Autos consumer sentiment: new and used searches

Jan. 1, 2020 to Mar. 28, 2020
Although *new* and *used* automotive searches are down year over year (YoY), *new* searches are rising year to date (YTD). Previously, both *used* and *new* searches were rising YTD.

Overall, luxury queries are outperforming non-luxury brands on both a YoY and YTD basis.
Year over year


- **Overall, searches for both new and used vehicles were down compared to the same period last year, particularly for new vehicle queries**

- Queries for *luxury* searches have shown more consumer interest and growth YoY compared to *non-luxury* brand searches

  - Compared to a prior analysis through 3/16, both trends are similar

**Please note – Beginning with today’s dataset of Jan. 1st to Mar. 28th, luxury non-brand terms were added for every date to further explore interest in luxury terms.**

Source: Microsoft Internal Data Jan.1, 2019 – Mar. 29, 2019 and Jan 1, 2020 – Mar 28, 2020,
Recent 2020 trends

- **Feb. 28, 2020 to Mar. 28, 2020** (compared to prior 30-day period of Jan. 29, 2020 to Feb. 27, 2020)
  - **Overall, searches for new vehicles have shown growth YTD, while used vehicle queries are down.** Based on a prior analysis through 3/16, both new and used vehicles were rising YTD.
  - Queries for luxury searches have shown more consumer interest and growth YTD compared to non-luxury brand searches
  - YTD growth is positive for both luxury AND non-luxury brands when including only new vehicle queries
  - Additionally, the past 30-day growth for this year is higher than what was seen during the same period last year for new, new + non-luxury brand and new + luxury. Non-luxury brand was flat for this time period.

**Please note – Beginning with today’s dataset of Jan. 1st to Mar. 28th, luxury non-brand terms were added for every date to further explore interest in luxury terms.**
YoY analysis
Searches for *new* vehicles in 2020 are lower than the prior year period but are trending upward.

Compared to a prior analysis through 3/16, the trendline difference has improved further.

Source: Microsoft Internal Data Jan.1, 2019 – Mar. 29, 2019 and Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S.

See Appendix for list of new and used keywords.
Searches for *used* vehicles in 2020 have been trending upward YoY and are currently surpassing the prior year period.

Compared to a prior analysis through 3/16, the trendline difference has improved further.

Source: Microsoft Internal Data Jan.1, 2019 – Mar. 29, 2019 and Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S.

See Appendix for list of new and used keywords.
Searches for *non-luxury* vehicles in 2020 are lower than the prior year period

Compared to a prior analysis through 3/16, the trendline difference has improved further
Searches for *luxury* vehicles in 2020 have surpassed the prior year comparable period with 20% YoY growth since Jan. 1

*Trends are similar compared to a prior analysis through 3/16*

Source: Microsoft Internal Data Jan. 1, 2019 – Mar. 29, 2019 and Jan 1, 2020 – Mar 28, 2020,
Inclusive of all devices and all network data in the U.S.
Non-luxury and Luxury searches based on inclusion of either new or used search terms
See Appendix for list of new and used keywords
Searches for *new* + *non-luxury* vehicles in 2020 are lower than the prior year period

*Trends are similar compared to a prior analysis through 3/16*

Source: Microsoft Internal Data Jan 1, 2019 – Mar 29, 2019 and Jan 1, 2020 – Mar 28, 2020,
Inclusive of all devices and all network data in the U.S.
Non-luxury and Luxury searches based on inclusion of either new or used search terms

See Appendix for list of new and used keywords
Searches for *new + luxury* vehicles in 2020 have currently surpassed the prior year comparable period.

Compared to a prior analysis through 3/16, YoY growth has slowed.
Searches for *used* + *non-luxury* vehicles in 2020 are lower than the prior year period. Trends are similar compared to a prior analysis through 3/16.
Searches for *used* + *luxury* vehicles in 2020 are greater than the prior year comparable period.

Compared to a prior analysis through 3/16, the trendline difference has improved further.

Source: Microsoft Internal Data Jan.1, 2019 – Mar. 29, 2019 and Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S.

Non-luxury and Luxury searches based on inclusion of either new or used search terms

See Appendix for list of new and used keywords.
2020 YTD ANALYSIS
Searches for *new* vehicles have seen an overall positive trend in 2020; the trend is similar to a prior analysis through 3/16.

Between February 28th and March 28th, *new* searches have seen growth over the prior 30-day period.

Source: Microsoft Internal Data Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S. See Appendix for list of new and used keywords.
Searches for *used* vehicles have seen an overall neutral trend in 2020. Between February 28th and March 28th, *used* searches have fallen by -12% over the prior 30-day period; compared to a prior analysis through 3/16, YTD trends have fallen.
Searches for *non-luxury* vehicles have seen an overall negative trend in 2020. Compared to a prior analysis through 3/16, YTD trends have fallen.
Searches for *luxury* vehicles have seen an overall positive trend in 2020. Between February 28th and March 28th, *luxury* searches have fallen by -7.2% over the prior 30-day period; compared to a prior analysis through 3/16, YTD trends have fallen. 

Source: Microsoft Internal Data Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S. Non-luxury and Luxury searches based on inclusion of either new or used search terms. See Appendix for list of new and used keywords.
Searches for *new + non-luxury* vehicles have seen an overall positive trend in 2020.

Between February 28th and March 28th, *new + non-luxury* searches have seen growth over the prior 30-day period; compared to a prior analysis through 3/16, YTD trends have fallen.

Source: Microsoft Internal Data Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S. Non-luxury and Luxury searches based on inclusion of either new or used search terms. See Appendix for list of new and used keywords.
Searches for *new + luxury* vehicles have seen an overall positive trend in 2020. Between February 28th and March 28th, *new + luxury* searches have seen growth over the prior 30-day period; compared to a prior analysis through 3/16, YTD trends have fallen.

Source: Microsoft Internal Data Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S. Non-luxury and Luxury searches based on inclusion of either new or used search terms. See Appendix for list of new and used keywords.
Searches for used + non-luxury vehicles have seen an overall negative trend in 2020.

Compared to a prior analysis through 3/16, YTD trends have fallen.

Source: Microsoft Internal Data Jan 1, 2020 – Mar 28, 2020,
Inclusive of all devices and all network data in the U.S.
Non-luxury and Luxury searches based on inclusion of either new or used search terms.
See Appendix for list of new and used keywords.
Searches for *used* + *luxury* vehicles have seen an overall negative trend in 2020.

Compared to a prior analysis through 3/16, YTD trends have improved.

Source: Microsoft Internal Data Jan 1, 2020 – Mar 28, 2020, Inclusive of all devices and all network data in the U.S. Non-luxury and Luxury searches based on inclusion of either new or used search terms. See Appendix for list of new and used keywords.
Keywords analyzed

- **New keywords included:** 2020, 2021, all new, best new, new
- **Used keywords included:** 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, best used, certified, certified used, cpo, gebrauchtwagen, occasion, pre driven, pre owned, predriven, pre-driven, preowned, pre-owned, previously owned, second hand, secondhand, usada, usado, usage, usate, use, used
- All *non-luxury* terms include only branded search terms, while *luxury* terms include both brand and non-branded search terms. *Luxury* non-branded search terms were included starting with the analysis of January 1st to March 28th data set.
- Please note: 2019 is considered a new keyword for the 2019 year