**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.

*Males perceive the internet as a more useful tool for automotive research than females. Males appear to rely on the internet more for automobile research, while females are more critical of its utility. More than half of female respondents (56%) believe that the Internet is not a good tool to use when researching an automobile purchase and 42% of female respondents agree with the statement that the Internet should not be used to purchase vehicles.*

***Implications for Marketing****: Marketing strategies promoting online tools for car research might benefit from tailoring messages to address concerns or preferences specific to females.*

* 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...