Experian Subsidiary Doubles Auto Consumer Data

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In the US, Experian Simmons Research has doubled the amount of data it collects in its SimmonsAUTOMOTIVE Study of consumers who are intending to buy a new or used car.

Data is gathered through the firm's National Consumer Study (NCS), and clients are able to analyse purchasing information containing psychographic, lifestyle, media and brand data.

Chris Wilson, President of Experian Research Services commented: 'The SimmonsAUTOMOTIVE Study allows auto advertisers and others engaged in the automotive industry to see who their very best prospective customers are. It provides consumer insights that no auto advertiser, media company, or agency can do without.'

Simmons Market Research collects a variety of consumer data; from the products that Americans buy and the brands they prefer, to their Internet shopping behaviours, attitudes, lifestyles and media that they use. The firm has chronicled the habits of the US consumer for the last 50 years and its NCS draws on interviews with a sample of more than 25,000 US adults including both Hispanics/Latinos and non Hispanic members of the population. The organisation is on the web atÂ www.smrb.com, while information solutions parent company, Experian, is online at the experian website.