51	106	85	16	91	98	37	69	50	46	78	233	4	3	2	128	40	20	55	74	71	98
	32%	34%	30%	29%	32%	35%	26%	33%	32%	34%	29%	36%	31%	32%	32%	14%	49%	36%	29%	39%	30%	36%	31%	31%	33%
							*								**	**	**				*				
Your financial institution at the dealership when purchasing or leasing a car	193	84	109	65	80	48	16	62	85	29	78	26	37	52	180	10	2	2	132	18	12	30	75	58	60
	25%	23%	27%	36%	24%	20%	27%	22%	27%	27%	33%	19%	25%	22%	25%	37%	27%	25%	30%	18%	19%	20%	32%	26%	20%
				DE			*				KM				**	**	**		SU		*		X		
Family or friends	33	14	19	18	14	2	5	11	12	5	15	8	6	4	30	3	-	1	25	4	2	2	16	6	11
	4%	4%	5%	10%	4%	1%	8%	4%	4%	4%	6%	6%	4%	2%	4%	9%	-	15%	6%	4%	2%	2%	7%	2%	4%
				DE	E		*				M	M			**	**	**		U		*		W		
Other	24	11	13	5	10	8	4	8	10	2	10	3	5	5	23	-	1	-	14	1	1	7	6	7	11
	3%	3%	3%	3%	3%	3%	6%	3%	3%	2%	4%	2%	4%	2%	3%	-	12%	-	3%	1%	2%	5%	2%	3%	4%
							*								**	**	**		*		*				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X6. Which of the following factors is most important when it comes to your financing decision to purchase/lease a car?

	Gender			AGE			EDUCATION				DEM B				DEM A					DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Neveer	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
My budget/affordability	692	341	351	177	263	252	47	235	298	112	209	115	146	221	657	26	6	3	382	89	57	164	224	197	271
	52%	52%	52%	51%	51%	53%	39%	50%	56%	53%	51%	48%	56%	52%	52%	58%	49%	36%	51%	51%	46%	57%	53%	53%	50%
							*		F	F						*	**	**							
Monthly payment	253	117	135	74	100	79	28	106	85	34	85	43	44	81	236	11	3	4	141	33	29	50	76	64	112
	19%	18%	20%	22%	19%	17%	23%	22%	16%	16%	21%	18%	17%	19%	19%	24%	21%	48%	19%	19%	23%	17%	18%	17%	21%
							*	H								*	**	**							
Interest rate	246	121	124	62	105	78	23	86	92	45	66	43	54	83	238	7	-	-	140	33	23	50	71	68	106
	18%	18%	18%	18%	20%	16%	19%	18%	17%	21%	16%	18%	21%	19%	19%	16%	-	-	19%	19%	18%	17%	17%	18%	19%
							*									*	**	**							
Trade-in value of my current car	92	54	37	11	35	46	14	24	38	15	35	20	10	27	90	-	2	-	52	15	9	15	34	26	31
	7%	8%	6%	3%	7%	10%	12%	5%	7%	7%	9%	8%	4%	6%	7%	-	14%	-	7%	9%	7%	5%	8%	7%	6%
					C	C	G*				L	L				*	**	**							
Term of loan	36	16	20	12	8	15	6	16	9	5	10	12	3	11	34	-	1	1	20	5	3	8	8	10	18
	3%	2%	3%	4%	2%	3%	5%	3%	2%	2%	2%	5%	1%	3%	3%	-	8%	16%	3%	3%	2%	3%	2%	3%	3%
							H*				L					*	**	**							
Lender choice/availability/approval	19	9	10	9	6	4	1	4	11	3	6	5	3	5	17	1	1	-	13	-	3	3	9	5	4
	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	9%	-	2%	-	2%	1%	2%	1%	1%
							*									*	**	**			5				

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_1. [Affordability of the car]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender		AGE			EDUCATION				DEM B				DEM A						DEM C						
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X		
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year: Weighted	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551	
Affordability of the car	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543	
Major factor	1131 85%	529 80%	602 89%	283 82%	438 85%	410 86%	102 86%	395 84%	455 85%	179 84%	344 84%	193 81%	235 90%	359 84%	1073 84%	41 92%	9 74%	8 100%	628 84%	150 86%	105 85%	248 86%	362 86%	322 87%	447 82%	
Minor factor	158 12%	100 15%	58 9%	47 14%	60 12%	51 11%	14 11%	14 13%	61 11%	58 12%	25 12%	49 16%	37 8%	20 12%	52 12%	154 12%	3 6%	1 8%	- 12%	88 11%	19 12%	15 12%	36 12%	51 12%	39 11%	68 12%
Not at all a factor	47 4%	29 4%	18 3%	15 4%	19 4%	14 3%	3 3%	16 3%	20 4%	8 4%	17 4%	8 3%	5 2%	17 4%	44 3%	1 2%	2 18%	- 4%	32 4%	6 2%	3 2%	6 2%	10 2%	10 3%	28 5%	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_2. [Best price after comparison shopping]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender			AGE			EDUCATION				DEM B				DEM A					DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Best price after comparison shopping																									
Major factor	1017	475	543	245	404	368	92	361	411	153	317	181	199	320	963	39	8	6	554	142	97	226	323	287	407
	76%	72%	80%	71%	78%	78%	77%	77%	77%	72%	77%	76%	77%	75%	76%	87%	66%	84%	74%	81%	78%	78%	76%	77%	75%
			A		C		*									*	**	**							
Minor factor	253	151	102	75	90	88	22	83	94	55	71	46	54	83	247	4	2	-	151	28	21	53	81	74	97
	19%	23%	15%	22%	17%	18%	18%	18%	18%	26%	17%	19%	21%	19%	19%	9%	16%	-	20%	16%	17%	18%	19%	20%	18%
			B				*			GH						*	**	**							
Not at all a factor	66	33	34	24	22	19	6	27	29	4	22	11	7	26	61	2	2	1	43	6	6	11	19	9	38
	5%	5%	5%	7%	4%	4%	5%	6%	5%	2%	5%	5%	3%	6%	5%	4%	18%	16%	6%	3%	5%	4%	3%	7%	
							*	I	I							*	**	**							W

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_3. [Availability of attractive loans and financing rates]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender		AGE			EDUCATION				DEM B				DEM A						DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Availability of attractive loans and financing rates																									
Major factor	655	313	343	167	270	218	72	238	259	86	216	115	131	193	627	19	6	3	387	83	58	126	220	191	244
	49%	48%	51%	49%	52%	46%	60%	51%	49%	41%	53%	48%	50%	45%	49%	42%	49%	42%	52%	47%	47%	44%	52%	52%	45%
				E			HI*	I	I		M				*	**	**	U				X			
Minor factor	379	190	189	115	148	116	25	142	147	65	108	72	77	122	358	15	3	3	221	46	31	81	121	98	160
	28%	29%	28%	33%	29%	24%	21%	30%	28%	31%	26%	30%	29%	29%	28%	33%	22%	42%	30%	26%	25%	28%	29%	26%	29%
				E			*								*	**	**								
Not at all a factor	302	156	146	63	98	141	23	91	128	61	85	52	52	113	286	11	4	1	139	46	34	83	82	82	138
	23%	24%	22%	18%	19%	30%	19%	19%	24%	28%	21%	22%	20%	26%	22%	25%	29%	16%	19%	26%	28%	29%	19%	22%	26%
						CD	*			G					*	**	**		R	R	R				V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_4. [A preferred car brand]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender			AGE			EDUCATION				DEM B				DEM A					DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
A preferred car brand																									
Major factor	738	351	387	174	284	280	66	269	290	112	238	136	137	228	697	29	6	5	409	95	63	171	227	220	291
	55%	53%	57%	50%	55%	59%	56%	57%	54%	53%	58%	57%	53%	53%	55%	65%	50%	71%	55%	54%	51%	59%	54%	59%	54%
			C				*									**	**								
Minor factor	439	223	216	125	172	142	38	134	186	80	121	75	103	140	426	9	2	1	249	56	43	90	143	114	182
	33%	34%	32%	36%	33%	30%	32%	28%	35%	38%	30%	32%	40%	33%	34%	20%	20%	16%	33%	32%	35%	31%	34%	31%	33%
							*		G	G			J			**	**								
Not at all a factor	160	84	75	46	61	53	15	68	57	20	51	28	20	61	148	7	4	1	89	24	18	29	53	37	70
	12%	13%	11%	13%	12%	11%	12%	15%	11%	9%	12%	12%	8%	14%	12%	15%	31%	13%	12%	14%	14%	10%	13%	10%	13%
							*							L		*	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_5. [The features of a car (performance, colour, safety rating, size, fuel efficiency, engine type)]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender			AGE			EDUCATION				DEM B				DEM A						DEM C				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
The features of a car (performance, colour, safety rating, size, fuel efficiency, engine type)																									
Major factor	1001	481	520	242	387	372	85	356	397	164	308	183	195	314	955	35	6	5	563	125	89	224	322	288	391
	75%	73%	77%	70%	75%	78%	71%	75%	74%	77%	75%	77%	75%	73%	75%	77%	48%	71%	75%	71%	72%	77%	76%	78%	72%
Minor factor	282	149	134	84	110	88	26	94	120	43	86	46	61	90	268	9	4	1	150	41	32	60	87	80	116
	21%	23%	20%	24%	21%	18%	22%	20%	22%	20%	21%	19%	24%	21%	21%	21%	35%	13%	20%	23%	26%	21%	21%	22%	21%
Not at all a factor	53	28	25	18	19	15	9	22	17	6	16	9	4	24	48	1	2	1	35	10	3	6	14	3	36
	4%	4%	4%	5%	4%	3%	7%	5%	3%	3%	4%	4%	2%	6%	4%	2%	18%	16%	5%	6%	2%	2%	3%	1%	7%
							*							L		*	**	**	U	U		W		VW	

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X7_6. [Positive consumer reports/reviews on selected car]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender		AGE			EDUCATION				DEM B				DEM A						DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Positive consumer reports/reviews on selected car:																									
Major factor	758	340	418	191	288	278	65	272	293	127	256	134	161	206	728	23	3	3	430	106	68	154	258	230	270
	57%	52%	62%	55%	56%	59%	55%	58%	55%	60%	63%	56%	62%	48%	57%	51%	27%	42%	58%	60%	55%	53%	61%	62%	50%
	A						*				M		M			*	**	**					X	X	
Minor factor	442	234	208	117	177	149	36	152	188	67	118	79	87	158	418	16	5	3	243	54	40	105	133	111	198
	33%	36%	31%	34%	34%	31%	30%	32%	35%	31%	29%	33%	34%	37%	33%	35%	40%	42%	33%	31%	32%	36%	32%	30%	36%
							*							J		*	**	**							W
Not at all a factor	136	84	52	37	52	48	18	47	52	19	35	26	11	64	124	6	4	1	74	16	16	30	32	30	75
	10%	13%	8%	11%	10%	10%	15%	10%	10%	9%	9%	11%	4%	15%	10%	14%	33%	16%	10%	9%	13%	10%	7%	8%	14%
	B						*				L	L		JL		*	**	**							VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_7. [Resale/Trade-in value]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender			AGE			EDUCATION				DEM B				DEM A					DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Resale/Trade-in value																									
Major factor	519	254	265	112	193	214	61	191	199	68	171	95	92	161	490	18	6	5	295	67	42	114	175	125	219
	39%	39%	39%	32%	37%	45%	51%	40%	37%	32%	42%	40%	36%	38%	39%	40%	43%	70%	39%	38%	34%	39%	41%	34%	40%
						CD	HI*	I								*	**	**					W		W
Minor factor	574	288	286	168	230	176	40	193	237	104	162	106	118	189	551	17	6	-	318	74	57	125	177	175	222
	43%	44%	42%	49%	45%	37%	33%	41%	44%	49%	40%	44%	45%	44%	43%	37%	47%		43%	42%	46%	43%	42%	47%	41%
				E	E	*		F	F						*	**	**								
Not at all a factor	244	116	128	65	93	85	19	87	97	41	77	38	50	79	230	10	1	2	134	34	24	51	71	71	102
	18%	18%	19%	19%	18%	18%	16%	19%	18%	19%	19%	16%	19%	18%	18%	23%	10%	30%	18%	19%	20%	18%	17%	19%	19%
							*								*	**	**	**							

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_8. [Dealership/Salesperson advice and service or relationship]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender		AGE			EDUCATION				DEM B				DEM A						DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Dealership/Salesperson advice and service or relationship																									
Major factor	419	195	224	95	157	168	50	167	148	53	144	76	81	118	398	14	5	2	231	58	36	95	126	116	176
	31%	30%	33%	28%	30%	35%	42%	35%	28%	25%	35%	32%	31%	28%	31%	31%	38%	29%	31%	33%	29%	33%	30%	31%	33%
Minor factor	582	274	307	160	217	204	47	190	241	103	168	104	123	187	551	22	4	4	334	80	51	117	189	177	215
	44%	42%	45%	47%	42%	43%	39%	40%	45%	49%	41%	44%	47%	44%	43%	49%	30%	56%	45%	45%	42%	40%	45%	48%	40%
Not at all a factor	336	189	147	89	143	103	22	114	144	56	98	58	56	123	321	9	4	1	183	38	36	78	107	78	151
	25%	29%	22%	26%	28%	22%	18%	24%	27%	26%	24%	24%	22%	29%	25%	20%	32%	15%	25%	22%	29%	25%	21%	28%	W

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_9. [Test drive]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender			AGE			EDUCATION				DEM B				DEM A						DEM C				
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Test drive																									
Major factor	800 60%	344 52%	456 67%	218 63%	305 59%	276 58%	77 64%	289 61%	319 60%	115 54%	252 62%	148 62%	156 60%	244 57%	764 60%	24 54%	7 56%	4 56%	449 60%	105 60%	73 59%	172 59%	273 65%	223 60%	303 56%
Minor factor	416 31%	236 36%	180 27%	94 27%	161 31%	162 34%	31 26%	143 30%	167 31%	76 36%	128 31%	69 29%	84 32%	135 32%	397 31%	15 34%	2 18%	1 14%	228 31%	49 28%	38 31%	100 35%	124 29%	116 31%	176 32%
Not at all a factor	121 9%	78 12%	42 6%	33 10%	51 10%	37 8%	12 10%	39 8%	48 9%	22 10%	30 7%	22 9%	20 8%	49 11%	110 9%	5 12%	3 26%	2 29%	70 9%	21 12%	12 10%	18 6%	25 6%	32 9%	64 12%
		B					*							J	*	**	**	**		U					V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_10. [Extended car warranties offered]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender			AGE			EDUCATION				DEM B				DEM A					DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B		C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Extended car warranties offered																									
Major factor	524 39%	235 36%	289 43%	126 37%	196 38%	202 42%	62 52%	191 41%	194 36%	76 36%	179 44%	89 37%	87 34%	168 39%	500 39%	14 31%	7 53%	3 34%	289 39%	70 40%	43 34%	122 42%	172 41%	136 37%	216 40%
Minor factor	533 40%	270 41%	263 39%	145 42%	221 43%	167 35%	35 29%	176 37%	233 44%	90 42%	142 35%	100 42%	115 44%	176 41%	503 40%	21 47%	5 37%	4 50%	309 41%	66 38%	54 44%	104 36%	166 39%	155 42%	212 39%
Not at all a factor	279 21%	152 23%	127 19%	74 21%	99 19%	106 22%	22 19%	104 22%	106 20%	47 22%	89 22%	49 21%	57 22%	84 20%	267 21%	10 21%	1 10%	1 16%	149 20%	39 22%	27 22%	64 22%	85 20%	80 22%	115 21%

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7_11. [Car-related costs (insurance, maintenance, gas)]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Gender		AGE			EDUCATION				DEM B				DEM A						DEM C					
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
Car-related costs (insurance, maintenance, gas)																									
Major factor	799	354	445	227	307	265	75	291	313	120	273	144	159	224	757	30	8	5	473	91	72	164	286	230	284
	60%	54%	66%	66%	59%	56%	63%	62%	59%	56%	67%	60%	61%	52%	60%	66%	60%	70%	63%	52%	58%	57%	68%	62%	52%
	A	E	A	E	A	E	*	A	E	M	M	M	M	S	*	**	**	**	S				X	X	
Minor factor	436	242	194	91	171	174	36	152	171	76	110	77	88	161	419	14	2	1	226	68	45	97	115	123	199
	33%	37%	29%	26%	33%	37%	30%	32%	32%	36%	27%	32%	34%	38%	33%	32%	14%	16%	30%	39%	36%	34%	27%	33%	37%
	B	C	C	C	C	C	*	B	C	J	J	J	J	R	*	**	**	**	R				V	V	
Not at all a factor	101	62	39	27	38	36	8	28	49	16	27	18	13	43	96	1	3	1	49	17	7	28	23	18	60
	8%	9%	6%	8%	7%	8%	7%	6%	9%	8%	7%	8%	5%	10%	8%	2%	26%	14%	7%	10%	5%	10%	5%	5%	11%
	B						*				L			L	*	**	**	**							VW

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X7. [SUMMARY - MAJOR FACTOR]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A					DEM C					
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year: Weighted	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Affordability of the car	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
	1131	529	602	283	438	410	102	395	455	179	344	193	235	359	1073	41	9	8	628	150	105	248	362	322	447
	85%	80%	89%	82%	85%	86%	86%	84%	85%	84%	84%	81%	90%	84%	84%	92%	74%	100%	84%	86%	85%	86%	86%	87%	82%
Best price after comparison shopping	1017	475	543	245	404	368	92	361	411	153	317	181	199	320	963	39	8	6	554	142	97	226	323	287	407
	76%	72%	80%	71%	78%	78%	77%	77%	77%	72%	77%	76%	77%	75%	76%	87%	66%	84%	74%	81%	78%	78%	76%	77%	75%
The features of a car (performance, colour, safety rating, size, fuel efficiency, engine type)	1001	481	520	242	387	372	85	356	397	164	308	183	195	314	955	35	6	5	563	125	89	224	322	288	391
	75%	73%	77%	70%	75%	78%	71%	75%	74%	77%	75%	77%	75%	73%	75%	77%	48%	71%	75%	71%	72%	77%	76%	78%	72%
Test drive	800	344	456	218	305	276	77	289	319	115	252	148	156	244	764	24	7	4	449	105	73	172	273	223	303
	60%	52%	67%	63%	59%	58%	64%	61%	60%	54%	62%	62%	60%	57%	60%	54%	56%	56%	60%	59%	59%	59%	65%	60%	56%
Car-related costs (insurance, maintenance, gas)	799	354	445	227	307	265	75	291	313	120	273	144	159	224	757	30	8	5	473	91	72	164	286	230	284
	60%	54%	66%	66%	59%	56%	63%	62%	59%	56%	67%	60%	61%	52%	60%	66%	60%	70%	63%	52%	58%	57%	68%	62%	52%
Positive consumer reports/reviews on selected car	758	340	418	191	288	278	65	272	293	127	256	134	161	206	728	23	3	3	430	106	68	154	258	230	270
	57%	52%	62%	55%	56%	59%	55%	58%	55%	60%	63%	56%	62%	48%	57%	51%	27%	42%	58%	60%	55%	53%	61%	62%	50%
A preferred car brand	738	351	387	174	284	280	66	269	290	112	238	136	137	228	697	29	6	5	409	95	63	171	227	220	291
	55%	53%	57%	50%	55%	59%	56%	57%	54%	53%	58%	57%	53%	53%	55%	65%	50%	71%	55%	54%	51%	59%	54%	59%	54%
Availability of attractive loans and financing rates	655	313	343	167	270	218	72	238	259	86	216	115	131	193	627	19	6	3	387	83	58	126	220	191	244
	49%	48%	51%	49%	52%	46%	60%	51%	49%	41%	53%	48%	50%	45%	49%	42%	49%	42%	52%	47%	47%	44%	52%	52%	45%
Extended car warranties offered	524	235	289	126	196	202	62	191	194	76	179	89	87	168	500	14	7	3	289	70	43	122	172	136	216
	39%	36%	43%	37%	38%	42%	52%	41%	36%	36%	44%	37%	34%	39%	39%	31%	53%	34%	39%	40%	34%	42%	41%	37%	40%
Resale/Trade-in value	519	254	265	112	193	214	61	191	199	68	171	95	92	161	490	18	6	5	295	67	42	114	175	125	219
	39%	39%	39%	32%	37%	45%	51%	40%	37%	32%	42%	40%	36%	38%	39%	40%	43%	70%	39%	38%	34%	39%	41%	34%	40%
Dealership/Salesperson advice and service or relationship	419	195	224	95	157	168	50	167	148	53	144	76	81	118	398	14	5	2	231	58	36	95	126	116	176
	31%	30%	33%	28%	30%	35%	42%	35%	28%	25%	35%	32%	31%	28%	31%	31%	38%	29%	31%	33%	29%	30%	31%	31%	33%

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X7. [SUMMARY - MINOR FACTOR]

When deciding on buying/leasing a new car, to what degree are each of the following a factor in determining what kind of car you want to buy/lease?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A					DEM C					
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year: Weighted	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Dealership/Salesperson advice and service or relationship	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
	582	274	307	160	217	204	47	190	241	103	168	104	123	187	551	22	4	4	334	80	51	117	189	177	215
	44%	42%	45%	47%	42%	43%	39%	40%	45%	49%	41%	44%	47%	44%	43%	49%	30%	56%	45%	45%	42%	40%	45%	48%	40%
							*			G						**	**							X	
Resale/Trade-in value	574	288	286	168	230	176	40	193	237	104	162	106	118	189	551	17	6	-	318	74	57	125	177	175	222
	43%	44%	42%	49%	45%	37%	33%	41%	44%	49%	40%	44%	45%	44%	43%	37%	47%	-	43%	42%	46%	43%	42%	47%	41%
				E	E		*		F	F						**	**								
Extended car warranties offered	533	270	263	145	221	167	35	176	233	90	142	100	115	176	503	21	5	4	309	66	54	104	166	155	212
	40%	41%	39%	42%	43%	35%	29%	37%	44%	42%	35%	42%	44%	41%	40%	47%	37%	50%	41%	38%	44%	36%	39%	42%	39%
				E			*		FG	F			J			**	**								
Positive consumer reports/reviews on selected car	442	234	208	117	177	149	36	152	188	67	118	79	87	158	418	16	5	3	243	54	40	105	133	111	198
	33%	36%	31%	34%	34%	31%	30%	32%	35%	31%	29%	33%	34%	37%	33%	35%	40%	42%	33%	31%	32%	36%	32%	30%	36%
							*			J						*	**	**							W
A preferred car brand	439	223	216	125	172	142	38	134	186	80	121	75	103	140	426	9	2	1	249	56	43	90	143	114	182
	33%	34%	32%	36%	33%	30%	32%	28%	35%	38%	30%	32%	40%	33%	34%	20%	20%	16%	33%	32%	35%	31%	34%	31%	33%
							*		G	G			J			**	**	**							
Car-related costs (insurance, maintenance, gas)	436	242	194	91	171	174	36	152	171	76	110	77	88	161	419	14	2	1	226	68	45	97	115	123	199
	33%	37%	29%	26%	33%	37%	30%	32%	32%	36%	27%	32%	34%	38%	33%	32%	14%	16%	30%	39%	36%	34%	27%	33%	37%
		B		C	C		*			J						*	**	**		R					V
Test drive	416	236	180	94	161	162	31	143	167	76	128	69	84	135	397	15	2	1	228	49	38	100	124	116	176
	31%	36%	27%	27%	31%	34%	26%	30%	31%	36%	31%	29%	32%	32%	31%	34%	18%	14%	31%	28%	31%	35%	29%	31%	32%
							*									*	**	**							
Availability of attractive loans and financing rates	379	190	189	115	148	116	25	142	147	65	108	72	77	122	358	15	3	3	221	46	31	81	121	98	160
	28%	29%	28%	33%	29%	24%	21%	30%	28%	31%	26%	30%	29%	29%	28%	33%	22%	42%	30%	26%	25%	28%	29%	26%	29%
				E			*									*	**	**							
The features of a car (performance, colour, safety rating, size, fuel efficiency, engine type)	282	149	134	84	110	88	26	94	120	43	86	46	61	90	268	9	4	1	150	41	32	60	87	80	116
	21%	23%	20%	24%	21%	18%	22%	20%	22%	20%	21%	19%	24%	21%	21%	21%	35%	13%	20%	23%	26%	21%	22%	21%	21%
							*									*	**	**							
Best price after comparison shopping	253	151	102	75	90	88	22	83	94	55	71	46	54	83	247	4	2	-	151	28	21	53	81	74	97
	19%	23%	15%	22%	17%	18%	18%	18%	18%	26%	17%	19%	21%	19%	19%	9%	16%	-	20%	16%	17%	18%	19%	20%	18%
		B					*			GH						*	**	**							
Affordability of the car	158	100	58	47	60	51	14	61	58	25	49	37	20	52	154	3	1	-	88	19	15	36	51	39	68
	12%	15%	9%	14%	12%	11%	11%	13%	11%	12%	12%	16%	8%	12%	12%	6%	8%	-	12%	11%	12%	12%	12%	11%	12%
			B				*					L			*	**	**								

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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X8. What's more important to you when purchasing a car?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-Never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: Owns Car/Intends To Buy Car	1293	629	664	259	559	475	90	365	602	236	387	226	258	422	1233	41	13	6	703	175	127	288	399	364	530
Weighted	1275	629	647	315	497	463	112	452	512	200	381	230	254	411	1213	42	13	8	706	169	118	282	395	360	520
Paying off the loan quickly	788	417	371	192	279	317	67	277	316	129	222	149	151	265	743	30	9	6	403	110	79	197	233	217	338
	62%	66%	57%	61%	56%	68%	60%	61%	62%	65%	58%	65%	59%	65%	61%	71%	74%	79%	57%	65%	67%	70%	59%	60%	65%
		B				CD	*									*	**	**			R	R			
Low monthly payments	487	211	276	123	218	146	45	175	197	71	158	81	103	146	470	12	3	2	303	59	39	86	162	144	182
	38%	34%	43%	39%	44%	32%	40%	39%	38%	35%	42%	35%	41%	35%	39%	29%	26%	21%	43%	35%	33%	30%	41%	40%	35%
			A	E	E		*									*	**	**	TU						

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I,J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
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X10. Thinking about your personal situation, which of the following statements best describes how you feel about your ability to manage your personal finances if you purchase/lease a car in the next year?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A								DEM C		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-	Use social media-	Use social media-	Use social media-never	Use the internet-	Use the internet-	Use the internet-	Use the internet-	Visit social networking	Visit social networking	Visit social networking	Visit social networking	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 year:	1351	657	694	283	580	488	95	381	625	250	414	234	264	439	1288	44	13	6	741	182	133	295	425	375	551
Weighted	1336	658	678	345	517	475	119	471	533	212	410	238	260	428	1271	45	13	8	748	176	124	290	423	371	543
I am confident that I will be able to manage my personal finances if I purchase/lease a car and won't go into debt	662	349	313	136	250	276	40	242	269	112	205	118	121	219	633	20	5	4	361	82	63	156	205	184	274
	50%	53%	46%	40%	48%	58%	33%	51%	50%	53%	50%	49%	47%	51%	50%	44%	39%	56%	48%	47%	51%	54%	49%	50%	50%
		B		C	CD	*	F	F	F						*	**	**								
I think I will OK but can't confidently say I'll be able to manage my personal finances well if I purchase/lease a car	324	161	163	114	124	86	34	103	131	56	110	66	55	93	302	21	2	-	183	54	24	63	122	84	118
	24%	25%	24%	33%	24%	18%	29%	22%	25%	26%	27%	28%	21%	22%	24%	46%	16%	-	25%	31%	19%	22%	29%	23%	22%
			DE	E	*										N*	**	**			TU			X		
I am just keeping my head above water and purchasing/leasing a car will definitely put me in debt	223	93	130	60	94	69	28	77	85	33	63	34	56	69	217	3	4	-	132	27	24	40	76	64	84
	17%	14%	19%	17%	18%	15%	23%	16%	16%	16%	15%	14%	22%	16%	17%	6%	29%	-	18%	15%	19%	14%	18%	17%	15%
			A		*											*	**	**							
I don't know the full extent purchasing/leasing a car will have on my personal finances	126	54	72	34	49	44	18	49	49	11	32	20	28	47	119	2	2	3	71	12	13	30	20	39	67
	9%	8%	11%	10%	9%	9%	15%	10%	9%	5%	8%	8%	11%	11%	9%	5%	16%	44%	9%	7%	11%	10%	5%	11%	12%
							I*	I							*	**	**					V	V	V	V

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/X
Minimum Base: 30 (**), Small Base: 100 (*)

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