

GM Auto Intender



localsolutions
POWERED BY COX MEDIA GROUP

Owns a Buick, Cadillac, Chevrolet, GMC, Hummer, Pontiac, or Saturn & plans on purchasing a new vehicle within next year

MILLENNIALS are:

46% MORE LIKELY to trust product info that they get from **social media** than other sources

46% MORE LIKELY to purchase products advertised on **social media**

SENIORS are:

44% MORE LIKELY to purchase a **brand new car**

35% MORE LIKELY to believe **American car companies set the standard in automotive engineering**

(*More likely than all adults*)

GENERAL STATS

\$83,660
Median Household Income

43
Median Age

67%
Employed (Full or Part Time)

69%
Homeowners

WOMEN are:

VS

MEN are:

60%
MORE LIKELY to purchase products they see recommended by friends on social media

&

40%
MORE LIKELY to pay attention to ratings & reviews

68%
MORE LIKELY to pay extra for an engine with more horsepower

&

49%
MORE LIKELY to perform the routine auto maintenance

