



January 2020

Creating Loyalty in Automotive - US

"Consumer loyalty is prevalent in other industries, whether it's consumers shelling out \$500 for a Dyson vacuum or the diehards that only shop at Trader Joe's. Consumer loyalty, while not always obvious, is still alive and well for some brands. And despite the many songs that have been written about ...

Consumers and the Economic Outlook - US

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as well. Consumers are saving for the future, but are still willing to treat themselves."

- Jennifer White Boehm, Associate Director - Financial Services & Auto

Upcoming Reports

Future of Mobility - US - December 2020

Sedans Versus Heavy Passenger - US - September 2020

Car Purchasing Process - US - July 2020

Oil Change Retail - US - June 2020

Female Car Consumers - US - March 2020

Auto Advertising - US - November 2020

Dealerships and Third-Party Car Buying - US - August 2020

Consumers and the Economic Outlook - US - July 2020

Marketing Auto to Gen Z and Millennials - US - May 2020

Alternate Transportation - US - February 2020