

WHY MOBILE?

207.2 Million People in the U.S. Own a Smartphone

81%

of adults own a smartphone

92%

of 18-24 year olds have a smartphone

84%

in a high income tax bracket

Mobile Device Usage in Car Buying

Prior to purchasing a vehicle, 46% of respondents that are Internet users access automotive information using their smartphones. Of all buyers, 23% used a smartphone to do research or shop while at a dealership. The top five uses of a mobile device at a dealership are: comparing prices for vehicles at other dealerships (59%); finding prices for vehicles at the dealership where the consumer was (41%); comparing inventory at other dealerships (38%); check inventory at the dealership where the consumer was (36%); and research trade-in pricing (33%).

90%

sleeps within reach of their phones

68%

check their phones within 15 minutes of waking up

82%

consult their smartphone while shopping in a physical location