



**MEDIA
INFLUENCE**
ON CONSUMER CHOICE

AUTOMOTIVE

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IV

Methodology+Definitions

Ad-ology Media Influence on Consumer Choice Survey

Ad-ology Research surveyed an online consumer panel of 1159 adults in a manner that is 98% representative of the adult population of the United States. All online survey interviewees were screened to identify and verify user information, location and demographics and to delete all duplicate/multiple entries.

The survey results were weighted by geographic region, age, race, income, marital status, presence of children in the household and gender to more accurately reflect the population. The demographic weighting parameters were derived by New York-based EASI Demographics using a special analysis of the latest U.S. Census Bureau data and other demographic and economic sources.

The margin of error for this survey is +/- 2.88 percentage points. The margin of error in sub-groups representing purchasers of particular products/services will be higher - generally +/- 6.75 percentage points. The actual margin of error will be listed with the data displayed.

Ad-ology Research is used by over 2,000 advertising agencies, product marketing departments, and media properties across the United States. Ad-ology is a registered trademark of Sales Development Services, Inc.

Definitions

For the results displayed from this survey, the following definitions were used:

The term "recently" was left to the survey respondent to determine. This determination may vary by respondent.

Product Quality refers to the quality of the product/service purchased or considered.

Purchase Price refers to the amount charged to the customer for the product/service purchased or considered.

Northeast is the region defined by the U.S. Census Bureau that includes: NY, NJ, PA, CT, MA, RI, NH, VT and ME.

Midwest is the region defined by the U.S. Census Bureau that includes: OH, MI, IL, IN, WI, MO, IA, MN, ND, SD, NE and KS.

South is the region defined by the U.S. Census Bureau that includes: OK, TX, AR, LA, MS, AL, GA, FL, SC, NC, TN, KY, WV, VA, MD and DE.

West is the region defined by the U.S. Census Bureau that includes: CA, OR, WA, ID, MT, WY, CO, NV, AZ, UT, AK, HI and NM.

User-Generated Content was defined as social networking sites, blogs, online opinion/review sites, reader feedback/comments, online feedback sites, and message boards.

Videos was defined for survey participants as "video watched online or downloaded."

Product Reviews was defined for survey participants as "product reviews and/or comments from other buyers."

Email was defined for survey participants as any "newsletter or advertisement" received by email.

Higher Income is defined as annual household income of \$100,000 and up.

Middle Income is defined as annual household income between \$35,000 and \$100,000.

Lower Income is defined as annual household income of \$35,000 and under.

Sports Sponsorship was defined for survey participants as "sponsorship of a sports team, league or event."

Cause Marketing was defined for survey participants as "support of a cause or charity that is important to you."

Television includes all information or advertisements provided by broadcast TV, cable TV or other forms of TV that is NOT watched online.

Radio includes all information or advertisements provided by broadcast radio, satellite radio or other forms of radio that is NOT listened to online.

Magazines include all information or advertisements provided by national magazines, city/local magazines or other magazines.

Newspapers include all information or advertisements provided by daily newspapers, Sunday newspapers, suburban newspapers or other types of newspapers that are NOT read online.

Out-of-Home was defined for survey participants as "advertisements seen outside your home" and includes outdoor media/billboards and movie screen advertising.

Direct Mail was defined for survey participants as "advertisements mailed to you" and includes all forms of advertising received in one's mailbox including catalogs, circulars and billing stuffers.

Ad-ology Research

Ad-ology Research analyzes key marketing and advertising trends in over 440 industries, providing our clients with timely insights that cannot be found anywhere else. We provide dependable data, forecasts and analysis for winning new accounts and selling more to existing customers, while providing outstanding value so our clients can achieve accountability without compromise.

Ad-ology Research is used by over 2,000 advertising agencies, media properties, and corporate marketing departments across North America. More information is available online at: www.Ad-ology.com.

In addition to the Media Influence on Consumer Choice series, other exclusive Ad-ology research is available through the Research Store at www.ad-ology.com:

- **Small Business Marketing Forecast** - What U.S. small business owners are planning for sales, advertising, online marketing, social networking, and more.
- **Industry Marketing Insights** - Ad+marketing insights for more than 300 B2C + 100 B2B industries, plus budget estimates, demographics, and CMO insights.
- **Consumer Spending Forecasts** - Estimates+analysis of annual consumer spending on your choice of 600+ products/services. Geographic, demographic, and Life Stage data, plus five-year projections.

Ad-ology provides numerous resources for marketers and advertisers:

- **MarketingForecast.com** provides a compilation of the latest forecasts, challenges, and opportunities for advertisers and marketers every business day.
- **Marketing Forecast iPhone App**. Designed to keep strategic advertisers and marketers up-to-speed on industry research, news, and trends. Available free in the App Store.
- **Ad-ology Insights video podcast**. This monthly video briefing features the latest industry trends, consumer insights and exclusive data from Ad-ology Research. Available through iTunes or YouTube.com/adologyresearch.

Ad-ology Research was created as a division of Sales Development Services (SDS), Inc. in December 2005. Ad-ology's parent company is based in Westerville, Ohio and was founded in October 1989. Ad-ology is a registered trademark of SDS.

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