

Who's Calling the Shots on Car Purchases?

Exploring the purchase influence of the CNET audience.

Technology advancements are changing the car buying landscape. From bluetooth to iPod adapters, satellite radio and rear seat entertainment – what impact is it having and who is influencing the decisions?

In Spring, 2007 CNET Networks partnered with Harris Interactive to understand the automotive interest, purchase drivers and brand perceptions of the CNET Audience as compared to the US Online Population. Previous CNET research indicated that influencers influence in multiple categories; the results from this study demonstrate that those interested in technology are highly interested in cars.

Making their own decisions, and influencing others'

- More than three quarters (77%) of CNET users are the primary decision-maker for car purchases in their household.
- CNET users are twice as likely to give advice to others about which cars to buy.

Brand Advocates who enjoy sharing information

- Consumers on CNET are 46% more likely to enjoy sharing information and 58% more likely to discuss brands with others.

We also asked their opinions on a list of 36 brands, and mapped how those opinions translate to consideration in their next vehicle purchase.

“People often ask my advice when it comes to vehicles”

(Index to US Online Population: 229)

Automotive Enthusiasts that love tech too

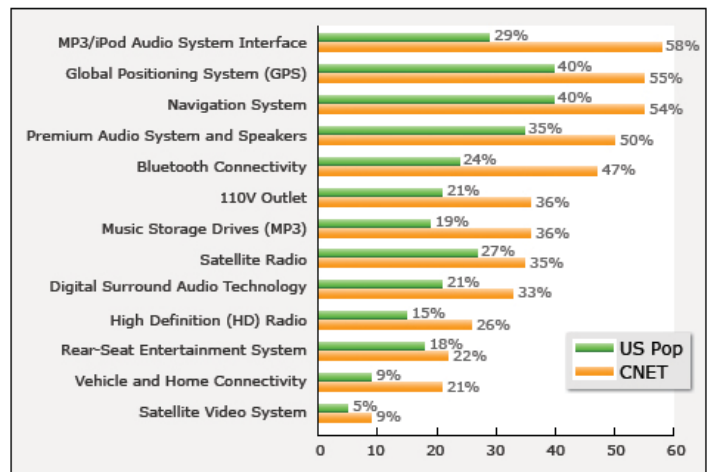
- CNET users are 82% more likely to be automotive experts than the US Online Population.

“I love learning about new automotive technology”

(Index to US Online Population: 208)

Not surprisingly, the CNET Audience is also more interested than the US Online Population in automotive technology product categories across the board, with MP3 and Bluetooth Connectivity topping the list.

Advanced Electronics Interest in Next Auto Purchase



Harris Interactive, CNET Auto Study, July 2007

What do they want from Car Marketers?

The CNET Audience is significantly more interested in owner reviews and discussion boards as well as vehicle configurators, but agrees that no haggle pricing and better warranties are most important to a better buying experience.

(1) US Population based on the Harris US online panel.

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Whether you are looking to reach influential car buyers, or are figuring out how to position your brand to the CNET Audience for your next campaign, our research team can help. Contact your sales rep today.

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