

Car Purchasing Process - US - March 2014

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“As new and used car sales plateau again, auto manufacturers, car dealers, and marketers looking to grow their brands will have no choice but to dismantle sales from their competitors. This will highlight the importance of effective targeting of first-time car buyers, or buyers with relatively little experience or prejudices, such as targeting Millennials or Hispanics.”

– Colin Bird, Automotive Analyst

This report looks at the following areas:

- How to increase vehicle ownership among Hispanics?
- How to reach Millennial car buyers?

Total US sales of new, used and CPO (certified pre-owned) light vehicles reached more than 57 million in 2013, an increase from the previous year. This is the fourth consecutive year of growth in total US vehicle sales. While the market is forecast to continue to see incremental growth in 2014 and 2015, sales growth will eventually slow, halt, and stagnate, as the market returns to its mature baseline of approximately 58 million light new and used vehicles per annum.

This report explores how auto manufacturers, car dealers, and affiliated media, such as car research and vehicle inventory websites, can compete in a growing and competitive space, particularly for players looking to pick up incremental sales or those looking to defend their current share of the marketplace. The report covers topics including why and when car shoppers decide to purchase another vehicle, what types of cross-shopping research consumers expect to do, which specific car research destinations do consumers plan to visit, such as Consumer Reports or Kelley Blue Book, and whether or not consumers plan to utilize their smartphones and tablets while car shopping.

This report builds on the analysis presented in Mintel's *Car Buying – US, February 2013*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

Executive Summary

Overview

The market

Figure 1: Fan chart forecast of total US unit sales of new light vehicles and used light vehicles, 2008-18

Market factors

American drivers continue to drive fewer miles than peak period

Figure 2: Vehicle miles traveled per licensed driver, 1970-2040

Aging US vehicle fleet provides potential increase in car purchasing demand

Figure 3: Average age of cars, light trucks, and total light vehicles, 2002-13

Stabilizing housing market positively impacts car sales

Figure 4: Median existing home prices vs new light vehicle sales, 2000-13

High fuel prices shift consumer purchasing preferences

Figure 5: All grades all formulations retail gasoline prices, dollars per gallon, 1993-2014

Key players

GM produced one in four of all the vehicles on the road today

Figure 6: Largest automotive original equipment manufacturers in the US, by total share of the US vehicle fleet vs new car sales, 2013

The consumer

Majority of respondents plan to purchase another vehicle in the next three years

Figure 7: Intent of purchasing a vehicle in the next three years, November 2013

One in five respondents who plan to buy another vehicle plan to do so in the next six months

Figure 8: Approximately when will the next vehicle be purchased, November 2013

New cars more likely owned by households intending to buy more new cars

Figure 9: Vehicle last purchased by new, used, or CPO, by purchase intent of new, used, or CPO, November 2013

Main reason for looking for a new vehicle: high mileage on existing vehicle

Figure 10: Reasons for purchasing another vehicle, by gender, November 2013

Women more likely to say they'd comparison shop and read reviews

Figure 11: Type of research planned before selecting next vehicle, by gender, November 2013

Consumer Reports, Kelley Blue Book, most likely to be visited when shopping for the next vehicle

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Figure 12: Likelihood of using select websites or magazines before next vehicle purchase, November 2013

Two thirds of those with mobile devices plan to use them while shopping for next vehicle

Figure 13: Smartphone use when purchasing next vehicle, November 2013

What we think

Issues and Insights

How to increase vehicle ownership among Hispanics

The issues

The implications

Reaching Millennial car buyers

The issues

The implications

Trend Application

Inspire Trend: Rebirth of Cities

Inspire Trend: FSTR HYPR

Mintel Futures: Brand Intervention

Market Size and Forecast

Key points

US new and used vehicle sales reach 57.5 million in 2013, up 4.6% from last year

Figure 14: Total US unit sales and forecast of new light vehicles and used light vehicles, 2008-18

Fan chart forecast

Figure 15: Fan chart forecast of total US unit sales of new light vehicles and used light vehicles, 2008-18

Figure 16: Fan chart forecast of total US unit sales of used light vehicles, 2008-18

Figure 17: Fan chart forecast of total US unit sales of new light vehicles, 2008-18

Market Drivers

Key points

Aging US vehicle fleet provides potential increase in car purchasing demand

Figure 18: Average age of cars, light trucks, and total light vehicles, 2002-13

American drivers continue to drive fewer miles than peak period, weakening consumer demand

Figure 19: Vehicle miles traveled per licensed driver, 1970-2040

Stabilizing housing market positively impacts car sales

Figure 20: Median existing home prices vs new light vehicle sales, 2000-13

Unemployment and consumer confidence impact car purchasing

Figure 21: University of Michigan Consumer Sentiment, 2007-14

Figure 22: Unemployment and underemployment rates, 2007-14

High fuel prices shift consumer purchasing preferences

Figure 23: All grades all formulations retail gasoline prices, dollars per gallon, 1993-2014

Figure 24: Average US retail price per gallon of regular grade gasoline including taxes, 2013-15 (forecast)

Product cadence affects consumer demand

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Figure 25: Average new car showroom age and replacement rate, 2007-17

Market Segmentation

Key points

New cars vs trucks

Figure 26: US unit sales of new cars vs light trucks, 1980-2013

New vs Used

New cars increase as a proportion of market as tight used car market continues to create pricing pressure

Figure 27: US unit sales of new vs used vehicles, 2008-13

Figure 28: US Average selling price of new and used vehicles, 2007-12

CPO sales seen as important profit center for dealers and carmakers

Figure 29: US unit sales of CPO vehicles, 2008-13

Brand Share

New cars

Top 10 automakers account for 92% of 2013 new vehicle sales

Figure 30: Largest automotive original equipment manufacturers in the US, by new car market share, August 2013-year to date

Top automakers vary by region; West and North dominated by Toyota, Midwest and South by GM

Figure 31: Top five largest new car manufacturers, by region, Q1-Q3 2013

Historical leadership gives domestic brands dominant share of total US fleet

Figure 32: Largest automotive original equipment manufacturers in the US, by total share of the US vehicle fleet, 2013

Car Dealerships

Dealership overview

Auto retailing is a highly competitive and fragmented space

Figure 33: Top 20 dealership groups in the US, by total number of new vehicles sold, 2012

Total US new car network declines level out

Figure 34: Number of dealerships selling new cars, 2003-14

Major dealership profiles

CarMax

AutoNation

Sonic Automotive

Automotive Websites

Automotive websites overview

Vast majority expect to use the internet next time they shop for a car

Figure 35: Online sources expected to visit while car buying, by gender, November 2012

Third-party websites provide consumers a unified location for local new/used car inventory

Figure 36: Likelihood of using select websites or magazines before next vehicle purchase, November 2013

Major automotive website profiles

AutoTrader.com and Kelley Blue Book

Cars.com

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Edmunds.com

Innovations and Innovators

GM's "Shop-Click-Drive" allows consumers to purchase vehicle online

Figure 37: Shop-Click-Drive by GM, 2013

AutoTrader.com adds consumer dealership reviews

Sonic Automotive promises to speed up and simplify the sales process

New car dealers switches to noncommissioned sales representatives

Marketing Strategies

Emphasize the stress-free shopping experience

Figure 38: Cars.com commercial lie detector, January 2014

Figure 39: Edmunds.com's "Pricing Promise" TV Commercial, November 2013

Figure 40: Welcome to TRUECar TV Commercial, November 2012

Figure 41: Scion Pure Process TV commercial, October 2013

Figure 42: CarMax Slow Clap TV commercial, January 2014

Nissan develops fun interactive Google Map to show how thrilling a commute would be in its new compact crossover

Figure 43: The Detour interactive ad by Nissan USA, March 2014

Social Media – Car Purchasing Process

Key points

Market overview

Key social media metrics

Figure 44: Key performance indicators, selected car-buying websites, March 3, 2013-March 2, 2014

Brand use and awareness

Figure 45: Brand use and awareness of car-buying websites, November 2013

Interaction with brands

Figure 46: Interaction with car-buying websites, November 2013

Brand analysis

Original programming to keep users engaged

Vine to offer alternative viewing experience

What we think

Online conversations

Figure 47: Online mentions, selected car-buying websites, March 3, 2013-March 2, 2014

Where are people talking about car-buying websites?

Figure 48: Mentions by page type, selected car-buying websites, March 3, 2013-March 2, 2014

What are people talking about online?

Figure 49: Mentions by topic of conversation, selected car-buying websites, March 3, 2013-March 2, 2014

Vehicles Currently Owned By Household

Key points

Number of vehicles currently owned by household

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Majority of households earning more than \$50K own more than one vehicle

Figure 50: Number of vehicles owned by household, by household income, November 2013

Vehicle last purchased by new, used, or CPO

Majority bought their last vehicle new

Figure 51: Vehicle last purchased by new, used, or CPO, November 2013

The wealthier the household the more likely purchased last vehicle new

Figure 52: Vehicle last purchased by new, used, or CPO, by household income, November 2013

Married households more likely to have purchased last vehicle new

Figure 53: Vehicle last purchased by new, used, or CPO, by marital/relationship status, November 2013

Midwesterners less likely to have purchased last vehicle new

Figure 54: Vehicle last purchased by new, used, or CPO, by region, November 2013

New cars more likely owned by households intending to buy more new cars

Figure 55: Vehicle last purchased by new, used, or CPO, by purchase intent of new, used, or CPO, November 2013

Vehicles owned by household, by vehicle body style

Midsized/large passenger car most-owned vehicle body style

Figure 56: Vehicles owned by household, by vehicle type, November 2013

Crossovers, hybrids and SUVs more likely parked in the driveways of wealthier households

Figure 57: Vehicles owned by household, by vehicle type, by household income, November 2013

Millennials more likely to own a compact car

Figure 58: Vehicles owned by household, by vehicle type, by generations, November 2013

Cost of Most Recently Acquired Vehicle

Key points

Majority spent \$10,000-29,999 on their last car

Figure 59: Cost of most recently acquired vehicle, by gender, November 2013

Northeastern households spent more on their last vehicle purchase

Figure 60: Cost of most recently acquired vehicle, by region, November 2013

Those intending to purchase a new car spent more on their last vehicle

Figure 61: Cost of most recently acquired vehicle, by purchase intent new, used, CPO, November 2013

Personal Vehicle Miles Traveled and Vehicle Uses

Key points

Vehicle Miles Traveled

Men travel more in their cars than women

Figure 62: Miles personally driven annually, by gender, November 2013

Millennials travel more vehicle miles traveled than older generations

Figure 63: Miles personally driven annually, by generations, November 2013

Main uses for household vehicle

Top reason for using automobile is for family and friends

Figure 64: Main uses for household vehicle, November 2013

Women more likely to use their car to shop, while men are more likely to use their vehicle for commuting

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Figure 65: Main uses for household vehicle, by gender, November 2013

Millennials more likely to use car for work

Figure 66: Main uses for household vehicle, by generations, November 2013

Other Vehicle Travel, Besides Automobile

Key points

Walking, bicycling and public transit main other forms of travel for car owners

Figure 67: Other forms of travel, besides automobile, November 2013

Men more likely to utilize other forms of transit, such as bicycling, when compared to women

Figure 68: Other forms of travel, besides automobile, by gender, November 2013

Millennials far more likely to use alternative forms of transportation other than a car

Figure 69: Other forms of travel, besides automobile, by generations, November 2013

New car owners more likely to utilize public transportation and services like UberX

Figure 70: Other forms of travel, besides automobile, by vehicles(s) to be new, used or CPO, November 2013

Intent to Purchase a Vehicle in the Next Three Years

Key points

Majority of respondents plan to purchase another vehicle in the next three years

Figure 71: Intent to purchase a vehicle in the next three years, by household income, November 2013

Northeastern households more likely to say they plan to buy a car in the next three years

Figure 72: Intent to purchase a vehicle in the next three years, by region, November 2013

Millennials significantly more likely to plan to purchase a vehicle in next three years

Figure 73: Intent to purchase a vehicle in the next three years, by generations, November 2013

Those who frequently bike or use public transit more likely to purchase a vehicle in the next three years

Figure 74: Intent to purchase a vehicle in the next three years, by other travel methods, besides automobile, November 2013

When Next Vehicle Will Be Purchased

Key points

Income not an important determinant for when next vehicle will be purchased within the next three years

Figure 75: When next vehicle will be purchased, by household income, November 2013

Millennials most likely to say they plan to buy another vehicle within the year

Figure 76: When next vehicle will be purchased, by generations, November 2013

Those who take public transit or bike frequently more likely to expect to buy a car within the next year

Figure 77: When next vehicle will be purchased, by other travel methods, besides automobile, November 2013

Intent to Buy New, Used or CPO

Key points

Men more likely plan to purchase a new car than are women

Figure 78: Intent to buy new, used or CPO, by gender, November 2013

New car purchasing intent increases with household income

Figure 79: Intent to buy new, used or CPO, by household income, November 2013

Two thirds of Millennials expect to purchase a new car

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Figure 80: Intent to buy new, used or CPO, by generations, November 2013

Those that use public transit or bike frequently more likely to intend to purchase new

Figure 81: Intent to buy new, used or CPO, by other travel methods, besides automobile, November 2013

Type of Vehicle Considering Buying in the Next Three Years

Key points

Majority of respondents expect to purchase a passenger car

Figure 82: Type of vehicle considering buying in the next three years, November 2013

Women significantly more interested in crossovers

Figure 83: Type of vehicle considering buying in the next three years, by gender, November 2013

Millennials far more likely to consider compact car

Figure 84: Type of vehicle considering buying in the next three years, by generations, November 2013

Little difference between the types of cars respondents own and intent to purchase new or used

Figure 85: Type of vehicle considering buying in the next three years, by expectation of buying new, used or CPO, November 2013

Reasons for Purchasing Next Vehicle

Key points

Main reason for looking for a vehicle: high mileage on existing vehicle

Figure 86: Reasons for purchasing next vehicle, by gender, November 2013

Income is a divergent variable affecting reasons for wanting another vehicle

Figure 87: Reasons for purchasing next vehicle, by household income, November 2013

Those with multiple vehicles more likely to want a newer vehicle due to the needs of family or spouse

Figure 88: Reasons for purchasing next vehicle, by presence of children in household, November 2013

Millennials looking for a newer vehicle that suits their evolving lifestyle

Figure 89: Reasons for purchasing next vehicle, by generations, November 2013

New car intenders far more likely to want another vehicle for better technology

Figure 90: Reasons for purchasing next vehicle, by purchase intent, by vehicle body style, November 2013

Those that frequently take public transit, bike, want a new vehicle that is more fun to drive

Figure 91: Reasons for purchasing next vehicle, by other travel methods, besides automobile, November 2013

Reasons for Not Intending to Buy another Vehicle

Key points

Waiting for a breakdown or recently bought a vehicle are main reasons for not looking for another in the next three years

Figure 92: Reasons for not intending to buy another vehicle within the next three years, November 2013

Less wealthy more likely to state lack of money for not buying a vehicle

Figure 93: Reasons for not intending to buy another vehicle within the next three years, by household income, November 2013

Millennials more likely to state use of public transit, walking and biking as reasons for not wanting a car

Figure 94: Reasons for not intending to buy another vehicle within the next three years, by generations, November 2013

Considerations When Selecting Next Vehicle

Key points

Budgetary constraints chief concern for soon-to-be car buyers

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Figure 95: Considerations when selecting next vehicle, by gender, November 2013

Wealthy households show high level of loyalty

Figure 96: Considerations when selecting next vehicle, by household income, November 2013

Millennials far more likely to consider opinions of others, including the media

Figure 97: Considerations when selecting next vehicle, by generations, November 2013

Budget constraints less likely a consideration for new car intenders

Figure 98: Considerations when selecting next vehicle, by purchase intent, by vehicle body style, November 2013

Those that use public transit and or bike frequently are far more considerate of government incentives and opinions of the media

Figure 99: Considerations when selecting next vehicle, by other travel methods, besides automobile, November 2013

Type of Research Planned Before Selecting Next Vehicle

Key points

Test drive, reliability, comparison shopping, consumer reviews all major planned forms of research for car buyers

Figure 100: Type of research planned before selecting next vehicle, November 2013

Women more likely to say they'd comparison shop and read reviews

Figure 101: Type of research planned before selecting next vehicle, by gender, November 2013

Those without children more likely to intend to research

Figure 102: Type of research planned before selecting next vehicle, by presence of children in household, November 2013

Millennials viewing videos, Boomers comparing prices and safety

Figure 103: Type of research planned before selecting next vehicle, by generations, November 2013

Households with more than one vehicle more likely to research and test drive

Figure 104: Type of research planned before selecting next vehicle, by number of vehicles, November 2013

Light drivers more likely to say they'd go for a test drive and compare incentives

Figure 105: Type of research planned before selecting next vehicle, by vehicle miles traveled, November 2013

CPO car intenders more enthusiastic about researching and test driving

Figure 106: Type of research planned before selecting next vehicle, by vehicles(s) to be new, used or CPO, November 2013

Use of Select Automotive Websites or Magazines before Next Vehicle Purchase

Key points

Consumer Reports, Kelley Blue Book, most likely to be visited when shopping for the next vehicle

Figure 107: Likelihood of using select websites or magazines before next vehicle purchase, November 2013

Men more likely to say they'll visit classified ad websites and enthusiast publications

Figure 108: Likelihood of using select websites or magazines before next vehicle purchase, by gender, November 2013

Millennials more likely to visit resources like Cars.com and Car and Driver

Figure 109: Likelihood of using select websites or magazines before next vehicle purchase, by generations, November 2013

New-car intenders more likely to visit surveyed resources

Figure 110: Likelihood of using select websites or magazines before next vehicle purchase, by vehicles(s) to be new, used or CPO, November 2013

Smartphone and Tablet Ownership and Smartphone Use When Purchasing Next Vehicle

Key points

Tablet and smartphone ownership, by car purchase intenders

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Three quarters of soon-to-be car purchasers have either a smartphone or tablet or both

Figure 111: Tablet and smartphone ownership, by car purchase intenders, November 2013

Millennials significantly more likely to own mobile device

Figure 112: Tablet and smartphone ownership, by car purchase intenders, by generations, November 2013

New and CPO intenders more likely to own mobile device

Figure 113: Tablet and smartphone ownership, by car purchase intenders, by vehicles(s) to be new, used or CPO, November 2013

Smartphone use when purchasing next vehicle

Two thirds of those with mobile devices plan to use them while shopping for next vehicle

Figure 114: Smartphone use when purchasing next vehicle, November 2013

Millennials far more likely to use their mobile device when car shopping when compared to Baby Boomers

Figure 115: Smartphone use when purchasing next vehicle, by generations, November 2013

New, used and CPO car intenders showed similar response rates for utilizing their mobile devices

Figure 116: Smartphone use when purchasing next vehicle, by vehicles(s) to be new, used or CPO, November 2013

Considerations about Vehicle Financing During Car Purchasing Process

Key points

About a third of car purchase intenders who need financing don't know financing partner before selecting vehicle

Figure 117: Considerations about vehicle financing, November 2013

Millennials more likely to fear dealer financing office when compared to Baby Boomers

Figure 118: Considerations about vehicle financing, by generations, November 2013

CPO car intenders more engaged with the financing of their vehicle

Figure 119: Considerations about vehicle financing during, by vehicles(s) to be new, used or CPO, November 2013

Race and Hispanic Origin

Key points

Vehicle ownership and purchasing

Purchase needs and expectations

Research and use of mobile tech when buying next vehicle

Appendix – Other Useful Consumer Tables

Vehicles currently owned by household

Figure 120: Number of vehicles owned by household, by region, November 2013

Figure 121: Number of vehicles owned by household, by generations, November 2013

Figure 122: Vehicle last purchased by new, used, or CPO, by generations, November 2013

Figure 123: Vehicles owned by household, by vehicle type, by presence of children in household, November 2013

Figure 124: Vehicles owned by household, by vehicle type, by vehicles(s) to be new, used or CPO, November 2013

Personal vehicle miles traveled and other vehicle actives

Figure 125: Miles personally driven annually, by household income, November 2013

Figure 126: Miles personally driven annually, by region, November 2013

Figure 127: Miles personally driven annually, by other travel methods, besides automobile, November 2013

Figure 128: Main uses for household vehicle, by gender and age, November 2013

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Figure 129: Main uses for household vehicle, by household income, November 2013

Other vehicle travel, besides automobile

Figure 130: Other forms of travel, besides automobile, by household income, November 2013

Intent to purchase a vehicle in the next three years

Figure 131: Intent to purchase a vehicle in the next three years, by gender and age, November 2013

Figure 132: Intent to purchase a vehicle in the next three years, by gender, November 2013

When next vehicle will be purchased

Figure 133: When next vehicle will be purchased, by gender, November 2013

Figure 134: When next vehicle will be purchased, by region, November 2013

Solely, or partially, responsible for next vehicle purchase

Figure 135: Responsibility for selection of next household vehicle, by gender, November 2013

Figure 136: Responsibility for selection of next household vehicle, by gender and age, November 2013

Figure 137: Responsibility for selection of next household vehicle, by generations, November 2013

Intent to buy new, used or CPO

Figure 138: Intent to buy new, used or CPO, by presence of children in household, November 2013

Figure 139: Intent to buy new, used or CPO, by region, November 2013

Type of vehicle considering buying in the next three years

Figure 140: Type of vehicle considering buying in the next three years, by household income, November 2013

Considerations when selecting next vehicle

Figure 141: Considerations when selecting next vehicle, by region, November 2013

Website visitation and frequency, by car purchase intenders

Figure 142: Websites visited and how often, by car purchase intenders, November 2013

Figure 143: Any weekly websites visited and how often, by car purchase intenders, by gender, November 2013

Figure 144: Any weekly websites visited and how often, by car purchase intenders, by generations, November 2013

Figure 145: Any weekly websites visited and how often, by car purchase intenders, by vehicles(s) to be new, used or CPO, November 2013

Social media engagement, by car purchase intenders

Figure 146: Social media engagement, by car purchase intenders, November 2013

Figure 147: Any weekly social media engagement, by car purchase intenders, by gender, November 2013

Figure 148: Any weekly social media engagement, by car purchase intenders, by generations, November 2013

Figure 149: Any weekly social media engagement, by car purchase intenders, by generations, November 2013

Figure 150: Any weekly social media engagement, by car purchase intenders, by vehicles(s) to be new, used or CPO, November 2013

Figure 151: Reasons for not intending to buy another vehicle within the next three years, by marital status, November 2013

Figure 152: Reasons for not intending to buy another vehicle within the next three years, by presence of children in household, November 2013

Type of research planned before selecting next vehicle

Figure 153: Type of research planned before selecting next vehicle, by household income, November 2013

Figure 154: Type of research planned before selecting next vehicle, by marital/relationship status, November 2013

Likelihood of using select automotive websites or magazines before next vehicle purchase

Figure 155: Likelihood of using select websites or magazines before next vehicle purchase, by household income, November 2013

Figure 156: Likelihood of using select websites or magazines before next vehicle purchase, by marital/relationship status, November 2013

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Smartphone and tablet ownership and smartphone use when purchasing next vehicle

Figure 157: Smartphone use when purchasing next vehicle, by household income, November 2013

Figure 158: Smartphone use when purchasing next vehicle, by gender, November 2013

Appendix – Race and Hispanic Origin Consumer Tables

Figure 159: Number of vehicles owned by household, by race/Hispanic origin, November 2013

Figure 160: Vehicles owned by household, by vehicle type, by race/Hispanic origin, November 2013

Figure 161: Vehicle last purchased by new, used, or CPO, by race/Hispanic origin, November 2013

Figure 162: Cost of most recently acquired vehicle, by race/Hispanic origin, November 2013

Figure 163: Miles personally driven annually, by race/Hispanic origin, November 2013

Figure 164: Other forms of travel, besides automobile, by race/Hispanic origin, November 2013

Figure 165: Intent to purchase a vehicle in the next three years, by race/Hispanic origin, November 2013

Figure 166: When next vehicle will be purchased, by race/Hispanic origin, November 2013

Figure 167: Intent to buy new, used or CPO, by race/Hispanic origin, November 2013

Figure 168: Type of vehicle considering buying in the next three years, by race/Hispanic origin, November 2013

Figure 169: Reasons for purchasing next vehicle, by race/Hispanic origin, November 2013

Figure 170: Reasons for intending to buy another vehicle within the next three years, by race/Hispanic origin, November 2013

Figure 171: Type of research planned before selecting next vehicle, by race/Hispanic origin, November 2013

Figure 172: Likelihood of using select websites or magazines before next vehicle purchase, by race/Hispanic origin, November 2013

Figure 173: Tablet and smartphone ownership, by car purchase intenders, by race/Hispanic origin, November 2013

Figure 174: Smartphone use when purchasing next vehicle, by race/Hispanic origin, November 2013

Figure 175: Considerations about vehicle financing during car purchasing process, by race/Hispanic origin, November 2013

Figure 176: Any weekly social media engagement, by car purchase intenders, by race/Hispanic origin, November 2013

Figure 177: Considerations when selecting next vehicle, by race/Hispanic origin, November 2013

Figure 178: Main uses for household vehicle, by race/Hispanic origin, November 2013

Appendix – Social Media

Brand use or awareness

Figure 179: Brand use or awareness, November 2013

Figure 180: KBB.com (Kelley blue book) use or awareness, by demographics, November 2013

Figure 181: Cars.com use or awareness, by demographics, November 2013

Figure 182: AutoTrader.com use or awareness, by demographics, November 2013

Figure 183: Edmunds.com use or awareness, by demographics, November 2013

Figure 184: ConsumerReports.org use or awareness, by demographics, November 2013

Figure 185: MotorTrend.com use or awareness, by demographics, November 2013

Activities done

Figure 186: Activities done, November 2013

Figure 187: KBB.com (Kelley blue book) – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2013

Figure 188: KBB.com (Kelley blue book) – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2013

Figure 189: KBB.com (Kelley blue book) – Activities done – I follow/like the brand on social media because, by demographics, November 2013

Figure 190: KBB.com (Kelley blue book) – Activities done – I have researched the brand on social media to, by demographics, November 2013

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Figure 191: Cars.com – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2013

Figure 192: Cars.com – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2013

Figure 193: Cars.com – Activities done – I follow/like the brand on social media because, by demographics, November 2013

Figure 194: Cars.com – Activities done – I have researched the brand on social media to, by demographics, November 2013

Figure 195: AutoTrader.com – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2013

Figure 196: AutoTrader.com – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2013

Figure 197: AutoTrader.com – Activities done – I have researched the brand on social media to, by demographics, November 2013

Figure 198: Edmunds.com – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2013

Figure 199: Edmunds.com – Activities done – I have researched the brand on social media to, by demographics, November 2013

Figure 200: ConsumerReports.org – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2013

Figure 201: ConsumerReports.org – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, November 2013

Figure 202: ConsumerReports.org – Activities done – I follow/like the brand on social media because, by demographics, November 2013

Figure 203: ConsumerReports.org – Activities done – I have researched the brand on social media to, by demographics, November 2013

Figure 204: MotorTrend.com – Activities done – I have looked up/talked about this brand online on social media, by demographics, November 2013

Figure 205: MotorTrend.com – Activities done – I have researched the brand on social media to, by demographics, November 2013

Online conversations

Figure 206: Kelley Blue Book key social media indicators, February 2014

Figure 207: Motor Trend key social media indicators, February 2014

Figure 208: AutoTrader.com key social media indicators, February 2014

Figure 209: Consumer Reports key social media indicators, February 2014

Figure 210: Edmunds.com key social media indicators, February 2014

Figure 211: Cars.com key social media indicators, February 2014

Appendix – Trade Associations

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