



STATE OF THE UNION THE AUTOMOTIVE MARKET IN TODAY'S ECONOMY

New Developments in the Automotive
Purchase Process – 2014

Time Inc.

“The Automotive Market in Today’s Economy” provides a preview into the next wave of the Time Inc./CNW Automotive Purchase Process study.

Data shows that advertising continues to be a primary source of information for new vehicle intenders along their path-to-purchase. Each medium plays a unique role in brand consideration, with ads in consumer magazines providing much needed “share of voice” at the critical middle stage – when intenders decide which brands to keep on the shopping list.

For more information or schedule a presentation please contact:

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GOALS

To understand:

- The evolution of new vehicle intenders’ path-to-purchase as the industry starts to recover
- Which sources of information are primary influencers at each stage of the purchase journey
- The importance of brand messaging for obtaining – and maintaining – shopping list consideration

APPROACH

- Conducted with CNW
- Examines the new vehicle purchase intender
- “Real time” methodology utilizes 130,000+ phone interviews annually, 20,000+ mail follow-up surveys and a companion online survey to measure intender actions and influences over the course of time until the product is purchased or the decision is made not to buy at all.

KEY THEMES

- Intenders continue to engage in a multi-platform communications environment
- Consumers perceive less product differentiation in today’s market
- Brand perception aligns with acquisition rates
- Competition will intensify in the consideration set
- The new vehicle acquirer is increasingly affluent compared to the total U.S. population
- Established media ads – TV, Consumer Magazines and Newspapers – continue to be among the top five primary sources of information for intenders