

汽车购买意愿网络调研摘要

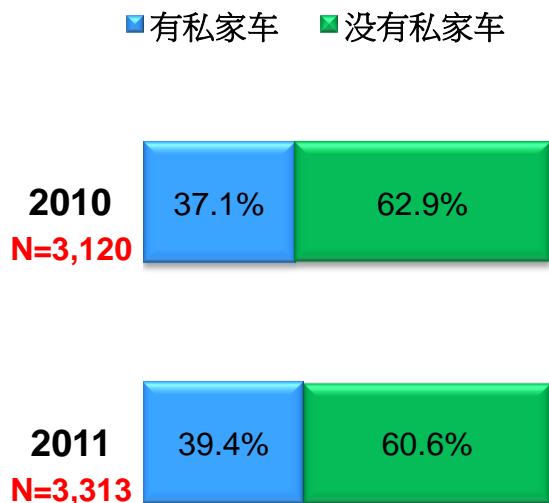


三成九的受访者目前拥有私家车；

有私家车的族群，近一年考虑购车的比例明显高于目前没有私家车的族群

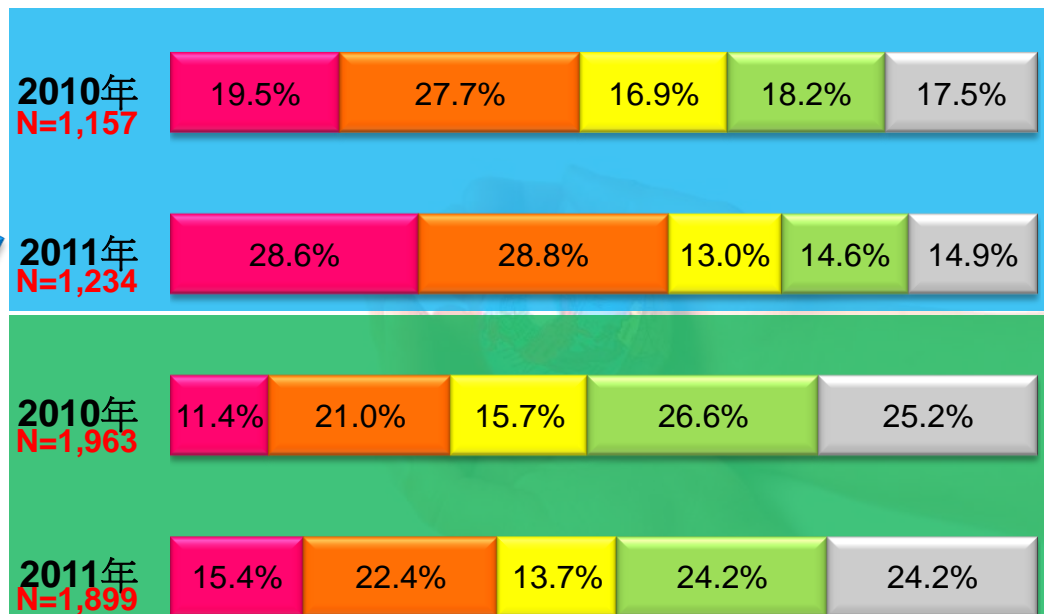
- 对于本次调查，我们通过积沙网 (www.jisha.cn) 收集到了3,133份15-60岁的有效样本，分析发现：
- 私家车拥有率相对较去年略微提升，2011年私家车拥有率为39.4%。
- 整体汽车购买意愿相对去年有上升。目前已拥有私家车的人，准备一年内购车的比例相对较去年提升9.1%；而目前没有私家车的人，准备一年内购车的比例相对较去年仅提升4%。

私家车拥有率



未来汽车购买意愿

■ 准备一年内购车 ■ 准备1-2年内购车 ■ 准备2-3年内购车 ■ 准备三年之后购车 ■ 没有购买计划



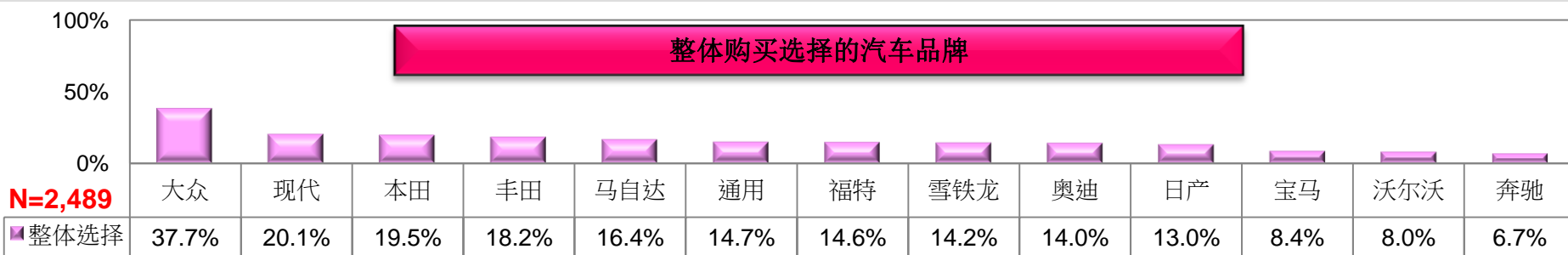
调查时间：2011/02/18-02/28 欢迎登陆<http://www.chinarp.cn> 欲知详细报告敬请联系 service@chinarp.cn



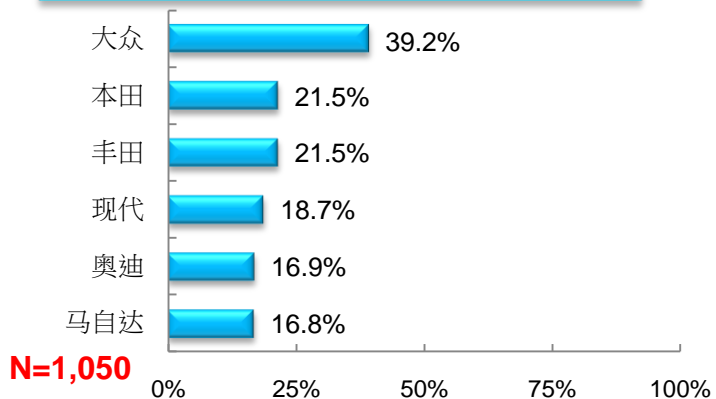
【大众】是消费者购买汽车时的首选品牌

有私家车和无私家车的族群考虑购买的汽车品牌略有不同

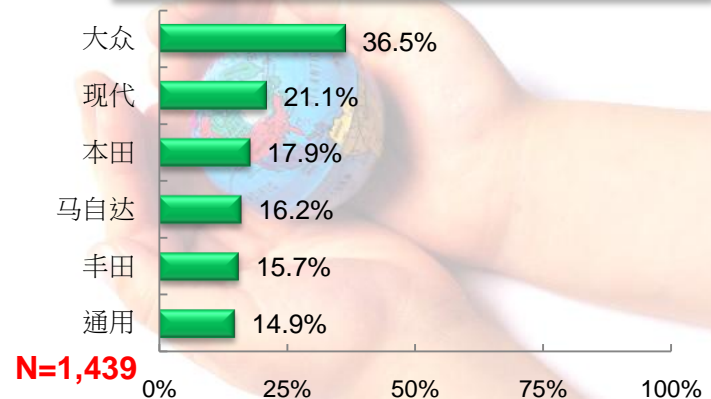
- 消费者考虑购买的汽车品牌，【大众】明显领先，其次为【现代】、【本田】和【丰田】。
- 有私家车的人考虑购买的汽车品牌，【大众】位居首位，其次是【现代】、【本田】和【丰田】，位居第三位则是【奥迪】和【马自达】；无私家车的人考虑购买的汽车品牌，【大众】虽依然位居首位，但其次是【现代】，而位居第三位则是【本田】、【马自达】和【丰田】。



有私家车的人考虑选择购买的汽车品牌



无私家车的人考虑选择购买的汽车品牌



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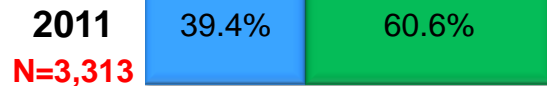
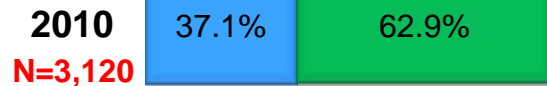


Over 39% respondents have their own car. Compared with others, those who have their own car have higher intention of buying a car in next one year.

- From Jisha website(www.jisha.cn), this study collected 3,133 samples for those who aged 15-60 yrs olds. The results are:
- Car ownership rate is higher than last year. Over 39% people have their own car in 2011.
- Car purchase intention are higher than last year. Current users who want to buy another car within a year are higher than last year.

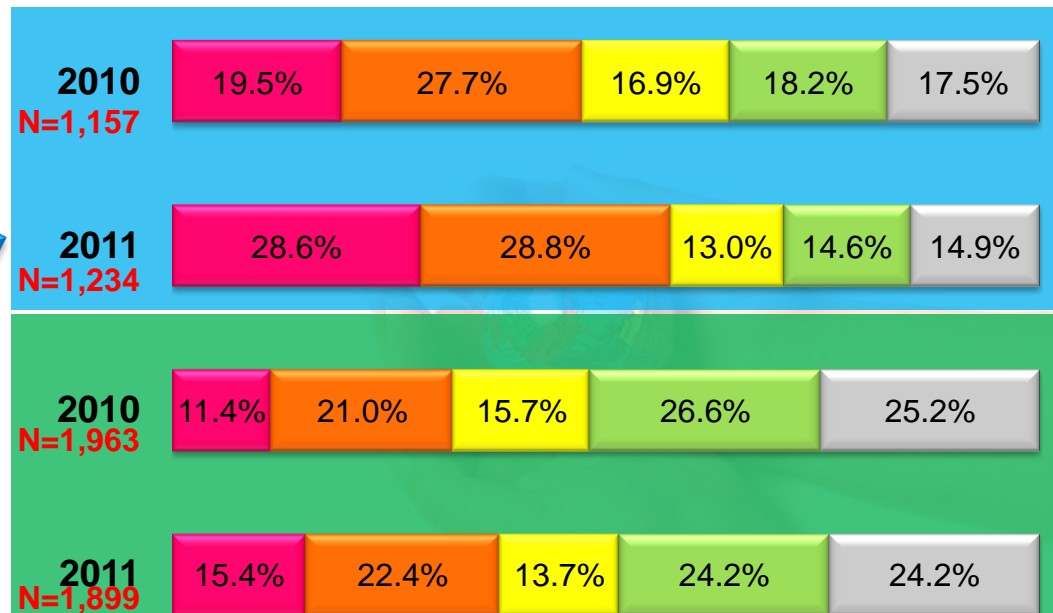
Car ownership rate

■ YES ■ NO



Car purchase intention in the future

- prepare to buying car in a year
- prepare to buying car in 1-2 years
- prepare to buying car in 2-3 years
- prepare to buying car over 3 years
- don' t have the plan



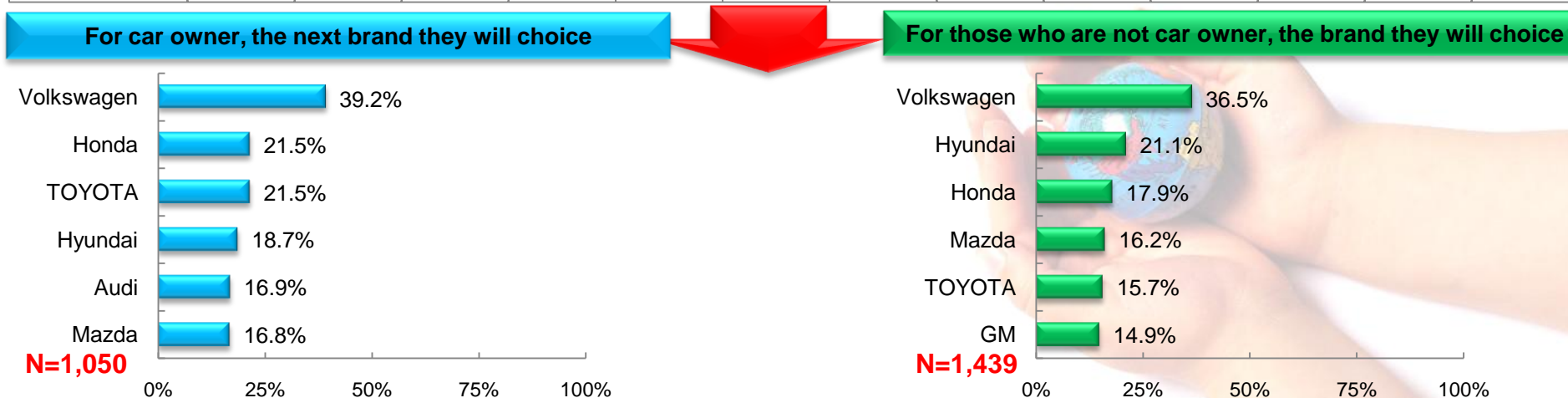
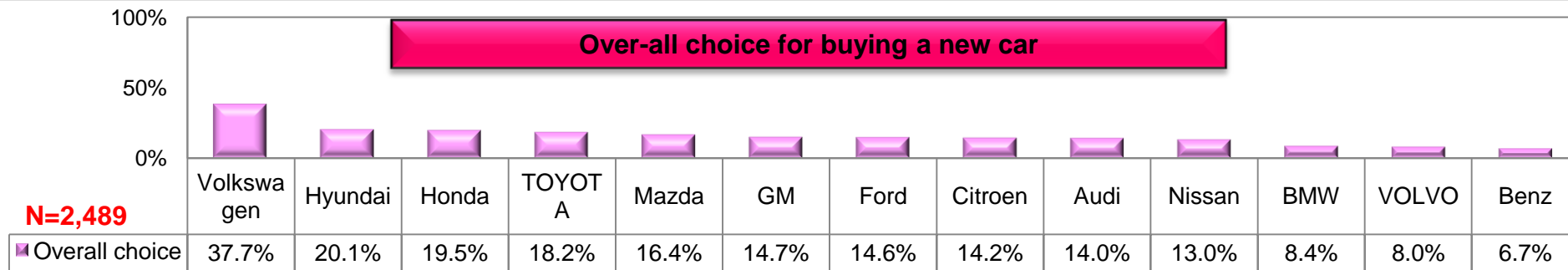
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“Volkswagen” is the top choice for people buying a new car.

The considered brands between people who have a car or not are different.

- No matter it is for those who have their own car or not, “Volkswagen” is the top brand they will choice.
- For people who have the car, they will choose “Volkswagen” as their next car, followed by “Honda”, “TOYOTA” and “Hyundai”, “Audi” and “Mazda” are the third ones. For people who don’t have the car, they will choose “Volkswagen” as their first car, followed by “Hyundai”, “Honda”, “Mazda” and “TOYOTA” are the third ones.



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