The AdColony Car Buying Survey
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Understanding consumer decision-making in the auto industry

The AdColony Car Buying Survey was distributed globally and asked consumers about car shopping behavior, dealership visits, device usage, and ad engagement. The survey garnered over 600 responses, with participants ranging from 18 years old to over 75.
About 60% of car shoppers are between 18 and 54 years old
Gender Distribution

Both men and women take part in car shopping

AdColony Car Buying Survey
Consumers tend to purchase or lease cars for themselves, rather than for others.

- **Purchase/Lease Cars for Themselves**: 74%
- **Both Themselves & Others**: 15%
- **Purchase/Lease Cars for Someone Else**: 11%
New vs. Used Cars

Majority of consumers tend to buy new cars, although a large portion still searches for used cars.
Device Distribution

Out of all their devices, consumers use smartphones the most during the car-buying process.

- Smartphone: 29%
- Computer: 39%
- Tablet: 9%
- A little bit of each: 23%

*AdColony Car Buying Survey*
Majority of consumers say it is very important or important to have their smartphones with them while shopping for a car.

**Smartphones in the Buying Process**

- **Very Important**: 29%
- **Important**: 24%
- **Neutral**: 21%
- **Not Important**: 9%
- **Not at all Important**: 17%
The Role of the Smartphone

How do consumers use their smartphones when shopping for a car?

- Compare Prices: 63%
- Research Car Models, Specs, Etc.: 53%
- Find Dealership Locations: 40%
Dealership Visits

Almost 60% of consumers are very likely or likely to visit a dealership after researching cars online.

- **Very Likely**: 21%
- **Likely**: 38%
- **Neutral**: 25%
- **Unlikely**: 6%
- **Not at all likely**: 10%
Auto Ads

61% of consumers consider relevant auto ads when shopping for a car

*AdColony Car Buying Survey*
Previous Experience with Ads

54% of consumers have previously clicked on an auto ad when shopping for a car online.
Interactions with Ads

41% of consumers are very likely or likely to click on an auto ad during the overall car-buying process.
Engagement with Video

An overwhelming large majority of consumers (70%) would consider watching and/or interacting with a video on a mobile device to explore models and features.
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Comparing Brands

What would make consumers more likely to consider one brand or model over another?

- More Information: 48%
- Online Reviews: 48%
- Easy Access to a Local Dealer Rep.: 46%
- Brand Image: 44%

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Thank You!