



# The Source for Understanding Auto Buyers

Together, the New Vehicle Customer Study and New Vehicle Avoided Study provide the largest, most comprehensive syndicated dataset of its kind.

## Overview

As the automotive industry grows, customer-focused research as it relates to shopping and buying patterns is an industry necessity for automotive manufacturers to remain competitive in the marketplace. The MaritzCX New Vehicle Customer Study (NVCS) has kept pace with changing marketplace needs since its inception over 50 years ago, continuing to provide manufacturers' with current and comprehensive data on the latest automotive buying trends. MaritzCX launched a second component to NVCS called the New Vehicles Avoided Study (NVAS) in 2005 in response to ever-increasing vehicle introductions and loyalty rates at an all-time low. Together, NVCS and NVAS (termed "NV") provide the largest, most comprehensive syndicated dataset of its kind.

## Study Objectives and Goals

The goal of MaritzCX syndicated studies is to provide a holistic picture of new vehicle car and truck buyers. This includes gaining insights about customers who purchased specific vehicles, customers who considered specific vehicles but rejected them and customers who completely avoided specific vehicles.

The New Vehicle Customer Study answers key questions including:

- How satisfied is the customer with this new vehicle?
- Why was this vehicle chosen over some other vehicle?
- What equipment and features are most desirable on the vehicle?
- How is the vehicle used?
- What is the demographic profile of this new vehicle customer?
- What is the previous ownership profile of the customer?
- What are the customers' future vehicle intentions?

## Methodology & Benefits Overview

	US NVCS	US NVAS	Canada NVCS
<b>Vehicles Sampled</b>	All vehicles in U.S. market	All vehicles in U.S. market	All vehicles in Canadian market
<b>Sample Source</b>	OEMs or R.L. Polk	NVCS respondents	OEMs
<b>Months Sampled</b>	12 – October to September	12 – October to September	12 – October to September
<b>Sample Size</b>	200,000 returns	42,000 returns (Up to 168,000 Avoided responses)	50,000 returns
<b>Target Returns</b>	750 per vehicle	All qualifying returns	250 per vehicle
<b>Questionnaire</b>	Customer choice: 9-page mail with on-line option	4-page mail with online option	8-page mail or on-line
<b>Data Releases</b>	Monthly	Quarterly	Monthly
<b>Incentives</b>	Sweepstakes drawings	None	Sweepstakes drawings

The purpose of the New Vehicle Avoided Study (NVAS) is to re-contact respondents to the NVCS questionnaire regarding vehicles avoided that are similar to the purchase vehicle (e.g., “Why did the customer purchase a Honda Civic instead of a Subaru Impreza?”). The NVAS provides insights into three key areas facing decision-makers in the areas of product planning and research and design:

- Determining how to modify the current vehicle offerings to increase share/sales.
- Identifying future potential customers in the marketplace who would be available to the brand.
- Learning what future vehicle attributes to incorporate to appeal to these targeted customers.

### Sampling

New Vehicle Customer Study targets both buyers and lessees of current model year vehicles from a twelve-month timeframe (October through September of the following year). We also continue to sample vehicles from the previous model year if the newest model year is not available. Once the new model is introduced, the previous model sample is phased out. This method has two benefits:

1. It allows for continuous coverage of all vehicles in the marketplace
2. It allows for more sample to be collected; therefore, we are more likely to meet quotas

NVCS sample consists of buyer and lessee information that comes from the manufacturers and/or R.L. Polk databases. The sample consists of approximately 325 car and truck vehicles. A detailed sample plan will be provided upon request.

### Weighting

Study results are weighted to quarterly sales for total private sector, non-fleet, and non-commercial national registrations. Responses are weighted individually by model sample cell. Individual model years are weighted separately. All data used to derive weights are obtained from R.L. Polk.

#### **Deliverables Datasets**

All data may be accessed in mTABweb through the PAI portal or by logging on to the Syndicated Marketing Website which links directly to mTABweb. All mTAB fees must be negotiated directly with Productive Access, Inc.

- 12 months of cumulative US NVCS data delivered monthly via mTABweb
- 12 months of cumulative US NVAS data delivered quarterly via mTABweb
- 12 months of cumulative Canada NVCS data delivered monthly via mTABweb

#### **Documentation**

All documentation may be accessed through a web portal, and companies may also request PDF copies via email. Log-on user IDs and passwords may be obtained directly through MaritzCX. Sharing of log-on information is prohibited. Documentation includes but is not limited to:

- Questionnaire copies
- Sampling procedures
- Editing and weighting the data
- How to calculate loyalty scores
- Attitudinal segments—methodology and segment descriptions

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#### **Summary of Methodology & Benefits**

- Sampling period covers all 12 months for both NVCS and NVAS
- Previous vehicle year is sampled if current vehicle year is not yet available
- All data files contain cumulative data for the program year
- NVCS is mailed monthly and reported monthly via mTABweb
- Customer choice for responding to NVCS on-line or paper-based questionnaire
- 750 US NVCS returns targeted per vehicle annually
- 250 Canadian NVCS returns targeted per vehicle annually
- Front load new and re-designed vehicles
- Over 200,000 US and 50,000 Canada NVCS returns anticipated annually
- All eligible US NVCS respondents receive a US NVAS questionnaire
- US NVAS questionnaire is variably printed for customization of Avoided vehicles
- US NVAS is mailed quarterly and reported quarterly via mTABweb
- 42,000 NVAS returns anticipated annually with up to 168,000 Avoided responses

For more information about MaritzCX Automotive Syndicated Studies, please contact

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