

Automotive Buyers



localsolutions
POWERED BY COX MEDIA GROUP

GENERAL STATS

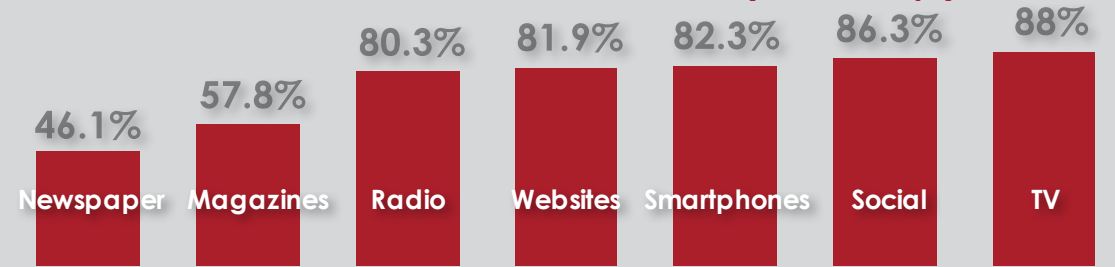
\$84,000
Median Household Income

42
Median Age

69%
Employed
(Full or Part Time)

70%
Homeowners

MEDIA CONSUMPTION (Last 30 Days)



MILLENNIALS are:

40%

MORE LIKELY to pay attention to **ratings & reviews** posted online by other consumers



95%

MORE LIKELY to purchase products advertised on **social media**

SENIORS are:

71%

MORE LIKELY to purchase a **brand new car**



63%

MORE LIKELY to prefer buying a new car **every 2-3 years**

WOMEN are:

49%

MORE LIKELY than male auto shoppers to post **ratings & reviews online** for other consumers



46%

MORE LIKELY to purchase products they see used or recommended **by friends on social media**

MEN are:

31%

MORE LIKELY to **shop & compare on a desktop** & **14%** more likely on a **mobile device**



48%

MORE LIKELY to **perform the routine auto maintenance**

(than female auto shoppers)

TOP APPS

WEATHER



MAPS/NAV



SOCIAL MEDIA



PHOTO/VIDEO



MUSIC/RADIO



TOP WEBSITES VISITED

Y

G

f

a

YouTube