



## Nielsen Online New Zealand Automotive Search Report

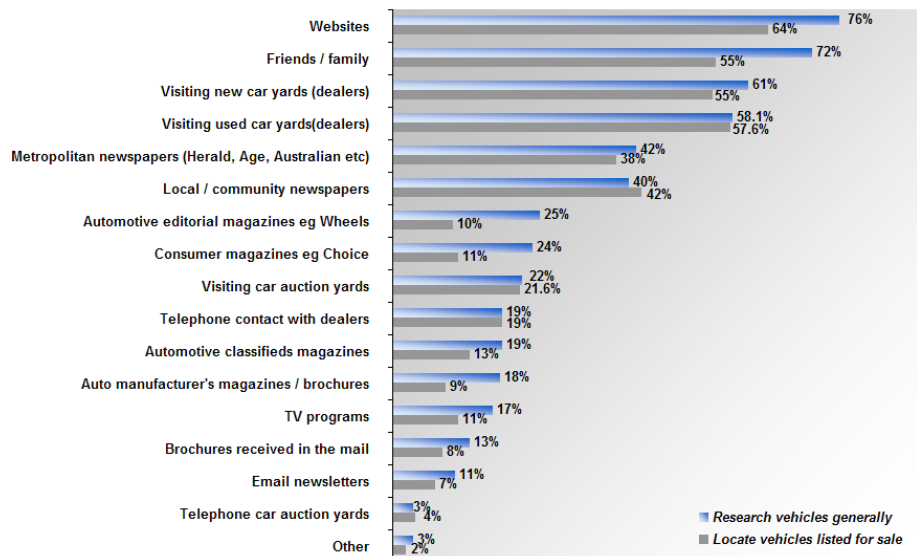
The Internet is transforming the way New Zealanders research, buy and sell vehicles, and this very first report of its kind in New Zealand provides data to quantify the value and importance of the online medium for the automotive category.

- **Equip your sales team with vital metrics to prove online’s effectiveness**
- **Gain an in depth understanding of consumers’ automotive purchase research – behaviours, preferences and attitudes toward brands and sites**
- **Measure your performance against competitors**

Nielsen Online’s automotive category study in 2006 for the Australian market found that:

***“over three quarters of both Buyers and Sellers were found to turn to the online channel to support their purchase and sales research and just over one third of Sellers use the online medium to list and independently sell their vehicle.”***

### Resources used in the vehicle search and research process



The Nielsen Online New Zealand Automotive Search Report will provide an accurate and reliable measure of online’s effectiveness in reaching consumers throughout their vehicle purchase process.

**This report provides vital intelligence and metrics to drive revenue opportunities and develop your marketing and sales plans and strategies:**

- Prove the **effectiveness of the online channel** and its share of mind among car buyers and sellers
- Gain an in depth understanding of the key online and offline **automotive information resources** used in the decision making process
- Compare consumer awareness and perceptions of **online automotive website brands**, and understand drivers to use and loyalty levels

## Data Sources

The Nielsen Online Automotive Search Report will draw intelligence from a variety of sources which capture user online and offline behaviours, intentions and preferences. Consumer-specific information will be collected via a national online survey conducted among 2000 Internet users aged 16 years and over.

Broad market context will be drawn from proprietary Nielsen Online services: Market Intelligence, AdRelevance and BuzzMetrics. Market Intelligence measures total traffic and user activity on audited websites within New Zealand. As the recognised standard for online measurement, Market Intelligence provides an excellent perspective on actual online market activities and an understanding of user profiles and cross site behaviours. In addition, our AdRelevance data will complement the analysis of user behaviours and attitudes by providing market metrics of automotive advertising activity across New Zealand sites, and relative to other industries.

We will also complement these findings with analysis of consumer 'buzz' surrounding automotive and category websites, using Nielsen Online's **BuzzMetrics** service. This will uncover the volume of online discussion surrounding the online automotive category, the topics discussed, key brands being mentioned and on what communities this discussion takes place – all trended over time. There is also an option to compare local 'buzz' with that in Australia, USA and UK.

All sources of data will be collated and analyzed with a view to linking sources together and uncovering underlying trends, to provide relevant and actionable recommendations.

## Report Delivery

Subscribers to the Nielsen Online Automotive Report receive an in depth report including analysis, commentary, charts and graphs; as well as a presentation of key findings to internal stakeholders. The report will be delivered in PowerPoint format.

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