# Experian subsidiary launches SimmonsAUTOMOTIVE study of U.S. automotive consumer behaviour

Contributed by autoindustry.co.uk
Thursday, 19 July 2007

26th June 2007
Experian Simmons Research, a division of the British Experianâ€™s U.S. Research Services operation, has announced the latest release of the SimmonsAUTOMOTIVE Study, billed as the most comprehensive consumer behaviour study of automotive information to date.

It provides nearly double the amount of automotive information previously available in Simmons National Consumer Study (NCS) with a focus on consumers intending to purchase a vehicle within designated time frames from two weeks to two years. The study offers clients the ability to analyze extensive automotive purchasing information with Simmons' psychographic, lifestyle, media and brand data.

As the self-proclaimed industry leader in psychographic and behavioural data, Experian Simmons produced SimmonsAUTOMOTIVE using its proprietary â€˜geo-behaviouralâ€™ process, providing clients with a current 12-month nationally â€˜projectableâ€™ sample of roughly 25,000 Americans.
(www.smrb.com)
- Experian and the Society of the Irish Motor Industry (SIMI) have joined forces to enable dealers in the Republic to check the status of a used car before buying it.

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