

No.	Q1	Q2	Q3	Q4	Q1	Q2
Question	Do you know automobile brand listed below? If you know, select "yes (1)," otherwise, select "no (2) (brand recall)" - Chevy	Do you know automobile brand listed below? If you know, select "yes (1)," otherwise, select "no (2)" (brand recall)- Ford	Do you know automobile brand listed below? If you know, select "yes (1)," otherwise, select "no (2)" (brand recall)- Toyota	Do you know automobile brand listed below? If you know, select "yes (1)," otherwise, select "no (2)" (brand recall)- Hyundai	How much are you likely to consider each automobile brand below, if you plan to buy a new one (Brand consideration)? - Chevy	How much are you likely to consider each automobile brand below, if you plan to buy a new one (Brand consideration)? - Ford

Variable	brand recall	brand recall	brand recall	brand recall	brand consider	brand consider
Brand	Chevy	Ford	Toyota	Hyundai	Chevy	Ford
1		1	1	1	1	4
2		1	1	1	1	1
3		1	1	1	1	7
4		1	1	1	1	4
5		1	1	1	1	1
6		1	1	1	1	2
7		1	2	1	1	2
8		1	2	1	1	1
9		1	1	1	1	4
10		1	1	1	1	5
11		1	1	1	1	4
12		1	1	1	1	3
13		1	1	1	1	5
14		1	1	1	1	4
15		1	1	1	1	5
16		1	1	1	1	5
17		1	1	1	1	2
18		1	1	1	1	3
19		1	2	1	1	1
20		1	1	1	1	5
21		1	1	1	1	4
22		1	1	1	1	3
23		1	1	1	1	1
24		1	1	1	1	4
25		1	2	1	1	1
26		1	1	1	1	1
27		1	1	1	1	3
28		1	1	1	1	1
29		1	1	1	1	6
30		1	1	1	1	4
31		1	1	1	1	2
32		1	1	1	1	5
33		1	1	1	1	1

34	1	1	1	1	2	2
35	1	1	1	1	3	2
36	1	1	1	1	2	2
37	1	1	1	1	7	5
38	1	2	1	1	1	4
39	1	1	1	1	4	4
40	1	2	1	1	2	6
41	1	1	1	1	4	6
42	1	1	1	1	5	1
43	1	2	1	1	1	6
44	1	1	1	1	3	6
45	1	1	1	1	4	5
46	1	1	1	1	2	4
47	1	1	1	1	5	7
48	1	1	1	1	2	4
49	1	1	1	1	4	6
50	1	1	1	1	5	5
51	1	1	1	1	3	4
52	1	1	1	1	1	1
53	1	2	1	1	1	4
54	1	1	1	1	2	3
55	1	1	1	1	3	3
56	1	1	1	1	3	3
57	1	1	1	1	4	5
58	1	1	1	1	6	6
59	1	1	1	1	1	6
60	1	1	1	1	1	1
61	1	1	1	1	6	6
62	1	1	1	1	5	3
63	1	1	1	1	1	6
64	1	1	1	2	4	4
65	1	1	1	1	1	1
66	1	2	1	1	2	3
67	1	1	1	1	4	4
68	1	1	1	1	5	6
69	1	1	1	1	2	2
70	1	2	1	1	1	5
71	1	1	1	1	1	1
72	1	1	1	1	2	2
73	1	1	1	1	3	2
74	1	2	1	2	1	1
75	1	1	1	1	1	1
76	1	1	1	1	2	2
77	1	1	1	1	7	5
78	1	1	1	2	4	6
79	1	1	1	1	3	5
80	1	1	1	1	2	6
81	1	1	1	1	4	5
82	1	1	1	1	1	6
83	1	1	1	1	4	6

84	1	1	1	1	5	6
85	1	1	1	1	2	6
86	1	2	1	1	1	5
87	1	1	1	1	1	1
88	1	1	1	1	3	3
89	1	1	1	1	5	3
90	1	1	1	1	5	6
91	1	1	1	1	1	3
92	1	1	1	1	6	4
93	1	1	1	1	5	5
94	1	1	1	1	3	3
95	1	1	1	1	6	6
96	1	1	1	1	2	5
97	1	1	1	1	7	4
98	1	1	1	1	2	6
99	1	2	1	1	2	5
100	1	1	1	1	1	1
101	1	1	1	1	7	7
102	1	1	1	1	5	5
103	1	1	1	1	6	6
104	1	1	1	1	6	3

Q3	Q4	Q5	Q6	Q7	Q8	Q13
How much are you likely to consider each automobile brand below, if you plan to buy a new one (Brand consideration)? - Toyota	How much are you likely to consider each automobile brand below, if you plan to buy a new one (Brand consideration)? - Hyundai	How much do you like (or have good attitudes toward) each automobile brand below? Please answer to the question below, from 1, to 7?	How much do you like (or have good attitudes toward) each automobile brand below? Please answer to the question below, from 1, to 7? Ford	How much do you like (or have good attitudes toward) each automobile brand below? Please answer to the question below, from 1, to 7?	How much do you like (or have good attitudes toward) each automobile brand below? Please answer to the question below, from 1, to 7?	How much are you willing to buy each automobile brand, if you plan to buy a new one? Please answer to the question below, from 1, to 7 (purchase intention)
Toyota	Hyundai	Chevy	Ford	Toyota	Hyundai	Chevy
1	1	1	7	1	2	8
1	7	7	7	3	3	4
7	7	7	7	6	1	2
5	6	7	7	6	6	6
1	5	7	7	8	8	8
3	7	6	7	2	2	2
5	5	7	7	8	6	6
4	6	7	7	8	5	5
4	7	7	7	5	4	4
3	6	7	7	6	3	2
5	5	6	7	5	4	4
5	6	7	7	8	5	5
4	2	7	7	6	5	5
5	5	7	7	8	8	8
5	5	7	7	5	7	5
4	6	7	7	5	6	6
5	5	7	7	2	2	2
6	1	7	7	5	7	8
4	4	7	7	8	5	5
4	5	7	7	5	4	4
7	5	7	7	5	4	5
5	3	7	7	4	4	5
3	3	7	7	1	1	4
1	3	7	7	7	7	7
3	6	7	7	8	4	3
5	6	7	7	8	8	6
3	3	7	7	4	4	4
3	3	7	7	2	3	3
7	4	3	7	5	8	7
4	4	7	7	3	6	4
2	4	7	7	8	3	3
5	5	7	7	3	3	3
1	1	6	7	8	3	8

5	5	7	4	2	2	7
5	6	7	2	1	4	7
2	2	7	2	2	2	7
4	7	7	7	7	4	7
4	3	7	8	3	4	7
4	6	7	8	8	8	7
5	4	7	6	7	5	7
6	7	6	5	6	6	6
3	4	5	5	2	2	7
3	7	7	8	6	4	7
4	5	7	8	6	8	7
4	4	7	5	6	5	5
3	2	7	2	3	3	7
3	4	6	6	6	4	2
4	4	7	4	2	3	7
5	3	3	4	5	5	1
3	6	7	5	2	4	7
4	3	7	5	5	3	7
1	1	7	5	5	5	7
4	4	7	8	5	5	7
3	4	7	8	5	5	7
3	6	7	8	3	3	7
3	4	7	3	3	3	7
5	5	7	4	4	4	7
4	5	7	5	5	5	7
1	1	7	8	4	4	7
1	1	7	8	8	8	7
5	5	7	7	7	7	7
3	3	7	5	4	4	7
1	6	6	8	6	8	7
2	4	7	5	5	3	7
1	1	7	1	1	1	7
3	3	7	8	8	8	7
1	4	1	4	4	8	1
3	3	7	4	6	5	7
2	2	7	4	4	4	7
4	5	7	8	5	5	7
1	1	7	1	1	1	7
4	5	7	8	8	8	7
4	4	7	3	3	3	7
1	4	7	1	1	1	7
1	1	7	8	8	8	7
2	2	6	2	2	2	7
7	7	7	7	6	7	5
6	6	7	4	4	5	7
5	3	7	3	5	5	7
1	6	7	8	6	8	7
2	4	6	5	6	3	6
5	6	7	3	6	3	7
4	4	7	4	4	4	7

3	5	7	6	6	5	1
5	5	7	8	5	5	7
5	6	7	4	7	6	7
1	6	3	5	6	8	2
1	1	7	5	3	3	7
6	5	7	6	8	8	7
6	6	7	5	6	5	7
3	2	7	6	5	5	7
3	4	7	7	4	4	3
2	6	7	6	6	4	7
3	5	6	4	4	4	5
6	5	6	4	4	4	6
5	5	7	8	6	6	7
1	4	3	7	5	2	1
3	3	7	3	6	3	7
3	5	7	4	5	5	7
4	6	7	3	3	5	7
6	7	7	5	6	6	7
4	4	7	4	5	8	7
3	4	7	6	6	2	7
3	3	7	6	4	4	7

Q14	Q15	Q16	Q17	Q18	
How much are you willing to buy each automobile brand, if you plan to buy a new one? Please answer to the question below, from 1, to 7 (purchase	How much are you willing to buy each automobile brand, if you plan to buy a new one? Please answer to the question below, from 1, to 7 (purchase	How much are you willing to buy each automobile brand, if you plan to buy a new one? Please answer to the question below, from 1, to 7 (purchase	What is your gender 1: male. 2: female	What is your age?	
Ford	Toyota	Hyundai			
8	8	8	1	19	
1	1	1	2	19	
1	1	1	2	20	
7	6	6	2	23	
2	2	2	2	21	
1	2	1	2	22	
1	1	1	2	14	
8	4	4	2	17	
5	5	5	2	29	
6	4	5	1	23	
5	4	5	2	22	
1	1	1	1	24	
6	5	3	2	27	
2	3	2	1	23	
1	6	1	2	23	
6	6	6	2	23	
1	1	1	2	24	
6	7	5	1	24	
1	5	5	1	25	
6	5	5	1	25	
4	4	6	1	23	
3	3	3	2	23	
1	1	1	2	21	
6	6	5	1	28	
1	2	1	2	24	
1	1	1	2	24	
2	5	2	2	25	
1	1	1	2	26	
5	6	7	2	27	
2	6	4	1	27	
1	2	1	1	23	
2	4	4	1	18	
8	4	8	1	19	

1	1	3	2	20
3	1	5	2	21
1	1	1	2	22
7	7	4	1	23
1	3	3	2	24
4	4	4	1	25
2	6	6	1	26
5	6	6	2	27
6	3	3	1	28
1	6	4	2	29
8	2	2	1	22
4	5	4	2	23
2	2	2	1	22
6	7	2	2	21
2	2	2	2	26
4	6	5	1	29
5	3	4	1	21
1	5	3	2	25
1	1	1	2	22
1	1	1	1	21
1	2	2	1	21
8	8	8	2	21
2	2	2	2	21
4	5	5	2	21
5	5	5	1	21
1	2	1	1	21
1	1	1	2	21
6	7	6	2	21
5	4	4	2	21
2	5	2	1	21
5	5	2	1	27
1	1	1	1	28
2	2	2	1	29
4	4	8	1	24
1	5	1	1	21
4	4	4	2	22
8	3	3	1	22
1	1	1	2	22
1	1	1	1	21
2	1	2	2	28
1	1	1	2	22
1	1	1	1	21
2	2	2	2	21
6	5	5	1	22
6	6	6	2	28
2	3	2	2	21
1	4	1	2	22
5	5	4	2	25
1	7	2	2	24
2	2	2	2	23

3	3	3	1	21
3	3	6	1	22
4	4	4	1	22
5	5	8	2	23
5	3	3	1	22
1	1	1	2	21
5	5	5	1	25
6	5	5	2	26
5	4	3	1	29
5	5	2	2	24
3	3	3	2	22
5	5	5	2	21
2	4	3	2	22
7	5	1	2	21
2	6	3	2	23
3	4	4	2	22
1	1	5	1	21
5	6	6	1	19
1	6	1	2	19
5	7	1	2	22
6	5	5	2	21

1	1	1	1	1	1	4
10	1	1	1	1	5	3
12	1	1	1	1	3	6
14	1	1	1	1	4	4
18	1	1	1	1	3	7
19	1	2	1	1	1	4
20	1	1	1	1	5	5
21	1	1	1	1	4	5
24	1	1	1	1	4	4
30	1	1	1	1	4	6
31	1	1	1	1	2	4
32	1	1	1	1	5	5
33	1	1	1	1	1	4
37	1	1	1	1	7	5
39	1	1	1	1	4	4
40	1	2	1	1	2	6
42	1	1	1	1	5	1
44	1	1	1	1	3	6
46	1	1	1	1	2	4
49	1	1	1	1	4	6
50	1	1	1	1	5	5
53	1	2	1	1	1	4
54	1	1	1	1	2	3
58	1	1	1	1	6	6
59	1	1	1	1	1	6
63	1	1	1	1	1	6
64	1	1	1	2	4	4
65	1	1	1	1	1	1
66	1	2	1	1	2	3
67	1	1	1	1	4	4
68	1	1	1	1	5	6
70	1	2	1	1	1	5
72	1	1	1	1	2	2
75	1	1	1	1	1	1
77	1	1	1	1	7	5
84	1	1	1	1	5	6
85	1	1	1	1	2	6
86	1	2	1	1	1	5
88	1	1	1	1	3	3
90	1	1	1	1	5	6
92	1	1	1	1	6	4
100	1	1	1	1	1	1
101	1	1	1	1	7	7
					3.36	4.48
2	1	1	1	1	1	1
3	1	1	1	1	7	7
4	1	1	1	1	4	4
5	1	1	1	1	1	1
6	1	1	1	1	2	5

7	1	2	1	1	2	5
8	1	2	1	1	1	4
9	1	1	1	1	4	4
11	1	1	1	1	4	5
13	1	1	1	1	5	5
15	1	1	1	1	5	6
16	1	1	1	1	5	6
17	1	1	1	1	2	5
22	1	1	1	1	3	3
23	1	1	1	1	1	1
25	1	2	1	1	1	5
26	1	1	1	1	1	1
27	1	1	1	1	3	3
28	1	1	1	1	1	3
29	1	1	1	1	6	5
34	1	1	1	1	2	2
35	1	1	1	1	3	2
36	1	1	1	1	2	2
38	1	2	1	1	1	4
41	1	1	1	1	4	6
43	1	2	1	1	1	6
45	1	1	1	1	4	5
47	1	1	1	1	5	7
48	1	1	1	1	2	4
51	1	1	1	1	3	4
52	1	1	1	1	1	1
55	1	1	1	1	3	3
56	1	1	1	1	3	3
57	1	1	1	1	4	5
60	1	1	1	1	1	1
61	1	1	1	1	6	6
62	1	1	1	1	5	3
69	1	1	1	1	2	2
71	1	1	1	1	1	1
73	1	1	1	1	3	2
74	1	2	1	2	1	1
76	1	1	1	1	2	2
78	1	1	1	2	4	6
79	1	1	1	1	3	5
80	1	1	1	1	2	6
81	1	1	1	1	4	5
82	1	1	1	1	1	6
83	1	1	1	1	4	6
87	1	1	1	1	1	1
89	1	1	1	1	5	3
91	1	1	1	1	1	3
93	1	1	1	1	5	5
94	1	1	1	1	3	3
95	1	1	1	1	6	6
96	1	1	1	1	2	5

97	1	1	1	1	7	4
98	1	1	1	1	2	6
99	1	2	1	1	2	5
102	1	1	1	1	5	5
103	1	1	1	1	6	6
104	1	1	1	1	6	3

3.07	3.93
187	240

Variable	brand recall	brand recall	brand recall	brand recall	brand conside	brand conside
No.	Q1	Q2	Q3	Q4	Q1	Q2
Question	Do you know	Do you know	Do you know	Do you know	How much are	How much are
Brand	Chevy	Ford	Toyota	Hyundai	Chevy	Ford

1	1	7	1	2	8	5
3	6	7	6	3	2	7
5	6	7	8	5	5	7
5	5	7	8	8	8	7
6	1	7	5	7	8	7
4	4	7	8	5	5	7
4	5	7	5	4	4	7
7	5	7	5	4	5	7
1	3	7	7	7	7	7
4	4	7	3	6	4	7
2	4	7	8	3	3	7
5	5	7	3	3	3	7
1	1	6	8	3	8	5
4	7	7	7	7	4	7
4	6	7	8	8	8	7
5	4	7	6	7	5	7
3	4	5	5	2	2	7
4	5	7	8	6	8	7
3	2	7	2	3	3	7
5	3	3	4	5	5	1
3	6	7	5	2	4	7
4	4	7	8	5	5	7
3	4	7	8	5	5	7
4	5	7	5	5	5	7
1	1	7	8	4	4	7
1	6	6	8	6	8	7
2	4	7	5	5	3	7
1	1	7	1	1	1	7
3	3	7	8	8	8	7
1	4	1	4	4	8	1
3	3	7	4	6	5	7
4	5	7	8	5	5	7
4	5	7	8	8	8	7
1	1	7	8	8	8	7
7	7	7	7	6	7	5
3	5	7	6	6	5	1
5	5	7	8	5	5	7
5	6	7	4	7	6	7
1	1	7	5	3	3	7
6	6	7	5	6	5	7
3	4	7	7	4	4	3
4	6	7	3	3	5	7
6	7	7	5	6	6	7

						273
3.57	4.26	6.67	5.88	5.02	5.3	6.35

1	7	7	3	3	4	7
7	7	7	6	1	2	7
5	6	7	6	6	6	7
1	5	7	8	8	8	7
3	7	6	2	2	2	7

5	5	7	8	6	6	7
4	6	7	8	5	5	7
4	7	7	5	4	4	7
5	5	6	5	4	4	6
4	2	7	6	5	5	7
5	5	7	5	7	5	7
4	6	7	5	6	6	7
5	5	7	2	2	2	7
5	3	7	4	4	5	7
3	3	7	1	1	4	7
3	6	7	8	4	3	7
5	6	7	8	8	6	7
3	3	7	4	4	4	7
3	3	7	2	3	3	7
7	4	3	5	8	7	3
5	5	7	4	2	2	7
5	6	7	2	1	4	7
2	2	7	2	2	2	7
4	3	7	8	3	4	7
6	7	6	5	6	6	6
3	7	7	8	6	4	7
4	4	7	5	6	5	5
3	4	6	6	6	4	2
4	4	7	4	2	3	7
4	3	7	5	5	3	7
1	1	7	5	5	5	7
3	6	7	8	3	3	7
3	4	7	3	3	3	7
5	5	7	4	4	4	7
1	1	7	8	8	8	7
5	5	7	7	7	7	7
3	3	7	5	4	4	7
2	2	7	4	4	4	7
1	1	7	1	1	1	7
4	4	7	3	3	3	7
1	4	7	1	1	1	7
2	2	6	2	2	2	7
6	6	7	4	4	5	7
5	3	7	3	5	5	7
1	6	7	8	6	8	7
2	4	6	5	6	3	6
5	6	7	3	6	3	7
4	4	7	4	4	4	7
1	6	3	5	6	8	2
6	5	7	6	8	8	7
3	2	7	6	5	5	7
2	6	7	6	6	4	7
3	5	6	4	4	4	5
6	5	6	4	4	4	6
5	5	7	8	6	6	7

1	4	3	7	5	2	1
3	3	7	3	6	3	7
3	5	7	4	5	5	7
4	4	7	4	5	8	7
3	4	7	6	6	2	7
3	3	7	6	4	4	7
3.59	4.43	6.67	4.87	4.52	4.33	6.54
219	270	407	297	276	264	399
brand consider	brand consider	brand attitude	brand attitude	brand attitude	brand attitude	purchase intention
Q3	Q4	Q5	Q6	Q7	Q8	Q13
How much are you willing to pay for a Toyota?	How much are you willing to pay for a Hyundai?	How much do you like the Chevy?	How much do you like the Ford?	How much do you like the Toyota?	How much do you like the Hyundai?	How much are you willing to pay for a Chevy?

8	8	8	1	19
6	4	5	1	23
1	1	1	1	24
2	3	2	1	23
6	7	5	1	24
1	5	5	1	25
6	5	5	1	25
4	4	6	1	23
6	6	5	1	28
2	6	4	1	27
1	2	1	1	23
2	4	4	1	18
8	4	8	1	19
7	7	4	1	23
4	4	4	1	25
2	6	6	1	26
6	3	3	1	28
8	2	2	1	22
2	2	2	1	22
4	6	5	1	29
5	3	4	1	21
1	1	1	1	21
	2	2	1	21
5	5	5	1	21
1	2	1	1	21
2	5	2	1	21
5	5	2	1	27
1	1	1	1	28
2	2	2	1	29
4	4	8	1	24
1	5	1	1	21
8	3	3	1	22
1	1	1	1	21
1	1	1	1	21
6	5	5	1	22
3	3	3	1	21
3	3	6	1	22
4	4	4	1	22
5	3	3	1	22
5	5	5	1	25
5	4	3	1	29
1	1	5	1	21
5	6	6	1	19

160	163	159
3.81	3.79	3.7

1	1	1	2	19
1	1	1	2	20
7	6	6	2	23
2	2	2	2	21
1	2	1	2	22

1	1	1	2	14
8	4	4	2	17
5	5	5	2	29
5	4	5	2	22
6	5	3	2	27
1	6	1	2	23
6	6	6	2	23
1	1	1	2	24
3	3	3	2	23
1	1	1	2	21
1	2	1	2	24
1	1	1	2	24
2	5	2	2	25
1	1	1	2	26
5	6	7	2	27
1	1	3	2	20
3	1	5	2	21
1	1	1	2	22
1	3	3	2	24
5	6	6	2	27
1	6	4	2	29
4	5	4	2	23
6	7	2	2	21
2	2	2	2	26
1	5	3	2	25
1	1	1	2	22
8	8	8	2	21
2	2	2	2	21
4	5	5	2	21
1	1	1	2	21
6	7	6	2	21
5	4	4	2	21
4	4	4	2	22
1	1	1	2	22
2	1	2	2	28
1	1	1	2	22
2	2	2	2	21
6	6	6	2	28
2	3	2	2	21
1	4	1	2	22
5	5	4	2	25
1	7	2	2	24
2	2	2	2	23
5	5	8	2	23
1	1	1	2	21
6	5	5	2	26
5	5	2	2	24
3	3	3	2	22
5	5	5	2	21
2	4	3	2	22

7	5	1	2	21
2	6	3	2	23
3	4	4	2	22
1	6	1	2	19
5	7	1	2	22
6	5	5	2	21

3.1	3.69	2.98
189	225	182

purchase intent	purchase intent	purchase intent	gender	age
Q14	Q15	Q16	Q17	Q18
How much are you willing to pay for a Ford?	How much are you willing to pay for a Toyota?	How much are you willing to pay for a Hyundai?	What is your gender?	What is your age?





Brand recall	Chevy	Ford	Toyota	Hyundai
Recalled	104	91	104	101
Not recalled	0	13	0	3
Total	104	104	104	104

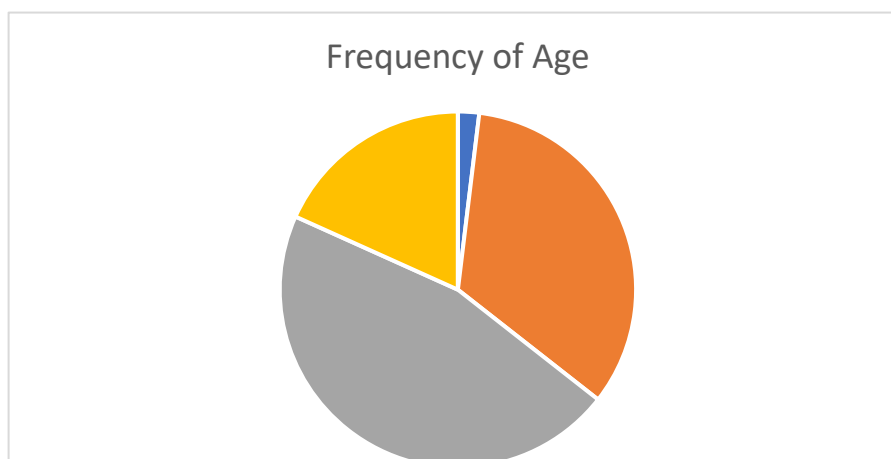
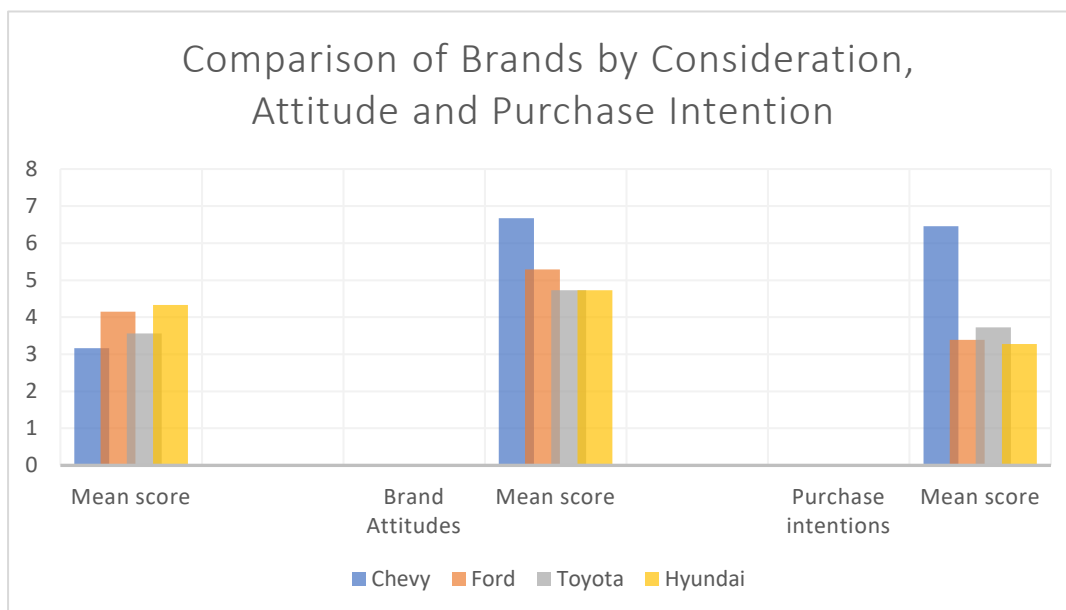
Brand considerations	Chevy	Ford	Toyota	Hyundai
Mean score	3.16	4.15	3.56	4.33

Brand Attitudes	Chevy	Ford	Toyota	Hyundai
Mean score	6.67	5.29	4.73	4.73

Purchase intentions	Chevy	Ford	Toyota	Hyundai
Mean score	6.46	3.39	3.73	3.28

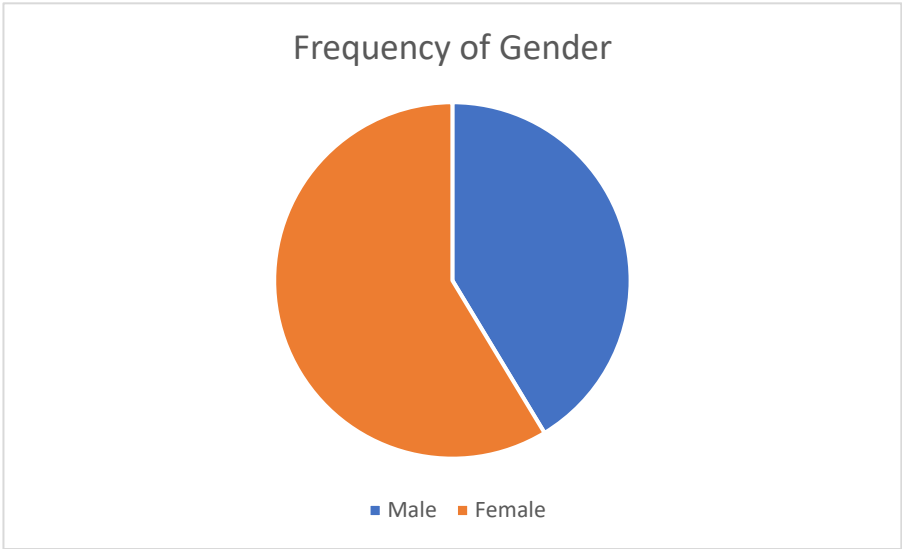
Gender	Male	Female	Neither	Total
Frequency	43	61	0	104

Age	Below 18	18-21	22-25	26-30
Frequency	2	35	48	19



■ Below 18 ■ 18-21 ■ 22-25 ■ 26-30 ■ Above 30

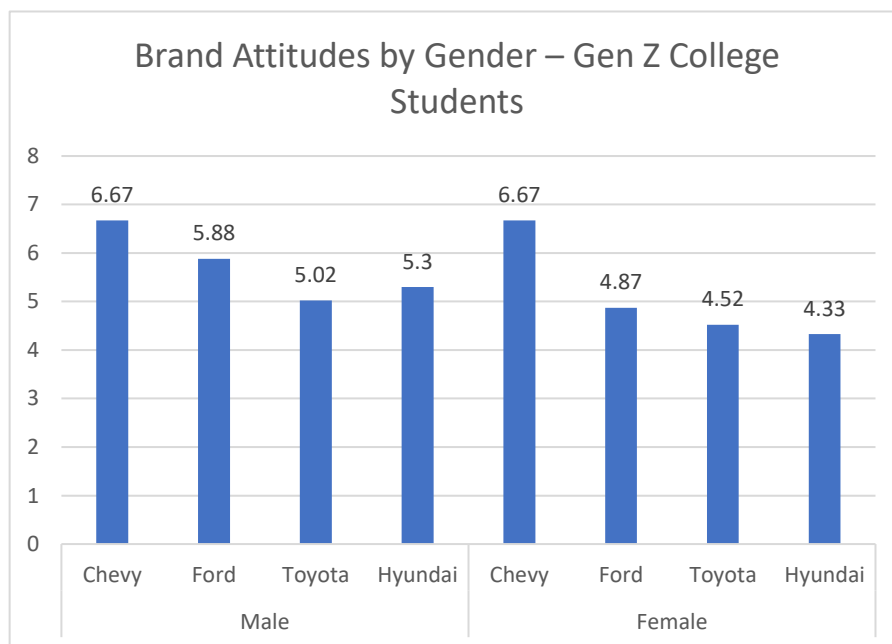
Above 30	Total
0	104



Gender	Male			
Brand attitudes	Chevy	Ford	Toyota	Hyundai
Mean score	6.67	5.88	5.02	5.3

Gender	Male			
Purchase intention	Chevy	Ford	Toyota	Hyundai
Mean score	6.35	3.81	3.79	3.7
Total	273	160	163	159

Gender	Male			
Brand Consideration	Chevy	Ford	Toyota	Hyundai
Mean score	3.36	4.48	3.57	4.26



Female			
Chevy	Ford	Toyota	Hyundai
6.67	4.87	4.52	4.33

Female			
Chevy	Ford	Toyota	Hyundai
6.54	3.1	3.69	2.98
399	189	225	182

Female			
Chevy	Ford	Toyota	Hyundai
3.07	3.93	3.59	4.43

