

Shifting Gears

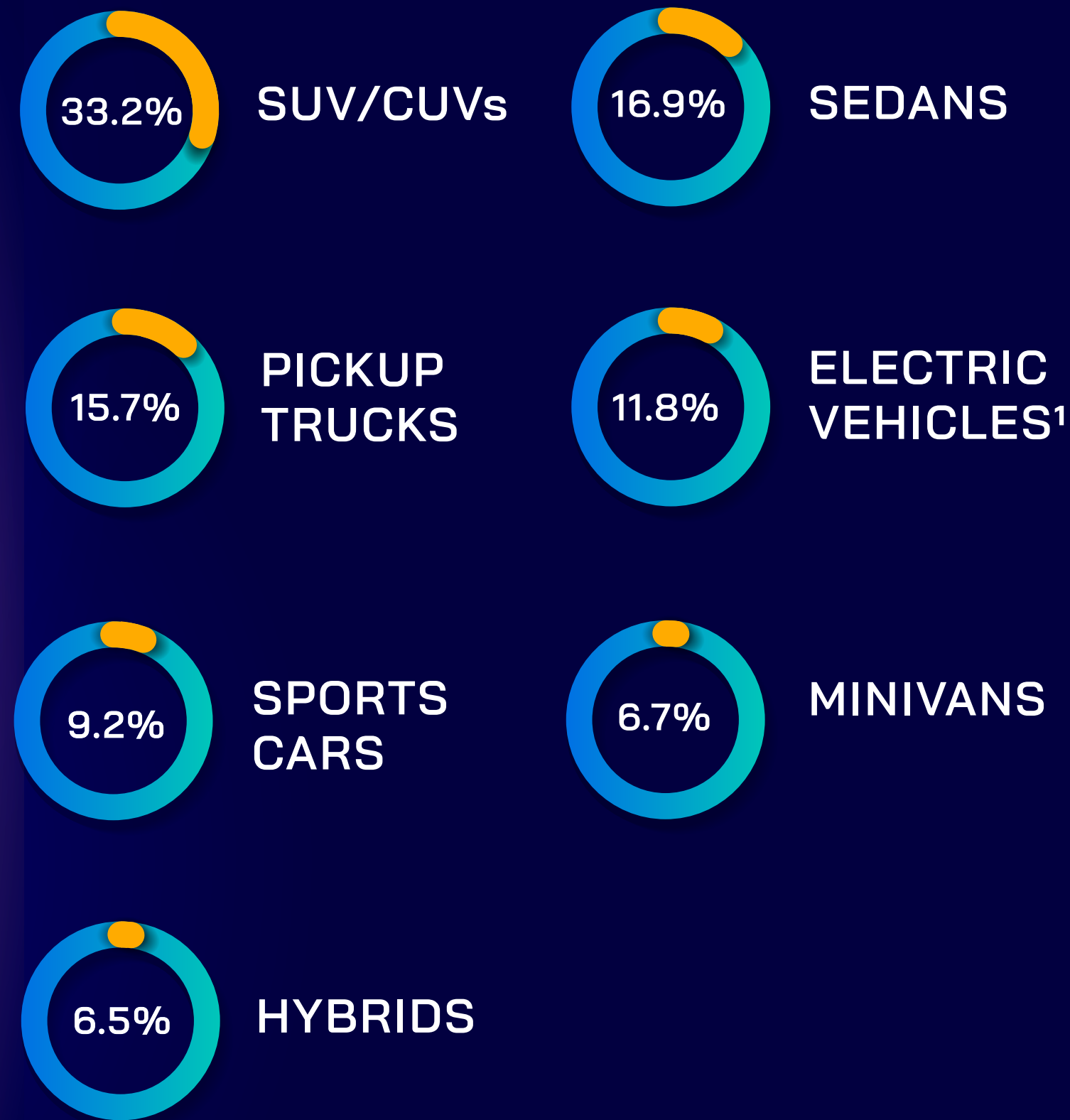
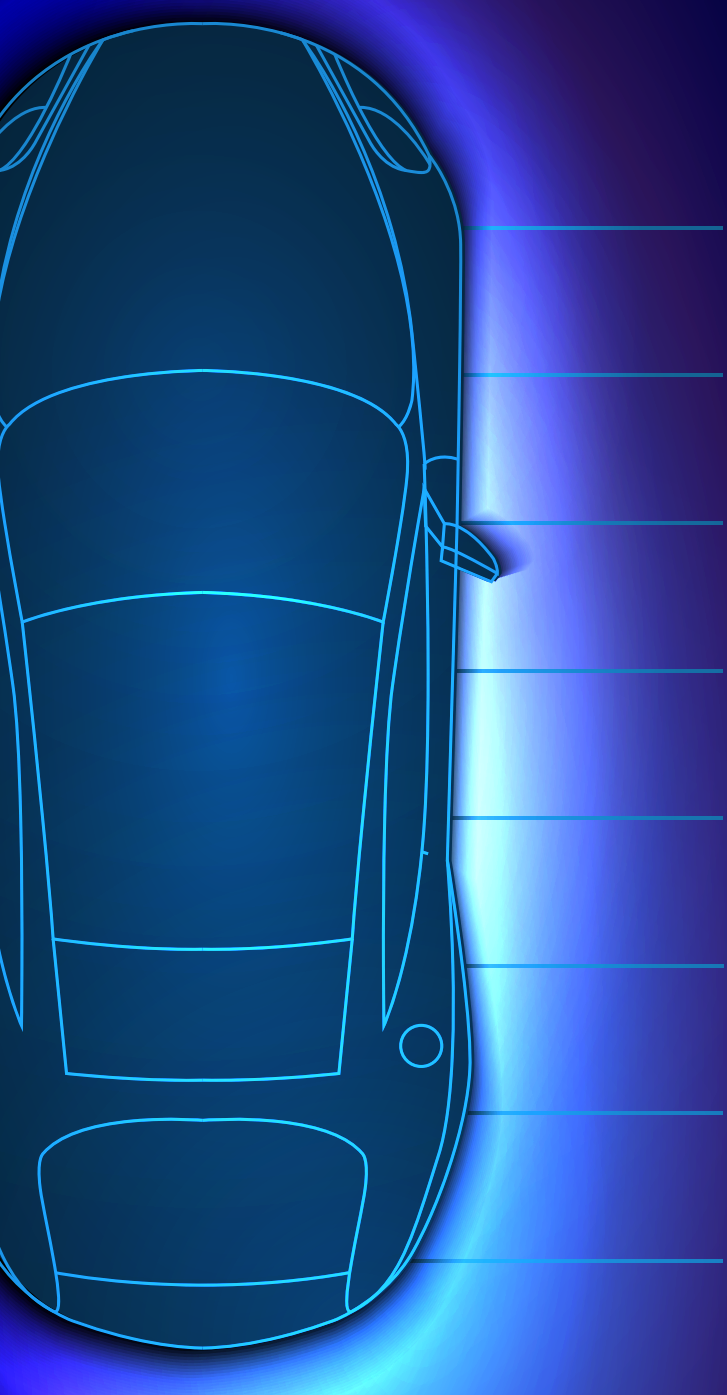
The COVID-19 pandemic irreversibly transformed the customer car buying journey. Online shopping and new preferences in budgets, brands, and priority features have all taken control of the wheel.

According to a recent Zeta Pulse survey that polled hundreds of car shoppers...



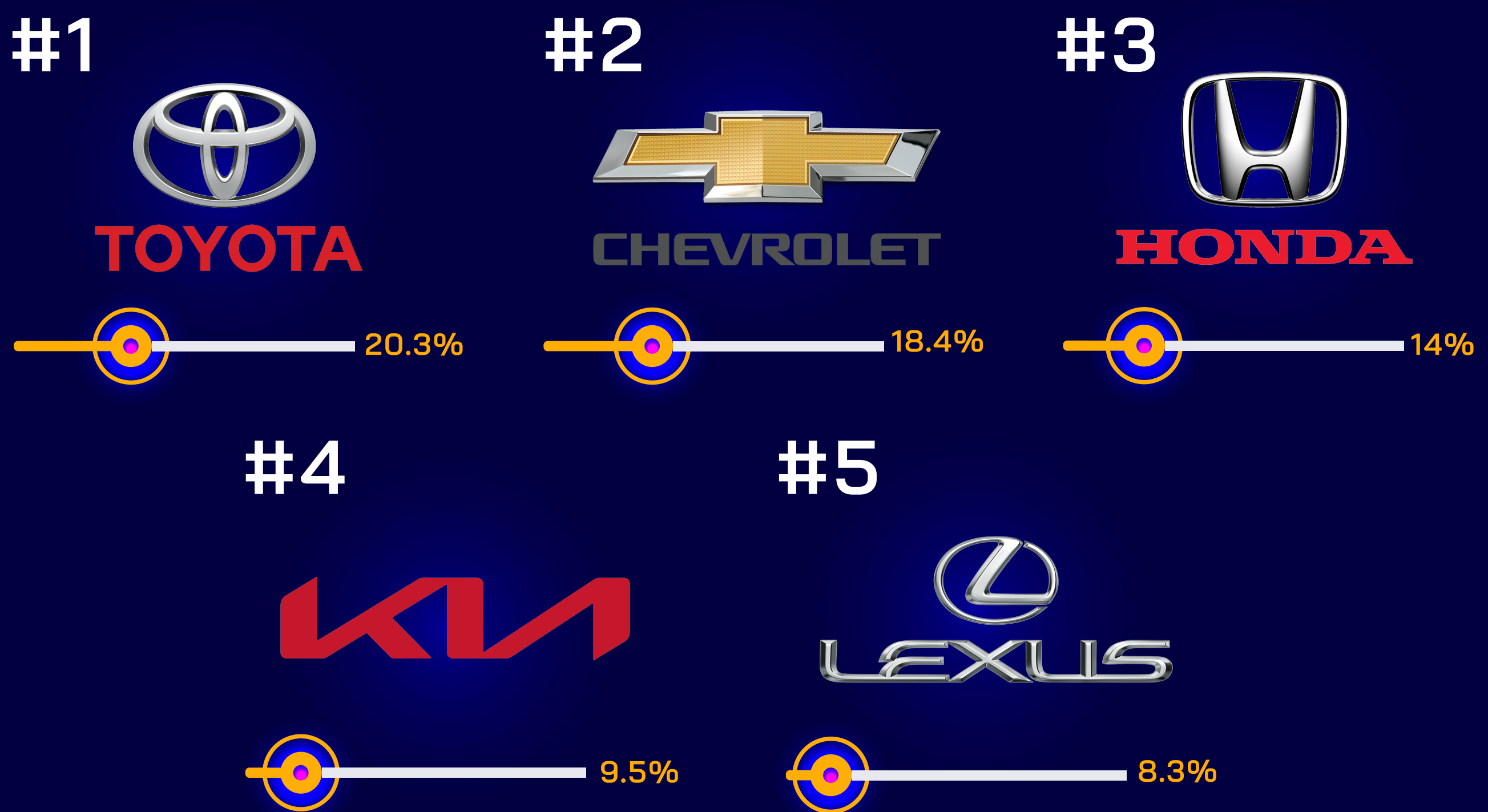
SUVs/CUVs take the driver's seat

The majority of consumers value space when considering a car purchase, while others stray from sustainable models as inventory issues loom.



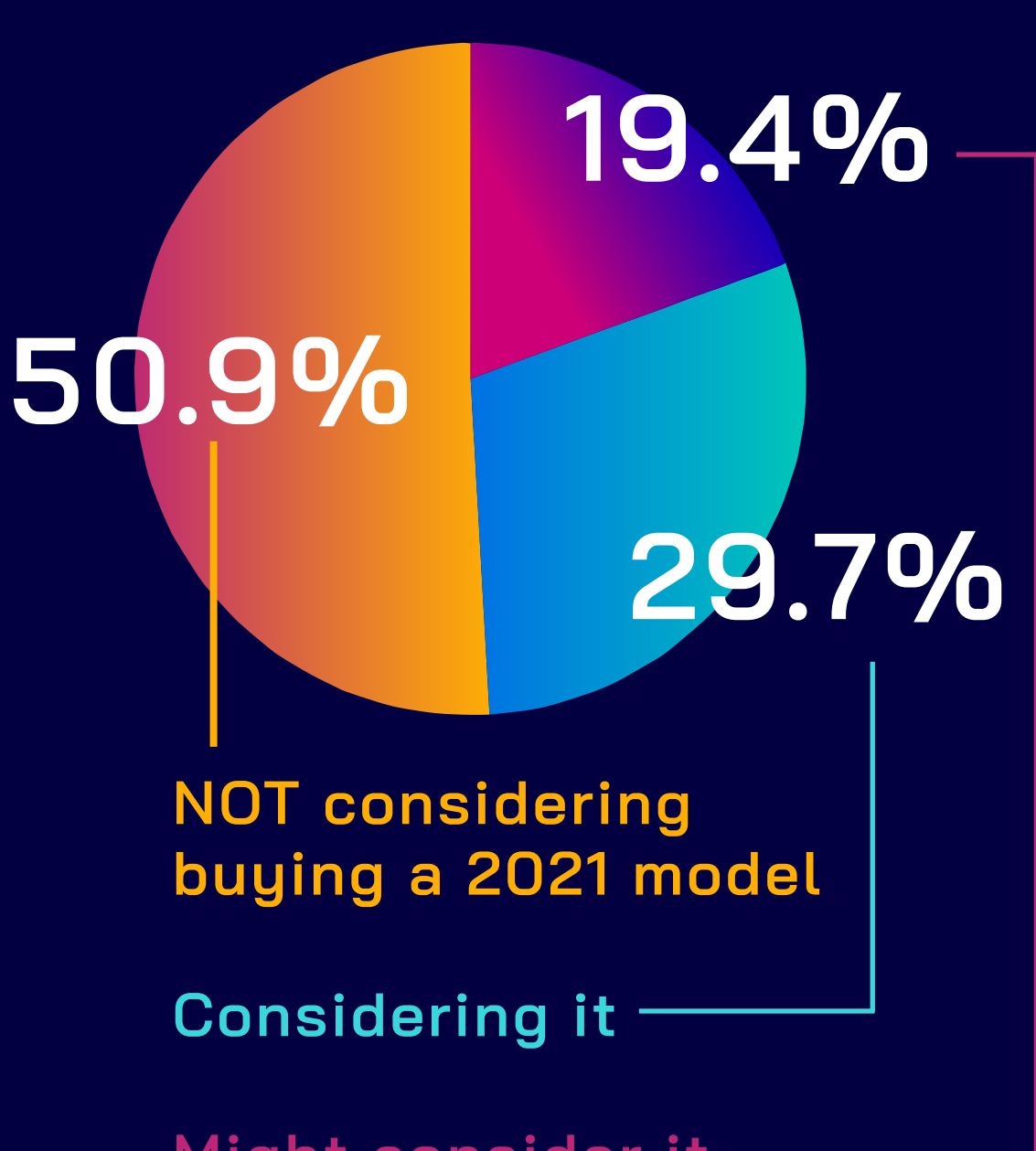
Mainstream brands rank #1 in preference

Consumers are foregoing the frills of luxury in return for practicality and affordability as car prices skyrocket from a microchip shortage.

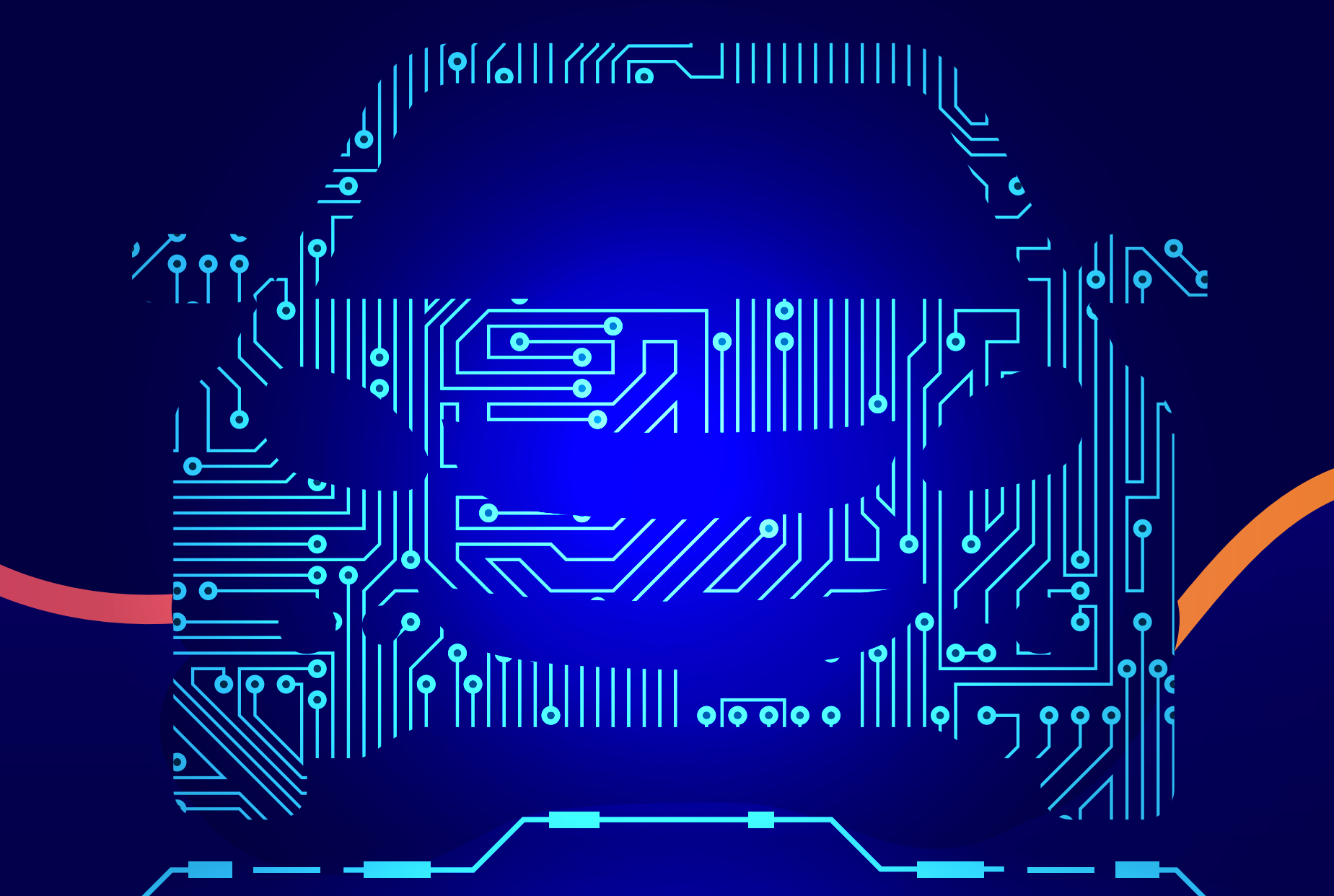
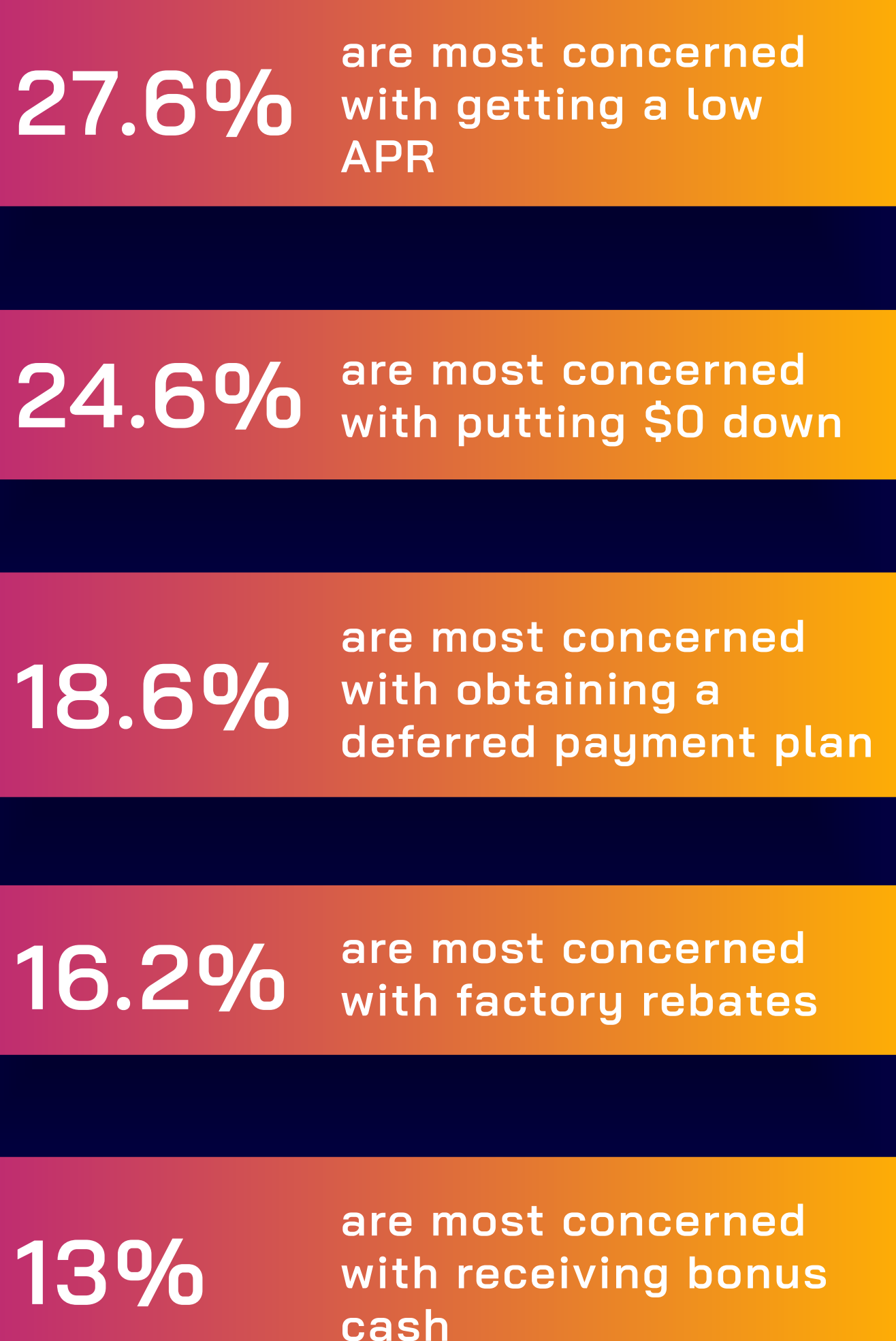


This year's auto model is 'so last year'

Despite inventory concerns and rising prices extending the car-buying journey, shoppers are not willing to settle and are holding on to their wallets for next year's model.



'It's about the DEAL!'



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¹Responders over-index in preference for Tesla, Kia, Toyota, & Honda.

Data in this infographic is from a Zeta-conducted consumer survey from June 2, 2021 through June 30, 2021 that generated 301 responses from U.S. automotive buyers.