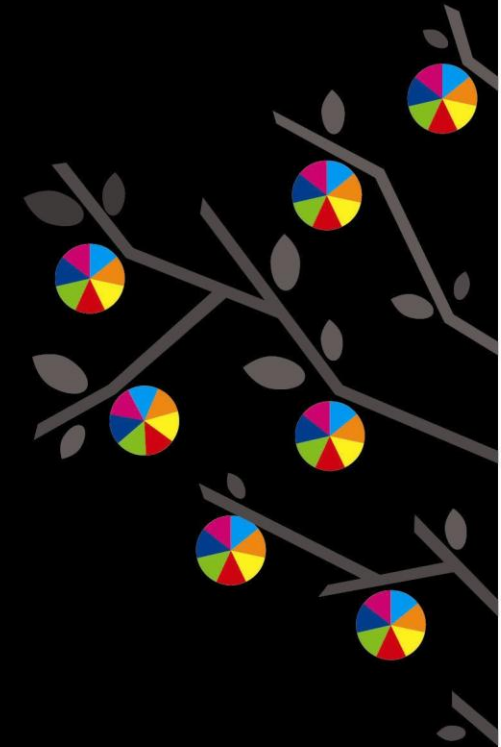


Car Maintenance Survey

DriverSide

Sample = 845 Nationally Representative Car Owners
Ages 18 And Over

August 2009



Q.1 How strongly do you agree or disagree with the following statement: Most of the time, I do everything I should to properly maintain my car.

	GENDER		AGE					REGION				MARITAL STATUS		PARENT		
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	North east	Mid west	South	West	Married	Not Married	Yes	No
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
Respondents who own a car	845	415	430	96*	131	180	183	255	132	196	313	204	510	335	327	518
Strongly agree	413 49%	217 52%	196 46%	35 36%	51 39%	76 42%	93 51% CD	158 62% CDE F	72 55% I	83 42%	154 49%	104 51%	258 51%	155 46%	145 44%	268 52% N
Somewhat agree	345 41%	161 39%	184 43%	45 47% G	61 47% G	81 45% G	77 42% G	81 32%	51 39%	94 48% K	123 39%	77 38%	197 39%	148 44%	140 43%	205 40%
Somewhat disagree	68 8%	26 6%	42 10%	13 14% FG	16 12% FG	19 11% G	10 5%	10 4%	7 5%	12 6%	30 10%	19 9%	43 8%	25 7%	36 11% O	32 6%
Strongly disagree	19 2%	11 3%	8 2%	3 3%	3 2%	4 2%	3 2%	6 2%	2 2%	7 4%	6 2%	4 2%	12 2%	7 2%	6 2%	13 3%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K - L/M - N/O
 * small base

Q.1 How strongly do you agree or disagree with the following statement: Most of the time, I do everything I should to properly maintain my car.

	INCOME		EDUCATION			EMPLOYMENT			AREA				ETHNICITY				
	TOTAL	<\$50K	\$50K+	HS or <	Some Collge	Collge Deg+	Not Workng	Workng	Rural	Sub urban	Urban	Town	Cauc asian	Africn Amer	His panic	Asian Amer	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Respondents who own a car	845	451	394	196	352	297	430	415	173	222	289	161	601	92*	80*	42*	30*
Strongly agree	413 49%	209 46%	204 52%	87 44%	178 51%	148 50%	187 43%	226 54% ^F	89 51%	109 49%	147 51%	68 42%	301 50%	43 47%	39 49%	18 43%	12 40%
Somewhat agree	345 41%	196 43%	149 38%	88 45%	142 40%	115 39%	191 44% ^G	154 37%	66 38%	89 40%	116 40%	74 46%	236 39%	39 42%	33 41%	22 52%	15 50%
Somewhat disagree	68 8%	38 8%	30 8%	16 8%	25 7%	27 9%	42 10%	26 6%	17 10%	18 8%	21 7%	12 7%	52 9%	8 9%	5 6%	1 2%	2 7%
Strongly disagree	19 2%	8 2%	11 3%	5 3%	7 2%	7 2%	10 2%	9 2%	1 1%	6 3%	5 2%	7 4% ^H	12 2%	2 2%	3 4%	1 2%	1 3%

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

* small base

Q.2 Which of the following statements describe you? Please choose all that apply.

	GENDER		AGE					REGION				MARITAL STATUS		PARENT			
	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55+	North east	Mid west	South	West	Married	Not Married	Yes	No	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
Respondents who own a car	845	415	430	96*	131	180	183	255	132	196	313	204	510	335	327	518	
I always change the oil in my car according to the manufacturer's recommendations	572 68%	284 68%	288 67%	55 57%	82 63%	107 59%	135 74%	193 CDE	91 76%	137 69%	218 70%	126 70%	351 62%	221 69%	203 66%	369 62%	71% N
If anything on my car breaks, I have it fixed within a few days	536 63%	273 66%	263 61%	48 50%	76 58%	109 61%	112 61%	191 75%	89 CDE	127 67%	210 K	110 65%	322 K	214 67%	183 54%	353 63%	68% N
I keep my car's interior and exterior clean	489 58%	251 60%	238 55%	49 51%	75 57%	99 55%	104 57%	162 64%	77 C	118 58%	171 60%	123 55%	301 60%	188 59%	193 56%	296 59%	57%
I carefully follow my manufacturer's recommended service schedule	349 41%	191 46%	158 B	29 30%	41 31%	66 37%	73 40%	140 55%	58 CDE	75 44%	128 38%	88 41%	219 43%	130 39%	114 35%	235 45%	N
I keep my car's exterior protected with a coat of wax	258 31%	154 37%	104 B	14 15%	30 23%	47 26%	65 C	102 36%	44 CD	53 40%	93 CDE	68 33%	168 33%	90 27%	81 25%	177 34%	N
I service my car at a dealership	235 28%	123 30%	112 26%	22 23%	27 21%	43 24%	49 27%	94 37%	42 CDE	48 32%	86 24%	59 27%	157 29%	78 31%	71 M	164 23%	32% N
I use only original manufacturer parts in my car	198 23%	113 27%	85 B	20 21%	28 21%	37 21%	39 21%	74 29%	30 E	41 23%	77 21%	50 25%	126 25%	72 21%	63 19%	135 26%	N
I work together with a mechanic to develop a maintenance plan for my car	196 23%	99 24%	97 23%	21 22%	26 20%	36 20%	45 25%	68 27%	45 34%	42 IJK	63 21%	46 20%	113 23%	83 22%	76 25%	120 23%	23%
If there is a scratch or ding in my car's paint, I have it repaired as soon as possible	138 16%	79 19%	59 B	15 16%	22 17%	23 13%	30 16%	48 19%	24 18%	35 18%	47 15%	32 16%	89 17%	49 15%	42 13%	96 19%	N
None of these	74 9%	35 8%	39 9%	14 15%	14 11%	19 11%	14 8%	13 5%	8 6%	13 7%	31 10%	22 11%	41 8%	33 10%	37 11%	37 7%	O

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F/G - H/I/J/K - L/M - N/O
 * small base

Q.2 Which of the following statements describe you? Please choose all that apply.

	INCOME		EDUCATION			EMPLOYMENT			AREA				ETHNICITY				
	TOTAL	<\$50K	\$50K+	HS or <	Some Collge	Collge Deg+	Workng	Not Workng	Rural	Sub urban	Urban	Town	Cauc asian	Africn Amer	His panic	Asian Amer	Other
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	
Respondents who own a car	845	451	394	196	352	297	430	415	173	222	289	161	601	92*	80*	42*	30*
I always change the oil in my car according to the manufacturer's recommendations	572 68%	296 66%	276 70%	136 69%	243 69%	193 65%	275 64%	297 72%F	118 68%	152 68%	196 68%	106 66%	419 70%O	59 64%	55 69%O	21 50%	18 60%
If anything on my car breaks, I have it fixed within a few days	536 63%	287 64%	249 63%	126 64%	236 67%E	174 59%	256 60%	280 67%F	124 72%IJK	138 62%	175 61%	99 61%	398 66%NO	56 61%	43 54%	19 45%	20 67%
I keep my car's interior and exterior clean	489 58%	250 55%	239 61%	112 57%	214 61%	163 55%	235 55%	254 61%	99 57%	126 57%	179 62%	85 53%	346 58%	56 61%	47 59%	21 50%	19 63%
I carefully follow my manufacturer's recommended service schedule	349 41%	166 37%	183 46%A	63 32%	150 43%C	136 46%C	160 37%	189 46%F	71 41%	96 43%	126 44%	56 35%	250 42%	38 41%	27 34%	19 45%	15 50%
I keep my car's exterior protected with a coat of wax	258 31%	111 25%	147 37%A	50 26%	114 32%	94 32%	126 29%	132 32%	51 29%	75 34%	92 32%	40 25%	187 31%N	35 38%N	13 16%	13 31%	10 33%
I service my car at a dealership	235 28%	96 21%	139 35%A	41 21%	92 26%	102 34%CD	113 26%	122 29%	43 25%	71 32%K	87 30%K	34 21%	173 29%N	29 32%N	13 16%	13 31%	7 23%
I use only original manufacturer parts in my car	198 23%	93 21%	105 27%A	41 21%	71 20%	86 29%CD	97 23%	101 24%	34 20%	55 25%	72 25%	37 23%	130 22%	29 32%L	20 25%	13 31%	6 20%
I work together with a mechanic to develop a maintenance plan for my car	196 23%	99 22%	97 25%	36 18%	81 23%	79 27%C	101 23%	95 23%	40 23%	49 22%	80 28%K	27 17%	135 22%	27 29%	16 20%	9 21%	9 30%
If there is a scratch or ding in my car's paint, I have it repaired as soon as possible	138 16%	62 14%	76 19%A	27 14%	52 15%	59 20%	73 17%	65 16%	26 15%	40 18%	51 18%	21 13%	105 17%N	16 17%	7 9%	6 14%	4 13%
None of these	74 9%	49 11%B	25 6%	19 10%	28 8%	27 9%	42 10%	32 8%	11 6%	18 8%	23 8%	22 14%H	50 8%	9 10%	8 10%	5 12%	2 7%

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G - H/I/J/K - L/M/N/O/P
 * small base