

# consumer profile

Buyers. Customers. The people who make your cash register sing.

You think you know them. In fact, you count on that and the long-term business that kind of relationship means.

But do you really know what they think? About you or the brands you carry? How they approach the tire and service buying experience? What pushes their purchase decision? Or even how loyal they are to your shop and the tire brands you represent?

For the first time ever, a tire industry publication has some answers. Thanks to the work of Marketplace Insights, we can take you inside the mind of recent tire and service buyers. Marketplace Insights, which conducts national and local customer studies for numerous tire dealers and tire companies, also conducts the monthly Business Barometer feature that runs in each issue of TIRE REVIEW.

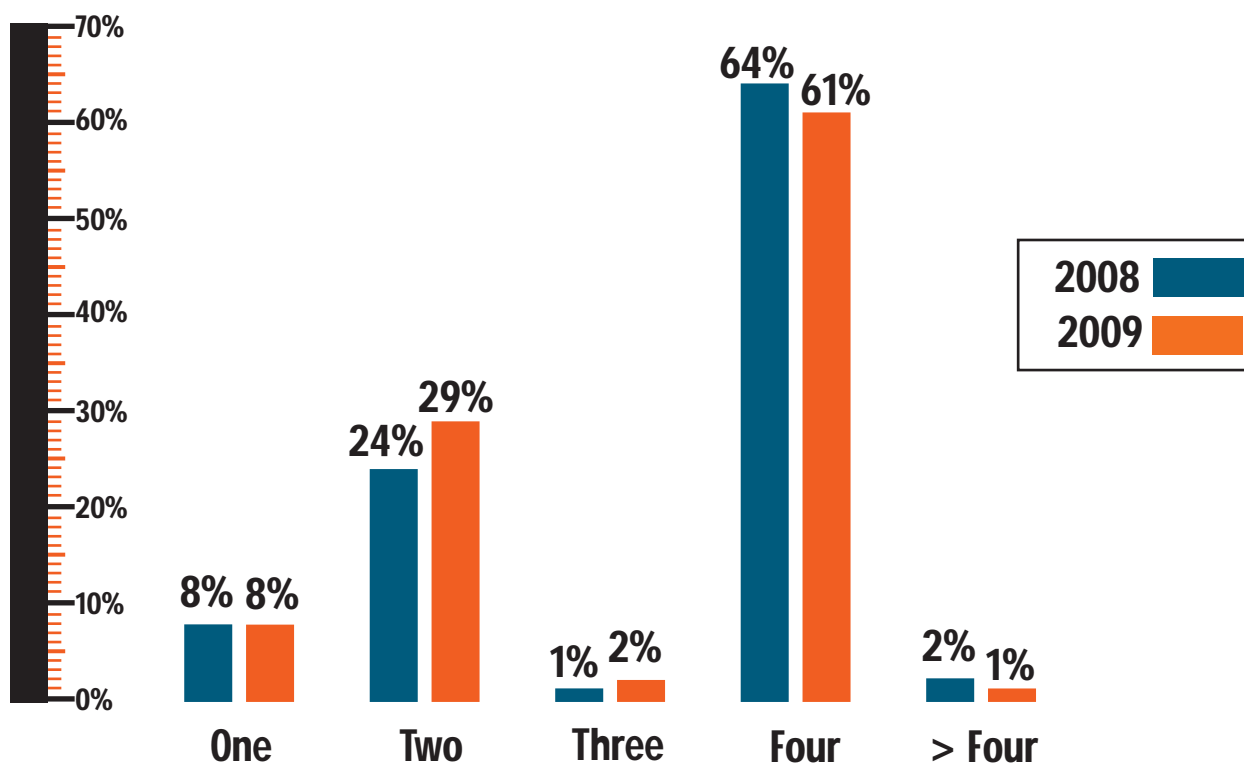
For this national study, Marketplace Insights conducted 13,500 online interviews with recent tire and service buyers in 27 metro markets across the U.S. Those 27 markets represent an estimated 55% of the total retail replacement consumer tire demand in the U.S.

The January-February 2010 interview results were then distilled into detailed national and metro market reports measuring buyer actions, thought processes and loyalty.

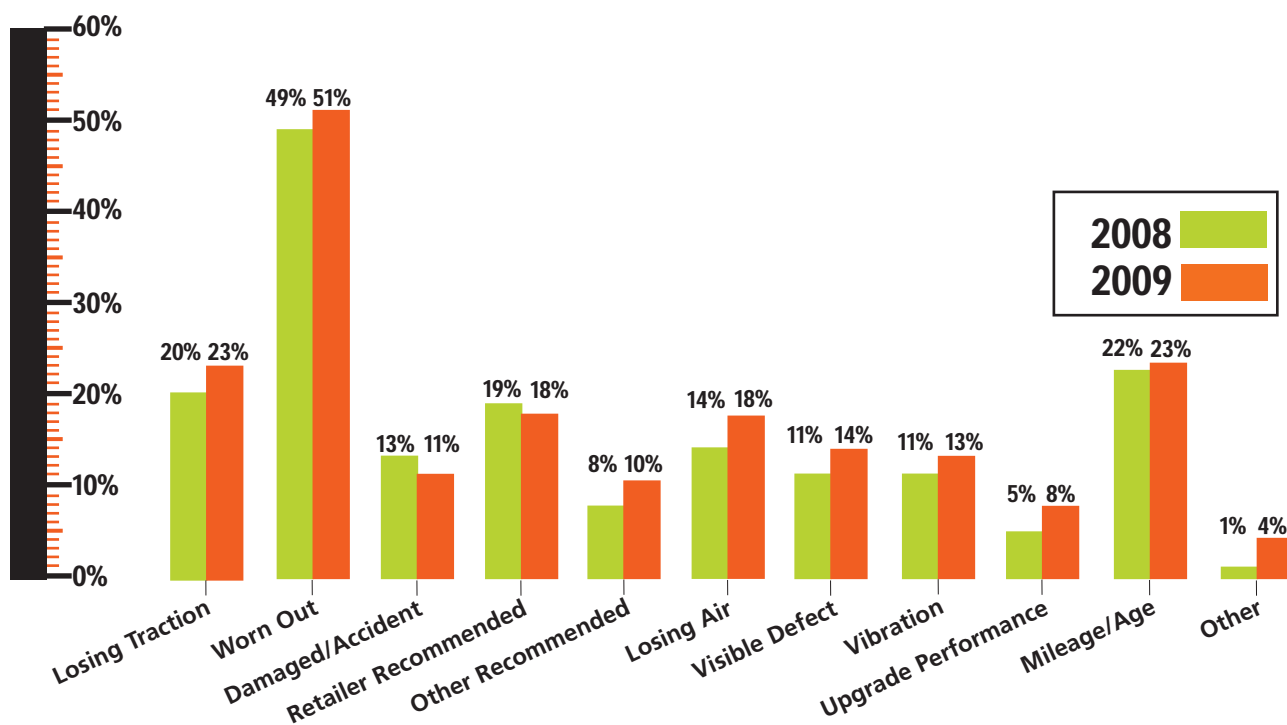
Those surveyed must have made a tire purchase within the prior 12 months, and the respondent household could not work for a tire retailer, tire company or a market research company. And the respondents had to be the primary decision-maker for both brand and retailer selections.

For more information about this study or Marketplace Insights' other research offerings, contact John Montgomery at [john@mpinsights.com](mailto:john@mpinsights.com) or at 920-487-8020.

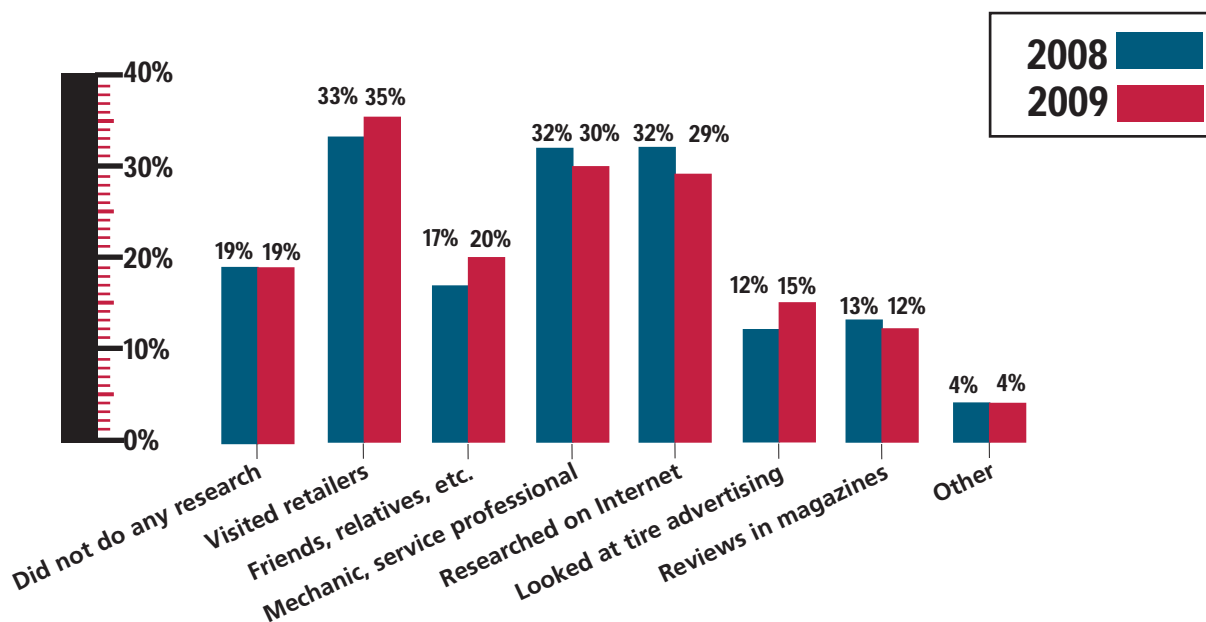
## Number of Tires Purchased



## Why Consumers Buy Tires

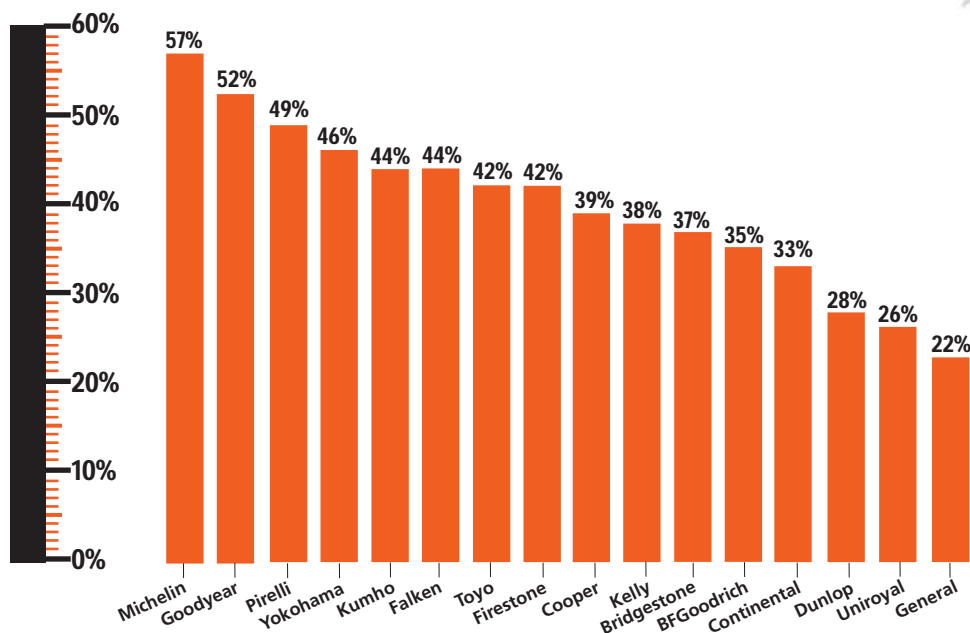


## How Consumers Researched Tire Buys

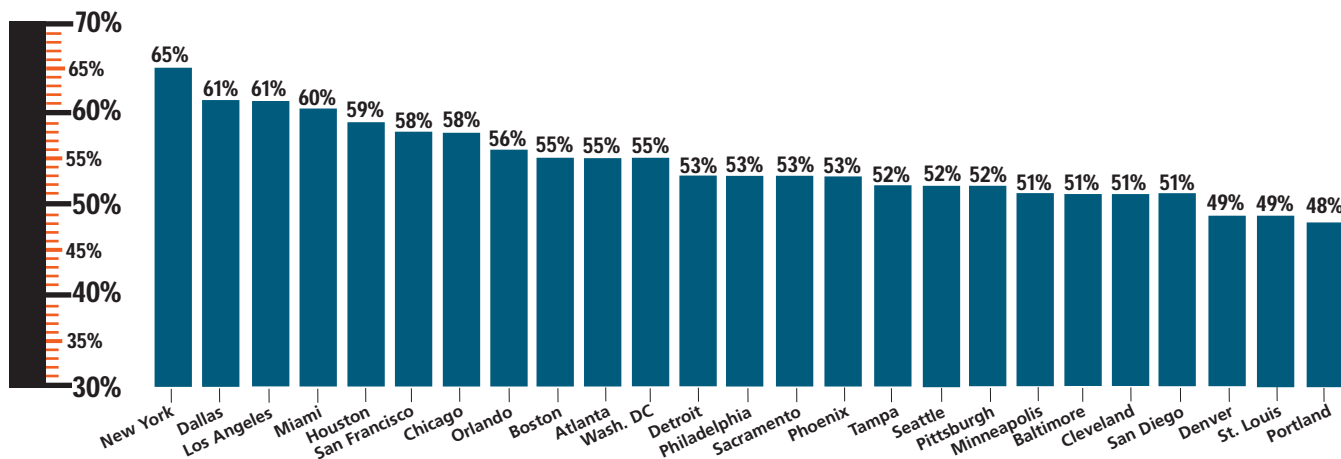


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## What Brands Consumers Seek Out



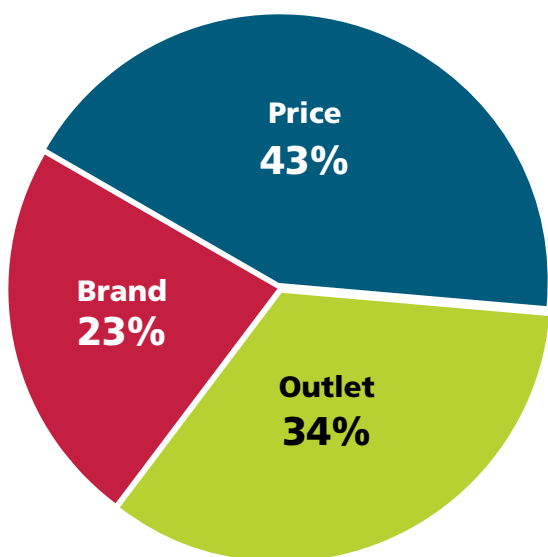
## What % of Consumers Seek a Particular Tire Brand



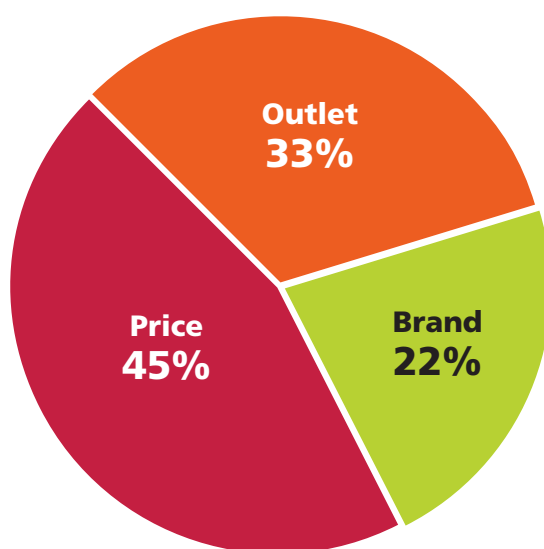
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## What Drives Purchase Decision

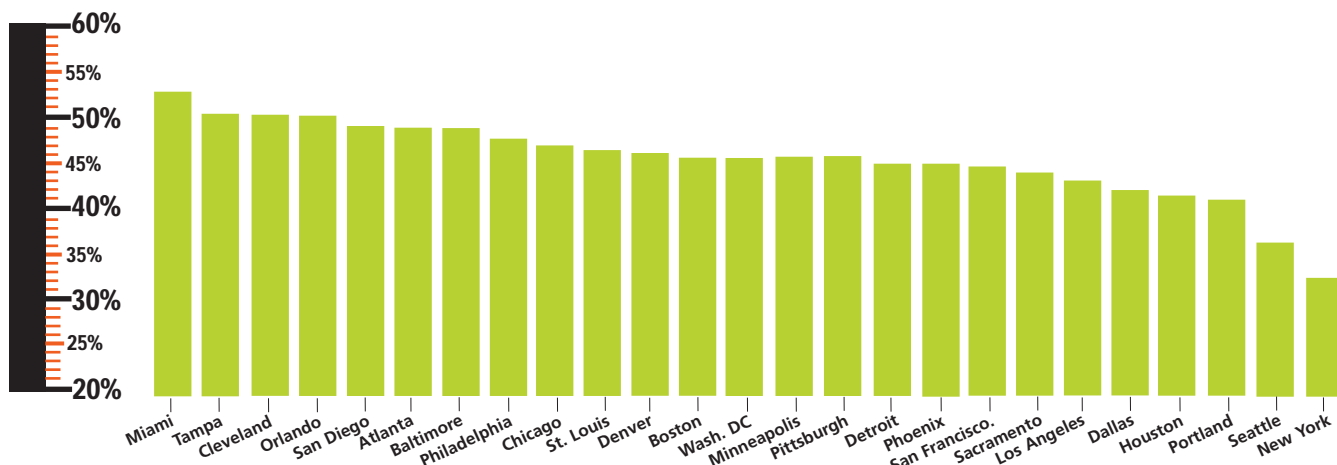
2008



2009

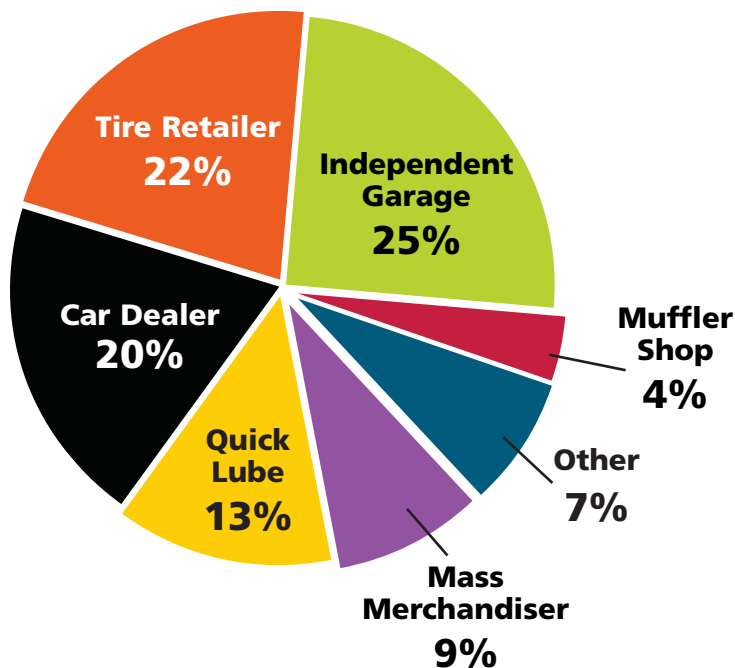


## % of Consumers Who Are Price Sensitive

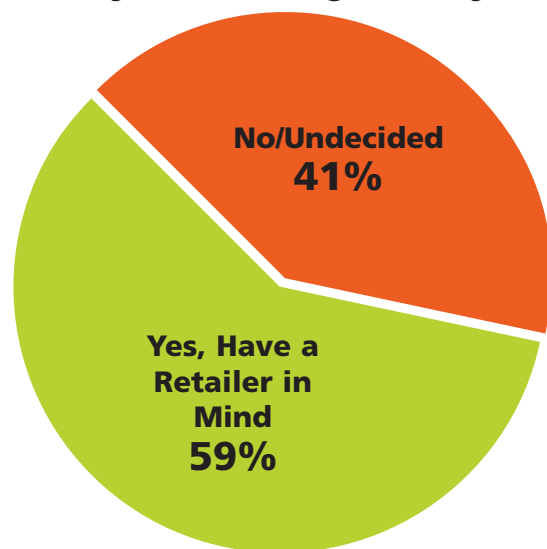


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## Where Do Consumers Go for Auto Service?



## Do Tire Buyers Know Where They are Going to Buy?



## Consumer Intent to Return to Vehicle Service Shop

