Canadian Syndicated Study Overview

The Maritz New Vehicle Customer Study (NVCS) is the largest automotive study in Canada and provides current, comprehensive marketing insight to subscribers in the automotive industry. Every vehicle line by participating domestic and import manufacturers is targeted for inclusion in the NVCS program. Through the research and an active partnership with Maritz, subscribers effectively apply a wealth of market intelligence from mainstream new vehicle buyers and lessees to their organizations’ ongoing product and marketing strategies.

The NVCS Advantage

Manufacturers tell us the key advantages to their organizations with the NVCS program include:

- Study sample size and sampling time frame
- Historical results for trending
- Expertise and level of support provided by the Maritz team
- Full complement of standard deliverables plus many customization options

As the largest and longest-running study of its type in North America (40 years), NVCS delivers comprehensive coverage of buyer attitudinal and behavioral topics throughout the year. The study’s sample size and coverage enable subscribers to gain timely market insights on the broadest range of topics that will support more granular sub-group and segmentation analyses.

In addition to ready access to the Maritz team and in-person presentations of findings, many of the standard deliverables can be accessed through this website—including access to new and historical NVCS datasets via mTABweb, complete program documentation, the Dashboard, the Insights newsletter, and ad hoc articles and reports on topics of interest to our subscribers.

In Addition

In addition, subscribers may customize their NVCS package to include supplemental sampling for their product line, optional analytic-hour packages for more support with mining the findings, and/or additional analytic reports and tools. For example:

- Additional analyses and reports address topics such as key market trends, attitudinal market segmentation, share of garage, vehicle usage, buyer demographics, brand loyalty & source of sales, and competitive set diagnostics.
- Maritz also conducts re-contact research among NVCS responders on topics such as vehicle avoidance and factory-installed features & options price elasticity and bundling preferences.
- The NVCS Analyzer is a quarterly report tool designed to provide easy access to standardized sets of reports for key NVCS findings like owner loyalty, vehicle imagery, shopping experience, internet usage, purchase reasons, and financial transaction details. The user-friendly Analyzer appeals to those less familiar with mTABweb, but who wish to have ready access to the key metrics from NVCS.