

The AdColony Car Buying Survey



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Understanding consumer decision-making in the auto industry

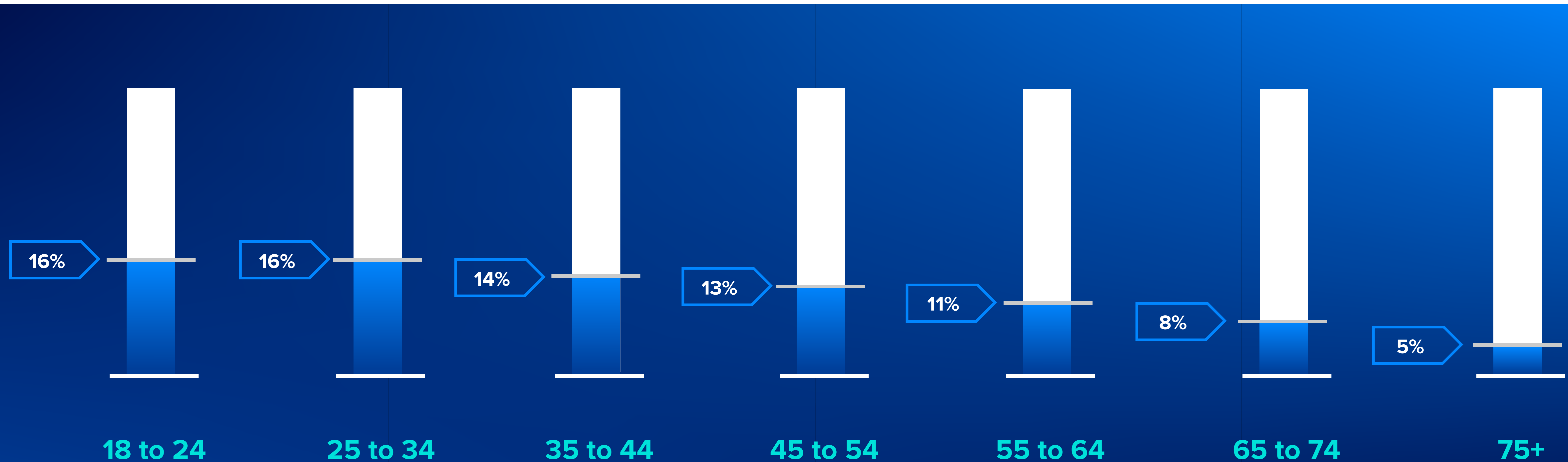
The AdColony Car Buying Survey was distributed globally and asked consumers about car shopping behavior, dealership visits, device usage, and ad engagement. The survey garnered over 600 responses, with participants ranging from 18 years old to over 75.





Age Distribution

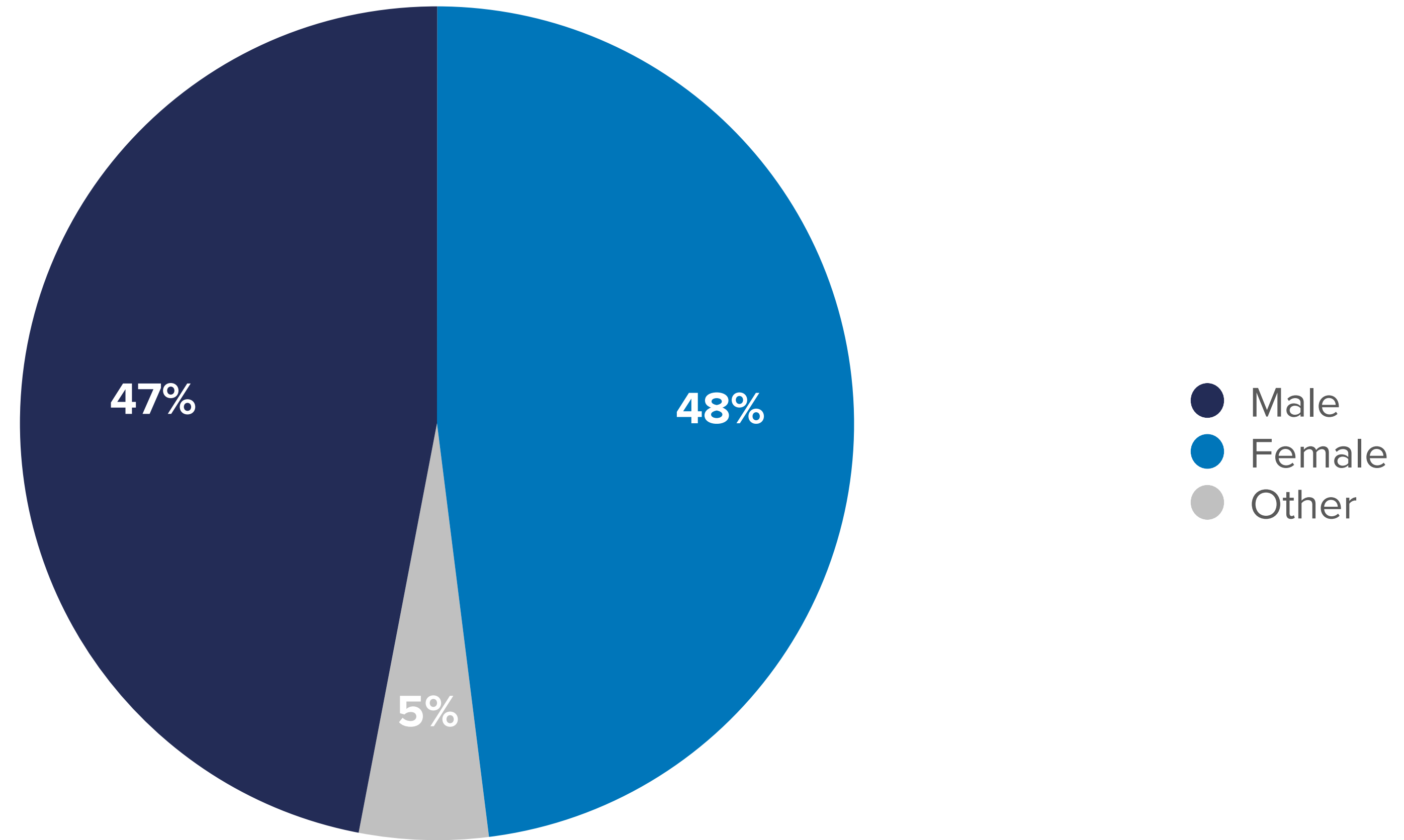
About 60% of car shoppers are between 18 and 54 years old





Gender Distribution

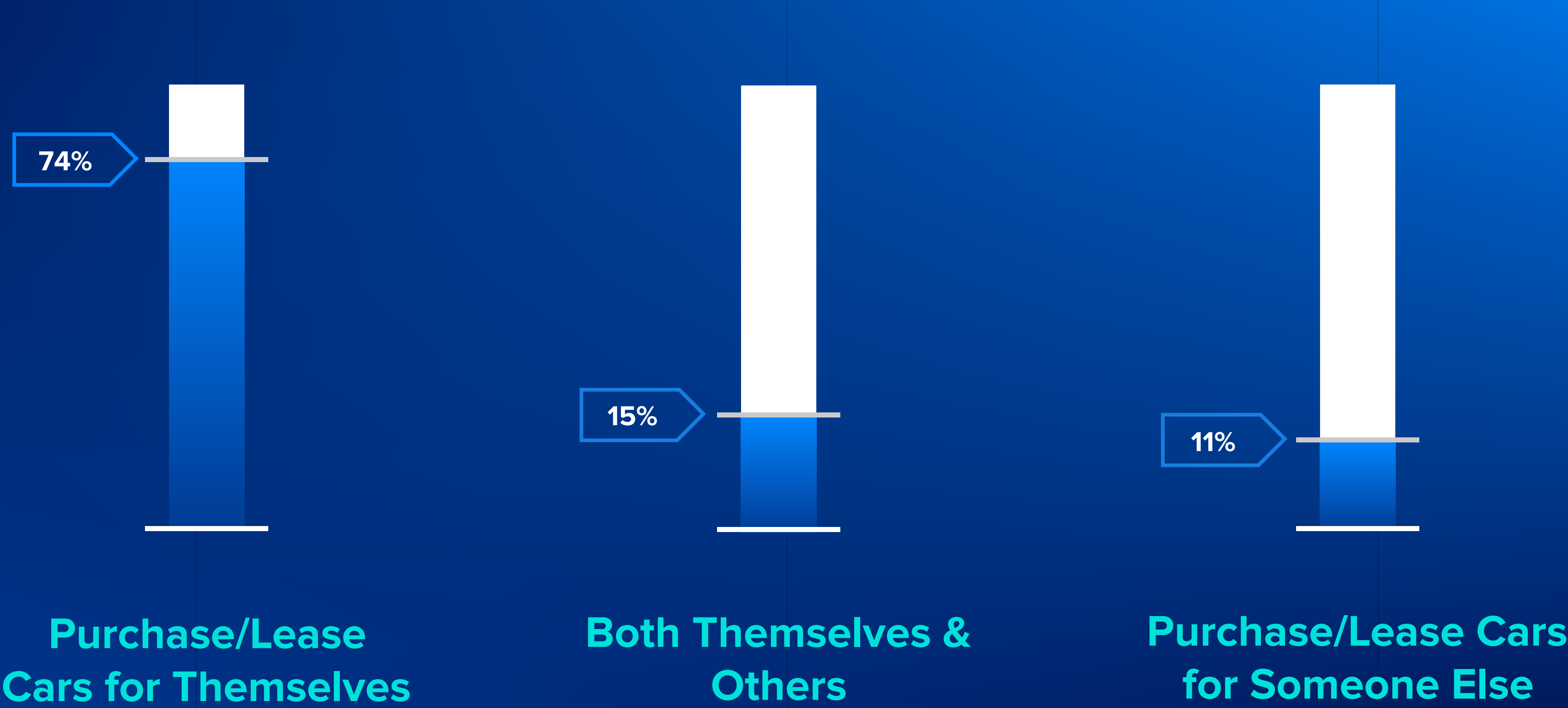
Both men and women take part in car shopping





Purchasing Behavior

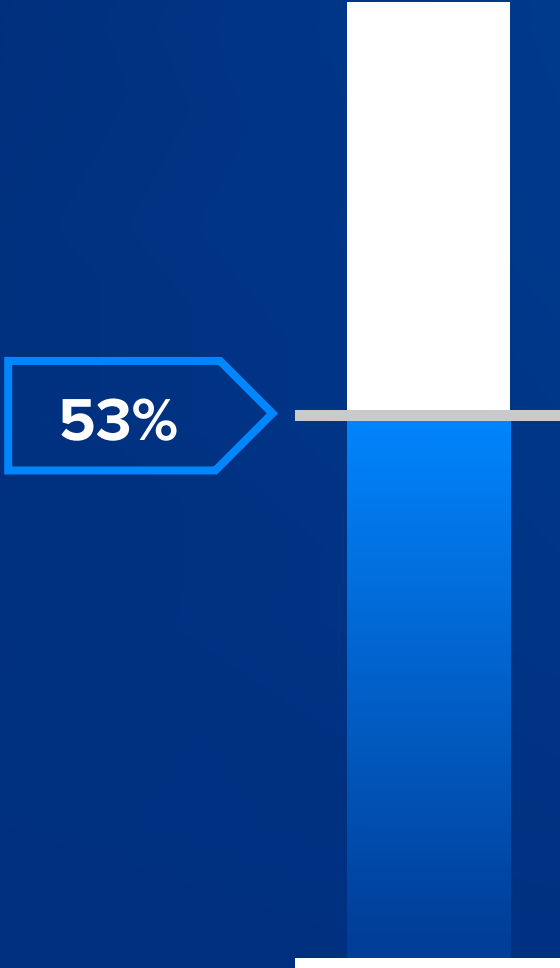
Consumers tend to purchase or lease cars for themselves, rather than for others



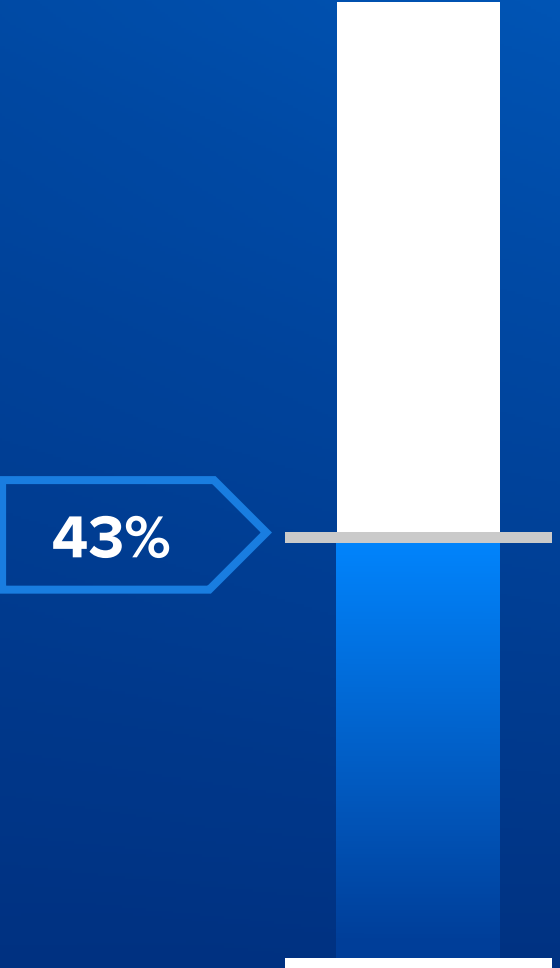


New vs. Used Cars

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



Purchase New Cars

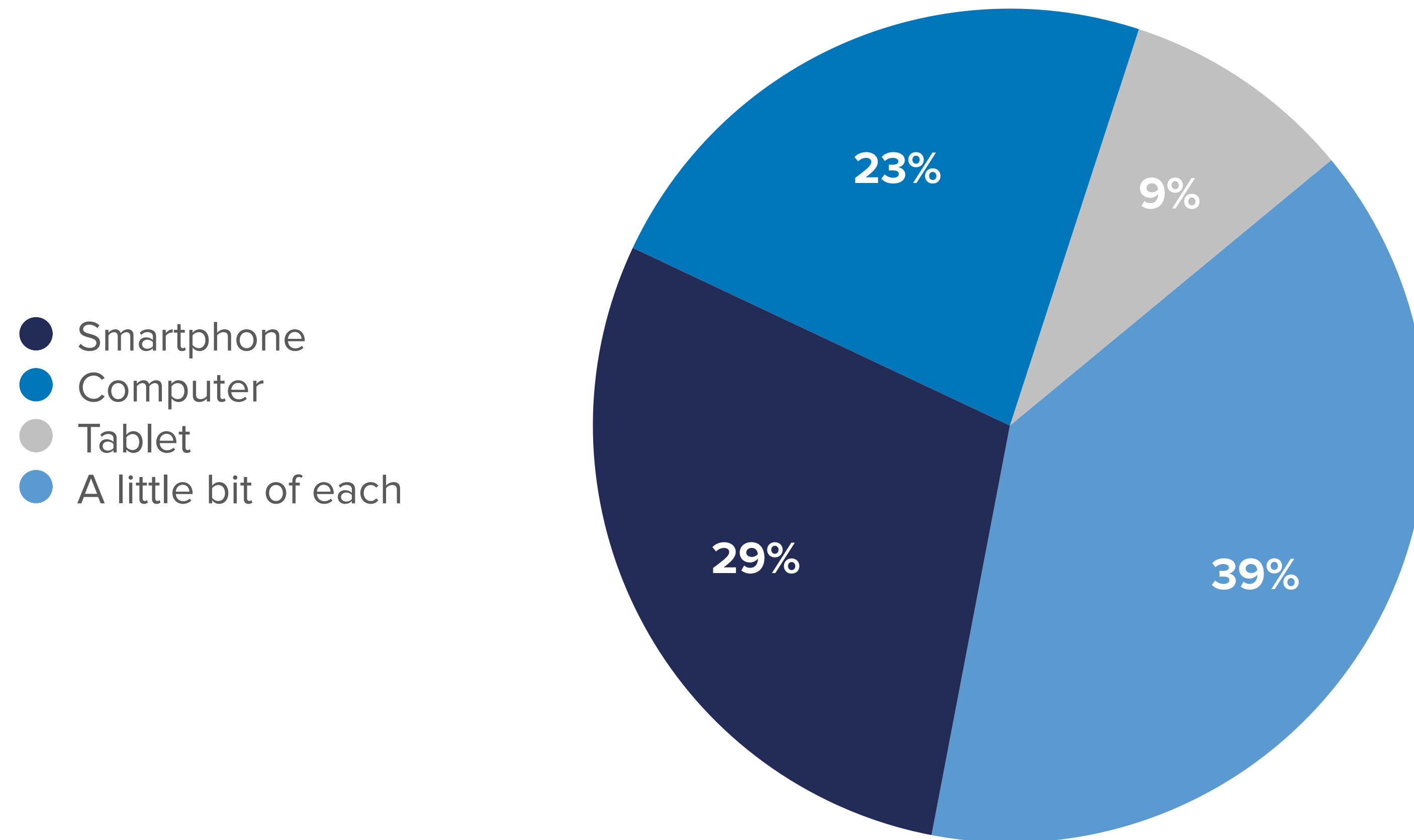


Purchase Used Cars



Device Distribution

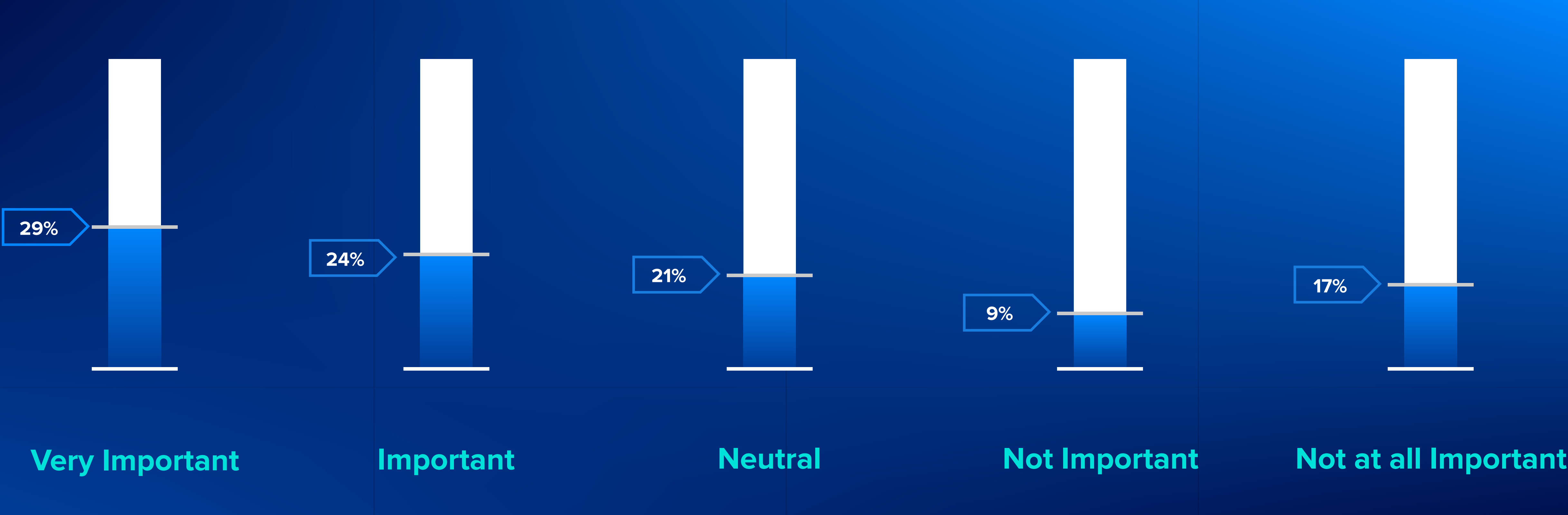
Out of all their devices, consumers use smartphones the most during the car-buying process





Smartphones in the Buying Process

Majority of consumers say it is very important or important to have their smartphones with them while shopping for a car

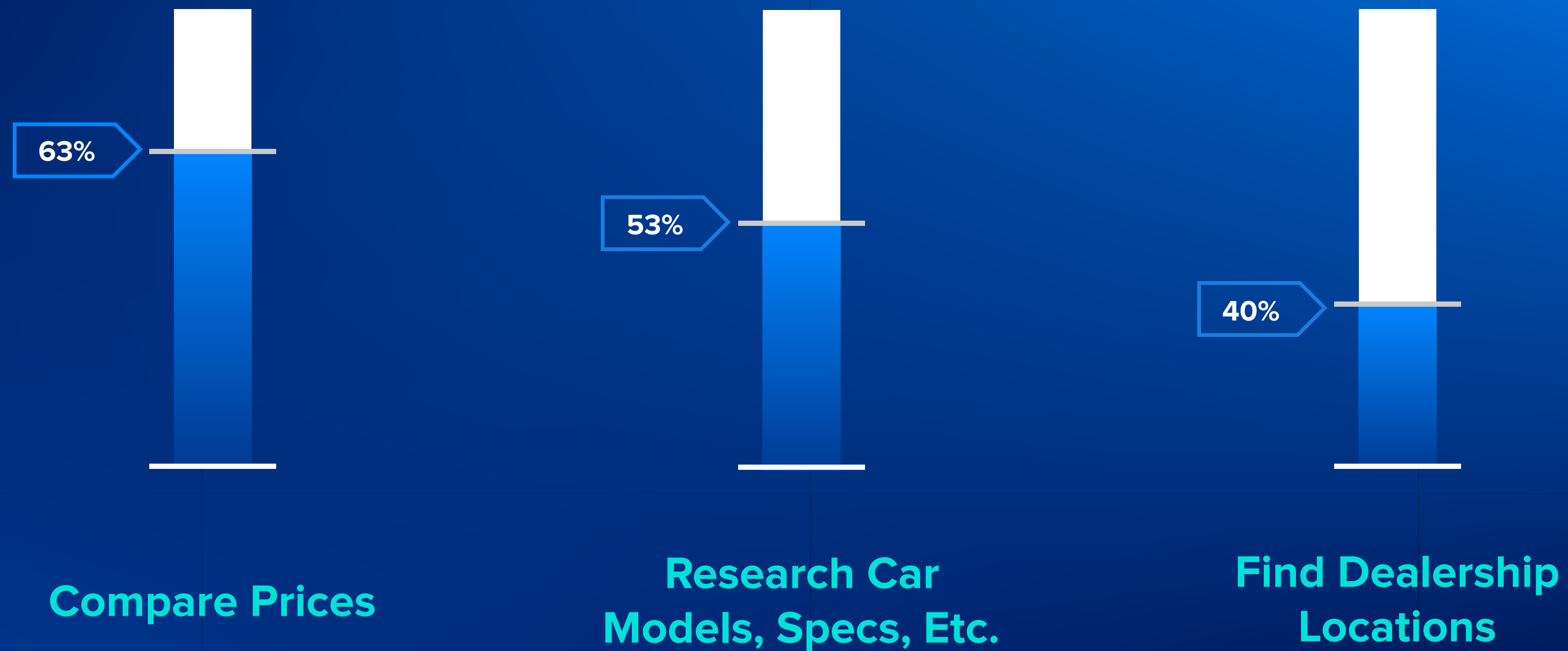


*AdColony Car Buying Survey



The Role of the Smartphone

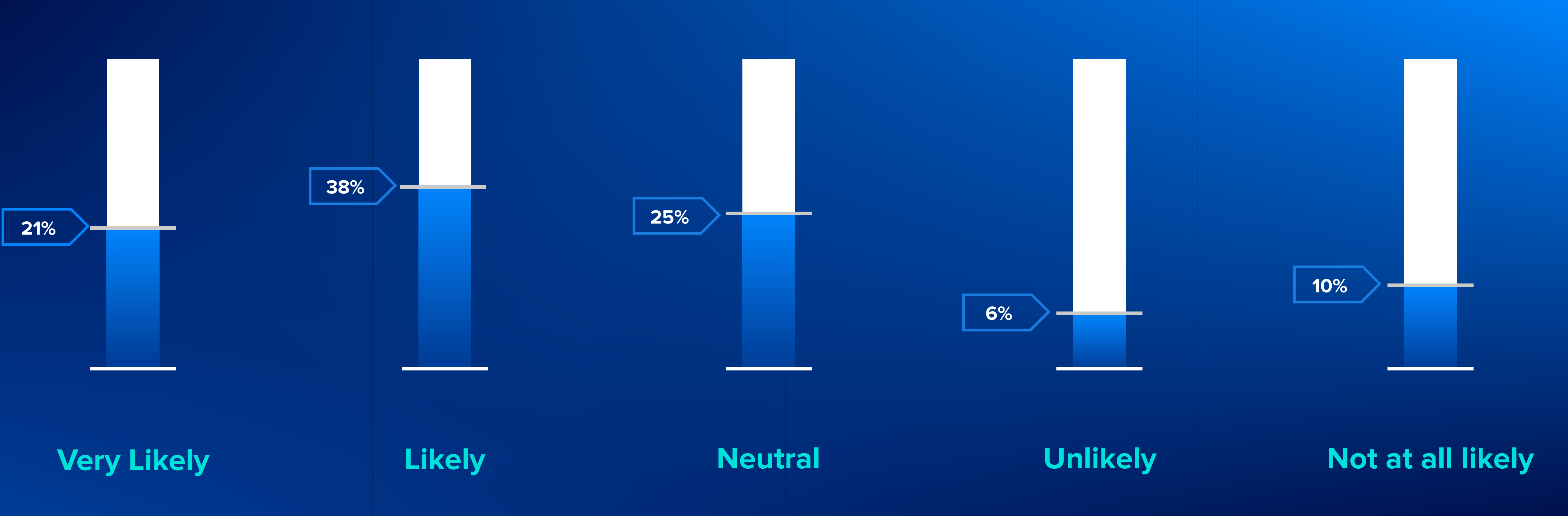
How do consumers use their smartphones when shopping for a car?





Dealership Visits

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

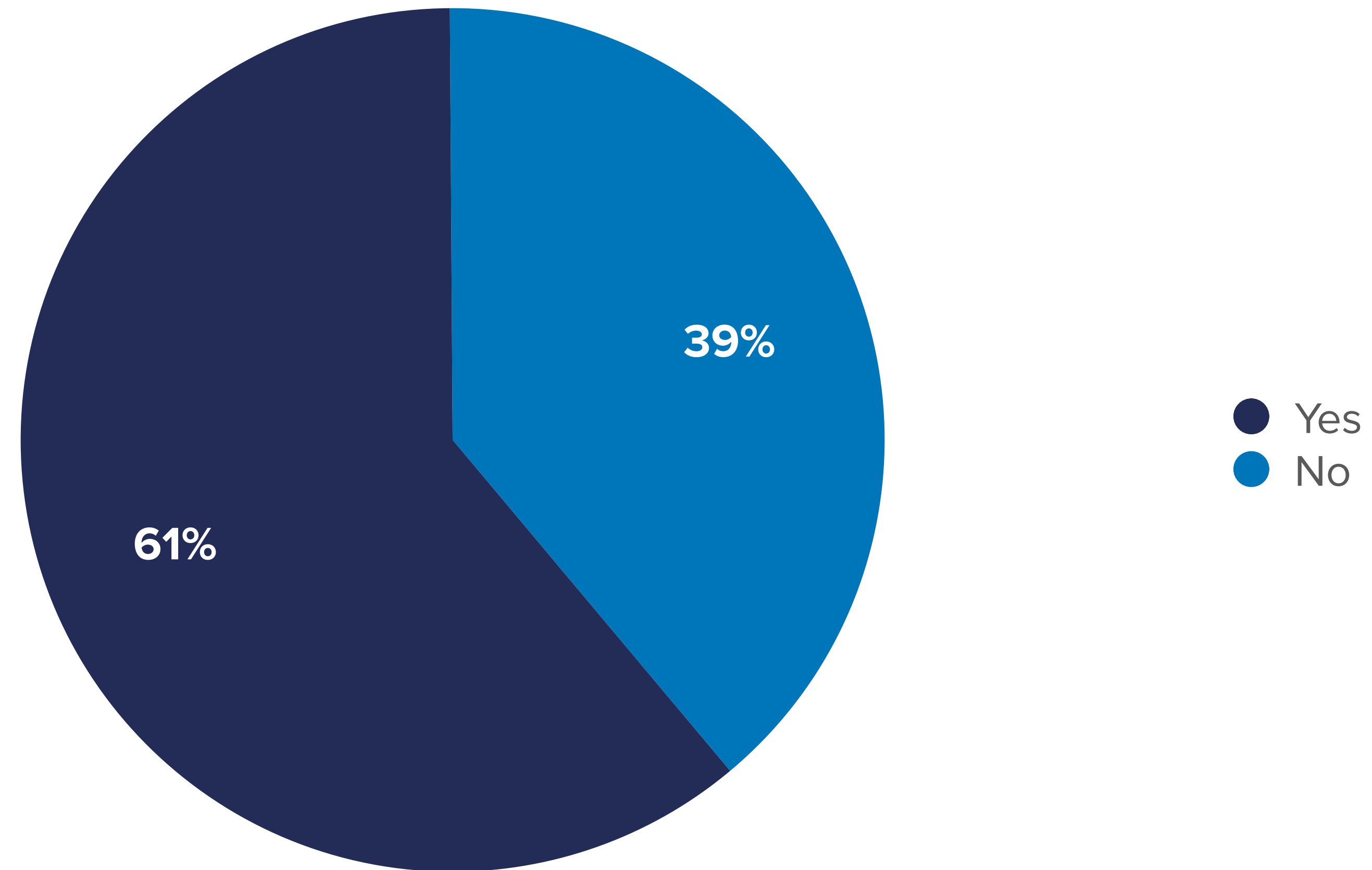


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Auto Ads

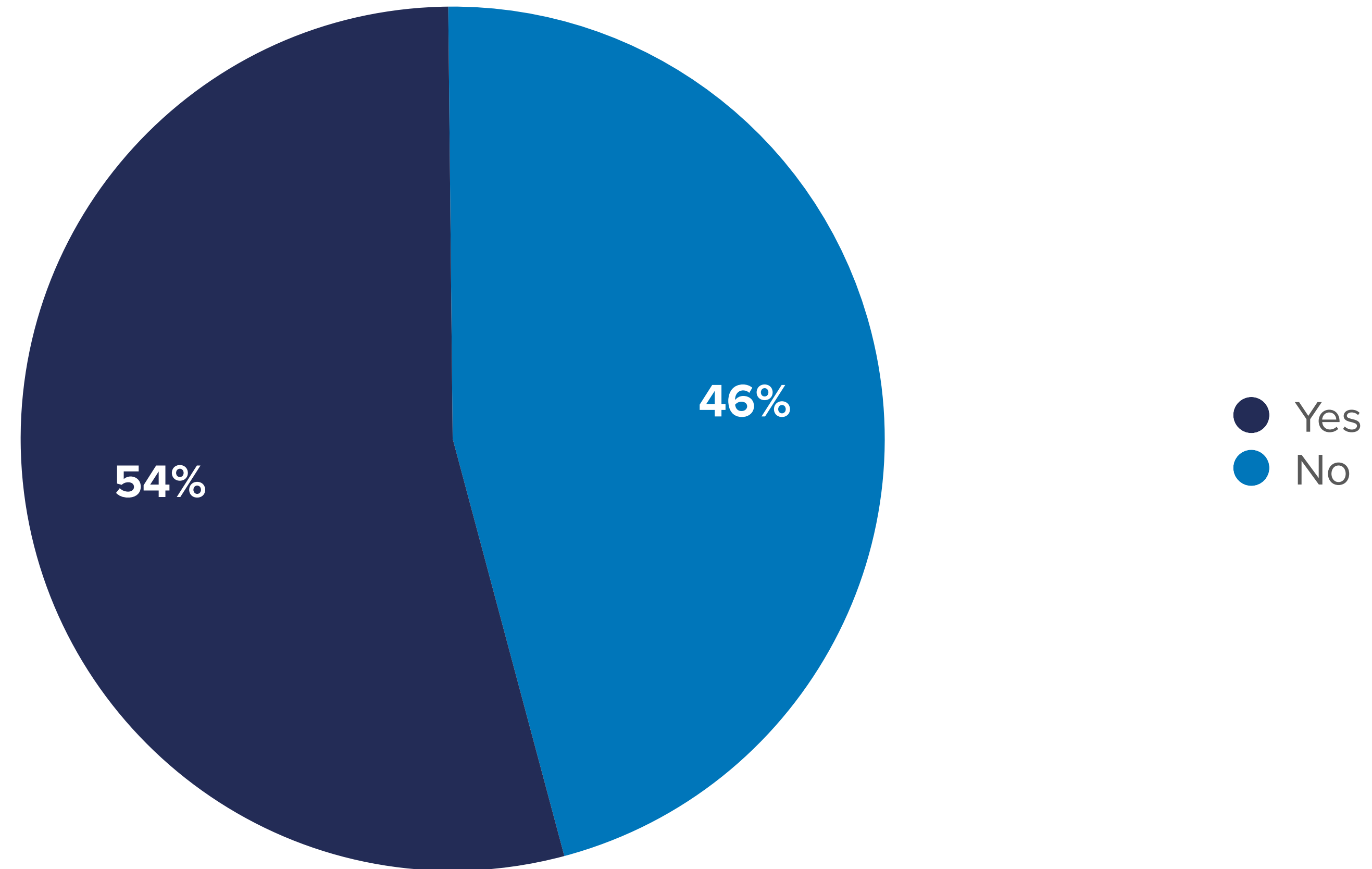
61% of consumers consider relevant auto ads when shopping for a car





Previous Experience with Ads

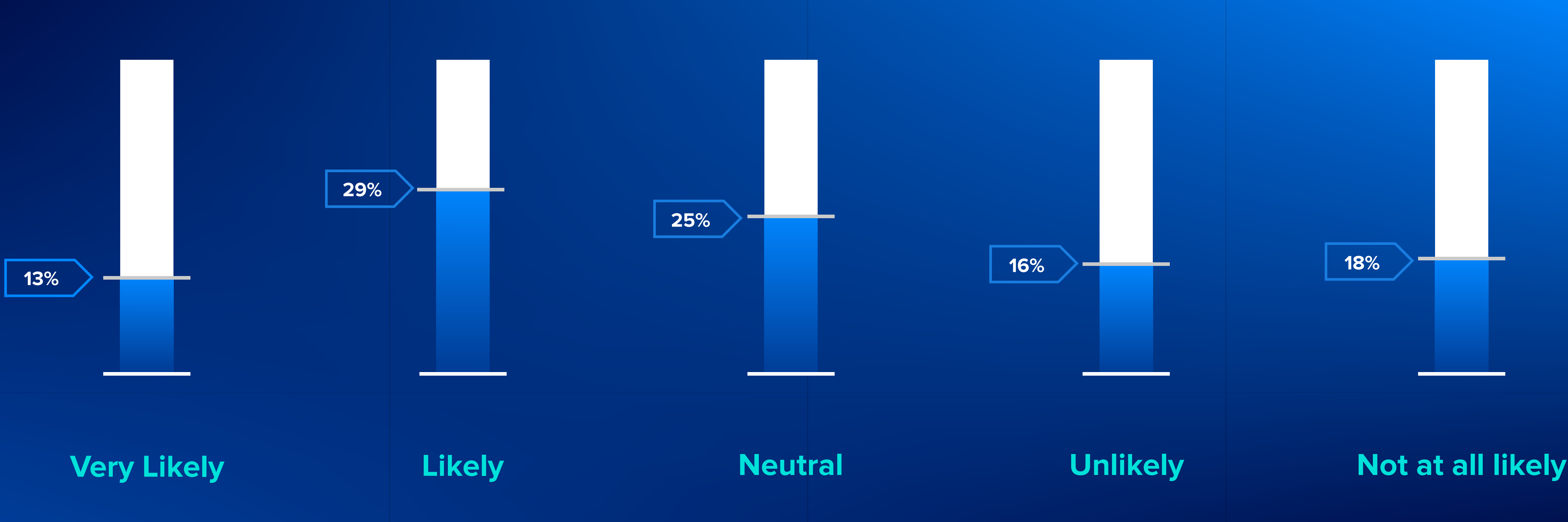
54% of consumers have previously clicked on an auto ad when shopping for a car online





Interactions with Ads

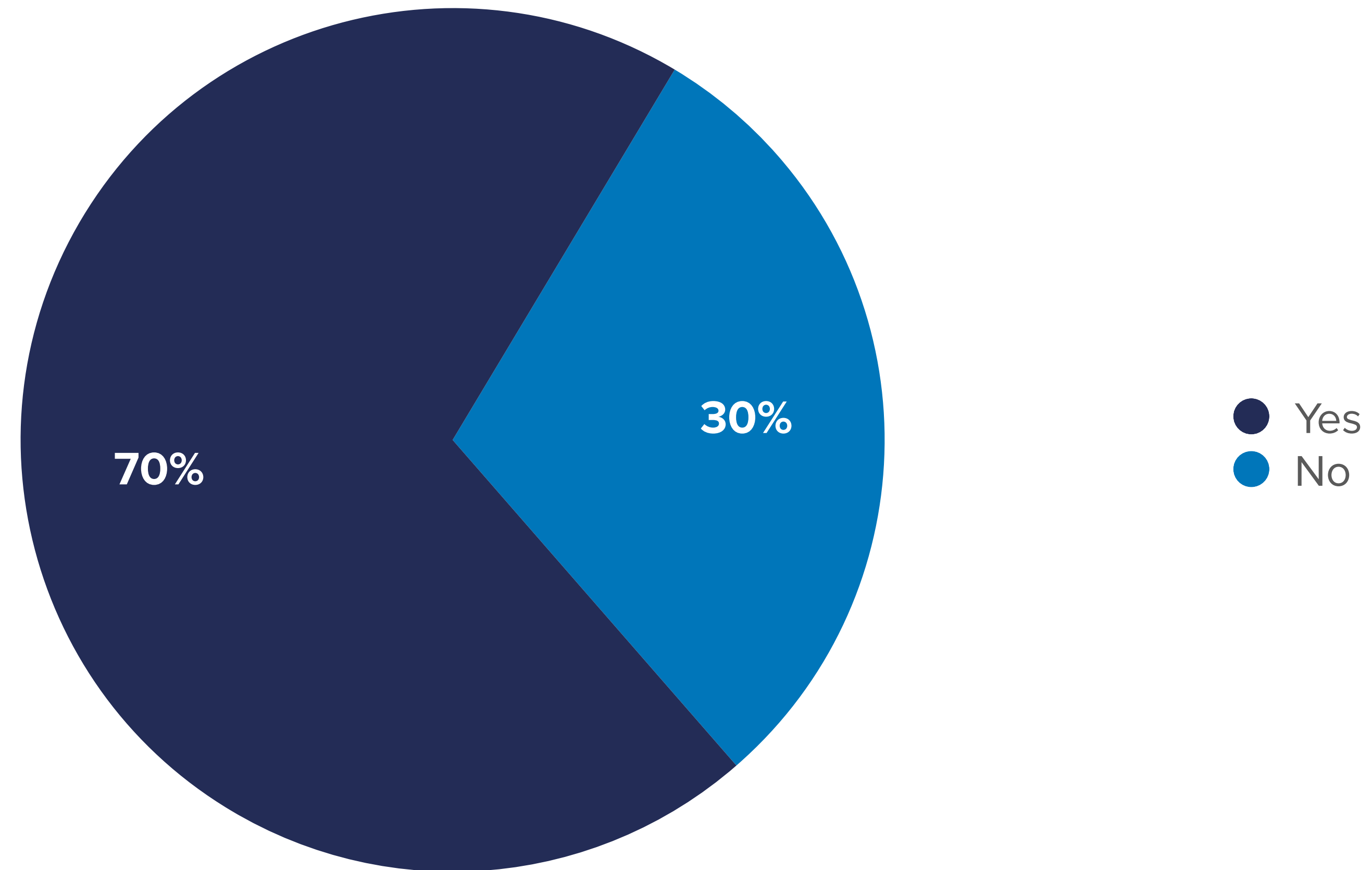
41% of consumers are very likely or likely to click on an auto ad during the overall car-buying process





Engagement with Video

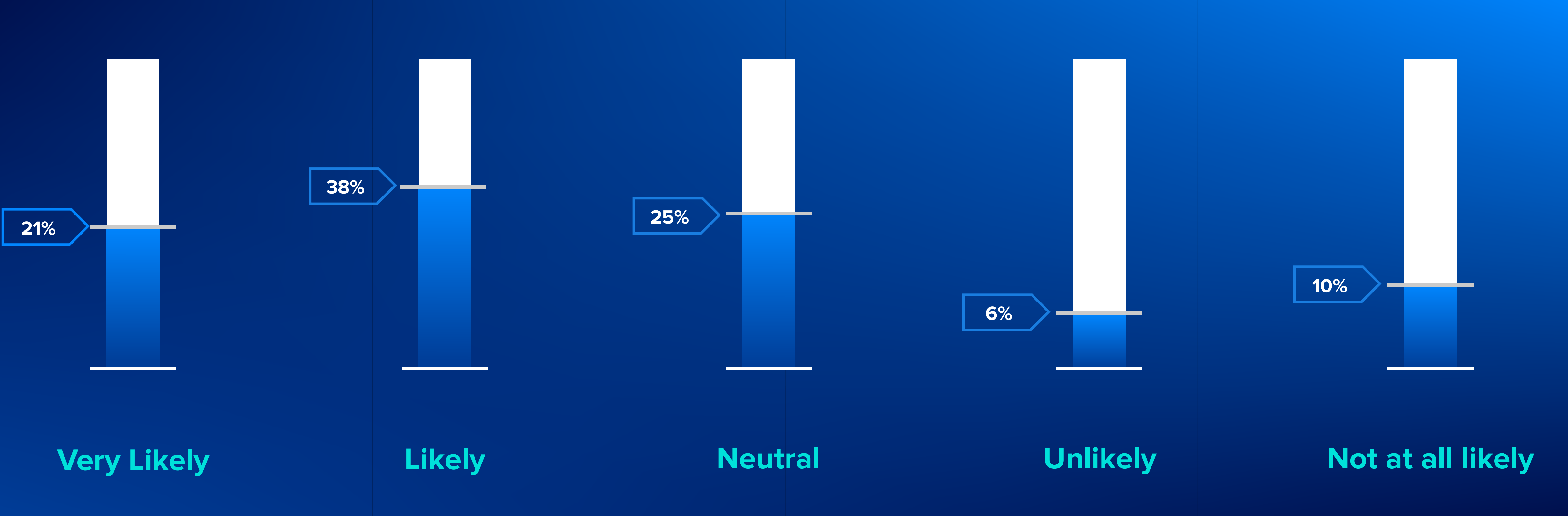
An overwhelming large majority of consumers (70%) would consider watching and/or interacting with a video on a mobile device to explore models and features





Dealership Visits

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



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Comparing Brands

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



Thank You!

