



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.



Automotive Consumer Trends & Analysis Special Report: Generational Insights



Gen Z Playbook

Automotive Market Insights
for Generation Z consumers

Attributes of Gen Z Buyers



Financial Insights



Used Vehicle Insights



New Vehicle Insights



Lifestyle Insights

Attributes of In-Market Buyers

- Top Web Content Preferences
- Frequented Websites / Apps
- Top CTV Sellers
- Top Audio Sellers
- Channel Distribution Snapshot



Generational Insights: Gen Z

Born Between
1996-2015

Current Age
9*-28

**Gen Z Insights are for buyers over the age of 18 only*



Gen Z

% of U.S. Population²

20.3%



Reach an In-Market Gen Z Audiences with a Consolidated, Omnichannel Strategy

Top Web Content Preferences



Sports



Computers & Video Games



Education



Fashion & Style

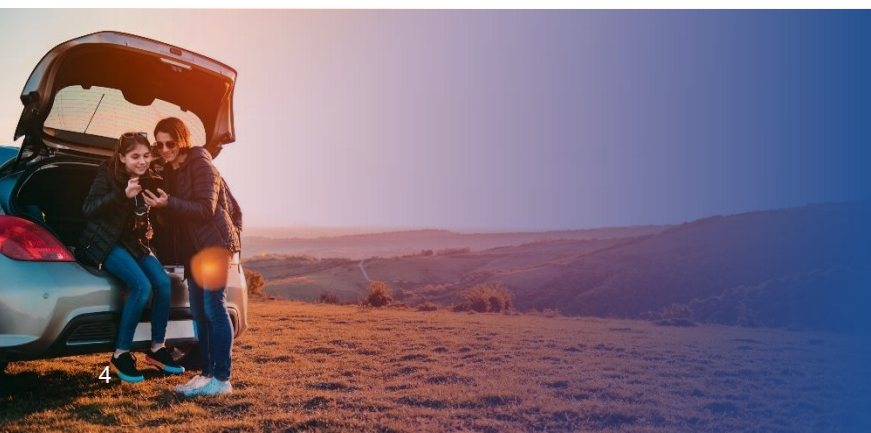


Channel/Device Snapshot for In-Market Audience

73% impressions delivered on CTV

18% impressions delivered on Mobile

22 different CTV sellers make up **95%** of CTV impressions



Automotive Consumer Trends Special Report

Gen Z: Financial Insights



Gen Z

Average Auto Loan Amount for the Last 12 Months

\$27,753.59



Average Loan Monthly Payment for the Last 12 Months

\$512.65



Average Loan Term (Months) for the Last 12 Months

66.7



Automotive Consumer Trends Special Report

Gen Z: New Vehicle Insights



% of New Retail Registrations in the last 12 Months

7.7%

% of New Retail Registrations by Class

Exotic: **4.3%**

Luxury: **5.4%**

Non-Luxury: **8.3%**

% of New Retail Registrations by Segment

CUV: **47.5%**

Car: **25.2%**

Pickup: **13.1%**

SUV: **9.3%**

Sports Car: **3.3%**

Van: **1.4%**

% of New Retail Registrations by Fuel Type

Diesel & Gas: **8.8%**

Electric: **7.2%**

Hybrid: **7.7%**



Gen Z: Top 5 Model Market Share %

New Retail Individual Registrations for the last 12 months

Honda Civic	3.9%
Toyota RAV4	3.0%
Toyota Camry	2.6%
Toyota Corolla	2.4%
Honda Accord	2.3%



Gen Z

Honda Civic





is the Market Share Leader for New Retail Registrations in the last 12 months.



Open Internet Snapshot of the In-Market Gen Z Audiences



Top Web Content Preferences

-  Sports
-  Computers & Video Games
-  Education
-  Fashion & Style

Frequented Websites/Apps

ATHLON SPORTS

BLITZ

yahoo!sports

crazy games

22 unique CTV sellers make up **95%** of CTV impressions.

Top CTV Seller Examples:

Paramount+

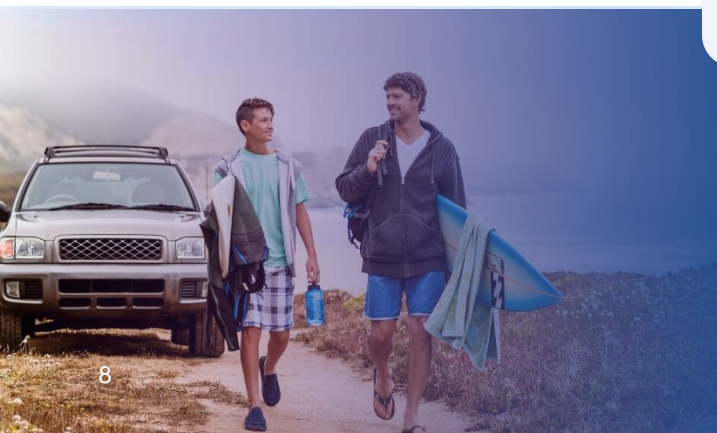
ROKU 

Top Audio Seller Examples:

 **iHeartRADIO**
 **pandora** 

Channel Distribution Snapshot

- CTV: **73%**
- Mobile: **14%**
- Display: **5%**
- Mobile Video: **4%**
- Video: **2%**
- Native: **1%**
- Audio: **1%**



Automotive Consumer Trends Special Report

Gen Z: Lifestyle Segmentation Insights



Gen Z

Experian Mosaic® Definition



Fast Track Couples

Active, young, upper established suburban couples and families living upwardly mobile lifestyle.

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy



Text



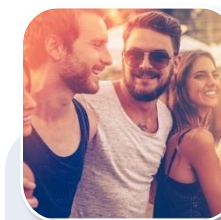
Digitally Savvy

Young singles who live digital-driven smaller city lifestyles.

- Ambitious
- Video gamers
- Single adults
- Eager to spend



Radio



Influenced by Influencers

Young singles living in Midwest and Southern city centers.

- Career-driven
- Metropolitan lifestyles
- Digitally dependent
- Active social lives



Radio

Top Channel Preference

Automotive Consumer Trends Special Report

Gen Z: Used Vehicle Insights



% of Used Retail Registrations in the last 12 Months

14.4%

% of Used Retail Registrations by Class

Exotic:
6.9%

Luxury:
12.2%

Non-Luxury:
14.7%

% of Used Retail Registrations by Segment

Car: **17.0%**

CUV / SUV /
Wagon: **13.0%**

Motorcycle: **13.5%**

Truck: **13.4%**

Van: **11.7%**

% of Used Retail Registrations by Fuel Type

Diesel & Gas:
14.4%

Electric:
10.7%

Hybrid:
12.9%



Summary

The automotive industry is undergoing a rapid transformation, driven by technological advancements, changing consumer preferences, and a diverse marketplace. To navigate this complex landscape, understanding your target audience is essential for success. We've conducted in-depth research on generational buying habits for new and used vehicles. These insights can revolutionize your automotive marketing and sales strategies.

By incorporating generational insights into your marketing strategy, you can create more effective campaigns, build stronger customer relationships, and drive sales growth. Remember, a one-size-fits-all approach is unlikely to work. Embrace the diversity of your audience and tailor your message accordingly.



Gain a competitive edge with our Automotive Consumer Trends Special Report: Generational Insights.



[Download the Full Report](#)



Partnering together to turn automotive data insights into advertising action.

Our Partnership

The Trade Desk is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices cross the open internet on channels including audio, digital out of home, mobile, display and Connected TV. Headquartered in Ventura, CA, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit thetradedesk.com

Experian Automotive and The Trade Desk are committed to developing solutions that balance advertiser needs with consumer privacy. The Trade Desk's clients can now access over 2,400 syndicated audiences across eight verticals, including over 750 audiences by make, model, make & model, fuel type, price, vehicle age and more.

Going forward

To get access to the latest Experian Automotive Consumer Trends Quarterly Reports, visit us at: www.experian.com/automotive/auto-consumer-trends-form. To learn more about Experian's marketing products and services, contact your local Experian sales representative today or call 888.409.2204.



theTradeDesk®

Experian Automotive
1515 E. Woodfield Rd., Suite 500
Schaumburg, IL 60173
T: 1 888 409 2204
www.experianautomotive.com

© 2024 Experian Information Solutions, Inc. • All rights reserved
Experian and the Experian marks used herein are trademarks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the property of their respective owners.

09/24 • 1198.05 Generational Trends Gen Z

