



Well-informed Decisions

Foresight Research

2023 Automotive Public
Relations Immersion Report©

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Articles or news stories in print or electronic media are the most effective communication influencing buyers – higher than digital and TV – and even the dealer experience. When comparing the typical public relations budget to the marketing budget the PR budget is not insignificant, but Foresight Research calls it a marketing “best buy”.

So, to back this statement up a few facts are presented. In 2023 Foresight Research surveyed over 4,700 new car and truck buyers. Respondents were asked what marketing communications channel(s) influenced them to buy their new vehicle. 39% of all buyers responded that articles or news stories were extremely or very influential. Among all buyers, digital and TV advertising were a little more influential – 52% for digital and 40% for TV advertising. But a whopping 77% of buyers exposed to articles and/or stories were extremely or very influenced by those articles or stories. For TV that number is 40% and for the internet 58%. TV and digital have more reach but are not as effective. Given that the PR budgets are a marketing “best buy”.



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Source Data

- 4,737 new, non-fleet vehicle buyers surveyed during Summer, 2023
- Vehicle purchased October 2021 - Sept 2022
- Sampled via major US internet panel
- Weighted by brand sales mix and buyer demographics

Report Subscription **\$12,500**

Includes comprehensive one-hour delivery and Q&A



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Syndicated Solutions

- Key industry-wide analytics and insights
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- A fraction the cost of custom research



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- Full spectrum of methodologies available when appropriate
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