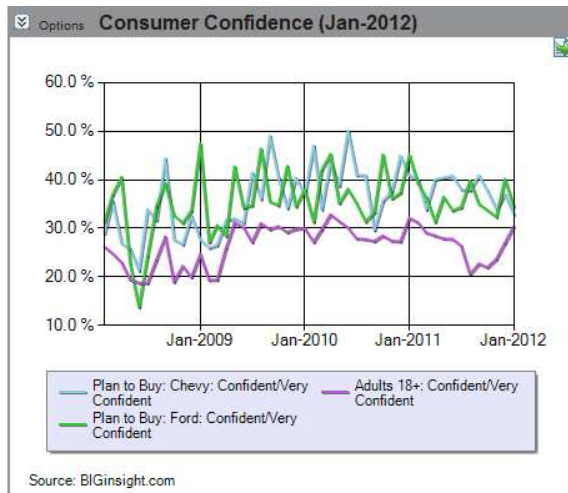


Are automotive purchase plans up or down from this time last year? Which brands are consumers most likely to consider purchasing? What price range are intenders interested in? Which brand owners and brand purchase intenders are more confident in the economy? How are gas prices impacting these consumers? Automotive InsightCenter illustrates how automotive purchase plans are changing, which brands are moving up and which are moving down, if current brand owners are planning to make a switch, how important automotive segments are feeling about the economy, and much more. It goes beyond traditional point-in-time data reports to trended insights in one easy-to-use, decision-ready format.



Go To www.AutoInsightCenter.com to register for the Automotive InsightCenter™



Insights Available:

- Automobile purchase plans for the next 6 months including vehicle type, new vs. used, price range, and the makes the shopper is considering
- Compare purchase plans and vehicle types (truck, SUV, hybrid) to gas prices
- Compare the purchase plans for and previous purchases of new and used vehicles to the Consumer Price Index for new and used vehicles
- Net Promoter Score* for current makes
- Impact of gas prices compared to actual gas prices
- Confidence, purchase deferrals, and other economic indicators for vehicle purchase intenders

*Net Promoter, NPS and Net Promoter Score are trademarks of Satmetrix Systems, Inc., Bain & Company, and Fred Reichheld

Features of the InsightCenter™:

- Data is automatically updated when new insights are available
- Charts are customizable by chart type, number of months (trend charts), segments (up to 3), and answers
- Automotive purchase intender, current owner, and demographic segments are available
- Data is trendable as far back as 84 months
- Charts are ready to put into presentations as images
- Data is exportable to .csv files
- Your login is unique to you; when you log out and log back in, your charts will be as you left them

Hide Consumer Confidence (Nov-2011)

Chart Type: Trend Trend Months: 12

Segment 1: Drive Most Often: Toyota
Segments 2 and 3 are only used by bar and trend charts.

Segment 2: HHI \$100K+

Segment 3: Hispanics

Check answers below to include in chart:

Very confident

Confident

Little confidence

No confidence

Confident/Very Confident

Diffusion Index

Update Chart

Data Sources:

- BIGinsight™ Montly Consumer Survey—Monitors 8,000+ consumers each month providing unique insights & identifying opportunities in a fragmented & transitory marketplace
- Media Behaviors & Influence™ Study—Consumer-centric survey of 20,000+ monitoring how they use media & how they are influence by it
- U.S. Department of Labor: Bureau of Labor Statistics—Consumer price indices
- Energy Information Association (eia.doe.gov) - Average all grades U.S. gas prices



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