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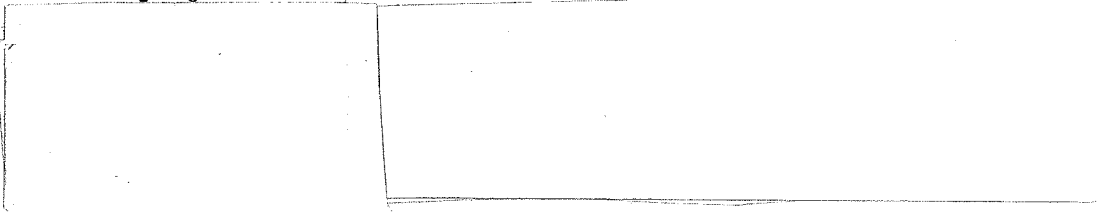
OWNER LOYALTY TO MAKE OF AUTOMOBILE
Survey of Auto Owners in Chicago
and Rockford, Illinois

Report of Study No. 388, Phase II

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*"Preliminary Exploration of Factors Involved in Repurchase Behavior in the Medium-Priced Automobile Market," August 3, 1956.

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INTRODUCTION

1. Importance of the Loyalty Phenomenon

Virtually nothing has been published regarding detailed studies of the reasons why a large percentage of auto owners buy the same make of car when they trade in their old ones. This two-city study of the behavior and attitudes related to owner loyalty was conducted with two general objectives in mind:

The marketing implications of auto loyalty are rather considerable, especially to the auto manufacturer who is planning to produce a new make. If it were found that loyalties are deep-seated, quite a different potential market would be sought than if it were established that loyalties tend to be short-lived.

Auto loyalty is of particular interest to social scientists concerned with consumer behavior, as it reflects basic patterns of motivations, interests, and values.

As to the actual prevalence of loyalty to make of auto as reflected by owners' repurchases, past studies have differed in their findings. One study* reported the range of repurchases of the same make of car to be from 45 to 67 per cent of purchases of the various major makes. Another study, in which a national probability sample of households was utilized, reports a range of 24 to 36 per cent of the owners of six makes of car--who had bought their cars new--had repurchased the same make.** Section A of the "Findings in Detail" discusses the ways in which the figures in these two studies may be reconciled in terms of differences in method. For the moment, regardless of the basis on which repurchase loyalty is computed, it appears that auto loyalty is a very common phenomenon when one compares only two successive purchases. (It is demonstrated later that loyalty over a span of several purchases is considerably less frequent.)

2. Scope of This Report

This study is intended to isolate a number of the principal correlates of auto-owner loyalty, and to describe the ways in which they contribute to tendencies toward, or away from, loyalty. This two-city study could not achieve the precision and the conclusiveness that would be possible in a full-scale national sampling of auto owners. However, many of the differences between "loyal" and "non-loyal" auto owners reported in this study appear substantial enough to draw interim conclusions and to serve as a base for more detailed studies that may be conducted in the future.

3. Design and Sampling

A nation-wide study was ruled out as too expensive and time-consuming, in view of the volume of information desired from each person to be interviewed. It was decided that the study be limited to a sampling in two localities that might be presumed to be quite different in the proportions of auto owners who

*"Qualified Prospects," a study of passenger cars traded in on new cars in March, 1955. Undated report of the Research Department, Direct Mail Division, R. L. Polk & Company.

**Crowell-Collier Automotive Survey, No. 20, 1956, the Crowell-Collier Publishing Company, New York.

have been "loyal" over a period of time. The rationale was that if the two localities were found actually to be quite similar in the loyalty characteristics of auto owners, one might infer with more confidence that the findings for only two localities would indicate the approximate range of auto loyalty one would expect to find in a coverage of more localities.

In choosing the two localities, the reasoning was that city size should be the determining factor, since people who live in large cities have a wide range of choice of makes that are sold by many dealers, whereas auto choice in some smaller cities might be limited to trading with a single dealer for each make. Another criterion was that the two localities should be in one area, so as not to introduce a geographical variable in addition to the size-of-town variable.

Chicago and Rockford were the two cities selected. Rockford is a city of about 100,000 population, about 80 miles from Chicago, the nearest large city; at the time of this study it had only one* dealer for each of the eight makes of autos whose owners were to be studied.

The sampling procedure is described in detail in the Appendix. In brief, it consisted of these steps:

- a. Obtaining lists of auto owners' names and addresses, limited to those whose purchase of a car was sufficiently recent (1955-1956 models) that they would be able to discuss the circumstances of the purchase.
- b. Selecting specific auto owners to be interviewed. In Chicago, the sampling procedure provided for the selection of an equal number of owners of the various makes of auto, fairly well-distributed throughout the city in relation to the distribution of the eight makes. In Rockford the same procedure was followed, except that auto owners who lived in primarily industrial or business areas, or in "downtown" areas that were highly congested or declining in population, were excluded to insure a highly "residential" sample.
- c. Interviewers' choice of respondents was limited to the individual auto owners assigned to them, with the option (infrequently exercised) of substituting another individual in the same household only if the listed auto in fact was the car of the other individual. Interviewers made at least two attempts to reach the specified auto owner. Interviews were completed with 68 per cent of the owners who were called upon. Eighty-two per cent of the eligible prospective respondents who were reached consented to being interviewed.

Five hundred forty-eight interviews, ranging in length from one to more than two hours, were completed during October and November, 1956. Interviews were equally distributed between Chicago and Rockford auto owners, and were fairly evenly distributed among owners of the eight makes.

- d. Finally, the responses of the owners of the various makes were assigned weights in proportion to the relative sales of these makes in 1955. Since owners of each of the eight makes were interviewed in approximately equal numbers in order to make it possible to analyze the responses of owners of

*Exception: in accordance with the current practice of the Chrysler Corporation to have dual dealerships, the Chrysler and DeSoto agencies also sold Plymouths.

cars which constitute a relatively small proportion of the market, the weighting process was necessary to give a better approximation of the results that would have been obtained had owners been interviewed in proportion to each make's share-of-the-market.

4. Statistical Reliability

While the original sample of owners' names was drawn in a way that insured assignments in accordance with the principle of each owner having a known probability of being selected for interviewing, only 68 per cent of the assigned owners were interviewed. It is not possible to establish whether the persons who were interviewed had the same characteristics as the persons who were not, even though obtaining an approximately equal number of interviews with owners of each of the eight makes of car would tend to increase the representativeness of the final sample. In any event, the sample was sufficiently representative for the major purpose of the study, which was to analyze the interrelationships of behavior and attitudes rather than to provide a definitive sample census of car-purchasing behavior.

If one makes the assumption that the sample was representative of the base populations as defined earlier, any percentage in this report based on the total of 548 interviews would, in 95 instances out of 100, not vary more than about four percentage points, from chance alone, from the percentage that would have been obtained on the same question if all of the auto owners of the eight makes of autos in the base populations had been interviewed. The statistical reliability of results based on sub-groups within the sample would, of course, be less than for the sample as a whole. While detailed illustrations of the reliability of responses among sub-groups are provided in the Appendix, it should be made clear at the outset that a comparison of percentages based on two sub-groups of as few as 70 interviews each (e.g., results for the eight make-of-car groups) is subject to such a large sampling variance that a difference of less than 17 percentage points should be considered as suggestive of a possible difference, rather than conclusive.

I. SUMMARY OF PRINCIPAL FINDINGS

The findings from 548 interviews in two cities cannot approach the authoritative-ness of a nation-wide survey either in precision or in assessment of information about sub-groups in minute detail. However, the main findings of this limited study of the auto loyalty phenomenon are consistent with information available from other sources.

This summary is more general than the summaries at the end of each section. The "Findings in Detail" should be read for a full understanding of the implications and limitations of the results obtained in this study.

A. GENERAL PATTERNS OF AUTO PURCHASE BEHAVIOR

That loyalty to make of automobile--in terms of repurchase of the same make--may be a relatively short-lived phenomenon, is indicated by the finding that although about half the auto owners in this study had repurchased the same make last time, only 25 per cent had purchased the same make throughout the last ten years. Hypothetically, it is possible for each purchase in a series to show 60 per cent repurchases, and yet to have a complete "turnover" in make of car for all owners within four successive purchases. While the "turnover" in this study did not approach the maximum, it was found that the usual tendency among auto owners was to switch makes after the second or third purchase.

Contrary to expectations, auto loyalty was found to be no greater in Rockford than in Chicago, even though it had been anticipated that loyalty would be greater in Rockford because of the limited number of dealers in that city. Coverage of other cities would be necessary in order to establish for certain whether owner loyalty does not depend a great deal upon the number of dealers for each make convenient to the auto shopper.

This study, as have others, found that the average person tends to upgrade his car in his successive purchases by buying a higher-priced model or a newer car. An additional finding was that a substantial proportion of upgradings (42 per cent) were achieved by switching to a make of a different manufacturer, rather than buying an available higher-priced make of the same manufacturer. The finding suggests that line-loyalty is not necessarily firmly entrenched in the average auto purchaser's set of values.

B. OBJECTIVE CHARACTERISTICS OF "LOYALISTS" AND "SWITCHERS"

Two contrasting groups of respondents were singled out for special analysis in Sections B and C of this report:

The "Loyalists," or those who had bought the same make of car throughout the last ten years.

The "Switchers," or those who had never bought the same make twice in a row during the last ten years.

1. Differences in Auto Ownership Characteristics

A larger proportion of "Loyalists" than "Switchers":

- were Chevrolet owners
- had later-model cars
- had bought new cars in the past
- had not upgraded in their more recent purchases
- had a current car in an "in-between" series (neither the most nor least expensive for their make of car)
- had bought their current cars for cash rather than credit

Also, more "Loyalists" had accessories which contribute to driving ease (automatic transmission, power steering, power brakes); BUT fewer "Loyalists" had white sidewall tires on their cars.

2. Differences in Background, or Group, Characteristics

A larger proportion of "Loyalists" than "Switchers":

- were older; had smaller households and more children living away from home
- were more well-to-do (incomes of \$10,000 or more)
- were home-owners (home-owners were found more loyal than others, regardless of income level)
- were job-loyal (had worked for longer periods in both their present and most recent jobs)
- did not have wives working outside the household
- had been to college
- were of ancestry that had been in the U. S. many generations
- had lived in their neighborhoods for a longer period of time; but a larger percentage of "Switchers" had never lived outside their city or its suburbs

C. DIFFERENCES IN ATTITUDES AND EXPERIENCES

1. Attitudes Concerning Loyalty to Make of Auto

Intensive questioning as to the reasons behind recent purchases of autos and their future buying intentions, indicated that "Loyalists" to a greater degree emphasized motives of an economic character, whereas "Switchers'" apparent motives were less consistent and were relatively more concerned with reasons reflecting personal tastes or short-term environmental influences. In their reasons for buying their current car rather than some other make, "Loyalists" emphasized mechanical qualities or performance, price, and economy of operation. "Switchers"

more frequently mentioned reasons having to do with style, the influence of other people or advertising, and the car's handling or riding qualities.

The ideal of auto loyalty as representing sound judgment, was accepted in principle by both "Switchers" and "Loyalists." However, four out of ten of those classified as "Switchers" on the basis of past buying behavior, still intended to switch again on their next purchase.

The consensus among both groups was that the present-day automobile is a good product: much to be preferred over the cars of yesteryear. However, somewhat more of the "Switchers" had a sentimental regard for formerly-owned makes which no longer comprise a substantial share of the new auto market.

General Motors was rated by a majority of both groups as making "the best cars" among the principal three manufacturers (General Motors, Ford Motor Company, and Chrysler Corporation), with Chrysler second. General Motors also led in ratings of the manufacturer with "the best dealer service departments"; here the Ford Motor Company was rated second. Owners of General Motors cars were most "loyal" in their ratings on both counts. Owners of Ford Motor Company cars (Mercury, Ford) were least "loyal" on the question of which company makes the best cars; and owners of Chrysler products (Dodge, Plymouth) were least "loyal" in their ratings of dealer service departments.

2. Dealer Factors and Car-Buying Experiences

As expected, more "Loyalists" (36 per cent) than "Switchers" (15 per cent) visited only one dealer in buying their current car. "Loyalists" who did go to more than one dealer tended more than "Switchers" to return to buy their car from the dealer first visited. In contrast, the typical "Switcher" visited a number of dealers for a variety of makes, and tended to close a deal with the last dealer he visited.

"Switchers" more than "Loyalists" seemed to look upon the dealer as merely a middleman between themselves and the manufacturer, and to emphasize the short-term financial advantages of the deal rather than other considerations. "Loyalists" put relatively more emphasis upon the connections or obligations they had built up with the dealer, the excellence of the dealer's service, and his reliability and reputation.

In describing the characteristics of specific dealers they rated as "good," and the ways of other dealers they would not want to trade with, both groups put more emphasis upon service departments and the dealer's integrity in living up to his commitments than they did upon other considerations.

3. Reference Group and Identity Factors Involved in Loyalty

In this study, car-buying behavior was found to be influenced in much the same way as other social behavior by what one's reference groups do, and by how the person visualizes his own identity or self. Analysis of the influence of these interrelated factors was limited by the relatively small number of interviews: it was not possible, for example, to divide

the sample into a number of life-cycle sub-groups in order to examine the differences in behavior of members of different social strata and also of different family structures. Therefore, the analyses of differences in behavior and outlook of the few sub-groupings utilized in this report are intended to be primarily illustrative of some of the differences that are to be expected, rather than conclusive.

A few more "Loyalists" than "Switchers" described themselves as "well-educated" or as a "leader." A few more "Switchers" described themselves as "plain," "successful," and "young."

"Loyalists" appeared to be more status-conscious than "Switchers." More of them reported that they thought their cars cost more than most other cars in the neighborhood. More of them, when asked to mention two close friends, mentioned first a person in a higher-status occupation. Also, more "Loyalists" thought of themselves as members of the Upper or Upper Middle classes; this tendency held true of "Loyalists" with incomes of less than \$7,500 as well as those who had higher incomes. Further, in describing their chief goals in life, "Loyalists" appeared to put greater emphasis on non-materialistic objectives which had implications of status and of social approval.

"Loyalists" appeared more conservative or "set in their ways" in general. More of them said they felt a person is better off to stay with one firm rather than to switch companies whenever better opportunities appear to lie elsewhere; and more "Loyalists" said they would choose the same line of work if they were starting all over in a career. More of them preferred their own neighborhoods to other places in their city. The apparent conservatism in attitudes of "Loyalists" is consistent with their reported behavior, not only in auto purchases but in sticking to the same job and the same neighborhoods for longer periods than was the case with "Switchers."

The reactions of two sub-groups are found to be in keeping with reference-group theory, in which a departure from the mode for one's associates is presumed to set up certain tensions until the disparity between one's behavior and that of one's associates is resolved either by the individual's conforming to the mode or by changing his associates. The two sub-groups who do not conform to the mode for their age are the younger (under 45) "Loyalists" and the older "Switchers":

The modal behavior for those under 45 was found to be to switch makes fairly often in a rather rapid process of upgrading one's automobiles to a satisfactory level. The younger "Loyalists" deviated from the mode for their group, constituting a minority that had had the same make of car for the last ten years--if they had had cars for that long. Younger "Loyalists" were almost as conservative as the older "Loyalists" on such questions as the wisdom of sticking to a job in one company, or to one's favorite brands of products. Tension among these younger "Loyalists" is inferred from their being less satisfied than other persons in their age group with their progress toward their life goals, and from the fact that fewer of them viewed their neighbors as very friendly.

Among persons 45 or older, the modal car-buying behavior was to stick to one make of car for at least two successive purchases. The older "Switchers" departed, by definition, from the modal car-buying behavior by never buying the same make of car twice in succession during the last ten years. The older "Switcher," relative to older "Loyalists," was found more often to be dissatisfied with his neighborhood, to visit less in homes around the neighborhood, and to be less satisfied with his progress toward his goals in life. Findings such as these, plus the finding that very few older "Switchers" rate themselves as well-informed about the latest models of cars, indicate that the older "Switcher" tends to be an isolate--not only in his car-buying behavior, but also in other behavior.

D. IMAGES AND STEREOTYPES ABOUT VARIOUS MAKES OF AUTOMOBILES

This section of the report is concerned only indirectly with the phenomenon of auto loyalty; but the findings do illustrate that the average person is able to evoke quite a detailed imagery about cars: images that no doubt have a bearing on the formation of allegiances to certain makes.

1. Estimated Costs of the Various Makes

While most respondents were able to rank nine makes as to estimated average cost, there was a considerable range in the estimates. For only four of the makes did as many as 40 per cent assign the make to the same price rank. Among the medium-priced makes, Buick and Oldsmobile were better-established in respondents' thinking as relatively higher-priced, and Dodge as the lowest-priced among the six medium makes. (Mercury and Pontiac had rather ambiguous positions in the price hierarchy.) Among the lower-priced three makes, Plymouth was more consistently ranked as the lowest in price.

If it is better, in appealing to a mass market, not to have a make considered as either the highest-priced or lowest-priced in its class, Oldsmobile and Chevrolet would appear to be the makes in the most favorable situation as regards the price rankings attributed to them by persons interviewed in this two-city study.

2. Attributes of the Various Makes

Attributes, as seen by the respondents, indicated that among medium-priced makes Oldsmobile and Buick ranked relatively high as regards prestige, trade-in value, and style; they also were seen relatively often as cars that would be driven by single men. Dodge and Pontiac ranked near the bottom on prestige, trade-in value, and style. Among the lower-priced makes, Chevrolet and Ford fared much better than Plymouth in trade-in and style ratings. Ford was viewed relatively more often as a single man's car, and Plymouth as a married man's car and a woman's car.

Ratings on trade-in value and style were found to be fairly highly related to whether the person intends to purchase the same make. A make of car that is seen as suitable for both married and single people, and for both men and women, appears to fare better than other makes in the owners' repurchase intentions.

3. Images of Seven Occupations

Most respondents were able to express themselves when asked to say whether persons in seven occupations would drive new or used, or flashy or conservative, cars; and what make of car they would have. Buick and Oldsmobile were more often associated with the higher-status occupations, and Mercury with "active" occupations (Airline Pilot, Construction Engineer). Among the medium-priced makes, Dodge and Pontiac were relatively seldom selected as the make that would be owned by persons in any of the seven occupations.

Among the lower-priced makes, Ford was most often associated with "outdoor" and "masculine" occupations (Factory Worker, Plumber), and Plymouth with the more "feminine" occupations (Social Worker, Bookkeeper).

II. FINDINGS IN DETAIL

A. GENERAL PATTERNS OF AUTO PURCHASE BEHAVIOR

1. Other Studies of Product Loyalty

Relatively few published studies on product loyalty are available from non-automotive fields to lend perspective on whether auto repurchase loyalty--as reflected in the findings of the studies summarized below--might be considered relatively higher or lower than loyalty in other products costing a substantial amount. The only available study providing a reasonable parallel to auto repurchase loyalty is that of Donald L. Miller,* concerning repurchase of the same brand of refrigerator among a sample of a few hundred housewives. Miller found that between one-fourth and one-third (no totals are printed) of those who had previously owned a refrigerator repurchased the same brand.

Regarding the actual extent of auto repurchase loyalty, authorities differ. As mentioned in the Introduction, the R. L. Polk analysis of Michigan new-car purchases in 1955 found that for the various makes a range of 45 to about 75 per cent of new-car purchases involved trading in a car of the same make. Repurchases of the same make represented on the average about two-thirds of the total purchases. The 1956 Crowell-Collier nation-wide Automotive Survey** reports a range of 24 to 36 per cent repurchase loyalty among owners of six makes who had bought their cars new. The same study found that an understandably lower percentage had bought the same make three times in a row.

The following table compares the Polk and Crowell-Collier findings for the six makes of car on which repurchase loyalty figures were published in both studies:

TABLE 1

REPURCHASE LOYALTY RATES FROM TWO STUDIES

Makes of Autos in Present Study	Polk Mich. New-Car Buyers 1955	Crowell-Collier, 1956, National Sample of Those Who Bought Their Present Make New:	
		Same Make as Last Purchase	Same Make in Last Two Purchases
Buick	67%	24%	11%
Chevrolet	66	36	18
Ford	63	38	15
Oldsmobile	60	32	13
Pontiac	55	33	10
Plymouth	51	27	5
Mercury	51	Not reported	Not reported
Dodge	46	Not reported	Not reported

*"The Life Cycle and the Impact of Advertising," Consumer Behavior, Vol. II, New York University Press, 1955. Miller reported that refrigerator repurchase loyalty was considerably higher among older people, which is consistent with the findings of this present study of auto loyalty.

**op. cit., p. 16.

It is seen that the figures from the two studies differ considerably, both in the percentages of loyalty reported and in the relative repurchase rate among the various makes. However, the differences may well be accounted for by the differences in the procedures in the two studies:

The Polk study reports car purchases rather than individuals, limited to 1955 new-car deals involving a trade. The percentages represent the proportions of older cars traded in on the same make. The data were derived from official new-car registration records for Michigan exclusive of Wayne County (the Detroit area); and Michigan may not be typical in its repurchase loyalty patterns.

The Crowell-Collier data, gathered through a national probability sampling of households conducted by W. R. Simmons and Associates, are presented in terms of the owners of cars which were bought new at some time in the past. These owners include persons who had never owned an auto previously, and multi-car families in which actual repurchase loyalty may have been masked by successive purchases of Make A, then Make B, then a replacement of Make A with another Make A, and then a replacement of Make B with another Make B.

Regardless of the apparent differences in repurchase loyalty figures from these sources, two general conclusions are apparent:

The proportion of repurchase loyalty on any single repurchase is indeed high, and probably higher than for other types of fairly costly branded items.

The proportion of repurchase loyalty over as many as three successive purchases may well be relatively low, according to the Crowell-Collier figures: on none of the six makes did as many as one-fifth of the owners buy the make three times in a row. The findings indicate that while repurchase loyalty is a very common phenomenon, it may be also a rather transient one. The findings of this present two-city study also indicate that relatively few auto owners purchase the same make over an extended period of time.

Hypothetical "upper" and "lower" limits of potential repurchase loyalty in the present auto market were presented in the report on Phase I of this study (pp. 10-12), prior to publication of the Crowell-Collier 1956 report. These limits are summarized thus:

(a) The theoretical upper limit of line repurchase loyalty:

As will be seen later in this report, most auto owners go through a process of upgrading their cars over a period of time after their first purchase, through buying more expensive makes or models. The theoretical upper limit of repurchase loyalty to the same manufacturer's line for those upgrading through buying a more expensive make would appear to be about 85 per cent. This figure is arrived at through subtracting, from 100 per cent of 1955 registrations of autos in the U. S., the approximately 15 per cent of registrations of makes which do not permit ready upgradings within the same manufacturer's line--Cadillac, Chrysler, Lincoln, Mercury, and the makes

of manufacturers other than General Motors, Ford Motor Company, and Chrysler Corporation.

(b) The lower limit of repurchase loyalty to make:

If one assumes that the present repurchase loyalty rate is about 60 per cent in the aggregate on each single repurchase, a complete turn-over of ownership is theoretically possible within four successive purchases. Figure 1 shows how this might occur--hypothetically.* Viewed in this light, the Crowell-Collier finding of only five to 18 per cent loyalty throughout three successive purchases appears plausible. Again, it will be seen that the results of this present study on repurchase behavior of auto owners over a ten-year period are quite compatible with the Crowell-Collier national findings.

It should be emphasized that both short-term and long-term bases of computing repurchase loyalty are useful, for rather different purposes. Short-term repurchase loyalty rates in terms of two successive purchases are useful in estimating the proportions of current owners of certain makes who will buy the same make the next time they get a new car. Longer-term loyalty rates are useful in estimating the proportions of owners of certain makes who may (all factors held constant) shift to another make after several purchases.

2. Factors Which May Affect Auto Loyalty

Intentions to repurchase the same make of car are much more frequent than actual repurchases. The same Crowell-Collier 1956 Automotive Survey shows that about two-thirds of owners (who bought their cars new) of the eight makes that are involved in the present study, say they would buy the same make:**

"If you were buying a new car now, which make do you think you would buy?"

Percentage who think they
would buy same make

Buick	76.3%
Oldsmobile	73.7
Ford	71.0
Chevrolet	69.8
Plymouth	67.9
Mercury	62.8
Pontiac	62.3
Dodge	55.9

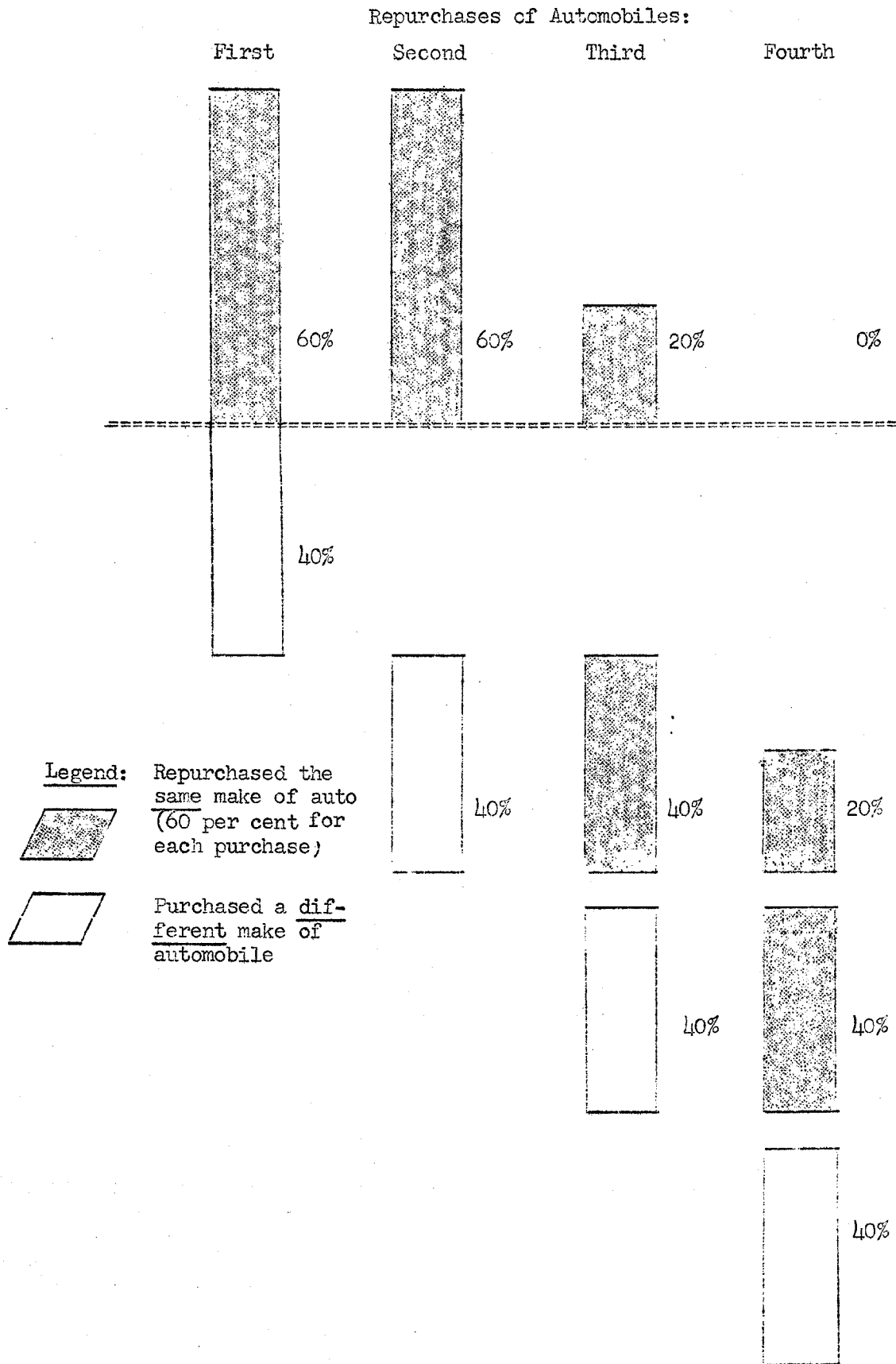
The factors which may reduce, or increase, loyalty have been discussed at some length in the report for Phase I of this study*** and hence will be merely summarized here:

*Chart shown on page 4.

**Op. cit., p. 15.

***Op. cit., p. 22-33.

Figure I. An Hypothetical Model of Heavy "Turnover" in Repurchases



Considerations which may reduce repurchase loyalty include:

Competition and salesmanship of agencies selling other makes.

Mechanical performance--although it will be seen that the present study finds that the average auto owner is pretty well-satisfied with his car's performance.

Personal influence of significant reference groups--the car-buying behavior or talk of those whose esteem is important to the individual.

Changes in one's income or credit.

Changes in one's self-image of his identity (e.g., a shift from the role of being a young sport to being a family man, or from being a struggling student to taking on the role of a successful young professional man).

Considerations which may increase repurchase loyalty include:

Lowered mobility--arriving at a plateau of spendable income, or settling down into the same job, the same community, and the same mode of living over an extended period of time. Lowered mobility will tend to reduce the effects of external influences toward change in behavior of various sorts, including car-buying.

The growing disutility of reviewing one's decisions. It appears that the "disutility of decision-review" is primarily responsible for a good deal of unwillingness to consider all suitable makes of auto with an open mind, or the reluctance in older persons to shop around extensively, and for the apparent tendency to "get used to" the particular features and style of a given make to a point where a change would be seen as not worth the effort involved.

There may be some economic advantage in repurchasing the same make. In any event, as shown later, a majority of the auto owners interviewed in this study seemed to think so.

3. Repurchase Behavior in This Two-City Study

a. Makes owned.

For background prior to a discussion of the characteristics of the auto owners interviewed in this study, Table 2 illustrates how heavy a proportion of the eight-car market is accounted for by the five General Motors makes.*

*Source: R. L. Polk and Company report of the national distribution of new autos sold in 1955.

TABLE 2

MAKE OF AUTOMOBILE--WEIGHTED FIGURES^a

Buick	11%	
Oldsmobile	9	
Pontiac	8	
Chevrolet	<u>26</u>	54
Mercury	6	
Ford	<u>25</u>	31
Dodge	5	
Plymouth	<u>10</u>	15
Other makes	<u>-</u>	
Total (548 interviews)	100%	

^aAs noted in the Foreword, and in more detail in the Appendix, these percentages--as well as all others in this study--are weighted so that each owner's responses contribute to the total findings in proportion to the relative sales of the eight makes in 1955. Again, this weighting procedure was necessitated because the owners of the various makes were interviewed in approximately equal numbers in order to have enough interviews for some analysis of responses of owners of each of the makes. The numbers of actual interviews with owners of the eight makes are presented in the Appendix.

The "make that cost most" was the make concerned in all questions about the respondent's "present" car. (The criterion of cost was utilized so that there would be no confusion in two-car families as to which car was being discussed.) Since only 74 respondents owned two cars, the "make listed" for the respondent (presented in Table 2) and the "make that cost most" was the same car in most instances. Numbers of interviews for each "make that cost most" did not vary more than one per cent from the distribution shown in Table 2.

Seventy-eight per cent of owners' cars that "cost most" were 1955 models, 20 per cent were 1956's, and two per cent were models prior to 1955.

Twelve per cent of the total respondents were two-car owners--six per cent of the Chicago respondents, and 19 per cent of Rockford respondents.*

Only 14 per cent of the total interviews were conducted in households in which someone other than the respondent owned a car; 12 of the 14 per cent were one of the eight makes being studied.

b. Repurchase-loyalty rate

Table 3 presents repurchase loyalty findings for the total sample, on two bases:

--The most recent single purchase since 1946. Forty-seven per cent were found to have repurchased the same make.

--Purchases during the last ten years (analysis limited to the last six purchases since 1946). Only 25 per cent were found to have purchased their present make throughout that period.

TABLE 3

REPURCHASE LOYALTY: LAST PURCHASE AND PURCHASES SINCE 1946

Last purchase:

Bought the same make	47%
Different make but same manufacturer	12
Make of a different manufacturer	38
Owned only one car since 1946	<u>3</u>
	100%

Purchases since 1946:

Bought same make throughout	25%
Different makes, but all from same manufacturer	12
Different manufacturers; but did buy two of <u>some</u> make in a row	35
Different manufacturers; but did buy two of some manufacturer in a row	7
Never bought cars of any manufacturer twice in a row during the period	18
Owned only one car since 1946	<u>3</u>
	100%

*Of perhaps some interest is the tentative indication--based on the relatively few two-car families--that the men tended to drive the better car. Sixty-nine of the 74 respondents from two-car families were males. Of these, 33 said they ordinarily drove the car that cost the most, and 21 said they usually drove the other car. (The other 15 men either said the two cars were of the same make, or did not specify which car they drove the most.)

Last purchase: Forty-seven per cent repurchased the same make last time. If one sets aside the two-car owners so as to put the findings of this study and the Polk study of 1955 new-car registrations on a more comparable footing, the finding of 52 per cent last-purchase loyalty in this study is seen to correspond closely to the Polk findings.

Purchases since 1946: Twenty-five per cent were found to have bought the same make throughout this ten-year period. This figure corresponds fairly closely to the Crowell-Collier last-three-purchases figure, even though the two studies were conducted somewhat differently.

Chicago vs. Rockford: It will be recalled that a major point in the design of this study was to choose two localities in the same region but differing greatly in size, so as to increase the likelihood of a difference in repurchase loyalties: i.e., residents of a small city would be more likely to be loyal because the number of agencies is so few. However, Table 4 indicates that repurchase loyalty in Rockford was certainly no greater, and possibly even less than in Chicago:

TABLE 4

REPURCHASE LOYALTY IN CHICAGO AND ROCKFORD

	Chicago (N=271)	Rockford (N=277)
<u>Last purchase:</u>		
Bought the same make	54%	43%
Different make, same manufacturer	8	15
Different manufacturer	32	42
Owned only one car since 1946	6	*
	100%	100%
<u>Purchases since 1946:</u>		
Same make throughout	27%	22%
Different makes, same manufacturer	11	13
Different manufacturers; but did buy two of <u>some</u> make in a row	35	37
Different manufactuers; but did buy two of <u>same</u> manufacturer in a row	6	7
Never bought cars of any manufacturer twice in a row during period	14	21
Owned only one car since 1946	6	*
Not ascertained	1	-
	100%	100%

An asterisk () in any table indicates less than half of one per cent.

The difference in loyalty rates in Chicago and Rockford, while not statistically significant, is in a direction contrary to expectations:

It was thought that the difference might have been attributable to the fact that a larger proportion of Rockford auto owners were two-car owners (19 per cent, in contrast to six per cent among Chicago respondents)--as pointed out earlier, two-car ownership automatically tends to reduce the apparent repurchase loyalty rate. However, when only single-car owners are considered, Rockford owners were still slightly less loyal than Chicago owners, both as regards last purchase (48 per cent loyalty among Rockford respondents who owned one car as against 55 per cent among Chicago single-car owners) and purchases since 1946 (24 per cent loyalty throughout the period among Rockford one-car owners, as against 30 per cent among their Chicago counterparts).

Another possible reason for the difference might have been out-of-town buying: 26 per cent of the Rockford owners had bought their present car out of town. However, this possible explanation is ruled out by the fact that about the same percentage of repurchase-loyal and repurchase-nonloyal people were found to have bought their cars out of town.

Examination of the difference in personal backgrounds of Chicago and Rockford respondents also fails to account for the slight difference in loyalty: if anything, more Rockford respondents tended to have characteristics that are associated with higher loyalty rates (e.g., relatively more of the Rockford people were older, more well-to-do, and owned their own homes.

Whatever the reasons for the slightly lower repurchase rate in Rockford, its implications are:

- (1) The finding may indicate that the number of dealerships in a city for any given make may have, in itself, little effect on the over-all loyalty rate. One would want to have the results of studies for other communities before drawing this conclusion, however.
- (2) The lack of much difference in repurchase rate makes it possible to combine the Chicago and Rockford interviews into a common pool so as to have larger numbers in analyzing sub-groups. Throughout the remainder of this report, Chicago and Rockford findings are reported separately only when differences in results in the two cities are highly relevant. However, the detailed tables in the Appendix present separate results for the two cities on almost every question in the survey.

c. Upgrading and downgrading in the aggregate

There exists among auto owners a normal tendency to upgrade over a period of time, by shifting from used to new cars, or to better models, or to more expensive makes. The strength of this tendency to upgrade is seen in the results of this survey:

In their most recent purchase of a car:

47 per cent upgraded

30 per cent appeared to maintain the same level

20 per cent appeared to downgrade

3 per cent had bought only one car during the ten-year period under study

If all purchases since 1946 are considered:

45 per cent were classified as upgradings

33 per cent appeared to maintain the same level

22 per cent were classified as downgradings

It is believed that the actual level of upgrading among auto owners is higher than these figures might indicate. One reason is that the sample for this study consisted of those who had bought their autos (mostly 1955 models) new; the owners of used cars would have a greater upgrading potential. Another reason is that ownership of two cars at any one time during the ten-year period would tend to reduce the apparent rate of upgrading whenever one bought a "second" car. Further, the information on past cars was not sufficiently detailed, in many instances, to provide sufficient grounds for classifying the purchase as an upgrading. In any case, the findings do bear out the fact that upgrading has been the norm in car-buying behavior, at least since World War II.

One reasonable assumption would be that upgrading in make of car is achieved, when possible, primarily through buying a more expensive make in the same manufacturer's line. The findings in this study would put that assumption somewhat in question:

Two hundred sixty-five respondents' most recent purchases were classified as upgradings. Forty-three per cent of these instances involved a shift to a different manufacturer's line. (Fifty-six per cent were purchases of a car of the same make or at least in the same line, and the makes of the remaining one per cent were not ascertained.)

One question to raise regarding these findings is: how many of the line-crossing upgradings were, in a sense, "forced" because there was not available a higher-priced make in the same line for the customer to consider? If one sets aside those instances of upgrading from a make of car that did not have another make in the same line that was just one step upward (Mercury, and non-Big 3 makes), one still finds that 42 per cent of upgraders who readily could have bought another make in the same line actually turned to the product of a different manufacturer.

One may speculate on the reasons why so many upgradings are achieved through crossing manufacturer's lines: one reason may be that an upgrading that crosses lines may be viewed by the purchaser--and represented by him to his associates--as more of a status-enhancing step than had he bought the next car in the same line, since a cross-line upgrading may more readily be represented as a bigger change than a one-step in-line upgrading.

In any case, the finding that a substantial proportion of upgradings is achieved by crossing manufacturer's lines does indicate that line-loyalty is not necessarily firmly entrenched in the American auto purchaser's set of values. The implications should be encouraging to manufacturers who attempt to capture a larger share of the market through changes either in the product or in their marketing methods.

d. Delineation of "Loyalist" and "Switcher" groups

A major objective was to single out groups of auto owners for comparison of the differences between those who had been loyal to one make of auto over a considerable period of time, in contrast to those who were conspicuous in their switching from one make to another. Owners were classified into groups as follows:

First, two small groups (those who had owned only one car during the ten-year period under examination, and those who currently owned two cars) were set aside because their inclusion would have obscured the differences between "Loyalists" and "Switchers." Those who had owned only one car during the ten-year period would have swelled the ranks of the "loyalists" spuriously; and most of those who currently owned two cars would have had an undue effect on results for "Switchers."*

Next, the main bulk of the interviews (one-car owners who had purchased two or more cars in the last ten years) were divided into three groups:

*Of the 74 two-car owners in the sample, only 19 per cent had bought the same make of car last time, in contrast to 51 per cent of the one-car owners. Only 11 per cent of the two-car owners had bought the same make throughout the ten-year period, as against 26 per cent for one-car owners.

	<u>No. of Interviews</u>	<u>Weighted Per cent</u>
(I) "Loyalists": those who had bought the same make of car throughout the ten-year period	120	24%
(II) "Off-and-on's": those who had bought different makes but all from the same manufacturer; or (more frequently) had bought cars of different manufacturers but had bought the same make twice in a row	229	40
(III) "Switchers": had never bought the same make twice in a row during the ten-year period	107	21
The special groups previously set aside were:		
(IV) Current owners of two autos . . .	74	12
(V) Had owned only one auto during the period, hence unclassifiable as to repurchase loyalty . . .	<u>18</u>	<u>3</u>
	548	100%

It is seen that the modal repurchase behavior of this sample of auto owners during the last ten years was of an "off-and-on" variety: the typical auto owner might have bought two cars of the same make in a row, but over a ten-year period he switched makes to some extent.

This typical "off-and-on" behavior must be kept in mind for perspective throughout the rest of the report--even though, for purposes of contrast, the analysis is focused primarily upon the differences between the two extreme minority groups: the "Loyalists" and the "Switchers."* While most of the tables in the remainder of this report present findings for only the "Loyalists" and "Switchers" and the grand total, responses of the "Off-and-on's" and two-car owners appear when relevant in the detailed tables in the Appendix.

Number of autos owned during the last ten years by persons in the various sub-groups is worth examining, to make sure that classification of an owner as a "Loyalist" or a "Switcher" is not merely a reflection of a difference in the number of cars bought. Theoretically, the more cars a person buys, the greater is the likelihood

*It is understood that the terms "Loyalists" and "Switchers" are used merely as shorthand, and do not imply any value judgments regarding individuals in either of the two groups.

that he will appear as a "Switcher." Table 5 shows how many cars were purchased since 1946 by members of Group I-IV:

TABLE 5
NUMBER OF AUTOS PURCHASED SINCE 1946

	Gp. I "Loyal- ists"	Gp. II "Off-and- on"	Gp. III "Switch- ers"	Gp. IV 2-car Owners	Grand Total ^a
Purchased 1 car	-%	-%	-%	-%	3%
Purchased 2 or 3 cars .	81	37	76	19	52
Purchased 4 cars . . .	7	36	17	23	22
Purchased 5 cars . . .	4	12	4	24	10
Purchased 6 or more cars	<u>8</u>	<u>15</u>	<u>3</u>	<u>34</u>	<u>13</u>
	100%	100%	100%	100%	100%
No. of interviews . . .	(120)	(229)	(107)	(74)	(548)

^a The Grand Total includes the 18 persons (Group V) who had owned only one automobile during the ten-year period.

It is seen that the "Loyalists" and "Switchers" are very alike in the proportion that had two or three cars during the ten-year period. This indicates that the rather considerable differences between these two extreme groups that are apparent throughout the rest of the report are not simply a function of how many cars they had purchased.

Table 5 shows that two-thirds of the "off-and-on" group had bought four or more cars during the period under study. No doubt some respondents within this "off-and-on" group really "belong" in the "Switcher" or "Loyalist" groups on the basis of their inclinations. However, the reallocation of some "off-and-on" buyers to the Switcher or Loyalist groups, perhaps on the basis of some ratio of loyalty in relation to number of cars purchased, was ruled out because such a reallocation might have introduced more artifactual influences in the findings than the groupings as established.

B. OBJECTIVE CHARACTERISTICS OF "LOYALISTS" AND "SWITCHERS"

The last section described the process of isolating two extreme groups of auto owners--the 24 per cent who were "Loyalists," who had bought only the one make of car during the last ten years; and the 21 per cent who were "Switchers," or had never bought the same make twice consecutively during the same period. Again, for purposes of contrast, most of the remainder of this report are focused upon differences between those two groups.

Results for the other groups are presented in detail in the Appendix.*

To save space, many of the following Loyalist/Switcher comparisons present principal findings rather than detailed tables, which appear in full in the Appendix.

1. Differences in Auto Ownership Characteristics

TABLE 6

DIFFERENCES IN AUTO OWNERSHIP CHARACTERISTICS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
a. <u>Make owned at present</u>			
--More of the Loyalists owned			
Chevrolets:			
Buick	6%	9%	11%
Oldsmobile	6	7	10
Pontiac	9	9	8
Chevrolet	<u>39</u>	<u>28</u>	<u>25</u>
	60	53	54
Mercury	3	6	6
Ford	<u>22</u>	<u>25</u>	<u>24</u>
	25	31	30
Dodge	7	2	5
Plymouth	<u>8</u>	<u>14</u>	<u>10</u>
	15	16	15
Other makes	<u>-</u>	<u>-</u>	<u>1</u>
	100%	100%	100%
--Ownership of medium-priced and lower-priced makes was virtually identical for Switchers and Loyalists:			
Medium-priced (Buick, Olds., Pont., Merc., Dodge)	31%	33%	40%
Lower-priced (Chev., Ford, Plymouth)	69	67	59
Not ascertained	<u>-</u>	<u>-</u>	<u>1</u>
	100%	100%	100%

*The Appendix also presents findings separately for Chicago and Rockford respondents, and for owners of the eight makes of auto covered in this study. These findings are relegated to the Appendix in the interest of concentrating upon the Loyalist/Switcher comparisons.

TABLE 6--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
b. <u>Year of model owned.</u> More Loyalists had 1956 models. (The sample was designed primarily as a late-model one; probably differences would be greater in a sample of the general car-owning public.)			
Model earlier than 1955	2%	3%	2%
1955 model	78	89	78
1956 model	20	8	20
c. <u>Used/New purchases since 1946.</u>			
With this late-model sample, most <u>present</u> cars were purchased <u>new</u> :	98%	94%	94%
More of the "Switchers" cars purchased <u>since 1946</u> were <u>used</u> :	19%	44%	32%
d. <u>Upgrading</u> (change from used to new, or to more expensive model or make): ^a			
On most recent purchases, Switchers upgraded more frequently:			
Upgraded	47%	67%	47%
Downgraded	6	23	20
No change; or change not established . .	47	10	33
The difference is also apparent in contrasting <u>all</u> purchases <u>since 1946</u> :			
Upgraded	36%	58%	45%
Downgraded	6	27	22
No change; or change not established . .	58	15	33

^a As pointed out in Section A, 3c, "Upgrading and downgrading in the aggregate," it is believed that upgrading was actually higher than is reflected in these findings. Information on past cars often was not sufficiently detailed to provide sufficient information as to whether the purchase represented an upgrading or a downgrading. It was easier to give a definite classification to a purchase when there was a change in make. Therefore, the findings for Switchers are more valid than for Loyalists.

TABLE 6--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
e. <u>Length of time autos were kept:</u>			
As to last car disposed of, there was little difference in proportions of owners who kept them less than three years:	44%	41%	52%
Including all cars bought since 1946 that were disposed of, differences in the proportions of cars kept less than three years also were small:	55%	50%	64%
f. <u>Time of purchase of present car:</u>			
More than eight in ten in both groups bought their car during the model year:			
Bought prior to model year (e.g., bought '56 in '55)	16%	12%	17%
Bought in model year . . .	84	83	81
Bought after model year . . .	-	5	2
g. <u>Series of present car:</u>			
Loyalists tended to a greater extent to buy neither the most nor the least expensive series of their make:			
Most expensive series . . .	19%	25%	23%
In-between series . . .	66	48	54
Least expensive series . . .	10	23	18
Not ascertained	5	4	5
h. <u>Body type:</u>			
Relatively more Switchers owned two-door hardtops:			
Two-door sedan	24%	21%	19%
Two-door hardtop	19	27	25
Four-door sedan	38	43	37
Four-door hardtop	11	2	8
Station wagon	2	4	6
Convertible	2	2	4
Other types and Not ascertainable . . .	4	1	1

TABLE 6--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
<u>i. Accessories on present car:</u>			
Loyalists tended to have more of the kinds of accessories that contribute to driving ease (automatic transmission, power steering or brakes); and more Switchers had white sidewall tires on their cars:			
Automatic transmission	79%	67%	77%
Power steering	24	19	27
Power brakes	23	22	28
White sidewall tires	58	62	66
Safety belts	5	2	6
(None of these)	(12)	(23)	(15)
<u>j. Financing of present car:^a</u>			
More Switchers (54%) than Loyalists (43%) said they financed their car:			
Finance company	25%	32%	29%
Bank loan	18	22	23
Paid cash (inc. trade-in)	49	38	40
Other arrangement; not ascertained	8	8	8
<u>k. Mileage on present car:</u>			
Loyalists and Switchers differed little. A few more Switchers had less than 10,000 miles on their present cars:			
Less than 10,000 miles on car	25%	30%	25%
10,000 to 20,000 miles	50	45	45
20,000 miles or more	25	25	30
<u>l. Miles usually drive in a year:</u>			
There was little difference:			
Less than 10,000 miles in year	39%	38%	30%
10,000 to 20,000 miles	48	44	48
20,000 miles or more	12	16	21
Not ascertained	1	2	1

^aIt is believed that more owners reported having paid cash than actually did pay cash, even though the question deliberately encouraged owners to admit that they financed their cars ("How did you finance it--through a finance company, or a bank loan?") However, the data appear sufficiently useful to establish that a larger proportion of Switchers did buy their cars on credit.

2. Differences in Background, or Group, Characteristics

The differences between Loyalists (those who had bought the same make of car for the last ten years) and Switchers (those who never had bought the same make twice during the ten-year period) on a number of census-type variables are presented in Table 7.

TABLE 7

DIFFERENCES IN BACKGROUND CHARACTERISTICS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
a. <u>Sex.</u> Between 80 and 90 per cent of both groups of respondents were men:	85%	89%	90%
b. <u>Age.</u> A material proportion of the Loyalists were older:			
Less than 30 years . .	8%	16%	14%
30-39 years	29	32	30
40-44 years	11	15	15
45-49 years	8	10	13
50-59 years	26	14	16
60 or older	16	11	10
Not ascertained . . .	2	2	2
c. <u>Marital status.</u> Differences were unimportant:			
Single	18%	22%	16%
Married less than 10 years	21	24	26
Ten to 20 years . . .	20	21	25
20 years or longer . .	37	32	30
Years not ascertained	4	1	3
d. <u>Number in household.</u> Switchers averaged a larger number per household:			
One or two persons . .	41%	28%	33%
Three persons	24	29	25
Four or more	35	43	42
e. <u>Composition of household.</u> Switchers more often lived in larger households--more children, more relatives:			
One child at home . .	21%	26%	21%
Two or more children .	27	35	36
Parent	9	13	11
Brother or sister . .	7	9	6
Other relatives . . .	8	10	9

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
f. <u>Children gone from home.</u> While, as just reported, more Switchers had children at home, the (generally older) Loyalists had more children who were no longer living in the home:			
Children not now living in household	30%	22%	23%
g. <u>Net income previous year.</u> A few more of the Loyalists had family incomes of \$10,000 and up, even though they averaged fewer wage-earners per family:			
Less than \$5,000	10%	15%	12%
\$5,000 - \$7,499	46	44	38
\$7,500 - \$9,999	22	28	24
\$10,000 or more	16	9	22
Not ascertained	6	4	4
h. <u>Expected income three years from now.</u> ^a			
A substantial number of both groups expected an increase in income: The proportion in the \$10,000-and-up anticipated-income class doubled in both groups:			
Less than \$5,000	10%	11%	9%
\$5,000 - \$7,499	30	22	22
\$7,500 - \$9,999	20	34	24
\$10,000 or more	29	18	34
Not ascertained	11	15	11
A larger proportion of the Loyalists answered that they expected to be in the <u>same</u> income bracket three years from now: ^b			
Expect to be in higher bracket ^b	32%	39%	35%
Expect to be in lower bracket	7	7	5
Expect to be in same income group	50	40	48
Change not ascertained	11	14	12

^aThere were six income groups: under \$2,500, \$2,500 - \$4,999, \$5,000 - \$7,499, \$7,500 - \$9,999, \$10,000 - \$14,999, and \$15,000 or more.

^bOf all those anticipating an increase in income, 41 per cent expected to achieve it through wage boosts, 23 per cent expected a growth in business which would mean more income, 17 per cent cited an expected promotion, and 11 per cent guessed that higher living costs would necessitate higher wages.

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
i. <u>Income in relation to age.</u> Earlier tabulations showed Switchers to be, in the aggregate, relatively younger and slightly lower in income. A cross-tabulation of income and age reveals that while Loyalists under 45 were evenly distributed into two income groups, the largest group of Switchers was composed of persons under 45 whose last-year family earnings were less than \$7,500:			
Under 45, income less than \$7,500	28%	36%	29%
Under 45, income \$7,500 or more .	27	20	19
45 or older, income less than \$7,500	16	25	28
45 or older, income \$7,500 or more	22	12	18
Not ascertained	7	7	6
Looking at the age/income information in another way, it is found that:			
Of the 152 Young/Poorer, 23% were Loyalists and 25% Switchers			
Of the 158 Young/Richer, 33% were Loyalists and 22% Switchers			
Of the 95 Older/Poorer, 14% were Loyalists and 18% Switchers			
Of the 117 Older/Richer, 28% were Loyalists and 14% Switchers			
j. <u>Home ownership.</u> A larger proportion of Loyalists owned their own homes:			
Home owned by family member . . .	64%	53%	59%
Home rented	26	38	34
Other arrangement; not ascertained	10	9	7

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
k. <u>Income in relation to home ownership.</u>			
The proportions of home-owning persons with family income of less than \$7,500 were equal in both groups. The Switchers had a larger proportion of renters with incomes above \$7,500 (difference is not statistically significant with this size sample).			
Home owners, income less than \$7,500	33%	30%	25%
Home owners, income \$7,500 or more	27	22	31
Renters, income less than \$7,500	18	22	20
Renters, income \$7,500 or more .	7	13	13
Other arrangement; not ascertained	15	13	11

Income in relation to home ownership.
Presenting the home ownership/income information the other way around, it is seen that:

Of the 124 Owners/Poorer, 31% were Loyalists, 24% Switchers
Of the 186 Owner/Richer, 20% were Loyalists, 15% Switchers
Of the 110 Renters/Poorer, 21% were Loyalists, 23% Switchers
Of the 74 Renters/Richer, 12% were Loyalists, 21% Switchers

1. Socio-economic status. Interviewers rated each respondent's status in relation to living standards in his city. Loyalists were somewhat higher in socio-economic status:

Higher status ("A" or "B")	39%	32%	40%
Lower status ("C" or "D")	59	67	58
Not rated	2	1	2

However, there was not as much difference in the two groups insofar as rating of the general socio-economic status of the block in which the respondent lived:

Higher-status ("A" or "B") block .	34%	30%	36%
Lower-status ("C" or "D") block .	61	66	60
Block not rated	5	4	4

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
m. <u>Occupation.</u> ^a Differences were not great, although Loyalists included a slightly greater proportion of the higher-status (professional and business) occupations. Distribution, for the six most frequent occupational classes:			
Professional, semi-professional	17%	13%	13%
Business (proprietors, officials)	18	14	20
Clerical, sales work	17	11	15
Craftsmen, foremen, and similar work	21	27	26
Machine operatives	21	20	15
Service workers	3	10	5
n. <u>Length of time respondent (or husband) had been working for the same concern.</u> Twice as many Loyalists as Switchers had worked for the same concern 20 years or more:			
Less than two years	8%	17%	14%
Two to five years	15	17	15
Five to ten years	20	19	22
Ten to 15 years	17	12	12
15 to 20 years	7	16	13
20 years or longer	30	15	20
Not ascertained	3	4	4
o. <u>Previous job.</u> Not only did a larger proportion of Loyalists report longer periods at their <u>present</u> job; but more of them also spent longer periods in their last <u>previous</u> job:			
Up to three years in last previous job	8%	14%	12%
Three up to ten years	25	33	32
Ten years or longer	50	35	39
Did not have a previous job	10	11	10
Not ascertained	7	7	7

^aWomen (only 10 per cent of total sample) were asked their husbands' occupations.

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
p. <u>Working wives.</u> More Switchers reported their wives as working at either part-time or full-time jobs outside the home:			
Wife had full-time job	16%	23%	23%
Part-time job outside home	9	12	8
No job outside home	55	44	52
Respondent not married	18	21	17
Not ascertained	2	-	*
q. <u>Father's occupation.</u> Little difference is discerned. A larger proportion of Switchers reported their fathers as having jobs as craftsmen or foremen:			
Father professional or semi-professional	4%	4%	5%
Farmer or farm manager	15	17	14
Business (proprietor, manager)	17	13	18
Clerical, sales work	6	5	6
Craftsmen, foremen, and similar work	21	30	24
Machine operatives	14	15	13
Service workers	5	4	3
Laborers	10	9	11
Not ascertained	8	3	6
r. <u>Respondent's education.</u> More of the Loyalists had been to college:			
Eight grades or less	26%	25%	22%
Some high school	14	22	20
Graduated from high school	28	31	30
Some college	30	22	27
Not ascertained	2	-	1
s. <u>Father's education.</u> More of the Switchers reported their fathers had not gone beyond the sixth grade:			
Six grades or less	21%	31%	28%
Seven or eight grades	33	31	32
Some or completed high school	16	19	15
Some college	10	3	9
Not ascertained	20	16	16

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
t. <u>Membership in organizations.</u> ^a The two groups differed little in the proportions belonging to <u>some</u> group (three-fourths of each group), and also little in the types of organizations in which they held membership:			
Veterans, military, patriotic . .	5%	4%	6%
Labor unions	27	28	26
Civic or service (Kiwanis, etc.) .	9	15	12
Political or pressure groups . .	1	-	1
Lodges, fraternal or secret societies, sick benefit associations	22	22	28
Church, religious organizations .	17	19	15
Economic, occupational, professional	15	11	13
Cultural, educational, alumni associations	2	5	3
Social, sports, hobby, recreational	9	8	9
Miscellaneous	7	13	9
Belong to <u>no</u> organizations . . .	26	26	24
Not ascertained	<u>3</u>	<u>4</u>	<u>3</u>
(Some belonged to more than one type)	143%	155%	149%
u. <u>Offices held in organizations.</u> Differences were slight:			
Never held office in an organization	75%	70%	74%
Office in one organization . . .	13	19	15
Office in two or more organizations	8	7	7
Not ascertained	4	4	4

^aThe question asked: "Do you belong to any organizations--like civic groups, lodges, church groups, unions, and so on? What organizations?"

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=518)
v. <u>Recency of foreign origin.</u> There was no difference in proportion of native-born in the two groups:			
Native-born	92%	90%	92%
But, a larger proportion of Switchers' parents had been emigrants:			
Self or parent foreign-born . .	32%	42%	34%
Grandparents foreign-born . . .	21	19	19
Great-grandparents or earlier .	10	14	13
Don't know what generation . .	37	25	26
w. <u>Length of time in the neighborhood.</u> Loyalists showed a slight (not significant) tendency to have lived in their neighborhoods a longer time:			
Less than two years	15%	20%	17%
Two to four years	16	15	16
Four to five years	7	6	8
Five to ten years	16	18	20
More than ten years	46	41	39
x. <u>Where had respondent lived previously?</u> A larger proportion of Switchers had never lived beyond their present city or its suburbs:			
Only in present city or its suburbs	59%	70%	66%
Other cities or towns in Illinois	15	13	13
States bordering on Illinois . .	10	6	6
States not bordering on Illinois; abroad	16	11	14
Not ascertained	-	-	1
y. <u>Religious preference and church attendance:</u> Differences according to religious preference were slight. Switchers reported slightly more frequent church attendance (the difference is not significant):			
Protestant religious preference . .	59%	52%	60%
Catholic	35	38	31
Other; no preference	6	10	9
	100%	100%	100%
Attended services within a week .	44%	50%	40%
More than a week through a month	21	18	23
More than a month up to a year .	16	24	19
One year or longer; don't know	19	8	18
	100%	100%	100%

TABLE 7--Continued

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
z. <u>Race.</u> Both groups had an equal proportion of white respondents:	94%	94%	94%
aa. <u>Presidential preference.</u> ^a There was little difference of consequence:			
Eisenhower	60%	65%	62%
Stevenson	27	24	27
No preference; refused to say	13	11	11
bb. <u>Interest in who will win the election.</u> ^a Differences were nominal on this item, also:			
Very interested	56%	52%	55%
Somewhat interested	27	28	30
Not very interested	16	20	14
Not ascertained	1	-	1

^aThe questions were, "Which man would you prefer to see win the presidential election this year: Stevenson or Eisenhower?" and "How interested are you in who will win the election--very interested, somewhat interested, or not very interested?"

These questions were not asked in interviews conducted after election day. The numbers who were asked the question were: Loyalists 79, Switchers 70, and Grand Total, 337.

It is recognized that presidential preference and interest in elections do not quite belong in this table of "objective" characteristics.

3. Summary of Differences in Objective Characteristics

Loyalists and Switchers were found to be similar in many respects. The principal differences in this two-city study are listed below:

a. Differences in Auto Ownership:

A larger proportion of Loyalists were Chevrolet owners

" " " " " had later models

" " " " Switchers had bought used cars in the past

" " " " " had upgraded their most recent cars

" " " " Loyalists bought an in-between series of car: neither the most, nor least, expensive series of their make of car

" " " " Switchers owned two-door hardtops

" " " " Loyalists had accessories that contribute to driving ease (automatic transmission, power steering, power brakes). But--

" " " " Switchers had white sidewall tires on their car

" " " " " bought their cars on credit

b. Differences in Group Characteristics:

A larger proportion of Loyalists were older auto owners

" " " " " had smaller households and children living away from home

" " " " " had incomes of \$10,000 or more. But--

" " " " Switchers expected to be in a higher income bracket three years from now

" " " " Loyalists owned their own homes. (Home ownership was correlated with loyalty, regardless of income level.)

" " " " " were in the higher-status business and professional occupations--although differences are not significant

" " " " " had worked for longer periods in both their present and most recent jobs

" " " " " did not have wives working

" " " " " had been to college

" " " " " were of ancestry that had been in the U. S. many generations

A few more of Loyalists had lived in their neighborhoods for a longer period of time; but a larger percentage of Switchers had never lived outside their present city or its suburbs.

It is seen that the Loyalists and Switchers differed on some elements in their recent auto ownership patterns and in their background characteristics. The next section indicates that they differed even more in their attitudes and tastes.

C. DIFFERENCES IN ATTITUDES AND EXPERIENCES

Earlier studies, particularly a recent one conducted by the Bureau of Applied Social Research of Columbia University,* have shown that many auto owners have well-established and fairly sharply differentiated imageries concerning various attributes of the different makes of automobiles. Most auto owners have definite ideas even concerning the type of occupation and social class of people who would be likely to drive the various makes of autos. It is not surprising that the auto, as an object which has been so intimately associated with the daily lives of many million Americans and which has become so important in our economy in the last fifty years, has become endowed with a personality to a degree that apparently does not apply to many other kinds of material possessions. The process of personification of autos no doubt is speeded up by the fact that it is the most highly visible and mobile possession through which an owner can convey his tastes and style of living to anyone he may meet.

This section of the report first delineates the differences between Loyalists (again, those who have stayed with the same make for the last ten years) and Switchers (those who never bought the same make twice in a row during that period) in attitudes that are rather directly related to the issue of auto loyalty.

1. Attitudes Concerning Loyalty to Make of Auto

a. Reasons for purchasing one's make in preference to last make

All owners who had owned a previous car were asked, "When you got your present car,** why did you get a ... instead of (some other make) (another ...)?" Follow-up questions included "What experiences might have had some effect on your choice?" and "What other things might have had some effect on your choice?"

Table 8 presents the reasons given by four groups of owners: the separate Loyalist and Switcher groups, defined by their car-buying behavior over the last ten years; and those who bought the same make last time as the one just previous, as against those who had bought a different make last time.

*Reported in part in "The Market and Personality Objectives of the E-Car," report of the Marketing Research Department, Merchandising and Product Planning Office, Special Products Division, Ford Motor Company, 1956.

**The 12 per cent who owned two cars were asked these questions regarding the car that cost the most. Again, the Loyalist and Switcher groups are composed entirely of one-car owners. Results for two-car owners are included in the Grand Total, and are reported separately in Appendix tables.

In inspecting these figures, it must be remembered that the "Same" column includes the Loyalists, and the "Different" column includes the Switchers.

Answers in a given category may have been given in terms unfavorable to the former make, or in terms favorable to the current make owned.

TABLE 8

REASONS FOR BUYING PRESENT MAKE RATHER THAN ANOTHER MAKE

	Loyalists (N=119)	Switchers (N=107)	Same Make (N=270)	Different Make (N=257)	Grand Total (N=527)
Purchase price, trade-in, good deal	41%	42%	45%	48%	46%
Mechanical qualities or performance	57	30	51	35	44
Styling, appearance, up- holstery, colors	25	39	29	35	32
Handling or riding quali- ties; room	17	35	24	31	27
Economy in maintenance; mileage	26	15	22	18	20
Dealer or manufacturer factors	20	12	18	16	17
Influenced by others or advertising	6	39	6	27	16
Specific features (e.g., power brakes)	8	7	8	9	8
Habit; fear of the unknown	9	-	8	1	5
Prestige reasons: impres- sive car	2	2	3	2	2
Miscellaneous other reasons	-	5	-	4	2
Not ascertained or unclassi- fiable	-	2	1	2	2
(Some gave more than one type of reason)	211%	228%	216%	228%	221%

In interpreting the relative emphasis auto owners gave to the various reasons why they bought their current make of car rather than some other make, it is of course entirely possible that the actual motives may not have corresponded exactly with the expressed motives, even though it appeared most auto owners attempted to answer the question candidly. It is difficult for persons to analyze their own motives correctly; and it is presumed that misinterpreting one's own motives--or being unaware of certain influences on motives--

will lead more often than not to an emphasis on the motives that the person thinks he "ought to have." (For example, only two per cent mentioned explicit prestige reasons--that they wanted to get an impressive car--even though it is established later that most auto owners are somewhat sensitive to prestige considerations.)

Another factor that can influence the expression of motives is the salience of a particular type of motive. For example, while a fairly well-to-do man actually might take economic factors into account in his car purchases, he might tend to emphasize motives that are of more concern to him than money.

However, at the very least the reasons given should tell us a good deal about the values that are prevalent among the significant reference groups (family, friends, social class) of Loyalists and Switchers.

In the aggregate, it is of interest to note that economic considerations (purchase price, trade-in, good deal) were mentioned most often, closely followed by mentions of mechanical qualities or performance. Styling and handling qualities were also mentioned by more than one-fourth of the total.

Differences between Loyalists and Switchers that appear noteworthy:

Loyalists stressed relatively more often such factors as mechanical qualities or performance, economy in maintenance or mileage, and dealer or manufacturer factors (good service, reliability, personal relations or obligations involving a dealer or manufacturer).

Switchers more often mentioned styling, handling or riding qualities, and the influence of other persons or of advertising.

It might be possible to characterize the Loyalists as stressing reasons of an economic or "rational" character, and Switchers as emphasizing reasons involving personal taste or personal influence.

Owners were also asked the reasons for their next-to-last purchase; why they chose that make rather than some other. Since the results were much the same as for the most recent purchase, the responses on next-to-last purchase are not presented here; they appear in the Appendix.

b. Assumed reasons why "some people" are Loyalists

To measure the projection of Loyalists' and Switchers' views onto "other people," as well as to get the benefit of auto owners' observations of car-buying behavior, the question was asked, "What do you think are the main reasons why some people will stick to one make of car for a long time?" The question was followed up by the queries, "What kinds of people tend to stick to one make of car?" and "What else might make a person stick to one make--aside from the kind of person he is?" The results are presented in Table 9.

TABLE 9

CHARACTERIZATION OF LOYALTY AND LOYALISTS

	By Loyalists (N=120)	By Switchers (N=107)	Grand Total (N=548)
<u>Answers in terms of reasons:</u>			
Mechanical qualities or performance . .	73%	56%	61%
Purchase price, trade-in, good deal . .	41	42	42
Habit, fear of the unknown	30	30	29
Dealer or manufacturer factors	21	19	24
Economy in maintenance; mileage	19	27	22
Styling, appearance, colors	8	7	8
Prestige reasons	3	3	6
Handling or riding qualities	4	6	5
Influence of others or advertising . .	1	1	4
Specific features (e.g., brakes) . . .	1	*	1
Miscellaneous other reasons	1	-	1
Don't know; not ascertained	<u>2</u>	<u>1</u>	<u>3</u>
(Some gave more than one reason) . . .	204%	192%	206%
<u>Answers in terms of kinds of people:</u>			
Comments favorable to Loyalists	27%	19%	21%
Unfavorable characterizations	4	12	10
Specific but neutral comments	41	30	37
Loyalists not characterized	<u>28</u>	<u>39</u>	<u>32</u>
	100%	100%	100%

In the aggregate, the assumed reasons given by the total sample for "loyal" behavior (Table 9) conform fairly closely in rank order to the Loyalists' statements as to the reasons for their own behavior on their most recent repurchase of their make of car (Table 8), at least insofar as "mechanical qualities or performance" being first and "purchase price, trade-in, good deal" being second. "Habit" was mentioned more often in talking about the loyalty of "other people" than in talking about oneself; and "styling" was mentioned more often in talking about one's own purchase behavior than in talking about others.

Loyalists mentioned relatively more often than Switchers the factor of "mechanical qualities or performance" as a reason for "other people's" sticking to one make. Switchers more often than Loyalists mentioned "economy" as a presumed motive for loyalty.

It appears that Loyalists are viewed more often favorably than unfavorably, even by Switchers, although the general tendency among respondents in both groups was not to pass a value-judgment upon Loyalists. Even among the minority who said that they felt that the person who switches makes fairly often is using "better judgment," less than one-third ventured unfavorable comments about Loyalists as people.

c. Assumed reasons why "some people" are Switchers

Paralleling the questions regarding Loyalists, all respondents were asked, "What do you think are the main reasons why some people will switch from one make of car to another fairly often?" Follow-up sub-questions were: "What kinds of people tend to switch fairly often from one make of car to another?" and "What else might make a person switch makes--aside from the kind of person he is?" The results appear in Table 10.

TABLE 10

CHARACTERIZATION OF SWITCHING AND SWITCHERS

	By Loyalists (N=126)	By Switchers (N=107)	Grand Total (N=548)
<u>Answers in terms of reasons:</u>			
Mechanical qualities or performance	58%	50%	52%
Purchase price, trade-in, good deal	30	34	32
Styling, appearance, colors	22	36	26
One gets tired of the same car	23	28	26
Prestige reasons	25	15	18
Dealer or manufacturer factors	12	11	12
Influenced by others or ads	8	13	8
Economy in maintenance; mileage	7	8	7
Handling or riding qualities	3	3	3
Specific features preferred or disliked (e.g., brakes)	1	3	3
Miscellaneous other reasons	-	-	1
Don't know; not ascertained	6	1	6
(Some gave more than one reason)	195%	202%	194%
<u>Answers in terms of kinds of people:</u>			
Comments favorable to Switchers	5%	13%	10%
Unfavorable characterizations	48	25	34
Specific but neutral comments	28	25	27
Switchers not characterized	19	37	29
	100%	100%	100%

The two leading types of presumed reasons for switching--"mechanical qualities or performance," "purchase price, trade-in, good deal," are the same as for the presumed reasons for loyalty, presented earlier in Table 9. "Styling" and "prestige" were mentioned more often as a reason for switching than for remaining loyal. "Styling" was mentioned relatively more often by Switchers, and "mechanical qualities or performance" and "prestige" more often by Loyalists as a presumed motive for "other people's" switching makes.

Apparently loyalty to make of automobile is a positive value, not only to Loyalists but also to Switchers. A larger proportion of both groups characterized Switchers unfavorably (Table 10) than had characterized Loyalists unfavorably (Table 9).

d. Relative advantages of loyalty and switching

The results of this study indicate that there is an approximately equal number of Loyalists and Switchers in the car-owning population. Even so, questions on the principle of loyalty show that the majority of Switchers, as well as Loyalists, feel that the Loyalist is exhibiting better judgment:

TABLE 11

IS LOYALIST OR SWITCHER USING BETTER JUDGMENT

"Generally speaking, who do you think is using better judgment--the person who sticks to one make of car for a long time, or the person who switches from one make to another fairly often?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
The person who sticks	84%	56%	65%
The person who switches	9	29	22
Undecided	6	14	12
Not ascertained	<u>1</u>	<u>1</u>	<u>1</u>
	100%	100%	100%

On a related question, regarding the relative financial advantages of trade-ins, again a majority of Switchers as well as Loyalists reported that loyalty was an advantage:

TABLE 12

RELATIVE ADVANTAGE OF TRADING SAME OR DIFFERENT MAKE

"Some people say you generally get a better trade-in when you go to a dealer who sells the same make. Others say you generally get a better trade when you go to a dealer who sells a competitive make. What do you think about this?

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Generally better to trade same make	66%	63%	60%
Makes little or no difference . . .	8	8	13
Generally better to trade for a different make	19	23	20
It depends; no opinion; not ascer- tained	<u>7</u>	<u>6</u>	<u>7</u>
	100%	100%	100%

e. Makes that will be considered on next purchase

As a preliminary to asking what make of car they would be most likely to buy next, respondents were handed a card on which were listed the names of all eight makes that were being studied, plus DeSoto, and the interviewer asked, "When you buy your next car, which makes will you consider at all?" Results are arranged in Table 13 by manufacturer and then by price of car.

TABLE 13

MAKES THAT WOULD BE CONSIDERED IN NEXT PURCHASE

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Buick	23%	32%	33%
Oldsmobile	38	38	40
Pontiac	18	16	17
Chevrolet	47	37	40
Mercury	20	24	25
Ford	29	29	30
DeSoto ^a	7	20	15
Dodge	11	19	14
Plymouth	24	32	26
Other mfgs.; not ascertained . . .	<u>6</u>	<u>5</u>	<u>8</u>
(Many would consider more than one make)	223%	252%	248%

^aDeSoto is at a disadvantage in this comparison, because DeSoto owners were not included in the sample.

Switchers said they would consider more makes than Loyalists. More Switchers would consider Buick, DeSoto, and Plymouth. Loyalists' relatively greater consideration of Chevrolet may merely reflect the greater proportion of Loyalists' owning Chevrolets (see Table 6, earlier).

Oldsmobile and Chevrolet led in makes that would be considered, followed, in order, by Buick, Ford, Plymouth, and Mercury, with then a distinctly smaller number of mentions of Pontiac, DeSoto, and Dodge.

These results are obviously affected by the present make of car owned--it was shown (Table 2) that Chevrolet and Ford owners together constituted about half the total sample, when properly weighted in proportion to the relative sales of the eight autos. On a basis of what proportion of present owners would consider their own make, the following rank order emerges:

<u>Make Currently Owned</u>	<u>Per cent Would Consider Same Make Next Time</u>	<u>No. of Interviews</u>
Buick	85%	(75)
Oldsmobile	85	(67)
Plymouth	84	(69)
Chevrolet	83	(68)
Mercury	83	(70)
Pontiac	78	(64)
Ford	76	(67)
Dodge	68	(68)

(These differences must be interpreted with extreme caution, because of the small numbers of interviews with owners of each make of auto.)

After determining what makes would be considered for the person's next purchase, the interviewer asked, "Which make of car will you actually be the most likely to buy?" Results appear in Table 14.

TABLE 14
MAKE MOST LIKELY TO BUY NEXT TIME

	<u>Loyalists (N=120)</u>	<u>Switchers (N=107)</u>	<u>Grand Total (N=548)</u>
Buick	3%	10%	12%
Oldsmobile	11	14	12
Pontiac	10	9	6
Chevrolet	36	22	22
Mercury	8	6	8
Ford	14	10	15
DeSoto (no owners interviewed) . . .	1	5	3
Dodge	5	4	4
Plymouth	7	13	10
Other mfgs.; not ascertained	<u>5</u>	<u>7</u>	<u>8</u>
	100%	100%	100%

More Loyalists than Switchers said they would be most likely to buy a Chevrolet next time--again in part this reflects the fact that more of the Loyalists were Chevrolet owners. Switchers were relatively more inclined than Loyalists to mention Buick and Plymouth.

The rank order of the proportion of present owners who will be "the most likely to buy" the same make is as follows:

<u>Make Currently Owned</u>	<u>Per cent "Most Likely to Buy" Same Make</u>	<u>No. of Interviews</u>
Buick	76%	(75)
Oldsmobile	70	(67)
Plymouth	69	(69)
Chevrolet	69	(68)
Mercury	66	(70)
Pontiac	59	(64)
Ford	57	(67)
Dodge	57	(68)

(Again, these differences must not be taken too literally, because of the small numbers of interviews with owners of each make of auto.)

The rank order of present owners' intentions of buying is identical to the rank order of the makes they would consider, presented earlier.

The general finding that about two-thirds say they would be "the most likely to buy" the same make next time are consistent with the Crowell-Collier 1956 Automotive Survey findings.* It is obvious, however, from past repurchase behavior data in this and other studies that only about half, rather than about two-thirds, actually will repurchase the same make.

Loyalists and Switchers were classified as such on the basis of their past car-buying behavior, over the last ten years. Both groups were composed of owners of fairly new (1955 or 1956) automobiles; and it would not be expected they would differ a great deal in their satisfaction with their present cars. Even so, Switchers were consistent in being appreciably less likely than Loyalists to say they would buy the same make next time:

Of those specifying a preferred make:			
	<u>Loyalists</u> <u>(N=116)</u>	<u>Switchers</u> <u>(N=103)</u>	<u>Grand</u> <u>Total</u> <u>(N=521)</u>
Plan to get same make they have now	78%	58%	68%
Plan to get a different make	<u>22</u>	<u>42</u>	<u>32</u>
	100%	100%	100%

*Op cit., p. 15.

f. Reasons for next-car preference

In much the same way as they were asked why they bought their present make, auto owners were asked their reasons for their preference of the car they would be most likely to buy next: "Why would you get a ... instead of (some other make) (another ...)?", the proper alternative phrase varying according to whether the respondent planned to buy the same make as he had currently, or a different make. Responses are summarized in Table 15.

TABLE 15

REASON FOR PLANNING TO BUY CERTAIN MAKE NEXT TIME

	Loyalists (N=116)	Switchers (N=103)	Grand Total (N=521)
Mechanical qualities or performance	56%	57%	56%
Handling or riding qualities; room	37	40	40
Purchase price, trade-in, good deal	37	27	34
Economy in maintenance; mileage	30	31	28
Styling, appearance, colors	25	32	28
Dealer or manufacturer factors	15	12	15
Specific features (e.g., pushbuttons)	5	7	10
Habit; fear of the unknown	13	-	7
Influenced by others or advertising	3	10	6
Prestige reasons: (new or expensive car, impressive)	1	3	4
Miscellaneous other reasons	*	1	1
Not ascertained or unclassifiable	<u>1</u>	<u>-</u>	<u>1</u>
(Some gave more than one type of reason) . .	223%	220%	230%

Differences between Switchers and Loyalists on the reasons given for their next-car preference were not as marked as the differences on why members of the two groups bought their current make of car (Table 8). As regards the next car, Loyalists put relatively more emphasis on purchase price and trade-in value; and relatively more Switchers mentioned styling.

Below is summarized the rank order of mentions of six leading reasons, for Loyalists and Switchers, for buying their present make (Table 8) and for buying their next car (Table 15).

Loyalists		Switchers		Grand Total	
Present Make	Next Make	Present Make	Next Make	Present Make	Next Make
Performance	Performance	Price	Performance	Price	Performance
Price	Price	Styling	Handling	Performance	Handling
Economy	Handling	People, ads	Styling	Styling	Price
Styling	Economy	Handling	Economy	Handling	Economy
Dealer, Mfg.	Styling	Performance	Price	Economy	Styling
Handling	Dealer, Mfg.	Economy	Dealer, Mfg.	Dealer, Mfg.	Dealer, Mf

The differences in aggregate emphasis upon various reasons for buying one's current car in contrast to those given for buying one's next car (see "Grand Total" figures above) are understandable because of the greater emphasis upon price as regards last purchase. One may infer that most respondents had done more comparison-shopping on their last car than they had on their next car. The greater emphasis on "handling or riding qualities" regarding one's next car may reflect merely a difference in one's point of view in talking about the future in contrast to the past--or it may reflect an actual change in potential customers' interests in what they want most in a car.

It appears the Loyalists were somewhat more consistent than were Switchers in their stated reasons why they bought the last and plan to buy the next car. This may reflect merely the fact that more Loyalists intend to buy the same make again. In any case, more Switchers mentioned styling and the influence of other people and advertising.

g. Make and year of car liked most in the past

All auto owners in the sample were asked, "Of all the cars you've ever owned, which one did you like the most?" The makes and years are presented in Table 16.

TABLE 16

MAKE AND YEAR LIKED BEST OF ALL CARS EVER OWNED

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
<u>Make liked most:</u>			
Buick	4%	7%	10%
Oldsmobile	6	7	9
Pontiac	10	6	6
Chevrolet	38	19	21
Mercury	3	5	5
Ford	22	16	19
Dodge	6	5	5
Plymouth	8	13	10
Some other make	*	19	12
Owned no other cars; Make not ascertained	3	3	3
	100%	100%	100%
<u>Year of car liked most:</u>			
1945 or earlier	9%	10%	10%
1946 through 1954	18	28	25
1955-56 model respondent now owns	70	62	64
Some other 1955-56 car . . .	1	-	*
Not ascertained	2	*	1
	100%	100%	100%

As regards make of car liked best of all cars ever owned: Loyalists' relatively higher preference for Chevrolets may well be attributable in part to Loyalists' owning more Chevrolets. Switchers' greater preference for Plymouths is in line with their greater ownership of Plymouths. Switchers' greater preference for some other car than the makes listed, and their liking for older models of cars, indicates that more Switchers than Loyalists had a nostalgia for formerly-owned makes which no longer command much of a share of the total car market.

The following listing, of the percentages liking their current makes (not necessarily their current cars) the most, provides additional perspective on owner satisfaction with his own make. There was relatively little difference among owners of the various makes:

<u>Make Currently Owned</u>	<u>Per cent naming same make as liked most of all owned</u>	<u>No. of Interviews</u>
Buick	85%	(75)
Mercury	79	(70)
Oldsmobile	78	(67)
Plymouth	75	(69)
Chevrolet	74	(68)
Dodge	74	(68)
Ford	69	(67)
Pontiac	68	(64)

(Caution is needed in interpreting these findings; the number of interviews are small.)

As to the year of car liked best of all the cars one has ever owned, several implications are apparent:

Relatively few owners of fairly new (1955-56) cars were thinking of pre-World War II cars as somehow "Better." Only ten per cent of this two-city sample mentioned a 1945-or-earlier model as liked best among all the cars they had ever owned.

More of the Switchers than Loyalists mentioned a 1946-54 model of car.

That most owners of fairly new cars are quite well pleased with their current makes of car is indicated by the fact that two-thirds mentioned their current car as the one they liked best of all the cars they ever had.

The reasons people gave for liking most the make-liked-most-of-all-ever-owned are presented in Table 17.

TABLE 17

REASON FOR LIKING CERTAIN MAKE BEST OF ALL MAKES EVER OWNED

	Loyalists (N=116)	Switchers (N=105)	Grand Total (N=531)
Mechanical qualities or performance	60%	50%	60%
Handling or riding qualities . . .	45	64	57
Economy in maintenance; mileage .	27	36	37
Styling, appearance, colors	32	18	22
Specific features (e.g., overdrive)	19	19	21
Purchase price, trade-in, good deal	6	10	7
All other reasons	12	9	9
Not ascertained	<u>2</u>	<u>-</u>	<u>1</u>
(Some gave more than one reason) .	203%	206%	214%

As in the reasons for buying their present makes rather than another make (Table 8), the reasons offered by Loyalists for liking a certain make best of all they had ever owned were similar in that the Loyalists mentioned performance a little more often than Switchers did. However, one reversal in responses is that whereas Switchers mentioned styling more often in talking about their present make, Loyalists mentioned styling more often in talking about the make they had liked best of all the cars they had ever owned.

h. Make and year of car liked least in the past

The makes and years specified by Loyalists and Switchers as liked least of all cars ever owned are presented in Table 18.

On make of car liked least, the principal differences between Loyalists and Switchers were that more Loyalists were unable to single out any make they had owned as liked least (it must be remembered that they have had only the one make for the last ten years), and that more Switchers mentioned some make other than the eight primary ones that were under study--mostly "minor league" makes.

Relatively few (only nine per cent of the total) mentioned a 1955 or 1956 model as liked least. A majority mentioned pre-war or wartime models. This is still another indication that the present-day automobile is, in general, considered to be a pretty good one.

Sixty per cent of Loyalists, as against 41 per cent of Switchers, mentioned liking least some model prior to 1946.

TABLE 18

MAKE AND YEAR LIKED LEAST OF ALL CARS OWNED

Make liked least:	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Buick	3%	1%	4%
Oldsmobile	5	1	2
Pontiac	6	3	6
Chevrolet	15	20	17
Mercury	1	2	3
Ford	21	21	20
Dodge	3	11	6
Plymouth	12	8	10
Some other make	9	25	17
Owned only one make	-	-	2
Can't say; no answer	25	8	13
	100%	100%	100%
Year of car liked least:	(N= 90)	(N= 96)	(N=464)
Model prior to 1940	48%	35%	38%
1940 through 1945	12	6	13
1946 through 1949	25	24	20
1950 through 1954	5	29	20
1955 or 1956	9	6	9
Not ascertained	1	-	*
	100%	100%	100%

Table 19 summarizes the reasons given for liking a particular make least.

TABLE 19

REASON FOR LIKING CERTAIN MAKE LEAST OF ALL MAKES EVER OWNED

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=464)
A "lemon" mechanically or in its performance	77%	71%	76%
Expensive maintenance; poor mileage	19	31	25
Difficult to handle; poor ride	19	28	24
Poor styling, vision, colors .	4	13	10
Disliked specific features (e.g., overdrive)	10	9	9
Problems with dealer or manufacturer	2	3	4
All other reasons	3	3	3
Not ascertained	4	2	2
(Some gave more than one reason)	138%	160%	153%

Loyalists had fewer complaints than Switchers. This tendency is consistent with the finding (Table 18) that one-fourth of the Loyalists were unable to single out some make as liked least among the cars they have owned.

i. Rating of "Big 3" manufacturers on cars and service

Attitudes toward the three principal manufacturers were touched on briefly in the interview through the question, "Now, I'd like you to compare the Chrysler Corporation, the Ford Motor Company, and General Motors on two points: Which one of the three do you think makes the best cars? Which one do you think has the best dealer service departments?"* The answers are presented in Table 20.

TABLE 20

RATINGS OF BIG 3 MANUFACTURERS ON CARS AND DEALER SERVICE

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
<u>--makes the best cars:</u>			
Chrysler Corporation	23%	27%	21%
Ford Motor Company	17	14	15
General Motors	58	51	57
Can't decide	2	6	7
Not ascertained	-	2	*
	100%	100%	100%
<u>--has the best dealer service department:</u>			
Chrysler Corporation	14%	12%	11%
Ford Motor Company	20	23	23
General Motors	51	40	44
Can't decide	15	20	20
Not ascertained	-	5	2
	100%	100%	100%

General Motors was rated best by a majority on the question of cars, and by a plurality on the question of dealer service departments.** In part this advantage in esteem is related to the distribution of the makes of the three manufacturers in the total market: of the

*Questions on the "next best" cars and dealer service departments were also asked, thus making possible some kind of 1-2-3 ranking of each of the companies on both points. Because the 1-2-3 rankings resulted in a large number of "not ascertained" for persons who could give their first choice but not their second, the rankings are not utilized in Table 20. They appear in the Appendix.

**It is recognized that the dealer service departments are not the direct responsibility of the manufacturers, although certain service standards are prescribed in dealers' franchises.

eight makes covered in the survey, more than half the cars owned were General Motors cars, 30 per cent were Ford Motor Company cars, and 15 per cent were Chrysler products (see Table 6 a., earlier). It is seen that the Chrysler Corporation fared relatively better than the Ford Motor Company in the rating of which manufacturer makes the best cars; and that in the rating of dealer service departments, Ford and Chrysler stood in approximately the same relationship as the distribution of their makes (Mercury and Ford, Dodge and Plymouth) in 1955 sales.

Relatively more of the Loyalists than Switchers rated General Motors best on both cars and dealer service departments; the differences are not significant, and may merely reflect the fact that more of the Loyalists (60 per cent) had General Motors cars than did Switchers (53 per cent).

The following tabulation of ratings by owners of the three companies' cars show that:

General Motors was rated best on both counts by more of the owners of General Motors cars than was true of own-company ratings of owners of other cars. Owners of Ford Motor Company cars were least "loyal" to the company on the question of which company makes the best cars. Owners of Chrysler Corporation cars were least "loyal" to the manufacturer of their make regarding the question of dealer service departments.

Owners of makes manufactured by:

	Chrysler Corporation (Dodge, Plymouth) (N=134)	Ford Motor Company (Mercury, Ford) (N=134)	General Motors (Buick, Olds, Pontiac, Chev.) (N=275)
<u>--makes the best cars:</u>			
Chrysler Corporation . .	(68%)	19%	11%
Ford Motor Company . . .	9	(42)	2
General Motors	17	30	(81)
Can't decide; not ascert.	<u>6</u>	<u>9</u>	<u>6</u>
	100%	100%	100%
<u>--has the best dealer service departments:</u>			
Chrysler Corporation . .	(32%)	8%	7%
Ford Motor Company . . .	15	(52)	10
General Motors	24	18	(63)
Can't decide; not ascert.	<u>29</u>	<u>22</u>	<u>20</u>
	100%	100%	100%

j. Right length of time between trades

The issue of time-between-trades is relevant to an analysis of auto loyalty in that a rapid turnover should lead to an increase in loyalty because of more frequent reinforcement of dealers' relationships with the same customers and lessened customer dissatisfaction because of repair bills or lower trade-in values on cars kept beyond some optimum trade-in point. If the majority of auto owners become convinced

that a relatively short time-between-trades is to their advantage, sales would increase and it is assumed that loyalty would also increase.

Earlier (Table 6 e.), Loyalists were seen to keep their cars for a slightly shorter period between trade-ins than Switchers; the results were not statistically significant.

Table 21 presents a comparison of Loyalists' and Switchers' views on the optimum trade-in period.

TABLE 21

OPTIMUM PERIOD BETWEEN TRADES

"What would you consider to be about the right length of time for you to keep a new car before trading it in?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
One year or less	10%	7%	7%
More than one year through two .	28	24	31
More than two through three . .	28 66	25 56	28 66
More than three through four . .	13	8	10
More than four through five . .	13	20	14
Six years or longer	3	8	4
Don't know; not ascertained . .	5	8	6
	100%	100%	100%

Sixty-six per cent of Loyalists, compared to 56 per cent of the Switchers, mentioned three years or less.

Sixteen per cent of Loyalists, and 28 per cent of Switchers, mentioned a period longer than four years.

Loyalists did appear to approve in principle a shorter time-between-trades than did Switchers. This, of course, does not in itself prove the assumption that shortening the trade-in period will increase owner loyalty; but at least the findings are not inconsistent with that assumption.

k. Best time to buy a new car

Another assumption was that more Loyalists than Switchers would buy their cars soon after the new models come out, primarily because those who are already "sold" on a given make of car would have less motivation than others to take a longer time to shop around or to see whether any "bugs" would develop in the new model. However, no differences between Loyalists and Switchers in this particular

sample (composed largely--78 per cent--of owners of 1955 models) were found as regards time of purchase (see Table 6 f.) About 85 per cent of both Loyalists and Switchers bought their cars during the model year: e.g., a 1955 model, usually released in late 1954, was usually bought in 1955.

The following question was asked, "What do you think is the best time to buy a new car: when they first come out in the fall, or just before the next new models come out, or some time in between?" Responses appear in Table 22.

TABLE 22

BEST TIME TO BUY A NEW CAR

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
When they first come out	14%	10%	13%
Just before the next new models (Volunteered) After next model is out	38 1	45 4	42 2
Sometime in between	38	34	37
No opinion	<u>9</u>	<u>7</u>	<u>6</u>
	100%	100%	100%

Switchers and Loyalists here show no great difference on what is the best time to buy a new car. Forty-nine per cent of the Switchers, in contrast to 39 per cent of Loyalists, say they think the best time is either just before the new models come out or to get a car from leftover stocks after the new models are out. The findings, then, appear to be in line with the assumption that Loyalists might tend to buy earlier in the model year.

The most important finding from this question is that only 13 per cent said they thought the "best time to buy a new car" was when the new models first come out in the fall.

A follow-up question was asked, "Why is that the best time to buy a new car?" Table 23 presents the reasons given, divided according to the time specified as "best."

TABLE 23

REASONS FOR BEST TIME TO BUY A NEW CAR

Those saying "When they first come out" (N= 65)	Those saying "Just before next new models" (N=222)	Those saying "Some time in between" (N=212)
Less depreciation . . . 42%	Better deal than . . . 93%	Better-made car . . . 50%
Have "new" car longer . 35	Better-made car . . . 8	Better deal 47
Better deal than . . . 34	Depreciation advantage 7	Avoid seasonal trouble 15
Prestige considerations 10	Would have "new car" . 2	Depreciation advantage 9
Better-made car . . . 3	Avoid seasonal trouble 1	Would have "new" car 6
Avoid seasonal trouble 1	Avoid the rush 1	Avoid the rush 4
Other reasons; NA . . 10	Prestige 1	Other reasons: NA 2
	No answer *	
(Some offered more than one type of reason) 135%	113%	133%

The reasons given by the small group (65 persons) saying "When they first come out" are not reliable statistically because of the small number in the group. One may infer that if we take their answers at face value, those advocating early buying are at least as concerned about having a car that is factory-fresh as they are concerned about getting a better deal.

Almost all of those saying "Just before the next new models" mentioned the "better deal" they thought they would get by buying late.

It appears that the majority of the car-buying public remains to be convinced that they can get just as good a deal on a car if they buy when the models first come out. Most of the owners in this study said they thought they would do better if they waited a while.

1. Summary of attitudes concerning loyalty to make

In the reasons they gave for buying their present make of car:

Loyalists emphasized mechanical qualities or performance, price, and economy of operation, in that order.

Switchers laid relatively greater emphasis than Loyalists on style, the influence of other people or advertisements, and handling or riding qualities.

The Loyalists' responses appeared to emphasize reasons that might be given by a rather logical "economic man," while the Switchers' responses showed less consistency--and relatively more influence of rather immediate environmental factors and of personal taste or whim.

The ideal of auto loyalty (as reflecting "better judgment") was accepted in principle even by a majority of Switchers; and comments about the kinds of people who stick to one make were generally more favorable than comments about people who switch makes rather frequently. Even so, 42 per cent of those classified as Switchers on the basis of their past buying behavior still intended to switch again on their next purchase.

More Switchers than Loyalists appeared to have a nostalgic feeling for formerly-owned makes which no longer are prominent in the auto market. However, majorities of both groups said they liked their present make "the best" of all makes they had ever owned; and all evidence indicates that the consensus among this sample of auto owners was that the present-day automobile is just generally a well-regarded product.

General Motors was rated by a majority of both groups as making "the best cars," and by a plurality (40 per cent among Switchers, 51 per cent among Loyalists) as having "the best dealer service departments." The Chrysler Corporation was rated second on its makes of cars, and the Ford Motor Company second on its dealer service departments. Owners of Ford Motor Company cars were least "loyal" on the question of which company makes the best cars; and owners of Chrysler Corporation cars were least "loyal" regarding dealer service departments.

Relatively few (less than 15 per cent) of either Loyalists or Switchers said they thought the best time to buy a new car was when the new models first come out in the fall. Most persons in the majority that regarded it wiser to buy later, gave as their principal reasons that they could get a better deal later, or that they would run less risk of buying a car with early-model "bugs" in it.

2. Dealer Factors and Car-Buying Experiences

Theoretically, Loyalists should tend to be more loyal to particular dealers, and should shop around less, than would be true of Switchers. To examine differences between Loyalists and Switchers in their car-shopping behavior and their relationships with dealers, a number of questions were asked about their most recent purchase, supplemented by attitude questions regarding dealers and car-shopping in general.

a. Number and sequence of dealer visits

The data in Table 24 were derived from responses to the question, "Now, getting back to your present car (that cost the most): Which dealers' places did you visit before you bought the car? Try to remember every dealer. Let's start with the very first place you went to, and take the visits in order. Count as separate visits the various times you may have gone back to a place you had visited before. Where did you buy the car?"

TABLE 24

PLACE OF PURCHASE IN RELATION TO SEQUENCE OF VISITS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Visited only one dealer, bought there	36%	15%	27%
Visited two dealers, bought from first	7	4	4
Visited three dealers, bought from first	3	1	2
Visited four or more, bought from first	*	3	3
(Total buying from first dealer)	46%	23%	36%
Visited two dealers, bought at second	15	16	14
Visited three, bought at second	2	5	3
Visited three, bought at third	8	17	12
Visited four or more, bought at second to next-to-last dealer	3	11	7
Visited four or more, bought from last dealer	25	28	27
(Total buying from other than the first dealer visited) . .	53%	77%	63%
Bought from private party; Not ascertained	1	-	1
	100%	100%	100%

A substantially larger proportion of Loyalists visited only one dealer and bought their car from him. Further, recombining data from Table 24 in another way, it is seen that of those who visited more than one dealer, more of the Switchers bought their cars in the last place they visited:

	Loyalists	Switchers	Grand Total
Visited two dealers, bought at second	15%	16%	14%
Visited three dealers, bought at third	8	17	12
Visited four or more, bought at last	25	28	27
	48%	61%	53%

Another recombination of the dealer-visit data shows that the modal or most usual behavior of Loyalists was to visit only one dealer; and the most usual practice of Switchers was to call on four or more dealers:

	Loyalists	Switchers	Grand Total
Visited one dealer	(36%)	15%	27%
Two dealers	22	20	18
Three dealers	13	23	17
Four or more	28	(42)	37
Private party; not ascertained .	<u>1</u>	<u>-</u>	<u>1</u>
	100%	100%	100%

That the average car-buyer does at least some shopping around is indicated by the finding that three-fourths of the persons interviewed visited more than one dealer, and 53 per cent did not return to buy their car in the first place they visited.

Other findings, presented later in this section, indicate that dealer loyalty was a factor in Loyalists' one-stop purchases. However, it appears certain basic differences in outlook on how to go about buying a car are largely responsible for the Switcher's making more dealer visits and tending to buy in the last place he visits. The rest of this section describes these differences.

Table 25 shows that while about the same proportion (half) of Loyalists and Switchers visited other dealers that sold the same make they purchased, fewer Loyalists visited dealers that sold other makes:

TABLE 25

SHOPPING FOR OTHER MAKES

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Visited one dealer, bought there .	36%	15%	27%
Visited other dealers selling same make as purchased	51	53	52
Visited dealers <u>not</u> selling same make	30	58	44
No dealers; not ascertainable . .	<u>1</u>	<u>-</u>	<u>1</u>
(Some visited both types of dealers)	118%	126%	124%

b. Out-of-town buying

One would assume that more Loyalists would have bought their cars in their own cities, since most Switchers shopped around a good deal more than Loyalists. However, Table 26 shows there was no material difference.

TABLE 26
OUT-OF-TOWN SHOPPING

	<u>Loyalists</u>	<u>Switchers</u>	<u>Grand Total</u>
Bought in his own city	83%	83%	83%
Bought out of town	16	12	16
Not ascertained	<u>1</u>	<u>-</u>	<u>1</u>
	100%	100%	100%

It has been noted earlier that, contrary to expectations, a slightly larger percentage of Rockford respondents (in comparison to Chicagoans) were Switchers, even though it had been supposed that with the limited number of dealers in Rockford, more of the residents of Rockford would be Loyalists because of lesser competition for their purchases. While it is true that a larger proportion of Rockford owners (26 per cent) had bought their cars out of town, in comparison to six per cent out-of-town buying among Chicagoans in the sample, out-of-town buying could not account for the Rockford people's lesser loyalty--because, as we have just noted, Loyalists and Switchers differed little in the proportion buying out of town.

c. Previous purchases from last dealer

Forty-one per cent of the Loyalists, 15 per cent of the Switchers, and 29 per cent of the total persons interviewed, said they had bought one or more other cars from the same dealer that sold them their present car.*

*Twenty-one per cent of the Chicago, and 37 per cent of the Rockford, respondents were "repeat" customers.

TABLE 27

PREVIOUS PURCHASES FROM DEALER

	<u>Loyalists</u>	<u>Switchers</u>	<u>Grand Total</u>
Bought from first dealer visited, had bought from him before	26%	7%	16%
Bought from dealer visited later, had bought from him before	15	8	13
Bought from first dealer visited, had <u>not</u> bought from him before . .	20	16	20
Bought from dealer visited later, had <u>not</u> bought from him before . .	38	69	50
All others	<u>1</u>	<u>-</u>	<u>1</u>
	100%	100%	100%

To summarize--the Loyalists:

--bought more frequently on the first visit, and from a dealer they had bought from before.

d. Reason for buying present car from certain dealer

Responses to the question "Why did you buy it there instead of somewhere else?" are summarized in Table 28.

TABLE 28

REASON FOR BUYING FROM CERTAIN DEALER

	<u>Loyalists (N=119)</u>	<u>Switchers (N=107)</u>	<u>Grand Total (N=540)</u>
Good financial deal; prices clear .	60%	75%	70%
Connections, obligations to dealer	23	15	21
Dealer proximity	16	18	17
Behavior of dealer personnel (polite, low-pressure, friendly)	8	7	10
Service department reputation . . .	13	1	9
Reliability: they stick to their word	9	3	8
Dealer reputation; referred by others	9	4	8
Advertising, salesroom displays . .	3	1	3
Dealt there previously; used to them	6	-	2
All other reasons	3	4	4
Not ascertained	<u>2</u>	<u>3</u>	<u>1</u>
(Some gave more than one type of reason)	152%	131%	153%

These reasons cannot be taken entirely at face value: as with all questions asking someone to introspect regarding his motivations, responses may be slanted toward socially acceptable reasons. However, the distribution of reasons is consistent with the general interpretation that the Loyalist tends to be influenced considerably by considerations other than price, while a Switcher tends to minimize considerations other than short-term financial ones.

Loyalists, in general, thought up more reasons why they bought their present car from a certain dealer, and they gave relatively more emphasis to connections or obligations, the dealer's service department, and the dealer's reliability and reputation. Switchers materially exceeded Loyalists only in their mentioning the good financial deal.

e. Satisfaction with last "deal"

Table 29 shows that a few more Loyalists rated the deal they got when they bought their present car as either "Very good" or "Better than average." Two-thirds of the total persons rated their deal as at least "Better than average."

TABLE 29

SATISFACTION WITH LAST DEAL

"What kind of deal do you think you got when you bought your present car--very good, better than average, about average, or somewhat poorer than average?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Very good	36%	26%	32%
Better than average :	33	32	33
About average	29	36	32
Poorer than average	1	6	3
No opinion	<u>1</u>	<u>-</u>	<u>*</u>
	100%	100%	100%

Hardly any in either group would concede that they had made a "Poorer than average" deal.

f. Service departments

Table 30 presents answers to two questions: where did Loyalists and Switchers take their car for repairs; and how did they rate the service departments of dealers that sold the make of car they owned.

TABLE 30

SERVICE DEPARTMENTS OF DEALERS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
"Where do you generally take your car for repairs--to (NAME OF HIS MAKE) agency, or somewhere else?			
Authorized agency for that make . . .	75%	50%	62%
Somewhere else	19	40	26
Equally divided	4	4	5
Had had no repairs on car	<u>2</u>	<u>6</u>	<u>7</u>
	100%	100%	100%

"Would you expect the service department of a (NAME OF HIS MAKE) agency to do better, not as good, or about the same quality of work on your car, compared to other garages?

Expect authorized agency better . . .	78%	64%	75%
Not as good	4	14	6
About same quality of work	15	20	17
No opinion; not ascertained	<u>3</u>	<u>2</u>	<u>2</u>
	100%	100%	100%

Although majorities of both groups patronized and thought better of, authorized dealers, fewer Switchers either patronized such dealers' service departments or rated their work better than that of other garages. Thus the evidence accumulates that the Switcher tends more than the Loyalist to regard the dealer as only a middleman between him and the manufacturer, and to have less faith in dealers' services.

g. Who are the "good" dealers?

Table 31 shows the makes sold by local dealers who were rated "good," and indicates the relative proportions of Loyalists and Switchers who named the dealer from whom they bought their current car as a "good" dealer.

TABLE 31

DEALERS NAMED AS "GOOD" DEALERS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
"Who are the good dealers, of any make, in (NAME OF CITY)? ^a			
Buick dealer named	13%	13%	15%
Oldsmobile	10	8	10
Pontiac	11	9	11
Chevrolet	41	28	30
Mercury	11	10	12
Ford	26	24	26
DeSoto ^b	5	12	7
Dodge	9	19	11
Plymouth	16	24	17
Other makes--same manufacturer as for his own car	7	11	8
Other makes--different manufacturer	11	13	13
Can't think of any good dealers	15	25	21
Not ascertained	<u>6</u>	<u>2</u>	<u>5</u>
(Some mentioned more than one make)	181%	198%	186%
	(N=119)	(N=107)	(N=540)
Mentioned as "good" the dealer from whom he bought his car	59%	40%	46%
Did not mention his dealer as "good," but mentioned others	21	33	28
Can't think of any good dealers; not ascertained	<u>20</u>	<u>27</u>	<u>26</u>
	100%	100%	100%

^aIf respondent was new to his city, he was asked about the dealers in the last town in which he lived.

^bAgain, DeSoto was at a disadvantage in this question, since the sampling plan provided only for coverage of owners of the eight other makes specified.

As to makes of cars sold by dealers termed "good": differences between Loyalists and Switchers may reflect primarily the differences in ownership patterns in these two groups. Loyalists, more of whom mentioned Chevrolet dealers, numbered a great proportion of Chevrolet owners; and more Switchers owned Dodges or Plymouths and also named dealers of these makes as "good."*

Fewer Switchers than Loyalists mentioned as "good" the dealer from whom they bought their current car, even though Switchers tended to name a great number of dealers and thus more of them might have mentioned their "own" dealer if they had so desired. One infers that Switchers simply had less confidence in the dealer with whom they did business.

h. Reasons why certain dealers are called "good"

Table 32 delineates the reasons given by Loyalists and Switchers for thinking of certain dealers as "good" ones. The table is based only on those respondents who could think of dealers they would call "good" --79 per cent of the Loyalists, 73 per cent of the Switchers, and 74 per cent of the total persons interviewed.

TABLE 32

REASONS FOR RATING CERTAIN DEALERS AS "GOOD"

"What is there about these dealers that makes you call them 'good' dealers? (FOLLOW-UPS: Why might you like to trade with them? What kinds of experience have you had with them? What have you heard about them?)"

Based on those rating a dealer as "good":

	Loyalists (N= 93)	Switchers (N= 80)	Grand Total (N=401)
Their service departments	45%	51%	48%
Stand behind product, keep promises .	53	47	47
Behavior; low-pressure, friendly . .	26	40	31
Good deal, charge what they say . . .	36	33	28
Hearsay, general reputation	22	18	20
Have connections there	4	3	6
Advertising, displays	8	1	3
Special services (e.g., courtesy car)	2	3	2
Habit; used to them	1	3	1
All other reasons	4	1	3
Not ascertained	3	-	2
(Some gave more than one reason) . .	204%	200%	191%

*As mentioned before, DeSoto was at a disadvantage because current DeSoto owners were not covered in the survey. The mention of Plymouth dealers, however, may have been somewhat inflated by the fact that at the time of this survey the usual practice was for all dealers in Chrysler Corporation cars to be "dual dealerships": all sold Plymouths along with a higher-priced make (Chrysler, DeSoto, or Dodge). Thus in Rockford, where there was only one dealership for each of the General Motors or Ford Motor Company makes, there were three dealers who sold Plymouths. This may account for 21 per cent of the Rockford respondents' mentioning a Plymouth agency as "good," in contrast to 13 per cent among Chicago respondents.

Differences between Loyalists and Switchers in their reasons for nominating certain dealers as "good" were not substantial and are subject to fairly high unreliability because of the relatively few interviews on which a comparison might be based. It is possible that the Switchers' tendency to mention somewhat more often the behavior of dealer personnel may be an indication of a greater tendency among Switchers to be more sensitive or wary in their relations with dealers' representatives.

The chief point in the results in Table 32 is that customers in general emphasize service departments and standing behind the product to a greater extent than considerations such as the price of the car, when they are thinking about the characteristics that distinguish "good" dealers from other dealers.

i. Who are the undesirable dealers?

Paralleling the questions on "good" dealers, respondents were asked whether they knew of any dealers in their city with whom they would not want to trade. Table 33 shows the makes sold by dealers termed undesirable, and also the proportions who named the dealer from whom they bought their current car as one with whom they would not want to trade again.

TABLE 33
UNDESIRABLE DEALERS

"Are there any dealers here in (NAME OF CITY, OR PREVIOUS TOWN IF NEW IN CITY) you wouldn't want to trade with? Who?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Buick dealer named	6%	5%	5%
Oldsmobile	11	8	11
Pontiac	2	3	3
Chevrolet	6	5	7
Mercury	6	2	4
Ford	19	22	20
DeSoto	1	2	1
Dodge	3	5	5
Plymouth	3	6	6
Other makes--same manufacturer as for his own car	5	6	7
Other makes--different manufacturer	5	9	8
Can't think of any	54	45	45
Not ascertained	4	9	8
(Some mentioned dealers for more than one make)	125%	127%	130%
	(N=119)	(N=107)	(N=540)
Would <u>not</u> want to trade with dealer from whom he bought car	3%	11%	6%
Mentioned only <u>other</u> dealers as un- desirable	41	36	43
Can't think of any undesirable deal- ers; not ascertained	56	53	51
	100%	100%	100%

Loyalists and Switchers differed little in the relative frequency with which they mentioned their not wanting to trade with certain dealers who sold specified makes.

It is noteworthy that about half of this sample of auto owners were unable or unwilling to name some dealer as undesirable.

Among specific makes, Ford dealers were mentioned most often as undesirable. It should be pointed out, so as not to reflect unfairly upon the Ford agency in Rockford, that the majority of those mentioning a Ford agency were from Chicago.

That individual agencies do develop reputations, good or bad, that circulate among the general car-buying public is indicated by this comparison of Rockford and Chicago responses (Rockford had only one primary agency for each make):

For one make, only three per cent of Rockford respondents named a dealer of that make as one with whom they would not want to do business, in contrast to 12 per cent mentions for dealers of that make in Chicago.

For another make, 21 per cent of Rockford respondents named a dealer of that make as undesirable, in contrast to only one per cent in Chicago.

j. Reasons why certain dealers are considered undesirable

Table 34 summarizes the reasons given for not wanting to trade with certain dealers. Since less than half named some dealer as undesirable, the differences between Loyalists and Switchers are based on too few interviews to enable one to make any hard-and-fast comparisons.

The summary of types of responses (in Table 34) as well as the general color of the detailed comments from which the summary has been prepared, is that most people said they would avoid a dealer because they thought he was dishonest or unreliable, and not just because of his prices.

As regards advertising: while the total number mentioning advertising in an adverse way was relatively small, it may be of some significance that most such mentions concerned television advertising. A number commented that "all" the dealers who advertised on TV were to be given a wide berth.

Again, comparisons of Loyalists and Switchers on these reasons is ill-advised because of the small number of persons in each group who named some dealer as undesirable. It may be that Loyalists depend relatively more on hearsay in deciding to avoid certain dealers.

TABLE 34

REASONS FOR CONSIDERING CERTAIN DEALERS AS UNDESIRABLE

"Why wouldn't you want to trade with these dealers? (FOLLOW-UPS: What kinds of experiences have you had with them? What have you heard about them?)"

	Based on those rating a dealer as one with whom he would not want to trade:		
	Loyalists (N= 47)	Switchers (N= 53)	Grand Total (N=267)
Don't keep promises; don't stand behind their product	48%	45%	42%
Service departments unreliable or expensive	28	34	35
Bad financial deal: overcharging, gyp artists	32	35	34
General reputation, hearsay . . .	38	21	30
Personnel: high-pressure, dis- courteous	24	15	24
Advertising media (e.g., TV) or type of advertising	16	13	12
All other reasons	2	4	3
Not ascertained	-	-	1
(Some gave more than one response)	188%	167%	181%

k. Responsibility of the dealer beyond the warranty period

New cars are sold with a warranty that the dealer will make adjustments that are necessary because of existing defects, without cost to the buyer if drawn to his attention within a certain specified period or prior to the accumulation of a specified mileage. Since it was suspected that a good many people would expect a dealer to "make it good" even after the warranty had expired--and that more Loyalists than Switchers would feel that way--a question was included to cover the point. See Table 35.

TABLE 35

RESPONSIBILITY AFTER EXPIRATION OF WARRANTY

"Suppose you bought a new car and something went wrong with it after the warranty period was over. How much responsibility do you think the dealer ought to take--full responsibility, some responsibility, or no responsibility?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Full responsibility	17%	11%	16%
Some responsibility	55	62	59
No responsibility	21	21	20
No opinion; not ascertained	<u>7</u>	<u>6</u>	<u>5</u>
	100%	100%	100%

About three-fourths of both groups said they felt the dealer "ought to" take at least some responsibility, even after expiration of the formal warranty period.

The aggregate results imply that dealers who attempt to hold their customers to the formal terms of the warranty are likely to find that most customers feel that the dealer's moral responsibility extends somewhat beyond the specifications in the warranty.

1. Dealer-switching on a price basis

Conversations with dealers prior to the survey indicated there are some notions prevalent among dealers that the "average" customer will switch from a favorite dealer to another dealer if the price differential exceeds a certain small amount. To test whether Switchers would be more inclined than Loyalists to switch dealers on a price basis, the question was asked: at what point would customers switch? Results appear in Table 36.

The question is an hypothetical one. It assumes that car owners have a favorite dealer; and we have seen that many do not. Further, it does not take into account the many factors other than price that operate to determine one's choice of a make and a dealer; consequently, the results cannot be used directly to predict the exact price differential at which the average customer would switch dealers. However, results should give some indication of the relative price-mindedness of Loyalists and Switchers.

TABLE 36

DEALER-SWITCHING ON A PRICE BASIS

"Suppose you got a price on a new car from a dealer you liked to do business with. How much cheaper would another dealer's offer have to be to make you do business with him?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Less than \$50	5%	9%	7%
\$50 to \$99	17	12	14
\$100 to \$199	26	31	29
\$200 to \$299	20	18	23
\$300 to \$399	2	9	5
\$400 to \$499	2	1	3
\$500 or more	7	7	7
Don't know	19	9	9
Not asked	<u>2</u>	<u>4</u>	<u>3</u>
	100%	100%	100%

The modal, or most-often-mentioned, figure was between \$100 and \$200. Loyalists and Switchers did not differ greatly in the dollar amounts they mentioned; but considerably more Loyalists just were unable to name a figure. The inference is that the question of price is somewhat more salient to the Switcher, who has revealed his greater price-consciousness earlier, when asked his reasons for past purchases.

m. Self-rating of one's bargaining abilities

In the report for the Phase I qualitative study preceding the two-city survey, it was hypothesized that Switchers, by and large, would enjoy bargaining with dealers more--and would be better at bargaining --than Loyalists, on the grounds that bargaining would be more distasteful to the Loyalist for reasons of status and a difference in values.* It was beyond the scope of this particular study to develop ways of assessing the actual relative bargaining prowess of Loyalists and Switchers; but they were asked to rate their own abilities. See Table 37.

*Op. cit., p. 29.

TABLE 37

SELF-RATING OF ABILITY TO BARGAIN WITH DEALERS

"How good do you think you are at bargaining with car dealers, compared to the people you know--better than average, about average, or not as good as average?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Better than average	11%	15%	16%
About average	56	56	56
Not as good as average	26	28	25
No opinion	<u>7</u>	<u>1</u>	<u>3</u>
	100%	100%	100%

A few more Loyalists are seen to be uncertain about their bargaining abilities than is observed for Switchers; the difference is not significant.

Results of this self-rating may not reflect the actual relative bargaining abilities of Loyalists and Switchers. One may tend to give oneself the benefit of the doubt when challenged by such a question. Also, it may be that some rather wretched bargainers associate primarily with others who are equally poor at car-bargaining, and thus have in mind a low standard of bargaining ability in rating themselves.

It is of interest to observe that more persons rated themselves "not as good as average" than responded "better than average," perhaps indicating that quite a few auto owners feel at a disadvantage in negotiating with dealers.

n. Summary of dealer factors and car-buying experiences

Twice as many Loyalists as Switchers visited only one dealer when purchasing their last car. Further, Loyalists who had gone to several dealers tended more often than Switchers to return to the first dealer visited to purchase their car. Typical behavior among Switchers, on the other hand, was to visit a number of dealers (including those selling makes other than the ones they finally bought), and to buy their cars from the last dealer visited.

Forty-one per cent of Loyalists, and 15 per cent of Switchers, reported previous purchases of other cars from the dealer who sold them their present cars.

In their reasons for buying their present car from a certain dealer, Loyalists gave greater relative emphasis to the connections or obligations they had had vis-a-vis the dealer, the dealer's service, and his reliability and reputation. Switchers' reasons centered heavily

upon the good financial deal they had made with the dealer.

Few (less than ten per cent) among either group would concede that they had made a "poorer-than-average" deal in buying their current car.

Switchers appeared more than Loyalists to view the dealer as merely a middleman between himself and the manufacturer. Switchers had less confidence in authorized dealers' service departments.

In describing the characteristics of specific dealers they called "good," and other dealers they would not want to trade with, both Loyalists and Switchers put more emphasis upon service departments and integrity in living up to commitments more than other considerations, such as the price of the car.

Most owners said they would expect dealers to take at least "some" responsibility if something went wrong with a new car after the formal warranty had expired.

3. Reference Group and Identity Factors Involved in Loyalty

The analysis of the differences between Loyalists and Switchers described in this section involve issues which have reasonably clear implications as to the auto owner's significant reference groups and his conceptions of himself: his identity. Admittedly, since man is a social being and car-buying is a social phenomenon, almost any question related to automobiles might be classified as having "reference group" or "identity" implications; thus the selection of items for this section has been rather arbitrary.

a. Self-rating of level of information about autos

The assumption is that Loyalists will be actually less well informed than Switchers about the features of the later models of cars, because loyalty and lack of information should be reciprocally related --a person who has finally decided upon a make of car will have less motivation to keep himself up-to-date on other makes; and a person whose knowledge about the various makes is limited will be likely to cling to the make with which he is familiar rather than to take chances with unknown makes. Properly, an "information quiz" would be needed to establish how well-informed a person is regarding cars; but such a quiz was ruled out because of the length of the interview. Instead, an effort was made to get some idea of relative levels of information by asking respondents to rate themselves. Their answers appear in Table 38.

Thirty-two per cent of the Switchers, in contrast to 21 per cent of the Loyalists, rated themselves as at least "somewhat better informed" than average about the late models of cars.

TABLE 38

SELF-RATING OF LEVEL OF INFORMATION ABOUT CARS

"In comparison with the people you know, how well-informed about the late models of cars would you say you were--much better informed, somewhat better informed, about average, or somewhat less well informed?"

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Much better informed	10%	11%	11%
Somewhat better	11	21	18
About average	65	55	58
Somewhat less well informed	14	13	13
No opinion	-	-	*
	100%	100%	100%

The question arises: might the difference between Loyalists and Switchers have been a function of age only, since Loyalists tended to be older, and older people tend to be less well-informed about the late models? Separation of the responses of older and younger Loyalists and Switchers shows that about an equal proportion of younger and older Loyalists rated themselves as above average in their level of information, whereas materially more of the younger Switchers than the older Switchers said they were well-informed.

	Number Interviewed	Proportion rating selves "much" or "somewhat" better-informed on the late models of cars:
Under 45, all persons	(316)	32%
" Loyalists	(54)	20
" Switchers	(68)	45
45 or older, all persons	(223)	24
" Loyalists	(65)	26
" Switchers	(35)	11

The older Switchers thus are seen, on the basis of evidence gathered through a very few interviews, to have been the group least well-informed on late-model cars--if one takes their self-ratings at face value; and it is plausible that a person who will admit he is not better-informed than the average actually has some grounds for his self-estimate, since the normal temptation would be to say one is "average" or better in level of information. The older Switchers in this survey thus were either less well informed or more modest than others.

Thus it appears as though younger and older Switchers may differ more in their characteristics than the younger and older Loyalists: at least, the two Switcher groups differed more in their self-ratings of level of information on newer cars than did the younger and older Loyalists. It will be seen that other evidence, presented later, bears out the existence of other differences between younger and older Switchers.

Examining the self-ratings of level of information of respondents when rearranged in other groupings, it is seen that relatively more men and college graduates gave themselves a higher rating on information about late-model cars; but that those above and below \$7500 in last year's income rated themselves about the same:

	Number Interviewed	Proportion rating selves "much" or "somewhat" better-informed on the late models of cars:
Men	(499)	31%
Women	(49)	11
Less than nine years' schooling	(111)	23
Some high school to some college	(355)	18
College graduate	(79)	35
Income less than \$7500 yearly	(254)	30
Income \$7500 or higher . .	(277)	28

b. The terms in which Loyalists and Switchers describe themselves

It already has been established that Loyalists tended to be older, more settled in their jobs, more well-to-do, married for a longer time, living in smaller households, and better-educated than were the Switchers (see Section B). So much for the establishment of objective differences; the question is, are there any differences in the subjective ways in which Loyalists and Switchers view themselves?

A partial self-description was provided by Loyalists and Switchers in response to a word-choice question. The respondent was handed a list of seven occupations (Doctor, Plumber, etc.*), and asked to underline any of the 17 words "that would seem to go with a person in that occupation." He then was asked to underline any of the 17 words he would be "most likely to think of" in connection with himself. The responses of the 324 persons who described themselves through this word-choice procedure are presented in Table 39.

*See Section D for a fuller description of the technique, and for word choices on the seven occupations. This technique was experimental in nature, and was dropped in mid-survey after enough interviews had been obtained to yield preliminary findings. Thus the results in Table 39 are based on 324 interviews rather than 548.

TABLE 39

SELF-DESCRIPTION THROUGH WORD-CHOICE

"Here is a list of eight occupations. There is a list of words under each occupation. Please read these words quickly and underline the words that would seem to go with a person in that occupation. You may underline as many words as you like."

... "As you think of YOURSELF, which words are you most likely to think of?"

Loyalists (N= 77)		Switchers (N= 64)		Grand Total* (N=324)	
Words Chosen	Per cent Choosing	Words Chosen	Per cent Choosing	Words Chosen	Per cent Choosing
Dependable	63%	Dependable	70%	Hard worker	69%
Hard worker	62	Hard worker	70	Dependable	63
Family man	53	Family man	60	Family man	63
Cautious	51	Respected	58	Respected	50
Conservative	47	Cautious	49	Cautious	49
Respected	46	Plain	45	Regular guy	41
Regular guy	45	Regular guy	43	Mature	40
Mature	36	Conservative	41	Conservative	40
Plain	35	Mature	34	Plain	40
Aggressive	23	Successful	28	Aggressive	27
Well-educated	20	Young	28	Successful	25
Leader	19	Aggressive	24	Young	22
Successful	19	Rugged	16	Well-educated	18
Rugged	18	Well-educated	14	Rugged	16
Young	16	Leader	9	Leader	15
Sports car owner	6	Attractive	4	Sports car owner	6
Attractive	4	Sports car owner	2	Attractive	4

*Again, this question was asked only in 324 interviews rather than in the full sample of 548. Please see footnote on preceding page.

In the aggregate, the 324 respondents who participated in describing themselves, through choosing appropriate words from the 17 descriptive terms provided, put a heavy emphasis on terms connoting inconspicuous yet solidly virtuous attributes: "hard worker," "dependable," "family man," "respected," "cautious." To what degree these were the respondents' most candid self-identifications, and to what degree the responses might have been influenced by a desire to appear modest, cannot be determined.

In comparing self-descriptions of Loyalists and Switchers, responses cannot be taken very literally because of the small number of respondents to be compared (77 Loyalists, 64 Switchers). These differences did appear; to what extent they were occasioned by chance could only be determined by accumulating more interviews:

More Loyalists than Switchers described themselves as:

"Well-educated" (Loyalists 20%, Switchers 14%. It was shown earlier that more Loyalists were well-educated.)

"Leader" (Loyalists 19%, Switchers 9%.)

Fewer Loyalists than Switchers described themselves as:

"Plain" (Loyalists 35%, Switchers 45%.)

"Successful" (Loyalists 19%, Switchers 28%.)

"Young" (Loyalists 16%, Switchers 28%. It was shown earlier that more Switchers were young.)

While this experiment in asking respondents to describe themselves by choosing applicable words from a list does not appear to provide information that points up the differences between Loyalists and Switchers in dimensions that were not covered by other items in the survey, at least the findings are consistent with the other information that is available on the differences between the two groups. A more extensive application of the word-choice technique in the future would serve to delineate self-images more sharply than was possible in this limited number of interviews.

c. Rating of car in relation to other cars in neighborhood

It already has been shown (Section B) that Loyalists and Switchers owned cars of approximately the same vintage--about eight out of ten in each group owning 1955 models, with Loyalists having a slightly higher percentage of 1956 models; that a few more Loyalists owned the medium-priced series of their make while a few more of the Switchers owned either the most expensive or the least expensive series; and that the proportions owning medium-priced and lower-priced makes were virtually identical. In short, the objective facts were that Loyalists' and Switchers' cars in the aggregate were rather similar in their age and cost. An analysis of the differences in opinions on how one's car compares to others in the neighborhood may contribute to a better understanding of the ways in which Loyalists and Switchers may differ in their conceptions of their status in the neighborhood.

Three questions were asked concerning the respondents' car in relation to "most of the cars in your neighborhood." Answers are presented in Table 40.

TABLE 40

ONE'S CAR IN COMPARISON TO OTHER CARS IN NEIGHBORHOOD

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
"Is your present car newer, or older, than most of the cars in your neighbor- hood?"			
Newer	47%	48%	44%
About the same	48	46	49
Older	3	3	5
No opinion; not ascertained	<u>2</u>	<u>3</u>	<u>2</u>
	100%	100%	100%

"Do you think your car cost more, or
less, than most of the cars in your
neighborhood?"

Cost more	34%	20%	27%
About the same	30	50	43
Cost less	32	28	27
No opinion; not ascertained	<u>4</u>	<u>2</u>	<u>3</u>
	100%	100%	100%

"Does your car have more, or fewer,
optional or extra features than most of
the cars in your neighborhood?"

More features	28%	25%	27%
About the same number	41	43	42
Fewer	28	24	24
No opinion; not ascertained	<u>3</u>	<u>8</u>	<u>7</u>
	100%	100%	100%

The only difference of any consequence that can be discerned is that a somewhat greater proportion of Loyalists said they thought their cars cost more than most of the other cars in the neighborhood. While this difference might possibly have been a reflection of the actual facts, it is interpreted--for reasons that will be presented further on--as a reflection of greater pride or status-consciousness on the part of the Loyalists.

d. Fathers' automobiles

Respondents were asked what makes of cars their fathers owned while they were still living with their fathers, which of their fathers' makes of cars they had liked the most, and which had they liked the least. Findings based on these questions appear in Table 41.

TABLE 41

FATHERS' AUTOMOBILES

	<u>Loyalists</u>	<u>Switchers</u>	<u>Grand Total</u>
"Did your father own any cars while you were living at home? (IF "YES") What makes? Please start with the <u>first</u> car of his you can remember."	<u>Excludes cases where father did not have a car.</u> (N= 41)	(N= 61)	(N=310)
Father owned a Buick	29%	14%	25%
Oldsmobile	10	10	9
Pontiac	16	13	11
Chevrolet	35	29	32
Mercury	6	4	4
Ford	35	60	55
DeSoto	4	7	4
Dodge	19	19	21
Plymouth	17	15	15
Other make of same manufacturer as son's present car	9	-	5
Other "Big 3" manufacturer	12	14	12
Some other manufacturer	<u>43</u>	<u>48</u>	<u>44</u>
(Some named more than one make) . .	235%	233%	237%
(Number of different makes father owned while respondent lived at home):	(N=120)	(N=107)	(N=548)
Father did not have a car at that time	56%	34%	37%
One make of car	10	14	14
Two or three makes	16	23	26
Four or more makes	12	17	18
Not ascertained	<u>6</u>	<u>12</u>	<u>5</u>
	100%	100%	100%

TABLE 41--Continued

	Loyalists	Switchers	Grand Total
<p>"Which make did you like the most among your father's cars?"</p> <p>Excludes cases where father had no car or the make was not ascertained.⁷</p> <p>(N= 28) (N= 46) (N=229)</p>			
Buick	15%	13%	11%
Oldsmobile	6	8	5
Pontiac	*	3	3
Chevrolet	20	8	12
Mercury	-	-	2
Ford	9	13	15
DeSoto	-	2	2
Dodge	16	12	9
Plymouth	5	2	2
Other make of same manufacturer			
as son's present car	10	-	5
Other "Big 3" manufacturer	11	12	9
Some other manufacturer	8	24	20
Not ascertained	-	3	5
	100%	100%	100%
<p>"Which make did you like the least?"</p>			
Buick	-%	*/	5%
Oldsmobile	-	2	2
Pontiac	7	8	3
Chevrolet	8	22	9
Mercury	-	-	-
Ford	14	12	22
DeSoto	6	2	1
Dodge	14	5	8
Plymouth	13	4	8
Other makes of same manufacturer			
as son's present car	-	-	*
Other "Big 3" manufacturer	8	-	1
Some other manufacturer	29	40	33
Not ascertained	1	5	8
	100%	100%	100%

To summarize the differences between Loyalists and Switchers in the cars they reported their fathers as owning while they were still living at home:

Materially more of the Loyalists reported that their fathers did not have a car while they were living at home. The chief apparent reason for this is that more of the Loyalists were older, thus were living at home when automobile ownership was less common. (The difference apparently is not attributable to economic causes: Loyalists were somewhat more well-to-do than Switchers.)

Although generalizations are based on shaky evidence, since the comparison is based on so few cases, it appears that there may be a connection between the father's ownership of a Buick and one's being a Loyalist--not necessarily a Buick-owning Loyalist, but loyal to some make of car. (There appears to be a similar connection between one's father's owning a Ford and one's being a Switcher.)

Although there is some correlation between the makes of cars one's father owned and the makes of cars one owns now, the connection was a relatively weak one among present owners of the eight makes being studied. In six of the eight owner-groups, a larger-than-average proportion said that their father had the same make; even in these cases (see detailed tables in Appendix) the correlation was not high. The general lack of continuity of make of car from one generation to the next is hardly surprising, in view of the disappearance of so many makes from the market during the last thirty years, as well as changes over the years in makes bearing the same name throughout an extended period.

Responses on which makes owned by respondents' fathers did the respondents like best and least are of questionable reliability, because of the very small number of interviews among Loyalists and Switchers reporting that their fathers had automobiles while they were still living at home. The findings are also of questionable validity, since how one felt about an auto many years ago is subject to being slanted by how one feels now about either the make of car or the father who owned it. About all one can say is that somewhat more of the Loyalists reported themselves as having liked best their father's Chevrolets or some unlisted make that had the same manufacturer as their present make; and that they liked least their father's Dodge or Plymouth. As for Switchers, relatively more of them reported that they had liked best a make of some manufacturer other than the "Big Three" (General Motors, Ford, Chrysler); and that they had liked least some other non-"Big-Three" make or a Chevrolet.

e. One's "closest friends" and their cars

To assess whether patterns of ownership were similar among members of friendship groups, and to establish whether Loyalists and Switchers differed in the kinds of friends they had, respondents were asked, "Now, please think of your two closest friends whom you see at least fairly often. (ASK ABOUT EACH) What is his occupation? Does he

work at the same place you do? What make of car does he have?
Year?""

Table 42 presents findings on the friends' most-frequently-mentioned occupations, whether they worked in the same place as the respondent, what year of car they owned, and whether the friends' make of car was the same as the respondent's.

TABLE 42
RESPONDENT'S "TWO CLOSEST FRIENDS" AND THEIR CARS

	Loyalists (N=120)		Switchers (N=107)		Grand Total (N=548)	
	Friend Men- tioned:		Friend Men- tioned:		Friend Men- tioned:	
	1st	2nd	1st	2nd	1st	2nd
The five most frequently-mentioned occupations: ^a						
Professional, semi-professional	(20%)	(9%)	10%	9%	17%	13%
Business (proprietors, officials)	17	23	22	17	19	20
Clerical, sales work	17	11	13	15	16	17
Craftsmen, foremen, similar work	26	18	24	24	25	24
Machine operatives	(11)	(18)	21	22	13	13
Work at same place as respondent:						
Yes	30%	29%	33%	32%	33%	29%
No	68	66	63	64	66	68
Not ascertained	2	5	4	4	1	3
	100%	100%	100%	100%	100%	100%
Year of car owned by friend:						
Earlier than 1955 model	47%	41%	44%	42%	42%	40%
1955 or later model	51	52	55	61	58	59
Don't know; has no car; not ascertained	3	7	3	2	3	4
(Some friends had more than one model)	101%	100%	102%	105%	103%	103%
Same or different make of car as owned by respondent:						
Same make of car	25%		19%		23%	
Different make	75		81		77	
	100%		100%		100%	

^aDetailed tabulations on the other occupations of respondents' friends appear in the Appendix.

*These questions were adapted from the earlier Bureau of Applied Social Research survey.

As regards friends' occupations: if the respondents had a strong tendency to name friends in their own occupations, the persons named as friends by Loyalists and Switchers would be found to be similar in occupations, for it was shown early in this report (Table 7 m.) that Loyalists and Switchers were rather similarly distributed among the five leading types of occupations.

The friends' occupations mentioned by Loyalists and Switchers were rather similar in many respects. The exceptions that appear of interest involve differences in the occupations of first-named and second-named friends:

Switchers' listings of their first-named and second-named friends' occupations were very uniform as to type of work.

Loyalists listed a higher-status occupation (professional or semi-professional) much more frequently for their first-named friend than for their second; and they also listed a lower-status occupation (machine operator) a little more frequently for their second-mentioned friend than for their first.

This finding lends weight to the growing impression that Loyalists are somewhat more status-conscious than the Switchers.

There was no difference in the two groups on whether their friends worked in the same establishment as they did. Two-thirds in both groups said their two closest friends did not work at the same place. Nor was there any difference in their friends' car models: between 50 and 60 per cent of Loyalists and Switchers reported their two closest friends had cars that were 1955 or later models.

A few more Loyalists (25 per cent) than Switchers (19 per cent) had the same make of car as they reported as being owned by a friend (the first-mentioned of "two closest friends"). The difference is not significant. In any case, the aggregate findings show that, at least in the areas covered in this study, there is a connection between the make of one's own car and one's friends' cars, although the connection is not strong.

f. Identification with social class

As an aid in establishing the differences in class-identifications of Loyalists and Switchers, the question was asked, "In general, do you think of yourself at present as being in the upper class, the upper middle class, the lower middle class, or the lower class?" Results appear in Table 43.

TABLE 43

CLASS IDENTIFICATION

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
Upper class	3%	1%	2%
Upper middle	59	49	56
	62	50	58
Lower middle	30	42	35
Lower class	5	1	2
	35	43	37
No opinion; not ascertained .	3	7	5
	100%	100%	100%

Table 43 shows that more of the Loyalists than the Switchers identified themselves as belonging to the upper or upper middle classes. The question is: might not this difference be based merely on economic factors, since it was shown (Section B, Table 7 g.) that Loyalists are somewhat more well-to-do than Switchers? An answer on that point is provided by dividing tentatively negative Loyalists and Switchers into those reporting a last-year income of less than \$7,500, and those whose families earned \$7,500 or more:

	Number Interviewed	Per cent identifying self as member of the "upper" or "upper middle" class
All persons with incomes of less than \$7,500:	(254)	51%
Loyalists	(65)	59%
Switchers	(61)	50%
All persons with in- comes of \$7,500 or more	(277)	72%
Loyalists	(48)	71%
Switchers	(43)	61%

Within each of the two particular income groups utilized, it is seen that a larger proportion of the Loyalists than Switchers described themselves as "upper class" or "upper middle" people. (The differences are not statistically significant; further, a subdivision of a larger sample into a larger number of income groups might show somewhat different relationships between Loyalists' and Switchers' social class identifications and income levels.)

g. Agreement with general statements related to loyalty

Table 44 shows the differences between Loyalists and Switchers on their agreement or disagreement with four generalizations. The first

two generalizations do not mention automobiles; they were intended to get at basic differences in values regarding job-switching and product-switching.

TABLE 44

AGREEMENT WITH GENERAL STATEMENTS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
"I am going to read you four statements. I'd like you to tell me, for each statement, whether you would tend to agree or disagree with it.			
A. "In general, a person is better off to keep working for one company, rather than to change jobs whenever he thinks he sees a better opportunity in another company."			
Agree	62%	54%	58%
Disagree	38	45	41
Don't know	-	1	1
	100%	100%	100%
B. "If a person likes a certain brand of product, he's usually better off to keep on buying it instead of trying other products in the hope of finding something better."			
Agree	75%	52%	64%
Disagree	24	47	35
Don't know	1	1	1
	100%	100%	100%
C. "The make of car you buy is generally more important than the dealer you buy it from."			
Agree	75%	72%	72%
Disagree	23	23	25
Don't know	2	5	3
	100%	100%	100%
D. "You can usually save enough money by shopping around for a car at several agencies to make it worth the bother."			
Agree	54%	81%	67%
Disagree	44	17	31
Don't know	2	2	2
	100%	100%	100%

On three of the four generalizations, Loyalists and Switchers showed the expected difference in reactions: more of the Loyalists agreed that a person was better off to keep working for the same company and to stick to one's favorite product, and more Loyalists disagreed with the statement that shopping around for a car at several agencies was worth the bother. On one generalization--"the make of car you buy is generally more important than the dealer you buy it from"--about three-fourths of both Loyalists and Switchers agreed, indicating (1) that loyalties to makes may be generally stronger than loyalties to dealers, and (2) that even Switchers (who had never bought the same make twice in a row during the last ten years) conceded that in principle loyalty to make is more important than dealer loyalty.

The age factor: to rule out the possibility that the relatively greater take-a-chance spirit showed by Switchers was not occasioned merely by the fact that more of the Switchers were younger people, the following summary shows the responses of Loyalists and Switchers when each group is divided into two age sub-groups:

	Number Interviewed	Proportion agreeing with the statement	
A. ...a person is better off to keep working for one company...			
All persons under 45 years old	(316)		54%
Loyalists under 45 . . .	(54)	63%	
Switchers under 45 . . .	(68)	48%	
All persons 45 or older . . .	(223)		66%
Loyalists 45 or older .	(65)	61%	
Switchers 45 or older .	(35)	69%	
B. ...better off to keep on buying it /Favorite brand/			
All persons under 45 years old	(316)		61%
Loyalists under 45	(54)	68%	
Switchers under 45 . . .	(68)	39%	
All persons 45 or older . . .	(223)		70%
Loyalists 45 or older .	(65)	81%	
Switchers 45 or older .	(35)	74%	
C. ...the make of car...more important than the dealer...			
All persons under 45 years old	(316)		67%
Loyalists under 45 . . .	(54)	69%	
Switchers under 45 . . .	(68)	67%	
All persons 45 or older . . .	(223)		77%
Loyalists 45 or older .	(65)	78%	
Switchers 45 or older .	(35)	80%	
D. ...can usually save enough...by shopping around for car ...to make it worth the bother			
All persons under 45 years old	(316)		72%
Loyalists under 45 . . .	(54)	57%	
Switchers under 45 . . .	(68)	86%	
All persons 45 or older . . .	(223)		59%
Loyalists 45 or older .	(65)	50%	
Switchers 45 or older .	(35)	71%	

On the one item on which no Loyalist/Switcher differences were found (make-of-car-more-important-than-dealer), Loyalists and Switchers within each of the two age groups responded similarly, although more older persons as a whole agreed that the make of car was more important than the dealer.

On the other three generalizations (sticking to one company, sticking to favorite brands, whether one saves enough by shopping around for cars to make it worth the bother), younger persons as a whole gave more take-a-chance and worth-the-bother answers. However, it appears that the younger Loyalists were just about as conservative on these questions as the older Loyalists.

The conservatism of the younger Loyalists will be examined in further detail on other issues later in this section.

h. Neighborliness and preferred neighborhoods

Earlier it was shown that a very slightly larger proportion of Loyalists than Switchers had lived in their neighborhoods a longer time (Table 7 w.), but that more Switchers had never lived beyond their present city or its suburbs (Table 7 x.). As regards attitudes and behavior that might reflect a preference for neighborhoods and the extent to which friendships had been built up, we would expect Loyalists to have among their ranks a larger number of "stand-patters" (those who would want to stay in their present neighborhoods).

Table 45 presents comparisons of Loyalists and Switchers on points concerned with neighborhoods and neighborliness.

On questions about the neighborhood, the Loyalists are seen to have been:

--More inclined to answer that they would prefer to live in their present neighborhood;

--No different from Switchers in the advantages they listed for the area they would prefer to live in, except that fewer Loyalists mentioned "convenient to schools, churches, other institutions" (perhaps this difference may be attributable to Loyalists' being older, and having fewer children of school age);

--A trifle less inclined to rate the people in their present neighborhood as "very friendly" or "fairly friendly" (the difference is not significant);

--BUT:

--More neighborly, in terms of visits to homes in their neighborhood within the last month.

TABLE 45

NEIGHBORLINESS AND PREFERRED NEIGHBORHOODS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
"If you could live anywhere in the (NAME OF CITY, AREA), where would you prefer to live?"			
Present neighborhood or area	67%	53%	61%
Area lived in previously	4	2	4
Some other area	27	41	33
Don't know; not ascertained	2	4	2
	100%	100%	100%
"What advantages would you say there were to living there?"			
Physical features (residential; quiet; well-kept; spacious; accessible)	62%	62%	63%
Convenient to transportation, work, shopping	38	36	42
Social-psychological: class of people, ethnic composition, com- munity spirit, respect for pri- vacy, mind business	29	29	34
Convenient to schools, churches, other institutions	10	22	18
Near friends or relatives	11	8	8
Lived here all my life; am used to it	6	5	6
Property values	7	3	4
Recreational facilities	3	1	3
All other specific advantages	1	1	2
Don't know; not ascertained	4	5	3
(Some gave more than one reason) . .	171%	172%	183%
"How would you rate most of the people in this neighborhood--very friendly, fairly friendly, or rather unfriendly?"			
Very friendly	37%	42%	38%
Fairly friendly	48	54	54
Neither	4	2	3
Rather unfriendly	5	2	3
No opinion; not ascertained	6	-	2
	100%	100%	100%
"In about how many homes in the (NAME OF AREA) neighborhood have you visited with- in the last month, aside from relatives' homes? (Social, non-business visits.)"			
None	35%	39%	34%
One or two	24	28	26
Three or four	18	21	20
Five or more	21	12	19
Don't know; not ascertained	2	-	1
	100%	100%	100%

A slight paradox is apparent: how does it happen that fewer of the Loyalists rated the neighbors as friendly, yet more of the Loyalists had visited in five or more homes in the neighborhood within the last month? If these findings did not happen by chance, they may reflect a tendency on the part of some Loyalists to have reservations about the neighbors' friendliness because they know more neighbors, or because Loyalists have higher expectations or needs regarding neighborliness.

The following division of Loyalists and Switchers into two age groups reveals differences in the traits of the younger and older Switchers in this sample. (Comparisons are based on a limited number of cases.)

	Number Interviewed	Per cent of group	
Prefer to live in present area:			
All persons under 45 years	(316)		57%
Loyalists	(54)	57%	
Switchers	(68)	51%	
All persons 45 or older	(223)		69%
Loyalists	(65)	76%	
Switchers	(35)	57%	
Rate most people in neighborhood as "very friendly":			
All persons under 45 years	(316)		31%
Loyalists	(54)	28%	
Switchers	(68)	37%	
All persons 45 or older	(223)		49%
Loyalists	(65)	48%	
Switchers	(35)	49%	
Visited five or more homes in neigh- borhood within the last month:			
All persons under 45 years	(316)		17%
Loyalists	(54)	20%	
Switchers	(68)	14%	
All persons 45 or older	(223)		21%
Loyalists	(65)	24%	
Switchers	(35)	9%	

These figures show that the younger persons, in the aggregate, were less inclined to prefer to live in their present neighborhoods, to rate most people in the neighborhood "very friendly," or to have visited extensively in their neighborhood recently. (Perhaps the younger people, being less committed to their own neighborhoods, were less likely to get extensively acquainted in their neighborhoods.)

Fewer Switchers of either age group were committed to their present neighborhoods. More of the younger Switchers than younger Loyalists rated the neighborhood as "friendly"; but a few more of the younger

Loyalists had visited extensively in the neighborhood in the last month.

This may indicate that the younger Loyalists may not like people as well as the younger Switchers do, but visit more within the neighborhood because of status-related reasons or obligations.

The older Switchers did not visit extensively, even though their views on the friendliness of the neighborhood were about the same as for other persons 45 or older. We have noted earlier that few of these older Switchers rated themselves as well-informed on the late models of automobiles: perhaps the limited visiting of these older Switchers may have a connection with their self-admitted lower level of information. As we will see a little later, they also appeared to be less well satisfied than other older persons with their progress in reaching their main goals in life. It appears the older Switchers tend to be isolates.

1. Life goals and satisfactions

One might expect Switchers to be more dissatisfied than Loyalists with their progress in achieving their life goals, as evidenced by their inferred restlessness as reflected by their never getting the same make of car twice in a row during the last ten years. Also, Switchers tended to be somewhat younger than Loyalists; and another study reported by Lansing and Morgan* found that satisfaction with standard of living was slightly lower among persons under 45 than among older persons.

Questions on one's life goals and one's satisfactions in achieving them may have quite different implications to the young and to the old. To the younger person who is concerned about maintaining the process of upward mobility, his expressions of discontent serve a real function in reinforcing his own levels of aspiration; and it appears to be part of the social norm for expressions of discontent to be socially approved if expressed by younger persons. On the other hand, expressions of satisfaction with one's achievements have more functional utility to older persons, and appear to be more in conformity with what society expects of the older person. Thus, it is expected that the relatively simple and direct questions asked in this survey about life goals and satisfactions would measure the more superficial reactions of people when asked by strangers--and not necessarily one's private feelings about how well one has done in life. However, the measure of "public" attitudes on life goals and satisfactions have relevance here, because it is one's "public" rather than one's "private" attitudes that people are most likely to reflect in their relations with older people--including purchases of articles with social implications, such as automobiles.

Table 46 compares the answers of Loyalists and Switchers regarding their life goals and how well-satisfied they are in having achieved them.

*John B. Lansing and James N. Morgan, "Consumer Finances over the Life Cycle," pp. 36-51, Consumer Behavior, Vol. II: The Life Cycle and Consumer Behavior, ed. by Lincoln H. Clark, New York University Press, 1955.

TABLE 46

LIFE GOALS AND SATISFACTIONS

	Loyalists (N=120)	Switchers (N=107)	Grand Total (N=548)
"What are some of the main things you (want) (have wanted) out of life?" ^a			
Financial and/or job security . . . *	57%	65%	64%
Family aspirations (good family life, ambitions for children) .	45	42	44
Health (family or self)	38	37	37
Material possessions (home, nice car, luxuries)	33	37	36
Emotional security: contentment .	25	15	24
Recreation or leisure; travel . . *	11	17	13
Religious or altruistic goals; be a good citizen	13	3	8
Prestige or status	4	5	5
All other reasons	2	1	3
Don't know; not ascertained . .	<u>3</u>	<u>6</u>	<u>3</u>
(Some gave more than one goal) .	231%	228%	237%

"How satisfied are you in your progress (so far) in reaching these goals
--very satisfied, fairly satisfied, or
not very satisfied?"^b

Very satisfied	38%	36%	39%
Fairly satisfied	57	54	53
Not very satisfied	5	8	8
Not ascertained	<u>-</u>	<u>2</u>	<u>*</u>
	100%	100%	100%

"If you were starting all over again,
what line of work would you want to
get into?"

Same line of work *	50%	44%	49%
Similar line in same industry, profession, or craft	4	9	5
Different line of work	41	37	38
Don't know; not ascertained . .	<u>5</u>	<u>10</u>	<u>8</u>
	100%	100%	100%

^aThe first parenthetical phrase ("want") was used with younger persons; the second phrase ("have wanted") was used with persons near retirement age.

^bThe parenthetical phrase ("so far") was used with persons in their early twenties who may not yet have settled into full-time work.

On life goals, Loyalists and Switchers did not differ a great deal in their responses. Loyalists appeared a little less concerned with financial and job security (the difference is not significant); this may be because Loyalists were, on the average, more well-to-do than Switchers. More of the Loyalists expressed the non-materialistic responses "emotional security and contentment" and religious, altruistic, and good-citizenship goals. This may mean that more Loyalists than Switchers are concerned about social approval, although the evidence is slender.

On level of satisfaction in achieving life goals, 92 per cent of the total said they were at least "fairly satisfied." Loyalists and Switchers differed little--in the aggregate. However, we will see that differences do appear when Loyalists and Switchers are divided into two age groups.

On line of work one would choose if one were starting all over again, a few more Loyalists than Switchers said they would choose the same line of work. (Since reasons given by the two groups for their choice of a line of work showed no differences of consequence, the table presenting their reasons is relegated to the Appendix.)

The following summary compares the level of satisfaction of Loyalists and Switchers when each group is divided into two small sub-groups as to age.

	Number Interviewed	Per cent saying "very satisfied" in progress toward achieving life goals
All persons under 45:	(316)	34%
Loyalists	(54)	25%
Switchers	(68)	37%
All persons 45 or over:	(223)	45%
Loyalists	(65)	47%
Switchers	(35)	36%

More of the older persons, in the aggregate, said they were "very satisfied" with the progress toward achieving their life goals. (This is in consonance with the Lansing and Morgan findings on satisfaction in standard of living, referred to earlier.)

More of the younger Switchers than younger Loyalists said they were "very satisfied." Any number of causes may be responsible for the difference: the younger Loyalists may have had a higher level of aspiration, or more of them may have been thwarted in their goals, or more of them may have been chafing under the greater conformity that has been observed among this group in terms of sticking to the same job. Whatever the reason, more of the younger Loyalists appeared discontented.

Fewer of the small sample of older Switchers than older Loyalists said they were "very satisfied," even though the norm for older persons appears to be one of expressing satisfaction. This finding is consistent with other evidence, given earlier, that the older Switcher tends to be an isolate. From a theoretical standpoint,

one might expect the chances of being an isolate to be greater for older Switchers, since the apparent norm for persons over 45 is to find a favorite make of automobile and to stick with it for an extended period. Older Switchers did not conform to the norm for their age group, either because they were not aware of the norms, or rejected the norms, or perhaps because for various reasons they were unable to achieve the norms.

j. Summary of reference group and identity factors

The available evidence suggests that Loyalists are more status-conscious than Switchers. In this two-city study, it was found that:

More of the Loyalists reported they thought their cars cost more than other cars in the neighborhood, even though the facts indicate that Loyalists and Switchers paid about the same amounts for their cars.

In thinking of their two best friends, Loyalists tended to mention first a person in a high-status (professional) occupation and second a person in a lower-status occupation.

More Loyalists thought of themselves as members of the Upper or Upper Middle classes. That this tendency was not attributable merely to the somewhat higher income of Loyalists is indicated by the finding that more Loyalists than Switchers rated themselves as members of the upper stratum regardless of whether their income was higher (\$7,500 or more) or lower.

In describing their chief goals in life, relatively more Loyalists cited non-material goals of emotional security and contentment, religious or altruistic motivations, and a concern over good citizenship. It appears the Loyalists' goals were more in line with the obtaining of social approval than were the goals expressed by Switchers.

Loyalists appeared to be more conservative than Switchers:

More Loyalists than Switchers said they thought a person is better off to stick with the same company rather than to switch companies whenever an apparently better opportunity elsewhere presents itself; and more Loyalists also thought a person was generally better off to stick to a favorite brand of product rather than to try others in hopes of finding something better.

More Loyalists than Switchers said they would choose the same line of work if they were starting over again. This reaction is consistent with the earlier findings that Loyalists have stuck to their present job--and their last previous job--longer than the Switchers.

Two special sub-groups appeared to deviate from the norm for their age groups. They were the younger (under 45) Loyalists, and the older Switchers. (Comparisons were based on a very small number of interviews in each sub-group.)

The younger Loyalists appeared to be almost as conservative as the older Loyalists as regards the wisdom of sticking to a job in one company or sticking to one's favorite brands of products. Fewer of the younger Loyalists than younger Switchers were satisfied with their progress toward their life goals, and fewer rated most of the people in their neighborhoods as being very friendly. One interpretation would be that the younger Loyalists' higher level of aspiration is in conflict with their tendency to stick to one job, thus resulting in tension.

The older Switchers, relative to older Loyalists, were found to visit less in the neighborhood, to prefer to live in some other neighborhood, and to be less satisfied with their progress toward their life goals. These findings lead to the inference that relatively more of the older Switchers are isolates--an impression that is consistent with the finding that very few of them rate themselves as well-informed on the latest models of cars.

D. IMAGES AND STEREOTYPES ABOUT VARIOUS MAKES OF AUTOMOBILES

This section of the report is concerned less directly with comparisons of Loyalists and Switchers. Rather, its purpose is to illustrate that the average automobile owner has quite a detailed imagery about the various makes, not only regarding their intrinsic mechanical and economic merits, but also concerning their relative prestige, and even the kinds of people who drive them. The findings in this section are in general consistent with similar findings in an earlier study conducted by the Bureau of Applied Social Research, Columbia University.*

1. Estimated Costs of the Various Makes —

It would appear that the auto industry tends to view the car-buying public as a rather cost-conscious one, in view of the publicity that is given to price cuts when they occur, and the apparent efforts on the part of manufacturers to have the various makes in a line represent a gradation of costs so as to appeal to all groups as well as to present a ready opportunity for upgrading within a manufacturer's line. However, the price structure of the auto market has become complicated in recent years by the great range in series and available "extras" within almost all makes, so that some price "overlap" occurs between all of the cars termed medium-priced; and there is even some "overlap" between the lower-priced makes (Chevrolet, Ford, Plymouth) and some of the medium-priced makes. Further, seasonal and other variations in retail prices and trade-in allowances are considerable. Consequently, it was suspected that the average owner would have a rather hazy conception of the rank order of prices of the various makes.

Table 47 shows that while the auto owners in this study tended to have a general idea of differences in average costs of the various makes, as evidenced by the existence of a fairly distinct modal or most-frequent rank for each make (indicated by parentheses), there is a rather considerable overlap in estimates of the rank order of prices.

*Reported in "The Market and Personality Objectives of the E-Car," the Ford Motor Company report cited earlier.

TABLE 47

ESTIMATED RANK ORDER OF COSTS OF VARIOUS MAKES

(HAND RESPONDENT CAR-TITLE CARDS.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most---on the average---at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

(Modal or most-frequent responses are indicated by parentheses.)

Rank	Medium-Priced Makes:						Lower-Priced Makes:		
	Buick	Olds.	DeSoto	Merc.	Pont.	Dodge	Ford	Chev.	Plym.
1 (highest)	(44%)	32%	16%	4%	1%	1%	-%	-%	-%
2	26	(11)	17	7	3	2	-	-	*
3	14	19	(29)	23	11	3	1	1	-
4	7	3	18	(32)	24	10	1	1	1
5	3	1	10	22	(34)	21	3	2	*
6	2	1	3	8	20	(49)	5	4	3
7	1	-	1	1	4	5	(35)	27	26
8	*	-	1	-	*	5	33	(35)	21
9 (lowest)	-	*	2	*	*	1	19	27	(46)
Don't know	3	3	3	3	3	3	3	3	3
	100%	100%	100%	100%	100%	100%	100%	100%	100%

It is seen that among the medium-priced makes, Buick and Oldsmobile were relatively better-established than the other four makes as higher-priced, and that Dodge was regarded as the lowest-priced. The placement of DeSoto appeared to be the most difficult, as deduced by its having the smallest percentage of responses at the modal value (third rank); perhaps the cause of this dispersion of responses is the fact that DeSoto owners were not included in this study. Mercury and Pontiac also appeared to have relatively ambiguous positions on the relative-price hierarchy.

Among the three lower-priced makes, Plymouth emerges as most consistently ranked lowest in price. Ford was ranked as higher in price than Chevrolet by a slight margin.

It is difficult at this point to establish a general principle on whether a relatively high or relatively low ranking of costs reflects either favorable or unfavorable reactions toward a given make of car:

It is presumed that if a medium-priced make is to be well-esteemed, the general conceptions of its cost relative to other medium-priced makes should not be concentrated at the lowest ranks for medium-priced cars. However, on the other hand, for a medium priced make to appeal to a mass market, it should not be regarded by almost all persons as being the highest-priced in its market, or else a substantial proportion of buyers may reject it as being beyond their

reach. Applying these criteria, Oldsmobile appears to be in an excellent position as regards conceptions of its price position, whereas Dodge appears in a relatively weak position among the medium-priced makes.

As to the lower-priced cars, applying the same criteria, Chevrolet appears to be in a better conception-of-price position than Plymouth. The modal rank of Chevrolet was between Ford and Plymouth, while almost half (46 per cent) of the total respondents labeled Plymouth the lowest-priced make.

The following summary shows that the owners of the medium-priced makes tended to rank their own make as higher in price than did all persons in the total sample. It also appeared that Ford owners tended to rank their cars as higher in cost than did the general sample, whereas Chevrolet owners tended to rank their cars lower in cost.

<u>Medium-Priced Makes</u>	<u>No. of Interviews</u>	<u>Per cent Ranking Make Highest or 2nd:</u>	
		<u>By Owners</u>	<u>By All persons</u>
Buick	(75)	78%	70%
Oldsmobile	(67)	84	73
DeSoto	(Owners not interviewed)		33
Mercury	(70)	17	11
Pontiac	(64)	6	4
Dodge	(68)	4	3

<u>Lowest-Priced Makes</u>		<u>Per cent Ranking Make as One of 3 Lowest:</u>	
Ford	(67)	78	87
Chevrolet	(68)	89	89
Plymouth	(69)	90	93

Because of the small numbers involved in the various owner-groups, these differences in price conceptions between owners of the various makes are not to be relied upon. Most of the differences between the owners' ranking of their own makes and the ranking given that make by all persons (including owners) are consistent with the expectation that owners' pride would induce them to represent their make as higher-priced than non-owners would.

2. Attributes of the Various Makes

Respondents were asked, concerning nine makes, which two would:

- have the highest and lowest social standing or prestige
- have the best and poorest trade-in-value
- have the best and poorest style
- might be bought by a single man, and by a married man
- might be bought to try to impress people, or not to try to impress
- might be bought by a woman, and by a man

Table 48 presents the aggregate responses on these attributes. The makes are arranged in order by manufacturer; they appeared alphabetically on the list that was used by the respondent.

TABLE 48

ATTRIBUTES OF THE VARIOUS MAKES

(HAND RESPONDENT CARD) "Which two of those makes would be the most likely to be owned by people with high social standing or prestige? Which two would be owned by people with low standing or prestige?"

"Which two do you think have the best trade-in value in proportion to their cost? Which two have the poorest trade-in value?"

"Which two do you think have the best style? Which two do you think have poorest style?"

"Now I want to get your opinion on the types of people who drive different makes of cars. I just want your first impressions.

"Which two makes might a single man buy? Which two might a married man buy?"

"Which two might a person buy to try to impress people? Which two might a person who is not trying to impress people buy?"

"Which two might a woman buy? Which two might a man buy?"

	High Prestige	Best Trade-in	Best Style	Single	Trying to Impress	Woman
Buick	75%	17%	32%	24%	73%	23%
Oldsmobile	73	18	37	39	74	21
Pontiac	4	5	11	5	5	10
Chevrolet	3	69	24	30	2	41
Mercury	14	8	26	37	17	13
Ford	3	60	18	46	2	36
DeSoto ^a	20	2	20	2	17	8
Dodge	1	2	10	2	1	9
Plymouth	*	7	11	4	1	19
Not ascertained . . .	<u>3</u>	<u>7</u>	<u>5</u>	<u>5</u>	<u>5</u>	<u>10</u>
	196%	195%	194%	194%	197%	190%

	Low Prestige	Poorest Trade-in	Poorest Style	Married	Not try Impress	Man
Buick	2%	16%	12%	24%	7%	46%
Oldsmobile	1	8	11	17	4	40
Pontiac	4	27	33	8	9	8
Chevrolet	60	5	10	58	56	26
Mercury	1	15	9	9	7	23
Ford	65	7	14	46	54	27
DeSoto	3	38	16	5	4	8
Dodge	6	37	31	6	15	6
Plymouth	42	26	37	16	34	5
Not ascertained . . .	<u>8</u>	<u>11</u>	<u>14</u>	<u>6</u>	<u>6</u>	<u>7</u>
	192%	190%	187%	195%	196%	196%

^aDeSoto owners were not interviewed as part of the sample.

Table 48 is rather unwieldy, consisting as it does of two sets of figures for each of the six attributes. In a moment these figures will be reduced to one single figure for each make for the various attributes; see Table 49 below. However, certain differences are readily apparent from inspection of Table 48:

Relatively few respondents were unable to express a judgment on the various attributes, even on such questions as which make might be owned by a single man, or by a woman.

On prestige, Buick and Oldsmobile appeared high among medium-priced cars.

On trade-in, Oldsmobile appeared high among medium-priced cars, and Chevrolet and Ford among lower-priced makes.

On style, by a close margin Oldsmobile appeared to be the leader among medium-priced makes, and Chevrolet among the lower-priced cars.

To express the standing of each make on each attribute as a single index, the procedure that was utilized in the analysis of the Bureau of Applied Social Research survey data* was adopted. Indices were computed as follows:

The percentage of "High" (or "Best") mentions** was divided by the sum of percentages for "High" (or "Best") mentions plus "Low" or "Poorest" mentions. In short, the index is the proportion of "High" (or "Best") mentions in relation to total mentions of the same make regarding the same attribute.

*See page 31 of the Ford Motor Company report, "The Market and Personality Objectives of the E-Car."

**"Single" and "Man" were substituted for "High" in the Marital Status and Sex indices. The arrangement of terms in the computation of these two indices was completely arbitrary.

These indices have the advantage of simplicity of computation. They have the limitations of any unorthodox procedure which does not readily lend itself to computations of the statistical reliability of differences. Such indices have the further limitation that they do not take into account the phenomenon of relative neglect of respondents to mention a make as either high or low in an attribute. For example, Pontiac was mentioned by only eight per cent of the total as either "high" or "low" (four per cent "high," four per cent "low"), yet Pontiac gets a "prestige index" of .50, not far removed from DeSoto (.87), which was mentioned as either "high" or "low" by 23 per cent. It might be argued that DeSoto's prestige index should be even higher in relation to Pontiac's, since DeSoto was mentioned three times as often as was Pontiac.

Even so, the indexing procedure should give a fairly clear indication of relative rank, even though the differences in the index values are not to be taken too literally.

Table 49 presents data (from Table 48) in index form. For "prestige," "trade-in," and "style" indices, the higher the index, the higher were the proportions of "High" or "Best" responses in relation to the total mentions of the same make. For "Single/Married" indices, the higher the index, the higher the proportion of those selecting the make as one that a single man (rather than a married man) would buy; and for "Man/Woman" indices, the higher the index, the higher the proportion selecting the make as one a man (rather than a woman) would buy.*

TABLE 49

INDICES OF ATTRIBUTES OF THE VARIOUS MAKES

Prestige		Trade-in		Style		Single/Married		Man/Woman	
Make	Index	Make	Index	Make	Index	Make	Index	Make	Index
Olds. .	.99	Chev. .	.93	Olds. .	.77	Mercury	.80	Buick .	.67
Buick .	.98	Ford .	.89	Mercury	.74	Olds. .	.69	Olds. .	.66
Mercury	.93	Olds. .	.69	Buick .	.73	Buick .	.50	Mercury	.64
DeSoto	.87	Buick .	.52	Chev. .	.71	Ford .	.50	DeSoto	.50
Pontiac	.50	Mercury	.35	Ford .	.56	Pontiac	.38	Pontiac	.44
Dodge .	.14	Plymouth	.21	DeSoto	.55	Chev. .	.34	Ford .	.43
Chev. .	.05	Pontiac	.16	Pontiac	.25	DeSoto	.29	Dodge .	.40
Ford	.04	Dodge	.05	Dodge	.24	Dodge .	.25	Chev. .	.39
Plymouth	.00	DeSoto	.05	Plymouth	.23	Plymouth	.20	Plymouth	.21

Among the six medium-priced makes, Oldsmobile and Buick were ranked among the top three as regards prestige, trade-in value, and style. They also ranked among the top three in the "index of singleness" and "index of maleness." Dodge and Pontiac ranked near the bottom on prestige, trade-in value, and style: Dodge also ranked relatively low as a "single-man's car" and a "man's car," while Pontiac held a medium position on the single/married and man/woman indices.

Among the three lower-priced makes, all rated about the same (low) in prestige. Chevrolet and Ford were considerably in the lead over Plymouth as regards trade-in value and style, as seen by respondents in this particular survey. Ford was viewed more often as a single man's car and a man's car; Plymouth was viewed more often as a married man's car and a woman's car; Chevrolet occupied an intermediate position on both the single/married and man/woman indices.

The owners' images of their own makes are shown in index form in Table 50, for contrast with ratings on the same attributes by all persons in the sample (shown in Table 49). The number of interviews on which the results for the various owner-groups were computed were small, ranging from 64 to 75 per owner-group; and another study in which the number of interviews were tripled might produce quite different results on owner images for the various makes. However, the owner images are presented because at least they illustrate how all owner groups rated their own makes considerably higher than did the total sample on trade-in value and style.

*The index on the makes that would be bought by a person "to try to impress people" is omitted, since the results were almost the same as for the "prestige" index.

TABLE 50

INDICES OF ATTRIBUTES OF ONE'S OWN MAKE

No. of Interviews	Make	Prestige Index	Trade-in Index	Style Index	Single/Married Index	Man/Woman Index
(67)	Olds.	.99	.91	.88	.55	.59
(75)	Buick	.97	.71	.94	.28	.74
(70)	Mercury	.87	.91	.95	.57	.68
(64)	Pontiac	.82	1.00	.87	.16	.57
(68)	Dodge	.50	.32	.96	.18	.66
(67)	Ford	.11	.99	.93	.44	.56
(68)	Chev.	.09	.97	.94	.28	.42
(69)	Plymouth	.06	.82	.85	.20	.29

Among medium-priced cars, owner-ratings of Dodge were relatively lower on the attributes of prestige and trade-in, but higher on style. Dodge was considered relatively often by its owners as a married man's car. Oldsmobile had a fairly high owner index on prestige, trade-in, and style; and it occupied an intermediate position on the single/married and man/woman indices. As will be discussed in a moment, an intermediate position on these two indices appears to be a favorable sign in terms of mass appeal.

Among the lower-priced cars, Plymouth had the lowest ranking on all attributes.

A highly relevant issue is: while these data may be of intrinsic interest in that they reveal considerable variation in the kinds of images people hold regarding the various makes, to what degree are such findings of value in predicting repurchases?

This survey cannot provide a definite answer on prediction of repurchases; but data were obtained on intended repurchase. As presented earlier in this report, about two-thirds of all respondents said they would be most likely to buy the same make next time. Table 51 presents information on own-make-of-car images for those who intended to buy the same make next time, in contrast to the own-car images of those who did not intend to buy the same make.

Two different criteria were utilized in the Table 51 comparisons of those planning, and not planning, repurchases of the same makes. It is assumed that "high prestige," "high trade-in value," and "better style" are favorable per se; so Table 51 simply lists the averages of the "high" (or "better") percentages of the various make-of-car owner-groups for each of these three attributes. On the other hand, it is assumed that for the other two attributes (whether it is a make that would be owned by men or women, or by married or single men), it would be likely that an owner who was intending to repurchase his current make of car would nominate it as a car which would be owned by both men and women, or by married men and single men. Therefore, for these two attributes the

table presents the average of owner-groups' mentions of men and women, and single and married men.

TABLE 51

COMPARISON OF ATTRIBUTES OF OWN MAKE OF CAR OF THOSE
INTENDING OR NOT INTENDING TO REPURCHASE

	Those Intending to Repurchase the Same Make (N=358)	Those Not Intending to Repurchase (N=163)
Prestige: average of percentages mentioning own car as "high"	29%	24%
Trade-in value: average of percentages mentioning own car as "high"	49%	36%
Style: average of percentages mentioning own car as "best"	66%	33%
Single/married: average of percentages choosing own car as one that might be owned by single or married men (Single and Married responses combined)	68%	53%
Men/women: average of combined percentages of mentions of own car as one that might be owned by men, or by women	84%	57%

(NOTE: This table should be read as follows: of those who intended to repurchase the same make, 29 per cent mentioned the make as having "high" prestige.)

One may compare the average percentages for the first three attributes (prestige, trade-in value, and style) with each other, because they are on the same basis: each would have a maximum value of 100 per cent, if all respondents had nominated their own make as "high" or "best" in the attribute. The single/married and men/women average percentages may be compared to each other because they have the same base: each would have a maximum value of 200 per cent, if all respondents had nominated their own make as one which both men and women (or married or unmarried men) might buy.

Any generalizations on the basis of these findings should be made on a highly tentative basis, because of the small number of interviews in the group that did not intend to repurchase the same make. However, as a guide to any later more extensive study of the relationship between the images people hold regarding various makes and their intentions to repurchase the same makes, it appears that:

Prestige, in and of itself, may not be a very good indicator of repurchase intentions, since the average percentage of mentions of one's own car as having "high" prestige did not vary significantly for those intending to repurchase in comparison with those not intending to repurchase. (This is a reflection of the fact that the intended repurchase rate was fairly high on the lower-priced cars, even though they rated relatively lower in prestige in "competition" with medium-priced cars.) It is expected that prestige would be a better indicator of repurchase intentions if lower-priced cars were compared only with each other.

Trade-in value appears to have fairly high promise as an indicator of repurchase intentions. It has the advantage of being an objectively-definable attribute, although no doubt influenced by subjective reactions: that is, if a person becomes convinced that his make of car has high trade-in value, it is likely to result in a repurchase regardless of whether the owner's opinion on trade-in value is based upon objective facts.

Style appears to have high predictive value in indicating repurchase intentions: an average of 66 per cent of those planning to repurchase the same make rated their make as one of the two "best" in style, in contrast to an average of 33 per cent among those not intending to repurchase the same make next time. Style-related images are viewed as highly subjective and generalized--an amalgam which is the resultant of perhaps many favorable (or unfavorable) actual experiences with the make of auto, plus hearsay regarding others' experiences with the make, plus positive or negative influences of many varieties. In short, when an owner says he is "tired of the style" of his make of auto, he means he no longer identifies himself with it; and there is a high likelihood of his buying another make if he finds the newer models of the same make are not in keeping with his changes in identity.

Single/married: the make that is seen as a car for both single and married people appears to have at least a slight advantage in owners' repurchase intentions.

Men/women: the make that is viewed as suitable for both men and women seems to have a considerable advantage.

The inference that a manufacturer who is attempting to sell to a mass market is fortunate if he can avoid extremes (having his auto considered either strongly masculine or strongly feminine, or as a car primarily for single men) is certainly consistent with the data from this two-city study.

3. Images of Seven Occupations

The earlier Bureau of Applied Social Research study had established that auto owners quite readily associate certain makes of cars with certain occupations.* Additional information was desired regarding their images

*See "The Market and Personality Objectives of the E-Car," op. cit., p. 28.

of the kinds of people who would own various kinds, and makes, of cars. Accordingly, seven occupations were selected which represented a range in social status, and the following questions were asked about each occupation:

--Which of a list of 17 descriptive terms would seem to go with a person in that occupation

--Would a person in that occupation have a new, or used, car

--Would he have a flashy, or conservative, car

--Which of nine makes of car would he be most likely to have

These questions were asked of the first 324 respondents interviewed, thus providing enough data for preliminary purposes. They were then dropped in order to concentrate on other items in the lengthy interview.

a. Choice of words to describe occupations

Table 52 shows the words which were selected to describe persons in the seven occupations. The words have been arranged according to the frequency with which they were selected to describe a person in the occupation of highest status, "Doctor."*

The words most often selected to describe a person in the highest-status occupation, "Doctor," were: "respected," "well-educated," "successful," and "dependable." If one were to choose among these seven occupations one which car owners in general regard fairly highly, yet one with which they could fairly readily identify themselves if a person representing a certain occupation were shown in

*A nation-wide study on the social status of occupations, directed by the writer of this present report, found "Physician" to rank second in prestige among 90 occupations: on a par with "State Governor." In the national study (NORC Survey No. 244, "National Opinion on Occupations," April 22, 1947), the ranking of occupations which were very similar to the ones used in this present study, was as follows:

<u>Present Study</u>	<u>1947 NORC Study</u>	<u>Status Rank</u>
"Doctor"	"Physician"	2
"Construction engineer"	"Civil engineer"	23
"Airline pilot"	"Airline pilot"	24
"Welfare worker for a city government"	"Social worker"	44
"Bookkeeper"	"Bookkeeper"	50
"Plumber"	"Plumber"	59
"Machine operator in a factory"	"Factory worker"	64

auto advertisements, one would guess that "Doctor" might be less readily identified with than some of the other occupations: "Doctor" might be an ideal in terms of status, but would be perhaps too far above the average person in status to permit of ready identification with him. Among the other six occupations, "Construction engineer" appears to have been associated most strongly with the terms that were used in describing the high-status "Doctor"; and "Factory worker" appears to have been least strongly associated with high-status terms.

TABLE 52

CHOICE OF WORDS TO DESCRIBE OCCUPATIONS

"Here is a list of eight occupations. There is a list of words under each occupation. Please read these words quickly and underline the words that would seem to go with a person in that occupation. You may underline as many words as you like."

Words:	Doctor		Plumber		Constr. Engineer		Book-keeper		Airline Pilot		Factory Worker		Social Worker		"Yourself" ^a	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
"Respected" . .	84 (1)		17 (9)		38 (7)		43 (7)		46 (5)		22 (8)		63 (1)		50 (4)	
"Well-educated"	83 (2)		3 (15)		72 (1)		56 (2)		56 (3)		3 (16)		60 (2)		18 (13)	
"Successful" .	61 (3)		20 (7)		44 (4)		22 (10)		32 (9)		7 (13)		16 (14)		25 (11)	
"Dependable" .	59 (4)		37 (6)		43 (5)		54 (3)		57 (2)		40 (6)		50 (3)		63 (2)	
"Family man" .	46 (5)		57 (3)		30 (11)		46 (5)		20 (14)		73 (2)		33 (9)		63 (3)	
"Hard worker" .	41 (6)		78 (1)		52 (2)		41 (8)		13 (16)		80 (1)		46 (4)		69 (1)	
"Mature" . . .	38 (7)		19 (8)		25 (12)		27 (9)		28 (11)		24 (7)		35 (7)		40 (7)	
"Cautious" . .	32 (8)		16 (11)		35 (9)		60 (1)		58 (1)		19 (10)		34 (8)		49 (5)	
"Leader" . . .	27 (9)		5 (14)		41 (6)		8 (14)		34 (8)		3 (14)		37 (5)		15 (15)	
"Conservative"	24 (10)		11 (12)		15 (13)		46 (4)		18 (15)		20 (9)		35 (6)		40 (8)	
"Aggressive" .	20 (11)		17 (10)		49 (3)		15 (11)		30 (10)		11 (11)		21 (11)		27 (11)	
"Sports-car owner" . . .	15 (12)		1 (17)		13 (15)		3 (16)		36 (7)		3 (15)		1 (16)		6 (16)	
"Regular guy" .	13 (13)		46 (4)		30 (10)		12 (13)		39 (6)		58 (3)		19 (12)		41 (6)	
"Plain" . . .	8 (14)		40 (5)		8 (16)		45 (6)		6 (17)		54 (4)		33 (10)		40 (9)	
"Attractive" .	8 (15)		2 (16)		7 (17)		5 (15)		26 (12)		1 (17)		10 (15)		4 (17)	
"Young" . . .	4 (16)		6 (13)		13 (14)		13 (12)		47 (4)		8 (12)		16 (13)		22 (12)	
"Rugged" . . .	2 (17)		62 (2)		37 (8)		- -		24 (13)		48 (5)		1 (17)		16 (14)	

This table should be read as follows: of the total of 324 auto owners asked this question, 84 per cent underlined the word "Respected," and 83 per cent underlined the word "Well-educated," for the occupation of Doctor.

^aThe responses for "Yourself" were also presented earlier in this report (Section C-3, "Reference Group and Identity Factors Involved in Loyalty").

As pointed out in an earlier section (C-3), in choosing words to describe themselves, respondents put a relatively heavy emphasis on attributes that connoted inconspicuous yet solidly virtuous qualities: "hard worker," "dependable," "family man," "respected," and "cautious." Since the respondents in describing themselves may have desired to represent themselves as rather modest as well as virtuous, such terms as "hard worker" and "family man" are not interpreted as necessarily reflecting the attributes that people admire most in other people.

b. Newness and flashiness of cars associated with occupations

Table 53 shows that almost all respondents found it possible to guess whether a person in one of the seven occupations would have a new or used car, or a flashy or conservative car,* and that there were considerable differences in the responses for the seven occupations.

TABLE 53
NEWNESS AND FLASHINESS OF CARS

(N=324)

"Would a ... have a new, or used, car?"

"Would he have a flashy, or conservative, car?"

	<u>Doctor</u>	<u>Plumber</u>	<u>Constr. Eng.</u>	<u>Book- keeper</u>	<u>Airline Pilot</u>	<u>Factory Worker</u>	<u>Social Worker</u>
<u>New or used:</u>							
New	93%	47%	88%	35%	90%	37%	37%
Used	5	50	10	61	6	59	59
No idea; no answer . .	<u>2</u>	<u>3</u>	<u>2</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>
	100%	100%	100%	100%	100%	100%	100%
<u>Flashy or con- servative:</u>							
Flashy . . .	23%	15%	45%	12%	78%	22%	8%
Conservative	73	81	51	84	18	73	88
No idea; no answer . .	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>4</u>	<u>5</u>	<u>4</u>
	100%	100%	100%	100%	100%	100%	100%

*The terms "flashy" and "conservative" were left for the respondents to define as they pleased.

The higher-status occupations (Doctor, Construction Engineer, Airline Pilot) tended to have new cars associated with them. The Doctor was generally associated with a conservative car and the Airline Pilot with a flashy car; and the Construction Engineer was visualized by about an equal number as having a flashy or conservative car.

c. Makes of cars associated with occupations

Most of the 324 respondents who were asked the question were able to say which make a person in one of the seven occupations would be most likely to have. The associations of the occupations with makes of cars appear in Table 54. The makes are arranged in order by the manufacturer.

TABLE 54

MAKE OF CAR ASSOCIATED WITH VARIOUS OCCUPATIONS

(HAND RESPONDENT CARD) "Which one of these makes would ... be most likely to have?"

	<u>Doctor</u>	<u>Plumber</u>	<u>Constr. Eng.</u>	<u>Book- keeper</u>	<u>Airline Pilot</u>	<u>Factory Worker</u>	<u>Social Worker</u>
Buick	49%	7%	22%	3%	15%	5%	3%
Oldsmobile	22	7	27	3	27	3	2
Pontiac	3	5	3	2	3	2	2
Chevrolet	5	20	9	35	5	31	31
Mercury	5	10	19	5	22	2	3
Ford	3	25	7	24	9	39	27
DeSoto	3	2	3	2	9	-	3
Dodge	2	11	3	7	2	3	3
Plymouth	2	7	2	15	3	10	21
No idea; not ascer- tained	<u>6</u>	<u>6</u>	<u>5</u>	<u>4</u>	<u>5</u>	<u>5</u>	<u>5</u>
	100%	100%	100%	100%	100%	100%	100%

To summarize the associations of certain occupations with certain makes of cars:

Among medium-priced makes:

Buick was most often associated with Doctor, Construction Engineer, and Airline Pilot, in that order.

Oldsmobile was mentioned by approximately equal numbers as associated with Construction Engineer, Airline Pilot, and Doctor--all fairly high-status occupations.

Pontiac was associated by very few people with any of these occupations--another indication that the Pontiac tended to be "overlooked" by respondents.

Mercury was most often seen as a car that would be owned by an Airline Pilot or a Construction Engineer.

DeSoto was infrequently associated with any of the occupations. (It cannot properly be compared to the other medium-priced makes on this question, because no DeSoto owners were interviewed in this survey.) Nine per cent did associate DeSoto with Airline Pilot.

Dodge was mentioned infrequently, most often (11 per cent) as a car a Plumber would have.

Among the three lower-priced makes:

Chevrolet was most often chosen as a car for a Bookkeeper, a Factory Worker, and a Social Worker.

Ford was mentioned most often as a car for a Factory Worker, Social Worker, or Plumber--which one infers to have been a greater association of Ford with "outdoor" and "masculine" occupations than was true of Chevrolet.

Plymouth was associated with the seven occupations, in general, less frequently than was either Chevrolet or Ford. It was most frequently associated with Social Worker and Bookkeeper--occupations that are in keeping with Plymouth's more "feminine profile" as indicated earlier in Section D-2, "Attributes of the Various Makes."

4. Summary on Images and Stereotypes

Most respondents were readily able to elicit stereotypes about the various makes of cars' attributes, even on such points as which make would be more likely to be owned by persons in various specific occupations.

Estimated costs of the various makes: while most respondents were able to rank nine makes as to estimated average cost, there was a considerable range in the estimates. For only four of the makes did as many as 40 per cent assign the make to the same price rank. Among the medium-priced makes, Buick and Oldsmobile were relatively better-established in respondents' thinking as relatively higher-priced, and Dodge as the lowest-priced among the six medium makes. (Mercury and Pontiac had rather ambiguous positions in the price hierarchy.) Among the lower-priced three makes, Plymouth was more consistently ranked as the lowest in price.

If it is better, in appealing to a mass market, not to have a make considered as either the highest-priced or lowest-priced in its class, Oldsmobile and Chevrolet would appear to be the makes in the most favorable situation as regards the price rankings attributed to them by persons interviewed in this two-city study.

Attributes of the various makes, as seen by the respondents, indicated that among medium-priced makes, Oldsmobile and Buick ranked relatively high as regards prestige, trade-in value, and style; they also were seen relatively often as cars that would be driven by men. Dodge and Pontiac ranked near the bottom on prestige, trade-in value, and style. Among the lower-priced makes, Chevrolet and Ford fared much better than Plymouth in trade-in and style ratings. Ford was viewed relatively more

often as a single man's car, and Plymouth as a married man's car and a woman's car.

As indicators of repurchase intentions, ratings on trade-in value and style were found to be fairly highly related to whether the person intended to repurchase the same make. A make of car that was seen as suitable for both married and single people, and for both men and women, appeared to fare better than other makes in owners' repurchase intentions.

Most respondents were able to express themselves when asked to associate persons in seven occupations with whether they would drive new or used, flashy or conservative, cars; and with what make of car they would have. Buick and Oldsmobile were more often associated with the apparently higher-status occupations, and Mercury with "active" occupations (Airline Pilot, Construction Engineer). Among the medium-priced makes, Dodge and Pontiac were relatively seldom selected as the make of car that would be owned by persons in any of the seven occupations.

Among the lower-priced makes, Ford was most often associated with "outdoor" and "masculine" occupations (Factory Worker, Plumber), and Plymouth with the more "feminine" occupations (Social Worker, Bookkeeper).

The following "profiles" of the images and stereotypes respondents had concerning nine makes of automobiles have been drawn up from the findings in this section of the report:

Make	Cost Most Often Men- tioned (1=High)	Prestige Index (1=High)	Trade-In Index (1=High)	Style Index (1=High)	Single/ Married Index 1= Single	Man/ Woman Index 1=Mas- culine	Status of Occupation Most Often Associated With Make
Buick .	1	2	4	3	3	1	High
Olds. .	2	1	3	1	2	2	Quite high
Pontiac	5	5	7	7	5	5	Seldom as- sociated with any occupation
Chevrolet	8	7	1	4	6	8	Lower; "feminine"
Mercury	4	3	5	2	1	3	Fairly high; "masculine"
Ford .	7	8	2	5	4	6	Lower; "masculine"
DeSoto	3	4	9	6	7	4	Seldom mentioned*
Dodge .	6	6	8	8	8	7	Lower; in- frequently mentioned
Plymouth	9	9	6	9	9	9	Low medium; "feminine"

*As mentioned earlier, DeSoto was at a disadvantage in these comparisons because DeSoto owners were not included in the sample.

The findings are interpreted as indicating this approximate order of favorableness of images on the part of respondents in this particular study:

Among medium-priced makes, Oldsmobile and Buick appear most highly regarded, and Dodge least favorably considered.

Among the three lower-priced makes, Chevrolet is interpreted as most highly regarded, and Plymouth as the least.

Again, these findings must be considered tentative, coming as they did from limited-sample coverage of auto owners in two cities. But they do illustrate that auto owners have stereotypes about the various attributes of these makes, and that a make that is considered high in one attribute may be ranked somewhat differently on another.

III. APPENDIX

A. SAMPLING AND FIELD ADMINISTRATION

Because of time and cost considerations, it was decided to limit the study to a sampling in two localities, so chosen as to increase the likelihood that auto owners in the two localities would be different in the proportions who have been "loyal" to one make of car over a period of time.

With this in mind, it was decided to select one large city and one small or medium-sized city, since people who live in large cities have a wide range of choice of makes that are sold by many dealers, while auto choice in some smaller cities might be limited to only the major makes, with only one dealer for each make. The two cities decided upon were:

For the larger city, Chicago was chosen. Chicago itself represents a substantial share of the U. S. auto market; and the relative sales of the various makes in Chicago is quite similar to total sales within the United States.

For the smaller city, the choice was narrowed to cities in the midwest, so as not to introduce a geographical variable in addition to the size-of-town variable. The smaller city also had to have a minimum number of dealers for each of the eight makes of autos that were being studied. Another consideration in choosing the smaller city was that it be isolated from larger metropolitan areas by a distance sufficient to insure that most auto owners would procure their autos locally. Rockford, Illinois, fitted these criteria; and its final choice was suggested by the Marketing Research Department of the Special Products Division, Ford Motor Company, on the grounds that Rockford represented a "growth" community of a kind that would be of special interest to an auto manufacturer who was planning to put a new make of car on the market. (Rockford is a city of more than 100,000 population today, as compared to 93,000 in 1950; it is the trading center for a metropolitan area of about 175,000 persons. It was considered sufficiently isolated from the nearest large city, being some 80 miles from Chicago, to make it likely that most auto owners would buy their cars locally; and the survey verified that most Rockford owners did make their purchases locally.)

1. Sampling Procedures

The population to be sampled was defined generally as the owners of "fairly new" autos of the eight makes that comprise about 85 per cent of the U. S. new-car market,* since the objectives of the study included an inquiry into the circumstances surrounding the more recent purchase of an auto, and consequently the inquiry would have to be limited to those owners whose purchase of a new car were sufficiently recent that they could remember the major details.

*R. L. Polk report on the national distribution of new-car sales during 1955.

- a. In drawing samples of recent car purchases in these two cities, certain modifications in the definition of the population of recent car purchasers were introduced in the interest of the special requirements of the study and to facilitate the field work. Differences in procedures in the two cities were as follows:
 - (1) In Chicago, owners of cars who were listed as living in the central "Loop" area were excluded from the sample on the grounds that they would be too highly transient. Ten Postal Zones were selected for the Chicago interviewing. Each Zone had a probability of being selected which was in proportion to the total 1955 new-car registrations within the various Zones. A geographic distribution was obtained by ordering the Zones geographically prior to selection. Within each selected Zone, two clusters were mapped out, separated geographically within the Zone, each cluster consisting of a number of blocks along each of two contiguous streets, and a number of blocks along each of two other contiguous streets that were at right angles to the first pair of streets. (Exception: in three of the 20 clusters the procedure was modified, because of the narrowness of the Zone or its mixed business-and-residential character, by having the cluster consist of four or five contiguous parallel streets.) Names of owners of the eight makes were then drawn at random from each of the 20 clusters.
 - (2) In Rockford, in order to insure the primarily "residential" sample required, names of owners living in areas designated as industrial or business by the Rockford Planning Commission, or in areas showing a decrease in population from 1940 to 1952, or in areas that had a density (1952) of 9,000 or more per square mile, were excluded from the sample. Names of owners of the eight makes who lived outside the excluded areas were drawn at random; this included some owners who lived outside the Rockford city limits but who were served by the Rockford postal system.
- b. The final sampling procedure consisted of these steps:
 - (1) Obtaining lists of auto owners' names and addresses. The most recent lists available were the R. L. Polk and Company's List 1 for Rockford and Chicago purchases of 1955-1956 autos.
 - (2) Selecting from these lists by random methods the specific auto owners to be interviewed. For both cities, the sampling procedure provided for the selection of an equal number of owners of the various makes, so that there would be sufficient interviews to do some limited analyses of responses among the various owner-groups, including owners of makes that comprise such a small proportion of the total auto market that a proportionate representation of owners of those makes would have resulted in too few interviews for any analysis. Procedures in the two cities resulted in a selection of a sample from the various areas of each city in relation to the distribution of the eight makes.

2. Field Administration

Selected auto owners were assigned to interviewers in approximately equal numbers for each of the eight makes. Interviewers' choice of respondents was limited to the individual who was listed as the auto's owner, with the infrequently-exercised option of substituting another individual in the same household, but only if the listed auto was de facto the car of the other individual (e.g., a wife or a son in a two-car family would be interviewed if the wife or son were the primary driver, even though the auto was listed in the name of the male head of the household).

Interviews were conducted in the respondent's home, after the prospective respondent had been notified by letter that his name had been drawn in the sample and that an interviewer would call on him within a few days. Interviewers were instructed to make at least two attempts to reach the specified auto owner before listing him as "unavailable" during the period of the survey.

Five hundred forty-eight interviews were completed during October and November, 1956. Interviews were equally distributed between Chicago and Rockford auto owners, and were fairly evenly divided among owners of the eight makes, the range being from 64 to 75 completed interviews with owners of each of the various makes.

Interviews were completed with 68 per cent of the owners who were called upon. (Fifteen per cent of the owners who were approached refused to be interviewed; most of the remaining 17 per cent had moved and could not be located within the city, were temporarily out of town, were deceased, or were ineligible because they no longer owned the autos that were listed in their names.)

Of the eligible respondents, 82 per cent were interviewed.

3. The Weighting Process

All responses of the owners of the various makes were assigned weights in proportion to the relative sales of these eight makes in 1955, e.g., Chevrolet sales were 25.7 per cent of the eight-car total in 1955, and so the responses of Chevrolet owners were given this weight in the final tabulations. While owners of each of the makes were interviewed in approximately equal numbers in order to make it possible to analyze the responses of owners of makes which constitute a relatively small proportion of the market, the weighting process was necessary to give an approximation of the results that would have been obtained had owners been interviewed in proportion to each make's share-of-the-market.

4. Statistical Reliability

As stated in the Introduction, any percentage based on the total of 548 interviews would, in 95 instances out of 100, not vary more than about four percentage points from the percentage that would have been obtained if all of the auto owners of the eight makes in the base populations had

been interviewed.*

Illustrations of the reliability of results based on sub-groups:

If comparison of the percentage of Loyalists (numbering 120) and the percentage of Switchers (numbering 107) is involved, differences of less than 13 percentage points should be considered as suggestive of a possible difference in the indicated direction, rather than conclusive.

In the same way, differences between owners of two different makes of cars in the percentages giving any response would have to be 17 percentage points or more in order to be established as statistically significant, in view of the relatively small number (average of 70) of interviews with owners of each make.

B. DETAILED TABLES

The tables that follow are arranged in the same general order as the items appeared in the questionnaire. In many tables, in addition to the aggregate response of all persons asked the question, findings for three sub-groupings are provided:

For persons in the four categories of auto purchases during the last ten years--the "Loyalist," "in-between," "Switcher" and "two-car-owner" groups. (These groups were defined at the beginning of Section I-B.)

For owners of the eight makes of cars. In some instances, the grouping is in terms of the designated make, e.g., a Buick owner who was sought out as a Buick owner. In other instances, the grouping is in terms of the make of car that cost the respondent the most. Since only 74 respondents owned two cars, in most instances the "designated make" and the "make that cost most" were identical.

For residents of the two cities, Chicago and Rockford.

The IBM card, column, and row designations have been retained in the Appendix tables for reference purposes.

*These statements of statistical reliability are based on the most conservative comparison: where the observed distribution of responses on a question would be 50-50. Computations are based upon the criterion of "significance" as being the .05 level.

Statements of statistical reliability are, of course, distinct from issues concerning the representativeness of the sample or regarding the validity of the questions in terms of whether they measured what they were supposed to measure. On both counts, due efforts were exercised to minimize inaccuracies.

TABLE A-1

Q. 1. Make of car owned (and listed for that household):

1 Buick	6 Mercury
2 Chevrolet	7 Oldsmobile
4 Dodge	8 Plymouth
5 Ford	9 Pontiac

Per cent giving each
of the above answers:

Card IV
Col. 4

Groups	Number	1	2	4	5	6	7	8	9
Total auto owners . .	(548)	11	26	5	25	6	9	10	8
*Loyalty to make since 1946:									
Loyalty throughout	(120)	6	39	7	22	3	6	8	9
Loyal on and off .	(229)	15	22	5	26	7	9	9	7
Never same make twice	(107)	9	28	2	25	6	7	14	9
Two-car family . .	(74)	16	15	3	24	5	19	8	10
City:									
Chicago	(271)	12	25	5	25	6	9	10	8
Rockford	(277)	11	26	4	25	5	10	10	9

(Number of autos owned by respondent)

0 One
X Two

Groups	Number	0	X
Total auto owners . .	(548)	88	12
*Loyalty to make since 1946:			
Loyalty throughout	(120)	100	-
Loyal on and off .	(229)	100	-
Never same make twice	(107)	100	-
Two-car family . .	(74)	-	100
City:			
Chicago	(271)	94	6
Rockford	(277)	81	19

*Omits the 18 persons who owned only one car since 1946.

TABLE A-2

Q. 2. "Are any cars owned by anybody else who lives in your household?" (Multiple responses are possible.)

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | 3,X,Y Other makes |
| 6 Mercury | 0 No other cars |

Per cent giving each of
the above answers:

Card IV
Col. 5

Groups	Number	1	2	4	5	6	7	8	9	3,X,Y	0	=
Total auto owners	(548)	3	3	*	3	2	1	2	1	2	86	103%
Make of car:												
Buick	(75)1	1	-	-	1	1	1	-	1	6	89	100%
Oldsmobile . .	(67)7	2	5	-	6	-	-	3	-	3	85	103%
Pontiac	(64)9	2	-	-	-	-	-	-	2	-	96	100%
Chevrolet . . .	(68)2	4	9	-	-	1	-	3	-	-	83	100%
Mercury	(70)6	-	3	-	6	4	-	1	1	1	87	103%
Ford	(67)5	3	-	-	5	3	3	1	-	3	82	100%
Dodge	(68)4	1	-	3	3	-	-	1	-	2	90	100%
Plymouth . . .	(69)8	2	-	-	3	-	1	1	1	5	87	100%

TABLE A-3

Q. 4. "On the average, about how many miles do you yourself drive during a year?"

4	Less than 5,000 miles	8	15,000-19,999
5	5,000-7,499	9	20,000 miles or more
6	7,500-9,999	Y	Not ascertained
7	10,000-14,999		

Per cent giving each
of the above answers:

Card IV
Col. 6

Groups	Number	4	5	6	7	8	9	Y
Total auto owners .	(548)	5	14	11	35	13	21	1
*Loyalty to make since 1946:								
Loyal throughout	(120)	8	24	7	35	13	12	1
Loyal on and off	(229)	4	11	11	37	12	25	*
Never same make twice	(107)	8	16	14	31	13	16	2
Two-car family .	(74)	2	4	8	34	16	36	-
Make of car:								
Buick	(75)1	5	12	8	39	11	24	1
Oldsmobile	(67)7	6	8	9	37	12	28	-
Pontiac	(64)9	2	13	5	49	18	13	-
Chevrolet	(68)2	9	18	13	35	11	14	-
Mercury	(70)6	2	7	4	44	20	21	2
Ford	(67)5	5	16	9	25	15	28	2
Dodge	(68)4	6	13	12	34	13	22	
Plymouth	(69)8	4	14	20	35	9	16	2
City:								
Chicago	(271)	7	18	8	37	9	20	1
Rockford	(277)	4	11	13	33	16	22	1

TABLE A-4

Q. 5. "Of all the cars you've ever owned, which one did you like the most?"

- | | |
|--------------|------------------------------|
| 1 Buick | O Has owned no other cars |
| 2 Chevrolet | X Another make of same manu- |
| 3 DeSoto | facturer as current car |
| 4 Dodge | Y Make of some other manu- |
| 5 Ford | facturer |
| 6 Mercury | R Not ascertained |
| 7 Oldsmobile | |
| 8 Plymouth | |
| 9 Pontiac | |

		Per cent giving each of the above answers:												Card IV Col. 7
Groups	Number	1	2	3	4	5	6	7	8	9	O	X	Y	R=100%
Total auto owners .	(548)	10	21	2	5	19	5	9	10	6	2	1	9	1
*Loyalty to make since 1946:														
Loyal throughout	(120)	4	38	-	6	22	3	6	8	10	-	*	-	3
Loyal on and off	(229)	12	18	3	4	22	6	10	10	4	-	1	10	*
Never same make twice	(107)	7	19	3	5	16	5	7	13	6	-	2	14	3
Two-car family .	(74)	20	11	1	3	12	6	18	7	6	-	1	15	-
Make of car:														
Buick	(75)1	<u>80</u>	4	-	-	3	-	1	1	-	-	1	7	3
Oldsmobile	(67)7	-	1	1	1	-	1	<u>78</u>	1	-	4	5	8	-
Pontiac	(64)9	4	5	1	1	-	-	1	4	<u>68</u>	1	-	14	1
Chevrolet	(68)2	2	<u>74</u>	2	-	3	-	3	2	-	1	1	9	3
Mercury	(70)6	5	-	-	1	5	<u>79</u>	2	-	2	-	-	7	-
Ford	(67)5	-	3	3	3	<u>69</u>	2	2	3	-	3	-	12	-
Dodge	(68)4	1	3		<u>74</u>	-	1	1	6	1	3	6	3	1
Plymouth	(69)8	-	2	6	-	2	-	3	<u>75</u>	1	3	1	6	1

TABLE A-5

Q. 5. Year (model) of car liked most of all cars ever owned

- 1 Model year prior to 1940
- 2 1940-1945
- 3 1946-1949
- 4 1950-1954
- 5 1955 or 1956 model that respondent now owns
- 6 1955 or 1956 model he no longer owns
- Y,R Don't know; not ascertained

		Per cent giving each of the above answers:						Card VI Col. 4	
<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>Y,R</u>	=100%
Total auto owners .	(531)	6	4	9	16	64	*	1	
* Loyalty to make since 1946:									
Loyalty throughout	(116)	5	4	6	12	70	1	2	
Loyal on and off	(228)	6	3	8	17	64	1	1	
Never same make twice	(105)	7	3	14	14	62	-	*	
Two-car family .	(74)	7	4	9	28	51	-	1	

TABLE A-6

Q. 6. "Why did you like that one the most?" (of all cars respondent has ever owned)

- 1 Mechanical qualities or performance, workmanship
- 2 Economy in maintenance or mileage
- 3 Purchase price, trade-in, good deal
- 4 Easy to handle, good ride
- 5 Styling: design, lines, colors
- 6 Prestige reasons: new car, impressive, conservative
- 7 Dealer or company factors
- 8 Habit
- 9 Had specific features (e.g., overdrive)
- 0 Influenced by others, advertising, reputation
- R Don't know; not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 5

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	<u>R</u>	
Total auto owners .	(531)	60	37	7	57	22	3	2	1	21	1	2	1	=214%
*Loyalty to make since 1946:														
Loyal throughout	(116)	60	27	6	45	32	2	3	-	19	2	5	2	=203%
Loyal on and off	(228)	65	46	6	57	19	3	2	-	24	*	1	1	=224%
Never same make twice	(105)	50	36	10	64	18	4	-	3	19	2	*	-	206%
Two-car family .	(74)	62	30	9	69	17	4	6	-	21	1	1	1	=221%
Make of car liked most:														
Buick	(67)1	54	23	2	74	12	3	5	-	38	-	2	-	=213%
Oldsmobile . . .	(61)7	71	26	3	61	27	11	2	-	29	2	-	2	=234%
Pontiac	(46)9	73	30	11	59	34	3	2	-	35	-	-	-	=247%
Chevrolet	(63)2	63	27	11	45	25	-	2	2	11	2	2	2	=192%
Mercury	(59)6	68	30	2	59	27	8	2	-	28	2	2	-	=228%
Ford	(55)5	50	48	10	53	26	4	-	-	26	-	4	-	=221%
Dodge	(54)4	56	42	2	52	19	2	3	-	26	2	3	2	=209%
Plymouth	(63)8	59	59	9	46	11	2	5	-	17	4	-	2	=214%

TABLE A-7

Q. 7. "Of all the cars you've ever owned, which one did you like least?"

- | | |
|--------------|--|
| 1 Buick | 0 Has owned no other car |
| 2 Chevrolet | X Other make by same manufacturer as for current car |
| 3 DeSoto | |
| 4 Dodge | |
| 5 Ford | Y Other make by a different manufacturer |
| 6 Mercury | R Not ascertained |
| 7 Oldsmobile | |
| 8 Plymouth | |
| 9 Pontiac | |

		Per cent giving each of the above answers:												Card IV Col. 8
Groups	Number	1	2	3	4	5	6	7	8	9	0	X	Y	R=100%
Total auto owners	(548)	4	17	1	6	20	3	2	10	6	2	*	16	13
*Loyalty to make since 1946:														
Loyal throughout	(120)	3	15	1	3	21	1	5	12	6	-	-	8	25
Loyal on and off	(229)	6	19	*	6	17	5	1	12	7	-	*	17	10
Never same make twice	(107)	1	20	-	11	21	2	1	8	3	-	-	25	8
Two-car family	(74)	6	12	2	6	20	1	6	8	9	-	1	18	11
Make of car:														
Buick	(75)1	<u>11</u>	11	1	8	20	3	5	8	5	-	-	16	12
Oldsmobile . . .	(67)7	3	10	2	5	25	2	<u>10</u>	7	6	3	-	18	9
Pontiac	(64)9	2	15	2	5	15	-	3	8	<u>23</u>	2	-	17	8
Chevrolet	(68)2	1	<u>26</u>	-	9	19	3	-	10	2	2	-	15	13
Mercury	(70)6	4	14	-	3	14	<u>11</u>	2	10	7	-	-	19	16
Ford	(67)5	6	18	-	5	<u>19</u>	2	2	13	6	3	-	13	13
Dodge	(68)4	3	10	1	<u>22</u>	13	3	-	7	5	3	-	10	23
Plymouth	(69)8	3	10	1	-	20	3	1	<u>10</u>	6	3	3	25	15

Table A-8

Q. 7. Year (model) of car liked least (of all cars ever owned by respondent)

- 1 Model prior to 1940
- 2 1940-1945
- 3 1946-1949
- 4 1950-1954
- 5 1955 or 1956 model respondent now owns
- 6 1955 or 1956 model respondent no longer owns
- Y Don't know

		Per cent giving each of the above answers:							Card VI Col. 6
<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>Y</u>	=100%
Total auto owners	(464)	38	13	20	20	6	3	*	
*Loyalty to make since 1946:									
Loyal throughout	(90)	48	12	25	5	5	4	1	
Loyal on and off	(203)	37	17	16	19	7	4	*	
Never same make twice	(96)	35	6	24	29	5	1	-	
Two-car family	(67)	27	12	19	33	8	1	-	

TABLE A-9

Q. 8. "Why did you like that one the least?" (of all cars respondent has ever owned)

- 1 Mechanical or performance reasons; poor workmanship
- 2 Expensive maintenance or poor mileage
- 3 Purchase price: poor deal, trade-in; not worth the money
- 4 Difficult to handle, poor ride
- 5 Poor styling: design, colors; outmoded
- 6 Poor prestige
- 7 Dealer or manufacturer factors
- 9 Disliked specific features (e.g., overdrive, hand shift)
- X,Y,R All other reasons; not ascertained

		Per cent giving each of the above answers:										Card VI Col. 7
Groups	Number	1	2	3	4	5	6	7	9	X,Y,R	=	
Total auto owners	(464)	76	25	1	24	10	1	4	9	3	153%	
*Loyalty to make since 1946:												
Loyal throughout	(90)	77	19	-	19	4	-	2	10	7	138%	
Loyal on and off	(203)	81	26	2	25	11	1	5	10	1	162%	
Never same make twice	(96)	71	31	1	28	13	*	3	9	4	160%	
Two-car family	(67)	71	25	-	27	8	*	3	5	4	143%	
Make of car liked least:												
Buick	(23)1	64	74	-	25	13	-	4	16	-	196%	
Oldsmobile . .	(16)7	88	9	-	11	6	-	-	12	-	126%	
Pontiac	(40)9	68	41	-	34	7	-	6	9	-	165%	
Chevrolet . . .	(79)2	76	14	1	23	7	3	4	13	3	144%	
Mercury	(18)6	77	17	-	3	26	-	3	9	-	135%	
Ford	(101)5	78	24	-	32	12	-	2	8	4	160%	
Dodge	(38)4	86	32	-	8	6	-	5	6	-	143%	
Plymouth . . .	(51)8	84	10	5	28	3	1	6	11	6	154%	

TABLE A-10

Q. 9. "What would you consider to be about the right length of time for you to keep a new car before trading it in?"

- 3 One year or less
- 4 More than one year through two years
- 5 More than two years through three
- 6 More than three years through four
- 7 More than four through five
- 8 Six years or more
- 9 No opinion
- Y Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 9

Groups	Number	3	4	5	6	7	8	9	Y	=100%
Total auto owners	(548)	7	31	28	10	14	4	5	1	
*Loyalty to make since 1946:										
Loyal throughout	(120)	10	28	28	13	13	3	3	2	
Loyal on and off	(229)	5	34	31	6	14	4	4	2	
Never same make twice	(107)	7	24	25	8	20	8	6	2	
Two-car family	(74)	7	34	23	18	7	1	9	1	
Make of car:										
Buick	(75)1	5	28	27	12	13	7	5	3	
Oldsmobile . .	(67)7	7	40	24	12	5	9	3	-	
Pontiac	(64)9	3	28	36	9	15	5	2	2	
Chevrolet . . .	(68)2	7	40	25	9	10	3	4	2	
Mercury	(70)6	4	29	34	13	13	-	4	3	
Ford	(67)5	9	21	31	10	18	3	6	2	
Dodge	(68)4	3	27	25	16	21	4	4	-	
Plymouth . . .	(69)8	7	33	21	4	21	7	6	1	
City:										
Chicago	(271)	7	31	32	11	13	3	2	1	
Rockford . . .	(277)	7	30	24	9	15	6	7	2	

TABLE A-11

Q. 10. (HAND RESPONDENT CARD) "When you buy your next car, which makes will you consider at all?"

- | | |
|-------------|--------------------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | X,Y,R Some other make or makes |
| 5 Ford | 0 Have no idea |
| 6 Mercury | |

		Per cent giving each of the above answers:											Card IV Col.10	
Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>X,Y,R</u>	<u>0</u>	=	
Total auto owners	(548)	33	40	15	14	30	25	40	26	17	7	1		248%
*Loyalty to make since 1946:														
Loyal throughout	(120)	23	47	7	11	29	20	38	24	18	6	-		223%
Loyal on and off	(229)	35	38	17	14	28	26	37	24	16	8	2		245%
Never same make twice	(107)	32	37	20	19	29	24	38	32	16	5	-		252%
Two-car family	(74)	51	40	16	10	35	28	53	21	20	13	-		287%
Make of car:														
Buick	(75)1	<u>85</u>	15	19	12	8	16	<u>44</u>	3	8	16	3		229%
Oldsmobile . .	(67)7	37	24	15	10	7	16	<u>85</u>	12	16	15	-		237%
Pontiac	(64)9	51	28	19	17	16	20	53	20	<u>78</u>	2	-		304%
Chevrolet . . .	(68)2	26	<u>83</u>	6	7	16	18	32	21	14	4	-		227%
Mercury	(70)6	30	23	17	16	19	<u>83</u>	46	10	16	10	3		273%
Ford	(67)5	21	34	12	7	<u>76</u>	36	31	27	7	4	-		255%
Dodge	(68)4	19	16	37	<u>68</u>	15	18	24	26	15	4	-		242%
Plymouth . . .	(69)8	9	20	28	20	25	7	23	<u>84</u>	9	11	1		237%
City:														
Chicago	(271)	29	37	8	12	33	20	38	25	14	10	1		227%
Rockford . . .	(277)	37	43	22	16	28	29	41	26	18	6	1		267%

TABLE A-12

Q. 10A. "Which make of car will you actually be the most likely to buy?" (next purchase)

- | | |
|-------------|-----------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | X,Y,R Some other make |
| 5 Ford | 0 Have no idea |
| 6 Mercury | |

		Per cent giving each of the above answers:										Card IV Col. 11	
Groups	Number	1	2	3	4	5	6	7	8	9	X,Y,R	0	=100%
Total auto owners	(548)	12	22	3	4	15	8	12	10	6	4	4	
*Loyalty to make since 1946:													
Loyal throughout	(120)	3	36	1	5	14	8	11	7	10	3	2	
Loyal on and off	(229)	16	18	2	4	17	10	11	9	4	4	5	
Never same make twice	(107)	10	22	5	4	10	6	14	13	9	4	3	
Two-car family	(74)	21	10	4	1	18	7	16	5	4	9	5	
Make of car cost most:													
Buick	(76)1	<u>76</u>	1	1	4	3	-	4	-	1	6	4	
Oldsmobile . . .	(66)7	4	5	1	1	4	3	<u>70</u>	3	-	6	3	
Pontiac	(64)9	14	3	2	-	3	2	8	2	<u>59</u>	4	3	
Chevrolet	(69)2	3	<u>69</u>	2	2	-	4	7	3	3	3	4	
Mercury	(69)6	3	4	2	2	2	<u>66</u>	6	-	1	7	7	
Ford	(65)5	2	11	2	2	<u>57</u>	10	8	3	-	2	3	
Dodge	(67)4	1	1	9	<u>57</u>	1	2	6	12	2	3	6	
Plymouth	(66)8	-	-	9	3	3	-	2	<u>69</u>	3	5	6	
City:													
Chicago	(271)	11	20	1	4	19	8	13	9	6	4	5	
Rockford	(277)	12	23	4	5	12	9	11	10	7	3	4	

TABLE A-13

Q. 11. "Why would you get a ... (MAKE HE WOULD BE MOST LIKELY TO BUY) instead of (some other make (another ...))?"

- 1 Mechanical qualities or performance, workmanship
- 2 Economy in maintenance or mileage
- 3 Purchase price, trade-in, deal
- 4 Ease in handling or riding
- 5 Styling, lines, design, colors
- 6 Prestige reasons: new or expensive car, impressive
- 7 Dealer or company factors
- 8 Habit, fear of unknown; used to certain make
- 9 Presence or absence of specific features
- 0 Influenced by others, advertising, reputation
- X,R Miscellaneous, or not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 8

Groups	Number	1	2	3	4	5	6	7	8	9	0	X,R =
Total auto owners	(521)	56	28	34	40	28	4	15	7	10	6	2 230%
*Loyalty to make since 1946:												
Loyal throughout	(116)	56	30	37	37	25	1	15	13	5	3	1 223%
Loyal on and off	(214)	57	27	37	42	32	7	18	8	14	6	1 249%
Never same make twice	(103)	57	31	27	40	32	3	12	-	7	10	1 220%
Two-car family	(71)	57	25	37	36	19	4	15	8	11	4	5 221%
Make of car most likely buy:												
Buick	(77)1	62	19	16	49	25	8	17	1	21	10	- 228%
Oldsmobile . .	(75)7	65	23	22	63	36	3	12	3	11	11	1 250%
Pontiac	(45)9	59	31	31	44	30	8	21	10	8	11	2 255%
Chevrolet . . .	(64)2	43	34	53	24	29	2	9	11	4	6	5 220%
Mercury	(61)6	57	25	23	54	43	6	14	1	4	3	- 230%
Ford	(47)5	55	34	51	22	19	3	24	12	12	3	1 236%
Dodge	(47)4	60	21	28	47	45	3	13	6	17	7	2 249%
Plymouth . . .	(62)8	59	42	33	29	20	2	14	12	9	-	- 220%

TABLE A-14

Q. 12A. Make of car (for two-car families, the make that cost the most)

1 Buick	7 Oldsmobile
2 Chevrolet	8 Plymouth
4 Dodge	9 Pontiac
5 Ford	3,X,Y Other makes
6 Mercury	

Per cent giving each
of the above answers:

Card IV
Col. 12

Groups	Number	1	2	4	5	6	7	8	9	3,X,Y = 100%
Total auto owners	(548)	11	25	5	24	6	10	10	8	1

*Loyalty to make
since 1946:

Loyal throughout	(120)	6	39	7	22	3	6	8	9	-
Loyal on and off	(229)	15	21	5	27	7	9	9	7	-
Never same make twice	(107)	9	28	2	25	6	7	14	9	-
Two-car family	(74)	16	16	3	18	4	20	5	10	8

City:

Chicago	(271)	12	26	5	24	6	8	10	8	1
Rockford	(277)	11	26	4	24	5	11	10	9	*

TABLE A-15

Q. 12A. Model year of present car that cost most.

0 1950 or earlier
1 1951
4 1954
5 1955
6 1956

Per cent giving each
of the above answers:

Card IV
Col. 13

Groups	Number	0	1	4	5	6	=100%
Total auto owners	(548)	1	*	1	78	20	
*Loyalty to make since 1946:							
Loyal throughout	(120)	-	-	2	78	20	
Loyal on and off	(229)	*	-	-	77	23	
Never same make twice	(107)	3	-	-	89	8	
Two-car family	(74)	-	3	2	65	30	
Make of car cost most:							
Buick	(76)1	-	-	1	78	21	
Oldsmobile . . .	(66)7	-	-	-	75	25	
Pontiac	(64)9	-	-	-	89	11	
Chevrolet	(69)2	-	-	1	78	21	
Mercury	(69)6	1	-	-	75	24	
Ford	(65)5	2	-	-	80	18	
Dodge	(67)4	-	-	-	85	15	
Plymouth	(66)8	2	-	-	77	21	
City:							
Chicago	(271)	*	1	*	80	19	
Rockford	(277)	1	-	1	77	21	

TABLE A-16

Q. 12A. (Time of purchase of car, in relation to its model year: for car that cost most.)

- 1 Purchased before model year (e.g., '56 purchased late in 1955)
- 2 Purchased during model year (e.g., '55 in 1955)
- 3 After model year (e.g., '54 in 1955)
- X Not ascertained

		Per cent giving each of the above answers:				Card IV Col. 15
Groups	Number	1	2	3	X	=100%
Total auto owners	(548)	17	81	2	*	
*Loyalty to make since 1946:						
Loyal throughout	(120)	16	84	-	-	
Loyal on and off	(229)	17	81	2	-	
Never same make twice	(107)	12	83	5	-	
Two-car family	(74)	24	71	4	1	
Make of car cost most:						
Buick	(76)1	12	88	-	-	
Oldsmobile . .	(66)7	16	84	-	-	
Pontiac	(64)9	19	81	-	-	
Chevrolet . . .	(69)2	16	82	2	-	
Mercury	(69)6	19	77	4	-	
Ford	(65)5	15	80	5	-	
Dodge	(67)4	16	81	3	-	
Plymouth . . .	(66)8	26	71	3	-	
City:						
Chicago	(271)	17	81	2	-	
Rockford . . .	(277)	17	81	2	-	

TABLE A-17

Q. 12. Present car: series

- 1 Most expensive series for that make that year
- 2 Medium cost, of three or more series
- 3 Least expensive series
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 14

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>X</u> = 100%
Total auto owners	(548)	23	54	18	5
*Loyalty to make since 1946:					
Loyal throughout	(120)	19	66	10	5
Loyal on and off	(229)	23	52	20	5
Never same make twice	(107)	25	48	23	4
Two-car family	(74)	23	53	18	6
Make of car cost most:					
Buick	(76)1	7	40	48	5
Oldsmobile . .	(66)7	-	56	39	5
Pontiac	(64)9	31	39	22	8
Chevrolet . . .	(69)2	25	63	9	3
Mercury	(69)6	36	40	15	9
Ford	(65)5	38	54	2	6
Dodge	(67)4	15	40	37	8
Plymouth . . .	(66)8	6	76	18	-

TABLE A-18

Q. 12 C. Present car: Body type

- 1 Two-door sedan
- 2 Two-door hardtop
- 3 Four-door sedan
- 4 Four-door hardtop
- 5 Station wagon
- 6 Convertible
- 7 Other body type
- X Not ascertained

Per cent giving each
of the above answers.

Card IV
Col. 16

Groups	Number	1	2	3	4	5	6	7	X	= 100%
Total auto owners	(548)	19	25	37	8	6	4	*	1	
* Loyalty to make since 1946:										
Loyal throughout	(120)	24	19	38	11	2	2	-	4	
Loyal on and off	(229)	16	30	33	9	7	5	-	-	
Never same make twice	(107)	21	27	43	2	4	2	1	-	
Two-car family	(74)	15	21	32	9	14	9	-	-	
Make of car cost most:										
Buick	(76)1	8	33	27	23	3	5	-	1	
Oldsmobile . . .	(66)7	7	37	29	25	-	2	-	-	
Pontiac	(64)9	19	34	33	8	3	3	-	-	
Chevrolet	(69)2	22	22	38	3	8	4	-	3	
Mercury	(69)6	11	42	29	6	6	4	2	-	
Ford	(65)5	24	20	35	5	11	5	-	-	
Dodge	(67)4	16	27	50	4	3	-	-	-	
Plymouth	(66)8	27	8	51	4	5	5	-	-	
City:										
Chicago	(271)	21	27	34	8	3	5	*	2	
Rockford	(277)	17	23	39	9	9	3	-	-	

TABLE A-19

Q. 12 D. Present car: "Does it have any of these accessories?"

- 1 Automatic transmission
- 2 Power steering
- 3 Power brakes
- 4 White sidewall tires
- 5 Safety belts
- 6 None of these accessories
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 17

Groups	Number	1	2	3	4	5	6	X	=
Total auto owners	(548)	77	27	28	66	6	15	1	220%
*Loyalty to make since 1946:									
Loyal throughout	(120)	79	24	23	58	5	12	2	203%
Loyal on and off	(229)	79	30	28	72	8	13	*	230%
Never same make twice	(107)	67	19	22	62	2	23	1	196%
Two-car family	(74)	77	38	42	65	8	13	1	244%
Make of car cost most:									
Buick	(76)1	98	60	50	87	3	3	-	301%
Oldsmobile . . .	(66)7	99	70	80	89	11	-	-	349%
Pontiac	(64)9	90	31	41	70	5	5	1	243%
Chevrolet	(69)2	58	8	13	47	1	25	-	152%
Mercury	(69)6	88	26	38	69	6	6	-	233%
Ford	(65)5	73	21	14	66	12	14	1	201%
Dodge	(67)4	82	22	12	65	3	10	1	195%
Plymouth	(66)8	46	6	9	53	-	26	2	142%
City:									
Chicago	(271)	75	25	27	70	6	14	1	218%
Rockford	(277)	78	29	29	62	6	15	1	220%

TABLE A-20

Q. 12 G. Present car: "How did you finance it--through a finance company, or a bank loan?"

- 3 Finance company
- 4 Bank loan
- 5 Paid cash
- 6 Some other arrangement
- Y Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 21

Groups	Number	3	4	5	6	Y	= 100%
Total auto owners	(548)	29	23	40	7	1	
*Loyalty to make since 1946:							
Loyal throughout	(120)	25	18	49	6	2	
Loyal on and off	(229)	29	26	37	8	*	
Never same make twice	(107)	32	22	38	8	-	
Two-car family	(74)	23	23	46	7	1	
Make of car cost most:							
Buick	(76)1	24	18	53	5	-	
Oldsmobile . .	(66)7	24	22	51	1	2	
Pontiac	(64)9	27	25	40	8	-	
Chevrolet . . .	(69)2	25	22	44	8	1	
Mercury	(69)6	29	25	37	9	-	
Ford	(65)5	38	31	26	5	-	
Dodge	(67)4	24	14	52	9	1	
Plymouth . . .	(66)8	30	18	35	17	-	

TABLE A-21

Q. 12 H. Present car: "About how many miles are there on it now?"

1	Less than 5,000 miles	6	20,000-29,999
2	5,000-7,499	7	30,000-39,999
3	7,500-9,999	8	40,000-49,999
4	10,000-14,999	9	50,000 or more
5	15,000-19,999	R	Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 22

Groups	Number	1	2	3	4	5	6	7	8	9	R	= 100%
Total auto owners	(548)	5	9	11	26	19	20	8	1	1	*	
*Loyalty to make since 1946:												
Loyal throughout	(120)	4	11	10	25	25	15	9	1	-	-	
Loyal on and off	(229)	6	11	9	26	17	21	8	1	1	-	
Never same make twice	(107)	4	8	18	28	17	23	2	-	-	-	
Two-car family	(74)	3	4	10	24	19	22	12	1	4	1	
Make of car cost most:												
Buick	(76)1	7	8	7	26	20	20	8	2	2	-	
Oldsmobile . .	(66)7	7	9	1	24	27	25	4	3	-	-	
Pontiac	(64)9	-	5	5	39	28	19	3	1	-	-	
Chevrolet . . .	(69)2	4	15	16	25	13	21	6	-	-	-	
Mercury	(69)6	5	-	10	29	29	19	7	1	-	-	
Ford	(65)5	6	8	15	25	18	17	11	-	-	-	
Dodge	(67)4	-	6	10	25	18	32	9	-	-	-	
Plymouth . . .	(66)8	3	11	11	27	17	20	9	1	1	-	
City:												
Chicago	(271)	7	10	8	27	19	19	8	1	1	-	
Rockford . . .	(277)	2	8	14	26	19	22	7	1	1	*	

TABLE A-22

- Q. 13 (Most recent purchase compared to last previous purchase.) (Most recent six purchases, 1947 and later.)
- | | |
|--|--|
| 1 Same make | 4 Same make throughout |
| 2 Different make of the same manufacturer | 5 Different makes of only one manufacturer |
| 3 A make of a different manufacturer | 6 Different mfgs.; but did buy two of some make twice in a row |
| 0 Not applicable (has owned only one car since 1946) | 7 Different mfgs.; but did buy two of some manufacturer's makes twice in a row |
| | 8 Never bought cars from same mfg. twice in a row |
| | 0 Not applicable (has owned only one car since 1946) |
| | R Not ascertained |

Per cent giving each of the above answers:

Card IV
Col. 34

		(Most recent purchase compared to last previous purchase.)				(Most recent six purchases, 1947 and later.)								
Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>0</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>0</u>	<u>R</u>	= 100%	
Total auto owners	(548)	47	12	38	3	25	12	35	7	18	3	-		
Make of car cost most:														
Buick	(76)1	47	24	29	-	13	27	39	7	14	-	-		
Oldsmobile . .	(66)7	36	31	30	3	15	20	37	12	13	3	-		
Pontiac	(64)9	47	19	31	3	28	20	24	8	17	3	-		
Chevrolet . .	(69)2	56	7	35	2	37	6	32	3	20	2	-		
Mercury	(69)6	48	9	43	-	13	21	36	9	21	-	-		
Ford	(65)5	45	3	49	3	22	4	45	8	18	3	-		
Dodge	(67)4	57	12	25	6	38	18	25	3	10	6	-		
Plymouth . . .	(66)8	43	10	38	9	20	9	30	10	22	9	-		
City:														
Chicago	(271)	54	8	32	6	27	11	35	6	14	6	1		
Rockford . . .	(277)	43	15	42	*	22	13	37	7	21	*	-		

TABLE A-23

Q. 12-13. (Number of autos owned since 1946.)

1	One	6	Six
2	Two	7	Seven
3	Three	8	Eight
4	Four	9	Nine
5	Five	0	Ten or more

Per cent giving each
of the above answers:

Card VI
Col. 9

Groups	Number	1	2	3	4	5	6	7	8	9	0	= 100%
Total auto owners	(548)	3	22	30	22	10	6	5	1	*	1	
*Loyalty to make since 1946:												
Loyal throughout	(120)	-	44	37	7	4	-	7	-	-	1	
Loyal on and off	(229)	-	8	29	36	12	9	3	2	*	1	
Never same make twice	(107)	-	42	34	17	4	1	2	-	*	-	
Two-car family	(74)	-	2	17	23	24	14	13	5	1	1	
Make of car:												
Buick	(75)1	-	16	28	30	16	8	1	1	-	-	
Oldsmobile . .	(67)7	3	22	18	21	17	4	9	3	-	3	
Pontiac	(64)9	3	19	37	17	9	2	6	5	2	-	
Chevrolet . .	(68)2	2	25	31	22	7	6	7	-	-	-	
Mercury	(70)6	1	16	36	23	11	7	3	-	3	-	
Ford	(67)5	3	21	28	28	6	6	4	2	-	2	
Dodge	(68)4	6	25	42	12	9	6	-	-	-	-	
Plymouth . . .	(69)8	9	32	26	15	12	5	1	-	-	-	
City:												
Chicago	(271)	6	22	29	25	11	4	3	-	-	-	
Rockford . . .	(277)	-	23	30	21	9	7	6	2	1	1	

Q. 12-13. (Whether six most recently-purchased cars were bought new, or used.)

Card VI Col. 16

Card VI Col. 17

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TABLE A-25

Q. 12-13. (Upgrading and downgrading in six most recent purchases of cars.)

Per cent giving each of the answers below:

Groups	Number	Card VI Col. 18												Card VI Col. 19											
		Most Recent				2nd Most Recent				3rd Most Recent				4th Most Recent				5th Most Recent				6th Most Recent			
		U#	D#	N#	C#	U#	D#	N#	C#	U#	D#	N#	C#	U#	D#	N#	C#	U#	D#	N#	C#	U#	D#	N#	C#
Total auto owners	(531)	47	20	30	3	33	16	26	25	21	9	15	55	7	7	8	78	7	2	4	87	3	1	3	93
*Loyalty to make since 1946:																									
Loyal throughout	(120)	47	6	47	-	16	5	35	44	5	-	13	82	2	2	8	88	2	-	5	93	-	-	7	93
Loyal on and off	(229)	43	20	37	-	41	19	32	8	34	10	19	37	11	7	9	73	8	2	5	85	4	*	2	94
Never same make twice	(107)	67	23	10	-	33	15	10	42	8	9	7	76	2	5	*	93	3	*	-	97	-	2	*	98
Two-car family	(74)	42	46	12	-	42	35	21	2	35	26	20	19	16	22	20	42	19	9	6	66	10	3	6	81

#Heading symbols:

U= Upgraded

D= Downgraded

N= Neither, Not ascertained

NC= No car

TABLE A-26

Q. 13. Length of time last previous auto was kept.

- | | | | |
|---|---------------------|---|-------------------------|
| 1 | One year or less | 6 | Six |
| 2 | More than 1 up to 3 | 7 | Seven |
| 3 | Three to 4 years | 8 | Eight |
| 4 | Four years | 9 | Nine |
| 5 | Five | 0 | Ten years or longer |
| | | X | Had no car (since 1946) |
| | | R | Not ascertained |

Per cent giving each
of the above answers:

Card VI
Col. 20

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	<u>R</u>	=100%
Total auto owners	(548)	26	26	14	12	9	8	1	*	*	*	3	1	

*Loyalty to make
since 1946:

Loyal throughout	(120)	19	25	16	11	13	12	2	2	-	-	-	-	
Loyal on and off	(229)	31	29	13	13	6	6	2	-	-	-	-	-	
Never same make twice	(107)	23	18	15	17	13	12	1	1	-	-	-	-	
Two-car family	(74)	31	34	16	9	2	2	-	-	1	1	-	4	

TABLE A-27

Q. 14. Make of car which was replaced by current car.

- 1 Buick
- 2 Chevrolet
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 3,0,X,Y Other makes
- R Not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 25

Groups	Number	1	2	4	5	6	7	8	9	3,0,X,Y	R = 100%
Total auto owners	(531)	8	23	5	19	5	5	11	8	15	1
*Loyalty to make since 1946:											
Loyal throughout	(120)	5	39	7	21	3	6	8	9	-	2
Loyal on and off	(229)	10	23	3	20	8	5	11	8	12	-
Never same make twice	(107)	3	12	8	19	1	5	15	4	33	-
Two-car family	(74)	13	13	5	15	6	6	7	10	21	4
Make of car cost most:											
Buick	(76)1	<u>49</u>	13	3	9	3	3	3	4	13	-
Oldsmobile . .	(64)7	3	9	3	12	3	<u>38</u>	5	8	13	6
Pontiac	(62)9	2	<u>14</u>	2	3	3	2	8	<u>50</u>	16	-
Chevrolet . . .	(68)2	1	<u>60</u>	3	15	2	-	5	3	11	-
Mercury	(69)6	4	10	1	7	<u>52</u>	4	7	4	11	-
Ford	(63)5	3	11	3	<u>47</u>	3	2	9	3	17	2
Dodge	(64)4	-	5	<u>62</u>	2	2	2	10	3	16	-
Plymouth . . .	(60)8	1	5	2	7	1	3	<u>52</u>	7	22	-

TABLE A-28

Q. 14A. "When you got your present car, why did you get a ... instead of (some other make) (another ...)?"
(PROBES: "What experience might have had some effect on your choice? What other things might have had some effect on your choice?")

- 1 Mechanical qualities or performance, workmanship
- 2 Economy in maintenance or mileage
- 3 Purchase price low or reasonable, good deal, trade-in
- 4 Ease in handling or riding
- 5 Styling, including upholstery, good vision, colors
- 6 Prestige reasons; expensive car, attention-getting or attention-avoiding
- 7 Dealer or company: service, or personnel
- 8 Habit; fear of the unknown
- 9 Specific features (power steering, overdrive, etc.)
- 0 Influenced by others, advertising, general reputation
- X All other reasons
- Y,R Don't know; not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 26

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	Y,R	=
Total auto owners	(527)	44	20	46	27	32	2	17	5	8	16	2	2	221%
*Loyalty to make since 1946:														
Loyal throughout	(119)	57	26	41	17	25	2	20	9	8	6	-	-	211%
Loyal on and off	(229)	44	20	51	29	37	3	19	5	10	11	1	3	233%
Never same make twice	(107)	30	15	42	35	39	2	12	-	7	39	5	2	228%
Two-car family	(72)	38	17	49	30	16	-	12	5	6	14	6	3	196%
Make of car cost most:														
Buick	(76)1	53	8	40	42	28	5	23	3	16	9	1	-	228%
Oldsmobile . . .	(62)7	52	13	37	48	23	2	10	5	6	19	3	-	218%
Pontiac	(62)9	42	18	53	34	39	3	16	6	8	18	2	-	239%
Chevrolet	(68)2	39	25	46	15	39	-	10	1	7	19	3	-	204%
Mercury	(68)6	43	10	40	32	50	3	19	4	6	12	6	-	225%
Ford	(62)5	45	23	52	18	26	5	24	8	8	16	-	2	227%
Dodge	(63)4	54	16	52	29	22	2	14	6	5	10	3	-	213%
Plymouth	(60)8	25	30	45	35	32	-	13	7	5	17	5	-	214%

TABLE A-29

Q. 15. "Is your present car newer, or older, than most of the cars in your neighborhood?"

- 1 Newer
- 2 About the same
- 3 Older
- 4 No opinion
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 35

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>X</u>	= 100%
Total auto owners	(548)	44	49	5	2	*	
*Loyalty to make since 1946:							
Loyal throughout	(120)	47	48	3	2	*	
Loyal on and off	(229)	40	54	5	1	-	
Never same make twice	(107)	48	46	3	3	-	
Two-car family	(74)	43	46	10	1	-	
Make of car cost most:							
Buick	(76)1	57	38	1	4	-	
Oldsmobile . . .	(66)7	49	48	2	1	-	
Pontiac	(64)9	48	47	5	-	-	
Chevrolet	(69)2	39	54	4	3	-	
Mercury	(69)6	48	48	2	1	1	
Ford	(65)5	38	54	8	-	-	
Dodge	(67)4	45	48	7	-	-	
Plymouth	(66)8	47	50	-	3	-	

TABLE A-30

Q. 16. "Do you think your car cost more, or less, than most of the cars in your neighborhood?"

- 5 Cost more
- 6 About the same
- 7 Cost less
- 8 No opinion
- Y Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 36

Groups	Number	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>Y</u> = 100%
Total auto owners	(548)	27	43	27	3	*
*Loyalty to make since 1946:						
Loyal throughout	(120)	34	30	32	4	*
Loyal on and off	(229)	25	47	25	3	-
Never same make twice	(107)	20	50	28	2	-
Two-car family	(74)	31	48	17	4	-
Make of car cost most:						
Buick	(76)1	44	42	8	6	-
Oldsmobile . .	(66)7	47	43	4	6	-
Pontiac	(64)9	37	48	13	2	-
Chevrolet . . .	(69)2	15	44	40	1	-
Mercury	(69)6	49	39	6	5	1
Ford	(65)5	20	45	35	-	-
Dodge	(67)4	28	46	23	3	-
Plymouth . . .	(66)8	9	45	41	5	-

TABLE A-31

Q. 17. "Does your car have more, or fewer, optional or extra features than most of the cars in your neighborhood?"

- 6 More features
- 7 About the same number
- 8 Fewer
- 9 No opinion
- Y Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 37

Groups	Number	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>Y</u>	100%
Total auto owners	(548)	27	42	24	7	*	
*Loyalty to make since 1946:							
Loyal throughout	(120)	28	41	28	3	*	
Loyal on and off	(229)	27	43	20	10	-	
Never same make twice	(107)	25	43	24	8	-	
Two-car family	(74)	28	36	28	8	-	
Make of car cost most:							
Buick	(76)1	46	38	7	9	-	
Oldsmobile . . .	(66)7	51	38	5	6	-	
Pontiac	(64)9	33	44	17	6	-	
Chevrolet	(69)2	18	44	31	7	-	
Mercury	(69)6	32	41	20	6	1	
Ford	(65)5	26	41	25	8	-	
Dodge	(67)4	15	51	27	7	-	
Plymouth	(66)8	10	35	47	8	-	

TABLE A-32

Q. 18A. Make of car which was replaced by next-to-last car

- 1 Buick
- 2 Chevrolet
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 3,0,X,Y Other makes
- R Not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 27

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>3,0,X,Y</u>	<u>R</u>	<u>=100%</u>
Total auto owners	(410)	8	25	4	17	5	5	12	5	18	1	
*Loyalty to make since 1946:												
Loyal throughout	(63)	6	50	7	17	2	6	4	8	-	-	
Loyal on and off	(208)	8	20	5	16	7	4	14	4	22	*	
Never same make twice	(67)	6	16	2	14	6	2	16	3	30	5	
Two-car family	(72)	8	17	1	20	*	8	9	8	26	3	

TABLE A-33

Q. 18A. (COMPARE LAST CAR TO NEXT-TO-LAST CAR)
 "Why did you get a ... instead of (some other make)
 (another ...)?" (PROBES: "What experiences might
 have had some effect on your choice?" (IF NEXT-TO-
 LAST AND ALL CARS SINCE THEN WERE OF SAME MAKE):
 "How did you get started buying (NAME OF MAKE)?"

- 1 Mechanical qualities or performance, workmanship
 - 2 Economy in maintenance or mileage
 - 3 Purchase price low or reasonable, good deal, trade-in
 - 4 Ease in handling or riding
 - 5 Styling, including upholstery, good vision, colors
 - 6 Prestige reasons: expensive car, attention-getting or attention-avoiding
 - 7 Dealer or company: service, or personnel
 - 8 Habit; fear of the unknown
 - 9 Specific features (power steering, overdrive, etc.)
 - 0 Influenced by others, advertising, general reputation
 - X All other reasons
- Y,R Don't know; not ascertained

		Per cent giving each of the above answers:												Card VI Col. 28	
Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	<u>Y,R</u>		
Total auto owners	(403)	35	20	45	22	18	3	20	3	5	12	2	6	191%	
*Loyalty to make since 1946:															
Loyal throughout	(63)	44	26	41	8	17	3	32	6	10	19	2	3	211%	
Loyal on and off	(207)	34	27	45	25	21	3	17	2	4	8	2	5	193%	
Never same make twice	(64)	21	21	46	21	13	3	8	-	2	18	3	8	164%	
Two-car family	(69)	39	21	48	25	13	1	22	5	5	10	3	3	195%	

TABLE A-34

Q. 19. (HAND RESPONDENT CARD.) "Which two of those makes would be the most likely to be owned by people with high social standing or prestige?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

		Per cent giving each of the above answers:											Card IV Col. 38
Groups	Number	1	2	3	4	5	6	7	8	9	0	X =	
Total auto owners	(548)	75	3	20	1	3	14	73	*	4	3	*	196%
*Loyalty to make since 1946:													
Loyal throughout	(120)	75	2	18	*	5	11	77	-	7	3	*	198%
Loyal on and off	(229)	71	4	20	*	3	15	72	*	3	5	1	194%
Never same make twice	(107)	76	5	24	3	1	17	65	1	6	1	-	199%
Two-car family	(74)	88	2	16	-	4	7	78	-	-	3	-	198%
Make of car:													
Buick	(75)1	88	5	15	-	1	7	73	-	5	3	-	197%
Oldsmobile . .	(67)7	84	-	16	3	2	45	81	-	2	3	2	238%
Pontiac	(64)9	84	2	16	-	5	11	64	2	14	2	-	200%
Chevrolet . . .	(68)2	75	6	16	-	-	21	74	-	6	1	-	199%
Mercury	(70)6	79	-	20	-	3	20	72	-	1	1	1	197%
Ford	(67)5	67	1	24	1	7	15	73	-	1	4	-	193%
Dodge	(68)4	55	7	28	3	4	15	68	-	1	7	1	189%
Plymouth . . .	(69)8	70	3	27	1	1	12	68	3	4	6	-	195%

TABLE A-35

Q. 19. ... "Which two would be owned by people with low standing or prestige?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 39

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	=
Total auto owners	(548)	2	60	3	6	65	1	1	42	4	6	2	192%
*Loyalty to make since 1946:													
Loyal throughout	(120)	*	59	2	8	61	5	1	47	5	5	-	193%
Loyal on and off	(229)	1	55	3	6	69	-	*	40	4	8	3	189%
Never same make twice	(107)	3	66	-	6	62	*	1	45	3	5	3	194%
Two-car family	(74)	3	64	5	4	71	-	1	36	-	4	4	192%
Make of car:													
Buick	(75)1	3	56	1	7	75	-	-	40	3	7	1	193%
Oldsmobile . . .	(67)7	-	51	4	4	70	-	1	51	3	6	1	191%
Pontiac	(64)9	2	62	-	3	77	2	2	38	3	6	-	195%
Chevrolet	(68)2	-	56	4	10	67	3	-	35	6	6	1	188%
Mercury	(70)6	-	74	-	7	69	3	-	34	1	4	1	193%
Ford	(67)5	3	66	4	3	52	-	-	48	3	6	4	189%
Dodge	(68)4	6	57	-	3	63	1	3	49	1	7	-	190%
Plymouth	(69)8	3	57	-	7	59	1	3	46	4	6	3	189%

TABLE A-36

Q. 20. "Which two do you think have the best trade-in value in proportion to the cost?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

		Per cent giving each of the above answers:											Card IV Col. 40
Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	=
Total auto owners	(548)	17	69	2	2	60	8	18	7	5	5	2	195%
*Loyalty to make since 1946:													
Loyal throughout	(120)	27	58	2	3	52	7	20	11	6	6	1	193%
Loyal on and off	(229)	14	74	3	1	62	8	19	6	4	3	2	196%
Never same make twice	(107)	17	65	1	1	62	8	19	8	2	6	3	192%
Two-car family	(74)	11	78	-	-	66	10	12	3	5	6	1	192%
Make of car:													
Buick	(75)1	32	61	3	1	55	5	16	4	1	8	3	189%
Oldsmobile . .	(67)7	15	63	1	1	42	13	42	3	4	4	3	191%
Pontiac	(64)9	17	62	-	5	42	3	17	8	36	5	-	195%
Chevrolet . . .	(68)2	19	87	3	-	57	7	12	1	1	3	3	193%
Mercury	(70)6	13	53	3	-	66	41	20	3	1	-	-	200%
Ford	(67)5	10	67	-	-	81	4	19	4	1	6	-	192%
Dodge	(68)4	4	34	1	7	40	8	8	19	-	3	2	126%
Plymouth . . .	(69)8	19	62	3	3	49	-	16	32	1	6	1	192%

TABLE A-37

Q. 20. ... "Which two have the poorest trade-in value?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 41

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	=
Total auto owners	(548)	16	5	38	37	7	15	8	26	27	9	2	190%
*Loyalty to make since 1946:													
Loyal throughout	(120)	14	10	35	32	14	16	6	26	17	15	*	185%
Loyal on and off	(229)	12	3	40	45	6	12	7	27	28	7	3	190%
Never same make twice	(107)	22	3	43	29	3	17	7	22	30	6	5	187%
Two-car family	(74)	21	1	32	38	4	16	9	28	29	9	1	188%
Make of car:													
Buick	(75)1	13	3	41	40	5	15	11	25	23	9	3	188%
Oldsmobile . . .	(67)7	9	3	52	57	4	11	2	19	22	7	3	189%
Pontiac	(64)9	11	6	47	39	14	23	8	33	-	8	3	192%
Chevrolet	(68)2	15	3	32	35	13	18	7	32	23	6	4	188%
Mercury	(70)6	17	13	34	36	6	4	7	41	27	7	-	192%
Ford	(67)5	19	4	42	42	1	10	7	25	30	9	-	189%
Dodge	(68)4	21	6	25	15	1	18	16	12	43	19	3	179%
Plymouth	(69)8	25	6	29	20	7	16	9	7	47	15	3	184%

TABLE A-38

Q. 21. "Which two do you think have the best style?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 42

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	=
Total auto owners	(548)	32	24	20	10	18	26	37	11	11	3	2	194%
*Loyalty to make since 1946:													
Loyal throughout	(120)	33	23	13	9	21	25	43	9	8	5	3	192%
Loyal on and off	(229)	29	28	21	9	20	26	38	10	11	3	1	196%
Never same make twice	(107)	35	21	28	14	10	26	28	11	18	4	1	196%
Two-car family	(74)	43	23	17	8	15	32	40	14	7	-	1	200%
Make of car:													
Buick	(75)1	<u>65</u>	15	20	7	9	25	28	8	12	4	1	194%
Oldsmobile . .	(67)7	33	19	16	8	16	22	<u>66</u>	6	11	2	-	199%
Pontiac	(64)9	27	25	14	3	9	20	31	6	<u>55</u>	2	3	195%
Chevrolet . . .	(68)2	37	<u>47</u>	12	7	9	21	41	4	10	4	2	194%
Mercury	(70)6	28	10	18	10	9	<u>63</u>	34	7	6	-	2	187%
Ford	(67)5	22	15	21	8	<u>42</u>	30	37	11	3	5	2	196%
Dodge	(68)4	24	11	36	<u>55</u>	11	24	18	8	5	2	2	196%
Plymouth . . .	(69)8	20	19	39	16	10	18	23	<u>41</u>	4	2	3	195%

TABLE A-39

Q.. 21. ... "Which two do you think have the poorest style?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 43

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	=
Total auto owners	(548)	12	10	16	31	14	9	11	37	33	11	3	187%
*Loyalty to make since 1946:													
Loyal throughout	(120)	11	13	16	31	10	8	8	37	25	15	5	179%
Loyal on and off	(229)	10	10	16	32	16	11	12	39	33	9	2	190%
Never same make twice	(107)	16	6	11	27	14	7	13	38	39	13	1	185%
Two-car family	(74)	8	9	18	31	19	8	11	31	35	10	5	185%
Make of car:													
Buick	(75)1	4	9	11	35	15	12	15	35	36	12	3	187%
Oldsmobile	(67)7	8	6	19	34	12	12	9	46	33	9	2	190%
Pontiac	(64)9	6	8	22	38	27	19	8	47	8	6	3	192%
Chevrolet	(68)2	9	3	18	37	16	6	10	44	31	12	2	188%
Mercury	(70)6	11	11	14	29	10	3	16	41	39	10	3	187%
Ford	(67)5	15	17	17	30	3	5	10	39	38	11	3	188%
Dodge	(68)4	24	14	6	2	15	12	23	23	35	15	6	175%
Plymouth	(69)8	21	16	10	14	26	13	8	7	36	18	6	175%

TABLE A-40

Q. 22. Now, I want to get your opinion on the types of people who drive different makes of cars. I just want your first impressions.

A. "Which two makes might a single man buy?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 44

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	=
Total auto owners	(548)	24	30	2	2	46	37	39	4	5	4	1	194%
*Loyalty to make since 1946:													
Loyal throughout	(120)	24	28	2	3	45	31	38	7	3	7	3	191%
Loyal on and off	(229)	23	33	3	1	49	34	38	5	4	5	*	195%
Never same make twice	(107)	27	27	3	2	41	40	46	2	6	2	1	197%
Two-car family	(74)	26	31	1	3	40	48	36	1	7	3	-	196%
Make of car:													
Buick	(75)1	17	39	1	3	48	33	32	5	3	6	3	190%
Oldsmobile . . .	(67)7	31	39	-	3	45	30	34	-	9	5	-	196%
Pontiac	(64)9	22	36	2	2	48	30	38	8	6	3	2	197%
Chevrolet	(68)2	31	28	2	2	44	43	44	-	2	3	-	199%
Mercury	(70)6	28	36	4	2	57	25	30	6	6	4	-	198%
Ford	(67)5	18	25	2	-	49	40	40	5	6	6	2	193%
Dodge	(68)4	19	37	8	6	38	33	38	11	5	2	-	197%
Plymouth	(69)8	25	21	6	4	41	37	38	10	4	3	3	192%

TABLE A-41

Q. 22A. ... Which two might a married man buy?

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 45

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	=
Total auto owners	(548)	24	58	5	6	46	9	17	16	8	5	1	195%
*Loyalty to make since 1946:													
Loyal throughout	(120)	23	52	2	5	44	10	18	15	13	6	3	191%
Loyal on and off	(229)	25	59	7	6	45	8	16	17	9	1	*	190%
Never same make twice	(107)	18	62	7	7	48	9	14	18	3	6	1	193%
Two-car family	(74)	23	59	4	2	47	11	21	11	7	6	-	191%
Make of car:													
Buick	(75)1	49	49	9	1	24	7	24	11	7	9	-	190%
Oldsmobile . .	(67)7	25	55	3	-	45	9	28	16	6	3	3	193%
Pontiac	(64)9	31	50	6	5	27	9	16	16	31	3	2	196%
Chevrolet . . .	(68)2	18	72	4	4	52	4	13	10	10	6	-	193%
Mercury	(70)6	19	51	4	11	40	19	16	20	9	6	-	195%
Ford	(67)5	21	58	2	3	63	12	16	9	2	6	2	194%
Dodge	(68)4	15	49	7	28	32	6	13	35	9	3	-	197%
Plymouth . . .	(69)8	16	43	12	12	37	10	14	41	3	2	4	194%

TABLE A-42

Q. 22 B. "Which two might a person buy to try to
impress people?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 46

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	=
Total auto owners	(548)	73	2	17	1	2	17	74	1	5	3	2	197%
*Loyalty to make since 1946:													
Loyal throughout	(120)	69	2	13	2	4	22	75	-	2	3	3	195%
Loyal on and off	(229)	74	*	20	1	2	14	72	1	7	5	1	191%
Never same make twice	(107)	70	4	18	1	2	20	70	1	5	2	3	193%
Two-car family	(74)	80	2	13	1	-	16	77	-	3	3	1	196%
Make of car:													
Buick	(75)1	68	-	19	1	-	21	68	4	5	5	1	192%
Oldsmobile . . .	(67)7	84	2	11	-	2	12	70	-	6	8	-	195%
Pontiac	(64)9	72	3	14	3	3	18	70	-	6	2	3	194%
Chevrolet	(68)2	77	2	15	-	2	19	82	-	4	-	-	200%
Mercury	(70)6	68	-	22	-	2	23	70	-	2	7	-	191%
Ford	(67)5	72	3	15	2	5	12	76	-	5	3	3	196%
Dodge	(68)4	65	2	27	3	2	15	66	-	4	4	2	190%
Plymouth	(69)8	69	-	26	2	-	21	59	-	2	6	6	192%

TABLE A-43

Q. 22 B. ... "Which two might a person who is not trying to impress people buy?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 47

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	=
Total auto owners	(548)	7	56	4	15	54	7	4	34	9	5	1	196%
*Loyalty to make since 1946:													
Loyal throughout	(120)	13	54	2	17	44	5	6	39	11	3	2	196%
Loyal on and off	(229)	4	52	6	13	55	7	4	35	8	7	1	192%
Never same make twice	(107)	5	61	4	14	57	10	2	32	9	3	1	198%
Two-car family	(74)	9	66	-	13	60	5	7	23	12	3	-	198%
Make of car:													
Buick	(75)1	12	49	4	12	53	7	5	35	6	6	1	190%
Oldsmobile . .	(67)7	5	51	6	18	49	8	9	30	11	8	-	195%
Pontiac	(64)9	11	42	5	19	49	11	-	26	28	3	2	196%
Chevrolet . . .	(68)2	7	75	3	10	56	4	4	29	7	2	-	197%
Mercury	(70)6	-	63	3	13	56	13	3	41	6	1	-	199%
Ford	(67)5	7	54	4	15	60	8	3	33	4	4	2	194%
Dodge	(68)4	-	53	3	21	46	3	6	41	7	9	2	191%
Plymouth . . .	(69)8	4	33	2	18	42	5	4	52	13	9	4	186%

TABLE A-44

Q. 22 C. "Which two might a woman buy?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 48

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	=
Total auto owners	(548)	23	41	8	9	36	13	21	19	10	8	2	190%
*Loyalty to make since 1946:													
Loyal throughout	(120)	17	45	7	10	33	14	21	25	9	5	4	190%
Loyal on and off	(229)	24	43	7	10	35	11	20	15	11	10	2	188%
Never same make twice	(107)	24	39	10	11	40	10	17	23	7	9	1	191%
Two-car family	(74)	32	27	9	4	33	25	34	13	9	7	-	193%
Make of car:													
Buick	(75)1	24	47	5	9	40	7	19	20	11	9	-	191%
Oldsmobile . . .	(67)7	24	42	8	6	40	12	33	15	12	3	2	197%
Pontiac	(64)9	31	36	9	3	30	13	22	17	23	6	2	192%
Chevrolet	(68)2	27	53	6	12	34	12	19	15	6	7	2	193%
Mercury	(70)6	20	39	16	4	41	21	23	7	9	10	-	190%
Ford	(67)5	21	31	8	5	43	16	19	16	8	12	5	184%
Dodge	(68)4	18	44	2	21	28	12	24	34	10	4	-	197%
Plymouth	(69)8	15	33	11	17	16	15	21	40	10	7	4	189%

TABLE A-45

Q. 22 C. ... "Which two might a man buy?"

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Have no idea
- X Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 49

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	=
Total auto owners	(548)	46	26	8	6	27	23	40	5	8	5	2	196%
*Loyalty to make since 1946:													
Loyal throughout	(120)	55	24	4	6	23	20	42	5	9	2	4	191%
Loyal on and off	(229)	43	25	8	8	29	21	42	5	6	6	-	193%
Never same make twice	(107)	39	27	10	4	25	30	38	4	8	6	1	192%
Two-car family	(74)	45	34	10	3	32	16	32	4	10	7	-	193%
Make of car:													
Buick	(75)1	68	16	7	4	16	15	52	3	7	7	-	195%
Oldsmobile . . .	(67)7	52	18	4	4	21	21	48	4	15	4	2	193%
Pontiac	(64)9	58	13	6	-	11	16	53	3	31	3	2	196%
Chevrolet	(68)2	50	38	6	2	16	29	44	2	4	4	-	195%
Mercury	(70)6	29	23	4	9	26	44	34	4	7	10	-	190%
Ford	(67)5	36	30	5	6	55	19	25	5	2	6	3	192%
Dodge	(68)4	31	19	19	40	17	22	29	6	6	6	-	195%
Plymouth	(69)8	35	17	20	10	22	22	36	16	7	3	4	192%

Q. 23. (HAND RESPONDENT WORD-LIST AND PENCIL.) "Here is a list of eight occupations--'Doctor,' 'Plumber,' and so on. I'd like you to underline the words that would seem to go with a person in that occupation. You may underline as many words as you like."

--For results, see Table 52, Section D.

TABLE A-46

Q. 24 A. Ask for each of the above occupations: "Would a have a new, or used car?"

1 New 3 No idea
2 Used X Not ascertained

Per cent giving each
of the above answers:

Card IV

Groups		Number		Doctor Col. 50		Plumber Col. 51		Const. Eng. Col. 52		Bookkeeper Col. 53		Pilot Col. 54		Factory Worker Col. 55		Social Worker Col. 56	
Total auto owners	(329)	1	2	3	X	1	2	3	X	1	2	3	X	1	2	3	X
*Loyalty to make since 1946:																	
Loyal throughout	(77)	93	6	1	-	30	69	1	-	84	16	-	-	35	65	*	-
Loyal on and off	(136)	96	4	-	-	54	45	1	-	90	10	-	-	32	66	2	-
Never same make																	
twice	(66)	93	4	-	3	52	42	3	3	88	6	3	3	42	52	3	3
Two-car family	(37)	96	2	-	2	56	42	-	2	96	2	2	2	43	55	-	2
Make of car:																	
Buick	(40) 1	100	-	-	-	53	47	-	-	95	5	-	-	38	62	-	-
Oldsmobile . .	(39) 7	87	7	3	3	67	30	-	3	90	8	-	2	38	56	3	3
Pontiac	(35) 9	100	-	-	-	46	54	-	-	89	11	-	-	29	71	-	-
Chevrolet . . .	(33) 2	88	12	-	-	27	70	3	-	85	12	3	-	33	64	3	-
Mercury	(52) 6	96	4	-	-	50	48	2	-	90	10	-	-	31	69	-	-
Ford	(45) 5	98	-	-	2	51	45	2	2	87	11	-	2	36	60	2	2
Dodge	(40) 4	97	3	-	-	40	57	3	-	95	5	-	-	36	58	6	-
Plymouth	(45) 8	91	7	-	2	53	45	-	2	89	7	-	4	43	52	-	5

X=100%

TABLE A-47

Q. 24 B. "Would he--(Doctor) (Plumber) (Construction Engineer) (Bookkeeper) (Pilot) (Factory Worker) (Social Worker)--- have a flashy, or conservative, car?"

4 Flashy
5 Conservative
6 No idea
Y Not ascertained

Per cent giving each of the above answers:

Card IV

Groups		Doctor Col. 57		Plumber Col. 58		Const. Eng. Col. 59		Bookkeeper Col. 60		Pilot Col. 61		Factory Worker Col. 62		Social Worker Col. 63																
Total auto owners	(329)	23	73	2	2	15	81	2	2	45	51	2	2	12	84	2	2	78	18	2	2	22	73	3	2	8	88	2	2	
*Loyalty to make since 1946:		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		4 5 6 Y		
Loyal throughout	(77)	21	79	*	-	14	84	1	1	57	42	1	-	13	84	2	1	76	23	1	1	-	24	74	2	-	13	87	-	-
Loyal on and off	(136)	23	73	3	1	12	87	1	*	43	56	1	*	11	88	1	*	80	19	1	*	-	22	74	3	1	8	91	1	-
Never same make																														
twice	(66)	28	71	-	1	15	78	4	3	43	50	4	3	13	81	3	3	80	14	3	3	17	77	3	3	6	88	3	3	
Two-car family	(37)	33	65	-	2	27	71	-	2	30	68	-	2	5	93	-	2	79	19	-	2	26	66	6	2	4	93	1	2	
Make of car:																														
Buick	(40) 1	15	85	-	-	18	80	2	-	45	53	2	-	10	87	-	3	78	20	2	-	30	68	2	-	-	98	2	-	
Oldsmobile . . .	(39) 7	23	74	-	3	23	74	-	3	36	58	3	3	15	79	3	3	87	10	-	3	30	64	3	3	-	13	85	-	2
Pontiac	(35) 9	17	80	-	3	14	77	6	3	40	57	-	3	11	86	-	3	71	26	-	3	28	66	3	3	-	97	-	3	
Chevrolet	(33) 2	27	67	6	-	15	82	3	-	42	55	3	-	6	91	3	-	82	15	3	-	21	76	3	-	15	82	3	-	
Mercury	(52) 6	23	71	2	4	13	85	2	-	53	43	4	-	12	86	2	-	76	24	-	-	25	75	-	-	4	94	2	-	
Ford	(45) 5	27	73	-	-	9	89	-	2	45	53	-	2	16	82	-	2	82	16	-	2	18	76	4	2	-	8	88	4	
Dodge	(40) 4	18	82	-	-	15	85	-	-	41	56	3	-	10	82	8	-	70	28	2	-	18	78	2	2	7	90	3	-	
Plymouth	(45) 8	29	67	2	2	18	76	-	6	58	38	-	4	11	85	-	4	69	27	-	4	20	76	-	4	7	89	-	4	

Y=100%

TABLE A-48

Q. 24 C. (HAND RESPONDENT CARD.) "Which one of these makes would he /a Doctor/ be most likely to have?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 64

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	= 100%
Total auto owners	(329)	49	5	3	2	3	5	22	2	3	3	3	
*Loyalty to make since 1946:													
Loyal throughout	(77)	52	4	4	*	3	2	26	-	3	3	3	
Loyal on and off	(136)	51	4	*	1	6	6	20	4	5	3	*	
Never same make twice	(66)	51	9	9	-	*	4	16	*	1	4	6	
Two-car family	(37)	42	6	7	2	-	6	29	2	-	2	4	
Make of car:													
Buick	(40)1	47	8	-	-	5	8	25	-	2	5	-	
Oldsmobile . .	(39)7	64	-	-	5	3	3	13	-	5	7	-	
Pontiac	(35)9	54	3	-	-	6	-	20	6	8	3	-	
Chevrolet . . .	(33)2	52	3	3	-	-	3	21	-	3	9	6	
Mercury	(52)6	44	2	9	2	4	6	29	4	-	-	-	
Ford	(45)5	50	9	7	-	4	4	20	2	2	-	2	
Dodge	(40)4	60	-	5	2	5	8	18	-	2	-	-	
Plymouth . . .	(45)8	40	5	2	2	2	9	29	5	2	2	2	

TABLE A-49

Q. 24 C. "Which one of these makes would he /a Plumber/ be most likely to have?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 65

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	= 100%
Total auto owners	(329)	7	20	2	11	25	10	7	7	5	3	3	
*Loyalty to make since 1946:													
Loyal throughout	(77)	6	21	-	7	31	9	11	5	6	4	-	
Loyal on and off	(136)	5	22	4	14	24	10	6	8	4	3	-	
Never same make twice	(66)	4	21	*	9	22	10	5	7	7	6	9	
Two-car family	(37)	16	20	*	8	22	5	10	6	7	2	4	
Make of car:													
Buick	(40)1	5	40	3	5	23	7	7	3	-	7	-	
Oldsmobile . .	(39)7	5	21	8	13	13	10	5	8	10	2	5	
Pontiac	(35)9	11	24	3	9	16	9	13	9	3	3	-	
Chevrolet . . .	(33)2	3	27	-	6	31	12	6	3	6	3	3	
Mercury	(52)6	15	13	1	17	22	6	6	6	6	8	-	
Ford	(45)5	4	13	2	15	27	9	7	12	7	-	4	
Dodge	(40)4	12	18	-	15	25	12	10	3	5	-	-	
Plymouth . . .	(45)8	7	13	-	9	26	11	7	7	7	9	4	

TABLE A-50

Q. 24 C. "Which one of these makes would he /a Construction Engineer/
be most likely to have?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 66

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u> = 100%
Total auto owners	(329)	22	9	3	3	7	19	27	2	3	2	3
*Loyalty to make since 1946:												
Loyal throughout	(77)	24	7	5	5	3	20	32	-	4	*	-
Loyal on and off	(136)	23	10	3	2	9	19	27	2	3	2	*
Never same make twice	(66)	19	8	3	9	7	8	32	-	4	4	6
Two-car family	(37)	21	6	6	-	13	33	15	-	-	2	4
Make of car:												
Buick	(40)1	35	7	3	-	7	14	22	3	3	3	3
Oldsmobile . .	(39)7	25	3	5	3	13	23	17	-	3	3	5
Pontiac	(35)9	37	6	3	6	14	14	14	-	6	-	-
Chevrolet . . .	(33)2	24	9	3	6	6	18	28	-	-	3	3
Mercury	(52)6	27	-	6	2	8	19	33	-	2	3	-
Ford	(45)5	11	11	-	4	7	22	37	-	4	2	2
Dodge	(40)4	20	10	7	5	10	18	28	2	-	-	-
Plymouth . . .	(45)8	20	11	11	-	-	17	26	5	5	-	5

TABLE A-51

Q. 24 C. "Which one of these makes would he /a Bookkeeper/ be most likely to have?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 67

Groups	Number	1	2	3	4	5	6	7	8	9	0	X = 100%
Total auto owners	(329)	3	35	2	7	24	5	3	15	2	2	2
*Loyalty to make since 1946:												
Loyal throughout	(77)	5	37	-	8	27	3	1	15	2	2	-
Loyal on and off	(136)	4	30	2	4	28	6	3	18	3	2	-
Never same make twice	(66)	4	31	2	11	17	4	4	17	-	4	6
Two-car family	(37)	2	51	4	6	16	6	-	4	6	1	4
Make of car:												
Buick	(40)1	-	32	-	3	34	3	3	13	7	5	-
Oldsmobile . .	(39)7	3	28	10	10	18	5	-	18	3	-	5
Pontiac	(35)9	6	37	-	3	28	11	6	3	6	-	-
Chevrolet . . .	(33)2	3	49	-	3	18	-	-	18	-	6	3
Mercury	(52)6	4	27	-	11	29	2	2	17	4	4	-
Ford	(45)5	7	31	-	9	25	9	4	13	-	-	2
Dodge	(40)4	-	35	2	10	9	9	2	22	9	2	-
Plymouth . . .	(45)8	2	29	5	6	24	2	5	18	2	2	5

TABLE A-52

Q. 24 C. "Which one of these makes would he /a Pilot/ be most likely to have?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 68

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	= 100%
Total auto owners	(329)	15	5	9	2	9	22	27	3	3	3	2	
*Loyalty to make since 1946:													
Loyal throughout	(77)	13	7	3	3	4	29	29	5	6	1	-	
Loyal on and off	(136)	14	6	9	4	11	19	27	3	4	3	-	
Never same make twice	(66)	16	3	13	1	8	19	28	1	1	4	6	
Two-car family	(37)	20	4	3	-	1	29	30	5	1	3	4	
Make of car:													
Buick	(40)1	21	5	5	-	5	25	27	-	5	7	-	
Oldsmobile . .	(39)7	26	-	3	3	3	28	26	-	4	3	4	
Pontiac	(35)9	20	3	6	6	6	25	31	3	-	-	-	
Chevrolet . . .	(33)2	6	9	3	-	9	18	40	3	6	3	3	
Mercury	(52)6	15	2	19	-	4	21	27	2	4	6	-	
Ford	(45)5	15	7	9	2	15	23	19	2	4	2	2	
Dodge	(40)4	15	2	9	9	12	20	27	2	-	4	-	
Plymouth . . .	(45)8	7	2	13	7	2	24	27	13	-	-	5	

TABLE A-53

Q. 24 C. "Which one of these makes would he /a Factory Worker/ be most likely to have?

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 69

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	= 100%
Total auto owners	(329)	5	31	-	3	39	2	3	10	2	2	3	
*Loyalty to make since 1946:													
Loyal throughout	(77)	1	40	*	2	42	3	2	4	3	*	3	
Loyal on and off	(136)	6	29	*	5	43	1	4	7	3	1	1	
Never same make twice	(66)	2	30	-	2	38	-	5	13	-	4	6	
Two-car family	(37)	13	31	-	2	33	-	4	11	-	2	4	
Make of car:													
Buick	(40)1	10	41	-	5	25	-	2	2	8	5	2	
Oldsmobile	(39)7	-	20	-	5	43	-	8	13	3	3	5	
Pontiac	(35)9	6	23	2	9	34	-	6	11	9	-	-	
Chevrolet	(33)2	3	55	-	-	27	-	3	3	-	3	6	
Mercury	(52)6	3	33	2	5	37	2	2	12	2	2	-	
Ford	(45)5	7	18	-	-	58	-	4	11	-	-	2	
Dodge	(40)4	2	33	-	5	33	5	2	13	-	2	5	
Plymouth	(45)8	-	24	2	5	33	6	2	18	5	-	5	

TABLE A-54

24 C. "Which one of these makes would he /a Social Worker/ be most likely to have?"

- | | |
|-------------|-------------------|
| 1 Buick | 7 Oldsmobile |
| 2 Chevrolet | 8 Plymouth |
| 3 DeSoto | 9 Pontiac |
| 4 Dodge | 0 Have no idea |
| 5 Ford | X Not ascertained |
| 6 Mercury | |

Per cent giving each
of the above answers:

Card IV
Col. 70

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	= 100%
Total auto owners	(329)	3	31	3	3	27	3	2	21	2	2	3	
*Loyalty to make since 1946:													
Loyal throughout	(77)	5	33	*	5	31	3	3	15	1	1	3	
Loyal on and off	(136)	2	32	5	3	27	1	-	26	3	1	*	
Never same make twice	(66)	2	32	3	2	21	3	1	26	-	4	6	
Two-car family	(37)	1	39	-	3	21	8	3	13	8	-	4	
Make of car:													
Buick	(40)1	1	34	-	4	29	-	-	24	-	7	1	
Oldsmobile . .	(39)7	5	41	-	8	10	5	5	21	-	-	5	
Pontiac	(35)9	-	34	-	9	25	-	3	29	-	-	-	
Chevrolet . . .	(33)2	6	15	6	-	31	-	3	27	3	3	6	
Mercury	(52)6	-	31	-	12	33	2	2	15	3	2	-	
Ford	(45)5	2	38	2	-	29	7	-	18	2	-	2	
Dodge	(40)4	2	25	5	9	22	2	-	22	9	2	2	
Plymouth . . .	(45)8	-	42	5	5	22	-	-	20	1	-	5	

TABLE A-55

Q. 25. "What do you think are the main reasons why some people will stick to one make of car for a long time?"

- 1 Mechanical qualities or performance, workmanship
- 2 Economy in maintenance or mileage
- 3 Purchase price low or reasonable, trade-in deal
- 4 Ease in handling or riding
- 5 Styling: lines, upholstery, vision, design, colors
- 6 Prestige reasons; to have new car, expensive car, attention-getting car
- 7 Dealer or company factors
- 8 Habit, fear of the unknown
- 9 Specific features (e.g., power steering, overdrive)
- 0 Influenced by others, advertising, reputation
- X, Y, R Miscellaneous or not ascertained

Per cent giving each
of the above answers: Card VI
Col. 29

Groups	Number	1	2	3	4	5	6	7	8	9	0	X, Y, R	=
Total auto owners	(548)	61	22	42	5	8	6	24	29	1	4	4	206%
*Loyalty to make since 1946:													
Loyal throughout	(120)	73	19	41	4	8	3	21	30	1	1	3	204%
Loyal on and off	(229)	54	21	45	5	8	7	28	28	1	5	5	207%
Never same make twice	(107)	56	27	42	6	7	3	19	30	*	1	1	192%
Two-car family	(74)	68	25	39	2	6	7	30	28	3	8	3	219%

Q. 25. Comments about the kinds of people who tend to stick to one make. (PROBE: "What kinds of people will tend to stick to one make of car?")

- 1 Favorable comments
- 2 Unfavorable comments
- 3 Specific but neutral
- X, Y Don't know; not ascertained

Per cent giving each
of the above answers: Card VI
Col. 30

	1	2	3	X, Y = 100%
	21	10	37	32
	27	4	41	28
	21	12	33	34
	19	12	30	39
	12	14	49	25

TABLE A-56

Q. 26. "What do you think are the main reasons why some people will switch from one make of car to another fairly often?"

- 1 Mechanical qualities or performance, workmanship
- 2 Economy in maintenance or mileage
- 3 Purchase price, trade-in, resale
- 4 Handling or riding qualities
- 5 Styling, design, colors, lines
- 6 Prestige reasons
- 7 Dealer or company factors
- 8 Prefer a change
- 9 Presence or absence of specific features
- 0 Influenced by others, reputation
- X, Y, R Miscellaneous or not ascertained

Per cent giving each
of above answers: Card VI
Col. 31

Groups	Number	1	2	3	4	5	6	7	8	9	0	X, Y, R =
Total auto owners	(548)	52	7	32	3	26	18	12	26	3	8	7
												194%

*Loyalty to make
since 1946:

Loyal throughout	(120)	58	7	30	3	22	25	12	23	1	8	6	195%
Loyal on and off	(229)	49	7	30	3	25	16	12	28	4	6	9	189%
Never same make twice	(107)	50	8	34	3	36	15	11	28	3	13	1	202%
Two-car family	(74)	56	3	40	5	21	17	15	22	1	7	6	193%

Q. 26. Comments about the kinds of people who will tend to switch.
(PROBE: "What kinds of people will tend to switch fairly often from one make of car to another?")

- 1 Favorable comments
- 2 Unfavorable comments
- 3 Specific but neutral
- X, Y Don't know; not ascertained

Per cent giving each
of above answers: Card VI
Col. 32

	1	2	3	X, Y = 100%
	10	34	27	29

5	48	28	19
12	28	28	32
13	25	25	37
11	37	26	26

TABLE A-57

Q. 27. "Generally speaking, who do you think is using better judgment--the person who sticks to one make of car for a long time, or the person who switches from one make to another fairly often?"

- 7 The person who sticks
- 8 The person who switches
- 9 Undecided
- 0 Not ascertained

Per cent giving each
of the above answers:

Card IV
Col. 71

Groups	Number	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	= 100%
Total auto owners	(548)	65	22	12	1	
*Loyalty to make since 1946:						
Loyal throughout	(120)	84	9	6	1	
Loyal on and off	(229)	63	23	14	-	
Never same make twice	(107)	56	29	14	1	
Two-car family	(74)	55	34	10	1	
Make of car:						
Buick	(75)1	55	24	20	1	
Oldsmobile . .	(67)7	57	25	16	2	
Pontiac	(64)9	58	30	11	1	
Chevrolet . . .	(68)2	75	16	9	-	
Mercury	(70)6	61	30	9	-	
Ford	(67)5	67	19	12	2	
Dodge	(68)4	66	28	6	-	
Plymouth . . .	(69)8	59	28	12	1	

TABLE A-58

Q. 28. (HAND RESPONDENT CAR TITLE CARDS) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Buick:

- | | |
|-------------|-------------------|
| 1 Buick | 6 Mercury |
| 2 Chevrolet | 7 Oldsmobile |
| 3 DeSoto | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | X Not ascertained |

		Per cent giving each of the above answers:											Card V Col. 04
Groups	Number	1	2	3	4	5	6	7	8	9	X	= 100%	
Total auto owners	(548)	44	26	14	7	3	2	1	*	-	3		
Make of car:													
Buick	(75)1	57	21	11	1	6	-	-	-	-	4		
Oldsmobile . . .	(67)7	51	30	12	3	-	1	-	-	-	3		
Pontiac	(64)9	47	28	9	6	6	-	-	2	-	2		
Chevrolet	(68)2	34	26	16	13	5	5	-	-	-	1		
Mercury	(70)6	45	34	16	3	1	-	-	-	-	1		
Ford	(67)5	42	27	15	6	2	2	3	-	-	3		
Dodge	(68)4	49	21	19	3	6	-	-	-	-	2		
Plymouth	(69)8	45	20	11	9	8	2	-	-	-	5		

TABLE A-59

Q. 28. (HAND RESPONDENT CAR-TITLE CARDS) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Chevrolet

- | | |
|-------------|-------------------|
| 1 Buick | 6 Mercury |
| 2 Chevrolet | 7 Oldsmobile |
| 3 DeSoto | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | X Not ascertained |

		Per cent giving each of the above answers:											Card V Col. 5
Groups	Number	1	2	3	4	5	6	7	8	9	X	= 100%	
Total auto owners	(548)	-	-	1	1	2	4	27	35	27	3		
Make of car:													
Buick	(75)1	-	-	-	-	-	9	29	36	22	4		
Oldsmobile .	(67)7	-	-	-	-	3	6	37	30	21	3		
Pontiac . . .	(64)9	-	-	-	-	4	8	33	31	22	2		
Chevrolet . .	(68)2	-	-	-	3	3	3	28	35	26	2		
Mercury . . .	(70)6	-	-	-	-	4	3	27	37	27	2		
Ford	(67)5	-	-	3	-	-	3	20	43	28	3		
Dodge	(68)4	-	-	-	-	1	3	27	44	24	1		
Plymouth . .	(69)8	-	-	-	-	2	3	23	29	39	4		

TABLE A-60

Q. 28. (HAND RESPONDENT CAR-TITLE CARD.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of DeSoto

- | | |
|-------------|-------------------|
| 1 Buick | 6 Mercury |
| 2 Chevrolet | 7 Oldsmobile |
| 3 DeSoto | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | X Not ascertained |

		Per cent giving each of the above answers:											Card V Col. 6
<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>X</u>	= 100%	
Total auto owners	(548)	16	17	29	18	10	3	1	1	2	3		
Make of car:													
Buick	(75)1	19	9	31	24	9	-	-	3	1	4		
Oldsmobile . .	(67)7	8	15	36	18	15	3	1	1	-	3		
Pontiac	(64)9	6	17	39	19	14	3	-	-	-	2		
Chevrolet . . .	(68)2	18	21	23	15	15	3	-	3	1	1		
Mercury	(70)6	17	20	29	19	7	6	1	-	-	1		
Ford	(67)5	22	14	25	19	6	6	3	-	2	3		
Dodge	(68)4	15	28	31	14	9	1	1	-	-	1		
Plymouth . . .	(69)8	12	23	31	20	5	3	-	1	-	5		

TABLE A-61

Q. 28. (HAND RESPONDENT CAR-TITLE CARD.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Dodge

- | | |
|-------------|-------------------|
| 1 Buick | 6 Mercury |
| 2 Chevrolet | 7 Oldsmobile |
| 3 DeSoto | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | X Not ascertained |

		Per cent giving each of the above answers:											Card V Col. 7
Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>X</u>	= 100%	
Total auto owners	(548)	1	2	3	10	21	49	5	5	1	3		
Make of car:													
Buick	(75)1	-	-	-	9	23	53	7	3	1	4		
Oldsmobile . .	(67)7	1	-	5	3	19	58	6	5	-	3		
Pontiac	(64)9	-	2	-	14	12	58	7	5	-	2		
Chevrolet . . .	(68)2	-	3	4	12	25	43	4	4	3	2		
Mercury	(70)6	-	-	3	13	17	57	7	1	1	1		
Ford	(67)5	1	5	3	9	20	46	3	9	1	3		
Dodge	(68)4	2	2	4	6	31	50	-	3	-	2		
Plymouth . . .	(69)8	-	-	7	12	20	46	7	3	-	5		

TABLE A-62

Q. 28. (HAND RESPONDENT CAR-TITLE CARD.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Ford

1 Buick	6 Mercury
2 Chevrolet	7 Oldsmobile
3 DeSoto	8 Plymouth
4 Dodge	9 Pontiac
5 Ford	X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 8

Groups	Number	1	2	3	4	5	6	7	8	9	X	= 100%
Total auto owners	(548)	-	-	1	1	3	5	35	33	19	3	
Make of car:												
Buick	(75)1	-	-	-	-	-	4	31	39	22	4	
Oldsmobile . .	(67)7	-	-	-	-	-	9	36	36	16	3	
Pontiac	(64)9	-	-	-	-	2	6	32	36	22	2	
Chevrolet . . .	(68)2	-	-	-	3	3	4	37	30	21	2	
Mercury	(70)6	-	-	-	3	1	7	45	27	16	1	
Ford	(67)5	-	-	2	-	9	8	37	31	10	3	
Dodge	(68)4	-	-	-	-	-	3	35	29	31	2	
Plymouth . . .	(69)8	-	-	1	-	*	3	28	34	30	4	

TABLE A-63

Q. 28. (HAND RESPONDENT CAR-TITLE CARD.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Mercury

- | | |
|-------------|-------------------|
| 1 Buick | 6 Mercury |
| 2 Chevrolet | 7 Oldsmobile |
| 3 DeSoto | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | X Not ascertained |

Per cent giving each
of the above answers:

Card V
Col. 9

Groups	Number	1	2	3	4	5	6	7	8	9	X	= 100%
Total auto owners	(548)	4	7	23	32	22	8	1	-	*	3	
Make of car:												
Buick	(75)1	1	7	21	35	21	10	1	-	-	4	
Oldsmobile . .	(67)7	1	1	23	46	23	3	-	-	-	3	
Pontiac	(64)9	8	2	20	32	28	6	2	-	-	2	
Chevrolet	(68)2	8	11	30	28	12	9	-	-	1	1	
Mercury	(70)6	7	10	14	40	23	4	-	-	-	2	
Ford	(67)5	2	4	23	31	28	7	2	-	-	3	
Dodge	(68)4	1	8	18	34	23	15	-	-	-	1	
Plymouth	(69)8	3	13	16	20	26	17	1	-	-	4	

TABLE A-64

Q. 28. (HAND RESPONDENT CAR-TITLE CARD.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Oldsmobile

- | | |
|-------------|-------------------|
| 1 Buick | 6 Mercury |
| 2 Chevrolet | 7 Oldsmobile |
| 3 DeSoto | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | X Not ascertained |

Per cent giving each of
the above answers:

Card V
Col. 10

Groups	Number	1	2	3	4	5	6	7	8	9	X	= 100%
Total auto owners	(548)	32	41	19	3	1	1	-	-	*	3	
Make of car:												
Buick	(75)1	21	55	19	-	1	-	-	-	-	4	
Oldsmobile . .	(67)7	37	47	12	1	-	-	-	-	-	3	
Pontiac	(64)9	37	44	11	6	-	-	-	-	-	2	
Chevrolet . . .	(68)2	37	35	21	5	1	-	-	-	-	1	
Mercury	(70)6	31	31	27	6	3	-	-	-	-	2	
Ford	(67)5	28	40	19	2	2	4	-	-	2	3	
Dodge	(68)4	31	41	19	6	2	-	-	-	-	1	
Plymouth . . .	(69)8	35	36	19	6	-	-	-	-	-	4	

TABLE A-65

Q. 28. (HAND RESPONDENT CAR-TITLE CARD.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Plymouth

- | | |
|-------------|-------------------|
| 1 Buick | 6 Mercury |
| 2 Chevrolet | 7 Oldsmobile |
| 3 DeSoto | 8 Plymouth |
| 4 Dodge | 9 Pontiac |
| 5 Ford | X Not ascertained |

		Per cent giving each of the above answers:											Card V Col. 11
Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>X</u>	= 100%	
Total auto owners	(548)	-	*	-	1	*	3	26	21	46	3		
Make of car:													
Buick	(75)1	-	-	-	-	1	7	27	15	46	4		
Oldsmobile . .	(67)7	-	-	-	-	-	-	18	21	58	3		
Pontiac	(64)9	-	-	-	-	-	-	20	27	52	1		
Chevrolet . . .	(68)2	-	-	-	-	2	3	23	26	44	2		
Mercury	(70)6	-	-	-	-	1	1	20	23	53	2		
Ford	(67)5	-	-	-	1	-	5	27	13	51	3		
Dodge	(68)4	-	-	-	-	-	4	34	19	42	1		
Plymouth . . .	(69)8	-	3	-	2	-	1	36	28	26	4		

TABLE A-66

Q. 28. (HAND RESPONDENT CAR-TITLE CARD.) "We're interested in knowing people's impressions about the cost of cars. Please put the car that you think costs the most--on the average--at the top, and rank all the rest of them, putting the car that costs the least on the bottom."

Ranking of relative cost of Pontiac

1 Buick	6 Mercury
2 Chevrolet	7 Oldsmobile
3 DeSoto	8 Plymouth
4 Dodge	9 Pontiac
5 Ford	X Not ascertained

Card V
Col. 12

		Per cent giving each of the above answers:										
Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>X</u>	= 100%
Total auto owners	(548)	1	3	11	24	34	20	4	*	*	3	
Make of car:												
Buick	(75)1	-	3	13	28	35	13	1	1	1	5	
Oldsmobile . .	(67)7	-	3	14	24	37	15	3	1	-	3	
Pontiac	(64)9	-	6	17	20	36	16	3	-	-	2	
Chevrolet . . .	(68)2	3	3	5	19	33	29	7	-	-	1	
Mercury	(70)6	-	-	10	17	43	22	1	6	-	1	
Ford	(67)5	-	6	15	27	31	15	3	-	-	3	
Dodge	(68)4	1	1	6	38	27	24	-	1	1	1	
Plymouth	(69)8	-	-	10	26	36	21	3	-	-	4	

TABLE A-67

Q. 29 "Now, getting back to your present car (that cost the most): Which dealers' places did you visit before you bought the car? Try to remember every dealer. Let's start with the very first place you went to, and take the visits in order. Where did you buy the car?"

- 1 Visited one dealer, bought there
- 2 Visited two, bought at first visited
- 3 Visited two, bought at second visited
- 4 Visited three, bought at first visited
- 5 Visited three, bought at second visited
- 6 Visited three, bought at third visited
- 7 Visited four or more, bought at first visited
- 8 Visited four or more, bought at second through next-to-last dealer visited
- 9 Visited four or more, bought at last visited
- O,X,R Bought from private party, or not ascertained

		Per cent giving each of the above answers:										Card V Col. 13
Groups	Number	1	2	3	4	5	6	7	8	9	O,X,R	= 100%
Total auto owners	(548)	27	4	14	2	3	12	3	7	27	1	
*Loyal to make since 1946:												
Loyal throughout	(120)	36	7	15	3	2	8	*	3	25	1	
Loyal on and off	(229)	26	3	15	2	4	11	3	6	29	1	
Never same make twice	(107)	15	4	16	1	5	17	3	11	28	-	
Two-car family	(74)	30	3	4	4	4	15	6	14	13	7	
Make of car cost most:												
Buick	(76)1	27	4	9	5	-	16	5	10	23	1	
Oldsmobile . . .	(66)7	35	-	15	-	3	7	-	9	25	6	
Pontiac	(64)9	28	10	9	3	-	14	3	9	24	-	
Chevrolet	(69)2	24	6	13	-	7	9	2	6	33	-	
Mercury	(69)6	28	3	10	1	1	14	9	6	28	-	
Ford	(65)5	29	3	17	3	3	12	2	9	22	-	
Dodge	(67)4	31	6	16	2	-	13	3	3	26	-	
Plymouth	(66)8	17	3	16	6	3	15	3	5	30	2	
City:												
Chicago	(271)	28	1	13	2	2	14	2	4	32	2	
Rockford	(277)	26	7	14	3	4	10	4	10	21	1	

TABLE A-68

Q. 29. Visits to dealers selling same/different make than the one purchased.

- 1 Visited one dealer, made purchase there
- 2 Visited other dealers selling same make
- 3 Visited dealers who did not sell same make
- 4,5 Visited no dealers, nor Not ascertained

NOTE: Multiple answers fitting into Codes 2 and 3 occurred frequently.

Per cent giving each
of the above answers:

Card VI
Col. 33

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4,5</u>	=
Total auto owners	(548)	27	52	44	1	124%
*Loyalty to make since 1946:						
Loyal throughout	(120)	35	51	30	1	117%
Loyal on and off	(229)	27	55	42	1	125%
Never same make twice	(107)	14	53	58	-	125%
Two-car family	(74)	30	39	56	5	130%
Make of car cost most:						
Buick	(76)1	27	58	39	-	124%
Oldsmobile . .	(66)7	35	47	38	4	124%
Pontiac	(64)9	28	45	45	2	120%
Chevrolet . . .	(69)2	24	50	44	-	118%
Mercury	(69)6	26	54	54	-	134%
Ford	(65)5	31	52	45	-	128%
Dodge	(67)4	30	46	43	1	120%
Plymouth . . .	(66)8	15	65	48	2	130
City:						
Chicago	(271)	28	61	32	1	122%
Rockford . . .	(277)	25	43	94	1	163%

TABLE A-69

Q. 29. Was current auto purchased outside respondent's city?

- 6 Bought car in respondent's own city
- 7 Bought car outside his city
- 8 Not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 33

Groups	Number	<u>6</u>	<u>7</u>	<u>8</u>	=	100%
Total auto owners	(548)	83	16	1		
*Loyalty to make since 1946:						
Loyal throughout	(120)	83	16	1		
Loyal on and off	(229)	82	18	-		
Never same make twice	(107)	88	12	-		
Two-car family	(74)	74	22	4		
Make of car cost most:						
Buick	(76)1	81	19	-		
Oldsmobile . .	(66)7	76	22	2		
Pontiac	(64)9	86	14	-		
Chevrolet . . .	(69)2	88	12	-		
Mercury	(69)6	83	17	-		
Ford	(65)5	82	18	-		
Dodge	(67)4	79	19	2		
Plymouth . . .	(66)8	85	15	-		
City:						
Chicago	(271)	93	6	1		
Rockford	(277)	74	26	-		

TABLE A-70

Q. 30. "Why did you buy it [current auto] there instead of somewhere else?"

- 1 Dealer stands behind product; honest, dependable
- 2 Dealer reputation--referred by others
- 3 Good financial deal: trade-in, no price padding
- 4 Good reputation of service department
- 5 Dealer personnel: no pressure, friendly
- 6 Advertising: newspaper, radio, TV, salesroom display
- 7 Special services: lend you courtesy car
- 8 Dealt there previously; used to them
- 9 Personal relationships: connections, business obligations
- 0 Dealer proximity, only dealer around who sells make
- X All other specific reasons
- Y,R Don't know, not ascertained, or didn't buy from dealer

Per cent giving each
of the above answers:

Card VI
Col. 34

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	Y,R=
Total auto owners	(540)	8	8	70	9	10	3	1	2	21	17	3	1 153%
*Loyalty to make since 1946:													
Loyal throughout	(119)	9	9	60	13	8	3	1	6	23	16	2	2 152%
Loyal on and off	(227)	10	10	73	11	13	2	1	2	20	17	2	1 162%
Never same make twice	(107)	3	4	75	1	7	1	-	-	15	18	4	3 131%
Two-car family	(69)	10	6	64	11	9	6	-	4	27	20	5	1 163%
Make of car cost most:													
Buick	(75)1	8	4	71	12	7	-	-	5	16	34	4	- 161%
Oldsmobile . .	(62)7	6	5	72	8	9	2	-	2	9	19	-	3 135%
Pontiac	(64)9	3	2	69	12	17	6	2	5	19	17	-	- 152%
Chevrolet . . .	(69)2	10	6	69	7	6	3	-	3	22	15	1	1 143%
Mercury	(69)6	9	10	75	7	16	1	-	-	18	23	6	1 166%
Ford	(65)5	6	12	69	9	12	2	2	-	28	14	5	3 162%
Dodge	(67)4	9	7	60	12	10	6	-	9	12	17	1	1 144%
Plymouth . . .	(65)8	9	12	71	9	10	7	1	1	19	9	3	1 152%

TABLE A-71

Q. 31. "Had you ever bought any cars there /from dealer who sold respondent his current car/ before that time?"

- 1 Yes
2 No
X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 14

Groups	Number	1	2	X	=	100%
Total auto owners	(548)	29	71	-		
*Loyalty to make since 1946:						
Loyal throughout	(120)	41	58	1		
Loyal on and off	(229)	28	72	-		
Never same make twice	(107)	16	84	-		
Two-car family	(74)	42	58	-		
Make of car cost most:						
Buick	(76)1	33	67	-		
Oldsmobile . .	(66)7	27	72	1		
Pontiac	(64)9	27	72	1		
Chevrolet . . .	(69)2	31	69	-		
Mercury	(69)6	29	71	-		
Ford	(65)5	28	72	-		
Dodge	(67)4	39	61	-		
Plymouth . . .	(66)8	21	79			
City:						
Chicago	(271)	21	79	-		
Rockford . . .	(277)	37	62	1		

TABLE A-72

Q. 32. "What kind of deal do you think you got when you bought your present car--very good, better than average, about average, or somewhat poorer than average?"

- 1 Very good
- 2 Better than average
- 3 About average
- 4 Poorer than average
- 5 No opinion

Per cent giving each
of the above answers:

Card V
Col. 15

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	= 100%
Total auto owners	(548)	32	33	32	3	*	
*Loyalty to make since 1946:							
Loyal throughout	(120)	36	33	29	1	1	
Loyal on and off	(229)	31	34	31	4	*	
Never same make twice	(107)	26	32	36	6	-	
Two-car family	(74)	34	30	34	2	-	
Make of car cost most:							
Buick	(76)1	32	29	34	4	1	
Oldsmobile . . .	(66)7	40	37	21	1	1	
Pontiac	(64)9	30	31	37	2	-	
Chevrolet	(69)2	35	39	22	4	-	
Mercury	(69)6	39	32	26	3	-	
Ford	(65)5	29	26	42	3	-	
Dodge	(67)4	24	28	43	5	-	
Plymouth	(66)8	23	36	38	3	-	
City:							
Chicago	(271)	30	32	33	5	-	
Rockford	(277)	34	33	31	1	1	

TABLE A-73

Q. 33. "Where do you generally take your car for repairs--
to a (name of his make) agency, or somewhere else?"

- 1 Authorized agency for that make of car
- 2 Somewhere else
- 3 Equally divided between authorized agency and others
- 4 Never have had any repairs on present car
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 16

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>X</u>	= 100%
Total auto owners	(548)	62	26	5	7	-	
*Loyalty to make since 1946:							
Loyal throughout	(120)	75	19	4	2	-	
Loyal on and off	(229)	59	24	6	10	1	
Never same make twice	(107)	50	40	4	6	-	
Two-car family	(74)	58	28	7	7	-	
Make of car cost most:							
Buick	(76)1	78	16	4	2	-	
Oldsmobile . .	(66)7	56	27	8	9	-	
Pontiac	(64)9	79	14	2	5	-	
Chevrolet . . .	(69)2	55	26	12	7	-	
Mercury	(69)6	78	18	1	3	-	
Ford	(65)5	55	35	2	8	-	
Dodge	(67)4	64	19	12	3	2	
Plymouth . . .	(66)8	51	35	3	11	-	
City:							
Chicago	(271)	67	21	6	6	*	
Rockford	(277)	56	31	6	7	-	

TABLE A-74

Q. 34. "Would you expect the service department of a (name of his make) agency to do better, not as good, or about the same quality of work on your car, compared to other garages?"

- 5 Expect (name of his make) agency would do better
- 6 Not as good
- 7 About the same quality of work
- 8 No opinion
- Y Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 17

Groups	Number	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>Y</u> = 100%
Total auto owners	(548)	75	6	17	1	1
*Loyalty to make since 1946:						
Loyal throughout	(120)	78	4	15	1	2
Loyal on and off	(229)	75	3	18	2	2
Never same make twice	(107)	64	14	20	-	2
Two-car family	(74)	83	7	10	-	-
Make of car cost most:						
Buick	(76)1	80	5	11	1	3
Oldsmobile . .	(66)7	82	6	12	-	-
Pontiac	(64)9	84	5	9	-	2
Chevrolet . . .	(69)2	68	6	20	3	3
Mercury	(69)6	86	3	10	-	1
Ford	(65)5	75	5	19	-	1
Dodge	(67)4	72	10	16	-	2
Plymouth . . .	(66)8	67	9	22	2	-
City:						
Chicago	(271)	77	6	14	1	2
Rockford	(277)	73	6	19	1	1

TABLE A-75

Q. 35. "Who are the good dealers, of any make, in (name of city)?"
(IF RESPONDENT IS NEW IN TOWN, ASK ABOUT LAST TOWN HE LIVED IN.)

- 1 Buick dealers named
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- X Other dealer for makes made by same manufacturer as respondent's current make of car
- Y Other dealer for makes made by other manufacturers
- O No good dealers; can't think of specific ones
- R Not ascertained

NOTE: Interviewers were instructed to obtain the names and locations, and makes, for three dealers whenever possible.

		Per cent giving each of the above answers:												Card V Col. 18
Groups	Number	1	2	3	4	5	6	7	8	9	X	Y	O	R =
Total auto owners	(548)	15	30	7	11	26	12	10	17	11	8	13	21	5 183%
*Loyalty to make since 1946:														
Loyal throughout	(120)	13	41	5	9	26	11	10	16	11	7	11	15	6 181%
Loyal on and off	(229)	16	28	5	7	29	13	11	14	11	7	16	21	6 184%
Never same make twice	(107)	13	28	12	19	24	10	8	24	9	11	13	25	2 198%
Two-car family	(74)	21	25	8	8	27	16	11	13	11	11	10	20	7 188%
Make of car cost most:														
Buick	(76)1	60	12	3	4	17	5	12	5	7	7	12	27	4 175%
Oldsmobile . .	(66)7	6	18	7	4	19	12	41	9	12	19	12	25	10 194%
Pontiac	(64)9	16	17	6	12	16	14	8	22	67	2	14	11	5 210%
Chevrolet . . .	(69)2	8	63	4	4	16	12	6	7	6	4	13	20	4 167%
Mercury	(69)6	13	14	3	9	20	66	4	3	10	36	16	16	7 217%
Ford	(65)5	11	26	5	9	54	6	6	15	3	5	14	18	6 178%
Dodge	(67)4	6	15	10	51	21	9	9	46	2	4	13	25	4 215%
Plymouth . . .	(66)8	8	18	21	24	15	5	8	60	3	11	14	24	5 216%
City:														
Chicago	(271)	17	28	2	9	27	7	10	13	11	4	8	20	4 160%
Rockford	(277)	14	33	10	10	25	16	11	21	11	13	18	21	7 210%

TABLE A-76

Q. 36. "What is there about these dealers that makes you call them 'good' dealers?" (PROBES: "Why might you like to trade with them? What kinds of experiences have you had with them? What have you heard about them?")

- 1 Stand behind the product; honest, dependable
- 2 Dealer reputation; referred by others
- 3 Good financial deal: trade-in, no padding
- 4 Service department reputation
- 5 Personnel: no pressure, courteous, businesslike
- 6 Advertising: newspaper, radio, TV, salesroom displays
- 7 Special services: courtesy cars, travel booklets, etc.
- 8 Dealt there previously; used to them
- 9 Personal relationships: connections, business obligations
- X All other specific reasons
- Y,R Don't know; not ascertained

		Per cent giving each of the above answers:											Card VI Col. 36
Groups	Number	1	2	3	4	5	6	7	8	9	X	Y,R =	
Total auto owners	(401)	47	20	28	48	31	3	2	1	6	3	2	191%
*Loyalty to make since 1946:													
Loyal throughout	(93)	53	22	36	45	26	8	2	1	4	4	3	204%
Loyal on and off	(162)	43	23	22	43	33	1	3	-	5	3	2	178%
Never same make twice	(80)	47	18	33	51	40	1	3	3	3	1	-	200%
Two-car family	(53)	55	9	14	65	23	*	-	1	16	4	1	188%
Make of car cost most:													
Buick	(52)1	48	13	19	54	37	-	6	4	4	4	-	189%
Oldsmobile . .	(42)7	39	7	21	60	37	5	2	-	11	2	2	186%
Pontiac	(54)9	44	19	24	57	39	-	4	2	6	4	-	199%
Chevrolet . . .	(52)2	49	16	35	45	24	-	2	-	4	-	-	175%
Mercury	(53)6	34	15	28	57	36	4	4	-	4	6	2	190%
Ford	(49)5	55	31	29	41	27	8	-	2	6	4	4	207%
Dodge	(47)4	28	32	11	47	28	2	2	2	4	13	4	173%
Plymouth . . .	(47)8	36	21	32	47	43	2	4	-	-	2	2	189%

TABLE A-77

Q. 35. Whether dealer who sold respondent his current car was listed as a "good" dealer

- 1 Dealer was mentioned as "good"
- 2 That dealer not mentioned, but other dealers were
- 3 Can't think of any "good" dealers by name, think all are good, and not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 35

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	=	100%
Total auto owners	(540)	46	28	26		
*Loyalty to make since 1946:						
Loyal throughout	(119)	59	21	20		
Loyal on and off	(227)	42	31	27		
Never same make twice	(107)	40	33	27		
Two-car family	(69)	48	25	27		
Make of car cost most:						
Buick	(75)1	52	19	29		
Oldsmobile . .	(62)7	31	36	33		
Pontiac	(64)9	53	31	16		
Chevrolet . . .	(69)2	53	22	25		
Mercury	(69)6	49	28	23		
Ford	(65)5	42	32	26		
Dodge	(67)4	38	34	28		
Plymouth	(65)8	44	31	25		

TABLE A-78

Q. 37. "Are there any dealers here in (name of city; or previous town, if new to city) you wouldn't want to trade with? Who?"

- 1 Buick dealer mentioned
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- X Other dealers for other makes of same manufacturer as for respondent's present make
- Y Other dealers for makes of other manufacturers
- O No dealers wouldn't want to trade with; can't think of any specifically
- R Not ascertained

Note: Interviewers were instructed to obtain the names and locations, and makes, of three dealers whenever possible.

		Per cent giving each of the above answers:										Card V Col. 19			
Groups	Number	1	2	3	4	5	6	7	8	9	X	Y	O	R =	
Total auto owners	(548)	5	7	1	5	20	4	11	6	3	7	8	45	8	130%
*Loyalty to make since 1946:															
Loyal throughout	(120)	6	6	1	3	19	6	11	3	2	5	5	54	4	125%
Loyal on and off	(229)	5	9	*	6	22	4	12	7	4	7	9	40	10	135%
Never same make twice	(107)	5	5	2	5	22	2	8	6	3	6	9	45	9	127%
Two-car family	(74)	2	5	-	5	18	4	16	8	4	12	7	44	11	136%
Make of car cost most:															
Buick	(76)1	15	7	1	8	13	1	15	5	1	13	7	43	5	134%
Oldsmobile . .	(66)7	3	12	-	1	28	1	19	1	3	12	3	35	13	131%
Pontiac	(64)9	9	6	-	6	20	5	22	8	14	20	12	30	5	157%
Chevrolet . . .	(69)2	4	13	-	1	18	3	11	3	3	8	4	43	13	124%
Mercury	(69)6	2	6	-	-	26	27	10	3	4	9	17	36	4	144%
Ford	(65)5	2	2	-	5	27	3	8	6	2	-	11	52	8	126%
Dodge	(67)4	2	7	3	24	10	3	6	16	2	2	9	51	9	144%
Plymouth . . .	(66)8	2	5	5	6	9	-	8	14	-	2	9	59	6	125%
City:															
Chicago	(271)	5	12	1	4	28	7	1	6	4	2	6	42	7	125%
Rockford . . .	(277)	5	3	*	5	12	1	21	5	3	12	10	48	11	136%

TABLE A-79

Q. 37. Whether dealer for respondent's current car was mentioned as one with whom he would not want to trade.

- 4 His dealer mentioned unfavorably
- 5 His dealer not mentioned unfavorably, although other dealers were specified
- 6 No dealers wouldn't want to trade with; can't think of any specifically

Per cent giving each
of the above answers:

Card VI
Col. 37

Groups	Number	4	5	6	=	100%
Total auto owners	(540)	6	43	51		
*Loyalty to make since 1946:						
Loyal throughout	(119)	3	41	56		
Loyal on and off	(227)	6	45	49		
Never same make twice	(107)	11	36	53		
Two-car family	(69)	4	47	49		
Make of car cost most:						
Buick	(75)1	7	46	47		
Oldsmobile . .	(62)7	5	47	48		
Pontiac	(64)9	8	58	34		
Chevrolet . . .	(69)2	7	42	51		
Mercury	(69)6	6	55	39		
Ford	(65)5	3	40	57		
Dodge	(67)4	9	33	58		
Plymouth . . .	(65)8	5	29	66		

TABLE A-80

Q. 38. "Why wouldn't you want to trade with those dealers?"
(PROBES: "What kinds of experiences have you had with them? What have you heard about them?")

- 1 They don't stand behind the product; dishonest, undependable
- 2 General reputation, hearsay
- 3 Poor financial deal: over-charging, price-changing, padding, turning back speedometers
- 4 Service department slow, unreliable, expensive
- 5 Personnel unfriendly, high-pressure, attitude changes for the worse after car is bought
- 6 Aversion to dealer's advertising (media or content); advertising adds to cost of car
- X All other explicit reasons
- Y,R Don't know; not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 38

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>X</u>	<u>Y,R</u>	=
Total auto owners	(267)	42	30	34	35	24	12	3	1	181%
*Loyalty to make since 1946:										
Loyal throughout	(47)	48	38	32	28	24	16	2	-	168%
Loyal on and off	(121)	41	30	33	40	22	8	2	2	178%
Never same make twice	(53)	45	21	35	34	15	13	4	-	167%
Two-car family	(38)	42	17	35	42	50	16	9	-	211%

TABLE A-81

Q. 39. "Suppose you bought a new car and something went wrong with it after the warranty period was over. How much responsibility do you think the dealer ought to take-- full responsibility, some responsibility, or no responsibility?"

- 1 Full responsibility
- 2 Some responsibility
- 3 No responsibility
- 4 No opinion
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 20

Groups	Number	1	2	3	4	X	= 100%
Total auto owners	(548)	16	59	20	3	2	
*Loyalty to make since 1946:							
Loyal throughout	(120)	17	55	21	5	2	
Loyal on and off	(229)	17	61	18	2	2	
Never same make twice	(107)	11	62	21	3	3	
Two-car family	(74)	17	61	21	1	-	
Make of car cost most:							
Buick	(76)1	19	60	13	5	3	
Oldsmobile . .	(66)7	20	61	12	4	3	
Pontiac	(64)9	22	54	22	-	2	
Chevrolet . . .	(69)2	13	60	24	-	3	
Mercury	(69)6	16	64	19	-	1	
Ford	(65)5	14	51	27	6	2	
Dodge	(67)4	12	70	16	-	2	
Plymouth . . .	(66)8	17	71	12	-	-	
City:							
Chicago	(271)	18	60	18	2	2	
Rockford	(277)	14	59	22	3	2	

TABLE A-82

Q. 40. "Suppose you got a price on a new car from a dealer you liked to do business with. How much cheaper would another dealer's offer have to be to make you do business with the other dealer?"

- | | | | |
|---|----------------|---|-----------------|
| 1 | Less than \$50 | 6 | \$400-\$499 |
| 2 | \$50-\$99 | 7 | \$500 or more |
| 3 | \$100-\$199 | 0 | Don't know |
| 4 | \$200-\$299 | X | Not ascertained |
| 5 | \$300-\$399 | | |

Per cent giving each
of the above answers:

Card V
Col. 21

Groups	Number	1	2	3	4	5	6	7	0	X	= 100%
Total auto owners	(548)	7	14	29	23	5	3	7	9	3	
*Loyalty to make since 1946:											
Loyal throughout	(120)	5	17	26	20	2	2	7	19	2	
Loyal on and off	(229)	8	14	31	25	5	4	5	5	3	
Never same make twice	(107)	9	12	31	18	9	1	7	9	4	
Two-car family	(74)	4	7	29	30	2	4	10	8	6	
Make of car:											
Buick	(75)1	4	9	34	20	3	3	11	8	8	
Oldsmobile . . .	(67)7	4	14	24	27	6	4	8	10	3	
Pontiac	(64)9	9	8	27	24	9	3	8	9	3	
Chevrolet	(68)2	9	22	30	19	-	-	7	10	3	
Mercury	(70)6	9	6	25	31	6	6	6	10	1	
Ford	(67)5	6	13	28	25	8	5	3	9	3	
Dodge	(68)4	4	15	28	25	7	3	3	9	6	
Plymouth	(69)8	9	11	32	19	6	3	10	9	1	
City:											
Chicago	(271)	8	18	27	22	3	3	5	11	3	
Rockford	(277)	6	10	31	23	6	3	9	8	4	

TABLE A-83

Q, 41. "How good do you think you are at bargaining with car dealers, compared to the people you know--better than average, about average, or not as good as average?"

- 1 Better than average
- 2 About average
- 3 Not as good as average
- 4 No opinion
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 22

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>X</u>	= 100%
Total auto owners	(548)	16	56	25	3	*	
*Loyalty to make since 1946:							
Loyal throughout	(120)	11	56	26	7	-	
Loyal on and off	(229)	17	58	21	3	1	
Never same make twice	(107)	15	56	28	1	-	
Two-car family	(74)	24	46	28	2	-	
Make of car:							
Buick	(75)1	16	57	17	10	-	
Oldsmobile . .	(67)7	31	39	27	3	-	
Pontiac	(64)9	12	50	36	2	-	
Chevrolet . . .	(68)2	13	62	19	5	1	
Mercury	(70)6	21	55	21	3	-	
Ford	(67)5	17	54	28	1	-	
Dodge	(68)4	10	59	31	-	-	
Plymouth . . .	(69)8	12	59	26	3	-	

TABLE A-84

Q. 42. "Some people say you generally get a better trade-in when you go to a dealer who sells the same make. Others say you generally get a better trade when you go to a dealer who sells a competitive make. What do you think about this?"

- 5 Generally better to trade same make
- 6 Makes little or no difference
- 7 Generally better to trade for different make
- 8,9 It depends; no opinion
- Y Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 23

Groups	Number	5	6	7	8,9	Y	= 100%
Total auto owners	(548)	60	13	20	7	*	
*Loyalty to make since 1946:							
Loyal throughout	(120)	66	8	19	7	*	
Loyal on and off	(229)	56	18	19	7	-	
Never same make twice	(107)	63	8	23	5	1	
Two-car family	(74)	58	15	18	8	1	
Make of car:							
Buick	(75)1	60	10	20	9	1	
Oldsmobile	(67)7	54	13	23	10	-	
Pontiac	(64)9	58	12	18	10	2	
Chevrolet	(68)2	57	12	23	8	-	
Mercury	(70)6	58	7	26	9	-	
Ford	(67)5	66	14	16	4	-	
Dodge	(68)4	60	16	19	4	1	
Plymouth	(69)8	58	22	13	7	-	

TABLE A-85

Q. 43. "When do you think is the best time to buy a new car: when they first come out in the fall, or just before the next new models come out, or some time in between?"

- 4 When they first come out
- 5 Just before the next new models
- 6 Some time in between
- 8 (Volunteered): Buy a "new" car left over from the previous model year
- 7 No opinion
- R Not ascertained

Per cent giving each
of the above answers:

Card V
Col 24

Groups	Number	4	5	6	8	7	R	= 100%
Total auto owners	(548)	13	42	37	2	6	-	
*Loyalty to make since 1946:								
Loyal throughout	(120)	14	38	38	1	9	-	
Loyal on and off	(229)	14	41	38	1	6	*	
Never same make twice	(107)	10	45	34	4	7	-	
Two-car family	(74)	12	47	34	2	2	3	
Make of car:								
Buick	(75)1	12	33	42	3	10	-	
Oldsmobile . . .	(67)7	13	45	38	2	2	-	
Pontiac	(64)9	12	43	36	3	6	-	
Chevrolet	(68)2	12	44	35	-	7	2	
Mercury	(70)6	10	39	40	1	7	3	
Ford	(67)5	17	45	31	3	4	-	
Dodge	(68)4	10	42	40	1	7	-	
Plymouth	(69)8	9	36	45	3	7	-	
City:								
Chicago	(271)	14	40	38	2	6	-	
Rockford	(277)	11	43	36	2	7	1	

TABLE A-86

Q. 44. "Now, I'd like you to compare the Chrysler Corporation, the Ford Motor Company, and General Motors on two points:

A. "Which one of the three do you think makes the best cars?"

- 1 Chrysler
- 2 Ford
- 3 General Motors
- 4 Can't decide
- X Not ascertained

Groups	Number	1	2	3	4	X = 100%
Total auto owners	(548)	21	15	57	7	*
*Loyalty to make since 1946:						
Loyal throughout	(120)	23	17	58	2	-
Loyal on and off	(229)	18	15	59	8	-
Never same make twice	(107)	27	14	51	6	2
Two-car family	(74)	15	11	60	14	-
Make of car cost most:						
Buick	(76)1	17	3	<u>75</u>	5	-
Oldsmobile . .	(66)7	6	3	<u>81</u>	10	-
Pontiac	(64)9	22	3	<u>70</u>	5	-
Chevrolet . . .	(69)2	6	-	<u>88</u>	6	-
Mercury	(69)6	20	<u>37</u>	33	10	-
Ford	(65)5	18	<u>43</u>	29	8	2
Dodge	(67)4	<u>76</u>	6	12	6	-
Plymouth . . .	(66)8	<u>63</u>	11	20	6	-

TABLE A-87

Q. 44 A. Ranking of Chrysler Corporation, Ford Motor Company, and General Motors on "Which do you think makes the best cars?"

- 1 CC first, FMC second, GM third
- 2 CC first, GM second, FMC third
- 3 FMC first, GM second, CC third
- 4 FMC first, CC second, GM third
- 5 GM first, CC second, FMC third
- 6 GM first, FMC second, CC third
- 7 Did not rank all three companies

NOTE: Some who gave a first choice were unable to rank the other two companies. See first-choice table for Q. 44 A.

Per cent giving each
of the above answers:

Card V
Col. 75

Groups	Number	1	2	3	4	5	6	7	= 100%
Total auto owners	(548)	7	13	8	6	30	25	11	
*Loyalty to make since 1946:									
Loyal throughout	(120)	11	9	8	7	39	26	9	
Loyal on and off	(229)	5	12	8	6	33	25	11	
Never same make twice	(107)	8	19	10	4	25	25	9	
Two-car family	(74)	2	13	4	6	32	24	19	
Make of car cost most:									
Buick	(76)1	4	13	3	-	47	24	9	
Oldsmobile . . .	(66)7	1	4	2	-	50	33	10	
Pontiac	(64)9	6	14	3	-	41	24	12	
Chevrolet	(69)2	-	6	-	-	45	40	9	
Mercury	(69)6	11	10	26	10	16	16	11	
Ford	(65)5	11	6	21	19	8	21	14	
Dodge	(67)4	19	54	2	5	10	-	10	
Plymouth	(66)8	17	41	6	5	18	1	12	

TABLE A-88

Q. 44 B. "Which one /Chrysler Corp., Ford Motor Co., General Motors/ do you think has the best dealer service departments?"

- 1 Chrysler
- 2 Ford
- 3 General Motors
- 4 Can't decide
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 27

Groups	Number	1	2	3	4	X	= 100%
Total auto owners	(548)	11	23	44	20	2	
*Loyalty to make since 1946:							
Loyal throughout	(120)	14	20	51	15	-	
Loyal on and off	(229)	8	26	42	23	1	
Never same make twice	(107)	12	23	40	20	5	
Two-car family	(74)	8	22	46	22	2	
Make of car cost most:							
Buick	(76)1	7	13	<u>51</u>	26	3	
Oldsmobile . . .	(66)7	1	11	<u>58</u>	29	1	
Pontiac	(64)9	8	14	<u>64</u>	14	-	
Chevrolet	(69)2	9	6	<u>70</u>	13	2	
Mercury	(69)6	7	<u>45</u>	22	26	-	
Ford	(65)5	8	<u>54</u>	17	18	3	
Dodge	(67)4	<u>42</u>	16	16	26	-	
Plymouth	(66)8	<u>27</u>	14	27	29	3	

TABLE A-89

Q. 44 B. Ranking of Chrysler Corporation, Ford Motor Company, and General Motors on "Which ... do you think has the best dealer service departments?"

- 1 CC first, FMC second, GM third
- 2 CC first, GM second, FMC third
- 3 FMC first, GM second, CC third
- 4 FMC first, CC second, GM third
- 5 GM first, CC second, FMC third
- 6 GM first, FMC second, CC third
- 7 Did not rank all three companies

NOTE: Some who gave a first choice were unable to rank the other two companies. See first-choice table for Q. 44 B.

Per cent giving each
of the above answers:

Card V
Col. 76

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	= 100%
Total auto owners	(548)	3	6	14	6	16	24	31	
*Loyalty to make since 1946:									
Loyal throughout	(120)	5	6	12	5	16	26	30	
Loyal on and off	(229)	4	2	15	8	17	22	32	
Never same make twice	(107)	3	9	16	3	17	20	32	
Two-car family	(74)	3	5	13	8	9	36	26	
Make of car cost most:									
Buick	(76)1	5	1	8	4	22	23	37	
Oldsmobile . .	(66)7	-	1	9	1	28	27	34	
Pontiac	(64)9	5	3	9	2	19	37	25	
Chevrolet . . .	(69)2	-	7	5	1	25	40	22	
Mercury	(69)6	3	4	30	7	9	13	34	
Ford	(65)5	1	6	31	14	3	14	31	
Dodge	(67)4	21	15	7	9	9	6	33	
Plymouth . . .	(66)8	11	11	4	7	15	11	41	

TABLE A-90

Q. 45. "Did your father own any cars while you were living at home?
(IF "YES") What makes? Please start with the first car of
his you can remember."

Number of makes specified:

- 0 Owned no cars while respondent was at home
- 1 One
- 2 Two
- 3 Three
- 4 Four
- 5 Five
- 6 Six
- 7 Seven
- 8 Eight
- 9 Nine or more makes
- R Not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 40

Groups	Number	0	1	2	3	4	5	6	7	8	9	R	= 100%
Total auto owners	(548)	37	14	15	11	12	4	2	*	*	*	5	
*Loyalty to make since 1946:													
Loyal throughout	(120)	56	10	9	7	7	1	3	1	-	-	6	
Loyal on and off	(229)	33	14	22	10	12	5	1	-	-	-	3	
Never same make twice	(107)	34	14	11	12	12	4	1	-	-	-	12	
Two-car family	(74)	17	17	13	20	19	5	1	-	4	1	3	

TABLE A-91

Q. 45. Specific makes of cars respondent's father had while respondent was still living at home

- | | |
|--------------|-------------------------------|
| 1 Buick | 8 Plymouth |
| 2 Chevrolet | 9 Pontiac |
| 3 DeSoto | 0 Other makes of same manu- |
| 4 Dodge | facturer as respondent's |
| 5 Ford | car |
| 6 Mercury | X Other makes of another "Big |
| 7 Oldsmobile | 3" manufacturer (GM, FMC, CC) |
| | Y Other manufacturer |

NOTE: Excludes those whose fathers had no car, or not ascertained.

		Per cent giving each of the above answers:											Card VI Col. 41	
Groups	Number	1	2	3	4	5	6	7	8	9	0	X	Y	=
Total auto owners	(310)	25	32	4	21	55	4	9	15	11	5	12	44	237%
*Loyalty to make since 1946:														
Loyal throughout	(41)	29	35	4	19	35	6	10	17	16	9	12	43	235%
Loyal on and off	(143)	28	31	1	19	57	3	7	15	9	6	13	41	230%
Never same make twice	(61)	14	29	7	19	60	4	10	15	13	-	14	48	233%
Two-car family	(56)	24	31	6	26	61	4	14	12	9	2	12	51	252%
Make of car cost most:														
Buick	(45)1	22	27	2	24	60	2	7	9	11	4	9	51	228%
Oldsmobile . . .	(40)7	24	38	5	22	69	2	14	10	16	7	12	57	276%
Pontiac	(36)9	11	33	6	19	61	-	6	17	14	6	8	36	217%
Chevrolet	(38)2	30	40	5	22	43	8	5	17	13	11	5	36	235%
Mercury	(42)6	10	33	2	19	60	7	7	12	14	-	14	45	223%
Ford	(39)5	33	26	-	23	54	3	13	13	5	3	26	44	243%
Dodge	(31)4	16	32	3	26	48	-	10	19	13	3	6	39	215%
Plymouth	(35)8	11	26	9	6	63	3	9	23	9	3	-	49	211%

TABLE A-92

Q. 46. "Which make did you like the most among your father's cars?"

- | | |
|--------------|-------------------------------|
| 1 Buick | 0 Other makes of same manu- |
| 2 Chevrolet | facturer as respondent's |
| 3 DeSoto | car |
| 4 Dodge | X Other makes of another "Big |
| 5 Ford | 3" manufacturer (GM, FMC, |
| 6 Mercury | CC) |
| 7 Oldsmobile | Y Other manufacturer |
| 8 Plymouth | R Not applicable (father had |
| 9 Pontiac | no car) |

Per cent giving each
of the above answers:

Card VI
Col. 42

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	<u>Y</u>	<u>R</u> =100%
Total auto owners	(229)	11	12	2	9	15	2	5	2	3	5	9	20	5

*Loyalty to make
since 1946:

Loyal throughout	(28)	15	20	-	16	9	-	6	5	*	10	11	8	-
Loyal on and off	(106)	9	11	1	7	16	2	3	1	3	10	7	23	7
Never same make twice	(46)	13	8	2	12	13	-	8	2	3	-	12	24	3
Two-car family	(43)	11	11	3	8	18	6	2	3	4	2	6	19	7

TABLE A-93

Q. 47. "Which make of father's cars did you like the least?"

- | | |
|--------------|-------------------------------|
| 1 Buick | 0 Other makes of same manu- |
| 2 Chevrolet | facturer as respondent's |
| 3 DeSoto | car |
| 4 Dodge | X Other makes of another "Big |
| 5 Ford | 3" manufacturer (GM, FMC, |
| 6 Mercury | CC) |
| 7 Oldsmobile | Y Other manufacturer |
| 8 Plymouth | R Not applicable (father had |
| 9 Pontiac | no car) |

Per cent giving each
of the above answers:

Card VI
Col. 43

Groups	Number	1	2	3	4	5	6	7	8	9	0	X	Y	R=100%
Total auto owners	(229)	5	9	1	8	22	-	2	8	3	*	1	33	8
*Loyalty to make since 1946:														
Loyal throughout	(28)	-	8	6	14	14	-	-	13	7	-	8	29	1
Loyal on and off	(106)	5	6	-	8	27	-	2	9	1	2	1	32	7
Never same make twice	(46)	*	22	2	5	12	-	2	4	8	-	-	40	5
Two-car family	(43)	7	4	2	5	23	-	5	5	1	-	-	35	13

TABLE A-94

Q. 48. Occupation of first-mentioned of "your two closest friends whom you see at least fairly often"

- 1 Professional, semi-professional
 - 2 Farmer, farm manager
 - 3 Business (proprietor, manager, official)
 - 4 Clerical, sales work
 - 5 Craftsman, foreman, or similar work
 - 6 Machine operator
 - 7 Service worker
 - 8 Farm laborer, foreman
 - 9 Other laborer
- 0,X No specific occupation given; housewife, student; has no occupation

		Per cent giving each of the above answers:										Card VI Col. 44
Groups	Number	1	2	3	4	5	6	7	8	9	0,X,R	= 100%
Total auto owners	(548)	17	*	19	16	25	13	3	*	3	4	
*Loyalty to make since 1946:												
Loyal throughout	(120)	20	-	17	17	26	11	1	-	2	6	
Loyal on and off	(229)	19	-	17	16	27	10	4	-	3	4	
Never same make twice	(107)	10	-	22	13	24	21	4	-	4	2	
Two-car family	(74)	14	-	29	20	17	13	1	-	4	2	

TABLE A-95

Q. 48. Occupation of second-mentioned of "your two closest friends whom you see at least fairly often"

- 1 Professional, semi-professional
- 2 Farmer, farm manager
- 3 Business (proprietor, manager, official)
- 4 Clerical, sales work
- 5 Craftsman, foreman, or similar work
- 6 Machine operator
- 7 Service worker
- 8 Farm laborer, foreman
- 9 Other laborer

O,X,R No specific occupation given; housewife, student; has no occupation

Per cent giving each
of the above answers:

Card VI
Col. 45

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>O,X,R</u> = 100%
Total auto owners	(548)	13	*	20	17	24	13	2	-	3	8
*Loyalty to make since 1946:											
Loyal throughout	(120)	9	2	23	11	18	18	3	-	7	9
Loyal on and off	(229)	15	1	17	19	29	8	1	-	3	7
Never same make twice	(107)	9	-	17	15	24	22	3	-	1	9
Two-car family	(74)	18	2	29	17	20	7	2	-	1	4

TABLE A-96

Q. 48. Whether "two closest friends whom you see at least fairly often" work at the same place as respondent

<u>First-mentioned friend</u>					<u>Second-mentioned friend</u>				
1 Yes, works at same place					4 Yes, works at same place				
2 No					5 No				
3 Not ascertained					6 Not ascertained				
Card VI Col. 46					Per cent giving each of the above answers:				
Card VI Col. 47									
Groups	Number	1	2	3 =100%	4	5	6	=	100%
Total auto owners (548)		33	66	1	29	68	3		
*Loyalty to make since 1946:									
Loyal throughout (120)		30	68	2	29	66	5		
Loyal on and off (229)		37	63	-	28	70	2		
Never same make twice (107)		33	63	4	32	64	4		
Two-car family (74)		28	72	-	23	74	3		

TABLE A-97

Q. 48. Makes of cars owned by first-mentioned of "two closest friends..."

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Other make, same manufacturer as respondent's car
- X Other make of "Big 3" manufacturer (GM, FMC, CC)
- Y Some other manufacturer
- R Not ascertained; or friend owns no car

		Per cent giving each of the above answers:										Card VI Col. 48		
Groups	Number	1	2	3	4	5	6	7	8	9	0	X	Y	R =
Total auto owners	(548)	15	19	3	4	13	8	11	6	5	4	8	6	2 104%
Make of car cost most:														
Buick	(76)1	<u>30</u>	15	1	1	9	4	19	3	5	5	7	4	- 103%
Oldsmobile .	(66)7	10	15	-	2	9	9	<u>26</u>	4	3	9	7	7	2 103%
Pontiac . . .	(64)9	13	12	5	3	9	8	8	6	<u>17</u>	5	8	6	- 100%
Chevrolet . .	(69)2	18	<u>25</u>	3	4	6	12	7	9	4	4	4	4	1 101%
Mercury . . .	(69)6	19	26	1	3	10	<u>16</u>	9	3	1	-	7	7	1 103%
Ford	(65)5	12	15	3	5	<u>26</u>	8	8	3	2	2	14	8	- 106%
Dodge	(67)4	9	18	6	<u>10</u>	9	9	10	6	6	1	6	7	3 100%
Plymouth . .	(66)8	5	26	8	5	13	3	6	<u>12</u>	3	3	5	5	9 103%

TABLE A-98

Q. 48. Makes of cars owned by second-mentioned of "two closest friends..."

- 1 Buick
- 2 Chevrolet
- 3 DeSoto
- 4 Dodge
- 5 Ford
- 6 Mercury
- 7 Oldsmobile
- 8 Plymouth
- 9 Pontiac
- 0 Other make, same manufacturer as respondent's car
- X Other make of "Big 3" manufacturer (GM, FIC, CC)
- Y Some other manufacturer
- R Not ascertained; or friend owns no car

Per cent giving each
of the above answers:

Card VI
Col. 49

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>X</u>	<u>Y</u>	<u>R</u> =
Total auto owners	(548)	14	21	2	5	15	5	9	5	7	3	8	5	3 102%
Make of car cost most:														
Buick	(76)1	<u>17</u>	13	3	9	20	4	8	7	5	3	5	7	- 101%
Oldsmobile . .	(66)7	9	<u>14</u>	4	4	9	4	<u>13</u>	8	8	10	4	10	3 100%
Pontiac	(64)9	22	23	-	2	9	3	12	2	<u>11</u>	5	3	5	3 100%
Chevrolet . . .	(69)2	9	<u>31</u>	1	4	15	3	12	3	6	6	6	1	3 100%
Mercury	(69)6	7	15	4	4	16	<u>7</u>	9	3	13	-	13	7	2 100%
Ford	(65)5	15	23	2	5	<u>17</u>	8	3	3	8	-	14	5	2 105%
Dodge	(67)4	14	4	-	<u>7</u>	12	15	7	7	9	2	4	7	3 101%
Plymouth . . .	(66)8	27	12	4	4	20	2	8	<u>13</u>	-	2	2	3	6 103%

TABLE A-99

Q. 48. Model years of cars owned by first-mentioned of "two closest friends..."

- 0 Model year prior to 1951
- 1 1951
- 2 1952
- 3 1953
- 4 1954
- 5 1955
- 6 1956
- 7 1957

X,Y,R Not ascertained; or friend owns no car

Per cent giving each
of the above answers:

Card VI
Col. 50

Groups	Number	0	1	2	3	4	5	6	7	8	9	X,Y,R=	
Total auto owners	(548)	9	7	3	11	12	28	29	1	-	-	3	103%
*Loyalty to make since 1946:													
Loyal throughout	(120)	10	7	1	16	13	30	20	1	-	-	3	101%
Loyal on and off	(229)	8	5	2	10	12	27	35	-	-	-	1	100%
Never same make twice	(107)	14	6	4	10	10	27	26	2	-	-	3	102%
Two-car family	(74)	7	5	9	5	15	29	31	-	-	-	3	104%

TABLE A-100

Q. 48. Model years of cars owned by second-mentioned of
"two closest friends..."

0 Model year prior to 1951
1 1951
2 1952
3 1953
4 1954
5 1955
6 1956
7 1957
X,Y,R Not ascertained; or friend owns no car

Per cent giving each
of the above answers:

Card VI
Col. 51

<u>Groups</u>	<u>Number</u>	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>X,Y,R</u>	<u>=</u>
Total auto owners	(548)	8	4	5	10	13	33	25	1	4	103%
*Loyalty to make since 1946:											
Loyal throughout	(120)	10	2	5	13	11	33	18	1	7	100%
Loyal on and off	(229)	6	5	3	12	14	28	29	1	2	100%
Never same make twice	(107)	13	3	4	5	17	38	22	1	2	105%
Two-car family	(74)	1	5	9	11	10	38	30	3	-	107%

TABLE A-101

Q. 49. "In comparison with the people you know, how well-informed about the late models of cars would you say you were--much better informed, somewhat better informed, about average, or somewhat less well informed?"

- 5 Much better informed
- 6 Somewhat better
- 7 About average
- 8 Somewhat less well informed
- 9,Y No opinion; not ascertained

Per cent giving each
of the above answers:

Card V
Col. 29

Groups	Number	5	6	7	8	9,Y	= 100%
Total auto owners	(548)	11	18	58	13	*	
*Loyalty to make since 1946:							
Loyal throughout	(120)	10	11	65	14	*	
Loyal on and off	(229)	10	19	56	12	3	
Never same make twice	(107)	11	21	55	13	-	
Two-car family	(74)	16	16	55	13	-	
Make of car:							
Buick	(75)1	4	19	68	5	4	
Oldsmobile . .	(67)7	13	18	58	9	2	
Pontiac	(64)9	11	14	64	11	-	
Chevrolet . . .	(68)2	15	18	51	15	1	
Mercury	(70)6	12	20	54	14	-	
Ford	(67)5	12	18	57	13	-	
Dodge	(68)4	10	15	63	10	2	
Plymouth . . .	(69)8	4	19	57	20	-	
City:							
Chicago	(271)	12	15	58	14	1	
Rockford . . .	(277)	10	20	57	12	1	

TABLE A-102

Q. 50. "I am going to read you four statements. I'd like you to tell me, for each statement, whether you would tend to agree or disagree with it."

A. "In general, a person is better off to keep working for one company, rather than to change jobs whenever he thinks he sees a better opportunity in another company."

- 1 Agree
- 2 Disagree
- 3 Don't know

Per cent giving each
of the above answers:

Card V
Col. 30

Groups	Number	1	2	3	= 100%
Total auto owners	(548)	58	41	1	

*Loyalty to make
since 1946:

Loyal throughout	(120)	62	38	-
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Loyal on and off	(229)	60	38	2
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Never same make twice	(107)	54	45	1
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Two-car family	(74)	52	46	2
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City:

Chicago	(271)	52	46	2
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Rockford	(277)	64	35	1
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TABLE A-103

Q. 50. (Agree/disagree with four statements)

B. "If a person likes a certain brand of product, he's usually better off to keep on buying it instead of trying other products in the hope of finding something better."

- 4 Agree
- 5 Disagree
- 6 Don't know

Per cent giving each
of the above answers:

Card V
Col 31

<u>Groups</u>	<u>Number</u>	<u>4</u>	<u>5</u>	<u>6</u>	= 100%
Total auto owners	(548)	64	35	1	
*Loyalty to make since 1946:					
Loyal throughout	(120)	75	24	1	
Loyal on and off	(229)	66	34	*	
Never same make twice	(107)	52	47	1	
Two-car family	(74)	59	41	-	
City:					
Chicago	(271)	64	35	1	
Rockford	(277)	65	34	1	

TABLE A-104

Q. 50. (Agree/disagree with four statements)

C. "The make of car you buy is generally more important than the dealer you buy it from."

- 7 Agree
- 8 Disagree
- 9 Don't know

Per cent giving each
of the above answers:

Card V
Col. 32

<u>Groups</u>	<u>Number</u>	<u>7</u>	<u>8</u>	<u>9</u>	= 100%
Total auto owners	(548)	72	25	3	

*Loyalty to make
since 1946:

Loyal throughout	(120)	75	23	2
Loyal on and off	(229)	69	27	4
Never same make twice	(107)	72	23	5
Two-car family	(74)	68	32	-

City:

Chicago	(271)	68	25	7
Rockford	(277)	72	25	3

TABLE A-105

Q. 50. (Agree/disagree with four statements)

D. "You can usually save enough money by shopping around for a car at several agencies to make it worth the bother."

O Agree
X Disagree
Y Don't know

Per cent giving each
of the above answers:

Card V
Col. 33

<u>Groups</u>	<u>Number</u>	<u>O</u>	<u>X</u>	<u>Y</u>	= 100%
Total auto owners	(548)	67	31	2	
*Loyalty to make since 1946:					
Loyal throughout	(120)	54	44	2	
Loyal on and off	(229)	67	31	2	
Never same make twice	(107)	81	17	2	
Two-car family	(74)	69	30	1	
City:					
Chicago	(271)	69	29	2	
Rockford . . .	(277)	67	31	2	

TABLE A-106

Q. 51. "How many people are there in your household?"

Per cent giving each
of the answers below:

Card V
Col. 34

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	= 100%
Total auto owners	(548)	4	29	25	23	13	4	1	1	-	
* Loyalty to make since 1946:											
Loyal throughout	(120)	4	37	24	19	13	2	-	1	-	
Loyal on and off	(229)	4	31	25	19	14	3	3	1	*	
Never same make twice	(107)	4	24	29	22	14	5	-	2	-	
Two-car family	(74)	3	18	22	36	10	11	-	-	-	
City:											
Chicago	(271)	6	32	26	19	13	2	1	1	*	
Rockford	(277)	2	28	24	24	15	6	1	*	-	

TABLE A-107

Q. 51 B. Sex of respondent

- 1 Male
- 2 Female

Per cent giving each
of the above answers:

Card V
Col. 35

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	=	100%
Total auto owners	(548)	90	10		
* Loyalty to make since 1946:					
Loyal throughout	(120)	85	15		
Loyal on and off	(229)	91	9		
Never same make twice	(107)	89	11		
Two-car family	(74)	94	6		
City:					
Chicago	(271)	89	11		
Rockford . . .	(277)	90	10		

TABLE A-108

Q. 51. Inventory of members of respondent's household

- 1 Respondent has one child at home
- 2 two
- 3 three
- 4 four
- 5 five
- 6 six
- 8 Husband or wife
- 9 Father, mother, stepfather, stepmother
- 0 Brothers or sisters
- X Other relatives
- Y Other persons (boarders, etc.)
- R Single, or not ascertained

		Per cent giving each of the above answers:												Card VI Col. 52
Groups	Number	1	2	3	4	5	6	8	9	0	X	Y	R	=
Total auto owners	(548)	21	21	10	3	1	1	83	11	6	9	2	4	172%
*Loyalty to make since 1946:														
Loyal throughout	(120)	21	16	9	2	-	-	80	9	7	8	4	7	163%
Loyal on and off	(229)	19	19	10	2	1	1	85	12	5	10	-	4	168%
Never same make twice	(107)	26	22	11	2	-	-	78	13	9	10	3	4	178%
Two-car family	(74)	22	34	11	11	-	-	96	3	-	2	-	3	182%

TABLE A-109

Q. 52. "Do you have any children who are not
now living in your household?"

- 1 Yes; one child
- 2 two
- 3 three
- 4,5,6,7 Four or more children
- 0 No children not now in household
- R Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 38

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4,5,6,7</u>	<u>0</u>	<u>R</u>	= 100%
Total auto owners	(548)	11	7	3	2	74	3	
*Loyalty to make since 1946:								
Loyal throughout	(120)	10	15	3	2	66	4	
Loyal on and off	(229)	11	6	3	3	73	4	
Never same make twice	(107)	15	2	2	3	78	-	
Two-car family	(74)	7	3	3	-	83	4	

TABLE A-110

Q. 53. "How long have you been living in this neighborhood?"

- 1 Less than one year
- 2 One year up to two
- 3 Two years up to three
- 4 Three years up to four
- 5 Four years up to five
- 6 Five years up to ten
- 7 Ten years or longer

Per cent giving each of
the above answers:

Card V
Col. 39

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	= 100%
Total auto owners	(548)	6	11	8	8	8	20	39	
*Loyalty to make since 1946:									
Loyal throughout	(120)	4	11	5	11	7	16	46	
Loyal on and off	(229)	8	7	9	8	13	22	33	
Never same make twice	(107)	4	16	9	6	6	18	41	
Two-car family	(74)	9	16	13	7	3	25	27	
City:									
Chicago	(271)	4	10	9	6	8	19	44	
Rockford . . .	(277)	9	11	8	10	9	22	31	

TABLE A-111

Q. 54. "Where did you live previously?"

- 1 Only in present city or its suburbs
- 2 (Rockford respondents) Larger towns in Illinois
- 3 Lived in other towns within Illinois
- 4 Lived in states bordering Illinois
- 5 Lived in other states
- 6 Lived in foreign country
- R Not ascertained

NOTE: Categories are mutually exclusive,
with this order of precedence:
Codes 6,5,4,3,2,1.

Per cent giving each
of the above answers:

Card VI
Col. 53

Groups	Number	1	2	3	4	5	6	R	= 100%
Total auto owners	(548)	66	3	10	6	13	1	1	
*Loyalty to make since 1946:									
Loyal throughout	(120)	59	5	10	10	15	1	-	
Loyal on and off	(229)	70	4	8	5	12	1	-	
Never same make twice	(107)	70	-	13	6	9	2	-	
Two-car family	(74)	62	2	17	4	15	-	-	
Make of car cost most:									
Buick	(76)1	64	4	7	5	19	1	-	
Oldsmobile . .	(66)7	68	-	6	10	16	-	-	
Pontiac	(64)9	67	3	8	12	6	2	2	
Chevrolet . . .	(69)2	68	3	13	6	9	-	1	
Mercury	(69)6	54	1	13	12	17	3	-	
Ford	(65)5	61	4	14	2	17	2	-	
Dodge	(67)4	69	5	10	5	6	4	1	
Plymouth . . .	(66)8	74	3	3	8	9	3	-	
City:									
Chicago	(271)	75	-	6	2	16	1	-	
Rockford . . .	(277)	57	6	15	10	10	1	1	

Table A-112

Q. 55. "If you could live anywhere in the (name of city) area, where would you prefer to live?"

- 8 Present neighborhood or area
- 9 Previous neighborhood or area
- 0 Some other area
- Y Don't know; not ascertained

Per cent giving each
of the above answers:

Card V
Col. 40

<u>Groups</u>	<u>Number</u>	<u>8</u>	<u>9</u>	<u>0</u>	<u>Y</u>	= 100%
Total auto owners	(548)	61	4	33	2	
*Loyalty to make since 1946:						
Loyal throughout	(120)	67	4	27	2	
Loyal on and off	(229)	62	7	31	*	
Never same make twice	(107)	53	2	41	4	
Two-car family	(74)	58	4	36	2	
City:						
Chicago	(271)	60	3	36	1	
Rockford	(277)	61	6	30	3	

TABLE A-113

Q. 56. "What advantages would you say there were to living there /area in city in which he would prefer to live/?"

- 1 Physical features: residential, quiet, well-kept, space, new area, far or near from city
- 2 Socio-psychological features: social, ethnic, economic, intellectual class; community spirit, sociability, respect for privacy; more flexible local administration
- 3 Near friends or family
- 4 Convenient to transportation, work, business, or shopping
- 5 Schools, churches, other institutions
- 6 Police and fire protection
- 7 Recreational facilities
- 8 Property values
- 9 Cost of living: cheaper utilities, taxes, more for your money
- 0 Used to it; lived here all my life

X,Y,R Miscellaneous; don't know; not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 54

Groups	Number	1	2	3	4	5	6	7	8	9	0	X,Y,R =	
Total auto owners	(540)	63	34	8	42	18	1	3	4	1	6	3	183%
*Loyalty to make since 1946:													
Loyal throughout	(119)	62	29	11	38	10	-	3	7	1	6	4	171%
Loyal on and off	(227)	60	40	8	45	16	2	4	3	2	8	2	190%
Never same make twice	(104)	62	29	8	36	22	-	1	3	1	5	5	172%
Two-car family	(72)	72	41	6	46	38	-	2	1	1	4	1	212%

TABLE A-114

Q. 57. "How would you rate most of the people in this neighborhood--very friendly, fairly friendly, or rather unfriendly?"

- 5 Very friendly
- 6 Fairly friendly
- 7 Neither
- 8 Rather unfriendly
- 9 No opinion
- Y Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 41

Groups	Number	5	6	7	8	9	Y	= 100%
Total auto owners	(548)	38	54	3	3	2	*	
*Loyalty to make since 1946:								
Loyal throughout	(120)	37	48	4	5	5	1	
Loyal on and off	(229)	36	53	4	5	2	-	
Never same make twice	(107)	42	54	2	2	*	-	
Two-car family	(74)	37	60	2	-	-	1	
City:								
Chicago	(271)	35	54	3	4	4	*	
Rockford . . .	(277)	41	53	3	3	*	*	

TABLE A-115

Q. 58. "In about how many homes in the (name of area) neighborhood have you visited within the last month, aside from relatives' homes? (Social, non-business visits)

0 None
1-9 (the number indicated)
X Ten or more homes
Y,R Number not ascertained

Per cent giving each
of the above answers:

Card V
Col. 42

Groups	Number	0	1	2	3	4	5	6	7	8	9	X	Y,R = 100%
Total auto owners	(548)	34	11	15	10	10	6	6	1	1	1	4	1
*Loyalty to make since 1946:													
Loyal throughout	(120)	35	11	13	9	9	8	6	-	2	-	5	2
Loyal on and off	(229)	35	10	13	8	11	5	9	1	1	1	3	3
Never same make twice	(107)	39	10	18	14	7	3	2	-	-	-	7	-
Two-car family	(74)	23	13	16	14	12	11	2	2	-	1	3	3
City:													
Chicago	(271)	37	10	12	9	9	7	6	1	1	1	5	2
Rockford	(277)	32	11	18	11	10	5	6	1	1	*	3	2

TABLE A-116

Q. 59. "What are some of the main things you (want) (have wanted) out of life?"

NOTE: The phrase "(have wanted)" was used when respondent was at or beyond retirement age.

- 1 Financial and/or job security
- 2 Emotional security: pleasure, happiness, contentment
- 3 Prestige or status: be looked up to, pillar in the community, be a professional man, advance myself
- 4 Health for family or self
- 5 Family life aspirations: happy home, decent neighborhood, children, friends
- 6 Citizenship, religious, and altruistic goals
- 7 Have material possessions: home, car, luxuries
- 8 Recreation or leisure, social clubs
- 9 Self-improvement: education, change in jobs
- X,Y,R Miscellaneous; don't know; not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 55

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>X,Y,R=</u>	
Total auto owners	(548)	64	24	5	37	44	8	36	13	2	4	237%
*Loyalty to make since 1946:												
Loyal throughout	(120)	57	25	4	38	45	13	33	11	2	3	231%
Loyal on and off	(229)	67	23	5	37	41	5	37	12	2	3	232%
Never same make twice	(107)	65	15	5	37	42	3	37	17	1	6	228%
Two-car family	(74)	64	42	5	37	59	13	32	9	1	1	263%

TABLE A-117

Q. 60. "How satisfied are you in your progress (so far) in reaching those goals--very satisfied, fairly satisfied, or not very satisfied?"

- 1 Very satisfied
- 2 Fairly satisfied
- 3 Not very satisfied
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 43

Groups	Number	1	2	3	X	= 100%
Total auto owners	(548)	39	53	8	*	
*Loyalty to make since 1946:						
Loyal throughout	(120)	38	57	5	-	
Loyal on and off	(229)	34	56	10	-	
Never same make twice	(107)	36	54	8	2	
Two-car family	(74)	54	42	4	-	
Make of car:						
Buick	(75)1	43	52	5	-	
Oldsmobile . .	(67)7	39	52	9	-	
Pontiac	(64)9	48	44	8	-	
Chevrolet . . .	(68)2	32	63	5	-	
Mercury	(70)6	37	53	10	-	
Ford	(67)5	39	52	7	2	
Dodge	(68)4	41	53	6	-	
Plymouth . . .	(69)8	39	45	16	-	
City:						
Chicago	(271)	40	51	9	-	
Rockford . . .	(277)	36	58	5	1	

TABLE A-118

Q. 61. "What is your (husband's) occupation?"

- 1 Professional, semi-professional
- 2 Farmer, farm manager
- 3 Business (proprietor, manager, official)
- 4 Clerical, sales
- 5 Craftsman, foreman, and similar worker
- 6 Machine operative
- 7 Service worker
- 9 Laborer
- 0 Retired, unemployed, pensioner
- X Other (student; not in labor market)
- R Not ascertained

NOTE: Responses add to more than 100 per cent because those coded 0 were also coded in another category.

		Per cent giving each of the above answers:											Card V Col. 44
Groups	Number	1	2	3	4	5	6	7	9	0	X	R	=
Total auto owners	(548)	13	*	20	15	26	15	5	1	1	2	2	100%
*Loyalty to make since 1946:													
Loyal throughout	(120)	17	1	18	17	21	21	3	1	2	1	*	102%
Loyal on and off	(229)	11	-	19	17	31	11	2	2	1	2	4	100%
Never same make twice	(107)	13	-	14	11	27	20	10	1	-	4	*	100%
Two-car family	(74)	16	-	39	10	20	7	6	-	2	-	-	100%
City:													
Chicago	(271)	12	-	16	20	26	15	8	1	1	-	1	100%
Rockford . . .	(277)	15	*	23	10	26	14	2	1	2	4	3	100%

TABLE A-119

Q. 63. How long has respondent (or main earner in family) been working for the same concern

- 0 Less than one year
- 1 One to two years
- 2 Two to three years
- 3 Three to four years
- 4 Four to five years
- 5 Five to ten years
- 6 Ten to 15 years
- 7 Fifteen to 20 years
- 8 Twenty years or more
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 45

Groups	Number	0	1	2	3	4	5	6	7	8	X = 100%
Total auto owners	(548)	6	8	3	6	6	22	12	13	20	4
*Loyalty to make since 1946:											
Loyal throughout	(120)	5	3	2	7	6	20	17	7	30	3
Loyal on and off	(229)	4	9	2	7	9	26	12	10	16	5
Never same make twice	(107)	10	7	7	6	4	19	12	16	15	4
Two-car family	(74)	7	9	3	2	6	19	9	24	19	2
City:											
Chicago	(271)	6	7	3	6	5	26	14	11	19	3
Rockford	(277)	6	9	4	6	9	17	9	14	21	5

TABLE A-120

Q. 64. Longest time respondent (or main earner in family)
worked in any previous job

- 0 Less than one year
- 1 One up to two years
- 2 Two up to three
- 3 Three up to four
- 4 Four up to five
- 5 Five up to ten
- 6 Ten up to 15
- 7 Fifteen up to 20
- 8,9 Twenty years or longer
- X Did not have any previous job
- Y Not ascertained

Per cent giving each
of the above answers:

Card VI
Col. 56

Groups	Number	0	1	2	3	4	5	6	7	8,9	X	Y=100%
Total auto owners	(548)	2	4	6	8	5	19	11	6	22	10	7
*Loyalty to make since 1946:												
Loyal throughout	(120)	2	4	2	4	4	17	14	5	31	10	7
Loyal on and off	(229)	3	3	8	10	6	19	11	5	19	9	7
Never same make twice	(107)	3	8	3	8	7	18	8	9	18	11	7
Two-car family	(74)	1	3	10	7	1	22	11	5	24	11	5

TABLE A-121

Q. 65. (ASK HUSBANDS ABOUT WIVES, MARRIED WOMEN ABOUT THEMSELVES):

A. "Does your wife (Do you) have a regular job outside the home?"

- 6 Yes; a full-time job
- 7 A part-time job
- 8 No
- 9 Respondent not married
- Y Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 46

Groups	Number	6	7	8	9	Y	= 100%
Total auto owners	(548)	23	8	52	17	*	
*Loyalty to make since 1946:							
Loyal throughout	(120)	16	9	55	18	2	
Loyal on and off	(229)	28	6	50	15	1	
Never same make twice	(107)	23	12	44	21	-	
Two-car family	(74)	20	3	73	4	-	
City:							
Chicago	(271)	26	8	47	19	-	
Rockford . . .	(277)	20	7	57	15	1	

TABLE A-122

Q. 65 B. Marital status of respondent and number of years married.

- 0 Less than one year
- 1 One to five years
- 2 Five to ten years
- 3 Ten to 15 years
- 4 Fifteen to 20 years
- 5 Twenty to 25 years
- 6 Twenty-five years or more
- X Married; length of time not ascertained
- R Not married

NOTE: The number "not married" may vary one per cent from the figures shown for Q. 65 A, because percentages were rounded to 100 per cent.

Per cent giving each
of the above answers:

Card V
Col. 48

Groups	Number	0	1	2	3	4	5	6	X	R	= 100%
Total auto owners	(548)	2	9	15	11	14	11	19	3	16	
*Loyalty to make since 1946:											
Loyal throughout	(120)	1	8	12	8	12	10	27	4	18	
Loyal on and off	(229)	2	10	19	11	14	10	16	2	16	
Never same make twice	(107)	2	10	12	10	11	12	20	1	22	
Two-car family	(74)	1	11	12	16	24	12	14	6	4	

TABLE A-123

Q. 66. "If you were starting all over again, what line of work would you want to get into?"

- 1 Same line of work he has been in most recently
- 2 Similar: same industry, profession, or craft
- 3 Different in industry, profession, or craft
- 4 Don't know; no idea
- 5,X Not in labor market; not ascertained

Per cent giving each
of the above answers:

Card V
Col. 49

Groups	Number	1	2	3	4	5,X	= 100%
Total auto owners	(548)	49	5	38	4	4	

*Loyalty to make
since 1946:

Loyal throughout	(120)	50	4	41	*	5	
Loyal on and off	(229)	48	5	39	4	4	
Never same make twice	(107)	44	9	37	6	4	
Two-car family	(74)	58	6	28	5	3	

TABLE A-124

Q. 66 A. "Why would you choose that line of work?"
(Line he would prefer if he were starting
all over again)

- 1 Working conditions
- 2 Pay
- 3 Offers a challenge
- 4 Has prestige
- 5 Independence, being one's own boss
- 6 Has a future
- 7 Altruistic aspects: helps people
- 8 Security
- 9 Suited to my personality, aptitudes
- 0,X,Y,R Miscellaneous; unclassifiable; not
ascertained

Per cent giving each
of the above answers:

Card VI
Col. 57

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>0,X,Y,R</u>	=
Total auto owners	(508)	26	31	22	3	5	11	7	4	12	27	148%
*Loyalty to make since 1946:												
Loyal throughout	(114)	28	27	20	*	5	8	7	6	8	30	139%
Loyal on and off	(213)	21	33	24	2	4	11	5	3	12	28	143%
Never same make twice	(98)	29	27	24	3	9	11	9	4	18	23	157%
Two-car family	(66)	30	31	22	10	3	15	11	2	16	22	162%

TABLE A-125

Q. 67 (HAND RESPONDENT CARD.) "Which one of these groups best fits your family's combined income last year?"

- | | |
|---------------------|--------------------|
| 1 Under \$2,500 | 6 \$15,000 or more |
| 2 \$2,500-\$4,999 | 7 Just can't guess |
| 3 \$5,000-\$7,499 | 8 Refused to say |
| 4 \$7,500-\$9,999 | X Not ascertained |
| 5 \$10,000-\$14,999 | |

Per cent giving each
of the above answers:

Card V
Col. 50

Groups	Number	1	2	3	4	5	6	7	8	X	= 100%
Total auto owners	(548)	1	11	38	24	13	9	1	2	1	
*Loyalty to make since 1946:											
Loyal throughout	(120)	1	9	46	22	10	6	2	2	2	
Loyal on and off	(229)	1	12	33	26	16	9	1	2	*	
Never same make twice	(107)	-	15	44	28	6	3	-	2	2	
Two-car family	(74)	-	6	25	20	20	27	-	2	-	
Make of car:											
Buick	(75)1	1	5	19	30	26	17	-	1	1	
Oldsmobile . . .	(67)7	-	12	22	9	28	22	-	5	2	
Pontiac	(64)9	1	8	39	27	16	8	-	-	1	
Chevrolet	(68)2	-	15	49	21	4	7	3	1	-	
Mercury	(70)6	-	7	32	34	21	6	-	-	-	
Ford	(67)5	-	9	37	31	12	6	-	3	2	
Dodge	(68)4	3	10	30	30	16	7	-	3	1	
Plymouth	(69)8	1	20	52	16	6	3	-	2	-	
City:											
Chicago	(271)	1	12	40	23	12	8	2	1	1	
Rockford	(277)	*	10	36	26	14	10	-	3	1	

TABLE A-126

Q. 68. "Thinking realistically, in which group do you think your family's combined income will be three years from now?"

- | | |
|---------------------|--------------------|
| 1 Under \$2,500 | 6 \$15,000 or more |
| 2 \$2,500-\$4,999 | 7 Just can't guess |
| 3 \$5,000-\$7,499 | 8 Refused to say |
| 4 \$7,500-\$9,999 | X Not ascertained |
| 5 \$10,000-\$14,999 | |

Per cent giving each
of the above answers:

Card V
Col. 51

Groups	Number	1	2	3	4	5	6	7	8	X	= 100%
Total auto owners	(548)	1	8	22	24	19	15	8	1	2	
*Loyalty to make since 1946:											
Loyal throughout	(120)	3	7	30	20	22	7	7	1	3	
Loyal on and off	(229)	1	8	21	25	18	17	7	1	2	
Never same make twice	(107)	1	10	22	34	15	3	10	1	4	
Two-car family	(74)	-	6	14	12	18	39	9	2	-	
Make of car:											
Buick	(75)1	1	3	12	24	25	25	7	-	3	
Oldsmobile . . .	(67)7	-	9	19	10	19	27	8	5	3	
Pontiac	(64)9	-	11	25	26	16	20	-	-	2	
Chevrolet	(68)2	2	7	25	25	19	7	13	-	2	
Mercury	(70)6	2	4	23	27	24	13	4	-	3	
Ford	(67)5	-	9	19	25	16	17	7	2	5	
Dodge	(68)4	4	9	22	23	21	6	12	3	-	
Plymouth	(69)8	3	16	32	29	6	7	7	-	-	
City:											
Chicago	(271)	1	8	27	26	15	14	8	*	1	
Rockford	(277)	1	8	18	23	21	15	8	2	4	

TABLE A-127

Q. 70. "What was your father's occupation at the time you were growing up?"

- 1 Professional, semi-professional
- 2 Farmer or farm manager
- 3 Business (proprietor, manager, official)
- 4 Clerical, sales
- 5 Craftsman, foreman, similar work
- 6 Machine operator
- 7 Service worker
- 8 Farm laborer or foreman
- 9 Laborer, except farm or mine
- R Not ascertained

		Per cent giving each of the above answers:										Card V Col. 52	
<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>R</u>	= 100%	
Total auto owners	(548)	5	14	18	6	24	13	3	1	10	6		
*Loyalty to make since 1946:													
Loyal throughout	(120)	4	15	17	6	21	14	5	-	10	8		
Loyal on and off	(229)	5	13	14	7	26	10	2	2	13	8		
Never same make twice	(107)	4	17	13	5	30	15	4	*	9	3		
Two-car family	(74)	7	15	36	2	16	17	1	-	2	4		
City:													
Chicago	(271)	6	7	15	7	28	14	4	*	13	6		
Rockford . . .	(277)	4	22	20	5	23	12	1	1	8	6		

TABLE A-128

Q. 71. Education of respondent's father

- 1 Completed 0-4 years
- 2 5-6
- 3 7-8
- 4 9-11
- 5 12
- 6 One to three years college
- 7 Completed 4 years college
- 8 More than 4 years college
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 53

Groups	Number	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>X</u>	= 100%
Total auto owners	(548)	13	15	32	6	9	3	4	2	16	
*Loyalty to make since 1946:											
Loyal throughout	(120)	10	11	33	7	9	4	4	2	20	
Loyal on and off	(229)	10	21	31	4	8	3	4	2	17	
Never same make twice	(107)	18	13	31	10	9	2	1	-	16	
Two-car family	(74)	18	10	34	7	6	2	7	6	10	

TABLE A-129

Q. 71. Respondent's education

- 1 Completed 0-4 years
- 2 5-6
- 3 7-8
- 4 9-11
- 5 12
- 6 One to three years college
- 7 Completed 4 years college
- 8 More than 4 years college
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col 55

Groups	Number	1	2	3	4	5	6	7	8	X = 100%
Total auto owners	(548)	2	3	17	20	30	13	9	5	1
*Loyalty to make since 1946:										
Loyal throughout	(120)	4	2	20	14	28	16	9	5	2
Loyal on and off	(229)	1	5	16	21	32	11	11	3	*
Never same make twice	(107)	1	1	23	22	31	14	3	5	-
Two-car family	(74)	1	1	10	24	35	10	8	11	-
Make of car:										
Buick	(75)1	1	3	11	25	37	8	8	7	-
Oldsmobile . .	(67)7	-	3	13	20	34	12	10	8	-
Pontiac	(64)9	2	-	8	17	33	25	9	5	1
Chevrolet . . .	(68)2	2	3	22	19	29	10	10	5	-
Mercury	(70)6	3	3	16	21	24	13	9	10	1
Ford	(67)5	2	2	21	18	28	15	9	4	1
Dodge	(68)4	2	2	19	16	32	19	9	1	-
Plymouth . . .	(69)8	3	10	14	20	32	9	9	3	-
City:										
Chicago	(271)	2	4	17	18	32	14	9	4	*
Rockford . . .	(277)	1	2	18	21	30	12	9	6	1

TABLE A-130

Q. 72. "In general, do you think of yourself at present as being in the upper class, the upper middle class, the lower middle class, or the lower class?"

- 5 Upper class
- 6 Upper middle
- 7 Lower middle
- 8 Lower class
- 9 No opinion
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 57

Groups	Number	5	6	7	8	9	X	= 100%
Total auto owners	(548)	2	56	35	2	4	1	
*Loyalty to make since 1946:								
Loyal throughout	(120)	3	59	30	5	3	-	
Loyal on and off	(229)	3	53	38	2	2	2	
Never same make twice	(107)	1	49	42	1	7	-	
Two-car family	(74)	4	68	20	-	8	-	
Make of car:								
Buick	(75)1	4	53	31	4	7	1	
Oldsmobile . . .	(67)7	7	54	35	1	3	-	
Pontiac	(64)9	3	62	30	-	3	2	
Chevrolet	(68)2	1	59	31	3	5	1	
Mercury	(70)6	3	48	43	3	3	-	
Ford	(67)5	2	60	31	2	5	-	
Dodge	(68)4	2	46	50	-	-	2	
Plymouth	(69)8	2	39	49	3	5	2	
City:								
Chicago	(271)	3	50	41	2	3	1	
Rockford	(277)	2	60	29	3	5	1	

TABLE A-131

Q. 73 A. "Do you belong to any organizations--like civic groups, lodges, church groups, unions, and so on?"

- 1 Veterans, military, patriotic (and auxiliaries)
- 2 Labor unions
- 3 Civic or service
- 4 Political or pressure groups
- 5 Lodges, fraternal, secret societies, mutual benefit associations (and auxiliaries)
- 6 Church, religious
- 7 Economic, occupational, professional (other than unions)
- 8 Cultural, educational, alumni
- 9 Social, sports, hobby, recreational (non-church-connected)
- 0 Uncodable above (including too vague)
- X No; belong to none
- R Not ascertained

		Per cent giving each of the above answers:												Card V Col. 58
Groups	Number	1	2	3	4	5	6	7	8	9	0	X	R	=
Total auto owners	(548)	6	26	12	1	28	15	13	3	9	9	24	3	149%
*Loyalty to make since 1946:														
Loyal throughout	(120)	5	27	9	1	22	17	15	2	9	7	26	3	143%
Loyal on and off	(229)	8	24	10	1	27	8	9	2	9	6	26	5	135%
Never same make twice	(107)	4	28	15	-	22	19	11	5	8	13	26	4	155%
Two-car family	(74)	7	26	24	2	45	24	28	5	14	15	11	-	201%
Make of car:														
Buick	(75)1	7	23	15	1	33	17	15	5	12	4	23	5	160%
Oldsmobile . .	(67)7	7	22	15	-	37	11	17	1	5	5	25	1	146%
Pontiac	(64)9	3	25	19	-	36	20	17	3	17	11	13	3	167%
Chevrolet . . .	(68)2	6	29	7	-	24	13	9	3	7	9	31	1	139%
Mercury	(70)6	13	35	13	1	23	14	13	3	10	3	23	3	154%
Ford	(67)5	8	22	13	2	25	18	13	3	9	11	21	8	153%
Dodge	(68)4	-	14	11	-	33	3	8	3	11	14	25	3	125%
Plymouth . . .	(69)8	2	25	8	3	25	9	11	2	6	10	29	1	131%
City:														
Chicago	(271)	5	33	6	1	23	13	10	1	7	4	29	5	137%
Rockford . . .	(277)	7	19	17	1	32	16	14	5	11	13	20	3	158%

TABLE A-132

Q. 73 B. "Did you ever hold any office in any organization? Which organizations?"

- 0 No
- 1 One
- 2 Two
- 3,4,5 Three or more
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 59

Groups	Number	0	1	2	3,4,5	X	= 100%
Total auto owners	(548)	74	15	5	2	4	
*Loyalty to make since 1946:							
Loyal throughout	(120)	75	13	6	2	4	
Loyal on and off	(229)	77	11	3	3	6	
Never same make twice	(107)	70	19	4	3	4	
Two-car family	(74)	60	22	12	6	-	
Make of car:							
Buick	(75)1	73	15	4	1	7	
Oldsmobile . .	(67)7	75	17	3	2	3	
Pontiac	(64)9	69	14	11	3	3	
Chevrolet . . .	(68)2	80	15	3	1	1	
Mercury	(70)6	78	11	5	3	3	
Ford	(67)5	70	13	6	3	8	
Dodge	(68)4	76	8	6	6	4	
Plymouth . . .	(69)8	70	24	4	1	1	
City:							
Chicago	(271)	81	11	2	1	5	
Rockford . . .	(277)	68	19	7	3	3	

TABLE A-133

Q. 74. "Were you born in the United States?"

- 1 Yes
- 2 No

Per cent giving each
of the above answers:

Card V
Col. 60

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	=	100%
Total auto owners	(548)	92	8		
*Loyalty to make since 1946:					
Loyal throughout	(120)	92	8		
Loyal on and off	(229)	92	8		
Never same make twice	(107)	90	10		
Two-car family	(74)	96	4		
City:					
Chicago	(271)	93	7		
Rockford	(277)	91	9		

TABLE A-134

Q. 74 A. Generation of emigration from abroad

- 3 Either parent born abroad
- 4 Any grandparent born abroad
- 5 Great-grandparents or earlier
- 6 Generation of emigration not ascertained

NOTE: Percentages represent answers
from persons born in U. S.
only.

Per cent giving each
of the above answers:

Card V
Col.60

<u>Groups</u>	<u>Number</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	= 100%
Total auto owners	(548)	37	21	14	28	
*Loyalty to make since 1946:						
Loyal throughout	(120)	32	21	10	37	
Loyal on and off	(229)	39	21	14	26	
Never same make twice	(107)	42	19	14	25	
Two-car family	(74)	35	25	18	22	
City:						
Chicago	(271)	43	20	11	26	
Rockford . . .	(277)	30	23	17	30	

TABLE A-135

Q. 75. "What is your religious preference?"

- 1 Protestant
- 2 Catholic
- 3 Jewish
- 4 Other religion or none

Per cent giving each
of the above answers:

Card V
Col. 61

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	= 100%
Total auto owners	(548)	60	31	5	4	
*Loyalty to make since 1946:						
Loyal throughout	(120)	59	35	4	2	
Loyal on and off	(229)	59	30	6	5	
Never same make twice	(107)	52	38	2	8	
Two-car family	(74)	80	14	4	2	
City:						
Chicago	(271)	39	46	8	7	
Rockford	(277)	80	17	1	2	

TABLE A-136

Q. 76. "About how long has it been since you attended a religious service?"

- 5 Within a week; last Sunday
- 6 Not within week but within a month; about a month
- 7 More than a month up to one year
- 8 One year or more
- 9 Don't know how long; long time
- Y Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 62

<u>Groups</u>	<u>Number</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>Y</u>	= 100%
Total auto owners	(548)	40	23	19	13	5	*	

*Loyalty to make
since 1946:

Loyal throughout	(120)	44	21	16	12	7	-	
Loyal on and off	(229)	32	24	21	15	7	1	
Never same make twice	(107)	50	18	24	6	2	-	
Two-car family	(74)	39	31	12	17	1	-	

TABLE A-137

Q. 77. "Which man would you prefer to see win the presidential election this year: Stevenson or Eisenhower?"

- 1 Stevenson
- 2 Eisenhower
- 3 No preference
- 4 Refused to say
- X Not ascertained

NOTE: This question was not included in interviews conducted after election day.

Per cent giving each
of the above answers:

Card V
Col. 63

Groups	Number	1	2	3	4	X	= 100%
Total auto owners	(337)	27	62	8	3	*	

*Loyalty to make
since 1946:

Loyal throughout	(79)	27	60	9	3	1	
Loyal on and off	(137)	31	59	7	3	*	
Never same make twice	(70)	24	65	8	3	-	
Two-car family	(38)	19	75	6	-	-	

City:

Chicago	(171)	35	56	7	2	*	
Rockford	(166)	19	69	9	3	*	

TABLE A-138

Q. 78. "How interested are you in who will win the election--very interested, somewhat interested, or not very interested?"

- 5 Very interested
- 6 Somewhat interested
- 7 Not very interested
- Y Not ascertained

NOTE: This question was not included in interviews conducted after election day.

Per cent giving each
of the above answers:

Card V
Col. 64

<u>Groups</u>	<u>Number</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>Y</u>	= 100%
Total auto owners	(337)	55	30	14	1	
*Loyalty to make since 1946:						
Loyal throughout	(79)	56	27	16	1	
Loyal on and off	(137)	57	31	10	2	
Never same make twice	(70)	52	28	20	-	
Two-car family	(38)	57	33	10	-	
City:						
Chicago	(171)	43	35	21	1	
Rockford	(166)	67	26	7	*	

TABLE A-139

Q. 79. "Do you rent, or own, your place?"

- 1 Rented apartment or flat
- 2 Rented house or duplex
- 3 House or duplex owned by member of household
- 4 Some other arrangement
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 65

<u>Groups</u>	<u>Number</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>X</u>	= 100%
Total auto owners	(548)	27	7	59	3	4	

*Loyalty to make
since 1946:

Loyal throughout	(120)	23	3	64	3	7	
Loyal on and off	(229)	32	8	53	4	3	
Never same make twice	(107)	28	10	53	5	4	
Two-car family	(74)	10	7	81	1	1	

City:

Chicago	(271)	49	5	39	5	2	
Rockford . . .	(277)	6	9	77	2	6	

TABLE A-140

Q. 84. Socio-economic level of respondent

- 1 A (highest socio-economic status)
- 2 B
- 3 C
- 4 D (lowest)
- X Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 73

Groups	Number	1	2	3	4	X	= 100%
Total auto owners	(548)	4	36	50	8	2	
*Loyalty to make since 1946:							
Loyal throughout	(120)	5	34	51	8	2	
Loyal on and off	(229)	4	36	48	9	3	
Never same make twice	(107)	4	28	61	6	1	
Two-car family	(74)	5	57	29	7	2	
Make of car:							
Buick	(75)1	7	43	40	10	-	
Oldsmobile . .	(67)7	10	54	29	4	3	
Pontiac	(64)9	3	35	53	3	6	
Chevrolet . . .	(68)2	6	29	55	7	3	
Mercury	(70)6	4	36	53	6	1	
Ford	(67)5	-	36	52	10	2	
Dodge	(68)4	2	29	54	13	2	
Plymouth . . .	(69)8	3	32	55	9	1	
City:							
Chicago	(271)	5	32	54	6	3	
Rockford . . .	(277)	3	40	44	11	2	

TABLE A-141

Q. 84. Socio-economic level of block in which respondent lives

- 5 A (highest socio-economic status)
- 6 B
- 7 C
- 8 D (lowest)
- Y Not ascertained

Per cent giving each
of the above answers:

Card V
Col. 74

Groups	Number	5	6	7	8	Y	= 100%
Total auto owners	(548)	4	32	50	10	4	
*Loyalty to make since 1946:							
Loyal throughout	(120)	5	29	52	9	5	
Loyal on and off	(229)	3	34	50	10	3	
Never same make twice	(107)	2	28	56	10	4	
Two-car family	(74)	5	46	37	9	3	
Make of car:							
Buick	(75)1	7	33	44	13	3	
Oldsmobile . .	(67)7	6	46	33	9	6	
Pontiac	(64)9	5	31	51	8	5	
Chevrolet . . .	(68)2	6	26	52	10	6	
Mercury	(70)6	3	31	56	7	3	
Ford	(67)5	-	33	54	10	3	
Dodge	(68)4	-	31	56	12	1	
Plymouth . . .	(69)8	1	38	51	7	3	
City:							
Chicago	(271)	4	29	53	7	7	
Rockford . . .	(277)	3	35	47	14	1	