

# NEW RESEARCH REVEALS PROFILES OF VEHICLE SHOPPERS BY MAKE/MODEL OR SEGMENT

**Monthly AutoVIBES Report Provides Demographics of Vehicle Shoppers before Cars Hit Marketplace**

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**IRVINE, Calif, February 17, 2003** - *AutoVIBES*, a monthly automotive omnibus study from Harris Interactive? and Kelley Blue Book tracking new vehicle nameplates, now provides customized shopper profiles for vehicle and vehicle segments before the first vehicle is ever sold.

Since October of 2003, *AutoVIBES* has tracked car shoppers' awareness, attribute ratings, favorability and buying intentions of new vehicle nameplates before they hit the marketplace. Detailed demographic information is collected as part of the study allowing Harris Interactive and Kelley Blue Book to identify profiles of shoppers of each new vehicle. Additionally, data can be compiled and trended beginning several months before a vehicle is sold and tracked all the way through its consumer introduction and sale.

"Many marketers look at the demographics of vehicle registrations months after a car has been in the consumer marketplace to determine whether or not it's being purchased by its intended segment," said Rick Wainschel, director of marketing research at Kelley Blue Book. "Through *AutoVIBES*, manufacturers and vehicle marketers can see intender profiles long before the first car is ever sold."

## **SAMPLE DEMOGRAPHIC DATA AVAILABLE**

### **Demographic Information by Make/Model**

**Chevy Aveo:** 41% of those considering an Aveo are age 45 or older

**Ford Freestar:** 44% of Freestar considerers do not have kids under the age of 18 living in the household

**Kia Amanti:** 20% of those considering an Amanti are African American

**Nissan Pathfinder Armada:** 52% of shoppers considering the Armada are women

**Scion xA:** 75% of xA intenders are male and 41% are age 45 or older

*-Above data is a compilation of results from AutoVIBES October 2003 through January 2004.*

## **DEMOGRAPHIC INFORMATION BY VEHICLE SEGMENT**

### **Among those who intend to buy a hybrid vehicle:**

61 % are men

71 % are age 35 or older

56 % are college graduates

35 % have an annual household income under \$50,000

75 % are Caucasian

83 % are considering a Toyota

61 % are considering a Honda

*--Above data is a compilation of results from AutoVIBES October 2003 through December 2003*

*AutoVIBES* is a monthly omnibus survey of 1,500 - 2,000 in-market vehicle buyers who plan to purchase or lease a new vehicle within the next 12 months. The survey is conducted on Kelley Blue Book's Web site, ([www.kbb.com](http://www.kbb.com)) the most visited Web site among in-market vehicle buyers, and is designed and analyzed jointly by Harris Interactive and Kelley Blue Book Marketing Research. Based on the first several months of *AutoVIBES*, 15% of omnibus respondents are within one week of purchasing or leasing a new vehicle and 50% are between eight and 90 days of purchasing or leasing a new vehicle.

"*AutoVIBES* truly offers a prescient view of consumer attitudes and vehicle buying intentions in this ultra-competitive U.S. auto industry," said Scott D. Upham, senior vice president of Automotive & Transportation Research for Harris Interactive. "Not only are there standard questions regarding new nameplates, but *AutoVIBES* also allows manufacturers to insert any vehicle related question for proprietary marketing needs."

For more information on *AutoVIBES* or obtaining customized demographic intention profile reports for specific makes, models or vehicle segments, contact Harris Interactive or Kelley Blue Book at: 1-877-919-4765, [autovibes@kbb.com](mailto:autovibes@kbb.com) or [autovibes@harrisinteractive.com](mailto:autovibes@harrisinteractive.com).

#### **About Harris Interactive®**

Harris Interactive ([www.harrisinteractive.com](http://www.harrisinteractive.com)) is a worldwide market research and consulting firm best known for The Harris Poll®, and for pioneering the Internet method to conduct scientifically accurate market research. Headquartered in Rochester, New York, U.S.A., Harris Interactive combines proprietary methodologies and technology with expertise in predictive, custom and strategic research. The Company conducts international research through wholly owned subsidiaries- London-based HI Europe ([www.hieurope.com](http://www.hieurope.com)) and Tokyo-based Harris Interactive Japan- as well as through the Harris Interactive Global Network of local market- and opinion-research firms, and various U.S. offices. EOE M/F/D/V

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

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

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, [www.kbb.com](http://www.kbb.com), provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. Kbb.com is rated the No. 1 automotive information Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of [new car prices](#), [car reviews](#) and [news](#), [used car blue book values](#), [auto classifieds](#) and [car dealer](#) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

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