



U.S. New Autoshopper Study

In today's digital age, consumers research product information in a variety of different ways—and often at the click of a button. It's critical for automotive manufacturers and third-party website companies to maximize the ability to engage with and assist shoppers in their search for new-vehicle information. It's equally important to understand how shoppers utilize digital information on websites and apps through a variety of devices including smartphones and tablets—in order to determine the most effective ways to reach in-market shoppers effectively across the digital landscape.

The Solution

The *J.D. Power U.S. New Autoshopper StudySM* is a comprehensive analysis of automotive consumer shopping patterns across the traditional Internet, mobile Internet, and mobile apps. The study examines how shoppers use digital automotive information during their new-vehicle shopping process.

Study highlights include:

- How shoppers use digital devices (computers, smartphones, and tablets) and digital properties (websites and apps) to gather information prior to purchase
- What automotive shopping content do Internet shoppers access
- Which websites are visited most frequently and which sites are most useful during the shopping process

The Benefits

Study subscription will provide in-depth information that allows you to understand:

- The impact and influence of digital information on new-vehicle purchase decisions
- The types of content shoppers seek during the shopping process, and the content found most useful on your site versus your competitors' sites
- The top information sources shoppers use and their importance in narrowing down the final vehicle selection
- Demographic profiles of Automotive Internet Users (AIUs), defined as buyers who use the Internet in their new-vehicle shopping process

J.D. Power's research solutions enable automotive manufacturers and third-party website companies to target those performance activities that have a direct impact on ROI.

beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- ...and more

Solutions that measure up

Integrating the voice of the consumer, your vision, plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the Power Information Network® [PIN]. PIN gathers millions of automotive retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions—PIN
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at:

jdpower.com