

# Harris Interactive® , Kelley Blue Book Release the 2006 AutoVIBES Ethnicity Series of Reports

**Studies Reveal Vehicle Shopping Preferences Among African, Asian and Hispanic Americans**

PRNewswire  
IRVINE, Calif.

The AutoVIBES Ethnicity series of reports now are available from online vehicle market research leaders Harris Interactive® and Kelley Blue Book Marketing Research, providing significant insight into the diverse vehicle shopping preferences among three different ethnic groups: African, Asian and Hispanic Americans. The information in each report is compiled from interviews with more than 20,000 in-market vehicle shoppers during 2005 who are within 12 months of purchasing or leasing a new vehicle, and provides detailed data and analysis regarding a variety of purchase consideration factors.

"The AutoVIBES Ethnicity report series provides invaluable information for automotive marketers by showing a complete picture of the influences and issues affecting different ethnic groups," said Rick Wainschel, vice president of marketing research and brand communications for Kelley Blue Book. "Armed with the comprehensive knowledge contained in these reports, manufacturers will better understand the dynamic factors behind vehicle purchase decisions among different ethnic backgrounds, and communications teams will be able to more specifically tailor future messaging and advertising to effectively reach desired target audiences."

## Study Findings:

Several differences can be found between different ethnic groups when it comes to vehicle shopping. According to the 2006 study, African American vehicle shoppers find low monthly payments as most appealing, while Asian and Hispanic Americans see low finance rates as their most appealing incentive option.

When it comes to hybrid vehicles, the most likely group to consider a vehicle in this category are Asian Americans (80 percent) while only 66 percent of African Americans are open to considering a hybrid.

Vehicle shoppers from different ethnic heritages also own and consider diverse makes:

African Americans Asian Americans Hispanic Americans

Top Makes Owned Ford, Chevrolet, Toyota, Nissan, Ford, Chevrolet, Nissan, Toyota, Honda, Ford, Toyota, Honda, Honda Chevrolet Dodge

Top Makes Considered Toyota, Nissan, Toyota, Honda, Toyota, Honda, Chevrolet Honda, Nissan, Acura, Ford Nissan, Ford Lexus Chevrolet

The complete set of AutoVIBES Demographic Reports consists of 14 separate reports under three series categories: Ethnicity, Generation and Vehicle Consideration. The Generation series contains reports for

Generation Y, Generation X, Baby Boomers and Pre-Boomers and will be available in April 2006. The Vehicle Consideration reports are offered by vehicle segment including: Hybrid /Alternative Fuel Vehicles, SUV, Sedan, Truck, Minivan, Luxury and Sporty/Performance/Convertible. These reports will be available in May 2006.

Each AutoVIBES Report contains detailed analysis of each group's:

- \* Make ownership, consideration and loyalty
- \* Vehicle segment ownership and consideration
- \* Reaction to new model launches: awareness, familiarity, favorability, consideration, attribute ratings
- \* Key vehicle purchase decision factors
- \* Reliance on incentives: effects on timing of purchase, likelihood to purchase in absence, dependency
- \* Effects of gas prices on purchase decision
- \* Hybrid engine attitudes
- \* Key safety factors
- \* Financial outlook for upcoming year
- \* Auto enthusiast level
- \* Detailed subgroup profile

AutoVIBES is a study resulting from a strategic alliance between Harris Interactive and Kelley Blue Book Marketing Research, delivering timely and insightful analysis tracking vehicle shopping trends on more than 30 new model launches each month. AutoVIBES combines the online automotive research expertise of Harris Interactive with targeted sampling from Kelley Blue Book's popular Web site, kbb.com. This survey was conducted online in 2005 among more than 20,000 adults 18 years and older who are in-market vehicle shoppers and within 12 months of purchasing or leasing a new vehicle. Overall responses and results from African American (n=958) Hispanic (n=1378) and Asian American (871) respondents were not weighted.

AutoVIBES Demographic Reports are available for purchase by the individual report, as a series or as an entire set. For more information about AutoVIBES or any forthcoming series of reports this year, or to purchase reports, please contact Kelley Blue Book Marketing Research at 949-268-2756 or Harris Interactive at 877-919-4765.

About Harris Interactive®

Harris Interactive Inc. ([www.harrisinteractive.com](http://www.harrisinteractive.com)), based in Rochester, New York, is the 13th largest and the fastest-growing market research firm in the world, most widely known for The Harris Poll® and for its pioneering leadership in the online market research industry. Long recognized by its clients for delivering insights that enable confident business decisions, the Company blends the science of innovative research with the art of strategic consulting to deliver knowledge that leads to measurable and enduring value.

Harris Interactive serves clients worldwide through its United States, Europe ([www.harrisinteractive.com/europe](http://www.harrisinteractive.com/europe)) and Asia offices, its wholly-owned subsidiary Novatris in Paris, France ([www.novatris.com](http://www.novatris.com)), and through an independent global network of affiliate market research companies. EOE M/F/D/V

To become a member of the Harris Poll Online(SM) and be invited to participate in future online surveys, go to [www.harrispollonline.com](http://www.harrispollonline.com).

About Kelley Blue Book ([kbb.com](http://kbb.com))

Kelley Blue Book's [kbb.com](http://kbb.com) is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative

and unbiased information to make

well-informed automotive decisions. The company also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Kbb.com also has been named the No. 1 automotive information site by Nielsen//NetRatings and J.D. Power and Associates seven years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every three American car buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard, +1-949-268-3049, reckard@kbb.com, or  
Joanna  
McNally, +1-949-268-3079, jmcnally@kbb.com, both of Kelley Blue Book

Web site: <http://www.novatris.com/>

Web site: <http://www.harrisinteractive.com/europe>

Web site: <http://www.harrispollonline.com/>

Web site: <http://www.kbb.com/>

---

<https://mediaroom.kbb.com/press-releases?item=105653>