

Nielsen Online

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News Release

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Consumers Drive to the Internet in Search for Wheels: Nielsen Online

Wednesday 08 April 2009, Auckland; The release of Nielsen Online's first ever New Zealand Automotive Search Report reveals the very important role that the Internet plays as a sales resource when it comes to buying and selling cars.

When researching their vehicle purchase and finding vehicles for sale, car buyers list using 'websites' as the most popular choice, with over eight in ten (84%) choosing to make use of the Internet to support their decision-making. Visiting used car-yards/dealers and consulting friends and family were used as a resource tool by (72%) and (62%) of consumers respectively.

Other resources included visiting car auction yards (41%), researching local/community newspapers (38%), reviewing automotive classified magazines (37%); visiting new car yards (dealers) (36%), and metropolitan newspapers (34%). [Chart 1]

The Internet also tops the list for **sellers** who use online as a resource when researching the market before selling their vehicle (62%) and also as a tool to actually sell their vehicle (52%).

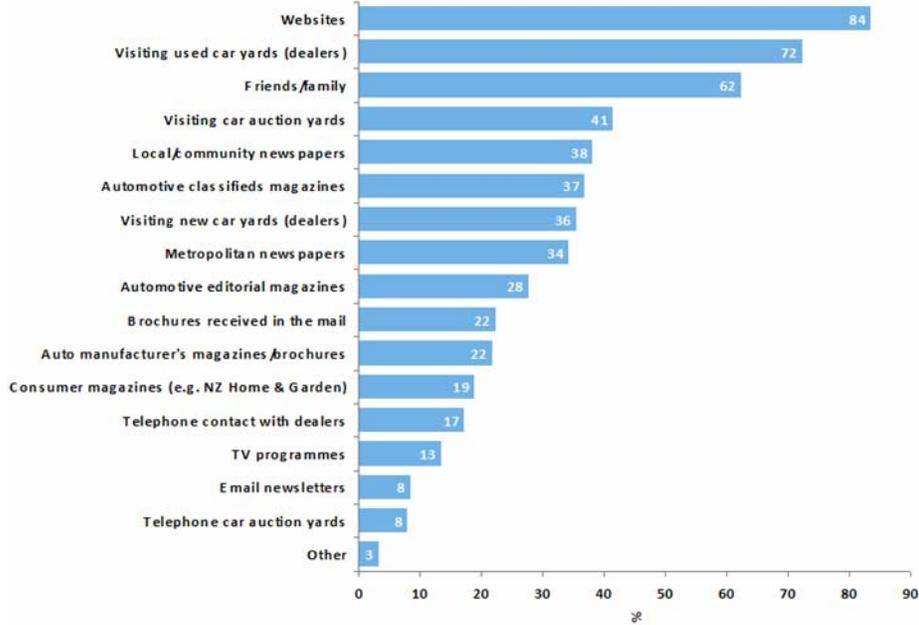
As far as which websites consumers researching vehicles to buy are heading to –Trade Me is exceptionally strong, with (85%) of respondents saying they have used the site. Other top sites used include Google (45%), Turners (39%), Autotrader (34%) and Trade and Exchange (32%). [Chart 2]

Nielsen Online Research Director Tony Boyte says “Even with the current strong visitation numbers for automotive websites, there is still excellent growth potential for online auto resources.

“While sites such as Trade Me are already well patronised as an automotive research buying and selling tool, the report shows there is definitely room for other auto websites to further tap into the consumer trend to head online for buying and selling their cars.”

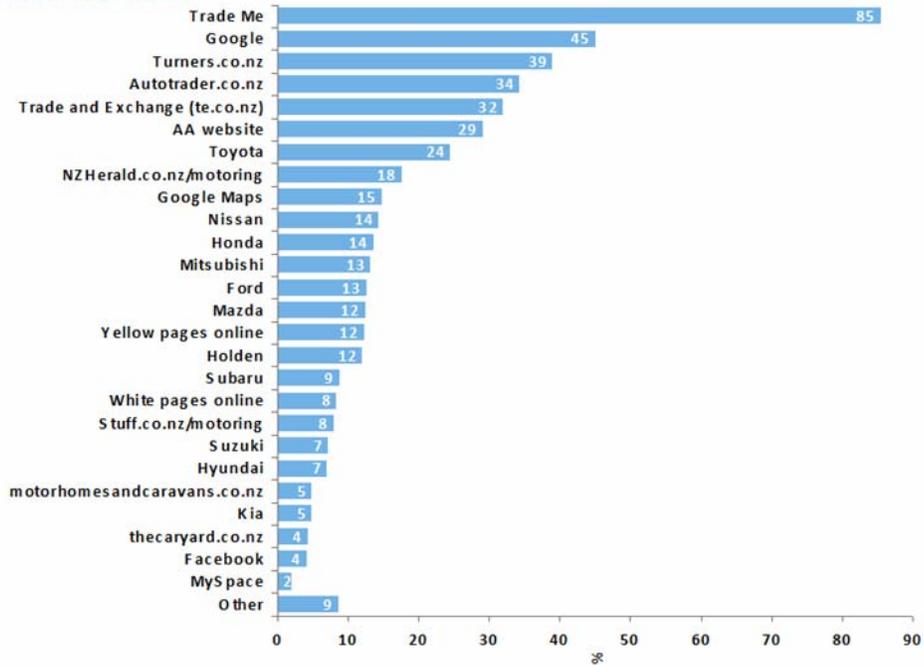
Boyte continues, “To help drive this growth, there are areas where online publishers can lift their game to further improve their functionality and content. Common requests by survey respondents to aid them in their purchase decision making and selling online are the use of price guides, comparison tables/tools, the inclusion of safety specs, a high quality search function and the use of improved imagery.”

Chart 1
New Zealand Automotive Search Report 2009
Resources Used by Vehicle Buyers



AB17 What are all of the different types of resources you would consult for the purpose of researching your vehicle purchase and locating vehicles listed for sale?

Chart 2
New Zealand Automotive Search Report 2009
Websites used by Buyers



April 8, 2009

AB21 Please indicate the specific websites you have used to research vehicles generally and or find relevant vehicles that are listed for sale

Editor's Note

Please source to the Nielsen Online Automotive Search Report, April 2009. Data was collected via an email invitation in February 2009 and the sample includes 884 Vehicle Buyers and 649 Vehicle Sellers in New Zealand.

Ends

Nielsen Online Automotive Search Report is the very first report of its kind in New Zealand and provides an accurate and reliable measure of online's effectiveness in reaching consumers throughout their vehicle purchase process. The report also provides the following: vital intelligence on the effectiveness of the online channel and its share of mind among car buyers and sellers, an in depth understanding of the key online and offline automotive information resources used in the decision making process, compares consumer awareness and perceptions of online automotive website brands and gives an understanding of drivers to use and loyalty levels. As well as utilising a national online survey conducted among 2000 Internet users aged 16 years and over, broad market context has been drawn from the following proprietary Nielsen Online services: Market Intelligence, AdRelevance and BuzzMetrics

About Nielsen Online

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

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