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# MNI China Auto Purchase Sentiment March 2016

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.

## Written and researched by

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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 - March 2016

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# Overview

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Consumers were more enthusiastic about the car purchasing environment in March as expected fuel costs fell and the perception of the current timing for buying a car turned more favourable.

Consumers were more enthusiastic about the car purchasing environment in March as expected fuel costs fell and the perception of the current timing for buying a car turned more favourable.

The Car Purchase Indicator – a composite indicator designed to gauge future demand for cars – rose to 91.4 in March from 88.2 in February, marking its third consecutive increase and the highest reading since May 2014. Despite the rise, sentiment remained below the 100 breakeven level with households still wary about making large outlays amid an uncertain economic outlook. Among those who said it was a good time to buy a car, most cited prices as the key factor. The Car Purchase Expectations Indicator edged up 6.1% to 103.4 in March, the highest in nearly two years as consumers revised up their outlook for personal finances and the wider business environment, as seen in the latest Westpac MNI Consumer Sentiment Survey.

The Price of Gasoline Indicator also had a marginally positive impact on the overall car purchase indicator. In March, it fell to 120.6 from 121.1 in February, with most consumers still expecting the price of fuel to increase in the coming months.

The results of a special quarterly question showed that SUV popularity slipped in favour of its smaller cousin, the hatchback. In March Sedans were again the car of choice with 30% of responses while SUVs gained 22% of responses, down from 30% in December 2015. 29% of respondents said they would buy a hatchback if they were to buy a car today.

When asked about the make of car they favoured most, the top brand rankings were little changed compared with last quarter. Volkswagen remained the most popular brand, with 20% of responses, although this was down from 25% in December, followed by Buick with a 13% share and Honda and Audi which tied for third place with equal 8% shares. BYD was the most popular domestic brand, and shot up nine places to fifth most popular with 5% of responses compared with 2.4% in December.

Meanwhile, 44.2% of respondents said they currently

owned a car, up slightly from 42.5% in February. There did not appear to be any plans to revise up this figure, with the proportion of consumers planning to buy a car in the next 12 months falling significantly to 13.9% in March from 16.1% previously. Further detail indicates that the drop was driven primarily by a reduction in additional purchases with the percentage of consumers planning to buy their first car edging up marginally over the month.

The planned car budget of Chinese families sat firmly in the middle ranges in March, although there was also an increase in the percentage of budgets in the top tier. The largest percentage of responses went to the mid range of CNY 100,000 – CNY 140,000 while there was a jump in those in the over CNY 200,000 range, which commanded the next highest proportion of responses.

MNI China Car Purchase Indicator and Car Sales



## Overview

	Jan-16	Feb-16	Mar-16	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
<b>MNI China Car Purchase Indicator</b>	87.2	88.2	91.4	May-14	-	88.9	3.2	3.7%
Car Purchase Expectations Indicator	98.2	97.5	103.4	May-14	-	99.7	5.9	6.1%
Gasoline Price Sentiment Indicator	123.8	121.1	120.6	-	Oct-15	121.8	-0.6	-0.5%
% Households Who Own a Car	51.6	42.5	44.2	Dec-15	-	46.1	1.7	4.1%
% Households Who Plan to Buy a Car	16.5	16.1	13.9	-	Nov-15	15.5	-2.2	-13.7%
% Households With a Car Loan	4.9	3.6	4.1	Dec-15	-	4.2	0.6	15.4%
<b>Budget to Buy a Car</b>								
< CNY 50,000	1.1	11.3	7.0	-	Jan-16	6.4	-4.3	-38.2%
CNY 50,000-70,000	6.4	18.6	7.1	-	Jan-16	10.7	-11.4	-61.6%
CNY 80,000-90,000	14.3	11.3	12.9	Jan-16	-	12.8	1.7	14.7%
CNY 100,00-140,000	36.0	30.7	30.9	Jan-16	-	32.6	0.2	0.6%
CNY 150,000-190,000	21.3	9.4	13.6	Jan-16	-	14.8	4.2	44.1%
> CNY 200,000	15.6	18.4	26.6	series high	-	20.2	8.3	44.9%
<b>Total Expense on Current Car</b>								
< CNY 50,000	0.5	5.2	2.1	-	Jan-16	2.6	-3.1	-59.8%
CNY 50,000-70,000	10.8	9.8	15.2	May-15	-	11.9	5.4	54.6%
CNY 80,000-90,000	30.1	33.0	31.4	-	Jan-16	31.5	-1.7	-5.0%
CNY 100,00-140,000	23.8	18.0	27.6	Jun-15	-	23.1	9.6	53.4%
CNY 150,000-190,000	17.8	12.9	16.2	Jan-16	-	15.6	3.3	26.0%
> CNY 200,000	11.0	8.6	4.4	-	Mar-15	8.0	-4.3	-49.3%

# The Car Purchase Indicator rose to 91.4 in March from 88.2 in February.

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A fall in expected fuel costs and a more favourable perception of the current timing for buying a car left the indicator at the highest since May 2014.

# MNI China Car Purchase Indicator

## Car Sector Sentiment Rises



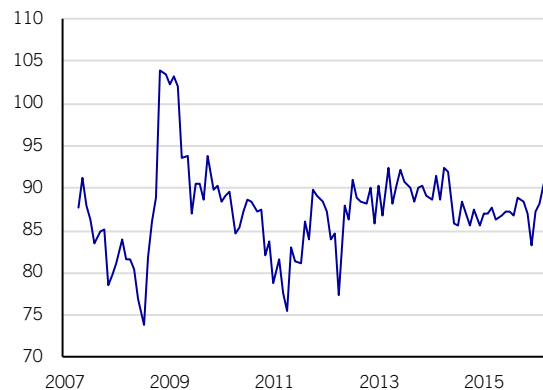
Chinese consumers continued to revise up their views about buying a car in March. The Car Purchase Sentiment Indicator rose 3.7% to 91.4 from 88.2 in February, extending a string of small monthly increases and leaving the indicator at the highest since May 2014. Despite the rise, the latest outturn remains 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 March, both components made positive contributions, with the Car Purchase Expectations component reversing all and more of February's fall to rise 6.1% to 103.4 in March, the highest in nearly two years.

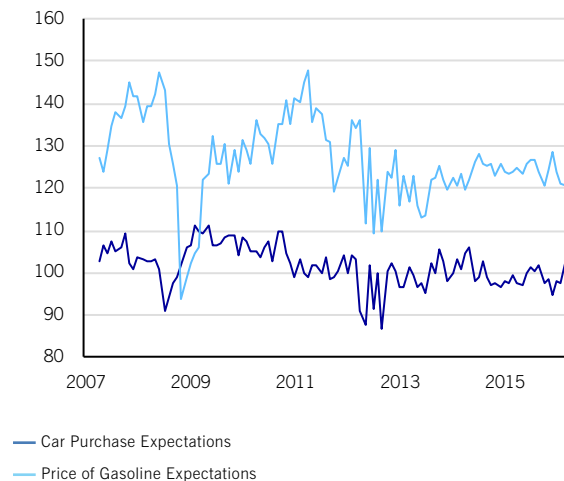
Although the other component that makes up the main Car Purchase Indicator, the Price of Gasoline Indicator, decreased 0.5% over the month to 120.6 from 121.1 in February, the high level of the indicator suggests that most consumers are still predicting higher oil prices on the back of the recent rebound in crude oil prices. In March, 42.1% of respondents said they expected gasoline prices to go up while only 4.6% said they expected them to fall.

By demographic, the gain was relatively broad based. The overall car purchase indicator improved in the higher income bracket (i.e. with salaries more than CNY 96,000 per year) while that for lower income households was broadly unchanged. By city, sentiment rose in Beijing, Shanghai and Guangzhou. In terms of age, the indicator improved most notably for those in the youngest and oldest categories while the 35-54 age group saw a marginal rise.

Car Purchase Indicator



Car Purchase Indicator - Components



### Car Purchase Sentiment Indicator

	Mar-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Car Purchase Sentiment	87.6	88.5	87.1	83.2	87.2	88.2	91.4
Car Purchase Expectations	99.3	97.3	98.5	94.9	98.2	97.5	103.4
Price of Gasoline	124.0	120.4	124.3	128.6	123.8	121.1	120.6

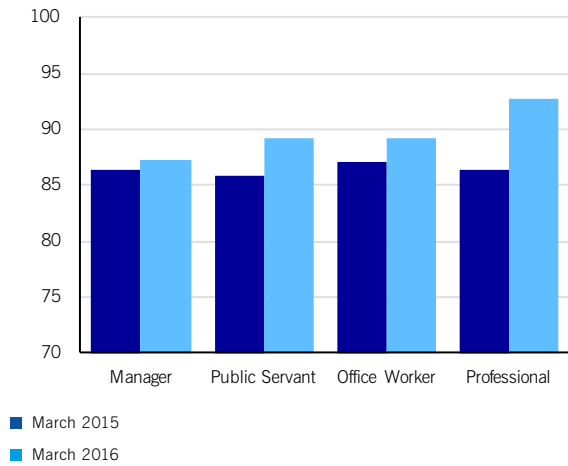


# MNI China Car Purchase Indicator

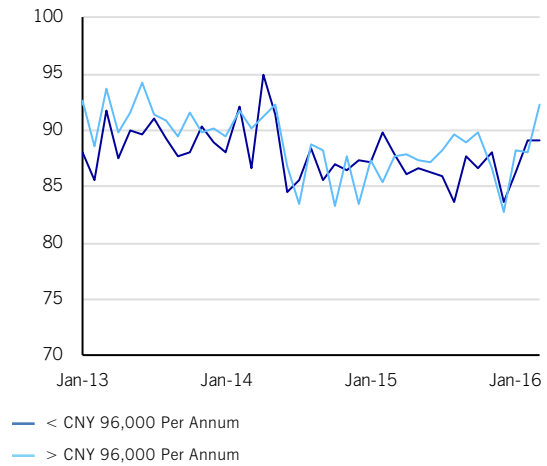
## Car Sector Sentiment Rises



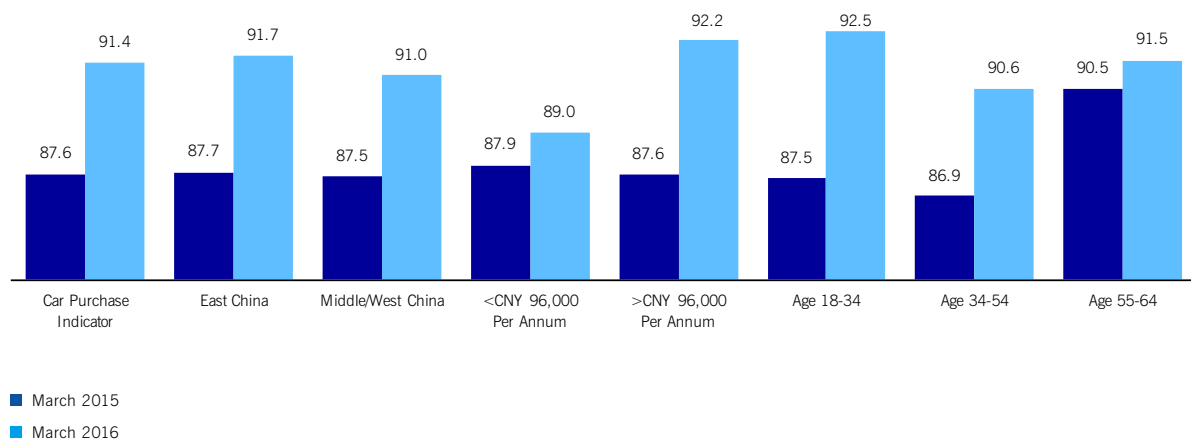
Car Purchase Indicator - 3 Month Average  
By Occupation



Car Purchase Indicator  
By Income



Car Purchase Sentiment Compared With a Year Ago



# Car Purchase Expectations

## Car Buying Conditions Best Since May 2014

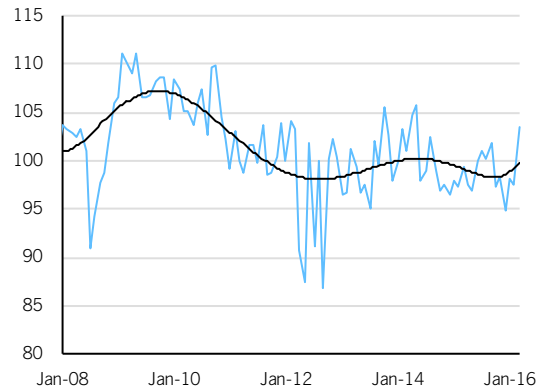


The Car Purchase Expectations Indicator increased 6.1% to 103.4 in March from 97.5 in February, lifting the indicator to the highest level since May 2014. The rise left the indicator above the 100 breakeven level for the first time in six months.

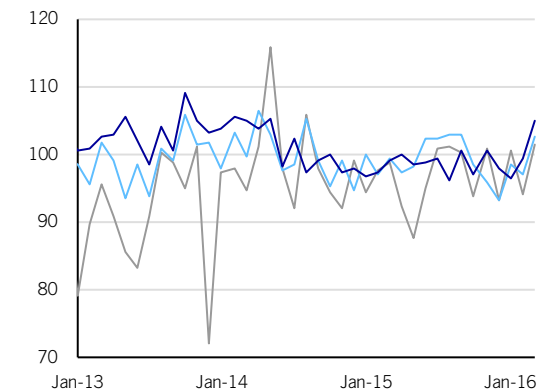
There was a notable improvement in the percentage of respondents reporting that it was a good or excellent time to buy a car, ending a pronounced period of pessimism in recent months. Prices continued to play the dominant role as the determining factor behind consumers who nominated it as a good time to buy a car. On the contrary, cost of upkeep was the most popular rationale selected by those who thought it was a bad time.

Compared with a month ago, it was consumers who earn less than CNY 96,000 per year who showed the greatest month-on-month improvement towards car buying. By age, respondents between 18-34 years old were the most optimistic while those aged 55-64 experienced a marked improvement on the month.

Car Purchase Expectations Indicator

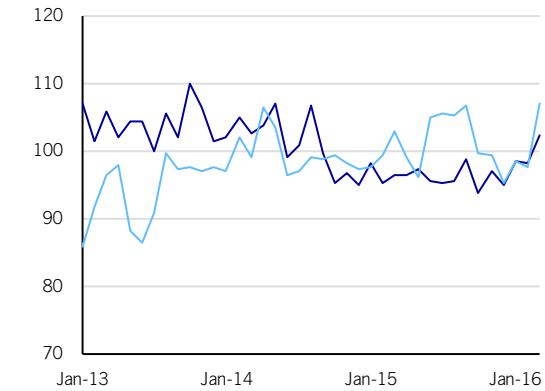


Car Purchase Expectations Indicator By Age



— 18-34      — 55-64  
— 35-54

Car Purchase Expectations Indicator By Income



— > CNY 96,000 Per Annum  
— < CNY 96,000 Per Annum

### Car Purchase Expectations

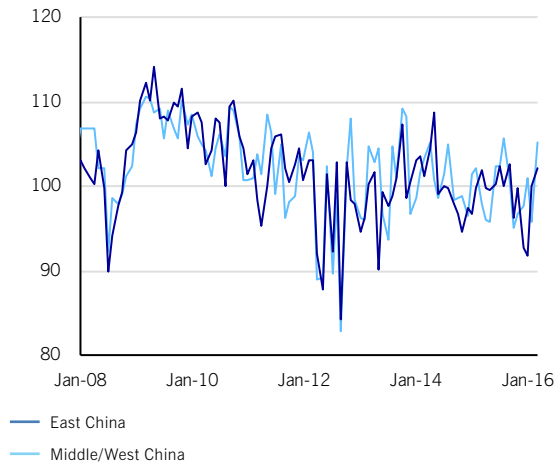
	Mar-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Car Purchase Expectations	99.3	97.3	98.5	94.9	98.2	97.5	103.4

# Car Purchase Expectations

## Car Buying Conditions Best Since May 2014



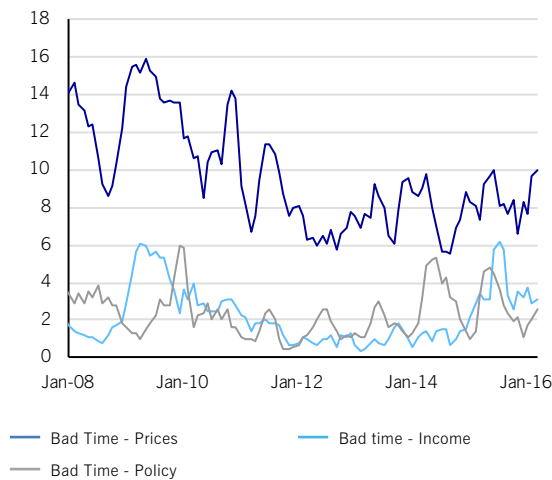
Car Purchase Expectations Indicator  
By Region



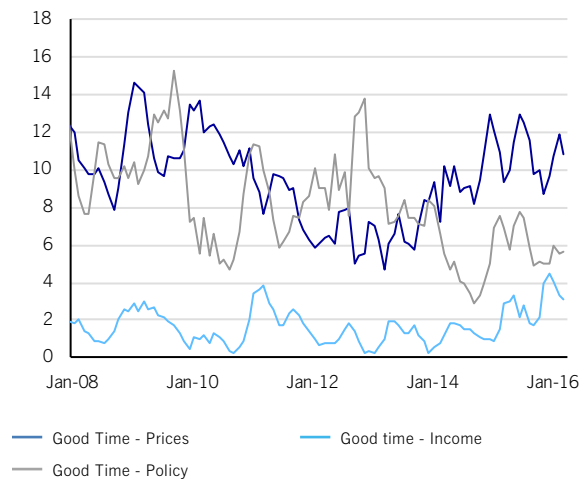
Selected Reasons for a Good and Bad Time to Buy a Car demonstrate the changing perceptions of Chinese consumers.

Prices played an important role as the determining factor behind consumers' opinions about whether it is a good or bad time to buy a car in March while cost of upkeep was the most critical factor among respondents stating it as a bad time.

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

## Ownership Levels Recover

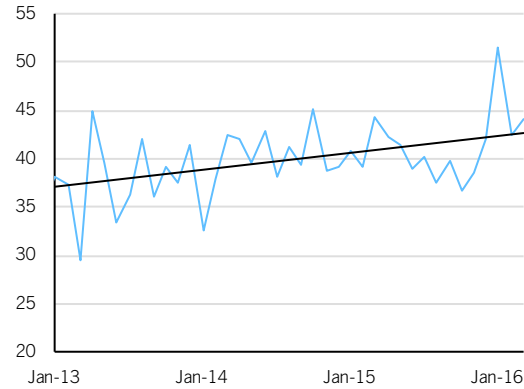


Following a significant deterioration in February, the percentage of survey respondents who owned a car rebounded in March, with 44.2% reporting that they owned a car compared with 42.5% in February. Although car ownership is well below the 51.6% recorded in January, it stands above the long-run average.

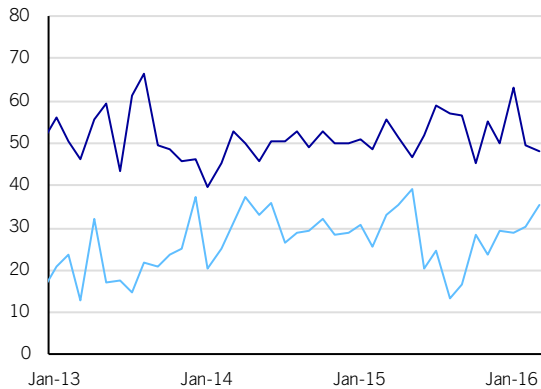
Lower income brackets (those earning less than CNY 96,000 per year) reported higher levels of car ownership in March while the rate declined for those in the higher income bracket, narrowing the difference with the upper income group.

By age, car ownership decreased for the youngest age group, while it increased further for the 35-54 and 55-64 age cohorts to 46.6% and 44.2% respectively in March.

% of Households that Own a Car

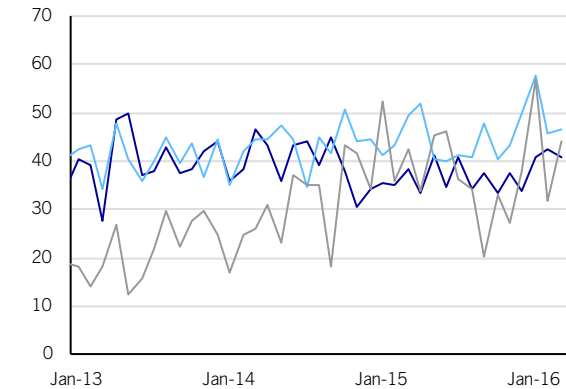


% of Households that Own a Car  
By Income



— > CNY 96,000 Per Annum  
— < CNY 96,000 Per Annum

% of Households that Own a Car  
By Age



— 18-34      — 55-64  
— 35-54

% of Households that Own a Car

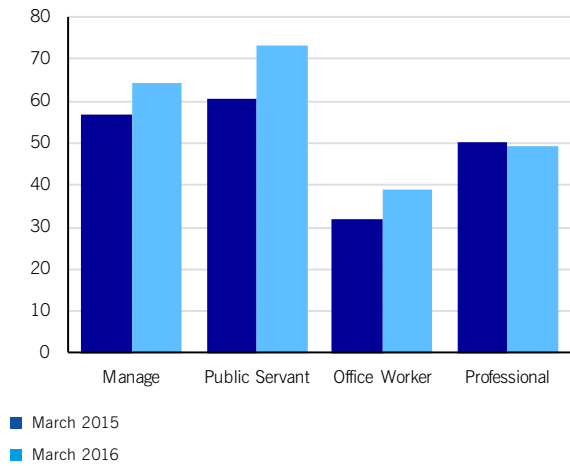
	Mar-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Car Ownership (%)	44.4	36.8	38.7	42.1	51.6	42.5	44.2

# Car Ownership

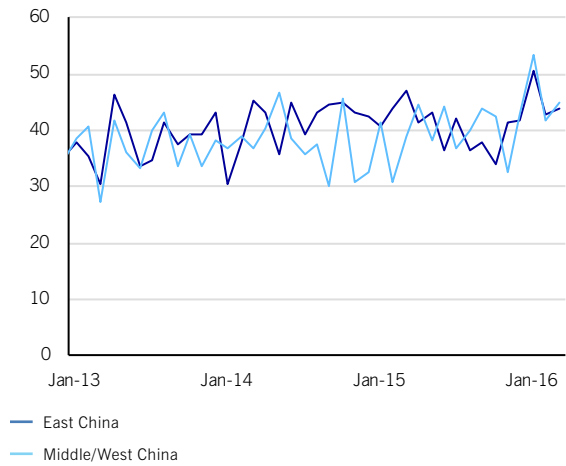
## Ownership Levels Recover



% 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

	Mar-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Managerial Level	56.8	59.8	63.2	62.8	66.5	65.3	64.1
Public Servant/Government Office Worker	60.5	63.1	71.0	61.4	60.7	67.6	73.3
Average Office Worker (White Collar)	31.9	32.5	34.9	35.1	37.8	38.1	38.7
Worker/Manual Labour (Blue Collar)	24.3	24.7	14.5	15.8	22.4	24.2	21.4
Professional	50.4	58.4	45.4	41.4	37.6	39.9	49.4
Private Business Owner	56.7	32.5	38.6	37.8	46.8	59.5	65.4
Self-Employed	54.2	33.1	34.7	32.5	47.7	53.5	57.5
Freelancer (SOHO)	43.3	15.2	25.8	25.5	44.8	43.8	46.8
Teacher	33.0	46.6	42.7	58.1	38.8	44.1	51.9
Student	43.7	37.1	30.9	32.7	42.3	49.1	54.4
Unemployed/Home-maker	40.7	55.5	56.3	45.8	50.9	39.5	29.3
Retired	40.4	28.9	25.6	30.6	38.1	39.3	42.8
Part-Timer/Temporary Job	21.7	26.3	21.6	26.4	22.5	27.6	27.3

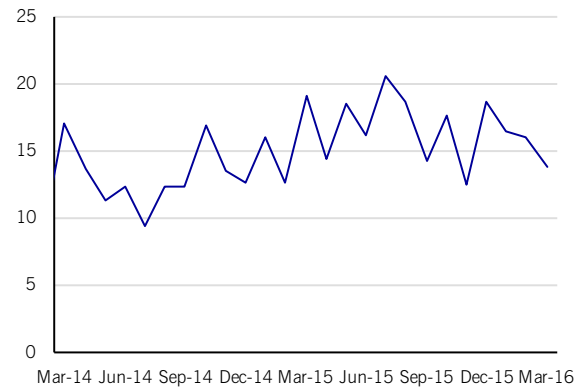


# Plans to Buy a Car: All Consumers Planned Purchases Fall Back

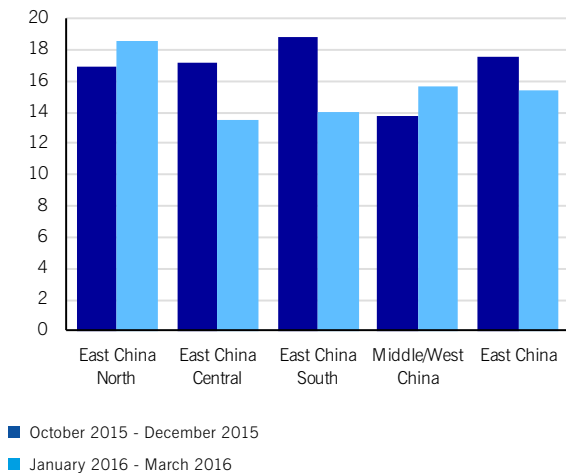
Plans to buy a car in the next 12 months declined for the third consecutive month in March to the lowest since November last year. The fall was led by a setback in plans from those who already owned a car and were planning on buying another while plans to buy a first car were broadly stable. 13.9% of consumers said they were planning to buy a car in March, down from 16.1% in February.

The middle age group, which includes ages between 35 and 54, were the most likely to be planning on making an auto purchase, although the proportion fell somewhat from last month, while the youngest category was the most reluctant. 15.5% of 35-54 year olds were planning on buying a car in March, down from 19.1% in February while 11.6% of 18-34 year olds surveyed said they planned on making a purchase. Plans to purchase among 55-64 year olds picked up on the month to 14.2% compared with just 6.7% in February.

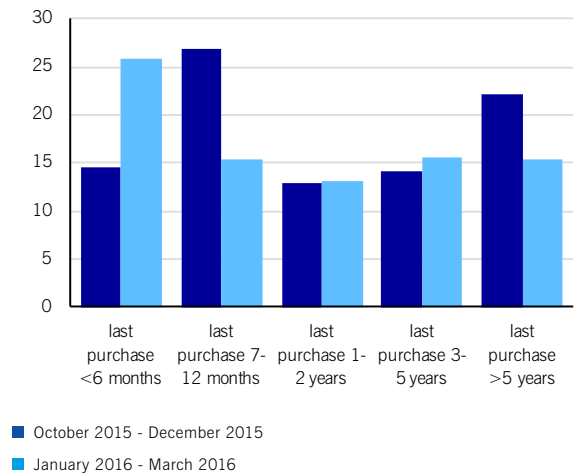
% of Households Planning to Buy a Car in the Next 12 Months



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



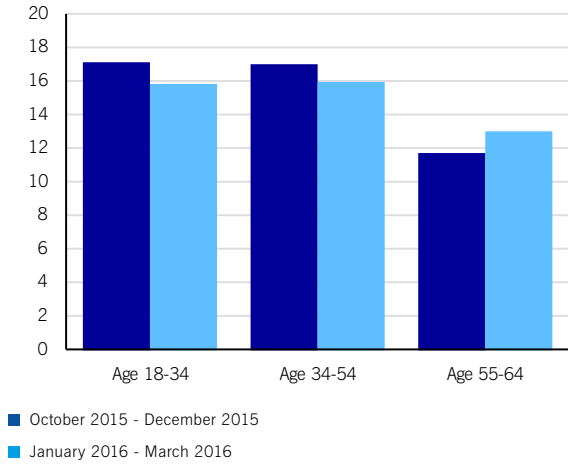
% Planning to Buy a Car in the Next 12 Months By Last Car Purchase - Rolling Quarterly Average



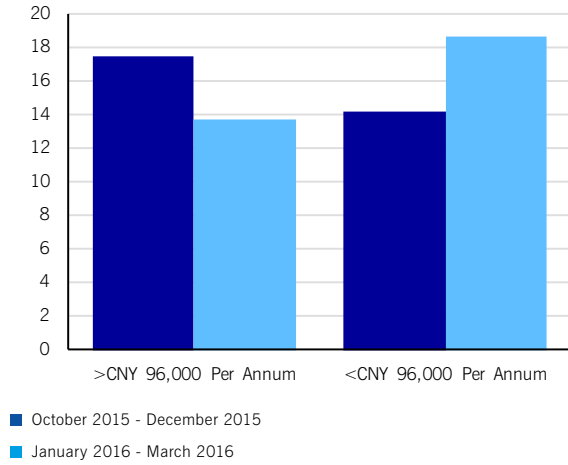
# Plans to Buy a Car: All Consumers Planned Purchases Fall Back



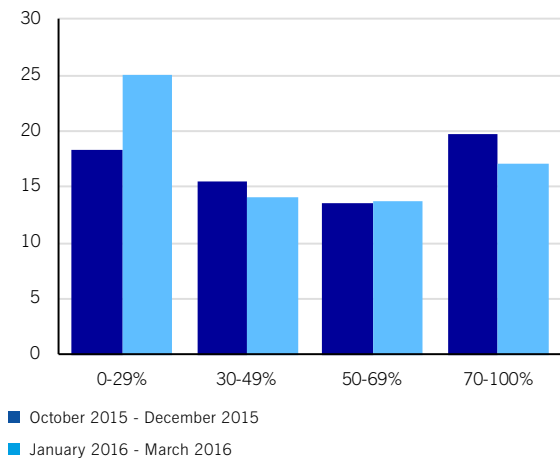
% Planning to Buy a Car in the Next 12 Months  
By Age - Rolling Quarterly Average



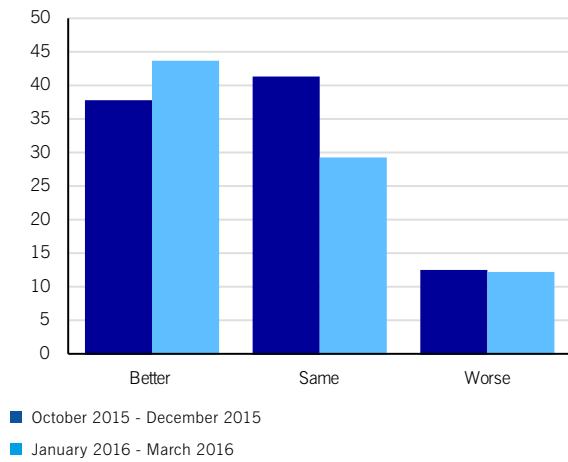
% Planning to Buy a Car in the Next 12 Months  
By Income - Rolling Quarterly Average



% 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



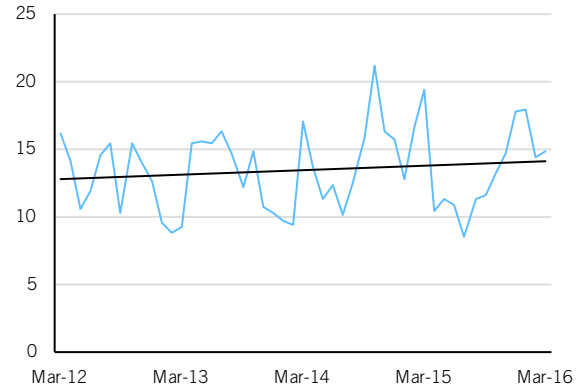
# Plans to Buy a Car: First Car Buyers Remain Steady



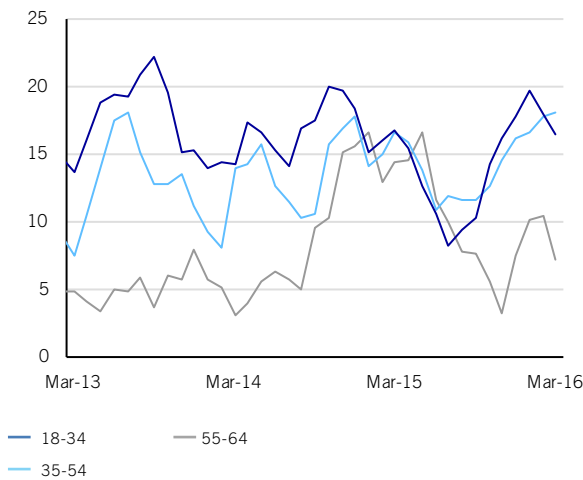
The proportion of those planning to buy a first car steadied in March, halting February's sharp fall. 14.9% of respondents to the latest survey who didn't own a car were planning on buying one, compared with 14.5% in February but well below 17.8% in January. Looking past the recent volatility, there has been a steady upward trend in first-time car buyers since the start of the survey in 2012 and the latest result stands above the series average of 13.5%.

The youngest age group, who traditionally have higher rates of plans to buy a first car, saw a further slip in buying intentions in March. 11.3% of 18-34 year olds said they were buying a first car, down from 16.5% in February. Their recent successors, the middle age group, showed a further rise to 18.9% which was the highest percentage in a year. Those aged 55-64 who didn't currently own a car also increased their plans to buy with 11.9% in this category intending to buy a vehicle in the next 12 months.

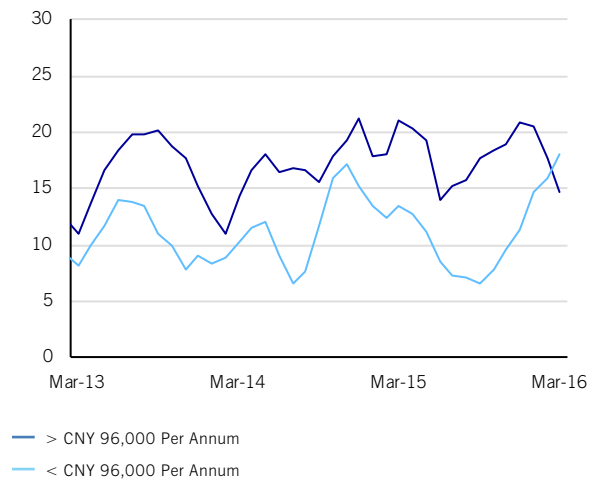
% of Households who Plan to Buy a First Car in the Next 12 Months



% 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

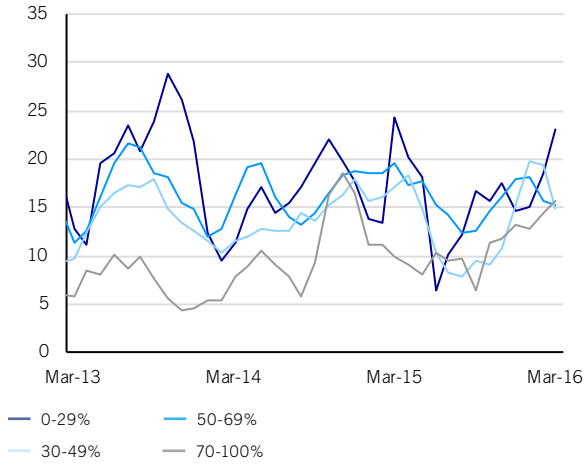
	Mar-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Plan to Buy a First Car (%)	19.5	13.3	14.8	17.8	17.9	14.5	14.9



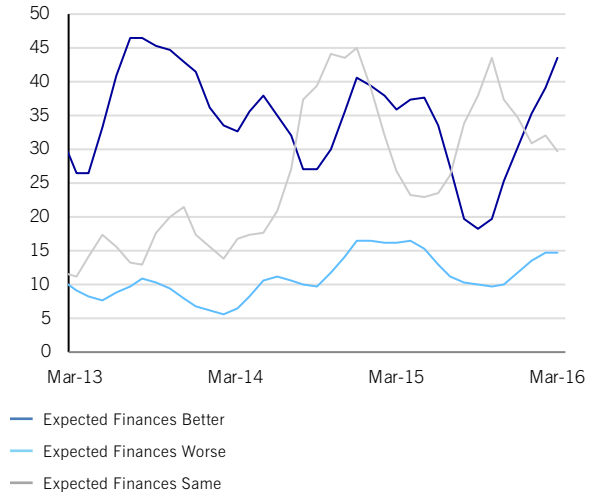
# Plans to Buy a Car: First Car Buyers Remain Steady



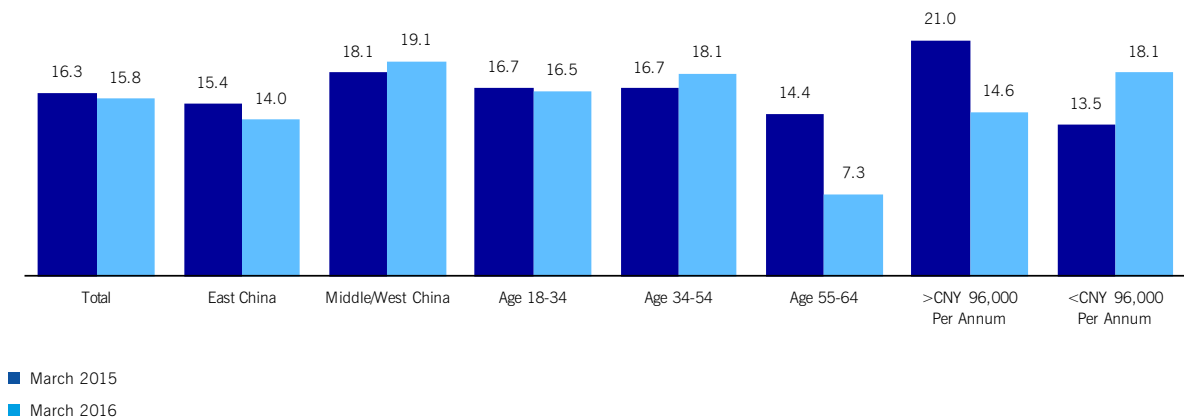
% Planning to Buy a First Car by % Income Used on Daily Expenses - 3 Month Average



% 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 Fall Back

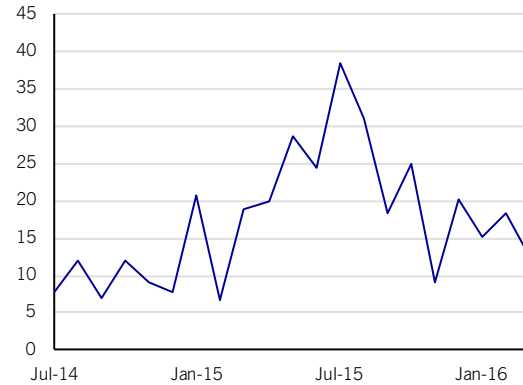


As consumers continue to face budgetary constraints amid an uncertain economic environment, plans to buy an additional car continued to suffer in March. After rising dramatically throughout 2014 until halfway through 2015, plans to buy a vehicle among consumers who already owned a car are now back close to pre-2015 levels. The percentage of those who were planning on buying an additional car fell to 12.6% in March from 18.2% in February. Some care must be taken when interpreting monthly results because of the smaller sample size (44.2% of those surveyed owned a car in March, putting the sample size at 442), although the sluggish trend remains clear.

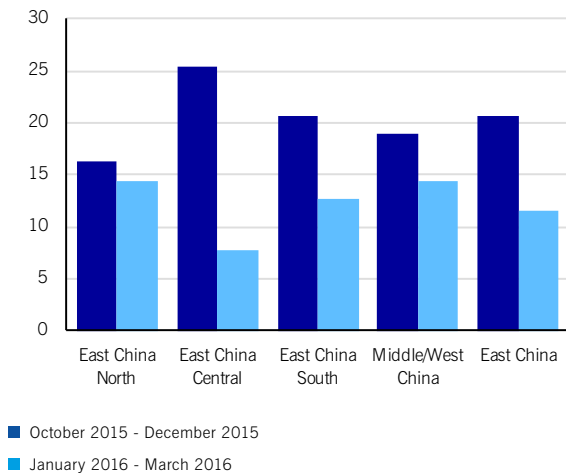
Unsurprisingly, the highest rates of plans to buy an additional car were among those who thought their financial position would improve in the next 12 months, with 14.1% in this category planning on buying another car.

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

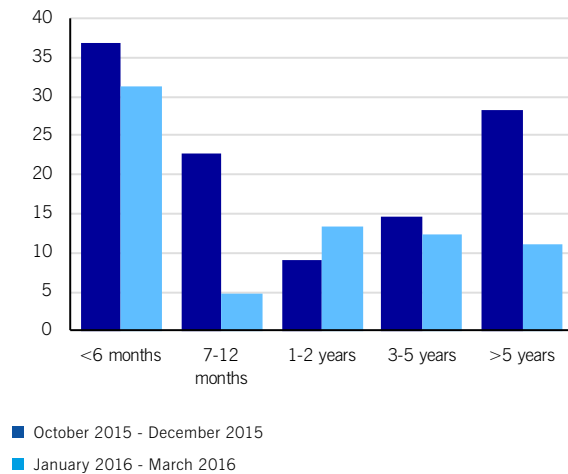
% of Households Planning to Buy Another Car in The Next 12 Months



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



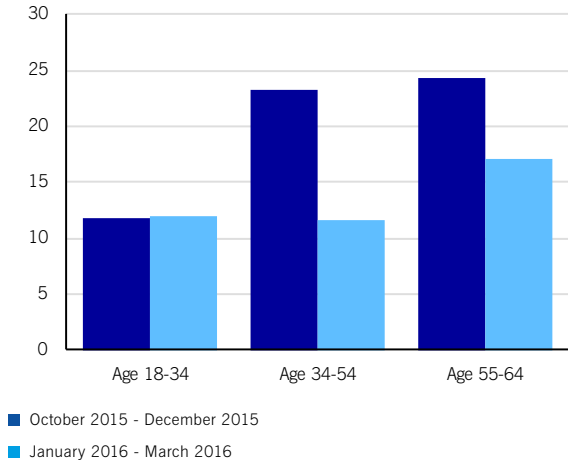
Planning to Buy a Car in the Next 12 Months By Last Car Purchase - Rolling Quarterly Average



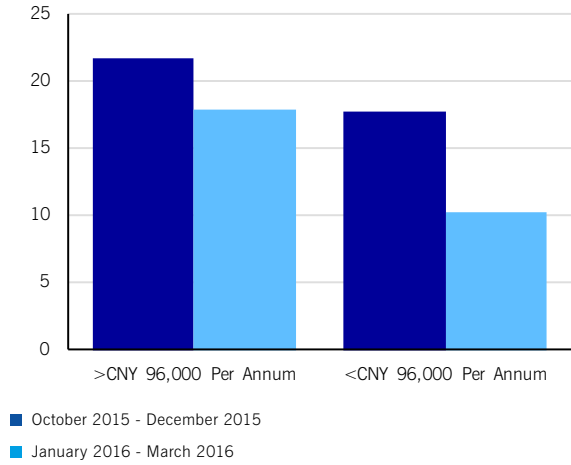
# Plans to Buy a Car: Additional Purchase Fall Back



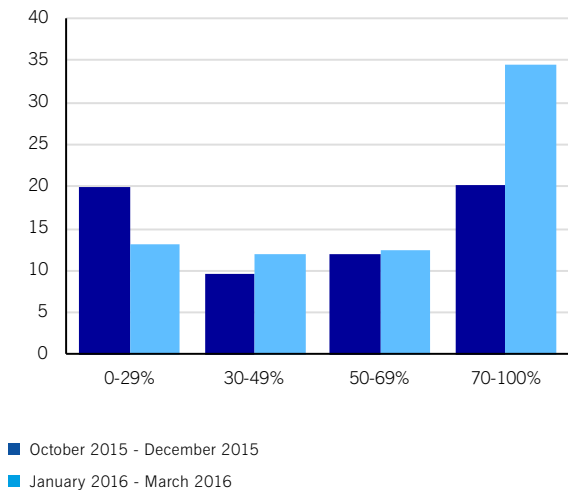
Planning to Buy Another Car in the Next 12 Months By Age - Rolling Quarterly Average



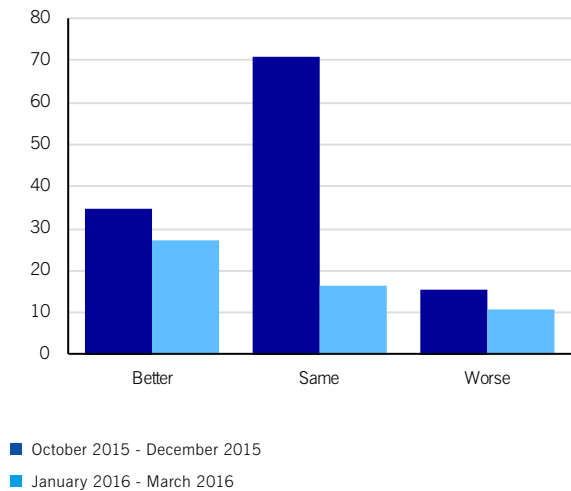
Planning to Buy Another Car in the Next 12 Months By Income - Rolling Quarterly Average



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

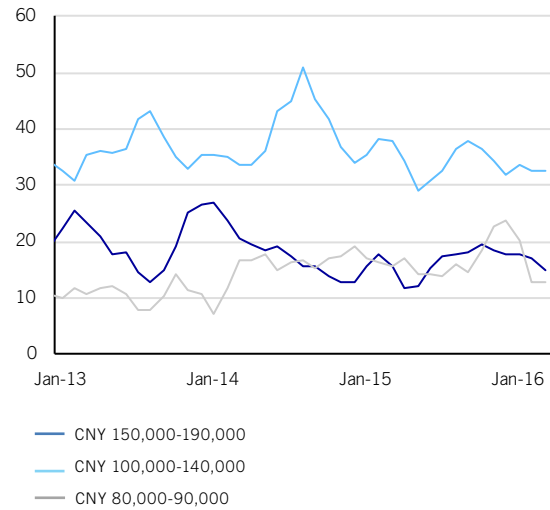
## Budget Preferences Normalise



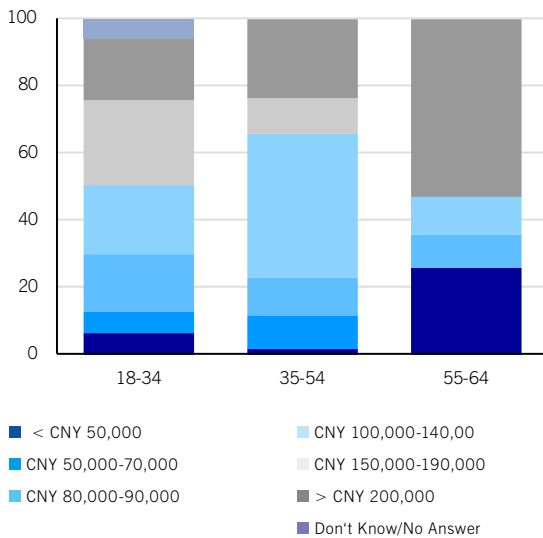
After a pronounced shift towards thrift in February, the budgets among those planning to buy a car in the next 12 months settled in March with the mid-range and more expensive tiers gaining in popularity. The middle budget ranges (which span around CNY 80,000 to CNY 140,000) made up for last month's lost ground and retained their position as most popular.

After accounting for 29.8% of responses in February, 14.1% of respondents who were planning on buying a car in the coming year had a budget of less than CNY 80,000. By comparison, of those who currently owned a car, 17.3% said they paid less than CNY 80,000, suggesting that consumer tastes have continued to shift upwards. The middle ranges accounted for 43.9% of responses, up from 42% in February while 40.2% said their budget was above CNY 140,000.

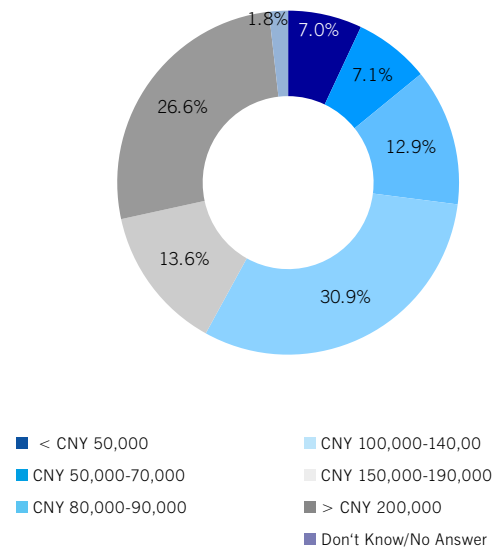
Budget to Buy a Car Historically - 3 Month Average



Budget to Buy a Car by Age



Budget to Buy a Car (% of Households)

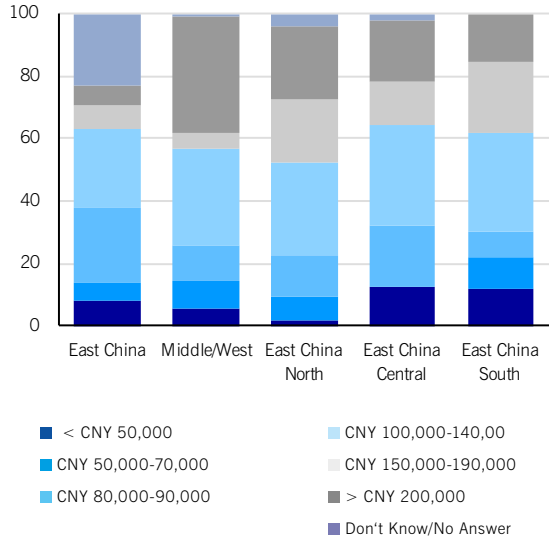


# Budget to Buy a Car

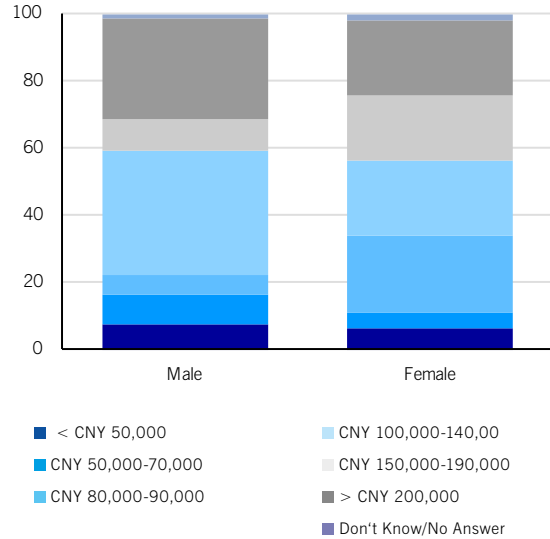
## Budget Preferences Normalise



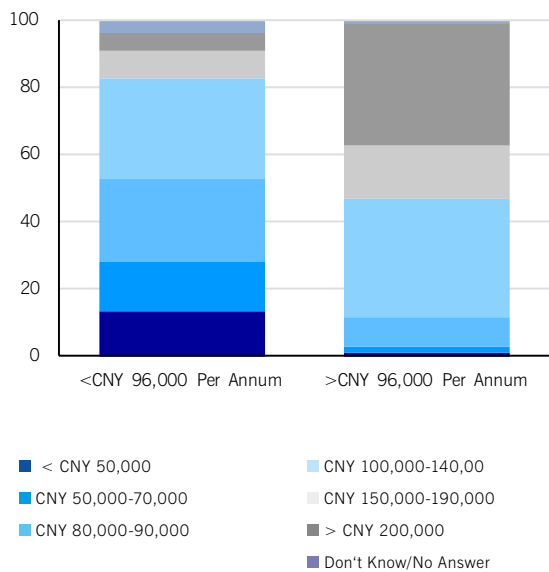
Budget to Buy a Car by Region



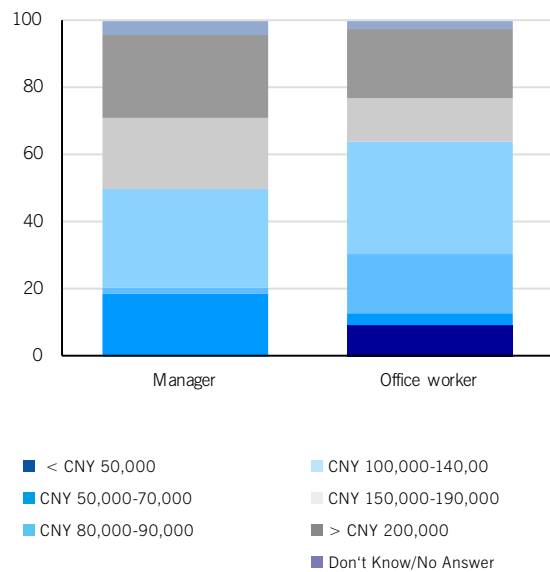
Budget to Buy a Car by Gender



Budget to Buy by Income



Budget to Buy a Car by Selected Occupations



# Car Loans

## Car Loans Pick Up

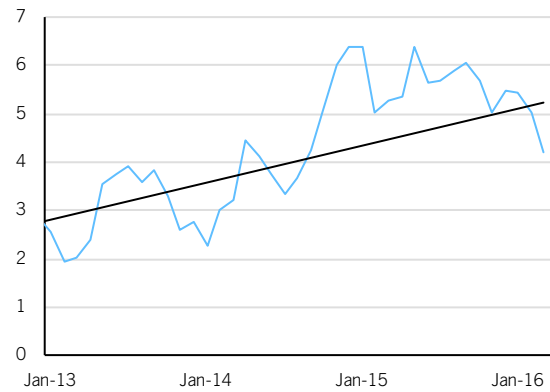


The percentage of respondents in our survey who said they had a car loan rose in March, although the sluggish trend established since February 2015 remains. Despite the recent falls, car loans as a finance option are growing in popularity, and there has been a broad uptrend since the series began in 2012.

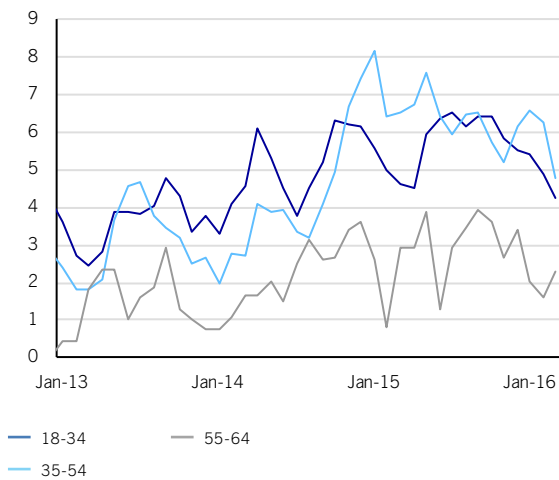
In March, 4.1% of households reported that they currently had a car loan, up from 3.6% in February but below 4.9% in January. The current plateau reached in car financing partly reflects growing uncertainty among consumers, with loan prevalence remaining broadly flat throughout 2015 despite a steady rise in car ownership throughout the same period.

Car loans were relatively more common among those aged 55-64, with 5.6% using a loan to purchase a vehicle in March.

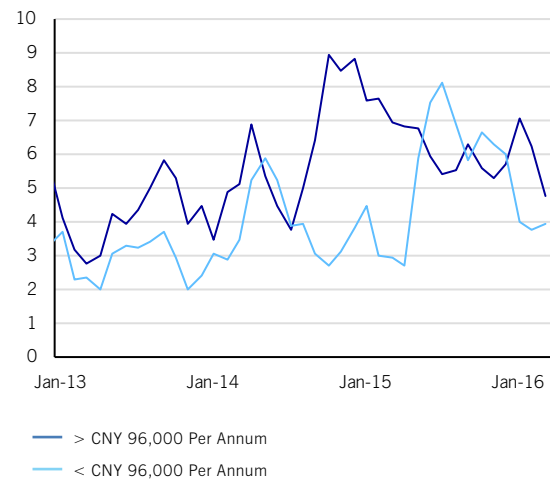
% of Households With a Car Loan  
3 Month Average



% 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

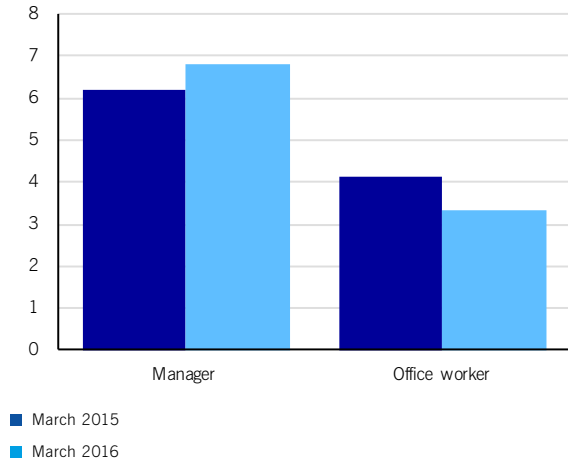
	Mar-15	Oct-15	Nov-15	Dec-15	Jan-16	Feb-16	Mar-16
Car Loan Ownership (%)	5.3	5.7	5.0	5.5	5.5	5.0	4.2

# Car Loans

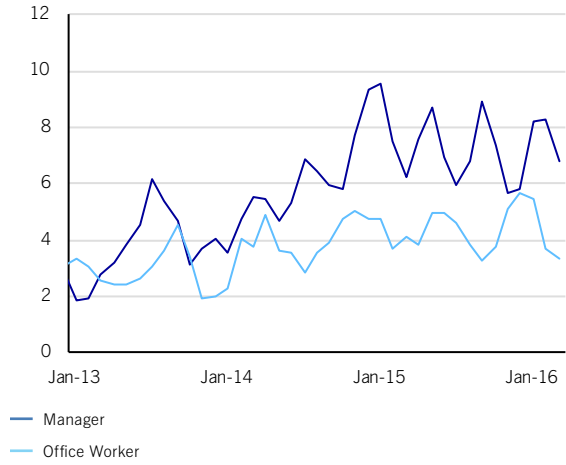
## Car Loans Pick Up



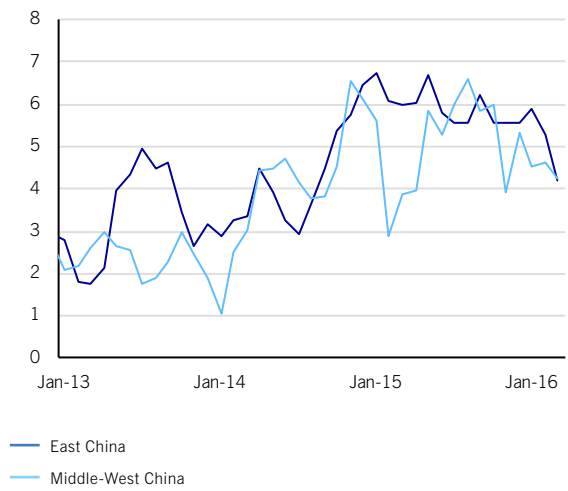
% of Households With a Car Loan  
By Selected Occupations - 3 Month Average



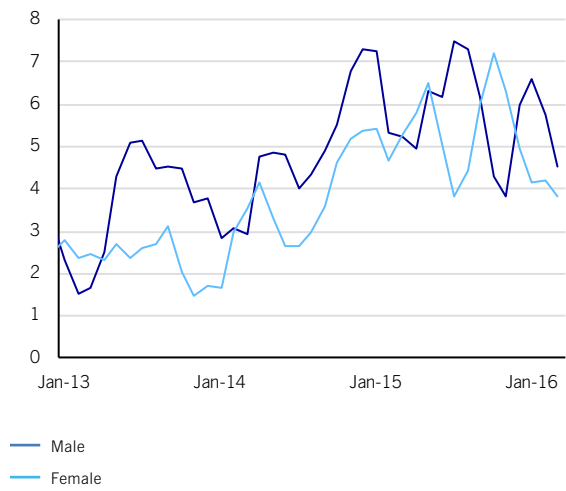
% of Households With a Car Loan  
By Selected Occupations - 3 Month Average



% 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

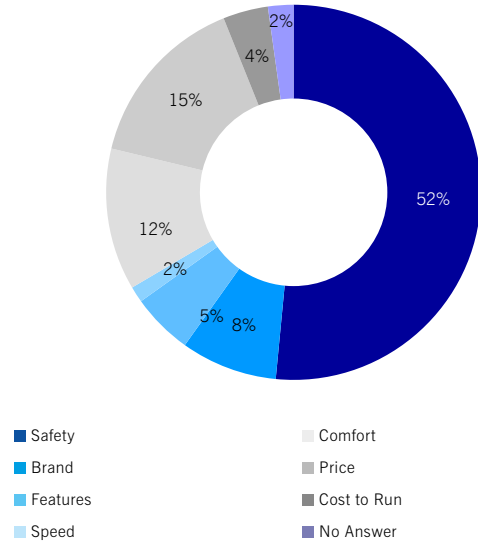


Despite the broad level of concern about the economic outlook shown in the wider Westpac MNI China Consumer Sentiment Survey over recent months, our respondents were clear that safety was the main factor they considered when buying a car. Price was the second most popular factor although in March comfort was a close third.

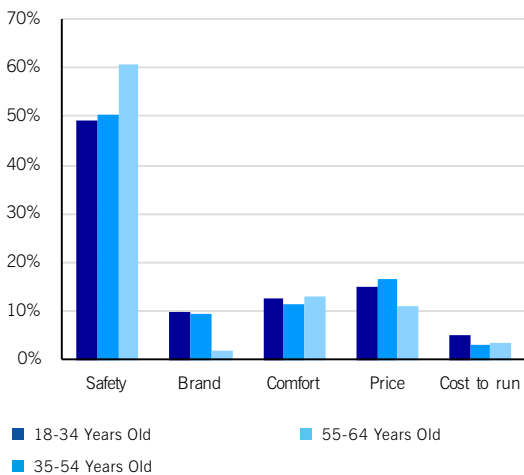
The demographic breakdown revealed a shift in the buying process for key segments. Those in the youngest category showed a higher sensitivity to price and running costs while brand also featured heavily. In contrast, the oldest category was least sensitive to brand type and rated safety the highest along with comfort.

The gender distinction was equally interesting, with female respondents more concerned about safety while their male counterparts were more likely to choose comfort and brand as the main factor they consider when buying a car.

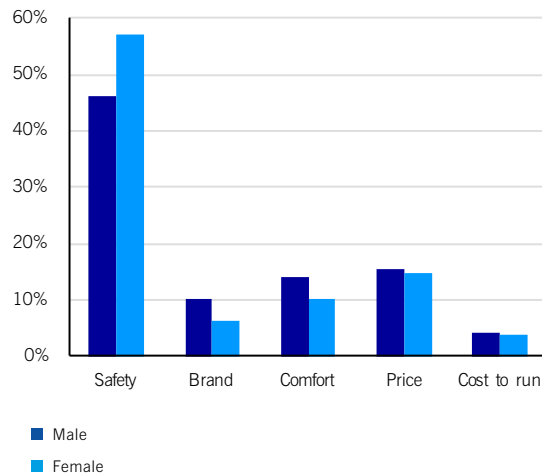
Most Important Factor When Buying a Car  
% of Responses



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



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



# Special Section

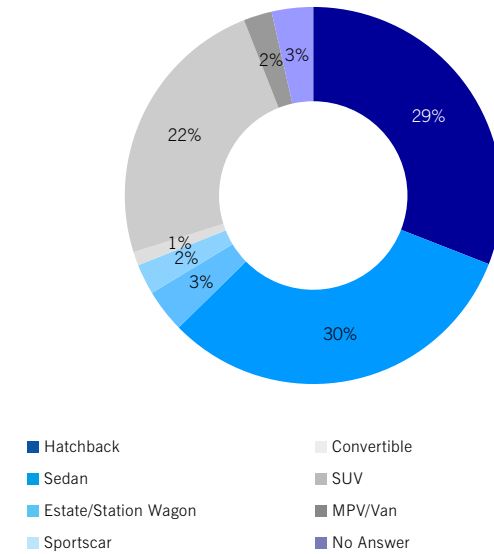
## Make & Model



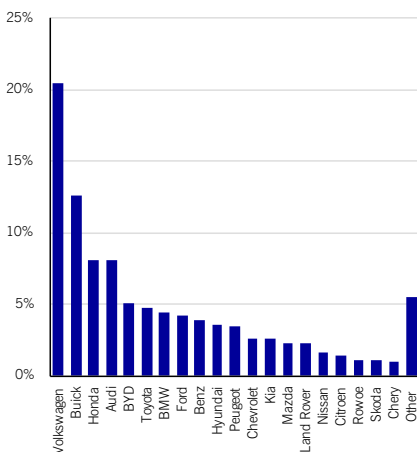
Sedans maintained their position as the preferred model of car in Q1 2016 with the surprise coming from a fall in the popularity of SUVs. Instead, hatchbacks were chosen as the second most favourite type of car. It's too early to call the end of the SUV boom, but in the last year the percentage of those selecting SUVs as their favoured model has fallen from 42% in March 2015 to 22% in March this year. 30% of respondents chose sedan as the model of car they would choose today while 29% nominated hatchbacks.

When asked about the make of car they favoured most, the brand stakes were little changed compared with last quarter. Volkswagen remained the most popular brand, with 20% of responses, although this was down from 25% in December, followed by Buick with a 13% share and Honda and Audi which tied for third place with equal 8% shares. BYD was the most popular domestic brand, and shot up nine places to fifth most popular with 5% of responses compared with 2.4% in December.

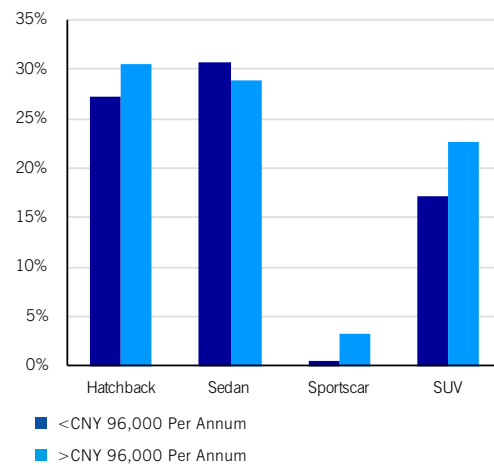
Preferred Type of Car  
% of Responses



Preferred Brand of Car  
% of Responses



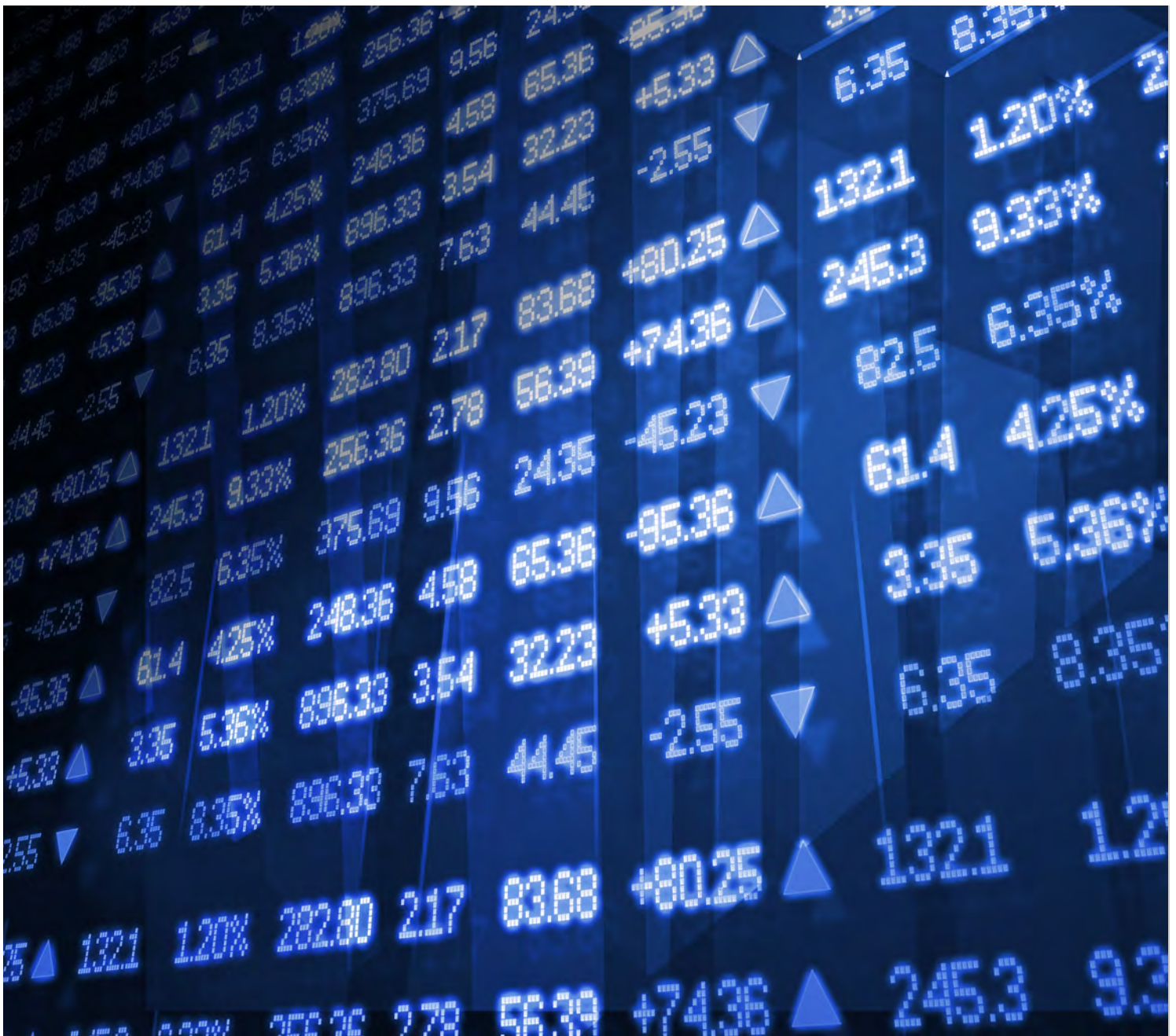
Preferred Type of Car  
By Income - % of Responses



# Sedans maintained their lead over SUVs as the preferred vehicle among consumers.

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30% of respondents said they favoured purchasing a sedan in March, ahead of 22% who chose SUVs.



# Data Tables

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

## Indicators

	2015										2016		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>MNI China Car Purchase Indicator</b>	87.6	86.3	86.7	87.2	87.1	86.9	88.8	88.5	87.1	83.2	87.2	88.2	91.4
Male	97.6	96.0	93.1	93.1	93.0	91.6	97.0	97.0	96.1	90.6	96.4	97.4	103.7
Female	101.0	99.1	100.5	106.6	108.7	108.4	106.2	97.6	100.6	98.9	99.8	97.6	103.1
Age 18-34	99.2	100.1	98.6	98.9	99.5	96.4	100.8	97.1	100.7	98.0	96.4	99.5	105.2
Age 35-54	99.5	97.3	98.4	102.5	102.4	102.9	102.9	98.5	95.9	93.2	98.7	97.0	102.7
Age 55-64	99.0	92.6	87.7	95.0	100.9	101.1	100.4	93.9	101.1	93.3	100.8	94.1	101.5
Income < CNY 96,000 Per Annum	87.9	86.1	86.6	86.3	85.9	83.7	87.7	86.6	88.0	83.7	86.2	89.1	89.0
Income > CNY 96,000 Per Annum	87.6	87.8	87.4	87.2	88.2	89.6	88.9	89.8	86.5	82.7	88.3	88.0	92.2
East China	87.7	85.7	85.3	86.4	86.9	87.0	88.5	87.9	87.6	84.5	88.5	87.5	91.7
East China - South	97.9	96.0	95.9	102.5	102.4	105.7	100.7	95.0	96.8	97.8	101.0	95.9	105.3
East China - North	88.7	87.3	86.0	87.9	89.3	86.9	88.7	88.1	88.4	83.9	86.5	81.9	88.1
East China - Central	99.5	94.2	95.7	95.3	98.3	97.5	103.9	98.6	99.0	94.6	103.0	102.8	107.3
Middle-West China	87.5	87.6	89.4	88.8	87.6	86.5	89.5	89.5	85.9	80.5	85.0	89.5	91.0
Managerial Level	87.9	86.7	85.5	90.8	89.8	90.3	90.0	90.0	87.7	81.6	84.9	86.1	90.5
Public Servant	80.6	84.0	96.3	93.2	91.7	76.4	90.1	97.9	84.7	88.6	79.8	102.9	84.7
Average Office Worker	87.0	86.9	85.6	86.1	84.4	85.3	88.1	86.0	86.8	84.5	85.6	89.4	92.4
Worker	99.2	84.6	86.6	81.2	105.5	79.8	88.6	96.1	84.2	82.5	92.0	92.5	93.7
Professional	84.0	95.1	97.4	82.5	84.2	90.2	84.3	87.8	84.8	78.3	105.7	88.1	84.3
Private Business	96.2	90.8	94.5	80.1	92.8	82.4	82.1	96.2	77.5	90.2	87.5	84.2	89.5
Self Employed	89.5	86.8	94.1	84.5	84.6	82.3	87.6	80.6	79.9	86.6	84.0	87.7	90.4
Freelancer	84.3	81.5	88.7	82.7	90.7	83.1	82.9	95.4	72.5	93.8	105.1	85.5	95.4
Professional Investor	99.8	141.4	90.8	75.6	108.5	90.0	84.1	128.7	89.9	68.2	86.3	-	120.6
Teacher	86.8	101.2	90.5	74.7	74.9	80.1	67.2	104.9	101.0	77.9	99.3	76.5	87.6
Student	81.3	92.0	82.4	90.2	83.6	84.3	97.2	86.0	82.8	82.4	81.9	84.6	84.3
Unemployed	86.0	75.0	87.4	90.3	83.0	90.8	99.4	83.3	110.7	84.9	93.8	90.5	88.8
Retired	88.4	84.8	85.3	87.3	88.1	90.6	90.8	88.7	88.5	81.7	89.8	87.7	91.7
Part-Time	79.0	75.4	95.3	95.6	81.5	95.4	93.0	77.1	84.7	82.5	97.3	94.6	91.2

## % of Households Who Own a Car

	2015										2016		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>MNI China Car Purchase Indicator</b>	44.4	42.4	41.5	39.0	40.3	37.5	39.9	36.8	38.7	42.1	51.6	42.5	44.2
Male	40.2	40.0	38.2	45.3	54.1	50.5	50.3	37.7	37.4	49.5	48.3	42.2	36.6
Female	48.3	44.5	44.5	33.1	27.5	25.4	30.2	36.0	39.8	35.4	54.6	42.7	51.3
Age 18-34	38.4	33.3	41.1	34.5	40.9	34.3	37.6	33.6	37.6	33.9	40.8	42.5	41.0
Age 35-54	49.6	51.9	40.5	40.2	41.1	41.0	47.9	40.3	43.3	49.7	57.9	45.8	46.6
Age 55-64	42.3	33.8	45.3	46.3	36.3	34.3	20.1	33.0	27.2	37.9	56.8	32.0	44.2
Income < CNY 96,000 Per Annum	33.1	35.5	39.3	20.4	24.4	13.2	16.6	28.3	23.8	29.3	29.0	30.1	35.3
Income > CNY 96,000 Per Annum	55.7	51.2	46.6	52.1	59.0	57.0	56.8	45.4	55.3	50.1	63.2	49.4	48.2
East China	47.1	41.3	43.2	36.4	42.2	36.4	37.7	34.1	41.4	41.8	50.5	42.9	43.9
East China - South	46.2	40.6	43.5	35.9	36.4	34.4	36.4	32.9	44.0	43.2	51.1	41.2	44.2
East China - North	46.9	39.4	45.3	33.5	45.7	34.5	38.9	34.9	37.6	41.3	48.6	44.8	44.7
East China - Central	48.3	43.6	40.8	39.3	43.8	40.5	37.5	34.0	43.0	41.3	51.8	42.3	42.8
Middle-West China	39.0	44.6	38.1	44.1	36.8	39.8	44.0	42.3	32.4	42.7	53.5	41.7	44.8
Managerial Level	60.9	56.6	50.8	57.2	59.3	59.8	64.6	54.9	70.1	63.6	65.8	66.6	59.9
Public Servant	46.5	27.4	82.4	71.6	33.0	34.6	77.8	76.9	58.3	49.1	74.8	79.0	66.1
Average Office Worker	34.0	36.5	38.6	28.6	30.4	29.0	38.3	30.1	36.4	38.9	38.2	37.1	40.8
Worker	22.2	29.1	22.0	23.7	23.7	40.1	19.3	14.6	9.7	23.0	34.4	15.2	14.7
Professional	56.1	-	32.8	27.6	18.8	62.0	46.3	66.9	23.1	34.2	55.4	30.1	62.8
Private Business	45.6	69.6	30.9	30.5	44.9	25.9	35.0	36.6	44.1	32.7	63.5	82.3	50.5
Self Employed	56.4	50.9	35.9	33.5	55.1	36.8	35.6	26.8	41.8	29.0	72.4	59.0	41.0
Freelancer	56.5	48.6	42.6	26.7	47.8	10.7	28.0	6.7	42.6	27.1	64.6	39.7	35.9
Professional Investor	80.3	44.9	90.7	14.6	100.0	26.7	18.7	82.3	-	77.8	67.2	-	100.0
Teacher	34.6	54.8	42.5	19.1	17.3	47.0	-	92.7	35.3	46.2	34.9	51.1	69.6
Student	51.4	44.5	36.1	44.7	36.6	50.0	32.0	29.4	31.1	37.4	58.3	51.6	53.2
Unemployed	33.6	-	26.2	38.9	35.1	55.3	74.5	36.6	57.8	42.9	51.9	23.8	12.2
Retired	37.2	35.9	42.6	48.0	37.4	35.0	21.1	30.5	25.2	36.2	53.0	28.7	46.8
Part-Time	22.8	48.0	9.4	42.9	32.9	26.3	21.0	31.5	12.2	35.6	19.8	27.5	34.5

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

	2015										2016		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Total Expense</b>													
< CNY 50,000	1.4	3.3	5.1	0.4	0.5	-	-	1.4	0.2	5.1	0.5	5.2	2.1
CNY 50,000-70,000	15.9	13.1	16.1	12.7	9.7	8.5	10.7	9.1	9.3	12.8	10.8	9.8	15.2
CNY 80,000-90,000	33.6	33.6	26.4	27.0	26.7	29.5	31.5	26.1	25.2	21.4	30.1	33.0	31.4
CNY 100,00-140,000	24.0	18.1	15.7	30.1	27.5	19.2	25.7	16.1	25.7	20.8	23.8	18.0	27.6
CNY 150,000-190,000	12.8	12.4	16.2	12.0	15.8	20.3	18.6	20.8	15.3	20.6	17.8	12.9	16.2
> CNY 200,000	4.1	5.7	9.3	7.3	9.4	12.9	7.0	10.1	18.0	14.5	11.0	8.6	4.4

## % Households Planning to Buy a Car

	2015										2016		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>% Households Planning to Buy a Car</b>													
Male	19.1	14.4	18.6	16.2	20.7	18.7	14.3	17.6	12.6	18.7	16.5	16.1	13.9
Female	19.8	10.5	19.3	12.5	15.0	11.0	9.0	15.5	14.0	14.1	15.9	16.7	15.7
Age 18-34	18.5	18.6	17.8	20.1	26.7	27.0	20.0	20.0	11.0	23.9	17.2	15.4	11.9
Age 35-54	15.7	15.0	22.4	16.4	19.0	21.5	13.6	19.7	17.5	14.3	20.0	16.0	11.6
Age 55-64	20.0	13.6	16.1	16.0	20.9	17.2	15.1	18.6	11.7	20.9	13.4	19.1	15.5
Income < CNY 96,000 Per Annum	25.0	15.6	17.3	16.3	23.8	16.8	13.6	9.4	3.3	22.5	18.1	6.7	14.2
Income > CNY 96,000 Per Annum	17.5	13.1	17.5	10.5	13.5	10.1	7.5	13.8	14.3	14.7	20.0	17.8	18.1
East China	22.6	18.1	20.5	16.8	26.6	26.5	17.3	20.4	11.5	20.6	16.0	12.9	12.4
East China - South	18.8	15.3	16.2	14.5	21.9	18.0	16.1	19.2	13.5	19.9	16.3	16.8	13.1
East China - North	21.9	8.7	19.5	16.0	19.9	21.5	13.1	20.5	16.1	20.0	14.0	15.4	12.8
East China - Central	17.8	13.6	15.7	16.2	24.5	17.2	19.9	21.0	14.3	15.5	24.0	16.6	15.1
Middle-West China	16.9	22.2	13.9	11.8	20.8	15.6	14.4	16.7	10.7	24.3	11.1	18.2	11.1
	19.9	12.5	23.2	19.5	18.4	20.3	10.9	14.4	10.4	16.5	16.9	14.8	15.4

## Total Budget to Buy a Car

	2015										2016		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Total</b>													
< CNY 50,000	3.7	6.0	3.6	0.7	2.4	1.7	2.0	5.8	0.8	9.2	1.1	11.3	7.0
CNY 50,000-70,000	11.7	16.6	13.4	7.7	5.2	6.9	2.2	8.4	5.5	7.8	6.4	18.6	7.1
CNY 80,000-90,000	14.2	15.3	13.5	14.3	13.5	20.1	10.4	24.5	33.4	13.0	14.3	11.3	12.9
CNY 100,00-140,000	29.6	29.2	28.6	34.0	35.0	40.5	37.9	31.3	33.8	30.7	36.0	30.7	30.9
CNY 150,000-190,000	12.4	9.7	14.1	21.7	16.5	14.6	23.4	20.6	11.6	20.6	21.3	9.4	13.6
> CNY 200,000	21.5	15.0	21.7	21.6	21.7	14.0	19.8	9.5	12.1	17.7	15.6	18.4	26.6
<b>Income &lt; CNY 96,000 Per Annum</b>													
< CNY 50,000	8.1	8.8	7.1	1.4	6.0	7.0	2.0	5.8	1.6	24.4	1.6	23.5	13.6
CNY 50,000-70,000	14.6	22.2	19.2	12.3	7.3	14.5	7.2	3.2	9.4	15.5	12.3	35.8	14.5
CNY 80,000-90,000	19.1	17.7	16.9	23.9	20.8	23.6	26.0	43.3	38.7	18.9	21.5	8.1	24.8
CNY 100,00-140,000	25.1	27.1	29.7	43.3	43.7	36.4	33.5	37.2	36.5	29.4	35.2	32.0	29.7
CNY 150,000-190,000	10.2	7.7	6.9	8.9	16.5	11.2	12.8	8.9	7.8	6.6	24.4	-	8.6
> CNY 200,000	6.5	7.4	11.7	10.2	2.8	2.4	9.7	1.5	1.9	5.2	1.1	-	5.1
<b>Income &gt; CNY 96,000 Per Annum</b>													
< CNY 50,000	-	4.1	-	0.6	-	-	-	6.8	-	-	0.8	-	1.2
CNY 50,000-70,000	8.0	13.1	6.4	-	5.1	5.4	0.5	13.7	1.0	2.2	2.3	1.9	1.9
CNY 80,000-90,000	10.5	11.2	10.1	14.8	9.7	19.5	7.0	11.4	29.3	12.7	10.2	8.3	8.7
CNY 100,00-140,000	33.3	31.3	30.1	29.0	30.8	44.3	45.4	25.5	33.7	33.3	37.6	24.5	34.8
CNY 150,000-190,000	14.4	10.9	21.1	29.4	14.4	12.9	28.2	27.3	9.8	26.2	19.9	20.6	16.0
> CNY 200,000	33.3	21.5	30.5	26.2	36.4	16.9	15.6	15.3	26.1	25.6	23.2	44.7	36.8



## % of Households With a Car Loan

	2015										2016		
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>% of Households With a Car Loan</b>	7.0	6.0	6.2	4.7	6.3	6.8	5.2	5.0	4.8	6.6	4.9	3.6	4.1
Male	6.9	5.1	6.9	6.5	9.0	6.4	3.2	3.3	5.0	9.7	5.1	2.5	6.0
Female	7.1	7.0	5.4	2.7	3.3	7.2	7.4	7.0	4.6	3.2	4.6	4.7	2.2
Age 18-34	4.7	5.2	7.9	6.0	5.6	6.9	6.7	5.7	5.0	5.8	5.4	3.5	3.9
Age 35-54	8.5	8.6	5.6	5.1	7.2	7.1	5.3	4.8	5.4	8.2	6.1	4.4	3.8
Age 55-64	7.8	-	3.9	-	5.0	5.5	1.3	4.1	2.5	3.6	-	1.2	5.6
Income < CNY 96,000 Per Annum	4.7	4.8	6.4	5.2	6.1	5.0	2.6	6.0	5.1	5.6	1.5	3.8	5.2
Income > CNY 96,000 Per Annum	9.9	7.2	6.5	4.7	6.1	8.8	6.3	3.9	5.4	8.6	7.1	3.7	3.8
East China	7.4	7.0	5.6	4.8	6.3	5.6	6.8	4.3	5.6	6.7	5.3	3.8	3.5
East China - South	6.1	4.1	7.4	4.4	6.2	9.2	2.2	6.6	2.9	6.4	4.2	3.2	5.3
East China - North	8.7	7.9	4.6	4.8	5.7	6.4	7.6	5.1	5.8	6.1	5.0	4.5	4.0
East China - Central	5.5	8.5	5.3	3.8	5.5	4.4	5.4	2.9	3.7	7.7	6.2	2.9	4.6
Middle-West China	7.9	3.7	7.1	6.1	7.8	5.7	7.5	5.1	7.8	6.3	4.4	3.8	1.6
Managerial Level	8.2	10.2	7.7	3.0	7.3	10.2	9.3	2.6	5.2	9.6	9.8	5.5	5.2
Public Servant	-	2.7	18.0	-	-	-	26.6	-	-	10.8	-	-	-
Average Office Worker	4.6	4.4	5.8	4.7	3.4	3.5	2.9	4.8	7.5	4.7	4.2	2.3	3.6
Worker	10.2	8.3	6.3	6.5	5.0	-	3.7	7.8	0.8	-	2.5	5.8	7.2
Professional	17.3	-	24.1	17.3	32.5	14.8	2.8	9.5	8.3	7.2	9.1	13.8	8.2
Private Business	17.8	9.4	-	4.2	11.6	12.3	14.2	4.4	-	12.3	19.8	7.7	5.2
Self Employed	6.9	1.6	5.1	13.8	1.4	1.0	2.5	9.2	2.1	16.5	1.5	6.8	6.4
Freelancer	18.7	1.3	-	2.1	9.5	14.3	7.2	5.7	10.0	-	-	1.3	6.9
Professional Investor	-	-	-	-	-	40.7	-	17.7	-	14.2	-	-	-
Teacher	3.3	26.1	18.6	13.4	-	39.6	-	-	-	-	-	-	3.7
Student	3.1	20.4	5.5	8.8	4.1	2.5	12.4	-	7.2	-	2.3	4.3	-
Unemployed	-	-	-	25.5	3.6	3.3	7.7	-	-	-	-	3.1	-
Retired	3.5	2.6	6.3	-	7.4	6.9	1.4	4.7	2.0	8.9	-	3.2	-
Part-Time	15.6	1.6	3.8	4.7	18.5	10.6	6.7	25.5	5.4	-	9.2	-	-

## 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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