

Automotive MAP

Measure the market, your brand health, marketing & advertising effectiveness.

The key advantage of the Automotive Marketing & Advertising Planner (MAP) is that, through Roy Morgan Single Source, the data can connect demographics, lifestyles, behavior and media consumption to the automotive data. Our data has been tracking many trends continuously for 30 years, based on an annual sample of over 50,000 respondents from all over Australia.

Automotive MAP sets the industry standard. Current subscribers, including vehicle manufacturers and importers, collectively account for over 80% of the Australian market. Our data has proven to be so accurate it can be used to predict changes in the market environment and sales, including your brand, in the coming months.

This invaluable data can help you answer the questions that are critical to strengthening your brand, increasing market share and optimising sales and profit.



Linked to Roy Morgan Values Segments*.

To help you gain unique insights into your target market, Automotive MAP draws on Roy Morgan Single Source data, including Values Segments*, to provide the richest demographic and lifestyle profiles available anywhere in the world.

This includes consumer habits and attitudes relating to every conceivable product category, not just automotive.

“Discover the intimate lives & motivations of car buyers.”

- Who is considering my brand, who is rejecting it?
- Is my brand high-loyalty low-conquest or vice versa?
- Have I got my pricing right or am I discounting unnecessarily?
- Which of my marketing dollars are working harder than others?
- Which media, which sports, are my prime prospects frequenting?
- What else are my customers spending money on, and where?
- How are their attitudes and values different from my competitors?
- How do I enhance dealer contribution to brand loyalty?
- What impact do used cars, resale value, financing deals have on my sales?
- What is my brand equity and how do I strengthen it?

Discover your edge.

Every other question asked by Roy Morgan is potentially available to Automotive MAP subscribers as the need arises. The questions could encompass finance, insurance, holiday activities, shopping habits and specific media consumption.

It is this breadth and depth of information that can help you discover your competitive edge.

*In conjunction with Colin Benjamin of the Horizon Network.





“There’s nothing like understanding how your market *feels* about what you’re offering.”



Subscribe to the Automotive MAP Modules you need.



There are fifteen Automotive MAP Modules, each linked, *at the respondent level*, to the broad spectrum of data. They are designed to encompass the gamut of strategic and tactical issues likely to face any decision-maker in the Automotive industry, including Marketing Directors, Product & Brand Managers, Dealer Groups, Network Managers, Advertising, P.R. and Media Buying Agencies.

Asteroid training and workshops.

Automotive MAP data is delivered via Roy Morgan’s proven Asteroid software on CD ROM.

When you subscribe to Automotive MAP and your advertising or media agency subscribes to any of our media products, the data is automatically linked to give both parties full access to all subscribed components.



As an integral part of your subscription, Roy Morgan’s specialist analysts will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data.

Automotive MAP Modules.

- Intentions to buy new vehicles & considerations.
- Intentions to buy used vehicles and considerations.
- Vehicle ownership.
- Model awareness and advertising recall.
- Attitudes to cars.
- Attitudes and activities.
- Vehicle related internet usage.
- Motobus (car servicing activities - in association with Polk)
- Vehicle quality perceptions.
- Brands considered and rejected.
- Supplementary vehicle ownership.
- AFL/NRL teams supported.
- Sporting participation.
- TV sport viewing habits.
- Image perceptions of car manufacturers.

Custom Modules.

If you have specific questions relating to your brand, our research consultants will be pleased to explore suitable customised options.

New Modules will be made available as new requirements and opportunities are identified.

Call and discuss your requirements with a Roy Morgan Research specialist today.



Discover your edge.