



March 2022

Perceptions of Auto Brands - US

“Consumers’ perceptions across measured attributes further illustrate the crowded, competitive nature of the auto industry. Brands must look to differentiate from the competition and drive appeal by communicating the benefits consumers care about most – such as value, safety and efficiency. This will help influence consumer perceptions and lead to ...

February 2022

Perceptions of Car Types - US

“Consumers have varying perceptions across car types – with SUVs and sedans being the most positively viewed. Moving forward, automakers and retailers will want to provide consumers options of car types and focus on communicating the benefits of each. As price remains a top consideration factor, ongoing economic uncertainties and ...

January 2022

Consumers and the Economic Outlook - US

“Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers’ financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...