




think with Google

# Digital Trends: Luxury Auto Shoppers July 2016

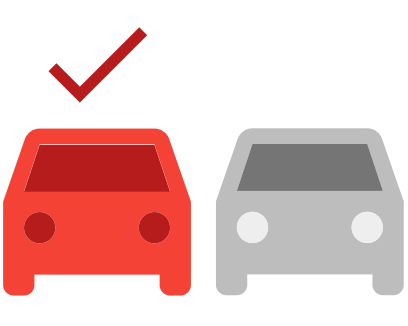
## Moments that matter for luxury auto shoppers<sup>1</sup>

Top questions on Google Search (ordered by volume)




### Which car is best?

- 1 what is the best luxury suv
- 2 what is the best luxury car
- 3 what is the best luxury sedan
- 4 what is the best luxury car to buy
- 5 what are the best luxury cars



### Is it right for me?

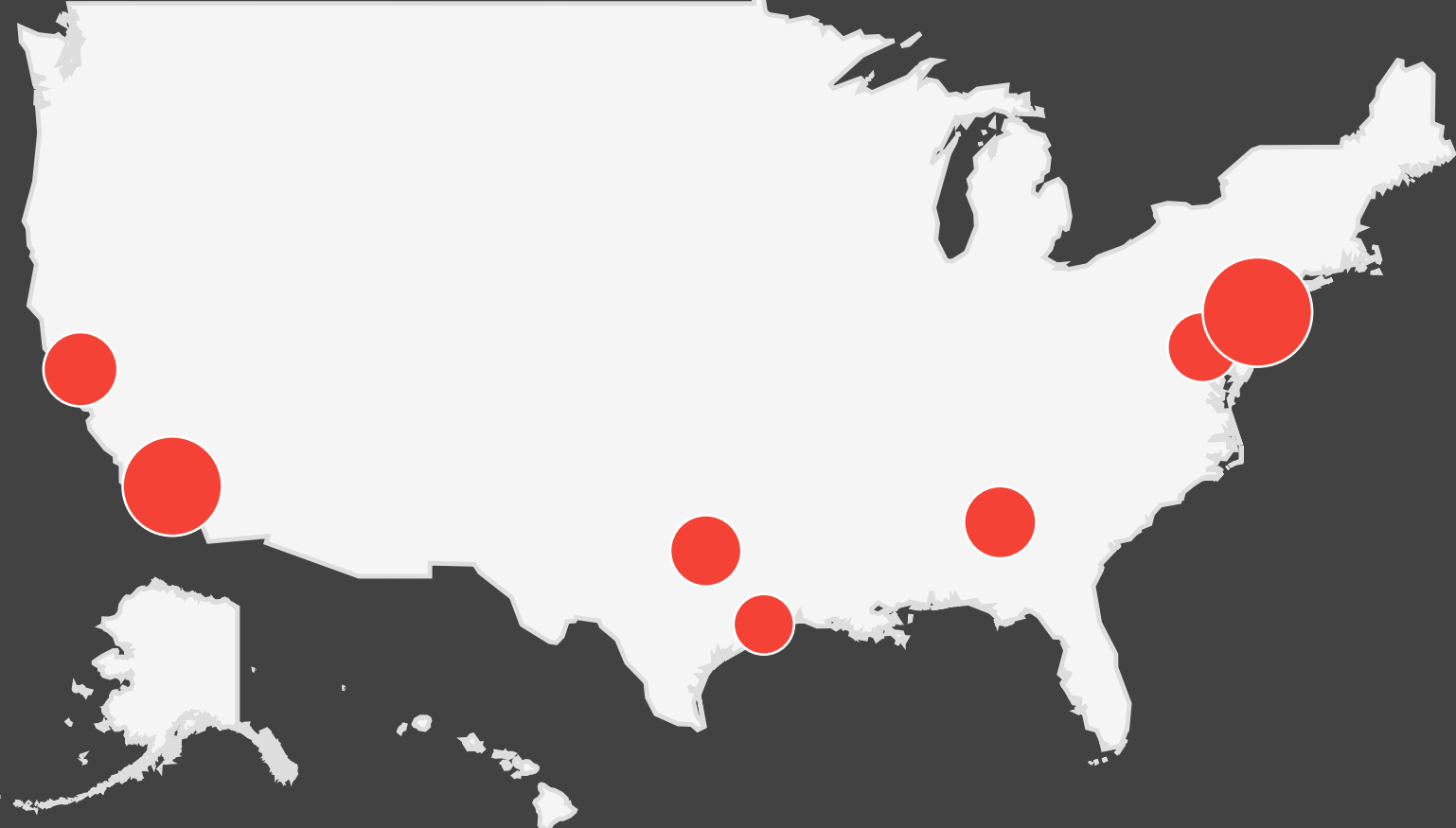
- 1 what is toyota's luxury car
- 2 what is considered a luxury car
- 3 what makes a luxury car
- 4 what luxury car is right for me
- 5 why buy a luxury car



### Where should I buy it?

- 1 what time do car dealerships close
- 2 where is the nearest \_\_\_ dealership
- 3 why aren't car dealerships open on sundays
- 4 what car dealerships are open today
- 5 how much do dealerships pay for cars

## Luxury auto shoppers who research online<sup>2</sup>

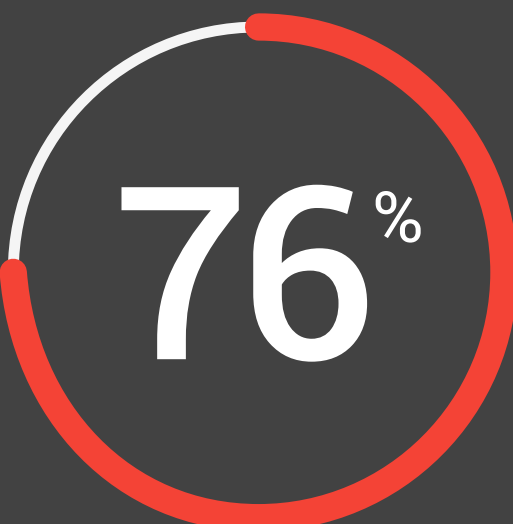


### Top locations for luxury auto shoppers

- New York, NY
- Los Angeles, CA
- San Francisco-Oakland-San Jose, CA
- Atlanta, GA
- Washington, DC (Hagerstown MD)
- Dallas-Ft. Worth, TX
- Houston, TX

### Age of luxury auto shoppers

18-24	13%
25-34	18%
35-44	21%
45-55	19%
55-65	15%
65+	14%




76%

of luxury auto shoppers are men


## Top interests of luxury auto shoppers who research online<sup>2</sup>

Ordered by relevance




### Auto brands

- 1 Mercedes-Benz
- 2 Mercedes-AMG
- 3 Aston Martin
- 4 BMW
- 5 Porsche



### Auto models

- 1 Acura RLX
- 2 Cadillac ATS
- 3 BMW 3 Series
- 4 Infiniti Q50
- 5 Jeep Patriot



### Hobbies

- 1 Hillclimbing
- 2 Rallying
- 3 Drifting
- 4 Bodybuilding
- 5 Mixed martial arts

### SOURCING

- 1 Google data, U.S., search questions related to "best" car features and attributes, and dealerships, Jul. 2016.
- 2 Google data, U.S., Google-defined lifestyle, psychographic, and behavioral audiences based on anonymized, aggregated user browsing behavior on the Google Display Network, Jul. 2016.