



# How The Auto Industry Can Address Consumers' Changing Relationships With Cars

Geo: U.S.

Time Frame: January – March 2022

# The Covid-19 Pandemic Has Changed How Consumers Relate To Cars

The pandemic removed a commute for many office workers and created a shift away from in-person tasks that usually utilized a vehicle, such as grocery shopping, and towards a model that allowed consumers to stay home. Additionally, many essential workers depend on their vehicle for their work commute and the accompanying reduced transmission risk compared to public transportation. These shifts have led to a changed relationship with how and when consumers use their vehicles.

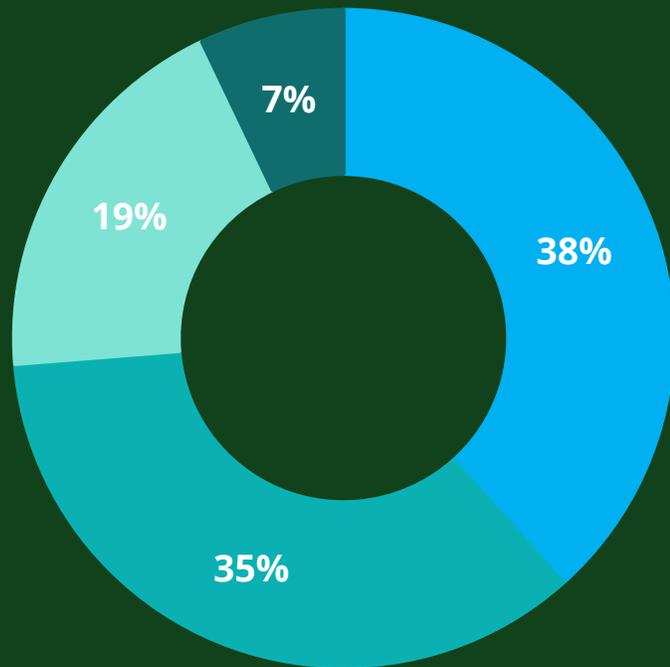
This report will illustrate that consumers are looking for specific parameters for their car purchases, including **specific brand leanings**, an increased interest in electric and hybrid vehicles due to **rising gas prices**, and a consistent interest in used cars due to **lower cost** and **the microchip shortage impacting new car production**.



# Car Brand Preferences Continue To Stratify As The Pandemic Continues

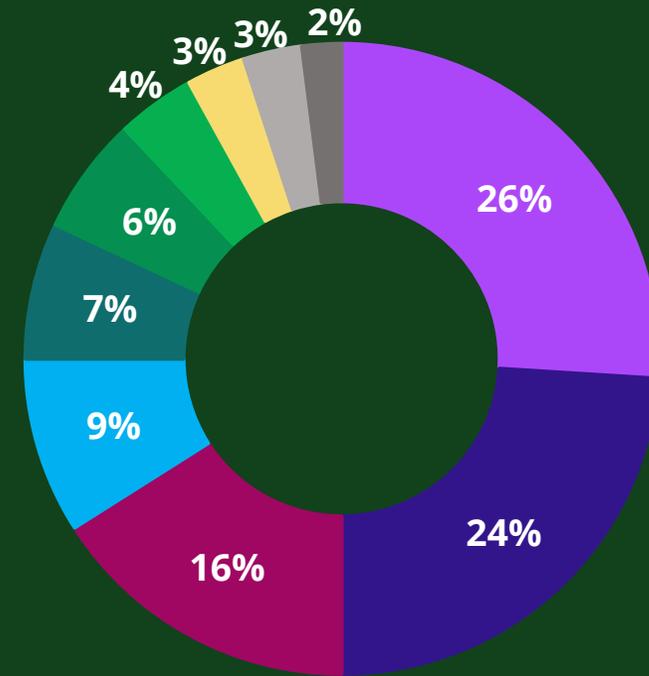
Online Behavior by an Overall US Audience

Luxury Brand Shares of Engagement (%):



■ BMW ■ Lexus ■ Mercedes-Benz ■ Audi

Mass Market Brand Share of Engagement (%):



■ Honda ■ Chevrolet ■ Toyota ■ Jeep ■ Hyundai  
■ Nissan ■ Ford ■ Volkswagen ■ Mazda ■ Subaru

Online behavior is measured by page views originating from searches, clicks, & shares of content | Geo: U.S. | Time Frame: Jan-March 2022



# Eco-Friendly Vehicle Activity Increases As Gas Prices Increase

Online Behavior by an Overall US Audience

## Engagement with Electric/Hybrid Vehicles (%):



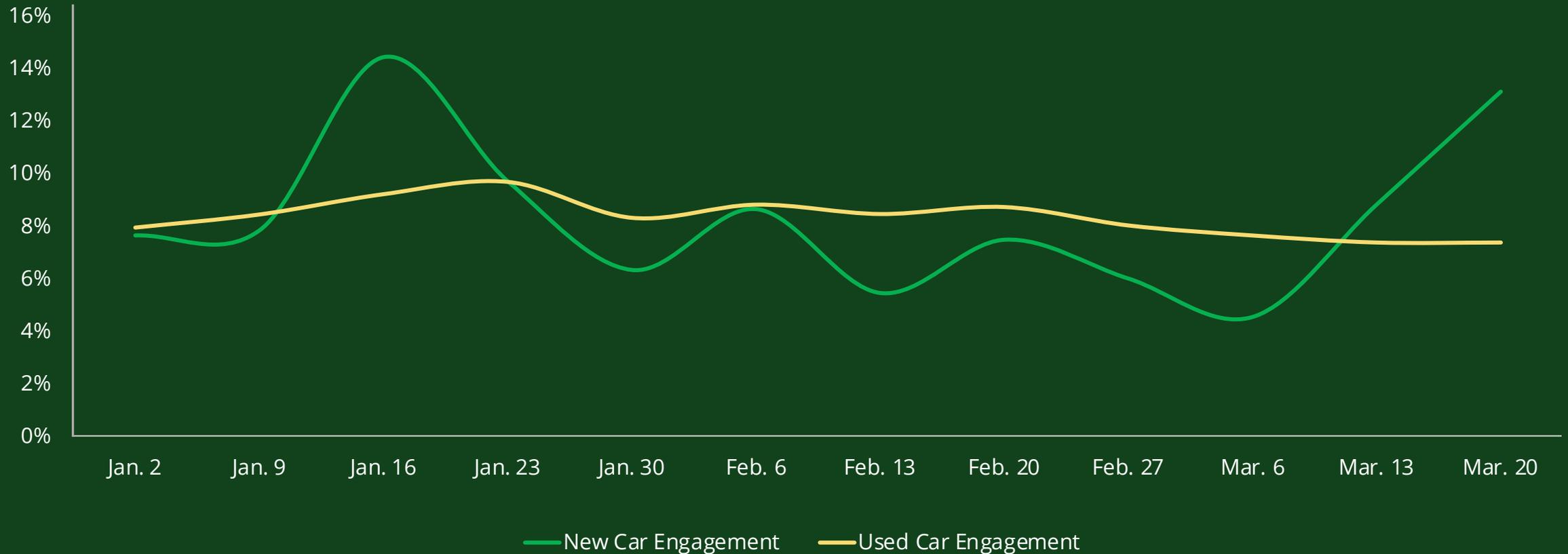
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# Demand For Used Cars Remains Steady As New Car Interest Fluctuates

Online Behavior by an Overall US Audience

Engagement with New Car Keywords and Used Car Keywords (%):



*As job security and personal finances continue to feel vulnerable due to the ongoing Covid-19 pandemic, car buyers are consistently turning to used cars due to their lower price point and availability. New cars currently struggle to be available due to shipping delays and microchip shortages.*

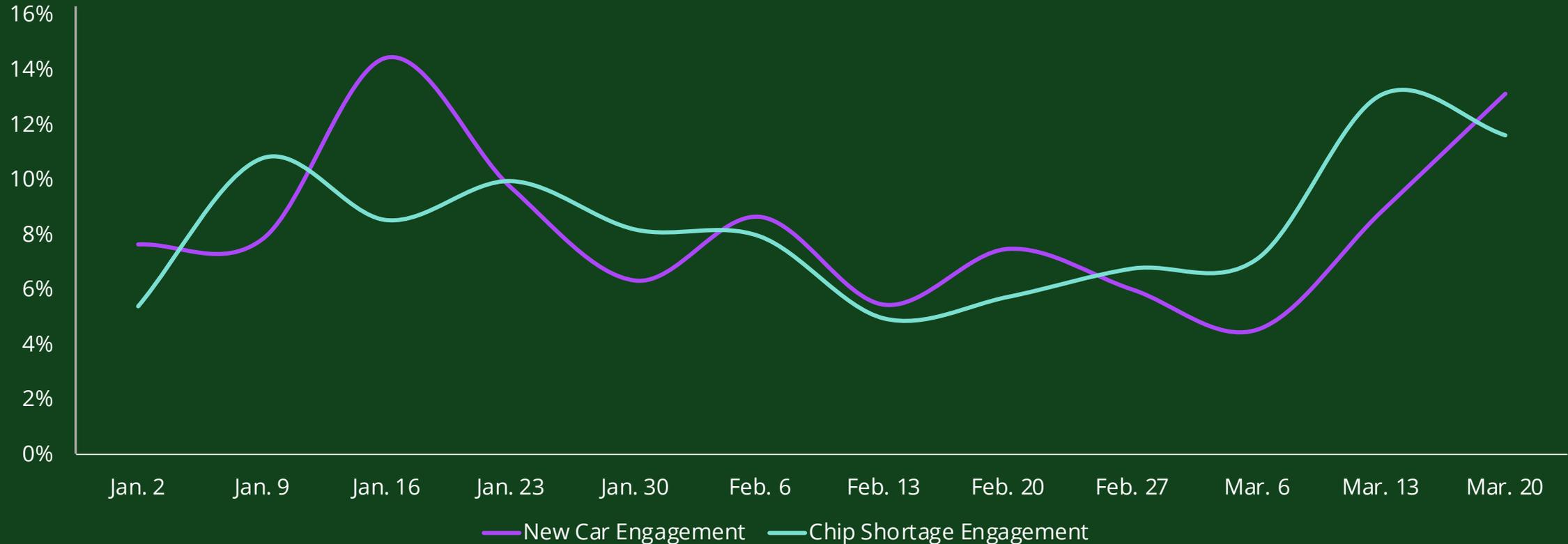
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# Chip Shortage Engagement Spurs New Car Purchases

Online Behavior by a US Chip Shortage Audience and a US New Car Buyer Audience

### New Car Engagement Versus Chip Shortage Engagement (%):



*With each wave of engagement with vehicle microchip shortage keywords,, a corresponding rise in engagement comes from a new car buyer audience in the weeks following. This correlation signals that microchip shortage news may cause a scarcity mindset among new car buyers, causing a strong motivation to buy a new vehicle more immediately.*

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# The Future of Auto

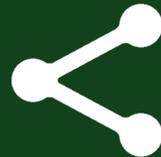
## Key Takeaways and Predictions:

The auto industry will continue to be highly impacted by the Covid-19 pandemic, both with regards to the financial uncertainty of many consumers resulting in thriftier spending choices and the disruption to the shipping and supply chains.

The importance of brand loyalty will continue to increase, as consumers become increasingly more reliant on what they know and read online from trusted sources for their purchase choices.

Used cars will continue to increase in desirability, as vehicle cost will remain a pressure point for consumers. As the pandemic continues, high-value purchases feel riskier, especially as inflation causes consumers to have less discretionary income.

The popularity of electric and hybrid vehicles will continue to grow, gaining additional momentum from consumers who are seeing record gas prices and want to save money on a regular basis.



# Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

## Relevant Categories

- Autos & Vehicles > Electric Cars
- Autos & Vehicles > Hybrid & Alternative Vehicles
- Autos & Vehicles > Hybrid & Alternative Vehicles > Electric & Plug-in Vehicles
- Autos & Vehicles > Sedan
- Autos & Vehicles > Trucks & SUVs
- Autos & Vehicles > Vehicle Brands
- Autos & Vehicles > Vehicle Shopping
- Autos & Vehicles > Vehicle Shopping > Fuel Economy & Gas Prices
- Autos & Vehicles > Vehicle Shopping > Vehicle Specs, Reviews & Comparisons

## Custom

Craft your own custom audiences using relevant privacy compliant signals, such as new car buyer, used car buyer, and more.

**Thank You**

