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MNI China Auto Purchase Sentiment June 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.

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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 - June 2016

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Overview

Chinese consumer sentiment towards the car market was little changed in June, with a small upward revision in the assessment of the purchasing environment and an equivalent drop in fuel price expectations providing a modest boost.

Chinese consumer sentiment towards the car market was little changed in June, with a small upward revision in the assessment of the purchasing environment and an equivalent drop in fuel price expectations providing a modest boost.

The MNI China Car Purchase Indicator, a composite indicator designed to gauge overall conditions in the car market, rose 0.5% to 92.0 in June from 91.5 in May. Both components of the indicator contributed positively with Car Purchase Expectations up 0.4% to 101.5 and Gasoline Expectations down 0.5% to 117.5. The latest rise caps off a volatile quarter as respondents weighed current economic uncertainty and the degree of further stimulus. Despite some jitters in May, the average of the overall indicator in Q2 rose to 93.5, up from 89 in Q1, a reflection of the broad improvement in household confidence and spending intentions in the last three months as measured by the Westpac MNI China Consumer Sentiment Survey, which is the parent of this publication.

Results from the quarterly special questions showed that Volkswagen consolidated its grip as the brand of choice among ordinary Chinese consumers, commanding 26.6% of responses as favourite brand, up from 20.4% in March. Meanwhile, Audi surged into second place with a 14.9% share after claiming just 8% in the previous quarter. BYD was the most popular domestic brand, although it slipped from fifth favourite in March to eighth favourite in June and received 2.7% of responses. Consistent with a pickup in preferences for more premium brands, results from the second special quarterly question highlighted a growing concern for car safety while price took a backseat. 58.9% said that safety was the main factor they considered when buying a car and 11.9% nominated price.

Car ownership levels were stable in June at 38.1% while a slightly reduced portion, at 17.6%, said they were planning on buying a car in the next 12 months. Of those planning to buy a car, budgets drifted towards the more expensive ranges. A series high 36.1% said their planned budget was above CNY 200,000, while the CNY 100,000 – CNY 140,000 range, which is

broadly the ‘mid-range’ option, was the next most popular with a 33.3% share of responses.

MNI China Car Purchase Indicator and Car Sales



Overview

	Apr-16	May-16	Jun-16	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
MNI China Car Purchase Indicator	96.9	91.5	92.0	Apr-16	-	93.5	0.5	0.5%
Car Purchase Expectations Indicator	109.1	101.1	101.5	Apr-16	-	103.9	0.4	0.4%
Gasoline Price Sentiment Indicator	115.2	118.1	117.5	-	Apr-16	117.0	-0.6	-0.5%
% Households Who Own a Car	37.6	38.1	38.1	-	Apr-16	37.9	0.0	-0.1%
% Households Who Plan to Buy a Car	11.7	19.3	17.6	-	Apr-16	16.2	-1.7	-8.8%
% Households With a Car Loan	9.4	6.4	8.3	Mar-16	-	8.0	1.9	29.4%
Budget to Buy a Car								
< CNY 50,000	6.7	6.9	0.5	-	Jun-14	4.7	-6.3	-92.2%
CNY 50,000-70,000	4.4	5.9	4.0	-	Sep-15	4.8	-1.9	-31.8%
CNY 80,000-90,000	6.5	6.5	10.4	Mar-16	-	7.8	3.9	59.0%
CNY 100,00-140,000	27.9	32.5	33.3	Jan-16	-	31.2	0.8	2.4%
CNY 150,000-190,000	18.0	18.8	15.7	-	Mar-16	17.5	-3.1	-16.6%
> CNY 200,000	35.3	27.1	36.1	series high	-	32.8	9.0	33.0%
Total Expense on Current Car								
< CNY 50,000	1.5	3.1	0.7	-	Jan-16	1.7	-2.5	-78.9%
CNY 50,000-70,000	10.7	12.2	13.2	Mar-16	-	12.0	1.0	8.1%
CNY 80,000-90,000	40.6	27.1	36.4	Apr-16	-	34.7	9.3	34.2%
CNY 100,00-140,000	19.0	26.4	27.4	Mar-16	-	24.2	1.0	3.8%
CNY 150,000-190,000	16.8	18.7	11.4	-	May-14	15.6	-7.2	-38.7%
> CNY 200,000	6.4	6.8	4.8	-	Mar-16	6.0	-2.1	-30.2%

The Car Purchase Indicator rose to 92.0 in June from 91.5 in May.

The latest rise caps off a volatile quarter as respondents weighed current economic uncertainty and the degree of further stimulus.

MNI China Car Purchase Indicator

Sentiment Remains Steady



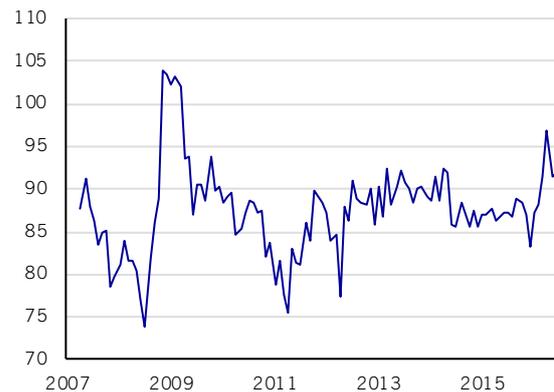
Consumers' views about buying a car were broadly unchanged between May and June. The Car Purchase Indicator rose 0.5% to 92.0 in June from 91.5, reversing some of May's fall but overall showing that consumers remain cautious. Despite the rise, the latest outturn remains far below the 100 breakeven level.

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 June, both components made positive contributions. The marginal rise in the Car Purchase Indicator was led by a healthy upward revision in consumers' assessment of the buying conditions for cars, which remained above the 100 breakeven level for the fourth consecutive month.

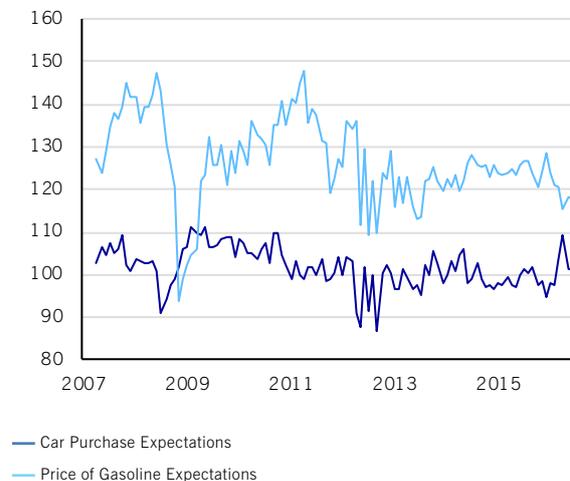
Although the other component that makes up the main Car Purchase Indicator, the Price of Gasoline Indicator, decreased 0.5% over the month to 117.5 from 118.1 in May on the back of the recent softening in crude oil prices, the still relatively high level of the indicator suggests that many consumers are still predicting higher oil prices. In June, 43.8% of respondents said they expected gasoline prices to go up while only 11% said they expected them to fall.

By demographic, the marginal gain was not broad based. The overall car purchase indicator improved in the lower income bracket (i.e. with salaries less than CNY 96,000 per year) while that for higher income households edged down. In terms of age, the indicator improved most for those over 55 years old while the 18-34 age group saw a decline.

Car Purchase Indicator



Car Purchase Indicator - Components



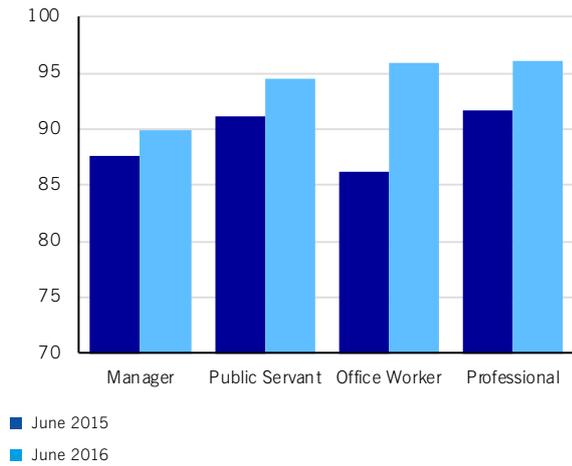
Car Purchase Sentiment Indicator

	Jun-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Car Purchase Sentiment	87.2	87.2	88.2	91.4	96.9	91.5	92.0
Car Purchase Expectations	100.1	98.2	97.5	103.4	109.1	101.1	101.5
Price of Gasoline	125.7	123.8	121.1	120.6	115.2	118.1	117.5

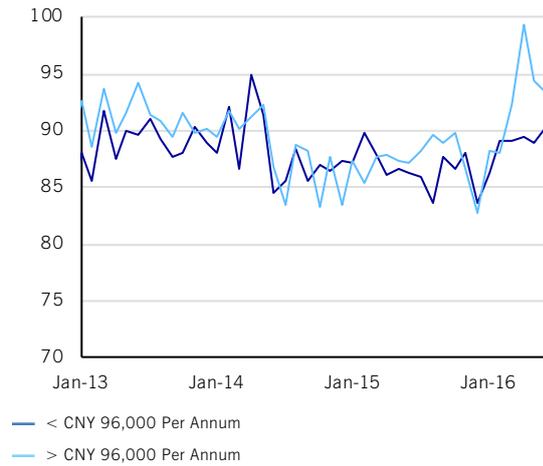
MNI China Car Purchase Indicator Sentiment Remains Steady



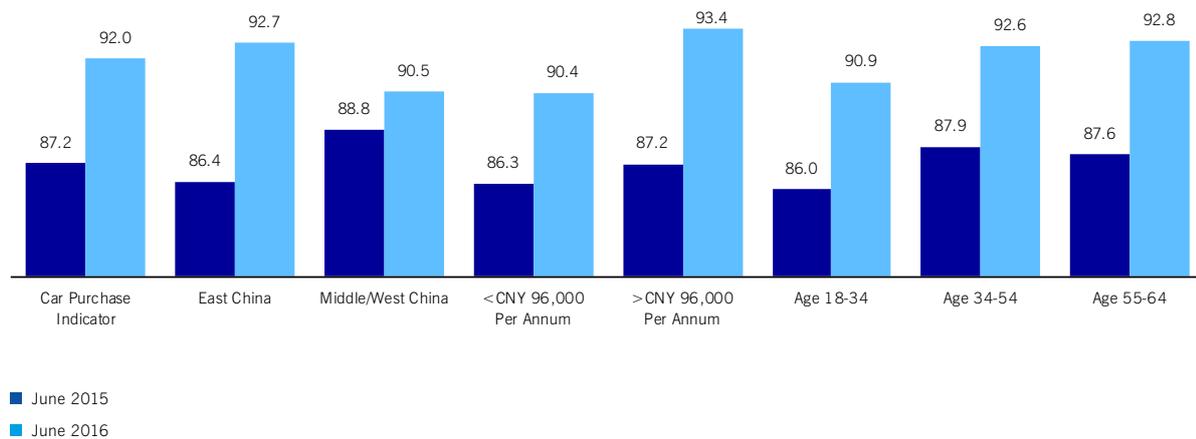
Car Purchase Indicator - 3 Month Average
By Occupation



Car Purchase Indicator
By Income



Car Purchase Sentiment Compared With a Year Ago





Car Purchase Expectations

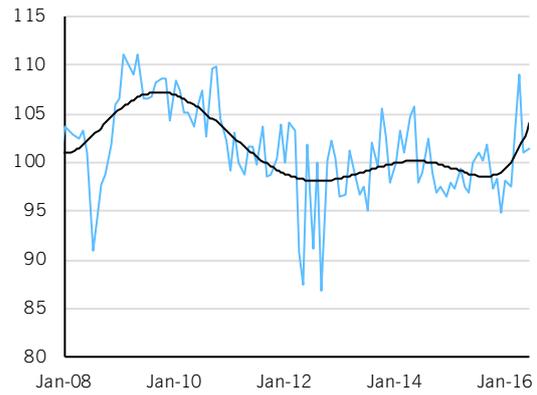
Buying Conditions Remain Steady

The Car Purchase Expectations Indicator increased 0.4% to 101.5 in June from 101.1 in May, remaining above the 100 breakeven level for the fourth consecutive month. Despite the marginal rise, the three-month average edged lower to 103.9 from 104.5 previously.

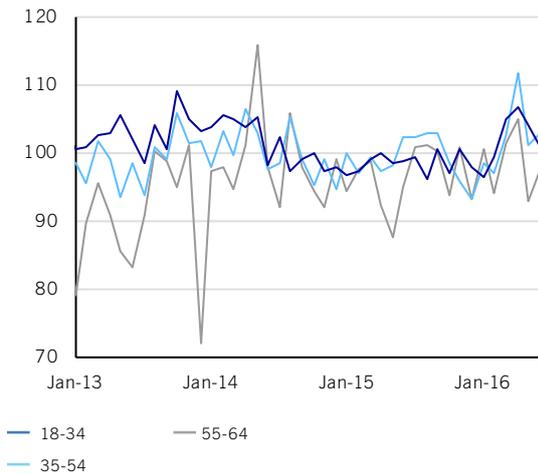
There was a notable improvement in the percentage of respondents reporting that it was a good or excellent time to buy a car, after suffering a setback in May.

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 55-64 years old were the most pessimistic while those aged 35-54 experienced a slight improvement on the month.

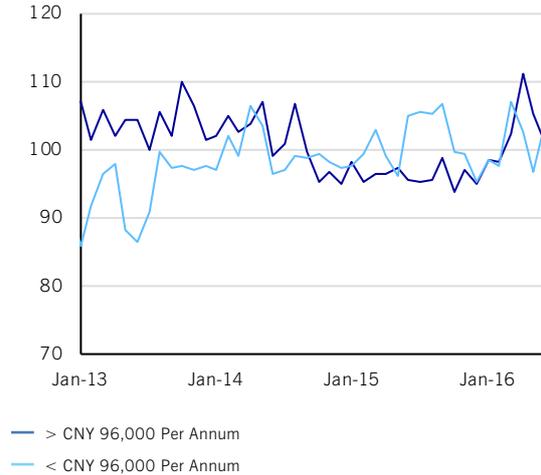
Car Purchase Expectations Indicator



Car Purchase Expectations Indicator By Age



Car Purchase Expectations Indicator By Income



Car Purchase Expectations

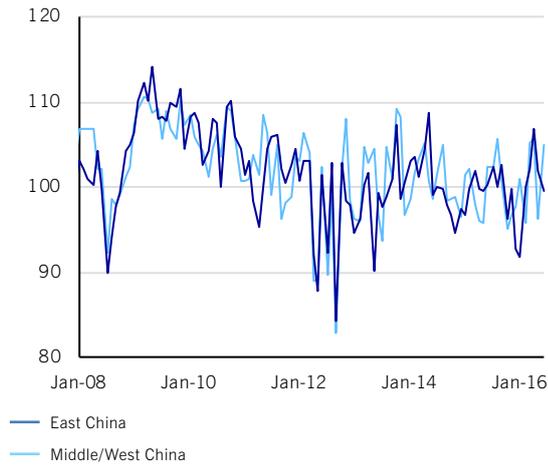
	Jun-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Car Purchase Expectations	100.1	98.2	97.5	103.4	109.1	101.1	101.5



Car Purchase Expectations

Buying Conditions Remain Steady

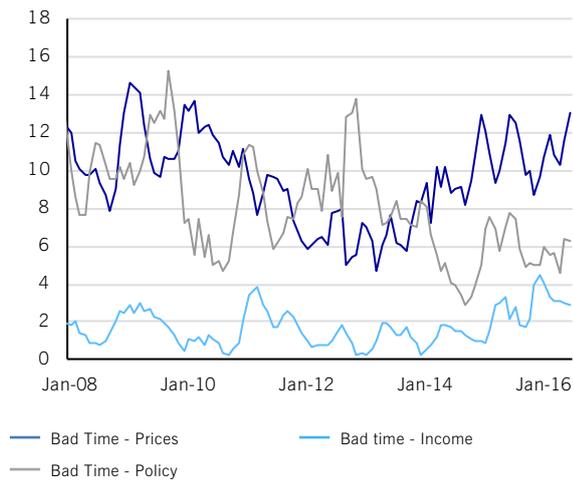
Car Purchase Expectations Indicator
By Region



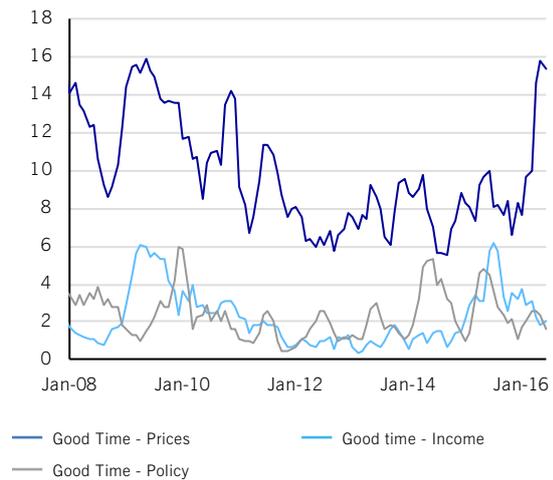
Selected Reasons for a Good and Bad Time to Buy a Car demonstrate the changing perceptions of Chinese consumers.

Prices continued to play the dominant role as the determining factor behind consumers' opinions about whether it is a good or bad time to buy a car. Prices were the main reason for 11.7% of respondents to nominate it as a good time to buy and 12.7% said prices were the main reason it was a bad time to buy a car in June.

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 Remain Flat

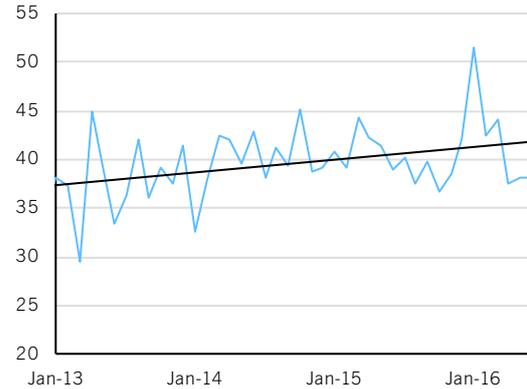


Following a slight pick-up in May, the percentage of survey respondents who owned a car remained unchanged, with 38.1% reporting that they owned a car in June. Car ownership now stands slightly below the long-run average.

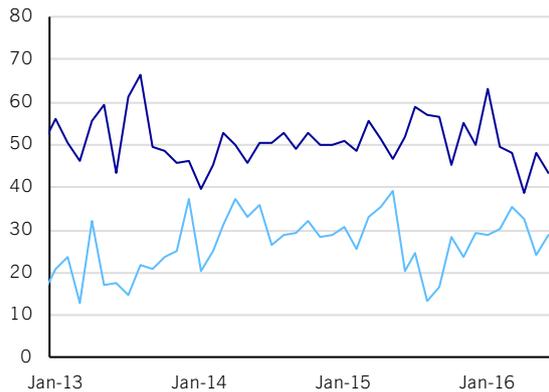
Higher and lower income families (with the dividing line set at CNY 96,000 per year) reported converging levels of car ownership again in the latest survey. Nevertheless, those in the upper income bracket still showed a higher tendency to own a car. In June, higher income households reported a lower level of car ownership at 43.5% compared with 48.1% in May while 28.7% of respondents in the lower income bracket said that their family owned a car after 24.1% in May.

By age, car ownership decreased for the youngest and oldest age group, while it increased further for the 35-54 age cohort to 41.9% in June.

% of Households that Own a Car

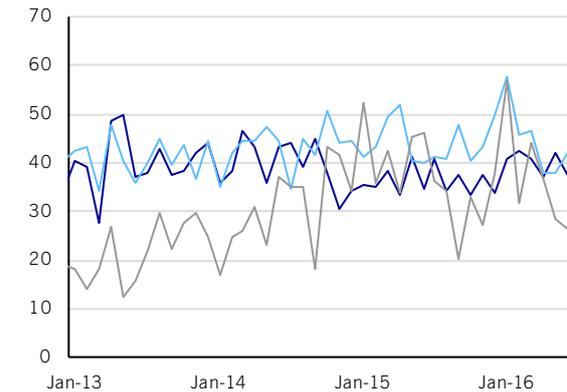


% of Households that Own a Car
By Income



— > 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

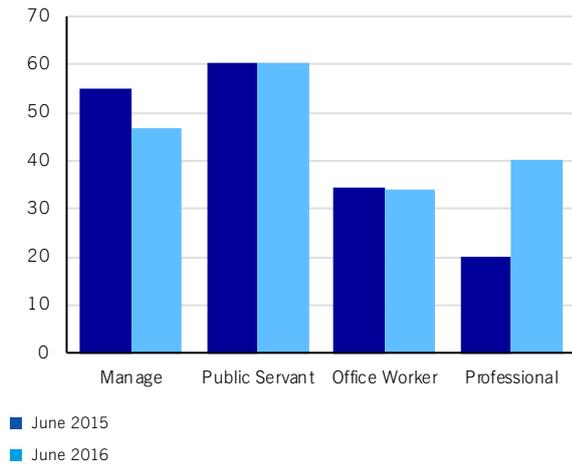
	Jun-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Car Ownership (%)	39.0	51.6	42.5	44.2	37.6	38.1	38.1

Car Ownership

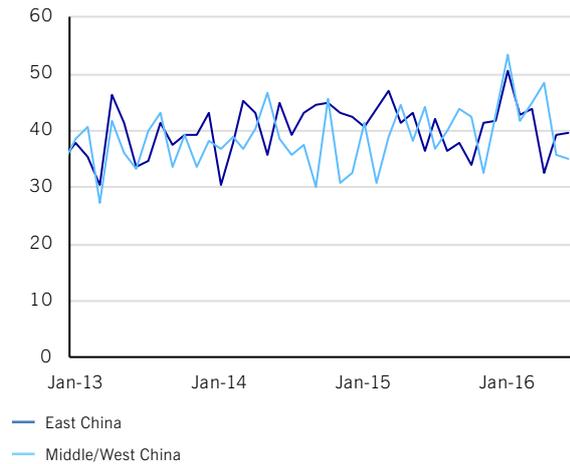
Ownership Levels Remain Flat



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

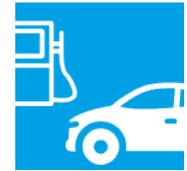


% of Households that Own a Car By Region



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

	Jun-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Managerial Level	54.9	66.5	65.3	64.1	54.8	48.6	46.7
Public Servant/Government Office Worker	60.5	60.7	67.6	73.3	67.7	65.0	60.4
Average Office Worker (White Collar)	34.6	37.8	38.1	38.7	37.0	37.0	34.2
Worker/Manual Labour (Blue Collar)	24.9	22.4	24.2	21.4	22.2	22.8	27.4
Professional	20.1	37.6	39.9	49.4	42.4	48.3	40.2
Private Business Owner	43.6	46.8	59.5	65.4	64.8	50.0	47.5
Self-Employed	40.1	47.7	53.5	57.5	54.0	52.7	52.6
Freelancer (SOHO)	39.3	44.8	43.8	46.8	35.0	35.0	26.1
Teacher	38.8	38.8	44.1	51.9	55.8	52.5	47.1
Student	41.8	42.3	49.1	54.4	47.5	38.6	37.2
Unemployed/Home-maker	21.7	50.9	39.5	29.3	18.6	15.8	35.0
Retired	42.2	38.1	39.3	42.8	31.1	32.6	28.1
Part-Timer/Temporary Job	33.5	22.5	27.6	27.3	35.5	29.1	27.3



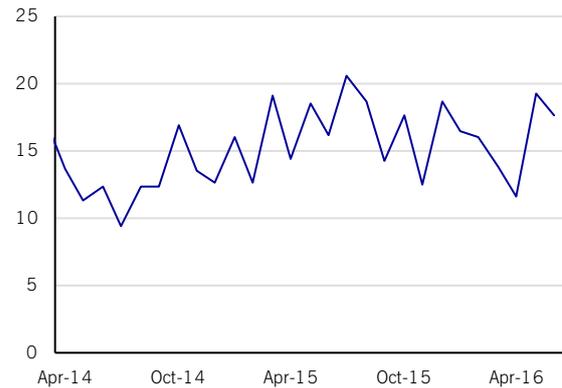
Plans to Buy a Car: All Consumers Planned Purchases Pull Back

Plans to buy a car fell in June, relinquishing some of the increase notched in May, but remained well above the long-run average and held onto the upward trend. 17.6% of consumers said they were planning to buy a car in June, down from 19.3% in May but up significantly from 11.7% in April.

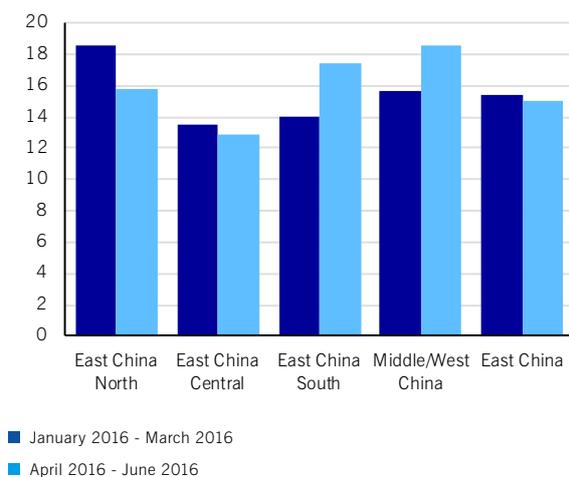
While buying plans declined among the older age groupings, respondents in the youngest age group showed the highest propensity to be buying a car in the next year, with 21.7% saying that they planned on making a purchase. This compared with 16.6% between the age of 35-54 and 10.7% aged 55-64.

Those earning below CNY 96,000 per year remained slightly more inclined to be buying a car in June compared with the higher income bracket, although 16.8% in this group expressed purchase plans in June, down significantly from 24.4% in May.

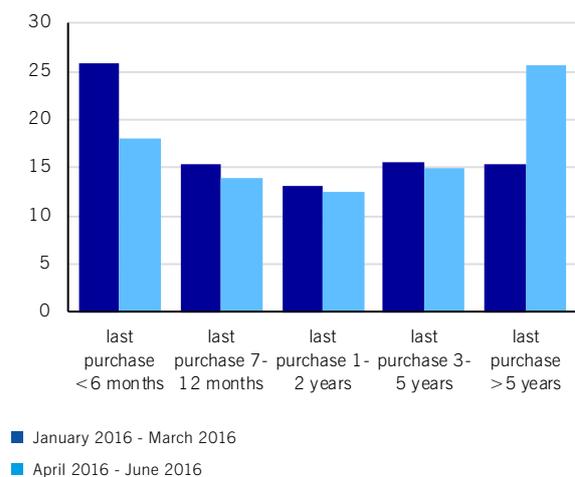
% of Households Planning to Buy a Car in the Next 12 Months



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



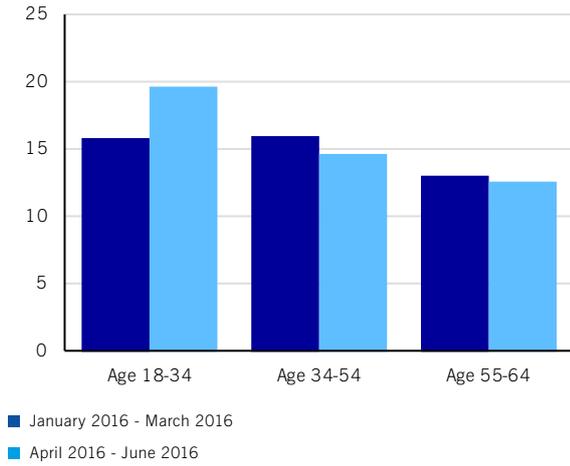
% Planning to Buy a Car in the Next 12 Months By Last Car Purchase - Rolling Quarterly Average



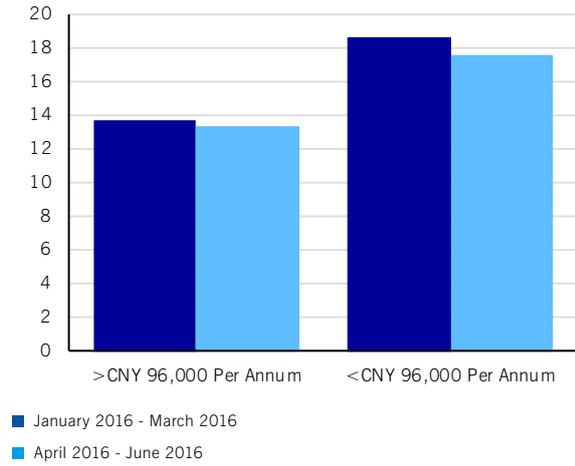
Plans to Buy a Car: All Consumers Planned Purchases Pull Back



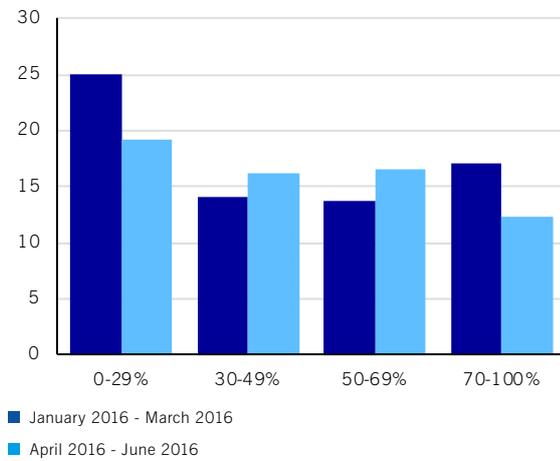
% Planning to Buy a Car in the Next 12 Months
By Age - Rolling Quarterly Average



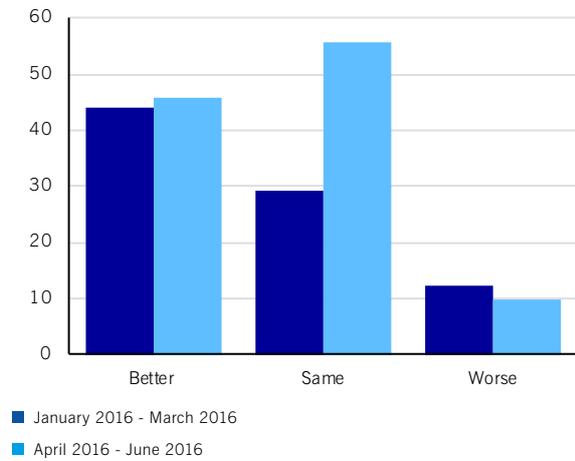
% Planning to Buy a Car in the Next 12 Months
By Income - Rolling Quarterly Average



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

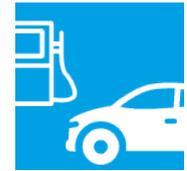


% Planning to Buy a Car in the Next 12 Months
By Expected Financial Position in One Year
Rolling Quarterly Average



Plans to Buy a Car: First Car Buyers

First Car Buyers Decrease

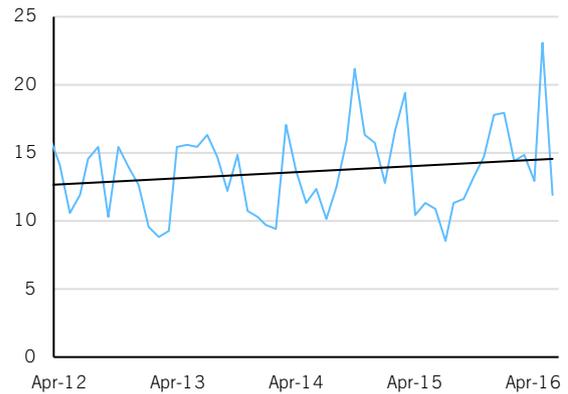


The proportion of those planning to buy a first car plunged in June to the lowest since September 2015, but this was after a sharp jump in the previous month. In June, 11.9% of respondents who didn't own a car were planning on buying one, compared with 23.1% in May and 13% in April.

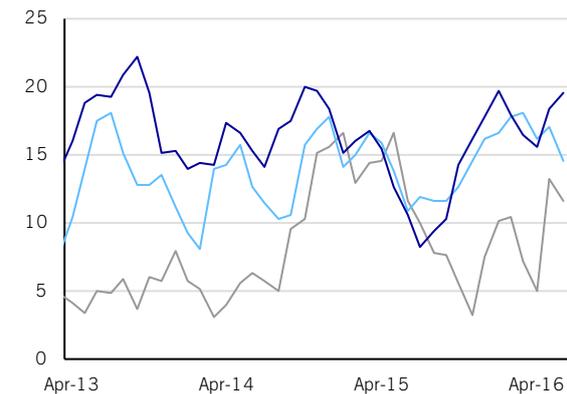
The fall was shared by those in both the upper and lower income brackets. While those earning below CNY 96,000 per year registered the biggest reduction, there were slightly lower plans to buy a first car among those earning above CNY 96,000 per year (who are generally more likely to be buying a car).

While all three age groups reported a decrease in plans to buy a first car in June, respondents from the youngest age group were most likely to be buying their first car, with 14.9% saying that they did not currently own a car and were planning on buying one in the next 12 months. This compares with 11.1% for the 35-54 age range and 7.4% for those aged between 55-64.

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

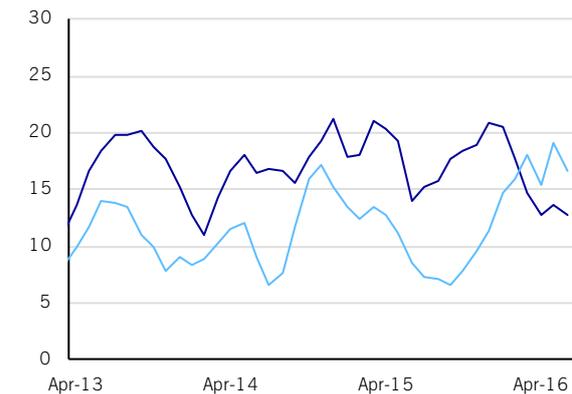


% Planning to Buy a First Car in the Next 12 Months By Age - 3 Month Average



— 18-34
— 35-54
— 55-64

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



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

% of Households Planning to Buy a First Car

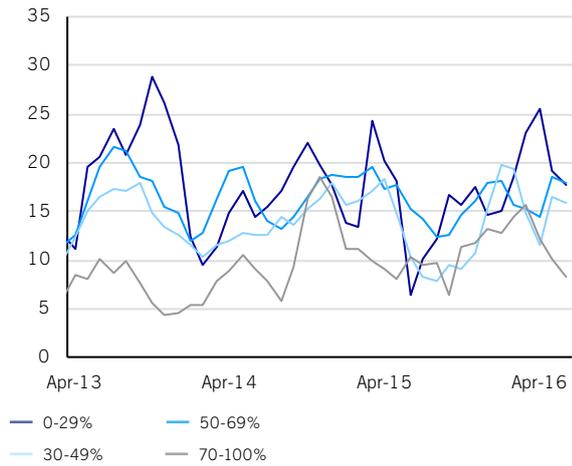
	Jun-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Plan to Buy a First Car (%)	11.0	17.9	14.5	14.9	13.0	23.1	11.9

Plans to Buy a Car: First Car Buyers

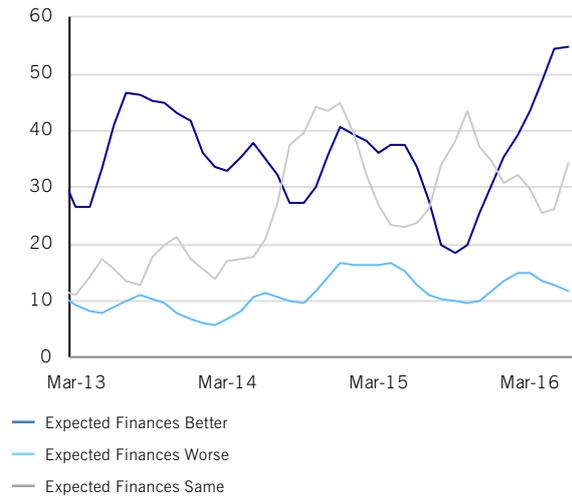
First Car Buyers Decrease



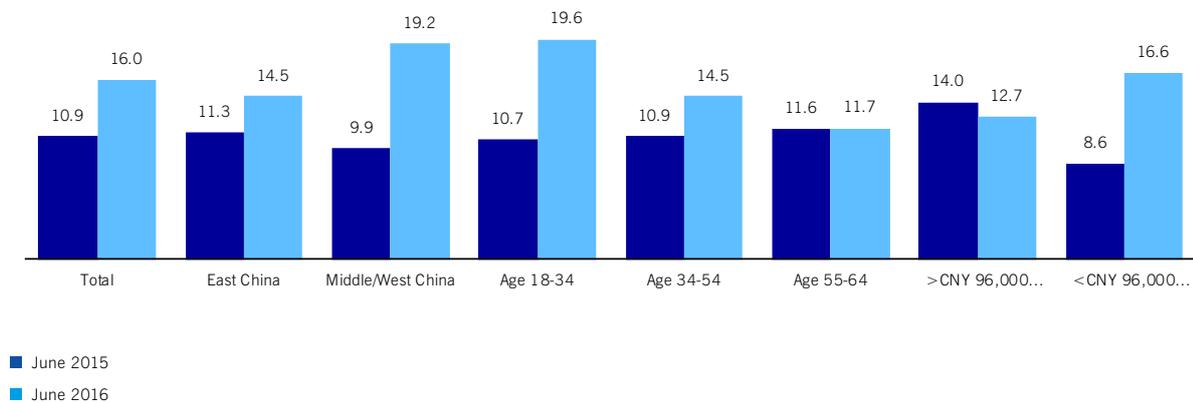
% Planning to Buy a First Car by % Income Used on Daily Expenses - 3 Month Average



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

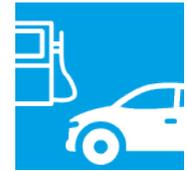


% Planning to Buy a First Car - Compared With a Year Ago (% of Households, 3 Month Average)



Plans to Buy a Car: Additional Purchase

Additional Purchases Surge

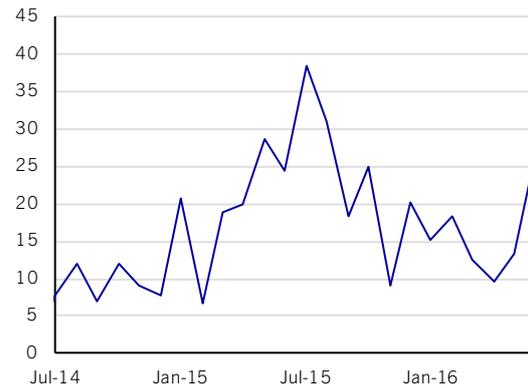


The proportion of respondents who already own a car and were planning to buy another one rose sharply to 27% in June from 13.3% in May and 9.5% in April. The series average since July 2014 is 17.2%, so recent results should be taken with caution. The relatively small number of respondents indicating that they were planning to buy a car (17.6% of the total sample in June) increases the sample error and leaves the series prone to spikes.

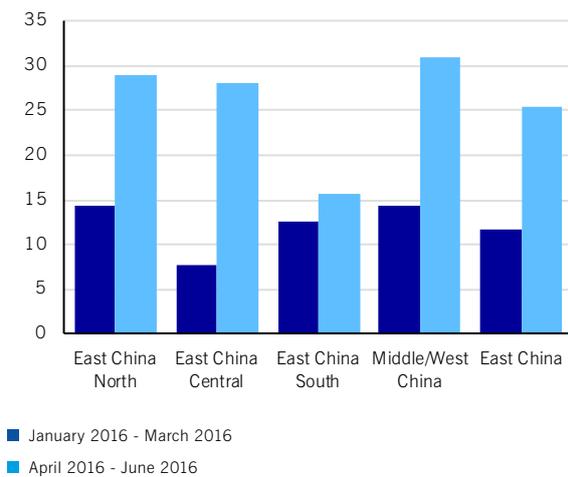
Both upper and lower income brackets revised up their plans while those in the youngest and middle age brackets had the highest rate of households planning on buying an additional car.

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.

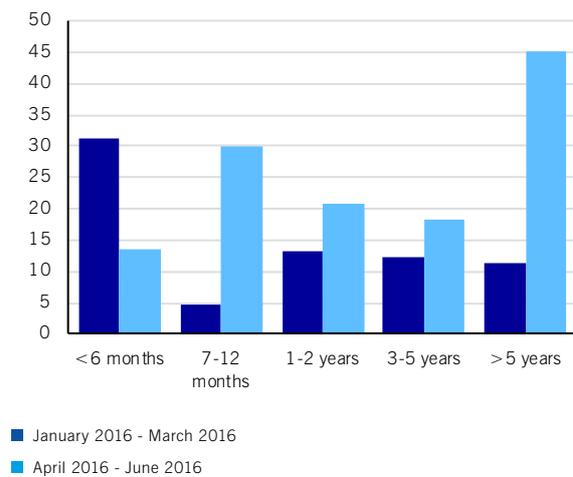
% of Households Planning to Buy Another Car in The Next 12 Months



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

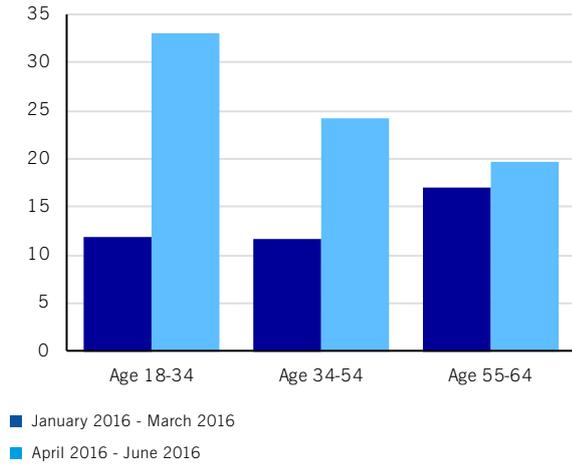


Plans to Buy a Car: Additional Purchase

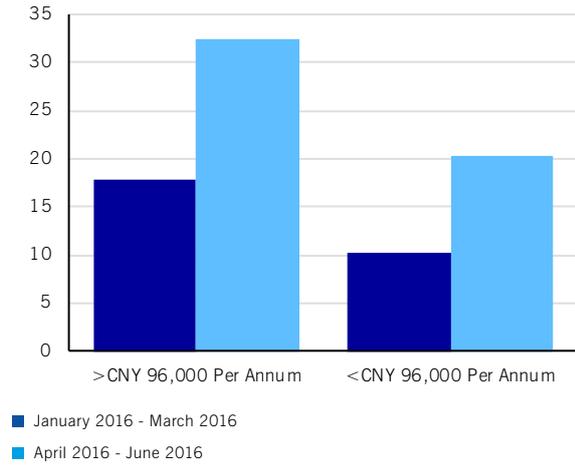
Additional Purchases Surge



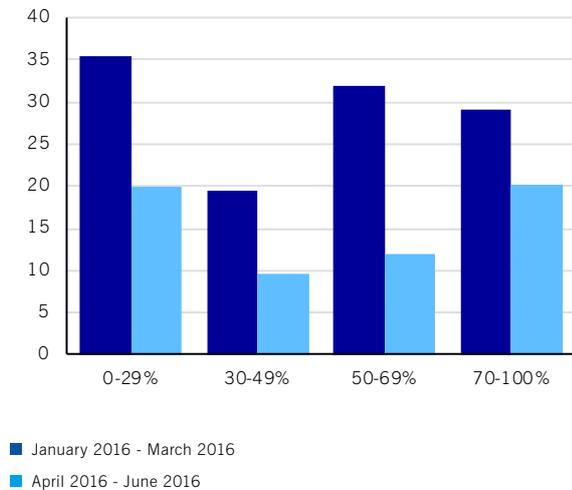
Planning to Buy Another Car in the Next 12 Months
By Age - Rolling Quarterly Average



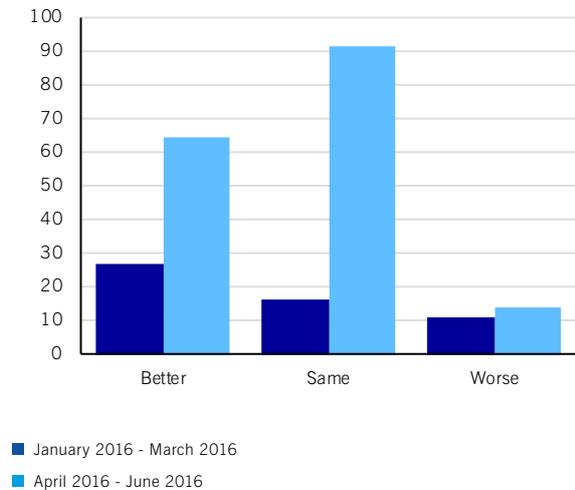
Planning to Buy Another Car in the Next 12 Months
By Income - Rolling Quarterly Average



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

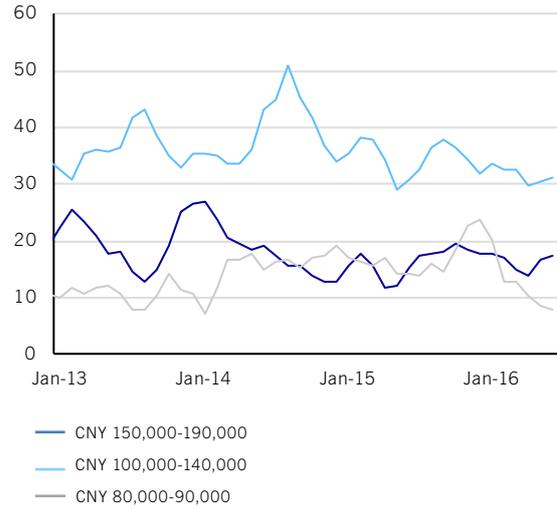
Expensive Cars Most Popular



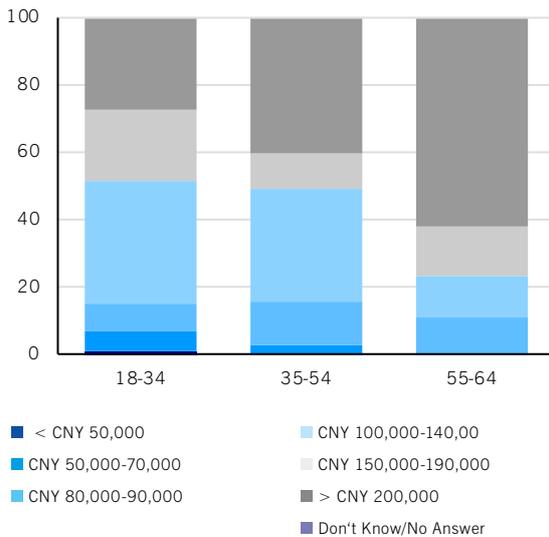
The planned car budget of Chinese families trended towards the more expensive bands in June again with the mid-range of vehicles losing their position as most popular. The percentage of those planning to buy a car worth more than CNY 200,000 rose sharply, with 36.1% saying their budget extended that high in June after accounting for 27.1% of responses in May. Meanwhile, there was a slight uptick in those in the mid-range of CNY 100,000 – CNY 140,000, which commanded the next highest proportion of responses. The second most expensive tier, CNY 150,000 – CNY 190,000, lost some popularity between May and June.

While those earning more than CNY 96,000 per year had the highest share of responses in the most expensive option, Chinese families in the high income group appeared to be more cautious about buying a car worth CNY 200,000 or above. The percentage of those planning to buy a car worth more than CNY 200,000 declined to 39.3% in June after accounting for 48.4% of responses in May.

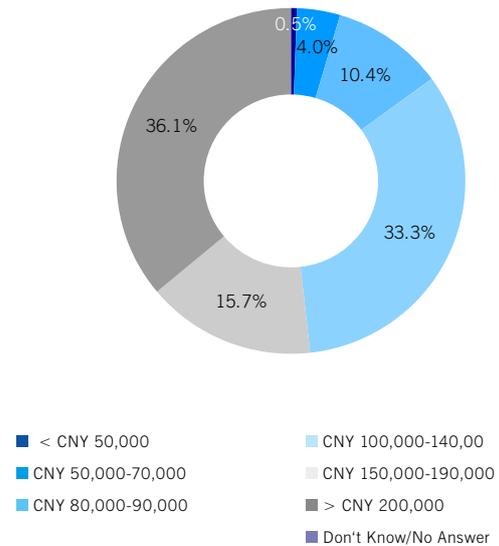
Budget to Buy a Car Historically - 3 Month Average



Budget to Buy a Car by Age



Budget to Buy a Car (% of Households)

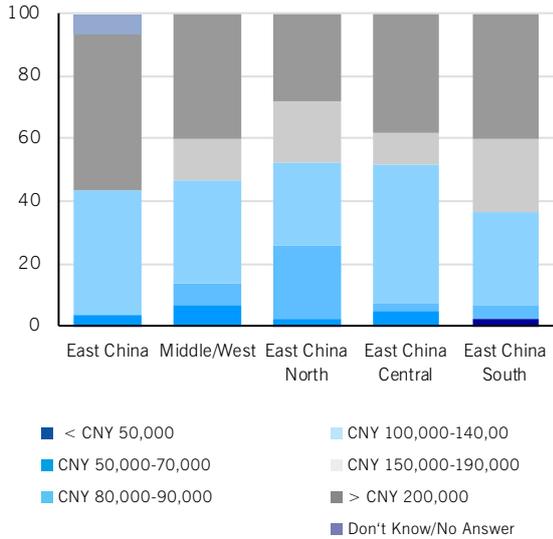


Budget to Buy a Car

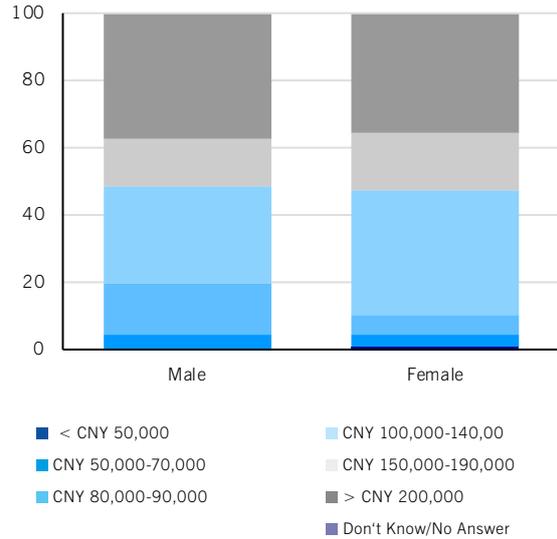
Expensive Cars Most Popular



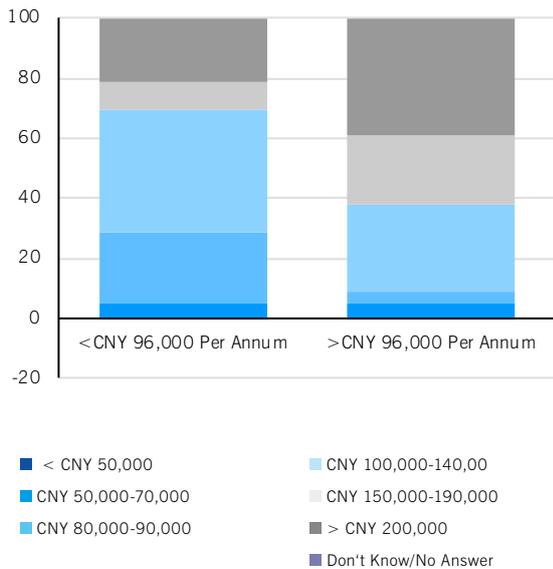
Budget to Buy a Car by Region



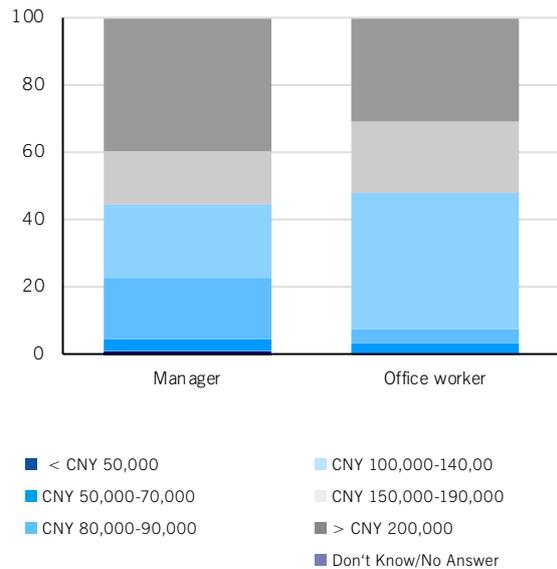
Budget to Buy a Car by Gender



Budget to Buy by Income



Budget to Buy a Car by Selected Occupations



Car Loans

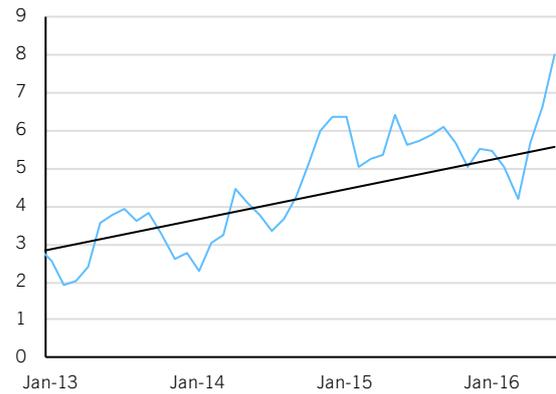
Car Loans Increase



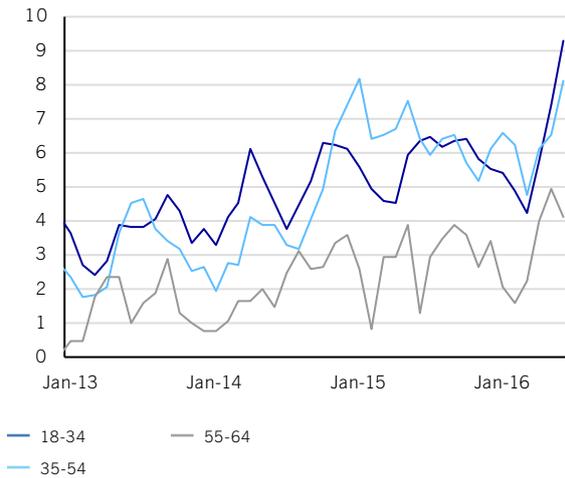
The percentage of respondents in our survey who said they had a car loan picked up to 8.3% in June after falling to 6.4% in the month before. Moreover, the latest increase is a further signal that car loans as a finance option are growing in popularity with the three-month average increasing to 8% in June from 6.6% in May.

Car loans had the highest prevalence among those aged 18-34 years old, with 9.6% in this category using a loan to purchase a vehicle in June. By region, families in East China were more likely to use this financing option compared with their counterparts in the Middle/West. The trend seen on an income basis remained true to form, with those earning less than CNY 96,000 per year more willing to take out a car loan compared with those earning more.

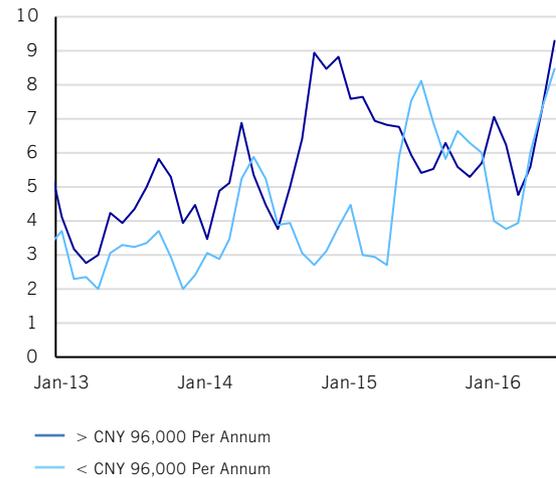
% of Households With a Car Loan
3 Month Average



% 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

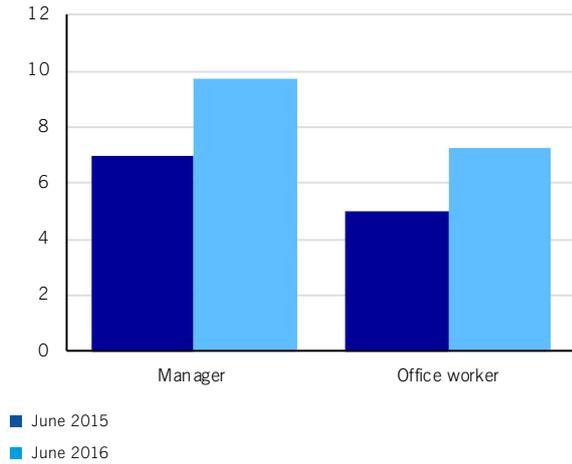
	Jun-15	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16
Car Loan Ownership (%)	4.7	4.9	3.6	4.1	9.4	6.4	8.3

Car Loans

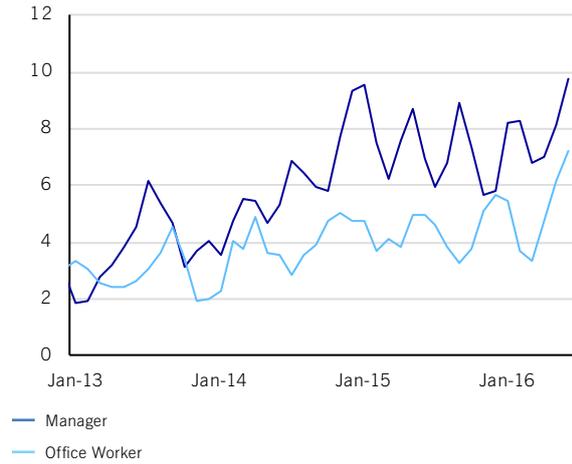
Car Loans Increase



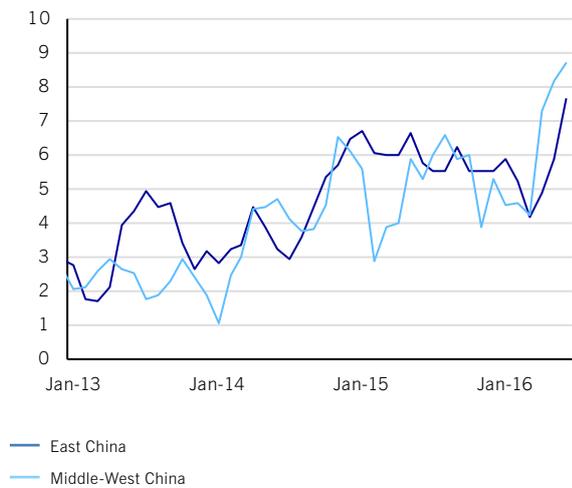
% of Households With a Car Loan
By Selected Occupations - 3 Month Average



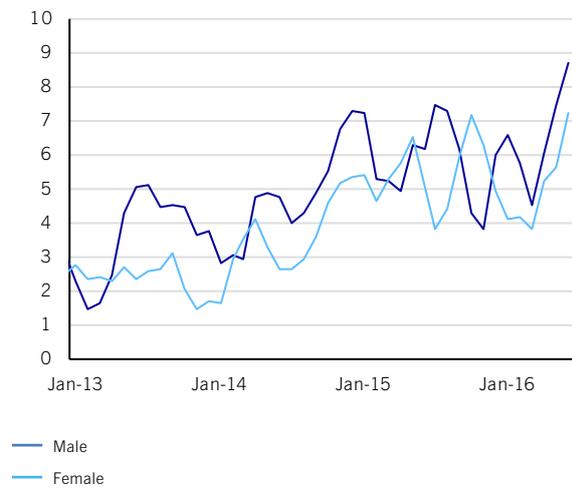
% of Households With a Car Loan
By Selected Occupations - 3 Month Average



% 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.

- 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

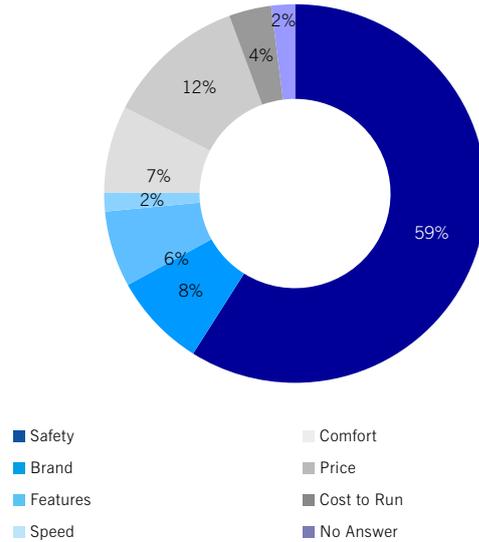


Our respondents were once again clear that safety was the main factor they considered when buying a car. Price was the second most popular factor on the month. In the June quarter of the survey, we saw a shift away from upfront price, with a continued increase in the percentage of respondents nominating features as a key factor.

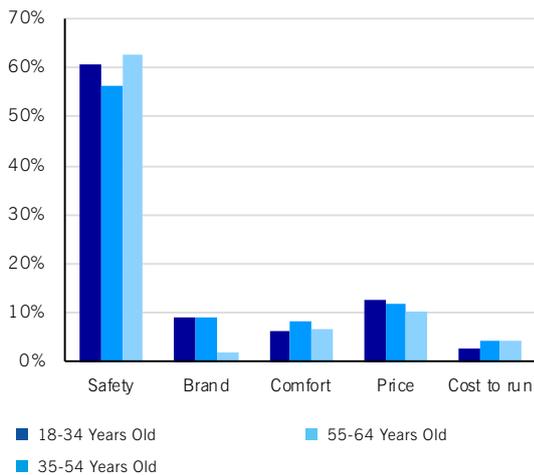
The demographic breakdown proved telling in the buying process for key segments. Those in the older age group showed a higher sensitivity to safety. The youngest age group were the most sensitive to price whilst the middle age group were most concerned about brand.

The gender distinction was equally interesting, with male respondents more concerned with safety while their female counterparts were more likely to choose cost to run as the main factor they considered when buying a car.

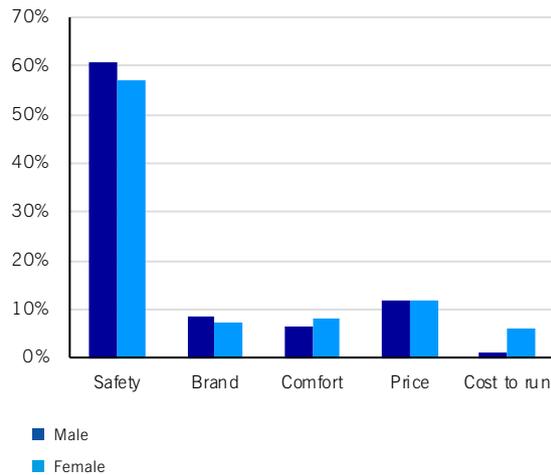
Most Important Factor When Buying a Car
% of Responses



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



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



Special Section

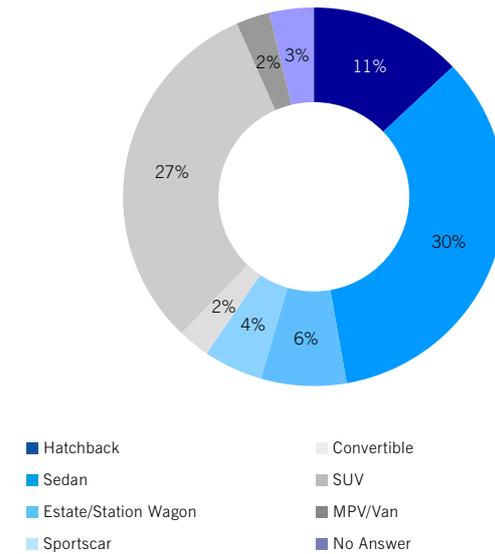
Make & Model



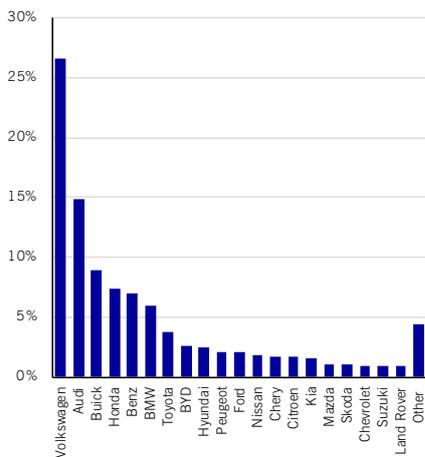
Sedans were nominated as the most preferred model of car for the sixth quarter running remaining more popular than SUVs. 30.1% selected sedans as their preferred model, up from 29.5% in March in contrast to 27.4% for SUVs, which were regaining momentum following a fall in the previous quarter. The strength in SUV preferences in this quarter was driven by those on both higher and lower incomes, with those earning more than CNY 96,000 were more interested in the larger vehicle with 29.9% choosing SUVs compared with 22.7% in Q1 2016.

When asked about the type of car they favoured most, Volkswagen continued to extend the already large lead it established in the first quarter, garnering 26.6% of responses in June compared with 20.4% in March. Audi cemented its place in second with 14.9% of responses, notably up from 8% in March while Buick came in third place in June with its share declining noticeably to 8.9% from 12.6% in March. BYD was the most popular domestic brand, and lost ground in June with 2.7% of responses compared with 5.1% in March.

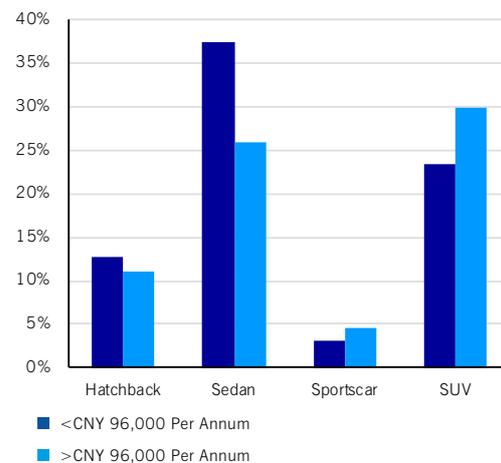
Preferred Type of Car
% of Responses



Preferred Brand of Car
% of Responses

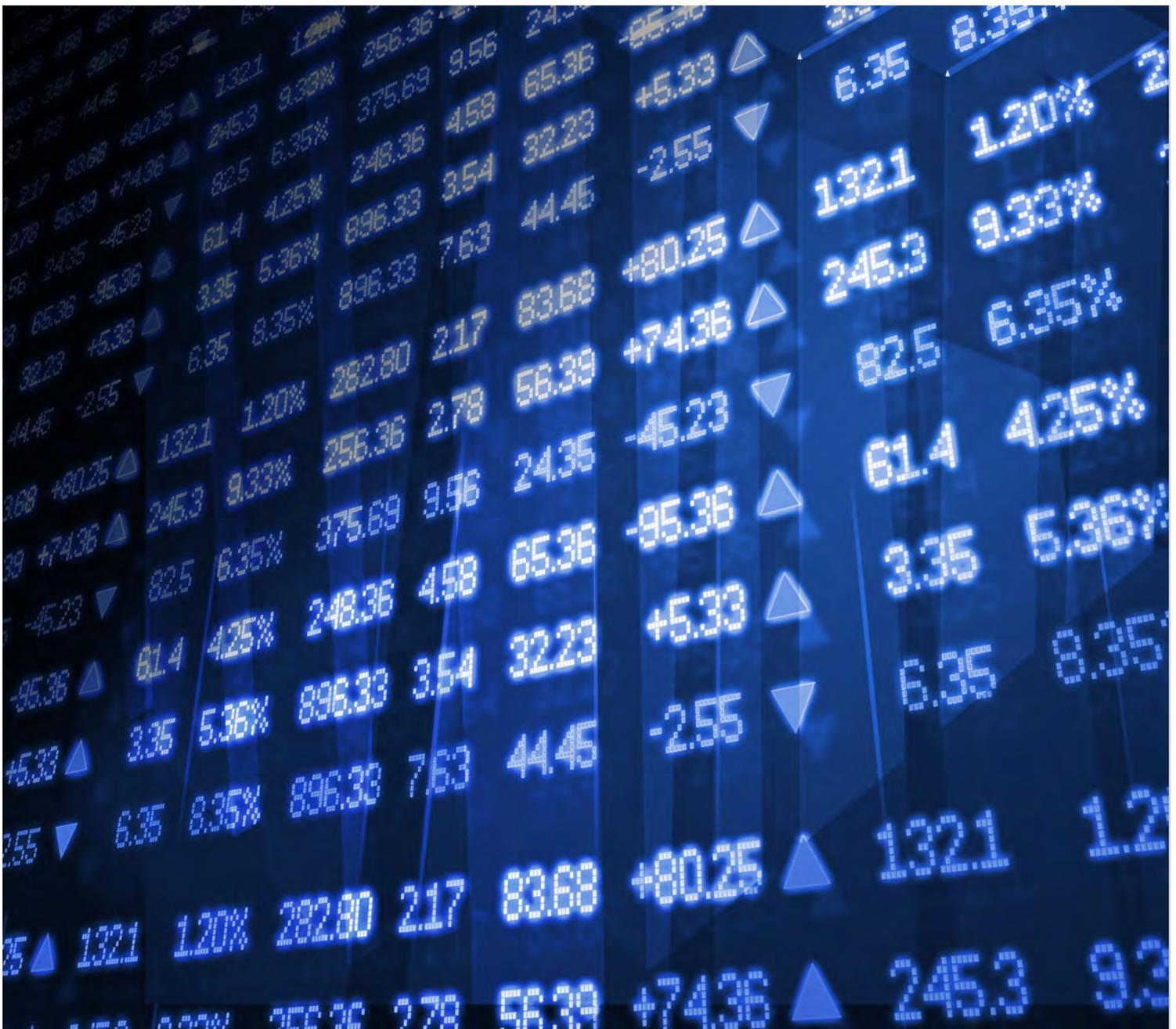


Preferred Type of Car
By Income - % of Responses



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

30.1% selected sedans as their preferred model
while 27.4% chose SUVs.



Data Tables

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

Indicators

	2015							2016					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
MNI China Car Purchase Indicator	87.2	87.1	86.9	88.8	88.5	87.1	83.2	87.2	88.2	91.4	96.9	91.5	92.0
Male	93.1	93.0	91.6	97.0	97.0	96.1	90.6	96.4	97.4	103.7	107.6	101.6	99.3
Female	106.6	108.7	108.4	106.2	97.6	100.6	98.9	99.8	97.6	103.1	110.5	100.6	103.6
Age 18-34	98.9	99.5	96.4	100.8	97.1	100.7	98.0	96.4	99.5	105.2	107.0	104.3	101.0
Age 35-54	102.5	102.4	102.9	102.9	98.5	95.9	93.2	98.7	97.0	102.7	111.9	101.2	103.0
Age 55-64	95.0	100.9	101.1	100.4	93.9	101.1	93.3	100.8	94.1	101.5	105.0	93.0	97.7
Income < CNY 96,000 Per Annum	86.3	85.9	83.7	87.7	86.6	88.0	83.7	86.2	89.1	89.0	89.4	89.0	90.4
Income > CNY 96,000 Per Annum	87.2	88.2	89.6	88.9	89.8	86.5	82.7	88.3	88.0	92.2	99.3	94.4	93.4
East China	86.4	86.9	87.0	88.5	87.9	87.6	84.5	88.5	87.5	91.7	97.2	91.6	92.7
East China - South	102.5	102.4	105.7	100.7	95.0	96.8	97.8	101.0	95.9	105.3	105.6	96.2	105.0
East China - North	87.9	89.3	86.9	88.7	88.1	88.4	83.9	86.5	81.9	88.1	101.0	92.3	91.4
East China - Central	95.3	98.3	97.5	103.9	98.6	99.0	94.6	103.0	102.8	107.3	107.7	103.5	102.6
Middle-West China	88.8	87.6	86.5	89.5	89.5	85.9	80.5	85.0	89.5	91.0	96.4	91.3	90.5
Managerial Level	90.8	89.8	90.3	90.0	90.0	87.7	81.6	84.9	86.1	90.5	93.3	87.0	89.3
Public Servant	93.2	91.7	76.4	90.1	97.9	84.7	88.6	79.8	102.9	84.7	102.4	85.6	95.3
Average Office Worker	86.1	84.4	85.3	88.1	86.0	86.8	84.5	85.6	89.4	92.4	99.6	94.1	93.9
Worker	81.2	105.5	79.8	88.6	96.1	84.2	82.5	92.0	92.5	93.7	92.2	89.9	93.2
Professional	82.5	84.2	90.2	84.3	87.8	84.8	78.3	105.7	88.1	84.3	99.9	96.0	92.1
Private Business	80.1	92.8	82.4	82.1	96.2	77.5	90.2	87.5	84.2	89.5	91.7	91.4	88.8
Self Employed	84.5	84.6	82.3	87.6	80.6	79.9	86.6	84.0	87.7	90.4	98.7	94.9	95.4
Freelancer	82.7	90.7	83.1	82.9	95.4	72.5	93.8	105.1	85.5	95.4	97.4	95.3	91.6
Professional Investor	75.6	108.5	90.0	84.1	128.7	89.9	68.2	86.3	-	120.6	75.0	96.3	82.5
Teacher	74.7	74.9	80.1	67.2	104.9	101.0	77.9	99.3	76.5	87.6	103.7	94.9	98.1
Student	90.2	83.6	84.3	97.2	86.0	82.8	82.4	81.9	84.6	84.3	76.6	85.9	91.7
Unemployed	90.3	83.0	90.8	99.4	83.3	110.7	84.9	93.8	90.5	88.8	81.2	95.1	99.2
Retired	87.3	88.1	90.6	90.8	88.7	88.5	81.7	89.8	87.7	91.7	96.0	84.8	87.3
Part-Time	95.6	81.5	95.4	93.0	77.1	84.7	82.5	97.3	94.6	91.2	72.5	77.5	82.1

% of Households Who Own a Car

	2015							2016					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
MNI China Car Purchase Indicator	39.0	40.3	37.5	39.9	36.8	38.7	42.1	51.6	42.5	44.2	37.6	38.1	38.1
Male	45.3	54.1	50.5	50.3	37.7	37.4	49.5	48.3	42.2	36.6	39.8	40.9	37.5
Female	33.1	27.5	25.4	30.2	36.0	39.8	35.4	54.6	42.7	51.3	35.5	35.4	38.7
Age 18-34	34.5	40.9	34.3	37.6	33.6	37.6	33.9	40.8	42.5	41.0	37.3	42.0	37.6
Age 35-54	40.2	41.1	41.0	47.9	40.3	43.3	49.7	57.9	45.8	46.6	38.0	38.1	41.9
Age 55-64	46.3	36.3	34.3	20.1	33.0	27.2	37.9	56.8	32.0	44.2	36.8	28.5	26.6
Income < CNY 96,000 Per Annum	20.4	24.4	13.2	16.6	28.3	23.8	29.3	29.0	30.1	35.3	32.4	24.1	28.7
Income > CNY 96,000 Per Annum	52.1	59.0	57.0	56.8	45.4	55.3	50.1	63.2	49.4	48.2	38.9	48.1	43.5
East China	36.4	42.2	36.4	37.7	34.1	41.4	41.8	50.5	42.9	43.9	32.6	39.3	39.5
East China - South	35.9	36.4	34.4	36.4	32.9	44.0	43.2	51.1	41.2	44.2	35.5	29.7	35.1
East China - North	33.5	45.7	34.5	38.9	34.9	37.6	41.3	48.6	44.8	44.7	31.9	49.2	40.4
East China - Central	39.3	43.8	40.5	37.5	34.0	43.0	41.3	51.8	42.3	42.8	31.1	36.5	42.0
Middle-West China	44.1	36.8	39.8	44.0	42.3	32.4	42.7	53.5	41.7	44.8	48.3	35.7	35.0
Managerial Level	57.2	59.3	59.8	64.6	54.9	70.1	63.6	65.8	66.6	59.9	37.9	48.0	54.2
Public Servant	71.6	33.0	34.6	77.8	76.9	58.3	49.1	74.8	79.0	66.1	58.0	71.0	52.1
Average Office Worker	28.6	30.4	29.0	38.3	30.1	36.4	38.9	38.2	37.1	40.8	33.2	36.8	32.7
Worker	23.7	23.7	40.1	19.3	14.6	9.7	23.0	34.4	15.2	14.7	36.8	17.0	28.2
Professional	27.6	18.8	62.0	46.3	66.9	23.1	34.2	55.4	30.1	62.8	34.2	48.0	38.4
Private Business	30.5	44.9	25.9	35.0	36.6	44.1	32.7	63.5	82.3	50.5	61.7	37.9	42.9
Self Employed	33.5	55.1	36.8	35.6	26.8	41.8	29.0	72.4	59.0	41.0	62.0	55.1	40.6
Freelancer	26.7	47.8	10.7	28.0	6.7	42.6	27.1	64.6	39.7	35.9	29.2	39.8	9.3
Professional Investor	14.6	100.0	26.7	18.7	82.3	-	77.8	67.2	-	100.0	100.0	56.9	33.1
Teacher	19.1	17.3	47.0	-	92.7	35.3	46.2	34.9	51.1	69.6	46.8	41.1	53.4
Student	44.7	36.6	50.0	32.0	29.4	31.1	37.4	58.3	51.6	53.2	37.8	24.8	49.0
Unemployed	38.9	35.1	55.3	74.5	36.6	57.8	42.9	51.9	23.8	12.2	19.9	15.4	69.7
Retired	48.0	37.4	35.0	21.1	30.5	25.2	36.2	53.0	28.7	46.8	17.7	33.2	33.3
Part-Time	42.9	32.9	26.3	21.0	31.5	12.2	35.6	19.8	27.5	34.5	44.4	8.4	29.0

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

	2015							2016					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Total Expense													
< CNY 50,000	0.4	0.5	-	-	1.4	0.2	5.1	0.5	5.2	2.1	1.5	3.1	0.7
CNY 50,000-70,000	12.7	9.7	8.5	10.7	9.1	9.3	12.8	10.8	9.8	15.2	10.7	12.2	13.2
CNY 80,000-90,000	27.0	26.7	29.5	31.5	26.1	25.2	21.4	30.1	33.0	31.4	40.6	27.1	36.4
CNY 100,00-140,000	30.1	27.5	19.2	25.7	16.1	25.7	20.8	23.8	18.0	27.6	19.0	26.4	27.4
CNY 150,000-190,000	12.0	15.8	20.3	18.6	20.8	15.3	20.6	17.8	12.9	16.2	16.8	18.7	11.4
> CNY 200,000	7.3	9.4	12.9	7.0	10.1	18.0	14.5	11.0	8.6	4.4	6.4	6.8	4.8

% Households Planning to Buy a Car

	2015							2016					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
% Households Planning to Buy a Car													
Male	12.5	15.0	11.0	9.0	15.5	14.0	14.1	15.9	16.7	15.7	9.8	20.9	16.3
Female	20.1	26.7	27.0	20.0	20.0	11.0	23.9	17.2	15.4	11.9	13.7	17.8	19.0
Age 18-34	16.4	19.0	21.5	13.6	19.7	17.5	14.3	20.0	16.0	11.6	16.4	20.6	21.7
Age 35-54	16.0	20.9	17.2	15.1	18.6	11.7	20.9	13.4	19.1	15.5	10.5	17.2	16.6
Age 55-64	16.3	23.8	16.8	13.6	9.4	3.3	22.5	18.1	6.7	14.2	3.6	23.3	10.7
Income < CNY 96,000 Per Annum	10.5	13.5	10.1	7.5	13.8	14.3	14.7	20.0	17.8	18.1	11.6	24.4	16.8
Income > CNY 96,000 Per Annum	16.8	26.6	26.5	17.3	20.4	11.5	20.6	16.0	12.9	12.4	11.9	12.8	15.6
East China	14.5	21.9	18.0	16.1	19.2	13.5	19.9	16.3	16.8	13.1	10.3	17.9	17.1
East China - South	16.0	19.9	21.5	13.1	20.5	16.1	20.0	14.0	15.4	12.8	13.8	26.2	12.2
East China - North	16.2	24.5	17.2	19.9	21.0	14.3	15.5	24.0	16.6	15.1	11.0	14.0	22.2
East China - Central	11.8	20.8	15.6	14.4	16.7	10.7	24.3	11.1	18.2	11.1	7.0	15.8	15.8
Middle-West China	19.5	18.4	20.3	10.9	14.4	10.4	16.5	16.9	14.8	15.4	14.7	22.2	18.9

Total Budget to Buy a Car

	2015						2016						
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Total													
< CNY 50,000	0.7	2.4	1.7	2.0	5.8	0.8	9.2	1.1	11.3	7.0	6.7	6.9	0.5
CNY 50,000-70,000	7.7	5.2	6.9	2.2	8.4	5.5	7.8	6.4	18.6	7.1	4.4	5.9	4.0
CNY 80,000-90,000	14.3	13.5	20.1	10.4	24.5	33.4	13.0	14.3	11.3	12.9	6.5	6.5	10.4
CNY 100,00-140,000	34.0	35.0	40.5	37.9	31.3	33.8	30.7	36.0	30.7	30.9	27.9	32.5	33.3
CNY 150,000-190,000	21.7	16.5	14.6	23.4	20.6	11.6	20.6	21.3	9.4	13.6	18.0	18.8	15.7
> CNY 200,000	21.6	21.7	14.0	19.8	9.5	12.1	17.7	15.6	18.4	26.6	35.3	27.1	36.1
Income < CNY 96,000 Per Annum													
< CNY 50,000	1.4	6.0	7.0	2.0	5.8	1.6	24.4	1.6	23.5	13.6	10.1	14.3	0.7
CNY 50,000-70,000	12.3	7.3	14.5	7.2	3.2	9.4	15.5	12.3	35.8	14.5	9.8	8.3	4.5
CNY 80,000-90,000	23.9	20.8	23.6	26.0	43.3	38.7	18.9	21.5	8.1	24.8	6.8	8.3	23.8
CNY 100,00-140,000	43.3	43.7	36.4	33.5	37.2	36.5	29.4	35.2	32.0	29.7	30.7	33.6	40.7
CNY 150,000-190,000	8.9	16.5	11.2	12.8	8.9	7.8	6.6	24.4	-	8.6	20.0	21.5	9.1
> CNY 200,000	10.2	2.8	2.4	9.7	1.5	1.9	5.2	1.1	-	5.1	22.6	13.4	21.3
Income > CNY 96,000 Per Annum													
< CNY 50,000	0.6	-	-	-	6.8	-	-	0.8	-	1.2	6.0	0.4	0.6
CNY 50,000-70,000	-	5.1	5.4	0.5	13.7	1.0	2.2	2.3	1.9	1.9	3.3	2.5	4.3
CNY 80,000-90,000	14.8	9.7	19.5	7.0	11.4	29.3	12.7	10.2	8.3	8.7	6.2	3.3	3.9
CNY 100,00-140,000	29.0	30.8	44.3	45.4	25.5	33.7	33.3	37.6	24.5	34.8	27.2	26.4	29.2
CNY 150,000-190,000	29.4	14.4	12.9	28.2	27.3	9.8	26.2	19.9	20.6	16.0	17.3	14.1	22.7
> CNY 200,000	26.2	36.4	16.9	15.6	15.3	26.1	25.6	23.2	44.7	36.8	38.6	48.4	39.3

% of Households With a Car Loan

	2015							2016					
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
% of Households With a Car Loan	4.7	6.3	6.8	5.2	5.0	4.8	6.6	4.9	3.6	4.1	9.4	6.4	8.3
Male	6.5	9.0	6.4	3.2	3.3	5.0	9.7	5.1	2.5	6.0	9.8	6.7	9.6
Female	2.7	3.3	7.2	7.4	7.0	4.6	3.2	4.6	4.7	2.2	8.9	6.0	6.9
Age 18-34	6.0	5.6	6.9	6.7	5.7	5.0	5.8	5.4	3.5	3.9	10.0	8.3	9.6
Age 35-54	5.1	7.2	7.1	5.3	4.8	5.4	8.2	6.1	4.4	3.8	10.1	5.6	8.7
Age 55-64	-	5.0	5.5	1.3	4.1	2.5	3.6	-	1.2	5.6	5.2	4.0	3.2
Income < CNY 96,000 Per Annum	5.2	6.1	5.0	2.6	6.0	5.1	5.6	1.5	3.8	5.2	7.3	7.2	9.0
Income > CNY 96,000 Per Annum	4.7	6.1	8.8	6.3	3.9	5.4	8.6	7.1	3.7	3.8	9.9	6.0	6.9
East China	4.8	6.3	5.6	6.8	4.3	5.6	6.7	5.3	3.8	3.5	7.5	6.7	8.8
East China - South	4.4	6.2	9.2	2.2	6.6	2.9	6.4	4.2	3.2	5.3	13.4	5.8	7.0
East China - North	4.8	5.7	6.4	7.6	5.1	5.8	6.1	5.0	4.5	4.0	3.2	5.3	7.6
East China - Central	3.8	5.5	4.4	5.4	2.9	3.7	7.7	6.2	2.9	4.6	7.4	5.7	9.6
Middle-West China	6.1	7.8	5.7	7.5	5.1	7.8	6.3	4.4	3.8	1.6	13.3	9.9	9.5
Managerial Level	3.0	7.3	10.2	9.3	2.6	5.2	9.6	9.8	5.5	5.2	10.5	8.8	10.0
Public Servant	-	-	-	26.6	-	-	10.8	-	-	-	7.9	20.7	-
Average Office Worker	4.7	3.4	3.5	2.9	4.8	7.5	4.7	4.2	2.3	3.6	8.4	6.5	6.9
Worker	6.5	5.0	-	3.7	7.8	0.8	-	2.5	5.8	7.2	1.5	4.4	3.2
Professional	17.3	32.5	14.8	2.8	9.5	8.3	7.2	9.1	13.8	8.2	16.7	10.4	5.6
Private Business	4.2	11.6	12.3	14.2	4.4	-	12.3	19.8	7.7	5.2	20.9	-	11.0
Self Employed	13.8	1.4	1.0	2.5	9.2	2.1	16.5	1.5	6.8	6.4	17.0	4.3	16.1
Freelancer	2.1	9.5	14.3	7.2	5.7	10.0	-	-	1.3	6.9	0.5	3.1	10.8
Professional Investor	-	-	40.7	-	17.7	-	14.2	-	-	-	-	-	-
Teacher	13.4	-	39.6	-	-	-	-	-	-	3.7	3.2	8.5	8.6
Student	8.8	4.1	2.5	12.4	-	7.2	-	2.3	4.3	-	4.3	8.4	10.7
Unemployed	25.5	3.6	3.3	7.7	-	-	-	-	3.1	-	-	1.7	17.8
Retired	-	7.4	6.9	1.4	4.7	2.0	8.9	-	3.2	-	8.2	5.0	3.5
Part-Time	4.7	18.5	10.6	6.7	25.5	5.4	-	9.2	-	-	-	8.4	23.5

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 or contact us at info@mni-indicators.com



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