

The Scarborough Research/RAB Automotive Study Part 2



2007

TABLE OF CONTENTS

Introduction _____	3
Vehicle Owner Profiles	
Domestic:	
GMC _____	4
Pontiac _____	6
Buick _____	8
Cadillac _____	10
Saturn _____	12
Foreign:	
Kia _____	14
Mazda _____	16
Volkswagen _____	18
Acura _____	20
Subaru _____	22
Source and Contact Information _____	24

INTRODUCTION



My husband and I are looking for a used car. The internet has been the most important tool in our search.



A car needs to be trustworthy. The bigger dealers in town offer the best prices. Also, a good warranty is the main reason I chose my last car.



I just got my raise at work and now will be able to spend more money on my next car purchase.

PART 2 OF THE SCARBOROUGH/RAB AUTOMOTIVE STUDY GIVES YOU EVEN MORE INSIGHTS TO SELL THE AUTOMOTIVE CATEGORY

Through the combination of Scarborough data on shopping habits, media patterns, lifestyles and demographics of American consumers with Radio Advertising Bureau (RAB) information on vehicle sales, this report is your tool to sell with greater intelligence in the automotive category.

The vehicle choices are based on annual vehicle sales information from the RAB. The top-5 selling domestic and top-5 selling foreign vehicle brands were covered in the first edition of Scarborough and RAB's automotive study, and can be downloaded for free at www.scarborough.com.

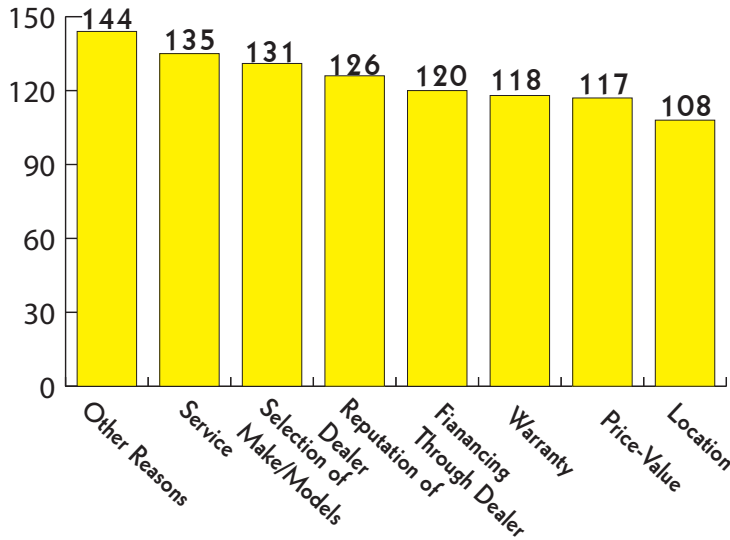
Part Two of the Scarborough Research/RAB Automotive Study covers five domestic vehicles (GMC, Pontiac, Buick, Cadillac, and Saturn) and five foreign (Kia, Mazda, Volkswagen, Acura, and Subaru).

Use this report as a basis for your automotive pitches - from dealerships and manufacturers to repair and service providers. Draw on these insights to sell more smartly, and become a valued marketing consultant to your clients.

The Scarborough Research/RAB Automotive Study is also available online at www.scarborough.com/freestudies.php and www.rab.com. Contacts for more information are available at the end of this report (page 24).

GMC Owners Profile

Reasons Why GMC Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among GMC Owners

Less than 10 Miles	21%
10-19 Miles	17%
20-29 Miles	13%
30 or Miles or More	16%

GMC Owners
 Median Age: 44
 Median Annual Household Income: \$60,745

Percentage of Annual GMC Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	6.5%	6.9%	8.3%	8.2%	9.5%	7.6%	10.2%	8.5%	10.5%	7.5%	6.3%	9.9%	581,684
2005	5.7%	6.6%	9.7%	7.9%	8.8%	15.8%	14.0%	6.6%	6.6%	4.2%	5.1%	8.9%	537,572
2006	5.9%	7.1%	8.9%	7.9%	8.6%	9.8%	10.2%	8.7%	8.2%	8.2%	7.9%	8.6%	456,565

Demographics

	Total U.S. Adults	GMC Owners	Index
Men	50%	53%	109
Women	50%	47%	92
Married	57%	69%	121
Widowed/Legally Separated/Divorced	18%	11%	64
Never Married (Single)	25%	20%	77

GMC Owners are 21% more likely than the average consumer to be married.

GMC owners are defined as consumers who own or lease a GMC vehicle in their household
 Source: Scarborough Research USA+ Release 2 2006

GMC Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S Adults	GMC Owners	Index
Under \$19,999	4%	4%	115
\$20,000 - \$24,999	2%	2%	82
\$25,000 - \$34,999	3%	5%	152
\$35,000 - \$44,999	1%	2%	211
\$45,000 or more	1%	1%	178

Number of New Vehicles Household Owns

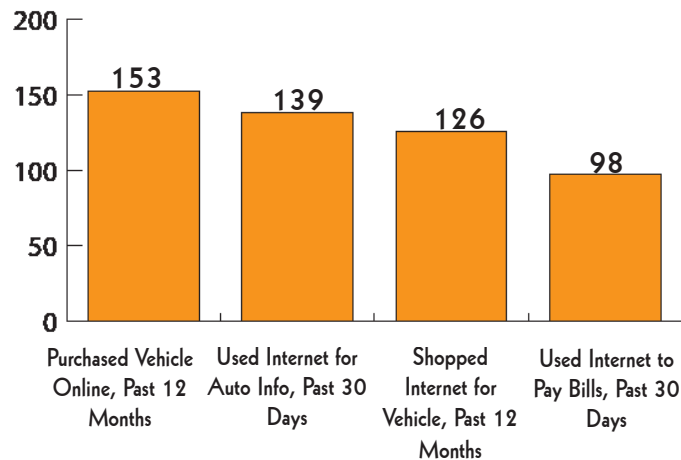
	Total U.S Adults	GMC Owners	Index
1: New	30%	31%	103
2: New	18%	25%	142
3: New	4%	7%	182

GMC Owners are 23% more likely than the average consumer to have purchased a new vehicle

Vehicles Purchased/Leased by Household

Type of Vehicle	Total U.S. Adults	GMC Owners	Index
Any New Vehicle	52%	64%	123
Any Used Vehicle	62%	74%	120
Any Leased Vehicle	6%	6%	107

GMC Owners Are 53% More Likely Than All Consumers to Have Purchased A Vehicle Online in the Past 12 Months (Index)



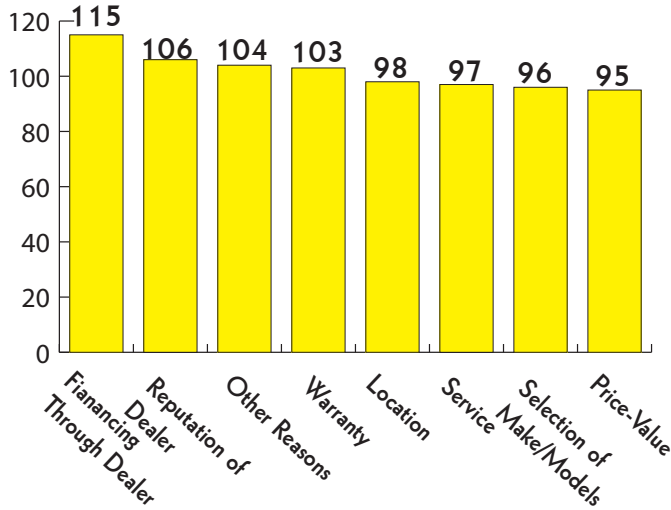
26% of GMC Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 27% say the decision was "shared equally" in their household.

GMC Owners are defined as consumers who own or lease a GMC vehicle in their household.

Source: Scarborough Research USA+, Release 2 2006

Pontiac Owners Profile

Reasons Why Pontiac Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Pontiac Owners

Less than 10 Miles	22%
10-19 Miles	14%
20-29 Miles	10%
30 or Miles or More	10%

Pontiac Owners
Median Age: 42
Median Annual Household Income: \$54,796

Percentage of Annual Pontiac Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	7.0%	8.3%	10.1%	8.9%	10.6%	9.0%	8.6%	8.2%	9.0%	7.0%	5.8%	7.5%	474,179
2005	5.5%	7.3%	10.0%	9.8%	7.8%	8.4%	9.7%	9.9%	9.5%	6.5%	7.2%	8.3%	437,806
2006	9.2%	7.1%	8.0%	8.0%	7.5%	10.0%	10.0%	9.7%	9.1%	7.1%	6.4%	8.0%	410,229

Demographics

	Total U.S. Adults	Pontiac Owners	Index
Men	50%	50%	104
Women	50%	50%	96
Married	57%	60%	105
Widowed/Legally Separated/Divorced	18%	14%	78
Never Married (Single)	25%	26%	104

Pontiac Owners are 5% more likely than the average consumer to be married.

Pontiac owners are defined as consumers who own or lease a Pontiac vehicle in their household
 Source: Scarborough Research USA+
 Release 2 2006

Pontiac Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Pontiac Owners	Index
Under \$19,999	4%	5%	126
\$20,000 - \$24,999	2%	3%	123
\$25,000 - \$34,999	3%	3%	90
\$35,000 - \$44,999	1%	1%	85
\$45,000 or more	1%	*	*

Number of New Vehicles Household Owns

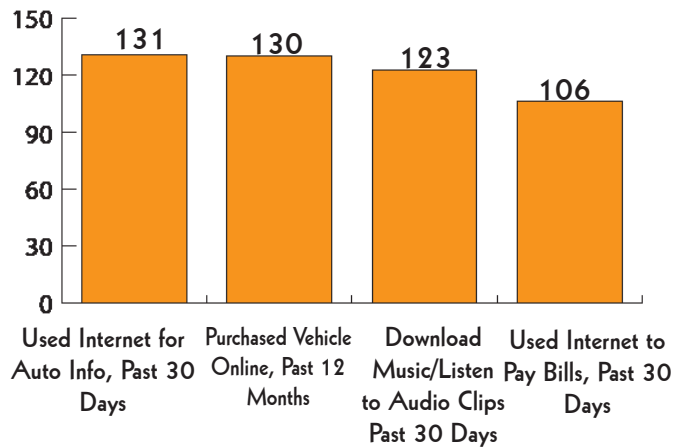
	Total U.S. Adults	Pontiac Owners	Index
1: New	30%	29%	94
2: New	18%	18%	102
3: New	4%	4%	108

Pontiac Owners are 29% more likely than the average consumer to have leased a vehicle

Vehicles Purchased/Leased by Household

Type of Vehicle	Total U.S. Adults	Pontiac Owners	Index
Any New Vehicle	52%	51%	98
Any Used Vehicle	62%	78%	126
Any Leased Vehicle	6%	7%	129

Pontiac Owners Are 31% more Likely Than All Consumers to Have Used the Internet for Auto Info within the Past 30 Days (Index)



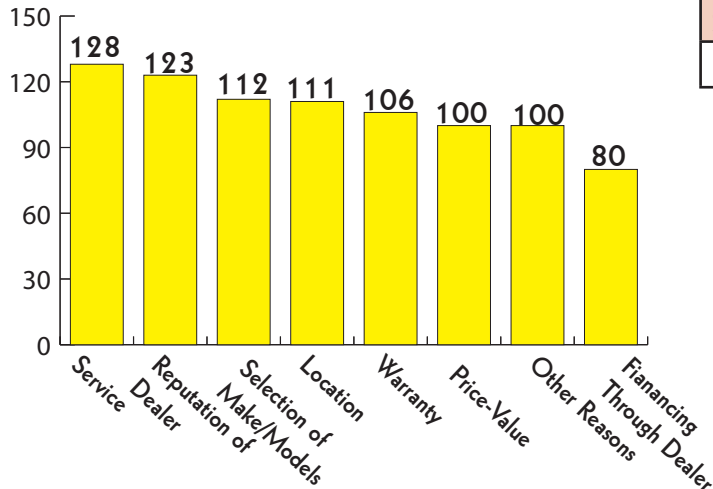
23% of Pontiac Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 20% say the decision was "shared equally" in their household.

Pontiac Owners are defined as consumers who own or lease a Pontiac vehicle in their household.

Source: Scarborough Research USA+, Release 2 2006

Buick Owners Profile

Reasons Why Buick Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Buick Owners

Less than 10 Miles	21%
10-19 Miles	16%
20-29 Miles	9%
30 or Miles or More	11%

Buick Owners
Median Age: 56
Median Annual Household Income: \$45,054

Percentage of Annual Buick Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	6.9%	8.7%	9.5%	8.2%	10.2%	8.9%	10.5%	9.3%	8.2%	5.7%	5.3%	8.5%	309,639
2005	6.2%	7.5%	8.0%	8.9%	8.9%	13.3%	13.3%	8.2%	7.4%	4.8%	5.7%	7.8%	282,288
2006	7.1%	8.9%	9.7%	8.3%	8.1%	9.9%	9.8%	9.5%	8.1%	6.5%	7.5%	6.6%	240,657

Demographics

	Total U.S. Adults	Buick Owners	Index
Men	50%	47%	97
Women	50%	53%	103
Married	57%	62%	108
Widowed/Legally Separated/Divorced	18%	21%	119
Never Married (Single)	25%	17%	69

Buick Owners are 8% more likely than the average consumer to be married.

Buick owners are defined as consumers who own or lease a Buick vehicle in their household
 Source: Scarborough Research USA+
 Release 2 2006

Buick Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Buick Owners	Index
Under \$19,999	4%	3%	83
\$20,000 - \$24,999	2%	2%	95
\$25,000 - \$34,999	3%	3%	111
\$35,000 - \$44,999	1%	*	*
\$45,000 or more	1%	*	*

Number of New Vehicles Household Owns

	Total U.S. Adults	Buick Owners	Index
1: New	30%	32%	104
2: New	18%	18%	100
3: New	4%	5%	126

Buick Owners are 16% more likely than the average consumer to have purchased a used vehicle

Vehicles Purchased/Leased by Household

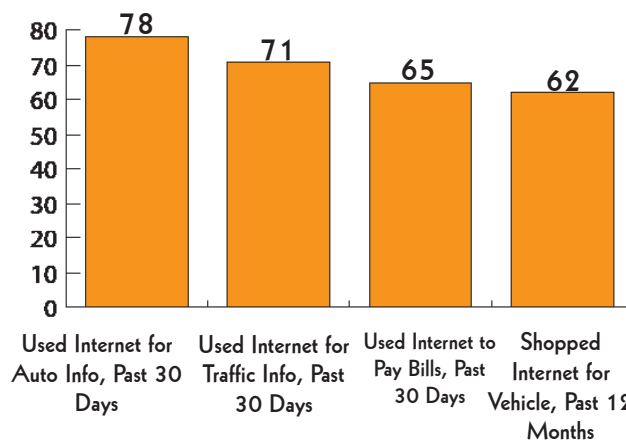
Type of Vehicle	Total U.S. Adults	Buick Owners	Index
Any New Vehicle	52%	54%	104
Any Used Vehicle	62%	72%	116
Any Leased Vehicle	6%	4%	63

24% of Buick Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 21% say the decision was "shared equally" in their household.

Buick Owners are defined as consumers who own or lease a Buick vehicle in their household.

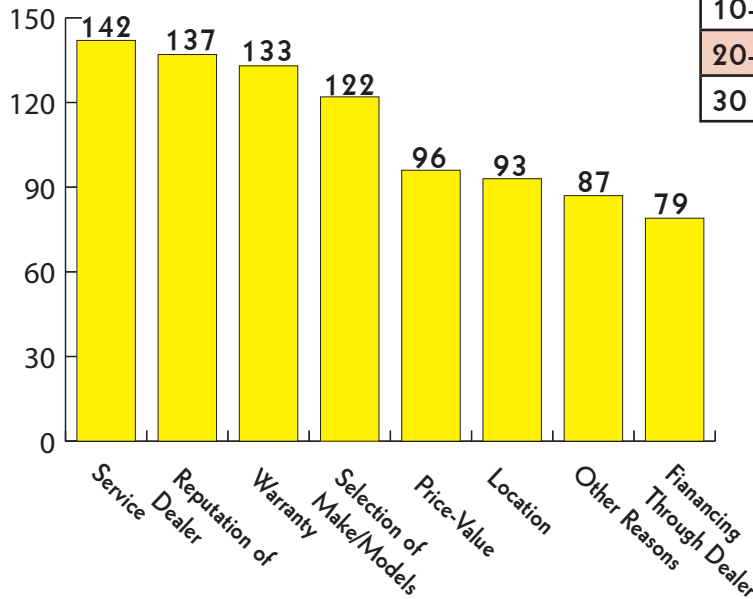
Source: Scarborough Research USA+, Release 2 2006

Buick Owners Are 22% Less Likely Than All Consumers to Have Used the Internet for Auto Info Within the Past 30 Days (Index)



Cadillac Owners Profile

Reasons Why Cadillac Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Cadillac Owners

Less than 10 Miles	21%
10-19 Miles	16%
20-29 Miles	8%
30 or Miles or More	15%

Cadillac Owners
Median Age: 54
Median Annual Household Income: \$59,565

Percentage of Annual Cadillac Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	6.3%	7.3%	8.3%	7.0%	9.0%	7.4%	10.2%	8.4%	8.4%	8.2%	7.8%	11.7%	234,217
2005	6.0%	7.0%	8.3%	8.6%	9.3%	12.5%	10.8%	8.2%	7.0%	6.3%	6.1%	9.8%	235,002
2006	6.5%	7.2%	8.8%	7.9%	8.2%	10.2%	8.4%	8.8%	8.9%	7.5%	7.6%	10.0%	227,014

Demographics

	Total U.S. Adults	Cadillac Owners	Index
Men	50%	49%	100
Women	50%	51%	100
Married	57%	63%	111
Widowed/Legally Separated/Divorced	18%	17%	94
Never Married (Single)	25%	20%	79

Cadillac Owners are 11% more likely than the average consumer to be married.

Cadillac owners are defined as consumers who own or lease a Cadillac vehicle in their household
 Source: Scarborough Research USA+
 Release 2 2006

Cadillac Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Cadillac Owners	Index
Under \$19,999	4%	2%	56
\$20,000 - \$24,999	2%	2%	79
\$25,000 - \$34,999	3%	3%	85
\$35,000 - \$44,999	1%	1%	160
\$45,000 or more	1%	2%	302

Number of New Vehicles Household Owns

	Total U.S. Adults	Cadillac Owners	Index
1: New	30%	29%	94
2: New	18%	19%	107
3: New	4%	8%	189

Cadillac Owners are 32% more likely than the average consumer to have leased a vehicle.

Vehicles Purchased/Leased by Household

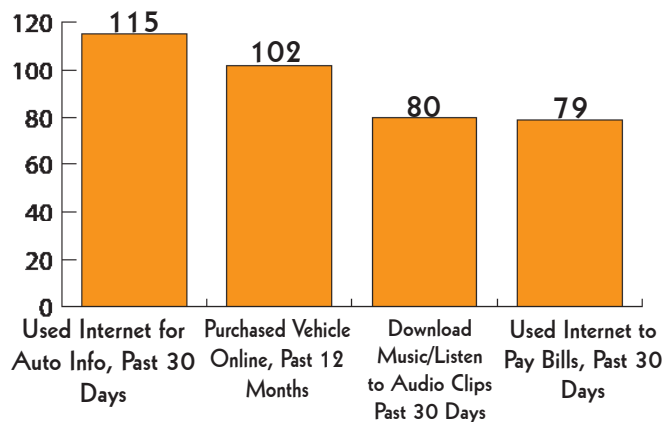
Type of Vehicle	Total U.S. Adults	Cadillac Owners	Index
Any New Vehicle	52%	55%	106
Any Used Vehicle	62%	73%	119
Any Leased Vehicle	6%	8%	132

26% of Cadillac Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 20% say the decision was "shared equally" in their household.

Cadillac Owners are defined as consumers who own or lease a Cadillac vehicle in their household.

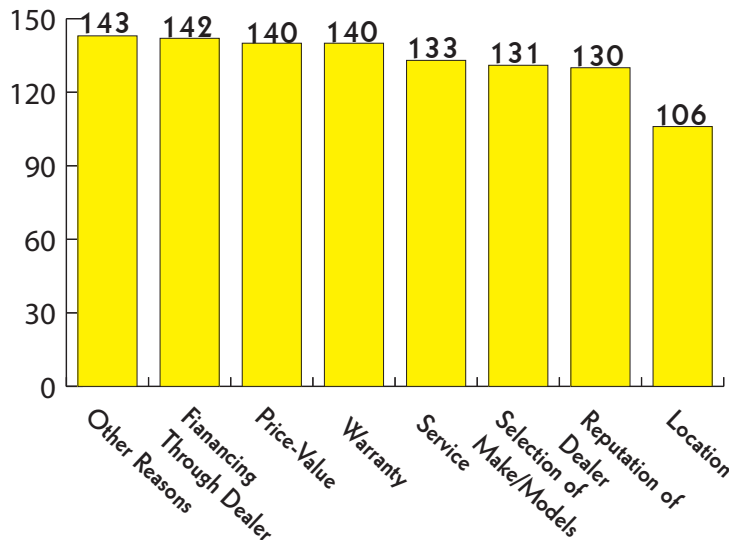
Source: Scarborough Research USA+, Release 2 2006

Cadillac Owners Are 15% More Likely Than All Consumers to Have Used the Internet for Auto Info Within the Past 30 Days (Index)



Saturn Owners Profile

Reasons Why Saturn Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Saturn Owners

Less than 10 Miles	28%
10-19 Miles	19%
20-29 Miles	10%
30 or Miles or More	14%

Saturn Owners
Median Age: 44
Median Annual Household Income: \$59,103

Percentage of Annual Saturn Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	7.1%	7.6%	9.8%	10.3%	10.6%	8.0%	10.8%	8.3%	8.1%	7.1%	5.9%	6.3%	212,017
2005	6.5%	6.7%	9.4%	7.2%	8.1%	11.0%	11.4%	9.4%	8.7%	7.6%	6.9%	7.1%	213,657
2006	7.5%	6.2%	7.3%	7.4%	6.8%	10.5%	9.9%	9.7%	8.9%	8.6%	8.0%	9.1%	226,375

Demographics

	Total U.S. Adults	Saturn Owners	Index
Men	50%	50%	103
Women	50%	50%	97
Married	57%	61%	107
Widowed/Legally Separated/Divorced	18%	14%	78
Never Married (Single)	25%	25%	99

Saturn Owners are 7% more likely than the average consumer to be married.

Saturn owners are defined as consumers who own or lease a Saturn vehicle in their household
 Source: Scarborough Research USA+
 Release 2 2006

Saturn Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Saturn Owners	Index
Under \$19,999	4%	5%	134
\$20,000 - \$24,999	2%	2%	102
\$25,000 - \$34,999	3%	4%	117
\$35,000 - \$44,999	1%	1%	109
\$45,000 or more	1%	1%	85

Number of New Vehicles Household Owns

	Total U.S. Adults	Saturn Owners	Index
1: New	30%	39%	127
2: New	18%	23%	132
3: New	4%	5%	135

Saturn Owners are 29% more likely than the average consumer to have purchased a new vehicle

Vehicles Purchased/Leased by Household

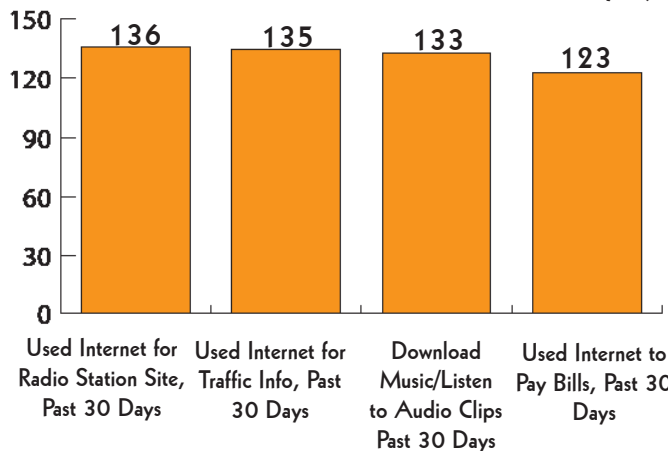
Type of Vehicle	Total U.S. Adults	Saturn Owners	Index
Any New Vehicle	52%	67%	129
Any Used Vehicle	62%	67%	108
Any Leased Vehicle	6%	6%	106

32% of Saturn Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 25% say the decision was "shared equally" in their household.

Saturn Owners are defined as consumers who own or lease a Saturn vehicle in their household.

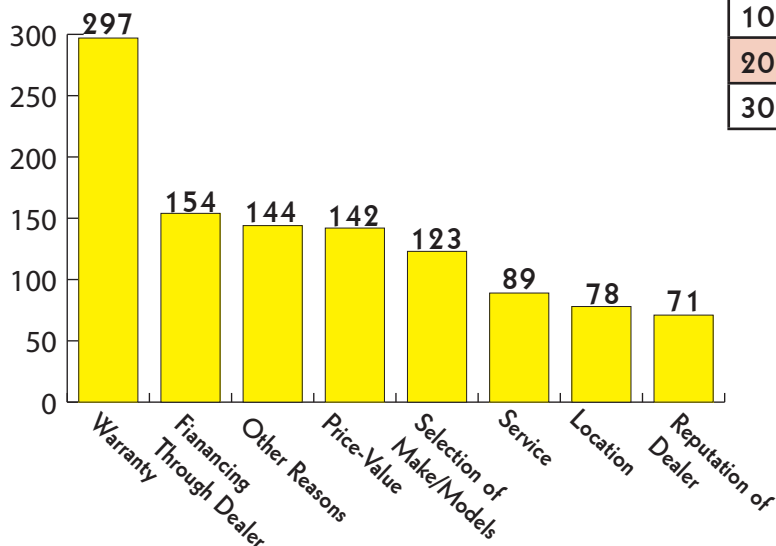
Source: Scarborough Research USA+, Release 2 2006

Saturn Owners Are 36% More Likely Than All Consumers to Have Used The Internet for a Radio Station Site within the Past 30 Days (Index)



Kia Owners Profile

Reasons Why Kia Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Kia Owners	
Less than 10 Miles	24%
10-19 Miles	19%
20-29 Miles	13%
30 or Miles or More	20%

Kia Owners
Median Age: 41
Median Annual Household Income: \$53,941

Percentage of Annual Kia Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	6.3%	6.9%	8.8%	8.7%	9.4%	10.2%	8.8%	7.8%	8.5%	8.5%	8.6%	7.5%	270,055
2005	6.2%	7.4%	9.3%	9.8%	9.3%	9.8%	9.4%	8.6%	8.5%	7.5%	7.3%	6.8%	275,851
2006	6.2%	7.0%	8.8%	9.5%	9.0%	9.3%	9.0%	8.5%	8.1%	6.8%	7.5%	10.2%	294,302

Demographics

	Total U.S. Adults	Kia Owners	Index
Men	50%	45%	92
Women	50%	55%	107
Married	57%	60%	106
Widowed/Legally Separated/Divorced	18%	14%	81
Never Married (Single)	25%	25%	101

Kia Owners are 6% more likely than the average consumer to be married.

Kia owners are defined as consumers who own or lease a Kia vehicle in their household
 Source: Scarborough Research USA+ Release 2 2006

Kia Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Kia Owners	Index
Under \$19,999	4%	6%	160
\$20,000 - \$24,999	2%	3%	144
\$25,000 - \$34,999	3%	3%	94
\$35,000 - \$44,999	1%	1%	106
\$45,000 or more	1%	*	*

Number of New Vehicles Household Owns

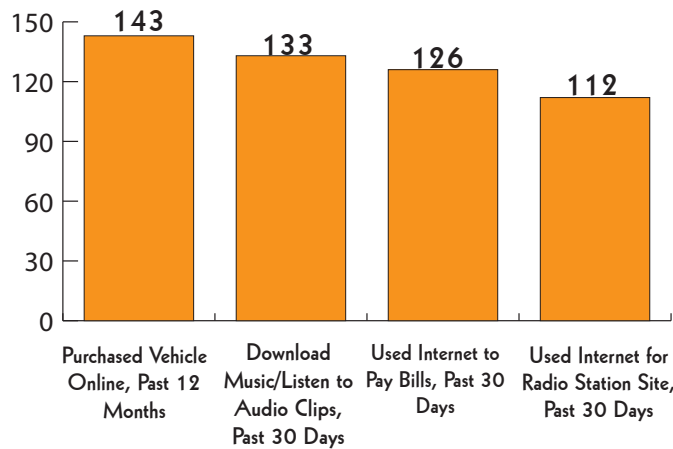
	Total U.S. Adults	Kia Owners	Index
1: New	30%	42%	137
2: New	18%	25%	141
3: New	4%	5%	113

Kia Owners are 28% more likely than the average consumer to have leased a vehicle

Vehicles Purchased/Leased by Household

Type of Vehicle	Total U.S. Adults	Kia Owners	Index
Any New Vehicle	52%	71%	137
Any Used Vehicle	62%	66%	107
Any Leased Vehicle	6%	7%	128

Kia Owners Are 43% More Likely Than All Consumers to Have Purchased A Vehicle Online in the Past 12 Months (Index)



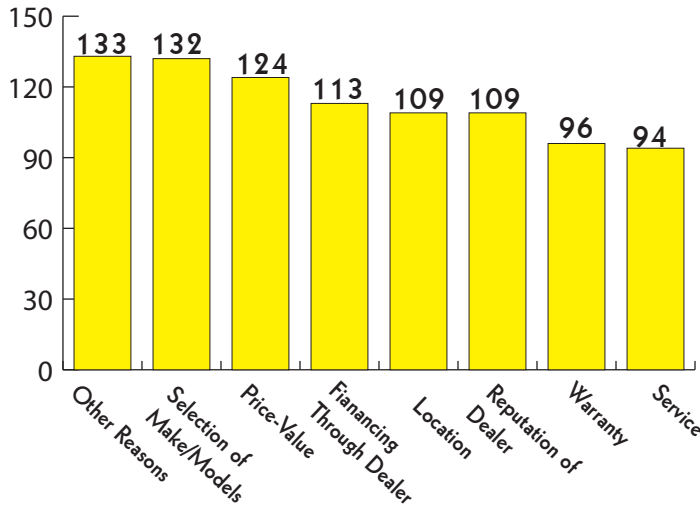
30% of Kia Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 28% say the decision was "shared equally" in their household.

Kia Owners are defined as consumers who own or lease a Kia vehicle in their household.

Source: Scarborough Research USA+, Release 2 2006

Mazda Owners Profile

Reasons Why Mazda Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Mazda Owners	
Less than 10 Miles	24%
10-19 Miles	17%
20-29 Miles	11%
30 or Miles or More	14%

Mazda Owners
Median Age: 42
Median Annual Household Income: \$63,058

Percentage of Annual Mazda Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	7.1%	7.7%	9.6%	8.2%	10.4%	10.2%	8.9%	8.0%	7.2%	8.1%	6.7%	7.9%	263,882
2005	6.6%	8.1%	10.1%	8.6%	10.3%	8.5%	9.6%	8.6%	7.7%	7.5%	6.9%	7.4%	258,339
2006	6.8%	8.8%	9.5%	8.3%	10.2%	8.8%	9.7%	8.3%	7.5%	7.0%	7.7%	7.4%	268,786

Demographics

	Total U.S. Adults	Mazda Owners	Index
Men	50%	50%	104
Women	50%	50%	96
Married	57%	59%	103
Widowed/Legally Separated/Divorced	18%	13%	71
Never Married (Single)	25%	29%	114

Mazda Owners are 3% more likely than the average consumer to be married.

Mazda owners are defined as consumers who own or lease a Mazda vehicle in their household
 Source: Scarborough Research USA+
 Release 2 2006



Mazda Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Mazda Owners	Index
Under \$19,999	4%	4%	100
\$20,000 - \$24,999	2%	2%	105
\$25,000 - \$34,999	3%	3%	116
\$35,000 - \$44,999	1%	1%	91
\$45,000 or more	1%	1%	106

Number of New Vehicles Household Owns

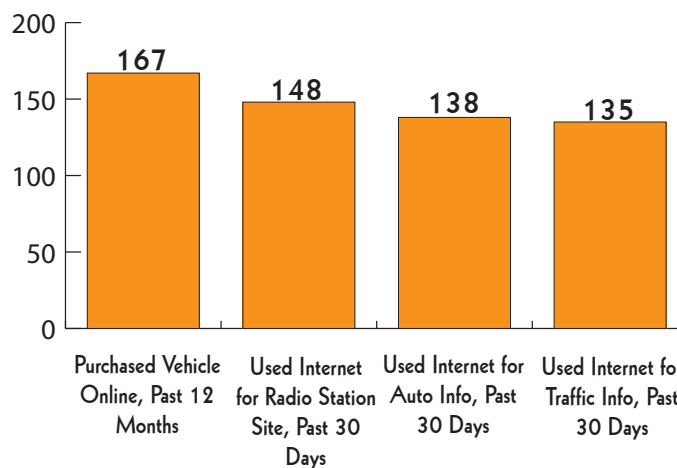
	Total U.S. Adults	Mazda Owners	Index
1: New	30%	33%	108
2: New	18%	22%	127
3: New	4%	6%	152

Mazda Owners are 25% more likely than the average consumer to have leased a vehicle

Vehicles Purchased/Leased by Household

Type of Vehicle	Total U.S. Adults	Mazda Owners	Index
Any New Vehicle	52%	61%	118
Any Used Vehicle	62%	70%	114
Any Leased Vehicle	6%	7%	125

Mazda Owners Are 67% More Likely Than All Consumers to Have Purchased A Vehicle Online in the Past 12 Months (Index)



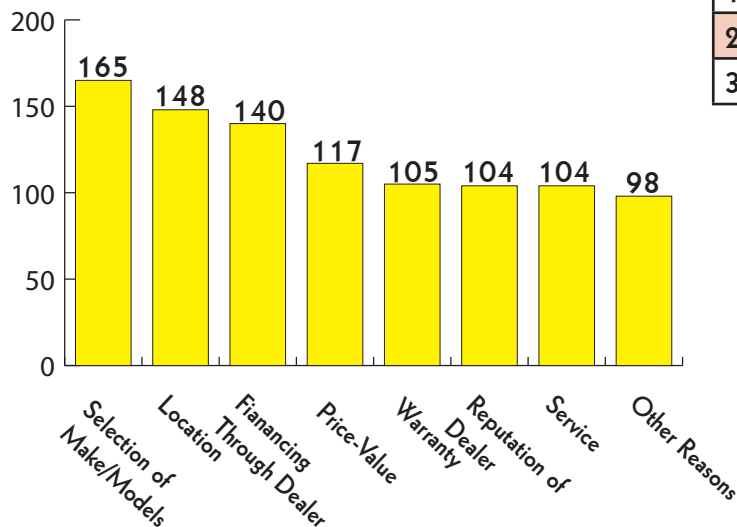
29% of Mazda Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 24% say the decision was "shared equally" in their household.

Mazda Owners are defined as consumers who own or lease a Mazda vehicle in their household.

Source: Scarborough Research USA+, Release 2 2006

Volkswagen Owners Profile

Reasons Why VW Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among VW Owners

Less than 10 Miles	27%
10-19 Miles	21%
20-29 Miles	12%
30 or Miles or More	13%

VW Owners
 Median Age: 42
 Median Annual Household Income: \$77,914

Percentage of Annual VW Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	5.2%	6.0%	8.3%	10.0%	11.0%	8.9%	10.0%	8.9%	8.1%	8.5%	6.7%	8.4%	256,111
2005	5.7%	6.0%	7.5%	8.2%	7.3%	8.5%	9.6%	10.3%	9.7%	7.7%	8.0%	11.6%	224,195
2006	6.9%	6.9%	8.8%	8.7%	9.4%	8.6%	9.6%	10.0%	8.5%	6.8%	7.3%	8.5%	235,140

Demographics

	Total U.S. Adults	VW Owners	Index
Men	50%	54%	111
Women	50%	46%	90
Married	57%	61%	107
Widowed/Legally Separated/Divorced	18%	12%	68
Never Married (Single)	25%	27%	106

VW Owners are 7% more likely than the average consumer to be married.

VW owners are defined as consumers who own or lease a VW vehicle in their household
 Source: Scarborough Research USA+ Release 2 2006

Volkswagen Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	VW Owners	Index
Under \$19,999	4%	3%	71
\$20,000 - \$24,999	2%	3%	119
\$25,000 - \$34,999	3%	4%	134
\$35,000 - \$44,999	1%	1%	177
\$45,000 or more	1%	1%	75

Number of New Vehicles Household Owns

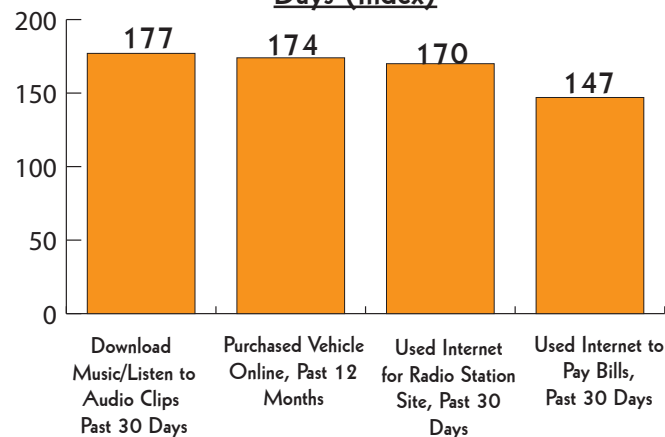
	Total U.S. Adults	VW Owners	Index
1: New	30%	36%	118
2: New	18%	24%	136
3: New	4%	7%	170

VW Owners are 97% more likely than the average consumer to have leased a vehicle

Vehicles Purchased/Leased by Household

Type of Vehicle	Total U.S. Adults	VW Owners	Index
Any New Vehicle	52%	67%	128
Any Used Vehicle	62%	68%	111
Any Leased Vehicle	6%	11%	197

VW Owners Are 77% More Likely Than All Consumers to Have Downloaded Music/Listened To Audio Clips Within the Past 30 Days (Index)



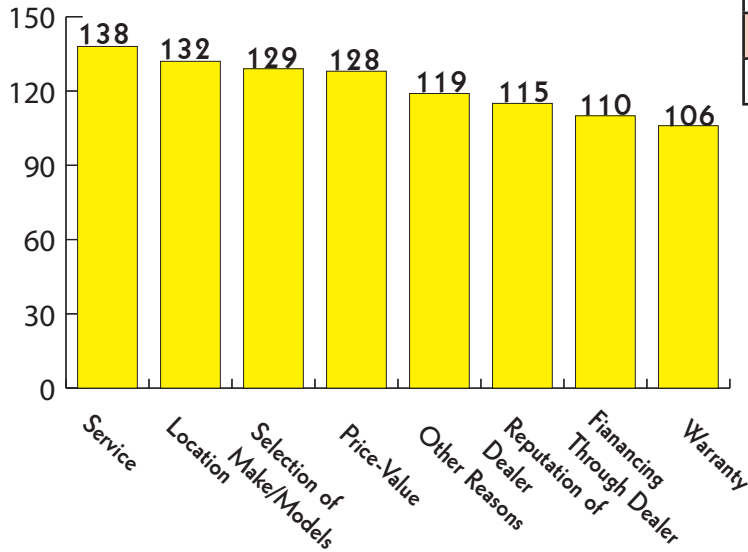
32% of VW Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 25% say the decision was "shared equally" in their household.

VW Owners are defined as consumers who own or lease a VW vehicle in their household.

Source: Scarborough Research USA+, Release 2 2006

Acura Owners Profile

Reasons Why Acura Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Acura Owners

Less than 10 Miles	25%
10-19 Miles	21%
20-29 Miles	10%
30 or Miles or More	13%

Acura Owners
 Median Age: 42
 Median Annual Household Income: \$88,160

Percentage of Annual Acura Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	6.6%	7.6%	8.7%	8.3%	9.3%	8.1%	8.6%	8.3%	8.2%	8.4%	7.8%	10.1%	198,919
2005	6.5%	7.7%	8.9%	9.1%	8.9%	8.9%	9.5%	9.2%	7.9%	7.8%	6.6%	8.9%	209,610
2006	6.9%	7.0%	8.7%	9.6%	8.0%	7.5%	9.1%	9.1%	8.1%	7.9%	8.5%	9.5%	201,223

Demographics

	Total U.S. Adults	Acura Owners	Index
Men	50%	52%	107
Women	50%	48%	93
Married	57%	65%	114
Widowed/Legally Separated/Divorced	18%	10%	54
Never Married (Single)	25%	25%	100

Acura Owners are 14% more likely than the average consumer to be married.

Acura owners are defined as consumers who own or lease a Acura vehicle in their household
 Source: Scarborough Research USA+
 Release 2 2006

Acura Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Acura Owners	Index
Under \$19,999	4%	2%	49
\$20,000 - \$24,999	2%	2%	91
\$25,000 - \$34,999	3%	5%	181
\$35,000 - \$44,999	1%	3%	337
\$45,000 or more	1%	2%	351

Number of New Vehicles Household Owns

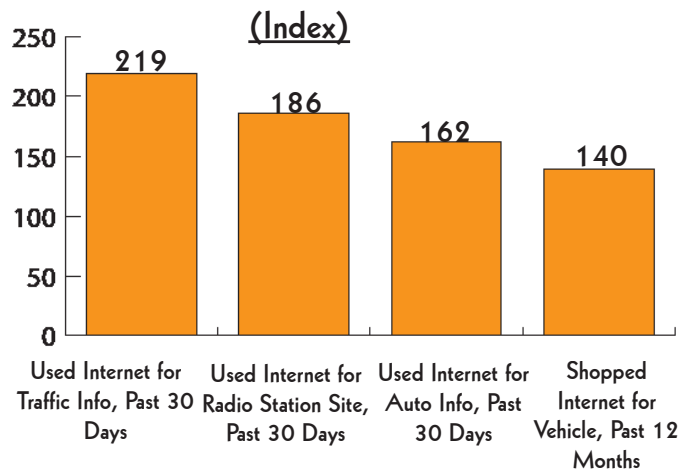
	Total U.S. Adults	Acura Owners	Index
1: New	30%	29%	96
2: New	18%	24%	138
3: New	4%	8%	187

Acura Owners are more than twice as likely as the average consumer to have leased a vehicle

Vehicles Purchased/Leased by Household

Type of Vehicle	Total U.S. Adults	Acura Owners	Index
Any New Vehicle	52%	61%	117
Any Used Vehicle	62%	64%	104
Any Leased Vehicle	6%	13%	237

Acura Owners Are More Than Twice as Likely as All Consumers to Have Used the Internet for Traffic Info Within the Past 30 Days



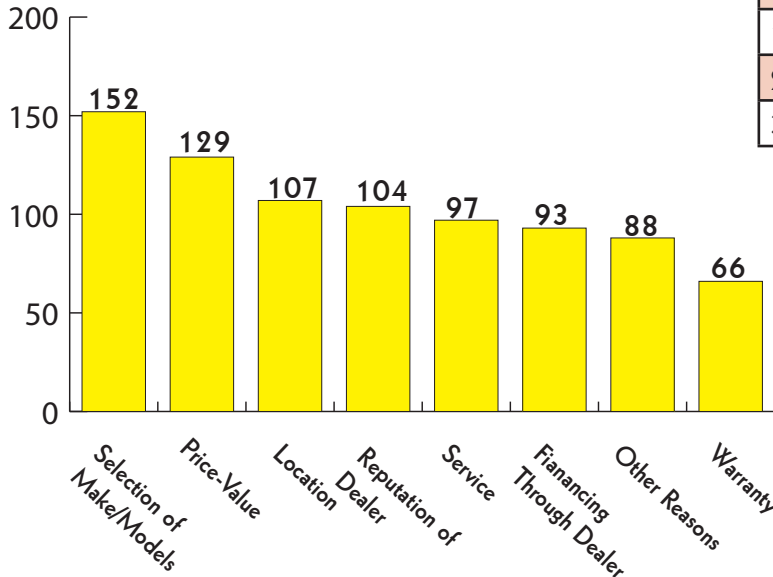
28% of Acura Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 24% say the decision was "shared equally" in their household.

Acura Owners are defined as consumers who own or lease a Acura vehicle in their household.

Source: Scarborough Research USA+, Release 2 2006

Subaru Owners Profile

Reasons Why Subaru Owners Selected a Dealership for Their Last New Vehicle Purchase/Lease (Index, 100=National Average)



Miles Traveled One-Way to Buy/Lease Last New Vehicle Among Subaru Owners

Less than 10 Miles	25%
10-19 Miles	18%
20-29 Miles	11%
30 or Miles or More	16%

Subaru Owners
Median Age: 46
Median Annual Household Income: \$73,272

Percentage of Annual Subaru Sales by Month: A Three Year Trend

Automotive News Data Center 2004-2006

Year	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
2004	6.9%	7.2%	9.4%	7.3%	7.6%	8.7%	9.4%	8.6%	8.5%	8.8%	7.4%	10.3%	187,402
2005	6.3%	7.4%	8.8%	8.5%	7.4%	9.2%	9.2%	8.9%	8.2%	8.6%	7.4%	10.2%	196,002
2006	6.2%	6.8%	9.5%	8.0%	8.2%	9.2%	9.4%	8.9%	8.0%	7.7%	7.9%	10.3%	200,703

Demographics

	Total U.S. Adults	Subaru Owners	Index
Men	50%	54%	110
Women	50%	46%	90
Married	57%	64%	113
Widowed/Legally Separated/Divorced	18%	13%	76
Never Married (Single)	25%	22%	88

Subaru Owners are 13% more likely than the average consumer to be married.

Subaru owners are defined as consumers who own or lease a Subaru vehicle in their household

Source: Scarborough Research USA+

Release 2 2006

Subaru Owners Profile

Amount Household Plans to Spend on a New Vehicle (Next 12 Months)

	Total U.S. Adults	Subaru Owners	Index
Under \$19,999	4%	2%	54
\$20,000 - \$24,999	2%	2%	102
\$25,000 - \$34,999	3%	4%	125
\$35,000 - \$44,999	1%	1%	94
\$45,000 or more	1%	1%	90

Number of New Vehicles Household Owns

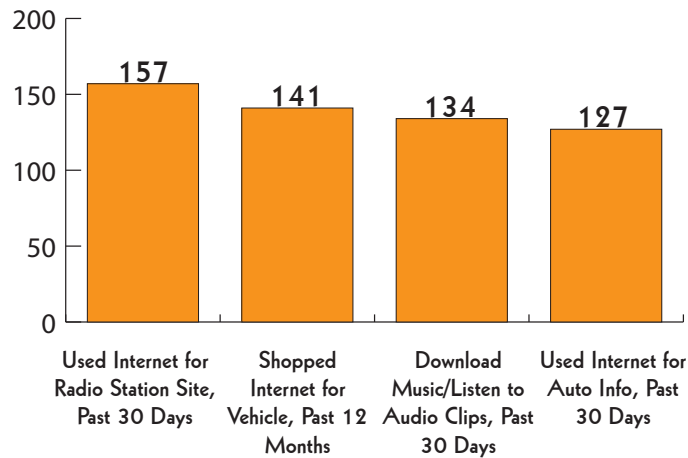
	Total U.S. Adults	Subaru Owners	Index
1: New	30%	35%	115
2: New	18%	27%	152
3: New	4%	6%	141

Subaru Owners are 30% more likely than the average consumer to have purchased a new vehicle

Vehicles Purchased/Leased by Household

Type of Vehicle	Total U.S. Adults	Subaru Owners	Index
Any New Vehicle	52%	67%	130
Any Used Vehicle	62%	65%	105
Any Leased Vehicle	6%	6%	105

Subaru Owners Are 57% More Likely Than All Consumers to Have Used the Internet to Visit a Radio Station Site Within the Past 30 Days (Index)



30% of Subaru Owners cite themselves as the principal decision maker for the last new vehicle purchase/lease; 26% say the decision was "shared equally" in their household.

Subaru Owners are defined as consumers who own or lease a Subaru vehicle in their household.

Source: Scarborough Research USA+, Release 2 2006

SOURCE AND CONTACT INFORMATION

SOURCE: The data in this report is from Scarborough USA+ (Release 2 2006), a study of national consumer media patterns, lifestyles, demographics, and shopping behaviors. All data is based on the full 12-month release, unless otherwise noted. Automotive sales data is from the Automotive News Data Center, 2004-2006, and has been provided by the Radio Advertising Bureau. This report is brought to you as a special study from the Radio Advertising Bureau and Scarborough Research.

The Scarborough Research/RAB Automotive Study Parts 1 and 2 are available online at:

www.scarborough.com/freestudies.php

www.rab.com

FOR MORE INFORMATION

Howard Goldberg

Senior Vice President, Radio Services

Scarborough Research

312-385-6725

hgoldberg@scarborough.com

Andy Rainey

Senior VP/Research

Member Response Team

Radio Advertising Bureau

Direct: 972-753-6782

Toll-Free: 800-232-3131

arainey@rab.com

Members of the Press:

Allyson Mongrain

Scarborough Research

703-451-3174

amongrain@scarborough.com

