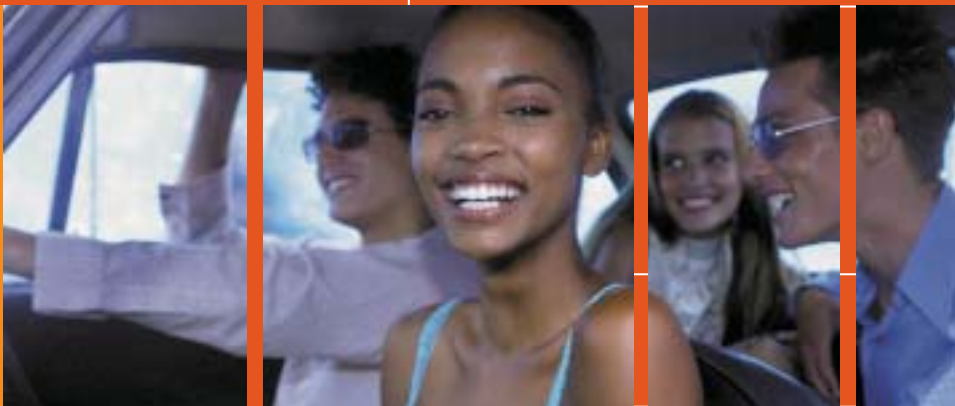


# AUTOYOUTH<sup>SM</sup>

Automotive Young Adult & Teen Study



UNDERSTANDING & MONITORING YOUTH BRAND PREFERENCES  
AND OEM VEHICLE & AFTERMARKET PURCHASE BEHAVIOR



## IN-DEPTH YOUTH MARKET INTELLIGENCE

Harris Interactive's AUTOYOUTH is an annual, multi-client study platform utilized to collect and analyze feedback from various youth groups concerning brand preference formation, early vehicle purchase influences and new vehicle purchase intention by segment and brand. AUTOYOUTH is a joint effort between Harris Interactive's Youth Practice and its Automotive & Transportation Research group.

For this study, AUTOYOUTH surveys over 3,000 U.S. panelists each year from its own Youth and Automotive Insights panels, particularly U.S. Generation Y-Millennials from ages 13-29.

- Ages 13-15, Influencer  
Harris Interactive Youth Panel
- Ages 16-18, Early Driver  
Harris Interactive Youth Panel
- Ages 19-22, Young Adult  
Harris Interactive Automotive Insights Panel
- Ages 22-29, New Vehicle Purchaser  
Harris Interactive Automotive Insights Panel

HOW MUCH INFLUENCE DO YOUNG  
ADULTS AND TEENS EXERT ON THEIR  
FAMILY'S VEHICLE PURCHASE DECISION?

HOW ARE BRAND PREFERENCES FORMED  
WITH YOUNG ADULTS AND TEENS?

WHAT ROLE DO PARENTS PLAY IN  
A YOUNG ADULT'S VEHICLE  
PURCHASE DECISION?



## AUTOYOUTH KEY FINDINGS

AUTOYOUTH's study design and survey was co-designed with extensive OEM, advertising agency and supplier feedback. Thus far, advisor participation includes over 20 vehicle manufacturers, suppliers and advertising agencies.

The AUTOYOUTH study answers the following critical questions:

- How much influence do young adults and teens exert on their family's vehicle purchase decision?
- How are brand preferences formed with young adults and teens?
- What is their brand experience to date from new and used vehicles?
- What key life-stage events affect new vehicle purchase decisions?
- What role do parents play in a young adult's vehicle purchase decision?
- What segments or vehicle types are preferred by each age group?
- What features/content are young adults willing to purchase from dealers? Aftermarkets?
- What percentage are DIY (Do It Yourself) vs. DIFM (Do It For Me)?
- To what degree does personalization play into their vehicle purchase decision?
- What financial terms – purchase vs. lease – do they prefer?
- How tech savvy are these young adults and teens?
- What level of interest do they have in "tuned," customized or special version vehicles?
- What media do young people utilize – magazine, cable TV, network TV, newspaper, internet and/or radio – when getting informed about a new vehicle?
- What is the importance of cost, fuel economy, safety, warranty, service, design and leasing on new vehicle purchases?

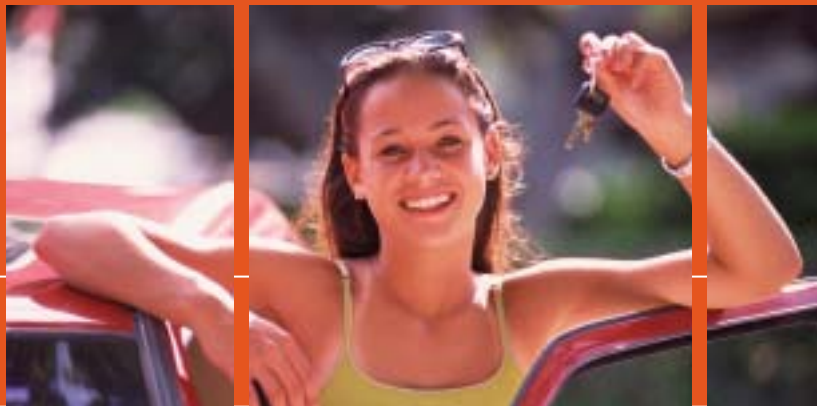
## SPECIALIZED CUSTOMIZATION

AUTOYOUTH's flexible Internet-based study platform also allows clients to insert specialized, proprietary questions into this annual study to gain insights into proprietary topics, products and marketing strategies. Specialized follow-up studies are also available to leverage existing AUTOYOUTH groups like Influencer, Early Driver, Young Adult and New Vehicle Purchaser respondents.



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