



NATIONAL WARRANTY SURVEY - NOVEMBER 2014

HOW THE SURVEY WAS CONDUCTED

This survey was conducted by Mason-Dixon Polling & Research, Inc. of Jacksonville, Florida from November 13 through November 19, 2014. A total of 1,000 adults were interviewed nationwide by telephone.

Those interviewed on cell phones were selected from a list of working cell phone numbers. Those interviewed on land-lines were selected by the random variation of the last four digits of telephone numbers. A cross-section of exchanges was utilized and regional quotas assigned based on population in order to ensure an accurate reflection of the country.

The margin for error, according to standards customarily used by statisticians, is no more than plus or minus 3.2 percentage points. This means that there is a 95 percent probability that the "true" figure would fall within that range if the entire population were sampled. The margin for error is higher for any subgroup, such as a regional or gender grouping.

SURVEY RESULTS

I am going to read a series of statements. After each one, please tell me if you agree or disagree with it.

STATEMENT: I would rather spend a little more money if it saves me time.

AGREE	67%
DISAGREE	28%
NOT SURE	5%

STATEMENT: It is worth it to pay a little more to know that I don't have to deal with the hassle of repairs.

AGREE	71%
DISAGREE	22%
NOT SURE	7%

QUESTION: What is the main reason you purchased an extended warranty? (**LIST NOT READ**)

37% - AVOID BIG, UNEXPECTED EXPENSE
31% - AVOID HASSLE OF REPAIRS
16% - FEEL THE POLICY WILL PAY OUT MORE THAN IT COST TO PURCHASE
12% - PEACE OF MIND/REDUCE STRESS OR WORRY
3% - OTHER
1% - NOT SURE

QUESTION: How satisfied were you with your decision to purchase a warranty or service contract?

VERY SATISFIED	49%
SOMEWHAT SATISFIED	35%
SOMEWHAT UNSATISFIED	6%
VERY UNSATISFIED	5%
NOT SURE (NOT READ)	5%

QUESTION: Do you see any of the following as a major benefit of having an extended Warranty on your consumer electronics, appliances, home systems or car services contracts?

	<u>YES</u>	<u>NO</u>
- Peace of mind?	48%	52%
- Convenience?	48%	52%
- Avoid unexpected expenses?	55%	45%

DEMOGRAPHICS

AGE:

18-29	156 (16%)
30-39	194 (19%)

40-49	198 (20%)
50-59	182 (18%)
60+	255 (26%)
Refused	15 (1%)

RACE/ETHNICITY:

White/Caucasian	706 (70%)
Black/African-American	136 (14%)
Hispanic/Latino	106 (11%)
Asian or Other	43 (4%)
Refused	9 (1%)

EDUCATION:

High School (or less)	258 (26%)
Some College/Technical School	336 (34%)
College Degree	253 (25%)
Graduate Degree	140 (14%)
Refused	13 (1%)

INCOME:

<\$25,000	109 (11%)
\$25,000-\$34,999	102 (10%)
\$35,000-\$49,999	110 (11%)
\$50,000-\$74,999	106 (11%)
\$75,000-\$99,999	113 (11%)
\$100,000-\$124,999	99 (10%)
\$125,000+	137 (14%)
Refused	224 (22%)

SEX:

Male	488 (49%)
Female	512 (51%)

REGION:

Northeast	208 (21%)
Midwest	204 (20%)
South	311 (31%)
Western Interior	126 (13%)
Pacific Coast	151 (15%)