



Number Of Vehicles Household Owns Or Leases by Life Stage

The number of vehicles a household owns is directly related to how many drivers are present. For example, single no child and retired households are the most likely to own one vehicle. Married households with children between the ages of 0 and 17—before children are of driving age—are the most likely to own two vehicles. Households with a child age 18 years or older are almost twice as likely as all households to own three vehicles.

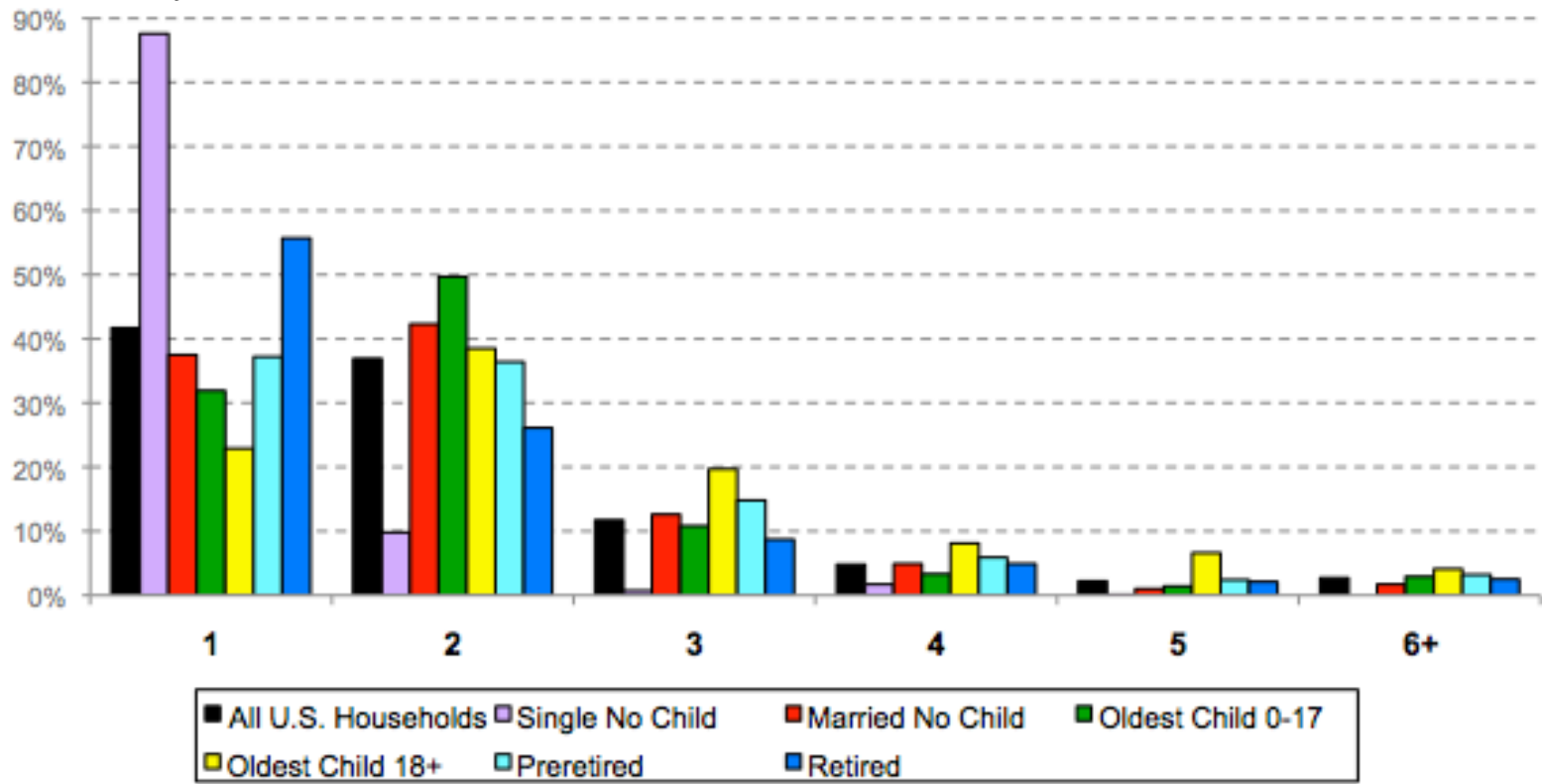


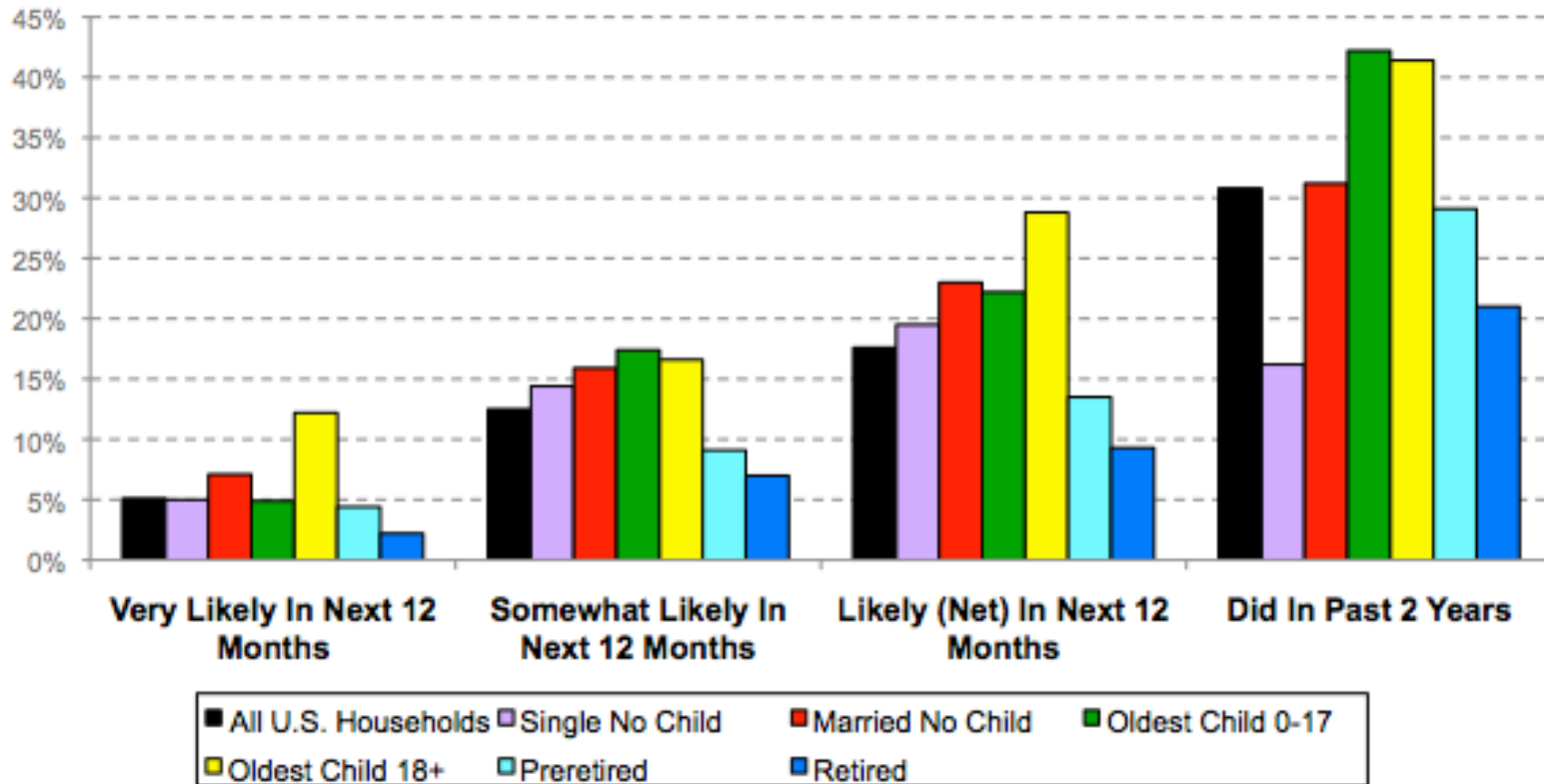
Table H-2 : Number of motor vehicles owned or leased
 Base: Own Or Lease Motor Vehicle
 Questionnaire Page H-1, Q.2

Source: The 2012–13 MacroMonitor



Likely To Buy/Recently Bought A Vehicle by Life Stage

Households with children are significantly more likely than all households to have purchased a vehicle in the past two years. Households with young children (between the ages of 0 and 17) are likely to need a different type, or larger, vehicle than previously. Households with children age 18 and older often have need for an additional vehicle; these households are also almost twice as likely as all households to be likely to purchase a vehicle in the next 12 months.



Tables H-13B_1, H-13A: Likely to buy/recently bought a car, van, pickup, SUV, or motorcycle

Base: All U.S. Households

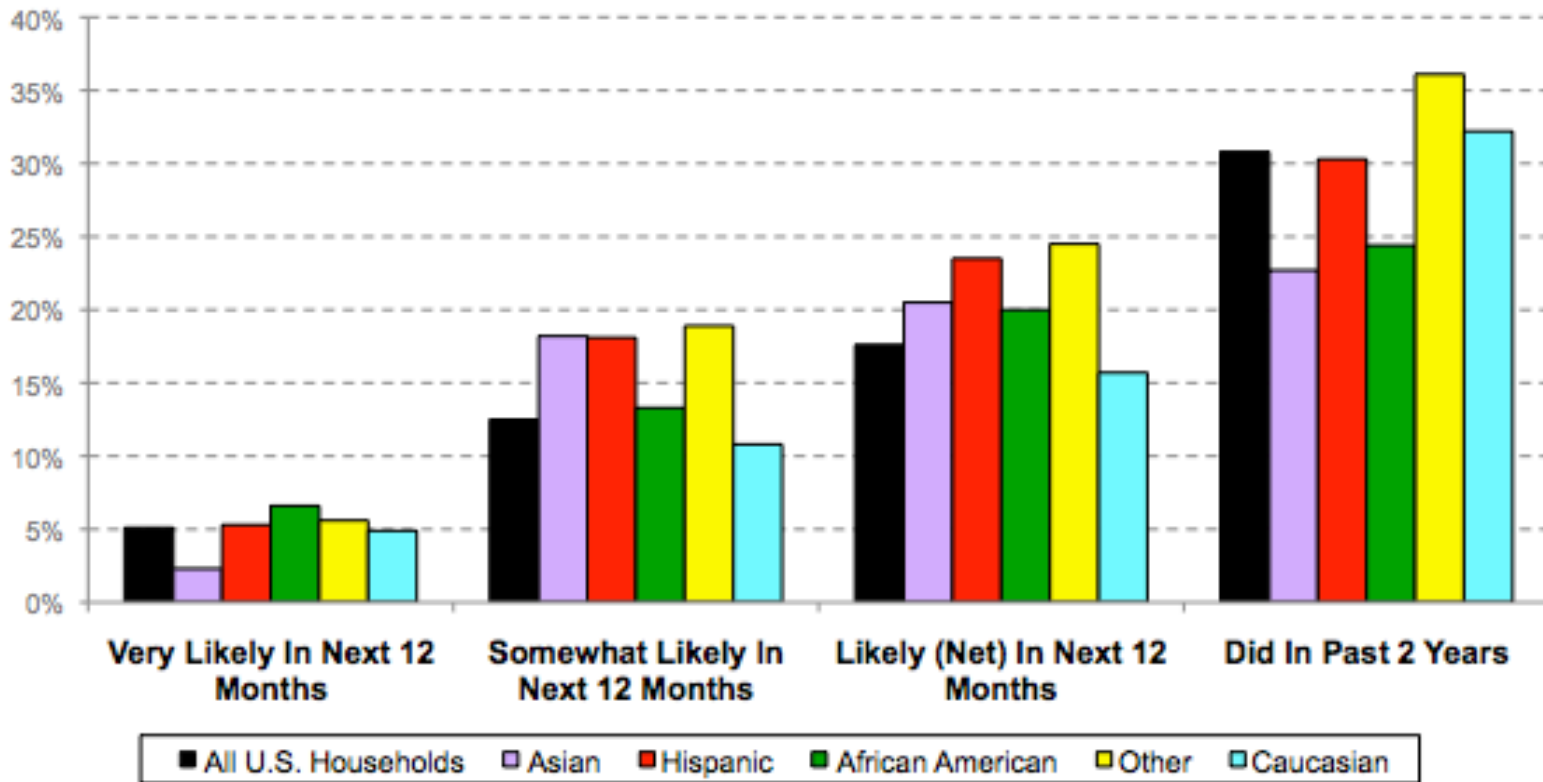
Questionnaire Page H-3, Q.13, Cols A,B, Item 1

Source: The 2012–13 MacroMonitor



Likely To Buy/Recently Bought A Vehicle by Ethnicity

Households that self-classify as “Other” (mixed ethnicity or heritage) are the most likely to have purchased a vehicle in the past two years. This segment of households is rapidly increasing in size particularly among Millennials.



Tables H-13B_1, H-13A: Likely to buy/recently bought a car, van, pickup, SUV, or motorcycle

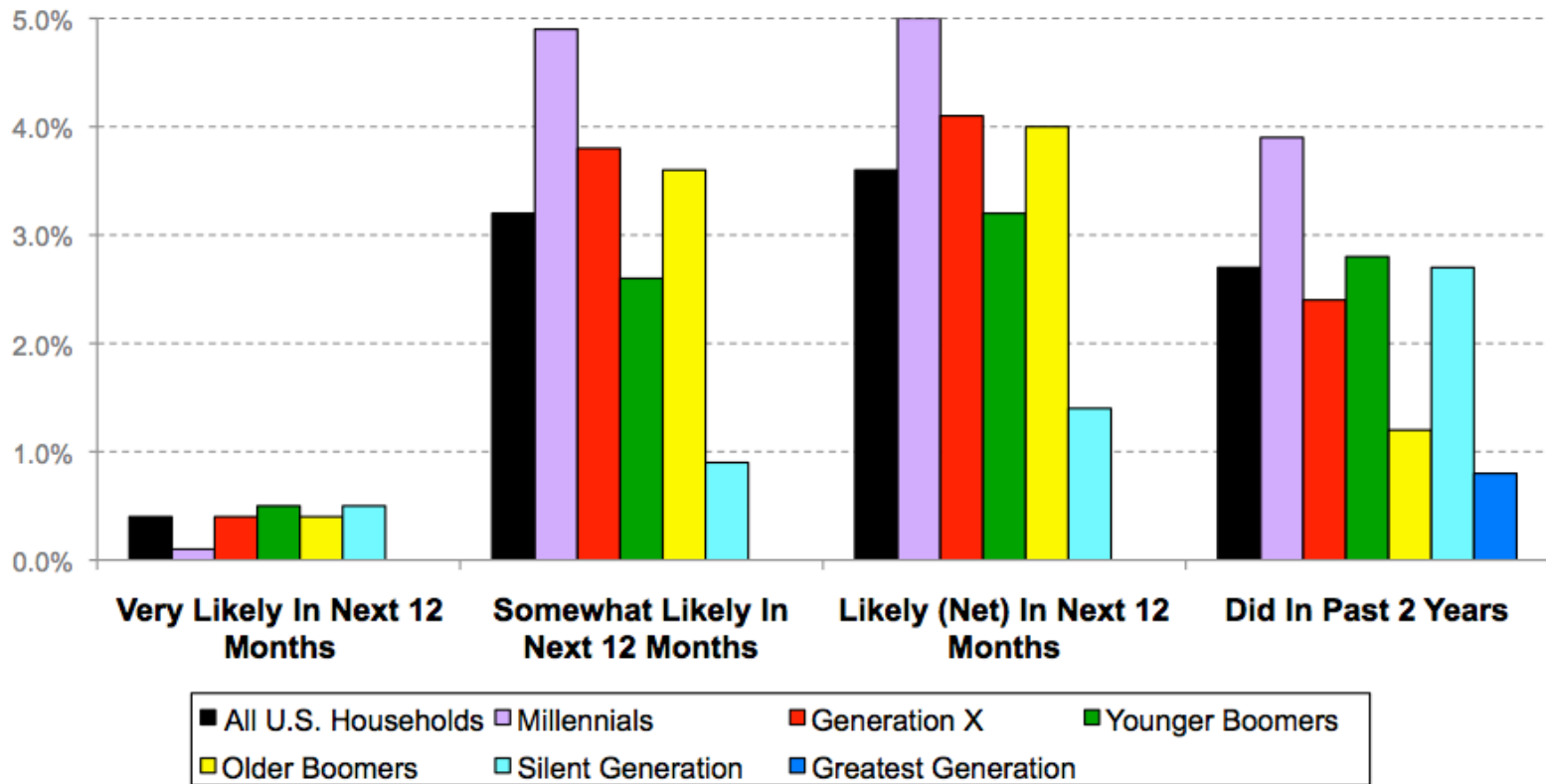
Base: All U.S. Households

Questionnaire Page H-3, Q.13, Coils A,B, Item 1

Source: The 2012–13 MacroMonitor

Likely To Use/Recently Used The Internet To Purchase A Vehicle by Age Cohort

Millennials households are significantly more likely than all households to use the internet to purchase a vehicle. Because of sites such as Craig's List, there is a high probability that Millennials are buying pre-owned, as well as new, vehicles via the internet.



Tables H-13B_7, H-13A: Likely to use/recently used the Internet to purchase a vehicle

Base: All U.S. Households

Questionnaire Page H-3, Q.13, Cols A,B, Item 7

Source: The 2012–13 MacroMonitor