

Profiling automotive website users

[Effective Measure](#), a digital audience measurement and research company, has released figures indicating the profile of automotive website users in South Africa. Over 78% of 886 000 users are males in relationships, indicating that this demographic is the most engaged audience in the car-buying process.



Effective Measure's business development manager in South Africa, [Francois Vorster](#), highlights the importance of retaining this engagement, "Attached males take pride in gathering as much information as possible before committing to a car purchase and therefore automotive sites that successfully resonate with this demographic will most likely have a higher sales lead conversion."

Demographic profile

- Male manager, qualified employee or business owner between 25 to 40 years old
- Married, living together or in a partnership
- Monthly household income of R30 000 upwards

- Lives in a household with up to three people in self-owned house

Factors influencing car purchase decisions

(Source: Effective Measure/DMMA South Africa Automotive Survey - June 2011)

- Brand 45.58
- Fuel intake 72.39
- Design 40.35
- Performance 51.15
- Features 44.78

- Price 73.72

"The data provides the automotive industry with the opportunity to adapt its marketing strategies for maximum reach. With over 7% of the total audience accessing automotive sites on their mobile phones, advertisers may wish to explore integrating mobile friendly interfaces," he concludes.