



**Schneider PR
YES Essentials Survey
Topline Results
January 2008**

Los Angeles • New York • Washington D.C.

***YES Essentials Survey
Conducted January 2008***

Sample Size: 1,002 Nationally Representative American Drivers Ages 18 And Older

This survey is being conducted by Kelton Research, a leading national polling firm. We are not selling anything, but are conducting a national survey and results will appear in the nation's leading media outlets over the coming weeks. We'd like to ask you some questions on a strictly confidential basis.

1. How would you rate the cleanliness of your car's interior? Please be honest.

<i>Response</i>	<i>Total</i>	<i>%</i>
Always Clean	164	16%*
Usually Clean	587	59%
Clean Net	751	75%
Usually Messy	225	22%
Always Messy	26	3%
Messy Net	251	25%

* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.



2. If you currently have any stains on your car’s interior, which of the following stains do you have? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Dirt Or Mud	519	52%
Drinks Such As Coffee, Soda Or Juice	357	36%
Sweets Such As Chocolate, Candy Or Ice Cream	143	14%
Grease Or Oil	128	13%
Condiments Such As Ketchup Or Mayonnaise	89	9%
Markers, Crayons Or Pens	76	8%
Makeup Such As Lipstick Or Mascara	36	4%
Other	59	6%
None Of These – I Don’t Currently Have Any Stains On My Car’s Interior	281	28%

3. How likely is it that you’ll remove these stains completely? (AMONG RESPONDENTS WHO CURRENTLY HAVE STAINS ON THEIR CAR’S INTERIOR)

<i>Response</i>	<i>Total</i>	<i>%</i>
Extremely Likely	212	29%
Somewhat Likely	321	44%
Likely Net	533	74%
Somewhat Unlikely	147	20%
Extremely Unlikely	42	6%
Unlikely Net	189	26%

4. Which of the following is the biggest “repeat offender” when it comes to stains inside your car?

<i>Response</i>	<i>Total</i>	<i>%</i>
Mud, Grease Or Dirt	480	48%
Drinks	224	22%
Dirty Clothing Or Shoes	143	14%
Food	102	10%
Pets	40	4%
Items Like Crayons Or Permanent Marker	9	1%
Makeup	4	-



5. Which of the following create lingering or unpleasant odors inside your car? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Food	301	30%
Mud, Grease Or Dirt	186	19%
Pets	133	13%
Dirty Clothing Or Shoes	122	12%
Drinks	121	12%
Makeup	18	2%
Items Like Crayons Or Permanent Marker	9	1%

6. About how many times in an average month do you clean the inside of your car? Your best guess is fine.

Average = 3 Times Per Month		
<i>Response</i>	<i>Total</i>	<i>%</i>
0	52	5%
1	385	38%
2	236	24%
3	98	10%
4	130	13%
5 Or More	101	10%

7. In an average month, about how many days do you eat a meal or snack in your car? Your best guess is fine.

Average = 6 Days Per Month		
<i>Response</i>	<i>Total</i>	<i>%</i>
0 Days	216	22%
1-2 Days	210	21%
3-4 Days	147	15%
5-6 Days	134	13%
7-8 Days	53	5%
9-14 Days	104	10%
15-21 Days	115	12%
22 Days Or More	23	2%



8. Which of the following are NOT allowed inside your car? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Smoking	649	65%
Wearing Wet Clothes	356	35%
Pets	321	32%
Wearing Dirty Or Muddy Shoes	255	25%
Eating	115	11%
Drinking	97	10%
None Of These	189	19%

9. During which season does your car's interior usually get the dirtiest or smelliest?

<i>Response</i>	<i>Total</i>	<i>%</i>
Winter	612	61%
Summer	289	29%
Spring	60	6%
Fall	41	4%

10. What is the messiest thing you've ever done inside your car?

Grouped responses will be provided.

11. What is the worst smell you've ever encountered inside your car?

Grouped responses will be provided.

12. Which of the following is usually the hardest place for you to keep clean at all times?

<i>Response</i>	<i>Total</i>	<i>%</i>
Home	530	53%
Car	363	36%
Office Or Workplace	109	11%



13. About how many months after you bought your car did it retain the “new car smell”? Your best guess is fine.

Average= 7 Months		
<i>Response</i>	<i>Total</i>	<i>%</i>
1 Month	80	8%
2 Months	103	10%
3 Months	131	13%
4 Months	68	7%
5 Months	32	3%
6 Months	167	17%
7 Months Or More	262	26%
It Never Had A “New Car” Smell	159	16%

14. Which do you like least about your car – the interior or the exterior?

<i>Response</i>	<i>Total</i>	<i>%</i>
Interior	606	60%
Exterior	396	40%

15. Have you ever apologized for the state of your car’s interior before letting a passenger in?

<i>Response</i>	<i>Total</i>	<i>%</i>
Yes	485	48%
No	517	52%

16. Which of the following would be more embarrassing for you?

<i>Response</i>	<i>Total</i>	<i>%</i>
Peeling Or Fading Paint On Your Car’s Exterior	547	55%
A Huge Stain Inside Your Car	455	45%



17. If you ever get the outside of your car professionally cleaned, how often do you get the inside cleaned at the same time?

<i>Response</i>	<i>Total</i>	<i>%</i>
Always	229	23%
Frequently	107	11%
Sometimes	165	16%
Rarely	160	16%
Never	48	5%
I Never Get My Car Professionally Cleaned	295	29%

18. At this moment, how embarrassed would you be to pick up someone in your car that you wanted to impress, such as a date, client, or colleague?

<i>Response</i>	<i>Total</i>	<i>%</i>
Extremely Embarrassed	88	9%
Somewhat Embarrassed	286	29%
Embarrassed Net	374	37%
Not Very Embarrassed	298	30%
Not At All Embarrassed	329	33%
Not Embarrassed Net	627	63%

19. Which of the following, if any, have you ever done because you were embarrassed by your car's interior? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Had Your Car Professionally Cleaned	208	21%
Insisted On Taking Another Person's Car	179	18%
Refused To Give Someone A Ride	49	5%
Other	61	6%
None Of These - I Have Never Been Embarrassed By My Car's Interior	569	57%

20. Which of the following do you think tells you more about a person's interests and lifestyle?

<i>Response</i>	<i>Total</i>	<i>%</i>
The Inside Of Their Car	768	77%
The Outside Of Their Car	234	23%



21. How often do you get static shock when getting out of a car?

<i>Response</i>	<i>Total</i>	<i>%</i>
Always	37	4%
Frequently	128	13%
Sometimes	270	27%
Rarely	343	34%
Never	224	22%

22. Which of the following have you ever done to prevent yourself or others from getting static shock when getting out of your car? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Sprayed The Inside Of The Car With Anti-Static Spray	73	7%
Covered The Seats With A Blanket, Towel Or Seat Cover	63	6%
Rubbed Dryer Sheets Or Wire Hangers On The Seats	47	5%
Other	25	3%
None Of These	826	82%

23. If you were to put up your current car for sale right now, how confident are you that you'd be able to sell it quickly and at the price you set initially?

<i>Response</i>	<i>Total</i>	<i>%</i>
Extremely Confident	283	28%
Somewhat Confident	504	50%
Confident Net	787	79%
Not Very Confident	149	15%
Not At All Confident	66	7%
Not Confident Net	215	21%
I Don't Currently Own A Car	0	-



24. If you were to put up your current car for sale right now, which of the following might prevent you from finding an interested buyer? Please choose all that apply. (AMONG RESPONDENTS WHO CURRENTLY OWN A CAR)

<i>Response</i>	<i>Total</i>	<i>%</i>
The Car's Mileage	351	35%
The Car's Age	256	26%
Scratches Or Dents On The Exterior	217	22%
Some Stains That I Can't Seem To Get Rid Of	94	9%
Peeling Or Fading Paint On The Exterior	90	9%
An Odor I Can't Seem To Get Rid Of	50	5%
Other	51	5%
None Of These	311	31%

25. How likely or unlikely would you be to buy a used car with a few small stains on the seats?

<i>Response</i>	<i>Total</i>	<i>%</i>
Extremely Likely	81	8%
Somewhat Likely	431	43%
Likely Net	512	51%
Not Very Likely	327	33%
Not At All Likely	163	16%
Unlikely Net	490	49%

26. About how many times in an average month do you spill something inside your car? Your best guess is fine.

Average = Once Per Month		
<i>Response</i>	<i>Total</i>	<i>%</i>
0	393	39%
1-2	477	48%
3-4	69	7%
5-8	39	4%
9 Or More	24	2%



Methodological Notes:

The YES Essentials Survey was conducted by Kelton Research between January 9th and January 14th, 2008 using an email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population of drivers age 18 and above.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.