

PETER D. HART RESEARCH ASSOCIATES

CNBC Fourth Quarter Survey  
 Study #8570d  
 December 2008

Q.15. Suppose you were going to buy a new car. All other things being equal, such as the car's price, performance, and extra features, would you be willing or not willing to purchase a car made by an automobile manufacturer who is under bankruptcy protection?

Banner 1	Sex		Region				Area Type				Age			Education			Occupation			Other			
	All Adults	Men	Women	North-east	South	Mid-west	West	Urban	Sub-urban	Small town/rural	18-34	35-49	50-64	65 and over	HS or less	Some college	College grads	Post grads	Professionals/managers	White-collar workers	Blue-collar workers	Retirees	Have kids
Total	804	394	410	181	256	190	177	122	203	194	217	201	225	153	281	209	193	105	133	165	129	212	258
Would be willing	37%	46%	29%	37%	29%	47%	37%	36%	37%	38%	43%	41%	34%	30%	32%	44%	38%	40%	41%	43%	36%	33%	44%
Would not be willing	52%	46%	57%	49%	58%	41%	57%	53%	55%	49%	45%	50%	58%	54%	57%	45%	51%	52%	47%	48%	52%	55%	45%
Not sure	11%	8%	14%	14%	13%	12%	6%	11%	8%	13%	12%	9%	8%	16%	11%	11%	11%	8%	12%	9%	12%	12%	11%
Differential (Willing Minus Not Willing)	-15%	-	-29%	-12%	-29%	6%	-19%	-17%	-19%	-12%	-2%	-10%	-24%	-23%	-25%	-2%	-14%	-11%	-6%	-4%	-17%	-22%	-1%

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Banner 2	Income						Economy In Next Year			Home Value In Next Year			Wages In Next Year		Party Identification			Investments				
	Less All Adults	than \$30K	\$30K- \$50K	More \$50K- \$75K	More than \$75K	More than \$100K	Get better	Stay same	Get worse	De-crease	the same	In-crease	Don't own home	Stay same/decrease	In-crease	Demo-crats	Inde-pendents	Repub-licans	Total have	Less \$50K than \$50K	or more	Don't have
Total	804	170	163	125	221	137	315	241	218	136	376	105	187	246	176	350	184	229	454	180	220	340
Would be willing	37%	27%	41%	43%	46%	45%	37%	37%	37%	41%	39%	40%	29%	42%	41%	35%	36%	45%	41%	42%	41%	31%
Would not be willing	52%	60%	49%	49%	48%	51%	51%	54%	52%	47%	52%	48%	57%	49%	47%	56%	53%	44%	49%	46%	51%	56%
Not sure	11%	13%	10%	8%	6%	4%	12%	9%	11%	12%	9%	12%	14%	9%	12%	9%	11%	11%	10%	12%	8%	13%
Differential (Willing Minus Not Willing)	-15%	-33%	-7%	-5%	-3%	-6%	-13%	-18%	-15%	-6%	-13%	-8%	-28%	-8%	-6%	-21%	-16%	-	-7%	-4%	-10%	-24%

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