



MNI China Auto Purchase Sentiment August 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

Andy Wu, Senior Economist
Lorena Castellanos, Senior Economist
Jamie Satchithanantham, Junior Economist

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MNI Indicators

Westferry House
11 Westferry Circus
London
E14 4HE
Tel: +44 (0)20 7862 7444
Email: info@mni-indicators.com

www.mni-indicators.com

 [@MNIIndicators](https://twitter.com/MNIIndicators)

 [MNI Indicators](https://www.linkedin.com/company/mni-indicators)

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.

MNI China Auto Purchase Sentiment - August 2016

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Overview

Chinese consumer sentiment towards the car market improved between July and August. Car ownership and plans to buy, though, weakened amid a deterioration in consumers' household finances.

Chinese consumer sentiment towards the car market improved in August as consumers turned more enthusiastic about car buying conditions and revised lower their expectations for fuel prices. Car ownership and plans to buy, though, weakened between July and August amid a deterioration in consumers' household finances, adding a note of caution to the improvement of the headline Car Purchase Indicator.

The MNI China Car Purchase Indicator, a composite indicator designed to gauge overall conditions in the car market, rose 3.7% to 91.0 in August from 87.8 in July. Although still below the neutral 100 level that separates pessimists from optimists, confidence sat above the 12-month average of 89.5 and the long-term average of 87.6.

The gain was led by an increase in the proportion of respondents who thought that the car purchase environment improved, as measured by the Car Purchase Expectations Indicator. This component edged up 4.2% to a four-month high of 102.7 in August from 98.6 in July. The other component, Gasoline Price Expectations, also contributed positively by falling 1.9% to 120.7 from a six-month high of 123.0 in July as fewer consumers expected the price of fuel to increase in the coming months.

A deterioration in consumers' balance-sheets and uncertain economic prospects appear to have played down the latest improvement in car buying conditions, with car ownership levels and planned purchases down on the month.

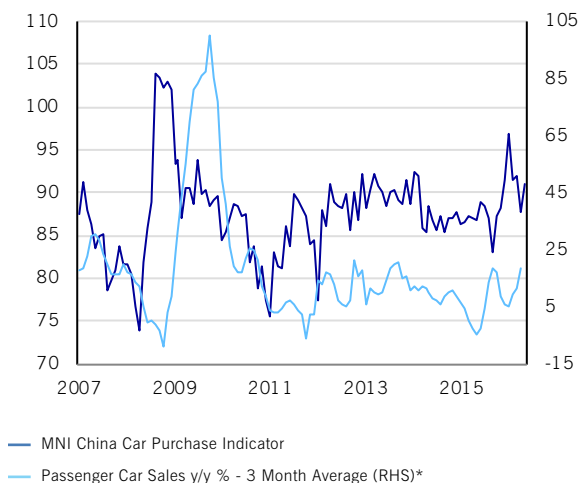
Car ownership rates decreased slightly to 38.4% in August, having picked up to 39.1% in the month before. There did not appear to be any plans to revise up this figure either, with the proportion of consumers planning to buy a car in the next 12 months falling sharply to 11.9% in August from 19.5% previously. Further detail indicates there was a significant reduction in both first and second-time buyers.

The car budget of Chinese families continued to trend towards the middle range of CNY 100,000 - CNY 140,000 in August while the second most expensive tier, CNY 150,000 - CNY 190,000 commanded the

next highest proportion of responses. Further detail in the report indicates some consumers turned more conservative in their expenses, with those who reported they had a budget above CNY 200,000 down significantly.

While not all the data from the latest MNI China Auto Purchase Sentiment Survey was unanimously positive, the rise in car purchase expectations will hopefully help to underpin car sales over the coming months should households' finances improve.

MNI China Car Purchase Indicator and Car Sales



Overview

	Jun-16	Jul-16	Aug-16	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
MNI China Car Purchase Indicator	92.0	87.8	91.0	Jun-16	-	90.3	3.2	3.7%
Car Purchase Expectations Indicator	101.5	98.6	102.7	Apr-16	-	100.9	4.2	4.2%
Gasoline Price Sentiment Indicator	117.5	123.0	120.7	-	Jun-16	120.4	-2.3	-1.9%
% Households Who Own a Car	38.1	39.1	38.4	-	Jun-16	38.6	-0.7	-1.8%
% Households Who Plan to Buy a Car	17.6	19.5	11.9	-	Apr-16	16.3	-7.6	-39.2%
% Households With a Car Loan	8.3	5.1	4.8	-	Mar-16	6.1	-0.3	-5.1%
Budget to Buy a Car								
< CNY 50,000	0.5	2.1	1.2	-	Jun-16	1.3	-0.9	-44.0%
CNY 50,000-70,000	4.0	8.0	6.9	-	Jun-16	6.3	-1.0	-13.0%
CNY 80,000-90,000	10.4	17.1	18.8	Nov-15	-	15.5	1.7	10.1%
CNY 100,00-140,000	33.3	33.5	34.7	Jan-16	-	33.9	1.2	3.7%
CNY 150,000-190,000	15.7	17.6	23.5	Jan-14	-	18.9	5.9	33.7%
> CNY 200,000	36.1	20.8	14.5	-	Nov-15	23.8	-6.2	-30.0%
Total Expense on Current Car								
< CNY 50,000	0.7	0.2	0.0	-	#N/A	0.3	-0.2	-100.0%
CNY 50,000-70,000	13.2	16.9	18.5	series high	-	16.2	1.6	9.4%
CNY 80,000-90,000	36.4	41.5	38.2	-	Jun-16	38.7	-3.3	-8.0%
CNY 100,00-140,000	27.4	21.9	21.6	-	Apr-16	23.6	-0.3	-1.5%
CNY 150,000-190,000	11.4	11.2	14.9	May-16	-	12.5	3.7	33.2%
> CNY 200,000	4.8	5.5	6.5	May-16	-	5.6	1.0	18.2%

The Car Purchase Indicator rose 3.7% to 91.0 in August from 87.8 in July.

Chinese consumer sentiment towards the car market improved in August as consumers turned more enthusiastic about the car purchasing environment and revised lower their expectations for fuel prices.

MNI China Car Purchase Indicator

Car Sector Sentiment Improves



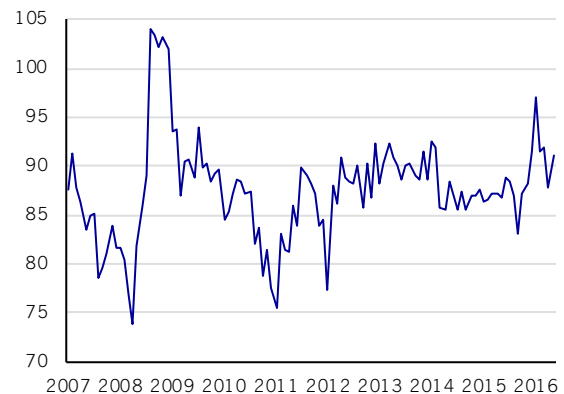
Chinese consumers revised up their views about buying a car in August. The Car Purchase Sentiment Indicator rose 3.7% to 91.0 from 87.8 in July, leaving the indicator at the highest since June. Despite the rise, it remains below the 100 breakeven level.

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).

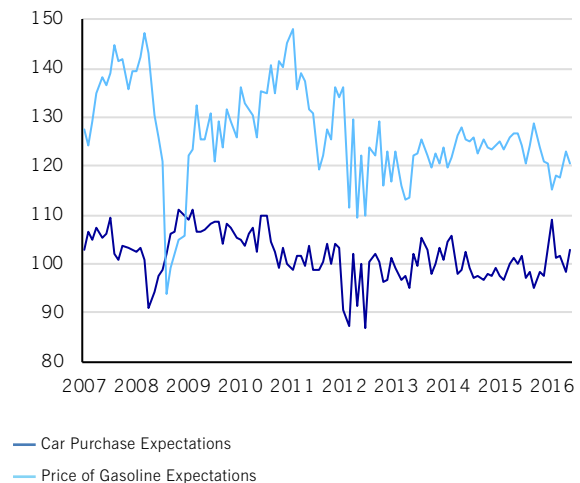
Both components made positive contributions in August, with the Car Purchase Expectations Indicator reversing all and more of July's fall by increasing 4.2% on the month to 102.7, the highest since April 2016. The indicator has been above the 100 breakeven level just five times since the beginning of the year. 17.3% of respondents thought it was either a good or excellent time to buy a car against 12.5% who thought it was a bad or very bad time. 61.5% of respondents said it was neither a good nor bad time to make a car purchase.

The other component that makes up the main Car Purchase Indicator, the Price of Gasoline component, fell 1.9% to 120.7 in August from 123.0 in the month before. Despite the decline, the absolute level of the indicator suggests that on balance our respondents do not expect fuel prices to remain low in the long term. In August, 48.7% of respondents said they expected gasoline prices to go up while only 9.2% said they expected them to fall.

Car Purchase Indicator



Car Purchase Indicator - Components



Car Purchase Sentiment Indicator

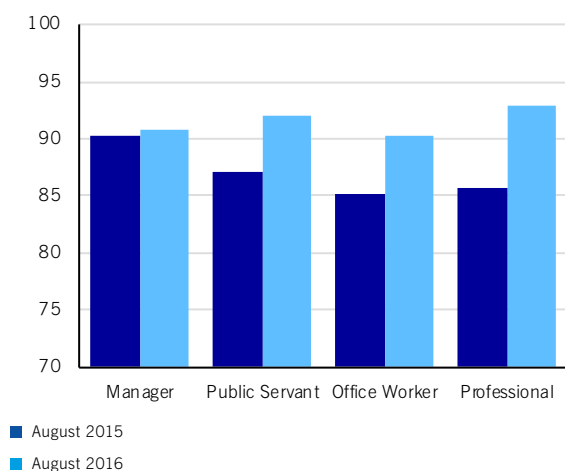
	Aug-15	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
Car Purchase Sentiment	86.9	91.4	96.9	91.5	92.0	87.8	91.0
Car Purchase Expectations	100.2	103.4	109.1	101.1	101.5	98.6	102.7
Price of Gasoline	126.5	120.6	115.2	118.1	117.5	123.0	120.7

MNI China Car Purchase Indicator

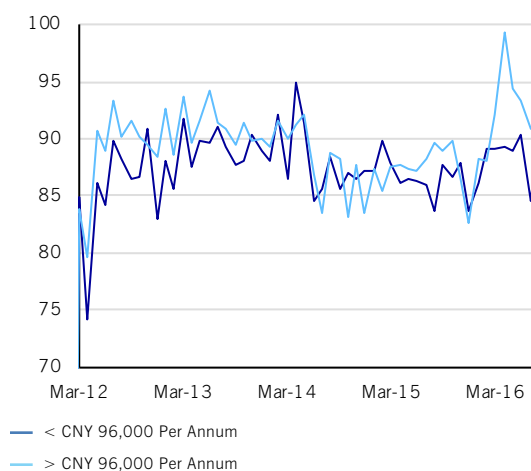
Car Sector Sentiment Slips Further



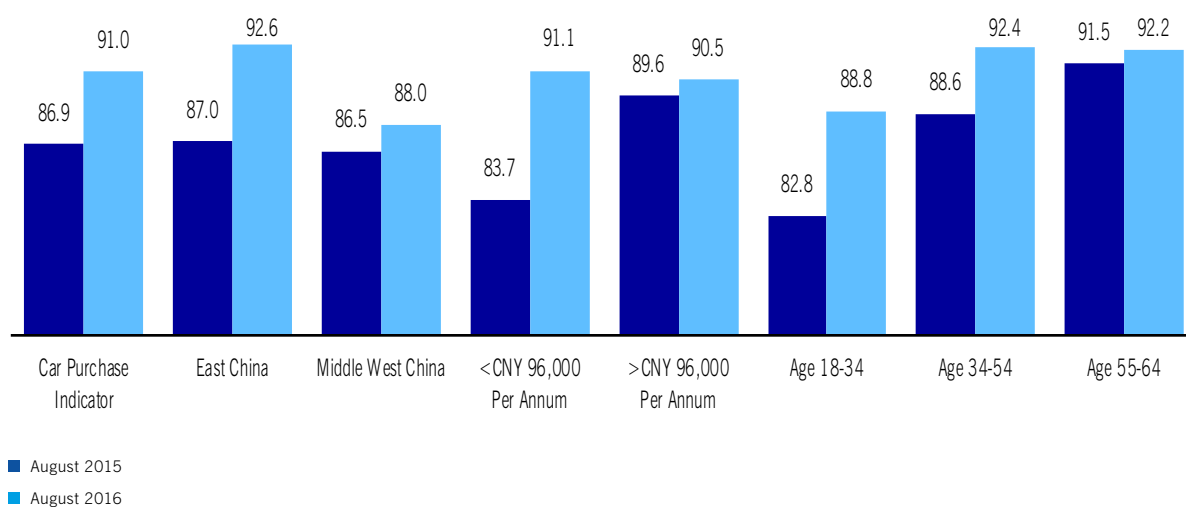
Car Purchase Indicator - 3 Month Average
By Occupation



Car Purchase Indicator
By Income



Car Purchase Sentiment Compared With a Year Ago



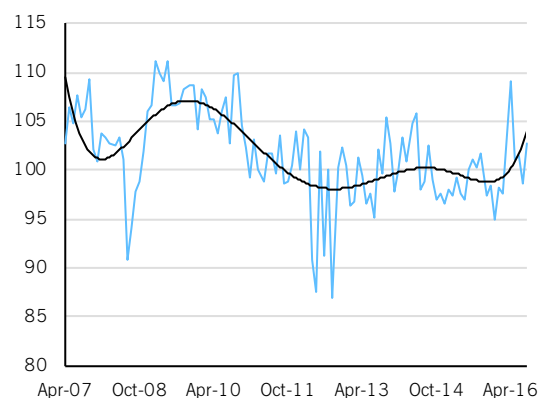
Car Purchase Expectations Highest Since April 2016



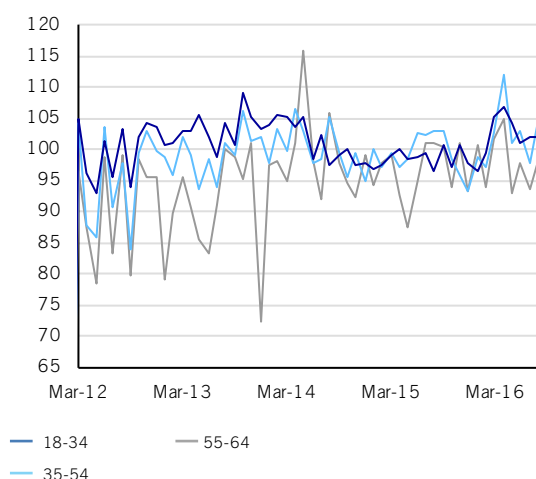
The Car Purchase Expectations Indicator increased 4.2% to 102.7 in August from 98.6 in July, moving above the 100 breakeven level to the highest level since April. The rise is a welcome sign that buying conditions are beginning to mend further.

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. By region, the rise was led by respondents in the south of East China. By age, respondents between 35-54 years old were the most optimistic and experienced a significant improvement between July and August.

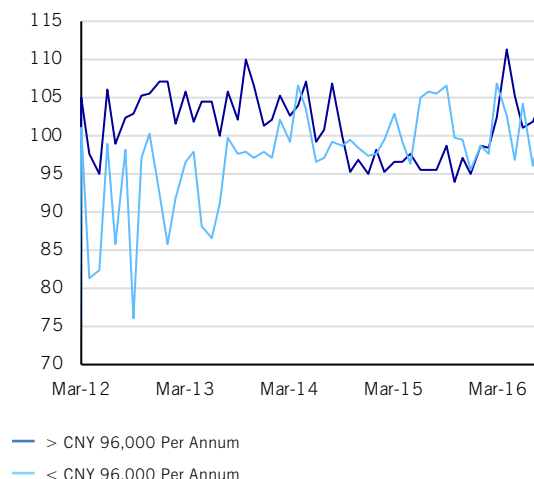
Car Purchase Expectations Indicator



Car Purchase Expectations Indicator
By Age



Car Purchase Expectations Indicator
By Income



Car Purchase Expectations

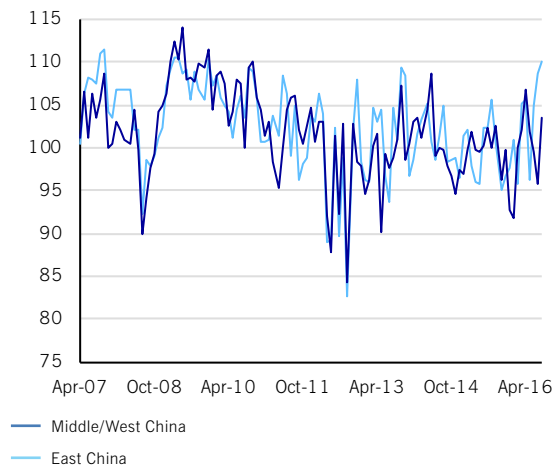
	Aug-15	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
Car Purchase Expectations	100.2	103.4	109.1	101.1	101.5	98.6	102.7

Car Purchase Expectations

Buying Conditions Deteriorate



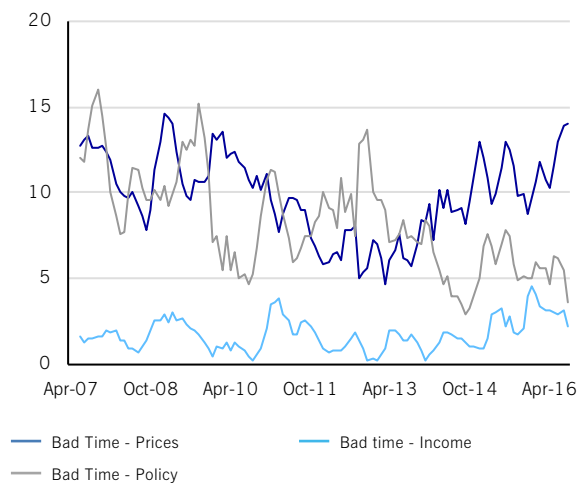
Car Purchase Expectations Indicator
By Region



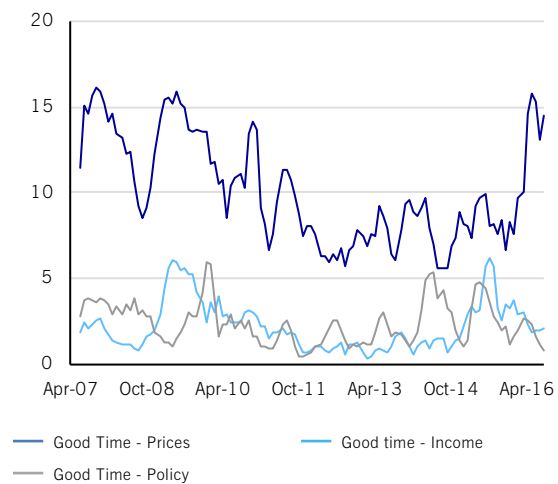
Selected Reasons for a Good and Bad Time to Buy a Car demonstrate the changing perceptions of Chinese consumers.

Prices once again played a dominant role in consumers' opinions about car buying conditions, with 16.4% of respondents nominating prices as a reason for good time to buy and 14.4% nominating prices as the main reason for it being a bad time to buy a car in August.

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 Decline Modestly

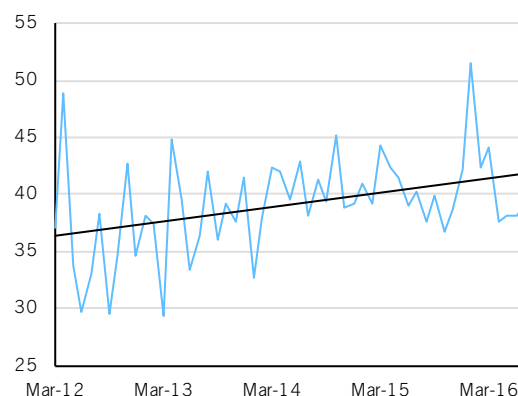


The percentage of survey respondents who owned a car fell slightly to 38.4% in August from 39.1% in July. Car ownership rates have hovered below 40% since April, having picked up to 51.6% in January.

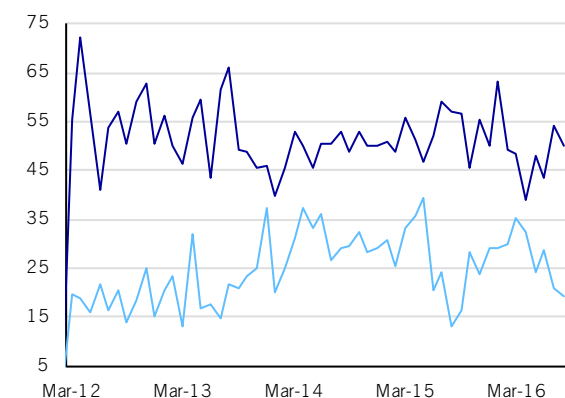
Both lower and upper income brackets (separated by those earning more or less than CNY 96,000 per year) reported lower levels of car ownership in August, with those in the upper income bracket still showing a higher tendency to own a car. Historically, upper income families (those earning more than CNY 96,000 per year) have shown much higher rates of motorisation, and rates in this group have been stable at around 50%.

By age, car ownership decreased for the youngest and oldest age groups while those aged 35-54 reported an increase in car ownership.

% of Households that Own a Car

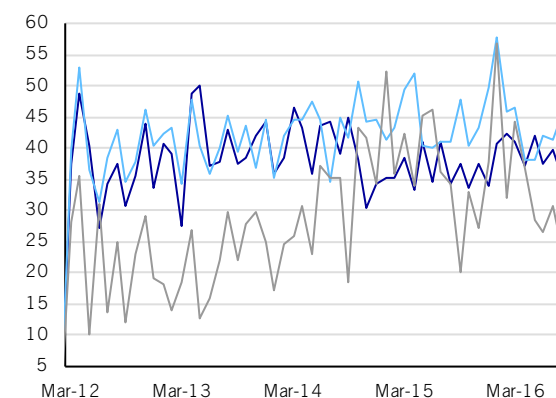


% of Households that Own a Car
By Income



— > 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

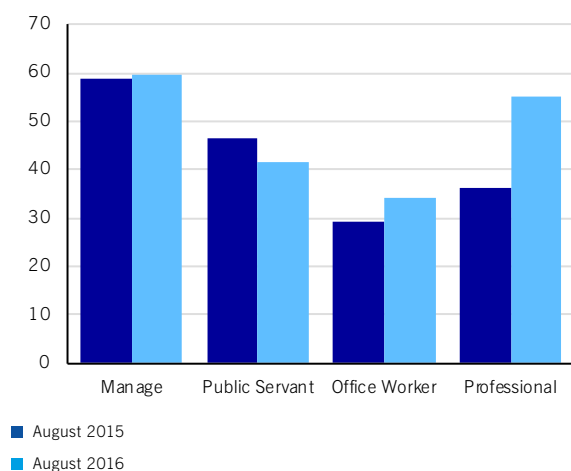
	Aug-15	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
Car Ownership (%)	37.5	44.2	37.6	38.1	38.1	39.1	38.4

Car Ownership

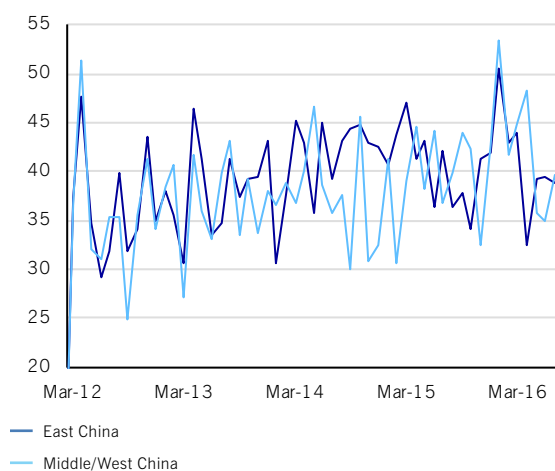
Ownership Levels Rise Modestly



% 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

	Aug-15	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
Managerial Level	58.8	64.1	54.8	48.6	46.7	51.8	59.6
Public Servant/Government Office Worker	46.4	73.3	67.7	65.0	60.4	50.2	41.4
Average Office Worker (White Collar)	29.3	38.7	37.0	37.0	34.2	36.5	34.4
Worker/Manual Labour (Blue Collar)	29.2	21.4	22.2	22.8	27.4	20.8	25.9
Professional	36.1	49.4	42.4	48.3	40.2	53.0	55.2
Private Business Owner	33.7	65.4	64.8	50.0	47.5	46.1	45.6
Self-Employed	41.8	57.5	54.0	52.7	52.6	46.4	42.2
Freelancer (SOHO)	28.4	46.8	35.0	35.0	26.1	20.3	20.5
Teacher	27.8	51.9	55.8	52.5	47.1	51.5	45.8
Student	43.8	54.4	47.5	38.6	37.2	35.4	40.5
Unemployed/Home-maker	43.1	29.3	18.6	15.8	35.0	36.8	34.1
Retired	40.1	42.8	31.1	32.6	28.1	30.6	28.6
Part-Timer/Temporary Job	34.0	27.3	35.5	29.1	27.3	19.1	35.2

Plans to Buy a Car: All Consumers Planned Purchases Fall

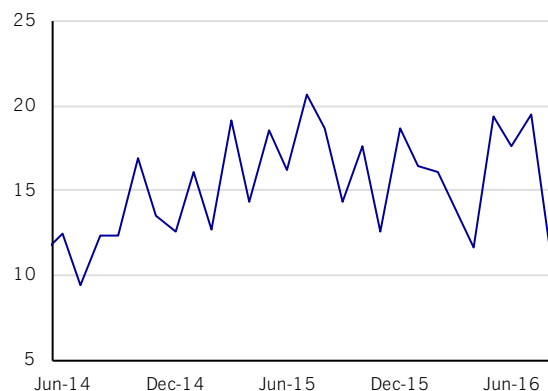


Plans to buy a car in the next 12 months fell over the past month, relinquishing all the increases notched in recent months. In August, 11.9% of consumers said they were planning to buy a car, down from 19.5% in July and the lowest level since April.

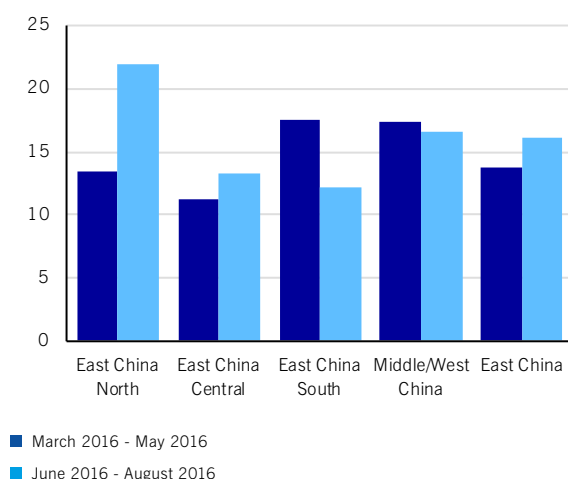
The latest decline was broad-based, with consumers aged 35-54 year olds and those living in Middle-West China experiencing the biggest loss. The youngest age group remained as the most likely to be planning on making an auto purchase. 18.9% of 18-34 year olds were planning on buying a car in August, down from 20.7% in July while only 7.4% of 35-54 year olds and 8.9% of 55-64 year olds planned on buying a car.

The recent deterioration in current and expected household finances, as seen in this report's parent survey, the Westpac MNI China Consumer Sentiment Survey, seems to have discouraged planned purchases across a range of durable goods in August. Accordingly, families in the upper income bracket had a greater prevalence of purchasing intentions than those earning less than CNY 96,000 per year.

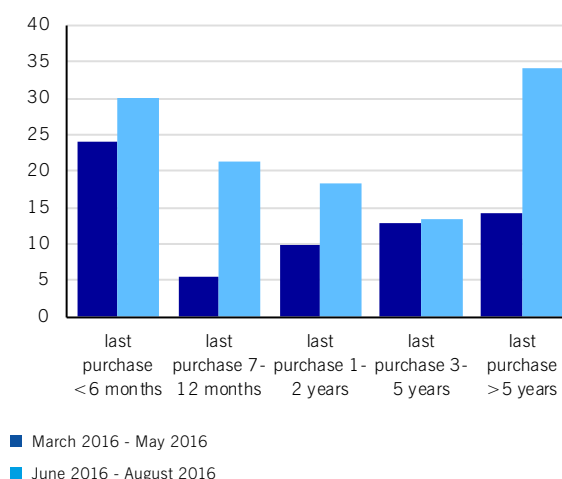
% of Households Planning to Buy a Car in the Next 12 Months



% 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

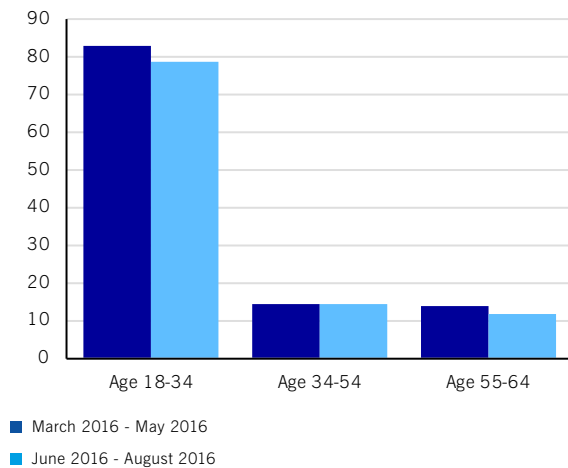


Plans to Buy a Car: All Consumers

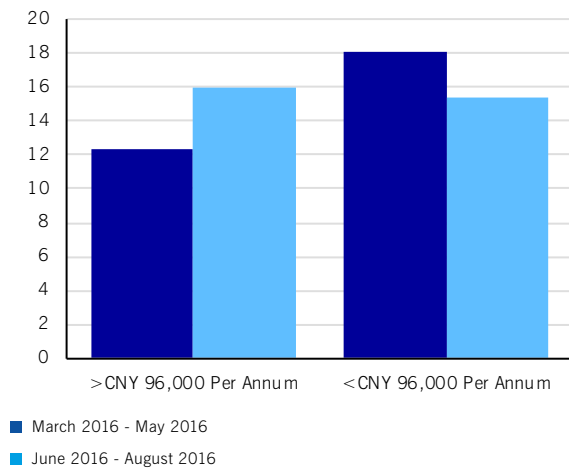
Planned Purchases Tick Up



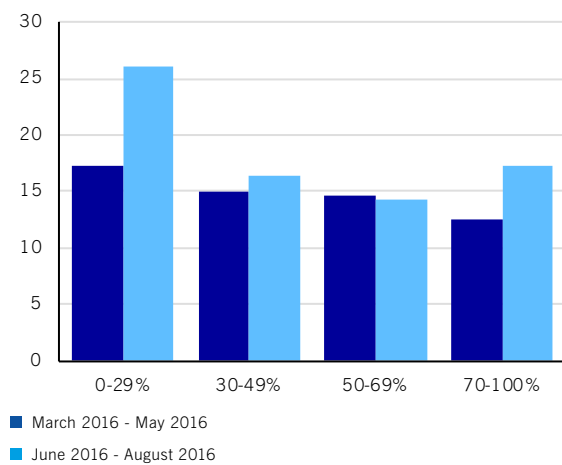
% Planning to Buy a Car in the Next 12 Months
By Age - Rolling Quarterly Average



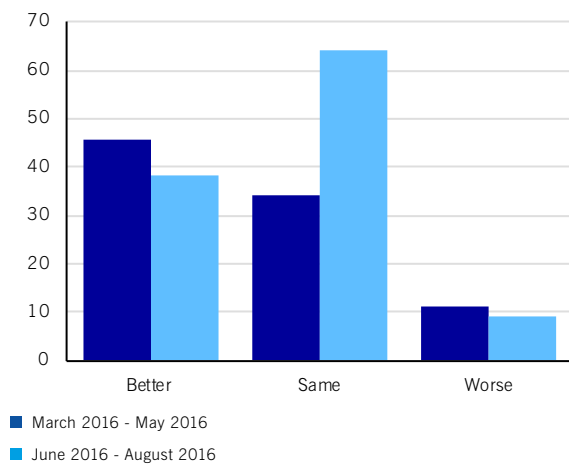
% Planning to Buy a Car in the Next 12 Months
By Income - Rolling Quarterly Average



% 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 Edge Down

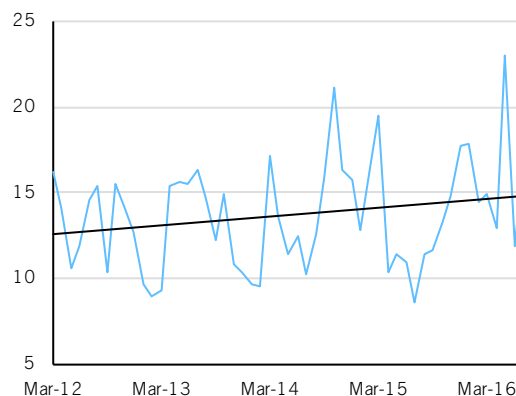


The proportion of those planning to buy a first car pulled back significantly in August, relinquishing all and more of the gains seen since May. In August, 9.7% of respondents who didn't own a car were planning on buying one, compared with 16.8% in July and 11.9% in June.

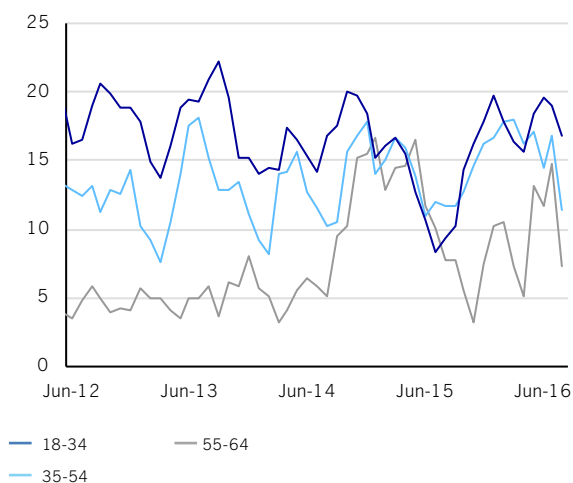
The decrease was shared by those in both the upper and lower income brackets, although those earning below CNY 96,000 per year (who are generally less likely to be buying a car), experienced the biggest loss. By region, much of the decline in August was focussed on residents in the Middle/Western region compared with a more modest drop in East China.

Respondents in the youngest age group showed the highest propensity to be buying a first car, with 18.5% saying that they did not currently own a car and were planning on buying one in the next 12 months. This compared with 4.2% between the age of 35-54 and 3.7% aged 55-64.

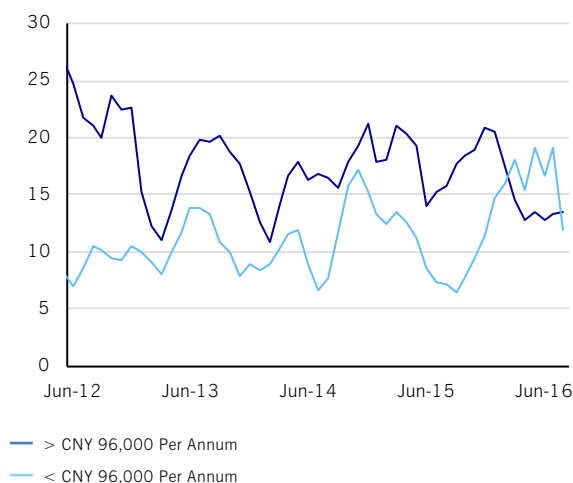
% of Households who Plan to Buy a First Car in the Next 12 Months



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



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



% of Households Planning to Buy a First Car

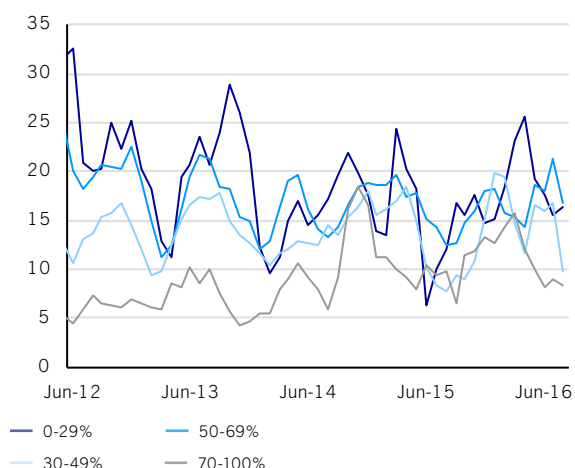
	Aug-15	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
Plan to Buy a First Car (%)	11.4	14.9	13.0	23.1	11.9	16.8	9.7

Plans to Buy a Car: First Car Buyers

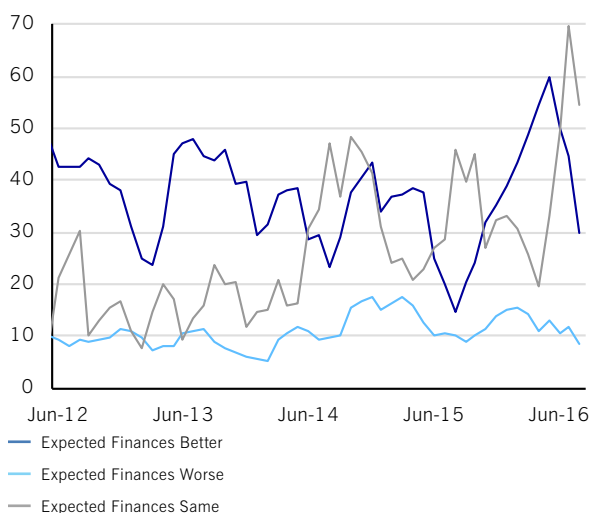
First Car Buyers Increase



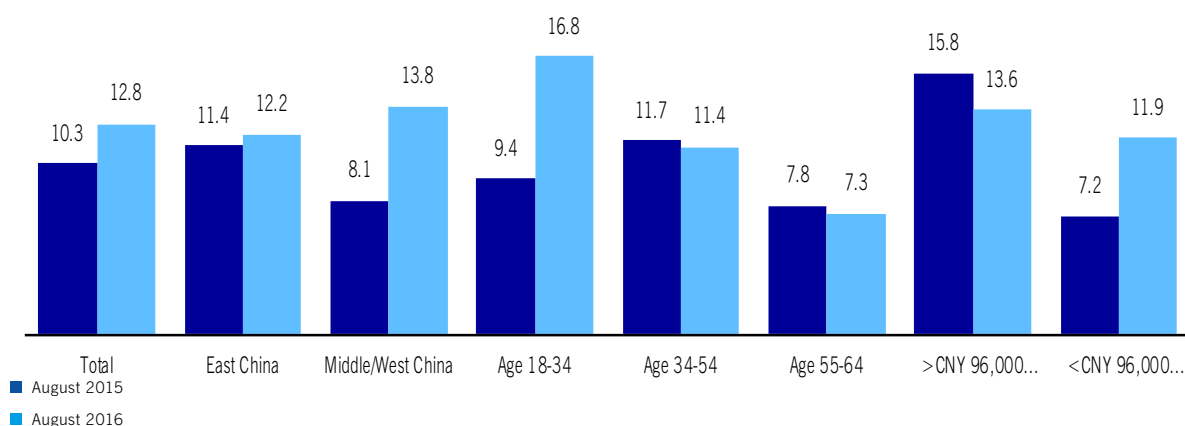
% Planning to Buy a First Car by % Income Used on Daily Expenses - 3 Month Average



% 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 Deteriorate

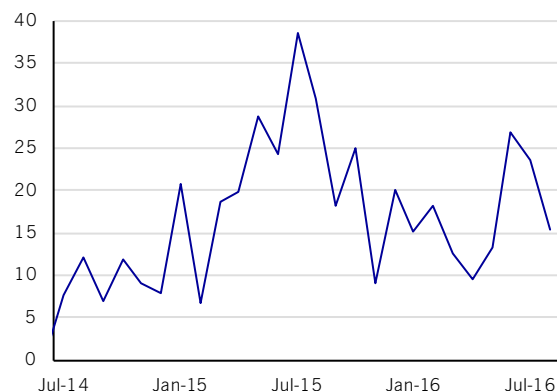


The proportion of respondents who already own a car and were planning to buy another one declined further to 15.4% in August after falling to 23.7% in July from 27% in June. The latest result should be taken with caution due to the volatility of the series. The relatively small number of respondents indicating that they were planning to buy a car (11.9% of the total sample in August) increases the sample error and leaves the series prone to spikes such as these. That said, the latest result is more in line with the recent trend and indicates that dual car ownership among families remains relatively rare.

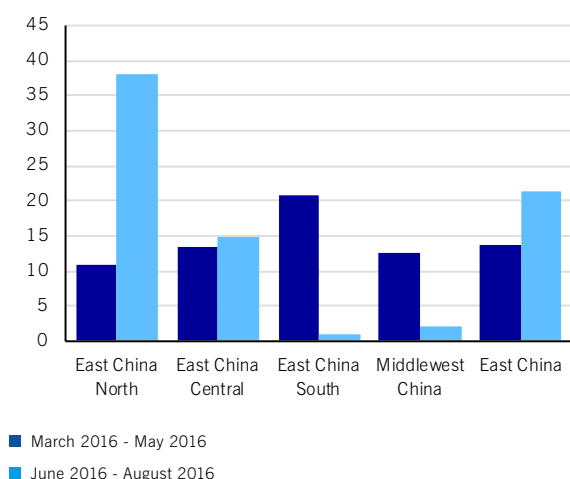
Respondents from the upper income bracket (those with salaries above CNY 96,000 per year) regained their position as the most willing to buy another car. By age, the youngest cohort was more likely to be buying a second car compared with the oldest and 35-54 age groups.

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 car or upgrading the current one.

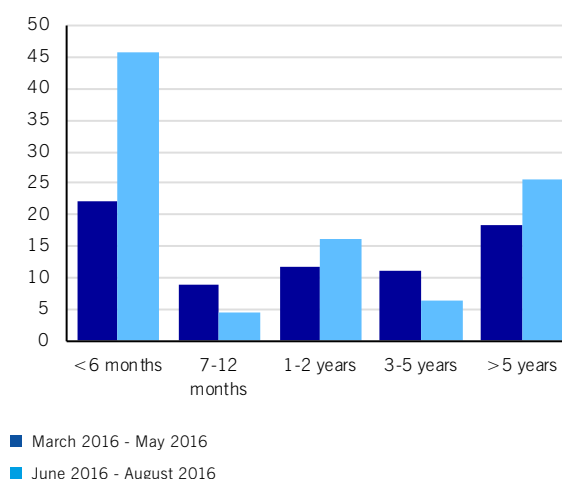
% of Households Planning to Buy Another Car in The Next 12 Months



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

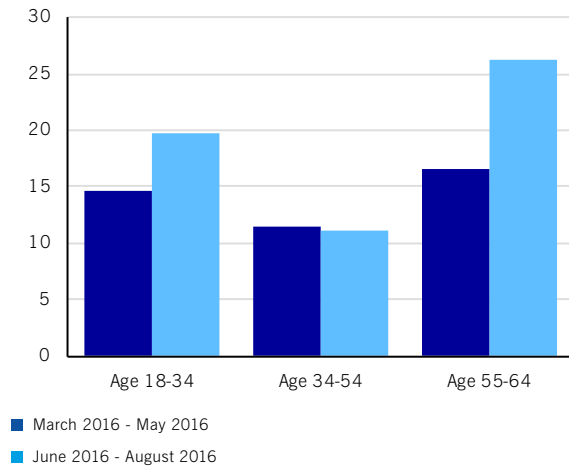


Plans to Buy a Car: Additional Purchase

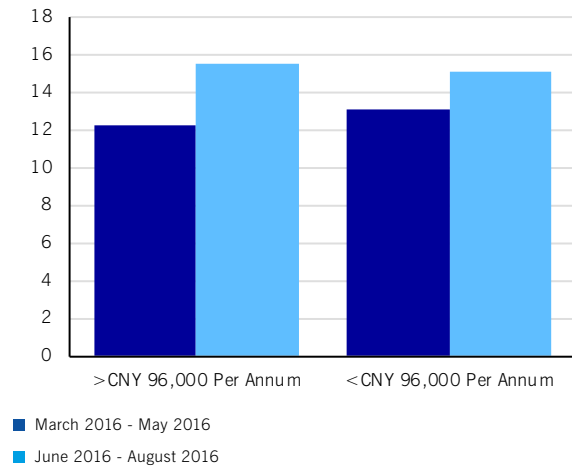
Additional Purchases Fall



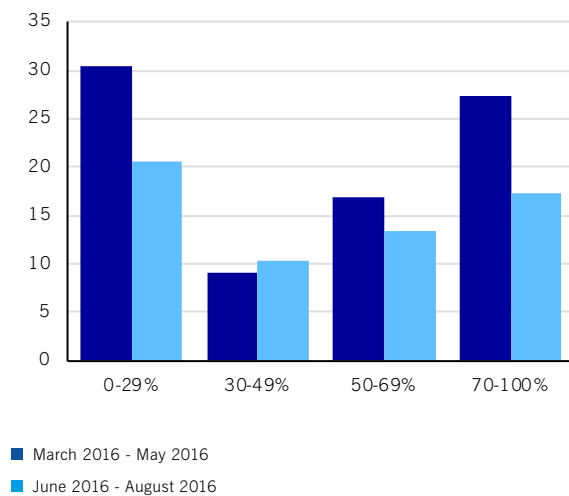
Planning to Buy Another Car in the Next 12 Months
By Age - Rolling Quarterly Average



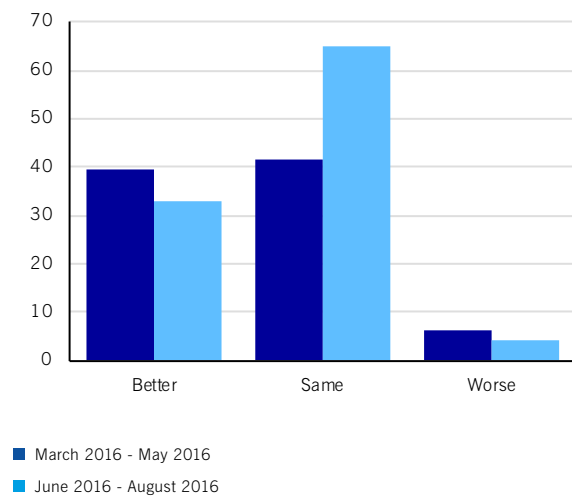
Planning to Buy Another Car in the Next 12 Months
By Income - Rolling Quarterly Average



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



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



Budget to Buy a Car

Mid-Range Cars Remains Most Popular

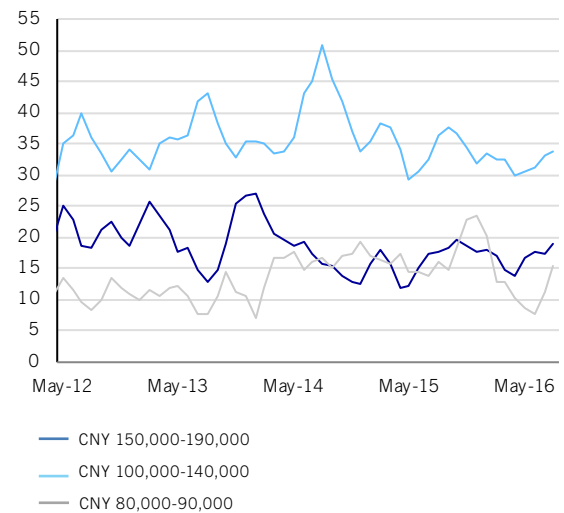


In August, 34.7% of respondents said their budget to buy a car was in the CNY 100,000 - CNY 140,000 range, which is broadly the ‘mid-range’ option. This was the fourth increase in a row and left it back to the levels seen earlier in the year.

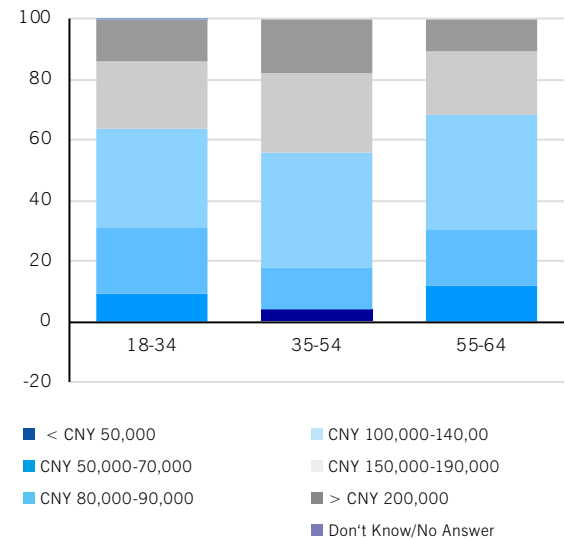
The percentage of those reporting a car budget of CNY 150,000 - CNY 190,000 also rose again, to 23.5% from 17.6% previously, while the most expensive choice fell out of favour with the percentage of those planning to buy a car worth more than CNY 200,000 declining significantly to 14.5% in August from 20.8% in July.

By age, 55-64 year olds were the most likely to say their budget was ‘mid-range’, closely followed by 35-54 year olds. The youngest age category also preferred this budget range, however there were more responses shared with the cheaper options. By income, those earning less than CNY 96,000 per year had the highest share of responses in the CNY 100,000 – CNY 140,000 range.

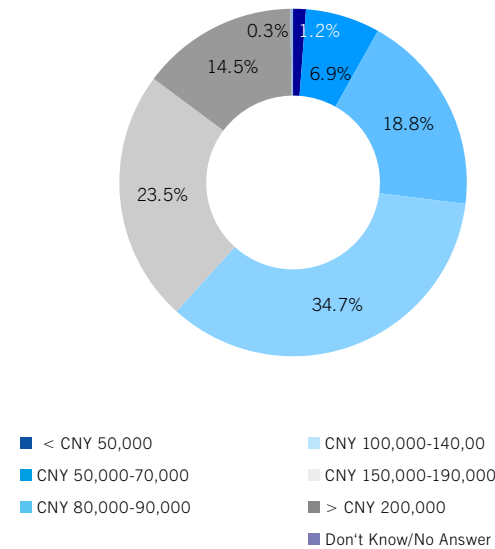
Budget to Buy a Car Historically - 3 Month Average



Budget to Buy a Car by Age



Budget to Buy a Car
(% of Households)

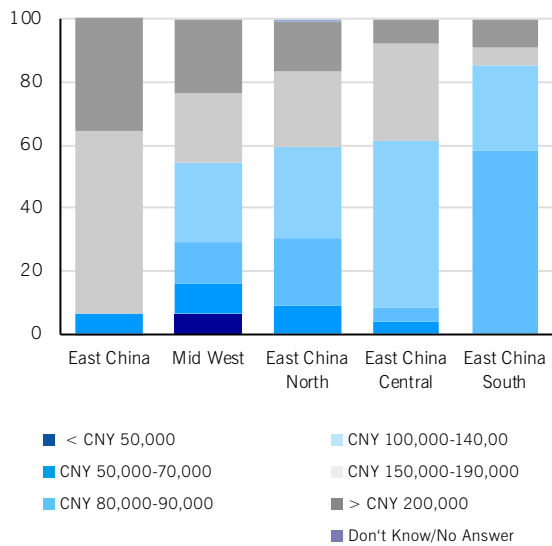


Budget to Buy a Car

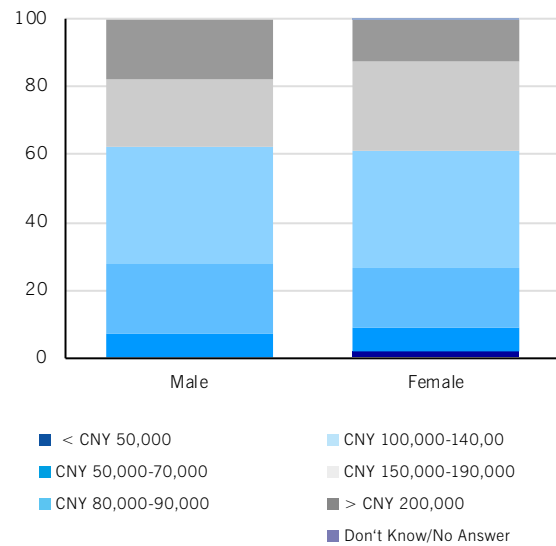
Mid-Range Cars Most Popular



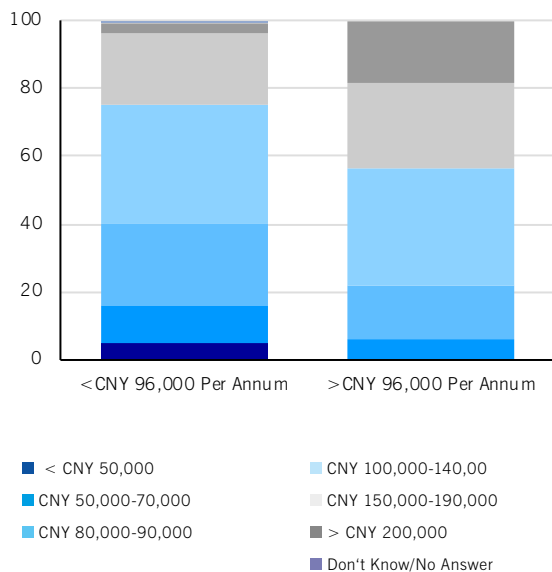
Budget to Buy a Car by Region



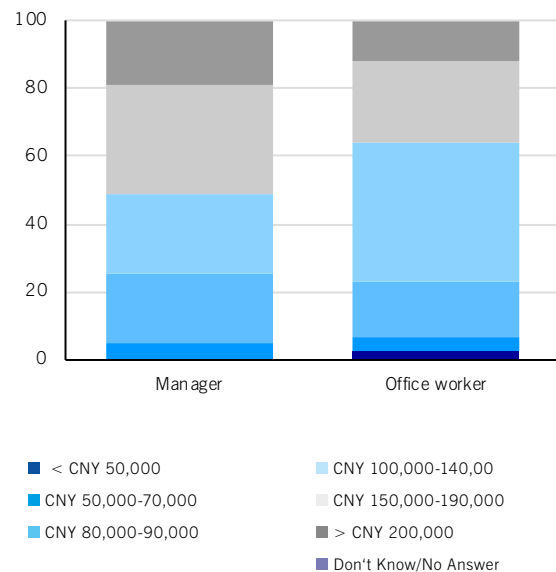
Budget to Buy a Car by Gender



Budget to Buy by Income



Budget to Buy a Car by Selected Occupations



Car Loans

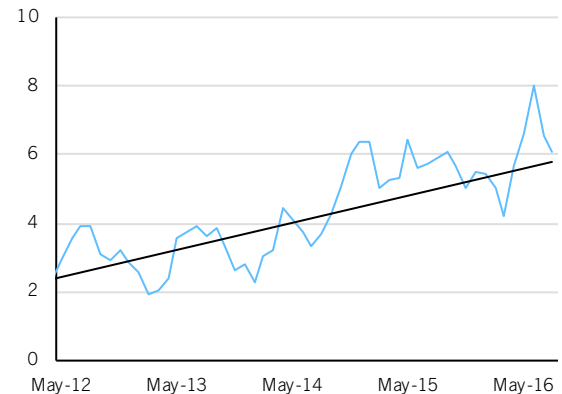
Car Loans Pull Back



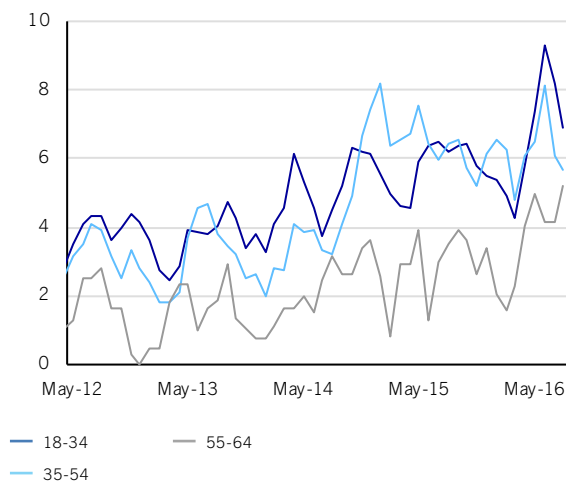
The percentage of respondents who said they had a car loan edged down again to 4.8% in August from 5.1% in July. While the latest result is still above the series average of 4.4%, the fall can be read as a signal that car loans as a finance option are losing some popularity. The three-month average decreased further to 6.1% in August from 6.6% in July.

Car loans were relatively more common among those aged 55-64, with 7.2% using a loan to purchase a vehicle in August. By region, families in the East of the country were more likely to use this financing option compared with their counterparts in Middle/ West China. By income, those earning more than CNY 96,000 per year were more willing to take out a car loan compared with those in the lower income bracket.

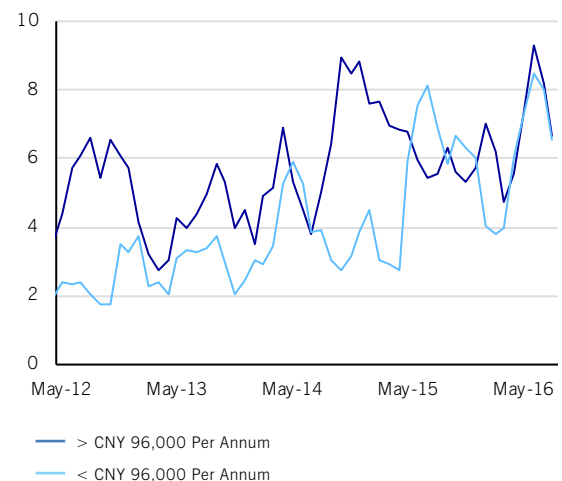
% of Households With a Car Loan
3 Month Average



% 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

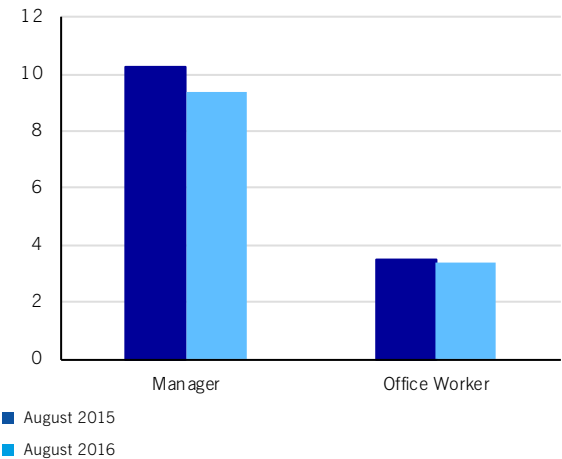
	Aug-15	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16
Car Loan Ownership (%)	5.9	4.2	5.7	6.6	8.0	6.6	6.1

Car Loans

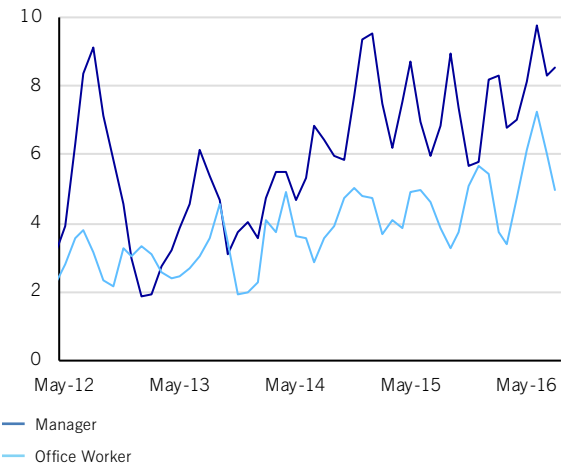
Car Loans Pull Back



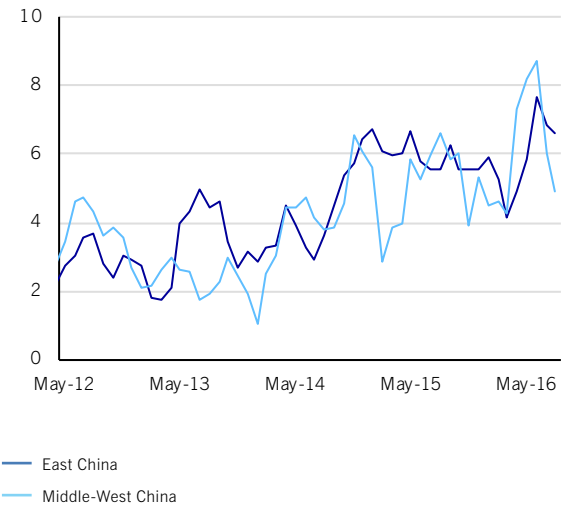
% of Households With a Car Loan
By Selected Occupations - 3 Month Average



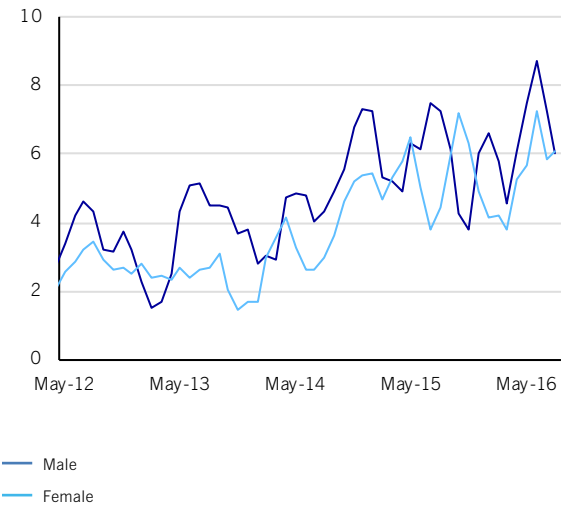
% of Households With a Car Loan
By Selected Occupations - 3 Month Average



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



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





Data Tables

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

Indicators

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
MNI China Car Purchase Indicator	86.9	88.8	88.5	87.1	83.2	87.2	88.2	91.4	96.9	91.5	92.0	87.8	91.0
Male	91.6	97.0	97.0	96.1	90.6	96.4	97.4	103.7	107.6	101.6	99.3	98.5	101.1
Female	108.4	106.2	97.6	100.6	98.9	99.8	97.6	103.1	110.5	100.6	103.6	98.6	104.2
Age 18-34	96.4	100.8	97.1	100.7	98.0	96.4	99.5	105.2	107.0	104.3	101.0	101.9	102.0
Age 35-54	102.9	102.9	98.5	95.9	93.2	98.7	97.0	102.7	111.9	101.2	103.0	97.7	104.7
Age 55-64	101.1	100.4	93.9	101.1	93.3	100.8	94.1	101.5	105.0	93.0	97.7	93.6	98.1
Income < CNY 96,000 Per Annum	83.7	87.7	86.6	88.0	83.7	86.2	89.1	89.0	89.4	89.0	90.4	84.6	91.1
Income > CNY 96,000 Per Annum	89.6	88.9	89.8	86.5	82.7	88.3	88.0	92.2	99.3	94.4	93.4	90.9	90.5
East China	87.0	88.5	87.9	87.6	84.5	88.5	87.5	91.7	97.2	91.6	92.7	89.9	92.6
East China - South	105.7	100.7	95.0	96.8	97.8	101.0	95.9	105.3	105.6	96.2	105.0	108.7	110.1
East China - North	86.9	88.7	88.1	88.4	83.9	86.5	81.9	88.1	101.0	92.3	91.4	89.3	92.6
East China - Central	97.5	103.9	98.6	99.0	94.6	103.0	102.8	107.3	107.7	103.5	102.6	95.4	101.6
Middle-West China	86.5	89.5	89.5	85.9	80.5	85.0	89.5	91.0	96.4	91.3	90.5	84.3	88.0
Managerial Level	90.3	90.0	90.0	87.7	81.6	84.9	86.1	90.5	93.3	87.0	89.3	92.7	90.5
Public Servant	76.4	90.1	97.9	84.7	88.6	79.8	102.9	84.7	102.4	85.6	95.3	84.8	96.2
Average Office Worker	85.3	88.1	86.0	86.8	84.5	85.6	89.4	92.4	99.6	94.1	93.9	86.9	89.9
Worker	79.8	88.6	96.1	84.2	82.5	92.0	92.5	93.7	92.2	89.9	93.2	79.0	95.2
Professional	90.2	84.3	87.8	84.8	78.3	105.7	88.1	84.3	99.9	96.0	92.1	91.2	95.2
Private Business	82.4	82.1	96.2	77.5	90.2	87.5	84.2	89.5	91.7	91.4	88.8	85.0	94.1
Self Employed	82.3	87.6	80.6	79.9	86.6	84.0	87.7	90.4	98.7	94.9	95.4	82.8	91.4
Freelancer	83.1	82.9	95.4	72.5	93.8	105.1	85.5	95.4	97.4	95.3	91.6	91.3	92.4
Professional Investor	90.0	84.1	128.7	89.9	68.2	86.3	-	120.6	75.0	96.3	82.5	100.0	113.1
Teacher	80.1	67.2	104.9	101.0	77.9	99.3	76.5	87.6	103.7	94.9	98.1	95.2	86.6
Student	84.3	97.2	86.0	82.8	82.4	81.9	84.6	84.3	76.6	85.9	91.7	91.2	88.9
Unemployed	90.8	99.4	83.3	110.7	84.9	93.8	90.5	88.8	81.2	95.1	99.2	94.0	95.6
Retired	90.6	90.8	88.7	88.5	81.7	89.8	87.7	91.7	96.0	84.8	87.3	88.4	88.6
Part-Time	95.4	93.0	77.1	84.7	82.5	97.3	94.6	91.2	72.5	77.5	82.1	87.4	93.2

% of Households Who Own a Car

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
MNI China Car Purchase Indicator	37.5	39.9	36.8	38.7	42.1	51.6	42.5	44.2	37.6	38.1	38.1	39.1	38.4
Male	50.5	50.3	37.7	37.4	49.5	48.3	42.2	36.6	39.8	40.9	37.5	40.3	36.2
Female	25.4	30.2	36.0	39.8	35.4	54.6	42.7	51.3	35.5	35.4	38.7	38.0	40.5
Age 18-34	34.3	37.6	33.6	37.6	33.9	40.8	42.5	41.0	37.3	42.0	37.6	39.9	34.9
Age 35-54	41.0	47.9	40.3	43.3	49.7	57.9	45.8	46.6	38.0	38.1	41.9	41.3	46.0
Age 55-64	34.3	20.1	33.0	27.2	37.9	56.8	32.0	44.2	36.8	28.5	26.6	30.6	23.2
Income < CNY 96,000 Per Annum	13.2	16.6	28.3	23.8	29.3	29.0	30.1	35.3	32.4	24.1	28.7	20.9	19.2
Income > CNY 96,000 Per Annum	57.0	56.8	45.4	55.3	50.1	63.2	49.4	48.2	38.9	48.1	43.5	53.9	50.1
East China	36.4	37.7	34.1	41.4	41.8	50.5	42.9	43.9	32.6	39.3	39.5	38.9	40.3
East China - South	34.4	36.4	32.9	44.0	43.2	51.1	41.2	44.2	35.5	29.7	35.1	43.3	29.2
East China - North	34.5	38.9	34.9	37.6	41.3	48.6	44.8	44.7	31.9	49.2	40.4	33.6	46.4
East China - Central	40.5	37.5	34.0	43.0	41.3	51.8	42.3	42.8	31.1	36.5	42.0	40.6	43.0
Middle-West China	39.8	44.0	42.3	32.4	42.7	53.5	41.7	44.8	48.3	35.7	35.0	39.6	34.9
Managerial Level	59.8	64.6	54.9	70.1	63.6	65.8	66.6	59.9	37.9	48.0	54.2	53.3	71.2
Public Servant	34.6	77.8	76.9	58.3	49.1	74.8	79.0	66.1	58.0	71.0	52.1	27.4	44.7
Average Office Worker	29.0	38.3	30.1	36.4	38.9	38.2	37.1	40.8	33.2	36.8	32.7	40.0	30.4
Worker	40.1	19.3	14.6	9.7	23.0	34.4	15.2	14.7	36.8	17.0	28.2	17.1	32.3
Professional	62.0	46.3	66.9	23.1	34.2	55.4	30.1	62.8	34.2	48.0	38.4	72.5	54.6
Private Business	25.9	35.0	36.6	44.1	32.7	63.5	82.3	50.5	61.7	37.9	42.9	57.4	36.5
Self Employed	36.8	35.6	26.8	41.8	29.0	72.4	59.0	41.0	62.0	55.1	40.6	43.6	42.4
Freelancer	10.7	28.0	6.7	42.6	27.1	64.6	39.7	35.9	29.2	39.8	9.3	11.7	40.3
Professional Investor	26.7	18.7	82.3	-	77.8	67.2	-	100.0	100.0	56.9	33.1	-	41.6
Teacher	47.0	-	92.7	35.3	46.2	34.9	51.1	69.6	46.8	41.1	53.4	60.1	24.0
Student	50.0	32.0	29.4	31.1	37.4	58.3	51.6	53.2	37.8	24.8	49.0	32.5	39.9
Unemployed	55.3	74.5	36.6	57.8	42.9	51.9	23.8	12.2	19.9	15.4	69.7	25.4	7.0
Retired	35.0	21.1	30.5	25.2	36.2	53.0	28.7	46.8	17.7	33.2	33.3	25.3	27.2
Part-Time	26.3	21.0	31.5	12.2	35.6	19.8	27.5	34.5	44.4	8.4	29.0	19.9	56.6

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

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Total Expense													
< CNY 50,000	-	-	1.4	0.2	5.1	0.5	5.2	2.1	1.5	3.1	0.7	0.2	-
CNY 50,000-70,000	8.5	10.7	9.1	9.3	12.8	10.8	9.8	15.2	10.7	12.2	13.2	16.9	18.5
CNY 80,000-90,000	29.5	31.5	26.1	25.2	21.4	30.1	33.0	31.4	40.6	27.1	36.4	41.5	38.2
CNY 100,00-140,000	19.2	25.7	16.1	25.7	20.8	23.8	18.0	27.6	19.0	26.4	27.4	21.9	21.6
CNY 150,000-190,000	20.3	18.6	20.8	15.3	20.6	17.8	12.9	16.2	16.8	18.7	11.4	11.2	14.9
> CNY 200,000	12.9	7.0	10.1	18.0	14.5	11.0	8.6	4.4	6.4	6.8	4.8	5.5	6.5

% Households Planning to Buy a Car

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
% Households Planning to Buy a Car													
Male	18.7	14.3	17.6	12.6	18.7	16.5	16.1	13.9	11.7	19.3	17.6	19.5	11.9
Female	11.0	9.0	15.5	14.0	14.1	15.9	16.7	15.7	9.8	20.9	16.3	19.6	9.4
Age 18-34	27.0	20.0	20.0	11.0	23.9	17.2	15.4	11.9	13.7	17.8	19.0	19.3	14.5
Age 35-54	21.5	13.6	19.7	17.5	14.3	20.0	16.0	11.6	16.4	20.6	21.7	20.7	18.9
Age 55-64	17.2	15.1	18.6	11.7	20.9	13.4	19.1	15.5	10.5	17.2	16.6	19.6	7.4
Income < CNY 96,000 Per Annum	16.8	13.6	9.4	3.3	22.5	18.1	6.7	14.2	3.6	23.3	10.7	16.1	8.9
Income > CNY 96,000 Per Annum	10.1	7.5	13.8	14.3	14.7	20.0	17.8	18.1	11.6	24.4	16.8	21.4	8.1
East China	26.5	17.3	20.4	11.5	20.6	16.0	12.9	12.4	11.9	12.8	15.6	18.3	14.0
East China - South	18.0	16.1	19.2	13.5	19.9	16.3	16.8	13.1	10.3	17.9	17.1	16.3	14.9
East China - North	21.5	13.1	20.5	16.1	20.0	14.0	15.4	12.8	13.8	26.2	12.2	18.4	6.1
East China - Central	17.2	19.9	21.0	14.3	15.5	24.0	16.6	15.1	11.0	14.0	22.2	20.1	23.7
Middle-West China	15.6	14.4	16.7	10.7	24.3	11.1	18.2	11.1	7.0	15.8	15.8	10.7	13.2
	20.3	10.9	14.4	10.4	16.5	16.9	14.8	15.4	14.7	22.2	18.9	24.8	6.1

Total Budget to Buy a Car

	2015					2016							
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Total													
< CNY 50,000	1.7	2.0	5.8	0.8	9.2	1.1	11.3	7.0	6.7	6.9	0.5	2.1	1.2
CNY 50,000-70,000	6.9	2.2	8.4	5.5	7.8	6.4	18.6	7.1	4.4	5.9	4.0	8.0	6.9
CNY 80,000-90,000	20.1	10.4	24.5	33.4	13.0	14.3	11.3	12.9	6.5	6.5	10.4	17.1	18.8
CNY 100,00-140,000	40.5	37.9	31.3	33.8	30.7	36.0	30.7	30.9	27.9	32.5	33.3	33.5	34.7
CNY 150,000-190,000	14.6	23.4	20.6	11.6	20.6	21.3	9.4	13.6	18.0	18.8	15.7	17.6	23.5
> CNY 200,000	14.0	19.8	9.5	12.1	17.7	15.6	18.4	26.6	35.3	27.1	36.1	20.8	14.5
Income < CNY 96,000 Per Annum													
< CNY 50,000	7.0	2.0	5.8	1.6	24.4	1.6	23.5	13.6	10.1	14.3	0.7	3.9	4.6
CNY 50,000-70,000	14.5	7.2	3.2	9.4	15.5	12.3	35.8	14.5	9.8	8.3	4.5	16.8	11.4
CNY 80,000-90,000	23.6	26.0	43.3	38.7	18.9	21.5	8.1	24.8	6.8	8.3	23.8	22.6	23.8
CNY 100,00-140,000	36.4	33.5	37.2	36.5	29.4	35.2	32.0	29.7	30.7	33.6	40.7	37.9	35.3
CNY 150,000-190,000	11.2	12.8	8.9	7.8	6.6	24.4	-	8.6	20.0	21.5	9.1	11.1	21.0
> CNY 200,000	2.4	9.7	1.5	1.9	5.2	1.1	-	5.1	22.6	13.4	21.3	7.7	2.8
Income > CNY 96,000 Per Annum													
< CNY 50,000	-	-	6.8	-	-	0.8	-	1.2	6.0	0.4	0.6	-	-
CNY 50,000-70,000	5.4	0.5	13.7	1.0	2.2	2.3	1.9	1.9	3.3	2.5	4.3	-	5.8
CNY 80,000-90,000	19.5	7.0	11.4	29.3	12.7	10.2	8.3	8.7	6.2	3.3	3.9	12.4	16.2
CNY 100,00-140,000	44.3	45.4	25.5	33.7	33.3	37.6	24.5	34.8	27.2	26.4	29.2	29.6	34.2
CNY 150,000-190,000	12.9	28.2	27.3	9.8	26.2	19.9	20.6	16.0	17.3	14.1	22.7	23.8	25.2
> CNY 200,000	16.9	15.6	15.3	26.1	25.6	23.2	44.7	36.8	38.6	48.4	39.3	34.2	18.6

% of Households With a Car Loan

	2015						2016						
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
% of Households With a Car Loan	6.8	5.2	5.0	4.8	6.6	4.9	3.6	4.1	9.4	6.4	8.3	5.1	4.8
Male	6.4	3.2	3.3	5.0	9.7	5.1	2.5	6.0	9.8	6.7	9.6	5.5	3.1
Female	7.2	7.4	7.0	4.6	3.2	4.6	4.7	2.2	8.9	6.0	6.9	4.7	6.7
Age 18-34	6.9	6.7	5.7	5.0	5.8	5.4	3.5	3.9	10.0	8.3	9.6	6.7	4.4
Age 35-54	7.1	5.3	4.8	5.4	8.2	6.1	4.4	3.8	10.1	5.6	8.7	3.8	4.5
Age 55-64	5.5	1.3	4.1	2.5	3.6	-	1.2	5.6	5.2	4.0	3.2	5.2	7.2
Income < CNY 96,000 Per Annum	5.0	2.6	6.0	5.1	5.6	1.5	3.8	5.2	7.3	7.2	9.0	5.6	4.2
Income > CNY 96,000 Per Annum	8.8	6.3	3.9	5.4	8.6	7.1	3.7	3.8	9.9	6.0	6.9	4.7	5.0
East China	5.6	6.8	4.3	5.6	6.7	5.3	3.8	3.5	7.5	6.7	8.8	5.0	6.1
East China - South	9.2	2.2	6.6	2.9	6.4	4.2	3.2	5.3	13.4	5.8	7.0	5.3	2.5
East China - North	6.4	7.6	5.1	5.8	6.1	5.0	4.5	4.0	3.2	5.3	7.6	4.4	9.2
East China - Central	4.4	5.4	2.9	3.7	7.7	6.2	2.9	4.6	7.4	5.7	9.6	5.1	5.4
Middle-West China	5.7	7.5	5.1	7.8	6.3	4.4	3.8	1.6	13.3	9.9	9.5	5.5	3.0
Managerial Level	10.2	9.3	2.6	5.2	9.6	9.8	5.5	5.2	10.5	8.8	10.0	6.2	9.4
Public Servant	-	26.6	-	-	10.8	-	-	-	7.9	20.7	-	-	6.6
Average Office Worker	3.5	2.9	4.8	7.5	4.7	4.2	2.3	3.6	8.4	6.5	6.9	4.8	3.4
Worker	-	3.7	7.8	0.8	-	2.5	5.8	7.2	1.5	4.4	3.2	1.3	2.8
Professional	14.8	2.8	9.5	8.3	7.2	9.1	13.8	8.2	16.7	10.4	5.6	10.6	2.4
Private Business	12.3	14.2	4.4	-	12.3	19.8	7.7	5.2	20.9	-	11.0	6.2	4.4
Self Employed	1.0	2.5	9.2	2.1	16.5	1.5	6.8	6.4	17.0	4.3	16.1	5.7	-
Freelancer	14.3	7.2	5.7	10.0	-	-	1.3	6.9	0.5	3.1	10.8	3.4	1.5
Professional Investor	40.7	-	17.7	-	14.2	-	-	-	-	-	-	-	30.7
Teacher	39.6	-	-	-	-	-	-	3.7	3.2	8.5	8.6	12.4	-
Student	2.5	12.4	-	7.2	-	2.3	4.3	-	4.3	8.4	10.7	3.7	-
Unemployed	3.3	7.7	-	-	-	-	3.1	-	-	1.7	17.8	-	9.6
Retired	6.9	1.4	4.7	2.0	8.9	-	3.2	-	8.2	5.0	3.5	4.7	8.5
Part-Time	10.6	6.7	25.5	5.4	-	9.2	-	-	-	8.4	23.5	17.1	5.2

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 or contact us at info@mni-indicators.com



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