



Car Buying:

A Nationally Representative Multi-Mode Survey

2022 Results

Overview of Methodology

Consumer Reports fielded this Car Buying Survey to understand Americans' priorities and behaviors around buying and leasing cars and trucks. These results are based on interviews conducted March 25nd – April 21th, 2022.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total, NORC screened 6,960 respondents and conducted 2,180 interviews, 2,105 by web mode and 75 by phone mode, 2,131 in English and 49 in Spanish. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-1.57 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were alphabetized, randomized, or rotated. Those instances are noted below.

Prepared by CR Survey Research Department, May 2022

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SURVEY TOPLINES

Q1. [RANDOMIZE RESPONSE OPTIONS. RESPONDENTS COULD SELECT MULTIPLE RESPONSES. RESPONDENTS WHO INITIALLY SKIPPED THIS QUESTION WERE PROMPTED TWICE TO ANSWER IT.]

Which of the following are you considering doing within the next year?	
	Total
	%
Traveling outside the United States	35
Buying or leasing a new or used car or truck	34
Getting a new job	31
Buying a new home	21
Moving to a different part of the country	14
Getting married	9
Base: All respondents	6,960

Q1AA.

The pandemic has had a severe impact on the automotive industry causing low inventory of new cars because of a shortage of parts (such as microchips), manufacturing and shipping interruptions and delays, and assembly plant closures.	
Have the supply chain disruption and shortages had any effect on your plans to purchase a new or used car or truck within the next year?	
	Total
	%
Yes	33
No	67
Base: All respondents	6,960

Q1BA. [SHOW IF RESPONDENT IS NOT CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR ("BUYING OR LEASING A NEW CAR OR TRUCK" NOT SELECTED IN Q1A), AND THE SUPPLY CHAIN DISRUPTION AND SHORTAGES HAD AN EFFECT ON THEIR PLANS TO PURCHASE A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR (Q1AA = "YES"). RANDOMIZE RESPONSE OPTIONS, HOLDING "OTHER" OPTION AT END.]

In which, if any, of the following ways have the supply chain disruption and shortages impacted your plans to purchase a new or used car or truck within the next year?	
Please select all that apply.	
	Total
	%
I was planning to buy a new or used car or truck within the next year but <u>decided not to</u> because prices are too inflated now	71
I was planning to buy a new or used car or truck within the next year but <u>decided not to</u> because I will not be able to get the make and model I want	22
I was planning to buy a new or used car or truck within the next year but <u>decided not to</u> because I couldn't get one when I wanted it	19
Other	8
Base: Respondents who are not considering buying or leasing a new or used car or truck within the next year and whose plans have been affected by supply chain disruptions and shortages	878

Q1CA. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR ("BUYING OR LEASING A NEW CAR OR TRUCK" SELECTED IN Q1A), AND THE SUPPLY CHAIN DISRUPTION AND SHORTAGES HAD AN EFFECT ON THEIR PLANS TO PURCHASE A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR (Q1AA = "YES"). RANDOMIZE RESPONSE OPTIONS, KEEPING "CONSIDERING USED INSTEAD OF NEW" AND "CONSIDERING NEW INSTEAD OF USED" TOGETHER, AND HOLDING "OTHER" OPTION AT END.]

In which, if any, of the following ways have the supply chain disruption and shortages impacted your plans to purchase a new or used car or truck within the next year?	
Please select all that apply.	
	Total
	%
I'm considering getting a <u>used vehicle</u> instead of a <u>new one</u>	37
I'm considering paying more than I normally would to get the vehicle that I want because I realize I don't have a choice	35
I'm considering getting a different make and model than I was planning on getting	30
I'm considering getting a <u>new vehicle</u> instead of a <u>used one</u>	25
I'm considering trading in my current vehicle to help get a better deal even though I probably wouldn't have considered it before	20
I <u>hadn't considered buying</u> a new or used car or truck within the next year but <u>I'm planning to now</u> because I'm afraid the shortages are going to get worse	10
I <u>hadn't considered buying</u> a new or used car or truck within the next year but <u>I'm planning to now</u> because I can't get parts to fix my current vehicle	5
Other	9
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and whose plans have been affected by supply chain disruptions and shortages	1,420

Q2. [RESPONDENTS WHO INITIALLY SKIPPED THIS QUESTION WERE PROMPTED TWICE TO ANSWER IT.]

Do you currently have a valid driver's license?	
	Total
	%
Yes	92
No	8
Base: All respondents	6,960

Note: Remainder of the survey only shown to respondents who are eligible for the survey, that is, those who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license.

Q3. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR ("BUYING OR LEASING A NEW CAR OR TRUCK" SELECTED IN Q1A), AND HAS A VALID DRIVER'S LICENSE (Q2 = "YES"). RESPONDENTS WHO INITIALLY SKIPPED THIS QUESTION WERE PROMPTED TWICE TO ANSWER IT.]

Do you currently own or lease a car or truck?	
<i>Please select all that apply.</i>	
	Total
	%
Yes, I currently own (or finance) a car or truck	82
Yes, I currently lease a car or truck	9
No	12
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,180

Q3A. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR ("BUYING OR LEASING A NEW CAR OR TRUCK" SELECTED IN Q1A), AND HAS A VALID DRIVER'S LICENSE (Q2 = "YES").]

How many vehicles, in total, does your household own or lease?	
	Total
	%
0	3
1	30
2	41
3	16
4	6
5 or more	4
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176

INTRO.

For the remainder of this survey, please answer thinking about the car or truck you plan to buy or lease within the next year.

Q4. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR ("BUYING OR LEASING A NEW CAR OR TRUCK" SELECTED IN Q1A), AND HAS A VALID DRIVER'S LICENSE (Q2 = "YES").]

Do you plan to buy or lease?	
	Total
	%
Buy	78
Lease	9
Unsure	13
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	
	2,172

Q5. [SHOW IF RESPONDENT IS PLANNING TO BUY A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR (Q4 = "BUY") AND HAS A VALID DRIVER'S LICENSE (Q2 = "YES"). RESPONSE OPTIONS SHOWN IN THIS ORDER: NEW; USED WITHOUT A WARRANTY; USED WITH THIRD-PARTY WARRANTY; USED WITH MANUFACTURER WARRANTY; CERTIFIED USED WITH MANUFACTURER WARRANTY.]

In your decision of what to buy, are you considering...?	
Select <u>all</u> that you are considering.	
	Total
	%
New	57
Certified used with manufacturer warranty (often called "Certified Pre-Owned")	42
Used with manufacturer warranty	33
Used without a warranty	25
Used with third-party warranty (not from vehicle manufacturer)	18
Base: Respondents who are considering buying a new or used car or truck within the next year and who have a valid driver's license	
	1,713

Q6. [SHOW IF RESPONDENT IS PLANNING TO LEASE A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR (Q4 = "LEASE") AND HAS A VALID DRIVER'S LICENSE (Q2 = "YES").]

In your decision of what to lease, are you considering...?	
Select <u>all</u> that you are considering.	
	Total
	%
New	65
Certified pre-owned	52
Base: Respondents who are considering leasing a new or used car or truck within the next year and who have a valid driver's license	
	187

Q7. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. RESPONSE OPTIONS SHOWED IN THIS ORDER: FULLY ELECTRIC; HYBRID; PLUG-IN HYBRID; GASOLINE-POWERED; DIESEL-POWERED; OTHER. RESPONDENTS WHO INITIALLY SKIPPED THIS QUESTION WERE PROMPTED TWICE TO ANSWER IT.]

What type(s) of power source are you considering for the next car or truck you buy or lease?	
Select <u>all</u> that you are considering.	
	Total
	%
A gasoline-powered car or truck (not hybrid)	78
A hybrid car or truck	32
A fully electric car or truck (not hybrid)	20
A plug-in hybrid car or truck	14
A diesel-powered car or truck (not hybrid)	8
Other	1
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,180

Q8. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. RESPONSES WERE PRESENTED IN ALPHABETICAL ORDER, HOLDING "OTHER" OPTION AT END. RESPONDENTS WHO INITIALLY SKIPPED THIS QUESTION WERE PROMPTED TWICE TO ANSWER IT.]

What body type(s) are you considering for the next car or truck you buy or lease?	
Select <u>all</u> that you are considering.	
	Total
	%
SUV	59
Sedan	34
Pickup truck	31
Compact car	19
Sports car	11
Minivan	9
Wagon	8
Other	2
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,180

Q9. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. RESPONDENTS WHO INITALLY SKIPPED THIS QUESTION WERE PROMPTED TWICE TO ANSWER IT]

What price range(s) are you considering for this car or truck?	
Select <u>all</u> price ranges you are considering. If you're likely to lease your next car or truck, select the response that reflects what you think it would cost, if you paid for it in full.	
	Total
	%
Less than \$10,000	22
\$10,000 to \$24,999	38
\$25,000 to \$39,999	40
\$40,000 to \$59,999	22
\$60,000 or more	7
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,180

Q12. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. RANDOMIZE ITEMS. RESPONDENTS WHO INITALLY SKIPPED THIS QUESTION WERE PROMPTED ONCE TO ANSWER IT.]

How important do you think each of the following factors will be to you as you shop for this car or truck?	
Select <u>one</u> response for each factor.	
	Total
	%
Crash avoidance features (such as automatic emergency braking)	
Extremely important	26
Very important	30
Somewhat important	28
Not very important	11
Not at all important	5
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,177
Crash protection (such as has airbags, has good crash test ratings)	
Extremely important	48
Very important	34
Somewhat important	14
Not very important	3
Not at all important	1
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,179

Q12. [CONTINUED]

<i>Driver assistance features that make driving easier (such as system that helps you steer or automatically adjusts speed)</i>	
Extremely important	14
Very important	22
Somewhat important	31
Not very important	23
Not at all important	10
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,179
<i>Fuel economy</i>	
Extremely important	44
Very important	36
Somewhat important	17
Not very important	2
Not at all important	0
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>Aesthetics (such as color, styling)</i>	
Extremely important	16
Very important	29
Somewhat important	39
Not very important	12
Not at all important	3
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,177
<i>Interior technology features [such as infotainment system, phone connectivity (such as Apple CarPlay, Android Auto)]</i>	
Extremely important	18
Very important	28
Somewhat important	33
Not very important	15
Not at all important	6
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176
<i>Easy to use</i>	
Extremely important	34
Very important	40
Somewhat important	22
Not very important	3
Not at all important	1
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178

Q12. [CONTINUED]

Power/acceleration	
Extremely important	21
Very important	38
Somewhat important	34
Not very important	6
Not at all important	1
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
Handling	
Extremely important	36
Very important	44
Somewhat important	17
Not very important	1
Not at all important	1
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
Ride – that is, how smooth it feels to ride in the car	
Extremely important	31
Very important	44
Somewhat important	22
Not very important	3
Not at all important	0
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,180
Noise	
Extremely important	23
Very important	34
Somewhat important	32
Not very important	9
Not at all important	3
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176
Reliability	
Extremely important	68
Very important	27
Somewhat important	5
Not very important	1
Not at all important	0
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,179

Q12. [CONTINUED]

<i>Cargo capacity</i>	
Extremely important	21
Very important	35
Somewhat important	34
Not very important	9
Not at all important	2
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>Seat comfort</i>	
Extremely important	34
Very important	42
Somewhat important	21
Not very important	3
Not at all important	0
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>Seating capacity</i>	
Extremely important	23
Very important	31
Somewhat important	34
Not very important	11
Not at all important	2
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>Maintenance costs</i>	
Extremely important	39
Very important	39
Somewhat important	19
Not very important	2
Not at all important	1
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,177
<i>All-wheel or four-wheel drive option</i>	
Extremely important	28
Very important	27
Somewhat important	26
Not very important	15
Not at all important	5
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,177

Q13_1. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. RANDOMIZE ITEMS. RESPONDENTS WHO INITIALLY SKIPPED THIS QUESTION WERE PROMPTED TWICE TO ANSWER IT.]

Now, of the following characteristics, which do you think will be <u>most</u> important to you when choosing which car or truck to buy or lease?	
	Total
	%
Price	48
Body type, such as sedan, SUV, wagon	21
Brand reputation	20
Size	7
Luxury brand	4
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178

Q13_2. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. ONLY DISPLAY RESPONSES NOT SELECTED IN Q13_1. DISPLAY RESPONSE OPTIONS IN SAME ORDER AS Q13_1.]

Of the remaining four characteristics, which do you think will be the most important to you when choosing which car or truck to buy or lease?	
	Total
	%
Body type, such as sedan, SUV, wagon	31
Price	27
Brand reputation	22
Size	17
Luxury brand	4
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,165

Q13_3. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. ONLY DISPLAY RESPONSES NOT SELECTED IN Q13_1 AND Q13_2. DISPLAY RESPONSE OPTIONS IN SAME ORDER AS Q13_1.]

Of the remaining three characteristics, which do you think will be the most important to you when choosing which car or truck to buy or lease?	
	Total
	%
Body type, such as sedan, SUV, wagon	30
Size	29
Brand reputation	22
Price	15
Luxury brand	5
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,155

Q13_4. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. ONLY DISPLAY RESPONSES NOT SELECTED IN Q13_1, Q13_2, AND Q13_3. DISPLAY RESPONSE OPTIONS IN SAME ORDER AS Q13_1.]

Of the remaining two characteristics, which do you think will be the most important to you when choosing which car or truck to buy or lease?	
	Total
	%
Size	40
Brand reputation	31
Body type, such as sedan, SUV, wagon	15
Price	8
Luxury brand	6
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,147

Q14. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE. RANDOMIZE ITEMS, KEEPING 'FORWARD COLLISION WARNING,' 'AUTOMATIC EMERGENCY BRAKING,' AND 'REAR AUTOMATIC EMERGENCY BRAKING' TOGETHER AND KEEPING 'A SYSTEM THAT CAN CONTROL SPEED AND STEERING BUT YOU HAVE TO ALWAYS BE READY TO TAKE OVER' AND 'A SYSTEM THAT CAN CONTROL SPEED AND STEERING SO THAT YOU DON'T HAVE TO PAY ATTENTION' TOGETHER. RESPONDENTS WHO INITIALLY SKIPPED THIS QUESTION WERE PROMPTED ONCE TO ANSWER IT.]

How important is it to you that your next car or truck comes equipped with each of the following safety features?	
Select <u>one</u> response for each factor. If you have not heard of the feature, please respond with "Never heard of this feature," even if you think it would be important.	
	Total
	%
<i>A system that automatically adjusts speed when approaching a slower vehicle in the same lane (Adaptive Cruise Control)</i>	
Extremely important	12
Very important	18
Somewhat important	32
Not very important	21
Not at all important	11
Never heard of this feature	6
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176
<i>A system that provides visual and/or audible warning if a collision is imminent (Forward Collision Warning)</i>	
Extremely important	19
Very important	24
Somewhat important	30
Not very important	14
Not at all important	8
Never heard of this feature	6
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,175

Q14. [CONTINUED]

<i>A system that applies brakes without driver stepping on brake pedal when sensors detect a possible collision (Automatic Emergency Braking)</i>	
Extremely important	17
Very important	21
Somewhat important	31
Not very important	16
Not at all important	10
Never heard of this feature	5
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,175
<i>A system that applies brakes when a collision is imminent while in reverse (Rear Automatic Emergency Braking)</i>	
Extremely important	18
Very important	22
Somewhat important	29
Not very important	15
Not at all important	8
Never heard of this feature	7
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176
<i>A system that detects pedestrians and other objects then provides warning and automatic braking if a collision is imminent (Pedestrian Detection)</i>	
Extremely important	21
Very important	24
Somewhat important	27
Not very important	15
Not at all important	8
Never heard of this feature	5
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176
<i>A backup camera</i>	
Extremely important	34
Very important	27
Somewhat important	24
Not very important	10
Not at all important	4
Never heard of this feature	1
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178

Q14. [CONTINUED]

<i>A system that detects and warns drivers about vehicles approaching from the rear of vehicle while traveling in reverse</i>	
Extremely important	18
Very important	23
Somewhat important	28
Not very important	16
Not at all important	8
Never heard of this feature	7
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>A system that provides a warning when other vehicles are in the blind spot (Blind Spot Warning)</i>	
Extremely important	25
Very important	28
Somewhat important	28
Not very important	11
Not at all important	5
Never heard of this feature	3
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>A system that provides a warning when the car or truck leaves a lane (Lane Departure Warning)</i>	
Extremely important	14
Very important	23
Somewhat important	32
Not very important	18
Not at all important	10
Never heard of this feature	4
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>A system that provides steering to keep the car or truck in the lane (Lane Keeping Assistance)</i>	
Extremely important	13
Very important	17
Somewhat important	29
Not very important	24
Not at all important	12
Never heard of this feature	5
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176

Q14. [CONTINUED]

<i>A system that uses cameras to watch your eyes and head movements to make sure you are alert (Driver Monitoring System)</i>	
Extremely important	10
Very important	13
Somewhat important	24
Not very important	24
Not at all important	16
Never heard of this feature	13
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178
<i>A system that would safely stop your car or truck if you fell asleep</i>	
Extremely important	19
Very important	20
Somewhat important	25
Not very important	16
Not at all important	8
Never heard of this feature	12
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,176
<i>A system that would call 911 if you crash and tell responders where you are (eCall, 911Assist, E911)</i>	
Extremely important	19
Very important	21
Somewhat important	32
Not very important	15
Not at all important	8
Never heard of this feature	4
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,177
<i>A system that can control speed and steering but you have to always be ready to take over</i>	
Extremely important	9
Very important	15
Somewhat important	26
Not very important	24
Not at all important	20
Never heard of this feature	6
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,178

Q14. [CONTINUED]

<i>A system that can control speed and steering so that you don't have to pay attention</i>	
Extremely important	6
Very important	7
Somewhat important	18
Not very important	26
Not at all important	31
Never heard of this feature	10
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,177
<i>A system that will automatically stop the car or truck at a stop sign</i>	
Extremely important	8
Very important	10
Somewhat important	23
Not very important	28
Not at all important	17
Never heard of this feature	15
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,179
<i>A system that will warn you if another vehicle is running a red light</i>	
Extremely important	17
Very important	20
Somewhat important	24
Not very important	15
Not at all important	7
Never heard of this feature	16
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,175

Q16. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE.]

Thinking about the vehicle you plan to buy or lease within the next year, approximately how many miles do you expect to drive the vehicle per year?	
	Total
	%
Less than 1,000	4
1,000 to 2,499	9
2,500 to 7,499	19
7,500 to 9,999	18
10,000 to 14,999	28
15,000 to 19,999	8
20,000 or more	8
Unsure	6
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,173

Q17. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE.]

In a typical week (7 days), what is the total amount of time you spend driving?	
Please include <u>all</u> of the driving you do during the week and on weekends (such as commuting, errands, appointments, recreational outings, etc.)	
	Total
	%
Less than an hour	7
1 to 2 hours	19
3 to 4 hours	24
5 to 6 hours	18
7 to 8 hours	12
9 to 10 hours	8
More than 10 hours	12
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,166

Q18. [SHOW IF RESPONDENT IS CONSIDERING BUYING OR LEASING A NEW OR USED CAR OR TRUCK WITHIN THE NEXT YEAR AND HAS A VALID DRIVER'S LICENSE.]

Do you own or rent your home?	
	Total
	%
Own	65
Rent	29
Other	6
Base: Respondents who are considering buying or leasing a new or used car or truck within the next year and who have a valid driver's license	2,174

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