**Jaguar Owner Survey Detail**

**WeLoveAnyCar.com**

WeLoveAnyCar.com is the biggest car review site in the UK with over 127,500 car reviews submitted in the last 16 months. Each owner is contactable and verifiable. Other owners of the exact same car are asked to ‘agree’ or ‘disagree’ with the review and over 572,626 votes have been collected.

The Jaguar Owner Survey is separate to the Jaguar car review information displayed on the WeLoveAnyCar.com site.

**The Jaguar Owner Survey conducted by WeLoveAnyCar.com**

**Jaguar Owners Surveyed**

* **94% Male**
* **Number of Jaguars ever owned:**
	+ 1 car 25%
	+ 2 cars 29%
	+ 3 cars 18%
	+ 4 cars 10%
	+ 5 cars 6%
	+ 6+ Cars 12%
* **Age**
	+ 1% 20-29
	+ 3% 30-39
	+ 10% 40-49
	+ 26% 50-59
	+ 60% 60+
* **Who will they vote for at the next election?**
	+ 37% Conservative
	+ 27% UKIP
	+ 10% Lab
	+ 18% Not sure
	+ Others – rather not say
* **How they felt owning a Jaguar:**
	+ 38% Lucky
	+ 28% Very special
	+ 26% Advantaged
	+ 22% Envied
	+ 18% Alive
	+ 14% I have arrived
	+ 11% Wise
	+ 11% Intelligent
	+ 8% Glamorous
	+ 8% A little old
	+ 8% Fashionable
	+ 8% Conspicuous
	+ 8% Out of pocket
	+ 6% No better than
	+ anyone else
	+ 3% Young
	+ 2% Indifferent
	+ 2% Disliked
* **Demand for an all-electric Jaguar with a range of 300 miles**
	+ 12% Yes
	+ 26% Seriously consider
	+ 15% Not sure
	+ 29% Don’t think so
	+ 17% Never
	+ 1% D/K

**Car Ownership**

* **Car normally bought**
	+ 24% New
	+ 50% Nearly new
	+ 26% Used
* **84% Currently own a Jaguar (rest owned within 12 months)**
* **When will you buy another Jaguar?**
	+ 8 % Soon
	+ 12% 6-12 months
	+ 60% 1-2 years
	+ 18% Not sure
	+ 2% Will buy another make
* **Will they buy from a Jaguar dealer?**
	+ 65% Yes
	+ 35% No
* **Do they get their car serviced at a Jaguar dealership?**
	+ 44% Yes
	+ 16% Sometimes
	+ 40% No

**Owners’ thoughts on Tata Ownership**

* 7% did not know Jaguar had been acquired
* Owner opinions since Tata gained control
	+ 44% Thought it meant better investment, future assured
	+ 32% Better cars
	+ 26% Slightly sad
	+ 22% Bigger range
	+ 12% It doesn’t matter
	+ 11% Concerned about the future
	+ 8% Happier
	+ 8% Lost that special feeling
	+ 1% Cars are worse
* Future buying intentions since/because Tata gained control
	+ 5% Less likely to buy
	+ 16% More likely to buy
	+ 24% Not relevant
	+ 53% No effect at all
	+ 2% D/K

**Owners’ thoughts on the Jaguar Brand**

* **Jaguar Rating**
	+ 32% rated Jaguar 10/10
	+ 84% rated Jaguar 8+/10
* **In the last 3 years Jaguar:**
	+ 30% Massively improved
	+ 50% Improved
	+ 20% About the same

**Owners’ thoughts on Jaguar dealers**

* **Jaguar Owners’ dealer rating (out of 5)**
	+ 5% - 1
	+ 6% - 2
	+ 11% - 3
	+ 30% - 4
	+ 37% - 5
	+ 11% - D/K
* **Would Jaguar Owners recommend their Jaguar dealer (out of 5)**
	+ 11% - 1
	+ 10% - 2
	+ 18% - 3
	+ 23% - 4
	+ 38% - 5
* **How did the last Jaguar dealer visited make owners feel?**
	+ 46% Welcome
	+ 33% Comfortable
	+ 26% Appreciated
	+ 23% Satisfied
	+ 15% Special
	+ 13% Informed
	+ 10% Indifferent
	+ 7% Ignored
	+ 7% Irritated
	+ 4% Sold to
	+ 3% Intruding
	+ 1% Hassled

**Survey**

* 3,896 known Jaguar owners surveyed from the review and car owner databases exclusively held by WeLoveAnyCar.com.
* Some questions included multiple responses
* Conducted on 27nd May 2014
* Further information collected and not published
	+ Information linked to WeLoveAnyCar.com car review information
	+ Information linked to WeLoveAnyCar.com database – 60% of all Jaguar owners registered
* No Jaguar dealer or anyone from/involved with the Jaguar brand or Company behind Jaguar was involved with the Jaguar Owner Survey conducted by WeLoveAnyCar.com.
* The views and opinions expressed in this article are for information and interest only and are a reflection only of questions answered by Jaguar owners or recent owners.
* WeLoveAnyCar.com or our company cannot be held responsible or accountable for this market research which has been carried out in good faith and to the standards normally followed by our organisation in gaining opinions of motorists which we believe to be indicative of their, not our, opinions and views.

Contact

WeoveAnyCar.com are happy to answer questions however, we do not release a named spokesman