



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



## Millennial Playbook

Automotive Market Insights  
for Millennial consumers



### Attributes of Millennial 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: **Millennial**

Born Between

**1981-1995**

Current Age

**29-43**



**Millennial**

% of U.S. Population<sup>2</sup>

**21.7%**



Source: Experian Automotive Consumer Trends Special Report, Generational Insights 2024  
Source<sup>2</sup>: <https://www.pewresearch.org/short-reads/2020/04/28/millennials-overtake-baby-boomers-as-americas-largest-generation>



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

## Top Web Content Preferences



Food & Drink



Shopping



Health



Fashion & Style



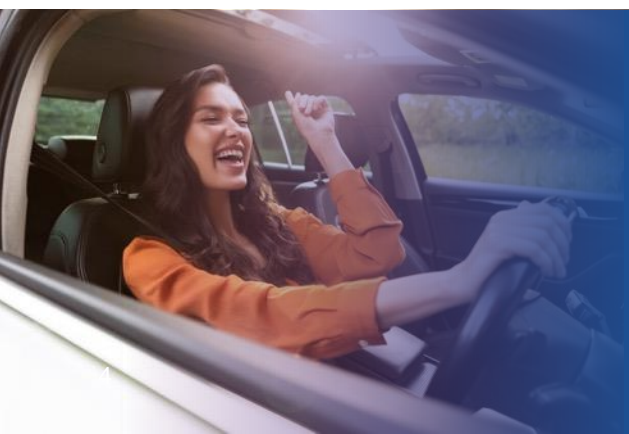
Millennial

## Channel/Device Snapshot for In-Market Audience

**73%** impressions delivered on CTV

**18%** impressions delivered on Mobile devices

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



# Automotive Consumer Trends Special Report

## Millennial: Financial Insights



Average Auto Loan Amount for the Last 12 Months

**\$31,776.43**



Average Loan Monthly Payment for the Last 12 Months

**\$610.95**



Average Loan Term (Months) for the Last 12 Months

**68.1**





# Automotive Consumer Trends Special Report

## Millennial: New Vehicle Insights



**% of New Retail Registrations in the last 12 Months**

**27.5%**

**% of New Retail Registrations by Class**

Exotic: **23.5%**

Luxury: **28.0%**

Non-Luxury: **27.4%**

**% of New Retail Registrations by Segment**

CUV: **50.2%**

Car: **16.7%**

Pickup: **14.6%**

SUV: **12.7%**

Sports Car: **2.8%**

Van: **2.7%**

**% of New Retail Registrations by Fuel Type**

Diesel & Gas: **23.3%**

Electric: **30.7%**

Hybrid: **24.9%**



## Millennial: Top 5 Model Market Share %

New Retail Individual Registrations for the last 12 months

Honda Civic

2.6%

Toyota RAV4

2.6%

Chevrolet Silverado 1500

2.4%

Ford F-150

2.4%

Honda CR-V

2.2%



Millennial

### Honda Civic

is the Market Share Leader for New Retail Registrations in the last 12 months, followed immediately by the





**Toyota RAV4.**



# Open Internet Attributes of the In-Market Millennial Audience



## Top Web Content Preferences

-  Food & Drink
-  Shopping
-  Health
-  Fashion & Style

## Frequented Websites/Apps



**22** 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

## Millennial: Lifestyle Segmentation Insights



### Millennial

#### 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



#### Couples with Clout

Highly-educated mobile couples living life to the fullest in affluent neighborhoods.

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen



Text



#### Cosmopolitan Achievers

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

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



TV

#### Top Channel Preference

# Automotive Consumer Trends Special Report

## Millennial: Used Vehicle Insights



**% of Used Retail Registrations in the last 12 Months**

**31.4%**

**% of Used Retail Registrations by Class**

Exotic: **29.7%**

Luxury: **31.0%**

Non-Luxury: **31.5%**

**% of Used Retail Registrations by Segment**

Car: **31.5%**

CUV / SUV / Wagon: **31.8%**

Motorcycle: **30.3%**

Truck: **29.7%**

Van: **33.4%**

**% of Used Retail Registrations by Fuel Type**

Diesel & Gas: **31.3%**

Electric: **39.1%**

Hybrid: **33.6%**





## 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](https://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](https://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.



Experian Automotive  
1515 E. Woodfield Rd., Suite 500  
Schaumburg, IL 60173  
T: 1 888 409 2204  
[www.experianautomotive.com](https://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 • 1198.06 Generational Trends Millennial

