

AAIA[®]

**Automotive Aftermarket
Industry Association**

CONSUMER RESEARCH STUDY

ANALYSIS OF VEHICLE MAINTENANCE MOTIVATIONS AND BEHAVIOR

PRODUCT NUMBER: 75015

MEMBERS: \$125

NON-MEMBERS: \$250

Prepared September 2007 by



Consumer Research Study

Prepared for

AAIA[®]

**Automotive Aftermarket
Industry Association**

Prepared by

OPINION RESEARCH CORPORATION

September, 2007

FOUNDING MEMBER
CASRO[®]
COUNCIL OF AMERICAN SURVEY RESEARCH ORGANIZATIONS[®]



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INTRODUCTION



Background and Methodology

Background

- Findings from this research will aid in the development of a consumer education program that will address current consumer interest and motivational shifts regarding vehicle maintenance.

Methodology

- All interviews were conducted via the web, using eRewards consumer panel. Respondents were sent an email invitation to participate in the study along with a link to a secure website hosted by Opinion Research Corporation where the survey was housed.
- 500 interviews were completed among the general population, with an additional 233 number of augments to achieve 100 interviews each among Black/African American, Hispanic, and Asian ethnic subgroups. One of the known 'issues' with an online methodology is under-representation of most ethnicities; our study was no exception. However, because we captured supplemental interviews among the key ethnicities and had nationally representative incidence figures of licensed drivers 21 years of age and older (from CARAVAN) we were able to 're-balance' our general population to the correct ethnic proportions without using extreme weights. We randomly transferred some of the ethnic augment interviews into proper proportions to the general population; in the end this increased our general population sample from 500 to 571 total interviews.
- In order to qualify for this survey, respondents had to be 21 years of age or older and responsible for the purchasing of fuel and the repair/maintenance of the vehicle they drive.
- The general population data was weighted according to US census numbers for the following variables:
 - Gender
 - Age
 - Geographic region



Interpretation of Results

Understanding Error Ranges

- The maximum error range for a sample of 571 is ± 4.1 percentage points at a 95% confidence level. This means that if 100 different samples of 571 respondents each were randomly drawn from the population measured, 95 times out of 100 the total results obtained would vary no more than ± 4.1 percentage points.
- The error ranges noted above apply to the total sample only. Readers should note that as the sample size decreases, the error range increases. For example, the error range for a sample size of 100 is ± 9.8 percentage points.

Reading Statistically Significant Differences

- Differences between segments and/or subgroups have been tested for statistical significance at the 95% confidence level. Each subgroup has been assigned a letter. A letter to the right of a score indicates that the score is significantly higher than the score for the corresponding data point.