



## **Research And Markets - Extensive Survey By 1,943 Adult American Consumers And In Dept Interviews With Industry Experts Review The Certified Pre-Owned Vehicles Industry In The US**

*Research and Markets ([researchandmarkets.com/reports/c8706](http://researchandmarkets.com/reports/c8706)) has announced the addition of Certified Pre-Owned Vehicles – US Consumer Study to their offering.*

([PRWEB](http://PRWEB)) November 9, 2004 -- The research delves into many areas of interest including the appeal of CPO programs, consumers' level of familiarity with CPO programs, trends in CPO marketing programs, sales trends and forecasts, consumer demand for CPO vehicles, profile of consumers most likely to purchase CPO vehicles, the top reasons consumers give for purchasing CPO vehicles and the top barriers preventing consumers from purchasing CPO vehicles.

Research and Markets (<http://www.researchandmarkets.com/reports/c8706>) has announced the addition of Certified Pre-Owned Vehicles – US Consumer Study to their offering.

This report discusses the current and future prospects of the CPO industry. This study has been conducted in two parts. The first part consisted of primary research, conducted by telephone, among a randomly selected sample of 1,943 adult American consumers. The second part consisted of in-depth, qualitative interviews conducted with industry experts.

The study also provides qualitative information concerning CPO market share by brand, market size and levels of satisfaction among CPO vehicle owners. The margin of error for the quantitative portions of this study is +/- 2.3 percentage points for overall results; higher for subgroups.

This report contains (250 page) of cross tabulations  
Cross Tabulations: Demographic Breakouts

### Gender

- Males
- Females

### Age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

### Household Income

- less than \$30K
- \$30K-\$50K
- \$50K-\$75K
- \$75K+

### Educational Attainment

- High School or Less
- Some College



- College Graduate/Post-Graduate Degree
- Race
  - White
  - Black
  - Hispanic
- Parental Status
  - Parents
  - Non-Parents
- Marital Status
  - Married
  - Unmarried (Single, Divorced, Widowed)
- Region
  - Northeast
  - Central
  - South
  - West
- Area Type
  - Urban
  - Suburban
  - Rural
- Lifestyle
  - Affluent Families
  - Upscale Households
  - Up and Coming Singles
  - Retirement Styles
  - Young Mobile Adults
  - City Dwellers
  - Factory and Farm Workers
  - Downtown Residents

The Contents of this report are as follows:

- I. Methodology
- II. Executive Summary
- III. Detailed Findings
  - A. CPO Sales & Marketing Trends
    - a. Familiarity with the term Certified Pre-Owned
    - b. Sales Trends & Forecasts
    - c. Factors Affecting Demand for CPOs
    - d. Sales by Make
    - e. Marketing Trends
  - B. CPO Buyer Profile
  - C. CPO Purchase Process
    - a. Influential Factors Affecting Purchasing Decisions
    - b. Top Reasons for Purchasing CPO vehicles



- c. CPO Owners' Satisfaction Levels
- d. Top Reasons for Not Purchasing CPO vehicles

For more information visit <http://www.researchandmarkets.com/reports/c8706>

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