

# MILLENNIAL SHOPPER

IN MINUTES

EGC Group Infographic Series



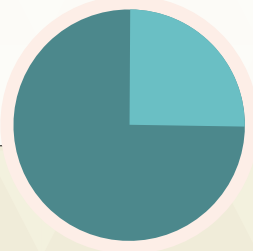
## Driving Sales

A Millennial's Approach To Car Buying.

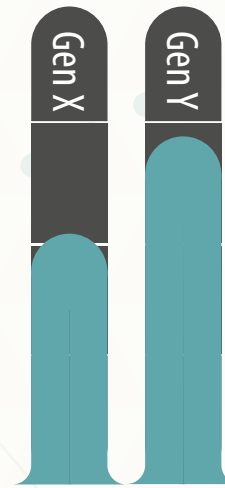


Millennials are often considered a non-car buying generation, but as Millennial purchase power grows and they begin having families, their needs are shifting. Market to them now.

**24%**  
US Population  
Classified as Millennial  
(Nielsen)



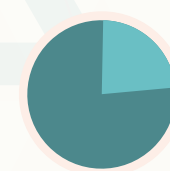
**\$77 million**  
Estimated number of Millennials in the US. (Nielsen)



Millennials spend two hours more (**17.6 hours**) shopping for a car than average buyers.

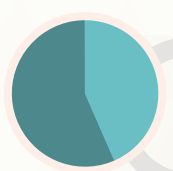
From January to July 2014, **Gen Y has surpassed sales of new vehicles bought by Gen X** for the first time, accounting for **26% of sales**. (J.D. Power)

**70%** have already decided what they want to purchase by the time they get to the dealership.



**MILLENNIALS**  
**21%** VS. **42%**  
**BOOMERS**

Married at the same age. (Nielsen)



**87%** of Millennials surveyed rated owning a car as "high importance." (MRY)

**94%** of Millennials surveyed own or lease a vehicle. (MRY)

**Four out of five** of those who say they plan to buy a new car say they want to buy new rather than used. (Maritz Research)

**90%** of surveyed Millennials have an interest in autonomous driver safety features. (Accenture)

**82%** were interested in automatic braking systems that stop the car in an emergency. (Accenture)

**71%** were interested in fully automatic parking. (Accenture)

**Half of millennials** surveyed say they expect to buy a car in the next four years. (Maritz Research)

**89%** said having access to a vehicle would make their lives easier. (MRY)

**64%**

Say they want more of a two-way conversation with brands. (Bazaarvoice)



**50%** use smartphone to shop for cars. By the time they get to the dealership, 70% have already decided what they want to purchase. (AutoTrader)

**95%** do their car shopping research online. (AutoTrader)

**73%** want their car to feature touch-screen interfaces. (Deloitte)

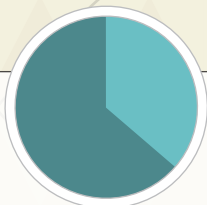
**72%** want smartphone applications in their car. (Deloitte)

On sales approach:  
**More than 50%** would prefer to purchase without having to negotiate. (J.D. Power)

**36%**

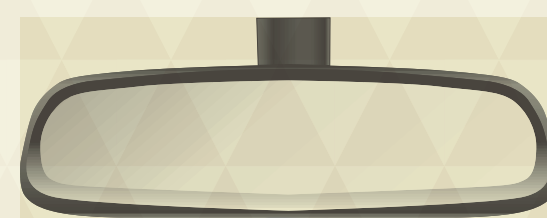
Millennial women have had a child.

While smaller cars account for most purchases, sales of **smaller (or compact) SUVs** rose to 7.5% in 2013 (up 1.1% from the sales rate in 2008). (Nielsen)



**59%** of Millennials say they prefer an electric vehicle. (Deloitte)

**79%** of Millennials prefer a hybrid. (Deloitte)



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