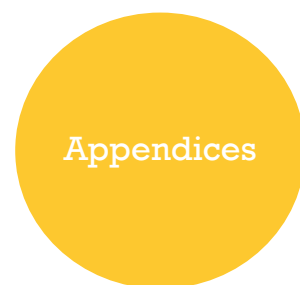




# The Australian Competition and Consumer Commission.

*Consumer experiences of buying, servicing  
and repairing new cars.*



Prepared for: The Australian Competition and Consumer Commission  
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# 1. Appendix 1: Detailed Comparative Tables

**Table 1: Influencing factors by age**

	Total	Age		
		18-34 (younger)	35-49 (mid age)	50+ (older)
n=	1,500	466	449	585
		a	b	c
Price	74%	67% <sub>abc</sub>	74% <sub>ac</sub>	80% <sub>ab</sub>
Type of vehicle	68%	57% <sub>abc</sub>	65% <sub>ac</sub>	78% <sub>ab</sub>
Fuel consumption	57%	55% <sub>c</sub>	53% <sub>c</sub>	62% <sub>ab</sub>
Reliability	54%	53%	52%	56%
Safety features of the car	53%	46% <sub>c</sub>	50% <sub>c</sub>	61% <sub>ab</sub>
Look and styling of the car	52%	49% <sub>c</sub>	50%	55% <sub>b</sub>
Manufacturer's reputation	52%	38% <sub>abc</sub>	50% <sub>ac</sub>	64% <sub>ab</sub>
Comfort	51%	45% <sub>c</sub>	50%	55% <sub>a</sub>
Warranty length/period	45%	38% <sub>abc</sub>	45% <sub>ac</sub>	51% <sub>ab</sub>
Accessories	43%	38% <sub>c</sub>	40% <sub>c</sub>	50% <sub>ab</sub>
Performance	39%	38%	40%	40%
After-sales service	36%	30% <sub>c</sub>	31% <sub>c</sub>	46% <sub>ab</sub>
Seating capacity	34%	29% <sub>abc</sub>	37% <sub>a</sub>	36% <sub>a</sub>
Engine power or capacity	31%	25% <sub>c</sub>	29% <sub>c</sub>	36% <sub>ab</sub>
Smart features	27%	30% <sub>b</sub>	24% <sub>oa</sub>	26%
Security	22%	24%	20%	23%
Cost of spare parts for the car	18%	19%	18%	18%
Environmental impact	18%	22% <sub>bc</sub>	16% <sub>oa</sub>	17% <sub>a</sub>
None of these	1%	1%	0%	1%

Q 19: Which of these factors did you consider when you were making the decision to buy your most recent new car? MR

Base: All new car buyers (n=1,500)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

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A subscript a, b or c denotes a statistically significant difference between columns

**Table 2: Influencing factors by value of car**

	Car Value*			
	Total	\$10K-\$24K (lower end)	\$25K-\$35K (mid-range)	\$35K+ (higher-end)
<i>n</i> =	1,334	428	396	510
		a	b	c
Price	75%	84% <sub>bc</sub>	75% <sub>ac</sub>	68% <sub>ab</sub>
Type of vehicle	68%	69%	69%	67%
Fuel consumption	57%	60%	59%	55%
Reliability	54%	55%	52%	54%
Safety features of the car	54%	50% <sub>c</sub>	53%	57% <sub>a</sub>
Look and styling of the car	52%	49% <sub>b</sub>	55% <sub>a</sub>	53%
Manufacturer's reputation	52%	52%	51%	53%
Comfort	51%	45% <sub>c</sub>	50% <sub>c</sub>	57% <sub>ab</sub>
Warranty length/period	45%	45%	43%	47%
Accessories	44%	38% <sub>c</sub>	42% <sub>c</sub>	49% <sub>ab</sub>
Performance	40%	29% <sub>bc</sub>	36% <sub>ac</sub>	51% <sub>ab</sub>
After-sales service	36%	38% <sub>c</sub>	37%	34% <sub>a</sub>
Seating capacity	34%	30% <sub>c</sub>	31% <sub>c</sub>	40% <sub>ab</sub>
Engine power or capacity	31%	22% <sub>bc</sub>	29% <sub>ac</sub>	39% <sub>ab</sub>
Smart features	27%	19% <sub>c</sub>	23% <sub>c</sub>	36% <sub>ab</sub>
Security	23%	19% <sub>c</sub>	19% <sub>c</sub>	28% <sub>ab</sub>
Cost of spare parts for the car	18%	17%	20%	18%
Environmental impact	18%	17%	18%	19%
None of these	1%	0%	1%	0%

Q 19: Which of these factors did you consider when you were making the decision to buy your most recent new car? (MR)

Base: All new car buyers who could recall the value of their car (n=1,334)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

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A subscript a, b or c denotes a statistically significant difference between columns

**Table 3: Influencing factors by frequency of car purchase**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n</i> =	1,387	451	625	311
		a	b	c
Price	74%	62% <sub>bc</sub>	80% <sub>a</sub>	80% <sub>a</sub>
Type of vehicle	68%	56% <sub>bc</sub>	74% <sub>a</sub>	72% <sub>a</sub>
Fuel consumption	58%	51% <sub>bc</sub>	61% <sub>a</sub>	61% <sub>a</sub>
Reliability	54%	49% <sub>bc</sub>	57% <sub>a</sub>	57% <sub>a</sub>
Safety features of the car	54%	48% <sub>b</sub>	61% <sub>ac</sub>	49% <sub>b</sub>
Look and styling of the car	53%	46% <sub>bc</sub>	56% <sub>a</sub>	56% <sub>a</sub>
Manufacturer's reputation	52%	49% <sub>b</sub>	56% <sub>a</sub>	50%
Comfort	51%	46% <sub>b</sub>	56% <sub>a</sub>	49%
Warranty length/period	46%	42% <sub>b</sub>	49% <sub>a</sub>	47%
Accessories	44%	41% <sub>b</sub>	48% <sub>a</sub>	42%
Performance	40%	41%	40%	40%
After-sales service	37%	33% <sub>b</sub>	40% <sub>a</sub>	37%
Seating capacity	35%	33%	39% <sub>c</sub>	28% <sub>b</sub>
Engine power or capacity	31%	34% <sub>c</sub>	33% <sub>c</sub>	23% <sub>ab</sub>
Smart features	28%	30% <sub>c</sub>	28% <sub>c</sub>	22% <sub>ab</sub>
Security	23%	22%	25% <sub>c</sub>	19% <sub>b</sub>
Cost of spare parts for the car	19%	20%	19%	15%
Environmental impact	18%	19%	17%	19%
None of these	1%	1%	1% <sub>c</sub>	0% <sub>b</sub>

Q 19: Which of these factors did you consider when you were making the decision to buy your most recent new car? (MR)

Base: All new car buyers who could recall how often they typically buy a new car (n=1,387)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

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A subscript a, b or c denotes a statistically significant difference between columns



**Table 4: Sources of information by age**

	Total	Age		
		18-34 (younger)	35-49 (mid age)	50+ (older)
n=	1,491	463	447	581
		a	b	c
Internet - manufacturer's site	65%	65%	70% <sub>c</sub>	61% <sub>b</sub>
Spoke with a car dealer before the purchase	54%	46% <sub>c</sub>	50% <sub>c</sub>	64% <sub>ab</sub>
Test drove a car or range of cars	44%	36% <sub>bc</sub>	43% <sub>ac</sub>	52% <sub>ab</sub>
Internet - car review sites or car club sites	42%	47% <sub>c</sub>	43% <sub>c</sub>	37% <sub>ab</sub>
Internet - Car sales sites	36%	43% <sub>bc</sub>	35% <sub>a</sub>	30% <sub>a</sub>
Asked a friend, relative or colleague for advice	26%	32% <sub>c</sub>	27% <sub>c</sub>	20% <sub>ab</sub>
Hard copy materials such as brochures/pamphlets	26%	18% <sub>c</sub>	23% <sub>c</sub>	34% <sub>ab</sub>
Directly looking at a car	18%	17% <sub>c</sub>	15% <sub>c</sub>	22% <sub>ab</sub>
Asked a mechanic or another professional in the car industry for advice	12%	14%	10%	13%
Internet - social media	10%	16% <sub>c</sub>	12% <sub>c</sub>	5% <sub>ab</sub>
Internet - car magazine	9%	10%	11%	7%
Hard copy car magazines	7%	9%	6%	7%
Internet, somewhere else	1%	1% <sub>c</sub>	0% <sub>c</sub>	2% <sub>ab</sub>
Other	2%	0%	2% <sub>c</sub>	4% <sub>ab</sub>

Q 20: What were all the places where you looked for information to inform your purchase? Please select all that apply. (MR)

Base: All new car buyers who selected at least one influencing factor at Q19 (n=1,491)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns



**Table 5: Sources of information by location**

	Location		
	Total	Metro	Regional
<i>n=</i>	1,489	1,141	348
	<b>a</b>	<b>b</b>	<b>c</b>
Internet - manufacturer's site	65%	65%	64%
Spoke with a car dealer before the purchase	54%	53% <sub>b</sub>	61% <sub>a</sub>
Test drove a car or range of cars	45%	44%	48%
Internet - car review sites or car club sites	42%	43%	40%
Internet - Car sales sites	36%	36%	34%
Asked a friend, relative or colleague for advice	26%	28% <sub>b</sub>	21% <sub>a</sub>
Hard copy materials such as brochures/pamphlets	26%	24% <sub>b</sub>	32% <sub>a</sub>
Directly looking at a car	18%	17%	21%
Asked a mechanic or another professional in the car industry for advice	12%	12%	12%
Internet - social media	10%	12% <sub>b</sub>	6% <sub>a</sub>
Internet - car magazine	9%	10%	8%
Hard copy car magazines	7%	8%	7%
Internet, somewhere else	1%	1%	1%
Other	2%	2%	3%

Q 20: What were all the places where you looked for information to inform your purchase? Please select all that apply. (MR)

Base: All new car buyers who selected at least one influencing factor at Q19 and provided a valid postcode (n=1,489)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 6: Sources of information by frequency of car purchase**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
n=	1,379	447	621	311
		a	b	c
Internet - manufacturer's site	66%	62% <sub>ob</sub>	69% <sub>oa</sub>	66%
Spoke with a car dealer before the purchase	55%	42% <sub>obc</sub>	61% <sub>oa</sub>	62% <sub>oa</sub>
Test drove a car or range of cars	45%	36% <sub>obc</sub>	52% <sub>oa</sub>	45% <sub>oa</sub>
Internet - car review sites or car club sites	43%	42%	44%	44%
Internet - Car sales sites	37%	40% <sub>ob</sub>	34% <sub>oa</sub>	37%
Asked a friend, relative or colleague for advice	27%	21% <sub>obc</sub>	26% <sub>oac</sub>	37% <sub>oab</sub>
Hard copy materials such as brochures/pamphlets	26%	26%	29%	23%
Directly looking at a car	18%	13% <sub>obc</sub>	21% <sub>oa</sub>	21% <sub>oa</sub>
Asked a mechanic or another professional in the car industry for advice	12%	14%	12%	12%
Internet - social media	11%	18% <sub>obc</sub>	7% <sub>oa</sub>	8% <sub>oa</sub>
Internet - car magazine	10%	14% <sub>obc</sub>	8% <sub>oa</sub>	6% <sub>oa</sub>
Hard copy car magazines	8%	11% <sub>obc</sub>	7% <sub>oa</sub>	5% <sub>oa</sub>
Internet, somewhere else	1%	1%	2%	0% <sub>o</sub>
Other	2%	3% <sub>ob</sub>	2% <sub>oac</sub>	3% <sub>ob</sub>

Q 20: What were all the places where you looked for information to inform your purchase? Please select all that apply. (MR)

Base: All new car buyers who could recall how often they typically buy a new car and selected at least one influencing factor at Q19 (n=1,379)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 7: Factors that made decision-making hard by age**

	Total	Age		
		18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n</i> =	1,491	463	447	581
		a	b	c
Biased and not objective	13%	19% <sub>bc</sub>	13% <sub>ac</sub>	9% <sub>ab</sub>
There was too much or overwhelming information	13%	17% <sub>c</sub>	13%	10% <sub>a</sub>
The information was too technical and hard to understand	10%	17% <sub>bc</sub>	8% <sub>a</sub>	7% <sub>a</sub>
Hard to access	7%	13% <sub>bc</sub>	5% <sub>a</sub>	4% <sub>a</sub>
Not trustworthy	7%	10% <sub>c</sub>	8% <sub>c</sub>	4% <sub>ab</sub>
Out-of-date	6%	10% <sub>bc</sub>	6% <sub>ac</sub>	3% <sub>ab</sub>
Not relevant to the type of car I was looking for	6%	9% <sub>bc</sub>	5% <sub>a</sub>	5% <sub>a</sub>
Hard to understand	6%	11% <sub>bc</sub>	5% <sub>a</sub>	3% <sub>a</sub>
Not relevant to buying a car in Australia (as opposed to overseas models)	6%	9% <sub>bc</sub>	5% <sub>a</sub>	4% <sub>a</sub>
Inaccurate	4%	8% <sub>bc</sub>	3% <sub>a</sub>	2% <sub>a</sub>
Other	1%	0%	1%	1%

Q 23: What, if anything, made it difficult to inform yourself about your new car purchase? (MR)

Base: All new car buyers who selected at least one influencing factor at Q19 (n=1,491)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 8: Factors that made decision-making hard by frequency of car purchase**

	Total	Frequency of purchase*		
		1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n</i> =	1,379	447	621	311
		a	b	c
Biased and not objective	14%	19% <sub>bc</sub>	11% <sub>a</sub>	12% <sub>a</sub>
There was too much or overwhelming information	13%	15%	12%	15%
The information was too technical and hard to understand	10%	13% <sub>b</sub>	8% <sub>a</sub>	10%
Hard to access	7%	10% <sub>b</sub>	6% <sub>a</sub>	7%
Not trustworthy	7%	8%	6%	6%
Not relevant to the type of car I was looking for	6%	10% <sub>bc</sub>	5% <sub>a</sub>	5% <sub>a</sub>
Out-of-date	6%	8%	6%	5%
Hard to understand	6%	10% <sub>bc</sub>	4% <sub>a</sub>	6% <sub>a</sub>
Not relevant to buying a car in Australia	6%	8% <sub>bc</sub>	4% <sub>a</sub>	5%
Inaccurate	4%	7% <sub>bc</sub>	3% <sub>a</sub>	2% <sub>a</sub>
Other	1%	0% <sub>bc</sub>	1% <sub>a</sub>	1%
Nothing made it difficult	57%	46% <sub>bc</sub>	65% <sub>ac</sub>	59% <sub>ab</sub>

Q 23: What, if anything, made it difficult to inform yourself about your new car purchase? (MR)

Base: All new car buyers who could recall how often they typically buy a new car and selected at least one influencing factor at Q19 (n=1,379)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 9: Ease of making comparisons by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,500	466	449	585
		<b>a</b>	<b>b</b>	<b>c</b>
Very easy	16%	16%	18%	14%
Easy	41%	46% <sub>c</sub>	42% <sub>c</sub>	36% <sub>ab</sub>
Not easy or hard	24%	24%	23%	26%
Hard	8%	8%	8%	8%
Very hard	1%	1%	1%	1%
Not applicable - no comparisons were made	10%	6% <sub>c</sub>	8% <sub>c</sub>	15% <sub>ab</sub>

Q 27: Was making comparisons between different brands of cars... (SR)

Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 10: Ease of making comparisons by location**

	Location		
	Total	Metro	Regional
<i>n=</i>	1,498	1,149	349
		<b>a</b>	<b>b</b>
Very easy	16%	15%	16%
Easy	41%	43% <sub>b</sub>	34% <sub>a</sub>
Not easy or hard	24%	24%	26%
Hard	8%	8%	9%
Very hard	1%	1%	1%
Not applicable - no comparisons were made	10%	9%	13%

Q 27: Was making comparisons between different brands of cars... (SR)

Base: All new car buyers who provided a valid postcode (n=1,498)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 11: Received information from sales-person by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,500	466	449	585
		<b>a</b>	<b>b</b>	<b>c</b>
Received information	74%	72% <sub>c</sub>	71% <sub>c</sub>	78% <sub>ab</sub>
Received no information	13%	16% <sub>c</sub>	14% <sub>c</sub>	9% <sub>ab</sub>
Don't know	13%	12%	15%	13%

Q 28: Did the sales-person who sold you the most recent new car give you any information before you bought the new car? (SR)

Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 12: Received information from sales-person by location**

	Location		
	Total	Metro	Regional
<i>n=</i>	1,498	1,149	349
		<b>a</b>	<b>b</b>
Received information	74%	72% <sub>b</sub>	79% <sub>a</sub>
Received no information	13%	14% <sub>b</sub>	8% <sub>a</sub>
Don't know	13%	14%	12%

Q 28: Did the sales-person who sold you the most recent new car give you any information before you bought the new car? (SR)  
 Base: All new car buyers who provided a valid postcode (n=1,498)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 13: Received information from sales-person by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	1,387	451	625	311
		<b>a</b>	<b>b</b>	<b>c</b>
Received information	75%	68% <sub>a</sub>	79% <sub>b,c</sub>	77% <sub>a</sub>
Received no information	13%	20% <sub>a</sub>	8% <sub>b,c</sub>	11% <sub>a</sub>
Don't know	12%	12%	12%	12%

Q 28: Did the sales-person who sold you the most recent new car give you any information before you bought the new car? (SR)  
 Base: All new car buyers who could recall how often they typically buy a new car (n=1,387)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 14: Sales-person influence by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,111	339	318	454
		<b>a</b>	<b>b</b>	<b>c</b>
Influenced the decision a lot	16%	21% <sub>c</sub>	17% <sub>c</sub>	12% <sub>a,b</sub>
Influenced the decision a little	50%	58% <sub>b,c</sub>	50% <sub>a</sub>	45% <sub>a</sub>
Did not influence the decision at all	32%	19% <sub>b,c</sub>	30% <sub>a,c</sub>	42% <sub>a,b</sub>
Don't know	2%	2%	3% <sub>c</sub>	1% <sub>b</sub>

Q33: How much do you think the information the sales-person gave you influenced your final decision to choose the new car? (SR)  
 Base: All new car buyers who received information from sales-person (n=1,111)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 15: Sales-person influence by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	1,041	306	495	240
		<b>a</b>	<b>b</b>	<b>c</b>
Influenced the decision a lot	16%	27% <sub>bc</sub>	11% <sub>a</sub>	14% <sub>a</sub>
Influenced the decision a little	51%	47%	53%	53%
Did not influence the decision at all	31%	24% <sub>bc</sub>	35% <sub>a</sub>	32% <sub>a</sub>
Don't know	2%	2%	1%	2%

Q33: How much do you think the information the sales-person gave you influenced your final decision to choose the new car? (SR)

Base: All new car buyers who could recall how often they typically buy a new car and received information from sales-person (n=1,041)

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 16: Overall experience by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,473	460	441	572
		<b>a</b>	<b>b</b>	<b>c</b>
Extremely positive	24%	17% <sub>bc</sub>	24% <sub>ac</sub>	30% <sub>ab</sub>
Positive	58%	61%	58%	56%
Neutral	14%	18% <sub>c</sub>	14%	12% <sub>a</sub>
Negative	3%	3%	4%	2%
Extremely negative	1%	1%	1%	1%

Q 35: Overall, would you say that your experience of purchasing a new car was ... (SR)

Base: All new car buyers, excluding pilot participants (n=1,473)

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 17: Overall experience by presence of manufacturing issue**

	Presence of manufacturing issue		
	Total	Had manufacturing issue	No manufacturing issue
<i>n=</i>	1,473	198	1,275
		<b>a</b>	<b>b</b>
Extremely positive	24%	16% <sub>b</sub>	25% <sub>a</sub>
Positive	58%	53%	59%
Neutral	14%	22% <sub>b</sub>	13% <sub>a</sub>
Negative	3%	7% <sub>b</sub>	2% <sub>a</sub>
Extremely negative	1%	2%	0%

Q 35: Overall, would you say that your experience of purchasing a new car was ... (SR)

Base: All new car buyers, excluding pilot participants (n=1,473)

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 18: Knowledge of manufacturer's warranty by state**

	Location								
	Total	NSW	VIC	QLD	WA	SA	TAS	ACT	NT
<i>n=</i>	1,500	450	375	300	120	120	75	30	30
		a	b	c	d	e	f	g	h
Yes	77%	72% <sub>cef</sub>	73% <sub>cef</sub>	81% <sub>ab</sub>	76% <sub>f</sub>	84% <sub>ab</sub>	89% <sub>abd</sub>	93%	86%
No	13%	18% <sub>cdef</sub>	15% <sub>ef</sub>	11% <sub>af</sub>	9% <sub>a</sub>	7% <sub>ab</sub>	4% <sub>abc</sub>	4%	11%
Do not remember	10%	9%	11%	8%	14%	9%	7%	3%	3%

Q36: Did you know about the manufacturer's warranty at the time you bought the car? (SR)

Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 19: Knowledge of manufacturer's warranty by household income**

	Level of household income			
	Total	\$0-\$80k (low income)	\$80k-\$125k (medium income)	\$125k+ (high income)
<i>n=</i>	1,328	503	436	389
		a	b	c
Yes	77%	76% <sub>c</sub>	75% <sub>c</sub>	82% <sub>ab</sub>
No	14%	14% <sub>c</sub>	17% <sub>c</sub>	10% <sub>ab</sub>
Do not remember	9%	10%	9%	8%

Q36: Did you know about the manufacturer's warranty at the time you bought the car? (SR)

Base: All new car buyers who provided their household income (n=1,328)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 20: Knowledge of manufacturer's warranty by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,500	466	449	585
		a	b	c
Yes	77%	65% <sub>bc</sub>	79% <sub>ac</sub>	84% <sub>ab</sub>
No	13%	22% <sub>bc</sub>	12% <sub>ac</sub>	7% <sub>ab</sub>
Do not remember	10%	12% <sub>c</sub>	9%	8% <sub>a</sub>

Q36: Did you know about the manufacturer's warranty at the time you bought the car? (SR)

Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns



**Table 21: After-sales products included or purchased by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
	n=	1,500	466	449
		a	b	c
Capped price servicing	44%	38% <sub>bc</sub>	42% <sub>c</sub>	50% <sub>ab</sub>
Accessories	44%	38% <sub>bc</sub>	38% <sub>c</sub>	52% <sub>ab</sub>
Road side assistance	43%	39% <sub>c</sub>	37% <sub>c</sub>	50% <sub>ab</sub>
Extended warranty	23%	25%	24%	21%
Finance or loan	15%	25% <sub>bc</sub>	14% <sub>ac</sub>	8% <sub>a</sub>
Insurance	13%	22% <sub>bc</sub>	10% <sub>a</sub>	8% <sub>a</sub>
Supply of fuel vouchers	8%	11% <sub>bc</sub>	6% <sub>a</sub>	6% <sub>a</sub>
Cashback	6%	11% <sub>bc</sub>	4% <sub>a</sub>	3% <sub>a</sub>
EFTPOS/gift card	3%	6% <sub>bc</sub>	2% <sub>a</sub>	1% <sub>a</sub>
Other	3%	0% <sub>bc</sub>	4% <sub>a</sub>	5% <sub>a</sub>
None of these	14%	12% <sub>b</sub>	19% <sub>ac</sub>	12% <sub>b</sub>

Q 38: What other products were included or purchased with your new car? (MR)

Base: All new car buyers (n=1,500)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 22: After-sales products included or purchased by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
	n=	1,387	451	625
		a	b	c
Road side assistance	43%	40% <sub>c</sub>	43% <sub>c</sub>	50% <sub>ab</sub>
Capped price servicing	43%	34% <sub>bc</sub>	48% <sub>a</sub>	48% <sub>a</sub>
Accessories	43%	36% <sub>bc</sub>	46% <sub>a</sub>	49% <sub>a</sub>
Extended warranty	24%	28% <sub>b</sub>	20% <sub>a</sub>	25%
Finance or loan	16%	18% <sub>b</sub>	10% <sub>ac</sub>	22% <sub>b</sub>
Insurance	13%	17% <sub>b</sub>	9% <sub>ac</sub>	16% <sub>b</sub>
Supply of fuel vouchers	8%	10% <sub>b</sub>	6% <sub>a</sub>	8%
Cashback	6%	10% <sub>bc</sub>	3% <sub>a</sub>	6% <sub>a</sub>
EFTPOS/gift card	3%	7% <sub>bc</sub>	1% <sub>a</sub>	1% <sub>a</sub>
Other	3%	3%	4%	2%
None of these	14%	16% <sub>c</sub>	15% <sub>c</sub>	8% <sub>ab</sub>

Q 38: What other products were included or purchased with your new car? (MR)

Base: All new car buyers who could recall how often they typically buy a new car (n=1,387)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 23: Understanding warranties by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	209	85	77	47
		<b>a</b>	<b>b</b>	<b>c</b>
Completely understood	71%	68% <sub>b</sub>	85% <sub>a,c</sub>	52% <sub>b</sub>
Partially understood	26%	28% <sub>b</sub>	14% <sub>a,c</sub>	40% <sub>b</sub>
Did not understand	2%	1%	0%	4%
Can't remember	2%	2%	1%	4%

Q 40: Did the sales-person explain the difference between an extended warranty and the manufacturer's warranty in a way you could understand? (SR)  
 Base: All new car buyers who could recall how often they typically buy a new car and whose sales-person explained their warranties (n=209)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 24: Sought fuel consumption information by location**

	Location		
	Total	Metro	Regional
<i>n=</i>	1,109	833	276
		<b>a</b>	<b>b</b>
Yes	60%	58% <sub>b</sub>	67% <sub>a</sub>
No	28%	30% <sub>b</sub>	22% <sub>a</sub>
Can't remember	12%	12%	11%

Q30: Did you specifically look for or receive any information about fuel consumption? (SR)  
 Base: All new car buyers who sought/received information and provided a valid postcode (n=1,109)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 25: Sought fuel consumption information by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	1,041	306	495	240
		<b>a</b>	<b>b</b>	<b>c</b>
Yes	60%	67% <sub>b,c</sub>	60% <sub>a</sub>	53% <sub>a</sub>
No	28%	24% <sub>c</sub>	28%	34% <sub>a</sub>
Can't remember	11%	8%	12%	13%

Q30: Did you specifically look for or receive any information about fuel consumption? (SR)  
 Base: New car buyers who sought/received information and could recall how often they typically buy a new car (n=1,041)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 26: Accuracy of fuel consumption information by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	628	205	295	128
		<b>a</b>	<b>b</b>	<b>c</b>
Better fuel consumption than indicated	20%	29% <sub>bc</sub>	14% <sub>a</sub>	18% <sub>a</sub>
The same fuel consumption as indicated	57%	53%	58%	60%
Worse fuel consumption than indicated	15%	15%	18% <sub>c</sub>	10% <sub>b</sub>
Don't know	8%	2% <sub>bc</sub>	10% <sub>a</sub>	12% <sub>a</sub>

Q 32: Do you think your most recent new car ... (SR)

Base: All new car buyers who could recall how often they typically buy a new car and received information about fuel consumption (n=628)

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 27: Prevalence of car servicing by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	1,387	451	625	311
		<b>a</b>	<b>b</b>	<b>c</b>
Yes	82%	75% <sub>bc</sub>	86% <sub>a</sub>	83% <sub>a</sub>
No	16%	21% <sub>bc</sub>	12% <sub>a</sub>	15% <sub>a</sub>
Don't know	3%	4%	2%	2%

Q 58: Have you had a routine service or maintenance for the new car?

Base: All new car buyers who could recall how often they typically buy a new car (n=1,387)

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 28: Prevalence of car servicing by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,500	466	449	585
		<b>a</b>	<b>b</b>	<b>c</b>
Yes	82%	72% <sub>bc</sub>	82% <sub>ac</sub>	90% <sub>ab</sub>
No	15%	22% <sub>bc</sub>	16% <sub>ac</sub>	10% <sub>ab</sub>
Don't know	3%	6% <sub>bc</sub>	2% <sub>ac</sub>	0% <sub>ab</sub>

Q 58: Have you had a routine service or maintenance for the new car?

Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 29: Prevalence of car servicing by year of purchase**

	Year of purchase		
	Total	2015 - 2016	2012 - 2014
<i>n=</i>	1,500	748	752
		<b>a</b>	<b>b</b>
Yes	82%	72% <sub>b</sub>	92% <sub>a</sub>
No	15%	25% <sub>b</sub>	6% <sub>a</sub>
Don't know	3%	3%	2%

Q 58: Have you had a routine service or maintenance for the new car?  
 Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 30: Service location by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,236	344	367	525
		<b>a</b>	<b>b</b>	<b>c</b>
The dealership where you purchased the car	68%	59% <sub>abc</sub>	71% <sub>ac</sub>	72% <sub>ab</sub>
Another dealership - same brand, different location	18%	23% <sub>bc</sub>	17% <sub>ac</sub>	16% <sub>ab</sub>
An independent mechanic - small business	10%	14% <sub>abc</sub>	9% <sub>ac</sub>	8% <sub>ab</sub>
An independent mechanic - chain	4%	4%	4%	4%

Q 59: Where did you last have your car serviced? (SR)  
 Base: New car buyers who had had a routine service/maintenance (1,236)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 31: Reasons for choosing dealership servicing by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
	n=	281	322	464
		a	b	c
Free/reduced-price or capped price servicing came with car	37%	37%	30% <sub>c</sub>	41% <sub>b</sub>
Dealership close and convenient	31%	23% <sub>c</sub>	29% <sub>c</sub>	37% <sub>ab</sub>
Dealership is more likely to service the car to manufacturer's specifications	29%	21% <sub>c</sub>	26% <sub>c</sub>	37% <sub>ab</sub>
Car will be safe at dealership	25%	26%	24%	25%
Mandatory under warranty	23%	24%	23%	23%
Using a dealership maintains value	23%	21%	20% <sub>c</sub>	26% <sub>b</sub>
Dealership has information on my car	22%	18% <sub>c</sub>	17% <sub>c</sub>	28% <sub>ab</sub>
Worried about voiding warranty	22%	25%	22%	19%
Loyal to dealership	16%	14%	17%	17%
Habit	14%	16%	12%	14%
Mandatory according to logbook	9%	11%	7%	10%
Other	3%	1% <sub>c</sub>	3%	4% <sub>a</sub>

Q 60: Why did you choose a dealership for servicing rather than an independent mechanic or a place like Kmart Auto? (MR)  
 Base: All new car buyers who had their car serviced at a dealership (n=1,067)  
 Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 32: Reasons for choosing dealership servicing by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
	n=	299	466	221
		a	b	c
Free/reduced-price or capped price servicing	37%	28% <sub>abc</sub>	41% <sub>a</sub>	40% <sub>a</sub>
Dealership close and convenient	31%	29%	36% <sub>c</sub>	23% <sub>b</sub>
Dealership is more likely to service the car to manufacturer's specifications	30%	33%	31%	25%
Car will be safe at dealership	25%	26%	23%	29%
Mandatory under warranty	24%	21%	25%	26%
Using a dealership maintains value	23%	27% <sub>c</sub>	23%	18% <sub>a</sub>
Dealership has information on my car	22%	25%	20%	23%
Worried about voiding warranty	22%	17% <sub>c</sub>	22%	28% <sub>a</sub>
Loyal to dealership	16%	22% <sub>abc</sub>	15% <sub>a</sub>	11% <sub>a</sub>
Habit	14%	15%	14%	13%
Mandatory according to logbook	10%	11%	8%	12%
Other	3%	2%	3%	4%

Q 60: Why did you choose a dealership for servicing rather than an independent mechanic or a place like Kmart Auto? (MR)  
 Base: All new car buyers who had their car serviced at a dealership and could recall how often they typically buy a new car (n=986)  
 Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 33: Nature of issues with new cars by car value**

	Car Value*			
	Total	\$10K-\$24K (lower end)	\$25K-\$35K (mid-range)	\$35K+ (higher-end)
	n=	1,334	428	396
		a	b	c
Other technology	8%	5% <sub>bc</sub>	10% <sub>a</sub>	9% <sub>a</sub>
The interior such as upholstery and fittings	7%	5% <sub>c</sub>	5% <sub>c</sub>	9% <sub>ab</sub>
Significantly higher fuel consumption than expected	6%	4% <sub>c</sub>	5% <sub>c</sub>	9% <sub>ab</sub>
The exterior such as the paint/finish	6%	4% <sub>c</sub>	6%	7% <sub>a</sub>
Basic electronics	6%	3% <sub>c</sub>	5%	8% <sub>a</sub>
Tyres showing wear or failing before expected	5%	3% <sub>c</sub>	5% <sub>c</sub>	8% <sub>ab</sub>
The engine	5%	4%	6%	6%
Glass such as the windshield and windows	5%	3% <sub>c</sub>	4% <sub>c</sub>	7% <sub>ab</sub>
Control systems	5%	5%	3%	5%
Significantly lower performance than expected	4%	3% <sub>c</sub>	3%	5% <sub>a</sub>
Failing batteries in electric vehicles or hybrids	4%	1% <sub>c</sub>	3% <sub>c</sub>	6% <sub>ab</sub>
Other	4%	5%	4%	3%
None of these	67%	73% <sub>c</sub>	67%	62% <sub>a</sub>

Q43: Did you experience any problems with the following aspects of your most recent new car? (MR)

Base: All new car buyers who could recall the value of their car (n=1,334)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns

**Table 34: Nature of issues with new cars by car type**

	Car type				
	Total	Small (hatchback)	Medium (sedan / station wagon)	Large (SUV / 4x4)	Other (Ute / van)
<i>n</i> =	1,500	497	495	442	66
		a	b	c	d
Other technology	8%	7%	9%	9%	7%
The interior such as upholstery and fittings	7%	6%	9% <sub>d</sub>	5%	3% <sub>ob</sub>
Significantly higher fuel consumption than expected	7%	4% <sub>oc</sub>	7%	8% <sub>oa</sub>	7%
The exterior such as the paint/finish	6%	4%	7%	7%	10%
Basic electronics	6%	3% <sub>abd</sub>	9% <sub>oac</sub>	5% <sub>ob</sub>	11% <sub>oa</sub>
The engine	5%	4% <sub>b</sub>	7% <sub>oac</sub>	4% <sub>ob</sub>	7%
Tyres showing wear or failing before expected	5%	3% <sub>cd</sub>	6%	7% <sub>oa</sub>	11% <sub>oa</sub>
Control systems	5%	4%	7% <sub>c</sub>	4% <sub>ob</sub>	5%
Glass such as the windshield and windows	5%	3% <sub>b</sub>	7% <sub>oa</sub>	4%	7%
Significantly lower performance than expected	4%	3% <sub>b</sub>	6% <sub>oac</sub>	3% <sub>ob</sub>	6%
Failing batteries in electric vehicles or hybrids	3%	1% <sub>obc</sub>	4% <sub>oa</sub>	5% <sub>oa</sub>	5%
Other	4%	5% <sub>b</sub>	2% <sub>oad</sub>	4%	10% <sub>ob</sub>
None of the above	66%	72% <sub>abcd</sub>	62% <sub>a</sub>	66% <sub>a</sub>	55% <sub>a</sub>

Q43: Did you experience any problems with the following aspects of your most recent new car? (MR)

Base: All new car buyers (n=1,500)

Note: This question allowed for multiple responses and therefore the figures will not sum to 100%

Significantly lower than the total figure (far left)

Significantly greater than the total figure (far left)

A subscript a, b or c denotes a statistically significant difference between columns



**Table 35: Cause of issues with new cars by year of manufacture**

	Year of manufacture		
	Total	2015-2016 (newer)	2012-2014 (older)
<i>n=</i>	504	249	255
		<b>a</b>	<b>b</b>
A defect in the manufacturing	39%	30% <sub>ob</sub>	48% <sub>oa</sub>
Normal wear and tear	31%	38% <sub>ob</sub>	25% <sub>oa</sub>
An accident, including a crash or minor accidents such as a scrape in the car park	7%	8%	6%
Don't know	23%	24%	21%

Q 44: To the best of your knowledge, what caused the most recent problem with the car? (SR)  
 Base: All new car buyers who experienced an issue with their new car (n=504)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 36: Prevalence of repairs by year of purchase**

	Year of purchase		
	Total	2015-2016	2012-2014
<i>n=</i>	504	249	255
		<b>a</b>	<b>b</b>
Had repair	60%	49% <sub>ob</sub>	71% <sub>oa</sub>
No repair	40%	51% <sub>ob</sub>	29% <sub>oa</sub>

Q 45: Did you take the car in for repair for this most recent problem? (SR)  
 Base: All new car buyers who experienced an issue with their new car (n=504)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 37: Prevalence of repairs by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	476	198	158	120
		<b>a</b>	<b>b</b>	<b>c</b>
Had repair	60%	48% <sub>obc</sub>	69% <sub>oa</sub>	71% <sub>ob</sub>
No repair	40%	52% <sub>obc</sub>	31% <sub>oa</sub>	29% <sub>oa</sub>

Q 45: Did you take the car in for repair for this most recent problem? (SR)  
 Base: All new car buyers who could recall how often they typically buy a new car and who experienced an issue with their new car (n=476)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 38: Choosing the right car by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,500	466	449	585
		<b>a</b>	<b>b</b>	<b>c</b>
Exactly the right decision	73%	59% <sub>obc</sub>	75% <sub>oac</sub>	82% <sub>ob</sub>
A good decision, could have made better	23%	33% <sub>obc</sub>	22% <sub>oac</sub>	17% <sub>ob</sub>
A passable decision,	3%	7% <sub>obc</sub>	2% <sub>oa</sub>	1% <sub>oa</sub>
Completely the wrong decision	1%	1%	0%	0%

Q 64: All things considered, do you think that you made the right decision about which new car you chose to buy? (SR)  
 Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 39: Choosing the right car by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	1,387	451	625	311
		<b>a</b>	<b>b</b>	<b>c</b>
Exactly the right decision	73%	70% <sub>b</sub>	77% <sub>ac</sub>	68% <sub>b</sub>
A good decision, could have made better	23%	24%	21% <sub>c</sub>	28% <sub>b</sub>
A passable decision,	3%	5% <sub>bc</sub>	2% <sub>a</sub>	2% <sub>a</sub>
Completely the wrong decision	1%	1%	0%	2%

Q 64: All things considered, do you think that you made the right decision about which new car you chose to buy? (SR)  
 Base: All new car buyers who could recall how often they typically buy a new car (n=1,387)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 40: Choosing the right car by presence of manufacturing issue**

	Presence of manufacturing issue		
	Total	Had manufacturing issue	No manufacturing issue
<i>n=</i>	1,500	198	1,302
		<b>a</b>	<b>b</b>
Exactly the right decision	73%	58% <sub>b</sub>	75% <sub>a</sub>
A good decision, could have made better	23%	33% <sub>b</sub>	22% <sub>a</sub>
A passable decision,	3%	5%	3%
Completely the wrong decision	1%	4% <sub>b</sub>	0% <sub>a</sub>

Q 64: All things considered, do you think that you made the right decision about which new car you chose to buy? (SR)  
 Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 41: Making different decisions by purchase frequency**

	Frequency of purchase*			
	Total	1-4 years (frequent)	5+ years (infrequent)	First time (first time)
<i>n=</i>	1,387	451	625	311
		<b>a</b>	<b>b</b>	<b>c</b>
Do things the same	68%	66% <sub>b</sub>	72% <sub>ac</sub>	60% <sub>b</sub>
Do some things differently	29%	31% <sub>b</sub>	25% <sub>ac</sub>	36% <sub>b</sub>
Do things completely differently	3%	3%	3%	4%

Q 66: If you were to buy a new car again, would you: (SR)  
 Base: All new car buyers who could recall how often they typically buy a new car (n=1,387)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 42: Making different decisions by age**

	Age			
	Total	18-34 (younger)	35-49 (mid age)	50+ (older)
<i>n=</i>	1,500	466	449	585
		<b>a</b>	<b>b</b>	<b>c</b>
Do things the same	67%	54% <sub>bc</sub>	70% <sub>ac</sub>	76% <sub>ab</sub>
Do some things differently	30%	42% <sub>bc</sub>	28% <sub>ac</sub>	22% <sub>ab</sub>
Do things completely differently	3%	5% <sub>c</sub>	3%	2% <sub>a</sub>

Q 66: If you were to buy a new car again, would you: (SR)

Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

**Table 43: Making different decisions by had manufacturing issue**

	Had manufacturing issue		
	Total	Yes	No
<i>n=</i>	1,500	198	1,302
		<b>a</b>	<b>b</b>
Do things the same	67%	55% <sub>b</sub>	69% <sub>a</sub>
Do some things differently	30%	40% <sub>b</sub>	28% <sub>a</sub>
Do things completely differently	3%	5%	3%

Q 66: If you were to buy a new car again, would you: (SR)

Base: All new car buyers (n=1,500)

Significantly lower than the total figure (far left)      Significantly greater than the total figure (far left)  
 A subscript a, b or c denotes a statistically significant difference between columns

## 2. Appendix 2: Detailed methodology

The survey was conducted online by Colmar Brunton's in-house fieldwork suppliers, Your Source. The fieldwork was conducted between 7 November 2016 and 30 November 2016.

The total sample for the survey was n=1,500 new car buyers from across Australia.

Invitations to participate in the survey were sent to Colmar Brunton's panel of online survey participants. Participants were screened to ensure that they met the target criteria for the survey:

- Had purchased a new car in the last five years;
- Were involved in the decision-making process;
- Were users of the new car; and
- The new car was primarily intended for domestic use (as opposed to a commercial/fleet vehicle).

Participants were further screened to ensure a representative mix of age, gender and location, which is described in more detail below.

### 2.1. Sample characteristics

Targets were set for the survey sample based on location (state/territory), age and gender. All targets were met to within  $\pm 7\%$ . Targets were based on Australian Bureau of statistics census data (2011) and advice from Choice Magazine<sup>1</sup>. Targets for these demographic characteristics ('target') compared with the achieved survey sample ('achieved') are shown in the tables below.

**Table 44: Location demographics**

State/Territory	Target %	Achieved %
New South Wales	30	30
Victoria	25	25
Queensland	20	20
Western Australia	8	8
South Australia	8	8
Tasmania	5	5
Australian Capital Territory	2	2
Northern Territory	2	2

<sup>1</sup> Choice advised that minimal difference exist between the demographic characteristics of new car buyers vs. the general population with one exception: Age. New car buyers tend to be older when compared to the general population. The targets for age bands for the sample were therefore adjusted slightly to reflect an older population based on data provided by Choice Magazine.

**Table 45: Age demographics**

Age	Target	Achieved
18-34 years	31%	31%
35-49 years	29%	30%
50-64 years	25%	26%
65+ years	12%	13%

**Table 46: Gender demographics**

Gender	Target	Achieved
Male	50%	43%
Female	50%	57%

## Weighting

All targets were met with respects to location and age. However, the target for gender was slightly skewed towards women. To correct for this skew, a weight factor was applied to the sample to bring the split of males and females into alignment at 50%/50%.

Review of the findings from the survey showed that this weighting had minimal impact on the data from each measure. A shift of 1% or less for all proportions was typical.

The table below demonstrates the weight factor that was applied to each gender.

**Table 47: Weighting for gender**

Gender	Population %	Sample %	Weight
Male	50	43	1.16
Female	50	57	0.84
Total	100%	100%	-

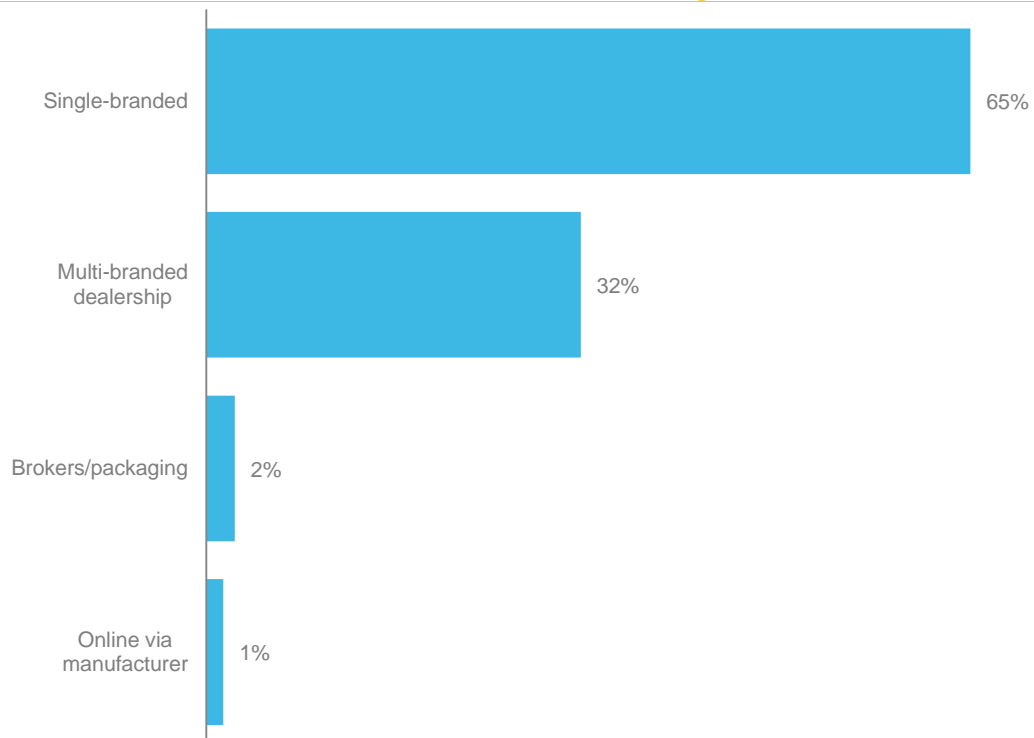
## 2.2. Type of car purchase

### Where car was bought

Two thirds of new car buyers indicated that they bought their car at a single-branded dealership (65%).

Three in ten purchased their car from a multi-branded dealership (32%). Online or brokered purchases were uncommon.

**Table 48: Where car was bought**

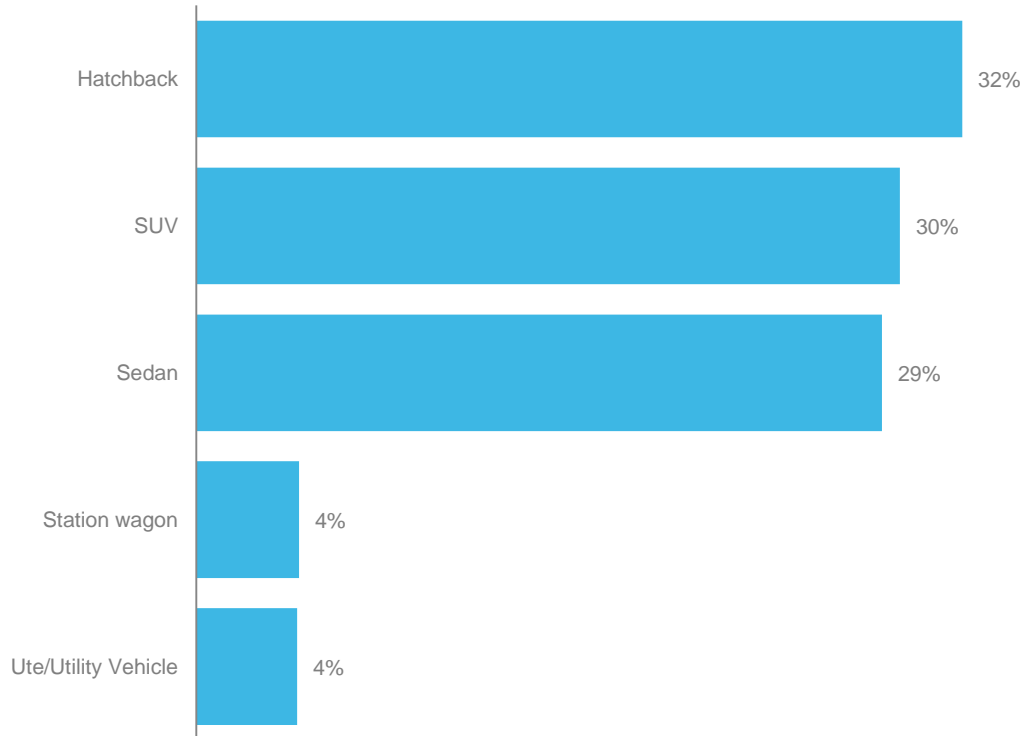


Q2. Where did you buy your most recent new car?  
Base. All new car buyers (n=1,500)

## Type of car bought

Hatchbacks were the most commonly bought car type, purchased by up to one third of new car buyers (32%). While for three in ten SUVs and sedans were purchased (30% and 29% respectively).

**Table 49: Type of car bought**



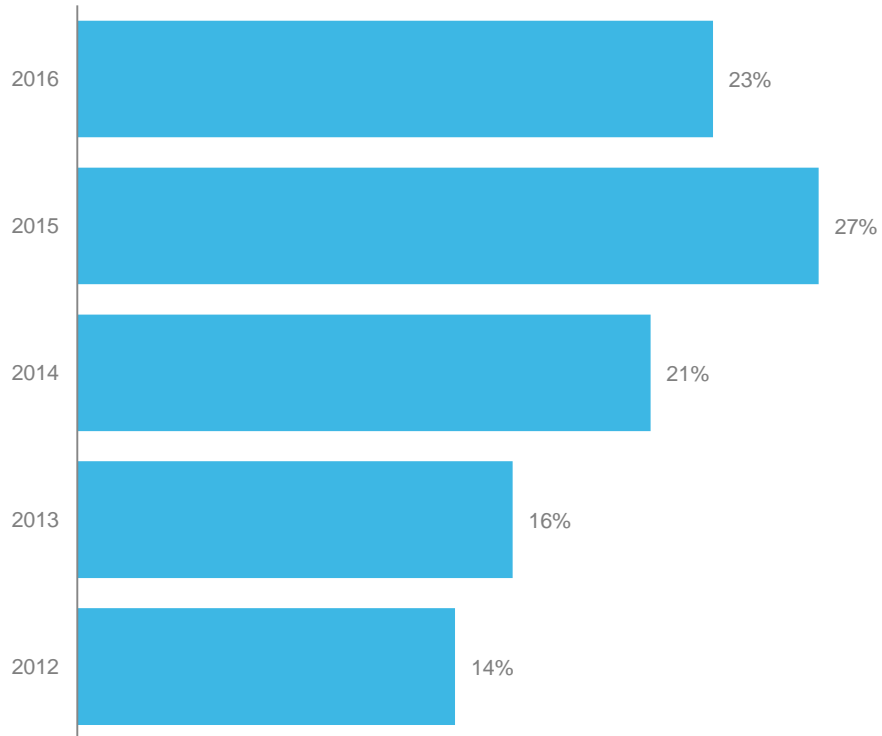
Q 3: What type of car or vehicle did you buy most recently?  
Base: All new car buyers (n=1,500)



## Year of car purchase

Half of new car buyers had purchased their new car in 2015 or 2016 (50%). The remaining half purchased the car in 2014 or earlier.

**Table 50: Year of car purchase**

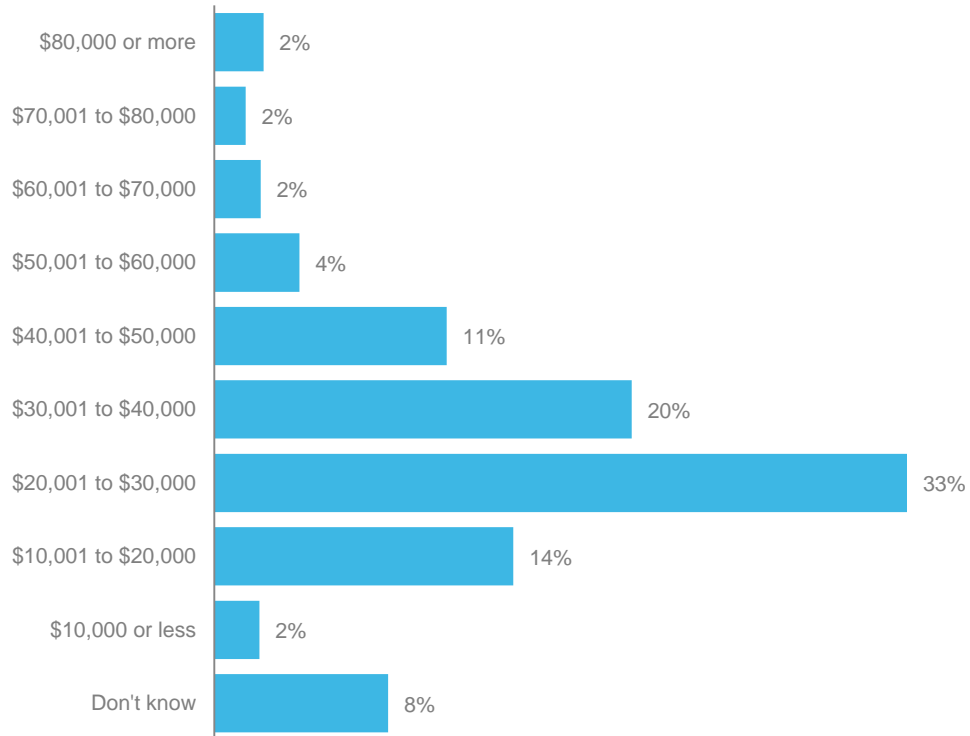


Q 6: What year did you purchase your most recent new car?  
Base: All new car buyers (n=1,500)

## Cost of new car purchase

Half of all new car buyers spent between \$20,001 and \$40,000 on their new car purchase (54%), while one in ten spent over \$50,001.

**Table 51: Cost of new car purchase**



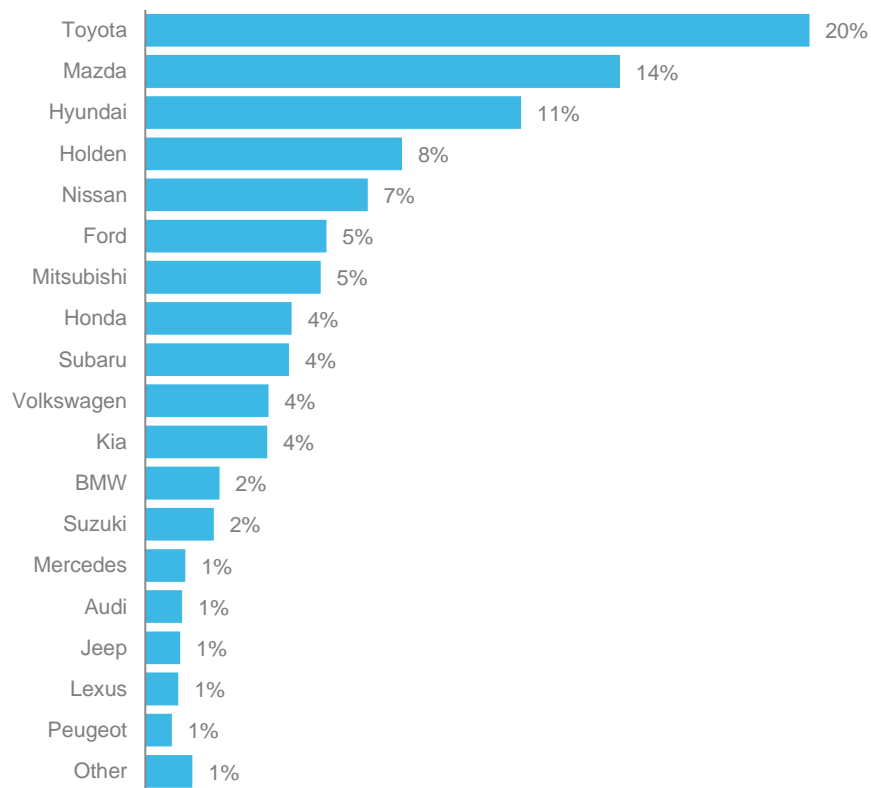
Q 11: How much did you/your household pay in total for your most recent new car (not the sticker price, but what you actually paid)?  
Base: All new car buyers (n=1,500)

## Make of car

In this sample, the top three makes of car purchased were Toyota (20%), Mazda (14%) and Hyundai (11%).

The range of car makes purchased by new car buyers who took part in the survey are here provided for reference. It is important to note that the research design did not specifically target new car buyers who purchased different makes of car – rather, the sample is representative by age, gender and location. Further, as noted previously, this report does not seek to make comparisons by the make of car purchased (for example, the experience of Toyota buyers vs. Mazda buyers).

**Table 52: Make of car**

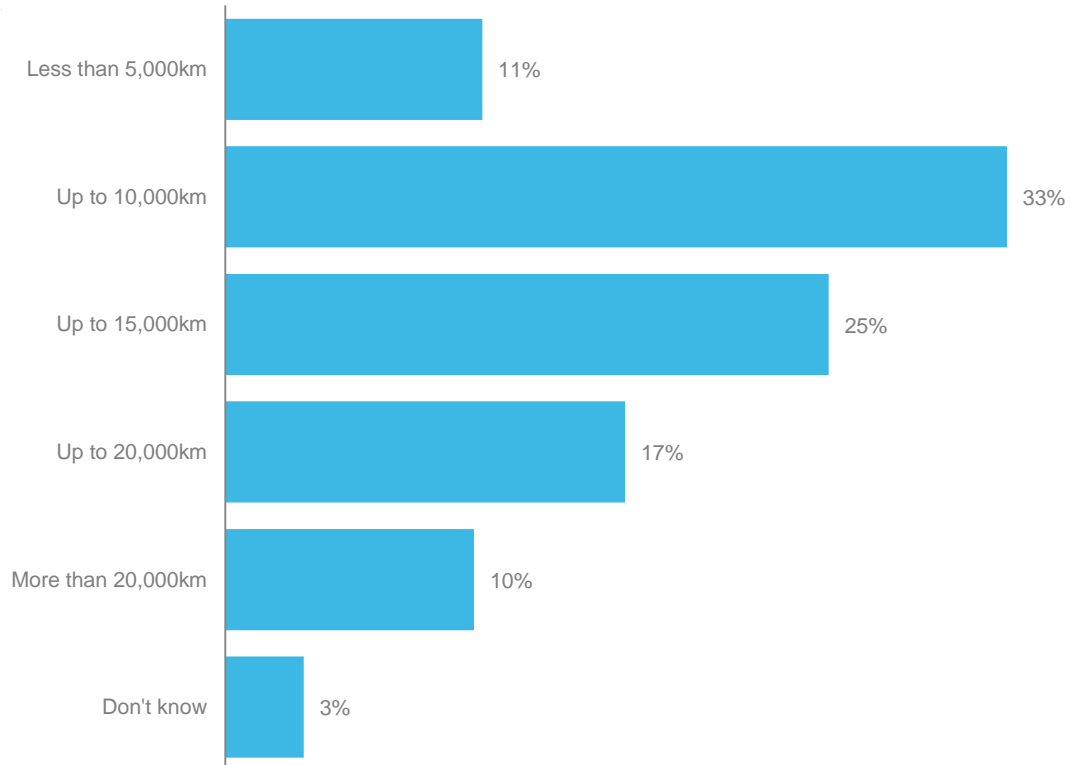


Q 13: What make was your most recent new car?  
Base: All new car buyers (n=1,500)

## Kilometres driven

One third of new car buyers drove up to 10,000km in an average year in their new car (33%), while one quarter of new car buyers reported driving up to 15,000km in an average year (25%).

**Table 53: Kilometres driven**



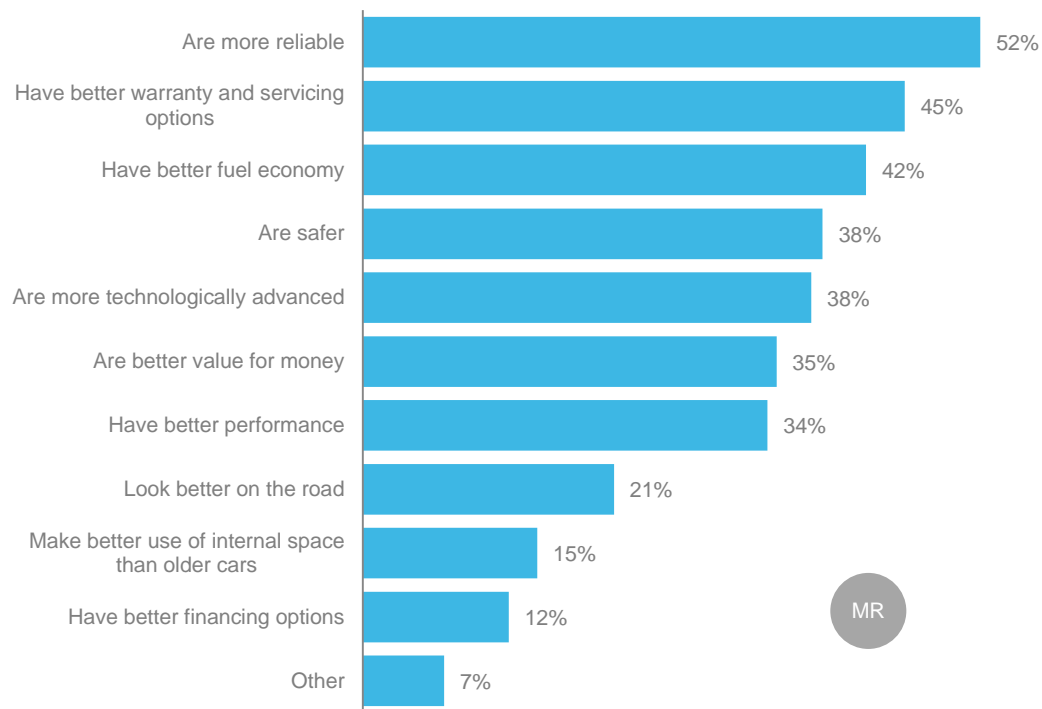
Q 17: How many kilometres does this new car travel in an average year?  
Base: All new car buyers (n=1,500)

## Reasons for choosing a new car

Half of all new car buyers indicated that they chose to purchase a new car as they considered it more reliable (52%). While over two fifths believed that their purchases came with better warranty and servicing options (45%), while the same proportion felt they would get better fuel economy (42%).

A similar proportion also felt that new cars are safer and more technologically advanced (38% each).

**Table 54: Reasons for choosing a new car**

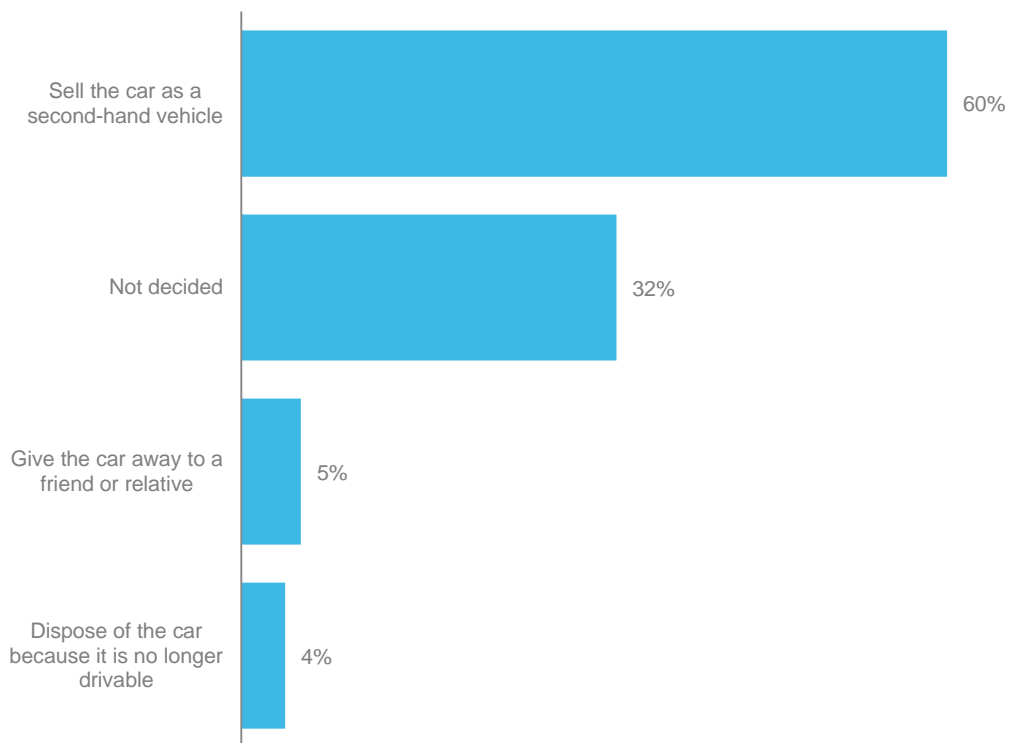


Q14: Why did you decide to buy this new car instead of buying a second-hand one? Did you think that new cars ...  
Base: All new car buyers (n=1,500)

## Future for new car

Three fifths of new car buyers indicated that they would sell their new car as a second-hand vehicle in the future (60%). While a third had not decided what they would do with their new car in the future (32%). On average, new car buyers believed that they would keep their new cars for 4.75 years before selling, giving away to other etc.

**Table 55: Future for new car**

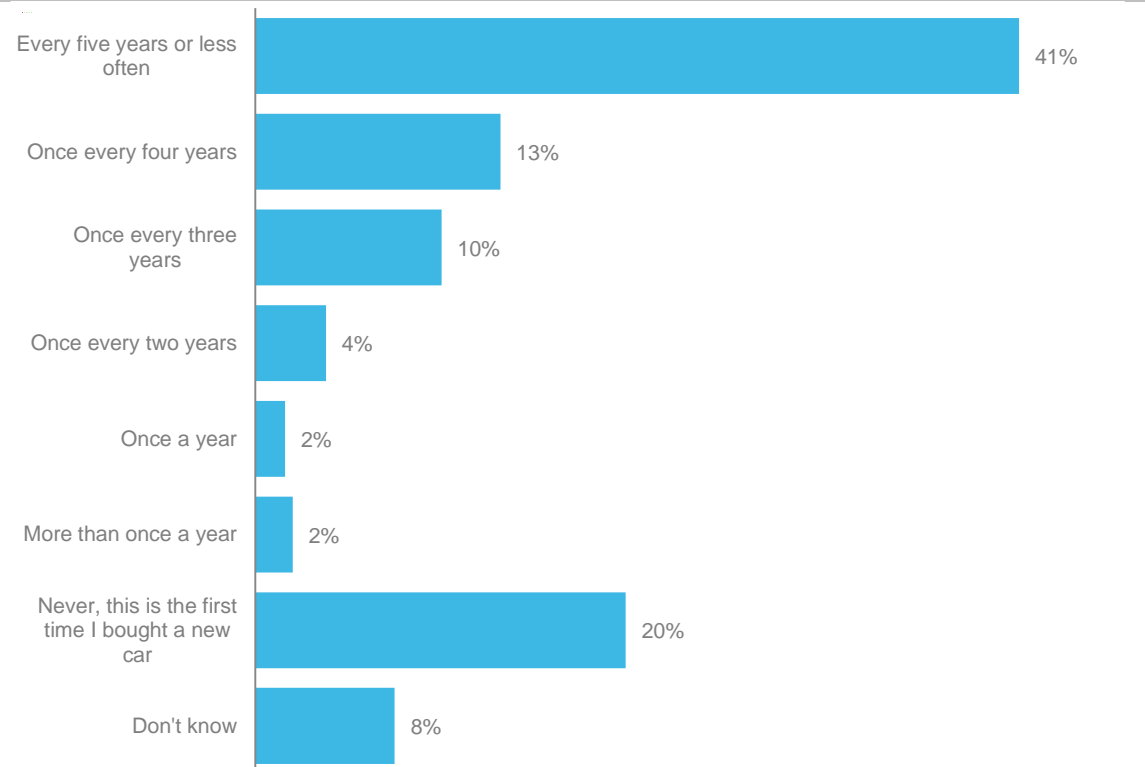


Q15. Which of the following best describes what you plan to do with your most recent new car in the future?  
Base. All new car buyers (n=1,500)

## Frequency of new car purchase

Most commonly, new car buyers purchase a new car every five years or less often (41%).

**Table 56: Frequency of new car purchase**



Q 18: How often do you typically purchase a new car for you or other people in your household?  
Base: All new car buyers (n=1,500)

### 3. Appendix 3: Groupings and comparisons

The sample of new car buyers was divided into subsamples for the purposes of comparison between groups. The groupings that were made for these comparisons are shown in the table below. Wherever possible, groupings were made to reflect an even split of the sample. For example, a three-way comparison was grouped into as close to three sets of 33% of the total sample for each group to maximise the size of each group.

**Table 57: Comparisons by demography**

Variable	Sample % (Weighted)
<b>Gender</b>	
Male	50%
Female	50%
<b>Age</b>	
18-34	31%
35-49	30%
50+	39%
<b>State/Territory</b>	
New South Wales	25%
Victoria	20%
Queensland	8%
Western Australia	8%
South Australia	5%
Tasmania	2%
Australian Capital Territory	2%
<b>Regionality</b>	
Metropolitan	77%
Regional	23%
<b>Household income</b>	
\$0-\$80,000	30%
\$81,000-\$125,000	31%
\$126,000+	39%



**Table 58: Comparisons by type of car purchased**

Variable	Sample % (Weighted)
<b>Year purchased</b>	
2015-2016	50%
2012-2014	50%
<b>Car type</b>	
Small (e.g. hatchback)	32%
Medium (e.g. sedan)	33%
Large (e.g. 4WD/SUV)	30%
Other (e.g. ute)	5%
<b>Car value</b>	
\$10,000 - \$24,000	30%
\$25,000 - \$35,000	31%
\$36,000+	39%

**Table 59: Comparisons by experience of purchase process**

Variable	Sample % (Weighted)
<b>Place of purchase</b>	
Single Branded	66%
Multi Branded	34%
<b>Experience of manufacturing issue</b>	
Had manufacturing Issue	10%
No manufacturing Issue	90%
<b>Frequency of new car purchase</b>	
Buys new car every 1-4 years	42%
Buys new car every 5+ years	40%
First time buyer	18%

Please note that some of the figures in the above tables will not sum to 100% as 'don't know' responses were excluded from the comparisons (for example, new car buyers who did not know the value of the new car).

# 4. Appendix 4: Questionnaire

## 4.1. Introduction

Hello and thanks for agreeing to do this survey! We appreciate your time and value your answers.

Just follow the prompts in the survey to answer the questions, and if you need to talk to anyone please don't hesitate to contact us.

Please click on "next" to enter the survey.

## 4.2. Screener

BOUGHT\_CAR

ASK ALL

Q 1: Which of the following have you done in the past five years? Please select all that apply. (MR RANDOMISE EXCEPT NONE)

1. Bought a new car or vehicle i.e., a new car with no previous owners
2. Bought a used car
3. Bought a new appliance for you or your household such as a fridge or oven
4. Rented a car from an organisation such as Hertz, Avis or Europcar
5. None of these

IF Q 1 DOES NOT INCLUDE NEW CAR (1) TERMINATE. OTHERWISE CONTINUE.

WHERE\_BOUGHT

ASK ALL

Q 2: Where did you buy your most recent new car?

You can click on the different options below for an explanation if you are not sure what they mean. (SR) 'Click here'

1. Single-branded dealership (a car dealer affiliated with only a single specific brand e.g., only sells new Mazdas)
2. Multi-branded dealership (a car dealer supplying cars from different brands from the same premises e.g., sells new Fords and new BMWs)
3. Online purchasing
4. Car brokers or salary packaging firms
5. Direct/parallel imports
6. Don't know

### CLICK OPTIONS

Single-branded dealership	A car dealer affiliated with only a single specific brand
Multi-branded dealership	A car dealer supplying cars from different brands from the same premises
Online purchasing	Consumer purchases directly from the manufacturer online. A consumer may still need to collect the car at a local dealership.
Car brokers and salary packaging firms	A third-party firm with links to a number of dealerships who facilitate sales for consumers. They often claim to have access to more competitive car prices, and offer consumers convenience by avoiding search costs and direct negotiations with dealers.
Direct/parallel imports	There are several specific schemes and arrangements, each with a set of criteria, to enable motor vehicles and trailers to be imported into Australia under a range of circumstances. Examples include, but not limited to options for older vehicles, enthusiast vehicles, special purpose vehicles such as cranes and mining equipment, and the vehicles of migrants and expatriate Australians returning to Australia.

IF Q 2 IS CODE 5 OR 6, TERMINATE. OTHERWISE CONTINUE

TYPE\_CAR  
ASK ALL

Q 3: What type of car or vehicle did you buy most recently? (SR)

1. Hatchback
2. Sedan
3. Station wagon (including 'people movers')
4. SUV (Sports Utility Vehicle)
5. Ute/Utility Vehicle
6. Van
7. A motorbike
8. A vehicle mostly used to transport goods for commercial purposes
9. A bus that is used to transport people for commercial purposes

IF Q 3 IS CODES 7, 8, OR 9 TERMINATE. OTHERWISE CONTINUE

DECISIONMAKER  
ASK ALL

Q 4: Did you play a role in in choosing which car to buy? (SR)

1. Yes
2. No

IF Q 4 IS NO (2) TERMINATE. OTHERWISE CONTINUE.

USER  
ASK ALL

Q 5: Are you a driver of your most recent new car? (SR)

1. Yes
2. No

IF Q 5 IS CODE 2 TERMINATE. OTHERWISE CONTINUE.

YEAR\_BUY  
ASK ALL

Q 6: What year did you purchase your most recent new car? (NUM)

SPECIFY \_ \_ \_ \_ (YEAR)  
Don't know

IF Q 6 IS 2011 OR EARLIER; OR DON'T KNOW, TERMINATE. ELSE CONTINUE

USE\_CAR

ASK ALL (NOT TERMINATED)

Q 7: What was the main reason you bought your most recent new car? (SR)

1. For personal use by me and/or other people in my household
2. For personal use by me and/or other people in my household and for use in service of a small business (a business with fewer than 20 employees)
3. For use in service of a small business only (a business with fewer than 20 employees)
4. For use in service of a larger business (20 employees or more)

IF Q 7 IS CODE 3 OR 4, TERMINATE.

Q 8: Which state or territory do you current live in? (SR)

1. New South Wales
2. Victoria
3. Queensland
4. Western Australia
5. South Australia
6. Tasmania
7. Australian Capital Territory
8. Northern Territory
9. Other Australian location

CHECK QUOTAS (DISREGARD OPTION 9 IN QUOTAS)

POSTCODE

ASK ALL

Q 9: Please type in your postcode... (NUM)

— — — —

AGE

ASK ALL

Q 10: Which of the following age brackets do you fall into? (SR)

1. Under 18
2. 18-24 years
3. 25-29 years
4. 30-34 years
5. 35-39 years
6. 40-44 years
7. 45-49 years
8. 50-54 years
9. 55-59 years
10. 60-64 years
11. 65+ years

CHECK QUOTAS

VALUE\_CAR

ASK ALL

Q 11: How much did you/your household pay in total for your most recent new car (not the sticker price, but what you actually paid)?

This includes the total loan or financing amount if you are paying off the value of the car (OE)

RECORD, \$000.000

Don't know

IF Q 11 IS DK, ASK Q 12. OTHERWISE GO TO Q 13

VALUE\_CAR\_DK

ASK ALL

Q 12: Could you estimate what you paid in total for your most recent new car based on these ranges? (SR)

1. \$10,000 or less
2. \$10,001 to \$20,000
3. \$20,001 to \$30,000
4. \$30,001 to \$40,000
5. \$40,001 to \$50,000
6. \$50,001 to \$60,000
7. \$60,001 to \$70,000
8. \$70,001 to \$80,000
9. \$80,000 or more
10. Don't know

### 4.3. Expectations and experiences purchasing a new car

Please remember that all of these questions are about the most recent new car that you purchased.

MAKE  
ASK ALL

Q 13: What make was your most recent new car? (SR)

1. Hyundai
2. Toyota
3. Mazda
4. Ford
5. Mitsubishi
6. Holden
7. Nissan
8. Lexus
9. Isuzu
10. Volkswagen
11. Volvo
12. BMW
13. Mercedes
14. Jeep
15. Other, SPECIFY \_\_\_\_\_

WHY\_NEW  
ASK ALL

Q 14: Why did you decide to buy this new car instead of buying a second-hand one? Did you think that new cars ... (MR, RANDOMISE)

1. Are more reliable
2. Are safer
3. Have better warranty and servicing options
4. Have better financing options
5. Are better value for money
6. Look better on the road
7. Have better performance
8. Are more technologically advanced – apps, Bluetooth, GPS etc.
9. Make better use of internal space than older cars
10. Have better fuel economy
11. Other, SPECIFY

CAR\_LAST  
ASK ALL

Q 15: Which of the following best describes what you plan to do with your most recent new car in the future? (SR). Do you plan to use it for a period of time and then ...

1. Sell the car as a second-hand vehicle
2. Dispose of the car because it is no longer drivable
3. Give the car away to a friend or relative
4. Not decided

IF Q 15 IS CODE 4, GO TO Q 17. OTHERWISE CONTINUE

CAR\_LAST\_TIME  
ASK ALL

Q 16: From today, how long do you think it will be before you <RESPONSE TO Q 15>? (NUM)

YEARS \_ \_  
Don't know

CAR\_KILOMETRES  
ASK ALL

Q 17: How many kilometres does this new car travel in an average year?

1. Less than 5,000km
2. Up to 10,000km
3. Up to 15,000km
4. Up to 20,000km
5. More than 20,000km
6. Don't know

FREQ\_NEW  
ASK ALL

Q 18: How often do you typically purchase a new car for you or other people in your household? (SR)

1. Never, this is the first time I bought a new car
2. More than once a year
3. Once a year
4. Once every two years
5. Once every three years
6. Once every four years
7. Every five years or less often
8. Don't know



## 4.4. Deciding to buy your car

These questions are about the steps you took to decide which new car to buy. Please give answers about your most recent new car purchase if you have bought more than one.

INFLUENCE\_FACTOR  
ASK ALL

Q 19: Which of these factors did you consider when you were making the decision to buy your most recent new car? Select all that apply. (RANDOMISE, EXCEPT NONE OF THESE, MR)

1. Price
2. Seating capacity
3. Fuel consumption – how far the car would go per litre of fuel (or litres per 100km)
4. Warranty length/period
5. After-sales service – such as the likely cost of servicing the car
6. Manufacturer's reputation
7. Cost of spare parts for the car
8. Type of vehicle – (e.g. hatchback, sedan, SUV)
9. Accessories (e.g. air conditioning, car stereos and GPS)
10. Safety features of the car – air bags, assisted braking
11. Reliability – the chances of the car breaking down after purchase
12. 'Smart' features (e.g. auto-parking, lane assist and cruise control)
13. Security – (e.g. alarms and anti-theft devices)
14. Performance – handling, speed, ability to drive in rough terrain
15. Engine power or capacity – horsepower of the engine including ability to tow
16. Looks and styling of the car, including colour
17. Environmental impact (e.g. emissions, energy efficiency or electric vehicles and hybrids)
18. Comfort including spaciousness of vehicle
19. None of these

IF MORE THAN FIVE SELECTED AT Q 19, ASK Q 19A, THEN Q 19B.

IF FIVE OR FEWER SELECTED AT Q 19, SKIP Q 19A AND GO TO Q 19B

IF ONLY ONE FACTOR SELECTED AT Q 19, GO TO Q20

IF NONE OF THESE (CODE 19) SELECTED AT Q 19, GO TO Q 24

INFLUENCE\_FACTOR\_5  
ASK IF MORE THAN FIVE FACTORS SELECTED AT Q19

Q 19A. Which of these would you say are the five most important factors? (FORCE SELECTION OF FIVE)

<BUILD LIST FROM Q19>

INFLUENCE\_FACTOR\_RANK  
ASK IF SELECTED MORE THAN ONE FACTOR AT Q19

Q 19B. What was the most and least important factors to you when you were making the decision to buy your most recent new car? Please rank where 1 is most important, two is second most

important etc.  
(FORCE RANK)

<BUILD LIST FROM Q19A>

RESEARCH\_WHERE

ASK IF SELECTED AT LEAST ONE FACTOR AT Q19

Q 20: What were all the places where you looked for information to inform your purchase? Please select all that apply (MR)

1. Internet – manufacturers' site
2. Internet – car review sites or car club sites (NRMA, RACQ, RACV)
3. Internet - Car sales sites such as carsales.com.au
4. Internet – social media including chat rooms and blogs
5. Internet – car magazine
6. Internet, somewhere else, SPECIFY \_\_\_\_\_
7. Hard copy materials such as brochures/pamphlets
8. Asked a friend, relative or colleague for advice
9. Spoke with a car dealer before the purchase
10. Asked a mechanic or another professional in the car industry for advice
11. Hard copy car magazines
12. Test drove a car or range of cars
13. Directly looking at a car (e.g. a neighbour's or friend's car, or observing a car on the road)
14. Other, SPECIFY \_\_\_\_\_

RESEARCH\_RELIABLE

ASK IF SELECTED 5 OR MORE FACTORS AT Q19

Q 21: Was finding reliable information about the following things easy or hard (SR per row) ...

	Very easy	Easy	Hard	Very hard
< APPEND SELECTED RESPONSES AT Q 19A>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RESEARCH\_RELIABLE

ASK IF SELECTED ONE TO FIVE FACTORS AT Q19

Q21a: Was finding reliable information about the following things easy or hard (SR per row) ...

	Very easy	Easy	Hard	Very hard
<APPEND SELECTED RESPONSES AT Q 19>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WHY\_EASY

ASK IF SELECTED AT LEAST ONE FACTOR AT Q17

Q 22: What, if anything, made it easy to inform yourself about your new car purchase?

Was the information ... (MR RANDOMISE EXCEPT OTHER AND NOTHING)

1. Readily accessible – i.e., it did not take long to find
  2. Accurate
  3. Trustworthy
  4. Neutral/unbiased
  5. Easy to understand
  6. Up-to-date
  7. Relevant to the type of car I was looking for
  8. Relevant to buying a car in Australia (as opposed to overseas models)
  9. Other, SPECIFY
10. Nothing made it easy

WHY\_HARD

ASK IF SELECTED AT LEAST ONE FACTOR AT Q17

Q 23: What, if anything, made it difficult to inform yourself about your new car purchase?  
Was the information ... (MR RANDOMISE EXCEPT OTHER AND NOTHING)

1. Hard to access – i.e., it took a lot of time and effort to get
2. Inaccurate
3. Not trustworthy
4. Biased and not objective
5. Hard to understand
6. Out-of-date
7. Not relevant to the type of car I was looking for
8. There was too much or overwhelming information
9. The information was too technical and hard to understand
10. Not relevant to buying a car in Australia (as opposed to overseas models)
11. Other, SPECIFY
12. Nothing made it difficult

TIME\_RESEARCHED

ASK ALL

Q 24: How long did you spend looking for information before you made a decision? I.e., from when you first started looking for information to when you purchased the car? (SR)

1. Less than one week
2. One to two weeks
3. Two weeks to a month
4. One to three months
5. More than three months
6. Don't know

NUM\_DEALER  
ASK ALL

Q 25: In total, how many different dealerships did you go to when you were looking at cars when you were deciding which car to buy? (NUM)

\_\_\_\_\_ RECORD

None – including if purchased online or through a broker

Don't know

NUM\_MODEL  
ASK ALL

Q 26: How many different brands of car did you consider when you were thinking about your most recent new car purchase? (For example, you might have looked at a Toyota, plus a Mazda) (NUM)

\_\_\_\_\_ RECORD

Don't know

RESEARCH\_COMPARE  
ASK ALL

Q 27: Was making comparisons between different brands of cars... (SR)

1. Very easy
2. Easy
3. Not easy or hard
4. Hard
5. Very hard
6. Not applicable – no comparisons were made

## 4.5. Type and quality of information provided by the place you bought your car

These questions are about the information that was provided by the sales-person who sold you your most recent new car. By sales-person we mean the car seller/dealer/retailer/representative. Please give answers about your most recent new car purchase if you have bought more than one.

ASKED\_RETAILER  
ASK ALL

Q 28: Did the sales-person who sold you the most recent new car give you any information before you bought the new car – regardless of whether you asked for it? (SR)

1. Yes
2. No
3. Can't remember

IF Q 28 IS CODES 2, 3, GO TO Q 35. OTHERWISE CONTINUE.

INFO\_RETAILER  
ASK GOT INFO FROM RETAILER

Q 29: What sort of information did they give you? (MR, RANDOMISE EXCEPT OTHER)

1. Price options for different types of make or model
2. Fuel consumption
3. Consumer guarantee rights
4. Warranty information
5. After-sale servicing
6. Cost of servicing
7. Cost of parts
8. Safety features of the car
9. Environmental impact (e.g. emissions, energy efficiency or electric vehicles and hybrids)
10. Reliability – the chances of the car breaking down after purchase
11. 'Smart' features (e.g. auto-parking, lane assist and cruise control)
12. Performance and power
13. Other, SPECIFY \_\_\_\_\_

Q 30: Did you specifically look for or receive any information about fuel consumption?

1. Yes
2. No
3. Can't remember

IF Q 30 INCLUDES CODE 1 ASK Q 31 AND Q 32. OTHERWISE GO TO Q 33

FUELCONSUMPTION

ASK IF RECEIVED FUELCONSUMPTION INFORMATION

Q 31: How did you find out about the fuel consumption of the new car? Please select all that apply (MR).

1. I looked at the fuel consumption label on the car
2. I was told the fuel consumption by the sales-person
3. I learnt about the fuel consumption from the documentation that came with the car
4. I already knew about the fuel consumption before going to the dealer – from the internet or a magazine for example
5. Other, SPECIFY \_\_\_\_\_
6. Don't know

FUELCONSUMPTION\_EXPECT

ASK THOSE WHO GOT FUELCONSUMPTION INFORMATION

Q 32: Do you think your most recent new car ... (SR)

1. Gets better fuel consumption than indicated in the information
2. Gets the same fuel consumption as indicated in the information
3. Gets worse fuel consumption than indicated in the information
4. Don't know

RETAILER\_INFLUENCE

ASK ASKED RETAILER

Q 33: How much do you think the information the sales-person gave you influenced your final decision to choose the new car? (SR)

1. Influenced the decision a lot
2. Influenced the decision a little
3. Did not influence the decision at all
4. Don't know

RETAILER\_ACCURATE

ASK ASKED RETAILER

Q 34: Was there anything that the sales-person told you that turned out to be inaccurate? If so, please describe any information that turned out to be inaccurate. (OE)

1. RECORD
2. None

OVERALL\_RATE

ASK ALL

Q 35: Overall, would you say that your experience of purchasing a new car was ... (SR)

1. Extremely positive
2. Positive
3. Neutral
4. Negative
5. Extremely negative

## 4.6. Experiences post sale - warranties

These next questions are about your experiences with your most recent new car.

MANUFACTURER\_WARRANTY

ASK ALL

Q 36: Did you know about the manufacturer's warranty at the time you bought the car? If you are not sure about manufacturer's warranties, click [here](#). (SR)

1. Yes
2. No
3. Do not remember

CLICK TEXT

Manufacturer's warranty — this is a promise, provided by a car manufacturer, that the car will be without defects, for a certain period of time, and that the manufacturer will fix any defects for free to ensure the car is in a reasonable condition for its age. E.g. you may buy a car that comes with a 3–7 year and 20,000–unlimited km written warranty outlining what the manufacturer will do if there are certain problems with the car.

IF Q 36 IS CODE 1 ASK Q 37 OTHERWISE GO TO Q 38

KNOW\_MANUFACTURER\_WARRANTY

ASK KNOWS OF MANUFACTURER'S WARRANTY

Q 37: Do you know how long the manufacturer's warranty was for your most recent new car? This may have been listed in years, number of kilometers driven or both.

Don't worry if you are not sure. Just select 'don't know' (NUM)

YEARS \_\_\_\_\_ and/or

Kilometres \_\_\_\_\_

Unlimited years

Unlimited kilometres

Don't know

WHAT\_INCLUDED

ASK ALL

Q 38: What other products were included or purchased with your new car? (MR, RANDOMISE EXCEPT OTHER AND NONE)

1. Capped price servicing (click here for an explanation)
2. Extended warranty (click here for an explanation)
3. Finance or loan
4. Insurance
5. Road side assistance
6. Supply of fuel (apart from petrol that was already in the tank; for example, vouchers)
7. Cashback
8. EFTPOS/gift card

9. Accessories such as floor mats, spare tyres etc.
10. Other, SPECIFY \_\_\_\_\_
11. None of the above

CLICK OPTIONS

Capped price servicing	A maximum (or fixed) price that a dealer can charge for a particular service.
Extended warranty	A service offered by the dealer, and provided by an insurer, which can extend the coverage provided in the manufacturer's warranty (and must be additional to the consumer guarantee rights in the ACL). An extended warranty may be purchased by a consumer or included by a dealer as part of a package. An extended warranty usually commences at the end of the manufacturer's warranty.

IF Q 38 IS NOT CODE 2 SKIP TO Q 43. OTHERWISE CONTINUE.

EXPLAIN\_EXTWARRANTY\_Y-N  
ASK GOT EXTWARRANTY (IF Q 38 INCLUDES OPTION 2)

- Q 39: Did the sales-person explain the difference between an extended warranty and the manufacturer's warranty?
1. Yes
  2. No
  3. Can't remember/don't know

IF Q 39 IS CODES 2 OR 3 GO TO Q 41. OTHERWISE CONTINUE.

EXPLAIN\_EXTWARRANTY  
ASK GOT EXTWARRANTY

- Q 40: Did the sales-person explain the difference between an extended warranty and the manufacturer's warranty in a way you could understand?
1. I completely understood the explanation
  2. I partially understood the explanation
  3. I did not understand the explanation at all
  4. Can't remember

LENGTH\_EXTWARRANTY  
ASK GOT EXTWARRANTY

- Q 41: Do you know how long the dealer's extended warranty was for your most recent new car? This may have been listed in years, number of kilometers driven or both. This is in addition to, not including to period of the manufacturer's warranty. Don't worry if you are not sure. Just select 'don't know' (NUM)
- Additional YEARS \_\_\_\_\_ or  
Additional Kilometres \_\_\_\_\_  
Don't know



WHEN\_EXTWARRANTY  
ASK GOT EXTWARRANTY

Q 42: Do you know when the extended warranty commenced, or when it is due to commence?  
Don't worry if you are not sure. Just select 'don't know' (SR)

1. As soon as the manufacturer's warranty ends/ended
2. At some other time, please specify \_\_\_\_\_
3. Don't know

## 4.7. Experience post sale - repairs

### Car problem and repairs

CAR\_PROBLEM

ASK ALL

Q 43: Did you experience any problems with the following aspects of your most recent new car ?  
Please select all that apply from below. (MR RANDOMISE EXCEPT OTHER)

1. The engine, including failing to start, cutting out, making unusual noises, failing to adequately power the car
2. Control systems such as the steering, gears, breaks
3. Basic electronics such as warning lights, brake lights, headlights
4. Other technology in the car (sound system, GPS)
5. The interior such as upholstery and fittings
6. The exterior such as the paint/finish
7. Glass such as the windshield and windows
8. Significantly higher fuel consumption than expected
9. Significantly lower performance than expected (speed, handling)
10. Failing batteries in electric vehicles or hybrids
11. Tyres showing wear or failing before expected
12. Other, SPECIFY \_\_\_\_\_
13. None of the above (MUTUALLY EXCLUSIVE)

IF Q 43 IS CODE 13 GO TO Q 57. OTHERWISE CONTINUE.

CAUSE\_PROBLEM

ASK HAD ISSUE

Q 44: To the best of your knowledge, what caused the most recent problem with the car? (SR)

1. A defect in the manufacturing
2. Normal wear and tear
3. An accident, including a crash or minor accidents such as a scrape in the car park

GOT\_REPAIR

ASK HAD ISSUE

Q 45: Did you take the car in for repair for this most recent problem? (SR)

1. Yes
2. No

IF Q 45 IS CODE 2 GO TO Q 57. OTHERWISE CONTINUE

TIME\_REPAIR  
ASK HAD A REPAIR

Q 46: When was the most recent time you took the car to a mechanic for repairs for this problem?  
(SR)

1. A month or less ago
2. Between one and six months ago
3. Six months to a year ago
4. More than a year ago
5. Don't know/can't remember

IN\_WARRANTY  
ASK HAD REPAIR

Q 47: Were the repairs you had for the issues with your most recent new car done under warranty?  
(SR)

1. Yes – under the manufacturer's warranty
2. Yes – under an extended warranty
3. Yes – under some sort of warranty, though not sure which
4. No – the repairs were done out of warranty
5. No – other specify \_\_\_\_\_
6. Don't know

WHERE\_REPAIR  
ASK HAD REPAIR

Q 48: What type of mechanic did you go to for this most recent problem with your car? (SR)

1. The dealership where you purchased the car
2. Another dealership of the same brand in a different location (for example, another <FILL FROM Q 13> dealership but not the one you bought the <FILL Q 13> from)
3. An independent mechanic for example, a small business like a local mechanic
4. An independent mechanic that is part of a chain like Ultratune or Kmart Auto
5. Don't know

IF Q 48 IS CODE 5 GO TO Q 54 ; IF Q 48 IS CODES 3,4 GO TO Q 51  
OTHERWISE CONTINUE

## Dealership repair

ASK DEALERSHIP REPAIRS IF Q 48 IS CODES 1,2.

These questions are about the repairs you had done at the dealership.

WHY\_DEALERSHIP?  
ASK HAD DEALERSHIP REPAIR

Q 49: Why did you choose a dealership rather than an independent mechanic or a place like Kmart Auto? (MR RANDOMISE EXCEPT OTHER)

1. I have to take it to a dealership under the terms of my warranty
2. I was worried about voiding my warranty
3. My logbook says that I have to take it to a dealership
4. The dealership is more likely to be able to fix the problem than other mechanics
5. The dealership is close by and convenient
6. I am loyal to my dealership
7. The dealership already has all the information about my car such as log books and electronic files
8. I know my car will be safe when looked at by the dealership
9. Using a dealership helps maintain the car's value/resale value
10. I just take my car to a dealership out of habit/I have always done this
11. I can save money using the dealership
12. It is the obligation of the seller to fix the car
13. Other, SPECIFY \_\_\_\_\_

ASK Q 50 IF Q 47 WAS CODES 1,2 OR 3

WARRANTY\_EXPECTATIONS  
ASK REPAIR UNDER WARRANTY —

Q 50: You mentioned that the repairs were done under warranty. Did the terms and entitlements of the warranty meet your expectations when you had the car repaired? (SR)

1. Exceeded expectations
2. Met expectations
3. Neutral
4. Partially met expectations
5. Did not meet expectations at all
6. Don't know

END OF DEALERSHIP REPAIRS — SKIP INDEPENDENT REPAIRER IF DEALERSHIP REPAIRER USED, GO TO Q 54

## Independent repairer

ASK INDEPENDENT REPAIRS IF Q 48 IS CODES 3,4.

These questions are about the repairs you had done at an 'independent mechanic'. Independent mechanics are those that work at repair shops other than dealerships.

WHY\_INDMECHANIC?  
ASK HAD INDEPENDENT MECHANIC REPAIR

Q 51: Why did you choose an independent mechanic rather than a dealership for repairs? (MR RANDOMISE EXCEPT OTHER)

1. The independent mechanic is as likely or better able to fix the problem than a dealership
  1. The independent mechanic is close by and convenient

2. I am loyal to my independent mechanic
3. The independent mechanic is cheaper than the dealership
4. The independent mechanic already has all the information about my car such as log books and electronic files
5. I know my car will be safe when looked at by the independent mechanic
6. I just take my car to an independent mechanic out of habit/I have always done this
7. Other, SPECIFY \_\_\_\_\_

INDEPENDENT\_PROBLEMS  
ASK HAD INDEPENDENT REPAIR

Q 52: Do you know if the independent mechanic had any of the following problems when they were fixing your new car? Did they have difficulty with ...? (MR)

1. Getting the necessary tools
2. Getting the necessary parts
3. Accessing on-board information about the car ('diagnostics' about fuel consumption, engine warnings etc.)
4. Accessing online information about the car (again, diagnostics about fuel consumption, software updates etc.)
5. Accessing the service history in the hard-copy log book
6. Accessing service history online
7. None of the above
8. Don't know

IF Q 52 IS CODES 1,2,3,4,5,6 ASK Q 53. OTHERWISE GO TO Q 54

TAKE\_ELSEWHERE\_INDEPENDANT  
ASK HAD INDEPENDENT REPAIR

Q 53: Did the independent mechanic have to take the car elsewhere to be repaired because of any of these problems? (SR)

1. Yes
2. No
3. Don't know

## Parts

SPARE\_PARTS  
ASK ALL WHO HAD CAR REPAIRED

Q 54: Did you need to get a new or replacement part when your car was repaired? (SR)

1. Yes
2. No
3. Don't know

IF Q 54 IS CODES 2,3 GO TO Q 56. OTHERWISE CONTINUE

SPARE\_OPTIONS

ASK HAD REPAIR WITH PART REPLACEMENT

Q 55: What type of part was used to replace the old part? (MR)

1. New genuine parts
2. New aftermarket (generic) parts
3. New original equipment manufacturer part
4. New parallel import part
5. Used parts (including from a wrecker)
6. Other, SPECIFY
7. Don't know (SR)

## CLICK OPTIONS

Genuine part	The car manufacturer's branded parts equivalent to those originally fitted to a new car.
Aftermarket (generic) parts	Generic parts manufactured by third party manufacturers.
Original equipment manufacturer	Parts manufactured using the original car manufacturer's designs, but made available for sale under a different brand.
Parallel imports	Genuine parts first supplied overseas then imported into Australia by parties outside the manufacturer's authorised distribution network.

## Repairs overall

MULTI\_REPAIR  
ASK HAD REPAIR

Q 56: Which of the following best describes your experience of getting repairs for problems with the new car? (SR)

1. The car only had one problem and it was fixed in the first repair job
2. The car only had one problem but it took multiple visits for repairs
3. The car had two or more problems that were fixed in the first repair job
4. The car had two or more problems and it took multiple visits for repairs
5. Don't know

## 4.8. Experience post sale – servicing and log books

### LOGBOOK

ASK ALL

Q 57: Did any of the following types of logbook come with the car? (SR)

1. Hard-copy log book, for example, a paper booklet in a plastic cover
2. An online logbook that can be used by mechanics
3. Other, SPECIFY
4. None of the above
5. Don't know

### HAD\_SERVICE

ASK ALL

Q 58: Have you had a routine service or maintenance for the new car? (The type of maintenance that typically happens every year or every six months)? (SR)

1. Yes
2. No
3. Don't know

IF Q 58 IS CODE 2, 3, GO TO Q 64. OTHERWISE CONTINUE.

### WHERE\_SERVICE

ASK HAD SERVICE

Q 59: Where did you last have your car serviced? (SR)?

1. The dealership where you purchased the car
2. Another dealership of the same brand in a different location (for example, another <FILL FROM Q 13> dealership but not the one you bought the <FILL FROM Q 13> from
3. An independent mechanic for example, a small business like a local mechanic
4. An independent mechanic that is part of a chain like Ultratune or Kmart Auto
5. Don't know

IF Q 59 IS CODE 5 GO TO Q 64.

IF CODES 1,2 —DEALERSHIP SERVICE QNS; IF CODES 3,4 — INDEPENDENT MECHANIC SERVICE QNS

### Dealership service

ASK DEALERSHIP SERVICE IF Q 59 IS CODES 1,2.

These questions are about the servicing you had done at a dealership.



WHY\_DEALERSHIP\_SERVICE  
ASK HAD DEALERSHIP SERVICE

Q 60: Why did you choose a dealership for servicing rather than an independent mechanic or a place like Kmart Auto? (MR RANDOMISE EXCEPT OTHER)

1. I have to take it to a dealership under the terms of my warranty
2. I was worried about voiding my warranty
3. My logbook says that I have to take it to a dealership
4. I got free, reduced-price or capped price servicing with the car purchase
5. The dealership is more likely to be able to service the car to the manufacturer's specifications than other mechanics
6. The dealership is close by and convenient
7. I am loyal to my dealership
8. The dealership already has all the information about my car such as log books and electronic files
9. I know my car will be safe when looked at by the dealership
10. Using a dealership helps maintain the car's value/resale value
11. I just take my car to a dealership out of habit/I have always done this
12. Other, SPECIFY \_\_\_\_\_

## Independent service

ASK INDEPENDENT SERVICE IF Q 59 IS CODES 3,4. OTHERWISE CONTINUE.

These questions are about the servicing you had done at an independent mechanic.

WHY\_IND MECHANIC?

ASK HAD INDEPENDENT MECHANIC SERVICE

Q 61: Why did you choose an independent mechanic rather than a dealership for servicing your most recent new car? (MR RANDOMISE EXCEPT OTHER)

1. The independent mechanic is as likely or better able to fix the problem than a dealership
2. The independent mechanic is close by and convenient
3. I am loyal to my independent mechanic
4. The independent mechanic is cheaper than the dealership
5. The independent mechanic already has all the information about my car such as log books and electronic files
6. I know my car will be safe when looked at by the independent mechanic
7. I just take my car to an independent mechanic out of habit/I have always done this
8. Other, SPECIFY \_\_\_\_\_

SERVICE\_PROBLEMS

ASK HAD INDEPENDENT SERVICE

Q 62: Do you know if the mechanic who serviced your car had any of the following problems? Did they have difficulty with ...? (MR)

1. Getting the necessary tools
2. Getting the necessary parts
3. Accessing on-board information about the car ('diagnostics' about fuel consumption, engine warnings etc.)
4. Accessing online information about the car (again, diagnostics about fuel consumption, economy etc.)
5. Accessing the service history in the hard-copy log book
6. Accessing service history online – in the online logbook?
7. None of the above
8. Don't know

IF Q 62 IS CODES 1,2,3,4,5,6 ASK Q 63. OTHERWISE GO TO Q 64

SERVICE\_TAKE\_ELSEWHERE

ASK HAD INDEPENDENT SERVICE AND HAD PROBLEM

Q 63: Did the mechanic who repaired your car have to take the car elsewhere to be serviced because of any of these problems? (SR)

1. Yes
2. No
3. Don't know

## 4.9. Impact of experiences on future purchasing decisions

RIGHT\_CAR

ASK ALL

Q 64: All things considered, do you think that you made the right decision about which new car you chose to buy? ... (SR)

1. I made exactly the right decision
2. A good decision, but I could have made a better choice
3. A passable decision, though there were many better choices
4. I made completely the wrong decision

IF Q 64 IS CODES 2, 3, 4 ASK Q 65. OTHERWISE GO TO Q 66.

Q 65: Why do you think you could have made a better choice about the new car you bought? (MR RANDOMISE EXCEPT OTHER)

1. I paid too much for the car
2. The car turned out to be unreliable and needed repairs
3. The car does not handle as well as I thought or is not as powerful
4. The car is too big or small for our needs
5. The car does not get the fuel consumption I expected
6. The car produces more harmful emission than I expected
7. The new/modern features of eh car did not meet expectations
8. Other, SPECIFY \_\_\_\_\_

STEPS

ASK ALL

Q 66: If you were to buy a new car again, would you: (SR)

1. Do things the same – take all the same steps you took for your most recent car purchase
2. Do some things differently – take slightly different steps in the decision making process
3. Do things completely differently – take a completely different set of steps in the decision making process

IF Q 66 IS CODES 2,3 ASK Q 67. OTHERWISE GO TO Q 68.

WHAT\_DIFFERENT

ASK DO DIFFERENT

Q 67: What would you do differently? (MR, RANDOMISE)

1. Do more research (online/hardcopy) before deciding on a make or model
2. Do more research (online/hardcopy) before deciding on a dealer to sell me the car
3. Consult more with friends or family before making a decision
4. Consult more with a professional such as a mechanic before making a decision
5. Buy a different make or model of car

6. Buy a different type of car (sedan, SUV, hatch etc.)
7. Buy from a different dealer
8. Pay more attention to after sales service options
9. Ask more questions of the sales-person
10. Decline the extended warranty
11. Choose an extended warranty
12. Take longer to gather information to make a decision
13. Buy a second-hand car
14. Spend more time test driving cars
15. Other SPECIFY \_\_\_\_\_

## 4.10. Demographics.

GENDER

ASK ALL

Q 68: Are you ... (SR)

1. Male
2. Female

INCOME

ASK ALL

Q 69: Which of the following brackets does your annual **household** income (before tax) fall into? (SR)

1. Less than \$20,000
2. \$20,001-\$40,000
3. \$40,001-\$60,000
4. \$60,001-\$80,000
5. \$80,001-\$100,000
6. \$100,001-\$125,000
7. \$125,001-\$150,000
8. More than \$150,000
9. Prefer not to say

## 4.11. Conclusion

Again, thank you for your patience in answering these questions. This research has been conducted by Colmar Brunton.

One last question – we are following up this survey with focus groups and interviews with selected car buyers who did this survey. We might invite you to come along to a focus group or interview in late January. You would be paid for your time.

INVITE  
ASK ALL

Q 70: Would you be interested in being invited to come along? (SR)

1. Yes
2. No

IF YES

INVITE\_NUMBER  
ASK CONSENTED TO FOLLOW UP

Q 71: What would be the best phone number to call you on to invite you to come along (NUM)

RECORD NUMBER

For questions about the Market Research Industry you can call the Market and Social Research Society's Survey Line on 1300 364 830.

Thank you for your opinions.

Please click "SUBMIT" to send your responses to Your Source.

## 4.12. Terminate

Thank you for your time.

Unfortunately for this particular survey, we need responses from people who are responsible for making decisions about buying new cars in the last five years.

Thank you for your participation!

Regards,

Colmar Brunton

## 5. Appendix 5: Question 34 - verbatim responses

The following question about inaccurate information provided by the sales-person was asked 'open ended'. This means that new car buyers could type their answers to the question into a text field. These typed responses were coded into major categories of response for numeric reporting. Typed responses with their respective codes are listed in the table below. Responses that were left blank or simply stated 'none', 'no inaccurate information' and the like have been excluded. These responses are completely unedited and are presented exactly how they were typed in the survey.

Q 34: Was there anything that the sales-person told you that turned out to be inaccurate? If so, please describe any information that turned out to be inaccurate. (OE)

**Table 60: Coded demographic variable**

Yes. The offer of a \$1000 cash bonus proved illusory & subject to an unreasonable time limit which was not made clear at the time. Even though I signed the purchase order within the time limit, I was denied the cash bonus because I took delivery the week following their 'time limit' I WILL NOT buy from this dealer ever again!!!	
Yes. Said I had to pay for floor mates but when shown advertisement he was wrong they were included	
Was told it was fixed price servicing	
Promised a full tank of fuel but we had to fight to get it.	Add-ons
the price, the features of the car	
the price deal	
Sale value	
Prices .. he kept telling us the wrong prices	
price & model options, various facts & figures	
Overall there were several sales people involved and all were very personable and good. My only retrospective question mark I have is how they said they were obtaining a valuation on my trade-in vehicle.	
INITIAL PRICE OFFER	
I didn't believe him when he discussed pricing margins. Meaning, that he told me that the 'cost' of the vehicle to the dealership was very high and therefore they wouldn't make much money on the sale if I knocked them down with my negotiating. Which I did. I simply didn't believe him but I didn't tell him that as I still intended to buy the car.	Price
nature of options (space in armrest)	
yes, the seat covers were not leather.	
yes, he talked about the wrong model and ended up selling me the model below what he described I would be getting.	
yeah cosmetic failues roof linings falling off door handles breaking paint peeling	
We had a disagreement over the spaciousness/comfort for rear passengers. I told him there wasn't much leg room for my two young boys. We had taken it for a test drive and one of my son's legs was squashed between the driver seat and his seat. When I told this to the salesman he argued with me that that wasn't true, that there was heaps of room, despite the fact that we JUST returned from the test drive and that had happened. We still bought the car and everyone comments on how little leg room there is in the rear.	
Voice control was available when it wasn't	Features

Vehicle was supposed to have iPod usb connection but it would only work on specific ipod models	
Told us the car had pandora which it doesn't. Apologized after purchase and said it only comes with the next model up	
Told us the Bluetooth phone connection was OK, not unreliable as we had heard...proved not to be so true.	
the size of the spare tyre	
The sales person did not inform me that a smart phone was required to operate certain apps in the car. I do not have a smart phone and because of this I almost cancelled the car. The sales person was reprimanded and shifted to another division.	
The GPS system wasn't accurate	
the colour of the car. he said it was purple when it was silver	
That the vehicle body kit was custom and the only one of its kind	
that the GPS was great. It was crap	
That the colour would not be available again	
Spare tyre was different from the four original tyres.	
Said the radio song names would appear but they didn't	
Safety	
Plenty. He talked up all the features in the car we were driving, and it turned out the car we bought was two steps down and we didn't get half the things he spruiked. Some he outright lied to get us to sign on the dotted line.	
operation of keyless start, lane change warning	
Minor detail. He believed there was a USB port in the vehicle and there was not. The book which came with the car also indicated that there was one.	
He sold us a car which was not 4WD despite spending 30 minutes discussing it with him. Dealership sorted the problem.	
He sold me a blue car and after we had signed all the paperwork, told me there were no blue ones available so I went with silver	
Gesture opening of boot	
Failed to tell me about economy function and I wondered why the engine stopped at the lights!!! Thought I had a lemon!	
Enform features	
Ease of auto parking	
Didn't mention that you could not use E10 fuel in this car until we picked it up.	
Chjn	
Availability of android car	
Yes, regarding extended warranty. I was told I'd have an extended warranty if I took my car to the dealership for (frankly overpriced) services but as it turns out, it's not a full warranty and is limited to certain things. And my car started playing up after the warranty period ended so ...	
The length of the warranty	
Start date of the warranty	
Length of warranty	
i was told i would get more/better/extended warranty...was told WHEN PICKING UP THE CAR that it wasn't true and he said that it wasn't true as the other salesperson told him the wrong information!	Warranty
The fuel economy and servicing prices were inaccurately relayed.	
The fuel consumption and servicing costs were wrong.	
Said the 4 cylinder model was better than the 6 cylinder but I found no difference in the fuel consumption.	
He told me an average, not in town and off road consumption	
Fuel consumption. Accessories included in price STILL not available	
Fuel consumption, safety.	
fuel consumption was worse, accessories cost more than quoted when invoiced	
Fuel consumption not accurate. But the quoted figure is just an average	
Fuel consumption	Fuel consumption



Ford is not a reliable brand	
efficiency of the sat/nav, it is useless and they will not fix it.	
Servicing costs, consumption.	
service prices	
service / after sales prices	
price of servicing	
Not totally inaccurate. It was more inferred than stated such things as needing to return to the dealership for servicing	
Info re the free servicing	
he gave us the wrong info about when the 1st service should be done, so we booked it in and turned up 3000 kms too early	
Fixed price servicing - I was told I could go to their website, check how much a service would cost for my car and it would be the same at any service centre in Australia. I found out at my first service this was not the case! Other dealerships don't honour this practice and charge more!	
cost of servicing	
cool	
availability and location of servicing	Servicing
Yes, the car have lot of emission problems after purchase.	Emissions
Turning circle not quite as good as mentioned Fuel consumption not as economical...although the dealer did say it was variable depending on how the car is driven	
the tranmission	
Quality of the transmissions operation.	
Car is underpowered	Performance
timing of new model year	
The year of the car.	
Bought car in December but wanted 2016 labels..drivers door says manufactured 1/16 but just noticed passenger door says my 2015..feel like i have been duped	Year of manufacture
The rusting of car	
Reliability	
Paint discoloured	
nothing in particular stands out - although - a known fault in transmission was not revealed at the time of purchase	Defects
Delivery time	
delivery date	
delivery and availability. told us that it was the last 2 left in the state and only in red or white. with lots of interest. which seemed true according to what web sites had said, turned out the new series was available a week later not discontinued to a new model and surplus quantities	
that the car would be ready at a certain date and it proved to be a month later. However, the sales person still wanted us to make full payment at the original date - presumable so that he could get his monthly bonus. We refused to pay unless the car was delivered.	
that the car would be ready for collection on a specified date & when we went to collect it	Delivery time

## 6. Appendix 6: Detailed bases for ‘influencing factors’ questions

**Table 61: Importance of influencing factors – base sizes**

Influencing factor	n=
Price	916
Fuel consumption	633
Type of vehicle	626
Safety features	578
Reliability	542
Manufacturer's reputation	412
Looks and styling	379
Comfort	367
Warranty length/period	360
Performance	321
After-sales service	249
Accessories	233
Engine capacity	187
Seating capacity	184
Smart features	154
Environmental impact	111
Security	106
Cost of parts	98

**Table 62: Ease of finding information to inform decision-making – base sizes**

Influencing factor	n=
Accessories	1,115
Environmental impact	1,017
After-sales service	859
Security	805
Comfort	797
Smart' features	778
Cost of spare parts	776
Engine power or capacity	759
Warranty length/period	675
Looks and styling of the car	650
Seating capacity	591
Performance	546
Reliability	512
Fuel consumption	460
Manufacturer's reputation	399
Type of vehicle	337
Safety features of the car	273
Price	269