

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.