



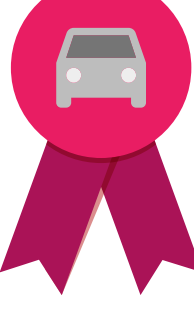
think with Google

Digital Trends: Auto Shoppers

July 2016

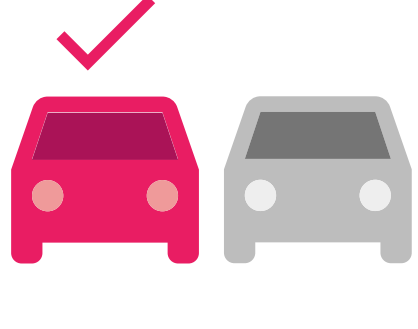
Moments that matter in auto shopping¹

Top questions on Google Search (ordered by volume)




Which car is best?

- when is the best time to buy a new car
- what is the best car to buy
- what is the best suv
- what car gets the best gas mileage
- what is the best truck



Is it right for me?

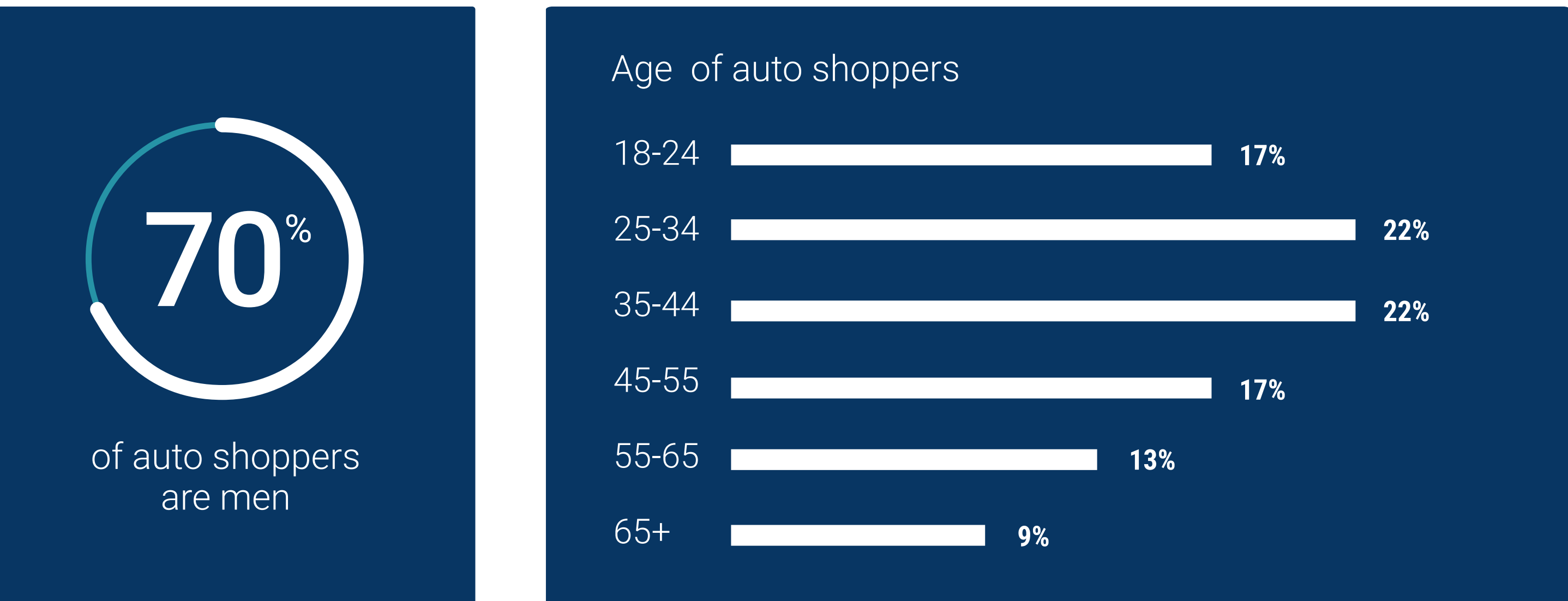
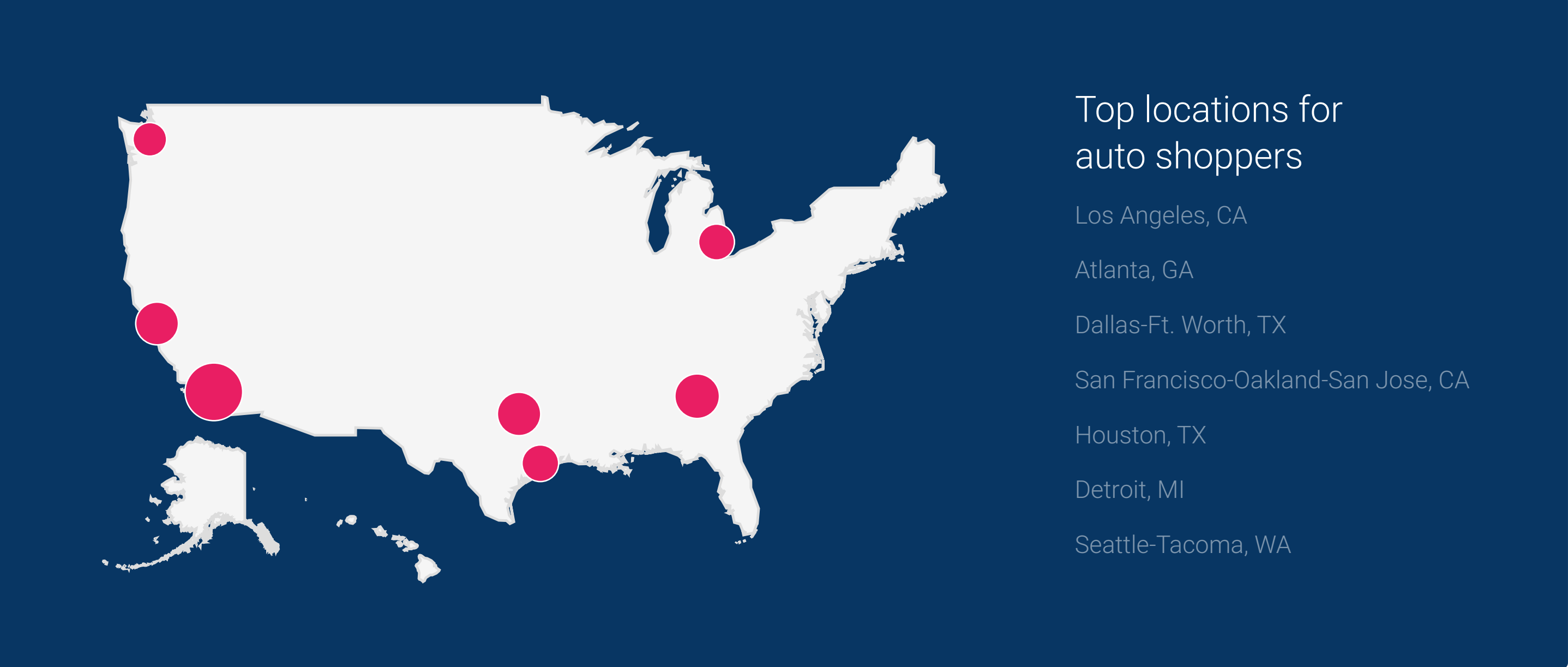
- what car should i buy
- what does suv stand for
- what is a hybrid
- what kind of car should i get
- what is ecoboost



Where should I buy it?


- what time do car dealerships close
- where is the nearest ____ dealership
- why aren't car dealerships open on sundays
- what car dealerships are open today
- how much do dealerships pay for cars

Online auto shoppers at a glance²




Top interests of online auto shoppers²

Ordered by relevance




Auto Brands

- Ford Motor Company
- Chevrolet
- Dodge
- Toyota
- Jeep



Auto Models

- Ford Mustang
- Chevrolet Corvette
- Chevrolet Camaro
- Honda Civic
- Honda Accord

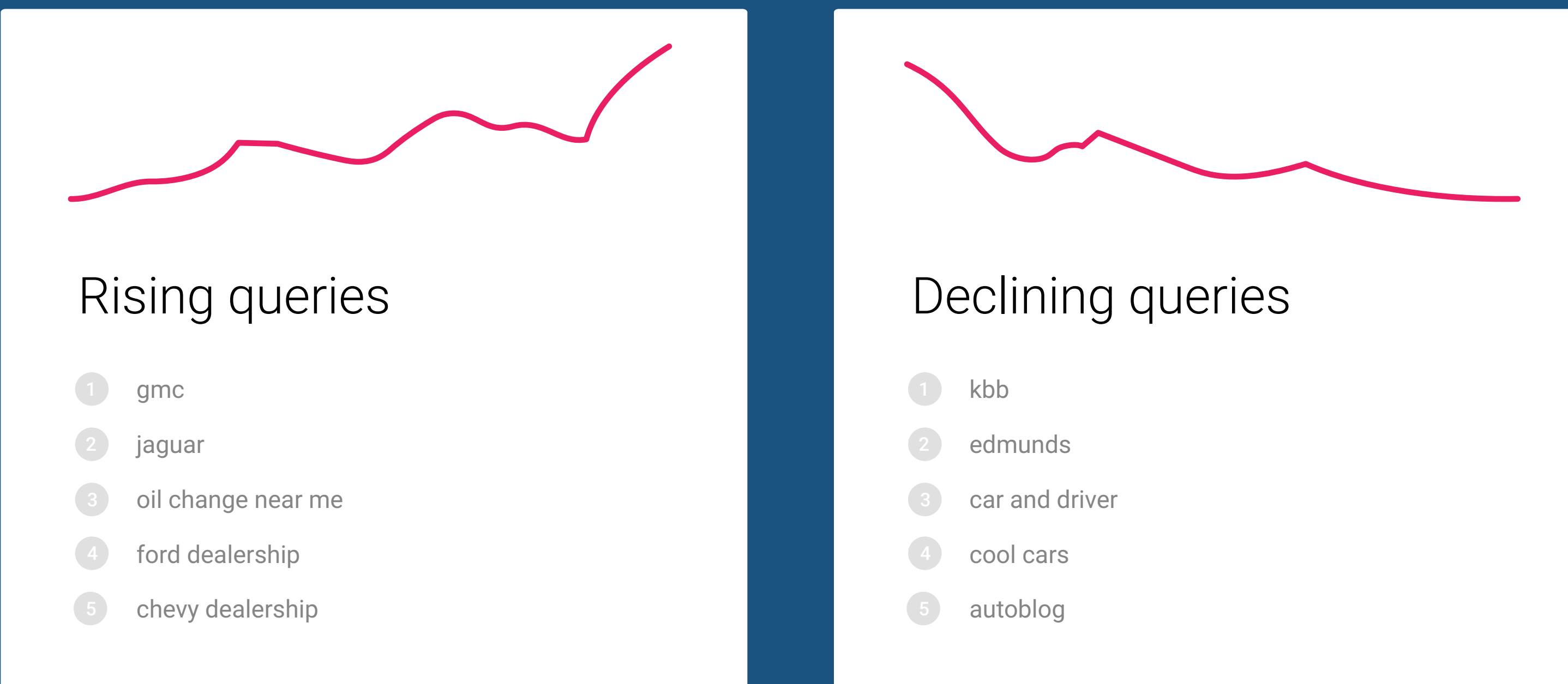


Hobbies

- Hiking
- Mixed martial arts
- Professional wrestling
- Swimming
- Cycling

Trending terms related to auto³

Ordered by volume of searches



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.

3 Google data, queries displayed include its close synonyms, ranked by volume in Jul. 2016, 2013–2016.