



Strategic Research

Some key findings from 2013 Public Survey

Prepared for Motor Trade Association

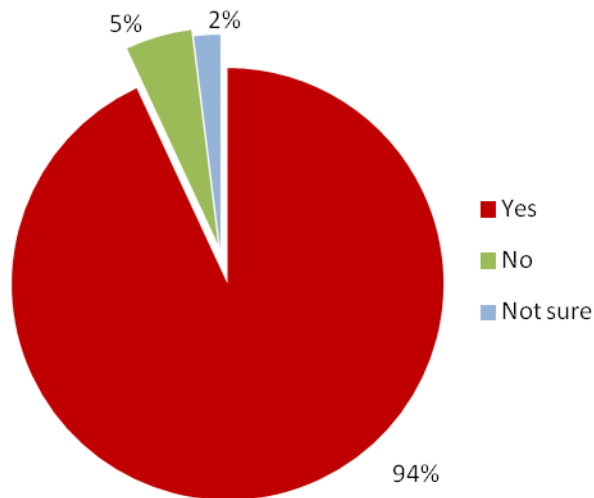
May 2013

ignite research

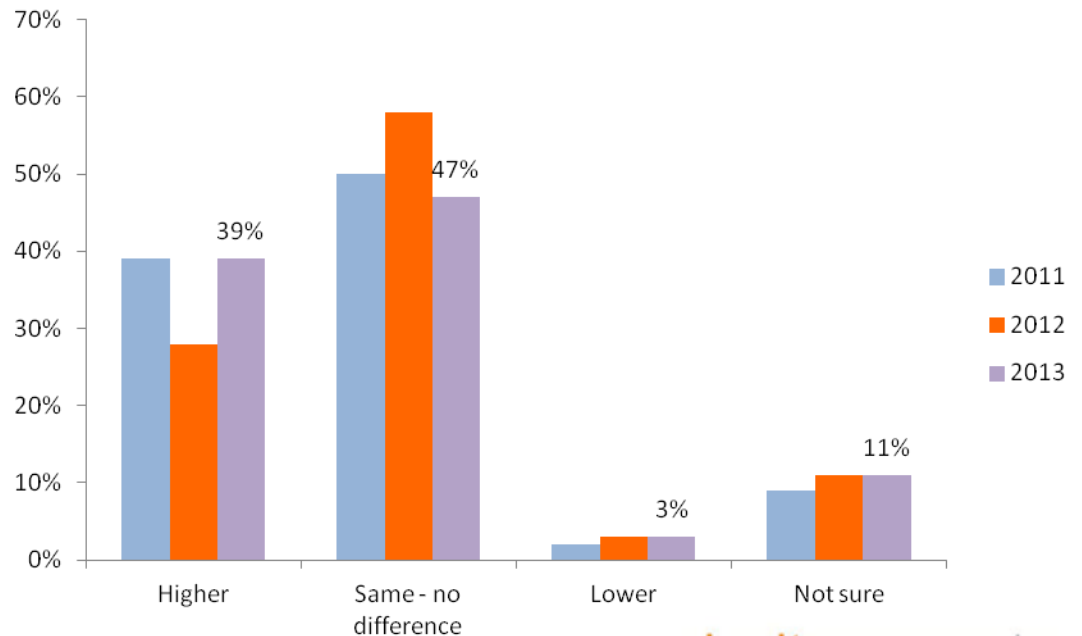
Profile of MTA

- ▶ Awareness of MTA remains very high at 94%.
- ▶ MTA has a higher profile than last year. This is most probably due to greater advertising spend this year combined with coverage in the media about the Warrant of Fitness law changes.

Have you heard of an organisation called Motor Trade Association (or MTA)?



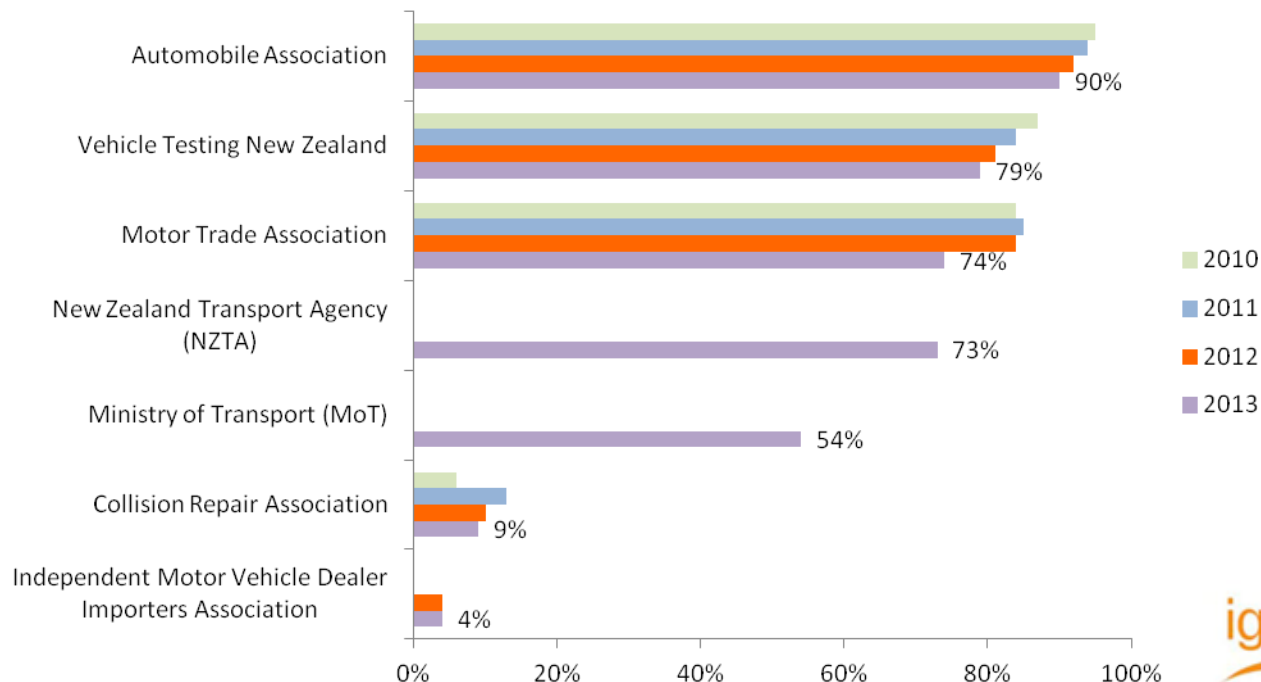
Thinking about the overall profile of MTA and any advertising and signage you may have seen, would you say they have a higher profile, lower profile or the same profile as six months ago?



Decreasing credibility trend appears to be developing

- ▶ MTA's public credibility has dropped significantly this year. This could reflect negative reaction to the WoF debate – either for MTA's stance or as a result of the government not supporting their standpoint and moving ahead with the law change.
- ▶ Decreasing credibility does appear to be a trend affecting the AA, VTNZ and CRA however, so could be an industry-wide trend developing. (Note: we cannot interpret whether 2010 sample was abnormally positive as we have no comparable information prior to 2009).
- ▶ NZTA stacks up similarly to MTA.

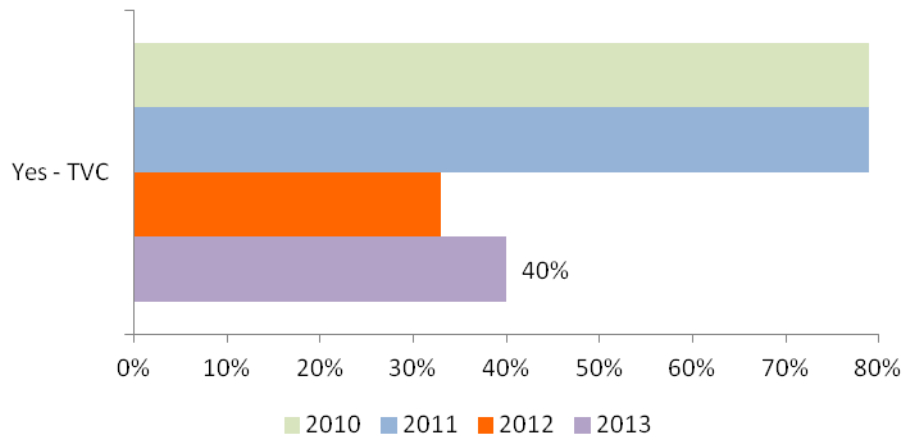
Please indicate which of these you regard as having a strong and credible standing in the motor industry?



Advertising awareness has increased

- ▶ Advertising awareness is greater than last year, due in part to the higher spend and media schedule.
- ▶ However, awareness is still half of what is what 2-3 years ago.
- ▶ Overall, likeability has remained relatively constant over the past few years, however this year, has moderated a little (fewer think the advertisements are very good and more feel that are quite good). This could reflect some wear out as the ads have been showing for some time now.

Have you seen these advertising before?



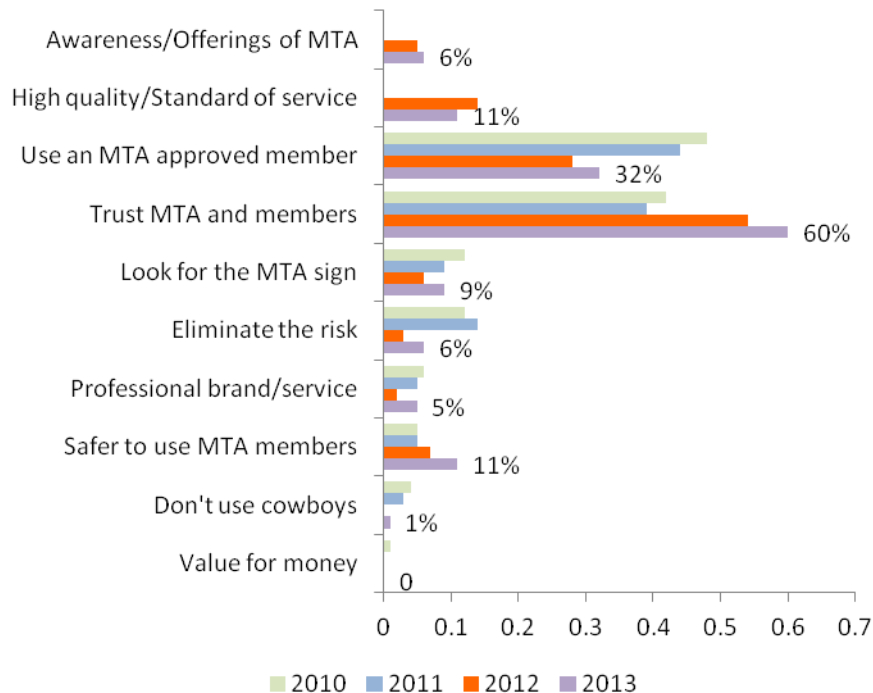
What do you think about it?

	2010 %	2011 %	2012 %	2013 %
Very good – like it a lot	24	24	24	18
Quite good – like it a little	36	30	32	38
Total positive	60	54	56	56
It's okay	31	37	32	31
Doesn't do much for me	7	9	10	11
Don't like it at all	1	1	2	1
No Opinion	1	1	1	1

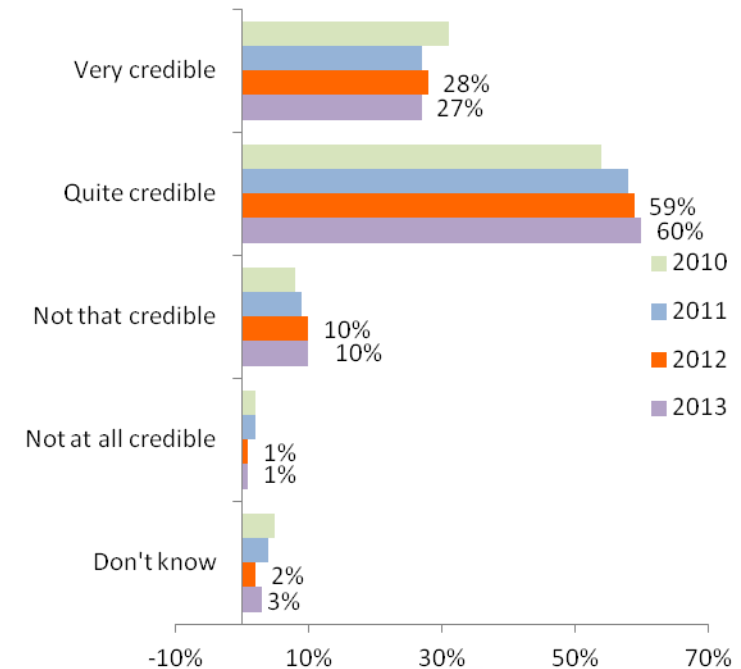
It's all about trust

- ▶ Having confidence in being able to trust MTA and their members for a range of motor vehicle related needs is the leading message retained from the advertising shown. The degree to which this message was recalled was greater than previous years. This could be due to increased exposure of the advertisements over time influencing people to recall the key message more easily than before.
- ▶ The basic message that you should use an MTA member is mentioned by a third of people.
- ▶ Perceptions of message credibility has remained reasonably constant over time.

What do you think is the main message of the advertising?



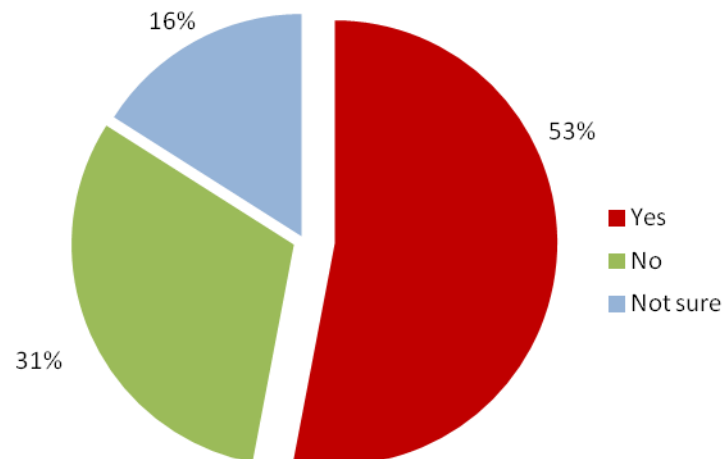
How credible do you think this message is?



Likelihood to seek out MTA members

- ▶ As a result of seeing the advertising, at least half of people felt that they were more likely to seek out or use an MTA member next time they need to service/repair their vehicle, or buy/sell a vehicle – a reasonably positive result.
- ▶ For almost a third of participants, the advertisements do not drive them to use MTA members.

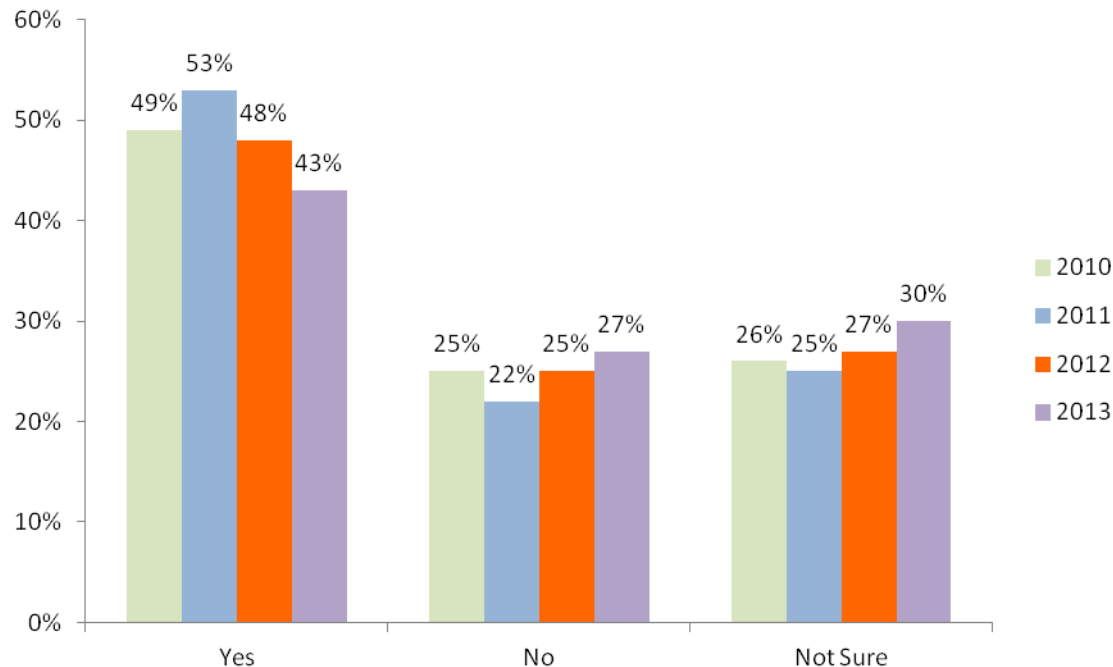
Based on what you have seen, has it increased your interest to seek out or use an MTA member the next time you need to service/repair your vehicle, or buy/sell a vehicle.



Ability to charge a premium decreases further.

- ▶ People are less likely to be prepared to pay a small premium to use an MTA member over a non-member.
- ▶ Again, this appears to be an emerging trend – are people becoming more cost-conscious and tightening their budgets? Or is this a result of perceptions of MTA as an association and of its members losing status, and being less perceived for upholding important values and being as credible as before? Or is it a combination of both?

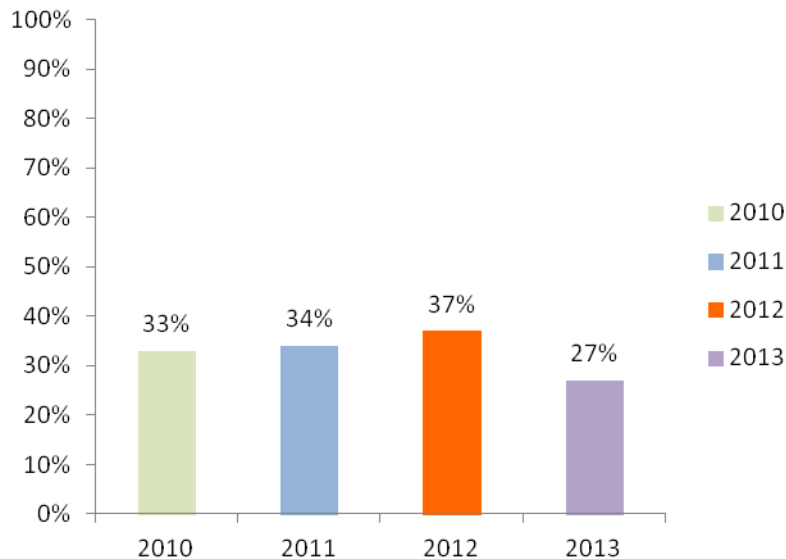
To obtain benefits such as these, would you be prepared to pay a little more to use a MTA member over a non-member?



MTA brand advocacy for users decreases

- ▶ This year, more “non customers” of MTA were surveyed. This could also have impacted the degree to which (fewer) respondents are familiar with what MTA does and their perceptions of them.
- ▶ Among those who have used an MTA member knowingly, advocacy has decreased this year and correlates with declining perceptions.

Have you used a vehicle workshop, repairer, dealer or service station knowingly in the past six months because they were an MTA member?



How likely would you be to recommend to a family member, friend or work colleague that they use a MTA member the next time they have their vehicle serviced, repaired, bought or sold?

	2010 %	2011 %	2012 %	2013 %
0 – Not at all likely	1	-	1	0
1	1	-	-	1
2	1	-	-	0
3	-	1	-	1
4	4	-	1	1
5	7	10	2	6
6	7	5	5	5
7	17	22	17	28
8	28	19	24	22
9	13	15	22	12
10 – Extremely likely	21	29	29	24
Base (Used member)	137	143	152	113

Preference still reasonably strong

- ▶ Although preference for using MTA members has dropped back this year, the brand still has considerable equity overall. Most people are at least willing to give them a go even if they don't currently use them.
- ▶ Extremely few people would reject using an MTA member.

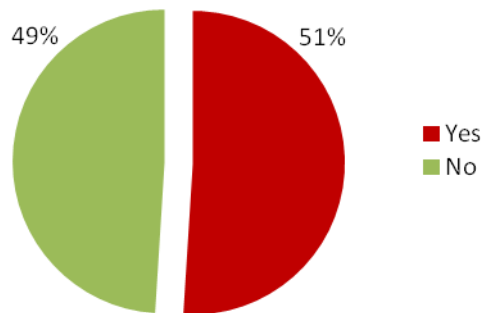
Which of the following best represents your attitude to using a vehicle workshop, repairer, dealer or service station who is a member of MTA?

	2010 %	2011 %	2012 %	2013 %
The only type I would use	12	11	12	8
My preferred type to use	47	53	53	50
Total preference	59	64	65	58
Not my preferred type but would use when I can	15	15	14	15
Not my preferred type but would use under certain circumstances	4	5	6	5
Don't currently use but would be happy to give them a go	16	11	12	16
Total consideration	94	96	97	94
Don't currently use and don't know much about them or what they can offer	5	3	4	5
Don't currently use them and would never consider using (reject)	1	1	*	1

MTA Gift Cards

- ▶ Half of respondents had heard of MTA Gift Cards. These were more likely to be males, 35-44 year olds and MTA customers.
- ▶ Of those who had heard of MTA Gift Cards, around 1 in 3 had bought a Gift Card. Actual purchase is higher among females and older age motorists.

Have you heard of MTA Gift Cards?

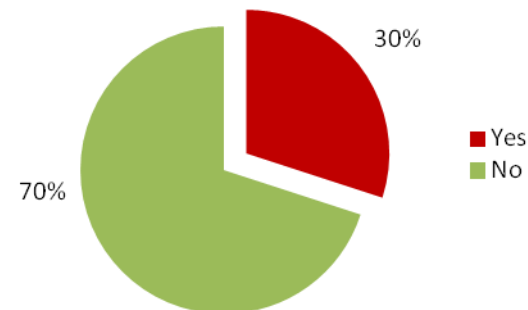


	25-34 years	35-44 years	45-54 years	55-64 years
Yes	47%	57%	52%	49%

	Male	Female
Yes	53%	48%

	MTA customer	Non-MTA customer
Yes	61%	48%

Have you bought an MTA Gift Card?



	25-34 years	35-44 years	45-54 years	55-64 years
Yes	17%	28%	28%	45%

	Male	Female
Yes	28%	32%

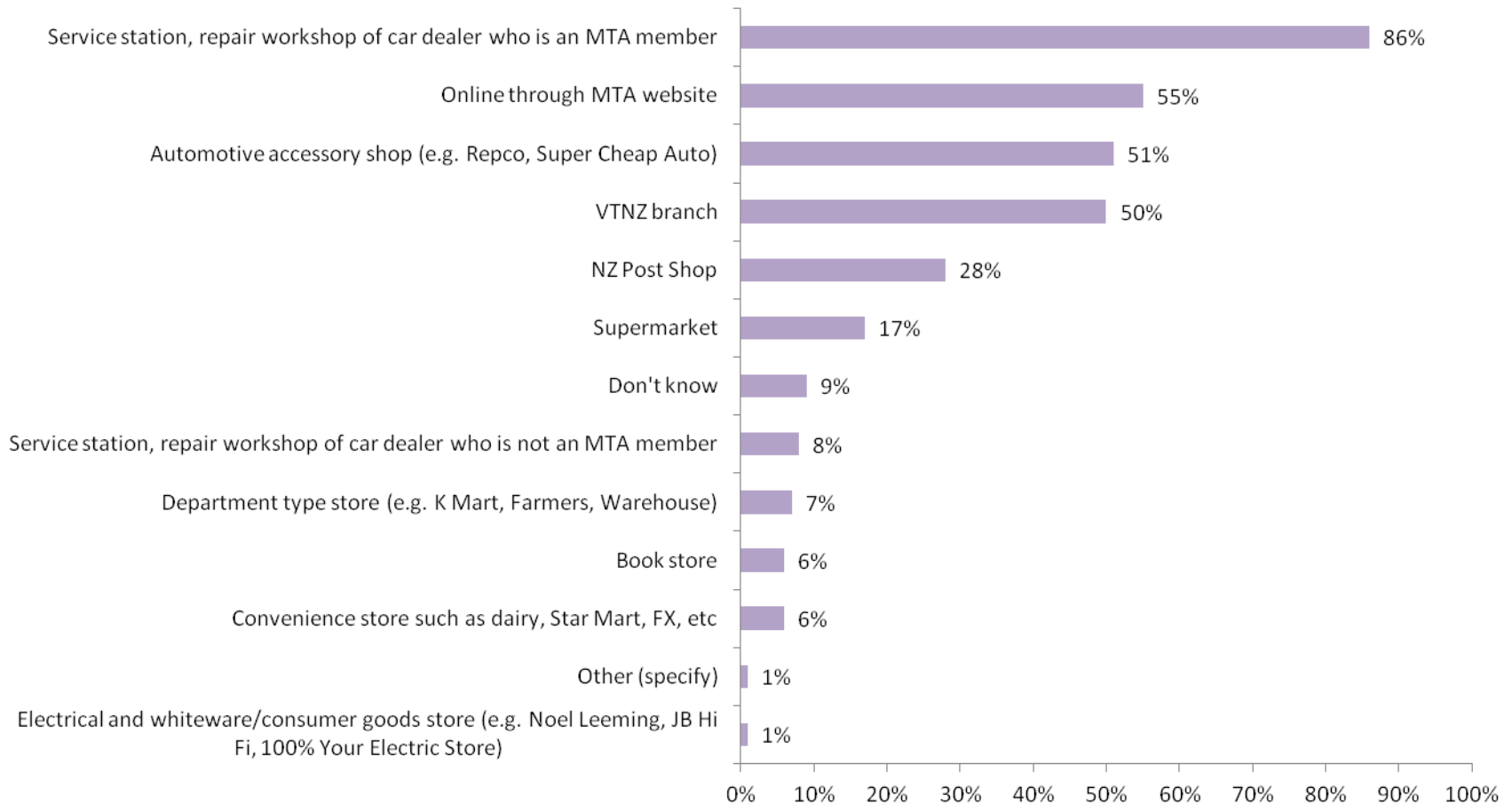
	MTA customer	Non-MTA customer
Yes	38%	29%

Note: these %s in tables above show % of demographic sub group who are aware of gift cards or have bought gift cards

MTA Gift Cards

- ▶ Most people expect that MTA Gift Cards should be sold at service stations, repair workshops and car dealers who are members of MTA.
- ▶ Many expect that you should also be able to buy these online through the MTA website, at automotive accessory shops and at VTNZ.

If you wanted to buy an MTA Gift Card where would you expect to find one?



Key insights

- ▶ MTA has a higher profile this year. This is probably a result of higher advertising spend and publicity about the Warrant of Fitness law change, (and MTA's part in this debate).
- ▶ Although MTA's profile has increased, it appears that brand perceptions have weakened generally.
- ▶ MTA's credibility has decreased significantly (however, this does appear to be an industry-wide trend across other motor related associations as well).
- ▶ More non-customers of MTA were surveyed this year. Is this driving the decreases seen (i.e. more people in the sample less familiar with MTA)? Or are the changes in the environment (i.e. decreased perceptions of MTA, negative sentiment to the WoF stance) driving fewer people to use an MTA member?
- ▶ What is driving all of these negative changes in perception of MTA?
- ▶ It is likely that the Warrant of Fitness debate has had an influence on the above. How it has played a part is more complicated however:
 - Has publicity created a polarisation of attitude across the significant motor industry organisations (reflected in decreasing credibility ratings)? – More people are turned off by on-going media battle.
 - Has MTA lost credibility due to 'losing' the battle against the government?
 - Does the general public agree with MTA's stance on the issue?
 - How were MTA's motives for protest perceived by the general public?
 - Could all the publicity have overshadowed other, more positive things that MTA provides (expertise, motoring knowledge, safety) and that its members provide to the public on a regular basis?