Auto demographic insights by purchase intent
Microsoft search demographic insights
In-market Automotive shoppers
In-market shoppers searching makes and models on Microsoft sample statistics

265,535
Users who searched vehicle brands included in the sample. 31% qualified\(^1\) for inclusion in the age breakouts, 83% for location, and 40% for gender.

2,408,535
Auctions included in the sample. 22% qualified\(^1\) for inclusion in the age breakouts, 72% for location, and 29% for gender.

43%
Of autos shoppers search brands 5+ times during their journeys; 57% cross-shop.

\(^1\)After removal of any model data with insufficient volume and users not reporting (ie not logged in on Microsoft).
Demographic highlights by in-market shoppers searching vehicle brands

40%
Of in-market shoppers searching vehicle brands are between the ages of 25-49.

6%
Of users searching in-market makes and models are in New York (19% of the top 10).

66%
Of in-market autos brand searchers are male.

39% of vehicle brand searches are queried by shoppers between the ages of 25-49.

22% of the 258 DMAs contribute to over half of branded query volume.

70% of autos brand queries are searched by men.

Automotive CPCs across the top brand, non-brand, and 3rd party brand keywords are 81% lower on Microsoft than on Google.

GWI\textsuperscript{1} demographic insights:
In-market\textsuperscript{2} Automotive shoppers

\textsuperscript{1}GlobalWebIndex (https://www.globalwebindex.com/data) Q4 2020, survey data.
\textsuperscript{2}Autos (Planning) - Survey respondents who have stated that they or their household are planning to purchase a car/automobile within the next three to six months.
Survey respondents who are planning to purchase a vehicle

1,902
Responses from shoppers searching across the Microsoft Advertising Network¹.

2,479
Responses from prospective shoppers searching Google.

¹Includes Bing, Yahoo!, AOL, MSN, Outlook.
Compared to Google, Microsoft over-indexes in four of the five age groups, only falling behind Google among 16-24 year-olds.

Affluent autos shoppers over-index by 33% on Microsoft over the general population. And Microsoft over-indexes in full-time employees by 13% over Google.

Compared to Google, Microsoft over-indexes in shoppers with children by 7%, but under-indexes by 11% in autos shoppers without kids.

Source: GWI In-Market Shoppers Oct. - Dec. 2020
Compared to Google, Microsoft over-indexes in share of shoppers aged 25+

Males who are in-market for vehicles over-index on Microsoft by 6% compared to Google.

Source: GWI In-Market Shoppers Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
Compared to Google, Microsoft over-indexes with higher-income shoppers

Microsoft over-indexes by 10% in full-time employees while Google over-indexes among students, part-time workers, stay-at-home parents, freelancers, and the unemployed.

Source: GWI In-Market Shoppers Oct. - Dec. 2020
\[ \Delta \text{ % Difference Microsoft vs Google with Google as the baseline.} \]
Microsoft over-indexes in shoppers with children, which skews toward more vehicles.

Google over-indexes in employment groups with historically fewer children.
Compared to Google, Microsoft over-indexes in shoppers researching online.

Auto shoppers index slightly higher on Microsoft than Google when seeking to “find information”.

Source: GWI In-Market Shoppers Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
Microsoft over-indexes in users\(^2\) utilizing search to research prior to purchase\(^3\)

While multi-tasking\(^1\), Microsoft respondents are more likely to search to shop\(^3\) than Google respondents.

\(^{(1)}\) Watching TV.  
\(^{(2)}\) Purchased within the past 3-6 months.  
\(^{(3)}\) Survey questioned all shopping, not vehicles only.

\(\Delta\): % Difference Microsoft vs Google with Google as the baseline.
GWI\textsuperscript{1} demographic insights: Recent Automotive buyers\textsuperscript{2}

\textsuperscript{1}GlobalWebIndex (\url{https://www.globalwebindex.com/data}) 04 2020, survey data.
\textsuperscript{2}Autos (Purchased) - Survey respondents who have stated that they or their household have purchased a car/automobile within the last three to six months.
Survey respondents who have recently\(^1\) purchased a vehicle

2,379
Responses from vehicle owners\(^1\) searching across the Microsoft Advertising Network.

3,099
Responses from vehicle owners\(^1\) who search on Google.

Source: GWI I Oct. – Dec. 2020
\(\Delta\): % Difference Microsoft vs Google with Google as the baseline.
\(^1\)Purchased within the past 3-6 months.
Recent autos purchaser\(^1\) demographic highlights

80%

Compared to Google, Microsoft over-indexes in four of the five age groups, only falling behind Google among 16-24 year-olds.

28%

Affluent autos shoppers over-index by 28% on Microsoft over the general population. And Microsoft over-indexes in full-time employees by 9% over Google.

9%

Compared to Google, Microsoft over-indexes by 9% in shoppers with children and under-indexes by 13% in autos shoppers without kids.

Source: GWI Oct. - Dec. 2020
\(\Delta\): % Difference Microsoft vs Google with Google as the baseline.
\(^1\)Purchased within the past 3-6 months.
Microsoft over-indexes by 8% in recent vehicle purchasers aged 25+

Male owners over-index on Microsoft by 6% compared to Google.

Source: GWI Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
*Purchased within the past 3-6 months.
Compared to Google, Microsoft over-indexes in higher-income vehicle owners

Microsoft over-indexes by 9% in full-time employees while Google over-indexes among students, part-time workers, stay-at-home parents, freelancers, and the unemployed.

Source: GWI | Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
*Purchased within the past 3-6 months.
Compared to Google, Microsoft over-indexes in vehicle owners with children

Source: GWI Oct. - Dec. 2020
Δ: % Difference Microsoft vs Google with Google as the baseline.
1Purchased within the past 3-6 months.
Microsoft was preferred over Google for both researching and online purchasing.

Microsoft over-indexes among those who purchased a vehicle in the past 3-6 months and are in market for auto insurance.

Upsell protection plans with offer-inclusive ad messaging.
Microsoft over-indexes in shoppers users\(^2\) utilizing **search** to research prior to purchase\(^3\)

While multi-tasking\(^1\), vehicle owners\(^2\) on Microsoft are more likely to search to buy general products\(^3\) than Google owners.


\(\Delta\): % Difference Microsoft vs Google with Google as the baseline.

\(^1\)Watching TV

\(^2\)Purchased within the past 3-6 months.

\(^3\)Survey questioned all shopping, not vehicles only.
Takeaways

• Microsoft examined 265,535 internet shoppers who were searching auto makes and models, comparing demographics and purchasing behaviors

• Our first party data shows that the most popular age for searching for a car is between 25-49 and that males tend to search more than females

• According to Global Web Index, Microsoft users over-index for vehicle research prior to purchase and tend to prefer Microsoft search engines over Google for both researching and purchasing vehicles
To get actionable data, insights and best practices to help make decisions and grow your business, visit MicrosoftAdvertising.com/Insights