

Fast Facts & Photos



The Brand Manager's Dilemma: Is What Consumers Say Really True?

When it comes to self-reported consumer data, truth lies in the eye of the beholder - hopefully one who knows better than to take what consumers say at face value.

This is a monstrous problem for decision makers and the researchers upon whom they depend. Companies large and small base critical decisions on data that reflects a fraction of the truth.

For a visual example of the danger of self-reported data, let's meet two of 100 Millennial and Gen X drivers we studied for the new Vization report, *An Inside View: Car Interior Scenes & Secrets*.

Krissy owns a Chrysler Town & Country which she describes as *somewhat neat and clean*. She also says that it's *somewhat difficult* to keep her vehicle in decent shape. Sydney drives a Cadillac CTS – and she describes her vehicle, and the chore of keeping it so, in the exact same way.

This self-reported data places Krissy and Sydney together as drivers who struggle with the storage, order and transport of people, pets and the cargo of everyday life – a segment identified as *Car Order Challenged*.

Really? Do their two vehicles below look at all similar?

Krissy's not alone. Like many moms, she balances kids, pets and a job. A quick glance at some of her lifestyle photos offers important clues about her struggles and unmet needs – ones that UX innovators and mobility designers can address and that marketers should bear in mind to engage the real Krissy when it comes time for her to replace her current vehicle.

Provided, of course, they see their customers' truth for themselves.

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Krissy's Chrysler Town & Country

- Somewhat neat and clean*
- Somewhat difficult to keep it neat and clean*



Sydney's Cadillac CTS

- Somewhat neat and clean*
- Somewhat difficult to keep it neat and clean*



SOURCE: An Inside View: Car Interior Scenes & Secrets.