



EXPERIAN AUTOMOTIVE

Q3 2024

# Automotive Consumer Trends & Analysis

**Kirsten Von Busch**  
Director, Product Marketing  
December 12, 2024

# Q3 Report overview



## Pickup Trucks – Q3 2024

What light-duty pickup trucks are on the road and who is buying them?

Vehicles in Operation overview and Consumer Analysis by segment type, for U.S. light duty vehicles through September 30, 2024.

*Note: Throughout the report R12 = the last twelve months*

Today's presenter



**Kirsten Von Busch**

Director of Automotive  
Product Marketing

Experian Automotive

# Delivering High-Quality Automotive Intelligence

Experian is the **only** primary data source for all three:



**VEHICLE DATA**



**CONSUMER DATA**



**STATISTICAL  
CREDIT DATA**

These separate data sources generate **BILLIONS of Data Insights** we use to serve our clients.



From these primary sources, we deliver automotive data intelligence to fit **your unique needs and solve today's challenges.**



**Our clients include:**

- Lenders
- FinTech
- Dealers
- OEMs
- Tier 1 and Tier 2 Media Platforms & Agencies
- Aftermarket
- Insurance Carriers



# Experian's primary data assets

Experian is the **only** primary data source for all three separate database assets.



## North American Vehicle Database<sup>SM</sup>

**975M+**

Vehicles in U.S. (all 50 states, Wash. D.C., Puerto Rico) and Canada.

**312.9M+**

US VIO

**27.9M+**

Canadian VIO

**22.1B+**

Vehicle history records.

**420M+**

Title Brands.

**402M+**

Accident & damage related events.

**298M+**

Recall events.



## Consumer View<sup>SM</sup> Marketing Database

**250M+**

Individuals.

**126M+**

Households.

**5000**

Consumer attributes.

**550M**

Mobile IDs.

**250M+**

Connected TV IDs.

**800M**

Hashed email.

**2,400+**

Audience segments including 750+ Auto Audiences.



## File One<sup>SM</sup> Credit Database

### CONSUMER

**2M+**

Credit inquiries daily.

**1.3B+**

Transaction updates/month.

**245M+**

Credit active consumers.

**50M+**

Public records.

**99.9%**

Updates within 24 hours.

### Sub-second

Credit report response rate.

### BUSINESS

**25M+**

# Q3 2024 Pickup Customers

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- What are they driving?
- Who are these customers?
- How can you best market to them?



# Changes in U.S. vehicles in operation

Light duty vehicles\* over the last 12 months

Q3 2023 Total\*  
**288.5**  
**MILLION**  
Vehicles on the road

  
**15.6**  
**MILLION**  
NEW Vehicles  
Registered

Q3 2024 VIO changes

  
**12.0**  
**MILLION**  
Vehicles went  
out of operation

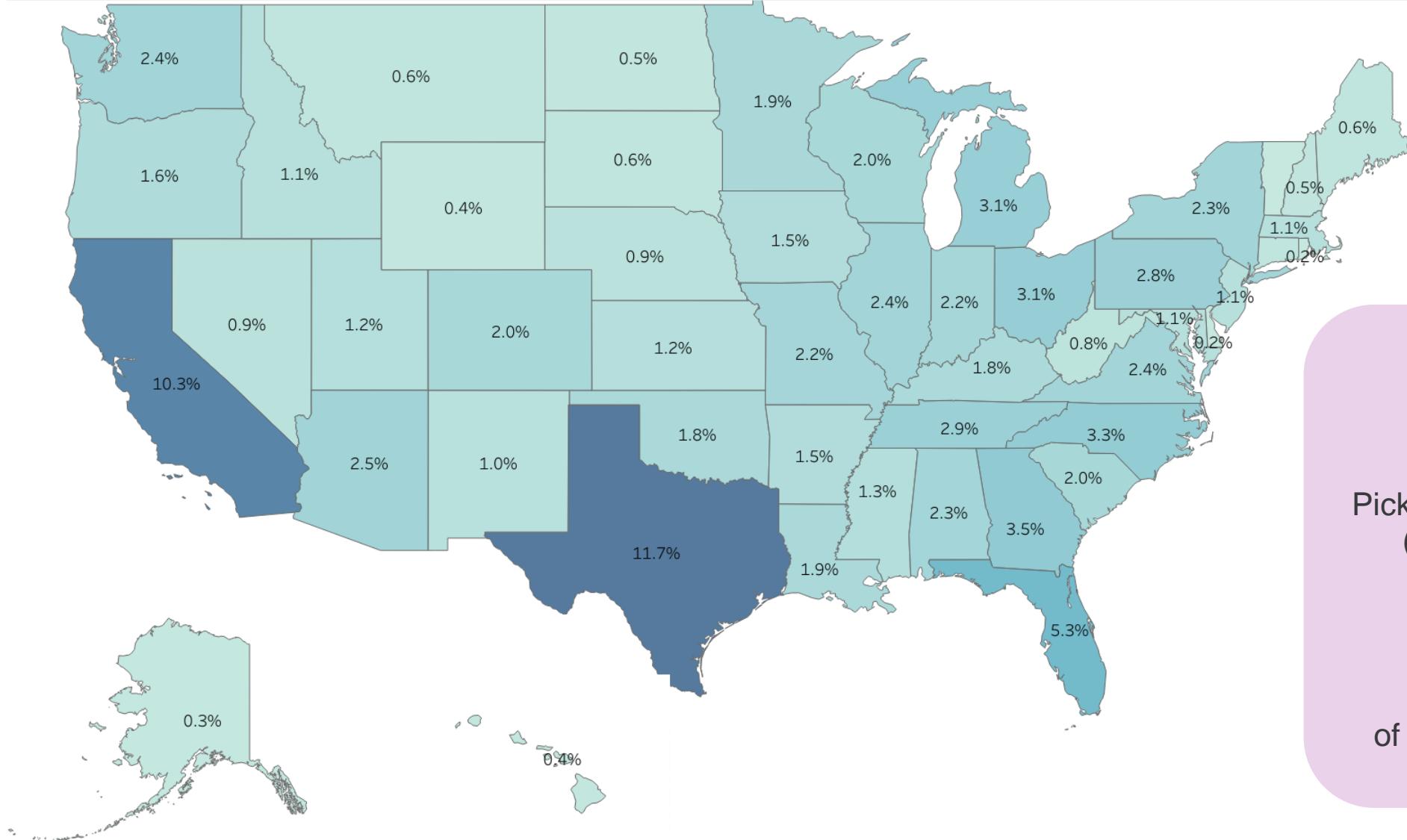
  
**38.9**  
**MILLION**  
USED vehicles  
changed owners

Q3 2024 Total\*  
**292.1**  
**MILLION**  
Vehicles on the road

=  
  
**28.6%**  
Total VIO  
changes<sup>1</sup>

\*U.S. Vehicles in Operation data as of Sept 30, 2023 and 2024, sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).  
1 – includes estimated annual households that relocated with the same vehicle(s)

# U.S. Light & Medium Duty Pickup Trucks in Operation (VIO)



## Key Findings:

**54M+**

## Pickup Trucks are on the road (Vehicles in Operation)

**20%**

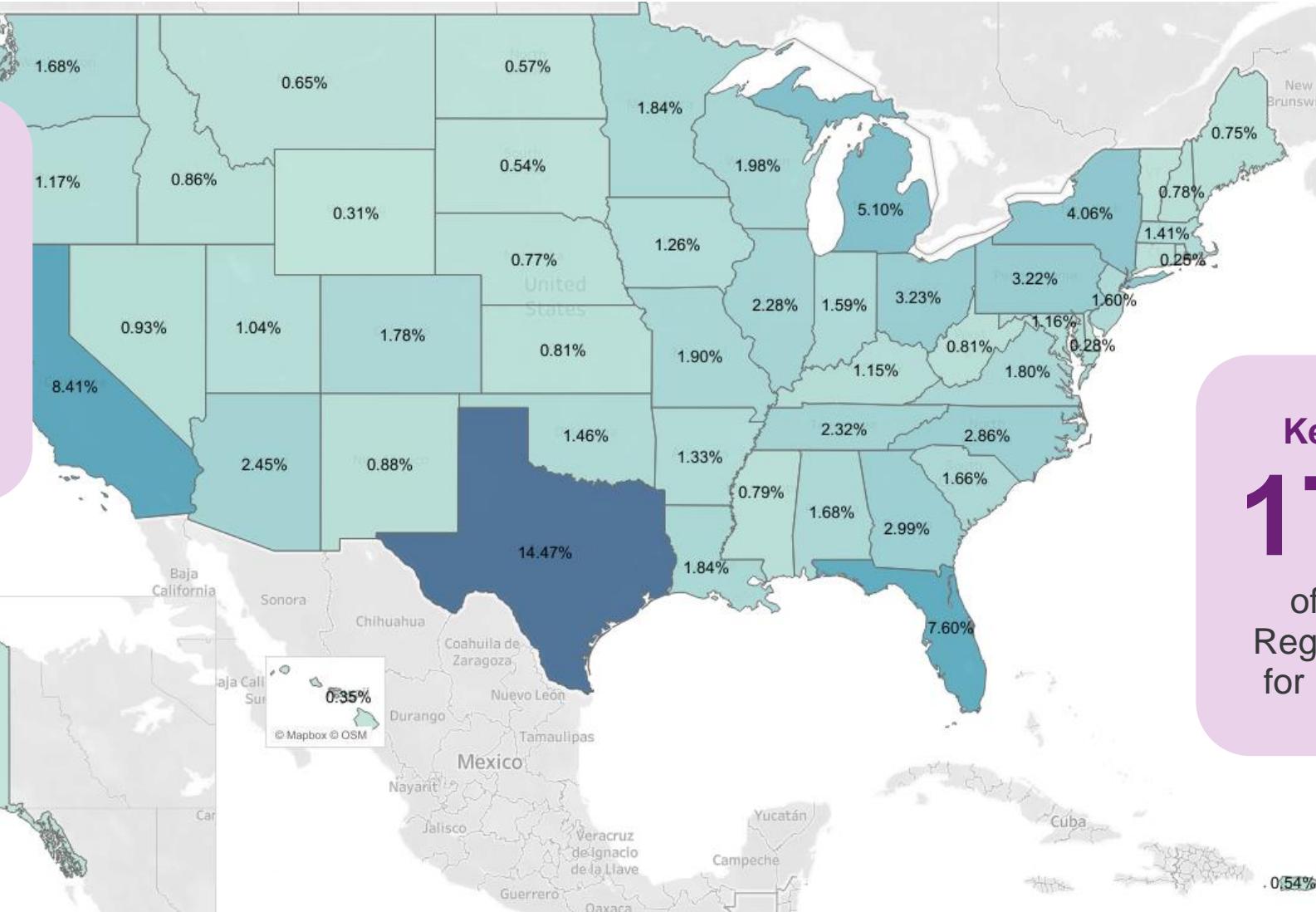
of Vehicles on the road are  
Pickup Trucks

# R12 U.S. New, Retail Pickup Truck Registrations

## Key Findings:

**2.7M+**

New, Retail Pickup Trucks were registered in the last 12 Mos



## Key Findings:

**17.4%**

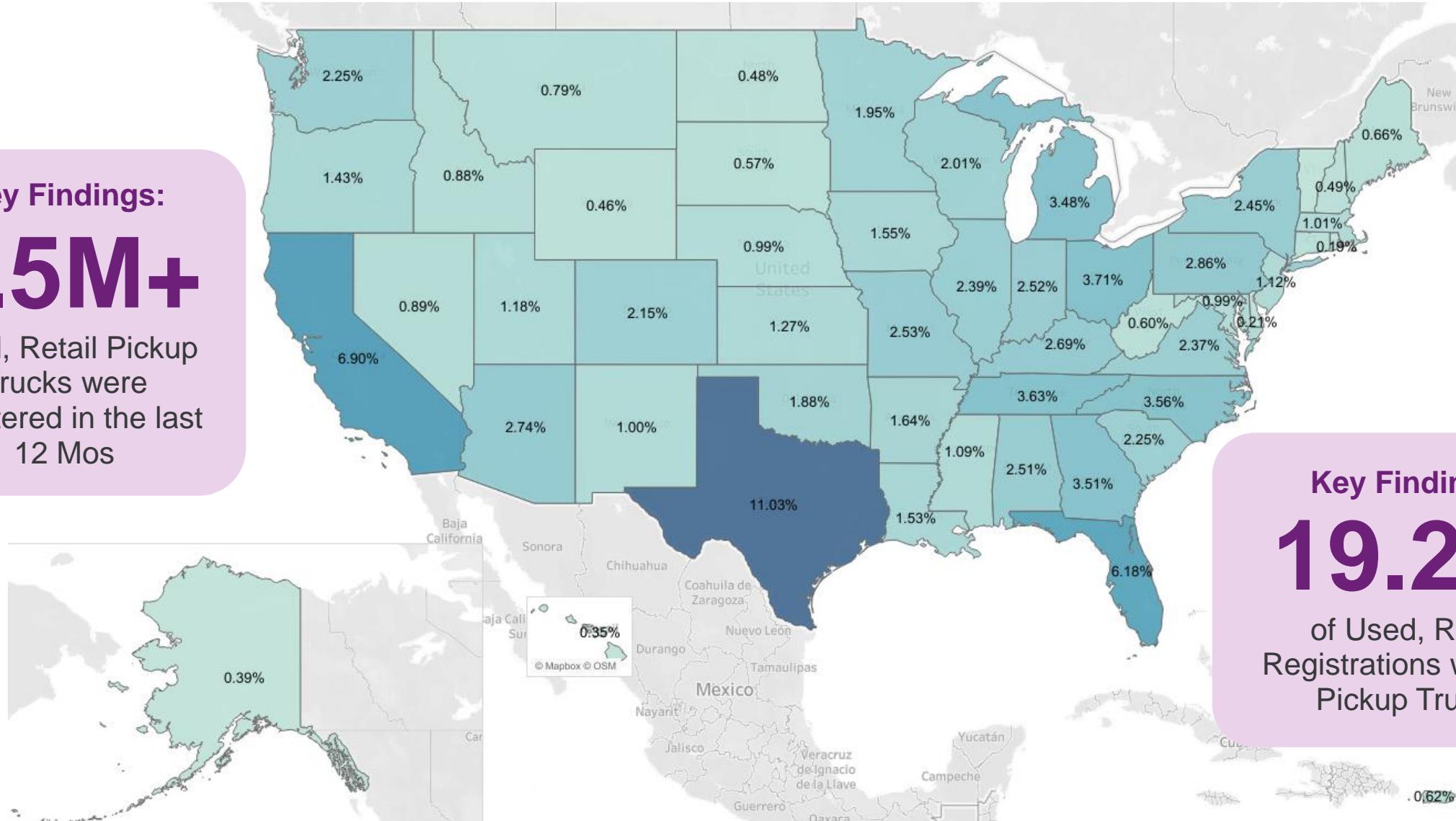
of New, Retail Registrations were for Pickup Trucks

## R12 U.S. CPO/Used, Retail Pickup Truck Registrations

# Key Findings:

## 7.5M+

Used, Retail Pickup Trucks were registered in the last 12 Mos

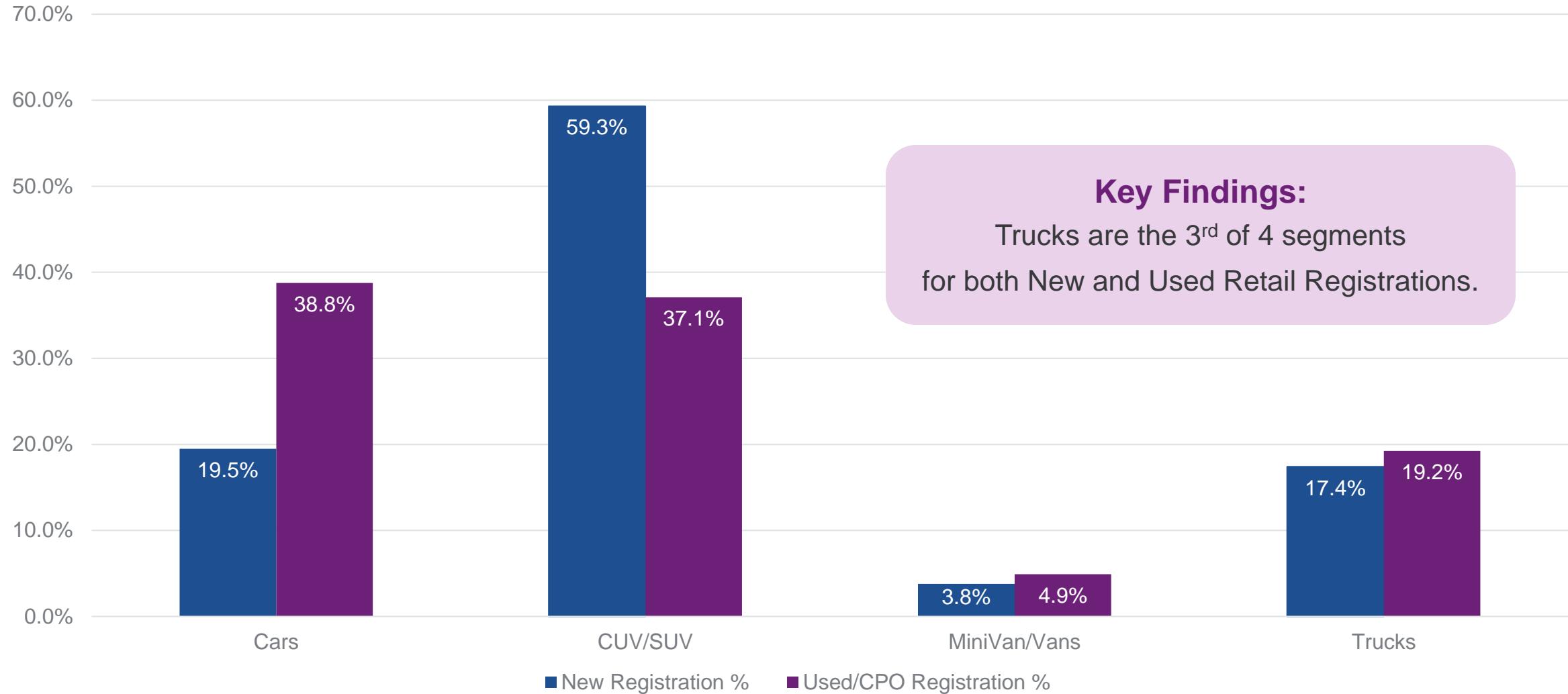


# Key Findings:

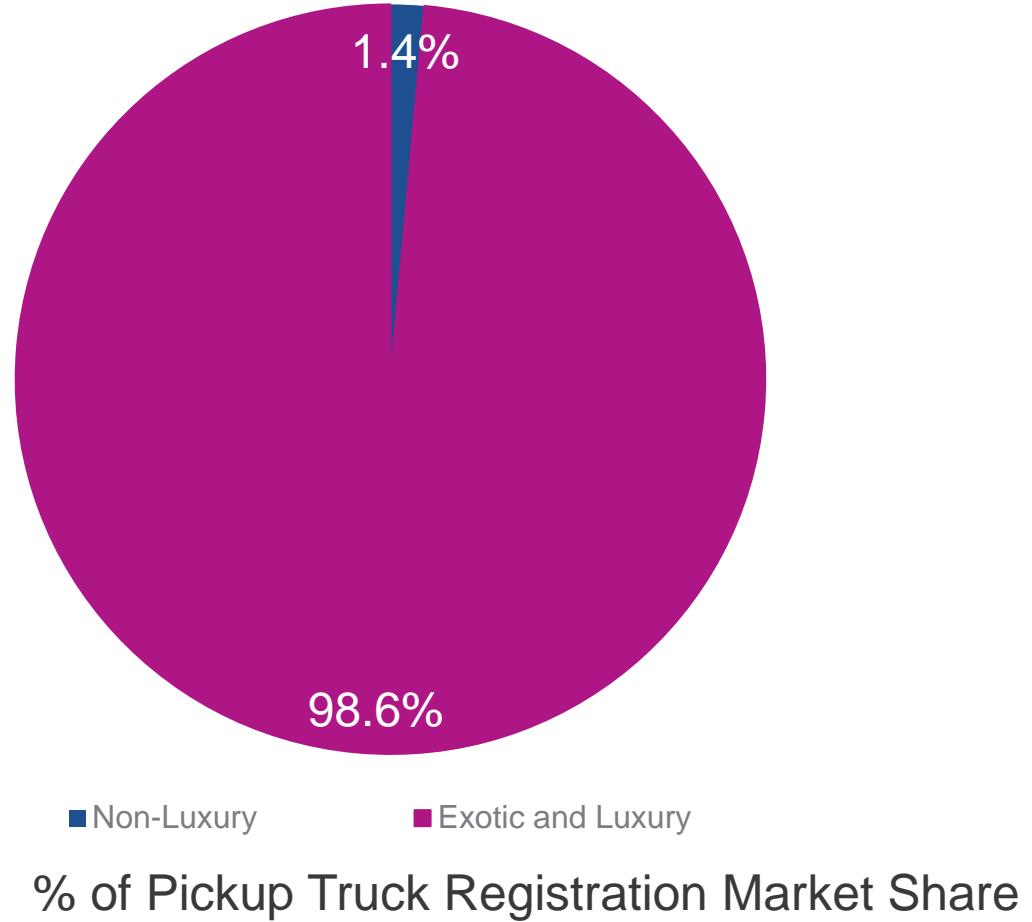
# 19.2%

of Used, Retail  
Registrations were for  
Pickup Trucks

# R12M Retail Registrations % by Sale Type and Vehicle Segment



# R12 New, Retail Pickup Truck Registration % by Vehicle Class

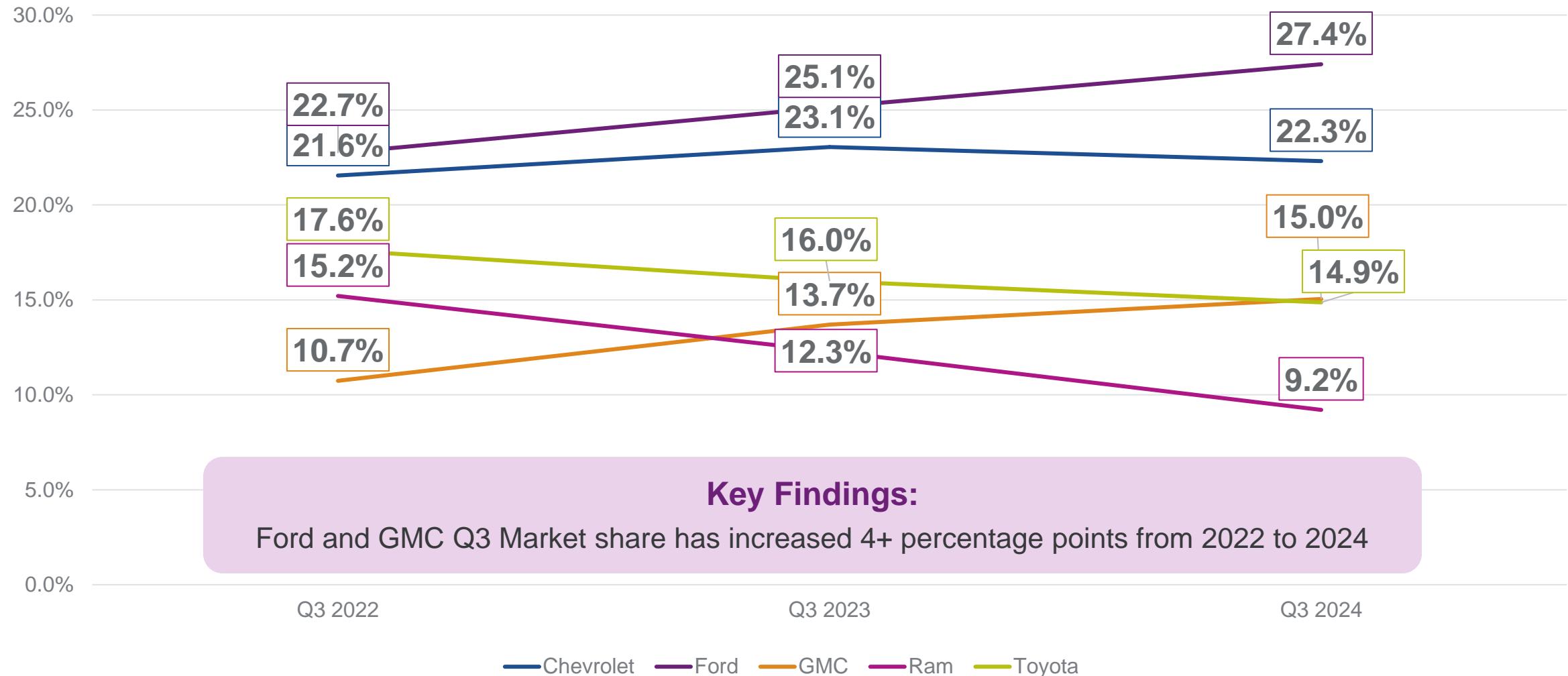


**Key Findings:**  
Non-Luxury Pickups account for  
**98.6%**  
of New, Retail Pickup Truck  
Registrations in the last 12  
Months

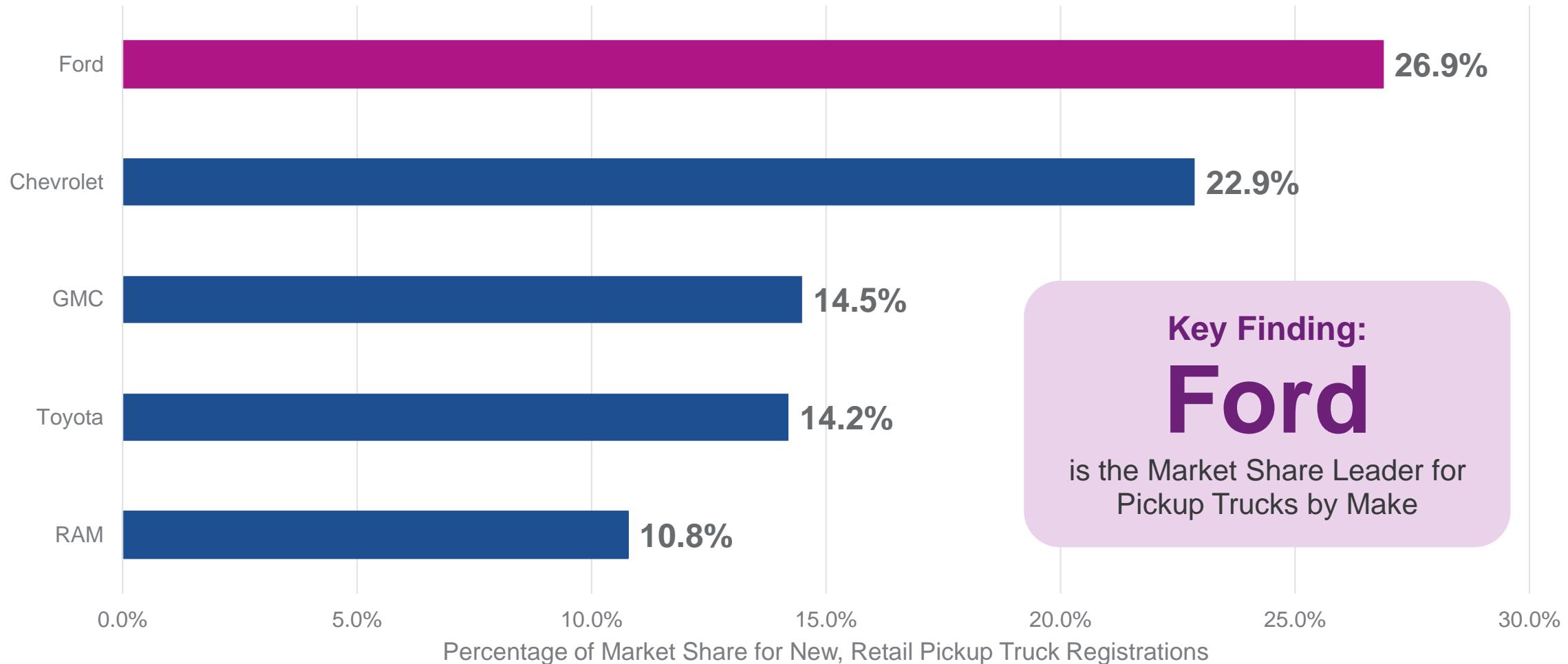
Exotic & Luxury Pickup Trucks  
account for

**1.4%**

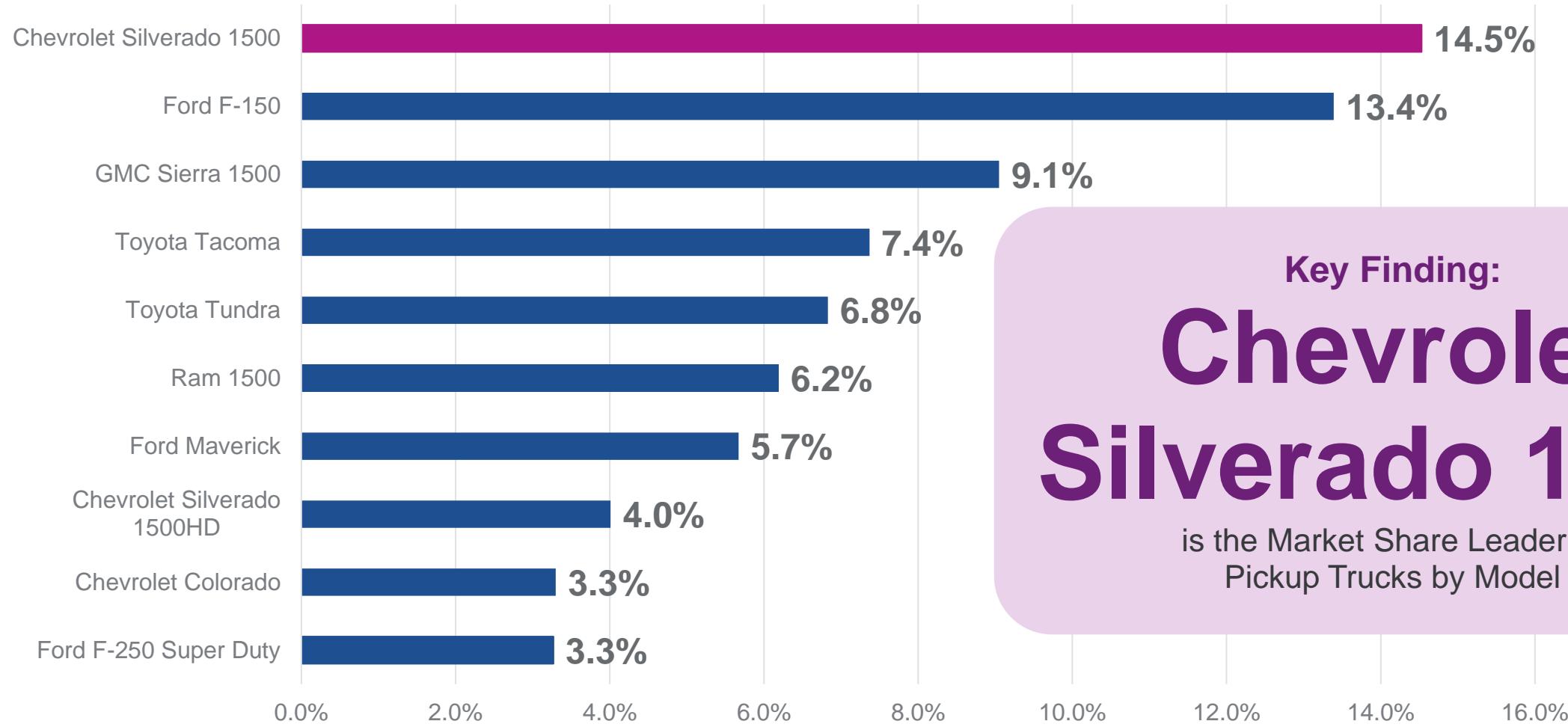
# Q3 Top 5 New, Retail Pickup Truck Registration Market Share % by Make for the Last 3 Years (Q3 = July, August, September)



# R12 Top 5 New, Retail Pickup Truck Registration % by Make

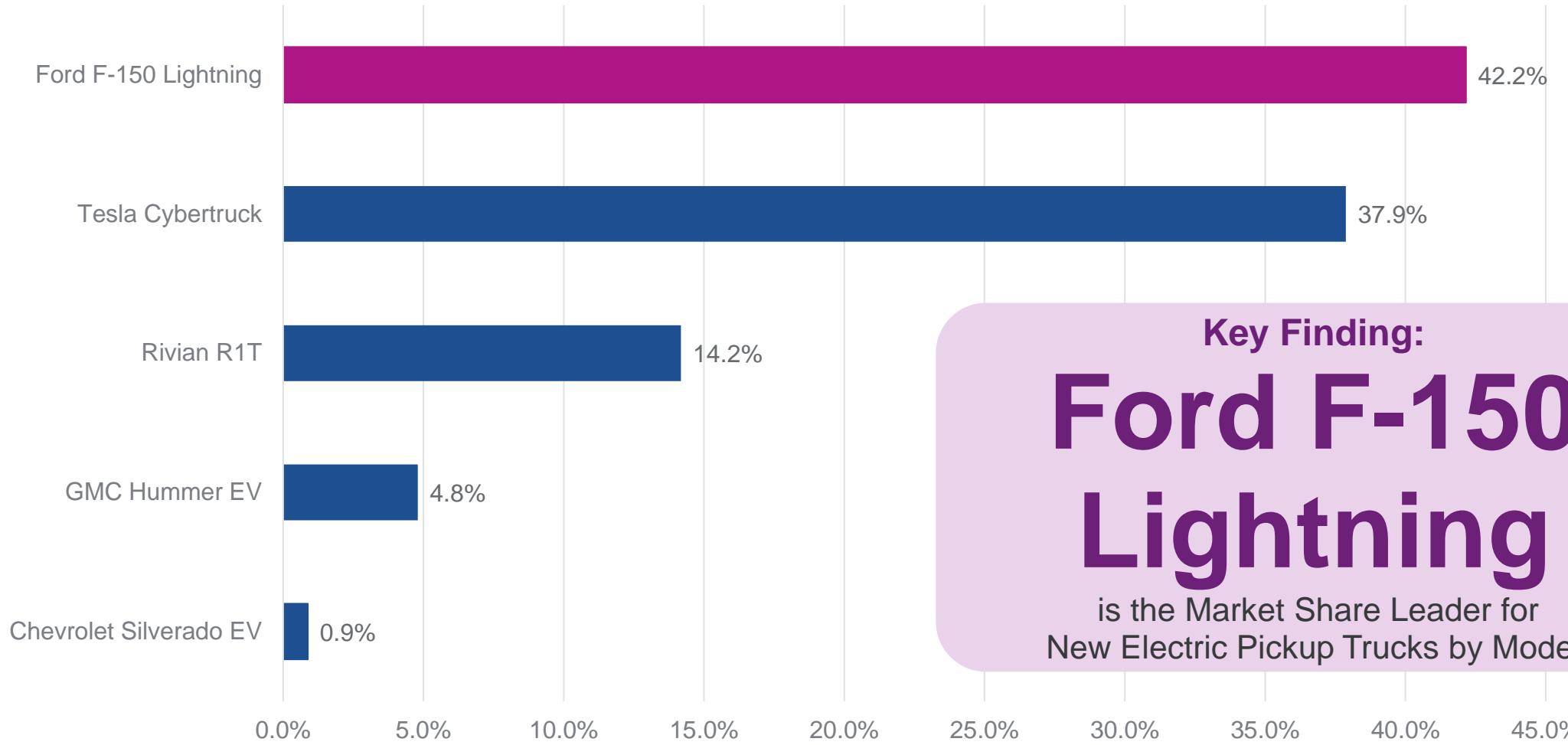


# R12M Top 10 New, Retail Pickup Truck Registration % by Model



**Key Finding:**  
**Chevrolet Silverado 1500**  
is the Market Share Leader for Pickup Trucks by Model

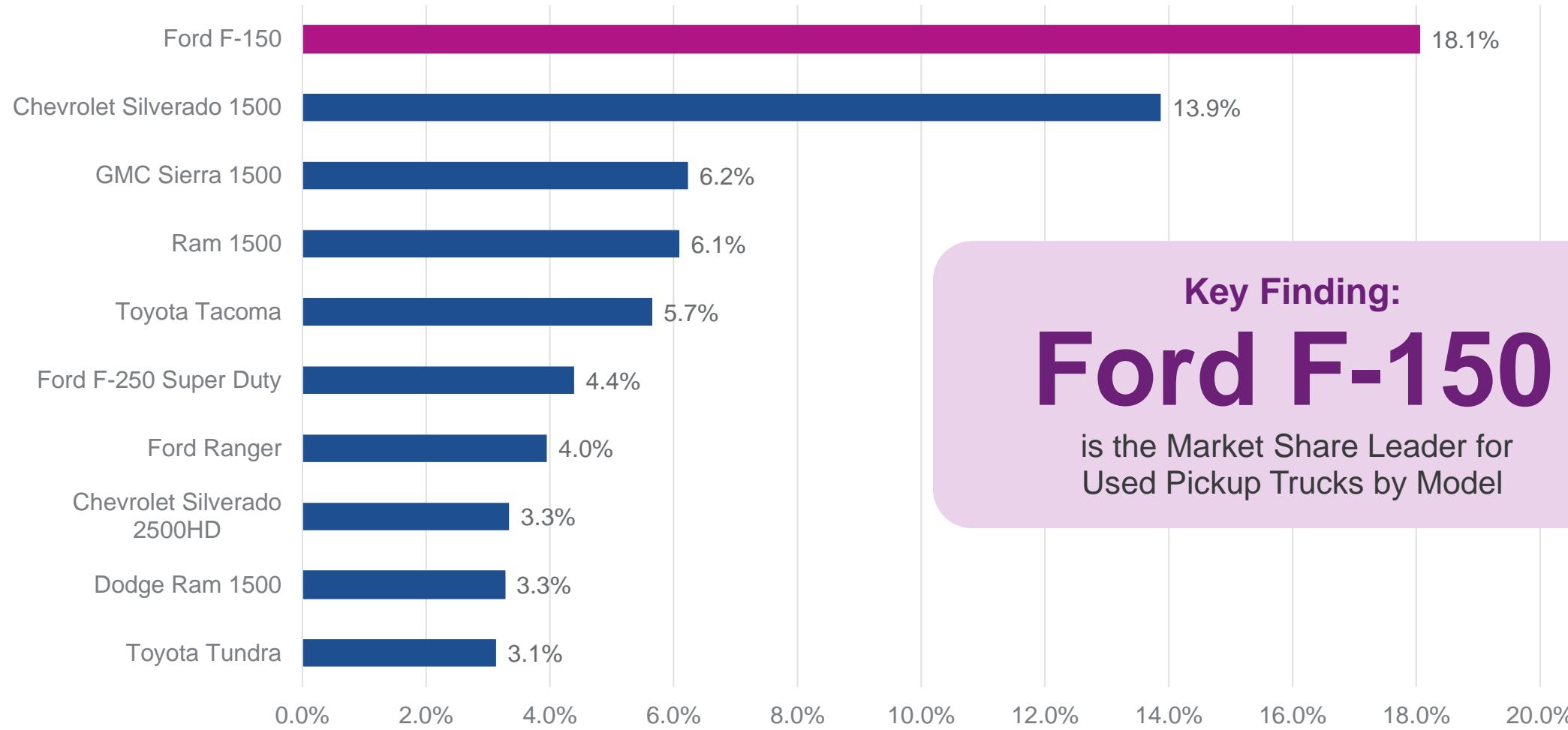
# R12M Top 5 New, Retail, EV Pickup Truck Registration % by Model & Fuel Type



**Key Finding:**  
**Ford F-150**  
**Lightning**

is the Market Share Leader for  
New Electric Pickup Trucks by Model

# R12M Top 10 Used, Retail Pickup Truck Registration % by Model



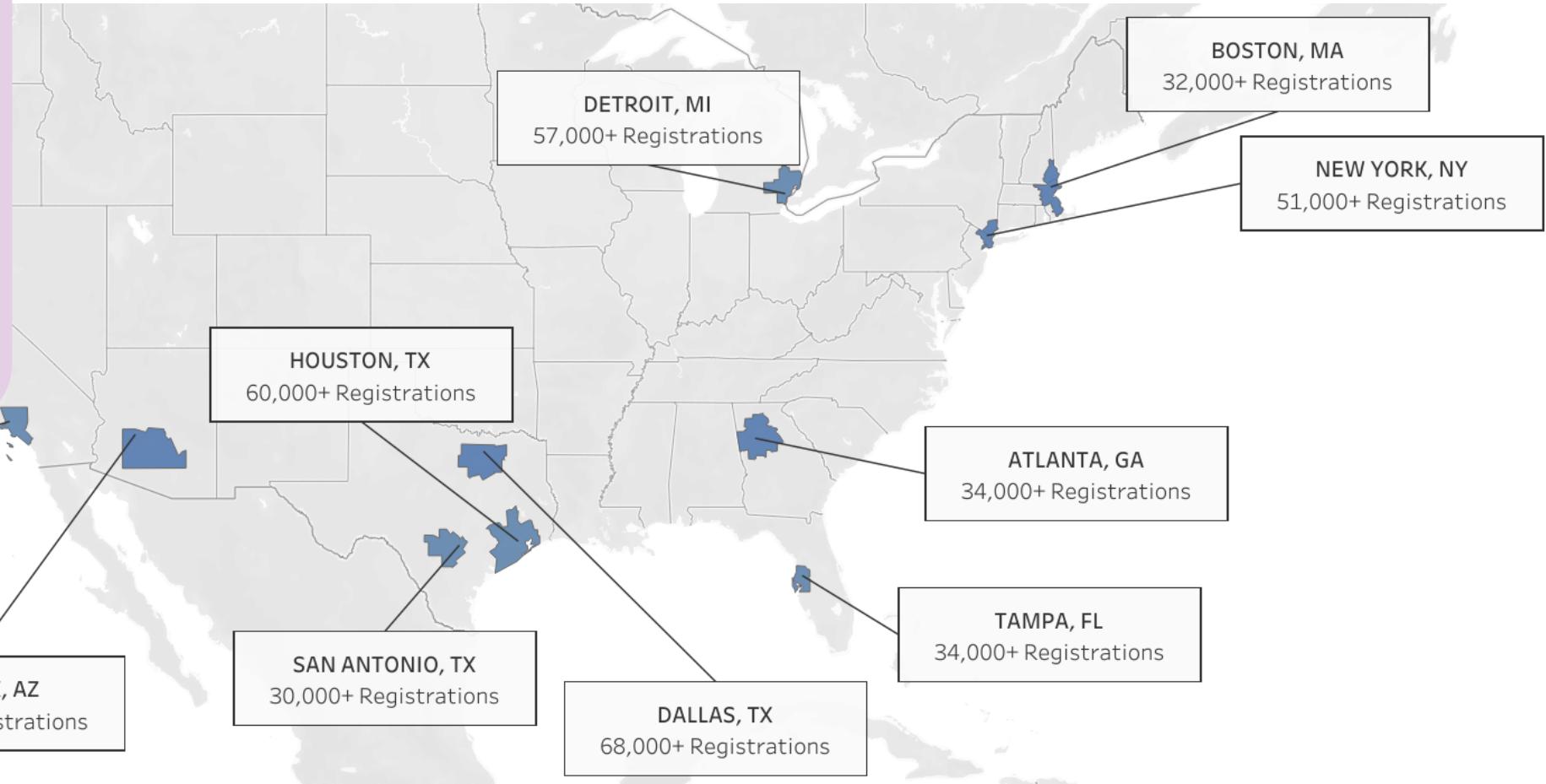
**Key Finding:**  
**Ford F-150**

is the Market Share Leader for  
Used Pickup Trucks by Model

# R12M Top U.S. DMAs for New, Retail Pickup Truck Registrations

## New DMA Ranking:

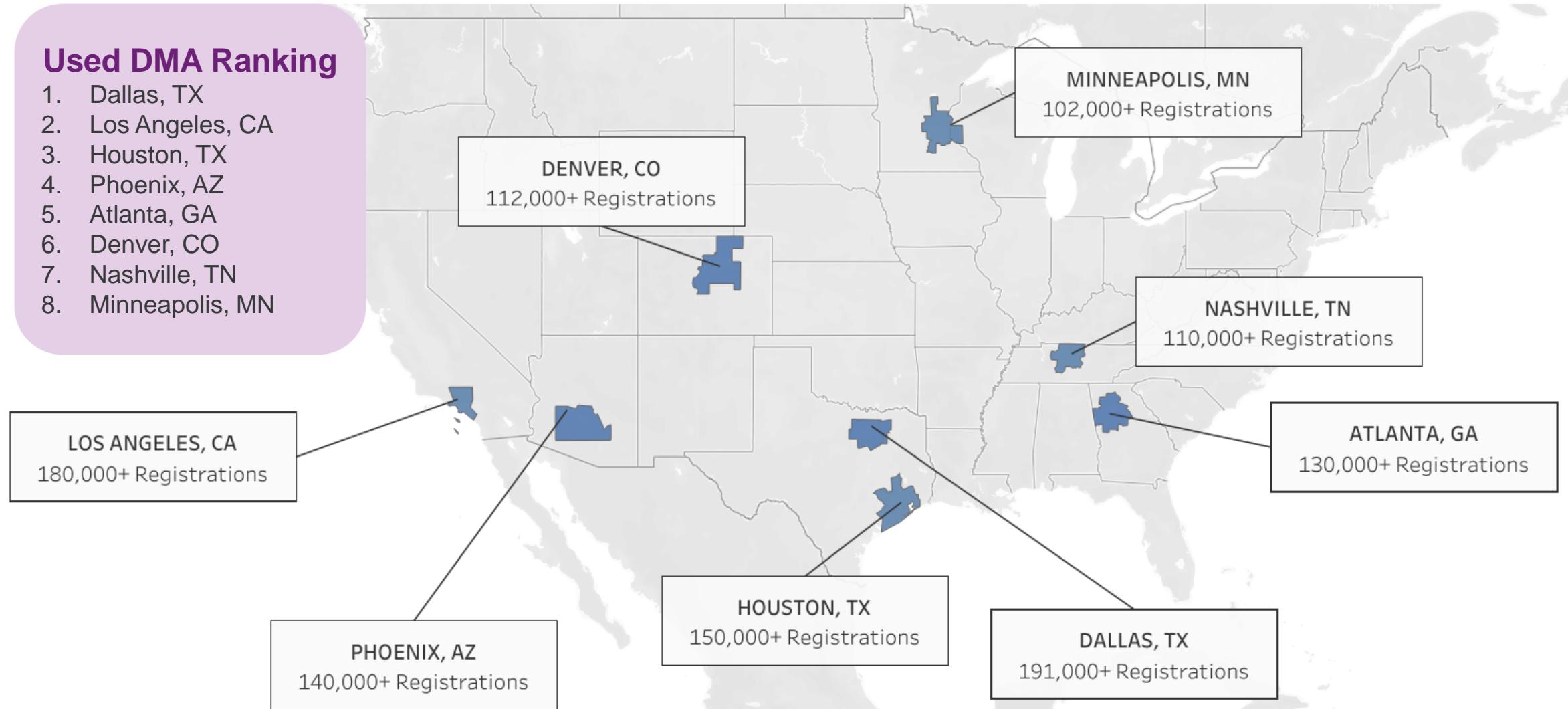
1. Los Angeles, CA
2. Dallas, TX
3. Houston, TX
4. Detroit, MI
5. New York, NY
6. Phoenix, AZ
7. Atlanta, GA
7. Tampa, FL
9. Boston, MA
10. San Antonio, TX



# R12M Top U.S. DMAs for Used, Retail Pickup Truck Registrations

## Used DMA Ranking

1. Dallas, TX
2. Los Angeles, CA
3. Houston, TX
4. Phoenix, AZ
5. Atlanta, GA
6. Denver, CO
7. Nashville, TN
8. Minneapolis, MN



# Pickup Truck Market Share Overview

New, Retail Registrations for the last 12 months

Pickup Truck Market Share **14.5%**  
New Market Share **2.3%**



Pickup Truck Market Share **7.4%**  
New Market Share **1.2%**



**Market Share**

Pickup Truck Market Share **13.4%**  
New Market Share **2.1%**



Pickup Truck Market Share **9.1%**  
New Market Share **1.5%**



Pickup Trucks account for 17+% of overall new, retail registrations

**98%**

of Pickup Truck registrations are for Non-Luxury Makes

# What Model Did Each Pickup Truck Replace?

Data includes new-to-new vehicle purchases using Experian disposal methodology for the last 12 months

## Chevrolet Silverado 1500

### Top 4 Inflows Including Chevy Models

Chevrolet Silverado 1500	46.02%
GMC Sierra 1500	4.48%
Chevrolet Colorado	3.96%
Ford F-150	3.88%

### Top 4 Inflows From Other Makes

GMC Sierra 1500	4.48%
Ford F-150	3.88%
Ram 1500	2.93%
Toyota Tacoma	1.50%

## Ford F-150

### Top 4 Inflows Including Ford Models

Ford F-150	52.94%
Ford F-250 Super Duty	3.38%
Ford Explorer	3.35%
Chevrolet Silverado 1500	2.83%

### Top 4 Inflows From Other Makes

Chevrolet Silverado 1500	2.83%
Ram 1500	2.29%
Toyota Tacoma	1.60%
GMC Sierra 1500	1.57%

## GMC Sierra 1500

### Top 4 Inflows Including GMC Models

GMC Sierra 1500	36.45%
Chevrolet Silverado 1500	12.43%
Ford F-150	6.16%
Ram 1500	3.47%

### Top 4 Inflows From Other Makes

Chevrolet Silverado 1500	12.43%
Ford F-150	6.16%
Ram 1500	3.47%
Toyota Tundra	1.59%

## Toyota Tacoma

### Top 4 Inflows Including Toyota Models

Toyota Tacoma	36.84%
Toyota RAV4	4.82%
Toyota Tundra	4.56%
Toyota Camry	3.85%

### Top 4 Inflows From Other Makes

Chevrolet Silverado 1500	2.53%
Ford F-150	2.52%
Ram 1500	1.33%
Nissan Frontier	1.31%

## 💡 Q3 Summary Insights

### What Are They Driving?



Pickup Trucks represent 17% of New, Retail Registrations in the last 12 months.



Of the Pickup Truck Registrations, 98.6% are for Non-Luxury, makes and 1.4% are for Luxury vehicles.



Ford is the Pickup Truck Market Share leader, with 26.9% of the market share.



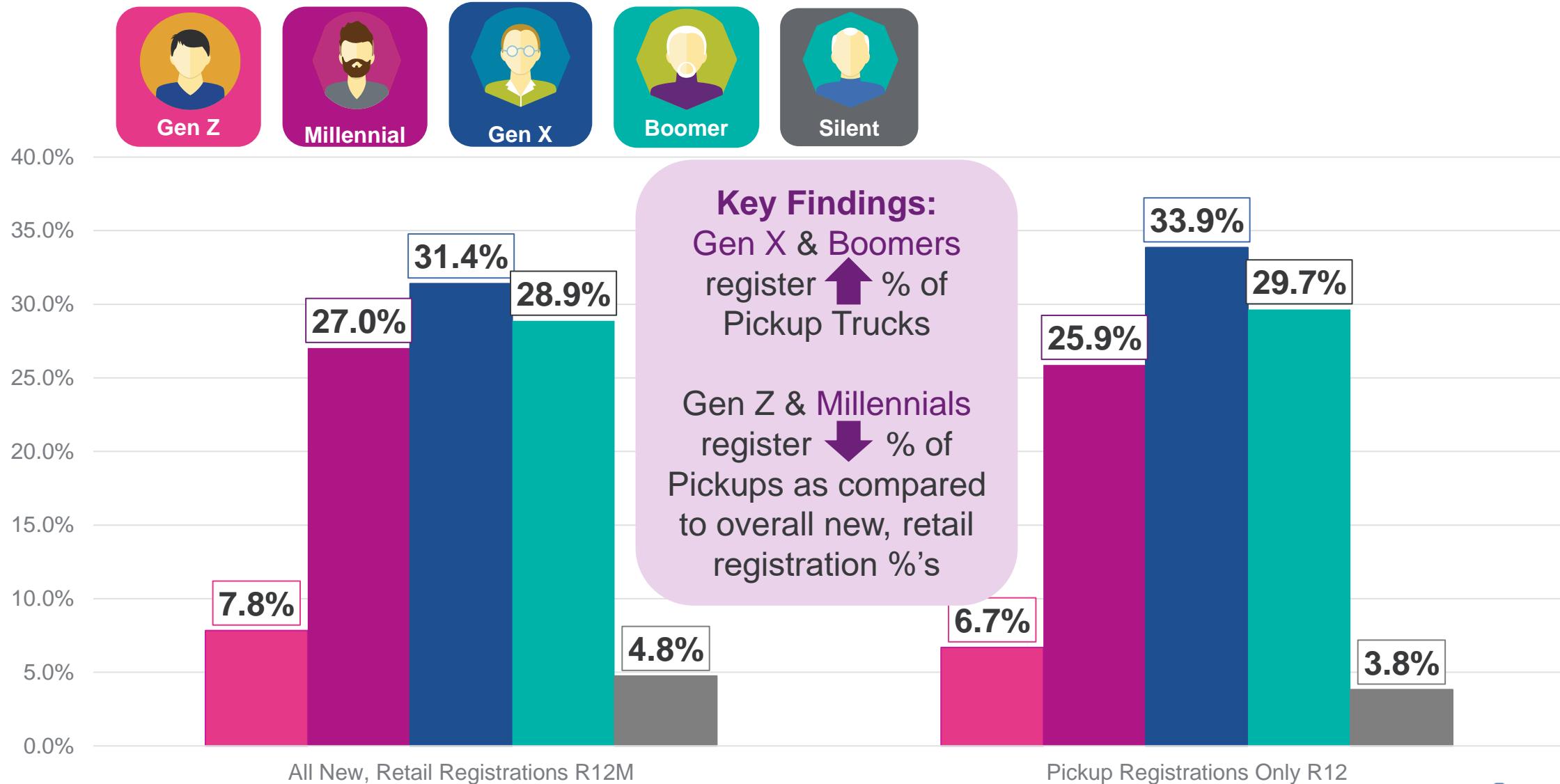
# Q3 2024

# Who are these customers?

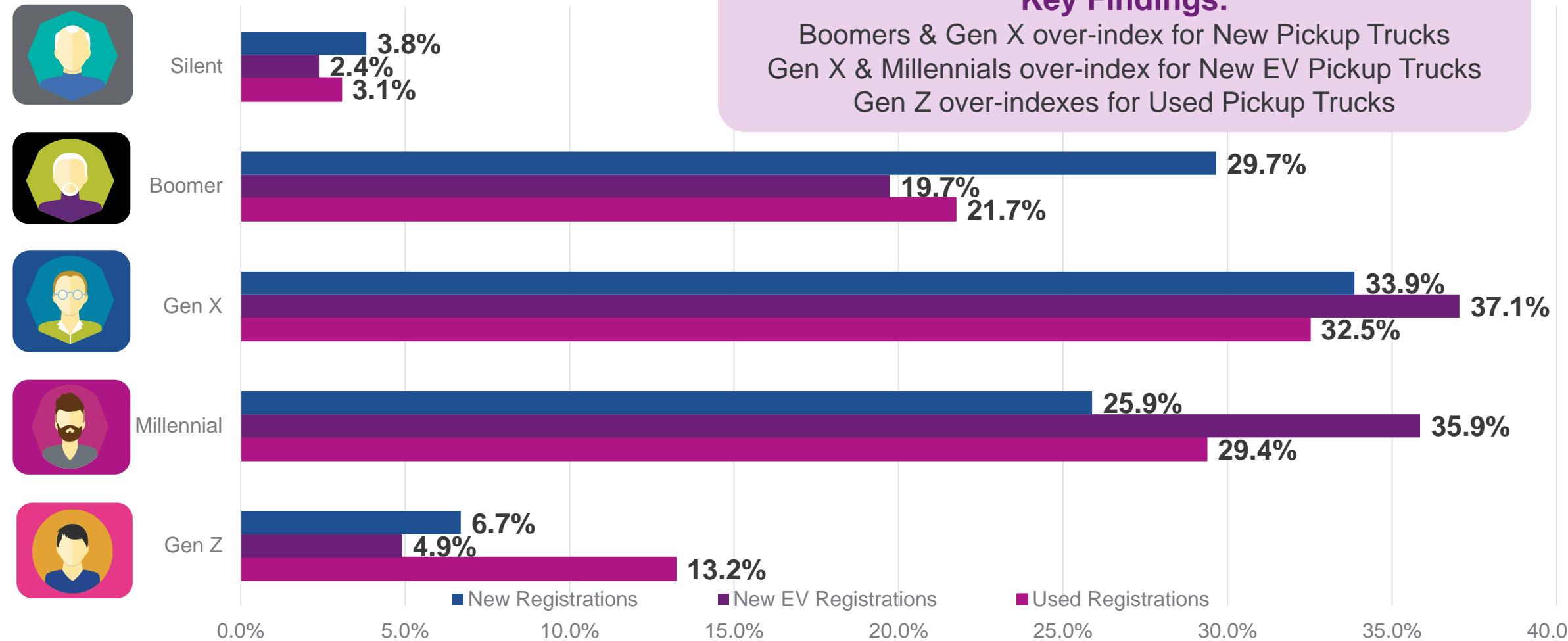
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- Demographic information
- Generational insights
- Lifestyle segmentation

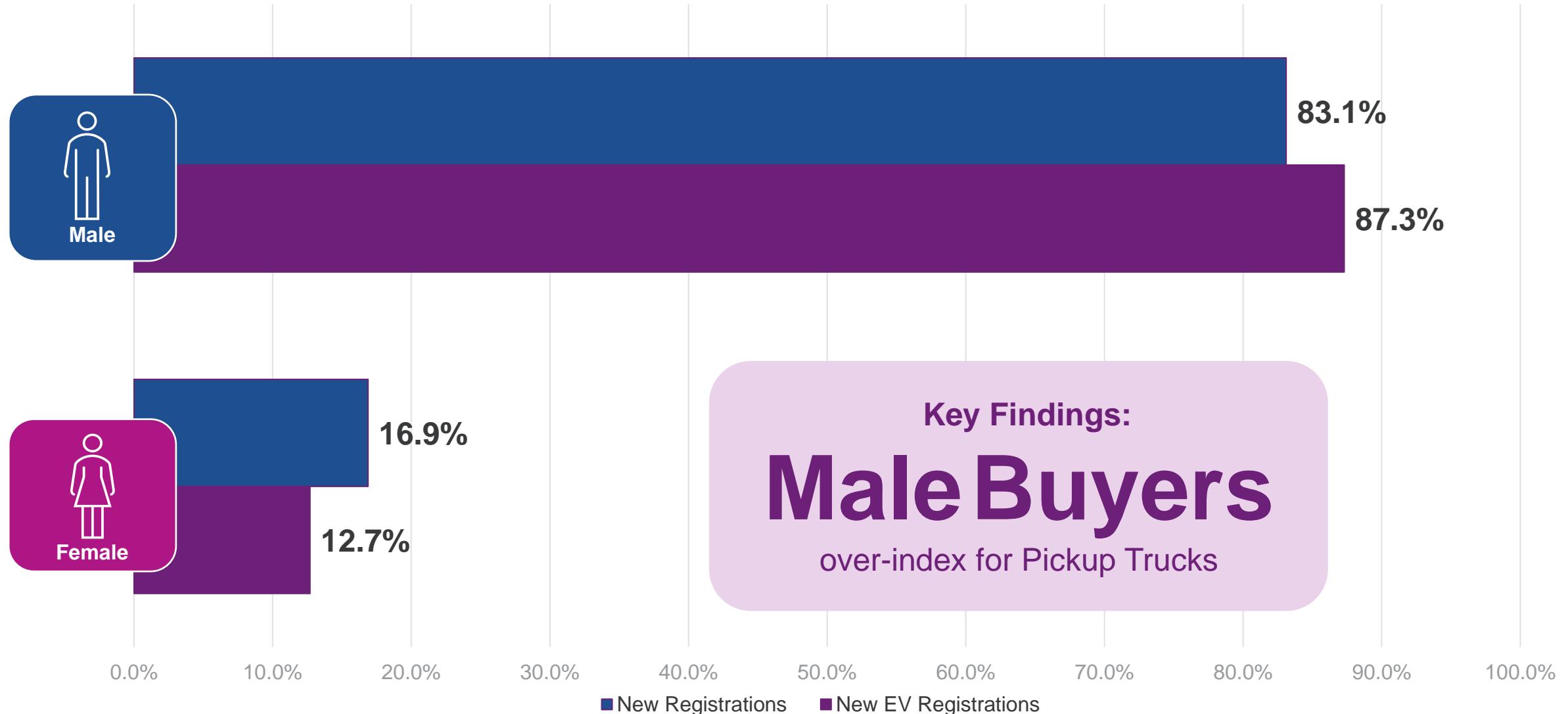
# R12M New, Retail Pickup Truck Registration % by Generation



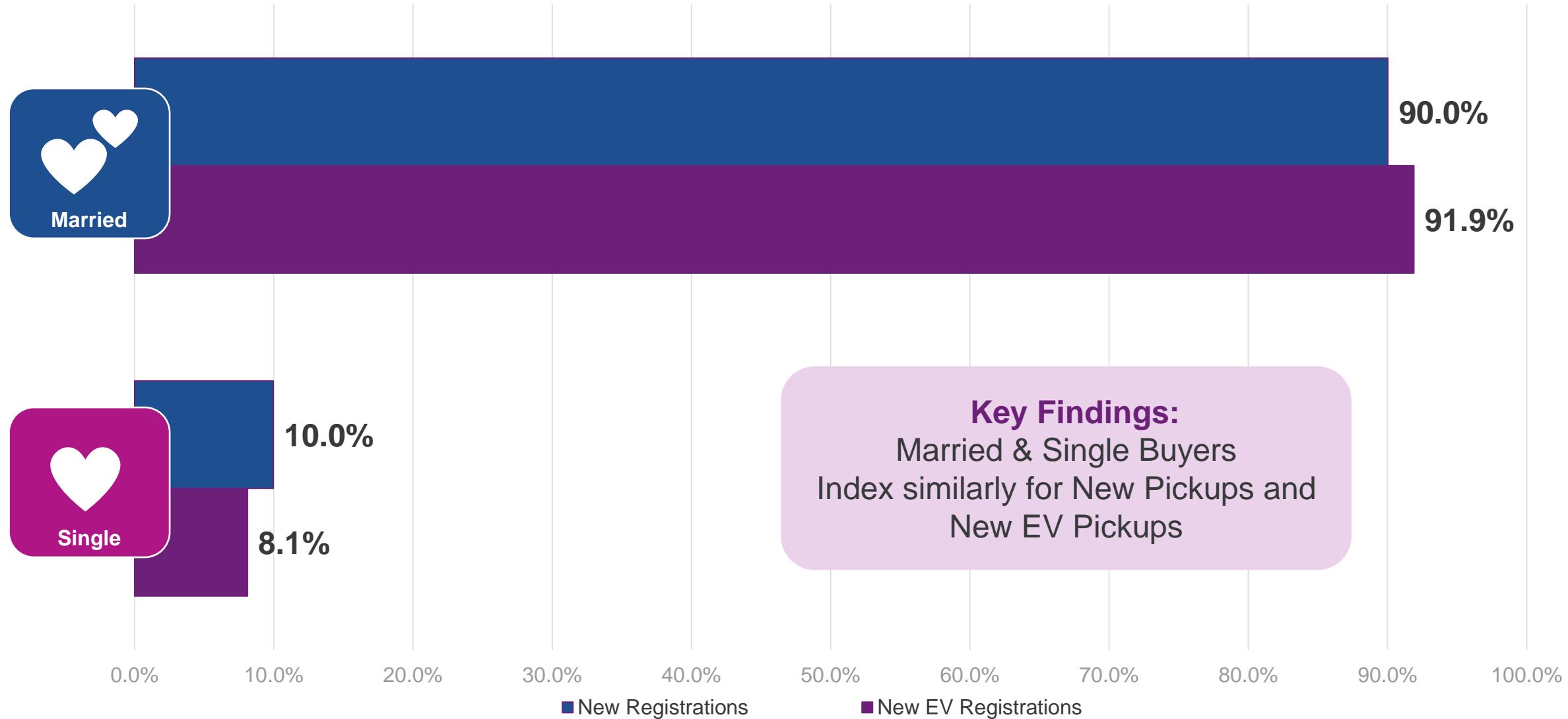
# R12M Retail Pickup Truck Registration % by Generation & Class



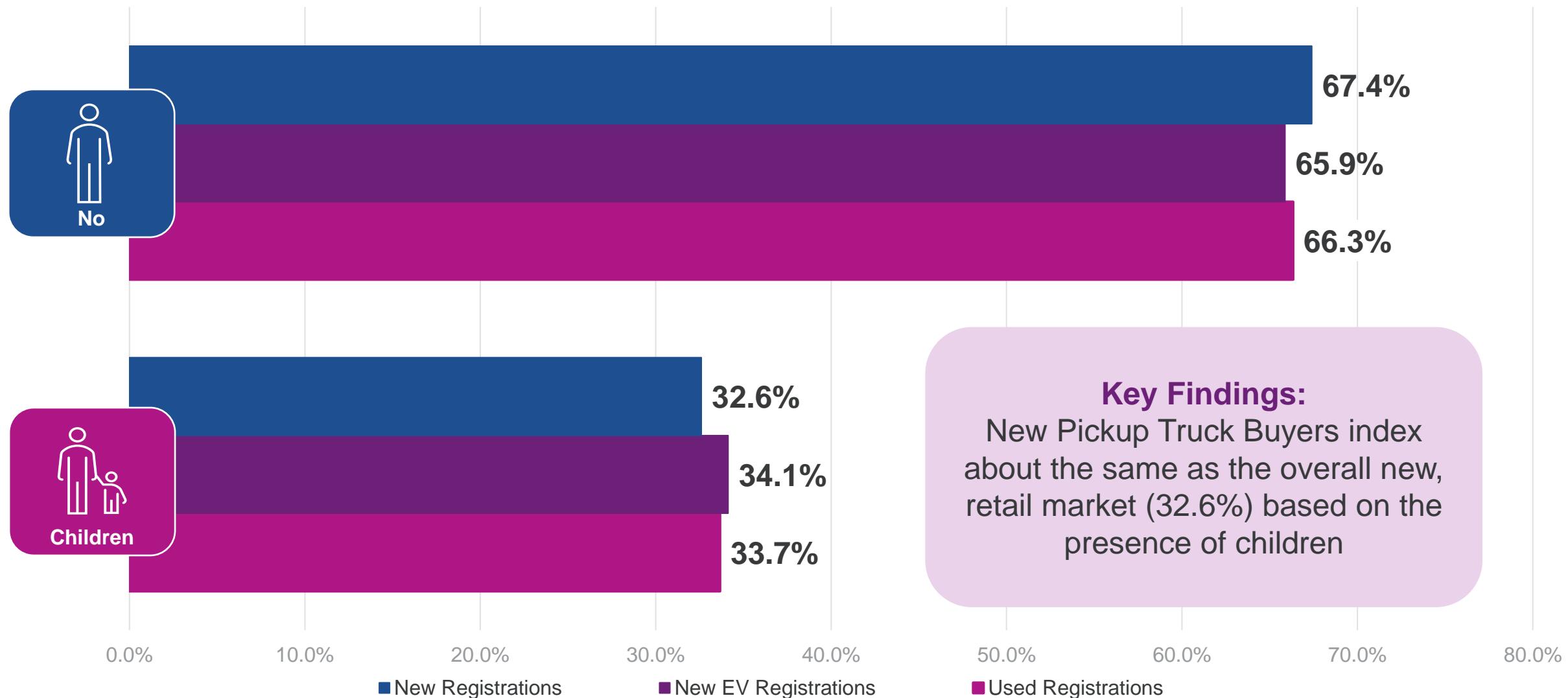
# R12M New Retail Pickup Truck Registration % by Gender



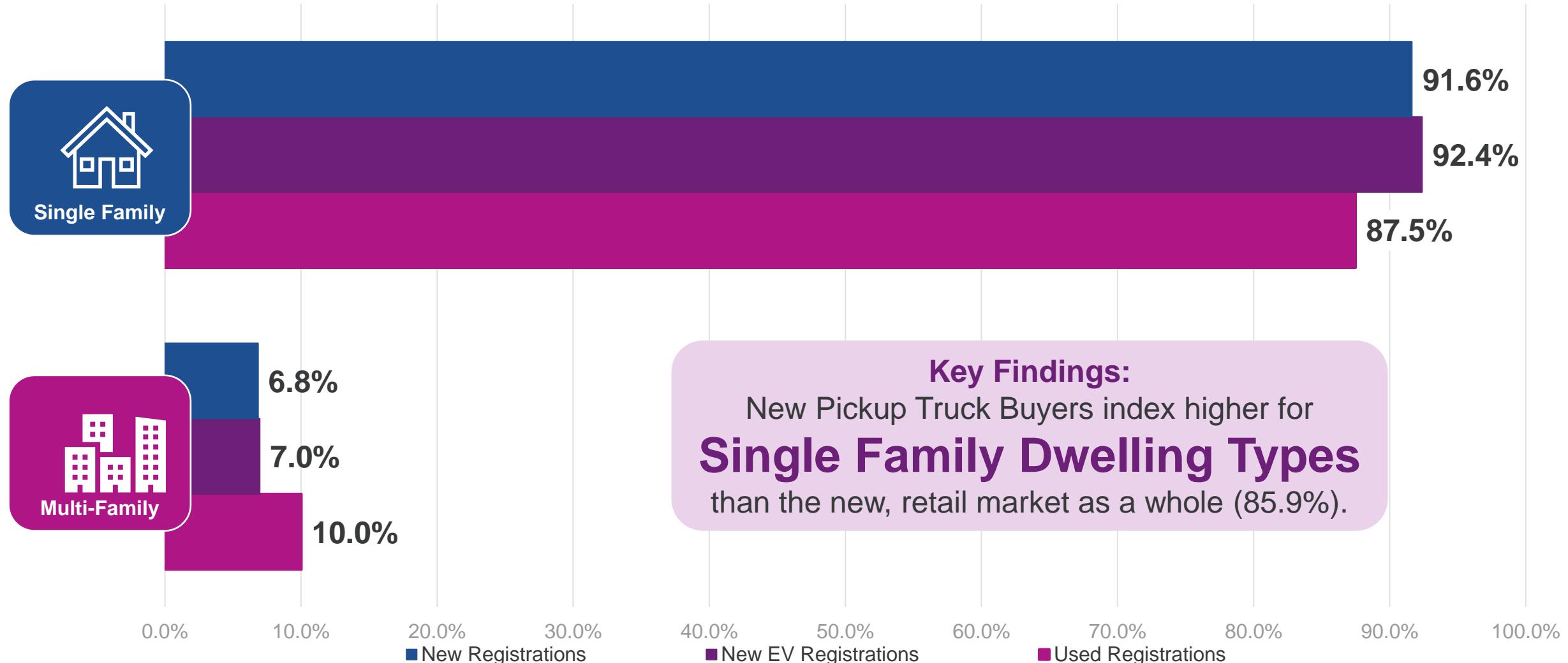
# R12M New Retail Pickup Truck Registration % by Marital Status



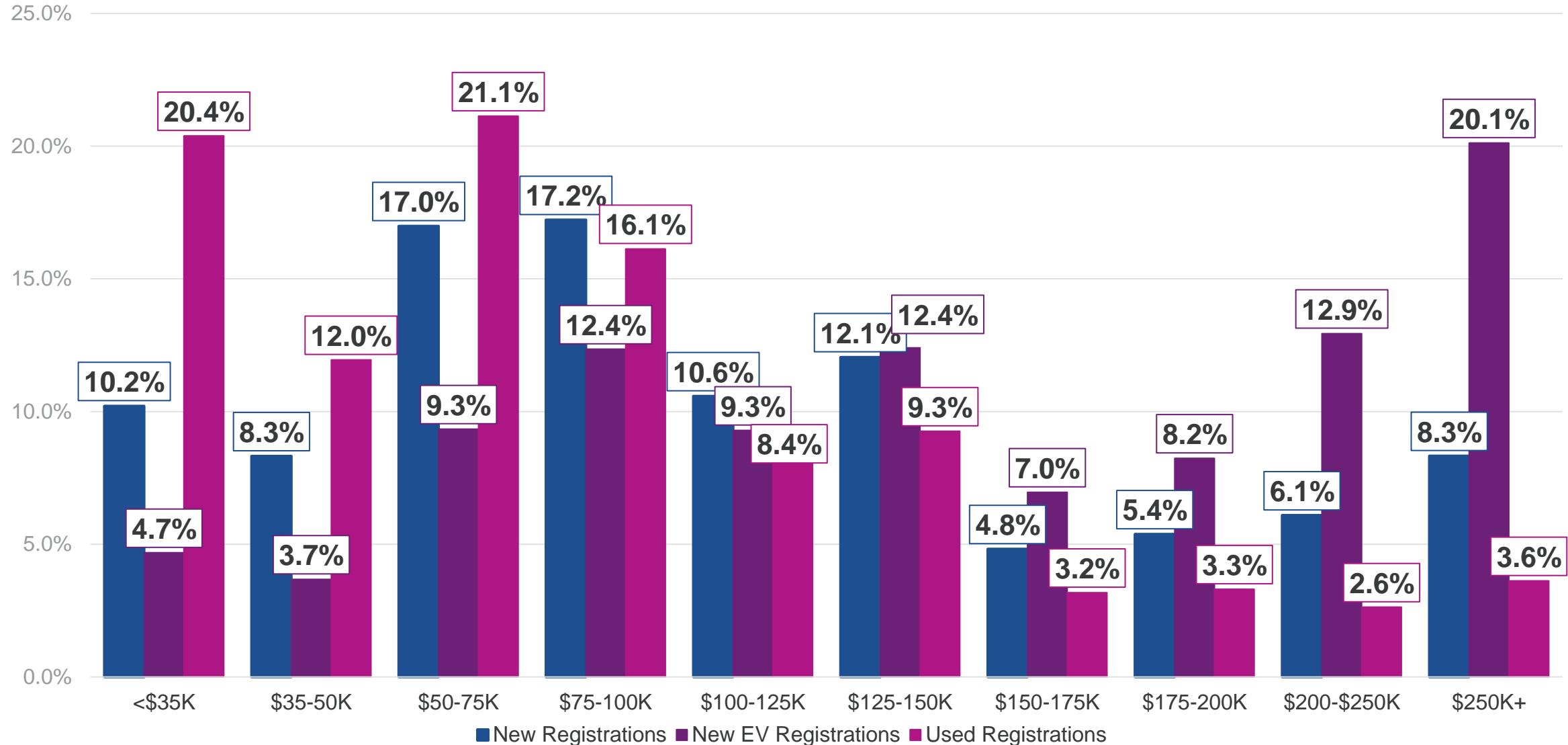
# R12M Retail Pickup Truck Registration % by Presence of Children



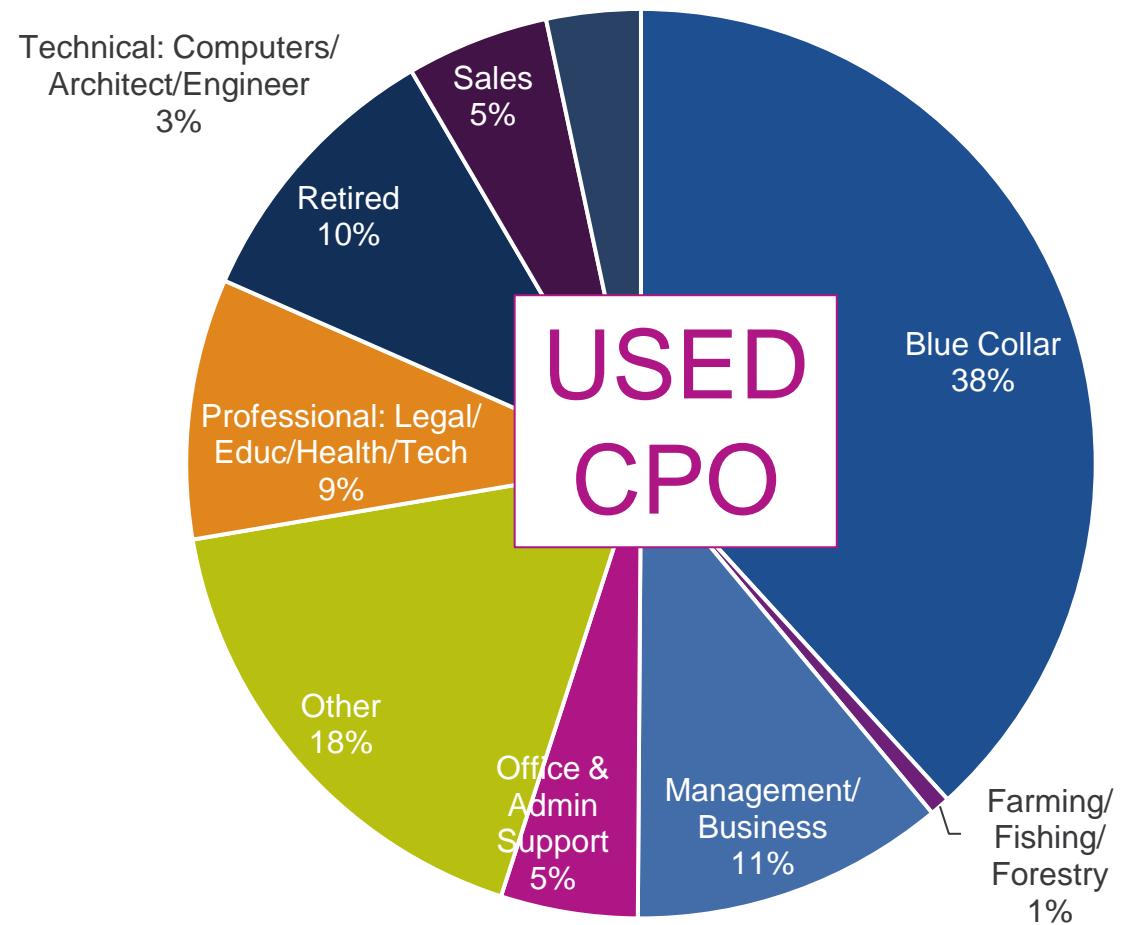
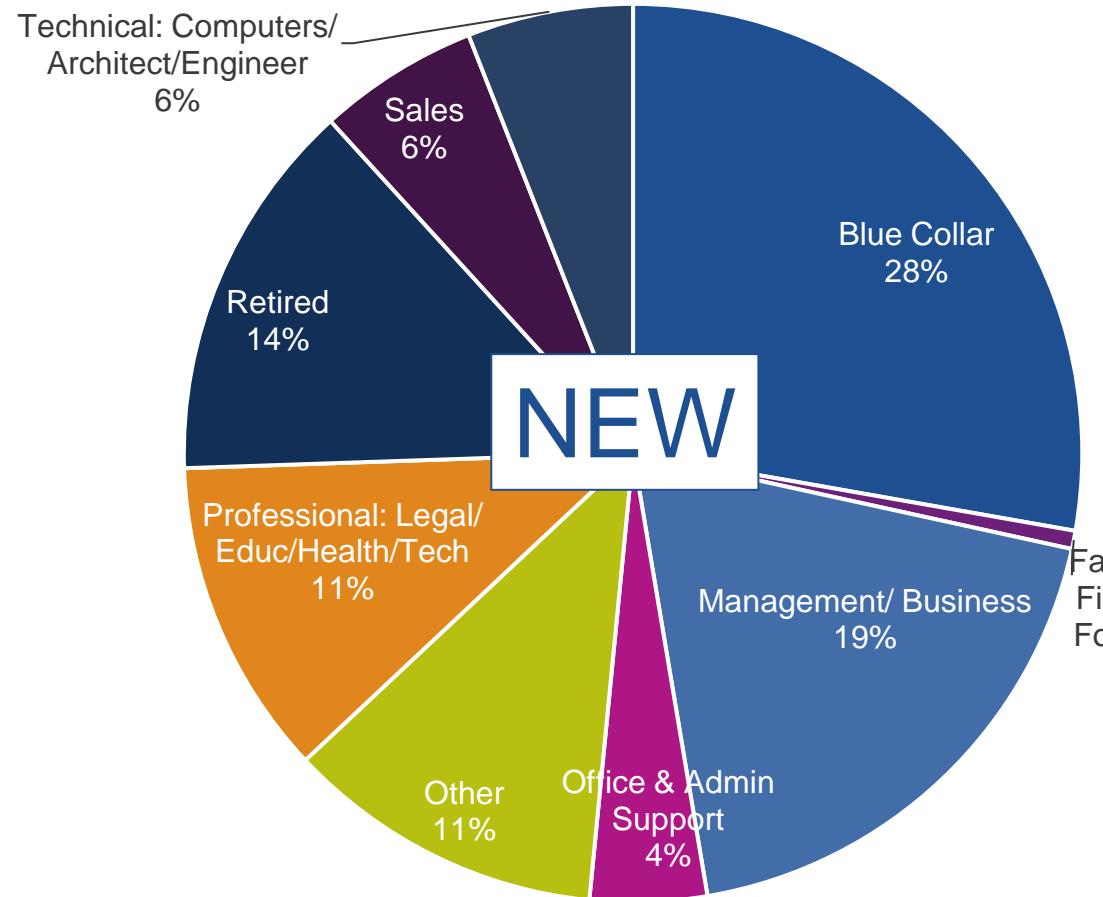
# R12M Retail Pickup Truck Registration % by Dwelling Type



# R12M Retail Pickup Truck Registration % by Household Income



# R12M Retail Pickup Truck Registration % by Buyer Occupation



- Blue Collar
- Office & Admin Support
- Retired

- Farming/ Fishing/ Forestry
- Other
- Sales

- Management/ Business
- Professional: Legal/ Educ/Health/Tech
- Technical: Computers/ Architect/Engineer

## 💡 Q3 Demographic Summary Insights



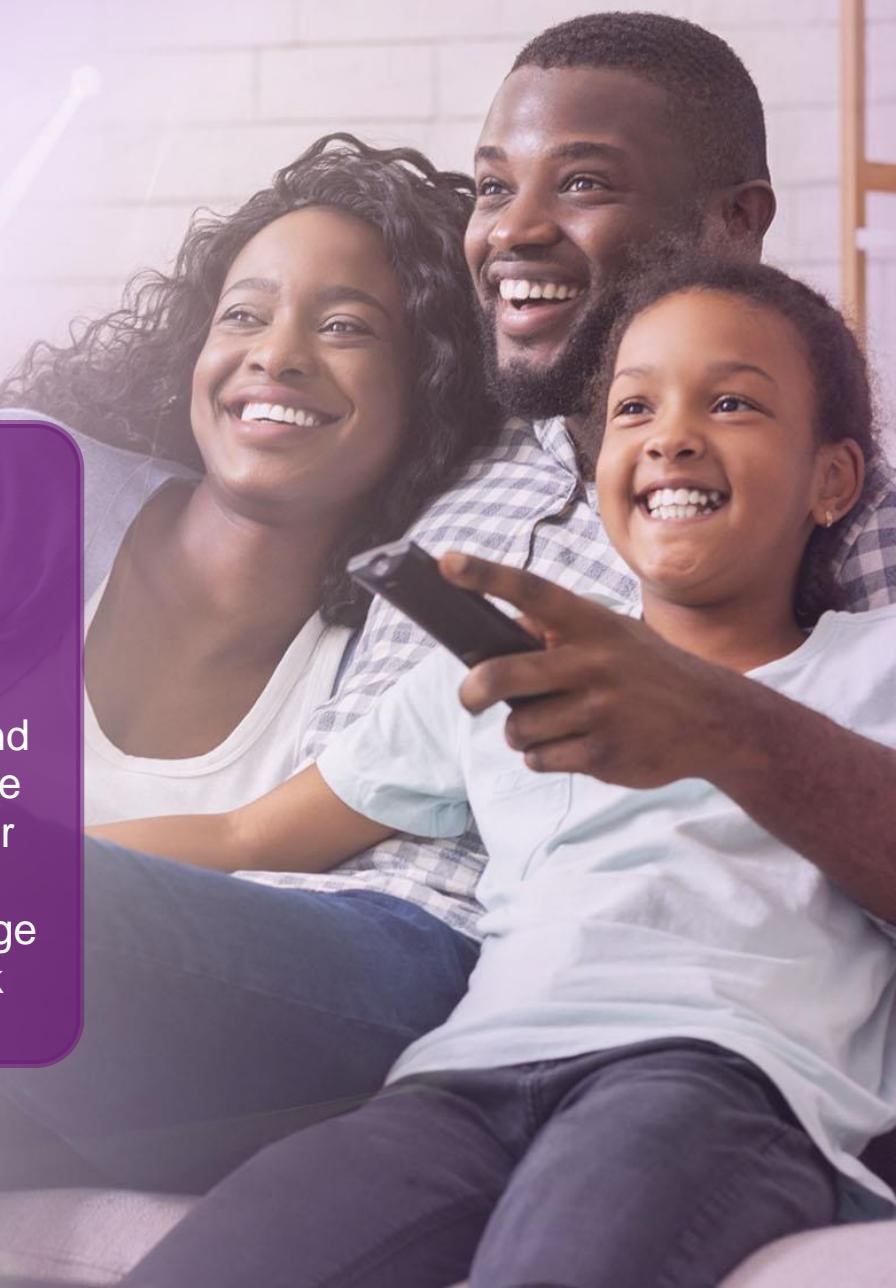
Consumer demographics vary for New, New EV and Used Pickup Truck Buyers



Targeting specific consumers for your marketing campaigns is critical for success



Leverage psychographic and buying preference insights to further customize your marketing message for Pickup Truck buyers



# Q3 2024

# Meaningful Customer Segmentation is Critical

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We deliver household-based lifestyle segmentation through Mosaic® US bringing data to life by highlighting:

- Who consumers are
- Where they live
- How they view the world
- Their financial status
- Their digital lifestyle
- Their communication preferences
- And, more...

# Lifestyle Segmentation for Audience Refinement

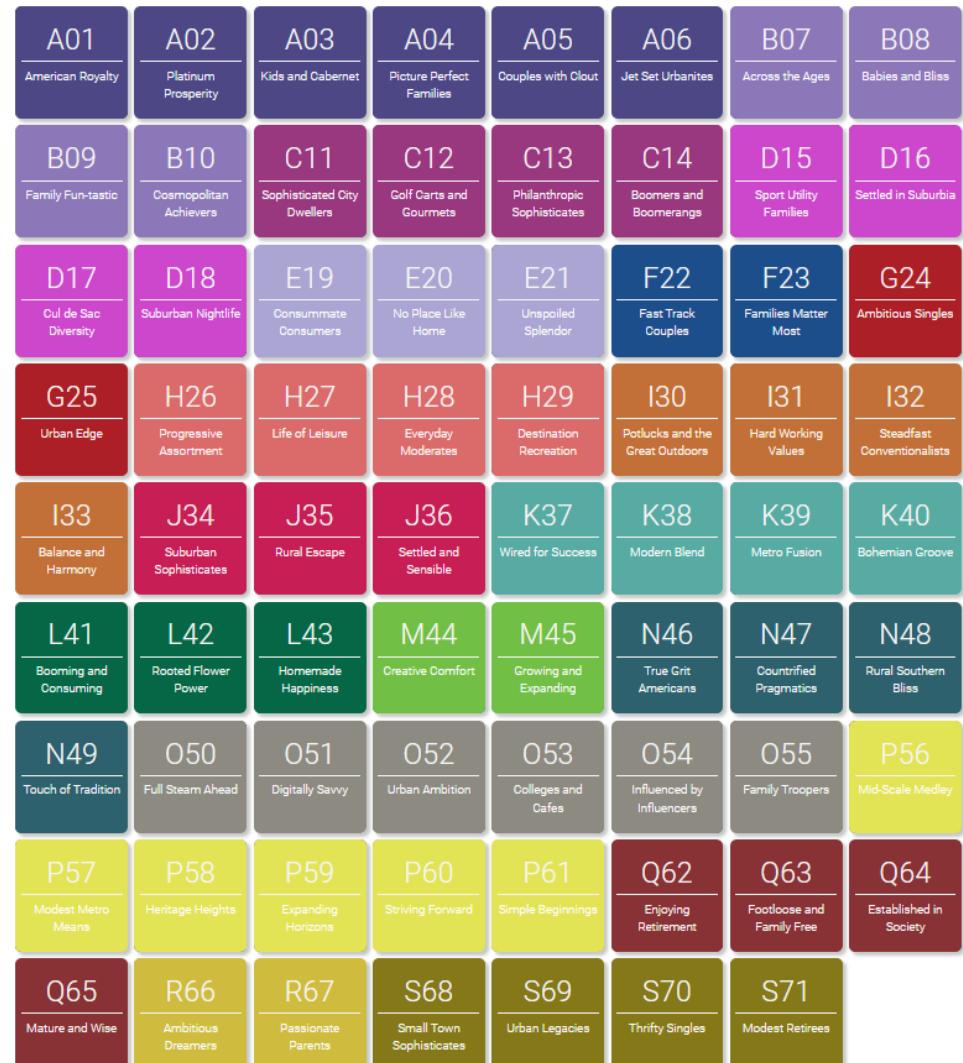
Send the right message to the right person, at the right time

Experian Mosaic divides the marketable U.S. population into **19** Groups and **71** more detailed Types.

It paints a unique picture of consumers based on their demographic characteristics, lifestyles, and behavior. It can tell you:

- Who your customers are
- How they live
- What they are looking for from you

**Communicate with consumers in a way  
that matches their world!**



# R12M New Retail Pickup Registrations

## Top 3 Mosaic Lifestyle Segmentation Types

**C13**  
Philanthropic Sophisticates

**E21**  
Unspoiled Splendor

**F22**  
Fast Track Couples

A01 American Royalty	A02 Platinum Prosperity	A03 Kids and Cabernet	A04 Picture Perfect Families	A05 Couples with Clout	A06 Jet Set Urbanites	B07 Across the Ages	B08 Babies and Bliss
B09 Family Fun-tastic	B10 Cosmopolitan Achievers	C11 Sophisticated City Dwellers	C12 Golf Carts and Gourmets	C13 Philanthropic Sophisticates	C14 Boomers and Boomerangs	D15 Sport Utility Families	D16 Settled in Suburbia
D17 Suburban Nightlife	D18 Consummate Consumers	E19 No Place Like Home	E20 Unspoiled Splendor	E21 Fast Track Couples	F22 Families Matter Most	G23 Ambitious Singles	
H26 Progressive Assortment	H27 Life of Leisure	H28 Everyday Moderates	H29 Destination Recreation	I30 Potlucks and the Great Outdoors	I31 Hard Working Values	I32 Steadfast Conventionalists	
J34 Suburban Sophisticates	J35 Rural Escape	J36 Settled and Sensible	K37 Wired for Success	K38 Modern Blend	K39 Metro Fusion	K40 Bohemian Groove	
L42 Booming and Consuming	L43 Rooted Flower Power	M44 Homemade Happiness	M45 Creative Comfort	M46 Growing and Expanding	N46 True Grit Americans	N47 Countified Pragmatics	N48 Rural Southern Bliss
N49 Touch of Tradition	O50 Full Steam Ahead	O51 Digitally Savvy	O52 Urban Ambition	O53 Colleges and Cafes	O54 Influenced by Influencers	O55 Family Troopers	P56 Mid-Scale Medley
P57 Modest Metro Means	P58 Heritage Heights	P59 Expanding Horizons	P60 Striving Forward	P61 Simple Beginnings	Q62 Enjoying Retirement	Q63 Footloose and Family Free	Q64 Established in Society
Q65 Mature and Wise	R66 Ambitious Dreamers	R67 Passionate Parents	S68 Small Town Sophisticates	S69 Urban Legacies	S70 Thrifty Singles	S71 Modest Retirees	

# R12M New EV Pickup Truck Registrations

## Top 3 Mosaic Lifestyle Segmentation Types

**A01**  
American Royalty

**C13**  
Philanthropic Sophisticates

**A05**  
Couples with Clout

A01 American Royalty	A02 Platinum Prosperity	A03 Kids and Cabernet	A04 Picture Perfect Families	A05 Couples with Clout	A06 Jet Set Urbanites	B07 Across the Ages	B08 Babies and Bliss
B09 Family Fun-tastic	B10 Cosmopolitan Achievers	C11 Sophisticated City Dwellers	C12 Golf Carts and Gourmets	C13 Philanthropic Sophisticates	C14 Boomers and Boomerangs	D15 Sport Utility Families	D16 Settled in Suburbia
D17 Suburban Nightlife	D18 Consummate Consumers	E19 No Place Like Home	E20 Unspoiled Splendor	E21 Fast Track Couples	F22 Families Matter Most	F23 G24 Ambitious Singles	
H26 Progressive Assortment	H27 Life of Leisure	H28 Everyday Moderates	H29 Destination Recreation	I30 Potlucks and the Great Outdoors	I31 Hard Working Values	I32 Steadfast Conventionalists	
J34 Suburban Sophisticates	J35 Rural Escape	J36 Settled and Sensible	K37 Wired for Success	K38 Modern Blend	K39 Metro Fusion	K40 Bohemian Groove	
L42 Booming and Consuming	L43 Rooted Flower Power	M44 Homemade Happiness	M45 Creative Comfort	M46 Growing and Expanding	N46 True Grit Americans	N47 Countified Pragmatics	N48 Rural Southern Bliss
N49 Touch of Tradition	O50 Full Steam Ahead	O51 Digitally Savvy	O52 Urban Ambition	O53 Colleges and Cafes	O54 Influenced by Influencers	O55 Family Troopers	P56 Mid-Scale Medley
P57 Modest Metro Means	P58 Heritage Heights	P59 Expanding Horizons	P60 Striving Forward	P61 Simple Beginnings	Q62 Enjoying Retirement	Q63 Footloose and Family Free	Q64 Established in Society
Q65 Mature and Wise	R66 Ambitious Dreamers	R67 Passionate Parents	S68 Small Town Sophisticates	S69 Urban Legacies	S70 Thrifty Singles	S71 Modest Retirees	

# R12M Used Pickup Truck Registrations

## Top 3 Mosaic Lifestyle Segmentation Types

I30  
Potlucks and the Great Outdoors

O51  
Digitally Savvy

J35  
Rural Escape

A01 American Royalty	A02 Platinum Prosperity	A03 Kids and Cabernet	A04 Picture Perfect Families	A05 Couples with Clout	A06 Jet Set Urbanites	B07 Across the Ages	B08 Babies and Bliss
B09 Family Fun-tastic	B10 Cosmopolitan Achievers	C11 Sophisticated City Dwellers	C12 Golf Carts and Gourmets	C13 Philanthropic Sophisticates	C14 Boomers and Boomerangs	D15 Sport Utility Families	D16 Settled in Suburbia
D17 Suburban Nightlife	D18 Consummate Consumers	E19 No Place Like Home	E20 Unspoiled Splendor	E21 Fast Track Couples	F22 Families Matter Most	F23 G24 Ambitious Singles	
H26 Progressive Assortment	H27 Life of Leisure	H28 Everyday Moderates	H29 Destination Recreation	I30 Potlucks and the Great Outdoors	I31 Hard Working Values	I32 Steadfast Conventionalists	
J34 Suburban Sophisticates	J35 Rural Escape	J36 Settled and Sensible	K37 Wired for Success	K38 Modern Blend	K39 Metro Fusion	K40 Bohemian Groove	
L42 Booming and Consuming	L43 Rooted Flower Power	M44 Homemade Happiness	M45 Creative Comfort	M46 Growing and Expanding	N46 True Grit Americans	N47 Countified Pragmatics	N48 Rural Southern Bliss
N49 Touch of Tradition	O50 Full Steam Ahead	O51 Digitally Savvy	O52 Urban Ambition	O53 Colleges and Cafes	O54 Influenced by Influencers	O55 Family Troopers	P56 Mid-Scale Medley
P57 Modest Metro Means	P58 Heritage Heights	P59 Expanding Horizons	P60 Striving Forward	P61 Simple Beginnings	Q62 Enjoying Retirement	Q63 Footloose and Family Free	Q64 Established in Society
Q65 Mature and Wise	R66 Ambitious Dreamers	R67 Passionate Parents	S68 Small Town Sophisticates	S69 Urban Legacies	S70 Thrifty Singles	S71 Modest Retirees	

# Top 3 Lifestyle Segments for New Retail Pickup Truck Buyers



## Philanthropic Sophisticates



## Unspoiled Splendor



## Fast Track Couples

**U.S.  
Population**

11.3M

6.1M

6.7M

**% Households**

4.09%

1.95%

3.30%

**% Individuals**

4.92%

2.63%

2.57%

### Overview

Mature, upscale couples and singles in suburban homes

Comfortably established baby boomer couples in town and country communities

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

# Top 3 Lifestyle Segments for New Retail Pickup Truck Buyers



## Philanthropic Sophisticates



## Unspoiled Splendor



## Fast Track Couples

### General Insights

- Retiring in Comfort
- Experienced Travelers
- Art connoisseurs
- Philanthropic

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics

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

### Technology Adoption



Apprentices



Apprentices



Journeymen

## Top 3 Lifestyle Segments for New Retail Pickup Truck Buyers



**Philanthropic  
Sophisticates**



**Unspoiled  
Splendor**



**Fast Track  
Couples**

**Top  
Buying  
Style**

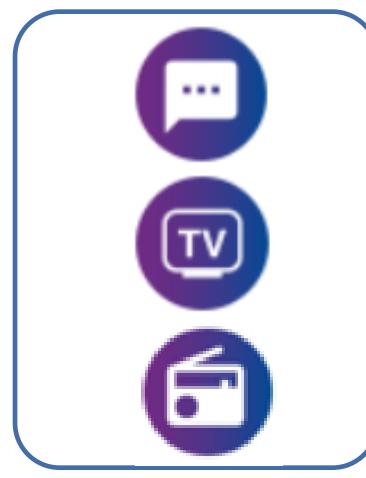
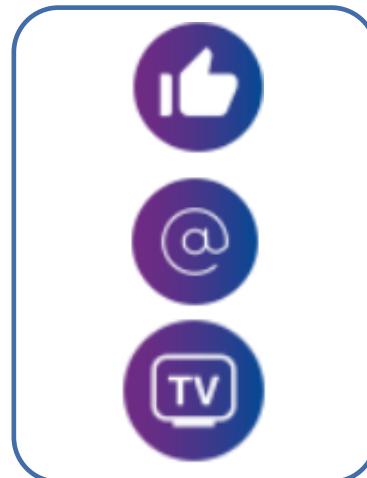
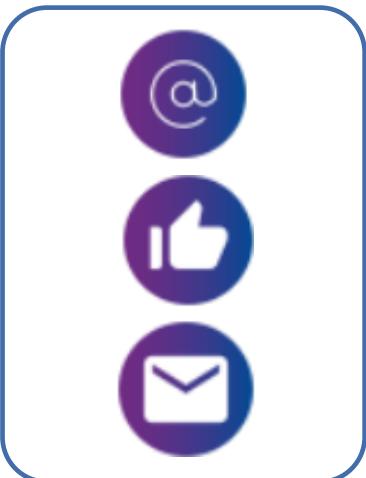
Brand  
Loyalists

Trend  
Setters

Savvy  
Researchers

**Top 3  
Channel  
Preferences**

- TV
- Direct Mail
- Radio
- SMS
- Email
- Social



# 💡 Q3 Summary Insights



## Philanthropic Sophisticates

- 1. #1 Lifestyle Segment for New Pickup Truck Buyers
- 2. Brand Loyalists
- 3. Email #1



## Unspoiled Splendor

- 1. #2 Lifestyle Segment for New Pickup Truck Buyers
- 2. Trend Setters
- 3. Social #1



## Fast Track Couples

- 1. #3 Lifestyle Segment for New Pickup Truck Buyers
- 2. Savvy Researchers
- 3. Text #1

# Q3 2024 Case Study

- New, Retail Pickup Truck:  
**GMC Sierra 1500**
- #1 New, Retail Buyer Lifestyle Segment:  
**Potlucks and the Great Outdoors**



# New, Retail Pickup Truck Buyer Lifestyle Segmentation

## #1 Lifestyle Segment for GMC Sierra 1500 Buyers

### I30: Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia



#### Key Features

- Country living
- Outdoor activities
- Blue-collar jobs
- Non-environmental
- In the market for used vehicles
- Own trucks



#### Who We Are

##### Head of household age

51–65

106 | 28.9%

##### Est. Household income

\$50,000–\$74,999

142 | 26.5%

##### When purchased

7–12 months ago

198 | 82.9%

##### Type of property

Single family

110 | 97.9%

##### Purchase/lease price

Less than \$20,000

584 | 22.5%

##### Vehicle age

6–10 years

158 | 70.6%



#### Channel Preference



26



48



26



13



143



8



13



26



143

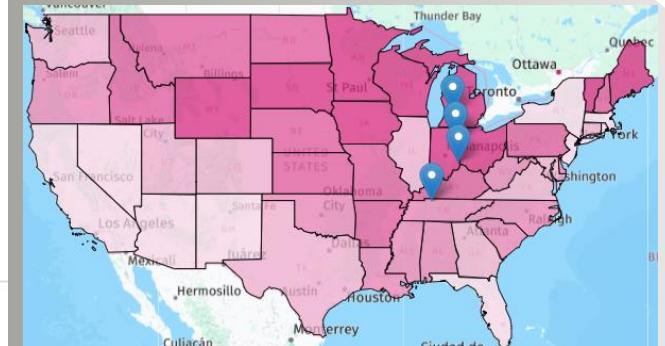


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#### Technology Adoption



Apprentices



# 💡 Q3 Vehicle Summary Insights



## What are they driving

- Pickup Trucks represent 17+% of new, retail registrations
- Ford is the market share leader for new, retail Pickup Truck registrations by make
- Chevrolet Silverado 1500 was the most registered new, retail pickup truck in the last 12M



## Who are they

- Gen X over-indexes for new, retail Pickup Trucks
- Men over-index for Pickup Trucks
- A higher percentage of used pickup truck buyers have a blue-collar occupation than new buyers



## How to Market to them

- Customize your message and delivery to your market / buyer
- Email and social are the top channel preferences for 2 of the top 3 lifestyle segments
- Text is the top preference for the third lifestyle segment

# 💡 Turn Car Buyer Insights into Advertising Action with Experian and The Trade Desk

**The Trade Desk** leverages the insights from the Automotive Consumer Trends reports to create a comprehensive omnichannel strategy for reaching in-market car buyers.

[Click here to access the eBrochures to help you turn advertising insights into advertising action.](#)



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**Sport Utility Vehicle (SUV) Audience Insights**

What do we know about new retail SUV registrations and the consumers who are in-market to buy them?

**Van Audience Insights**

What do we know about retail van registrations and consumers who are in-market to buy them?

**Electric Vehicle Audience Insights**

What do we know about retail electric vehicle registrations and consumers who are in-market to buy them?

**Crossover Utility Vehicle Audience Insights**

Insights about new, retail CUV registrations and in-market consumers.

New, Retail Individual Registrations for last 12 Months

Attributes of In-Market Buyers

- Top Web Content Preferences
- Frequent Websites / Apps
- Top Social Media
- Top Auto Sellers
- Channel Distribution Snapshot

Experian Automotive Consumer Trends Report, Q1 2024

Click to access eBrochures

## 💡 Special Report: Generational Insights



Gen Z



Millennial



Gen X



Boomer

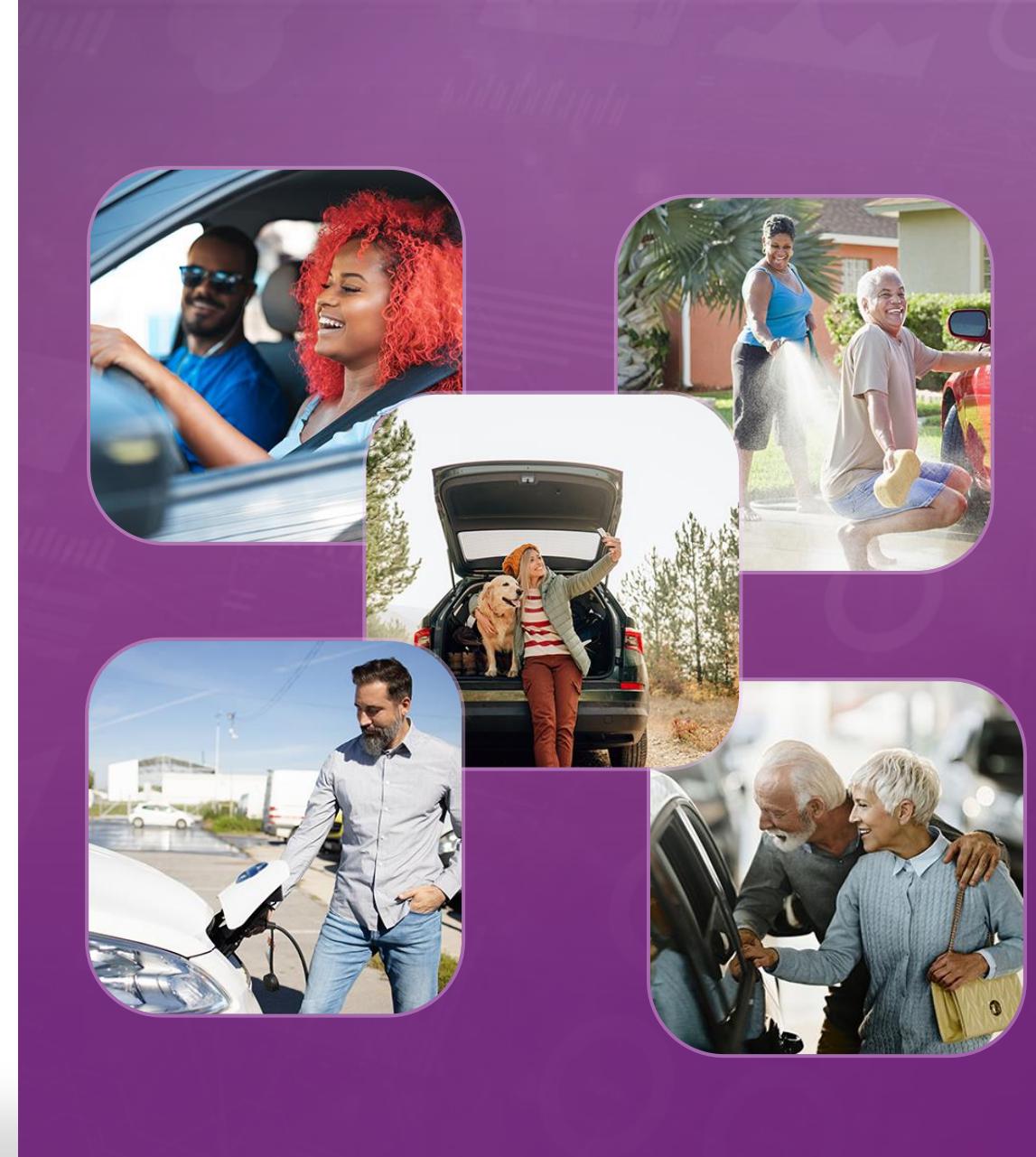


Silent

### GET ACCESS TO THE **Special Report** Generational Insights

Automotive Market Insights for the Gen Z, Millennial, Gen X, Baby Boomer and Silent Generations.

**Click to access Special Report**



# Save the date



SAVE THE DATE:  
**March 2025**



AUTOMOTIVE CONSUMER  
TRENDS REPORT:  
**Q4 2024**  
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Automotive Consumer Trends  
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Q3 2024

A woman with curly hair, wearing a red sweater, is sitting in the back seat of a car. She is smiling and looking at a tablet device. The car's interior is visible, including the headrest and window. The background is a blurred view of the outside world.

Thank You!



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