Kelley Blue Book® - kbb.com Conducts Survey 'What Drives Americans to Vote for President'

The Car You Drive May Say A Lot About Your Choice of Candidate ... And Much More

Kelley Blue Book® (kbb.com), the most visited automotive web site in the nation, thinks maybe, just maybe ... the outcome of the 2000 Presidential Election can best be predicted by knowing what kind of cars Americans are driving. To find out, the company has posted a two-question survey on its home page at kbb.com. The survey includes all major candidates running for president and even provides a check box for those browsers who don't intend to vote at all.

"It's just a fun unscientific survey," remarked Stephen Henson, vice president of marketing and business development at kbb.com. "But who knows, it may prove to be highly accurate. Or at least as accurate as throwing darts to select stocks."

Since the survey was posted Wednesday, Oct. 18, 2000, a sample of more than 5,000 votes reveal that between the two contenders, Honda owners support Bush (67.6%) over Gore (32.4%) while Volkswagen owners favor Gore (52.9%) over Bush (47.1%) -- with Jetta owners leaning most heavily toward Gore (75%) over Bush (25%). Among Pontiac Grand AM owners the race is a dead heat.

Henson adds, "We've found that owners of pick-ups large enough to support a gun rack are backing Bush by a 4 to 1 margin. Meanwhile, owners of the AMC Hummer (apparently a good border patrol vehicle?) are solidly behind Pat Buchanan, while the unforgiving contingency of old Chevrolet Corvair owners have not registered a single vote in favor of Ralph Nader."

To take part in the survey, simply go to kbb.com and click on the "Vote Here!" icon.

Results of the survey will be posted in its entirety at http://www.kbb.com/ on Monday, November 6, 2000.

For more information about the survey, or a live interview with Stephen Henson (including up-to-the-minute survey data) please call Stephen Henson, at kbb.com 949-770-7704, ext. 8307 or Art Rothafel at 949-633-6591.

SOURCE: Kelley Blue Book

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