

MILLENNIAL

Car Shopping Behaviors

73% of Millennials believe they are **savvier car buyers** than their parents

80% of Millennials use their mobile devices to help them with **at least one car shopping task**, compared to just **46% of other adults**

Why do they feel this way?

A look at mobile shopping behaviors offers some clues...

ON MOBILE

41% of Millennials vs. 20% of all other adults **read reviews**



34% vs. 20% **locate vehicles for sale**

33% vs. 21% **research vehicle pricing**



70% contacted a dealer via text message vs. 43% of all other adults

1 out of 3 used their phones to find contact info for a local dealership vs. 1 out of 4 adults age 35 and over



64% prefer face-to-face interaction with dealers vs. remote communications



96% said that it is **important to test drive the car** before they buy it

OFFLINE

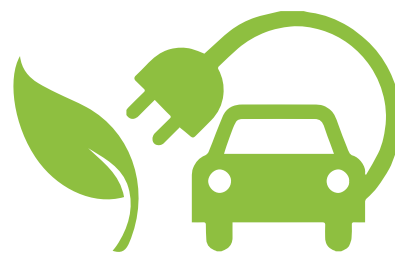
WHAT THEY WANT

78% of all Millennial car purchases last year were used cars

vs. 68% of all car purchases by adults 35 and over



72% have considered buying a **hybrid or electric vehicle**



4 out of 5 say it's important to integrate their **smartphone features**

62% would pay more for a **WiFi-connected vehicle**



Study methodology

Edmunds.com's study of Millennial car shopping habits is primarily an aggregation of two recent surveys commissioned by the company. The first survey was conducted in January 2015 and polled 1500 U.S. adults 18 and over who purchased a vehicle within the last three months. The second survey was conducted in March 2015 and included 1,000 respondents between the ages of 18 and 34. Used car shopping data comes from Edmunds' 2014 Used Vehicle Market Report.