

## Consumer Profiles (Source: Automotive Marketing - March '92)

### Vehicle Maintenance

1. Non DIYers	20%	(67% are female)
2. Light DIYers	38%	(58% are female)
3. Medium DIYers	25%	(73% are male)
4. Dedicated DIYers	16%	(95% are male)

### Non-DIYers

- Use Professionals for everything
- Female, very young, or over 55, low or high income HHs
- As population ages, non-DIYers will grow.

### Light DIYers

- Top off oil, wash the car, put a floor mat in
- 23% have incomes under \$20M
- 35% have incomes over \$40M

### Medium DIYers

- Will attempt easy repair & maintenance jobs

### Dedicated DIYers

- Make up the bulk of the sales to most retailers & jobbers
- 35% have incomes over \$40M

### Light Truck Owners

- 75% Male, 25% Female
- 50% between 25 & 44 yrs. old
- 38% earn over \$40M
- 67% are significant DIYers