



2014
Automotive Studies Guide
Global

Study	Description*		U.S.	Canada	Mexico	Brazil	China	India	Indonesia	Japan	Malaysia	Philippines	Taiwan	Thailand	Vietnam	Australia	Germany	UK	
Long-Range Planning																			
Automotive Emerging Technologies Study	This study measures consumer awareness, interest and price sensitivity of new and emerging technologies.	Release Date	Apr																
		Press Release	Apr																
		Length of Ownership	1-5 yrs																
		Model Years	2009-2013																
		Survey Fielded	Feb																
		Methodology	Web																
Marketing																			
Automotive Media and Marketing Report	This report enables light-vehicle advertisers to evaluate specific media on their ability to reach target prospects	Release Date	Jan/Jul					Jun											
		Press Release	Jan/Jul					Aug											
		Length of Ownership	6-12 mo					2-6 mo											
		Model Years	2011-2014					-											
		Survey Fielded	Aug-Oct 2013; Feb-May 2014					Jan-Apr											
		Methodology	Mail					Int											
Auto Buyer TV Ratings	In partnership with Kantar Media, this study integrates auto buyer data with television audience viewing behavior data to provide marketers, media buyers, and sellers with new tools and enhanced analytics for more effective media planning and ROI assessment.	Release Date	Quarterly																
		Press Release	-																
		Length of Ownership	Purchased in last 7 yrs																
		Model Years	2012-2014																
		Survey Fielded	-																
		Methodology	PIN/ Kantar Match																

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Avoider Study	Examines the different levels of the vehicle shopping funnel: awareness, consideration, rejection, avoidance, and cross-shopping.	Release Date	Jan																
		Press Release	Jan																
		Length of Ownership	90 days																
		Model Years	2012-2014																
		Survey Fielded	Jul-Sep 2013																
		Methodology	Web																
Advertising and Promotion																			
New Vehicle Intender Study [NVIS]	This study offers insight about brands and OEMs in the market place among on-line consumers who intend to buy a vehicle within the next 12 months.	Release Date						Aug											
		Press Release						Aug											
		Length of Ownership						Next 12 mo											
		Model Years						-											
		Survey Fielded						Mar-Apr											
		Methodology						Web											
Escaped Shopper Study [ESS]	This study is executed in the larger markets in conjunction with the SSI study, the Escaped Shopper Study (ESS) examines what causes customers to reject the vehicles they consider.	Release Date						Sep						TBD					
		Press Release						Sep						TBD					
		Length of Ownership						2-6 mo						2-6 mo					
		Model Years						-						-					
		Survey Fielded						Mar - Jun						Feb - Jun					
		Methodology						Int						Int					

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Study	Description*		U.S.	Canada	Mexico	Brazil	China	India	Indonesia	Japan	Malaysia	Philippines	Taiwan	Thailand	Vietnam	Australia	Germany	UK	
Automotive Mobile Site Study [AMS]	This study measures consumer satisfaction with manufacturer/independent mobile website design.	Release Date	Oct																
		Press Release	Oct																
		Length of Ownership	Consider purchase within 2 yrs																
		Model Years	-																
		Survey Fielded	Aug																
		Methodology	Web																
Manufacturer Website Study [MWES]	This study measures consumer satisfaction with manufacturer website usability.	Release Date	Jan/Jul	May															
		Press Release	Jan/Jul	May															
		Length of Ownership	Consider purchase within 2 yrs	Consider purchase within 2 yrs															
		Model Years	-	-															
		Survey Fielded	Nov/May	Mar															
		Methodology	Web	Web															
Third Party Website Evalatuion Study	This study measures consumer satisfaction with third party automotive website usability.	Release Date	Mar																
		Press Release	Mar																
		Length of Ownership	Consider purchase within 2 yrs																
		Model Years	-																
		Survey Fielded	Jan																
		Methodology	Web																

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Brand Website Evaluation [BWES]	This study measures online consumers who intend to buy a vehicle in the next 12 months.	Release Date					Sep												
		Press Release					Sep												
		Length of Ownership					Next 12 mo												
		Model Years					-												
		Survey Fielded					May-Jun												
		Methodology					Web												
New Autoshipper Study [NAS]	This study provides a comprehensive analysis of the how the automotive consumer uses the digital ecosystem in their shopping process, including devices (desktop, tablet, smartphone) and platforms (websites and apps).	Release Date	Sep																
		Press Release	Sep																
		Length of Ownership	Purchased within last yr																
		Model Years	2012-2014																
		Survey Fielded	Feb-Jul																
		Methodology	Web																
Sales																			
Sales Satisfaction Index [SSI]	This study offers a complete perspective on sales and delivery process, analyzing customers' satisfaction with the pre-sales, sales and delivery experience.	Release Date	Nov	Nov	April 2014	May	Jun	Aug	Sep	Aug	Aug	Aug	Jul	Aug	Oct				
		Press Release	Nov	-	April 2014	May	Jun	Aug	Sep	Aug	Aug	Aug	Jul	Aug	Oct				
		Length of Ownership	75-156 days	90 days	1-7 mo	1-7 mo	2-6 mo	2-6 mo	2-6 mo	2-8 mo	2-6 mo	2-6 mo	2-6 mo	2-6 mo	2-6 mo	0-7 mo			
		Model Years	2012-2014	2013-2015	-	-	-	-	-	-	-	-	-	-	-	-			
		Survey Fielded	Jul-Sep	Jun-Aug	Nov-Jan	Mar	Jan-Apr	Mar-Jun	Apr-Jul	May-Jun	Feb-Jun	Feb-Jun	Jan-Apr	Feb-May	May-Jul				
		Methodology	Web	Web	Int	Web	Int	Int	Int	Int	Web	Int	Int	Self	Int	Int			

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Product Quality and Service																			
Initial Quality Study (IQS)	This study contains comprehensive and analytically rich information to help manufacturers understand product quality issues.	Release Date	Jun	Nov			Oct	Nov	Nov	Aug	Oct			Nov					
		Press Release	Jun	-			Oct	Nov	Nov	Aug	Oct			Nov					
		Length of Ownership	90 days	90 days			2-6 mo	2-6 mo	2-6 mo	2-9 mo	2-6 mo			2-6 mo					
		Model Years	2014	2013-2015			-	-	-	-	-			-					
		Survey Fielded	Feb-May	Jun-Aug			Apr-Aug	May-Sep	Apr-Aug	May-June	Feb-Jul			Apr-Aug					
		Methodology	Web	Web			Int	Int	Int	Web	Int			Int					
Automotive Performance, Execution and Layout Study (APEAL)	This study provides marketers and product planners with a concise information tool to gauge which features and attributes make car and pickup models stand out to their owners.	Release Date	Jul				Nov	Dec		Sep				Dec					
		Press Release	Jul				Nov	Dec		Sep				Dec					
		Length of Ownership	90 days				2-6 mo	2-6 mo		2-9 mo				2-6 mo					
		Model Years	2014				-	-		-				-					
		Survey Fielded	Feb-May				Apr-Aug	May-Sep		May-June				Apr-Aug					
		Methodology	Web				Int	Int		Web				Int					
Vehicle Dependability Study (VDS)	This study evaluates quality (dependability) of vehicles between 2.5 to 3.5 years of ownership based on vehicle problems experienced since ownership.	Release Date	Feb				Dec	Jun											
		Press Release	Feb				Dec	Jun											
		Length of Ownership	3 yrs				25-36 mo	30-42 mo											
		Model Years	2011				-	2009-2010											
		Survey Fielded	Oct-Dec 2013				Jun-Sep	Jan-Mar											
		Methodology	Mail				Int	Int											

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Vehicle Ownership Satisfaction Study (VOSS)	This study provides a comprehensive perspective of the vehicle ownership experience of customers who have owned their new vehicle an average of 1-3 years.	Release Date		Sep	Oct	Aug											May	Jun	
		Press Release		-	Oct	Aug												May	Jun
		Length of Ownership			12-36 mo	12-36 mo	12-36 mo											12-36 mo	12-36 mo
		Model Years			2011-2013	2011-2013	-											2011-2012	2011-2012
		Survey Fielded			Jan/Jul	Apr-Aug	Mar-May											Dec-Jan	Jan-Feb
		Methodology			Web	Int	Web											Web	Web
Customer Service Index (CSI)	This study is conducted among customers who have owned a new vehicle and focuses on the dealer service experience.	Release Date	Mar		in approval process for next year		Jul	Oct	Aug	Sep	Aug	Jul	Sep	Jul	Oct	Nov			
		Press Release	Mar				Jul	Oct	Aug	Sep	Aug	Jul	Sep	Jul	Oct	Nov			
		Length of Ownership	1-5 yrs (1-3 yrs for rank)				12-24 mo	12-24 mo	12-24 mo	15-50 mo	12-24 mo	12-24 mo	12-24 mo	12-24 mo	12-24 mo	12-24 mo	0-60 mo		
		Model Years	2009-2013				-	2011-2012	2011-2012	-	2011-2012	2011-2012	2011-2012	2011-2012	2011-2012	2011-2012	-		
		Survey Fielded	Oct-Dec 2013				Feb-May	May-Aug	Feb-May	May-Jun	Feb-May	Feb-May	Mar-Jun	Jan-Apr	May-Jul	Aug-Sep			
		Methodology	Mail				Int	Int	Int	Web	Int	Int	Self	Int	Int	Web			
Customer Commitment Index (CCI)	This study measure satisfaction with vehicle service—post warranty at both OE and aftermarket service providers.	Release Date		Aug															
		Press Release		Aug															
		Length of Ownership			4-12 yrs														
		Model Years			2002-2010														
		Survey Fielded			Jan/Jul														
		Methodology			Web														

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Dealer Attitude Study (DAS)	This study profiles new-car dealerships in China. Evaluations of dealer-principals form the basis of this annual study.	Release Date					May												
		Press Release					-												
		Length of Ownership					-												
		Model Years					-												
		Survey Fielded					Jan-Mar												
		Methodology						Int											
Dealer Satisfaction with Automotive Manufacturer Index (DSWAMI)	This study profiles new-car dealerships in India. Evaluations of dealer-principals form the basis of this annual study.	Release Date						May											
		Press Release						May											
		Length of Ownership						-											
		Model Years						-											
		Survey Fielded							Feb-Mar										
		Methodology							CATI										
Brake Quality and Satisfaction Study (Brake CQR)	This study is supplier-focused and measures owner reported problems and satisfaction with brake and handling systems during the first months of ownership.	Release Date	Sep																
		Press Release	NA																
		Length of Ownership	90 days																
		Model Years	2014																
		Survey Fielded	Feb-May																
		Methodology	Web																
Engine/ Transmission Data Set	This study measures engine/ transmission owner reported problems and satisfaction with the vehicle during the first months of ownership.	Release Date	Jul																
		Press Release	NA																
		Length of Ownership	90 days																
		Model Years	2014																
		Survey Fielded	Feb-May																
		Methodology	Web																

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Heating, Ventilation, and Cooling data Set [HVAC CQR]	This study is supplier-focused and measures owner reported problems and satisfaction with HVAC System during the first months of ownership.	Release Date	Aug																
		Press Release	NA																
		Length of Ownership	90 days																
		Model Years	2014																
		Survey Fielded	Feb-May																
		Methodology	Web																
Interior Quality and Satisfaction Study [Interior CQR]	This study is supplier-focused and measures owner reported problems and satisfaction with the vehicle interior during the first months of ownership.	Release Date	Sep																
		Press Release	NA																
		Length of Ownership	90 days																
		Model Years	2014																
		Survey Fielded	Feb-May																
		Methodology	Web																
Multimedia Quality and Satisfaction Study [Multimedia CQR]	This study is supplier-focused and measures owner reported problems and satisfaction with audio systems during the first months of ownership.	Release Date	Aug																
		Press Release	Aug																
		Length of Ownership	90 days																
		Model Years	2014																
		Survey Fielded	Feb-May																
		Methodology	Web																
Seat Quality and Satisfaction Study [Seat CQR]	This study is supplier-focused and measures owner reported problems and satisfaction with the vehicle seats during the first months of ownership.	Release Date	Aug																
		Press Release	Aug																
		Length of Ownership	90 days																
		Model Years	2014																
		Survey Fielded	Feb-May																
		Methodology	Web																

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Original Equipment Tire Customer Satisfaction Study [OE Tire]	This study measures customer satisfaction with their original tires.	Release Date	Mar					Mar		Oct									
		Press Release	Mar					Mar		Oct									
		Length of Ownership	1-2 yrs					12-24 mo		5-14 mo									
		Model Years	2013-2014					-		-									
		Survey Fielded	Oct-Dec 2013					May-Aug		Jul									
		Methodology	Mail					Int		Web									
New Vehicle Tire Satisfaction Index [NVTSI]	This study measures customer satisfaction with their original tires.	Release Date					Sep												
		Press Release					Sep												
		Length of Ownership					12-24 mo												
		Model Years					-												
		Survey Fielded					Feb-May												
		Methodology					Int												
Winter Tire Customer Satisfaction Index	This study measures customer satisfaction with winter tires by examining five key factors: tire performance on snow-covered road conditions, icy road conditions and regular road conditions, as well as tire appearance and tire quality/durability.	Release Date								May									
		Press Release								May									
		Length of Ownership									1-34 mo								
		Model Years									-								
		Survey Fielded									Feb								
		Methodology									Web								
Replacement Tire [Summer Tire] Customer Satisfaction Index	This study measures customer satisfaction with summer tires by examining five key factors: tire performance on snow-covered road conditions, icy road conditions and regular road conditions, as well as tire appearance and tire quality/durability.	Release Date								Oct									
		Press Release								Oct									
		Length of Ownership									3-14 mo								
		Model Years									-								
		Survey Fielded									Jul								
		Methodology									Web								

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Heavy-Duty Truck Customer Satisfaction Study	This study offers a comprehensive assessment of heavy-duty truck OEM product and service performance among principal vehicle maintainers, owners/operators and fleet managers.	Release Date								Jan. 2015									
		Press Release									Jan. 2015								
		Length of Ownership									-								
		Model Years									-								
		Survey Fielded									Oct-Nov								
		Methodology										Mail							
Light-Duty Truck Study	This study measures customer satisfaction with light-duty truck manufacturers and their respective local authorized truck dealers	Release Date								Feb. 2015									
		Press Release									Feb. 2015								
		Length of Ownership									-								
		Model Years									-								
		Survey Fielded									Oct-Nov								
		Methodology										Mail							
Navigation Usage and Satisfaction Study	This study measures owner satisfaction with factory-installed navigation systems.	Release Date	Dec							Oct									
		Press Release									Oct								
		Length of Ownership	3-12 mo								4-27 mo								
		Model Years	2014								-								
		Survey Fielded	Sep-Oct								Jul								
		Methodology	Web								Web								

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Study	Description*		U.S.	Canada	Mexico	Brazil	China	India	Indonesia	Japan	Malaysia	Philippines	Taiwan	Thailand	Vietnam	Australia	Germany	UK
Aftermarket Navigation Systems Customer Satisfaction Index Study	This study measures customer satisfaction with aftermarket navigation systems.	Release Date								Oct								
		Press Release								Oct								
		Length of Ownership									4-27 mo							
		Model Years									-							
		Survey Fielded									Jul							
		Methodology									Web							
The Tractor Customer Service Index [CSI] Study	This study measures authorized service network performance pertaining primarily to aftersales performance	Release Date						Oct										
		Press Release						Oct										
		Length of Ownership						12-24 mo										
		Model Years																
		Survey Fielded							Jun-Sep									
		Methodology							FTF									
The Tractor Product Performance Study	This study identifies problem areas affecting quality and reliability perceptions, as well as measuring machine performance across key product attributes	Release Date						Oct										
		Press Release						Oct										
		Length of Ownership						12-24 mo										
		Model Years																
		Survey Fielded							Jun-Sep									
		Methodology							FTF									

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Loyalty and Retention																		
Service Loyalty Study	This study measures customer satisfaction with vehicle service and loyalty to their dealership.	Release Date					Dec											
		Press Release					Dec											
		Length of Ownership					25-36 mo											
		Model Years					-											
		Survey Fielded					Jun-Sep											
		Methodology					Int											

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