



EXPERIAN AUTOMOTIVE

Experian Automotive and The Trade Desk

Partnering together to turn automotive
data insights into advertising action.





EXPERIAN AUTOMOTIVE

Automotive Consumer Trends & Analysis Special Report: Generational Insights



Boomer Playbook

Automotive Market Insights
for Baby Boomer consumers



Attributes of Boomer 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

Source: Experian Automotive Consumer Trends Special Report, Generational Insights 2024



Generational Insights: **Boomer**

Born Between

1946-1964

Current Age

60-78




% of U.S. Population²

21.4%


Reach an In-Market Boomer Audience with a Consolidated, Omnichannel Strategy

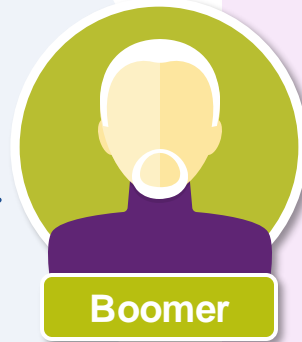
Top Web Content Preferences

 Arts & Entertainment

 Hobbies & Leisure

 News

 Families & Relationships



Channel/Device Snapshot for In-Market Audience

71% impressions delivered on CTV

20% impressions delivered on Mobile

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



Automotive Consumer Trends Special Report

Boomer: Financial Insights



Average Auto Loan Amount for the Last 12 Months

\$30,408.50



Average Loan Monthly Payment for the Last 12 Months

\$584.89



Average Loan Term (Months) for the Last 12 Months

65.5



Automotive Consumer Trends Special Report

Gen Z: New Vehicle Insights



% of New Retail Registrations in the last 12 Months

28.3%

% of New Retail Registrations by Class

Exotic:
29.1%

Luxury:
27.0%

Non-Luxury:
28.6%

% of New Retail Registrations by Segment

CUV: **55.2%**

Car: **14.0%**

Pickup: **16.4%**

SUV: **10.0%**

Sports Car: **2.6%**

Van: **1.6%**

% of New Retail Registrations by Fuel Type

Diesel & Gas:
31.3%

Electric:
21.5%

Hybrid:
31.8%



Boomer: Top 5 Model Market Share %

New Retail Individual Registrations for the last 12 months

Honda CR-V	3.4%
Ford F-150	3.1%
Toyota RAV4	2.8%
Chevrolet Silverado 1500	2.6%
Chevrolet Equinox	2.1%



Honda CR-V

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

Boomer



Open Internet Snapshot of In-Market Boomer Audiences



Top Web Content Preferences

- Arts & Entertainment
- Hobbies & Leisure
- News
- Family & Relationships

Frequented Websites/Apps

yahoo!



FOX NEWS

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

Top CTV Seller Examples:

Paramount+

ROKU SAMSUNG TV Plus

Top Audio Seller Examples:

iHeartRADIO
pandora® TUNE IN

Channel Distribution Snapshot

- CTV: 71%
- Mobile: 15%
- Display: 5%
- Mobile Video: 5%
- Video: 2%
- Native: 1%
- Audio: 1%



Automotive Consumer Trends Special Report

Boomer: Lifestyle Segmentation Insights



Boomer

Experian Mosaic® Definition

Key Features

Top Channel Preference



Philanthropic Sophisticates

Mature, upscale couples in suburban homes.

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic



Email



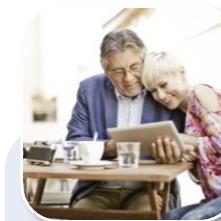
American Royalty

Affluent, influential and successful couples and families living in prestigious suburbs.

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles



Email



Sophisticated City Dweller

Wealthy boomer-aged couples living in cities and closed-in suburbs.

- Affluent
- Highly educated
- Upscale housing
- Nearing retirement



Text



Automotive Consumer Trends Special Report

Boomer: Used Vehicle Insights



% of Used Retail Registrations in the last 12 Months

19.9%

% of Used Retail Registrations by Class

Exotic: **23.8%**

Luxury: **20.5%**

Non-Luxury: **19.8%**

% of Used Retail Registrations by Segment

Car: **17.9%**

CUV / SUV / Wagon: **20.6%**

Motorcycle: **21.4%**

Truck: **21.6%**

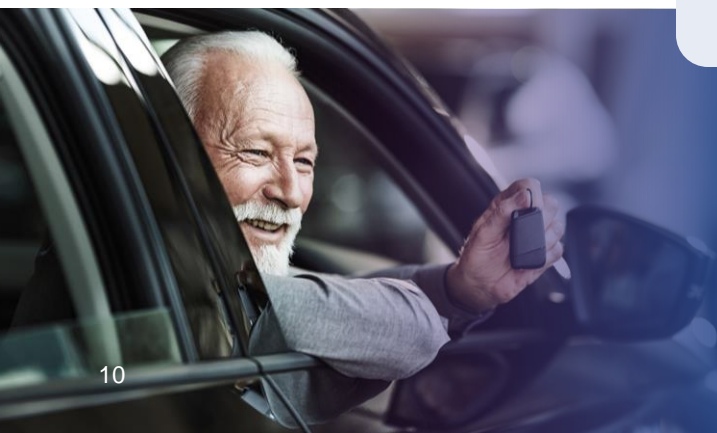
Van: **21.8%**

% of Used Retail Registrations by Fuel Type

Diesel & Gas: **19.7%**

Electric: **15.6%**

Hybrid: **20.3%**



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.



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10/24 • 1198.08 Generational Trends Boomer

