**Attitudes Towards Using the Internet for Vehicle Purchases:**

* The Internet is a good tool to use when researching an automobile purchase.
* The Internet should not be used to purchase vehicles.
* Online dealerships are just another way of getting you into the traditional dealership.
* People feel they can negotiate a better price by talking with a sales representative in person.
* People usually have trade-ins that are too complicated to deal with online.
* People like to have a "hands on" situation when buying different options for their vehicle.
* People want to see the vehicle before they buy it to check for imperfections.
* People want to test the performance of the vehicle before buying it

**Attitudes Towards Online Purchases:**

* I like using the Internet.
* People feel that the Internet is not a safe place for personal information.
* I use the Internet to research purchases I make.
* I think purchasing items from the Internet is safe.

**Attitudes Toward the Vehicle Purchase Process:**

* I like the process of buying a new vehicle.
* I don't like to hassle with car salesmen.

**Website Experience and Perceptions:**

* Visited Auto Online Web Site in past 3 months?
* The web site was easy to use.
* I found the web site was very helpful in my purchase.
* I had a positive experience using the web site.
* I would use this web site only for research.
* The web site influenced me to buy my vehicle
* I would feel secure to buy from this web site.
* Did you buy your new vehicle on the Auto Online web site?
* If yes, was it a better experience than buying at a traditional dealership visit?
* If yes, indicate how much better.
* About how many times before you bought your automobile did you visit the Auto Online web site?

**Vehicle Buying Experience:**

* For how many weeks were you actively searching for your vehicle?
* If you traded in a vehicle, approximately how much was it worth?
* What was the approximate sticker price of your new vehicle?
* What was the approximate actual price you paid for it?

**Demographic Information of Respondents:**

* What is your age?
* What is your marital status?
* How many children under the age of 18 are living with you?
* What is the highest level of education you have completed?
* What is your race?
* What range indicates your total household income before taxes last year?
* Your gender is...