



March 2020

Female Car Consumers - US

"Female purchasing power is recognized across numerous industries: beauty, household, retail – the list goes on. But when it comes to making car purchases, women are made to feel as if their money and buying power doesn't matter as much as their male counterparts'. Despite perceptions that women aren't into ...

February 2020

Alternate Transportation - US

"Consumers have more alternative transportation methods than ever before. Whether it's utilizing a ridesharing service, taking public transportation or renting a shared scooter, there are more ways to get around without having to utilize a personal vehicle. While alternate transportation isn't readily available to all consumers, and not all consumers ...

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