



ESCORT.

Radars Detectors

October, 2006

Survey Objectives



This study was undertaken on behalf of ESCORT to examine current ownership and future purchasing of radar detectors.

Radar detector owners are described according to:

- their reasons for owning a radar detector
- the brands of radar detectors owned
- the importance of various factors in selecting a make of radar detector
- where purchased radar detector
- amount spent for radar detector most recently purchased
- factors which would cause replacement of radar detector currently owned

The reasons for not owning a radar detector are also provided.

Summary of Findings



Ownership of Radar Detectors

- Two out of five CAR and DRIVER (39%) and ROAD & TRACK (40%) reader households currently own a radar detector.
- The majority (56%) of CAR and DRIVER and ROAD & TRACK readers who do not own a radar detector say it's because they just don't see the need for one.
- Prevention is the main reason why CAR and DRIVER (86%) and ROAD & TRACK (84%) readers own radar detectors.
- ESCORT is the leading brand of radar detector now owned by CAR and DRIVER and ROAD & TRACK readers.
- The most important factor in the selection of a radar detector brand is the range of signal.

Summary of Findings



Ownership of Radar Detectors

- CAR and DRIVER and ROAD & TRACK readers most often purchased their radar detectors through a phone/mail order or on the internet.
- The average CAR and DRIVER and ROAD & TRACK reader spent about \$250 for the radar detector they most recently purchased.
- Seven out of ten CAR and DRIVER (69%) and ROAD & TRACK (73%) readers would replace their current radar detector in order to get the latest technology.

Future Purchasing of Radar Detectors

- One in five (22%) CAR and DRIVER readers and one-fourth (25%) of ROAD & TRACK readers are very or somewhat likely to buy a radar detector in the next 12 months.

Summary of Findings



Miscellaneous

- Two-thirds of CAR and DRIVER and ROAD & TRACK readers believe the speed limits are too low.
- More than eight out of ten (83%) CAR and DRIVER and ROAD & TRACK readers say radar detectors are legal.
- CAR and DRIVER and ROAD & TRACK readers believe vehicle accidents are most often caused by cell phone usage, text messaging and reading.

OWNERSHIP OF A RADAR DETECTOR

Two out of five CAR and DRIVER (39%) and ROAD & TRACK (40%) reader households currently own a radar detector.

CAR AND DRIVER

ROAD & TRACK

Yes, currently own
a radar detector

39%

40%

No, do not currently
own a radar detector

61

60

Base: Total Readers

REASONS FOR NOT OWNING A RADAR DETECTOR

The majority (56%) of CAR and DRIVER and ROAD & TRACK readers who do not own a radar detector say it's because they just don't see a need for one.



	CAR AND DRIVER	ROAD & TRACK
Just see no need for one	56%	56%
Too expensive	19	16
Legal issues	19	16
Rarely drive much over the speed limit	19	19
Safety concerns	2	1
Other (write-ins)		
Don't believe they actually work/ false sense of security	5	5
All other	11	12

Base: Non-Owners of a Radar Detector

REASONS FOR OWNING A RADAR DETECTOR

Prevention is the main reason why CAR and DRIVER and ROAD & TRACK readers own radar detectors.

CAR AND DRIVER **ROAD & TRACK**

Prevention	86%	84%
Protection	60	60
Insurance costs	31	32
Points	29	28
Cool technology	23	17
Other	5	7

Base: Owners of a Radar Detector

BRANDS OF RADAR DETECTORS OWNED

Escort is the leading brand of radar detector now owned by CAR and DRIVER and ROAD & TRACK readers.

	CAR AND DRIVER	ROAD & TRACK
Escort	43%	50%
Valentine	29	25
All others	28	25

FACTORS CONSIDERED “VERY IMPORTANT” WHEN SELECTING BRAND OF RADAR DETECTOR

Almost all CAR and DRIVER and ROAD & TRACK readers say range of signal is a very important factor when selecting a brand of radar detector.

CAR AND DRIVER ROAD & TRACK

Range of signal	95%	95%
Manufacturer's reputation	74	78
Ease of use	68	69
Design	39	41
Size	39	46
Price	37	35
Sound quality	33	33

Base: Owners of a Radar Detector

OUTLETS WHERE PURCHASED RADAR DETECTORS

CAR and DRIVER and ROAD & TRACK readers most often purchased their radar detectors through a phone/mail order or on the internet.

CAR AND DRIVER ROAD & TRACK

Phone/mail order	35%	35%
Internet	35	33
Mass merchandiser	16	20
Auto parts/accessories store	7	11
Warehouse club	3	4
Other	12	10

Base: Owners of a Radar Detector

FACTORS WHICH WOULD CAUSE REPLACEMENT OF RADAR DETECTOR CURRENTLY OWNED

Seven out of ten CAR and DRIVER (69%) and ROAD & TRACK (73%) readers would replace their current radar detector in order to get the latest technology.

CAR AND DRIVER **ROAD & TRACK**

To get the latest technology	69%	73%
Newer model	28	31
Wanted different brand	7	4
Other (write-ins)		
When current one no longer works	6	6
All other	15	15

Base: Owners of a Radar Detector

LIKELIHOOD OF PURCHASING A RADAR DETECTOR IN THE NEXT 12 MONTHS

One in five (22%) CAR and DRIVER readers and one-fourth (25%) of ROAD & TRACK readers are very or somewhat likely to buy a radar detector in the next 12 months.

CAR AND DRIVER **ROAD & TRACK**

<u>Very/Somewhat Likely</u>	<u>22%</u>	<u>25%</u>
Very likely	5	6
Somewhat likely	17	19
Not very likely	33	32
Not at all likely	45	43

Base: Total Readers

WHETHER THINK SPEED LIMITS ARE APPROPRIATELY SET

Two-thirds of CAR and DRIVER and ROAD & TRACK readers believe the speed limits are too low.

CAR AND DRIVER

ROAD & TRACK

Yes	33%	33%
No, too low	66	66
No, too high	1	1

Base: Total Readers

WHETHER THINK RADAR DETECTORS ARE LEGAL

More than eight out of ten (83%) CAR and DRIVER and ROAD & TRACK readers say radar detectors are legal.

CAR AND DRIVER

ROAD & TRACK

Yes

83%

83%

No

17

17

Base: Total Readers

THINGS MOST LIKELY TO CAUSE AN ACCIDENT

CAR and DRIVER and ROAD & TRACK readers believe vehicle accidents are most often caused by cell phone usage, text messaging and reading.

	CAR AND DRIVER	ROAD & TRACK
Cell phone usage	73%	76%
Text messaging	70	68
Reading	65	63
Grooming	57	56
Eating	50	50
Radar detector	2	2
Other (write-ins)		
Drivers not paying attention	6	6
Distractions	2	1
Driving impaired due to alcohol/drugs	2	2
Children in vehicle	1	1
Adjusting radio/CD	1	1
All other	15	15

Base: Total Readers