

Inter@ ctive Reid Core Tracking - Quarter 1, 2003

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AUTOMOBILES ONLINE

F1a. Have you bought a new or used motor vehicle in the past two years?

	Total
Base: All respondents	1000
Weighted	1000
Yes - new	163
	16%
Yes - used	216
	22%
No	620
	62%
(DK/NS)	1
	0

Detailed tables

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AUTOMOBILES ONLINE

F1b. Are you planning to buy a new or used vehicle in the next two years?

	Total
Base: All respondents	1000
Weighted	1000
Yes - new	188
	19%
Yes - used	163
	16%
No	471
	47%
(DK/NS)	179
	18%

Detailed tables

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AUTOMOBILES ONLINE

F2. Have you ever searched for vehicle prices, features or other vehicle information online?

	Total
Base: All respondents	1000
Weighted	1000
Yes	627
	63%
No	371
	37%
(DK/NS)	2
	0

Detailed tables

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AUTOMOBILES ONLINE

F3. What type of vehicle do you use the Internet to search for information on?

	Total
Base: Have searched for vehicle information online	686
Weighted	627
Car	475 76%
Pickup truck	96 15%
Minivan	130 21%
SUV	124 20%
Motorcycle	31 5%
Other type of vehicle	42 7%

Detailed tables

AUTOMOBILES ONLINE

F4a. What would you say is the greatest advantage of using the Internet as a vehicle buying resource/tool?

	Total
Base: Have searched for vehicle information online	686
Weighted	627
Can shop and compare: can compare vehicles, prices, etc.	264
	42%
Good source of information: on features, specifications, colours, etc.	197
	31%
Don't have to deal with sales people/ don't have to leave home	177
	28%
Saves time (quicker, etc.)	85
	13%
Easy to do (accessability)	60
	10%
Convenience	37
	6%
Shop any time	26
	4%
Access to a lot of choices / models	22
	4%
Other	36
	6%
Nothing	9
	1%
(DK/NS)	19
	3%

AUTOMOBILES ONLINE

F4b. What would you say is the greatest disadvantage of using the Internet as a vehicle buying resource/tool?

	Total
Base: Have searched for vehicle information online	686
Weighted	627
Can't physically see the car: kick the tires, touch the car	208
	33%
Can't take the vehicle for a test drive	58
	9%
Don't know if the information is current / correct	49
	8%
Can't ask questions / get the sales person's impressions	46
	7%
Information overload: too many sites / too much information	42
	7%
No enough information provided	41
	7%
Hard to get the true (local) price of the vehicle	36
	6%
Can't negotiate (get a trade-in price, etc.)	24
	4%
Sites are not local [incl: US sites]	21
	3%
Other	35
	6%
Nothing	73
	12%
(DK/NS)	56
	9%