



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 X Playbook

Automotive Market Insights
for Generation X consumers

Attributes of Gen X 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 X

Born Between

1965-1980

Current Age

44-59

% of U.S. Population²

19.9%



Gen X

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

Top Web Content Preferences



Family & Relationships



Business



Health



Food & Drink



Gen X

Channel/Device Snapshot for In-Market Audience

73% impressions delivered on CTV

18% impressions delivered on Mobile

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



Automotive Consumer Trends Special Report

Gen X: Financial Insights



Average Auto Loan Amount for the Last 12 Months

\$32,940.01



Average Loan Monthly Payment for the Last 12 Months

\$626.91



Average Loan Term (Months) for the Last 12 Months

67.3



Automotive Consumer Trends Special Report

Gen X: New Vehicle Insights



% of New Retail Registrations in the last 12 Months

31.6%

% of New Retail Registrations by Class

Exotic:
38.9%

Luxury:
34.9%

Non-Luxury:
30.8%

% of New Retail Registrations by Segment

CUV: **47.2%**

Car: **15.9%**

Pickup: **16.4%**

SUV: **13.3%**

Sports Car: **3.1%**

Van: **1.9%**

% of New Retail Registrations by Fuel Type

Diesel & Gas:
31.2%

Electric:
37.6%

Hybrid:
30.5%

Gen X: Top 5 Model Market Share %

New Retail Individual Registrations for the last 12 months

Ford F-150

2.8%

Chevrolet Silverado 1500

2.6%

Honda CR-V

2.2%

Toyota RAV4

2.2%

Honda Civic

2.0%



Gen X

Ford F-150





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



Open Internet Attributes of the In-Market Gen X Audience



Top Web Content Preferences

-  Family & Relationships
-  Business
-  Health
-  Food & Drink

Frequented Websites/Apps

- 
- 
- 
- 

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

Top CTV Seller Examples:

- 
- 
- 

Top Audio Seller Examples:

- 
- 
- 

Channel Distribution Snapshot

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



Automotive Consumer Trends Special Report

Gen X: Lifestyle Segmentation Insights



Gen X

**Experian Mosaic®
Definition**

Key Features

**Top Channel
Preference**



**American
Royalty**

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

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



Email



**Cosmopolitan
Achievers**

Affluent middle-aged couples and families enjoying dynamic lifestyles in metro areas

- Bilingual
- Luxury living
- Soccer fans
- Two family properties



TV



**Philanthropic
Sophisticates**

Mature, upscale couples in suburban homes.

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



Email



Automotive Consumer Trends Special Report

Gen X: Used Vehicle Insights



% of Used Retail Registrations in the last 12 Months

31.1%

% of Used Retail Registrations by Class

Exotic: **36.1%**

Luxury: **33.0%**

Non-Luxury: **30.8%**

% of Used Retail Registrations by Segment

Car: **30.6%**

CUV / SUV / Wagon: **31.2%**

Motorcycle: **31.9%**

Truck: **32.4%**

Van: **29.6%**

% of Used Retail Registrations by Fuel Type

Diesel & Gas: **31.1%**

Electric: **32.3%**

Hybrid: **29.9%**



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.



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