

Presidential Candidate Preference Related to Car-Owner Brands, Segments, According to kbb.com Market Research

Full-Size Truck Owners Favor McCain, While Wagon Owners Look to Obama

IRVINE, Calif., Oct. 23 [PRNewswire/](#) -- According to Kelley Blue Book <http://www.kbb.com/> Marketing Research, the car brand and segment owned by voters is related to their preference in presidential candidates. Senator John McCain (R-AZ) rates high among domestic and luxury owners. Among the domestic brands, owners of GMC (61 percent), Chevrolet (60 percent), Buick and Dodge (each at 58 percent), as well as Ford (57 percent) vehicles are the highest in favor of McCain. In the luxury vehicle segment, McCain leads among Lexus, BMW, and Lincoln owners at 52 percent each.

Senator Barack Obama (D-IL) leads McCain among owners of import vehicles with the highest ratings for MINI (70 percent), Subaru (61 percent), and Saab (59 percent). Fifty percent of Honda owners plan on voting for Obama, ten points higher than McCain.

In addition, vehicle segments have a direct correlation to car-owners' preferred presidential candidates. McCain receives the highest support from full-size truck (66 percent), full-size SUV (61 percent) and luxury SUV (61 percent) owners. Obama leads McCain among luxury station wagon (59 percent), station wagon and sport wagon (55 percent), hatchback (52 percent) and luxury crossover vehicle (52 percent) owners. Among owners of hybrid vehicles, Obama leads with 48 percent of the preferences, nine points more than McCain.

The connection between car ownership and Presidential candidates can also be seen in both the Democratic and Republican campaigns. Republican rallies often promote the idea of "drill, baby, drill," which may link gas-guzzling truck and SUV owners to McCain. On the other hand, Obama has stressed the importance of putting more money toward wind, solar, and other alternative forms of energy, which may relate to his popularity among hybrid owners.

"McCain's appeal among owners of domestics and large trucks/SUVs is right in line with where we see a majority of those vehicles selling - in the traditionally Republican 'red' states," said Rick Wainschel, senior vice president of marketing and analytics for Kelley Blue Book and kbb.com. "With import and hybrid owners typically favoring Obama, this also aligns with strong sales of these types of vehicles in predominately Democratic 'blue' states."

Kelley Blue Book Marketing Research also conducted this survey for the 2000 and 2004 Presidential elections, and accurately predicted the results. Eight years ago, the survey predicted George W. Bush would take the lead over Al Gore. In 2004, the results revealed President Bush would win over Senator John Kerry.

"Car ownership says a lot about a person, and can even be an indicator who they are likely to vote for," added Wainschel. "If consumers are concerned about the environment, they may choose a more eco-friendly vehicle, like a hybrid, and vote for the candidate with a favorable stance on energy. Consumers' values impact their purchasing decisions and reflect their preferences in political leaders."

The latest study from Kelley Blue Book Marketing Research was conducted September 19 through October 8, 2008, on Kelley Blue Book's kbb.com among 11,142 vehicle owners planning to vote in the upcoming 2008 United States Presidential election.

About Kelley Blue Book (<http://www.kbb.com/>)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, <http://www.kbb.com/>, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of new car prices, car reviews and news, used car blue book values, auto classifieds and car dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

Media Contacts:

Robyn Eckard	Joanna McNally	Brenna Robinson
949-268-3049	949-268-3079	949-267-4781
reckard@kbb.com	jmcnally@kbb.com	berobinson@kbb.com

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard, +1-949-268-3049, reckard@kbb.com, or Joanna McNally, +1-949-268-3079, jmcnally@kbb.com, or Brenna Robinson, +1-949-267-4781, berobinson@kbb.com, all of Kelley Blue Book

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