

# MNI China Auto Purchase Sentiment September 2016

Insight and data for better decisions

# MNI China Auto Purchase Sentiment

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

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

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

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

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

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

## Written and researched by

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## About MNI Indicators

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

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

MNI Indicators is part of MNI, a leading provider of news and intelligence.

# MNI China Auto Purchase Sentiment - September 2016

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# Overview

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Consumer confidence towards the car market ended the quarter on a slightly weaker note. While Chinese consumers remained enthusiastic about the car purchasing environment, a rise in expected running costs weighed on overall sentiment towards the car market.

Consumer confidence towards the car market ended the quarter on a slightly weaker note. While Chinese consumers remained enthusiastic about the car purchasing environment, a rise in expected running costs weighed on overall sentiment towards the car market. That said, more Chinese households reported that they currently owned a vehicle and planned to buy a car over the next 12 months, per the latest MNI China Auto Purchase Sentiment Report.

The MNI China Car Purchase Indicator, a composite indicator designed to gauge overall conditions in the car market, fell 2.2% to 89.0 in September from 91.0 in August. The fall in the indicator was the result of higher expectations for fuel prices. The Price of Gasoline Expectations component rose 3.4% to 124.8, indicating that most consumers expect fuel costs to increase in the coming year.

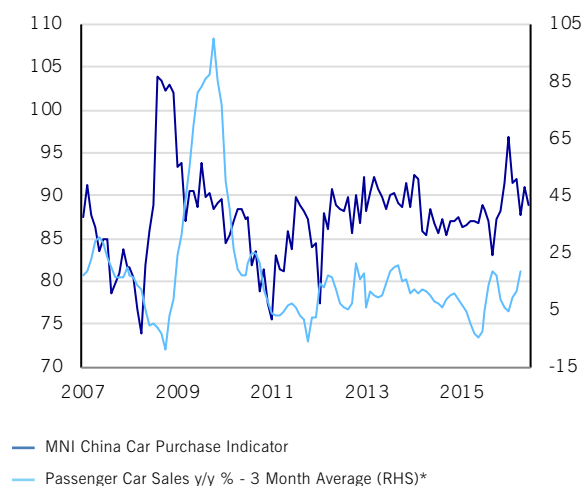
The Car Purchase Expectations component (a gauge of whether consumers believe it is a good time or a bad time to buy a car), was broadly unchanged at 102.9 in September compared with 102.7 in August, as consumers revised up their outlook for personal finances and the wider business environment, as seen in this survey's parent publication - the Westpac MNI Consumer Sentiment Survey. The relative stability in car purchase expectations, still above the neutral 100 level that separates optimists from pessimists, may suggest car sales will help underpin overall market sentiment in the near term.

Both car ownership and plans to buy a car increased slightly in September. 12.1% of respondents said they planned to buy a car in the next 12 months, up slightly from 11.9% in the month before. There was also a slight rise in the level of car ownership, with 39.2% of respondents saying they currently owned a car, up from 38.4% previously.

Meanwhile, results from the special quarterly question showed that Volkswagen remained the preferred brand of choice in September, commanding 25.3% of responses, slightly down from 26.6% in June. Honda surged into second place with a 12.2% share after accounting for just 7.4% in June. BYD remained the most popular domestic brand, extending its share in

September. The survey also revealed that car safety remained a top concern among Chinese consumers while price took a backseat. 58.3% said that safety was the main factor they considered when buying a car and 12.8% nominated price.

MNI China Car Purchase Indicator and Car Sales



## Overview

	Jul-16	Aug-16	Sep-16	Highest Since	Lowest Since	3-Month Average	Monthly Change	Monthly % Change
<b>MNI China Car Purchase Indicator</b>	87.8	91.0	89.0	-	Jul-16	89.3	-2.0	-2.2%
Car Purchase Expectations Indicator	98.6	102.7	102.9	Apr-16	-	101.4	0.2	0.2%
Gasoline Price Sentiment Indicator	123.0	120.7	124.8	Dec-15	-	122.8	4.1	3.4%
% Households Who Own a Car	39.1	38.4	39.2	Feb-16	-	38.9	0.8	2.0%
% Households Who Plan to Buy a Car	19.5	11.9	12.1	Jun-16	-	14.5	0.3	2.3%
% Households With a Car Loan	5.1	4.8	3.3	-	Feb-15	4.4	-1.5	-31.0%
<b>Budget to Buy a Car</b>								
< CNY 50,000	2.1	1.2	0.8	-	Jun-16	1.4	-0.4	-34.4%
CNY 50,000-70,000	8.0	6.9	6.8	-	Jun-16	7.2	-0.1	-1.4%
CNY 80,000-90,000	17.1	18.8	13.1	-	Jun-16	16.4	-5.7	-30.4%
CNY 100,00-140,000	33.5	34.7	33.9	-	Jul-16	34.0	-0.9	-2.5%
CNY 150,000-190,000	17.6	23.5	27.3	Nov-13	-	22.8	3.8	16.0%
> CNY 200,000	20.8	14.5	18.1	Jul-16	-	17.8	3.6	24.6%
<b>Total Expense on Current Car</b>								
< CNY 50,000	0.2	0.0	0.0	-	-	0.1	0.0	-
CNY 50,000-70,000	16.9	18.5	12.5	-	May-16	16.0	-6.0	-32.4%
CNY 80,000-90,000	41.5	38.2	38.7	Jul-16	-	39.4	0.6	1.4%
CNY 100,00-140,000	21.9	21.6	31.2	series high	-	24.9	9.6	44.3%
CNY 150,000-190,000	11.2	14.9	12.1	-	Jul-16	12.7	-2.8	-18.9%
> CNY 200,000	5.5	6.5	5.0	-	May-16	5.6	-1.5	-23.3%

# The Car Purchase Indicator fell to 89.0 in September from 91.0 in August.

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The fall in the indicator was the result of higher expectations for fuel prices. The Price of Gasoline Expectations component rose 3.4% to 124.8, indicating that most consumers expect fuel costs to increase in the coming year.



# MNI China Car Purchase Indicator

## Rise in Expected Fuel Costs Leads Decline



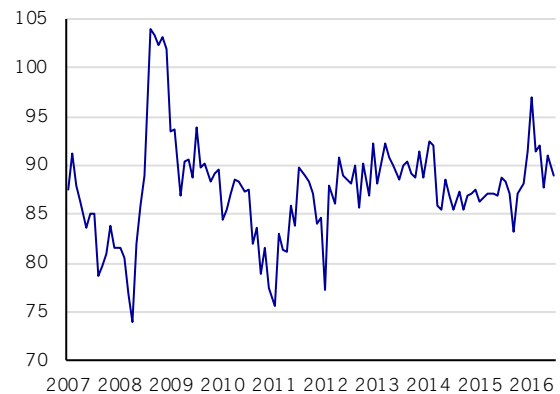
Consumers were slightly more pessimistic about buying a car in September. The Car Purchase Indicator fell 2.2% to 89.0 in September after picking up to 91.0 in the month before, leaving the indicator at the lowest since July and remaining below the 100-breakeven level.

The Car Purchase Indicator is made up of two components, Car Purchase Expectations and Price of Gasoline Expectations. A reading below 100 indicates that the percentage of pessimists outnumbered the optimists. The decrease in the Car Purchase Indicator was led by an upward assessment in consumers' expectations for fuel costs, as captured by the Expected Price of Gasoline component. In September, it edged up to 124.8 from 120.7 in August, above the one year average of 121.5. In September, 52.6% of respondents said they expected gasoline prices to go up, up from 48.7% in the month before, while 7.1% said they expected them to fall, compared with 9.2% in August.

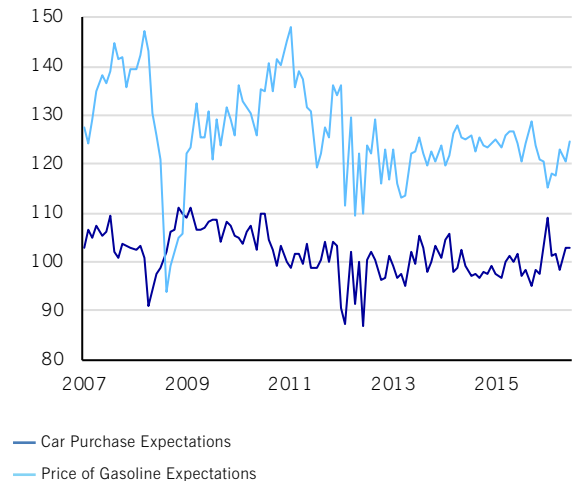
The Car Purchase Expectations Indicator, the other component of the main Car Purchase Indicator which measures whether consumers think it is a good or bad time to buy a car, rose 0.2% to 102.9 in September from 102.7 in August. This is the second straight month the index has been above the 100-breakeven level. The latest slight upward revision in consumers' assessment of the buying conditions for cars Left the indicator at its highest since April.

Of the survey respondents, 17.3% thought it was either a good or excellent time to buy a car while just 12.1% who thought it was a bad or very bad time. Those who thought it was neither a good or bad time to buy a car remained little changed at 60.1%, down from 61.5% in August.

Car Purchase Indicator



Car Purchase Indicator - Components



Car Purchase Sentiment Indicator

	Sep-15	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Car Purchase Sentiment	88.8	96.9	91.5	92.0	87.8	91.0	89.0
Car Purchase Expectations	101.8	109.1	101.1	101.5	98.6	102.7	102.9
Price of Gasoline	124.1	115.2	118.1	117.5	123.0	120.7	124.8

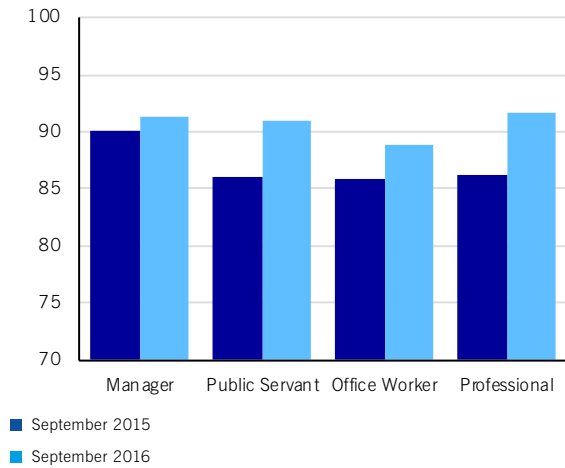


# MNI China Car Purchase Indicator

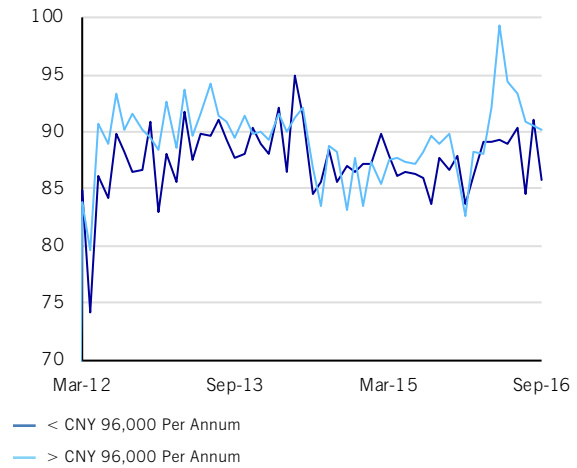
## Rise in Expected Fuel Costs Leads Decline



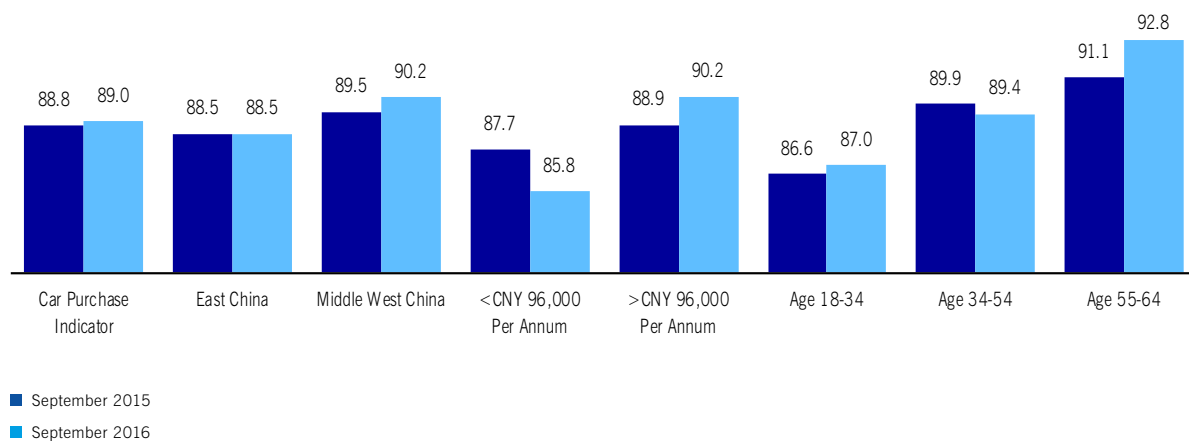
Car Purchase Indicator - 3 Month Average  
By Occupation



Car Purchase Indicator  
By Income



Car Purchase Sentiment Compared With a Year Ago



# Car Purchase Expectations

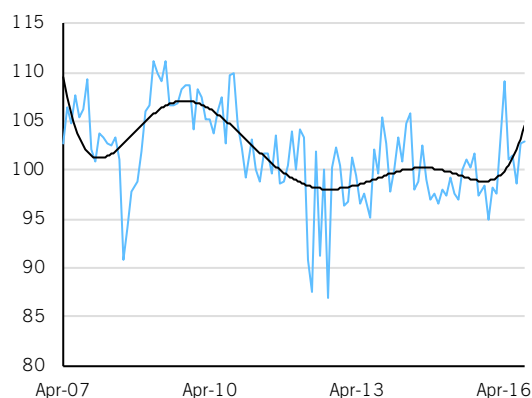
## Buying Conditions Remain Steady



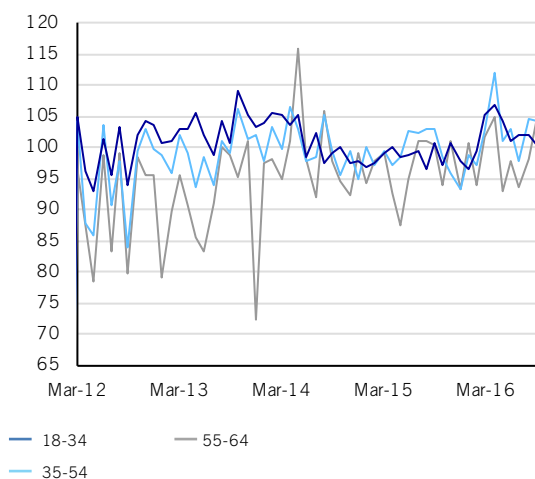
The Car Purchase Expectations Indicator increased 0.2% to 102.9 in September, remaining above the 100-breakeven level for the second consecutive month and lifting the indicator to the highest level since April. The rise pushed the three-month average slightly higher to 101.4 from 100.9 previously and is a welcome sign that buying conditions may be beginning to mend with consumers more upbeat about their current financial situation as well as their expectations for the future.

Consumers earning more than CNY 96,000 per year showed the greatest month-on-month improvement in car buying sentiment in September while the lower income group turned pessimistic. By age, respondents aged between 55-64 were significantly more optimistic on the month while those aged 18-34 and 35-54 experienced a slight moderation in terms of buying appetite.

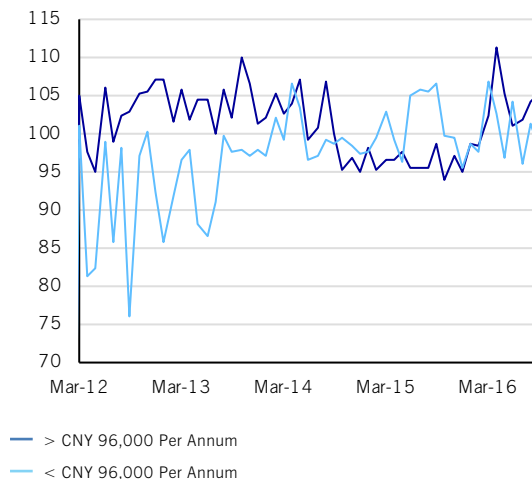
Car Purchase Expectations Indicator



Car Purchase Expectations Indicator  
By Age



Car Purchase Expectations Indicator  
By Income



Car Purchase Expectations

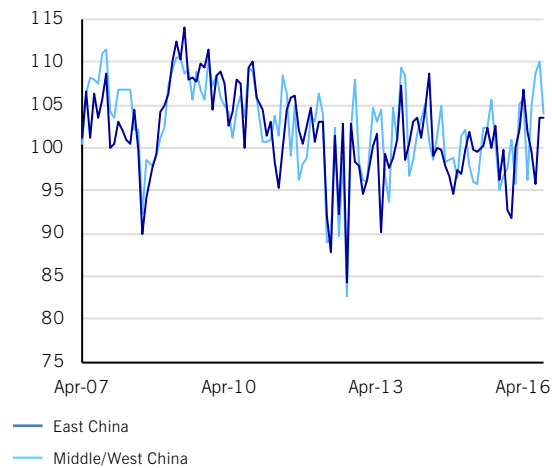
	Sep-15	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Car Purchase Expectations	101.8	109.1	101.1	101.5	98.6	102.7	102.9

# Car Purchase Expectations

## Buying Conditions Remain Steady

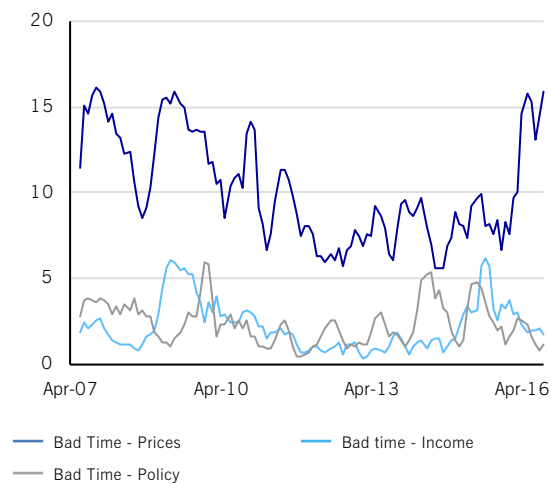


Car Purchase Expectations Indicator  
By Region

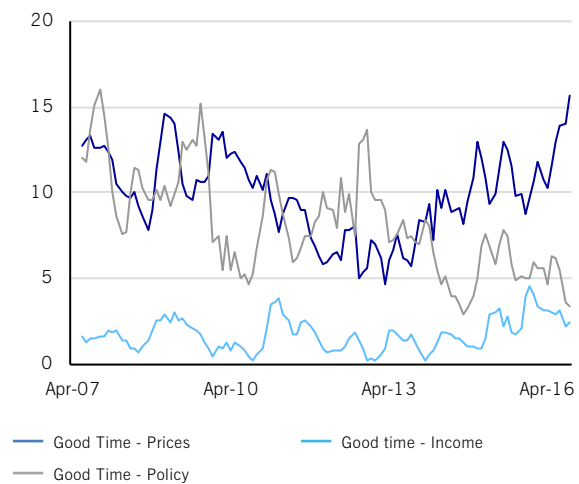


Prices once again played a dominant role as the determining factor behind consumers' opinions about whether it is a good or bad time to buy a car. The share of consumers who felt current prices made it a good time to buy declined to 15.8% in September from 16.4% in August, while those who felt prices were the main reason not to buy increased to 17.4% from 14.4% a month earlier.

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 Increase Modestly

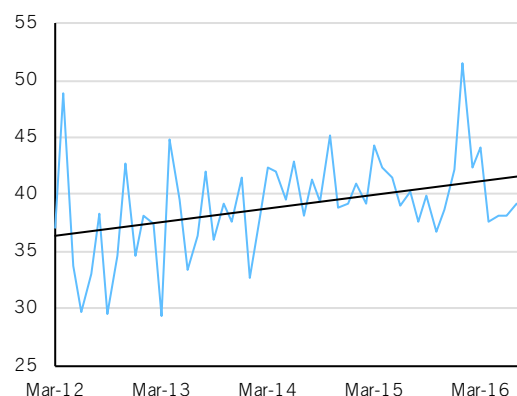


The percentage of survey respondents who owned a car picked up modestly in September, with 39.2% reporting that they owned a car, compared with 38.4% in August. This is below January's series high of 51.6% but in line with the 12-month average of 40.5. Ownership rates have hovered below 40% since April.

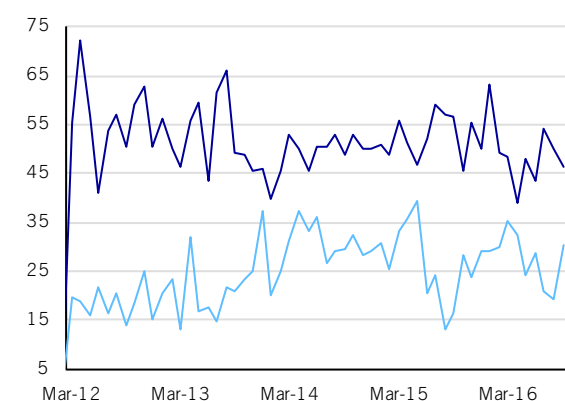
Upper income brackets (those earning more than CNY 96,000 per year) reported lower levels of car ownership in September while the rate rose for those in the lower income bracket, narrowing the difference with the upper income group. More data points are required to determine if ownership will once again begin to converge or if the gap between higher and lower income families is more permanent.

By age, car ownership increased for the youngest age group while it remained unchanged for those aged 35-54. Ownership remained the lowest among those aged 55-64 and fell further in September.

% of Households that Own a Car

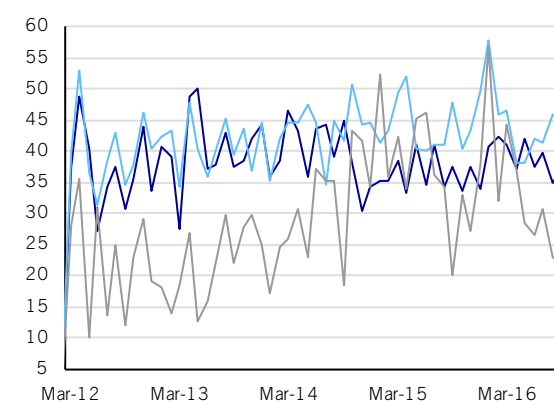


% of Households that Own a Car  
By Income



— > 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

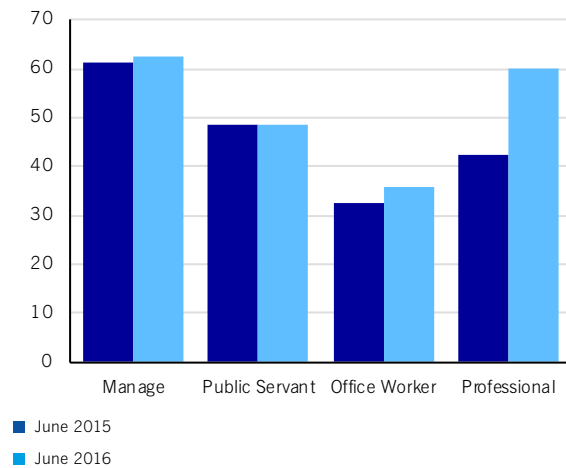
	Sep-15	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Car Ownership (%)	39.9	37.6	38.1	38.1	39.1	38.4	39.2

# Car Ownership

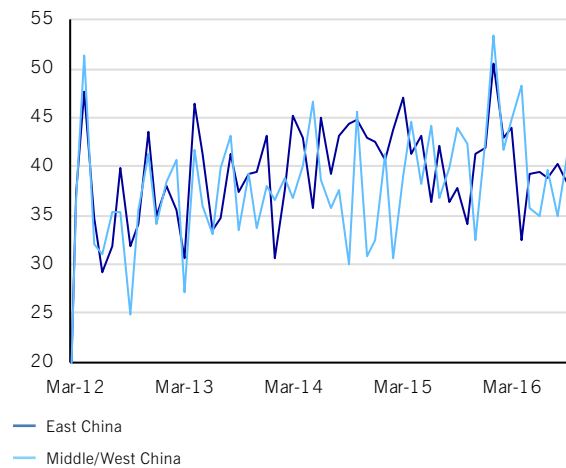
## Ownership Levels Increase Modestly



% 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

	Sep-15	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Managerial Level	61.2	54.8	48.6	46.7	51.8	59.6	62.6
Public Servant/Government Office Worker	48.5	67.7	65.0	60.4	50.2	41.4	48.5
Average Office Worker (White Collar)	32.6	37.0	37.0	34.2	36.5	34.4	36.0
Worker/Manual Labour (Blue Collar)	27.7	22.2	22.8	27.4	20.8	25.9	26.8
Professional	42.4	42.4	48.3	40.2	53.0	55.2	59.9
Private Business Owner	35.3	64.8	50.0	47.5	46.1	45.6	43.3
Self-Employed	42.5	54.0	52.7	52.6	46.4	42.2	40.2
Freelancer (SOHO)	28.8	35.0	35.0	26.1	20.3	20.5	21.4
Teacher	21.4	55.8	52.5	47.1	51.5	45.8	31.2
Student	39.5	47.5	38.6	37.2	35.4	40.5	34.4
Unemployed/Home-maker	55.0	18.6	15.8	35.0	36.8	34.1	21.0
Retired	31.2	31.1	32.6	28.1	30.6	28.6	24.8
Part-Timer/Temporary Job	26.7	35.5	29.1	27.3	19.1	35.2	27.5

## Plans to Buy a Car: All Consumers Planned Purchases Increase Modestly

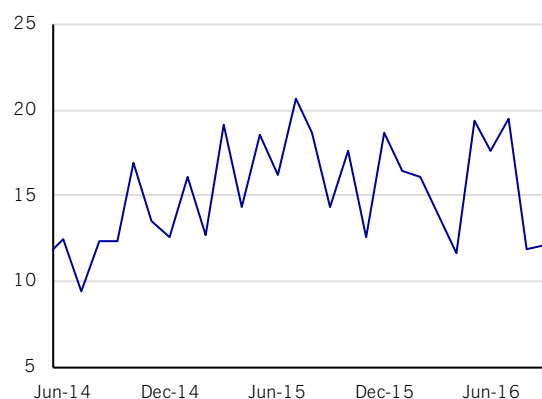


After falling sharply in the month before, 12.1% of respondents said they were planning to buy a car in September, up marginally from 11.9% in August and the highest since June. The increase in buying sentiment is consistent with the results of the Westpac MNI China Consumer Sentiment Survey, the parent of this publication. It showed that the financial situation of consumers improved in September, and consumers slightly revised up their assessment of buying conditions for durable goods.

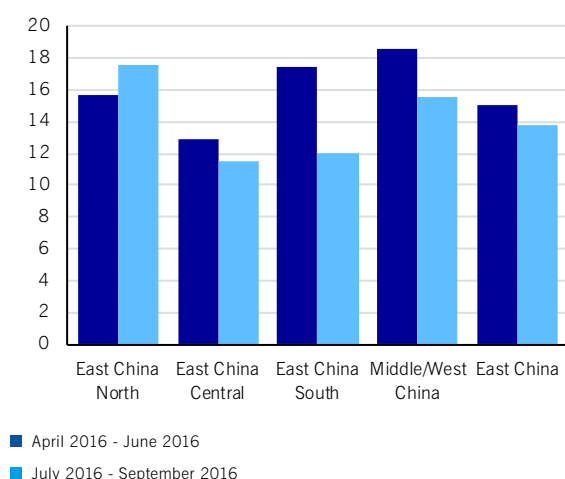
Respondents from the youngest age group were still most likely to be buying their first car, with 19.4% saying that they did not currently own a car and were planning on buying one in the next 12 months. This compares with 9.5% for the 35-54 age range and 2.9% for those aged between 55-64.

Higher income respondents were less likely to be planning to buy a car in September compared with the lower income bracket. Also, respondents based in Beijing were more intent on buying a car than consumers in Shanghai and Guangzhou.

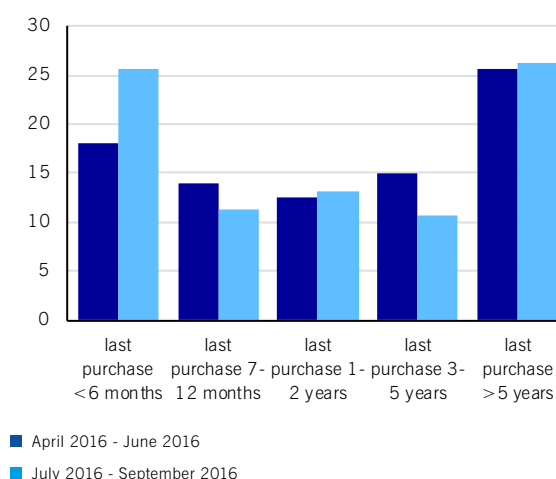
% of Households Planning to Buy a Car in the Next 12 Months



% 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

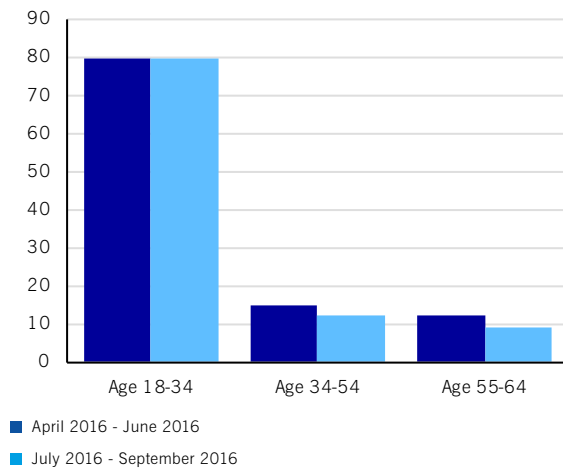


# Plans to Buy a Car: All Consumers

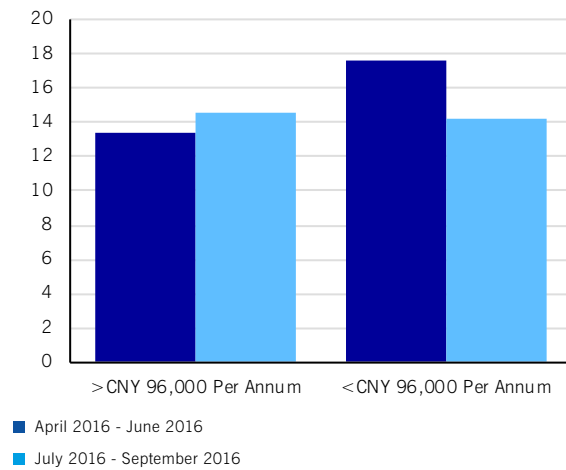
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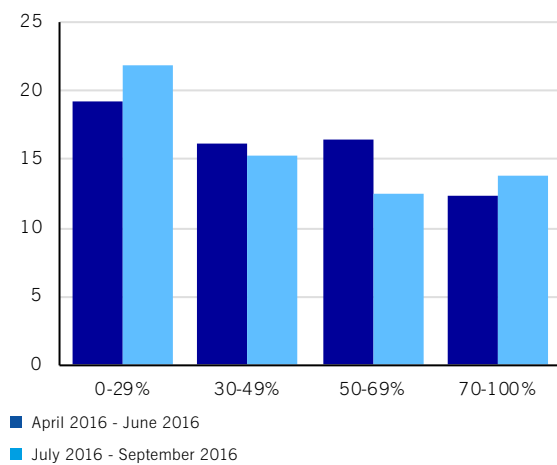
% Planning to Buy a Car in the Next 12 Months  
By Age - Rolling Quarterly Average



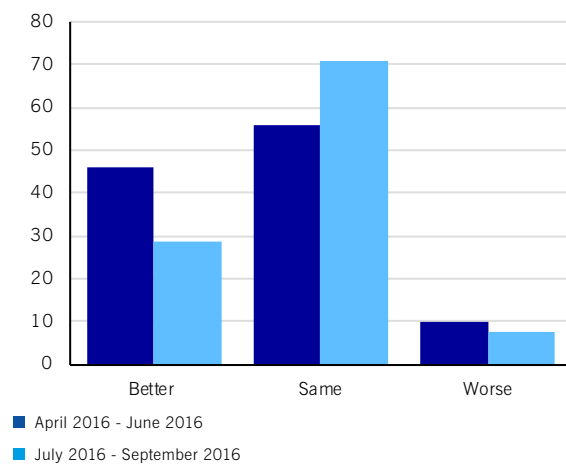
% Planning to Buy a Car in the Next 12 Months  
By Income - Rolling Quarterly Average



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



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





## Plans to Buy a Car: First Car Buyers

### Small Uptick

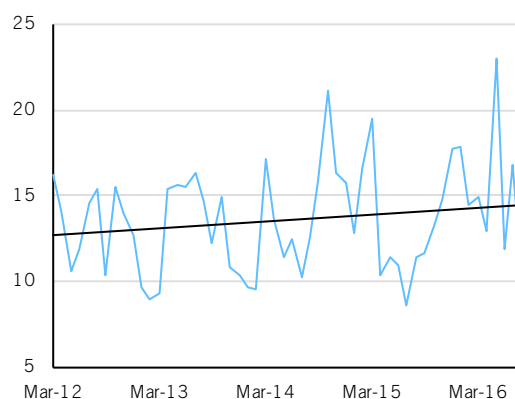


The percentage of those planning to buy a first car registered a slight uptick in September, making up for some of the ground lost in the month prior and leaving the proportion at the highest since July. In September, 12.5% of respondents who didn't own a car were planning on buying one, compared with 9.7% in August and 16.8% in July.

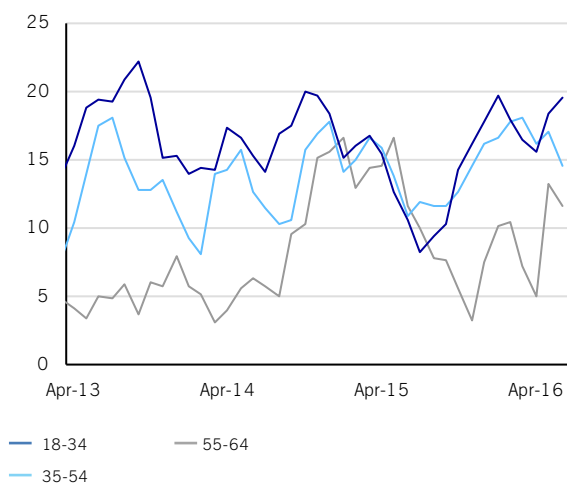
The rise was led by an increase in the willingness of respondents in the lower income bracket while those in the higher income bracket, who are generally more likely to be planning on buying a car, saw a marginal increase.

Respondents in the youngest age group showed the highest propensity to be buying a first car, with 21.7% saying that they did not currently own a car and were planning on buying one in the next 12 months. This compared with 9.2% between the age of 35-54 and 1.9% aged 55-64.

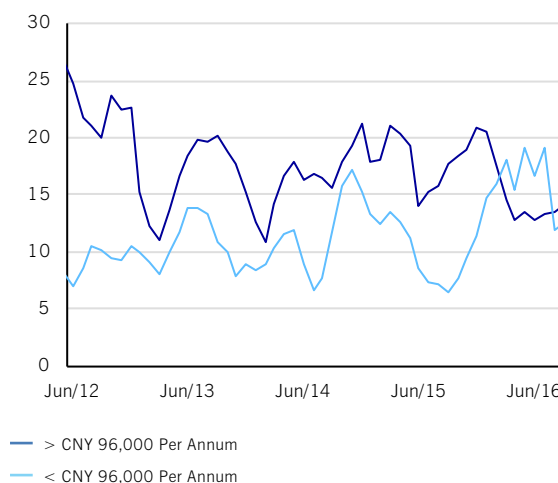
% of Households who Plan to Buy a First Car in the Next 12 Months



% 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

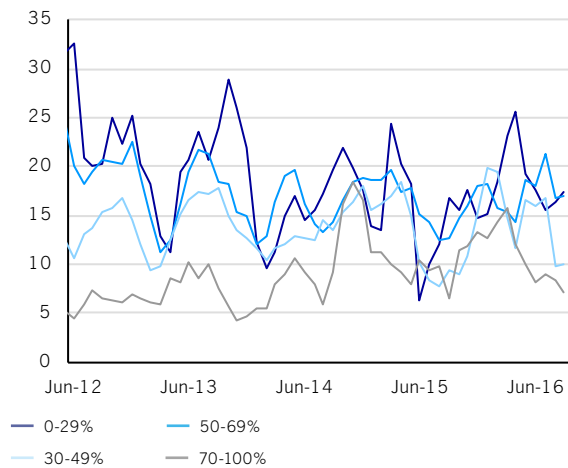
	Sep-15	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Plan to Buy a First Car (%)	11.7	13.0	23.1	11.9	16.8	9.7	12.5

# Plans to Buy a Car: First Car Buyers

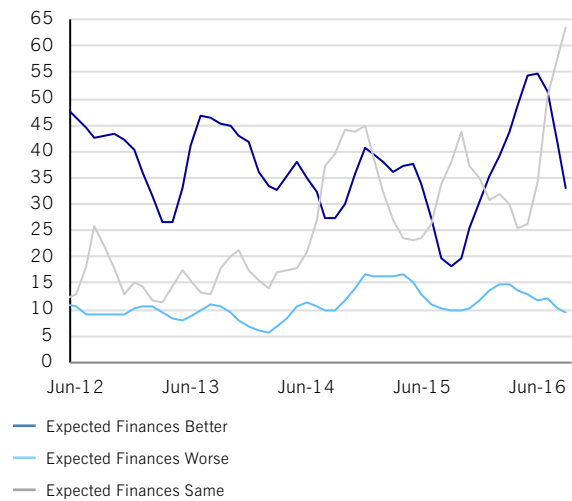
## Small Uptick



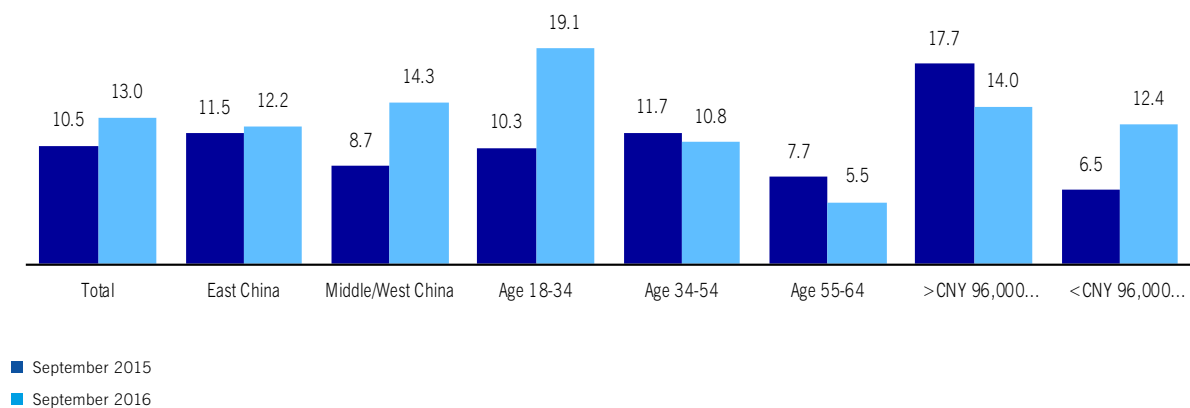
% Planning to Buy a First Car by % Income Used on Daily Expenses - 3 Month Average



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



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



## Plans to Buy a Car: Additional Purchase

### Additional Purchases Pull Back Again

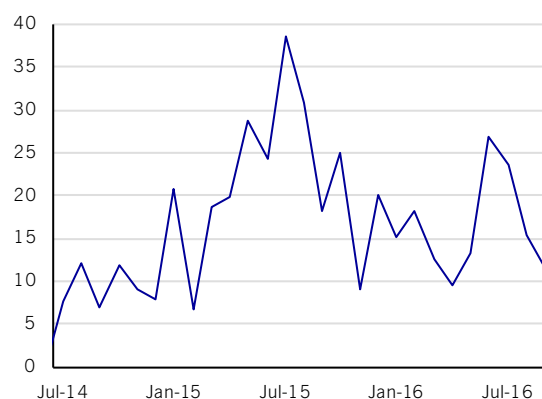


The proportion of respondents who already own a car and were planning to buy another declined further to 11.6% in September from 15.4% in August and 23.7% in July. The series average since July 2014 is 17.2% so the latest result should again be taken with caution. The relatively small number of respondents indicating that they were planning to buy a car (12.1% of the total sample in September) increases the sample error and leaves the series prone to spikes such as these.

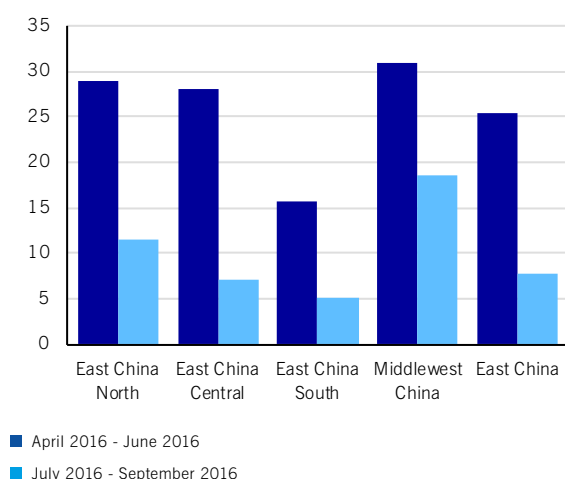
Respondents from the lower income brackets (those with salaries below CNY 96,000 per year) were most willing to buy another car. By age, those in the oldest age bracket had the lowest share of households planning on buying an additional car.

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.

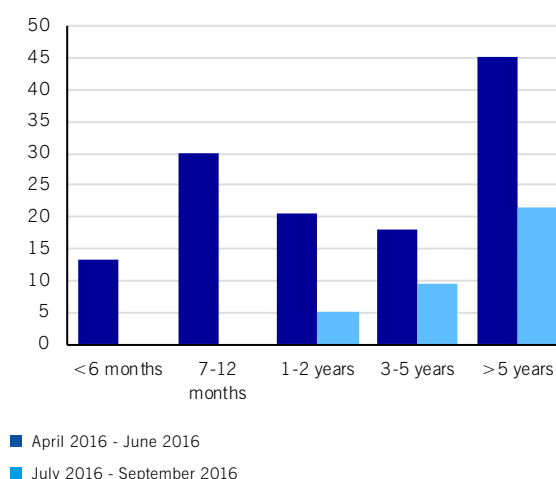
% of Households Planning to Buy Another Car in The Next 12 Months



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

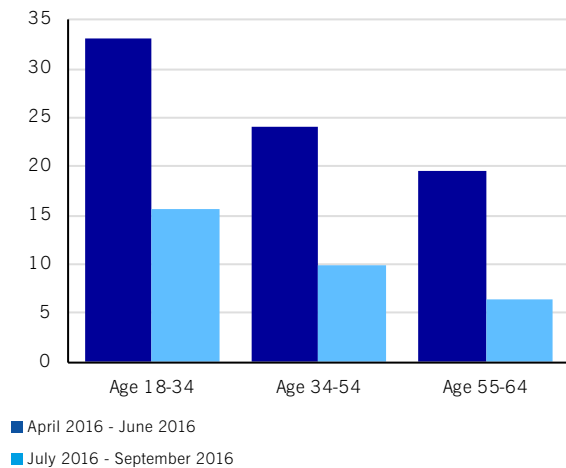


# Plans to Buy a Car: Additional Purchase

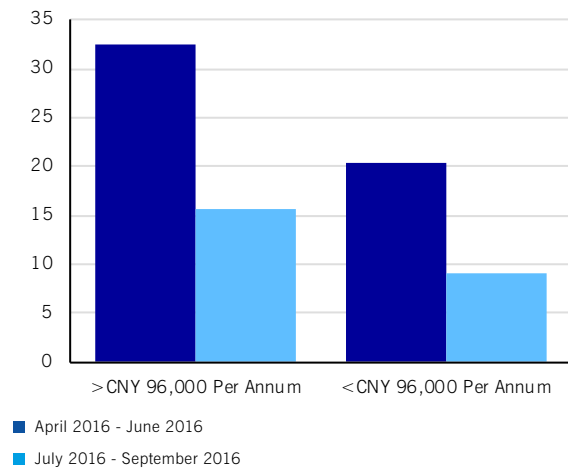
## Additional Purchases Pull Back Again



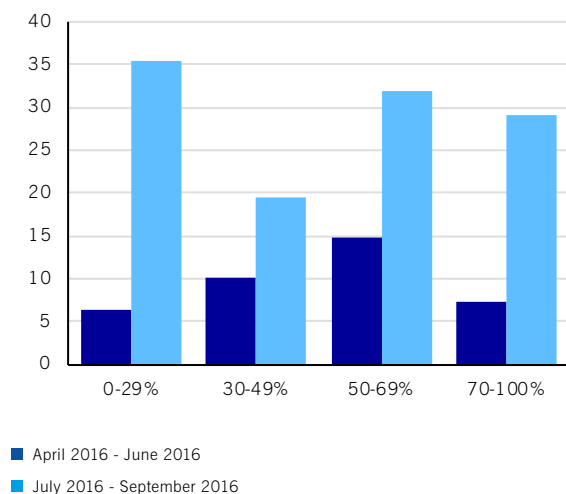
Planning to Buy Another Car in the Next 12 Months  
By Age - Rolling Quarterly Average



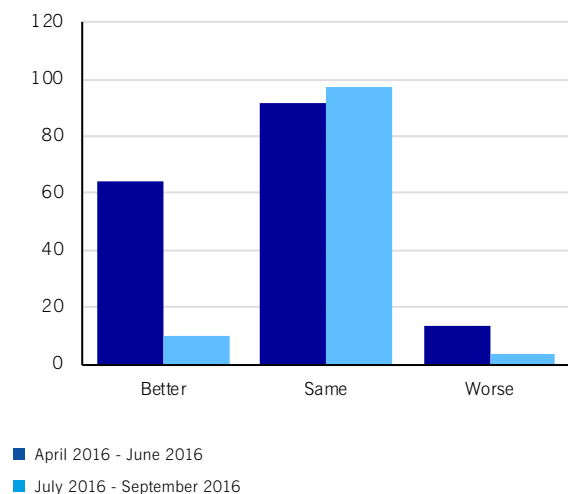
Planning to Buy Another Car in the Next 12 Months  
By Income - Rolling Quarterly Average



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



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



# Budget to Buy a Car

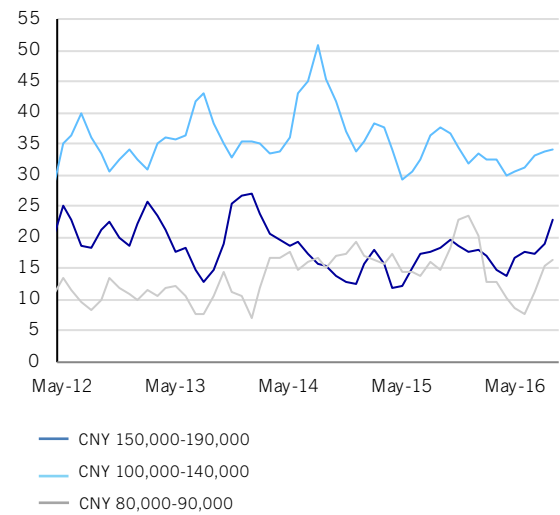
## Mid-Range Remains Most Popular



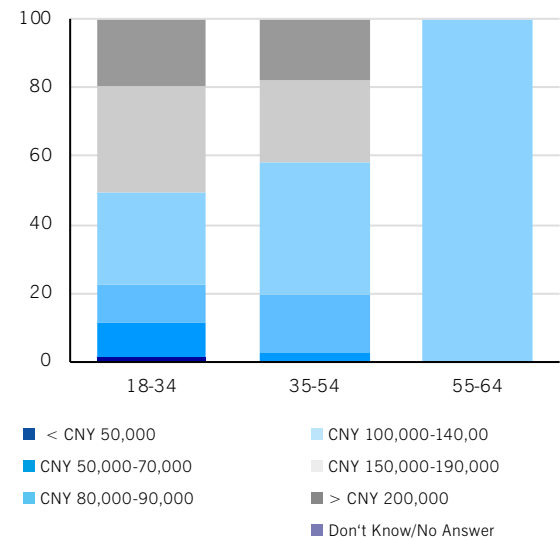
Mid-range vehicles remained the car of choice among potential car buyers. In September, 33.9% of respondents said their budget to buy was in the CNY 100,000 – CNY 140,000 range, which is broadly the ‘mid-range’ option. This was a slight pullback from 34.7% in August while the popularity of the next category, cars costing between CNY 150,000 – CNY 190,000, rose 3.8 percentage points in September. The percentage of those planning to buy a car worth more than CNY 200,000 rose, with 18.1% saying their budget extended that high in September after accounting for 14.5% of responses in August.

By income, 39.8% of respondents planning on buying a car who earned less than CNY 96,000 per year were looking to buy a car in the ‘mid-range’ category and 26.2% of those earning above that income level said they were planning on buying a car in this price range. Moreover, those earning more than CNY 96,000 per year had the highest share of responses in the CNY 150,000 – CNY 190,000 range.

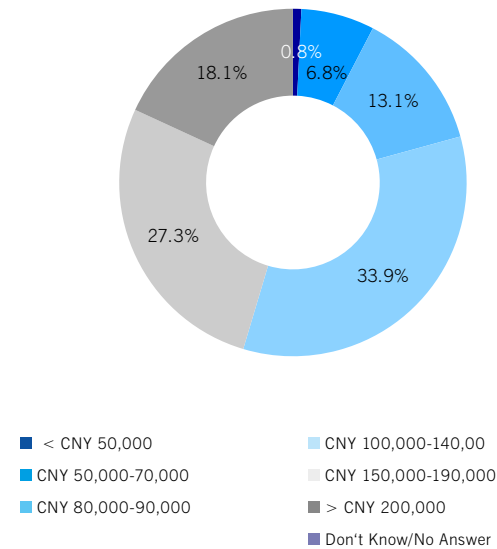
Budget to Buy a Car Historically - 3 Month Average



Budget to Buy a Car by Age



Budget to Buy a Car  
(% of Households)

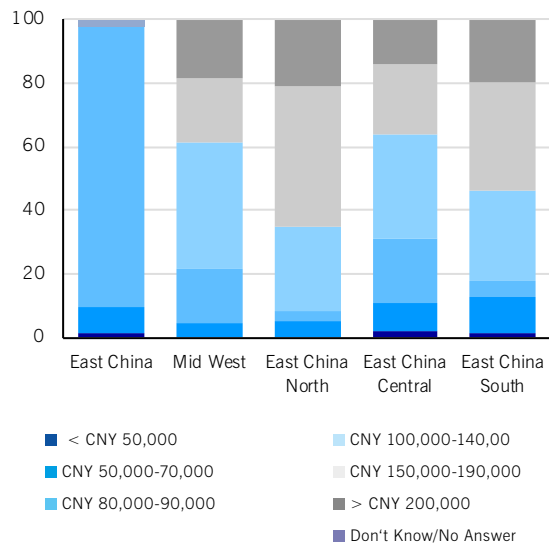


# Budget to Buy a Car

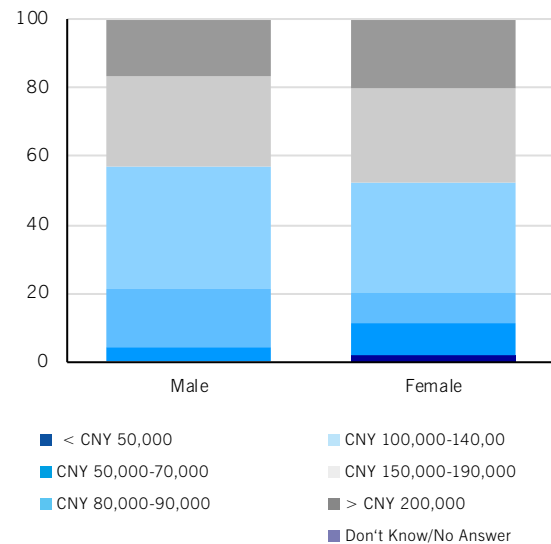
## Mid-Range Remains Most Popular



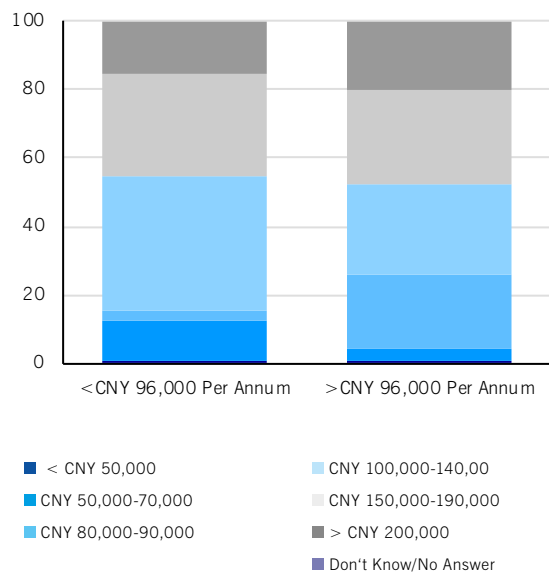
Budget to Buy a Car by Region



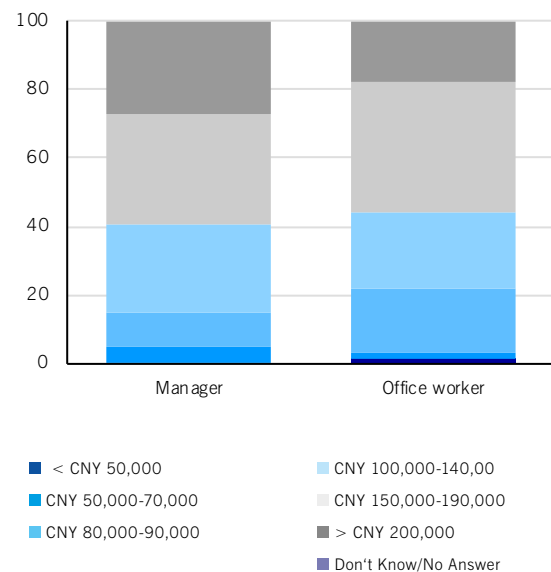
Budget to Buy a Car by Gender



Budget to Buy by Income



Budget to Buy a Car by Selected Occupations



## Car Loans

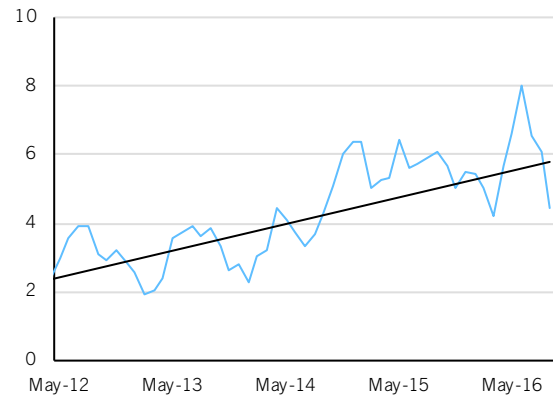
### Car Loans Decrease



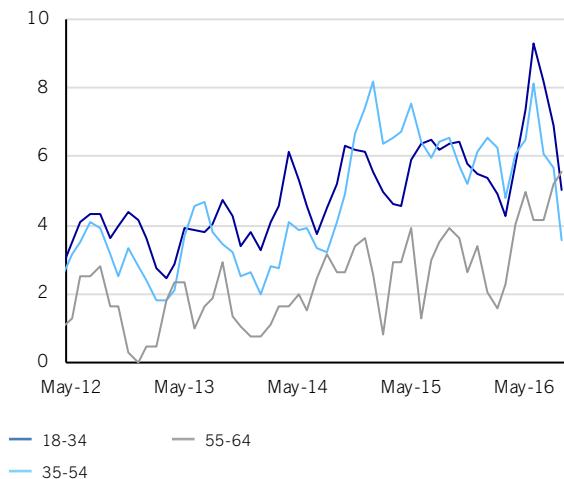
The percentage of respondents in our survey who said they had a car loan fell again to 3.3% in September, the third consecutive decline, below the series average of 4.4%. Car loans as a finance option continue to see a decline in popularity with the three-month average falling significantly to 4.4% in the September quarter from 6.1% in the three months to August.

Car loans were relatively more common among those aged 18-34 and 55-64, with 4.3% and 4.1% of these cohorts using a loan to facilitate a vehicle purchase respectively. By city, families from Guangzhou were more likely to use this finance option than families in Beijing and Shanghai. By region, families in Middle/ West China were more likely to use this financing option compared with their counterparts in the East of the country. The trend among income earners reversed, with those earning less than CNY 96,000 per year having an increase prevalence of loans compared with those earning more.

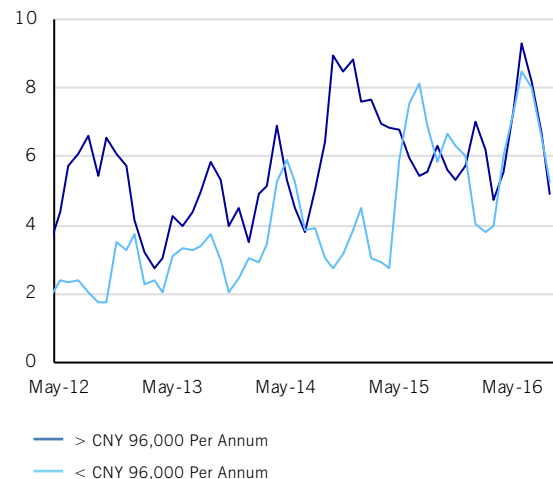
% of Households With a Car Loan  
3 Month Average



% 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

	Sep-15	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16
Car Loan Ownership (%)	6.1	5.7	6.6	8.0	6.6	6.1	4.4

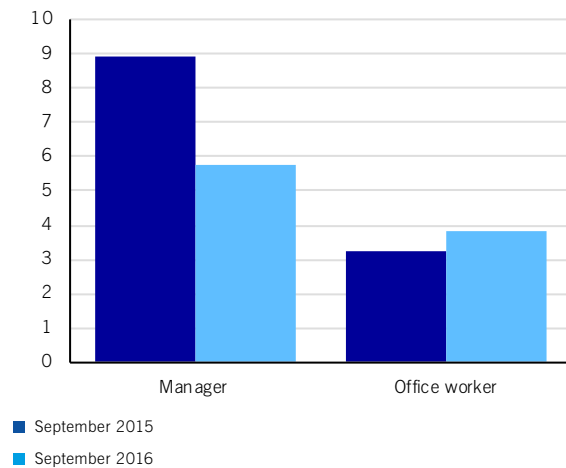


# Car Loans

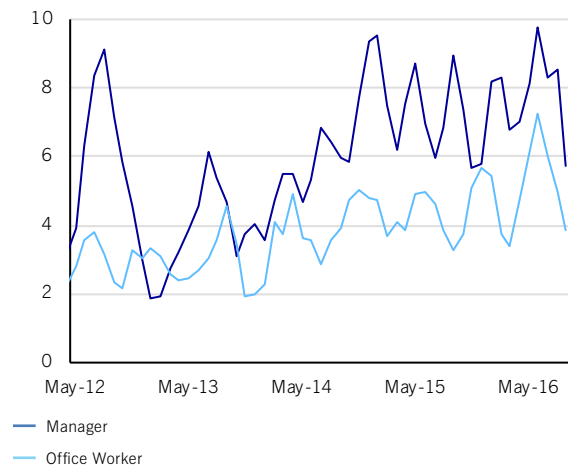
## Car Loans Decrease



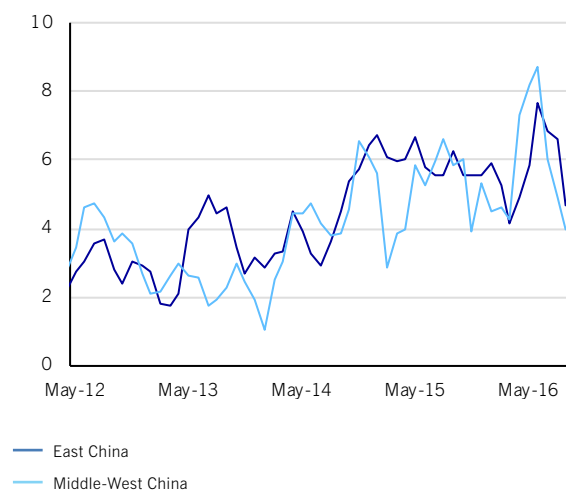
% of Households With a Car Loan  
By Selected Occupations - 3 Month Average



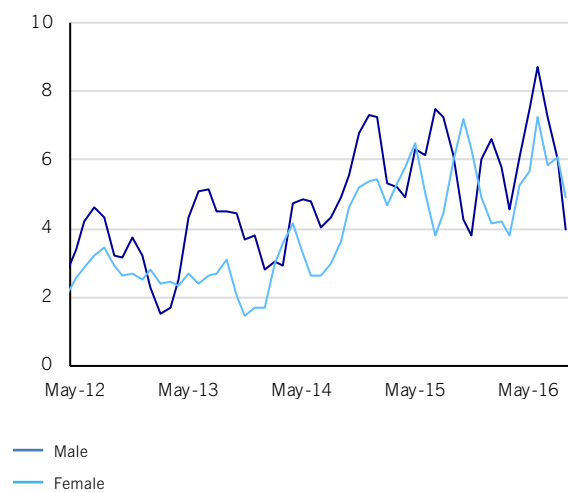
% of Households With a Car Loan  
By Selected Occupations - 3 Month Average



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



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



## Special Section

### Context for the Big Picture



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

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

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

# Special Section

## Decision Drivers

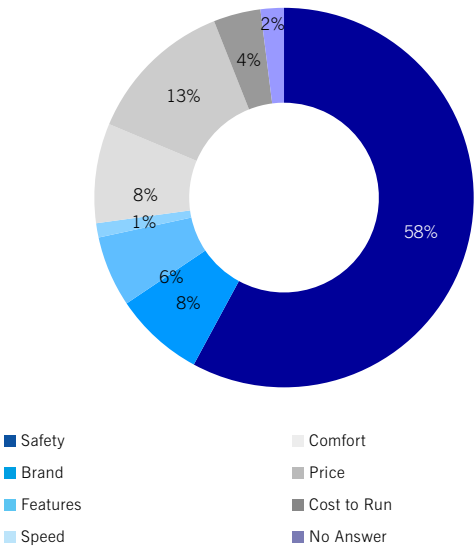


Our respondents were clear that safety and price were the main factors they considered when buying a car. In the September quarter of the survey, we saw a further shift toward price, while a relatively high percentage of respondents nominated comfort as a key factor.

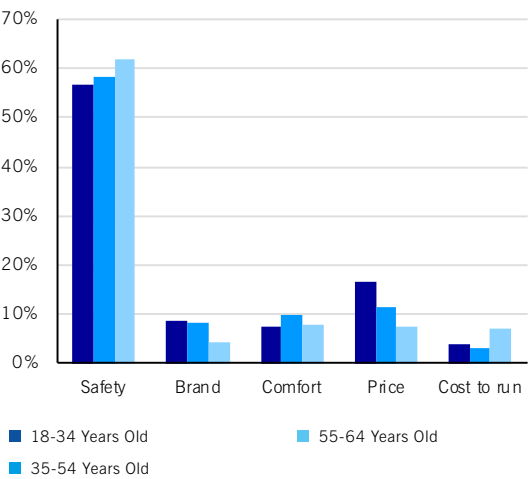
The demographic breakdown proved telling in the buying process for key segments. For those in the oldest category, safety and features took the front seat at the expense of price and comfort. Those in the young age range showed the most sensitivity to price while the middle age group had the highest proportion nominating comfort.

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

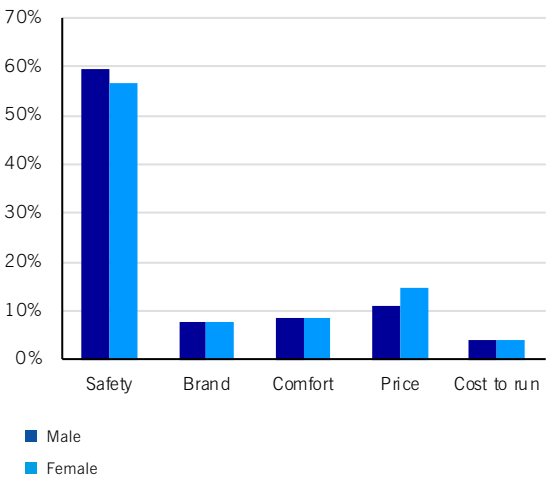
Most Important Factor When Buying a Car  
% of Responses



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



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



# Special Section

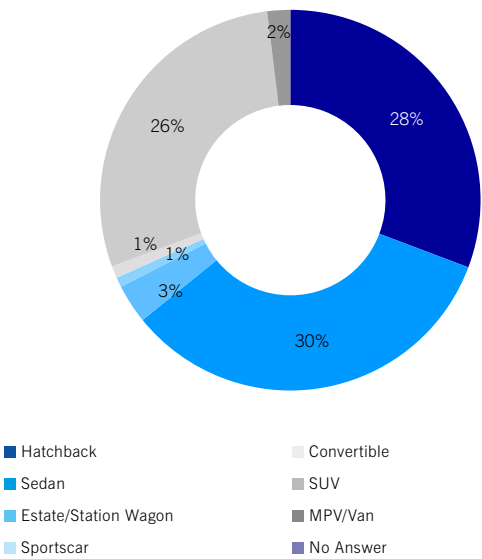
## Make & Model



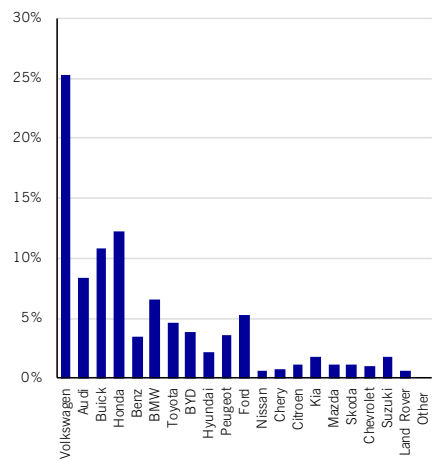
Sedans were nominated as the most preferred model of car in the third quarter and hatchbacks were chosen as the second most favourite type of car. 30.3% selected sedans as their preferred model, up marginally from 30.1% in June in contrast to a fall to 26% from 27.4%. 27.9% opted for hatchbacks in the three months to September, significantly higher than the 11.4% in June. The latest data certainly show the strength in hatchback preferences, driven more by those in the higher income bracket, with 30.5% of those earning more than CNY 96,000 per year nominating hatchbacks as their choice type of car versus 26.4% of responses from those earning less than CNY 96,000.

When asked about the make of car they favoured most, Volkswagen remained the most popular brand, with 25.3% of responses, although this was down from 26.6% in June, followed by Honda with a 12.2% share. Buick came in third place in September, with 10.8% of responses while the best ranked local brand was still BYD which accounted for 3.8%, compared with 2.7% in June.

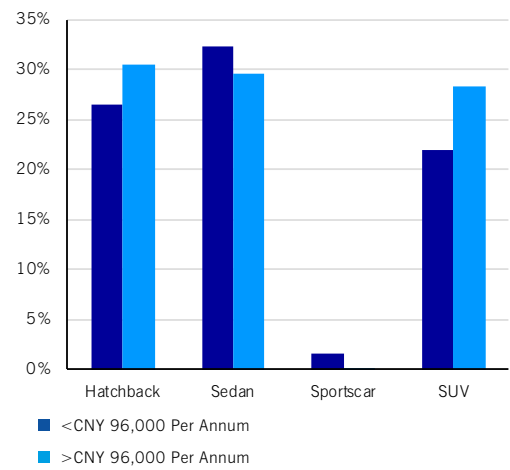
Preferred Type of Car  
% of Responses



Preferred Brand of Car  
% of Responses



Preferred Type of Car  
By Income - % of Responses



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

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30.3% selected sedans as their preferred model  
while 27.9% opted for hatchbacks.



# Data Tables

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

## Indicators

	2015				2016								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>MNI China Car Purchase Indicator</b>	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								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>MNI China Car Purchase Indicator</b>	39.9	36.8	38.7	42.1	51.6	42.5	44.2	37.6	38.1	38.1	39.1	38.4	39.2
Male	50.3	37.7	37.4	49.5	48.3	42.2	36.6	39.8	40.9	37.5	40.3	36.2	36.7
Female	30.2	36.0	39.8	35.4	54.6	42.7	51.3	35.5	35.4	38.7	38.0	40.5	41.6
Age 18-34	37.6	33.6	37.6	33.9	40.8	42.5	41.0	37.3	42.0	37.6	39.9	34.9	37.8
Age 35-54	47.9	40.3	43.3	49.7	57.9	45.8	46.6	38.0	38.1	41.9	41.3	46.0	46.0
Age 55-64	20.1	33.0	27.2	37.9	56.8	32.0	44.2	36.8	28.5	26.6	30.6	23.2	21.3
Income < CNY 96,000 Per Annum	16.6	28.3	23.8	29.3	29.0	30.1	35.3	32.4	24.1	28.7	20.9	19.2	30.2
Income > CNY 96,000 Per Annum	56.8	45.4	55.3	50.1	63.2	49.4	48.2	38.9	48.1	43.5	53.9	50.1	46.3
East China	37.7	34.1	41.4	41.8	50.5	42.9	43.9	32.6	39.3	39.5	38.9	40.3	38.1
East China - South	36.4	32.9	44.0	43.2	51.1	41.2	44.2	35.5	29.7	35.1	43.3	29.2	38.7
East China - North	38.9	34.9	37.6	41.3	48.6	44.8	44.7	31.9	49.2	40.4	33.6	46.4	32.1
East China - Central	37.5	34.0	43.0	41.3	51.8	42.3	42.8	31.1	36.5	42.0	40.6	43.0	43.4
Middle-West China	44.0	42.3	32.4	42.7	53.5	41.7	44.8	48.3	35.7	35.0	39.6	34.9	41.4
Managerial Level	64.6	54.9	70.1	63.6	65.8	66.6	59.9	37.9	48.0	54.2	53.3	71.2	63.2
Public Servant	77.8	76.9	58.3	49.1	74.8	79.0	66.1	58.0	71.0	52.1	27.4	44.7	73.6
Average Office Worker	38.3	30.1	36.4	38.9	38.2	37.1	40.8	33.2	36.8	32.7	40.0	30.4	37.6
Worker	19.3	14.6	9.7	23.0	34.4	15.2	14.7	36.8	17.0	28.2	17.1	32.3	31.1
Professional	46.3	66.9	23.1	34.2	55.4	30.1	62.8	34.2	48.0	38.4	72.5	54.6	52.6
Private Business	35.0	36.6	44.1	32.7	63.5	82.3	50.5	61.7	37.9	42.9	57.4	36.5	35.8
Self Employed	35.6	26.8	41.8	29.0	72.4	59.0	41.0	62.0	55.1	40.6	43.6	42.4	34.5
Freelancer	28.0	6.7	42.6	27.1	64.6	39.7	35.9	29.2	39.8	9.3	11.7	40.3	12.2
Professional Investor	18.7	82.3	-	77.8	67.2	-	100.0	100.0	56.9	33.1	-	41.6	68.6
Teacher	-	92.7	35.3	46.2	34.9	51.1	69.6	46.8	41.1	53.4	60.1	24.0	9.5
Student	32.0	29.4	31.1	37.4	58.3	51.6	53.2	37.8	24.8	49.0	32.5	39.9	30.7
Unemployed	74.5	36.6	57.8	42.9	51.9	23.8	12.2	19.9	15.4	69.7	25.4	7.0	30.6
Retired	21.1	30.5	25.2	36.2	53.0	28.7	46.8	17.7	33.2	33.3	25.3	27.2	21.9
Part-Time	21.0	31.5	12.2	35.6	19.8	27.5	34.5	44.4	8.4	29.0	19.9	56.6	5.9

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

	2015													2016	
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		
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	10.7	9.1	9.3	12.8	10.8	9.8	15.2	10.7	12.2	13.2	16.9	18.5	12.5		
CNY 80,000-90,000	31.5	26.1	25.2	21.4	30.1	33.0	31.4	40.6	27.1	36.4	41.5	38.2	38.7		
CNY 100,00-140,000	25.7	16.1	25.7	20.8	23.8	18.0	27.6	19.0	26.4	27.4	21.9	21.6	31.2		
CNY 150,000-190,000	18.6	20.8	15.3	20.6	17.8	12.9	16.2	16.8	18.7	11.4	11.2	14.9	12.1		
> CNY 200,000	7.0	10.1	18.0	14.5	11.0	8.6	4.4	6.4	6.8	4.8	5.5	6.5	5.0		

## % Households Planning to Buy a Car

	2015													2016
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
% Households Planning to Buy a Car	14.3	17.6	12.6	18.7	16.5	16.1	13.9	11.7	19.3	17.6	19.5	11.9	12.1	
Male	9.0	15.5	14.0	14.1	15.9	16.7	15.7	9.8	20.9	16.3	19.6	9.4	12.7	
Female	20.0	20.0	11.0	23.9	17.2	15.4	11.9	13.7	17.8	19.0	19.3	14.5	11.6	
Age 18-34	13.6	19.7	17.5	14.3	20.0	16.0	11.6	16.4	20.6	21.7	20.7	18.9	19.4	
Age 35-54	15.1	18.6	11.7	20.9	13.4	19.1	15.5	10.5	17.2	16.6	19.6	7.4	9.5	
Age 55-64	13.6	9.4	3.3	22.5	18.1	6.7	14.2	3.6	23.3	10.7	16.1	8.9	2.9	
Income < CNY 96,000 Per Annum	7.5	13.8	14.3	14.7	20.0	17.8	18.1	11.6	24.4	16.8	21.4	8.1	13.1	
Income > CNY 96,000 Per Annum	17.3	20.4	11.5	20.6	16.0	12.9	12.4	11.9	12.8	15.6	18.3	14.0	11.3	
East China	16.1	19.2	13.5	19.9	16.3	16.8	13.1	10.3	17.9	17.1	16.3	14.9	10.3	
East China - South	13.1	20.5	16.1	20.0	14.0	15.4	12.8	13.8	26.2	12.2	18.4	6.1	11.7	
East China - North	19.9	21.0	14.3	15.5	24.0	16.6	15.1	11.0	14.0	22.2	20.1	23.7	8.7	
East China - Central	14.4	16.7	10.7	24.3	11.1	18.2	11.1	7.0	15.8	15.8	10.7	13.2	10.8	
Middle-West China	10.9	14.4	10.4	16.5	16.9	14.8	15.4	14.7	22.2	18.9	24.8	6.1	15.8	

## Total Budget to Buy a Car

	2015				2016								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
<b>Total</b>													
< CNY 50,000	2.0	5.8	0.8	9.2	1.1	11.3	7.0	6.7	6.9	0.5	2.1	1.2	0.8
CNY 50,000-70,000	2.2	8.4	5.5	7.8	6.4	18.6	7.1	4.4	5.9	4.0	8.0	6.9	6.8
CNY 80,000-90,000	10.4	24.5	33.4	13.0	14.3	11.3	12.9	6.5	6.5	10.4	17.1	18.8	13.1
CNY 100,00-140,000	37.9	31.3	33.8	30.7	36.0	30.7	30.9	27.9	32.5	33.3	33.5	34.7	33.9
CNY 150,000-190,000	23.4	20.6	11.6	20.6	21.3	9.4	13.6	18.0	18.8	15.7	17.6	23.5	27.3
> CNY 200,000	19.8	9.5	12.1	17.7	15.6	18.4	26.6	35.3	27.1	36.1	20.8	14.5	18.1
<b>Income &lt; CNY 96,000 Per Annum</b>													
< CNY 50,000	2.0	5.8	1.6	24.4	1.6	23.5	13.6	10.1	14.3	0.7	3.9	4.6	0.7
CNY 50,000-70,000	7.2	3.2	9.4	15.5	12.3	35.8	14.5	9.8	8.3	4.5	16.8	11.4	11.6
CNY 80,000-90,000	26.0	43.3	38.7	18.9	21.5	8.1	24.8	6.8	8.3	23.8	22.6	23.8	2.9
CNY 100,00-140,000	33.5	37.2	36.5	29.4	35.2	32.0	29.7	30.7	33.6	40.7	37.9	35.3	39.8
CNY 150,000-190,000	12.8	8.9	7.8	6.6	24.4	-	8.6	20.0	21.5	9.1	11.1	21.0	29.9
> CNY 200,000	9.7	1.5	1.9	5.2	1.1	-	5.1	22.6	13.4	21.3	7.7	2.8	15.2
<b>Income &gt; CNY 96,000 Per Annum</b>													
< 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								
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
% of Households With a Car Loan	5.2	5.0	4.8	6.6	4.9	3.6	4.1	9.4	6.4	8.3	5.1	4.8	3.3
Male	3.2	3.3	5.0	9.7	5.1	2.5	6.0	9.8	6.7	9.6	5.5	3.1	3.4
Female	7.4	7.0	4.6	3.2	4.6	4.7	2.2	8.9	6.0	6.9	4.7	6.7	3.3
Age 18-34	6.7	5.7	5.0	5.8	5.4	3.5	3.9	10.0	8.3	9.6	6.7	4.4	4.1
Age 35-54	5.3	4.8	5.4	8.2	6.1	4.4	3.8	10.1	5.6	8.7	3.8	4.5	2.5
Age 55-64	1.3	4.1	2.5	3.6	-	1.2	5.6	5.2	4.0	3.2	5.2	7.2	4.3
Income < CNY 96,000 Per Annum	2.6	6.0	5.1	5.6	1.5	3.8	5.2	7.3	7.2	9.0	5.6	4.2	5.3
Income > CNY 96,000 Per Annum	6.3	3.9	5.4	8.6	7.1	3.7	3.8	9.9	6.0	6.9	4.7	5.0	2.2
East China	6.8	4.3	5.6	6.7	5.3	3.8	3.5	7.5	6.7	8.8	5.0	6.1	3.0
East China - South	7.5	5.1	7.8	6.3	4.4	3.8	1.6	13.3	9.9	9.5	5.5	3.0	3.1
East China - North	7.6	5.1	5.8	6.1	5.0	4.5	4.0	3.2	5.3	7.6	4.4	9.2	1.5
East China - Central	5.4	2.9	3.7	7.7	6.2	2.9	4.6	7.4	5.7	9.6	5.1	5.4	4.3
Middle-West China	2.2	6.6	2.9	6.4	4.2	3.2	5.3	13.4	5.8	7.0	5.3	2.5	4.1
Managerial Level	9.3	2.6	5.2	9.6	9.8	5.5	5.2	10.5	8.8	10.0	6.2	9.4	1.7
Public Servant	26.6	-	-	10.8	-	-	-	7.9	20.7	-	-	6.6	4.5
Average Office Worker	2.9	4.8	7.5	4.7	4.2	2.3	3.6	8.4	6.5	6.9	4.8	3.4	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	3.7
Professional	2.8	9.5	8.3	7.2	9.1	13.8	8.2	16.7	10.4	5.6	10.6	2.4	3.2
Private Business	14.2	4.4	-	12.3	19.8	7.7	5.2	20.9	-	11.0	6.2	4.4	-
Self Employed	2.5	9.2	2.1	16.5	1.5	6.8	6.4	17.0	4.3	16.1	5.7	-	2.6
Freelancer	7.2	5.7	10.0	-	-	1.3	6.9	0.5	3.1	10.8	3.4	1.5	-
Professional Investor	-	17.7	-	14.2	-	-	-	-	-	-	-	30.7	-
Teacher	-	-	-	-	-	-	3.7	3.2	8.5	8.6	12.4	-	9.5
Student	12.4	-	7.2	-	2.3	4.3	-	4.3	8.4	10.7	3.7	-	8.7
Unemployed	7.7	-	-	-	-	3.1	-	-	1.7	17.8	-	9.6	-
Retired	1.4	4.7	2.0	8.9	-	3.2	-	8.2	5.0	3.5	4.7	8.5	5.7
Part-Time	6.7	25.5	5.4	-	9.2	-	-	-	8.4	23.5	17.1	5.2	14.5

## 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](http://www.mni-indicators.com) or contact us at [info@mni-indicators.com](mailto:info@mni-indicators.com)

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