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# Manitoba Motor Dealers Association Pilot Project

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## Final Report

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***Prepared for:***

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## Introduction

Corporate Research Associates Inc. (CRA) is pleased to present the results of the **Manitoba Motor Dealers Association Pilot Project** study conducted on behalf of Natural Resources Canada (NRCan).

Beginning in March 2006, EnerGuide for Vehicles undertook a three-month pilot project in collaboration with the Manitoba Motor Dealers Association (MMDA). The basis of the pilot project was to increase dealership and consumer awareness of vehicle impact on climate change, and to engage MMDA's members (New Car Dealers in Manitoba) to help promote and distribute both fuel efficient vehicle information as well as information regarding fuel efficient driving habits. In the project, EnerGuide for Vehicles promotions emphasized program tools in both the dealership showroom as well as in the service area. The broad impetus for the current research project was to evaluate the success of the project by measuring the degree to which new car dealership customers (both sales and service customers), as well as the extent to which Manitoba car dealers have been affected by the EnerGuide for Vehicles pilot project. More specifically, objectives of the current study were to:

- Gain Public Opinion Research (POR) information regarding the impact of program tools (Fuel Consumption Guide, EnerGuide label, and so on), on new car buyers in the showroom;
- Gain POR information regarding the impact of program tools (e.g., maintenance practices, tire inflation, and so on), on service customers;
- Obtain feedback from new car dealers regarding the success of the pilot project;
- Gauge customer perceptions of the importance of fuel efficiency when selecting a new vehicle;
- Determine whether or not (and the frequency) drivers verify tire pressures on their vehicle(s);
- Determine whether or not drivers incorporate energy efficient driving habits; and
- Gauge customer perceptions regarding the importance of incorporating behaviours to improve fuel efficiency.

To achieve these objectives CRA in consultation with NRCan designed a research study that utilized a mixed methodology of online and telephone surveys. Sample utilized in both methodologies was developed by CRA through the use of dealership response cards. The MMDA arranged for 41 Manitoba new car dealerships to participate in the pilot project (please note, two participating dealerships are operated by the same individual, meaning 40 unique dealers were interviewed while customers of 41 unique dealership sites were interviewed). Sales and/or service customers at these dealerships were invited to complete a card making them eligible for a survey as well as a draw for \$500 worth of gasoline. Cards recorded customer contact specifications and whether the customer was a service client and/or a new car purchaser. Participating new car dealers then periodically forwarded these cards in bulk to CRA for data entry. CRA utilized this



newly created database for sampling and ultimately data collection purposes. The final sample consisted of 1,926 customer records.

Customers were first invited to complete a survey online. CRA forwarded by e-mail an online survey link and password to 819 customers who provided a valid email address, requesting their support in completing a survey. CRA also sent follow-up e-mails to remind customers to complete the survey as soon as possible. The survey went offline on August 8, 2006. The online component resulted in 209 completed surveys, a response rate of 26 percent, a respectable figure for a study of this nature.

To enhance the number of completed interviews, CRA also telephoned 1,058 customers who provided a valid telephone number and actively pursued interviews with customers who a) did not respond to the online survey in the first few weeks, or b) did not provide a valid email address. Telephone interviewing quotas were established to ensure as robust as possible a distribution of customers by automotive dealership, and taking into account the distribution surveys already completed online. Telephone interviewing was completed on August 3, 2006. The telephone portion of the study produced 254 completed surveys, a response rate of 24 percent, again, a respectable figure for a study of this nature. The average length of time to complete a telephone interview was 11 minutes.

The total overall (i.e., online and telephone) number of completed interviews for the customer portion of this study is 463. For random samples of this size, it would be expected that results would be accurate to within +/- 4.5 percentage points, 19 times in 20.

Sample records for the dealership component of the research project was provided to CRA by the Manitoba Motor Dealers Association. It consisted of 40 new car dealers who agreed to participate in the pilot project. CRA endeavoured to survey all participating dealers over the period of June 22 to July 17, 2006. A total of 27 interviews were completed, for a high response rate of 67 percent. The average length of time to complete a dealership interview was approximately 8 minutes.

A more complete description of the methodology, sampling, survey administration, and weighting procedures used to conduct this study is provided at the back of this report.

Appended to this report are a set of comprehensive banner tables that present results for interviews with dealers (Appendix A) and interviews with customers (Appendix B), a copy of the survey questionnaires (Appendix C), and a copy of the customer response cards used to collect the customer sample (Appendix D).

All percentages presented in the banner tables have been rounded to the nearest whole number and, consequently, may not always total exactly 100 percent. Finally, unless otherwise stated, all figures are expressed as a percentage.



## Executive Summary

Results of the **Manitoba Motor Dealers Association Pilot Project** indicate most dealers believe the campaign was a success, albeit not an overwhelming one as a majority rates it as just *mostly successful*. There is perceived room for improvement. Most dealers agree staff and customers learned about energy efficiency as a result of the campaign, although it did not affect customer volume. Three-quarters of dealers would participate in another energy efficiency campaign if one were to be held next year, and six in ten dealers would hold the campaign during the same March-May time period. The campaign materials and customer incentives are widely viewed as successful in raising awareness, while employee incentives are largely viewed as unsuccessful.

Overall, seven in ten new car dealership customers in Manitoba recall at least one of the promotional endeavours undertaken by NRCan during the three-month pilot project. Importantly, a large majority of customers (i.e., 86%) indicate the information they saw at the dealership will encourage them to consider fuel efficiency when buying or maintaining a vehicle in the future. Posters and promotions at the dealership related to maintaining your vehicle properly had the highest level of recall, with more than one-half of customers recalling them. There were no statistically significant differences between those who recall the promotional campaign and those who do not with respect to the four statements about vehicle usage and global climate change. The absence of statistically significant differences between recall groups with respect to the global climate change statements is not surprising given the fact that, overall, a majority of customers already see a strong relationship between vehicle usage and climate change. Also positive is the fact that the views of a sizeable minority are not entrenched either way in this regard, suggesting an openness to further communication.

In terms of the seven key decision criteria examined in this study relating to a new car purchase, fuel consumption ranked number two after quality workmanship. In fact, after quality workmanship, fuel consumption is the only other factor a majority of new customers deem *critically important*. Those who recall the NRCan promotion are significantly more likely than those who do not recall the promotion to indicate fuel consumption is a *critically important* consideration when buying a new vehicle.

While overall awareness of the Fuel Consumption Guide is moderate, most customers familiar with the Guide have read/scanned it, have favourable opinions of it, and would use it in the future. A majority of Manitoba new car dealership customers are also aware of the EnerGuide for Vehicles Label Program although overall, relatively few have referred to the labels. Notably, those who recall the NRCan promotion are significantly more likely than those who do not recall the promotion to be aware of the FCG and the EnerGuide label program. Unfavourable opinions of the FCG and the EnerGuide labels all centre on the belief that the information provided does not reflect real world driving conditions.





Natural Resources Canada should undertake the energy efficiency campaign again in 2007 and perhaps introduce it to certain other test provinces. In addition to the many positive results, there is room, however, for improvement before the program is fully implemented in all provinces. For example, some dealers felt the campaign was not well supported at the dealer level (this sentiment is also evidenced by the level of dealer participation in the pilot project, as well as participation in the study itself). Natural Resources Canada could use the favourable results of this study to garner further dealer participation next year. By piloting a retooled project in Manitoba and a limited number of other provinces in 2007, NRCan would have a broader base from which to draw feedback and evaluate the utility of the campaign.



## Résumé

Les résultats du **projet pilote de la Manitoba Motor Dealers Association** ont démontré que la plupart des concessionnaires pensent que la campagne s'est avérée un succès, même s'il n'a pas été très important puisqu'une majorité d'entre eux le qualifient comme *réussi dans l'ensemble*. Il y a donc place à amélioration. La plupart des concessionnaires s'entendent pour dire que la campagne a permis aux employés et aux clients d'être informés sur l'efficacité énergétique, même si cela n'a pas eu pour effet d'augmenter les ventes. Trois quarts des concessionnaires participeraient à une autre campagne sur l'efficacité énergétique s'il y en avait une l'année prochaine et six concessionnaires sur dix organiseraient la campagne durant la même période, soit de mars à mai. Le matériel de promotion de la campagne et les incitatifs pour la clientèle ont réussi à attirer l'attention, ce qui ne fut pas le cas des incitatifs pour les employés.

En somme, sept clients de concessionnaires de véhicules neufs au Manitoba sur dix se rappellent au moins d'une des tentatives promotionnelles entreprises par RNCAN au cours des trois mois du projet pilote. Principalement, une grande majorité (c.-à.-d. 86 %) affirme que l'information vue chez le concessionnaire les encouragera à penser à l'efficacité énergétique au moment d'acheter ou d'entretenir un véhicule. Les affiches et les promotions chez le concessionnaire relatives à l'entretien approprié des véhicules sont les éléments dont les gens se sont le plus souvenus (plus de la moitié des clients). Il n'y a pas de différences significatives entre ceux qui se souviennent des campagnes promotionnelles et ceux qui ne s'en souviennent pas en ce qui a trait aux quatre déclarations sur l'utilisation des véhicules et le changement climatique de la planète. L'absence de différences significatives entre ceux qui se souviennent des déclarations relatives au changement climatique de la planète et ceux qui ne s'en souviennent pas n'est pas surprenante compte tenu du fait que la majorité des clients voient déjà un lien étroit entre l'utilisation des véhicules et le changement climatique de la planète. Le fait que les points de vue d'une importante minorité ne sont pas influencés de quelque façon que ce soit à cet effet est important et suggère davantage d'ouverture à la communication.

En ce qui a trait aux sept critères examinés dans cette étude concernant l'achat d'un nouveau véhicule, la consommation de carburant se place en seconde place après la qualité de la main d'œuvre. En effet, après la qualité de la main d'œuvre, la consommation de carburant est le seul autre facteur qu'une majorité de clients considère *très important*. Ceux qui se souviennent de la promotion de RNCAN sont de manière significative plus enclins que ceux qui ne s'en souviennent pas à affirmer que la consommation de carburant est un facteur *très important* au moment de l'achat d'un nouveau véhicule.

Tandis que la sensibilisation générale au Guide de consommation de carburant est modérée, la plupart des clients ayant lu/feuilleté le Guide en ont une opinion favorable et l'utiliseront à l'avenir. Une majorité de propriétaires de nouveaux véhicules au Manitoba sont également au courant du programme d'étiquettes ÉnerGuide pour véhicules même si en général, relativement peu d'entre eux s'y sont référés. Notamment, ceux qui se souviennent de la promotion de RNCAN sont de





manière significative plus enclins que ceux qui ne s'en souviennent pas à connaître le programme d'étiquettes FCG et ÉnerGuide. Les opinions défavorables sur les étiquettes FCG et ÉnerGuide portent sur la conviction que l'information fournie ne reflète pas les conditions de conduites réelles.

Ressources naturelles du Canada devrait reprendre à nouveau en 2007 la campagne sur l'efficacité énergétique et possiblement en faire l'essai dans d'autres provinces. En plus du grand nombre de résultats positifs, il y a, cependant, de la place à l'amélioration avant l'implantation du programme dans toutes les provinces. Par exemple, certains concessionnaires ont eu l'impression que la campagne n'était pas bien soutenue à leur niveau (ce sentiment est aussi une preuve de la faible participation des concessionnaires au projet pilote ainsi qu'à l'étude elle-même). Ressources naturelles du Canada pourrait utiliser les résultats positifs de cette étude pour inciter la participation d'autres concessionnaires l'année prochaine. En menant un projet figolé au Manitoba et dans un nombre limité de provinces en 2007, RNCan aurait un bassin plus large duquel il pourrait obtenir des commentaires pour mieux évaluer l'utilité de la campagne.





## Conclusions – Dealership Interviews

The following conclusions are derived from the detailed findings of the quantitative phase of the study that interviewed new car dealers.

***Most dealers agree staff and customers learned something about energy efficiency as a result of the campaign, although it did not affect customer volume.***

Most dealers believe the spring energy efficiency campaign was a success, albeit not an overwhelming one as a majority rates it as just *mostly successful*. At least two-thirds of new car dealers in Manitoba feel customers learned about energy efficiency from the campaign, that staff awareness of energy efficiency increased, and that staff awareness of NRCan's Fuel Consumption Guide and EnerGuide Labels also increased. While the campaign raised awareness, it did not raise customer volume. Virtually all participating dealerships noted the campaign did not have an impact on the number of customers visiting dealerships.

***Campaign materials and customer incentives are widely viewed as successful in raising awareness, while employee incentives are largely viewed as unsuccessful.***

The spring energy efficiency campaign had many dealer level components including promotional materials, employee incentives, and customer incentives. These dealer level components receive mixed reviews. Eight in ten dealers thought the energy efficiency campaign materials (i.e., posters and brochures) were either *excellent* or *very good* with respect to their content, size, and appearance. A majority of dealers view the employee draws for hotel giveaways as unsuccessful in terms of promoting campaign interest, awareness, and motivation among dealership staff. Compared with the employee incentive, dealers are more inclined to agree that the customer incentives worked well. Specifically, two-thirds of participating dealers indicate the system worked well whereby customers at the dealership were invited to complete a card making them eligible for a survey as well as a draw for \$500 worth of gasoline. (However, it is noteworthy that 14 dealerships did not return any survey cards.) Finally, seven in ten dealers thought the customer draw for a free monthly oil change also worked well.

***Most dealers would participate in another energy efficiency campaign.***

Encouragingly, three-quarters of dealers would participate in another energy efficiency campaign if one were to be held next year. On a similar topic, six in ten dealers would hold the campaign during the same March-May time period.



## Conclusions – Customer Interviews

The following conclusions are derived from the detailed findings of the quantitative phase of the study that involved new car dealership sales and service customers.

***The majority of new car dealership customers in Manitoba recall at least one aspect of the NRCan energy efficiency campaign.***

Overall, seven in ten new car dealership customers in Manitoba recall at least one of the promotional endeavours undertaken by NRCan during the spring pilot project. Posters and promotions at the dealership related to maintaining your vehicle properly had the highest level of recall, with more than one-half of customers recalling them. In contrast, promotions at the dealership related to saving money, reducing energy use, and reducing emissions had the lowest recall with just three in ten customers recalling them. Four in ten customers recall the TV, radio, and newspaper promotions. **Importantly, a large majority of customers indicate the information they saw at the dealership will encourage them to consider fuel efficiency when buying or maintaining a vehicle in the future.**

***The majority of customers perceive a strong relationship between vehicle usage and climate change, and the views of a significant minority are not entrenched either way.***

At least six in ten new car dealership customers in Manitoba strongly agree (i.e., ratings of 8, 9, or 10 on a 10-point scale) with each of the following statements: motor vehicle fuel use is a major contributor to global climate change; the impact your vehicle will have on global climate change varies depending on whether or not you drive in a fuel-efficient manner; when behind the wheel they drive so as to use fuel efficiently; and the impact your vehicle will have on global climate change varies depending on the type of vehicle you drive. Just approximately one in ten customers consistently disagree (i.e., ratings of 1, 2, or 3) with each statement, and the balance are not entrenched either way (i.e., ratings of 4, 5, 6, or 7). This sizeable group with what could be deemed “neutral” opinions are prime candidates for further communication.

New car customers were also queried about the importance of seven key decision factors when buying a vehicle. In general, a majority of new car customers consider each factor to be important, with the impact on global climate change ranking fourth out of the list. It is encouraging to note that fuel consumption ranked number two, after quality workmanship. In fact, after quality workmanship, fuel consumption is the only other factor a majority of new customers deem *critically important*. **Those who recall the NRCan promotion are significantly more likely than those who do not recall the promotion to indicate fuel consumption is a *critically important* consideration when buying a new vehicle**



***While overall awareness of the FCG is moderate, most customers familiar with the Guide have read/scanned it, have favourable opinions of it, and would use it in the future.***

Just over one-half of new car dealership customers in Manitoba are aware of the Fuel Consumption Guide (FCG), yet many do not credit Natural Resources Canada with its publication. **Notably, those who recall the NRCan promotion are significantly more likely than those who do not recall the promotion, to be aware of the FCG.**

On an overall basis, one-third of new car dealership customers in Manitoba have read or scanned the FCG. However, customers who are aware of the FCG do tend to use it. That is, nine in ten customers who are aware of the FCG would use it when selecting their next vehicle. Among new car dealership customers who read or scanned the Fuel Consumption Guide, just one in ten have a *mostly unfavourable* opinion of the FCG, and no one has a *completely unfavourable* opinion of it. Unfavourable opinions of the Guide all centre on the belief that the information provided does not reflect real world driving conditions. This belief was even noted by a small minority of customers with overall *favourable* opinions of the FCG.

***A majority of Manitoba new car dealership customers are aware of the EnerGuide for Vehicles Label Program although overall, relatively few have referred to the labels.***

There is a moderate level of awareness of the EnerGuide Label for New Vehicles Program among new car dealership customers in Manitoba with four in ten being unaware of the program. It is encouraging to note **those who recall the NRCan promotion are significantly more likely than those who do not recall the promotion, to be aware of the EnerGuide For New Vehicles Label Program.**

Overall, four in ten new car dealership customers in Manitoba saw an EnerGuide label during their recent visit to a dealership, and three in ten have referred to one when buying a vehicle. Customers who purchased a new vehicle during the NRCan campaign period are significantly more likely than others to have referred to the EnerGuide labels. The vast majority of new car dealership customers in Manitoba who referred to the EnerGuide label have a favourable opinion of it. Negative opinions of the EnerGuide labels are once again entirely based on the belief that the rating information does not reflect real world driving conditions, a criticism shared by some with overall *favourable* opinions of the labels.





***While awareness of the NRCan EnerGuide Awards is relatively low, the recent promotional campaign served to raise awareness of them.***

The majority of new car dealership customers in Manitoba are not aware that Natural Resources Canada presents to car manufacturers EnerGuide Awards annually for the most fuel-efficient vehicles for the current model year. Notably, **customers who recall the NRCan promotion are more likely than those who do not recall the spring promotion to be aware of the awards.** Among those aware of the NRCan awards, just over four in ten indicate they use information concerning who won in their buying decision of a new vehicle.

***Service customers do not check tire pressure as often as they know they should, although they do tend to follow a regular maintenance schedule.***

Manitoba new car dealership customers who visited the dealership for a service appointment were asked how often they measure their vehicle's tire pressure and how often it was recommended they do so. Results show somewhat of a disconnect between knowledge and behaviour. For example, while just four in ten check their tire pressure once a month or more often, six in ten think this is the recommended interval.

The majority of new car dealership service customers in Manitoba follow a preventative maintenance schedule metered out by a variety of methods (i.e., mileage, calendar, owner's manual, dealer contact, sticker in window).



## Recommendations

The following recommendations are based on the detailed findings and conclusions of this study and are offered for consideration.

### 1. Natural Resources Canada should undertake the energy efficiency campaign again in 2007 and introduce it to a limited number of additional other provinces.

The 2006 pilot project produced some very encouraging results. Notably, Manitoba new car dealership customers who recall the NRCan promotion are significantly more likely than those who do not recall the promotion, to indicate fuel consumption is a *critically important* consideration when buying a new vehicle. They are significantly more likely to be aware of the Fuel Consumption Guide. They are significantly more likely to be aware of the EnerGuide For New Vehicles Label Program. They are significantly more likely to be aware of the NRCan automotive awards for the most fuel efficient vehicles, and customers who purchased a new vehicle during the NRCan campaign period are significantly more likely than others to have referred to the EnerGuide labels. All these positive results suggest further rollout is warranted. At the same time, some results highlight areas that could be improved before the program is made available in all provinces. For example, the staff incentives seemingly did not work well, and some dealers felt the campaign was not well supported at the dealer level. Natural Resources Canada could use the positive results of this study to leverage further dealer participation next year. By piloting a somewhat retooled project in Manitoba and one or two other provinces in 2007, NRCan would have a broader base from which to draw feedback and evaluate the utility of the campaign.

### 2. Natural Resources Canada should consider phasing out the television, radio, and/or newspaper components of the promotional campaign.

The majority of dealers thought the energy efficiency campaign materials (i.e., posters and brochures) were *very good* with respect to their content, size, and appearance. However, few dealers thought they were *excellent* which suggests an opportunity for improvement. Given dealers believe “in-store” promotions could be further improved, the current level of customer recall of the dealership level promotions is notable. In fact, the component of the campaign that had the strongest recall was posters or promotions at the dealership relating to maintaining your vehicle properly. Recall of at least one aspect of the dealership level promotions is 63 percent. Recall of advertising in the media (i.e., newspapers, TV, radio, and so on) is also strong. However, when one includes this broader media in the total recall figure, it increases just 8 percentage points to 71 percent. Natural Resources Canada should consider the cost of such media in light of the relatively minor gain in campaign recall. Of course, in such an analysis, NRCan must also determine the importance of reaching all residents, not just those who frequent new car dealerships.



## Detailed Analysis – Dealership Interviews

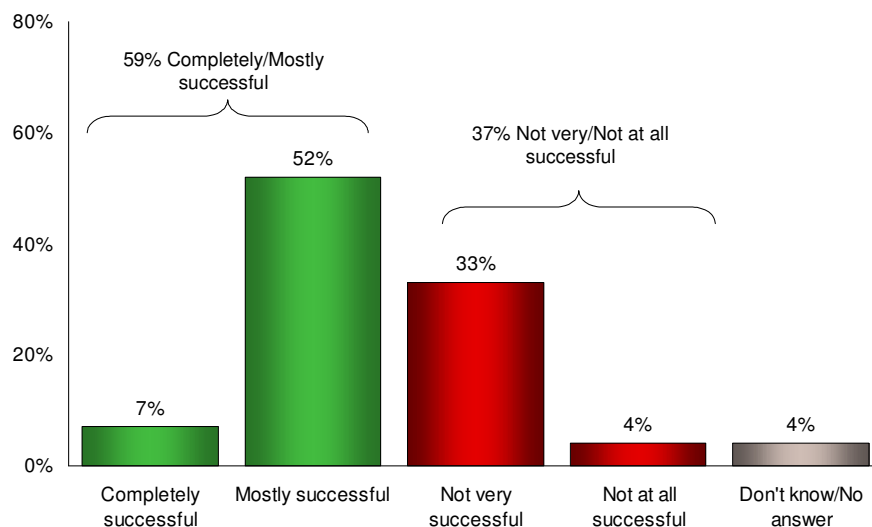
The following section presents results for the dealer interview portion of the study. The reader should be cognizant of the small sample size (i.e., n=27) and the attendant margin of error. Specifically, 27 interviews drawn from a population of 40 participating dealers would be expected to provide results accurate to within +/- 11 percentage points, 19 times in 20. Finally, when 10 dealerships or fewer responded to a question, the findings should be treated as qualitative in nature, offering the reader descriptive information only.

### Overall Campaign Success

***Most dealers agree staff and customers learned something about energy efficiency as a result of the campaign, although it did not affect customer volume.***

The majority of dealers believe the spring energy efficiency campaign was a success, albeit not an overwhelming one. Among those who thought it was a success (n=16), seven hold positive opinions because customers learned a lot, and five thought it drew attention to an important issue. Dealers who thought the campaign was not successful (n=10) were most likely to hold a negative overall opinion because the campaign was not well-supported at the dealer level (n=4). A variety of other reasons were mentioned by individual dealers including: customers didn't learn a lot, inadequate advertising, and an important message was lost on customers. (Tables 16,17a-b)

#### Overall Opinion of Campaign Success

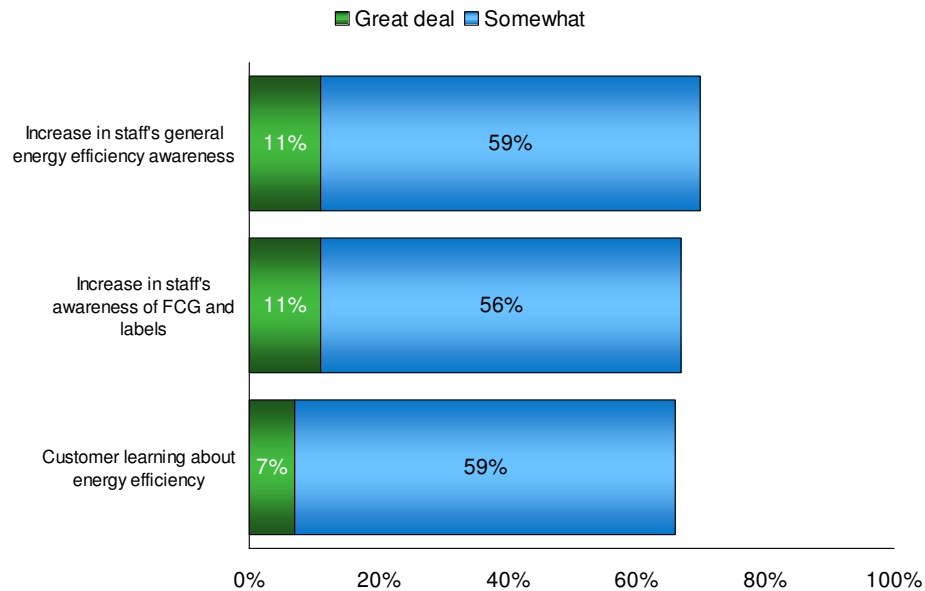


Q.16



Looking specifically at customer learning, the majority of dealers feel customers learned something about energy efficiency from the campaign. Moreover, most feel staff awareness of energy efficiency increased as a result of the campaign as did staff awareness of NRCan's Fuel Consumption Guide and EnerGuide Labels. (Tables 10, 11, 12)

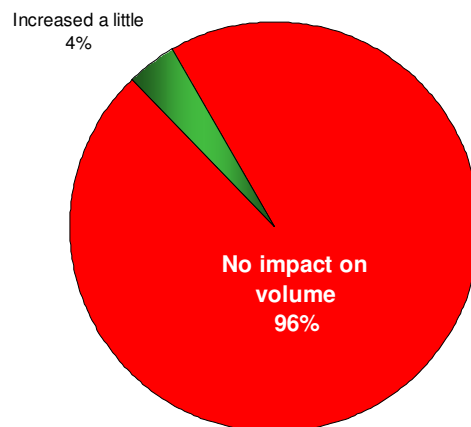
### Customer and Staff Learning



Q.10, 11, 12

Finally, the campaign did not have an impact on the number of customers visiting dealerships. (Table 19)

### Did Campaign Impact Number of Customers Visiting Dealership?



Q.19

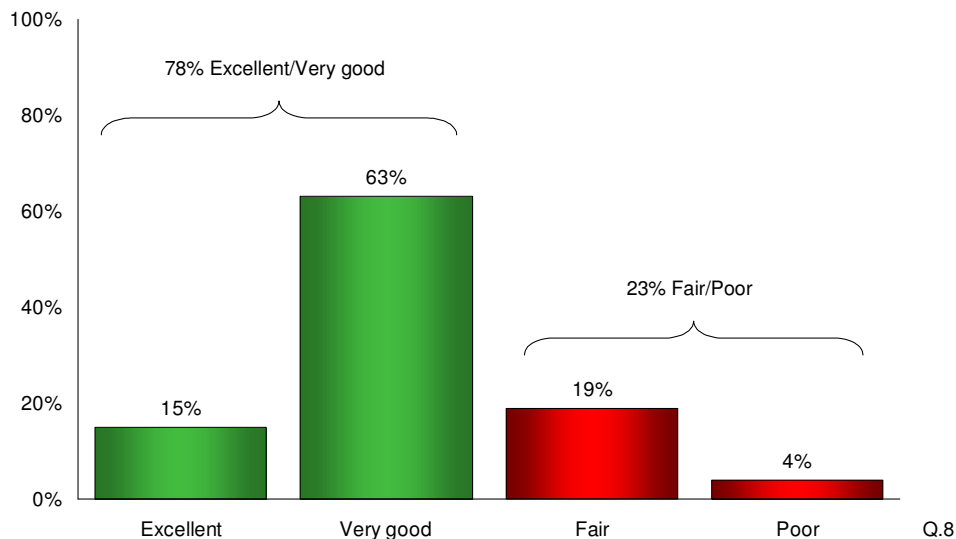


## Evaluation of Campaign Processes

**Campaign materials and customer incentives are widely viewed as successful in raising awareness, while employee incentives are largely viewed as unsuccessful.**

**Materials:** The majority of dealers thought the energy efficiency campaign materials (i.e., posters and brochures) were either *excellent* or *very good* with respect to their content, size, and appearance. The few dealers who thought they were *only fair* or *poor* (n=6) indicated that the materials were too plain and not eye-catching. (Tables 8,9)

### Overall Opinion of Campaign Posters and Brochures



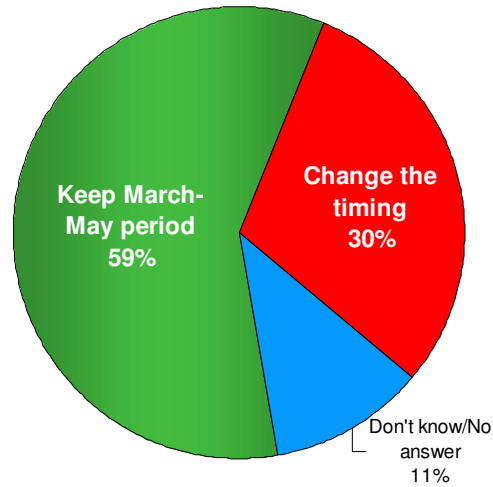
When asked what is the single most important improvement that could be made to the energy efficiency campaign, four dealerships suggested strengthening campaign materials and six suggested increased media as well as advertising activities; these were the improvements mentioned most often. No other improvements were mentioned by more than two dealers, and 11 dealerships could not offer a definitive suggestion for improvement. (Table 5: First Mention)

**Timing:** Most dealers view the timing of the campaign as appropriate. Among the few who would alter the March-May period (n=8), four would prefer the summer months. (Tables 6,7)





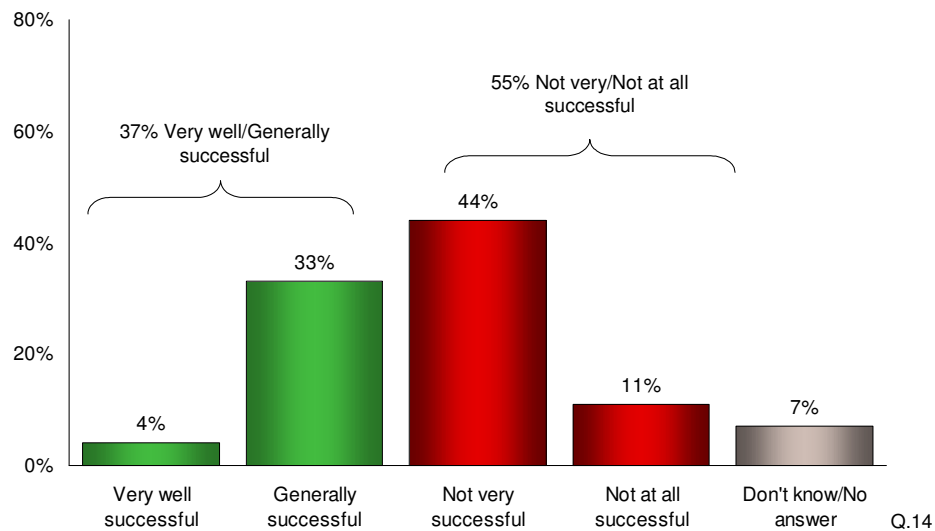
## Appropriateness of Timing of Energy Efficiency Campaign



Q.6

**Employee Incentives:** Dealership employee draws for hotel giveaways are largely viewed as unsuccessful in terms of promoting campaign interest, awareness, and motivation among dealership staff. (Table 14)

## Success of Employee Incentives

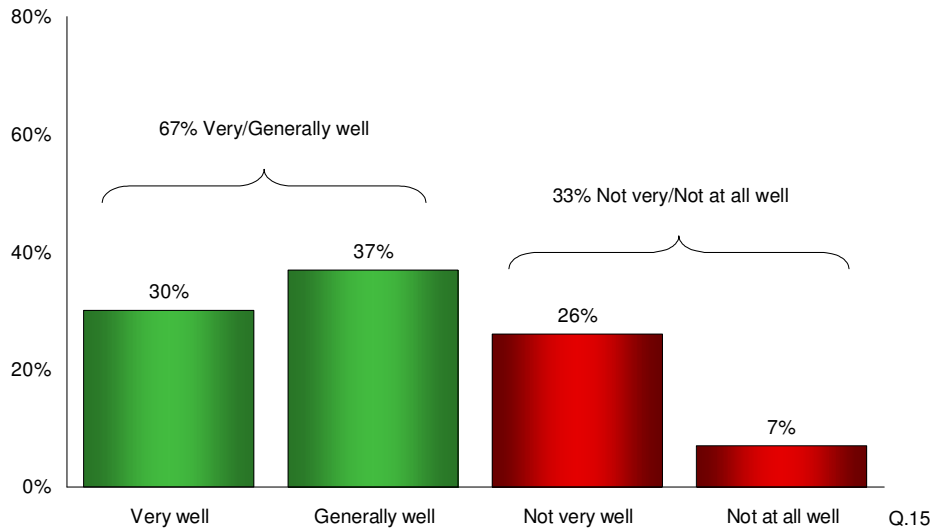


Q.14



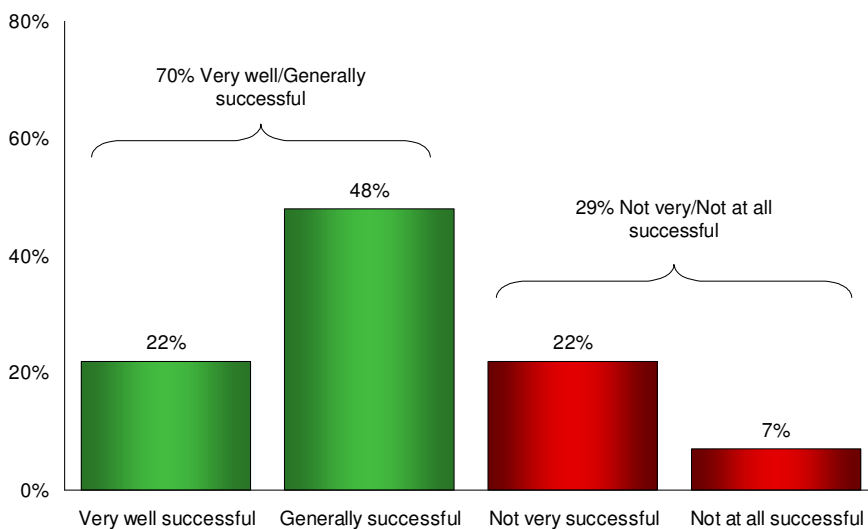
**Customer Incentives:** Compared with the employee incentives, dealers are more inclined to agree that the survey card system worked well. Specifically, two-thirds of dealers surveyed indicate the system whereby customers who completed a transaction at the dealership were invited to complete a card making them eligible for a survey as well as a draw for \$500 worth of gasoline worked well. Nonetheless, it is important to recall that 14 dealerships did not return any survey cards. (Table 15)

### Success of Customer Survey Incentive



As a means of generating broader public interest and awareness in the energy efficiency campaign, a draw for a free monthly oil change was also promoted; seven in ten dealers thought this was successful. (Table 13)

### Success for Free Oil Change Public Promotion

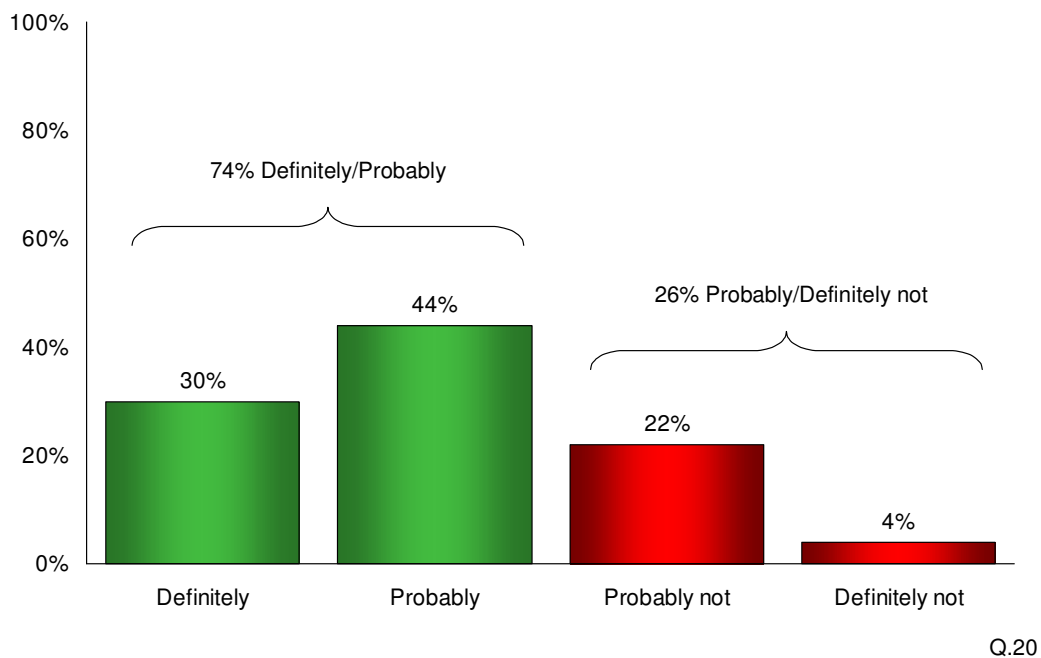


## Future Dealership Participation

***Most dealers would participate in another energy efficiency campaign.***

Encouragingly, three-quarters of dealers would participate in another energy efficiency campaign if one were to be held next year. Among the few who would not participate again (n=7), reasons cited include: customers had no interest in the program, too much work, and waste of time. (Tables 20,21)

### Would You Participate in Campaign Next Year?



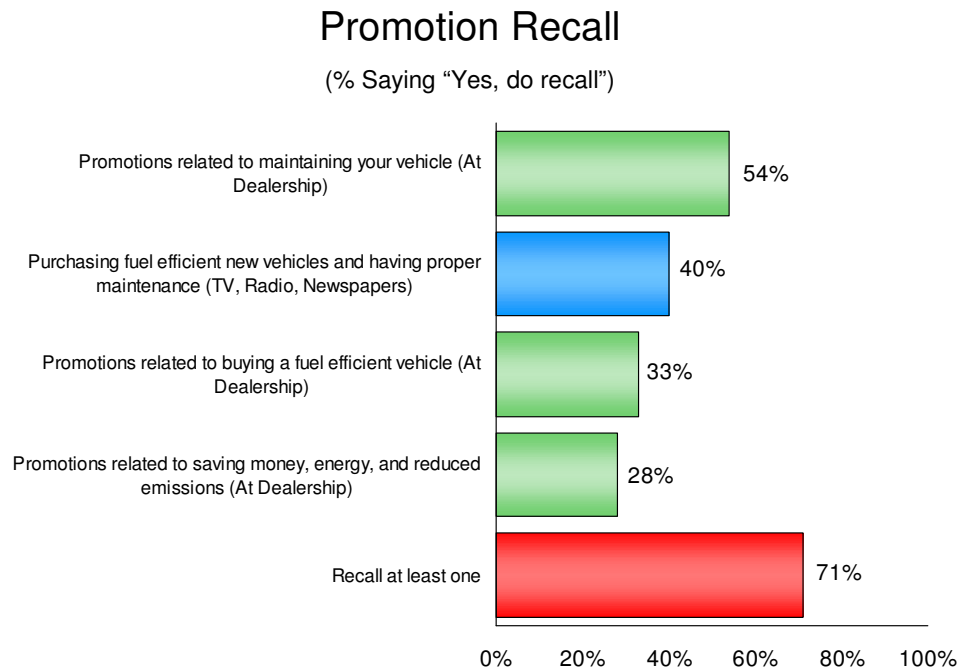
## Detailed Analysis – Customer Interviews

The following section of the report presents results from quantitative interviews with customers of dealerships participating in the energy efficiency campaign. It is based on a combination of online and telephone surveys completed with 463 customers. If a random sample of this size were drawn from a population of customers visiting participating dealerships during the campaign period, the attendant results would be expected to provide results accurate to within +/- 4.5 percentage points, 19 in 20 times.

### Campaign Recall

***The majority of new car dealership customers in Manitoba recall at least one aspect of the NRCan energy efficiency campaign.***

Overall, seven in ten new car dealership customers in Manitoba recall at least one of the promotional endeavours undertaken by NRCan during the three-month pilot project. Posters and promotions at the dealership related to maintaining your vehicle properly had the highest level of recall. (Tables 22a,b,c,f)



Q.22a-c,f

**Importantly, a large majority of customers (i.e., 86%) indicate the information they saw at the dealership will encourage them to consider fuel efficiency when buying or maintaining a vehicle in the future. (Table 22d)**



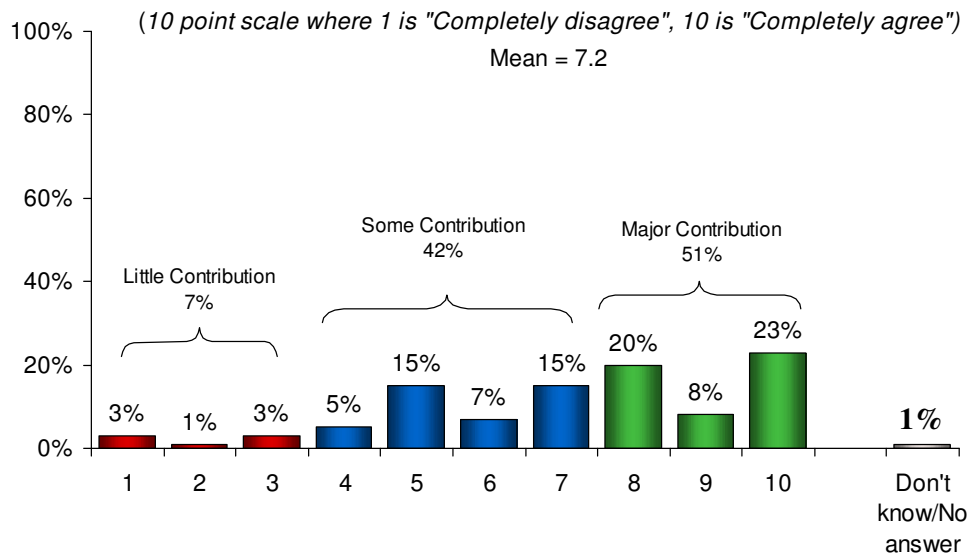
## General Perceptions of Climate Change

***The majority of customers see a strong relationship between vehicle usage and climate change, and the views of a significant minority are not entrenched either way.***

There were no statistically significant differences between those who recall the promotional campaign and those who do not with respect to the following four statements about vehicle usage and global climate change. The absence of statistically significant differences between recall groups with respect to the global climate change statements is not surprising given the fact that, overall, a majority of customers already see a strong relationship between vehicle usage and climate change.

The vast majority of new car sales and service customers in Manitoba agree that motor vehicle fuel use is a major contributor to global climate change. Indeed, one-half strongly agree with this statement (i.e., ratings of 8, 9, or 10). (Table 1a)

### Motor Vehicle Fuel is a Major Contributor to Global Climate Change

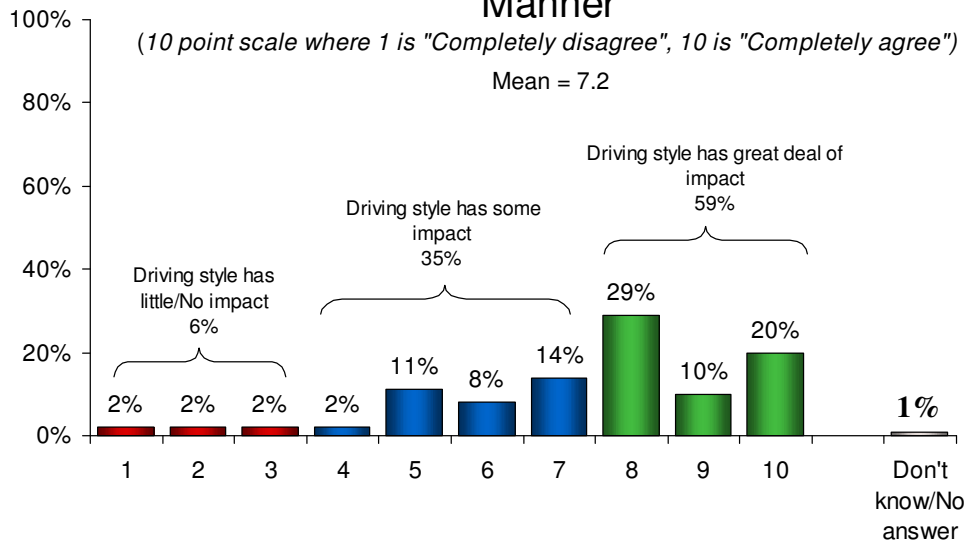


Q1a

New car sales or service customers in Manitoba also generally acknowledge that the impact your vehicle will have on global climate change varies depending on whether or not you drive in a fuel efficient manner. Close to six in ten customers strongly agree with this statement (i.e., ratings of 8, 9, or 10). (Table 1b)



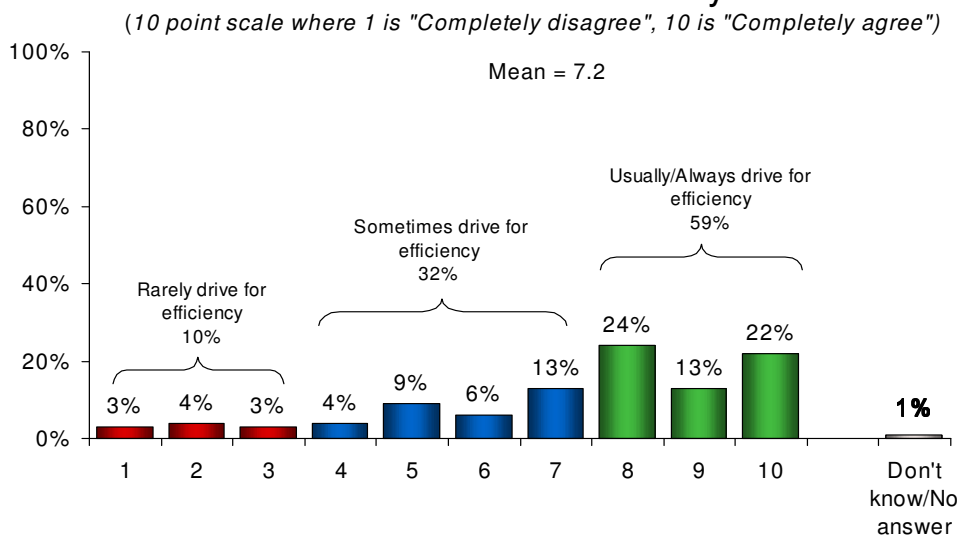
## Impact Vehicle Has on Global Climate Change Depends Whether you Drive in Fuel Efficient Manner



Q1c

In light of the fact six in ten customers strongly agree that driving style affects fuel efficiency, it is interesting to note that six in ten customers also strongly agree (i.e., ratings of 8, 9, or 10) that when behind the wheel, they drive so as to use fuel efficiently. (Table 1d)

## When Behind the Wheel You Drive to Use Fuel Efficiently

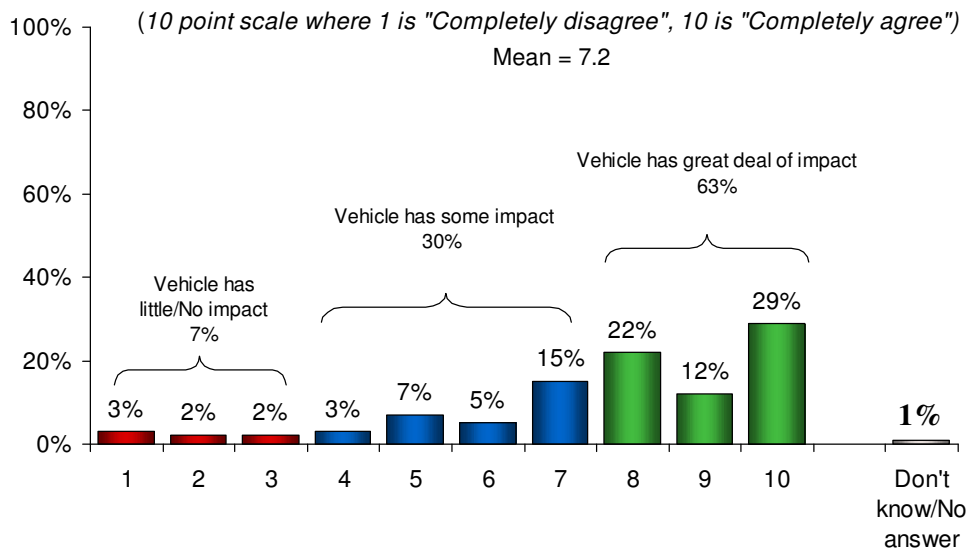


Q1d



Finally, new car sales or service customers in Manitoba are most likely to agree that the impact your vehicle will have on global climate change varies depending on the type of vehicle you drive. (Table 1b)

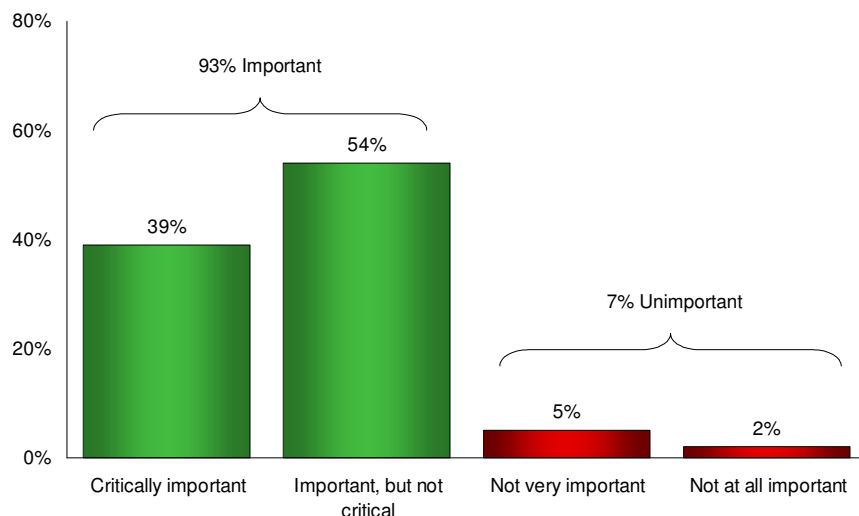
### Impact Vehicle Has on Global Climate Change Depends on Type of Vehicle you Drive



Q1b

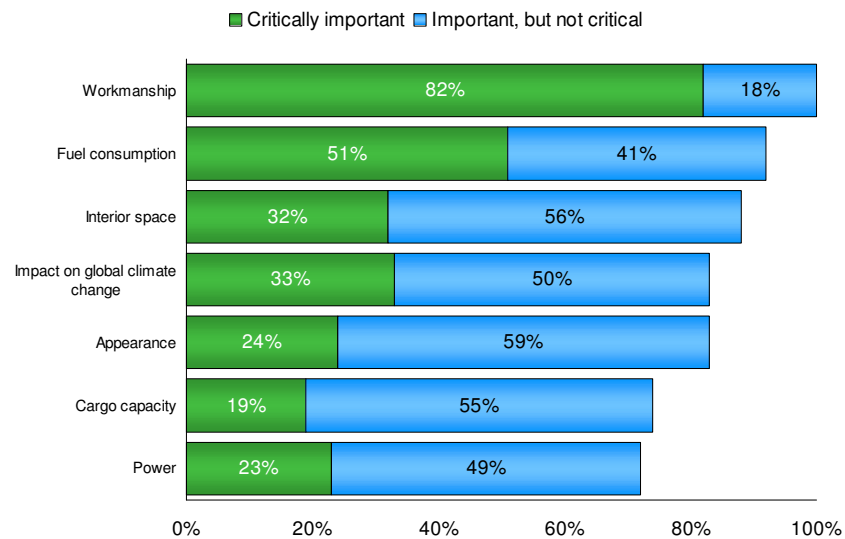
Approximately one in ten customers consistently disagree (i.e., ratings of 1, 2, or 3) that vehicle type, vehicle fuel use, and vehicle driving style do not affect global climate change. It then reasonably follows that driving a vehicle to minimize fuel use is not an important consideration for one in ten customers. In contrast, it is encouraging to note that it is an important consideration for the majority of customers surveyed. (Table 2)

### Is Driving A Vehicle To Minimize Fuel Use...



Quality workmanship is by far the most important consideration when buying a new vehicle; eight in ten new car customers consider this to be a *critically* important factor. In general, a majority of new car customers consider each factor to be important (i.e., either *critically important* or *important but not critical*). While impact on global climate change ranks fourth out of the list of seven factors examined in terms of importance in the buying process, it is encouraging to note that fuel consumption is number two. In fact, after quality workmanship, fuel consumption is the only other factor a majority of new customers deem *critically important*. (Tables 3a-g)

### When Buying a Vehicle How Important Is.....



Q.3a-g

**Notably, those who recall the NRCan promotion are significantly more likely than those who do not to indicate fuel consumption is a *critically important* consideration when buying a new vehicle (i.e., 57% vs. 39%).**



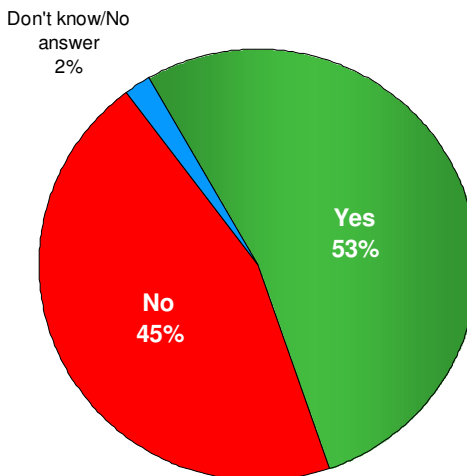


## Awareness and Evaluation of FCG

**While overall awareness of the FCG is moderate, most customers familiar with the Guide have read/scanned it, have favourable opinions of it, and would use it in the future.**

There is an opportunity to increase awareness of the Fuel Consumption Guide (FCG) among new car sales and service customers in Manitoba; just over one-half are aware of the FCG. **Those who recall the NRCan promotion are significantly more likely than those who do not recall the promotion to be aware of the FCG** (i.e., 62% vs. 33%). (Table 4)

### Aware of the Fuel Consumption Guide?

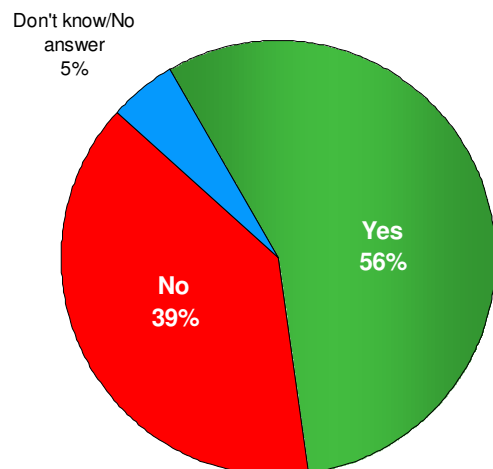


Q.4

Among those who are aware of the FCG, one-half saw a copy of the Guide while visiting their automotive dealership. Among those who saw the Guide at the dealership, one-half took a copy home. Accordingly, overall 18 percent of new car dealership customers saw the FCG at the dealership and took a copy home or already had a copy. (Tables 4a-b)

### Did You See a Copy of the Fuel Consumption Guide at The Dealership?

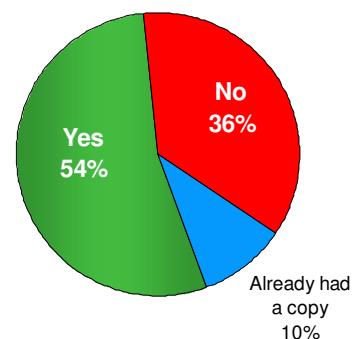
(Those Aware of FCG, n=215)



Q.4a

### Did You Take Home a Copy of the Fuel Consumption Guide from Your Recent Visit?

(Those Who Saw FCG at Dealership, n=95)



Q.4b

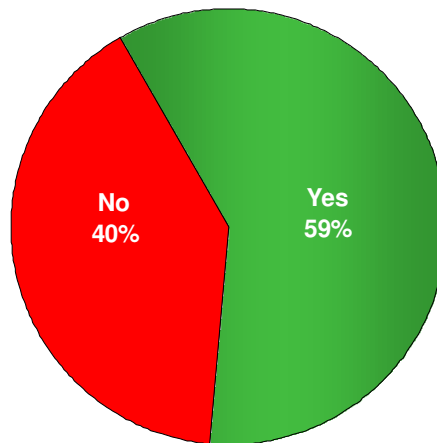
On an overall basis, 18 percent of new car dealership customers took a copy of the FCG home and/or already had a copy.



Many customers do not credit Natural Resources Canada with publication of the FCG. Among those aware of the FCG, four in ten did not know it was published by Natural Resources Canada. There are no significant differences in this regard between customers who recall the NRCan promotion and those who do not. (Table 5)

### Were You Aware NRCan Publishes FCG?

(Those Aware of FCG, n=215)

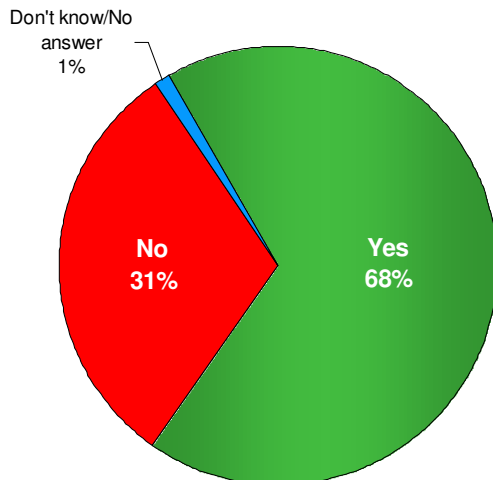


Q.5

Customers who are aware of the FCG tend to use it. That is, seven in ten dealership customers who are aware of the FCG have read or scanned the Guide. Moreover, nine in ten customers who are aware of the FCG would use it when selecting their next vehicle. **Customers who do not recall the NRCan promotion are significantly more likely than those who do recall the promotion to indicate they would not use the FCG (i.e., 21% vs. 7%).** (Tables 6,9)

### Have you Ever Read or Scanned the Fuel Consumption Guide?

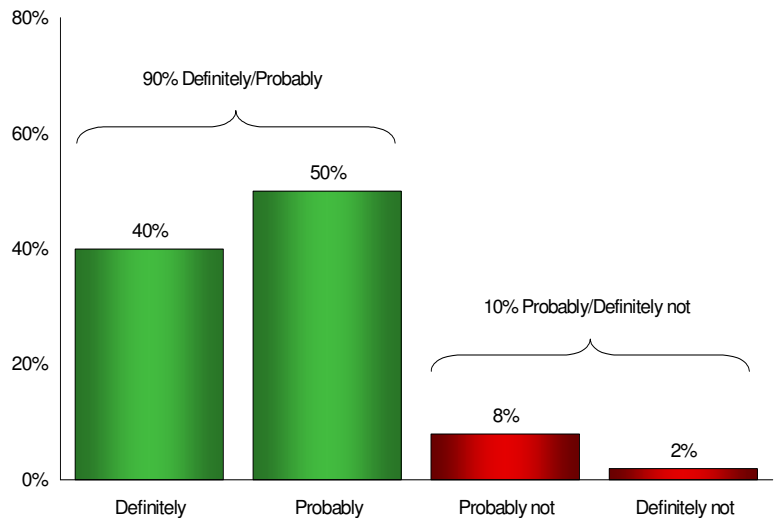
(Those Aware of FCG, n=215)



Q.6

### Likelihood of Using FCG When Choosing Next Vehicle

(Those Aware of FCG, n=215)

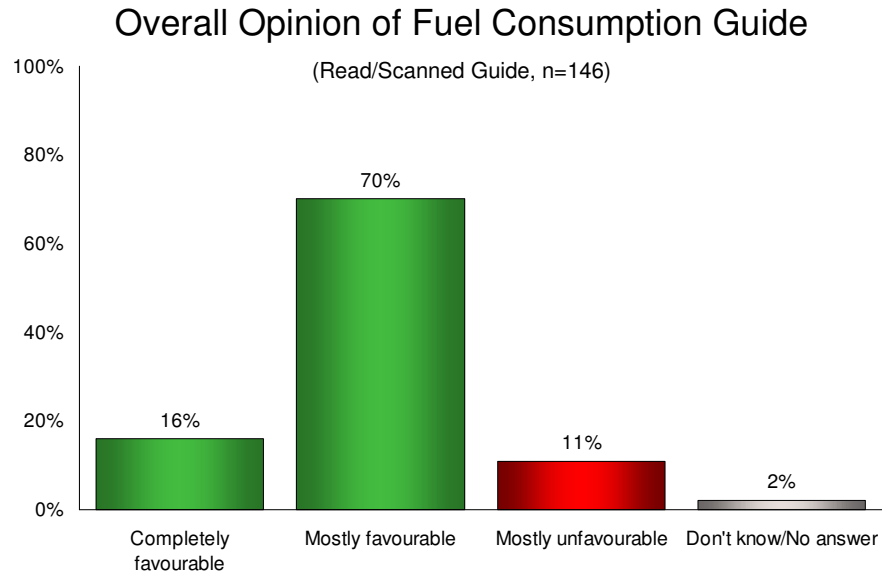


Q.9

Overall (i.e., n=463), 34 percent of new car dealership customers have read/scanned FCG.



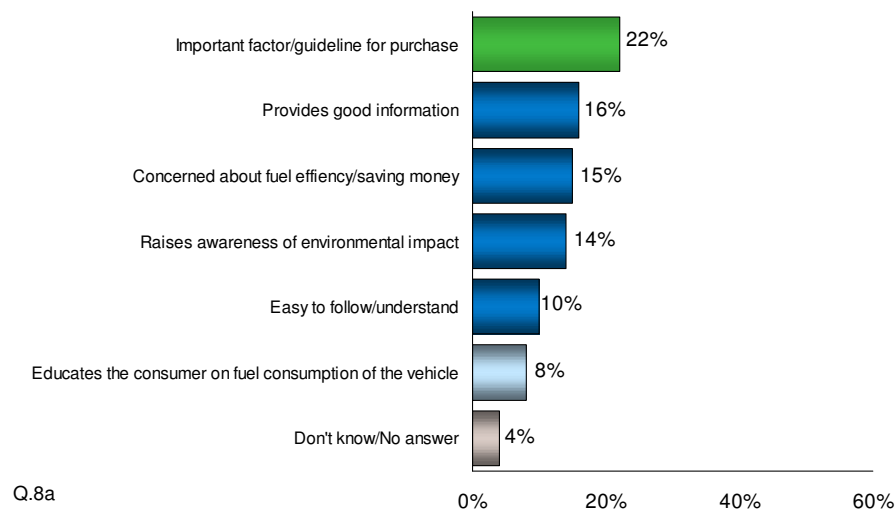
New car dealership customers who read or scanned the Fuel Consumption Guide tend to have favourable opinions of it. In fact, just one in ten have a *mostly unfavourable* opinion of the FCG and no one has a *completely unfavourable* opinion of it. There are no significant differences in terms of overall opinion of the Guide between customers who recall the NRCan promotion, and those who do not. (Table 7)



Q.7

Those holding favourable opinions of the Guide were asked why they are so positively disposed. Responses suggest general acknowledgement that the Guide provides important information (i.e., important factor, provides good information, concerned about fuel efficiency and so on). Unfavourable opinions of the Guide centre around the belief that the information provided does not reflect real world driving conditions. Notably, this belief was even noted by a small minority of customers with *mostly favourable* opinions of the FCG. (Tables 8a-b)

### Reasons for Favourable Opinion of FCG (n=125)



Q.8a

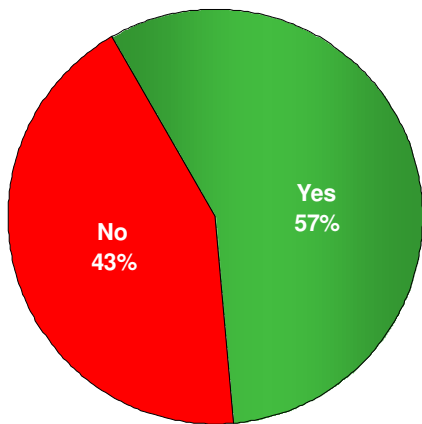


## Awareness and Evaluation of EnerGuide Vehicle Labels

**A majority of Manitoba new car dealership customers are aware of the EnerGuide for Vehicles Label Program although overall, relatively few have referred to the labels.**

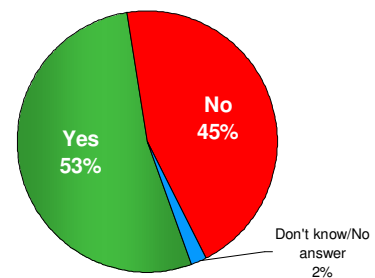
There is a moderate level of awareness of the EnerGuide Label for New Vehicles Program among new car dealership customers in Manitoba. Interestingly, overall awareness of the EnerGuide Label for New Vehicles Program is on par with awareness of the Fuel Consumption Guide noted earlier in this report. However, those who are aware of the FCG are not necessarily the same customers who are aware of the EnerGuide labels, in fact, only 38 percent of customers are aware of both. **Those who recall the NRCan promotion are significantly more likely than those who do not, to be aware of the new vehicle labels (i.e., 61% vs. 46%).** (Table 10)

Were You Aware of the EnerGuide Label for New Vehicles Program?



Q.10

Aware of the Fuel Consumption Guide?



Q.4

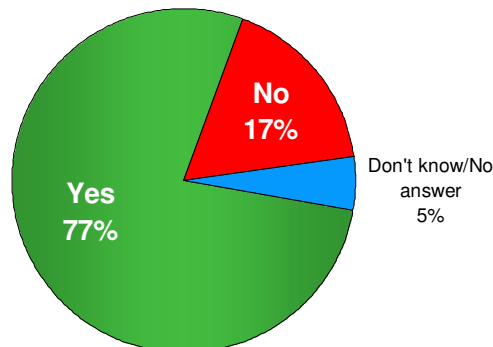
38% of new car dealership customers in Manitoba are aware of both the FCG and the EnerGuide Label For New Vehicles Program.

Among those who are aware of the EnerGuide Label for New Vehicles program, three-quarters saw a label during their recent visit to a new car dealership. **New car dealership customers who recall the NRCan promotion are significantly more likely than those who do not recall the promotion, to have seen an EnerGuide label (i.e., 80% vs. 68%).** (Table 10a)

Did you see an EnerGuide Label During Your Recent Visit?

(Those Aware of Labels, n = 242)

Overall (i.e., n=463), 42% of Manitoba new car dealership customers saw an EnerGuide Label during their recent visit.



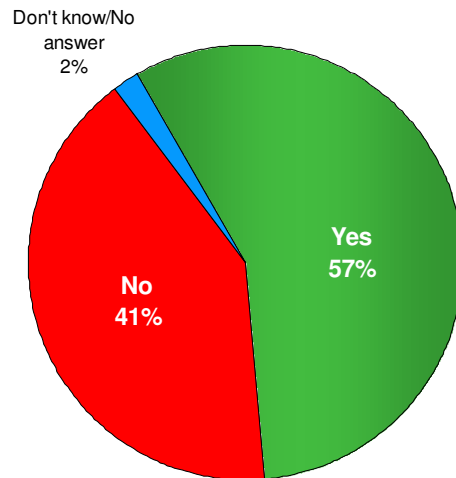
Q.10a



The majority of customers who are aware of the EnerGuide Label for New Vehicles program have used the label to help in the purchase of a new vehicle. Customers who purchased a new vehicle during the NRCan campaign period are significantly more likely than other dealership customers (i.e., service only) to have used the EnerGuide labels (i.e., 74% vs. 51%). There is not a significant difference in EnerGuide Label utilization between those who recall the NRCan campaign and those who do not. (Table 11)

### Have You Ever Used the EnerGuide Label to Help in Your Choice of a Vehicle?

(Those Aware of Labels, n = 242)



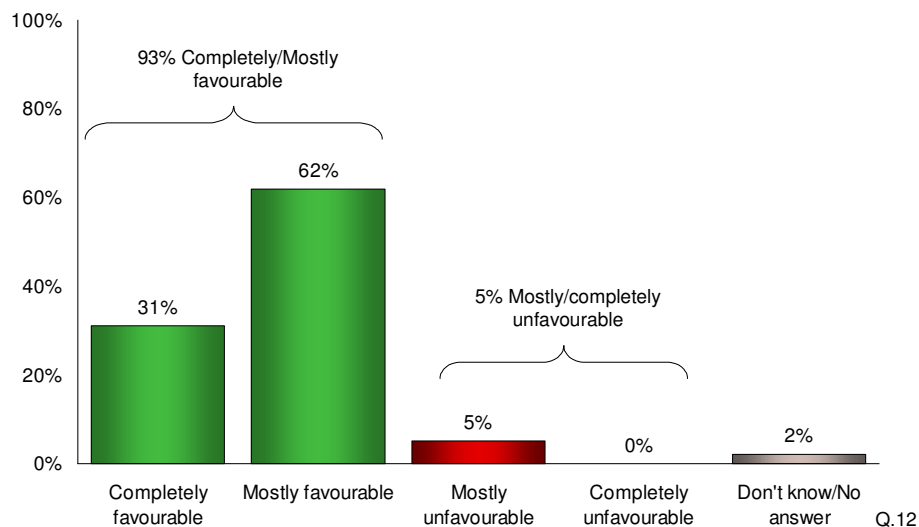
Overall (i.e., n=463), 31% of Manitoba new car dealership customers have referred to the EnerGuide Label when selecting a vehicle.

Q.11

The vast majority of new car dealership customers in Manitoba who referred to the EnerGuide label have a favourable opinion of it. Very few have an unfavourable opinion, indeed, no one has a *completely unfavourable* opinion of the EnerGuide labels. (Table 12)

### Overall Opinion of EnerGuide Labels

(Those Who Have Used Labels, n = 130)



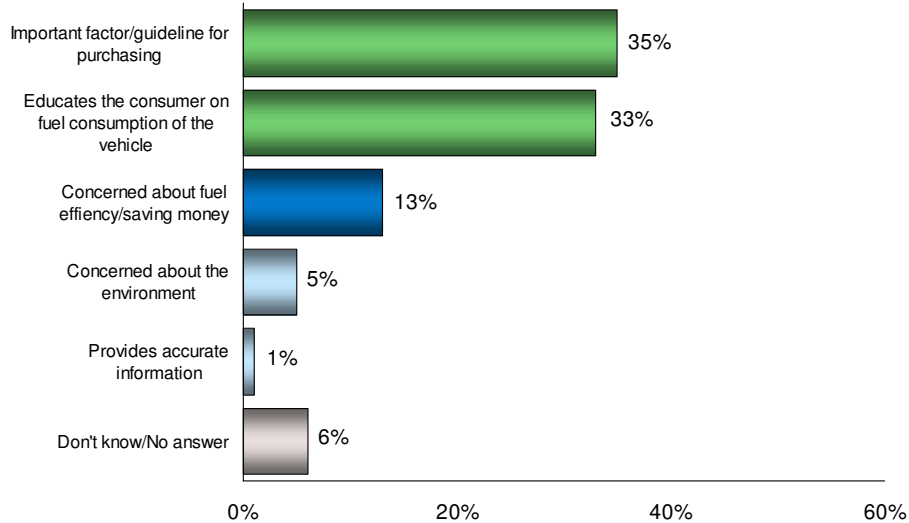
Q.12



Reasons for favourable opinions of the labels are variations of the theme that the labels provide important or useful fuel consumption information. Negative opinions of the EnerGuide labels are once again entirely based on the belief that the rating information does not reflect “real world” driving conditions. Indeed, 10 percent of those with an overall favourable opinion of the EnerGuide labels also express concern about the validity of the ratings. (Tables 13a,b)

## Reasons For Favourable Opinion of Labels

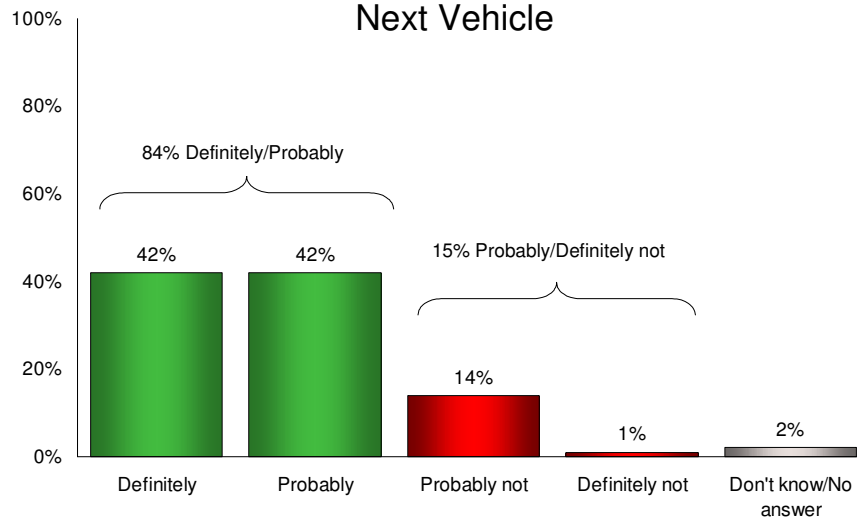
(Those Who Have used Labels, n = 114)



Q.13a

Eight in ten Manitoba new car dealership customers are likely to consult the EnerGuide Label to help select a new vehicle. Those who recall the NRCan promotion show a somewhat stronger likelihood of referring to an EnerGuide label (i.e., *definitely*) in the future, compared with those who do not recall the promotion. (Table 14)

## Likelihood of Using EnerGuide Label When Choosing Next Vehicle



Q.14

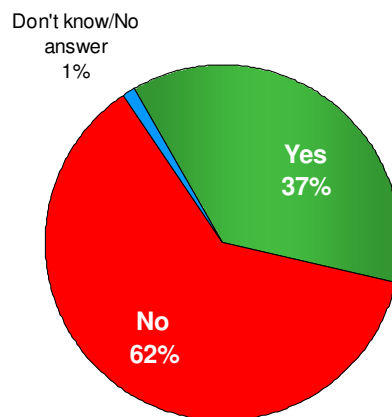


## EnerGuide Awards

***While awareness of the NRCAN EnerGuide Awards is relatively low, the recent promotional campaign served to raise awareness of them.***

The majority of new car dealership customers in Manitoba are not aware that Natural Resources Canada presents to car manufacturers EnerGuide Awards annually for the most fuel-efficient vehicles for the current model year. Notably, **customers who recall the NRCAN promotion are more likely than those who do not recall the three-month long promotion to be aware of the awards** (i.e., 43% vs. 22%). (Table 15)

### Aware of NRCAN EnerGuide Awards?

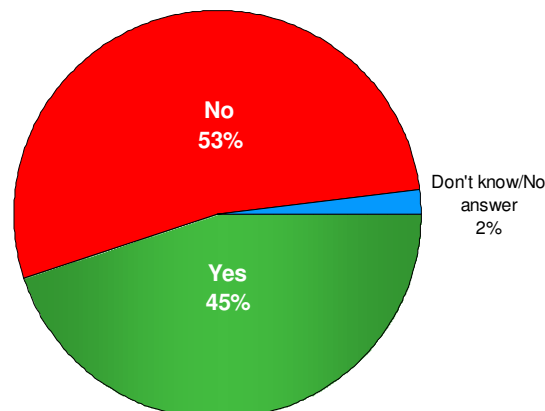


Q.15

Among those aware of the NRCAN awards, just over four in ten indicate they use information concerning who won in their buying decision of a new vehicle. There is not a significant difference in this regard between those who recall the NRCAN fuel efficiency campaign and those who do not. (Table 16)

### Do You Use Information Concerning Who Won EnerGuide Awards in Your Buying Decision?

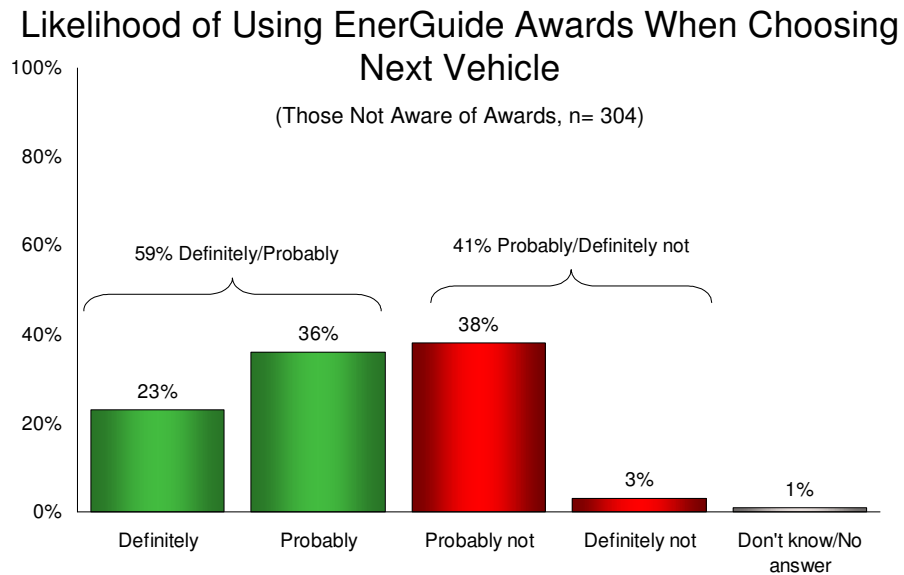
(Those Aware of Awards, n = 159)



Q.16



Among those who were not aware of the EnerGuide Awards and upon being informed about them, six in ten would *definitely* or *probably* seek to learn who won in order to help select a new vehicle. There is not a significant difference in this regard between those who recall the NRCan fuel efficiency campaign, and those who do not. (Table 17)



Q.17





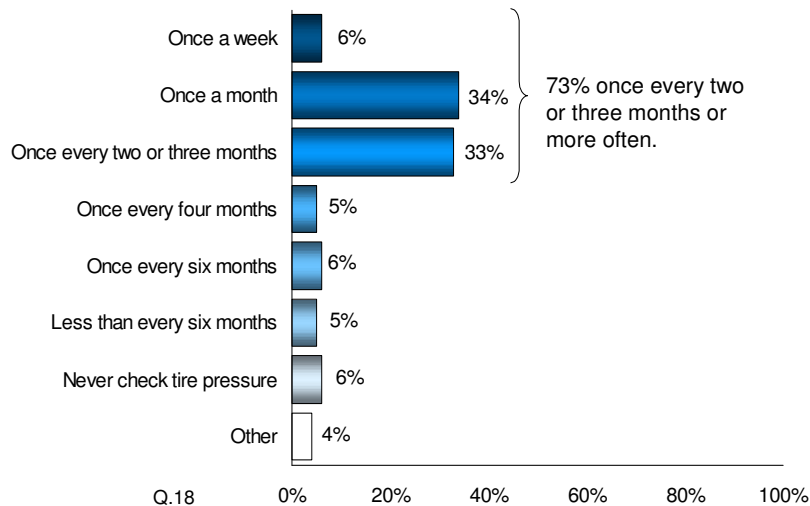
## Vehicle Maintenance

***Service customers do not check tire pressure as often as they know they should, although they do tend to follow a regular maintenance schedule.***

Manitoba new car dealership customers who visited the dealership for a service appointment were asked how often they measure their vehicle's tire pressure. The majority of service customers check tire pressure once every two or three months or more often. (Table 18)

### How Often Do You Check Tire Pressure?

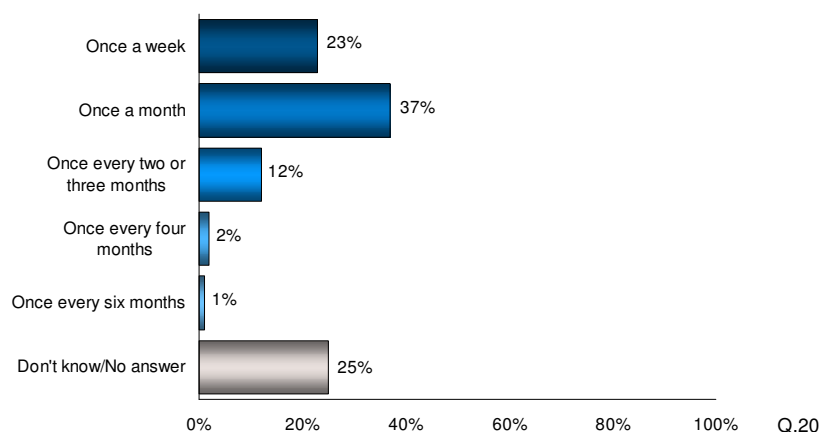
(Service Customers Only, n= 352)



Customers were also asked what they thought was recommended in terms of how often tire pressure should be checked. Many customers acknowledge that tire pressure should be checked more often than they currently do so. For example, while just four in ten check their tire pressure once a month or more often, six in ten think this is the recommended interval. (Table 20)

### How Often Should You Check Tire Pressure?

(Service Customers Only, n= 352)



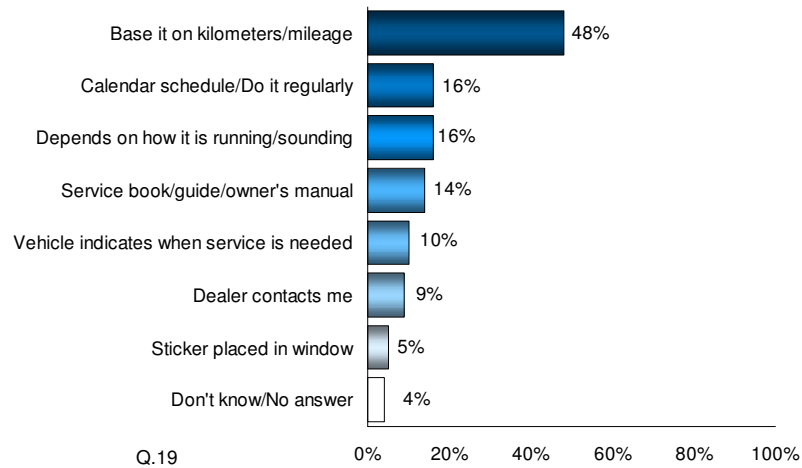


**Customers who recall the NRCan promotion are more likely to check their vehicle's tire pressure once a month or more often (43%) compared with customers who do not recall the NRCan promotion (31%).** There are no statistically significant differences between customers who recall the NRCan promotion and those who do not recall the promotion with respect to how often they think it is recommended to check vehicle tire pressure.

The majority of new car dealership service customers in Manitoba follow a preventative maintenance schedule metered out by a variety of methods (i.e., mileage, calendar, owner's manual, dealer contact, sticker in window). (Table 19)

### How Do You Determine if Your Current Vehicle Needs a Maintenance Check-up

(Service Customers Only, n= 352)



## Study Methodology

### Questionnaire Design

The questionnaires used in this study were designed by CRA in consultation with senior Natural Resources Canada officials.

### Customer Sample Design

Sample utilized in the customer portion of this study was developed by CRA through the use of dealership response cards. The MMDA arranged for 41 Manitoba new car dealerships to participate in the pilot project. Clerks at these new car dealership service desks, as well as new car salespersons, were tasked with making available response cards to customers, inviting them to participate in the survey. Cards recorded customer names, contact specifications (i.e., e-mail address and/or telephone number), and whether the customer was a service client and/or a new car purchaser (a sample of the response cards is provided in Appendix D). Customers were encouraged to complete the response card, and were made aware of a prize draw for \$500 worth of gasoline for anyone who completed a card. Completed cards were deposited in a collection box provided or returned directly to the clerk or salesperson. Response cards were then periodically relayed in bulk to CRA (via CRA arranged transport) for data entry.

Please note, the incentive draw for \$500 worth of gasoline was not utilized as a marketing initiative by the participating automobile dealers. That is, to broadly promote such an incentive draw as a means of attracting new customers into the automobile showrooms would possibly introduce a new, unwarranted variable into the research process, in that the methodology could potentially be criticized for including people who should not have been sampled. Such a scenario indeed would be obtained if some among the sample of customers who complete a response card did so solely to enter the incentive draw, i.e., they otherwise would not have visited the dealership and thus should not have been in the population to be examined in the research project.

Upon completion of the data entry task of the response cards, CRA utilized this newly created database for sampling and ultimately data collection purposes. Each card identified the source dealership, thus allowing CRA to ascertain the community and “home” car dealer/manufacturer of each respondent. The final sample consisted of 1,926 customer records.

### Dealer Sample Design

Sample for the dealership portion of the research project was provided to CRA by the Manitoba Motor Dealers Association. It consisted of 41 new car dealerships that agreed to participate in the pilot project (please note, two participating dealerships are operated by the same individual, meaning 40 unique dealers were interviewed, while customers of 41 unique dealership sites were



interviewed). The file provided to CRA by MMDA noted the dealership name, location, telephone number, and key contact person.

## Weighting

The most reasonable generalization of this study's population is Manitobans who have had contact with dealers at some point during the program (either through service or new car purchases). A total of 41 of the province's 127 new car dealers agreed to participate in the program. Among the 41 participating dealers, CRA was able to interview a total of 463 service and/or new car customers from 27 unique dealerships.

The following table indicates how the 27 dealers from which CRA obtained customer interviews compared to the 41 participating dealers, as well as all 127 new car dealers in Manitoba, with respect to nameplate and location.

	Nameplate		Location	
	North American (%)	Import (%)	Winnipeg (%)	Other (%)
Dealers with customers interviewed (n=27)	78%	22%	44%	56%
Participating dealers (n=41)	76%	24%	51%	49%
Total dealers in Manitoba (n=127)	62%	38%	39%	61%

As is illustrated in the table immediately above, the 27 dealers from which CRA obtained customer interviews closely match the larger body of 41 dealers participating in the program on these two important dimensions. Although not as close a match, the 41 participating dealers are also largely representative of Manitoba car dealers on the whole. Thus, it is apparent that the dealers from which customer interviews were obtained are generally consistent with the larger population of dealers in Manitoba on these critical dimensions.

On the individual customer level, no such comparisons can be made because there is no corresponding population data for new car customers or service customers in terms of demographic information such as gender, age, and location. However, a demographic comparison was made between the sample of individual completed interviews and Manitoba population data obtained from the 2001 Census (i.e., the overall provincial population). This comparison indicated the sample of interviews obtained from Manitoba car dealers was skewed more towards males and those between 45 and 64 years of age, although the two datasets were consistent in terms of distribution within and outside of the city of Winnipeg. These results are not entirely surprising



given the population being investigated in the current study (i.e., those servicing and purchasing new cars).

There was one other potential weighting dimension that was considered, however, and that concerned the number of interviews obtained from each participating dealer. At the outset of the project, each participating dealer was sent 500 cards to be filled in by service and new car customers. As was expected, varying numbers of cards were returned from each dealer and varying numbers of interviews were completed with customers from each dealer. For example, 78 of the completed interviews were with one particular dealer, while a large number of dealers (14) were not represented in the sample of completed interviews. Of course, with online surveys, it is impossible to control the number of responses from any given population segment. Such control is possible in telephone surveys.

The varying number of cards received, and hence, interviews completed, likely reflected at least in part, differences among the dealers in terms of book of business with respect to sending in the cards. That is, a dealer for which CRA completed collected a small number of interviews could reflect, for example, a dealer that had few sales and service customers during the study period. Overall, taking into account all methodological consideration for the study, it was determined that the optimal approach to data analysis was to weight the collected customer data in such a manner that each dealer represented an equal share (1/27th) of the data. This methodology is appropriate because the program is being implemented at the dealer level and thus each dealer should be represented equally, so as to account for differences among dealerships in terms of their level of participation in the program.

## Dealership Survey Administration

The dealership telephone survey took place from June 22 to July 17, 2006. The average length of time to complete a dealer interview was approximately 8 minutes. Among all eligible dealerships contacted, the response rate was quite elevated at 67 percent. Response rate is calculated as the number of cooperative contacts (or those having completed an interview and those having been disqualified during the screening process = 27), divided by the total number of eligible telephone numbers called (40). The final disposition of all telephone numbers called is indicated in the following table. Each number was attempted up to 8 times, at different times of the day and different days of the week, before setting its final disposition (e.g., no answer, answering machine, and so on).



### *Dealer Record of Call Disposition Summary*

<b>A. Total Numbers Attempted</b>	<b>41</b>
Duplicate	1
<b>B. Eligible Numbers</b>	<b>40</b>
Answering Machine	3
No Answer	3
Scheduled Call Back	1
Qualified Not Available	3
<b>C. Total Asked</b>	<b>30</b>
Refusals	3
<b>D. Co-operative Contacts</b>	<b>27</b>
Complete	27
<b>Response Rate</b>	<b>67.5%</b>
<b>Average Interview Length</b>	<b>8 minutes</b>

## Customer Survey Administration

Customers were first invited to complete a survey online. CRA forwarded by e-mail an online survey link and password to 819 customers who provided a valid email address, requesting their support in completing a survey. This invitation email was sent on May 17, 2006. CRA also sent follow-up e-mails on June 8 and June 20, 2006 to remind customers to complete the survey as soon as possible. The survey went offline on August 8, 2006. The online component resulted in 209 completed surveys, a response rate of 26 percent, a respectable figure for a study of this nature.

To enhance the number of completed interviews, CRA began the telephone portion of the study on July 4, 2006 and actively pursued interviews with customers who a) did not respond to the online survey in the first few weeks, or b) did not provide a valid email address. Telephone interviewing quotas were established to ensure as robust as possible distribution of customers by automotive dealership, and taking into account the distribution of surveys already completed online. Telephone interviewing ended on August 3, 2006. The telephone portion of the study produced 254 completed surveys, a response rate of 24 percent, again a respectable figure for a study of this nature. The average length of time to complete a telephone interview was 11 minutes.

Response rate is calculated as the number of cooperative contacts (in this instance, 254, i.e., those having completed an interview), divided by the total number of eligible telephone numbers called (1,058). The final disposition of all telephone numbers called is shown in the following table.



Each number was attempted up to 8 times, at different times of the day and different days of the week, before setting its final disposition (e.g., no answer, answering machine, and so on).

### *Customer Record of Call Disposition Summary (Telephone)*

<b>A. Total Numbers Attempted</b>	<b>1146</b>
Disconnected Number/Not In Service	39
Fax/Modem	15
Cell Phone/Pager	6
Non Residential Number	7
Wrong Number	21
<b>B. Eligible Numbers</b>	<b>1058</b>
Busy	20
Answering Machine	284
No Answer	88
Call Back	156
Illness, Incapable	7
Qualified Not Available	37
<b>C. Total Asked</b>	<b>466</b>
Gatekeeper Refusal/Hang Up	81
Respondent Refusal	129
Never Call List	2
<b>D. Co-operative Contacts</b>	<b>254</b>
Complete	254
<b>Response Rate</b>	<b>24.01%</b>
<b>Average Interview Length</b>	<b>11:25</b>





## Sample Size and Tolerances

As margins of error for various sub-samples will vary based on sample size and proportion of the obtained result, a selection of sampling tolerances is presented in the following table. Caution should be exercised when interpreting results based on small sample sizes.

Sample Size	Proportion				
	90% 10%	80% 20%	70% 30%	60% 40%	50% 50%
25	11.8%	15.7%	18.0%	19.2%	19.6%
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
150	4.8%	6.4%	7.3%	7.8%	8.0%
200	4.2%	5.5%	6.3%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%
500	2.6%	3.5%	4.0%	4.3%	4.4%





**Appendix A:  
Tabular Results – Dealer  
Interviews**

# **Manitoba Dealer Feedback Banner Tables**

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 1:

Gender: (By observation)

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Male	89	100	82
Female	11	0	18
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

TABLE 3:

[POSE Q.3 ONLY IF NO COMPLETED SURVEY CARDS WERE RECEIVED FROM DEALERSHIP - BASED ON CRA SAMPLE DESIGNATION - POSE ONLY SELECTED SUBSEQUENT QUESTIONS TO THESE DEALERSHIPS]

Did your dealership display or make available to your customers the energy efficiency campaign materials, that is, the posters and brochures?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Yes	100	100	100
No	0	0	0
Refused	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>6</b>	<b>1</b>	<b>5</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 5a: FIRST MENTION

What is the single most important suggestion you would make to improve the energy efficiency campaign, if it were to be run again next year?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Increased media/advertising activities	22	20	24
Strengthen/improve campaign materials	15	10	18
More/better communications between/among MMDA, Natural Resources Canada, and the individual dealers	7	10	6
Shorten the campaign	4	10	0
Improve incentive structure for the survey	4	0	6
Lengthen the campaign	0	0	0
Get rid of/improve the survey process	0	0	0
Improve incentive structure for the monthly draws	0	0	0
Other	7	0	12
Don't know/No answer	41	50	35
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

**TABLE 5: OTHER MENTIONS**

**And what other suggestions would you make?**

	OVERALL %	REGION	
		Winnipeg	Rest of MB
More/better communications between/among MMDA, Natural Resources Canada, and the individual dealers	13	40	0
Strengthen/improve campaign materials	6	20	0
Increased media/advertising activities	6	20	0
Lengthen the campaign	0	0	0
Shorten the campaign	0	0	0
Get rid of/improve the survey process	0	0	0
Improve incentive structure for the survey	0	0	0
Improve incentive structure for the monthly draws	0	0	0
Other	6	20	0
Don't know/No answer	75	20	100
<b>SAMPLE SIZE (#)</b>	<b>16</b>	<b>5</b>	<b>11</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

**TABLE 5: TOTAL MENTIONS**

**What is the single most important suggestion you would make to improve the energy efficiency campaign, if it were to be run again next year? And what other suggestions would you make?**

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Increased media/advertising activities	26	30	24
Strengthen/improve campaign materials	19	20	18
More/better communications between/among MMDA, Natural Resources Canada, and the individual dealers	11	20	6
Shorten the campaign	4	10	0
Improve incentive structure for the survey	4	0	6
Lengthen the campaign	0	0	0
Get rid of/improve the survey process	0	0	0
Improve incentive structure for the monthly draws	0	0	0
Other	11	10	12
Don't know/No answer	85	60	100
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

**TABLE 6:**

In terms of the timing of the energy efficiency campaign, if it were repeated in the future, would you recommend keeping the campaign in the March-May period, or would you recommend changing the timing of the campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Keep March-May period	59	70	53
Change the timing	30	20	35
Don't know/No answer	11	10	12
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

**TABLE 7:**

[POSE Q.7 ONLY IF CODE 2 IN Q.6] What would your preference be in terms of the timing of the energy efficiency campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Summer	50	0	67
Other	50	100	33
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>8</b>	<b>2</b>	<b>6</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 8:

[And] in terms of their content, size, appearance, and so on, would you say the energy efficiency campaign materials, that is, the posters and brochures, were:

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Excellent	15	20	12
Very good	63	40	76
Only fair	19	30	12
Poor	4	10	0
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

TABLE 9:

[POSE Q.9 ONLY IF 'ONLY FAIR' OR 'POOR' IN Q.8] What is the single most important reason why you say the posters and brochures did not meet your expectations?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Too plain/Not eye catching	83	75	100
Other	17	25	0
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>6</b>	<b>4</b>	<b>2</b>



# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

**TABLE 10:**

**And overall, would you say your customers learned a great deal, some, not very much, or nothing at all about energy efficiency from the campaign?**

	OVERALL %	REGION	
		Winnipeg	Rest of MB
A great deal	7	0	12
Some	59	60	59
Not very much	22	30	18
Nothing at all	0	0	0
Don't know/No answer	11	10	12
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

**TABLE 11:**

**[And] Overall, would you say staff's awareness about energy efficiency increased a great deal, somewhat, not very much, or not at all as a result of the campaign?**

	OVERALL %	REGION	
		Winnipeg	Rest of MB
A great deal	11	10	12
Somewhat	59	60	59
Not very much	19	20	18
Not at all	11	10	12
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 12:

[And] overall, would you say staff's awareness about NRCan's Fuel Consumption Guide and the EnerGuide Label for New Vehicles increased a great deal, somewhat, not very much, or not at all as a result of the campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
A great deal	11	0	18
Somewhat	56	70	47
Not very much	22	20	24
Not at all	11	10	12
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

TABLE 13:

[And] overall, would you say the monthly oil change incentive draw for customers was very well successful, generally successful, not very successful, or not at all successful, in terms of promoting public interest and awareness in the energy efficiency campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Very well successful	22	0	35
Generally successful	48	40	53
Not very successful	22	50	6
Not at all successful	7	10	6
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 14:

[And] overall, would you say the dealership employee's draws for hotel giveaways, used as an incentive to promote the energy efficiency campaign, was very well successful, generally successful, not very successful, or not at all successful, in terms of promoting staff interest, awareness, and motivation concerning the energy efficiency campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Very well successful	4	0	6
Generally successful	33	10	47
Not very successful	44	70	29
Not at all successful	11	20	6
Don't know/No answer	7	0	12
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

TABLE 15:

As you may recall, the campaign approach involved having a survey card system in dealerships, whereby your customers were invited to complete a card making them eligible for a survey as well as a draw for \$500 worth of gasoline. All things considered, would you say this system worked:

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Very well	30	30	29
Generally well	37	20	47
Not very well	26	40	18
Not at all well	7	10	6
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 16:

And next, all things considered, would you say the spring energy efficiency campaign sponsored by Natural Resources Canada (NRCan) together with the Manitoba Motor Dealers Association (MMDA) has been:

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Completely successful	7	10	6
Mostly successful	52	30	65
Not very successful	33	40	29
Not at all successful	4	10	0
Don't know/No answer	4	10	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 17a:

[DO NOT POSE Q.17 IF 'DON'T KNOW/NO ANSWER' IN Q.16] What is the single most important reason why you say the energy efficiency campaign has been [completely/mostly successful]?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Customers learned a lot	44	25	50
Drew attention/awareness to the issue	31	75	17
An important message was relayed to customers	19	25	17
Campaign materials were high quality	13	0	17
Campaign materials were well received	6	0	8
Well-supported by the Manitoba Motor Dealers Association	6	25	0
Well-run campaign	6	0	8
The survey worked well	6	0	8
Well-supported by Natural Resources Canada	0	0	0
There was adequate media/advertising coverage	0	0	0
Other	13	25	8
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>16</b>	<b>4</b>	<b>12</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 17b:

[DO NOT POSE Q.17 IF 'DON'T KNOW/NO ANSWER' IN Q.16] What is the single most important reason why you say the energy efficiency campaign has been [not very successful/not at all successful]?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Not well-supported at the dealer level	40	60	20
An important message was lost on customers	20	0	40
Customers didn't learn a lot	10	20	0
There was not adequate media/advertising coverage	10	20	0
Campaign materials were not well received	0	0	0
Campaign materials were not high quality	0	0	0
Poorly-run campaign	0	0	0
The survey process did not work well	0	0	0
Not well-supported by Natural Resources Canada /NRCan	0	0	0
Not well-supported by the Manitoba Motor Dealers Association	0	0	0
Other	20	20	20
Don't know/No answer	10	0	20
<b>SAMPLE SIZE (#)</b>	<b>10</b>	<b>5</b>	<b>5</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 18:

[POSE Q.18 ONLY IF 'DON'T KNOW/NO ANSWER' IN Q.16] What factors or considerations prevent you at this time from gauging the success of the energy efficiency campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Not fully involved	100	100	0
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>1</b>	<b>1</b>	<b>0</b>

TABLE 19:

As a result of your dealership participating in the energy efficiency campaign this spring, is it your impression that the number of customers at your dealership increased a lot, increased a little, decreased a little, decreased a lot, or was there no impact on volume as compared to what would have been the case if you did not participate in the campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Increased a lot	0	0	0
Increased a little	4	10	0
Decreased a little	0	0	0
Decreased a lot	0	0	0
Was there no impact on volume	96	90	100
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

# NATURAL RESOURCES CANADA

## Dealership Feedback Study 2006

TABLE 20:

Would you definitely, probably, probably not, or definitely not participate in another energy efficiency campaign next year, if one were to be held?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Definitely	30	30	29
Probably	44	40	47
Probably not	22	20	24
Definitely not	4	10	0
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>27</b>	<b>10</b>	<b>17</b>

TABLE 21:

[READ ITALICS ONLY IF 'PROBABLY NOT' OR 'DEFINITELY NOT' IN Q.20 - OTHERWISE, READ ONLY PROBE (i.e., PART 'b') QUESTION]

Why would you definitely, probably, probably not, or definitely not participate in another energy efficiency campaign next year? Do you have any other comments about the energy efficiency campaign?

	OVERALL %	REGION	
		Winnipeg	Rest of MB
Customers had little/no interest in promotion	43	67	25
Too much work/Too busy	29	0	50
Waste of time/nuisance	29	33	25
Other	0	0	0
Don't know/No answer	0	0	0
<b>SAMPLE SIZE (#)</b>	<b>7</b>	<b>3</b>	<b>4</b>



**Appendix B:  
Tabular Results – Customer  
Interviews**

**Manitoba Dealer GenPop & Online  
Study  
Banner Tables**

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 1a:

Please indicate the extent to which you agree or disagree with the following statements about global climate change. Please use a scale from '1' to '10' in which '1' means you completely disagree, and '10' means you 'completely agree.' [To begin/Next], to what extent do you agree or disagree that ... :

Motor vehicle fuel use is a major contributor to global climate change.

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Completely disagree	3	3	2	2	3	1	3	2	0	2	3	2	4	0	6	3	2	2	4
2	1	1	1	0	0	0	0	1	1	0	0	0	1	0	0	0	1	1	2
3	3	2	7	4	3	1	3	3	2	4	3	3	3	0	1	1	4	4	5
4	5	5	6	2	11	6	6	2	4	2	7	2	9	31	2	1	3	7	3
5	15	16	11	13	18	18	16	11	42	8	13	16	13	6	16	11	18	15	18
6	7	5	10	8	7	4	7	6	2	6	9	7	6	12	3	6	6	6	10
7	15	15	16	18	14	6	17	10	15	17	16	14	17	18	29	12	23	10	9
8	20	20	21	21	17	26	16	34	5	22	22	24	14	7	8	29	22	20	18
9	8	9	6	9	9	6	9	5	8	11	7	6	11	24	8	2	9	7	9
Completely agree	23	25	19	22	17	30	23	23	20	28	19	26	19	3	25	34	12	29	20
Don't know/No answer	1	0	2	1	1	1	1	1	0	1	1	0	1	0	1	1	0	0	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>
TOP 3 BOX (% rating 8-10)	51	53	47	52	44	62	48	62	34	60	48	55	45	33	41	65	43	56	48
BOTTOM 3 BOX (% rating 1-3)	6	5	9	6	6	3	6	6	3	6	7	5	9	0	7	4	6	7	10
MEAN	7.2	7.3	7.0	7.3	6.8	7.6	7.2	7.5	6.7	7.7	7.1	7.4	6.9	6.5	7.2	7.8	6.9	7.3	6.9

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 1b:

Please indicate the extent to which you agree or disagree with the following statements about global climate change. Please use a scale from '1' to '10' in which '1' means you completely disagree, and '10' means you 'completely agree.' [To begin/Next], to what extent do you agree or disagree that ... :

The impact your vehicle will have on global climate change varies depending on the type of vehicle you drive.

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Completely disagree	3	3	3	3	4	2	3	2	0	3	3	2	5	4	5	4	3	2	3
2	2	2	0	1	1	3	2	1	0	0	2	1	2	0	1	1	2	1	6
3	2	2	3	3	3	0	2	2	3	3	2	3	2	12	3	1	1	0	6
4	3	3	3	2	1	5	4	0	5	2	2	2	4	6	3	1	2	4	4
5	7	6	9	6	12	3	8	2	4	7	7	5	10	23	5	4	7	3	12
6	5	5	4	5	2	3	5	2	5	3	5	4	6	3	4	7	3	5	3
7	15	14	18	15	20	12	13	20	27	15	14	12	19	18	12	13	21	11	16
8	22	22	24	20	23	40	23	19	28	16	26	25	19	24	7	29	24	21	19
9	12	11	15	14	9	7	10	18	6	19	9	14	8	5	24	7	16	14	5
Completely agree	29	31	23	29	25	22	28	32	22	31	27	31	25	6	33	34	19	38	25
Don't know/No answer	1	1	1	1	0	3	1	0	0	2	1	1	1	0	2	0	1	0	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>
TOP 3 BOX (% rating 8-10)	63	64	61	63	57	69	61	69	57	65	63	70	51	35	64	71	59	73	49
BOTTOM 3 BOX (% rating 1-3)	7	8	6	7	7	5	8	6	3	6	8	6	9	15	10	5	6	3	15
MEAN	7.2	7.3	7.0	7.3	6.8	7.6	7.2	7.5	6.7	7.7	7.1	7.4	6.9	6.5	7.2	7.8	6.9	7.3	6.9

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 1c:

Please indicate the extent to which you agree or disagree with the following statements about global climate change. Please use a scale from '1' to '10' in which '1' means you completely disagree, and '10' means you 'completely agree.' [To begin/Next], to what extent do you agree or disagree that ... :

The impact your vehicle will have on global climate change varies depending on whether or not you drive in a fuel efficient manner.

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Completely disagree	2	2	2	2	1	0	3	0	0	1	3	1	3	0	2	3	1	0	5
2	2	1	2	1	3	0	2	1	2	0	3	1	3	8	1	0	0	0	7
3	2	2	3	2	2	1	2	2	4	2	2	2	3	3	6	3	1	1	2
4	2	2	2	1	1	8	2	0	1	1	1	2	1	0	3	5	2	1	0
5	11	10	12	8	19	15	11	10	13	7	14	12	9	10	8	6	18	7	14
6	8	8	9	9	9	1	8	8	15	6	8	8	9	14	13	8	5	6	12
7	14	12	18	14	13	15	13	16	6	13	15	15	12	37	3	9	20	14	11
8	29	30	25	30	28	30	29	27	43	30	29	31	25	16	22	39	30	31	20
9	10	9	12	13	4	4	10	8	7	14	7	11	8	7	29	6	3	15	5
Completely agree	20	22	14	18	18	24	18	27	9	24	17	17	25	5	14	22	18	24	20
Don't know/No answer	1	1	2	0	2	1	1	0	0	0	1	1	2	0	0	0	2	0	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>
TOP 3 BOX (% rating 8-10)	58	62	50	61	50	58	57	62	59	68	54	59	58	29	64	67	51	70	46
BOTTOM 3 BOX (% rating 1-3)	6	5	7	6	6	1	7	3	6	3	7	4	9	11	9	6	2	2	14
MEAN	7.2	7.3	7.0	7.3	6.8	7.6	7.2	7.5	6.7	7.7	7.1	7.4	6.9	6.5	7.2	7.8	6.9	7.3	6.9

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 1d:

Please indicate the extent to which you agree or disagree with the following statements about global climate change. Please use a scale from '1' to '10' in which '1' means you completely disagree, and '10' means you 'completely agree.' [To begin/Next], to what extent do you agree or disagree that ... :

When behind the wheel, you drive so as to use fuel efficiently.

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Completely disagree	3	3	1	1	8	0	2	6	0	4	1	3	1	3	1	5	2	0	4
2	4	5	2	5	1	7	5	1	0	8	3	5	2	0	24	2	0	0	11
3	3	2	4	3	2	1	3	2	8	2	2	3	2	0	1	1	5	3	2
4	4	4	5	5	4	0	3	7	2	4	5	3	6	7	9	5	5	1	4
5	9	8	11	9	8	9	10	5	11	8	9	8	11	21	27	10	7	5	4
6	6	5	8	4	10	7	6	7	4	6	5	6	6	19	8	5	7	5	2
7	13	12	14	13	8	18	11	16	10	11	12	11	16	5	7	13	17	14	9
8	24	24	22	24	22	32	25	21	24	20	28	26	20	34	11	35	20	16	27
9	13	11	16	16	10	6	14	7	22	13	13	14	11	6	4	2	16	23	13
Completely agree	22	24	16	19	28	17	20	26	19	24	19	21	22	5	7	20	21	32	21
Don't know/No answer	1	1	1	1	0	3	1	0	0	1	1	0	2	0	1	0	1	0	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>
TOP 3 BOX (% rating 8-10)	58	59	55	59	60	55	59	54	65	56	61	61	54	45	23	58	57	71	61
BOTTOM 3 BOX (% rating 1-3)	9	10	7	9	11	8	9	10	8	14	7	12	6	3	26	8	7	4	17
MEAN	7.2	7.3	7.0	7.3	6.8	7.6	7.2	7.5	6.7	7.7	7.1	7.4	6.9	6.5	7.2	7.8	6.9	7.3	6.9

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TABLE 1 SERIES SUMMARY TABLE

TOP 3 BOX (% rating 8-10)

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Motor vehicle fuel use is a major contributor to global climate change	51	53	47	52	44	62	48	62	34	60	48	55	45	33	41	65	43	56	48
The impact your vehicle will have on global climate change varies depending on the type of vehicle you drive	63	64	61	63	57	69	61	69	57	65	63	70	51	35	64	71	59	73	49
The impact your vehicle will have on global climate change varies depending on whether or not you drive in a fuel efficient manner	58	62	50	61	50	58	57	62	59	68	54	59	58	29	64	67	51	70	46
When behind the wheel, you drive so as to use fuel efficiently	58	59	55	59	60	55	59	54	65	56	61	61	54	45	23	58	57	71	61

TABLE 2:

Is driving a vehicle to minimize fuel use, that is, to maximize the number of kilometres per tank of gas, a Critically important, Important, but not critical, Not very important, or Not at all important consideration to you?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	39	39	38	42	31	37	36	49	33	42	38	36	44	30	30	28	37	49	50
Important, but not critical	54	54	53	50	67	58	56	46	61	49	55	56	51	70	45	67	58	42	45
Not very important	5	3	8	6	1	5	5	4	5	3	6	5	4	0	3	4	4	9	4
Not at all important	2	3	1	3	1	0	3	0	0	5	0	3	1	0	21	1	1	0	0
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>

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TABLE 3a:

When buying a vehicle, is [The power of the vehicle] a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	23	30	7	0	23	23	24	21	41	29	14	26	19	0	15	37	14	16	53
Important, but not critical	49	43	62	0	55	37	52	43	41	46	48	46	53	84	67	28	44	62	31
Not very important	20	17	29	0	15	31	14	32	14	25	23	21	19	13	18	32	23	13	15
Not at all important	8	10	2	0	7	9	9	5	5	1	15	7	9	3	0	3	20	9	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>148</b>	<b>103</b>	<b>45</b>	<b>0</b>	<b>96</b>	<b>52</b>	<b>96</b>	<b>52</b>	<b>16</b>	<b>44</b>	<b>71</b>	<b>88</b>	<b>60</b>	<b>15</b>	<b>7</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>121</b>	<b>80</b>	<b>41</b>	<b>0</b>	<b>74</b>	<b>47</b>	<b>81</b>	<b>40</b>	<b>13</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>48</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>17</b>

TABLE 3b:

When buying a vehicle, is [The interior space of the vehicle] a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	32	32	33	0	34	28	31	35	45	29	26	32	32	15	52	35	37	23	45
Important, but not critical	56	55	61	0	63	45	58	54	38	68	59	55	58	69	29	44	58	67	55
Not very important	7	8	4	0	2	16	11	0	17	2	6	5	10	16	0	6	5	10	0
Not at all important	5	6	2	0	1	12	1	12	0	1	9	8	0	0	19	15	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>148</b>	<b>103</b>	<b>45</b>	<b>0</b>	<b>96</b>	<b>52</b>	<b>96</b>	<b>52</b>	<b>16</b>	<b>44</b>	<b>71</b>	<b>88</b>	<b>60</b>	<b>15</b>	<b>7</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>121</b>	<b>80</b>	<b>41</b>	<b>0</b>	<b>74</b>	<b>47</b>	<b>81</b>	<b>40</b>	<b>13</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>48</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>17</b>



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TABLE 3c:

When buying a vehicle, is [The cargo capacity of the vehicle] a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	19	19	18	0	15	27	21	16	19	18	13	22	15	5	38	9	22	18	40
Important, but not critical	55	56	51	0	69	29	55	55	62	58	60	50	61	63	49	49	62	51	59
Not very important	17	12	30	0	11	30	23	8	9	11	19	13	24	32	13	7	15	31	1
Not at all important	9	13	0	0	6	14	2	22	11	13	8	15	0	0	0	35	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>148</b>	<b>103</b>	<b>45</b>	<b>0</b>	<b>96</b>	<b>52</b>	<b>96</b>	<b>52</b>	<b>16</b>	<b>44</b>	<b>71</b>	<b>88</b>	<b>60</b>	<b>15</b>	<b>7</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>121</b>	<b>80</b>	<b>41</b>	<b>0</b>	<b>74</b>	<b>47</b>	<b>81</b>	<b>40</b>	<b>13</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>48</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>17</b>

TABLE 3d:

When buying a vehicle, is [The fuel consumption of the vehicle] a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	51	57	39	0	53	49	51	52	70	46	48	49	55	55	62	24	52	65	79
Important, but not critical	41	34	56	0	43	37	44	34	24	54	37	40	41	39	38	55	48	27	21
Not very important	7	8	6	0	3	14	4	14	0	0	15	9	4	0	0	21	0	7	0
Not at all important	1	1	0	0	1	0	1	0	6	0	0	1	0	6	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>148</b>	<b>103</b>	<b>45</b>	<b>0</b>	<b>96</b>	<b>52</b>	<b>96</b>	<b>52</b>	<b>16</b>	<b>44</b>	<b>71</b>	<b>88</b>	<b>60</b>	<b>15</b>	<b>7</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>121</b>	<b>80</b>	<b>41</b>	<b>0</b>	<b>74</b>	<b>47</b>	<b>81</b>	<b>40</b>	<b>13</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>48</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>17</b>

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TABLE 3e:

When buying a vehicle, is [The vehicle's appearance] a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Dalmler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	24	26	18	0	28	17	21	29	19	21	27	26	20	9	63	44	16	6	31
Important, but not critical	59	57	64	0	62	54	62	54	63	57	54	60	58	72	37	34	76	66	65
Not very important	17	17	18	0	10	29	17	18	18	21	18	13	22	19	0	22	8	28	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>148</b>	<b>103</b>	<b>45</b>	<b>0</b>	<b>96</b>	<b>52</b>	<b>96</b>	<b>52</b>	<b>16</b>	<b>44</b>	<b>71</b>	<b>88</b>	<b>60</b>	<b>15</b>	<b>7</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>121</b>	<b>80</b>	<b>41</b>	<b>0</b>	<b>74</b>	<b>47</b>	<b>81</b>	<b>40</b>	<b>13</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>48</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>17</b>

TABLE 3f:

When buying a vehicle, is [The quality or workmanship of the vehicle] a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Dalmler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	82	86	71	0	80	84	80	85	60	82	87	85	76	81	90	81	81	74	100
Important, but not critical	18	14	29	0	20	16	20	15	40	18	13	15	24	19	10	19	19	26	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>148</b>	<b>103</b>	<b>45</b>	<b>0</b>	<b>96</b>	<b>52</b>	<b>96</b>	<b>52</b>	<b>16</b>	<b>44</b>	<b>71</b>	<b>88</b>	<b>60</b>	<b>15</b>	<b>7</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>121</b>	<b>80</b>	<b>41</b>	<b>0</b>	<b>74</b>	<b>47</b>	<b>81</b>	<b>40</b>	<b>13</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>48</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>17</b>

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TABLE 3g:

When buying a vehicle, is [The level of impact the vehicle will have on global climate change] a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Critically important	33	35	30	0	28	43	34	31	19	33	34	32	35	40	35	27	17	45	47
Important, but not critical	50	49	51	0	55	40	47	55	72	59	43	51	48	33	65	57	72	31	37
Not very important	15	14	16	0	15	15	16	11	9	6	19	15	14	22	0	15	6	23	11
Not at all important	2	2	3	0	2	1	2	3	0	1	4	1	3	4	0	2	4	1	0
Don't know/No answer	1	1	0	0	0	1	1	0	0	2	0	1	0	0	0	0	0	0	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>148</b>	<b>103</b>	<b>45</b>	<b>0</b>	<b>96</b>	<b>52</b>	<b>96</b>	<b>52</b>	<b>16</b>	<b>44</b>	<b>71</b>	<b>88</b>	<b>60</b>	<b>15</b>	<b>7</b>	<b>38</b>	<b>34</b>	<b>39</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>121</b>	<b>80</b>	<b>41</b>	<b>0</b>	<b>74</b>	<b>47</b>	<b>81</b>	<b>40</b>	<b>13</b>	<b>41</b>	<b>55</b>	<b>73</b>	<b>48</b>	<b>10</b>	<b>9</b>	<b>23</b>	<b>33</b>	<b>28</b>	<b>17</b>

TABLE 4:

[And] Prior to today, were you aware of a document called the Fuel Consumption Guide? The Guide contains fuel consumption ratings for all new cars, light-duty trucks and vans sold in Canada.

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, was aware	53	62	33	49	57	66	51	62	51	53	52	62	39	43	62	56	54	55	42
No, was not aware	45	37	64	48	43	34	47	38	48	45	46	36	59	57	37	44	46	40	53
Don't know/No answer	2	2	3	3	0	0	3	0	1	3	2	2	3	0	1	0	0	4	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>439</b>	<b>313</b>	<b>126</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>337</b>	<b>102</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>272</b>	<b>167</b>	<b>24</b>	<b>40</b>	<b>97</b>	<b>98</b>	<b>108</b>	<b>67</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>439</b>	<b>290</b>	<b>149</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>354</b>	<b>85</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>270</b>	<b>169</b>	<b>21</b>	<b>42</b>	<b>69</b>	<b>119</b>	<b>105</b>	<b>76</b>

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TABLE 4a:

Did you see a copy of the Fuel Consumption Guide during your recent visit to [NAME OF DEALERSHIP FROM SAMPLE]?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes	56	63	22	55	55	64	51	68	39	56	56	62	39	14	70	74	58	50	37
No	39	31	75	41	43	25	43	26	61	40	37	34	52	78	30	24	42	39	50
Don't know/No answer	5	6	3	5	2	11	5	5	0	4	8	4	9	9	0	2	0	11	12
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>234</b>	<b>193</b>	<b>41</b>	<b>139</b>	<b>54</b>	<b>34</b>	<b>171</b>	<b>63</b>	<b>18</b>	<b>85</b>	<b>112</b>	<b>169</b>	<b>64</b>	<b>10</b>	<b>24</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>28</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>215</b>	<b>159</b>	<b>56</b>	<b>135</b>	<b>40</b>	<b>32</b>	<b>171</b>	<b>44</b>	<b>16</b>	<b>80</b>	<b>103</b>	<b>155</b>	<b>60</b>	<b>9</b>	<b>17</b>	<b>30</b>	<b>65</b>	<b>55</b>	<b>34</b>

TABLE 4b:

Did you take home a copy of the Fuel Consumption Guide from your recent visit to [NAME OF DEALERSHIP FROM SAMPLE]?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes	54	54	43	52	56	57	52	58	61	43	60	53	58	0	20	58	60	73	29
No	36	34	55	36	44	24	32	42	28	37	40	35	38	84	30	32	37	27	69
Already had a copy/Received a copy from elsewhere	10	11	0	12	0	19	15	0	11	19	0	12	3	0	50	10	3	0	0
Don't know/No answer	0	0	2	0	0	0	1	0	0	0	0	0	1	16	0	0	0	0	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>131</b>	<b>121</b>	<b>9</b>	<b>76</b>	<b>30</b>	<b>22</b>	<b>88</b>	<b>43</b>	<b>7</b>	<b>48</b>	<b>62</b>	<b>105</b>	<b>25</b>	<b>1</b>	<b>17</b>	<b>40</b>	<b>31</b>	<b>30</b>	<b>11</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>95</b>	<b>82</b>	<b>13</b>	<b>54</b>	<b>20</b>	<b>17</b>	<b>68</b>	<b>27</b>	<b>4</b>	<b>28</b>	<b>54</b>	<b>74</b>	<b>21</b>	<b>3</b>	<b>9</b>	<b>16</b>	<b>29</b>	<b>21</b>	<b>15</b>

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TABLE 5:

Prior to today, were you aware that Natural Resources Canada publishes the Fuel Consumption Guide?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, was aware	59	60	54	64	57	40	56	69	44	74	55	60	57	27	75	71	47	60	55
No, was not aware	40	40	45	36	43	60	44	31	56	26	45	39	43	73	25	29	53	38	45
Don't know/No answer	0	0	2	0	0	0	1	0	0	0	0	1	0	0	0	0	2	0	
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>234</b>	<b>193</b>	<b>41</b>	<b>139</b>	<b>54</b>	<b>34</b>	<b>171</b>	<b>63</b>	<b>18</b>	<b>85</b>	<b>112</b>	<b>169</b>	<b>64</b>	<b>10</b>	<b>24</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>28</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>215</b>	<b>159</b>	<b>56</b>	<b>135</b>	<b>40</b>	<b>32</b>	<b>171</b>	<b>44</b>	<b>16</b>	<b>80</b>	<b>103</b>	<b>155</b>	<b>60</b>	<b>9</b>	<b>17</b>	<b>30</b>	<b>65</b>	<b>55</b>	<b>34</b>

TABLE 6:

Have you ever read or scanned this Fuel Consumption Guide?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, have read/scanned the Guide	68	69	65	71	65	56	65	77	38	74	74	69	65	45	92	75	68	60	61
No, have not read/scanned the Guide	31	30	35	28	31	44	33	23	52	25	26	30	32	55	8	25	29	40	36
Don't know/No answer	1	1	0	1	4	0	2	0	10	1	0	1	3	0	0	0	4	0	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>234</b>	<b>193</b>	<b>41</b>	<b>139</b>	<b>54</b>	<b>34</b>	<b>171</b>	<b>63</b>	<b>18</b>	<b>85</b>	<b>112</b>	<b>169</b>	<b>64</b>	<b>10</b>	<b>24</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>28</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>215</b>	<b>159</b>	<b>56</b>	<b>135</b>	<b>40</b>	<b>32</b>	<b>171</b>	<b>44</b>	<b>16</b>	<b>80</b>	<b>103</b>	<b>155</b>	<b>60</b>	<b>9</b>	<b>17</b>	<b>30</b>	<b>65</b>	<b>55</b>	<b>34</b>

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TABLE 7:

All things considered, do you have a Completely favourable, Mostly favourable, Mostly unfavourable, or Completely unfavourable overall opinion of this Fuel Consumption Guide?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Completely favourable	16	18	7	15	16	13	14	21	11	10	19	14	22	14	15	3	15	26	22
Mostly favourable	70	70	74	74	57	85	73	64	82	63	77	70	73	86	79	61	75	68	78
Mostly unfavourable	11	11	10	9	24	2	11	13	7	23	4	15	0	0	0	35	8	2	0
Don't know/No answer	2	1	8	2	3	0	2	3	0	4	0	1	6	0	6	0	2	4	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>160</b>	<b>133</b>	<b>27</b>	<b>99</b>	<b>35</b>	<b>19</b>	<b>111</b>	<b>48</b>	<b>7</b>	<b>63</b>	<b>82</b>	<b>118</b>	<b>42</b>	<b>5</b>	<b>22</b>	<b>41</b>	<b>36</b>	<b>36</b>	<b>17</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>146</b>	<b>110</b>	<b>36</b>	<b>94</b>	<b>26</b>	<b>19</b>	<b>117</b>	<b>29</b>	<b>8</b>	<b>54</b>	<b>74</b>	<b>108</b>	<b>38</b>	<b>8</b>	<b>14</b>	<b>18</b>	<b>44</b>	<b>38</b>	<b>20</b>

TABLE 8a:

Why do you have a [completely/mostly favourable] overall opinion of this Fuel Consumption Guide?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Important factor/guideline for purchasing	22	24	14	20	24	40	21	27	12	20	26	18	32	24	0	13	27	35	26
Provides good information	16	17	12	18	10	15	12	29	0	8	22	14	22	11	32	5	12	15	15
Concerned about fuel efficiency/saving money	15	14	23	17	7	15	18	7	46	15	13	14	17	24	1	39	7	10	24
Does not accurately reflect real world driving conditions	15	15	13	8	33	14	15	12	45	11	14	19	2	29	0	21	26	15	4
Raises awareness of environmental impact	14	14	11	17	6	5	12	19	34	11	14	14	14	11	14	0	3	8	47
Easy to follow/understand	10	12	4	15	0	8	11	7	0	21	5	11	8	0	41	1	4	7	0
Educates the consumer on fuel consumption of the vehicle	8	7	14	8	7	9	8	6	0	13	5	4	18	34	0	20	13	3	3
General negative comments	4	4	5	2	4	0	4	3	0	2	3	4	4	0	0	0	4	10	0
Other	9	8	14	7	16	10	7	16	0	6	13	11	3	12	3	5	10	8	19
Don't know/No answer	4	4	4	3	8	4	3	7	0	7	3	2	9	0	10	8	1	4	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>123</b>	<b>102</b>	<b>21</b>	<b>81</b>	<b>25</b>	<b>12</b>	<b>94</b>	<b>29</b>	<b>6</b>	<b>44</b>	<b>66</b>	<b>89</b>	<b>34</b>	<b>4</b>	<b>21</b>	<b>15</b>	<b>30</b>	<b>33</b>	<b>17</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>125</b>	<b>98</b>	<b>27</b>	<b>84</b>	<b>20</b>	<b>15</b>	<b>103</b>	<b>22</b>	<b>7</b>	<b>45</b>	<b>64</b>	<b>91</b>	<b>34</b>	<b>7</b>	<b>12</b>	<b>14</b>	<b>37</b>	<b>32</b>	<b>19</b>

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TABLE 8b:

Why do you have a [mostly/completely unfavourable] overall opinion of this Fuel Consumption Guide?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Information provided not accurate	100	100	100	100	100	100	100	100	100	100	100	100	0	0	0	100	100	100	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>16</b>	<b>15</b>	<b>1</b>	<b>9</b>	<b>7</b>	<b>0</b>	<b>10</b>	<b>6</b>	<b>0</b>	<b>14</b>	<b>1</b>	<b>16</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14</b>	<b>1</b>	<b>1</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>0</b>

TABLE 9:

The next time you purchase a vehicle, will you Definitely, Probably, Probably not, or Definitely not use the Fuel Consumption Guide to help compare fuel consumption ratings before choosing a vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Definitely	40	41	35	35	41	54	38	45	65	36	35	41	38	17	10	36	32	67	38
Probably	50	51	44	56	39	44	51	44	34	55	53	49	51	83	80	58	45	30	46
Probably not	8	5	21	6	14	3	7	9	1	6	9	8	8	0	6	5	18	3	10
Definitely not	2	2	0	1	5	0	2	2	0	1	3	2	2	0	4	1	5	0	0
Don't know/No answer	1	1	0	1	0	0	1	0	0	2	0	1	0	0	0	0	0	0	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>234</b>	<b>193</b>	<b>41</b>	<b>139</b>	<b>54</b>	<b>34</b>	<b>171</b>	<b>63</b>	<b>18</b>	<b>85</b>	<b>112</b>	<b>169</b>	<b>64</b>	<b>10</b>	<b>24</b>	<b>54</b>	<b>53</b>	<b>60</b>	<b>28</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>215</b>	<b>159</b>	<b>56</b>	<b>135</b>	<b>40</b>	<b>32</b>	<b>171</b>	<b>44</b>	<b>16</b>	<b>80</b>	<b>103</b>	<b>155</b>	<b>60</b>	<b>9</b>	<b>17</b>	<b>30</b>	<b>65</b>	<b>55</b>	<b>34</b>

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TABLE 10:

[And] As you may or may not know, Natural Resources Canada oversees what is known as the EnerGuide Label For New Vehicles Program. Labels showing city and highway fuel consumption ratings are placed on all new passenger cars sold in Canada. As well, the estimated annual fuel cost for vehicles is shown on the label. Prior to today, were you aware of this EnerGuide Label For New Vehicles Program?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Dalmler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, was aware	57	61	46	57	44	75	54	65	34	56	57	67	40	30	70	56	58	60	52
No, was not aware	43	39	53	43	56	25	45	35	64	44	43	32	60	70	30	43	41	40	48
Don't know/No answer	0	0	0	1	0	0	1	0	3	0	0	0	0	0	0	1	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>439</b>	<b>313</b>	<b>126</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>337</b>	<b>102</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>272</b>	<b>167</b>	<b>24</b>	<b>40</b>	<b>97</b>	<b>98</b>	<b>108</b>	<b>67</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>439</b>	<b>290</b>	<b>149</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>354</b>	<b>85</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>270</b>	<b>169</b>	<b>21</b>	<b>42</b>	<b>69</b>	<b>119</b>	<b>105</b>	<b>76</b>

TABLE 10a:

Did you see an EnerGuide Label for New Vehicles during your recent visit to [NAME OF DEALERSHIP FROM SAMPLE]?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Dalmler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes	77	80	68	76	89	73	74	87	81	74	79	78	75	52	96	94	73	71	65
No	17	14	29	19	10	18	21	8	19	21	14	17	19	40	4	5	26	22	15
Don't know/No answer	5	6	3	5	1	9	5	5	0	5	6	5	7	8	0	0	2	7	20
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>249</b>	<b>191</b>	<b>58</b>	<b>160</b>	<b>43</b>	<b>39</b>	<b>183</b>	<b>66</b>	<b>12</b>	<b>91</b>	<b>121</b>	<b>183</b>	<b>66</b>	<b>7</b>	<b>28</b>	<b>54</b>	<b>57</b>	<b>65</b>	<b>35</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>242</b>	<b>174</b>	<b>68</b>	<b>168</b>	<b>34</b>	<b>30</b>	<b>193</b>	<b>49</b>	<b>14</b>	<b>84</b>	<b>124</b>	<b>179</b>	<b>63</b>	<b>10</b>	<b>21</b>	<b>37</b>	<b>72</b>	<b>61</b>	<b>36</b>



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TABLE 11:

Have you ever used or referred to the EnerGuide label to help in your choice of a vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, have used/referred to the EnerGuide label	57	59	50	51	74	68	54	64	54	49	65	51	73	45	49	81	52	51	43
No, have not used/referred to the EnerGuide label	41	39	49	46	26	31	45	31	46	50	32	46	27	52	50	19	48	48	47
Don't know/No answer	2	2	1	3	0	1	1	5	0	1	3	2	0	3	1	0	0	1	10
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>249</b>	<b>191</b>	<b>58</b>	<b>160</b>	<b>43</b>	<b>39</b>	<b>183</b>	<b>66</b>	<b>12</b>	<b>91</b>	<b>121</b>	<b>183</b>	<b>66</b>	<b>7</b>	<b>28</b>	<b>54</b>	<b>57</b>	<b>65</b>	<b>35</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>242</b>	<b>174</b>	<b>68</b>	<b>168</b>	<b>34</b>	<b>30</b>	<b>193</b>	<b>49</b>	<b>14</b>	<b>84</b>	<b>124</b>	<b>179</b>	<b>63</b>	<b>10</b>	<b>21</b>	<b>37</b>	<b>72</b>	<b>61</b>	<b>36</b>

TABLE 12:

All things considered, do you have a Completely favourable, Mostly favourable, Mostly unfavourable, or Completely unfavourable overall opinion of EnerGuide labels?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Completely favourable	31	33	22	38	5	35	33	26	6	19	42	27	38	26	34	30	16	38	37
Mostly favourable	62	59	73	59	74	62	63	61	87	68	54	63	62	74	60	54	82	57	61
Mostly unfavourable	5	7	0	2	18	0	2	13	0	13	2	8	0	0	6	14	0	0	1
Completely unfavourable	0	0	2	1	0	0	0	0	7	0	0	0	0	0	0	0	0	1	0
Don't know/No answer	2	1	3	1	2	4	2	0	0	0	2	2	0	0	0	2	2	3	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>142</b>	<b>113</b>	<b>29</b>	<b>82</b>	<b>31</b>	<b>27</b>	<b>99</b>	<b>43</b>	<b>7</b>	<b>44</b>	<b>78</b>	<b>94</b>	<b>48</b>	<b>3</b>	<b>14</b>	<b>44</b>	<b>30</b>	<b>33</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>130</b>	<b>100</b>	<b>30</b>	<b>87</b>	<b>23</b>	<b>17</b>	<b>104</b>	<b>26</b>	<b>7</b>	<b>39</b>	<b>74</b>	<b>92</b>	<b>38</b>	<b>5</b>	<b>12</b>	<b>22</b>	<b>42</b>	<b>30</b>	<b>14</b>

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TABLE 13a:

Why do you have a [completely/mostly favourable] overall opinion of this EnerGuide labels?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Important factor/guideline for purchasing	35	39	23	31	34	47	34	40	0	36	39	34	38	0	14	43	30	56	15
Educates the consumer on fuel consumption of the vehicle	33	31	42	28	48	36	33	37	63	24	33	29	41	25	67	37	32	18	44
Concerned about fuel efficiency/saving money	13	12	17	19	3	5	15	7	37	12	12	13	13	34	0	25	15	5	9
Does not accurately reflect real world driving conditions	9	11	5	12	11	0	10	7	0	21	5	13	3	37	15	0	10	4	28
Concerned about the environment	5	7	0	8	3	0	5	9	7	0	9	2	12	0	0	12	0	11	0
Provides accurate information	1	0	3	1	0	0	1	0	0	0	1	1	0	29	0	0	0	0	0
General negative comment	1	1	0	1	0	0	1	0	0	0	1	0	2	0	0	3	0	0	0
Other	4	4	3	2	0	12	4	0	0	2	3	6	0	0	2	3	8	0	0
Don't know/No answer	6	4	11	7	4	5	6	4	0	5	8	6	5	0	2	0	9	10	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>117</b>	<b>90</b>	<b>27</b>	<b>71</b>	<b>24</b>	<b>19</b>	<b>92</b>	<b>25</b>	<b>6</b>	<b>36</b>	<b>63</b>	<b>75</b>	<b>42</b>	<b>2</b>	<b>13</b>	<b>25</b>	<b>28</b>	<b>31</b>	<b>15</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>114</b>	<b>88</b>	<b>26</b>	<b>77</b>	<b>20</b>	<b>14</b>	<b>92</b>	<b>22</b>	<b>6</b>	<b>34</b>	<b>65</b>	<b>78</b>	<b>36</b>	<b>4</b>	<b>11</b>	<b>16</b>	<b>39</b>	<b>27</b>	<b>13</b>

TABLE 13b:

Why do you have a [mostly/completely unfavourable] overall opinion of this EnerGuide labels?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Information provided not accurate	100	100	100	100	100	0	100	100	100	100	100	100	0	0	100	100	0	100	100
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>8</b>	<b>7</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>2</b>	<b>6</b>	<b>0</b>	<b>6</b>	<b>2</b>	<b>8</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>5</b>	<b>4</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 14:

The next time you purchase a vehicle, will you Definitely, Probably, Probably not, or Definitely not consult the EnerGuide Label to help you make your choice of a vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Definitely	42	45	35	40	43	49	39	50	31	45	40	44	38	24	33	38	37	43	60
Probably	42	38	51	44	42	31	43	38	51	40	42	37	49	66	30	41	46	46	30
Probably not	14	15	13	15	10	20	15	12	15	14	15	16	11	7	34	16	15	11	7
Definitely not	1	1	1	1	1	0	1	0	2	0	1	1	1	0	2	1	2	0	0
Don't know/No answer	2	2	0	1	4	0	2	0	0	1	2	1	2	3	0	4	1	0	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>439</b>	<b>313</b>	<b>126</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>337</b>	<b>102</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>272</b>	<b>167</b>	<b>24</b>	<b>40</b>	<b>97</b>	<b>98</b>	<b>108</b>	<b>67</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>439</b>	<b>290</b>	<b>149</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>354</b>	<b>85</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>270</b>	<b>169</b>	<b>21</b>	<b>42</b>	<b>69</b>	<b>119</b>	<b>105</b>	<b>76</b>

TABLE 15:

Are you aware that Natural Resources Canada presents to car manufacturers EnerGuide Awards annually for the most fuel-efficient vehicles for the current model year?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, was aware	37	43	22	35	42	36	35	45	32	38	37	37	38	55	39	37	28	39	38
No, was not aware	62	56	77	65	58	57	64	55	68	62	63	62	62	45	61	60	71	60	62
Don't know/No answer	1	1	1	0	0	7	1	0	0	0	0	1	0	0	0	3	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 16:

Do you use information concerning who won the EnerGuide Awards, in your buying decision of a new vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes	45	46	41	45	41	64	43	50	14	43	53	49	39	16	40	44	33	50	65
No	53	51	58	53	53	36	55	47	73	53	47	49	58	82	60	56	65	47	29
Don't know/No answer	2	3	2	2	6	0	2	3	13	4	0	2	3	2	0	0	2	4	6
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>173</b>	<b>143</b>	<b>30</b>	<b>98</b>	<b>40</b>	<b>19</b>	<b>126</b>	<b>46</b>	<b>12</b>	<b>61</b>	<b>79</b>	<b>104</b>	<b>69</b>	<b>14</b>	<b>16</b>	<b>39</b>	<b>29</b>	<b>44</b>	<b>28</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>159</b>	<b>125</b>	<b>34</b>	<b>97</b>	<b>28</b>	<b>19</b>	<b>128</b>	<b>31</b>	<b>10</b>	<b>57</b>	<b>70</b>	<b>97</b>	<b>62</b>	<b>12</b>	<b>14</b>	<b>21</b>	<b>39</b>	<b>41</b>	<b>28</b>

TABLE 17:

Now that you are aware of the EnerGuide Awards, the next time you purchase a vehicle will you Definitely, Probably, Probably not, or Definitely not seek to learn who won the Awards, to help you in your choice of a vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Definitely	23	23	23	26	13	20	23	26	14	20	26	20	28	0	19	14	22	26	40
Probably	36	34	39	35	38	38	34	43	57	36	34	35	37	41	9	37	42	33	38
Probably not	38	40	33	37	42	40	40	27	30	41	36	41	32	59	67	45	29	40	18
Definitely not	3	2	4	2	7	0	3	3	0	2	3	3	2	0	4	4	5	0	3
Don't know/No answer	1	1	1	1	0	2	1	0	0	1	1	1	1	0	0	0	1	1	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>290</b>	<b>188</b>	<b>103</b>	<b>183</b>	<b>56</b>	<b>33</b>	<b>234</b>	<b>57</b>	<b>25</b>	<b>101</b>	<b>134</b>	<b>178</b>	<b>112</b>	<b>11</b>	<b>24</b>	<b>66</b>	<b>73</b>	<b>68</b>	<b>46</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>304</b>	<b>181</b>	<b>123</b>	<b>208</b>	<b>46</b>	<b>28</b>	<b>249</b>	<b>55</b>	<b>28</b>	<b>101</b>	<b>148</b>	<b>186</b>	<b>118</b>	<b>10</b>	<b>29</b>	<b>52</b>	<b>85</b>	<b>69</b>	<b>56</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 18:

Which one of the following most closely represents how often you measure your vehicle's tire pressure? Is it...:

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Once a week	6	6	5	5	0	10	7	1	0	10	3	7	3	16	0	6	3	6	8
Once a month	34	37	26	32	0	45	33	40	55	28	31	35	34	69	14	16	45	36	45
Once every two or three months	33	31	37	32	0	34	32	35	35	35	33	38	23	11	52	40	30	32	21
Once every four months	5	4	9	6	0	2	6	3	3	5	6	4	8	0	8	3	4	6	6
Once every six months	6	6	7	7	0	4	7	3	7	6	7	5	9	0	7	8	5	7	4
Less than every six months	5	6	2	6	0	1	5	4	0	9	4	7	3	0	8	15	5	0	0
Do you never check your vehicle's tire pressure	6	6	7	7	0	2	5	12	0	6	7	4	10	0	10	4	4	5	12
Other	4	4	5	5	0	2	5	1	0	1	8	1	10	4	0	8	3	6	1
Don't know/No answer	0	0	2	0	0	0	1	0	0	0	1	0	1	0	0	0	1	1	1
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>334</b>	<b>245</b>	<b>89</b>	<b>281</b>	<b>0</b>	<b>52</b>	<b>275</b>	<b>59</b>	<b>24</b>	<b>135</b>	<b>159</b>	<b>211</b>	<b>123</b>	<b>11</b>	<b>33</b>	<b>69</b>	<b>72</b>	<b>82</b>	<b>61</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>352</b>	<b>234</b>	<b>118</b>	<b>305</b>	<b>0</b>	<b>47</b>	<b>300</b>	<b>52</b>	<b>29</b>	<b>137</b>	<b>175</b>	<b>218</b>	<b>134</b>	<b>12</b>	<b>35</b>	<b>49</b>	<b>94</b>	<b>86</b>	<b>69</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 19:

How do you determine if your current vehicle needs a maintenance check-up?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Base it on kilometers/mileage	48	48	49	48	0	52	53	26	53	53	43	54	38	40	44	47	55	47	49
Calendar schedule/Do it regularly	16	19	9	19	0	3	17	12	7	17	19	11	24	23	7	19	19	14	16
Depends on how it is running/sounding	16	13	25	16	0	17	17	11	41	16	13	16	16	29	17	8	20	20	13
Service book/guide/owner's manual	14	16	9	14	0	12	11	27	3	11	19	15	12	0	15	5	16	17	17
Warning lights/Vehicle indicates when service is required	10	10	8	9	0	11	9	12	0	16	4	10	8	0	31	6	15	4	5
Dealer contacts me	9	8	13	10	0	8	11	3	0	10	9	7	14	0	4	12	8	11	8
Sticker placed in window	5	6	3	6	0	3	6	2	18	6	3	4	8	6	3	1	4	6	11
Other	10	10	10	11	0	6	11	6	9	10	10	5	18	13	7	20	8	7	6
Don't know/No answer	4	5	1	2	0	12	1	19	0	1	8	3	5	7	0	16	0	1	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>334</b>	<b>245</b>	<b>89</b>	<b>281</b>	<b>0</b>	<b>52</b>	<b>275</b>	<b>59</b>	<b>24</b>	<b>135</b>	<b>159</b>	<b>211</b>	<b>123</b>	<b>11</b>	<b>33</b>	<b>69</b>	<b>72</b>	<b>82</b>	<b>61</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>352</b>	<b>234</b>	<b>118</b>	<b>305</b>	<b>0</b>	<b>47</b>	<b>300</b>	<b>52</b>	<b>29</b>	<b>137</b>	<b>175</b>	<b>218</b>	<b>134</b>	<b>12</b>	<b>35</b>	<b>49</b>	<b>94</b>	<b>86</b>	<b>69</b>

TABLE 20:

To the best of your knowledge, how often is it recommended that drivers should measure their vehicle's tire pressure? Is it....:

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Once a week	23	24	19	21	0	29	23	18	15	23	24	27	15	11	10	15	35	23	26
Once a month	37	38	34	37	0	36	34	52	57	30	38	37	37	74	44	38	33	39	28
Once every two or three months	12	12	13	13	0	5	14	4	14	11	13	11	13	7	9	29	6	9	7
Once every four months	2	2	4	2	0	2	2	3	0	2	3	1	4	0	1	0	4	4	2
Once every six months	1	2	1	2	0	0	1	4	0	1	2	1	1	0	0	1	4	1	2
Don't know/No answer	25	23	30	24	0	29	26	18	14	33	20	22	30	9	36	18	19	24	37
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>334</b>	<b>245</b>	<b>89</b>	<b>281</b>	<b>0</b>	<b>52</b>	<b>275</b>	<b>59</b>	<b>24</b>	<b>135</b>	<b>159</b>	<b>211</b>	<b>123</b>	<b>11</b>	<b>33</b>	<b>69</b>	<b>72</b>	<b>82</b>	<b>61</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>352</b>	<b>234</b>	<b>118</b>	<b>305</b>	<b>0</b>	<b>47</b>	<b>300</b>	<b>52</b>	<b>29</b>	<b>137</b>	<b>175</b>	<b>218</b>	<b>134</b>	<b>12</b>	<b>35</b>	<b>49</b>	<b>94</b>	<b>86</b>	<b>69</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 21:

What is the year of the vehicle you recently had serviced at the dealership?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
1995 or older	8	8	7	7	0	10	9	3	100	0	0	10	3	0	4	7	10	10	6
1996-2002	43	39	53	42	0	45	46	27	0	100	0	43	42	64	55	33	48	36	45
2003	13	14	11	14	0	6	12	17	0	0	27	11	16	34	9	12	12	12	16
2004	13	12	16	15	0	0	13	12	0	0	27	13	12	0	3	15	14	12	17
2005	15	17	9	14	0	21	13	25	0	0	27	12	19	2	17	9	8	29	11
2006	9	11	4	7	0	17	7	16	0	0	18	10	7	0	12	24	8	0	5
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>334</b>	<b>245</b>	<b>89</b>	<b>281</b>	<b>0</b>	<b>52</b>	<b>275</b>	<b>59</b>	<b>24</b>	<b>135</b>	<b>159</b>	<b>211</b>	<b>123</b>	<b>11</b>	<b>33</b>	<b>69</b>	<b>72</b>	<b>82</b>	<b>61</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>352</b>	<b>234</b>	<b>118</b>	<b>305</b>	<b>0</b>	<b>47</b>	<b>300</b>	<b>52</b>	<b>29</b>	<b>137</b>	<b>175</b>	<b>218</b>	<b>134</b>	<b>12</b>	<b>35</b>	<b>49</b>	<b>94</b>	<b>86</b>	<b>69</b>

TABLE 22:

What is the year of your household's primary vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
1995 or older	16	16	14	0	13	23	20	7	100	0	0	14	18	12	11	7	11	28	22
1996-2002	30	31	28	0	28	35	21	48	0	100	0	32	28	19	53	31	18	36	39
2003	8	6	14	0	7	12	8	10	0	0	15	8	9	24	0	7	3	6	17
2004	7	4	14	0	9	2	10	2	0	0	15	8	6	0	0	13	12	3	5
2005	7	9	4	0	8	5	10	1	0	0	15	8	6	4	14	2	8	11	5
2006	28	31	23	0	33	15	27	31	0	0	56	27	30	41	22	34	39	16	12
Refused	4	3	5	0	2	8	5	0	0	0	0	4	4	0	0	6	9	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>131</b>	<b>88</b>	<b>42</b>	<b>0</b>	<b>96</b>	<b>35</b>	<b>87</b>	<b>44</b>	<b>15</b>	<b>38</b>	<b>60</b>	<b>76</b>	<b>54</b>	<b>14</b>	<b>6</b>	<b>31</b>	<b>31</b>	<b>34</b>	<b>14</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>103</b>	<b>68</b>	<b>35</b>	<b>0</b>	<b>74</b>	<b>29</b>	<b>69</b>	<b>34</b>	<b>12</b>	<b>30</b>	<b>49</b>	<b>60</b>	<b>43</b>	<b>8</b>	<b>8</b>	<b>20</b>	<b>28</b>	<b>25</b>	<b>14</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 22a:

During your recent visit or visits to [NAME OF DEALERSHIP FROM SAMPLE], do you recall seeing any posters or promotions related to buying a fuel efficient vehicle, to save money, save energy, and reduce emissions?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, do recall posters/promotions related to buying a fuel efficient	33	46	0	29	30	41	27	52	40	24	33	38	24	30	31	41	20	34	38
No, do not recall posters/promotions related to buying a fuel efficient	58	44	93	61	60	45	62	43	58	67	53	50	70	60	67	55	69	55	45
Don't know/No answer	10	11	7	10	10	14	11	5	2	9	13	12	7	10	2	4	10	11	17
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>

TABLE 22b:

During your recent visit or visits to [NAME OF DEALERSHIP FROM SAMPLE], do you recall seeing any posters or promotions related to maintaining your vehicle properly, to save money, save energy, and reduce emissions?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, do recall posters/promotions related to maintaining my vehicle properly	54	75	0	57	39	63	54	53	51	51	57	59	45	38	69	57	55	47	57
No, do not recall posters/promotions related to maintaining my vehicle properly	43	22	93	40	56	33	42	45	46	44	40	38	50	52	25	41	43	48	43
Don't know/No answer	3	2	7	3	4	4	4	2	4	5	3	3	4	10	6	2	2	5	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>



# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 22c:

During your recent visit or visits to [NAME OF DEALERSHIP FROM SAMPLE] do you recall seeing any posters or promotions specifically related just to saving money, saving energy, and reducing emissions?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, do recall posters/promotions related to saving money, saving energy, & reducing emissions	28	40	0	27	21	47	27	31	25	29	27	37	15	29	24	37	22	23	35
No, do not recall posters/promotions related to saving money, saving energy, & reducing emissions	62	50	92	63	66	47	62	61	60	63	61	53	75	51	72	59	68	65	50
Don't know/No answer	10	11	8	10	13	7	10	8	15	9	12	10	10	19	3	4	9	12	15
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>

TABLE 22d:

Will the information you saw at the dealership encourage you to consider fuel efficiency, when buying or maintaining a vehicle in the future?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes	86	86	0	83	94	93	83	94	92	80	90	84	90	93	56	94	86	90	83
No	11	11	100	13	4	5	13	3	2	18	6	12	8	7	39	3	12	8	8
Don't know/No answer	3	3	0	4	2	2	4	3	6	2	4	4	2	0	4	3	2	2	8
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>283</b>	<b>282</b>	<b>1</b>	<b>178</b>	<b>46</b>	<b>38</b>	<b>214</b>	<b>68</b>	<b>20</b>	<b>98</b>	<b>133</b>	<b>193</b>	<b>90</b>	<b>10</b>	<b>29</b>	<b>72</b>	<b>59</b>	<b>63</b>	<b>48</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>255</b>	<b>254</b>	<b>1</b>	<b>169</b>	<b>38</b>	<b>27</b>	<b>206</b>	<b>49</b>	<b>20</b>	<b>82</b>	<b>127</b>	<b>169</b>	<b>86</b>	<b>13</b>	<b>23</b>	<b>42</b>	<b>70</b>	<b>53</b>	<b>51</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 22dd:

Will the information you saw at the dealership encourage you in the future to consider fuel efficiency, saving energy or reducing emissions, when buying or maintaining a vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes	91	91	0	90	87	94	90	93	85	85	94	92	86	76	81	98	83	91	96
No	4	4	0	4	5	3	4	3	15	4	3	3	7	24	9	0	9	0	2
Don't know/No answer	5	5	0	6	9	3	6	4	0	11	3	5	7	0	10	2	8	9	3
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>131</b>	<b>131</b>	<b>0</b>	<b>76</b>	<b>20</b>	<b>24</b>	<b>99</b>	<b>32</b>	<b>9</b>	<b>46</b>	<b>57</b>	<b>104</b>	<b>27</b>	<b>7</b>	<b>10</b>	<b>38</b>	<b>23</b>	<b>26</b>	<b>26</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>119</b>	<b>119</b>	<b>0</b>	<b>72</b>	<b>17</b>	<b>15</b>	<b>95</b>	<b>24</b>	<b>8</b>	<b>34</b>	<b>60</b>	<b>87</b>	<b>32</b>	<b>9</b>	<b>12</b>	<b>18</b>	<b>32</b>	<b>16</b>	<b>31</b>

TABLE 22e:

Since late March this year, have you visited one or more Manitoba new car dealerships other than [NAME OF DEALERSHIP FROM SAMPLE], either to have a vehicle serviced, or to shop for a new vehicle?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, have visited one or more other Manitoba new car dealerships	41	43	38	26	74	56	39	49	46	40	40	46	34	65	27	60	39	30	35
No, have not visited any other Manitoba new car dealerships	59	57	62	74	26	44	61	51	54	60	60	54	66	35	73	40	60	70	65
Don't know/No answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 22f:

Over the past few months, have you heard or read in the media (that is, newspapers, TV, radio, and so on) of a promotion related to purchasing fuel efficient new vehicles and having proper vehicle maintenance? This promotion has been sponsored by Natural Resources Canada in partnership with the Manitoba Motor Dealers Association

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Yes, have heard/read of this	40	56	0	36	40	52	41	36	47	38	36	49	26	63	18	47	38	37	40
No, have not heard/read of this promotion	56	42	92	60	58	41	54	63	47	60	60	48	69	29	80	51	57	57	57
Don't know/No answer	4	3	8	4	2	7	5	1	6	3	4	3	5	8	2	2	5	6	2
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>462</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>359</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>180</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>102</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>462</b>	<b>306</b>	<b>156</b>	<b>304</b>	<b>74</b>	<b>47</b>	<b>376</b>	<b>86</b>	<b>38</b>	<b>157</b>	<b>218</b>	<b>283</b>	<b>179</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>123</b>	<b>110</b>	<b>84</b>

TABLE 23:

Can you tell me in which of the following age categories you fall? Are you under 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, or 65 or older?

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Under 24	5	5	6	3	13	5	6	2	5	5	6	3	10	100	0	0	0	0	0
25-34	9	10	6	12	7	1	8	10	5	13	8	10	7	0	100	0	0	0	0
35-44	23	25	17	20	26	24	22	25	13	18	26	21	25	0	0	100	0	0	0
45-54	22	20	27	22	25	18	22	24	23	22	22	23	21	0	0	0	100	0	0
55-64	24	21	31	23	22	33	24	24	38	23	22	23	25	0	0	0	0	100	0
65 or older	16	18	10	18	6	18	16	15	16	17	16	19	11	0	0	0	0	0	100
Refused	1	1	2	1	0	1	1	0	0	2	1	1	2	0	0	0	0	0	0
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>

# NATURAL RESOURCES CANADA

## Gen Pop and Online Study

TABLE 24:

Gender: BY OBERVATION

	OVERALL %	RECALL PROMOTION		TRANSACTION			NAMEPLATE		AGE OF VEHICLE			GENDER		AGE					
		Yes	No	Service Only	Sales Only	Both	GM/Ford/Daimler	Import	1995 or older	1996 - 2002	2003 or newer	M	F	Under 24	25-34	35-44	45-54	55-64	65+
Male	61	66	49	63	56	66	61	61	65	64	58	100	0	29	71	56	64	59	74
Female	39	34	51	37	44	34	39	39	35	36	42	0	100	71	29	44	36	41	26
<b>WEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>331</b>	<b>132</b>	<b>281</b>	<b>96</b>	<b>52</b>	<b>360</b>	<b>103</b>	<b>36</b>	<b>162</b>	<b>213</b>	<b>282</b>	<b>181</b>	<b>25</b>	<b>40</b>	<b>105</b>	<b>103</b>	<b>112</b>	<b>74</b>
<b>UNWEIGHTED SAMPLE SIZE (#)</b>	<b>463</b>	<b>306</b>	<b>157</b>	<b>305</b>	<b>74</b>	<b>47</b>	<b>377</b>	<b>86</b>	<b>38</b>	<b>158</b>	<b>218</b>	<b>283</b>	<b>180</b>	<b>22</b>	<b>43</b>	<b>73</b>	<b>124</b>	<b>110</b>	<b>84</b>

# **Appendix C: Study Questionnaires**

# **Manitoba Dealer Feedback Survey**



**General Instructions:**

- o Interviewer must read each set of instructions for each part of this questionnaire.
- o Interviewer must record all responses clearly and verbatim where required.
- o Interviewer must avoid paraphrasing or rewording responses.

**RECORD FOLLOWING INFORMATION:**

Respondent's Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_

CRA ID: \_\_\_\_\_

Hello, may I speak with **[DEALER CONTACT NAME]**? **[RE-INTRODUCE, IF NECESSARY]** [Hello] my name is \_\_\_\_\_ and I work with Corporate Research Associates, a public opinion research company. As you may recall, Natural Resources Canada and the Manitoba Motor Dealers Association this spring have sponsored an energy efficiency campaign among Manitoba service and new car customers. Today, we are conducting a short survey with dealer representatives like you, to gain your feedback on this energy efficiency campaign. Is now a good time to talk? The survey should take about 5 minutes or so. All information you provide is completely confidential, and your participation is voluntary. This survey is registered with the national survey registration system. **ARRANGE CALLBACK IF NECESSARY – FORWARD DEALERS’ NAME TO PETER MacINTOSH AT CRA, IF S/HE HAS ANY QUESTIONS OR CONCERNS**

1. Gender (By observation):

- 1 Male
- 2 Female

2. In which official language would you prefer to be interviewed? **CODE ONE ONLY**

- 1 English
- 2 French

3. **[POSE Q.3 ONLY IF NO COMPLETED SURVEY CARDS WERE RECEIVED FROM DEALERSHIP – BASED ON CRA SAMPLE DESIGNATION – POSE ONLY SELECTED SUBSEQUENT QUESTIONS TO THESE DEALERSHIPS]** Did your dealership display or make available to your customers the energy efficiency campaign materials, that is, the posters and brochures?

**CODE ONE ONLY**

- 1 Yes
- 2 No
- 7 Refused





4. [POSE Q.4 ONLY IF “NO” IN Q.3] Why was your dealership unable to display or make available the energy efficiency campaign materials? PROBE: Any other reasons?

RECORD VERBATIM

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98 Don't know/No answer

5. a. What is the single most important suggestion you would make to improve the energy efficiency campaign, if it were to be run again next year? PROBE: b. And what other suggestions would you make?

DO NOT READ RESPONSES – CODE AS MANY AS APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY

- 01 Strengthen/improve campaign materials
- 02 Lengthen the campaign
- 03 Shorten the campaign
- 04 More/better communications between/among MMDA, Natural Resources Canada, and the individual dealers
- 05 Get rid of/improve the survey process
- 06 Improve incentive structure for the survey
- 07 Improve incentive structure for the monthly draws
- 08 Increased media/advertising activities
- 98 Don't know/No answer
- 99 Other (SPECIFY: \_\_\_\_\_)

6. In terms of the timing of the energy efficiency campaign, if it were repeated in the future, would you recommend keeping the campaign in the March-May period, or would you recommend changing the timing of the campaign?

READ RESPONSES ONLY IF REQUESTED - CODE ONE ONLY

- 1 Keep March-May period
  - 2 Change the timing
- VOLUNTEERED**
- 8 Don't know/No answer

7. [POSE Q.7 ONLY IF CODE “2” IN Q.6] What would your preference be in terms of the timing of the energy efficiency campaign?

RECORD VERBATIM

---

98 Don't know/No answer







- 8. [And] in terms of their content, size, appearance, and so on, would you say the energy efficiency campaign materials, that is the posters and brochures, were ... :

**READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Excellent
- 2 Very good
- 3 Only fair, or
- 4 Poor

**VOLUNTEERED**

- 8 Don't know/No answer

- 9. **[POSE Q.9 ONLY IF “ONLY FAIR” OR “POOR” IN Q.8]** What is the single most important reason why you say the posters and brochures did not meet your expectations? **PROBE:** Anything else? **RECORD VERBATIM**

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- 98 Don't know/No answer

- 10. And overall, would you say your customers learned **[READ RESPONSES IN ORDER]** about energy efficiency from the campaign? **CODE ONE ONLY**

- 1 A great deal
- 2 Some
- 3 Not very much, or
- 4 Nothing at all

**VOLUNTEERED**

- 8 Don't know/No answer

And now we have a few questions about the staff at your dealership.

**READ AND ROTATE QUESTIONS 11-12**

- 11. [And] overall, would you say staff's awareness about energy efficiency increased **[READ RESPONSES IN ORDER]** as a result of the campaign? **CODE ONE ONLY**

- 1 A great deal
- 2 Somewhat
- 3 Not very much, or
- 4 Not at all

**VOLUNTEERED**

- 8 Don't know/No answer





12. [And] overall, would you say staff's awareness about NRCan's Fuel Consumption Guide and the EnerGuide Label for New Vehicles increased **[READ RESPONSES IN ORDER]** as a result of the campaign?

**CODE ONE ONLY**

- 1 A great deal
- 2 Somewhat
- 3 Not very much, or
- 4 Not at all

**VOLUNTEERED**

- 8 Don't know/No answer

**READ AND ROTATE QUESTIONS 13 AND 14**

13. [And] overall, would you say the monthly oil change incentive draw for customers was **[READ RESPONSES IN ORDER]**, in terms of promoting public interest and awareness in the energy efficiency campaign? **CODE ONE ONLY**

- 1 Very well successful
- 2 Generally successful
- 3 Not very successful, or
- 4 Not at all successful

**VOLUNTEERED**

- 8 Don't know/No answer

14. [And] overall, would you say the dealership employee's draws for hotel giveaways, used as an incentive to promote the energy efficiency campaign, was **[READ RESPONSES IN ORDER]**, in terms of promoting staff interest, awareness, and motivation concerning the energy efficiency campaign?

**CODE ONE ONLY**

- 1 Very well successful
- 2 Generally successful
- 3 Not very successful, or
- 4 Not at all successful

**VOLUNTEERED**

- 8 Don't know/No answer





15. As you may recall, the campaign approach involved having a survey card system in dealerships, whereby your customers were invited to complete a card making them eligible for a survey as well as a draw for \$500 worth of gasoline. All things considered, would you say this system worked ... :

**READ RESPONSES IN ORDER - CODE ONE ONLY**

- 1 Very well
- 2 Generally well
- 3 Not very well, or
- 4 Not at all well

**VOLUNTEERED**

- 8 Don't know/No answer

16. And next, all things considered, would you say the spring energy efficiency campaign sponsored by Natural Resources Canada (NRCan) together with the Manitoba Motor Dealers Association (MMDA) has been ... :

**READ RESPONSES IN ORDER – CODE ONE ONLY**

- 1 Completely successful
- 2 Mostly successful
- 3 Not very successful, or
- 4 Not at all successful

**VOLUNTEERED**

- 8 Don't know/No answer

17. **[DO NOT POSE Q.17 IF “DON’T KNOW/NO ANSWER” IN Q.16]** What is the single most important reason why you say the energy efficiency campaign has been **[READ RESPONSE FROM Q.16]**? **PROBE:** Any other reasons? **DO NOT READ RESPONSES – CODE AS MANY AS APPLY – RECORD FIRST/SUBSEQUENT MENTIONS SEPARATELY**

**a. Why “Completely Successful” or “Mostly Successful” In Q.16**

- 01 Customers learned a lot
- 02 Campaign materials were well received
- 03 Campaign materials were high quality
- 04 Well-run campaign
- 05 The survey worked well
- 06 Well-supported by Natural Resources Canada
- 07 Well-supported by the Manitoba Motor Dealers Association
- 08 An important message was relayed to customers
- 09 There was adequate media/advertising coverage
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)





**b. Why “Not Very Successful” or “Not At All Successful” In Q.16**

- 01 Customers didn't learn a lot
- 02 Campaign materials were not well received
- 03 Campaign materials were not high quality
- 04 Poorly-run campaign
- 05 The survey process did not work well
- 06 Not well-supported by Natural Resources Canada /NRCan
- 07 Not well-supported by the Manitoba Motor Dealers Association/MMDA
- 08 An important message was lost on customers
- 09 There was not adequate media/advertising coverage
- 98 Don't know/No answer
- 99 Other (**SPECIFY:** \_\_\_\_\_)

18. **[POSE Q.18 ONLY IF “DON'T KNOW/NO ANSWER” IN Q.16]** What factors or considerations prevent you at this time from gauging the success of the energy efficiency campaign? **PROBE:** Anything else?  
**RECORD VERBATIM**

---

98 Don't know/No answer

19. As a result of your dealership participating in the energy efficiency campaign this spring, is it your impression that the number of customers at your dealership **[READ RESPONSES IN ORDER]**, as compared to what would have been the case if you did not participate in the campaign? **CODE ONE ONLY**

- 1 Increased a lot
- 2 Increased a little
- 3 Decreased a little
- 4 Decreased a lot, or
- 5 Was there no impact on volume

**VOLUNTEERED**

8 Don't know/No answer

20. Would you **[READ RESPONSES IN ORDER]** participate in another energy efficiency campaign next year, if one were to be held? **CODE ONE ONLY**

- 1 Definitely
- 2 Probably
- 3 Probably not, or
- 4 Definitely not

**VOLUNTEERED**

8 Don't know/No answer





21. **[READ ITALICS ONLY IF “PROBABLY NOT” OR “DEFINITELY NOT” IN Q.20 – OTHERWISE, READ ONLY PROBE (i.e., PART “b”) QUESTION]** a. *Why would you [READ RESPONSE FROM Q.20] participate in another energy efficiency campaign next year?* **PROBE:** b. Do you have any other comments about the energy efficiency campaign? **RECORD VERBATIM**

98 Don't know/No answer

**Interviewer Certification:** I hereby certify that this survey was conducted in the manner in which it was intended and understand that a portion of completed interviews will be verified by a field supervisor.

Interviewer's Name: \_\_\_\_\_ Date: \_\_\_\_\_

**THANK YOU FOR YOUR ASSISTANCE AND COOPERATION.**



# **Manitoba Dealer Feedback Survey - Telephone**

**General Instructions:**

- o Interviewer must read each set of instructions for each part of this questionnaire.
- o Interviewer must record all responses clearly and verbatim where required.
- o Interviewer must avoid paraphrasing or rewording responses.

**RECORD FOLLOWING INFORMATION:**

Respondent's Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_

CRA ID: \_\_\_\_\_

**[IF CONTACT NAME IN SAMPLE]** Hello, may I speak with **[RESPONDENT CONTACT NAME FROM SAMPLE]**?

**[IF NO CONTACT NAME AVAILABLE IN SAMPLE]** Hello, may I speak with the person in your household primarily responsible for taking your vehicle to **[NAME OF DEALER FROM SAMPLE]**?

**[RE-INTRODUCE, IF NECESSARY]** [Hello] my name is \_\_\_\_\_ and I work with Corporate Research Associates, a public opinion research company. As you may or may not know, a member of your household recently filled out a card at **[NAME OF DEALER FROM SAMPLE]**, entering you in a draw for \$500 worth of gasoline. The draw will take place in August, but prior to that we would like you to answer a short survey. Your name will be entered in the contest draw regardless of whether or not you participate in the survey. Is now a good time to talk? The survey should take about 10 minutes to complete. All information you provide is completely confidential and will not be linked to personal information that could identify you. This survey is registered with the national survey registration system. **ARRANGE CALLBACK IF NECESSARY – FORWARD RESPONDENT'S NAME TO PETER MacINTOSH AT CRA, IF S/HE HAS ANY QUESTIONS OR CONCERNS**

To begin, in reference to Global Climate Change, the Government of Canada has stated that by increasing the amount of greenhouse gases, humankind has enhanced the warming capability of the earth's natural greenhouse effect. It is the human-induced enhanced greenhouse effect that causes environmental concern. It has the potential to warm the planet at a rate that has never been experienced in human history.

1. Please indicate the extent to which you agree or disagree with the following statements about global climate change. Please use a scale from "1" to "10" in which "1" means you completely disagree, and "10" means you "completely agree." [To begin/Next], to what extent do you agree or disagree that ... :

**ROTATE STATEMENTS - RECORD EXACT NUMBER - AVOID ACCEPTING A RANGE**

- a. *Motor vehicle fuel use is a major contributor to global climate change.*
- b. *The impact your vehicle will have on global climate change varies depending on the type of vehicle you drive.*
- c. *The impact your vehicle will have on global climate change varies depending on whether or not you drive in a fuel efficient manner.*
- d. *When behind the wheel, you drive so as to use fuel efficiently.*

01 Completely disagree

02

03

04

05

06

07

08

09

10 Completely agree

VOLUNTEERED

98 Don't know/No answer

2. Is driving a vehicle to minimize fuel use, that is, to maximize the number of kilometres per tank of gas, a Critically important, Important, but not critical, Not very important, or Not at all important consideration to you? **DO NOT READ RESPONSES - CODE ONE ONLY**

1 Critically important

2 Important, but not critical

3 Not very important, or

4 Not at all important

8 Don't know/No answer



3. **[POSE Q.3 ONLY IF A NEW VEHICLE CUSTOMER FROM SAMPLE]** When buying a vehicle, is **[READ AND ROTATE FACTORS]** a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process? **CODE ONE ONLY PER STATEMENT**
- a. The power of the vehicle
  - b. The interior space of the vehicle
  - c. The cargo capacity of the vehicle
  - d. The fuel consumption of the vehicle
  - e. The vehicle's appearance
  - f. The quality or workmanship of the vehicle
  - g. The level of impact the vehicle will have on global climate change
- 1 Critically important
  - 2 Important, but not critical
  - 3 Not very important, or
  - 4 Not at all important
  - 7 Don't personally purchase vehicles **[SKIP TO Q.4 AT FIRST MENTION OF THIS]**
  - 8 Don't know/No answer

**READ AND ROTATE QUESTIONS (4-9) AND (10-14)**

4. **[POSE Q.4 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER FROM SAMPLE]** [And] Prior to today, were you aware of a document called the *Fuel Consumption Guide*? The Guide contains fuel consumption ratings for all new cars, light-duty trucks and vans sold in Canada. **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, was aware
  - 2 No, was not aware
  - 8 Don't know/No answer
- 4a. **[POSE Q.4a ONLY IF "YES, WAS AWARE" IN Q.4]** Did you see a copy of the Fuel Consumption Guide during your recent visit to **[NAME OF DEALERSHIP FROM SAMPLE]**? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 8 Don't know/No answer

- 4b. **[POSE Q.4b ONLY IF “YES” IN Q.4a]** Did you take home a copy of the Fuel Consumption Guide from your recent visit to **[NAME OF DEALERSHIP FROM SAMPLE]**?  
**DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 3 Already had a copy/Received a copy from elsewhere
  - 8 Don't know/No answer
5. **[POSE Q.5 ONLY IF “YES, WAS AWARE” IN Q.4]** Prior to today, were you aware that Natural Resources Canada publishes the Fuel Consumption Guide? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, was aware
  - 2 No, was not aware
  - 8 Don't know/No answer
6. **[POSE Q.6 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, WAS AWARE” IN Q.4]** Have you ever read or scanned this Fuel Consumption Guide?  
**DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, have read/scanned the Guide
  - 2 No, have not read/scanned the Guide
  - 8 Don't know/No answer
7. **[POSE Q.7 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, HAVE ...” IN Q.6]** All things considered, do you have a Completely favourable, Mostly favourable, Mostly unfavourable, or Completely unfavourable overall opinion of this Fuel Consumption Guide? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Completely favourable
  - 2 Mostly favourable
  - 3 Mostly unfavourable, or
  - 4 Completely unfavourable
  - 8 Don't know/No answer
8. **[POSE Q.8 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “FAVOURABLE” OR “UNFAVOURABLE” IN Q.7]** Why do you have a **[READ RESPONSE FROM Q.7]** overall opinion of this Fuel Consumption Guide? **RECORD VERBATIM**
- 
- 98 Don't know/No answer

9. **[POSE Q.9 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, WAS ...” IN Q.4. HOWEVER, DO NOT POSE Q.9 IF “DON’T PERSONALLY PURCHASE VEHICLES” IN Q.3]** The next time you purchase a vehicle, will you Definitely, Probably, Probably not, or Definitely not use the Fuel Consumption Guide to help compare fuel consumption ratings before choosing a vehicle? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Definitely
  - 2 Probably
  - 3 Probably not, or
  - 4 Definitely not
  - 7 Don't personally purchase vehicles
  - 8 Don't know/No answer
10. **[POSE Q.10 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER]** [And] As you may or may not know, Natural Resources Canada oversees what is known as the EnerGuide Label For New Vehicles Program. Labels showing city and highway fuel consumption ratings are placed on all new passenger cars sold in Canada. As well, the estimated annual fuel cost for vehicles is shown on the label. Prior to today, were you aware of this EnerGuide Label For New Vehicles Program?  
**DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, was aware
  - 2 No, was not aware
  - 8 Don't know/No answer
- 10a. **[POSE Q.10a IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND ONLY IF “YES, WAS AWARE” IN Q.10]** Did you see an EnerGuide Label for New Vehicles during your recent visit to **[NAME OF DEALERSHIP FROM SAMPLE]**?  
**DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 8 Don't know/No answer
11. **[POSE Q.11 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, WAS AWARE” IN Q.10. HOWEVER, DO NOT POSE Q.11 IF “DON’T PERSONALLY PURCHASE VEHICLES” IN Q.3 OR IN Q.9]** Have you ever used or referred to the EnerGuide label to help in your choice of a vehicle?  
**DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, have used/referred to the EnerGuide label
  - 2 No, have not used/referred to the EnerGuide label
  - 8 Don't know/No answer

12. **[POSE Q.12 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF "YES, HAVE ..." IN Q.11]** All things considered, do you have a Completely favourable, Mostly favourable, Mostly unfavourable, or Completely unfavourable overall opinion of EnerGuide labels?

**DO NOT READ RESPONSES - CODE ONE ONLY**

- 1 Completely favourable
- 2 Mostly favourable
- 3 Mostly unfavourable, or
- 4 Completely unfavourable
- 8 Don't know/No answer

13. **[POSE Q.13 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF "FAVOURABLE" OR "UNFAVOURABLE" IN Q.12]** Why do you have a **[READ RESPONSE FROM Q.12]** overall opinion of EnerGuide labels?

**RECORD VERBATIM**

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98 Don't know/No answer

14. **[POSE Q.14 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER. HOWEVER, DO NOT POSE Q.14 IF "DON'T PERSONALLY PURCHASE VEHICLES" IN Q.3 OR IN Q.9]** The next time you purchase a vehicle, will you Definitely, Probably, Probably not, or Definitely not consult the EnerGuide Label to help you make your choice of a vehicle?

**DO NOT READ RESPONSES - CODE ONE ONLY**

- 1 Definitely
- 2 Probably
- 3 Probably not, or
- 4 Definitely not
- 8 Don't know/No answer

15. *Moving along ...* Are you aware that Natural Resources Canada presents to car manufacturers EnerGuide Awards annually for the most fuel-efficient vehicles for the current model year? **DO**

**NOT READ RESPONSES - CODE ONE ONLY**

- 1 Yes, was aware
- 2 No, was not aware
- 8 Don't know/No answer

16. **[POSE Q.16 ONLY IF “YES, WAS AWARE” IN Q.15. HOWEVER, DO NOT POSE Q.16 IF “DON’T PERSONALLY PURCHASE VEHICLES” IN Q.3 OR IN Q.9]** Do you use information related concerning who won the EnerGuide Awards, in your buying decision of a new vehicle?  
**DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 8 Don't know/No answer
17. **[POSE Q.17 ONLY IF “NO, WAS NOT AWARE” OR IF “DON’T KNOW/NO ANSWER” IN Q.15. HOWEVER, DO NOT POSE Q.17 IF “DON’T PERSONALLY PURCHASE VEHICLES” IN Q.3 OR IN Q.9]** Now that you are aware of the EnerGuide Awards, the next time you purchase a vehicle will you Definitely, Probably, Probably not, or Definitely not seek to learn who won the Awards, to help you in your choice of a vehicle?  
**CODE ONE ONLY**
- 1 Definitely
  - 2 Probably
  - 3 Probably not, or
  - 4 Definitely not
  - 8 Don't know/No answer
18. **[POSE Q.18 ONLY IF A SERVICE CUSTOMER FROM SAMPLE]** *And ...* Now I have [a/another] question about the vehicle you recently had serviced at **[NAME OF CAR DEALERSHIP FROM SAMPLE]**. Which one of the following most closely represents how often you measure your vehicle's tire pressure? Is it ... : **READ RESPONSES IN ORDER - CODE ONE ONLY – INTERVIEWER NOTE: IF MORE THAN ONE VEHICLE WAS SERVICED, PLEASE ANSWER IN GENERAL ABOUT ALL VEHICLES SERVICED**
- 01 Once a week
  - 02 Once a month
  - 03 Once every two or three months
  - 04 Once every four months
  - 05 Once every six months
  - 06 Less than every six months, or
  - 07 Do you never check your vehicle's tire pressure
- VOLUNTEERED**
- 98 Don't know/No answer
  - 99 Other (**SPECIFY, STATING HOW OFTEN:** \_\_\_\_\_)

19. **[POSE Q.19 ONLY IF A SERVICE CUSTOMER]** And ... How do you determine if your current vehicle needs a maintenance check-up?  
**RECORD VERBATIM – INTERVIEWER NOTE: IF HOUSEHOLD HAS MORE THAN ONE VEHICLE, PLEASE ANSWER IN GENERAL ABOUT ALL VEHICLES**

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98 Don't know/No answer

20. **[POSE Q.20 ONLY IF A SERVICE CUSTOMER FROM SAMPLE]** And ... To the best of your knowledge, how often is it recommended that drivers should measure their vehicle's tire pressure? Is it ... : **READ RESPONSES IN ORDER - CODE ONE ONLY**

- 1 Once a week  
 2 Once a month  
 3 Once every two or three months  
 4 Once every four months, or is it  
 5 Once every six months

**VOLUNTEERED**

8 Don't know/No answer

21. **[POSE Q.21 ONLY IF A SERVICE CUSTOMER FROM SAMPLE]** What is the year of the vehicle you recently had serviced at the dealership? **RECORD**

a. **YEAR:** \_\_\_\_\_

2222 Refused

22. **[POSE Q.22 ONLY IF A NEW VEHICLE CUSTOMER – DO NOT POSE IF Q.21 WAS POSED]**  
 What is the year of your household's primary vehicle?  
**RECORD JUST ONE VEHICLE IF MORE THAN ONE OFFERED**

a. **YEAR:** \_\_\_\_\_

2222 Refused

**ROTATE QUESTIONS 22a-c**

- 22a. **[POSE TO EVERYONE]** During your recent visit or visits to **[NAME OF DEALERSHIP FROM SAMPLE]**, do you recall seeing any posters or promotions related to buying a fuel efficient vehicle, to save money, save energy, and reduce emissions?  
**DO NOT READ RESPONSES - CODE ONE ONLY**

- 1 Yes, do recall posters/promotions related to buying a fuel efficient vehicle  
 2 No, do not recall posters/promotions related to buying a fuel efficient vehicle  
 8 Don't know/No answer

- 22b. **[POSE TO EVERYONE]** During your recent visit or visits to **[NAME OF DEALERSHIP FROM SAMPLE]**, do you recall seeing any posters or promotions related to maintaining your vehicle properly, to save money, save energy, and reduce emissions? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, do recall posters/promotions related to maintaining my vehicle properly
  - 2 No, do not recall posters/promotions related to maintaining my vehicle properly
  - 8 Don't know/No answer
- 22c. **[POSE TO EVERYONE]** During your recent visit or visits to **[NAME OF DEALERSHIP FROM SAMPLE]** do you recall seeing any posters or promotions specifically related just to saving money, saving energy, and reducing emissions? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, do recall posters/promotions related to saving money, saving energy, & reducing emissions
  - 2 No, do not recall posters/promotions related to saving money, saving energy, & reducing emissions
  - 8 Don't know/No answer
- 22d. **[POSE Q.22d ONLY IF "YES" TO ONE OR MORE OF Q.22a-b]** You stated that you recently saw posters or promotions at **[NAME OF DEALERSHIP FROM SAMPLE]**. Will the information you saw at the dealership encourage you to consider fuel efficiency, when buying or maintaining a vehicle in the future? **CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 8 Don't know/No answer
- 22dd. **[POSE Q.22dd ONLY IF "YES" IN Q.22c]** You stated that you recently saw posters or promotions at **[NAME OF DEALERSHIP FROM SAMPLE]**. Will the information you saw at the dealership encourage you in the future to consider fuel efficiency, saving energy or reducing emissions, when buying or maintaining a vehicle? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 8 Don't know/No answer
- 22e. **[POSE TO EVERYONE]** Since late March this year, have you visited one or more Manitoba new car dealerships other than **[NAME OF DEALERSHIP FROM SAMPLE]**, either to have a vehicle serviced, or to shop for a new vehicle? **DO NOT READ RESPONSES - CODE ONE ONLY**
- 1 Yes, have visited one or more other Manitoba new car dealerships
  - 2 No, have not visited any other Manitoba new car dealerships
  - 8 Don't know/No answer

- 22f. **[POSE TO EVERYONE]** Over the past few months, have you heard or read in the media (that is, newspapers, TV, radio, and so on) of a promotion related to purchasing fuel efficient new vehicles and having proper vehicle maintenance? This promotion has been sponsored by Natural Resources Canada in partnership with the Manitoba Motor Dealers Association. **DO NOT READ RESPONSES - CODE ONE ONLY**

- 1 Yes, have heard/read of this promotion
- 2 No, have not heard/read of this promotion
- 8 Don't know/No answer

To finish, I'd like to ask you two questions for statistical purposes only. Please be assured that your answers will remain completely anonymous.

23. Can you tell me in which of the following age categories you fall? Are you under 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, or 65 or older? **CODE ONE ONLY**

- 1 Under 24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older
- 7 Refused

24. Gender: **CODE ONE ONLY**

- 1 Male
- 2 Female

***Thank you for your participation in today's survey!***



# **Manitoba Dealer Feedback Survey - Online**

CLICK HERE FOR ENGLISH SURVEY: \_\_\_\_\_

CLICK HERE FOR FRENCH SURVEY: \_\_\_\_\_

**MESSAGE IN TEXT OF EMAIL INVITATION:** You may recall that you recently filled out a card at [NAME OF DEALER FROM SAMPLE], entering your name in a draw for \$500 worth of gasoline. The draw will take place in May, but prior to that we would like you to answer a short survey. Your name will be entered in the contest draw regardless of whether or not you participate in the survey. Your survey access codeword is : \_\_\_\_\_ Please click here to begin the survey.

**INTRODUCTION ON FIRST ONLINE PAGE:** Thank you for taking the time to fill out this survey, conducted by Corporate Research Associates on behalf of Natural Resources Canada. Please be assured that your participation is voluntary, and that your answers will remain confidential and will not be linked to personal information that could identify you. The survey should take about 10 minutes to complete and is registered with the national survey registration system. If you have any questions about the survey, please contact Peter MacIntosh at Corporate Research Associates (pmacintosh@cra.ca).

1. To begin, please indicate the extent to which you agree or disagree with the following statements, using a scale from "1" to "10" in which "1" means you completely disagree, and "10" means you "completely agree." [To begin/Next], to what extent do you agree or disagree that ... :  
**ROTATE STATEMENTS - RECORD EXACT NUMBER - AVOID ACCEPTING A RANGE - HAVE A SIDEBAR DEFINING GLOBAL CLIMATE CHANGE:** "In reference to Global Climate Change, the Government of Canada has stated that by increasing the amount of greenhouse gases, humankind has enhanced the warming capability of the earth's natural greenhouse effect. It is the human-induced enhanced greenhouse effect that causes environmental concern. It has the potential to warm the planet at a rate that has never been experienced in human history."
  - a. *Motor vehicle fuel use is a major contributor to global climate change.*
  - b. *The impact your vehicle will have on global climate change varies depending on the type of vehicle you drive.*
  - c. *The impact your vehicle will have on global climate change varies depending on whether or not you drive in a fuel efficient manner.*
  - d. *When behind the wheel, you drive so as to use fuel efficiently.*

- |    |                      |
|----|----------------------|
| 01 | Completely disagree  |
| 02 |                      |
| 03 |                      |
| 04 |                      |
| 05 |                      |
| 06 |                      |
| 07 |                      |
| 08 |                      |
| 09 |                      |
| 10 | Completely agree     |
| 98 | Don't know/No answer |

2. Is driving a vehicle to minimize fuel use, that is, to maximize the number of kilometres per tank of gas, a Critically important, Important, but not critical, Not very important, or Not at all important consideration to you? **CODE ONE ONLY**
- 1 Critically important
  - 2 Important, but not critical
  - 3 Not very important, or
  - 4 Not at all important
  - 8 Don't know/No answer
3. **[POSE Q.3 ONLY IF A NEW VEHICLE CUSTOMER]** When buying a vehicle, is **[ROTATE FACTORS]** a Critically important, Important, but not critical, Not very important, or Not at all important factor in your purchase decision-making process? **CODE ONE ONLY**
- a. The power of the vehicle
  - b. The interior space of the vehicle
  - c. The cargo capacity of the vehicle
  - d. The fuel consumption of the vehicle
  - e. The vehicle's appearance
  - f. The quality or workmanship of the vehicle
  - g. The level of impact the vehicle will have on global climate change
- 1 Critically important
  - 2 Important, but not critical
  - 3 Not very important, or
  - 4 Not at all important
  - 7 Don't personally purchase vehicles **[SKIP TO Q.4 AT FIRST MENTION OF THIS]**
  - 8 Don't know/No answer

**READ AND ROTATE QUESTIONS (4-9) AND (10-14)**

4. **[POSE Q.4 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER]** [And] Prior to today, were you aware of a document called the *Fuel Consumption Guide*? The Guide contains fuel consumption ratings for all new cars, light-duty trucks and vans sold in Canada. **CODE ONE ONLY**
- 1 Yes, was aware
  - 2 No, was not aware
  - 8 Don't know/No answer

- 4a. **[POSE Q.4a ONLY IF “YES, WAS AWARE” IN Q.4]** Did you see a copy of the Fuel Consumption Guide during your recent visit to **[NAME OF DEALERSHIP FROM SAMPLE]**?  
**CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 8 Don't know/No answer
- 4b. **[POSE Q.4b ONLY IF “YES” IN Q.4a]** Did you take home a copy of the Fuel Consumption Guide from your recent visit to **[NAME OF DEALERSHIP FROM SAMPLE]**?  
**CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 3 Already had a copy/Received a copy from elsewhere
  - 8 Don't know/No answer
5. **[POSE Q.5 ONLY IF “YES, WAS AWARE” IN Q.4]** Prior to today, were you aware that Natural Resources Canada publishes the *Fuel Consumption Guide*? **CODE ONE ONLY**
- 1 Yes, was aware
  - 2 No, was not aware
  - 8 Don't know/No answer
6. **[POSE Q.6 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, WAS AWARE” IN Q.4]** Have you ever read or scanned this Fuel Consumption Guide?  
**CODE ONE ONLY**
- 1 Yes, have read/scanned the Guide
  - 2 No, have not read/scanned the Guide
  - 8 Don't know/No answer
7. **[POSE Q.7 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, HAVE ...” IN Q.6]** All things considered, do you have a Completely favourable, Mostly favourable, Mostly unfavourable, or Completely unfavourable overall opinion of this Fuel Consumption Guide? **CODE ONE ONLY**
- 1 Completely favourable
  - 2 Mostly favourable
  - 3 Mostly unfavourable, or
  - 4 Completely unfavourable
  - 8 Don't know/No answer

8. **[POSE Q.8 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “FAVOURABLE” OR “UNFAVOURABLE” IN Q.7]** Why do you have a **[SHOW RESPONSE FROM Q.7]** overall opinion of this Fuel Consumption Guide? **RECORD VERBATIM**

---

98 Don't know/No answer

9. **[POSE Q.9 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, WAS ...” IN Q.4. HOWEVER, DO NOT POSE Q.9 IF “DON'T PERSONALLY PURCHASE VEHICLES” IN Q.3]** The next time you purchase a vehicle, will you Definitely, Probably, Probably not, or Definitely not use the Fuel Consumption Guide to help compare fuel consumption ratings before choosing a vehicle? **CODE ONE ONLY**

- 1 Definitely  
2 Probably  
3 Probably not, or  
4 Definitely not  
7 Don't personally purchase vehicles  
8 Don't know/No answer

10. **[POSE Q.10 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER]** [And] As you may or may not know, Natural Resources Canada oversees what is known as the EnerGuide Label For New Vehicles Program. Labels showing city and highway fuel consumption ratings are placed on all new passenger cars sold in Canada. As well, the estimated annual fuel cost for vehicles is shown on the label. Prior to today, were you aware of this EnerGuide Label For New Vehicles Program?

**CODE ONE ONLY**

- 1 Yes, was aware  
2 No, was not aware  
8 Don't know/No answer

- 10a. **[POSE Q.10a IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND ONLY IF “YES, WAS AWARE” IN Q.10]** Did you see an EnerGuide Label for New Vehicles during your recent visit to **[NAME OF DEALERSHIP FROM SAMPLE]**?

**CODE ONE ONLY**

- 1 Yes  
2 No  
8 Don't know/No answer

11. **[POSE Q.11 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, WAS AWARE” IN Q.10. HOWEVER, DO NOT POSE Q.11 IF “DON’T PERSONALLY PURCHASE VEHICLES” IN Q.3 OR IN Q.9]** Have you ever used or referred to the EnerGuide label to help in your choice of a vehicle?  
**CODE ONE ONLY**
- 1 Yes, have used/referred to the EnerGuide label
  - 2 No, have not used/referred to the EnerGuide label
  - 8 Don't know/No answer
12. **[POSE Q.12 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “YES, HAVE ...” IN Q.11]** All things considered, do you have a Completely favourable, Mostly favourable, Mostly unfavourable, or Completely unfavourable overall opinion of EnerGuide labels?  
**CODE ONE ONLY**
- 1 Completely favourable
  - 2 Mostly favourable
  - 3 Mostly unfavourable, or
  - 4 Completely unfavourable
  - 8 Don't know/No answer
13. **[POSE Q.13 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER, AND POSE ONLY IF “FAVOURABLE” OR “UNFAVOURABLE” IN Q.12]** Why do you have a **[SHOW RESPONSE FROM Q.12]** overall opinion of EnerGuide labels?  
**RECORD VERBATIM**
- 
- 98 Don't know/No answer
14. **[POSE Q.14 IF EITHER A NEW VEHICLE CUSTOMER OR A SERVICE CUSTOMER. HOWEVER, DO NOT POSE Q.14 IF “DON’T PERSONALLY PURCHASE VEHICLES” IN Q.3 OR IN Q.9]** The next time you purchase a vehicle, will you Definitely, Probably, Probably not, or Definitely not consult the EnerGuide Label to help you make your choice of a vehicle?  
**CODE ONE ONLY**
- 1 Definitely
  - 2 Probably
  - 3 Probably not, or
  - 4 Definitely not
  - 8 Don't know/No answer

15. *Moving along ...* Are you aware that Natural Resources Canada presents to car manufacturers EnerGuide Awards annually for the most fuel-efficient vehicles for the current model year?  
**CODE ONE ONLY**
- 1 Yes, was aware
  - 2 No, was not aware
  - 8 Don't know/No answer
16. **[POSE Q.16 ONLY IF "YES, WAS AWARE" IN Q.15. HOWEVER, DO NOT POSE Q.16 IF "DON'T PERSONALLY PURCHASE VEHICLES" IN Q.3 OR IN Q.9]** Do you use information related concerning who won the EnerGuide Awards, in your buying decision of a new vehicle?  
**CODE ONE ONLY**
- 1 Yes
  - 2 No
  - 8 Don't know/No answer
17. **[POSE Q.17 ONLY IF "NO, WAS NOT AWARE" OR IF "DON'T KNOW/NO ANSWER" IN Q.15. HOWEVER, DO NOT POSE Q.17 IF "DON'T PERSONALLY PURCHASE VEHICLES" IN Q.3 OR IN Q.9]** Now that you are aware of the EnerGuide Awards, the next time you purchase a vehicle will you Definitely, Probably, Probably not, or Definitely not seek to learn who won the Awards, to help you in your choice of a vehicle?  
**CODE ONE ONLY**
- 1 Definitely
  - 2 Probably
  - 3 Probably not, or
  - 4 Definitely not
  - 8 Don't know/No answer

**NO LONGER ROTATE QUESTIONS 18 AND 19**

18. **[POSE Q.18 ONLY IF A SERVICE CUSTOMER]** And ... Now I have [a/another] question about the vehicle you recently had serviced at **[NAME OF CAR DEALERSHIP FROM SAMPLE]**. Which one of the following most closely represents how often you measure your vehicle's tire pressure? Is it ... : **SHOW RESPONSES IN ORDER - CODE ONE ONLY - SHOW IN SIDEBAR: IF MORE THAN ONE VEHICLE WAS SERVICED, PLEASE ANSWER IN GENERAL ABOUT ALL VEHICLES SERVICED**
- 01 Once a week
  - 02 Once a month
  - 03 Once every two or three months
  - 04 Once every four months
  - 05 Once every six months
  - 06 Less than every six months, or
  - 07 Do you never check your vehicle's tire pressure
  - 98 Don't know/No answer
  - 99 Other (**SPECIFY, STATING HOW OFTEN:** \_\_\_\_\_)
19. **[POSE Q.19 ONLY IF A SERVICE CUSTOMER]** And ... How do you determine if your current vehicle needs a maintenance check-up?  
**RECORD VERBATIM - SHOW IN SIDEBAR: IF YOUR HOUSEHOLD HAS MORE THAN ONE VEHICLE, PLEASE ANSWER IN GENERAL ABOUT ALL YOUR VEHICLES**
- 
- 98 Don't know/No answer
20. **[POSE Q.20 ONLY IF A SERVICE CUSTOMER]** And ... To the best of your knowledge, how often is it recommended that drivers should measure their vehicle's tire pressure? Is it ... : **SHOW RESPONSES IN ORDER - CODE ONE ONLY**
- 1 Once a week
  - 2 Once a month
  - 3 Once every two or three months
  - 4 Once every four months, or is it
  - 5 Once every six months
  - 8 Don't know/No answer
21. **[POSE Q.21 ONLY IF A SERVICE CUSTOMER]** What is the year of the vehicle you recently had serviced at the dealership? **RECORD**
- a. **YEAR:** \_\_\_\_\_
- 98 Refused



22. **[POSE Q.22 ONLY IF A NEW VEHICLE CUSTOMER – DO NOT POSE IF Q.21 WAS POSED]**  
What is the year of your household's primary vehicle?  
**RECORD – RECORD JUST ONE VEHICLE IF MORE THAN ONE OFFERED**

a. **YEAR:** \_\_\_\_\_

98 Refused

**ROTATE QUESTIONS 22a-c**

- 22a. **[POSE TO EVERYONE]** During your recent visit or visits to **[NAME OF DEALERSHIP FROM SAMPLE]**, do you recall seeing any posters or promotions related to buying a fuel efficient vehicle, to save money, save energy, and reduce emissions?  
**CODE ONE ONLY**

1 Yes, do recall posters/promotions related to buying a fuel efficient vehicle  
2 No, do not recall posters/promotions related to buying a fuel efficient vehicle  
8 Don't know/No answer

- 22b. **[POSE TO EVERYONE]** During your recent visit or visits to **[NAME OF DEALERSHIP FROM SAMPLE]**, do you recall seeing any posters or promotions related to maintaining your vehicle properly, to save money, save energy, and reduce emissions?  
**CODE ONE ONLY**

1 Yes, do recall posters/promotions related to maintaining my vehicle properly  
2 No, do not recall posters/promotions related to maintaining my vehicle properly  
8 Don't know/No answer

- 22c. **[POSE TO EVERYONE]** During your recent visit or visits to **[NAME OF DEALERSHIP FROM SAMPLE]** do you recall seeing any posters or promotions specifically related just to saving money, saving energy, and reducing emissions?  
**CODE ONE ONLY**

1 Yes, do recall posters/promotions related to saving money, saving energy, & reducing emissions  
2 No, do not recall posters/promotions related to saving money, saving energy, & reducing emissions  
8 Don't know/No answer

- 22d. **[POSE Q.22d ONLY IF "YES" TO ONE OR MORE OF Q.22a-b]** You stated that you recently saw posters or promotions at **[NAME OF DEALERSHIP FROM SAMPLE]**. Will the information you saw at the dealership encourage you to consider fuel efficiency, when buying or maintaining a vehicle in the future? **CODE ONE ONLY**

1 Yes  
2 No  
8 Don't know/No answer

22dd. **[POSE Q.22dd ONLY IF "YES" IN Q.22c]** You stated that you recently saw posters or promotions at **[NAME OF DEALERSHIP FROM SAMPLE]**. Will the information you saw at the dealership encourage you in the future to consider fuel efficiency, saving energy or reducing emissions, when buying or maintaining a vehicle? **CODE ONE ONLY**

- 1 Yes
- 2 No
- 8 Don't know/No answer

22e. **[POSE TO EVERYONE]** Since late March this year, have you visited one or more Manitoba new car dealerships other than **[NAME OF DEALERSHIP FROM SAMPLE]**, either to have a vehicle serviced, or to shop for a new vehicle? **CODE ONE ONLY**

- 1 Yes, have visited one or more other Manitoba new car dealerships
- 2 No, have not visited any other Manitoba new car dealerships
- 8 Don't know/No answer

22f. **[POSE TO EVERYONE]** Over the past few months, have you heard or read in the media (that is, newspapers, TV, radio, and so on) of a promotion related to purchasing fuel efficient new vehicles and having proper vehicle maintenance? This promotion has been sponsored by Natural Resources Canada in partnership with the Manitoba Motor Dealers Association. **CODE ONE ONLY**

- 1 Yes, have heard/read of this promotion
- 2 No, have not heard/read of this promotion
- 8 Don't know/No answer

To finish, I'd like to ask you two questions for statistical purposes only. Please be assured that your answers will remain completely anonymous.

23. Can you tell me in which of the following age categories you fall? Are you under 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, or 65 or older? **CODE ONE ONLY**

- 1 Under 24
- 2 25-34
- 3 35-44
- 4 45-54
- 5 55-64
- 6 65 or older
- 7 Refused

24. Gender: **CODE ONE ONLY**

- 1 Male
- 2 Female

***Thank you for your participation in today's survey!***

# **Appendix D: Customer Response Card**

**Energy Efficiency - Your Opinion Is Important To Us!**

Thank you for completing this card. By providing the information below, you may be contacted either by phone or e-mail to complete a Natural Resources Canada survey on energy efficiency. Whether contacted or not, you will be entered in a contest to win a gift certificate for \$500 worth of gasoline.

**To be completed by the customer:** Name: \_\_\_\_\_

Are you visiting the dealership today because you are:

Having your vehicle serviced? Yes \_\_\_\_\_ No \_\_\_\_\_

In the market to buy a new vehicle? Yes \_\_\_\_\_ No \_\_\_\_\_

Your e-mail address: \_\_\_\_\_

Your home telephone number: \_\_\_\_\_

Your home postal code: \_\_\_\_\_

Today's date: \_\_\_\_\_

**To be completed by the vehicle dealership:**

Name of Dealership: \_\_\_\_\_

Community: \_\_\_\_\_

***Efficacité énergétique – Votre opinion compte pour nous!***

Merci d'avoir complété ce formulaire. En fournissant l'information suivante, vous pourriez être contacté, soit par téléphone ou courriel, afin de compléter une enquête du ministère des Ressources naturelles Canada concernant l'efficacité énergétique. Que vous soyez contacté ou non, vous serez considéré pour un concours donnant la chance de gagner un certificat-cadeau d'essence d'une valeur de 500 \$.

***À être complété par le client :*** Nom : \_\_\_\_\_

Visitez-vous le concessionnaire aujourd'hui parce que vous :

Entretenez votre véhicule ? Oui \_\_\_\_\_ Non \_\_\_\_\_

Êtes sur le marché afin d'acheter un nouveau véhicule ? Oui \_\_\_\_\_ Non \_\_\_\_\_

Votre courriel : \_\_\_\_\_

Votre numéro de téléphone à la maison : \_\_\_\_\_

Votre code postal : \_\_\_\_\_ Date : \_\_\_\_\_

***À être complété par le concessionnaire :***

Nom du concessionnaire : \_\_\_\_\_

Communauté : \_\_\_\_\_