

## Consumers Age 35-44 Are Most Likely to Buy a Car in the Next Six Months; Presence of Children in the Household Significantly Increases Automotive Purchase Intent

### comScore Media Metrix AiM Data Reveal that Larger Cars are Still Preferred by many Consumers

**RESTON, VA, June 26, 2006** - comScore Media Metrix today revealed the automotive purchase intent, online visitation habits and automotive ownership tendencies of American consumers who are most likely to purchase an automobile in the next six months. This study, the first of a series of industry-specific analyses from the comScore Media Metrix "Audience insight Measures" (AiM) media planning tool, shows that Internet users age 35-44 are 18 percent more likely than the average online adult to make an automotive purchase this year. This segment of likely auto purchasers represents more than 6 million U.S. consumers. Additionally, 25-34 year-olds are 17 percent more likely than the norm to purchase an automobile, representing nearly 5 million consumers.

Notably, the analysis shows that the presence of children in the household significantly increases automotive purchase intent for these two groups. Respondents age 25-34 with one child (referred to as "New Families" in this analysis) are 41 percent more likely than the average Internet user to purchase an auto in the next 6 months, while 35-44-year-olds with two children (referred to as "Established Families") are 27 percent more likely than the norm to do so.

The study also found that despite the similarities in the car-purchasing intent of these two groups, their online visitation habits are quite different. This disparity (Table 1) illustrates the need for marketers to employ different tactics to reach these distinct groups. These visitation trends are based on comScore's ability to passively observe panelists actual Web-wide browsing behavior, which is then combined with AiM's qualitative survey research methodology to provide a robust level of insight into consumer behavior and attitudes.

"Auto manufacturers looking to reach 25-34-year-olds who intend to purchase an automobile should be directing their advertising dollars to a much different set of Web sites than those targeting 35-44-year-olds," said Jack Flanagan, executive vice president of comScore Media Metrix. "The ability to understand consumers' engagement with specific types of Web content is critical to developing effective and efficient media plans."

**Table 1**

<b>Top Indexing Sites Among Stated Groups who Intend to Purchase an Auto in the Next 6 Months</b>			
<b>Source: comScore Media Metrix AiM</b>			
<b>Top Indexing Sites among "Established Families" who are likely to buy automobile in next 6 months</b>		<b>Top Indexing Sites among "New Families" who are likely to buy automobile in next 6 months</b>	
<b>Site</b>	<b>Composition Index</b>	<b>Site</b>	<b>Composition Index</b>
Disney Channel	338	BABYCENTER.COM	309
Nickelodeon Network	314	WEATHER.COM Home Page	238
BHG.COM	203	ORBITZ.COM	228
BURST! Media Education	193	Yahoo! Insider	198
		Yahoo!	

FREEWEBS.COM	193	Messenger (Application)	176
AOL Games	187	HALLMARK.COM	172
MSN Games	182	Yahoo! U.S. News	162
MSN Messenger Applications	182	Yahoo! Address Book	150
BURST! Media Family	171	ESPN	145
CLUBMOM.COM	170	EBAY.COM Home Page	139

Based on Media Metrix Ad-Focus list, which reports the top advertising-supported sites on the Internet

Note: Composition index is the propensity of a specific segment to visit a site compared to the average Internet user. An index of 100 represents parity. An index of 338 should be read as "238 percent more likely than average to visit site X."

### Large Cars Still Preferred Most among Americans

The analysis showed that the most popular type of auto owned among both "Established Families" and "New Families" is the mid-size sedan or coupe, with 36 percent and 54 percent ownership, respectively. Full-size sport utility vehicles are second in popularity with both segments, garnering 28 percent ownership among "Established Families" and 27 percent ownership among "New Families".

"Increasing fuel costs and the growing focus on foreign oil dependency will no doubt impact consumers as they consider vehicle size, and energy-efficient models such as hybrids, during the shopping process," Flanagan commented.

**Table 2**

<b>Types of Automobiles Owned by Stated Groups</b>		
<b>Source: comScore Media Metrix AiM</b>		
<b>Car Type</b>	<b>Percent Ownership among "Established Families"</b>	<b>Percent Ownership among "New Families"</b>
Midsize sedan/coupe	36.3%	53.5%
Full-size sports utility	27.6%	26.7%
Minivan	22.5%	7.1%
Full-size pickup	21.5%	14.2%
Compact sedan/coupe	19.9%	25.0%
Compact sports utility	15.8%	13.4%

### About this Research

This analysis was conducted using the recently released edition of Audience Insite Measures (AiM), comScore's consumer analysis and online media planning tool. AiM combines more than 4,600 in-depth lifestyle, product usage, and demographic characteristics with comScore's continuously and passively captured behavioral measurement, which spans more than 10,000 online entities.

The foundation of the AiM service is an extensive lifestyle and product usage survey fielded to comScore panelists, which is integrated with the passively observed online behavior at the respondent level. By using this methodology, AiM provides granular insight without relying on consumers to recall the complete details of their online browsing behavior.

AiM is delivered as a component of the comScore MyMetrix service. This integrated approach, consistent with other comScore Media Metrix applications, provides users with the advanced capabilities of the AiM database while maximizing efficiency and ease of analysis.

AiM is used by leading publishers, advertising agencies and ad networks, including Advertising.com, AOL, AvenueA, Belo Interactive, Burst! Media, Careerbuilder, Clear Channel, Cox Communications, Digitas, GameDaily, Knight-Ridder, Leapfrog Online, Media Contacts, Modem Media, Moxie Interactive, OMD, Starcom IP, Terra, Universal McCann, ValueClick Media and Yahoo!.

#### **Note to Readers:**

Marketing industry professionals and members of the media may request the complete report by visiting [www.comscore.com/aim\\_auto.asp](http://www.comscore.com/aim_auto.asp).

#### **About comScore Media Metrix**

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

#### **About comScore Networks**

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

Contact:

Andrew Lipsman  
comScore Networks  
(312) 775-6510  
[press@comscore.com](mailto:press@comscore.com)