

CONSUMER PROFILE

“Consumers.” “Guests.” “Drivers.” “Clients.” Whatever you want to call them, the people who walk in and out of your front doors every day are the ones you count on to make your cash register sing. They are the reason why your team stays focused all day long.

But what are they really thinking? Do you really know about them and how they approach the entire tire and vehicle service business? What they like about your shop or your competition? Thanks to Marketplace Insights, we can take you inside the minds of real-world tire and service consumers. Marketplace Insights conducts national and local customer attitude studies for numerous tire dealers and tire companies.

For the national study this Consumer Profile was drawn from, Marketplace Insights conducted 13,000 online interviews with recent tire and service buyers in 26 metro markets across the U.S. Those 26 markets represent an estimated 55% of the total retail replacement consumer tire demand in the U.S.

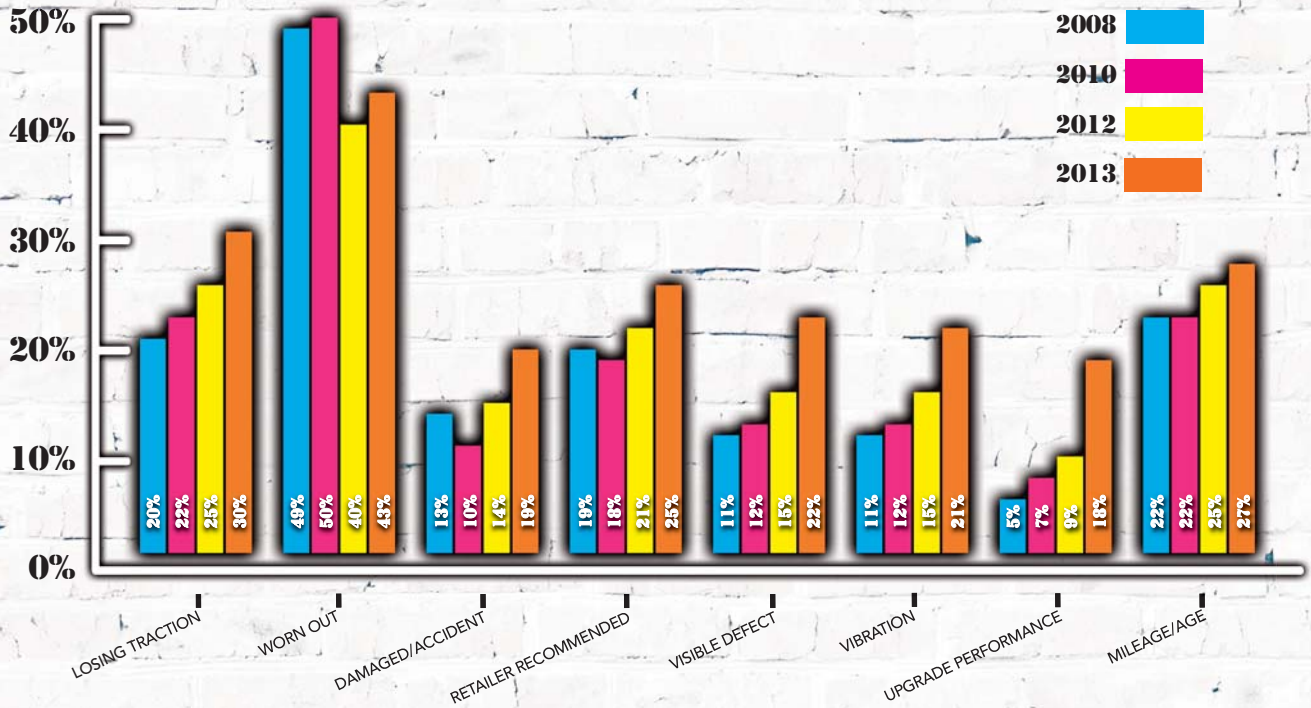
This report came from January-February 2014 interviews with recent tire and service buyers, with the results distilled into detailed national and metro market reports measuring buyer actions, thought processes and loyalty.

For more information about this study or Marketplace Insights' other research offerings, you can contact John Montgomery at john@mpinsights.com or at 920-487-8020.

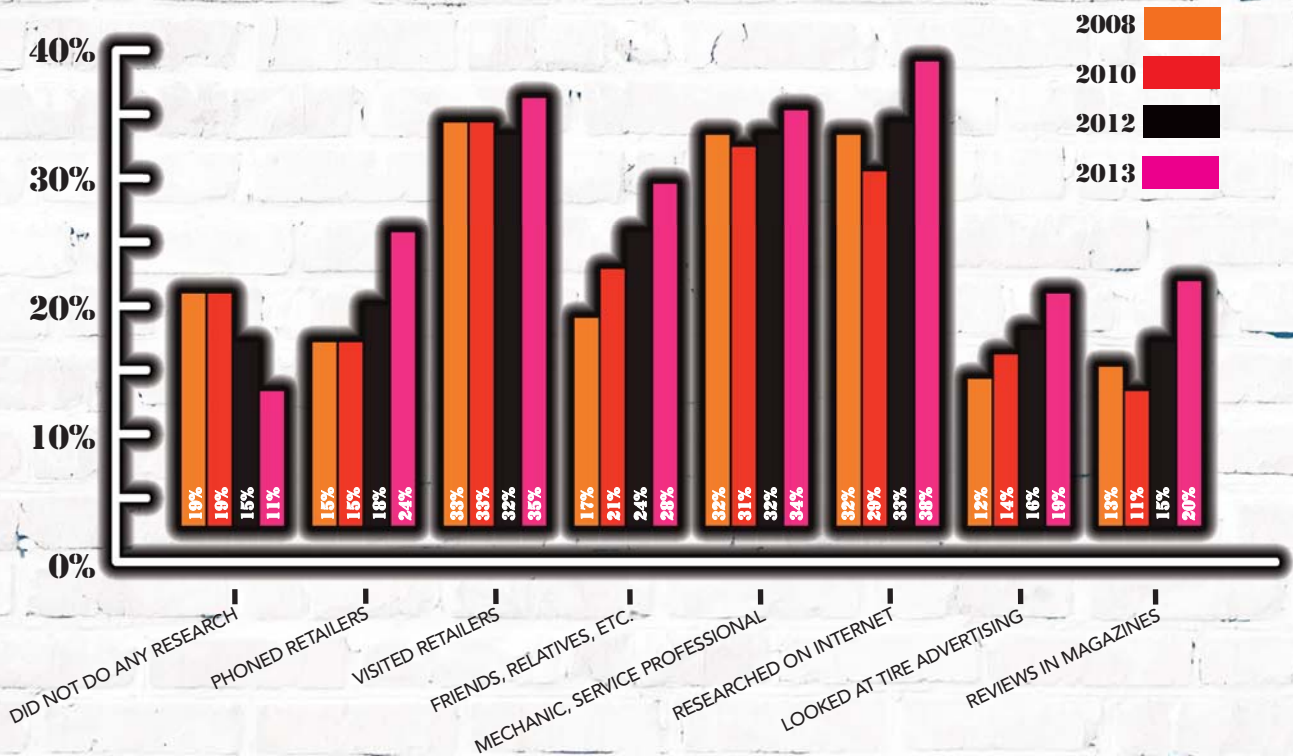
NUMBER OF TIRES PURCHASED



Reason Behind Consumer Tive Purchase



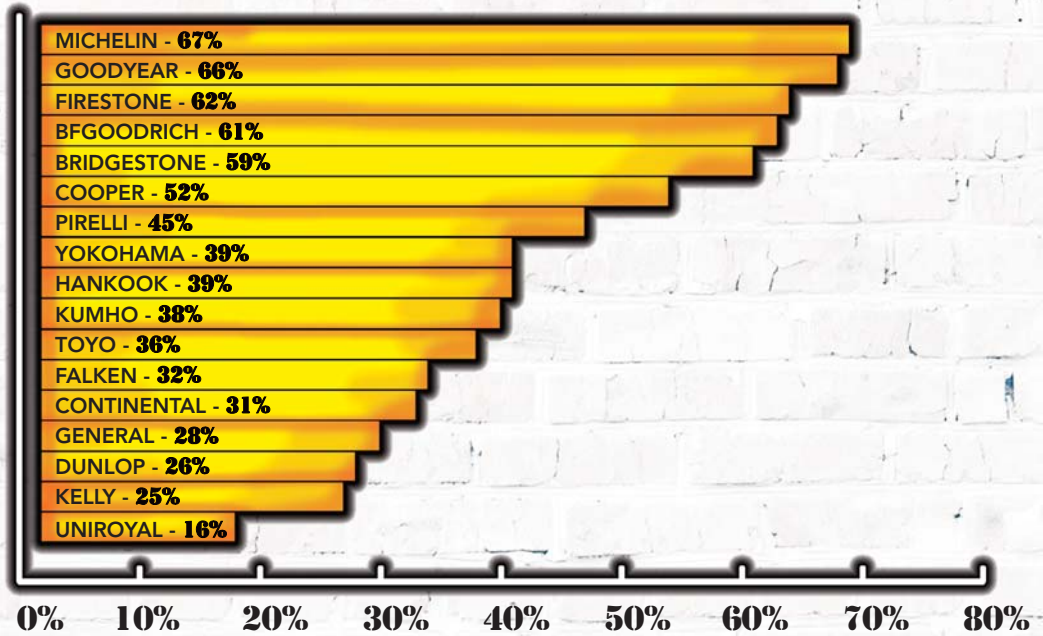
HOW CONSUMERS RESEARCH TIRE BUYS



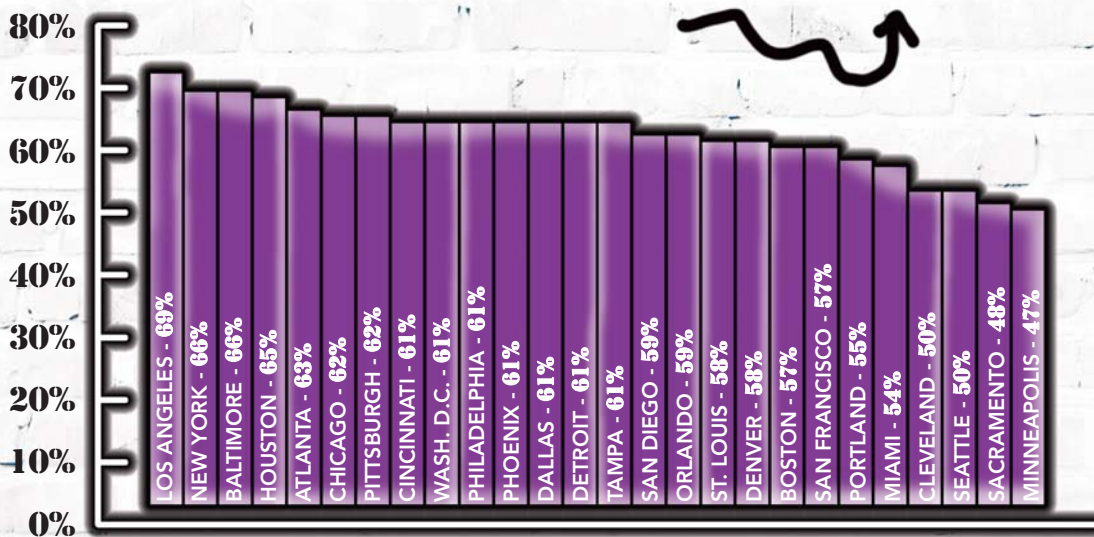
CONSUMER PROFILE



WHAT BRANDS ARE MOST POPULAR WITH BUYERS

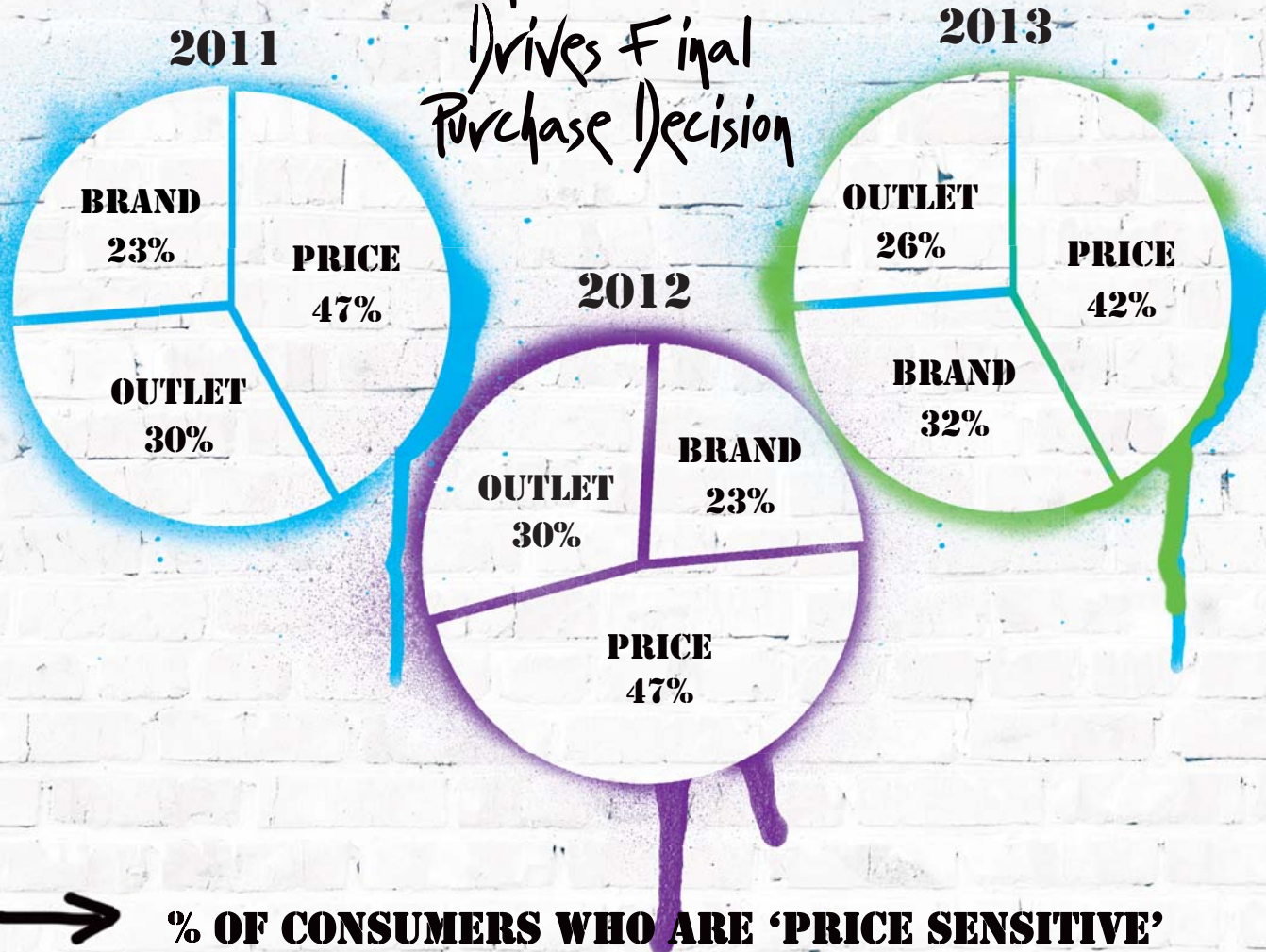


What % of Buyers Want a Specific Brand

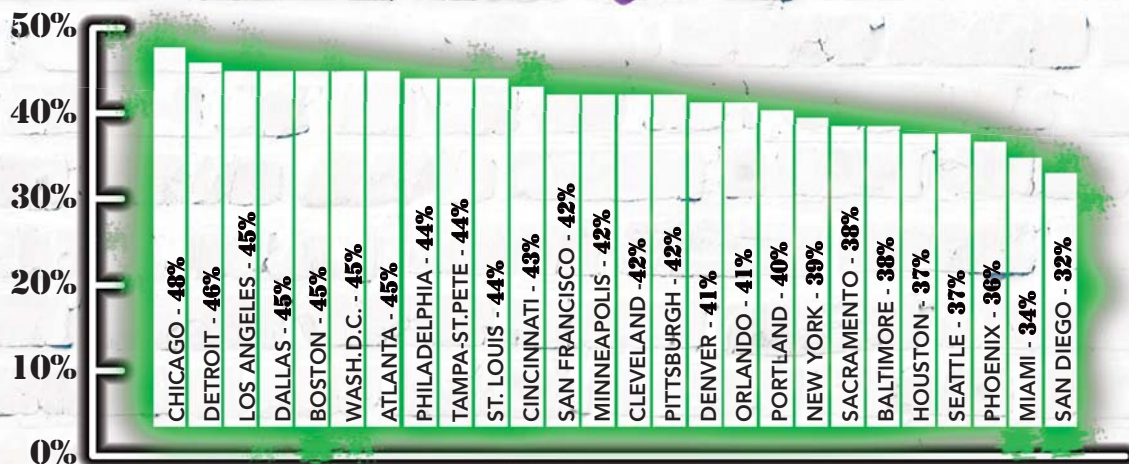


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→ What Factor Drives Final Purchase Decision

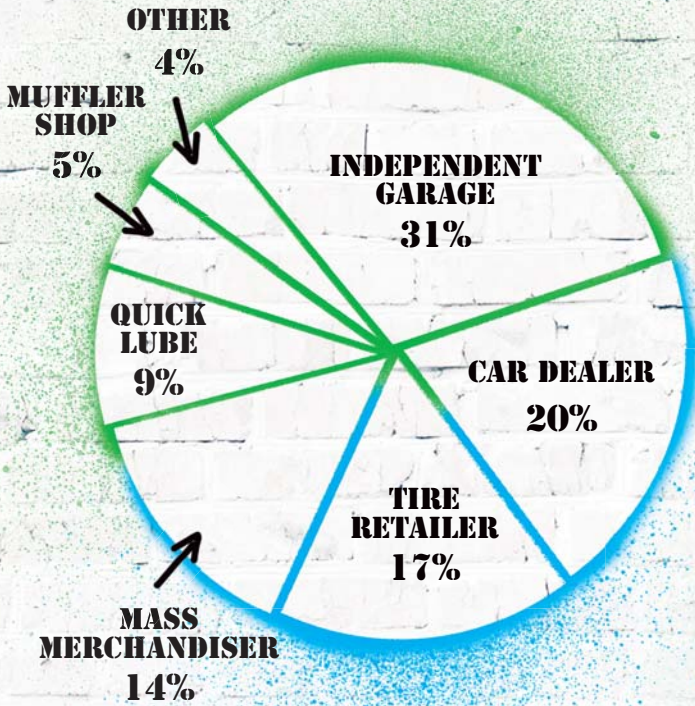


→ % OF CONSUMERS WHO ARE 'PRICE SENSITIVE'

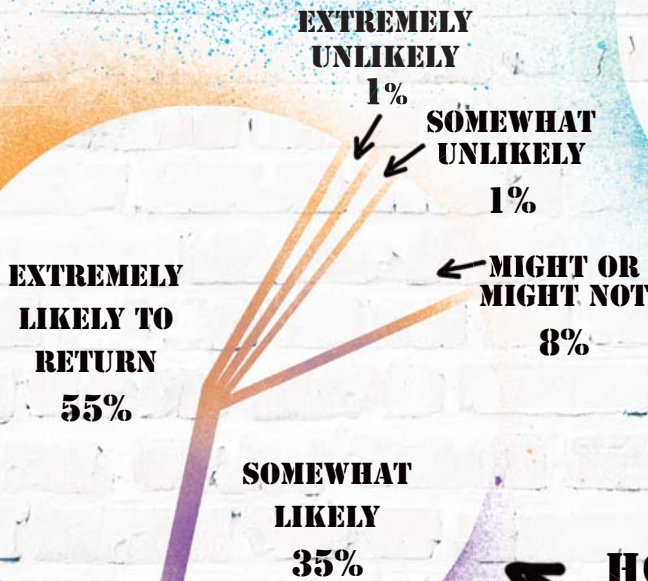
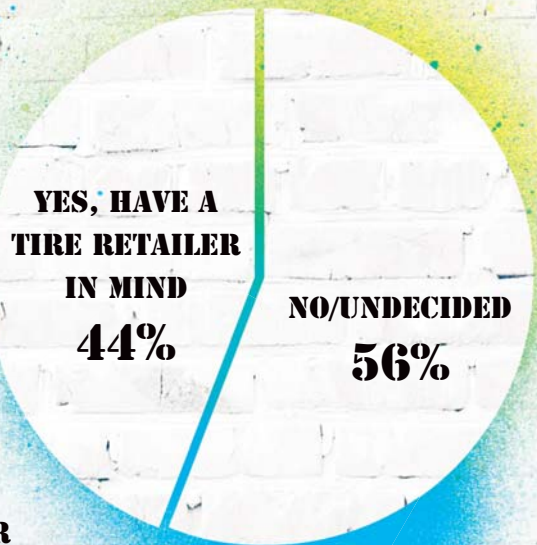


CONSUMER PROFILE

WHERE DO CONSUMERS GO FOR AUTO SERVICE?



DO CONSUMERS KNOW WHERE THEY WILL BUY TIRES?

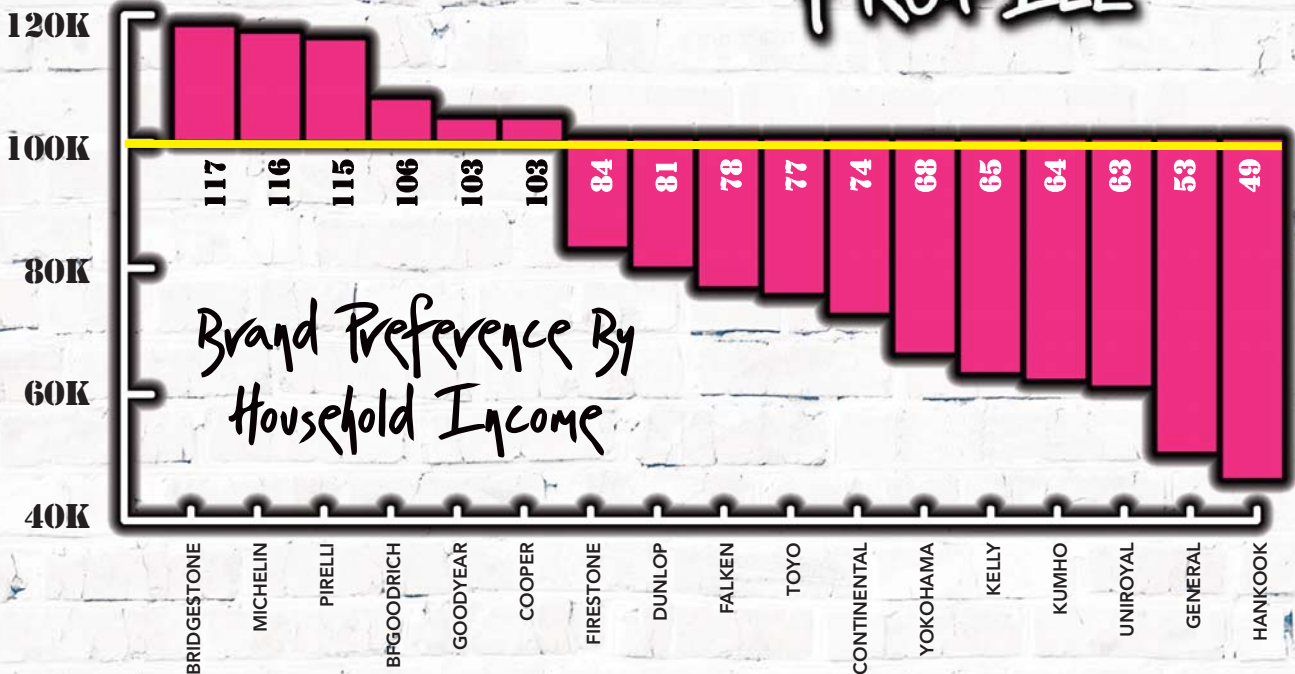


HOW LIKELY ARE THEY TO BE A RETURN SERVICE CUSTOMER?



SOURCEBOOK 2014

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- Automotive Lifts
- Air compressors
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- And much, much more



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