

# CONSUMER PROFILE

**C**learly, if you are a retail tire dealer, consumers are the ones you count on to make your cash register sing. Whether you call them 'drivers,' 'customers' or 'guests,' they are the reason you get up in the morning – and how your team remains 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 do they like about your shop or your competition? What

about the brands you carry? How loyal they are to you – or the tire brands you represent?

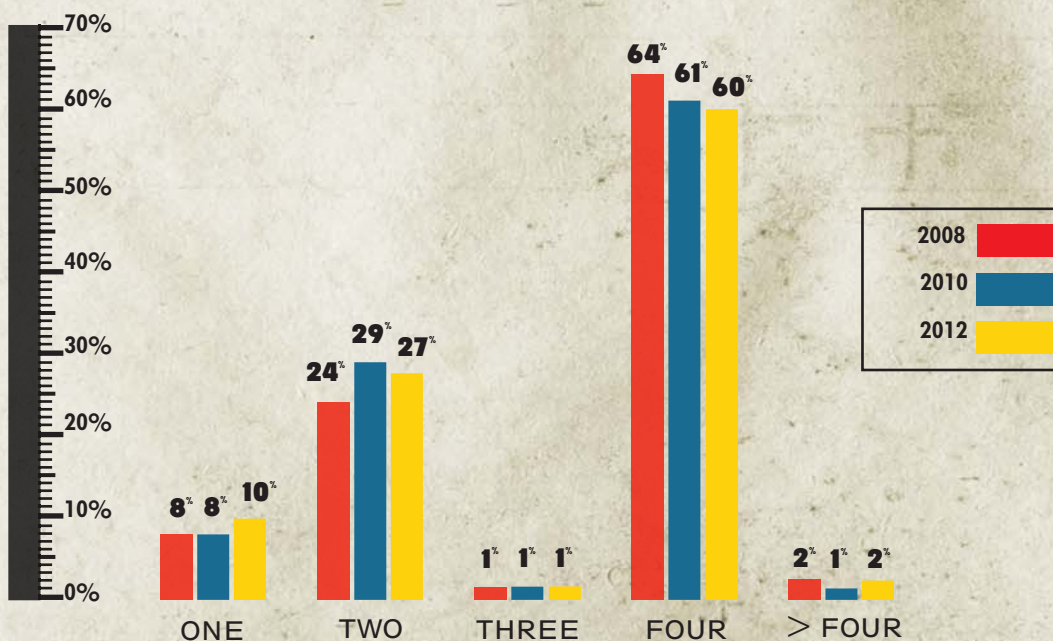
Thanks to Marketplace Insights, we take you inside the mind of real-world tire and service buyers. Marketplace Insights conducts national and local customer attitude studies for numerous tire dealers and tire companies.

For the national study this Consumer Profile was drawn from, Marketplace Insights conducted 13,500 online interviews with recent tire and service buyers in 27 metro

markets across the U.S. This report came from January-February 2013 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.

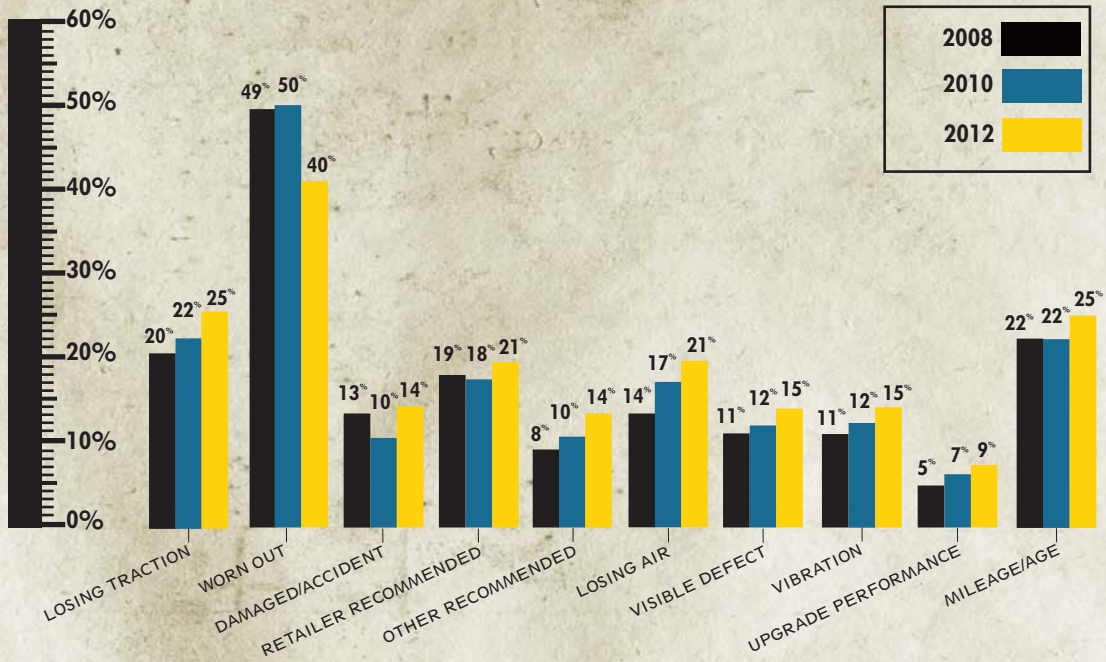
For more information about this study or Marketplace Insights other research offerings, you can contact John Montgomery at [john@mpinsights.com](mailto:john@mpinsights.com) or at 920-487-8020.

## Number of Tires Purchased

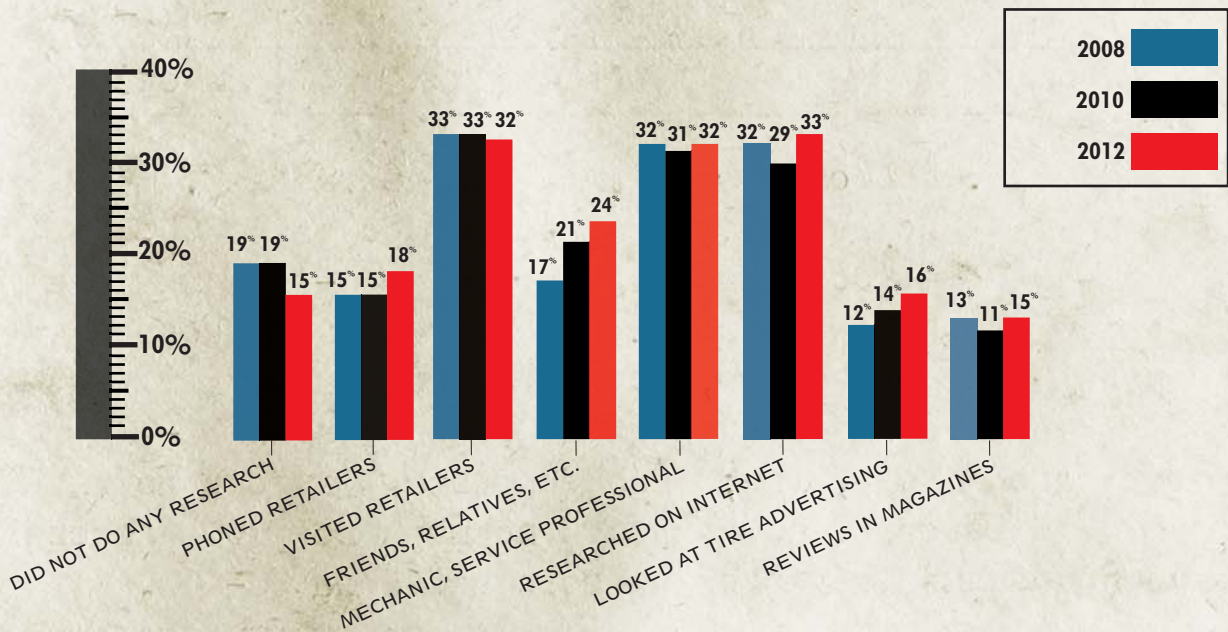




# Reason Behind Consumer Tire Purchase

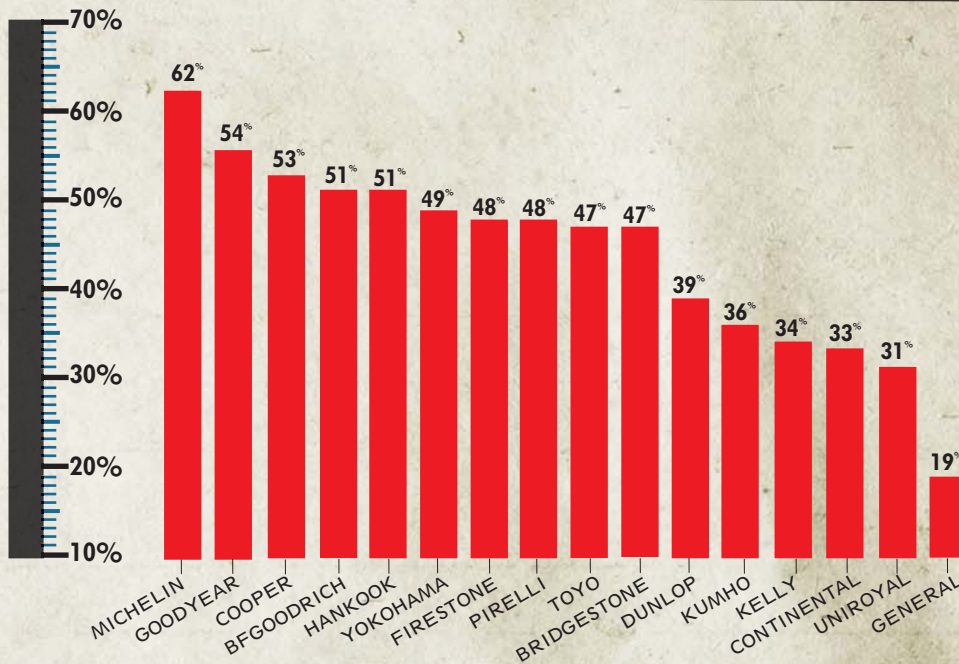


# How Consumers Researched Tire Buys

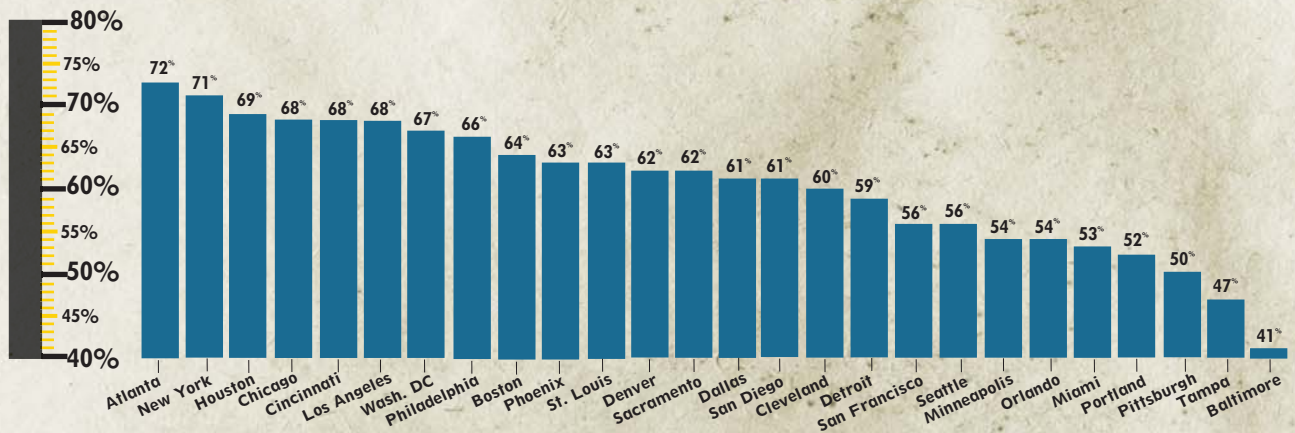


# CONSUMER PROFILE

## WHAT BRANDS ARE POPULAR WITH BUYERS



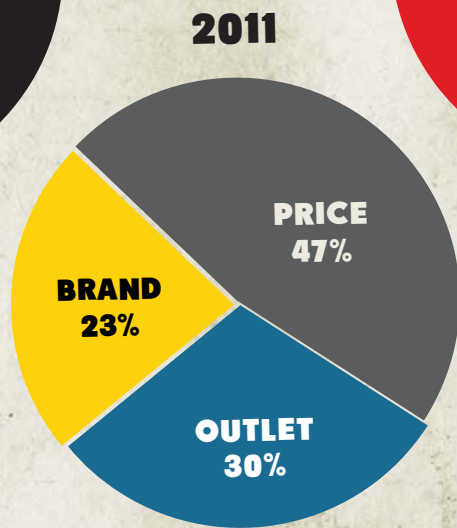
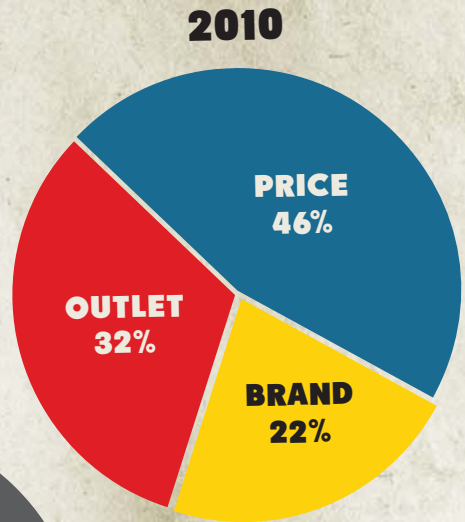
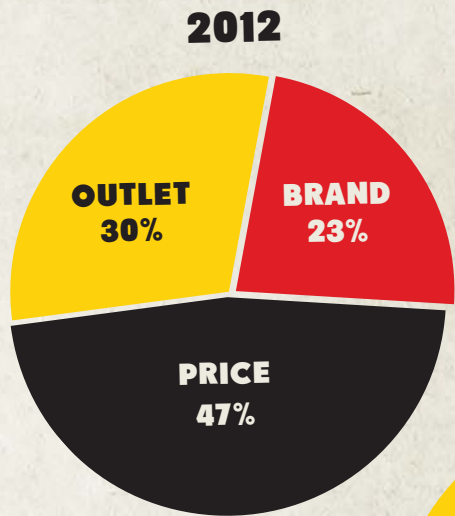
## WHAT % OF BUYERS WANT A SPECIFIC BRAND



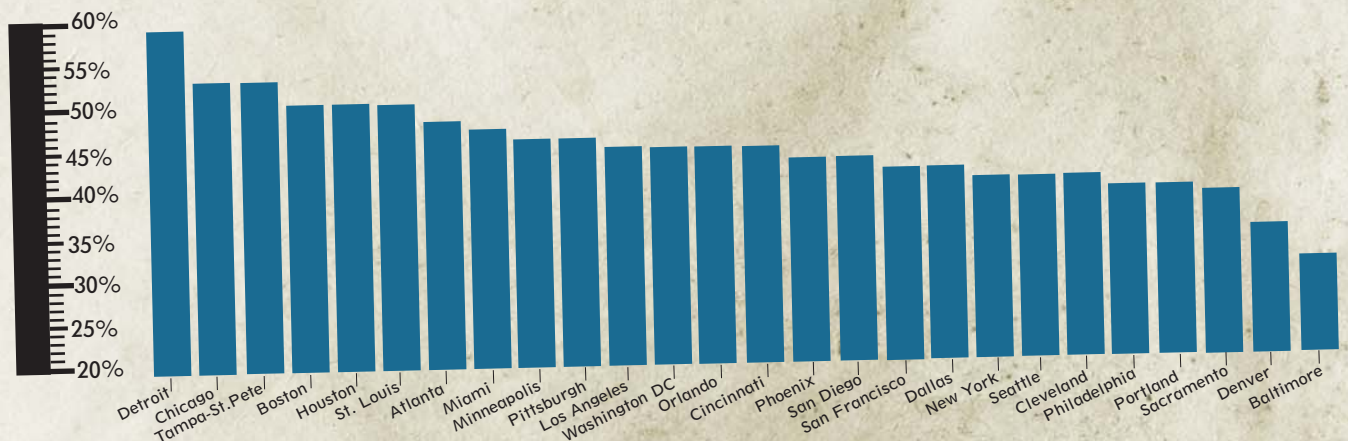


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## What Factor Drives Final Purchase Decision

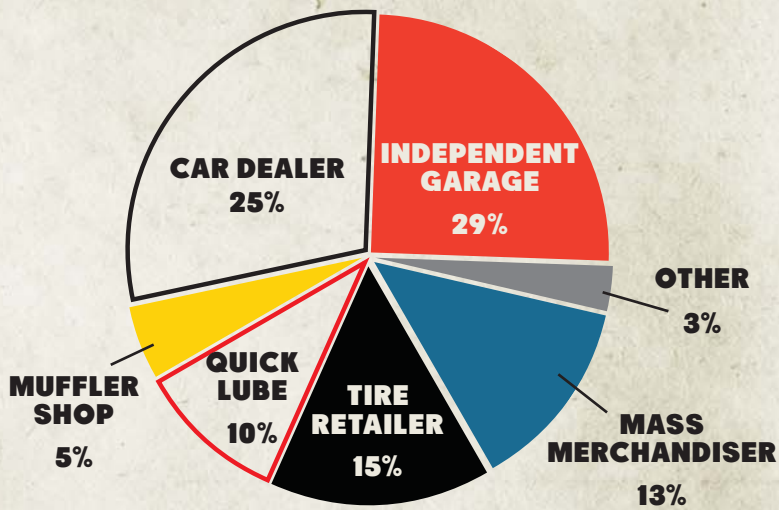


## % of Consumers Claiming to be 'Price Sensitive'

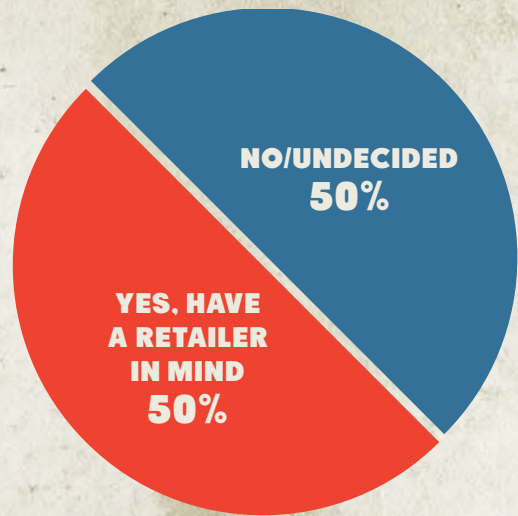


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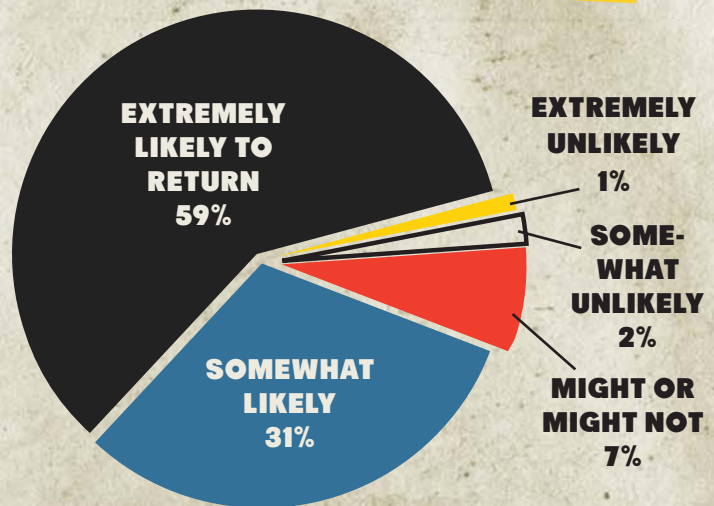
## WHERE DO CONSUMERS GO FOR AUTO SERVICE?



## DO TIRE BUYERS KNOW WHERE THEY ARE GOING TO BUY?



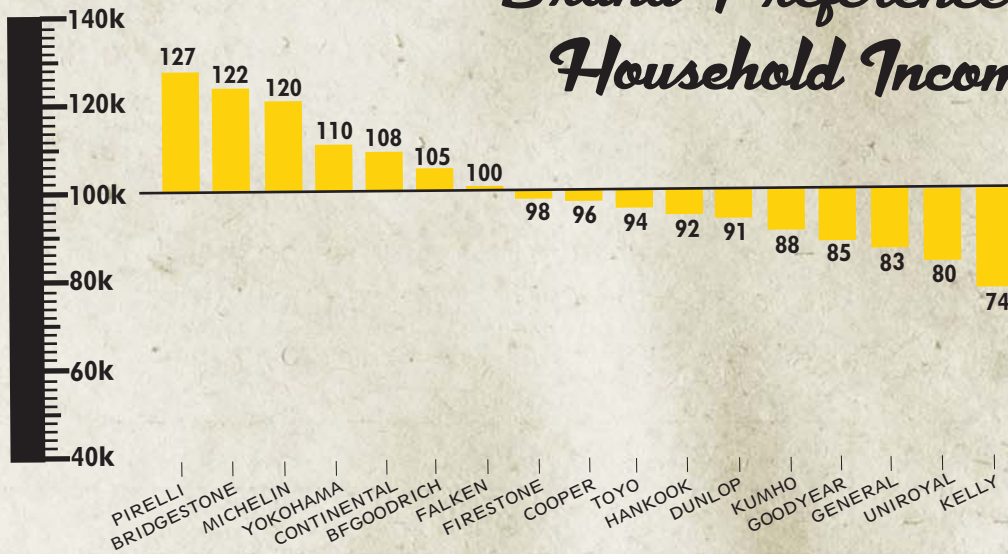
## HOW LIKELY ARE THEY TO BE A RETURN SERVICE CUSTOMER?





# CONSUMER PROFILE

## Brand Preference By Household Income



# Tire Review

## World Tire Report



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