

X3_1. [3 months]

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
3 months																
Very likely	50	1	7	4	21	13	3	15	2	11	14	13	32	11	11	27
	4%	1%	5%	4%	4%	4%	4%	5%	1%	3%	6%	4%	3%	7%	8%	3%
Somewhat likely			A	*	A	A	*	H			H			O	O	
	55	10	4	2	14	21	5	15	7	15	12	23	30	7	16	33
	4%	5%	2%	2%	3%	6%	6%	5%	3%	4%	5%	7%	3%	4%	12%	3%
Not very likely				*		D	*					L			MO	
	148	21	20	7	60	31	10	39	32	34	24	39	105	26	26	96
	11%	11%	13%	8%	12%	10%	11%	12%	14%	10%	11%	12%	11%	16%	19%	9%
Not at all likely				*			*							O	O	
	1083	151	120	78	402	258	75	250	194	285	174	263	804	121	83	879
	81%	82%	80%	86%	81%	80%	80%	78%	82%	83%	78%	78%	83%	73%	61%	85%
Summary				*			*						K	N		MN
Top2Box (Very/ Somewhat likely)	105	11	11	6	35	34	9	30	10	25	26	36	62	18	27	60
	8%	6%	7%	6%	7%	10%	9%	9%	4%	7%	12%	11%	6%	11%	20%	6%
Low2Box (Not very/ Not at all likely)				*			*	H			H	L		O	MO	
	1231	172	139	85	461	289	85	289	225	319	197	302	909	148	109	975
	92%	94%	93%	94%	93%	90%	91%	91%	96%	93%	88%	89%	94%	89%	80%	94%
			*				*	GJ					K	N		MN

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
6 months																
Very likely	49	8	5	2	24	7	4	16	6	15	9	20	26	10	10	30
	4%	4%	3%	2%	5%	2%	4%	5%	2%	4%	4%	6%	3%	6%	8%	3%
				*			*					L			O	
Somewhat likely	96	13	10	6	40	22	6	26	18	23	24	30	63	24	23	49
	7%	7%	6%	6%	8%	7%	6%	8%	7%	7%	11%	9%	6%	15%	17%	5%
				*			*							O	O	
Not very likely	161	22	21	9	52	47	9	39	32	38	26	44	108	19	29	113
	12%	12%	14%	10%	11%	15%	10%	12%	14%	11%	12%	13%	11%	11%	22%	11%
				*			*								MO	
Not at all likely	1030	141	114	74	380	246	75	238	180	269	165	244	773	113	73	844
	77%	77%	76%	82%	77%	76%	80%	75%	77%	78%	74%	72%	80%	68%	54%	82%
				*			*						K	N		MN
Summary																
Top2Box (Very/ Somewhat likely)	145	20	15	8	64	29	9	42	23	38	32	50	88	34	33	79
	11%	11%	10%	8%	13%	9%	10%	13%	10%	11%	14%	15%	9%	20%	24%	8%
			*				*					L		O	O	
Low2Box (Not very/ Not at all likely)	1191	162	135	83	432	293	84	277	212	307	191	287	882	132	103	957
	89%	89%	90%	92%	87%	91%	90%	87%	90%	89%	86%	85%	91%	80%	76%	92%
			*				*						K			MN

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
1 year																
Very likely	88	9	10	3	40	20	7	28	12	20	17	35	49	21	22	46
	7%	5%	7%	3%	8%	6%	7%	9%	5%	6%	8%	10%	5%	12%	16%	4%
				*			*					L		O	O	
Somewhat likely	231	21	33	21	96	39	21	63	45	59	36	62	158	34	34	162
	17%	12%	22%	23%	19%	12%	22%	20%	19%	17%	16%	18%	16%	21%	25%	16%
			AE	AE*	AE		AE*								O	
Not very likely	196	33	30	10	62	52	10	47	38	49	33	51	142	25	18	153
	15%	18%	20%	11%	12%	16%	10%	15%	16%	14%	15%	15%	15%	15%	13%	15%
			D	*			*									
Not at all likely	822	120	77	58	299	211	57	181	141	217	137	190	622	86	61	675
	61%	66%	51%	63%	60%	65%	61%	57%	60%	63%	61%	56%	64%	52%	45%	65%
		B		*		B	*						K			MN
Summary																
Top2Box (Very/ Somewhat likely)	319	30	43	24	136	59	27	91	56	78	53	97	207	55	56	208
	24%	16%	28%	26%	27%	18%	29%	28%	24%	23%	24%	29%	21%	33%	42%	20%
			AE	*	AE		AE*					L		O	O	
Low2Box (Not very/ Not at all likely)	1018	153	107	67	361	263	66	228	179	266	170	241	764	111	79	827
	76%	84%	72%	74%	73%	82%	71%	72%	76%	77%	76%	71%	79%	67%	58%	80%
		BDF		*		BDF	*						K			MN

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
2 years																
Very likely	176	18	20	13	71	40	14	44	32	39	38	49	121	29	25	122
	13%	10%	14%	14%	14%	12%	15%	14%	14%	11%	17%	14%	12%	17%	18%	12%
				*			*							O	O	
Somewhat likely	356	45	56	23	129	85	18	78	77	86	64	92	253	40	36	280
	27%	25%	37%	25%	26%	26%	20%	25%	33%	25%	29%	27%	26%	24%	26%	27%
			ADEF	*			*		GI							
Not very likely	196	26	20	11	70	56	13	44	26	58	33	57	135	32	26	139
	15%	14%	13%	12%	14%	17%	14%	14%	11%	17%	15%	17%	14%	19%	19%	13%
				*			*			H						
Not at all likely	609	94	54	44	227	142	48	152	101	162	89	140	462	65	49	494
	46%	51%	36%	49%	46%	44%	51%	48%	43%	47%	40%	42%	48%	39%	36%	48%
		B		*	B		B*									MN
Summary																
Top2Box (Very/ Somewhat likely)	532	63	76	36	200	125	32	123	109	124	102	141	374	69	61	403
	39%	34%	51%	39%	40%	39%	35%	39%	46%	36%	46%	42%	39%	41%	45%	39%
			ADEF	*			*		I		I					
Low2Box (Not very/ Not at all likely)	804	120	73	55	297	198	61	196	126	220	122	197	596	97	75	633
	61%	66%	49%	61%	60%	61%	65%	61%	54%	64%	54%	58%	61%	59%	55%	61%
		B		*	B	B	B*			HJ						

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
3+ years																
Very likely	385	40	39	29	151	98	29	89	73	100	77	97	277	42	42	301
	29%	22%	26%	32%	30%	30%	31%	28%	31%	29%	35%	29%	29%	25%	31%	29%
				*	A	A	*									
Somewhat likely	428	57	60	26	152	106	27	84	76	121	70	107	313	44	43	341
	32%	31%	40%	28%	31%	33%	29%	26%	32%	35%	31%	32%	32%	27%	31%	33%
			D	*			*			G						
Not very likely	156	31	14	12	53	37	9	41	31	36	27	46	106	25	20	111
	12%	17%	10%	14%	11%	11%	10%	13%	13%	10%	12%	14%	11%	15%	15%	11%
		BD		*			*									
Not at all likely	367	54	37	24	141	82	28	105	56	88	50	87	274	54	30	282
	27%	30%	25%	26%	28%	26%	30%	33%	24%	25%	22%	26%	28%	33%	22%	27%
				*			*	HU						N		
Summary																
Top2Box (Very/ Somewhat likely)	814	97	99	55	303	203	57	173	148	221	147	205	590	87	85	642
	61%	53%	66%	60%	61%	63%	60%	54%	63%	64%	66%	61%	61%	52%	63%	62%
			A	*		A	*		G	G	G					M
Low2Box (Not very/ Not at all likely)	523	85	51	36	194	119	37	146	87	123	76	133	380	79	51	393
	39%	47%	34%	40%	39%	37%	40%	46%	37%	36%	34%	39%	39%	48%	37%	38%
		BE		*			*	HU						O		

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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...

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
3+ years	814	97	99	55	303	203	57	173	148	221	147	205	590	87	85	642
	61%	53%	66%	60%	61%	63%	60%	54%	63%	64%	66%	61%	61%	52%	63%	62%
			A	*		A	*		G	G	G					M
2 years	532	63	76	36	200	125	32	123	109	124	102	141	374	69	61	403
	39%	34%	51%	39%	40%	39%	35%	39%	46%	36%	46%	42%	39%	41%	45%	39%
			ADEF	*			*		I		I					
1 year	319	30	43	24	136	59	27	91	56	78	53	97	207	55	56	208
	24%	16%	28%	26%	27%	18%	29%	28%	24%	23%	24%	29%	21%	33%	42%	20%
			AE	*	AE		AE*					L		O	O	
6 months	145	20	15	8	64	29	9	42	23	38	32	50	88	34	33	79
	11%	11%	10%	8%	13%	9%	10%	13%	10%	11%	14%	15%	9%	20%	24%	8%
				*			*					L		O	O	
3 months	105	11	11	6	35	34	9	30	10	25	26	36	62	18	27	60
	8%	6%	7%	6%	7%	10%	9%	9%	4%	7%	12%	11%	6%	11%	20%	6%
				*			*	H			H	L		O	MO	

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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...

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
3 months	1231	172	139	85	461	289	85	289	225	319	197	302	909	148	109	975
	92%	94%	93%	94%	93%	90%	91%	91%	96%	93%	88%	89%	94%	89%	80%	94%
				*			*		GJ				K	N		MN
6 months	1191	162	135	83	432	293	84	277	212	307	191	287	882	132	103	957
	89%	89%	90%	92%	87%	91%	90%	87%	90%	89%	86%	85%	91%	80%	76%	92%
				*			*						K			MN
1 year	1018	153	107	67	361	263	66	228	179	266	170	241	764	111	79	827
	76%	84%	72%	74%	73%	82%	71%	72%	76%	77%	76%	71%	79%	67%	58%	80%
		BDF		*		BDF	*						K			MN
2 years	804	120	73	55	297	198	61	196	126	220	122	197	596	97	75	633
	61%	66%	49%	61%	60%	61%	65%	61%	54%	64%	54%	58%	61%	59%	55%	61%
		B		*	B	B	B*			HJ						
3+ years	523	85	51	36	194	119	37	146	87	123	76	133	380	79	51	393
	39%	47%	34%	40%	39%	37%	40%	46%	37%	36%	34%	39%	39%	48%	37%	38%
		BE		*			*	HJ						O		

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Friends/Family	688	84	76	59	290	127	51	167	115	170	117	195	476	81	74	532
	51%	46%	51%	65%	58%	40%	54%	52%	49%	49%	52%	58%	49%	49%	55%	51%
			E	ABE*	AE		E*					L				
Car dealer/manufacturer	613	77	71	39	239	146	41	109	109	170	126	160	440	68	78	467
	46%	42%	47%	42%	48%	45%	43%	34%	46%	49%	57%	47%	45%	41%	58%	45%
				*			*		G	G	GH				MO	
News media (newspapers, tv, radio, magazine)	421	64	56	27	152	92	30	82	82	106	88	92	319	53	58	309
	31%	35%	37%	29%	31%	29%	32%	26%	35%	31%	39%	27%	33%	32%	43%	30%
				*			*		G		GI				O	
Online forums	347	58	41	32	144	45	27	73	50	92	82	100	236	50	49	248
	26%	32%	27%	35%	29%	14%	29%	23%	21%	27%	37%	30%	24%	30%	36%	24%
		E	E	E*	E		E*				GHI				O	
Auto show	125	16	17	7	47	33	5	28	21	34	29	33	83	21	22	83
	9%	9%	11%	8%	9%	10%	5%	9%	9%	10%	13%	10%	9%	12%	16%	8%
				*			*								O	
I don't seek or receive advice	241	41	19	10	79	77	14	70	44	57	32	58	182	29	15	197
	18%	23%	13%	12%	16%	24%	15%	22%	19%	17%	15%	17%	19%	17%	11%	19%
		BCD		*		BCD	*	J								N

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

Minimum Base: 30 (**), Small Base: 100 (*)

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X5A. Which of the following options best describes how you will primarily pay for your next vehicle purchase/lease?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Trade-in plus finance the remaining total	335	47	38	17	140	59	34	52	67	101	56	84	245	31	17	286
	25%	26%	25%	19%	28%	18%	36%	16%	28%	29%	25%	25%	25%	19%	13%	28%
		E		*	E		CE*		G	G	G					MN
Cash from savings	259	34	33	21	109	51	11	92	40	53	41	62	194	41	39	179
	19%	19%	22%	23%	22%	16%	11%	29%	17%	15%	18%	18%	20%	25%	29%	17%
			F	F*	EF		*	HIJ						O	O	
Fully finance with loan	229	16	12	13	64	102	23	55	39	62	40	67	153	30	31	168
	17%	9%	8%	15%	13%	32%	24%	17%	16%	18%	18%	20%	16%	18%	23%	16%
				*		ABCD	ABD*									
Trade-in plus cash for the remaining total	212	45	29	18	88	25	7	44	45	50	33	39	170	28	13	171
	16%	25%	19%	20%	18%	8%	8%	14%	19%	15%	15%	12%	18%	17%	9%	17%
		DEF	EF	EF*	EF		*						K			N
Big down payment to reduce monthly payments, then finance	194	23	22	11	69	57	12	46	33	55	43	56	135	18	26	151
	15%	13%	15%	12%	14%	18%	13%	15%	14%	16%	19%	17%	14%	11%	19%	15%
				*			*									
No need to finance	107	17	16	10	26	29	8	30	12	24	11	30	74	17	10	80
	8%	10%	11%	11%	5%	9%	8%	10%	5%	7%	5%	9%	8%	10%	7%	8%
		D	D	D*			*	J								

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Primarily pay by Fully Finance/ Downpayment Then Finance/ Trade-In Plus Finance	777	96	74	36	271	228	72	149	135	228	149	219	541	88	76	613
Weighted	758	86	71	42	274	217	69	153	138	217	139	207	533	79	74	605
With dealership/manufacture financing	363	28	37	20	115	132	31	63	58	125	71	101	259	39	31	294
	48%	33%	51%	47%	42%	61%	46%	41%	42%	57%	51%	49%	49%	49%	41%	49%
		*	A*	*		ADF	*			GH				*	*	
Your financial institution prior to going to the dealership	242	40	23	16	100	41	23	45	48	58	49	54	180	29	30	183
	32%	46%	33%	38%	36%	19%	34%	29%	35%	27%	36%	26%	34%	36%	41%	30%
		E*	E*	E*	E		E*						K	*	*	
Your financial institution at the dealership when purchasing or leasing a car	193	24	19	10	70	53	17	39	40	57	33	64	122	19	24	150
	25%	28%	26%	24%	26%	24%	25%	26%	29%	26%	24%	31%	23%	25%	32%	25%
		*	*	*			*					L		*	*	
Family or friends	33	2	-	1	17	11	4	14	7	3	4	8	24	2	7	25
	4%	2%	-	2%	6%	5%	5%	9%	5%	2%	3%	4%	4%	2%	9%	4%
		*	*	*	B		*	IJ	I					*	*	
Other	24	2	2	1	12	4	2	10	2	2	3	6	17	-	-	24
	3%	2%	3%	3%	5%	2%	3%	6%	1%	1%	2%	3%	3%	-	-	4%
		*	*	*			*	HI						*	*	

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
My budget/affordability	692	107	88	52	246	151	47	175	130	170	102	175	504	82	69	540
	52%	59%	59%	57%	50%	47%	50%	55%	55%	49%	46%	52%	52%	50%	51%	52%
		DE	E	*			*	J	J							
Monthly payment	253	24	21	11	112	57	27	72	48	62	40	69	176	27	28	197
	19%	13%	14%	12%	23%	18%	29%	23%	20%	18%	18%	21%	18%	17%	21%	19%
				*	ABC		ABCE*									
Interest rate	246	24	28	19	88	75	12	37	31	74	60	63	178	29	26	191
	18%	13%	19%	21%	18%	23%	13%	12%	13%	21%	27%	19%	18%	17%	19%	18%
				*	ADF		*			GH	GH					
Trade-in value of my current car	92	22	9	8	32	17	3	24	16	24	14	19	73	19	8	64
	7%	12%	6%	9%	6%	5%	3%	7%	7%	7%	6%	6%	7%	12%	6%	6%
		DEF		*			*							O		
Term of loan	36	3	2	-	12	15	4	9	5	10	6	3	30	1	4	31
	3%	1%	2%	-	2%	5%	4%	3%	2%	3%	3%	1%	3%	1%	3%	3%
				*		A	*						K			
Lender choice/availability/approval	19	2	1	1	7	6	1	3	5	5	2	8	10	7	-	12
	1%	1%	*	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	4%	-	1%
				*			*							NO		

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Affordability of the car																
Major factor	1131	155	129	78	424	261	84	269	213	289	177	287	819	136	109	886
	85%	85%	86%	85%	85%	81%	89%	84%	91%	84%	79%	85%	84%	82%	81%	86%
				*			*		GIJ							
Minor factor	158	20	18	11	56	47	6	36	13	43	40	39	116	25	21	113
	12%	11%	12%	13%	11%	15%	7%	11%	6%	13%	18%	12%	12%	15%	15%	11%
				*		F	*	H		H	GH					
Not at all a factor	47	8	4	2	17	14	4	14	9	12	7	11	34	5	5	37
	4%	4%	2%	2%	3%	4%	4%	4%	4%	3%	3%	3%	4%	3%	4%	4%
				*			*									

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Best price after comparison shopping																
Major factor	1017	141	115	70	382	239	71	230	183	266	164	267	734	121	93	804
	76%	77%	77%	77%	77%	74%	76%	72%	78%	77%	73%	79%	76%	73%	69%	78%
				*			*									N
Minor factor	253	32	31	14	92	69	15	66	42	62	49	58	187	38	36	178
	19%	17%	20%	16%	19%	22%	16%	21%	18%	18%	22%	17%	19%	23%	27%	17%
				*			*								O	
Not at all a factor	66	10	5	7	23	14	8	23	10	16	10	13	50	7	6	53
	5%	5%	3%	8%	5%	4%	9%	7%	4%	5%	5%	4%	5%	4%	4%	5%
				*			*									

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Availability of attractive loans and financing rates																
Major factor	655	60	63	35	237	201	59	156	112	177	109	175	468	78	70	508
	49%	33%	42%	38%	48%	62%	63%	49%	48%	52%	49%	52%	48%	47%	52%	49%
				*	A	ABCD	ABCD*									
Minor factor	379	59	48	31	142	79	19	92	67	99	60	111	256	48	40	290
	28%	33%	32%	34%	29%	24%	21%	29%	28%	29%	27%	33%	26%	29%	30%	28%
		EF		*			*					L				
Not at all a factor	302	63	38	25	117	43	15	71	56	68	55	51	247	40	25	237
	23%	35%	25%	28%	24%	13%	16%	22%	24%	20%	24%	15%	25%	24%	18%	23%
		DEF	E	E*	E		*						K			

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
A preferred car brand																
Major factor	738	107	87	42	261	190	51	167	123	204	119	183	547	96	74	568
	55%	58%	58%	47%	53%	59%	55%	52%	52%	59%	53%	54%	56%	58%	55%	55%
				*			*									
Minor factor	439	55	49	32	174	102	26	108	86	104	78	113	313	53	45	341
	33%	30%	33%	36%	35%	32%	27%	34%	37%	30%	35%	33%	32%	32%	33%	33%
				*			*									
Not at all a factor	160	21	14	16	62	30	17	44	26	36	27	42	111	17	16	127
	12%	11%	9%	18%	12%	9%	18%	14%	11%	11%	12%	12%	11%	10%	12%	12%
				E*			E*									

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
The features of a car (performance, colour, safety rating, size, fuel efficiency, engine type)																
Major factor	1001	139	115	79	356	247	64	220	178	260	185	250	734	130	95	776
	75%	76%	77%	87%	72%	77%	69%	69%	75%	75%	83%	74%	76%	78%	70%	75%
				DF*			*				GI					
Minor factor	282	36	30	10	123	61	22	77	47	76	35	73	200	33	36	214
	21%	20%	20%	11%	25%	19%	24%	24%	20%	22%	16%	22%	21%	20%	26%	21%
				*	CE		C*	J								
Not at all a factor	53	8	5	2	17	14	7	22	11	9	3	15	36	3	5	46
	4%	4%	3%	2%	3%	4%	8%	7%	5%	3%	1%	4%	4%	2%	3%	4%
				*			*	IJ	J							

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Positive consumer reports/reviews on selected car																
Major factor	758	111	83	54	294	162	53	168	130	192	126	191	555	92	69	596
	57%	61%	56%	59%	59%	50%	56%	53%	55%	56%	56%	57%	57%	56%	51%	58%
		E		*	E		*									
Minor factor	442	54	55	30	160	117	27	111	77	120	76	116	312	59	49	334
	33%	29%	37%	33%	32%	36%	29%	35%	33%	35%	34%	34%	32%	36%	37%	32%
				*			*									
Not at all a factor	136	18	12	8	42	43	14	40	28	33	21	30	103	14	16	106
	10%	10%	8%	8%	9%	13%	15%	12%	12%	10%	9%	9%	11%	8%	12%	10%
				*		D	*									

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
 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
 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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Resale/Trade-in value																
Major factor	519	73	56	29	180	154	27	121	96	142	66	112	397	59	55	405
	39%	40%	37%	32%	36%	48%	29%	38%	41%	41%	30%	33%	41%	35%	41%	39%
				*		BCDF	*	J	J	J			K			
Minor factor	574	84	69	46	214	117	43	129	90	148	119	158	403	73	61	440
	43%	46%	46%	51%	43%	36%	46%	40%	38%	43%	53%	47%	41%	44%	45%	42%
		E		E*			*				GHI					
Not at all a factor	244	26	25	16	102	51	23	69	49	55	38	68	171	34	20	190
	18%	14%	17%	17%	21%	16%	25%	22%	21%	16%	17%	20%	18%	20%	14%	18%
				*			AE*									

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Dealership/Salesperson advice and service or relationship																
Major factor	419	42	43	24	140	136	35	107	69	106	57	94	317	62	39	318
	31%	23%	29%	26%	28%	42%	37%	34%	29%	31%	25%	28%	33%	37%	29%	31%
				*		ABCD	A*	J								
Minor factor	582	88	67	42	219	129	37	134	104	150	109	150	416	59	65	458
	44%	48%	45%	46%	44%	40%	39%	42%	44%	43%	49%	44%	43%	36%	48%	44%
				*			*								M	M
Not at all a factor	336	53	40	26	138	57	22	78	63	89	57	94	237	45	31	260
	25%	29%	27%	28%	28%	18%	24%	24%	27%	26%	26%	28%	24%	27%	23%	25%
		E	E	E*	E		*									

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
 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
 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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Test drive																
Major factor	800	112	85	65	290	193	53	196	143	195	123	207	579	101	83	615
	60%	62%	57%	71%	58%	60%	57%	61%	61%	57%	55%	61%	60%	61%	62%	59%
				BD*			*									
Minor factor	416	56	56	25	161	91	28	92	72	114	82	99	305	54	39	323
	31%	30%	37%	27%	32%	28%	30%	29%	31%	33%	37%	29%	31%	33%	29%	31%
				*			*									
Not at all a factor	121	15	9	2	45	38	12	31	20	35	19	32	86	11	13	97
	9%	8%	6%	2%	9%	12%	13%	10%	9%	10%	9%	9%	9%	7%	10%	9%
				*	C	C	C*									

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
 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
 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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Extended car warranties offered																
Major factor	524	59	59	25	206	135	41	127	92	127	94	130	381	65	52	407
	39%	32%	39%	27%	41%	42%	44%	40%	39%	37%	42%	39%	39%	39%	38%	39%
				*	AC	AC	C*									
Minor factor	533	73	61	47	201	116	35	114	92	145	88	144	378	70	53	410
	40%	40%	40%	52%	40%	36%	37%	36%	39%	42%	39%	43%	39%	42%	39%	40%
				E*			*									
Not at all a factor	279	51	31	19	90	71	18	78	52	72	42	63	212	30	31	218
	21%	28%	21%	21%	18%	22%	19%	24%	22%	21%	19%	19%	22%	18%	23%	21%
		D		*			*									

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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?

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Car-related costs (insurance, maintenance, gas)																
Major factor	799	88	78	53	286	231	63	219	141	183	118	215	569	98	86	615
	60%	48%	52%	59%	58%	72%	67%	69%	60%	53%	53%	64%	59%	59%	64%	59%
				*	A	ABCD	AB*	HIJ								
Minor factor	436	77	61	31	171	72	24	73	79	134	89	99	328	57	36	343
	33%	42%	41%	34%	34%	22%	25%	23%	33%	39%	40%	29%	34%	34%	26%	33%
		EF	EF	E*	E		*		G	G	G					
Not at all a factor	101	18	11	7	40	19	7	27	16	28	16	23	73	11	14	77
	8%	10%	7%	7%	8%	6%	7%	9%	7%	8%	7%	7%	8%	6%	10%	7%
				*			*									

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
 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
 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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Affordability of the car	1131	155	129	78	424	261	84	269	213	289	177	287	819	136	109	886
	85%	85%	86%	85%	85%	81%	89%	84%	91%	84%	79%	85%	84%	82%	81%	86%
				*			*		GIJ							
Best price after comparison shopping	1017	141	115	70	382	239	71	230	183	266	164	267	734	121	93	804
	76%	77%	77%	77%	77%	74%	76%	72%	78%	77%	73%	79%	76%	73%	69%	78%
				*			*									N
The features of a car (performance, colour, safety rating, size, fuel efficiency, engine type)	1001	139	115	79	356	247	64	220	178	260	185	250	734	130	95	776
	75%	76%	77%	87%	72%	77%	69%	69%	75%	75%	83%	74%	76%	78%	70%	75%
				DF*			*				GI					
Test drive	800	112	85	65	290	193	53	196	143	195	123	207	579	101	83	615
	60%	62%	57%	71%	58%	60%	57%	61%	61%	57%	55%	61%	60%	61%	62%	59%
				BD*			*									
Car-related costs (insurance, maintenance, gas)	799	88	78	53	286	231	63	219	141	183	118	215	569	98	86	615
	60%	48%	52%	59%	58%	72%	67%	69%	60%	53%	53%	64%	59%	59%	64%	59%
				*	A	ABCD	AB*	HIJ								
Positive consumer reports/reviews on selected car	758	111	83	54	294	162	53	168	130	192	126	191	555	92	69	596
	57%	61%	56%	59%	59%	50%	56%	53%	55%	56%	56%	57%	57%	56%	51%	58%
		E		*	E		*									
A preferred car brand	738	107	87	42	261	190	51	167	123	204	119	183	547	96	74	568
	55%	58%	58%	47%	53%	59%	55%	52%	52%	59%	53%	54%	56%	58%	55%	55%
				*			*									
Availability of attractive loans and financing rates	655	60	63	35	237	201	59	156	112	177	109	175	468	78	70	508
	49%	33%	42%	38%	48%	62%	63%	49%	48%	52%	49%	52%	48%	47%	52%	49%
				*	A	ABCD	ABCD*									
Extended car warranties offered	524	59	59	25	206	135	41	127	92	127	94	130	381	65	52	407
	39%	32%	39%	27%	41%	42%	44%	40%	39%	37%	42%	39%	39%	39%	38%	39%
				*	AC	AC	C*									
Resale/Trade-in value	519	73	56	29	180	154	27	121	96	142	66	112	397	59	55	405
	39%	40%	37%	32%	36%	48%	29%	38%	41%	41%	30%	33%	41%	35%	41%	39%
				*		BCDF	*	J	J	J			K			
Dealership/Salesperson advice and service or relationship	419	42	43	24	140	136	35	107	69	106	57	94	317	62	39	318
	31%	23%	29%	26%	28%	42%	37%	34%	29%	31%	25%	28%	33%	37%	29%	31%
				*		ABCD	A*	J								

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60k	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
Dealership/Salesperson advice and service or relationship	582	88	67	42	219	129	37	134	104	150	109	150	416	59	65	458
	44%	48%	45%	46%	44%	40%	39%	42%	44%	43%	49%	44%	43%	36%	48%	44%
				*			*								M	M
Resale/Trade-in value	574	84	69	46	214	117	43	129	90	148	119	158	403	73	61	440
	43%	46%	46%	51%	43%	36%	46%	40%	38%	43%	53%	47%	41%	44%	45%	42%
		E		E*			*				GH					
Extended car warranties offered	533	73	61	47	201	116	35	114	92	145	88	144	378	70	53	410
	40%	40%	40%	52%	40%	36%	37%	36%	39%	42%	39%	43%	39%	42%	39%	40%
				E*			*									
Positive consumer reports/reviews on selected car	442	54	55	30	160	117	27	111	77	120	76	116	312	59	49	334
	33%	29%	37%	33%	32%	36%	29%	35%	33%	35%	34%	34%	32%	36%	37%	32%
				*			*									
A preferred car brand	439	55	49	32	174	102	26	108	86	104	78	113	313	53	45	341
	33%	30%	33%	36%	35%	32%	27%	34%	37%	30%	35%	33%	32%	32%	33%	33%
				*			*									
Car-related costs (insurance, maintenance, gas)	436	77	61	31	171	72	24	73	79	134	89	99	328	57	36	343
	33%	42%	41%	34%	34%	22%	25%	23%	33%	39%	40%	29%	34%	34%	26%	33%
		EF	EF	E*	E		*		G	G	G					
Test drive	416	56	56	25	161	91	28	92	72	114	82	99	305	54	39	323
	31%	30%	37%	27%	32%	28%	30%	29%	31%	33%	37%	29%	31%	33%	29%	31%
				*			*									
Availability of attractive loans and financing rates	379	59	48	31	142	79	19	92	67	99	60	111	256	48	40	290
	28%	33%	32%	34%	29%	24%	21%	29%	28%	29%	27%	33%	26%	29%	30%	28%
		EF		*			*					L				
The features of a car (performance, colour, safety rating, size, fuel efficiency, engine type)	282	36	30	10	123	61	22	77	47	76	35	73	200	33	36	214
	21%	20%	20%	11%	25%	19%	24%	24%	20%	22%	16%	22%	21%	20%	26%	21%
				*	CE		C*	J								
Best price after comparison shopping	253	32	31	14	92	69	15	66	42	62	49	58	187	38	36	178
	19%	17%	20%	16%	19%	22%	16%	21%	18%	18%	22%	17%	19%	23%	27%	17%
				*			*								O	
Affordability of the car	158	20	18	11	56	47	6	36	13	43	40	39	116	25	21	113
	12%	11%	12%	13%	11%	15%	7%	11%	6%	13%	18%	12%	12%	15%	15%	11%
				*		F	*	H		H	GH					

- Column Proportions:
 Columns Tested (5%): A/B/C/D/E/F/G/H/I/J,K/L,M/N/O
 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
 Minimum Base: 30 (**), Small Base: 100 (*)

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

	Total	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Owns Car/Intends To Buy Car	1293	199	149	75	465	310	95	283	221	352	230	333	937	170	124	999
Weighted	1275	180	146	87	473	297	92	301	222	338	212	320	929	159	125	991
Paying off the loan quickly	788	129	100	58	280	174	47	182	138	207	132	168	604	110	75	603
	62%	72%	68%	68%	59%	59%	51%	61%	62%	61%	62%	52%	65%	69%	60%	61%
		DEF	F	F*			*						K			
Low monthly payments	487	51	47	28	193	123	45	118	85	130	79	152	325	49	50	387
	38%	28%	32%	32%	41%	41%	49%	39%	38%	39%	38%	48%	35%	31%	40%	39%
				*	A	A	ABC*					L				

- Column Proportions:

Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O

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

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	REGION						HOUSEHOLD INCOME				HOUSEHOLD		ARE YOU CURRENTLY		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<40k	40k - <60K	60k - <100k	100k+	Kids	No Kids	Currently self-employed or	Thinking of becoming	Neither
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Currently own a car/ lease a car OR intend to buy/ lease one in the next 2 years	1351	202	153	79	486	334	97	297	233	360	242	351	975	177	133	1041
Weighted	1336	183	150	91	497	322	94	319	235	344	223	338	970	166	135	1035
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	92	81	42	235	170	41	120	107	193	146	160	490	90	66	506
	50%	50%	54%	46%	47%	53%	44%	38%	45%	56%	65%	47%	50%	54%	49%	49%
				*			*			GH	GHI					
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	38	32	22	121	87	25	90	66	81	44	78	235	44	48	232
	24%	21%	21%	24%	24%	27%	26%	28%	28%	24%	20%	23%	24%	27%	35%	22%
				*			*	J	J						O	
I am just keeping my head above water and purchasing/leasing a car will definitely put me in debt	223	38	24	18	88	41	15	80	42	43	19	69	153	18	15	190
	17%	21%	16%	20%	18%	13%	16%	25%	18%	12%	8%	20%	16%	11%	11%	18%
		E		*			*	IJ	J							MN
I don't know the full extent purchasing/leasing a car will have on my personal finances	126	14	13	9	52	25	13	29	20	28	15	31	92	13	6	107
	9%	8%	9%	10%	11%	8%	14%	9%	9%	8%	7%	9%	9%	8%	5%	10%
				*			*									N

- Column Proportions:
Columns Tested (5%): A/B/C/D/E/F,G/H/I/J,K/L,M/N/O
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
Minimum Base: 30 (**), Small Base: 100 (*)

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