

Consumer Profile

"The Boss," those people who walk in and out of your front doors every day, they are the reason you get up every morning. They make you independent, and their purchases at your retail store, warehouse or commercial tire center pay your bills and your employees, and puts money back into the local economy.

They are the reason you and your team remains focused all day long.

But what do you really understand about them, especially the always-fickle retail buyer?

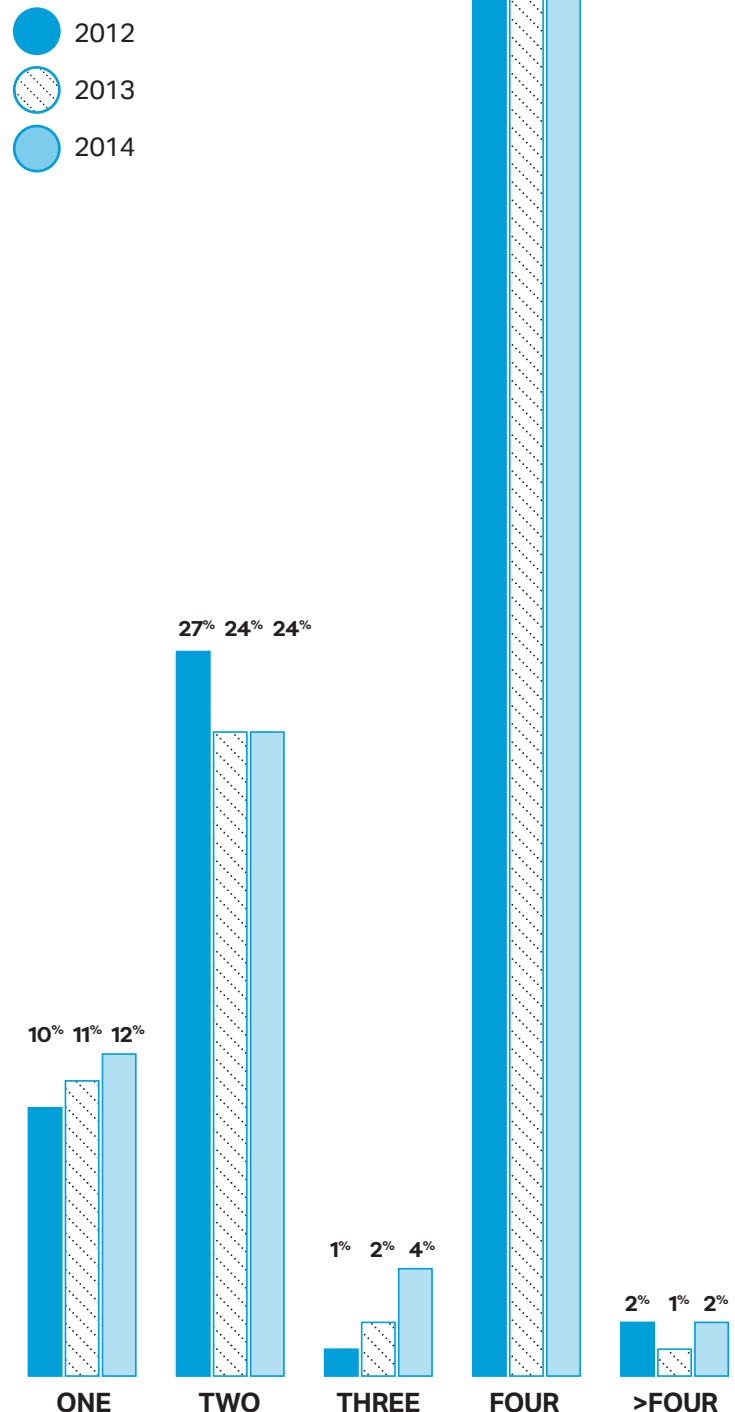
Thanks to Marketplace Insights, we can take you inside the mind of real-world tire and service consumers. Marketplace Insights conducts national and local customer attitude studies for numerous tire dealers and tire companies.

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.

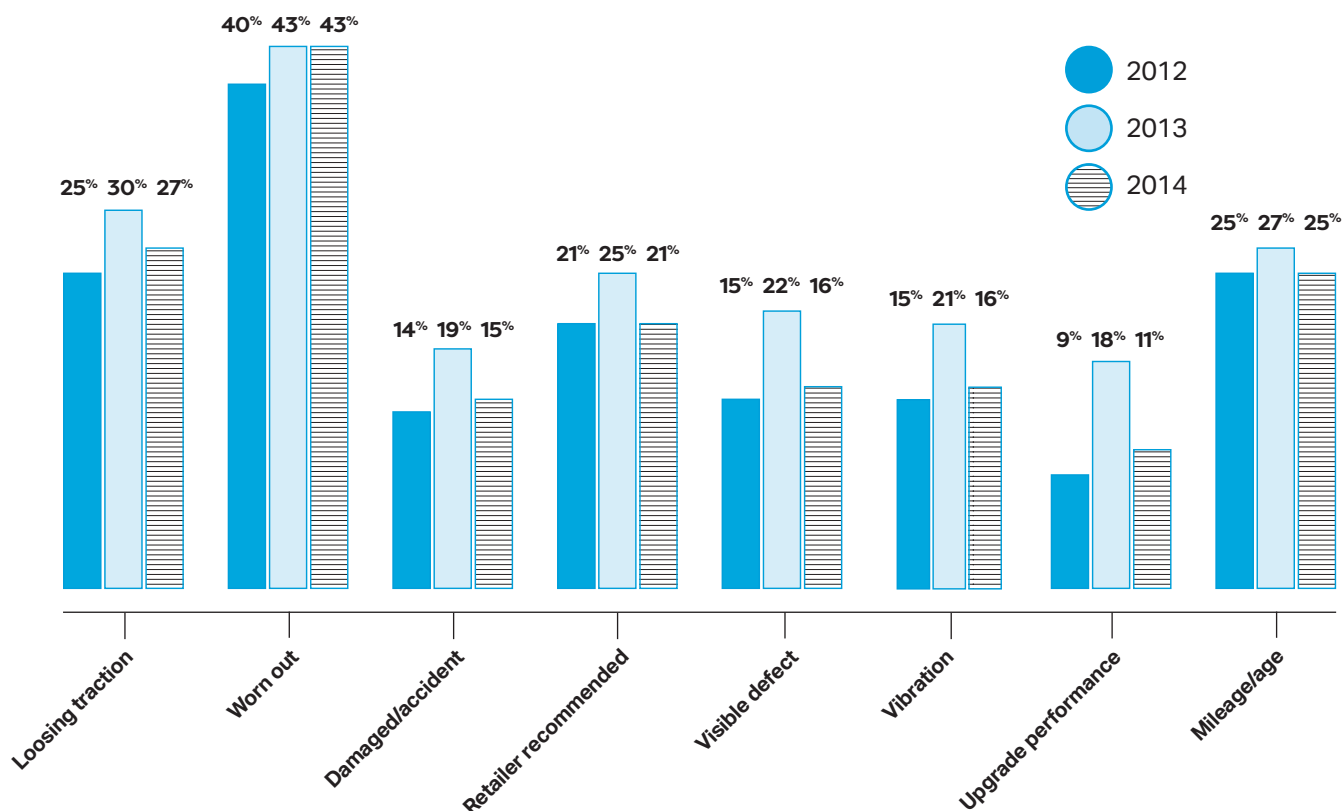
This report came from April-May 2015 interviews with recent tire and service buyers, with the results distilled into detailed national and metro market reports measuring buyer actions, thought processes and loyalty.

For more information about this study or Marketplace Insights other research offerings, you can contact **Steve Schroeder** at steve@mpinsights.com or at 440-864-2531. TR

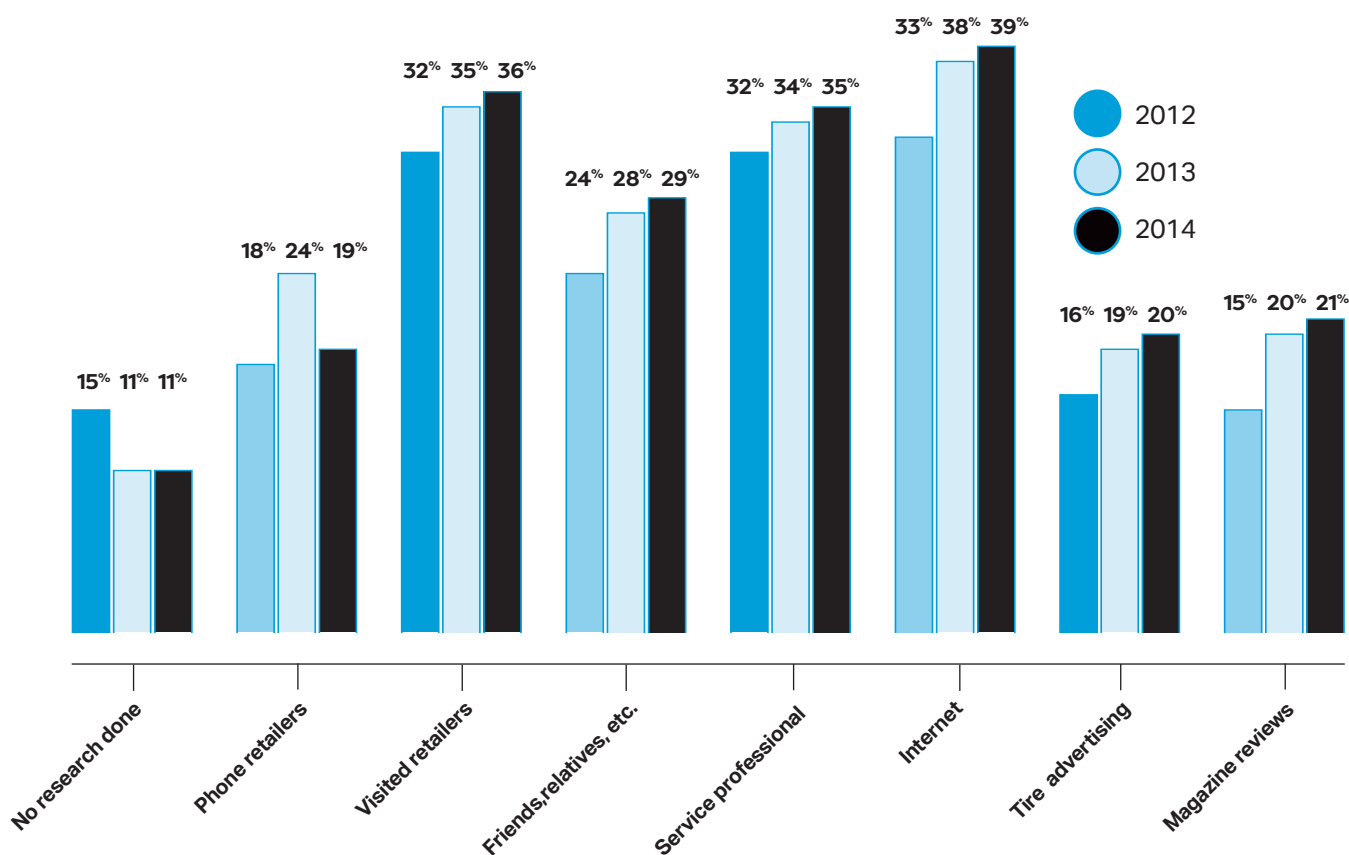
Number of Tires Purchased



Reason Behind Consumer Tire Purchase



How Consumers Research Tire Buys



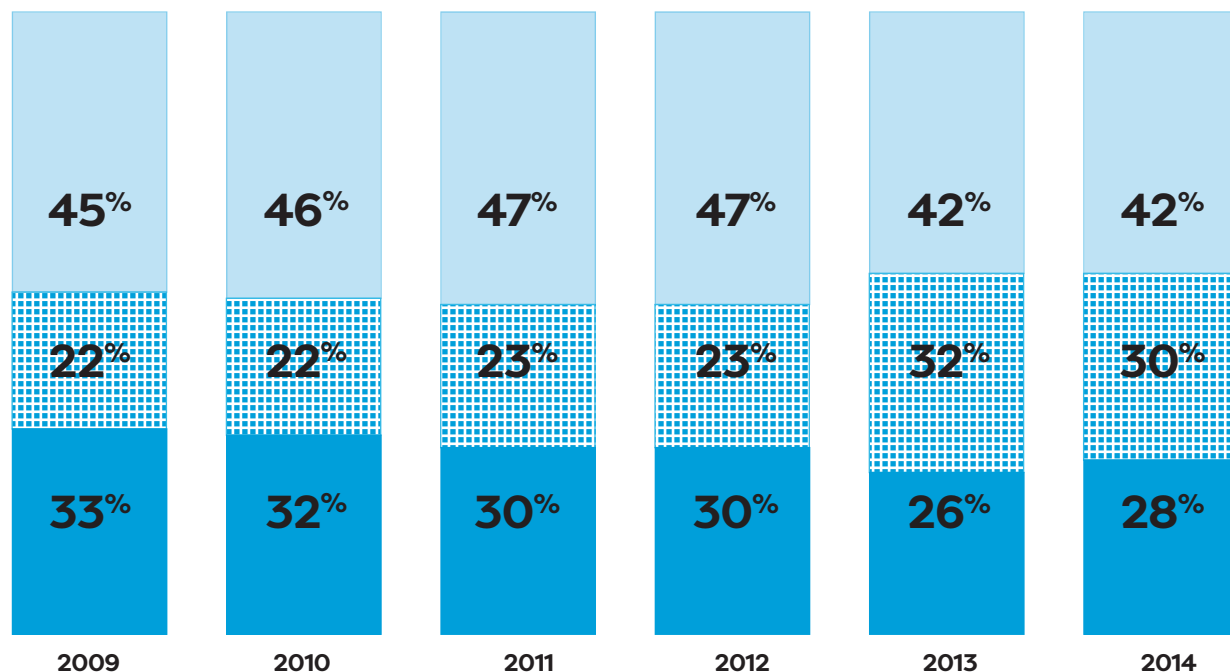
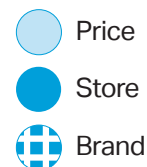
Brand Retention Among Retail Customers

65%	Michelin
63%	Goodyear
55%	Firestone
51%	BFGoodrich
50%	Cooper
48%	Bridgestone
46%	Yokohama
43%	Pirelli
43%	Hankook
36%	Toyo
36%	Falken
35%	Continental
34%	Kumho
31%	Dunlop
25%	Uniroyal
23%	General
22%	Kelly

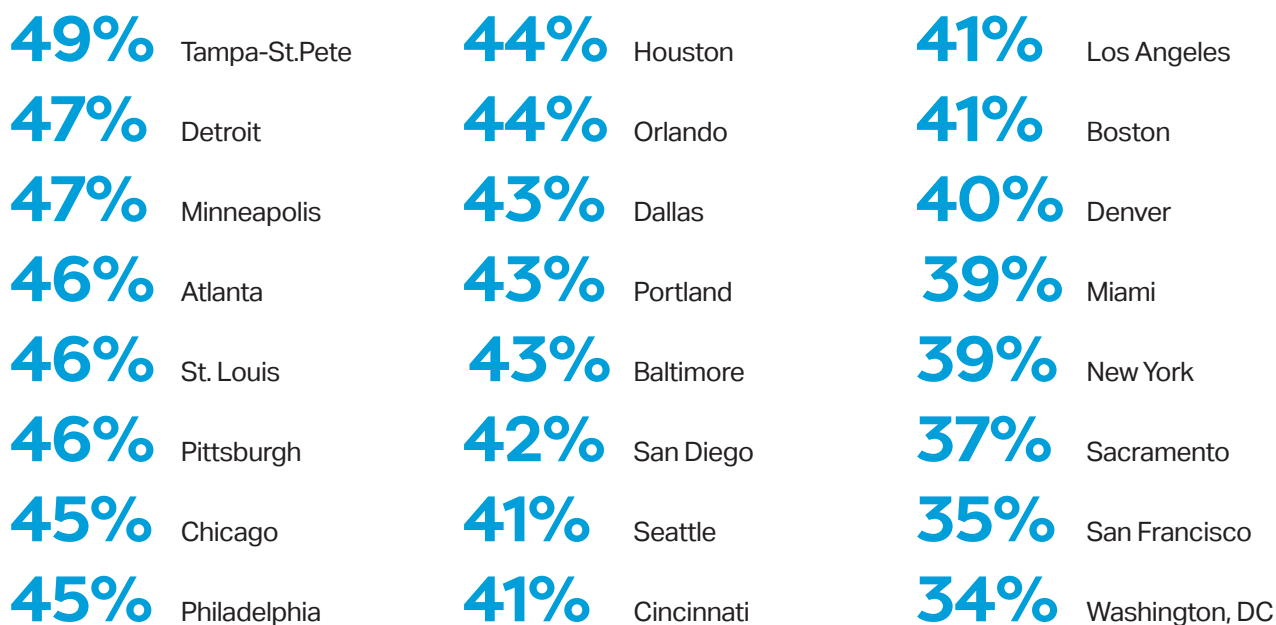
% of Buyers That Seek Specific Brand

72%	New York	59%	Pittsburgh
68%	Miami	57%	Baltimore
68%	Boston	55%	Minneapolis
67%	Atlanta	54%	Cleveland
67%	Philadelphia	54%	Portland
67%	Dallas	52%	Cincinnati
66%	Detroit	51%	Seattle
65%	Tampa		
64%	Denver		
63%	Los Angeles		
63%	San Diego		
63%	St. Louis		
62%	Washington, DC		
60%	Phoenix		
60%	Orlando		
60%	San Francisco		
60%	Sacramento		

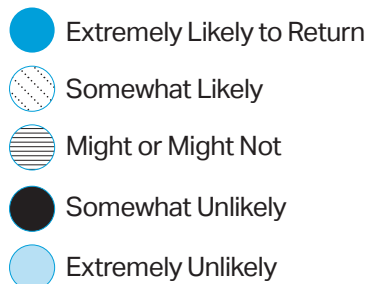
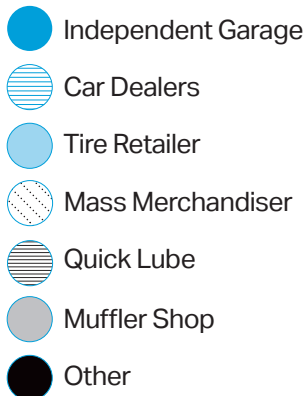
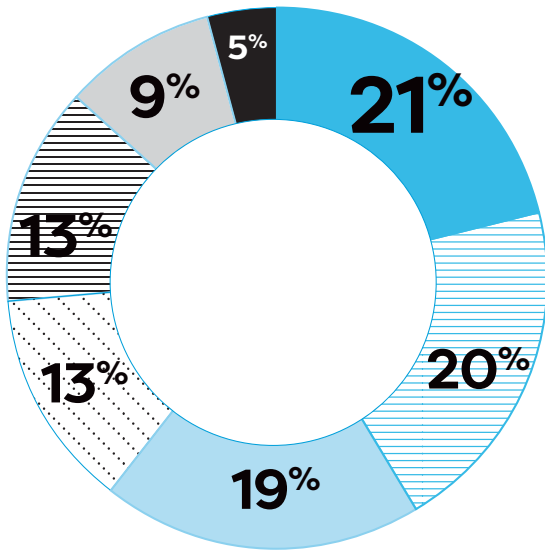
Factors That Drive Final Tire Purchase Decision



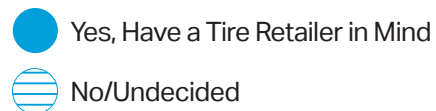
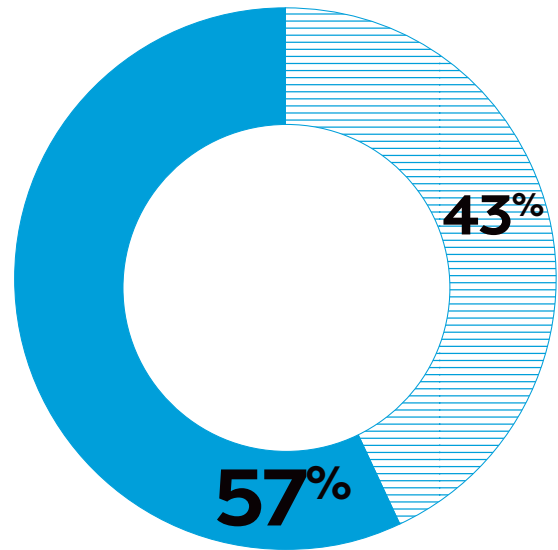
% of 'Price Sensitive' Consumers



Where Consumers Go for Auto Service



Do Consumers Know Where They Will Buy Tires?



Will They be a Return Service Customer?

