



Mobile Web & App Usage for Automotive Shoppers

Conducted on behalf of Cars.com by Nielsen

Introduction

Mobile devices have changed the way consumers shop, making everything from pricing and features to consumer reviews accessible from anywhere – standing in line at the coffee shop, at home during a commercial break or even at the point of sale. More than one in three adults carry a smartphone and one in 20 carry a tablet¹, making it imperative that retailers understand this audience to remain competitive.

Automotive retailers in particular must adapt their processes for the mobile user – 83% of mobile car shoppers carry a smartphone and 28% carry a tablet, according to “Mobile Web and App Usage for Automotive Shoppers,” an online survey of more than 1,600 recent automotive purchasers and intenders* conducted by Nielsen on behalf of Cars.com to gauge how consumers are using their mobile devices throughout the car shopping process.

The survey revealed that mobile car shoppers are younger, affluent and more likely to be shopping for a new car, and most of their activities revolve around research, price shopping and dealer information. Users are most often engaging in these activities at home, at the office, on-the-go and even on the dealership lot. While most respondents reported that they use their device’s web browser to access mobile websites during the car-shopping process, many stated that they actually prefer using downloadable mobile applications offered through application stores, such as Apple’s App Store, the Android Market and Blackberry AppWorld.

The following is a summary of the survey’s findings.

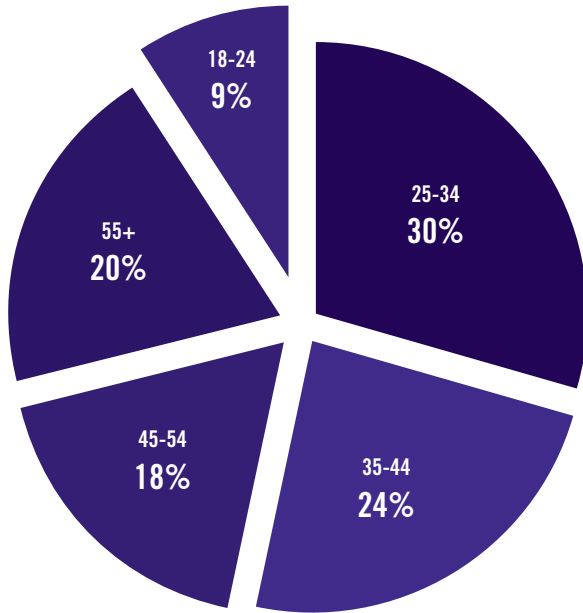
Mobile car shoppers are younger and affluent

The survey revealed that the average age of mobile car purchasers is 41 years old, with new car purchasers averaging 42 years old and used/certified pre-owned purchasers averaging 38 years of age. These results indicate a younger audience than the overall car-buyer internet population, which averages 54 years old for new² and

44 years old for used/CPO³, according to J.D. Power and Associates. **Cars.com mobile purchasers are younger– 50% of Cars.com app users and 48% of mobile web users are between 18 and 34 years old vs. 38% of overall mobile car purchasers.**

Mobile car shoppers are also affluent, with 68% having a household income in excess of \$75,000 and 18% report HHI in excess of \$150,000. New car purchasers and intenders over-index in this category – 70% of new car shoppers have a household income of more than \$75,000, and 21% reported HHI of more than \$150,000. Respondents pay between \$20,000 and \$40,000 for their vehicles on average.

Age



Mobile car shoppers are more likely to be in the market for a new car

Respondents self-identified as new car purchasers or intenders by more than 2 to 1 compared with used car and CPO shoppers. Of recent purchasers, 73% indicated they purchased a new car, while 22% purchased a used vehicle and 13% purchased certified pre-owned. Of intenders, 69% plan to purchase a new vehicle, compared with 28% who plan to purchase used and 25% who plan to purchase certified pre-owned.

² Source: J.D. Power and Associates 2011 Offline Media ReportSM - Summer

³ J.D. Power and Associates Power Information Network[®] Certified Pre-Owned Vehicle Report

Mobile web usage dominates apps, but those who use both often prefer apps

Nearly all respondents have used mobile websites for car shopping vs. 57% who said they use apps, driving the need for sites that are optimized for all different screen sizes. Respondents reported they access mobile websites more often than mobile apps, with 39% of respondents using mobile websites once per week or more, compared with 23% of app users who use their automotive apps once per week or more.

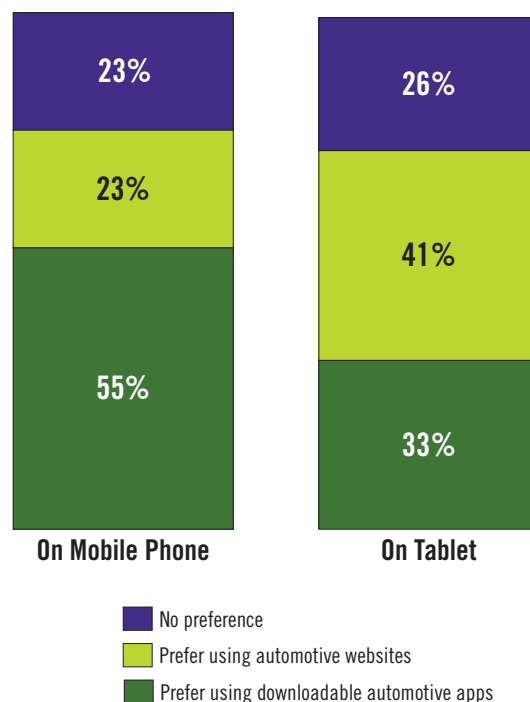
Despite higher overall usage of mobile web vs. apps, many respondents with experience using both actually prefer apps. This is particularly true when it comes to mobile phone usage – 55% of respondents who have used both on their phones prefer apps over mobile websites, compared with 33% of tablet users who prefer apps. As more quality apps become available specifically for tablets, it will be interesting to note whether a shift occurs with tablet users toward apps.

Mobile activities revolve around research, price shopping and dealer information, but there is also interest in special offers and financing

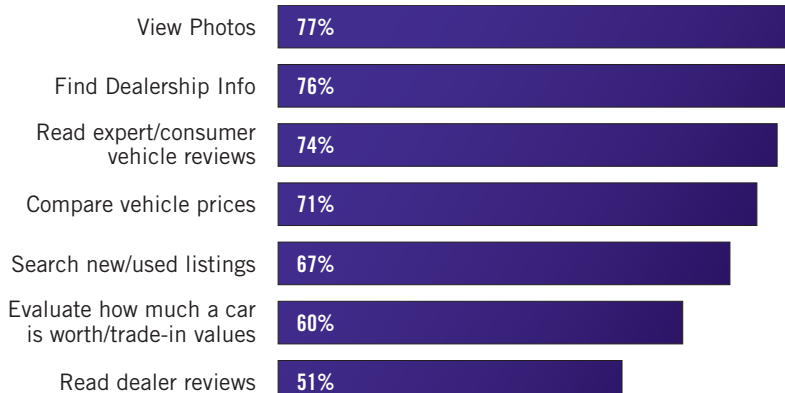
The survey also captured the activities in which mobile car shoppers are most often engaging, including viewing photos, finding dealership information, comparing vehicle prices, searching listings and reading dealer reviews. Users are engaging in these activities at home (92%), at the office (66%) and on the go (64% outside, 59% from a restaurant/café/bar and 54% waiting in line).

Remarkably, 53% of respondents revealed they use their devices while on the dealership lot – a statistic that increases to 57% when looking at recent purchasers.

Preference: Automotive App vs. Website



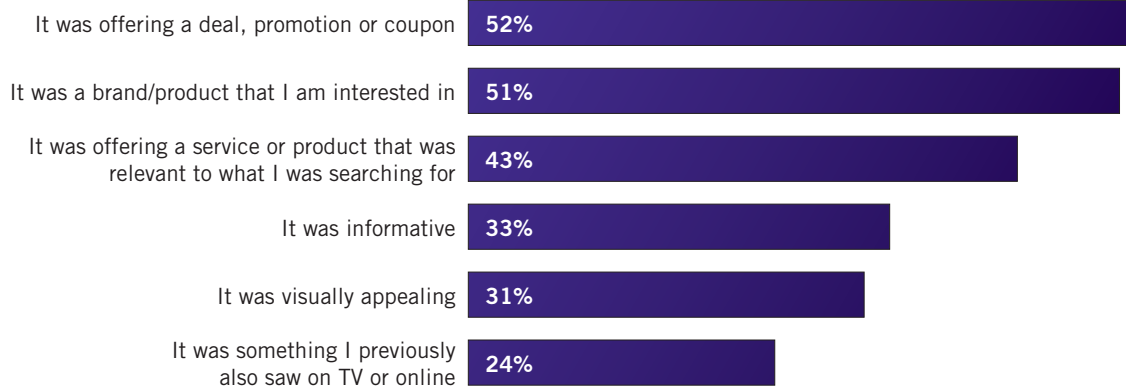
Mobile Activities



Mobile advertising resonates – promotions and familiarity with brands drive engagement

Most survey respondents have taken action on a mobile advertisement at least once, with nearly 1 in 5 engaging at least once a week. Restaurants/dining ads prompted the most engagement (50%), followed by entertainment (41%) and automotive (40%), and 52% of respondents revealed that a deal, promotion or coupon motivated their engagement, followed by brand awareness (51%) and relevancy (43%).

Reasons for Ad Engagement



About the study

In May 2011, Cars.com commissioned Nielsen to conduct an online survey of over 1,600 smartphone, advanced feature phone and tablet users who reported that they had used automotive applications and/or mobile websites in the vehicle shopping process.

- “Automotive” includes apps and websites that help you research, decide on, or find a vehicle to purchase or lease such as finding listings of new and used cars for sale, comparing car prices, reading car reviews, finding financing information and viewing car photos, etc.
- Respondents either purchased a car in the past 6 months or are planning to purchase one in the next 6 months.

About Cars.com

Cars.com was recently named the “Best Overall Customer Experience” by Keynote Systems, the leader in Internet and mobile cloud marketing. Cars.com is an online destination for car shoppers that offers information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. Cars.com offers thousands of new and used vehicle listings, consumer reviews, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and many other tools. Cars.com put millions of car buyers in control of their shopping process with the information they need to make confident buying decisions. Launched in June 1998, Cars.com is a division of Classified Ventures, LLC, which is owned by leading media companies, including Belo (N.Y.S.E: BLC), Gannett Co., Inc. (N.Y.S.E: GCI), The McClatchy Company (N.Y.S.E: MNI), Tribune Company and The Washington Post Company (N.Y.S.E: WPO).