

Morpace Omnibus

AUTOMOTIVE

The Morpace Omnibus is a monthly online survey of U.S. consumers matched to demographics from the U.S. Census Bureau. All data shown here is owned by Morpace. Custom Omnibus reporting is available to clients. For more information visit www.morpace.com/library.html

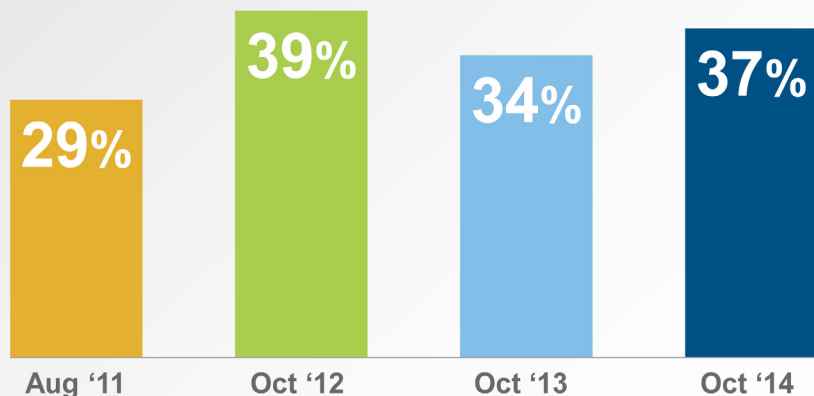
■ Consumers' Appetite for Texts from Dealerships Solidifies

Text messaging is an opportunity for dealerships to connect with their customers, before and after vehicle purchase, in a convenient and cost-effective way.

Car Buying Process

Percentages shown indicate 'Very Interested' or 'Somewhat Interested' among those who text message on a regular basis (varies from 67-80% over the years).

Q1. Specific to buying a vehicle, during the shopping process, how interested would you be in using text messaging to communicate with a dealership (e.g. vehicle availability, price, discounts, purchase negotiation, etc.)? Rated on a 5-pt. scale where 1 is 'Not at all interested', 2 is 'Somewhat uninterested', 3 is 'Neither interested nor uninterested', 4 is 'Somewhat interested', and 5 is 'Very interested'.



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During the vehicle purchase process, consumer interest in communicating with dealerships via text messaging peaked in 2012 with nearly 40% of consumers being 'very' or 'somewhat interested' (39% Oct '12). Trends over the past two years indicate consumers remain engaged (37% 'very' or 'somewhat interested' in Oct '14). This suggests an opportunity for dealerships to incorporate text messaging into their overall marketing strategy as a channel to connect to current and potential customers during the car buying process.

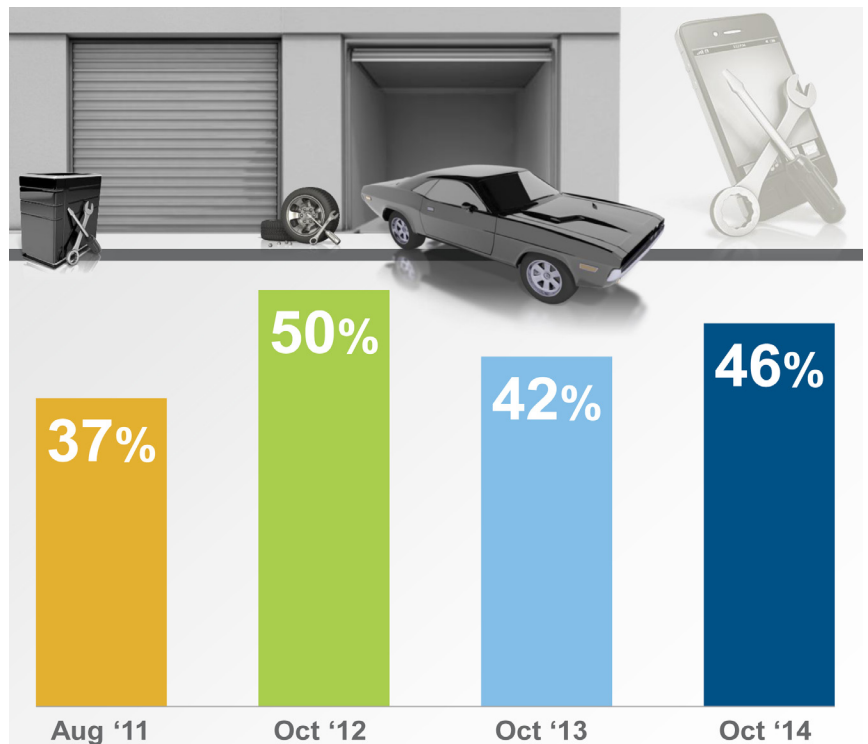
Text messaging can also be useful in engaging the customer after vehicle purchase

Just under one-half of consumers are interested in receiving text messages from the dealership with information pertaining to their vehicle, such as service updates, recall notices, etc. (46% in Oct '14). Trends remain consistent over the past two years, with a high of 50% 'very' or 'somewhat interested' in Oct '12. The opportunity exists for text messaging to be used as a vehicle in retaining a dealership's customer base.

Car Servicing Process

Percentages shown indicate 'Very Interested' or 'Somewhat Interested' among those who text message on a regular basis (varies from 67-80% over the years).

Q2. After a vehicle purchase, how interested would you be in voluntarily agreeing to receive text messages from the dealership about your vehicle (e.g.: services updates, recall notices, maintenance information, etc.)? Rated on a 5-pt. scale where 1 is 'Not at all interested', 2 is 'Somewhat uninterested', 3 is 'Neither interested nor uninterested', 4 is 'Somewhat interested', and 5 is 'Very interested'.



All Morpace Omnibus data was based on online surveys of U.S. consumers matched to U.S. Census Data Demographics. August 2011 data was fielded August 11-15, 2011 and included 667 respondents. October 2012 data was fielded October 9-14, 2012 and included 743 respondents. October 2013 data was fielded October 14-19, 2013 and included 738 respondents. October 2014 data was fielded October 14-20, 2014 and included 804 respondents.

For more information, please contact Morpace at information@morpace.com



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