

# What's Driving Your Listeners? Automotive F.C.T. Executive Summary



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## Introduction:

In early 2013, the Radio Advertising Bureau and Presslaff Interactive Revenue partnered to provide RAB member stations with a series of Finding Consumer Trend Reports (F.C. T. Reports), national online surveys of local radio listeners' lifestyle interests and buying intentions. The first F.C.T survey focused on Automotive, radio's most important advertising category, was conducted from March 12 to April 2, 2013.

Response to the Automotive report came from the radio listeners of 20 broadcast groups and over 200 individual radio stations, and was driven by on-air, online and email promotion. Listeners were asked to participate in the survey in return for the opportunity to win a \$500 gift card.

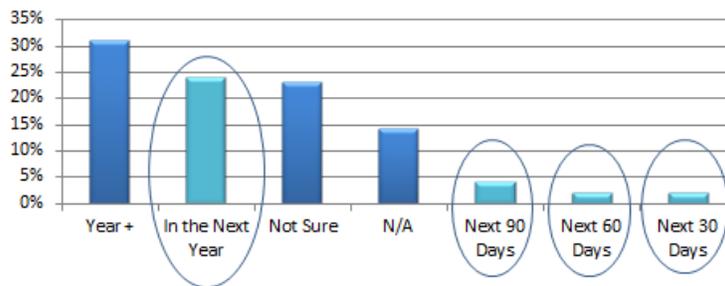
The survey drew over 28,000 responses from across the country and a rich data set of information on a number of automotive buying intentions.

## Top Findings:

Roughly **one in three** respondents are looking to buy or lease a car in the next year. 44% of respondents have a vehicle 8 years or older, with almost 25% reporting their vehicle as 11 years or older.



Are you looking to purchase or lease a vehicle...?  
32% looking to purchase in the next year  
That's roughly ONE in every THREE Respondents



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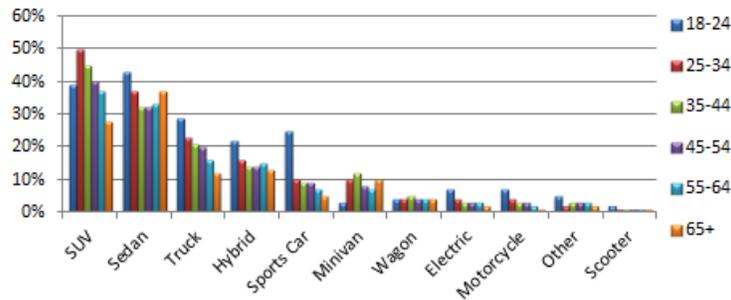


**SUV's**, whose soaring popularity seemed to have swooned with the rise of gas prices, are back. They are the number one vehicle choice for those considering purchasing or leasing, across both genders and all but the 65+ age groups, strongest with 25-34 year olds. Sedans, first among 65+, are the second choice overall. Trucks, the third choice, are more popular with men and step down in popularity with each age group.

## Vehicle Type: Age



If you are considering...what kind of vehicle?

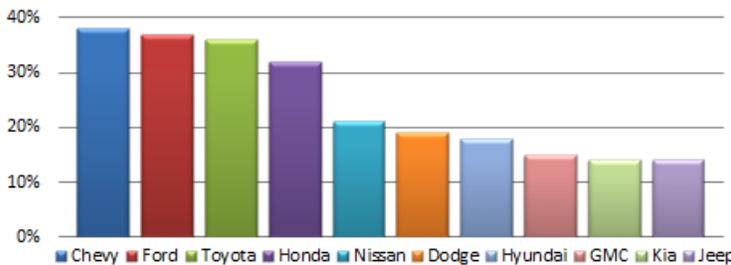


When asked what brands respondents would consider purchasing or leasing, every single demo, in each region of the country, selected **Chevy, Ford and Toyota as their top three brands**, out of the 40 choices they were given. Toyota is strongest on the West coast and Chevrolet strongest in the Midwest.

## Top 10 Brand Preferences



What brands will you consider when buying/leasing new vehicle?  
Less than 1% point difference between Chevy, Ford, Toyota.

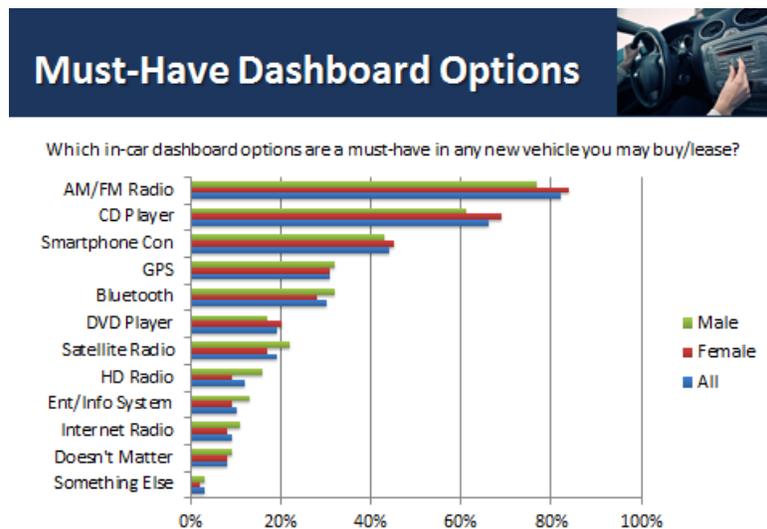


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Respondents are all about **price** when it comes to important vehicle features. Price was the number one choice for both men and women, although women rated it 5 points higher than men. **Mileage** came in second across the board, again more imperative to women, by 11 points. The third most important feature was different, with comfort being a priority for men and safety more important for women.

**AM/FM radio was the overwhelming selection** for 82% of respondents when asked what dashboard features are **must-haves** in any new vehicle they may buy or lease. This was particularly true among the **65+**, followed by a tie between 55-64 and 18-24. CD players were the second choice, followed by a Smartphone Connection, (most important to younger demos). GPS and Bluetooth round out the top 5 of the 12 offered choices.



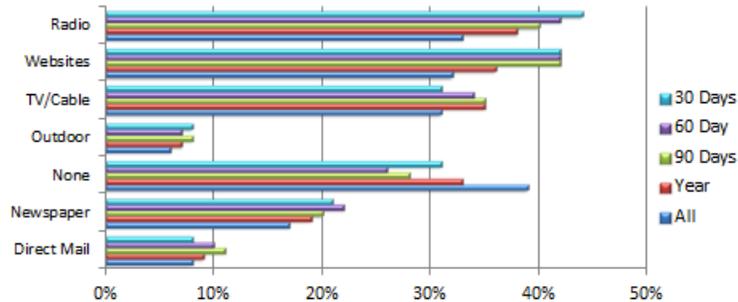
**The closer a respondent gets to purchasing or leasing a vehicle, the more important a role radio plays.** When asked which of the following types of advertising influence your decision to visit a specific dealership, respondents looking to purchase/lease within 30 days selected radio as the number one influence, above TV/cable, websites, outdoor, newspaper and no influencers (none.)



## Top Advertising Influencers: Timing



Which of the following types of advertising influence your decision to visit a specific dealership?  
 Note how Radio, Website and TV Influence grows the closer one gets to purchasing.

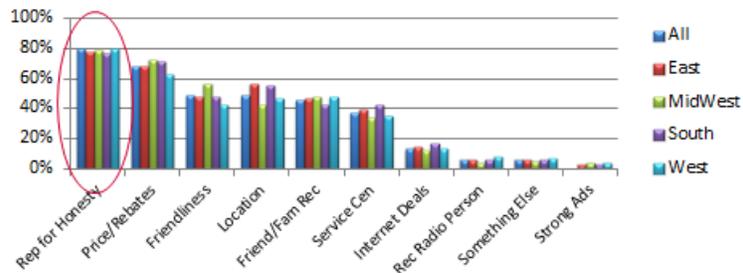


While price was the most important feature respondents looked for in a car, a **reputation for honesty** was the most important feature they looked for in a dealership. This was followed by an interest in price/rebates and then the reputation for friendliness. This is important information for dealerships as they determine their most effective radio ads.

## Desired Dealership Characteristics



When shopping for a vehicle, which characteristics do you look for in a dealership?  
 Price was most important feature in car.  
 Honesty most important in dealerships.



**Over 50% will drive 25 or more miles to buy or lease their vehicle.** This is important for dealerships when considering radio advertising and radio's reach.



Local repair shops and the dealership where a vehicle was purchased were the top two choices for **car repair**. This means each is losing business to the other and could gain market share through strong radio advertising and targeted campaigns.

When choosing auto insurance, respondents overwhelmingly indicated price as the primary factor, with 42% of responses, followed by coverage, service and reputation all under 20%.

Finally and perhaps most importantly, when asked what they were most likely to be doing, when driving, **listening to the radio** was the overwhelming choice of **91% of the respondents**. Listening to a CD was second, followed by talking to others, listening to their iPod/mp3 and talking on the phone.

## Top Activity When Driving



When driving, are you most likely to be...?  
Listening to the radio dominates with 91% of the respondents.

