PEDAL TO THE METAL
MILLENNIALS ACCELERATE CHANGE IN THE CAR SHOPPING PROCESS
As Millennials age into the largest car buying cohort, automotive advertisers need to know how they shop.

When millennials start shopping, 70% know little about what vehicle they intend to purchase.*

Millennials spend two hours longer shopping for a car than average buyers.

Traditional media is aging out.
In 2014, only 7% of Millennials used newspapers to shop for cars, and just 12% used TV.

Millennials are driving near ubiquitous usage of the Internet in car shopping.

USE THE INTERNET TO SHOP*
95%
TIME SPENT SHOPPING ONLINE
82%
ONLINE TIME SPENT ON 3RD-PARTY SITES
51%

Millennials are anti-social...in car shopping.

5% use social sites for car shopping.

are apathetic about auto brands having a presence on social media.

Millennials are blazing the way for multi-device usage in car shopping.

PROJECTED MILLENNIAL MULTI-DEVICE USAGE**


By 2020, 80% of Millennials will use multiple devices to shop for cars, driving up the average for all buyers.

Millennials are leading decline in PC usage.

50% use smartphones to shop for cars.

By the time they get to the dealership, 70% of Millennials have already decided which make/model they are going to purchase. The opportunity to influence them is online.*

Unless otherwise indicated, all statistics are from the 2014 Automotive Buyer Influence Study, conducted in partnership with IHS Automotive, Driven by Polk. Except where noted, all statistics are among Millennial buyers who used the Internet to shop for cars.

*Statistic based on Millennial online and offline buyers
**Statistic based on Total online buyers
***Statistic based on Total 2014 buyers

Note: Use the Internet to Shop: Total 2013: 49%; Millennials 2014: 95%