

# MNI China Auto Purchase Sentiment September 2015

Insight and data for better decisions

# MNI China Auto Purchase Sentiment

The MNI China Auto Purchase Sentiment Report offers a unique insight into the sentiment and behaviour of consumers in the world's largest car market. The survey produces data with a high correlation to official car sales data and provides monthly clues as to where consumers are heading next.

Each month, a broad range of at least 1,000 respondents are asked a variety of questions about their existing car purchase behaviour and sentiment on the car market in general. Example questions include:

- Does your family own a car?
- Does your family plan to purchase a car?
- Do you think it's a good time to buy a car?

Because our respondents come from such a variety of backgrounds, the report allows you to zero-in on the demographic important to you, including by age, income, region and occupation.

With monthly data from 2012 and some as far back as 2007, our publication includes a complete dataset that can be easily compared to official data and used to analyse trends in a comprehensive manner.

Along with the data itself, the monthly report pulls out the most important information and trends and sets them out in an easy to digest format, ensuring you catch any changes in the market as they happen.

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## About MNI Indicators

MNI Indicators specialises in producing business and consumer surveys designed to present an advance picture of the economic landscape and highlight changing trends in business and consumer activity.

The timely reports explore attitudes, perspectives and sentiment across the globe, including China, India and Russia. Alongside MNI Indicators' core focus on consumer and business surveys in emerging markets, MNI Indicators produces the renowned Chicago Business Barometer (Chicago PMI), a key leading indicator of the US economy.

MNI Indicators is part of MNI, a leading provider of news and intelligence and a wholly owned subsidiary of Deutsche Börse AG, one of the largest worldwide exchange organisations.

# MNI China Auto Purchase Sentiment - September 2015

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# Overview

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Chinese consumers were upbeat about the car purchasing environment in September, but were less likely to act on this assessment, according to the latest MNI China Auto Purchase Sentiment Report.

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Further discounting by car retailers as well as a perception of better quality and choice of vehicles available helped push the Car Purchase Expectations Indicator, a measure of whether consumers think it is a good time to buy a car, 1.6% higher to 101.8 in September. This improved picture for the buying outlook, which consumers rated as the best in a year, was complemented by a 1.9% fall in gasoline price expectations, which fell to the lowest in five months.

The composite indicator for sentiment about the auto sector, designed to take into account both buying sentiment as well as fuel price expectations, rose 2.2% to 88.8 in September. The increase in the MNI China Car Purchase Sentiment Indicator is a positive sign for official car sales, which have been hit recently, although there is not yet any definitive indication that this pick up in the assessment of purchasing conditions will translate into increased buying activity. Note that the tax cut on small vehicle purchases came after the September survey period ended, although should lend support in the coming months.

In contrast to the uptick in sentiment, actual planned purchases fell again in September, extending the fall seen in August. Those planning to buy a car in the next 12 months fell to 14.3%, from 18.7% in August led by a fall in those who were planning on upgrading or adding to their current vehicle. Those who said they currently owned a car recovered some of August's fall, but remained relatively low at 39.9% of respondents.

Competition for China's favourite brand heated up in September. Volkswagen remained in top position, but only just pipped Buick to the post, with 16% versus 14% of responses respectively. This is in stark comparison to June when Volkswagen accounted for around 28% of response, more than double its closest rival. Note that the VW emissions scandal only came to light after our latest survey had ended. By type of car, Sedans remained most favoured, however continued to lose ground as SUVs held steady with

the second highest share of responses. MPVs and mini-vans were the most improved as the third most popular choice.

The planned car budget of Chinese families continued to trend towards the middle ranges in September with the more expensive bands regaining some shine. The largest percentage of responses went to the mid range of CNY 100,000 – CNY 140,000 while the budget tier above commanded the second largest share.

MNI China Car Purchase Indicator and Car Sales



## Overview

	Jul-15	Aug-15	Sep-15	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
<b>MNI China Car Purchase Indicator</b>	87.1	86.9	88.8	May-14	-	87.6	1.9	2.2%
Car Purchase Expectations Indicator	101.1	100.2	101.8	Aug-14	-	101.1	1.6	1.6%
Gasoline Price Sentiment Indicator	126.9	126.5	124.1	-	May-15	125.8	-2.4	-1.9%
% Households Who Own a Car	40.3	37.5	39.9	Jun-15	-	39.2	2.4	6.3%
% Households Who Plan to Buy a Car	20.7	18.7	14.3	-	Feb-15	17.9	-4.4	-23.7%
% Households With a Car Loan	6.3	6.8	5.2	-	Jun-15	6.1	-1.6	-23.3%
<b>Budget to Buy a Car</b>								
< CNY 50,000	2.4	1.7	2.0	Jul-15	-	2.0	0.3	14.4%
CNY 50,000-70,000	5.2	6.9	2.2	-	Aug-14	4.8	-4.7	-68.3%
CNY 80,000-90,000	13.5	20.1	10.4	-	Apr-14	14.7	-9.7	-48.2%
CNY 100,00-140,000	35.0	40.5	37.9	-	Jul-15	37.8	-2.6	-6.4%
CNY 150,000-190,000	16.5	14.6	23.4	Jan-14	-	18.2	8.8	60.2%
> CNY 200,000	21.7	14.0	19.8	Jul-15	-	18.5	5.8	41.8%
<b>Total Expense on Current Car</b>								
< CNY 50,000	0.5	0.0	0.0	-	series low	0.2	0.0	0%
CNY 50,000-70,000	9.7	8.5	10.7	Jun-15	-	9.6	2.2	26.5%
CNY 80,000-90,000	26.7	29.5	31.5	Apr-15	-	29.2	2.0	6.7%
CNY 100,00-140,000	27.5	19.2	25.7	Jul-15	-	24.1	6.5	34.0%
CNY 150,000-190,000	15.8	20.3	18.6	-	Jul-15	18.2	-1.7	-8.3%
> CNY 200,000	9.4	12.9	7.0	-	Mar-15	9.8	-5.9	-45.6%

# Competition for China's favourite brand heated up in September.

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Volkswagen remained in top position, but only just pipped Buick to the post, with 16% versus 14% of responses respectively.

# MNI China Car Purchase Indicator

## Auto Sector Sentiment Improves

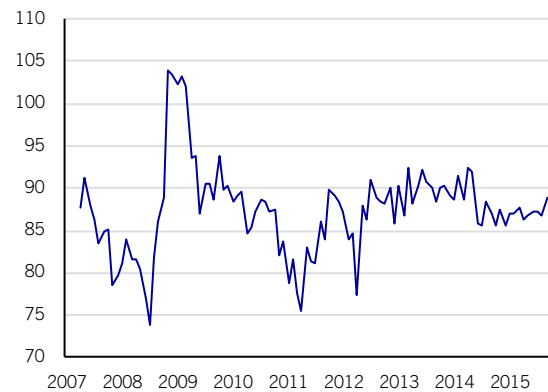


After months of trepidation, consumers revised up their views about buying a car in September. The Car Purchase Sentiment Indicator rose 2.2% to 88.8 from 86.9 in August, ending a string of small monthly decreases and leaving the indicator at the highest since May last year. Despite the rise, the latest outturn is the 16th month in a row the indicator has been below 90 and it remains far below the 100 breakeven level.

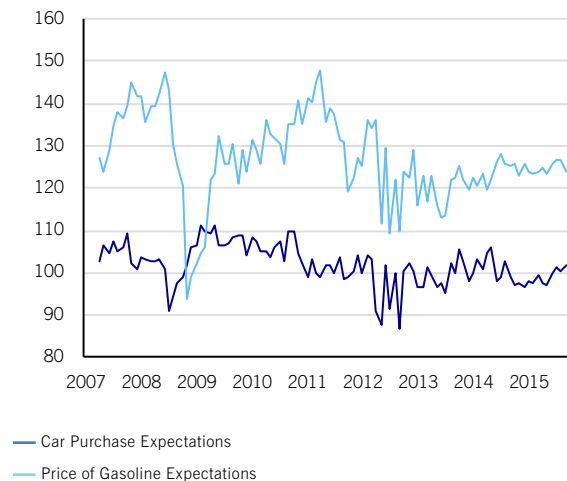
The Car Purchase Indicator is designed to give a complete picture of the car purchasing environment by balancing whether consumers think it is a good time to buy a car (measured by the Car Purchase Expectations component) and views about fuel prices in the coming 12 months (the Price of Gasoline component). In September, both components made positive contributions, with the Car Purchase Expectations component reversing all and more of August's fall to rise 1.6% to 101.8 in September, the highest in more than a year. The indicator has been above the 100 breakeven level just four times in the last year and in the latest month 17.6% of respondents thought it was either a good or excellent time to buy a car against 13.8% who thought it was a bad or very bad time. In September, 54.6% of respondents thought it was neither a good nor bad time to make a car purchase.

The other component that makes up the main Car Purchase Indicator, the Price of Gasoline component, fell over the month to 124.1 in September from 126.5 in the month before. The recent falls in oil prices may have brought down consumer expectations for fuel prices in the final quarter although its high level still suggests that most believe fuel prices have troughed.

Car Purchase Indicator



Car Purchase Indicator - Components



Car Purchase Sentiment Indicator

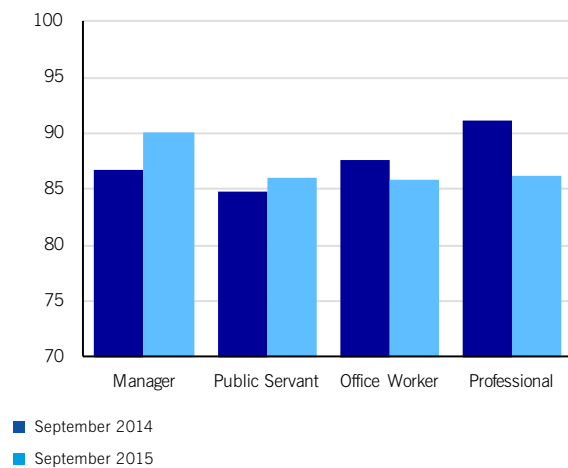
	Sep-14	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15
Car Purchase Sentiment	86.9	86.3	86.7	87.2	87.1	86.9	88.8
Car Purchase Expectations	99.0	97.6	96.9	100.1	101.1	100.2	101.8
Price of Gasoline	125.2	125.0	123.5	125.7	126.9	126.5	124.1

# MNI China Car Purchase Indicator

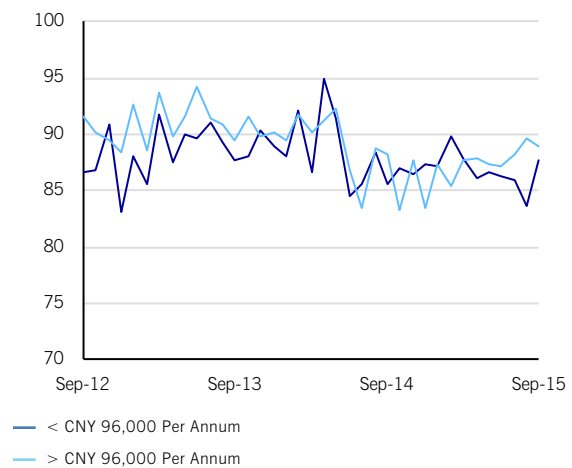
## Auto Sector Sentiment Improves



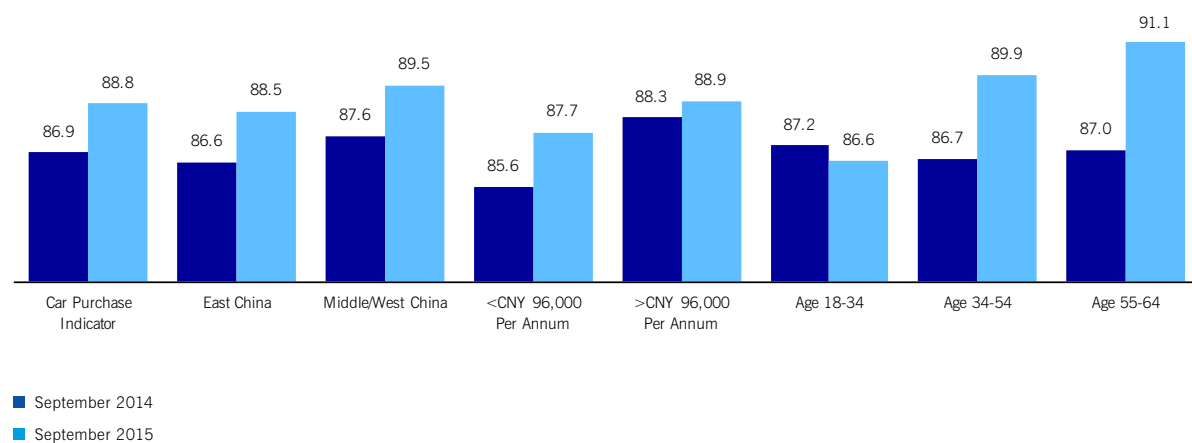
Car Purchase Indicator - 3 Month Average  
By Occupation



Car Purchase Indicator  
By Income



Car Purchase Sentiment Compared With a Year Ago



# Car Purchase Expectations

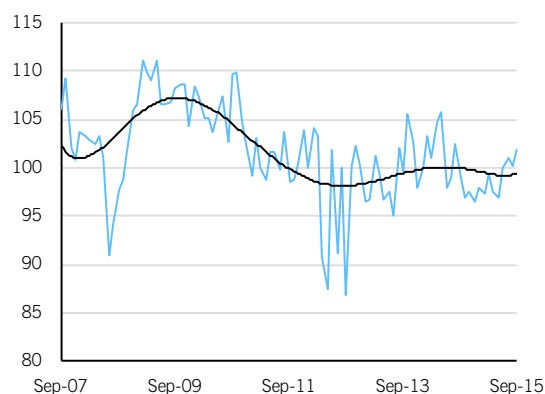
## Discounting & High Supply Improve Outlook



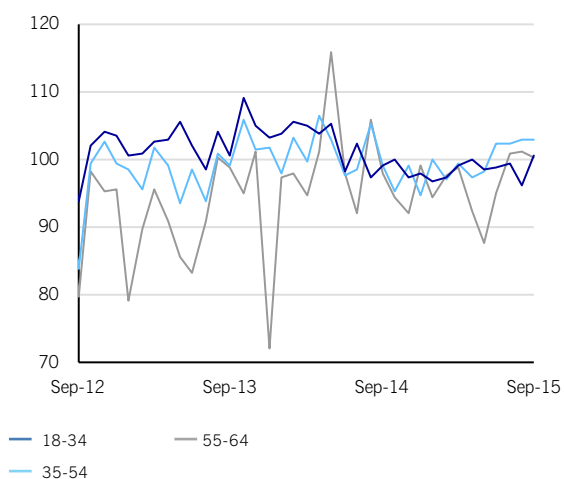
The Car Purchase Expectations Indicator rose 1.6% to 101.8 in September from 100.2 in August, harking back to some of the more positive readings seen in Q2. Discounting by retailers continued to play a positive role in the perceptions of consumers, with 35% of respondents who thought it was a good time to buy a car nominating favourable pricing as the main reason. The second biggest reason, though, was supply and quality, indicating that car companies are stepping up efforts to win over consumers with a greater range and higher quality vehicles. This was reflected in answers to this quarter's favoured brand question, which showed multiple brands vying for top spot while 8% of responses went to brands outside the top 20.

The recent divergence between income groups continued in August, with those who earn less than CNY 96,000 still relatively more optimistic than those earning above that level. By age, respondents were more tightly grouped, with respondents aged 35-54 the most optimistic.

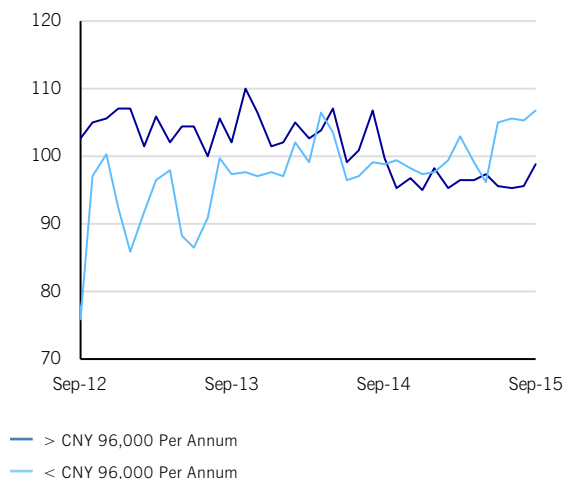
Car Purchase Expectations Indicator



Car Purchase Expectations Indicator  
By Age



Car Purchase Expectations Indicator  
By Income



Car Purchase Expectations

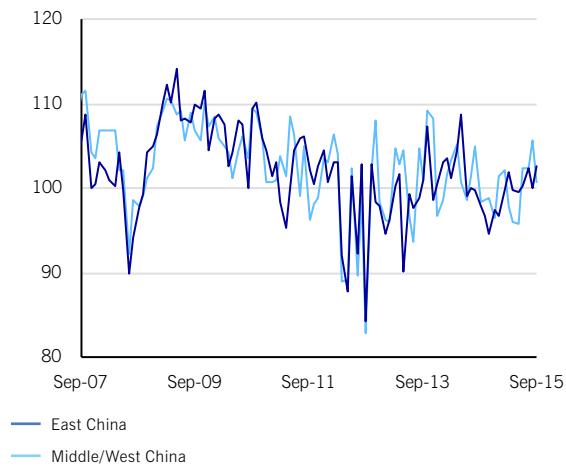
	Jun-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15
Car Purchase Expectations	98.0	97.9	97.4	99.3	97.6	96.9	100.1

# Car Purchase Expectations

## Discounting & High Supply Improve Outlook



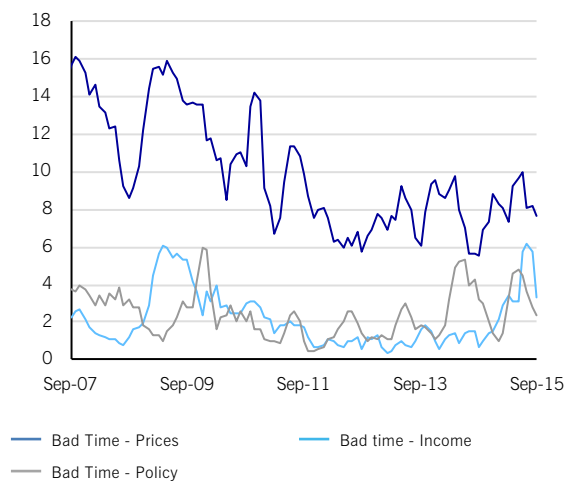
Car Purchase Expectations Indicator  
By Region



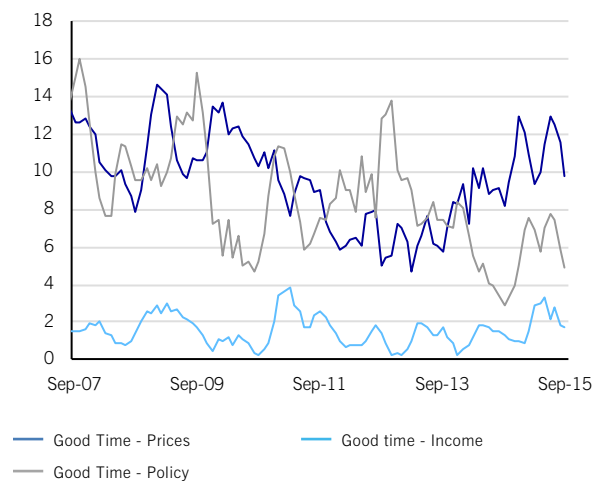
Selected Reasons for a Good and Bad Time to Buy a Car demonstrate the changing perceptions of Chinese consumers.

Historically, consumers have cited prices as the main reason for thinking it was a good time to buy a car, while income had been the main driver of the opposite view. In recent times, though, this dynamic has been challenged with income levels playing a bigger role among those who think it's a good time to buy a car and policy playing a larger part in decision making among those who view it as a bad time to buy.

Selected Reasons for Bad Time to Buy a Car  
3 Month Average



Selected Reasons for Good Time to Buy a Car  
3 Month Average



## Car Ownership

### Modest Rise

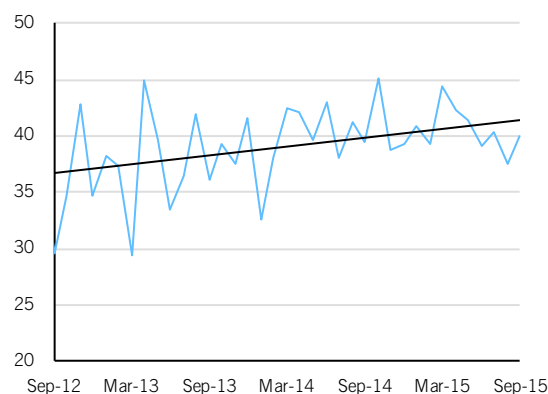


The percentage of survey respondents who said they owned a car recovered some lost ground in September, although remained in a downward trend. 39.9% of survey participants owned a car in September, up from 37.5% in August, but below July's outturn of 40.3%.

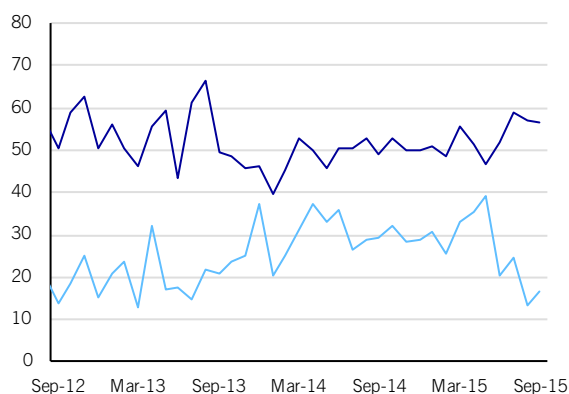
Ownership rates have declined throughout much of 2015, although they stand well above the long-run average.

Higher and lower income families (with the dividing line set at CNY 96,000 per year) have been reporting converging levels of car ownership since 2012, however in the last couple of surveys there has been a departure from that trend. In September, households in the lower income bracket drove the overall increase while those earning above CNY 96,000 pared back ownership slightly. More data points are required to determine if ownership will once again begin to converge or if the gap between higher and lower income families is more permanent.

% of Households that Own a Car



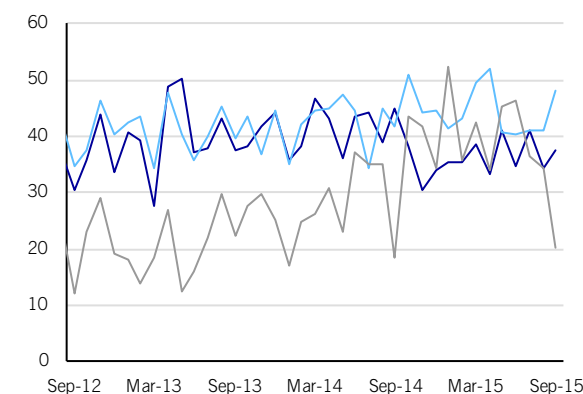
% of Households that Own a Car  
By Income



— > CNY 96,000 Per Annum

— < CNY 96,000 Per Annum

% of Households that Own a Car  
By Age



— 18-34

— 35-54

— 55-64

% of Households that Own a Car

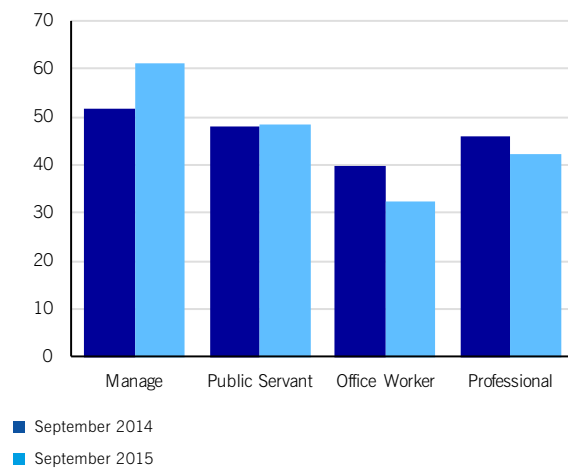
	Sep-14	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15
Car Ownership (%)	39.4	42.4	41.5	39.0	40.3	37.5	39.9

# Car Ownership

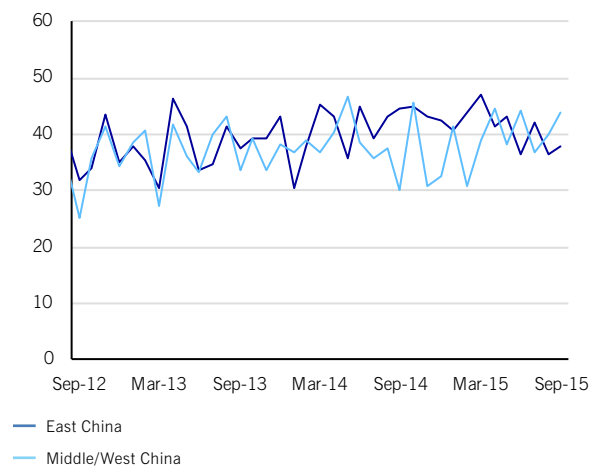
## Modest Rise



% of Households that Own a Car - 3 Month Average  
By Selected Occupations



% of Households that Own a Car  
By Region



Car Ownership by Occupation (% of Households) - 3 Month Average

	Sep-14	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15
Managerial Level	51.7	58.1	56.1	54.9	55.8	58.8	61.2
Public Servant/Government Office Worker	47.9	52.5	52.1	60.5	62.4	46.4	48.5
Average Office Worker (White Collar)	39.7	33.9	36.4	34.6	32.5	29.3	32.6
Worker/Manual Labour (Blue Collar)	27.0	23.3	24.4	24.9	23.1	29.2	27.7
Professional	46.0	33.2	29.6	20.1	26.4	36.1	42.4
Private Business Owner	46.1	64.2	48.7	43.6	35.4	33.7	35.3
Self-Employed	43.6	49.6	47.7	40.1	41.5	41.8	42.5
Freelancer (SOHO)	37.2	44.2	49.3	39.3	39.1	28.4	28.8
Teacher	46.4	50.4	44.0	38.8	26.3	27.8	21.4
Student	34.6	41.4	44.0	41.8	39.1	43.8	39.5
Unemployed/Home-maker	31.6	22.8	19.9	21.7	33.4	43.1	55.0
Retired	22.3	37.6	38.6	42.2	42.7	40.1	31.2
Part-Timer/Temporary Job	32.8	33.2	26.8	33.5	28.4	34.0	26.7

## Plans to Buy a Car: All Consumers Planned Purchases Fall Back

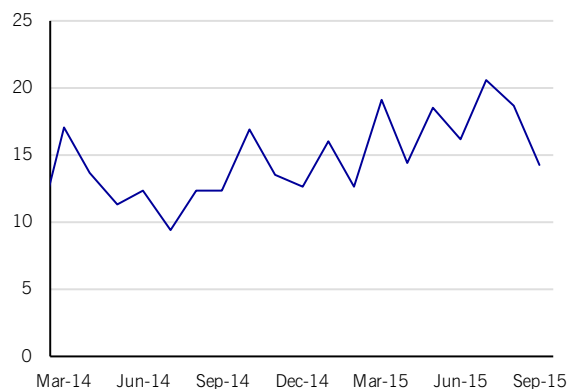


Plans to buy a car fell in September, dropping further from August, potentially signalling the end of the encouraging up trend seen in 2015. After surging to a series high in July, 14.3% of consumers said they were planning to buy a car in September, down from 18.7% in August. Still, plans to buy remain elevated compared with recent history – in 2014 an average of just 12.6% said they were planning to buy a car.

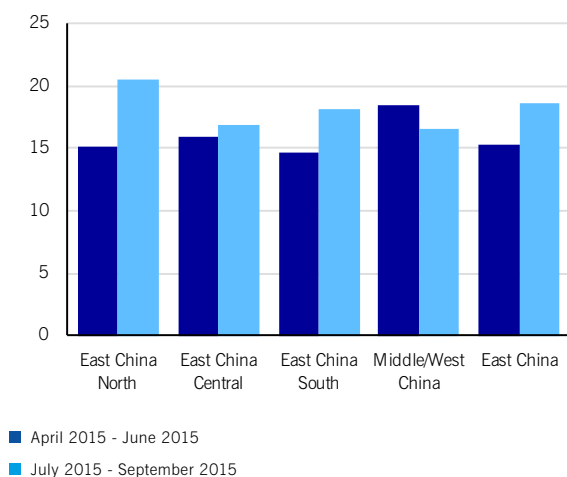
All three age groups reduced their car buying intentions, although the middle group consisting of 35-54 year olds had the highest percentage at 15.1%. This compares with 13.6% each for the 18-34 and 55-64 year olds.

The fall in planned auto purchases is part of a mixed picture on spending habits of Chinese consumers, as measured by the results of the wider Westpac MNI China Consumer Sentiment Survey, which is the parent of this publication. It showed that despite an increase in their financial situation, consumers have experienced varying emotions about outlays on different household durables.

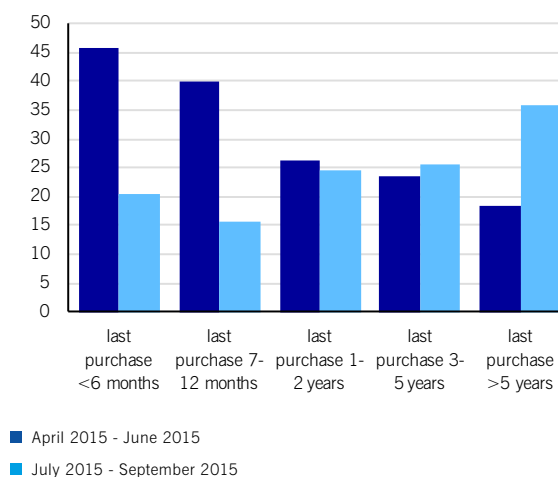
% of Households Planning to Buy a Car in the Next 12 Months



% Planning to Buy a Car in the Next 12 Months  
By Region - Rolling Quarterly Average



% Planning to Buy a Car in the Next 12 Months  
By Last Car Purchase - Rolling Quarterly Average

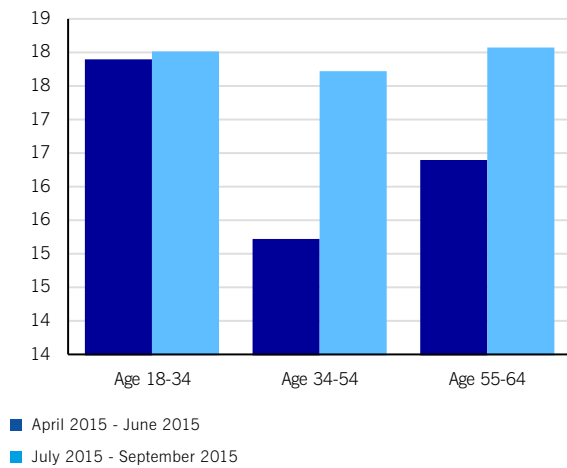


# Plans to Buy a Car: All Consumers

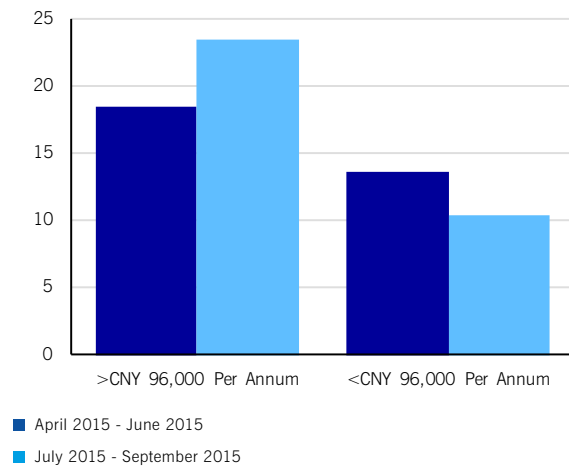
## Planned Purchases Fall Back



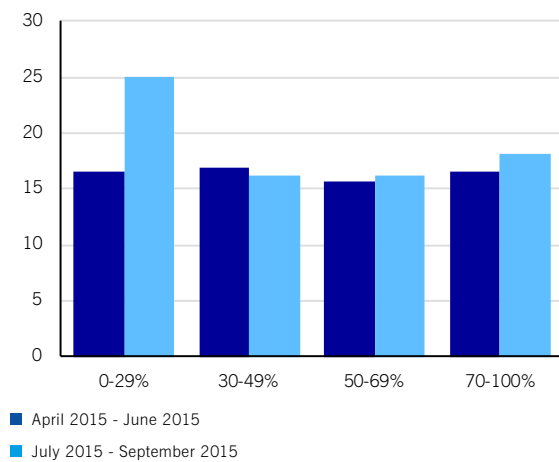
% Planning to Buy a Car in the Next 12 Months  
By Age - Rolling Quarterly Average



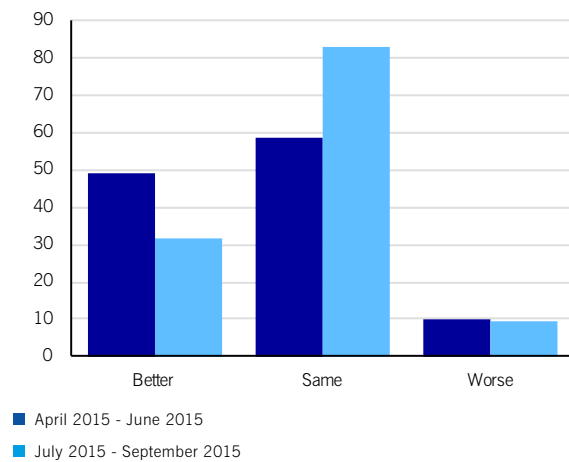
% Planning to Buy a Car in the Next 12 Months  
By Income - Rolling Quarterly Average



% Planning to Buy a Car in the Next 12 Months  
By % Household Income Used on Daily Expenses  
Rolling Quarterly Average



% Planning to Buy a Car in the Next 12 Months  
By Expected Financial Position in One Year  
Rolling Quarterly Average



## Plans to Buy a Car: First Car Buyers

### Small Uptick

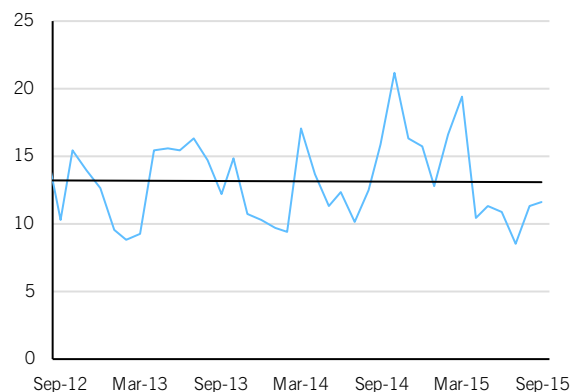


The proportion of respondents planning to buy a first car registered another small gain in September, the second in a row following August's recovery. In September, 11.7% of respondents who didn't own a car were planning on buying one, compared with 11.4% in August.

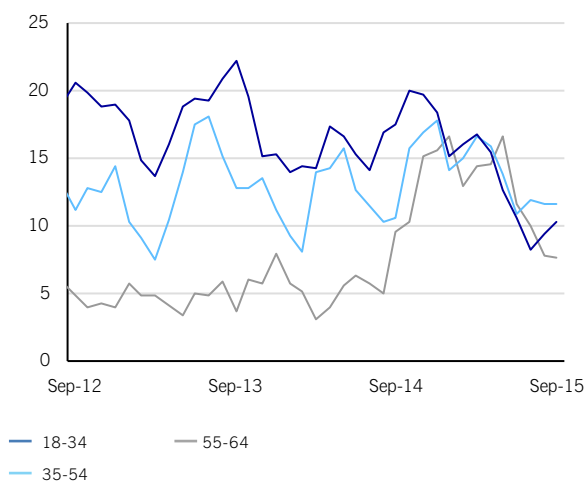
Consumers without a car who were planning on making a purchase had formerly accounted for the lion's share of all planned car purchases although this figure has gradually fallen in the last few years. The latest outturn is a touch below the average of 13.2% since the series began in 2012.

Respondents earning more than CNY 96,000 per year were more likely to be buying a car, at 17.3%, compared with 6.4% in the lower income bracket. By age, buying intentions for 35-54 year olds picked up, with 13.7% saying they were planning on buying a car in September compared with 8.4% in August. 11% of respondents aged 18-34 said they planned to make a vehicle purchase in the next year compared with 16.1% previously.

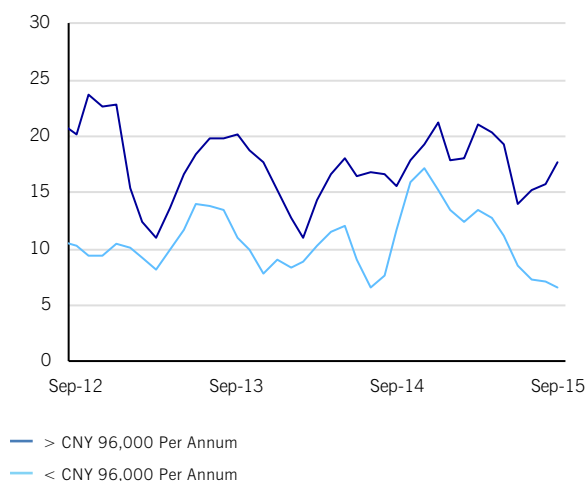
% of Households who Plan to Buy a First Car in the Next 12 Months



% Planning to Buy a First Car in the Next 12 Months By Age - 3 Month Average



% Planning to Buy a First Car in the Next 12 Months By Income - 3 Month Average



% of Households Planning to Buy a First Car

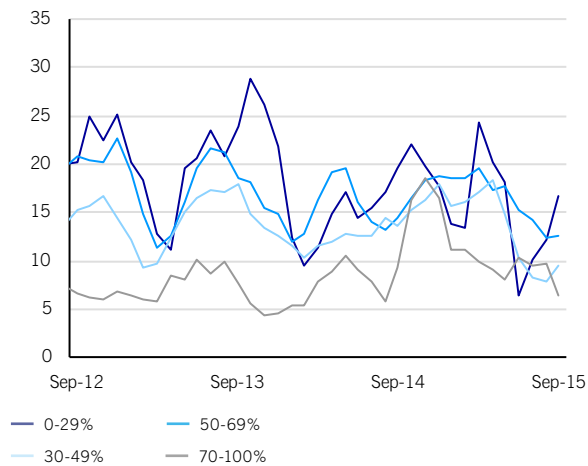
	Sep-14	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15
Plan to Buy a First Car (%)	15.9	10.4	11.4	11.0	8.6	11.4	11.7

# Plans to Buy a Car: First Car Buyers

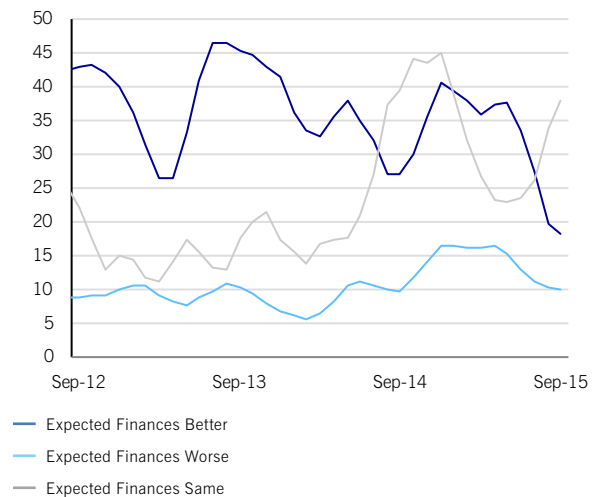
## Small Uptick



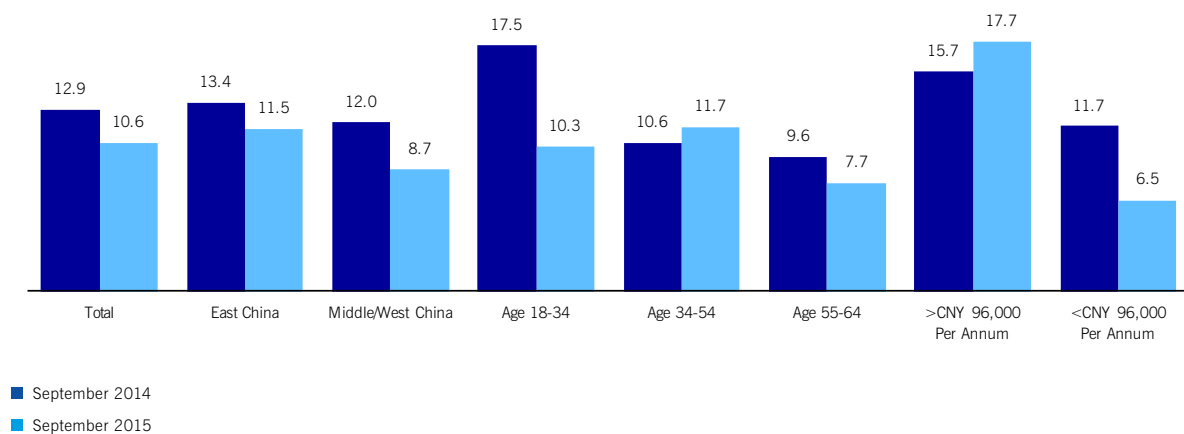
% Planning to Buy a First Car by % Income Used on Daily Expenses - 3 Month Average



% Planning to Buy a First Car by Expected Financial Position in One Year - 3 Month Average



% Planning to Buy a First Car - Compared With a Year Ago (% of Households, 3 Month Average)



## Plans to Buy a Car: Additional Purchase

### Additional Purchases Plummet

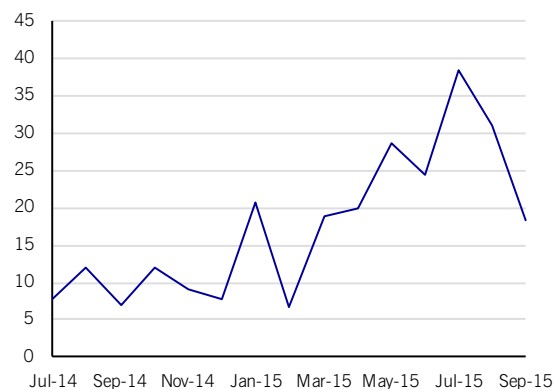


It has been large monthly movements in the proportion of respondents who already own a car and are planning to buy another that have been the main driver of gyrations in the overall figure in recent months and while the sample error is somewhat higher due to the smaller number of respondents who own a car (which has been around 40% in recent months), there has been a growing trend of additional purchases. In September, just 18.3% of respondents who already owned a car were planning on buying another, down from 31% in August and 38.6% in July.

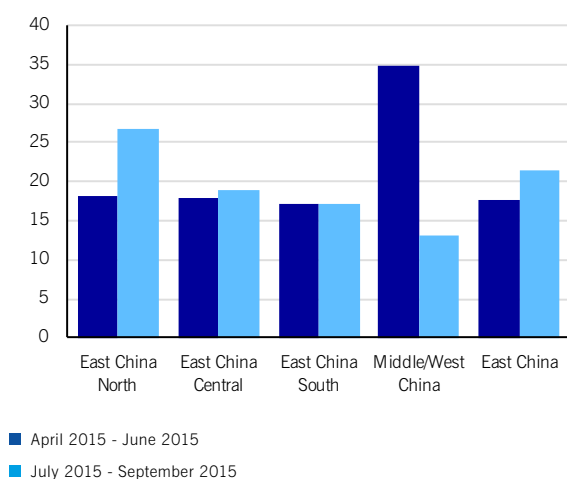
Respondents from the upper income bracket (those with salaries above CNY 96,000 per year) maintained their position as the most willing to buy another car. By age, the oldest and youngest age groups were more likely to be buying a second car compared with the 35-54 age group.

By timing of last car purchase, respondents who had bought a car more than five years ago were the most likely to be purchasing another, or upgrading.

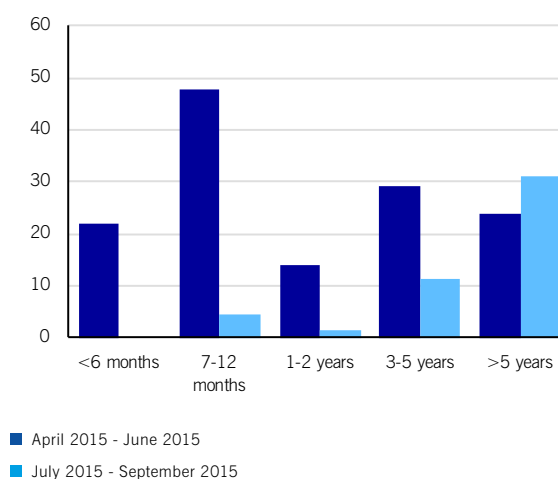
% of Households Planning to Buy Another Car in The Next 12 Months



Planning to Buy Another Car in the Next 12 Months By Region - Rolling Quarterly Average



Planning to Buy a Car in the Next 12 Months By Last Car Purchase - Rolling Quarterly Average

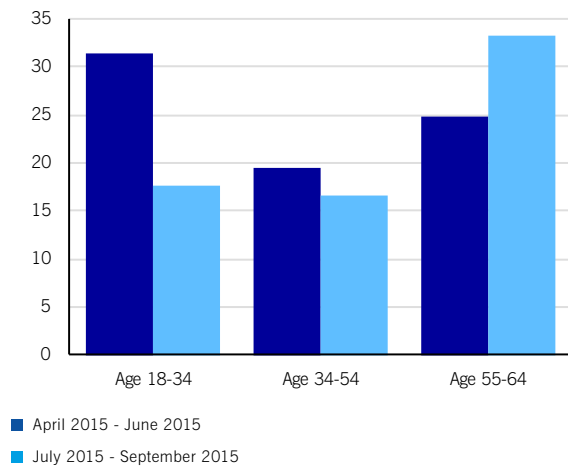


# Plans to Buy a Car: Additional Purchase

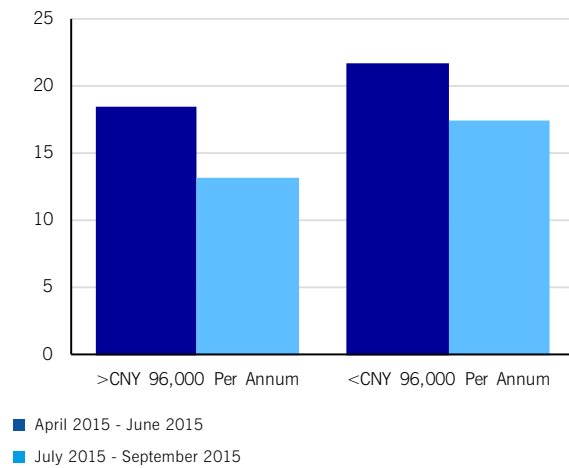
## Additional Purchases Plummet



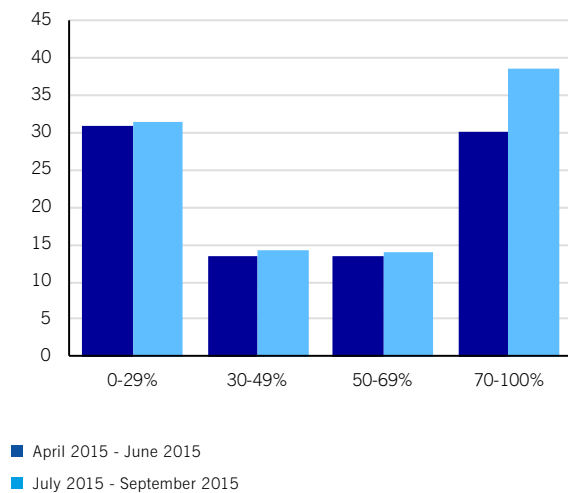
Planning to Buy Another Car in the Next 12 Months  
By Age - Rolling Quarterly Average



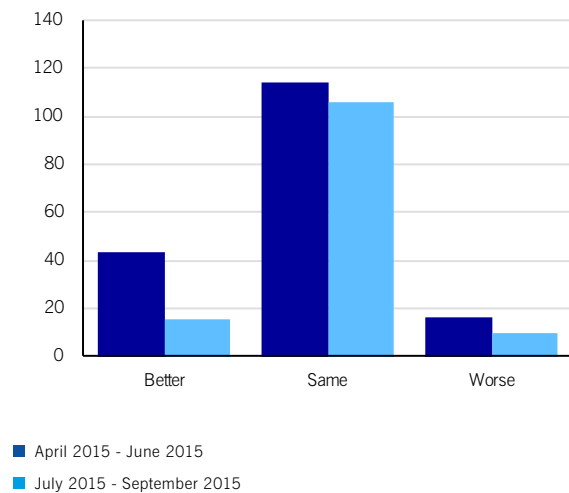
Planning to Buy Another Car in the Next 12 Months  
By Income - Rolling Quarterly Average



Planning to Buy Another Car in the Next 12 Months  
By % Household Income Used on Daily Expenses -  
Rolling Quarterly Average

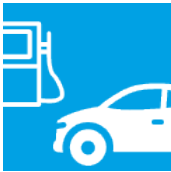


Planning to Buy Another Car in the Next 12 Months  
By Expected Financial Position in One Year -  
Rolling Quarterly Average



# Budget to Buy a Car

## Mid Range Remains Most Popular

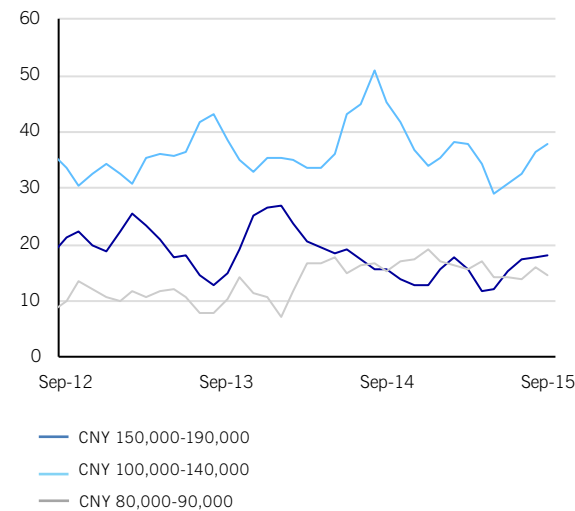


In September, 37.9% of respondents said their budget to buy a car was in the CNY 100,000 – CNY 140,000 range, which is broadly the ‘mid-range’ option. This was down from 40.5% in August and ended three consecutive increases. Despite the fall, it was the most popular category, followed by CNY 150,000 – CNY 190,000, which is also close to the ‘mid-range’ definition.

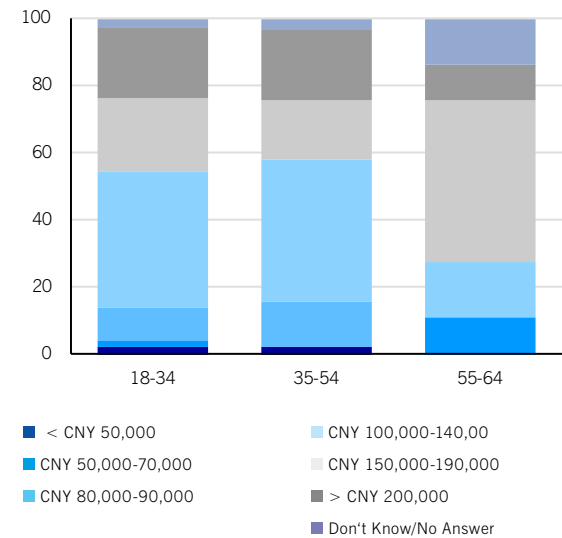
By age, 35-54 year olds were the most likely to say their budget was in the middle category, closely followed by 18-34 year olds. The oldest category shifted their preferences up, and a greater proportion from this group chose the category above. By income, those earning more than CNY 96,000 per year had the highest share of responses in the CNY 100,000 – CNY 140,000 range.

The percentage of those planning to buy a car worth more than CNY 200,000 rose, with 19.8% saying their budget extended that high in September after accounting for 14% of responses in August.

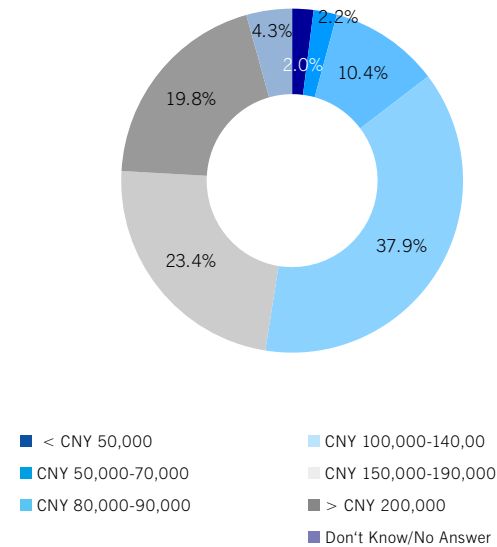
Budget to Buy a Car Historically - 3 Month Average



Budget to Buy a Car by Age



Budget to Buy a Car (% of Households)

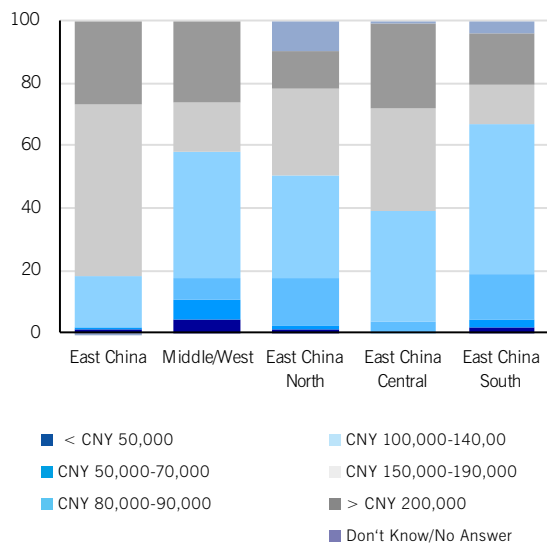


# Budget to Buy a Car

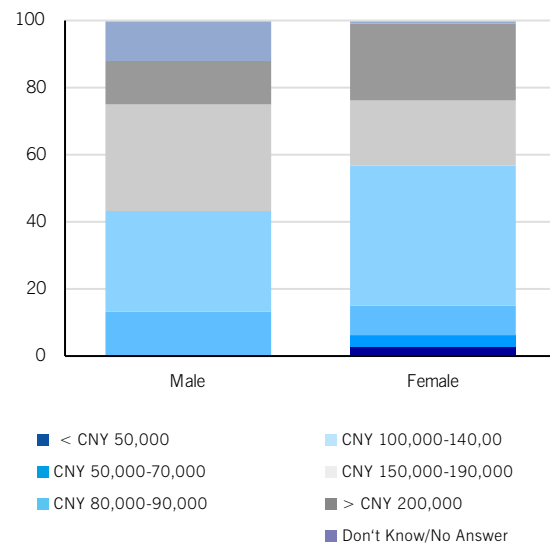
## Mid Range Remains Most Popular



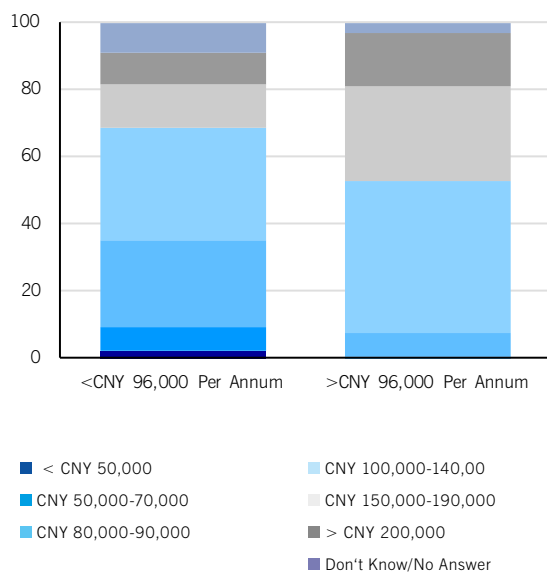
### Budget to Buy a Car by Region



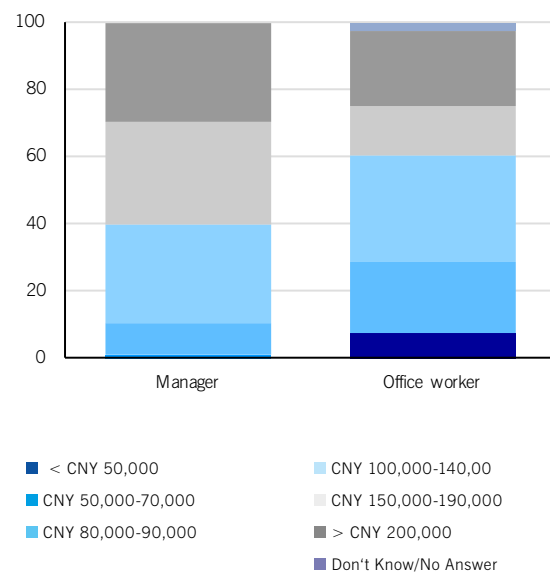
### Budget to Buy a Car by Gender



### Budget to Buy by Income



### Budget to Buy a Car by Selected Occupations



## Car Loans

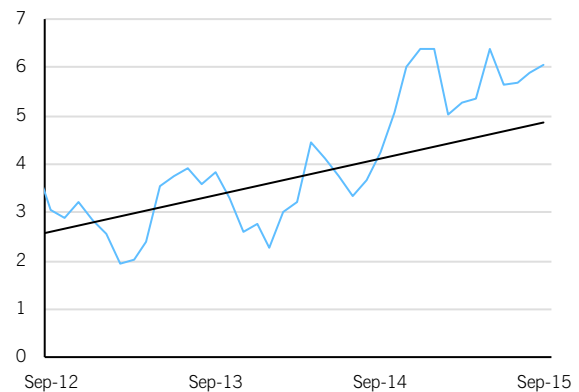
### Car Loans Slip



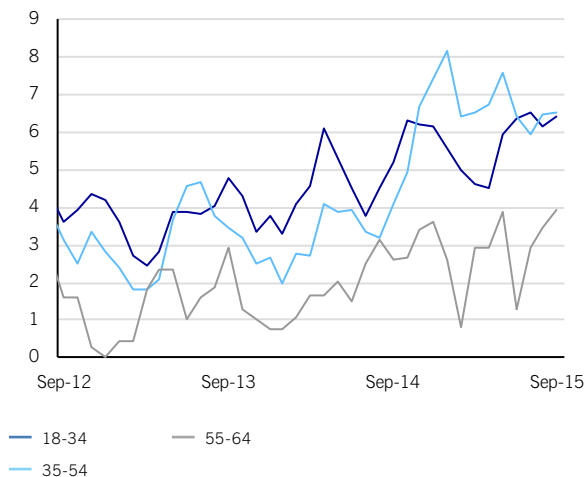
The percentage of respondents in our survey who said they had a car loan fell back to 5.2% in September after registering 6.8% in the month before. Despite the fall, car loans as a finance option are growing in popularity with the three-month average increasing to 6.1% in the September quarter from 5.9% in the three months to August.

Car loans had the highest prevalence among those aged 18-34 years old, with 6.7% in this category using a loan to purchase a vehicle in September. By region, Middle/West China cut back on car loans markedly, with the percentage falling to just 2.2% compared with 6.8% in East China. The trend seen on an income basis remained true to form, with those earning more than CNY 96,000 per year more willing to take out a car loan compared with those earning less.

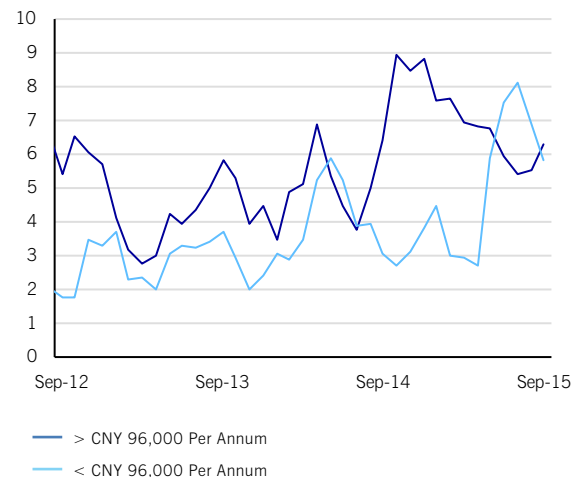
% of Households With a Car Loan  
3 Month Average



% of Households With a Car Loan  
By Age - 3 Month Average



% of Households With a Car Loan  
By Income - 3 Month Average



% of Households With a Car Loan

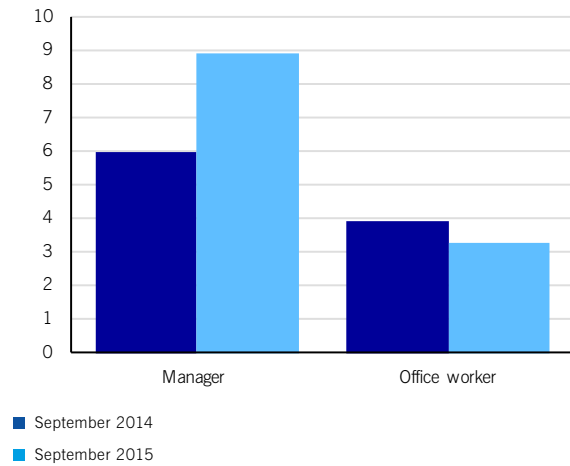
	Sep-14	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15
Car Loan Ownership (%)	4.3	5.3	6.4	5.6	5.7	5.9	6.1

# Car Loans

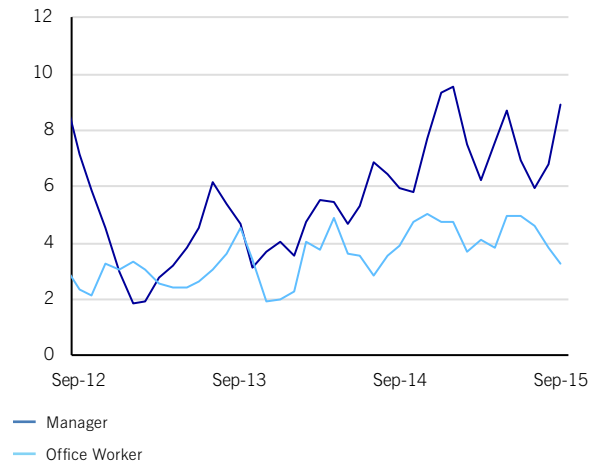
## Car Loans Slip



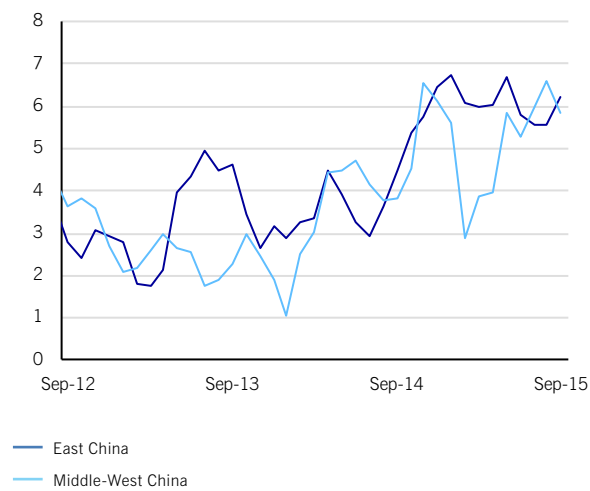
% of Households With a Car Loan  
By Selected Occupations - 3 Month Average



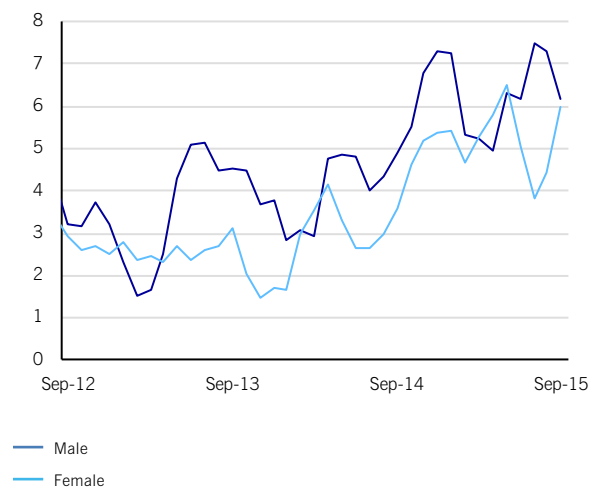
% of Households With a Car Loan  
By Selected Occupations - 3 Month Average



% of Households With a Car Loan  
By Region - 3 Month Average



% of Households With a Car Loan  
By Gender - 3 Month Average



## Special Section

### Context for the Big Picture



The Chinese car market is now the biggest in the world and its pace of growth suggests continued opportunity for car makers and investors in the auto industry. To help understand this market better, in addition to our usual monthly questions we include three special questions every quarter.

The extra questions shed some light on the current state of an evolving market and provide hints about where the next opportunities lie.

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- 1. What is the most important factor you consider when purchasing a new car?**
  - 2. If you were going to buy a car today what type would you buy?**
  - 3. If you were going to buy a car today what brand would you buy?**
-

# Special Section

## Decision Drivers

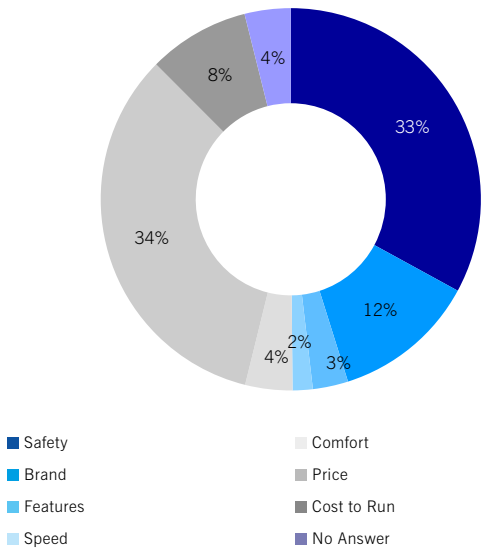


Our respondents were once again clear that safety and price were the main factors they considered when buying a car. In the September quarter of the survey, we saw a shift away from upfront price, with an increase in the percentage of respondents nominating cost to run as a key factor. The prominence of safety in consumers' minds continued to stand out, and to that end a larger share of responses going to brand indicates that brand reputation remains a strong decision driver.

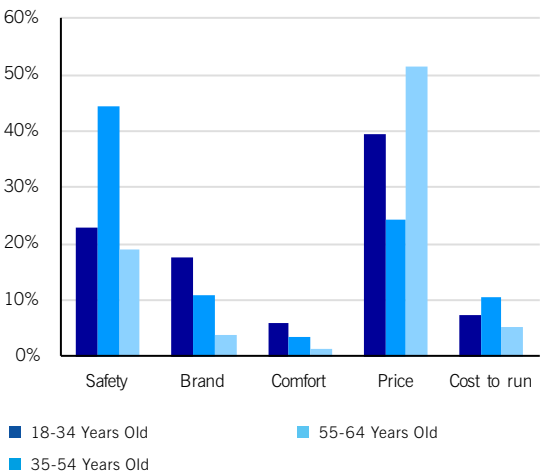
The demographic breakdown proved telling in the buying process for key segments. Those in the older age group showed a higher sensitivity to running costs, and were also the most price sensitive. The youngest age group had the highest proportion nominating brand whilst the middle age group were the most sensitive to safety.

The gender distinction upheld the trend that emerged in the June edition, with female respondents more concerned with price while their male counterparts were more likely to choose safety as the main factor they considered when buying a car.

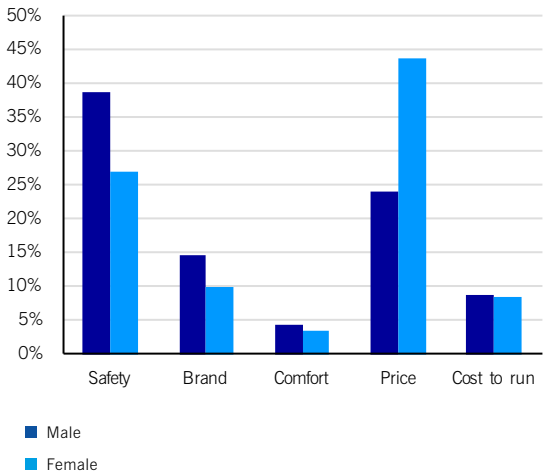
Most Important Factor When Buying a Car  
% of Responses



Most Important Factor When Buying a Car  
By Age - % of Responses



Most Important Factor When Buying a Car  
By Gender - % of Responses



# Special Section

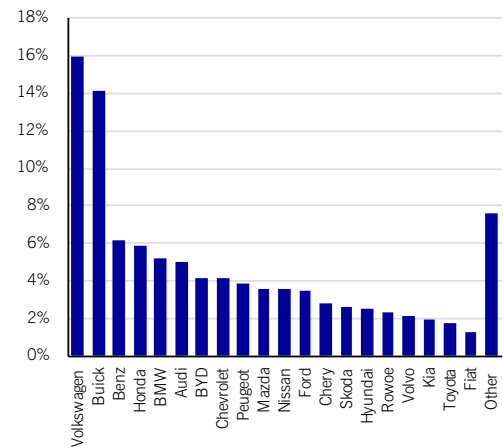
## Make & Model



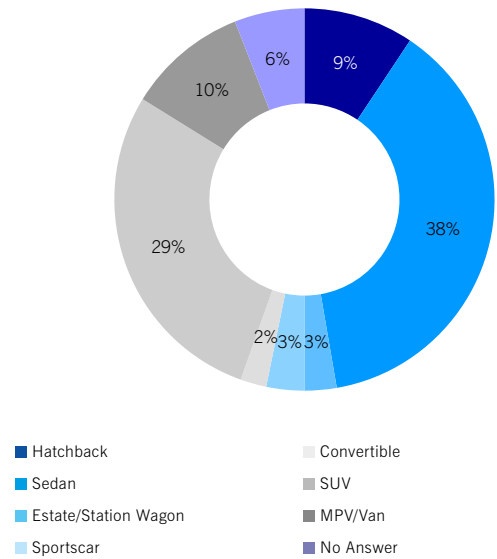
Sedans were nominated as the most preferred model of car for the third quarter running, although relinquished some of their lead, falling to 37.8% in September from 45.3% in June. SUVs were the second most preferred model, broadly maintaining their share at 28.3%. A big uptick in MPV popularity suggests that larger vehicles are continuing to gain in popularity.

When asked about the brand of car they favoured most, Volkswagen remained number one pick, but relinquished much of the massive lead gained in June. After receiving a whopping 28% share of responses in June, 16% said they would buy a Volkswagen if they were to buy a car today. This was, though, more in line with 18.9% result seen in May. Buick, which came in third place in June with 11% of responses was a close second in September, accounting for 14% of respondents' first pick. Luxury brands like BMW and Mercedes made up some of the ground lost in the previous quarter while Chery was the favoured local brand, although was 13th most popular overall. It is clear from the brand results that competition in the auto sector increased in Q3, with a much more even spread among the top 10 brands, while 8% of responses went to brands outside the top 20, compared with 4% at the end of Q2.

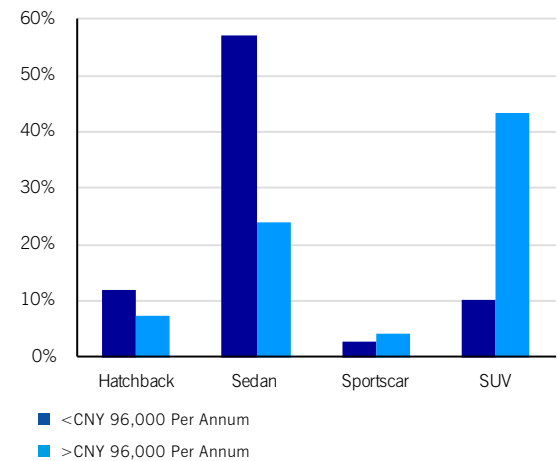
Preferred Brand of Car  
% of Responses



Preferred Type of Car  
% of Responses



Preferred Type of Car  
By Income - % of Responses



# Sedans were nominated as the most preferred model of car for the third quarter running.

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37.8% of respondents said they favoured purchasing a sedan in September, ahead of 28.3% who chose SUVs.



# Data Tables

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A closer look at the data from the MNI China Auto Purchase Sentiment Survey.

## Indicators

	2014				2015								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>MNI China Car Purchase Indicator</b>	86.9	85.6	87.4	85.5	87.0	87.1	87.6	86.3	86.7	87.2	87.1	86.9	88.8
Male	100.8	97.3	101.5	95.9	97.7	99.3	97.6	96.0	93.1	93.1	93.0	91.6	97.0
Female	97.4	96.8	93.8	97.3	98.1	95.6	101.0	99.1	100.5	106.6	108.7	108.4	106.2
Age 18-34	99.2	100.1	97.4	97.9	96.8	97.4	99.2	100.1	98.6	98.9	99.5	96.4	100.8
Age 35-54	99.3	95.5	99.3	94.8	100.0	97.3	99.5	97.3	98.4	102.5	102.4	102.9	102.9
Age 55-64	97.9	94.5	92.3	99.1	94.4	97.7	99.0	92.6	87.7	95.0	100.9	101.1	100.4
Income < CNY 96,000 Per Annum	85.6	87.1	86.5	87.3	87.2	89.8	87.9	86.1	86.6	86.3	85.9	83.7	87.7
Income > CNY 96,000 Per Annum	88.3	83.2	87.8	83.5	87.4	85.4	87.6	87.8	87.4	87.2	88.2	89.6	88.9
East China	86.6	85.2	87.2	85.5	87.2	86.7	87.7	85.7	85.3	86.4	86.9	87.0	88.5
East China - South	98.3	98.6	98.9	96.5	101.4	102.1	97.9	96.0	95.9	102.5	102.4	105.7	100.7
East China - North	86.6	86.3	89.3	86.5	90.3	84.3	88.7	87.3	86.0	87.9	89.3	86.9	88.7
East China - Central	99.7	96.2	96.6	96.6	96.8	97.8	99.5	94.2	95.7	95.3	98.3	97.5	103.9
Middle-West China	87.6	86.2	87.7	85.4	86.5	87.7	87.5	87.6	89.4	88.8	87.6	86.5	89.5
Managerial Level	83.8	85.9	88.4	81.0	86.8	84.5	87.9	86.7	85.5	90.8	89.8	90.3	90.0
Public Servant	93.7	83.3	83.3	89.1	90.1	86.8	80.6	84.0	96.3	93.2	91.7	76.4	90.1
Average Office Worker	87.3	82.1	85.7	85.5	86.7	87.8	87.0	86.9	85.6	86.1	84.4	85.3	88.1
Worker	91.7	90.7	90.6	90.5	84.4	93.2	99.2	84.6	86.6	81.2	105.5	79.8	88.6
Professional	88.0	90.1	82.0	91.7	89.9	85.4	84.0	95.1	97.4	82.5	84.2	90.2	84.3
Private Business	92.5	89.3	82.8	88.7	83.8	92.6	96.2	90.8	94.5	80.1	92.8	82.4	82.1
Self Employed	92.1	91.0	84.6	84.1	98.9	80.0	89.5	86.8	94.1	84.5	84.6	82.3	87.6
Freelancer	83.1	94.0	84.9	91.7	90.9	87.8	84.3	81.5	88.7	82.7	90.7	83.1	82.9
Professional Investor	92.4	124.1	78.7	78.9	96.2	95.7	99.8	141.4	90.8	75.6	108.5	90.0	84.1
Teacher	85.1	96.7	97.8	89.7	102.7	83.9	86.8	101.2	90.5	74.7	74.9	80.1	67.2
Student	83.3	79.0	76.1	91.6	79.5	84.3	81.3	92.0	82.4	90.2	83.6	84.3	97.2
Unemployed	85.6	79.5	91.4	81.0	90.5	91.5	86.0	75.0	87.4	90.3	83.0	90.8	99.4
Retired	85.5	88.5	90.5	86.9	85.6	86.1	88.4	84.8	85.3	87.3	88.1	90.6	90.8
Part-Time	85.6	93.9	90.8	86.9	92.8	95.1	79.0	75.4	95.3	95.6	81.5	95.4	93.0

## % of Households Who Own a Car

	2014				2015								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>MNI China Car Purchase Indicator</b>	39.4	45.1	38.8	39.2	40.9	39.2	44.4	42.4	41.5	39.0	40.3	37.5	39.9
Male	39.2	42.2	34.8	40.0	37.1	38.7	40.2	40.0	38.2	45.3	54.1	50.5	50.3
Female	39.5	47.7	42.5	38.4	44.4	39.7	48.3	44.5	44.5	33.1	27.5	25.4	30.2
Age 18-34	45.0	38.1	30.5	34.1	35.4	35.3	38.4	33.3	41.1	34.5	40.9	34.3	37.6
Age 35-54	41.7	50.8	44.2	44.6	41.5	43.3	49.6	51.9	40.5	40.2	41.1	41.0	47.9
Age 55-64	18.4	43.3	41.7	34.4	52.3	35.8	42.3	33.8	45.3	46.3	36.3	34.3	20.1
Income < CNY 96,000 Per Annum	29.4	32.2	28.3	29.0	30.6	25.6	33.1	35.5	39.3	20.4	24.4	13.2	16.6
Income > CNY 96,000 Per Annum	48.9	52.8	50.0	50.2	50.9	48.7	55.7	51.2	46.6	52.1	59.0	57.0	56.8
East China	44.4	44.9	43.0	42.5	40.7	43.8	47.1	41.3	43.2	36.4	42.2	36.4	37.7
East China - South	43.8	42.5	45.0	43.4	45.4	41.2	46.2	40.6	43.5	35.9	36.4	34.4	36.4
East China - North	47.0	48.4	38.0	38.5	34.9	43.0	46.9	39.4	45.3	33.5	45.7	34.5	38.9
East China - Central	42.5	43.0	46.1	45.9	42.4	46.5	48.3	43.6	40.8	39.3	43.8	40.5	37.5
Middle-West China	30.0	45.5	30.9	32.5	41.4	30.6	39.0	44.6	38.1	44.1	36.8	39.8	44.0
Managerial Level	52.1	61.9	55.0	54.1	52.8	56.8	60.9	56.6	50.8	57.2	59.3	59.8	64.6
Public Servant	30.2	81.7	37.4	49.0	51.6	83.6	46.5	27.4	82.4	71.6	33.0	34.6	77.8
Average Office Worker	36.0	34.8	30.1	33.1	30.6	31.3	34.0	36.5	38.6	28.6	30.4	29.0	38.3
Worker	35.5	38.6	30.9	28.6	32.1	18.7	22.2	29.1	22.0	23.7	23.7	40.1	19.3
Professional	42.4	86.1	65.8	39.5	51.6	43.6	56.1	-	32.8	27.6	18.8	62.0	46.3
Private Business	51.7	48.5	34.1	63.5	46.9	77.4	45.6	69.6	30.9	30.5	44.9	25.9	35.0
Self Employed	40.3	51.0	57.3	52.7	64.5	41.6	56.4	50.9	35.9	33.5	55.1	36.8	35.6
Freelancer	50.9	51.1	35.9	31.3	46.1	27.4	56.5	48.6	42.6	26.7	47.8	10.7	28.0
Professional Investor	37.6	69.5	64.1	29.0	7.9	100.0	80.3	44.9	90.7	14.6	100.0	26.7	18.7
Teacher	54.4	67.2	28.5	65.7	2.7	61.8	34.6	54.8	42.5	19.1	17.3	47.0	-
Student	29.1	10.1	14.4	24.4	51.5	28.3	51.4	44.5	36.1	44.7	36.6	50.0	32.0
Unemployed	31.5	32.4	22.7	22.2	53.6	34.8	33.6	-	26.2	38.9	35.1	55.3	74.5
Retired	18.1	43.2	36.9	37.8	44.3	39.8	37.2	35.9	42.6	48.0	37.4	35.0	21.1
Part-Time	74.8	50.4	8.8	46.9	13.5	28.7	22.8	48.0	9.4	42.9	32.9	26.3	21.0

## Total Expense of Purchased Car - Including License Board and Taxes (% of Households)

	2014				2015								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>Total Expense</b>													
< CNY 50,000	1.2	2.1	-	0.7	0.3	0.3	1.4	3.3	5.1	0.4	0.5	-	-
CNY 50,000-70,000	10.8	12.5	12.9	10.6	12.9	16.6	15.9	13.1	16.1	12.7	9.7	8.5	10.7
CNY 80,000-90,000	30.6	26.3	33.9	29.3	28.6	29.8	33.6	33.6	26.4	27.0	26.7	29.5	31.5
CNY 100,00-140,000	19.4	21.1	20.7	25.7	19.8	16.7	24.0	18.1	15.7	30.1	27.5	19.2	25.7
CNY 150,000-190,000	19.7	19.2	14.5	19.3	17.3	13.4	12.8	12.4	16.2	12.0	15.8	20.3	18.6
> CNY 200,000	9.1	5.0	7.2	5.1	9.7	6.3	4.1	5.7	9.3	7.3	9.4	12.9	7.0

## % Households Planning to Buy a Car

	2014				2015								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>% Households Planning to Buy a Car</b>													
Male	12.4	17.0	13.5	12.6	16.1	12.7	19.1	14.4	18.6	16.2	20.7	18.7	14.3
Female	13.4	18.6	14.6	13.4	16.7	14.1	19.8	10.5	19.3	12.5	15.0	11.0	9.0
Age 18-34	11.4	15.1	12.5	11.9	15.5	11.3	18.5	18.6	17.8	20.1	26.7	27.0	20.0
Age 35-54	12.6	20.9	15.5	12.4	17.5	17.9	15.7	15.0	22.4	16.4	19.0	21.5	13.6
Age 55-64	11.1	16.6	12.4	12.5	14.3	11.2	20.0	13.6	16.1	16.0	20.9	17.2	15.1
Income < CNY 96,000 Per Annum	16.0	8.7	12.5	13.8	18.6	5.5	25.0	15.6	17.3	16.3	23.8	16.8	13.6
Income > CNY 96,000 Per Annum	16.2	16.5	14.1	11.1	16.7	11.6	17.5	13.1	17.5	10.5	13.5	10.1	7.5
East China	9.4	17.6	13.4	13.6	16.7	12.2	22.6	18.1	20.5	16.8	26.6	26.5	17.3
East China - South	12.1	14.9	12.1	14.1	15.0	11.6	18.8	15.3	16.2	14.5	21.9	18.0	16.1
East China - North	15.3	15.8	16.9	11.1	18.4	10.4	21.9	8.7	19.5	16.0	19.9	21.5	13.1
East China - Central	9.5	12.7	10.1	16.6	15.6	8.8	17.8	13.6	15.7	16.2	24.5	17.2	19.9
Middle-West China	12.0	16.6	10.3	13.9	12.2	15.1	16.9	22.2	13.9	11.8	20.8	15.6	14.4
	12.9	20.8	16.3	9.7	18.3	14.9	19.9	12.5	23.2	19.5	18.4	20.3	10.9

## Total Budget to Buy a Car

	2014				2015								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>Total</b>													
< CNY 50,000	9.9	8.8	3.3	6.1	1.1	3.9	3.7	6.0	3.6	0.7	2.4	1.7	2.0
CNY 50,000-70,000	7.5	13.7	7.7	16.2	4.1	6.3	11.7	16.6	13.4	7.7	5.2	6.9	2.2
CNY 80,000-90,000	10.5	17.3	24.5	15.9	11.0	22.1	14.2	15.3	13.5	14.3	13.5	20.1	10.4
CNY 100,00-140,000	40.2	34.9	35.6	31.1	39.7	43.9	29.6	29.2	28.6	34.0	35.0	40.5	37.9
CNY 150,000-190,000	19.5	12.2	6.4	19.3	21.2	13.1	12.4	9.7	14.1	21.7	16.5	14.6	23.4
> CNY 200,000	6.4	8.7	12.0	11.0	15.2	7.1	21.5	15.0	21.7	21.6	21.7	14.0	19.8
<b>Income &lt; CNY 96,000 Per Annum</b>													
< CNY 50,000	15.3	10.4	5.4	4.0	1.3	10.3	8.1	8.8	7.1	1.4	6.0	7.0	2.0
CNY 50,000-70,000	9.3	16.4	3.5	19.3	0.9	5.2	14.6	22.2	19.2	12.3	7.3	14.5	7.2
CNY 80,000-90,000	4.0	22.9	23.7	25.3	12.8	27.2	19.1	17.7	16.9	23.9	20.8	23.6	26.0
CNY 100,00-140,000	37.7	34.7	31.5	30.4	41.8	35.5	25.1	27.1	29.7	43.3	43.7	36.4	33.5
CNY 150,000-190,000	18.4	10.6	7.0	14.1	24.5	13.6	10.2	7.7	6.9	8.9	16.5	11.2	12.8
> CNY 200,000	4.5	4.0	10.4	6.9	7.2	7.3	6.5	7.4	11.7	10.2	2.8	2.4	9.7
<b>Income &gt; CNY 96,000 Per Annum</b>													
< CNY 50,000	3.2	9.3	1.0	7.2	0.9	-	-	4.1	-	0.6	-	-	-
CNY 50,000-70,000	6.4	13.9	13.7	13.7	5.4	8.2	8.0	13.1	6.4	-	5.1	5.4	0.5
CNY 80,000-90,000	21.5	13.3	23.5	9.9	9.7	21.3	10.5	11.2	10.1	14.8	9.7	19.5	7.0
CNY 100,00-140,000	39.3	38.7	40.5	31.2	39.9	45.2	33.3	31.3	30.1	29.0	30.8	44.3	45.4
CNY 150,000-190,000	24.0	12.7	6.2	20.4	19.3	15.8	14.4	10.9	21.1	29.4	14.4	12.9	28.2
> CNY 200,000	5.7	9.7	15.2	17.7	21.0	7.1	33.3	21.5	30.5	26.2	36.4	16.9	15.6

## % of Households With a Car Loan

	2014				2015								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
% of Households With a Car Loan	5.2	5.8	7.1	6.2	5.8	3.0	7.0	6.0	6.2	4.7	6.3	6.8	5.2
Male	5.6	6.2	8.6	7.2	6.0	2.8	6.9	5.1	6.9	6.5	9.0	6.4	3.2
Female	4.7	5.4	5.5	5.3	5.6	3.2	7.1	7.0	5.4	2.7	3.3	7.2	7.4
Age 18-34	6.0	7.2	5.5	5.8	5.5	3.7	4.7	5.2	7.9	6.0	5.6	6.9	6.7
Age 35-54	5.9	5.6	8.5	8.1	7.9	3.2	8.5	8.6	5.6	5.1	7.2	7.1	5.3
Age 55-64	0.8	3.0	6.3	1.5	-	1.0	7.8	-	3.9	-	5.0	5.5	1.3
Income < CNY 96,000 Per Annum	0.8	1.6	6.7	3.8	3.9	1.7	4.7	4.8	6.4	5.2	6.1	5.0	2.6
Income > CNY 96,000 Per Annum	9.0	10.1	6.9	9.5	8.6	4.5	9.9	7.2	6.5	4.7	6.1	8.8	6.3
East China	5.6	6.0	5.6	7.8	6.8	3.7	7.4	7.0	5.6	4.8	6.3	5.6	6.8
East China - South	4.5	5.3	9.9	3.1	3.8	1.7	6.1	4.1	7.4	4.4	6.2	9.2	2.2
East China - North	3.3	7.3	4.6	4.7	2.4	4.2	8.7	7.9	4.6	4.8	5.7	6.4	7.6
East China - Central	9.0	6.6	7.5	12.2	9.0	2.9	5.5	8.5	5.3	3.8	5.5	4.4	5.4
Middle-West China	4.0	3.5	4.3	6.0	9.2	4.1	7.9	3.7	7.1	6.1	7.8	5.7	7.5
Managerial Level	7.1	5.5	10.5	12.0	6.1	4.3	8.2	10.2	7.7	3.0	7.3	10.2	9.3
Public Servant	31.1	21.8	3.9	10.8	-	-	-	2.7	18.0	-	-	-	26.6
Average Office Worker	4.0	5.4	5.7	3.2	5.2	2.5	4.6	4.4	5.8	4.7	3.4	3.5	2.9
Worker	2.3	12.4	5.2	10.9	16.1	5.2	10.2	8.3	6.3	6.5	5.0	-	3.7
Professional	4.6	24.7	8.2	11.4	16.5	5.0	17.3	-	24.1	17.3	32.5	14.8	2.8
Private Business	8.5	3.5	3.0	17.4	8.8	6.1	17.8	9.4	-	4.2	11.6	12.3	14.2
Self Employed	7.9	6.0	15.2	1.8	6.8	-	6.9	1.6	5.1	13.8	1.4	1.0	2.5
Freelancer	3.1	-	11.3	-	-	-	18.7	1.3	-	2.1	9.5	14.3	7.2
Professional Investor	-	69.5	-	12.0	-	63.1	-	-	-	-	-	40.7	-
Teacher	-	-	5.9	47.1	17.3	7.1	3.3	26.1	18.6	13.4	-	39.6	-
Student	7.3	-	2.4	12.6	1.6	1.6	3.1	20.4	5.5	8.8	4.1	2.5	12.4
Unemployed	1.1	6.2	-	2.4	-	9.7	-	-	-	25.5	3.6	3.3	7.7
Retired	1.1	1.9	6.2	-	2.0	-	3.5	2.6	6.3	-	7.4	6.9	1.4
Part-Time	12.2	15.8	1.6	10.6	22.4	12.6	15.6	1.6	3.8	4.7	18.5	10.6	6.7

## Methodology

In the MNI China Auto Purchase Sentiment Report, consumer attitudes to auto purchases are illuminated through a range of survey questions.

### Car Purchase Sentiment Indicators

From a sentiment point of view, the most comprehensive of these is the question “is it a good time to purchase a car within the next 12 months?” The answers to this question are aggregated to construct a diffusion index centred around 100, where a value above 100 indicates a greater portion of responses were positive while a value below signifies that a greater proportion were negative. A value of 100 is neutral (i.e. the percentage of positive and negative responses were the same). In the report, this indicator is referred to as the ‘Car Purchase Expectations Indicator’. Combined with the aggregate responses to the question “what are your expectations for the price of gasoline in the next 12 months?”, it forms the headline composite indicator, ‘The Car Purchase Indicator’.

### Plans to Buy a Car and Car Ownership

Aside from this key sentiment measure above, several other direct questions are asked to consumers each month. Included in these is “does your family plan to buy a car in the next 12 month?” As well as the total percentage value, responses are broken down to include those who do not currently own a car but are planning to buy one or more in the coming year and those who already own a car and are planning to make another purchase.

Similarly, the question “does your family own a car” reveals the shifting dynamic of car ownership levels via aggregate percentage responses and is split by income, age, region and selected occupations.

### Total Budget and Total Expense

To further enhance the available dataset, there are two value based questions contained in the report. The first is “what is your total budget for buying a car”, which is asked to respondents who indicated that they are planning to buy a car and; “what was the total expense on your car”, which is asked to those who currently own a car. The responses to these questions are reported as a percentage of total responses in each value category.

**Date range:** Monthly since April 2007 while other more detailed data begins in 2012.

**Collection method:** Computer aided telephone interviews.

**Collection period:** Ten working days from the first business day of the month in the People's Republic of China.

**Sample size and geographic area:** The MNI China Auto Purchase Sentiment Report is derived mainly from data collected in the Westpac MNI China Consumer Sentiment Survey, a monthly survey of consumers across China. At least 1,000 respondents aged between 18 and 64 across 30 cities in the 1st, 2nd and 3rd tiers are surveyed. That represents a 0.0003% sample size relative to the population of China's 30 largest cities at the time of the 2010 Census. Further details can be found in the Westpac MNI China Consumer Sentiment analytical user guide [here](#).

Cf. The University of Michigan surveys a minimum of 500 respondents in the United States excluding Alaska and Hawaii. That represents a 0.00016% sample size relative to the July 1, 2012 population.

**Disaggregation:** By age, gender, income, region, and tier 1 city.

**For more information:** visit [www.mni-indicators.com](http://www.mni-indicators.com) or contact us at [info@mni-indicators.com](mailto:info@mni-indicators.com)



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