

# Buying Behaviors

To better understand the buying habits of today's tire customer, we offer the results of a study conducted by Marketplace Insights titled, *Consumer Study: Buying Behaviors*. In this section, we provide data related to what factors influence the consumers' tire purchase decision process as a means to know how to better communicate and engage with them.

This national study was drawn from more than 10,000 interviews with recent tire and service buyers in 26 metro markets across the U.S.

For more information about Marketplace Insights or their other research offerings, contact Steve Schroeder at [steve@mpinsights.com](mailto:steve@mpinsights.com) or at 440.365.5872, ext. 3. TR

**55%**  
of respondents  
were women

Income	
Less than \$20,000	11%
\$20,000 but less than \$40,000	20%
\$40,000 but less than \$60,000	20%
\$60,000 but less than \$75,000	17%
\$75,000 but less than \$100,000	18%
\$100,000 or more	13%
Preferred not to answer	1%

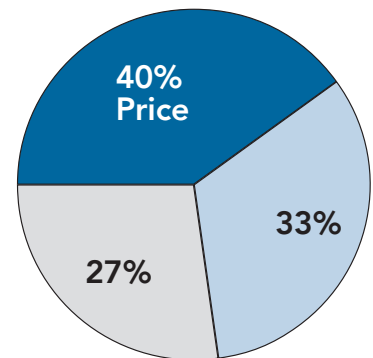
## Age of consumer



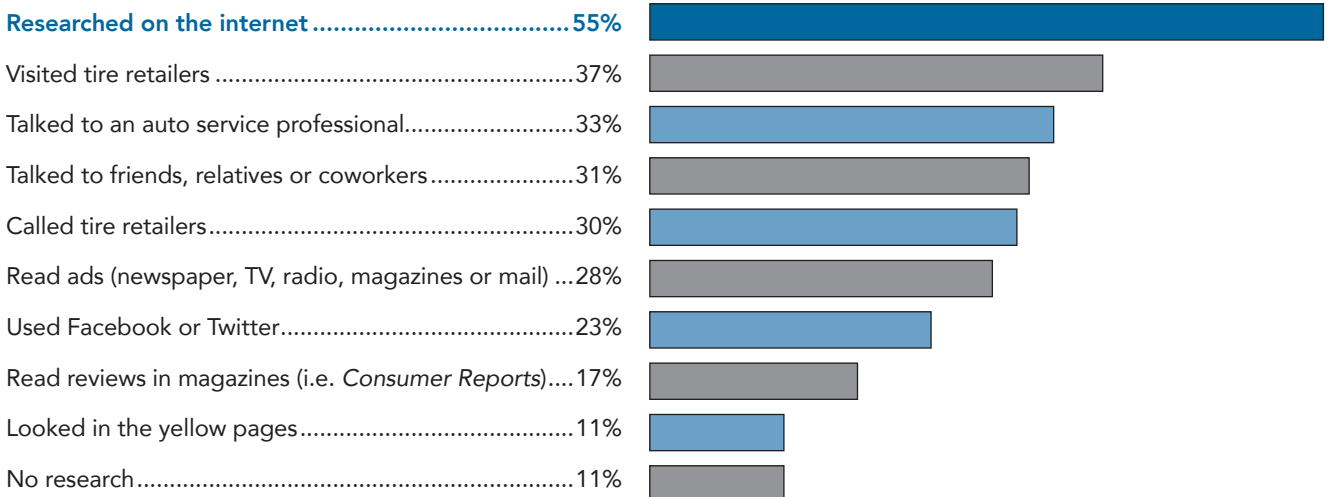
**92%**  
of respondents  
own their vehicle

## Most important factors in last tire purchase

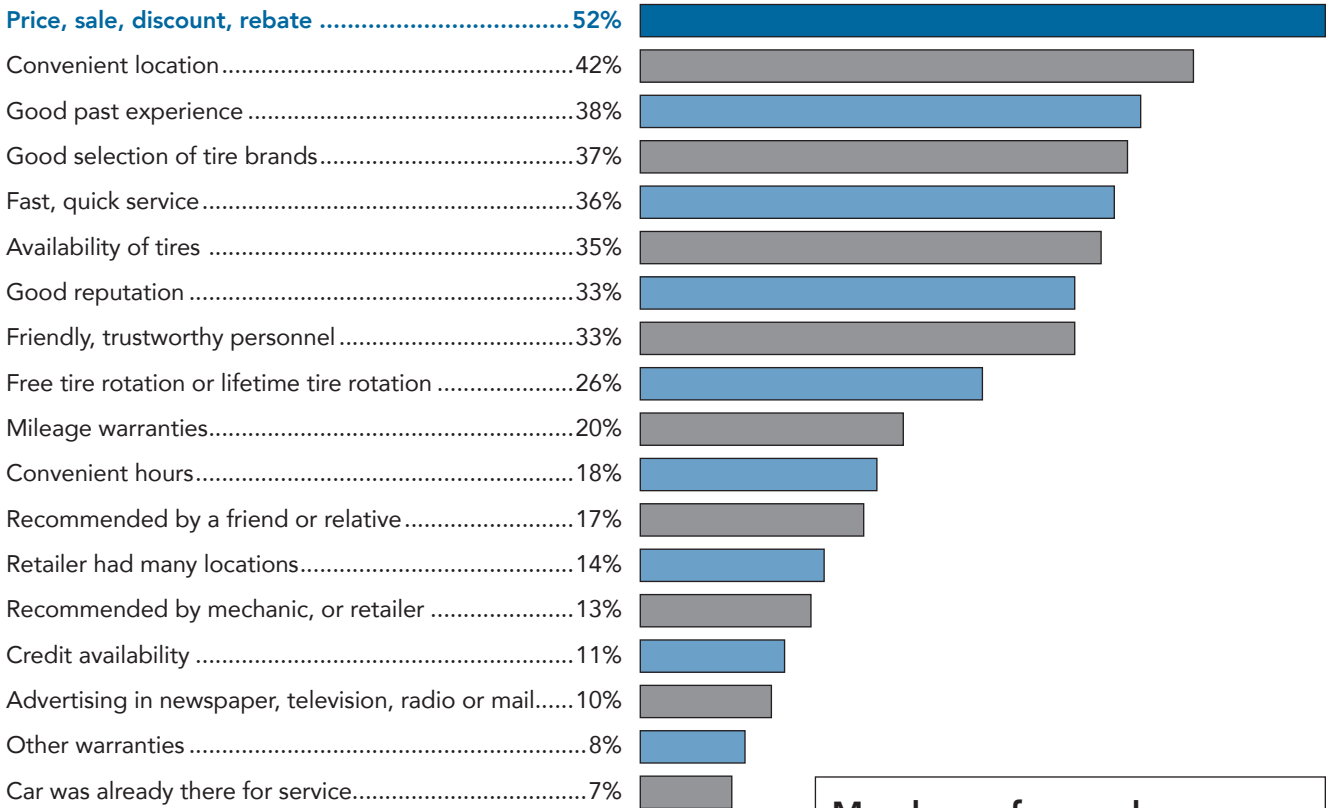
Price.....40%  
Brand.....33%  
Store.....27%



## Actions before making a purchase

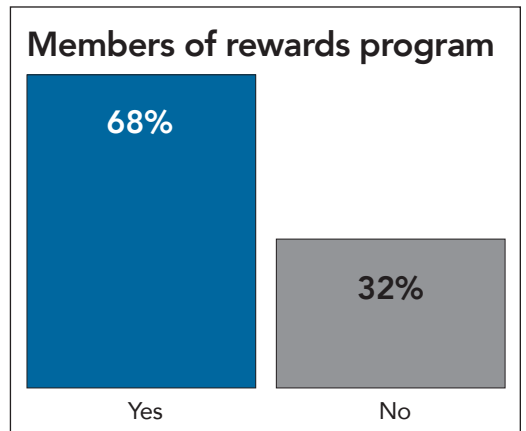


Why did you purchase tires where you did?

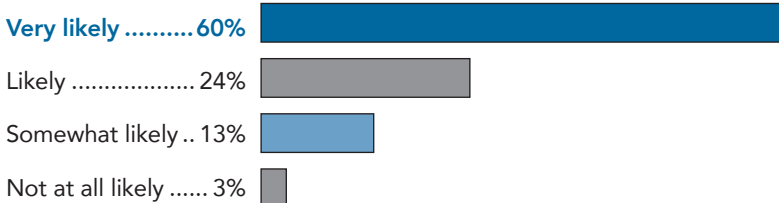


89%

of respondents are more likely to shop with retailers who offer a rewards program



Likelihood of using an emailed coupon



39%

of respondents used a retailer coupon at their last auto service visit.