



Driving Results With Location Intelligence: The Auto Buyer Journey

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FOURSQUARE ₁

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Overview & Methodology

Combining offline & online behavior data can be an incredibly powerful way to uncovering unique & actionable, especially for an industry such as automotive. Online interest data unlocks new phases of the automotive purchase funnel, enabling auto brands to extend targeting beyond just those who have visited specific auto dealerships & body shops, to consumers who have actively engaging with car-related content online in recent months.

In addition to analyzing the real-world behavior and audience demographics of various online interest groups, we also took a closer look at foot traffic patterns for auto dealership & auto shops throughout 2022. Our latest report highlights key learnings and trends for the automotive industry in 2023, and explores how macroeconomic events such as inflation and car shortages have affected consumer behavior in recent months.

For this analysis, Foursquare analyzed consumer behavior based on foot traffic data from millions of Americans that make up our always-on panel. All data is aggregated and normalized against U.S. Census data to remove any age, gender and geographical bias.



Definitions

Analysis Period: January 1 2022 - December 31 2022

Indexed Foot Traffic: We've examined foot traffic trends on a national level and used indexed foot traffic to demonstrate the relative growth or decline in foot traffic volume by category or venue, where visits during the average 7-day period = 100. We used 7-day rolling averages to account for fluctuations by day of week.

Indexed Affinities: The times (or percentage) more or less likely than the average U.S. consumer to visit a given category or chain, where 1 represents the average U.S. consumer's visit propensity.

Penetration: The percentage of auto intenders who visited a given category or chain at least once during that analysis time frame.

Dwell Time: Median time spent at a given category or chain during the analysis period; Also includes distribution of total visits by time spent on-premise.

Visit Frequency: Average visits per customer/visitor during a specified timeframe.



Key learnings & trends for the automotive industry

The auto industry is pacing toward a greener future

The auto industry faced many hardships last year, from supply chain shortages and heightened inflation to interest rates. Automakers certainly will have their work cut out for them to bounce back in 2023. With growing environmental & economic concerns, automakers have been shifting towards a **greener approach**.

Electric vehicles are slowly gaining traction with U.S. auto intenders

26% of today's auto intenders intend to shop for an electric vehicle. In addition, the top 5 most visited auto brands of 2022 are brands that currently offer EV models. While EV adoption is certainly on the rise, our data suggests that affordability could be a major deterrent for many auto intenders.

Major U.S. holidays typically mark the busiest periods for auto dealerships

Auto dealership chains see slightly higher penetration during major holiday months like April, May, October, and November, as compared to the rest of the year, with **January and July** representing the lowest retail penetration of any month in 2022 (18%).

Nearly 1/2 of today's auto intenders are prioritizing price & quality

In times of economic uncertainty, FSQ survey data shows that **21%** of this year's auto intenders are motivated by **price** when choosing an auto brand, while another 18% are most motivated by vehicle quality.

Older Americans showed more online activity with auto content in 2022

At all stages of the purchase funnel, those engaging with auto content online and those visiting dealerships in person, were more likely to be over the age of 55. These older generations are likely entering a new life stage with retirement on the horizon and are possibly more likely to treat themselves to a vehicle they've always wanted.

When it comes to auto care, online interest is a strong indication of real-world intent

Of the people who expressed online interest in aftermarket auto care late last year, **67%** [of this audience] ended up visiting an **auto shop** in Q4.

Overall Automotive Industry Insights

The auto industry looks to recover in 2023

While the industry first took a hit in 2020, the auto industry was still projected to be worth an estimated \$100.9B in 2022*. However, in the second half of last year, as the industry faced many hardships from supply chain shortages to heightened inflation & interest rates, proving that automakers certainly will have their work cut out for them to bounce back in 2023*.

Foursquare's survey data backs up this up-hill battle, as **80% of respondents claim they are not even in the market for a new vehicle**, and 41% of respondents are planning to purchase a **used car**, likely due to inflation.

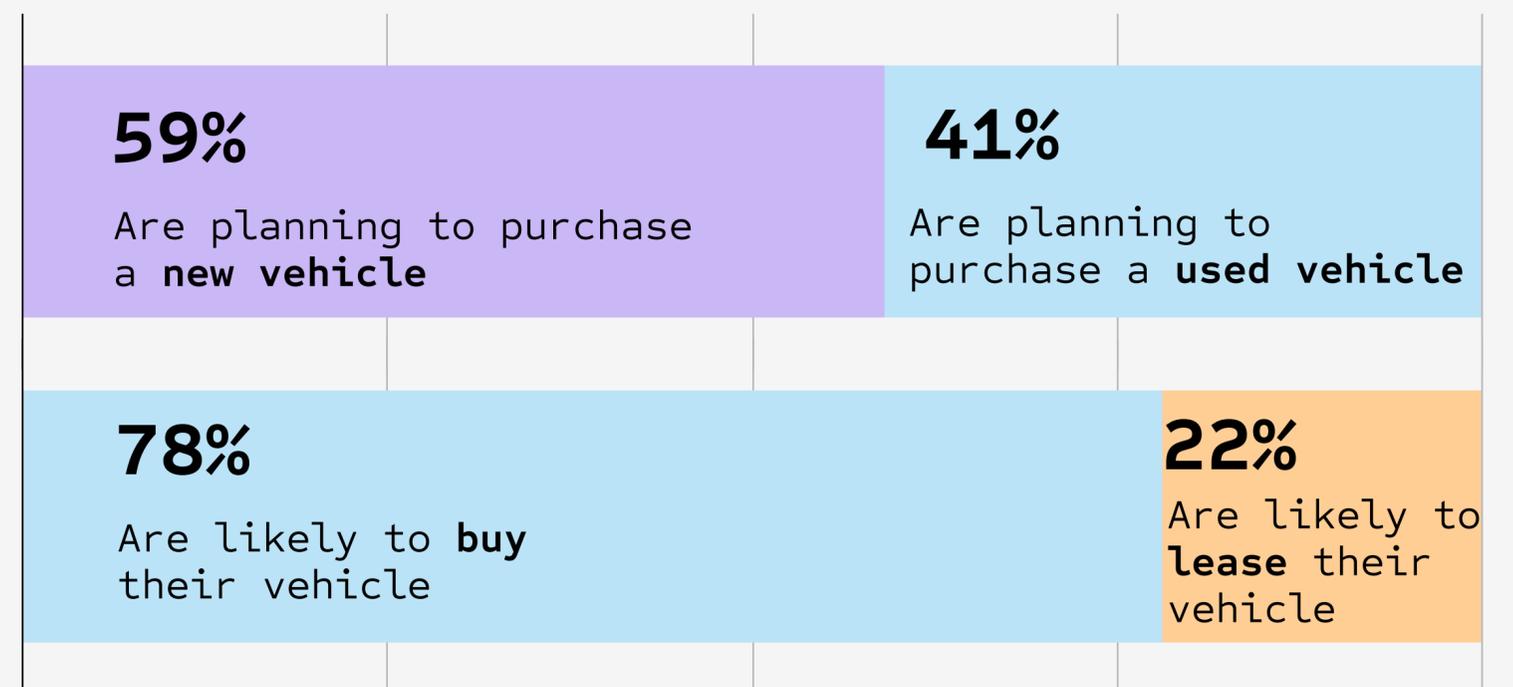
The good news is that, even with these macroeconomic factors, projected sales for this year look to return to pre-pandemic levels with a growth of around 9%. Interestingly, electric vehicles and hybrids are where the industry has seen the most movement.*



According to a survey of consumers in Foursquare's always-on panel in January - February 2023:



Survey results according to FSQ respondents who **are** in the market for a new vehicle in 2023:



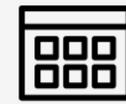
Foursquare survey data from Jan-Feb 2023; Top survey sample size: 51,551; Middle survey sample size: 10,529; Bottom survey sample size: 10,523
Sources: [Zippia](#); [Mercer Capital](#); [ABI](#); [Automotive World](#)

With growing environmental concerns, automakers have been shifting gears towards a **greener future**

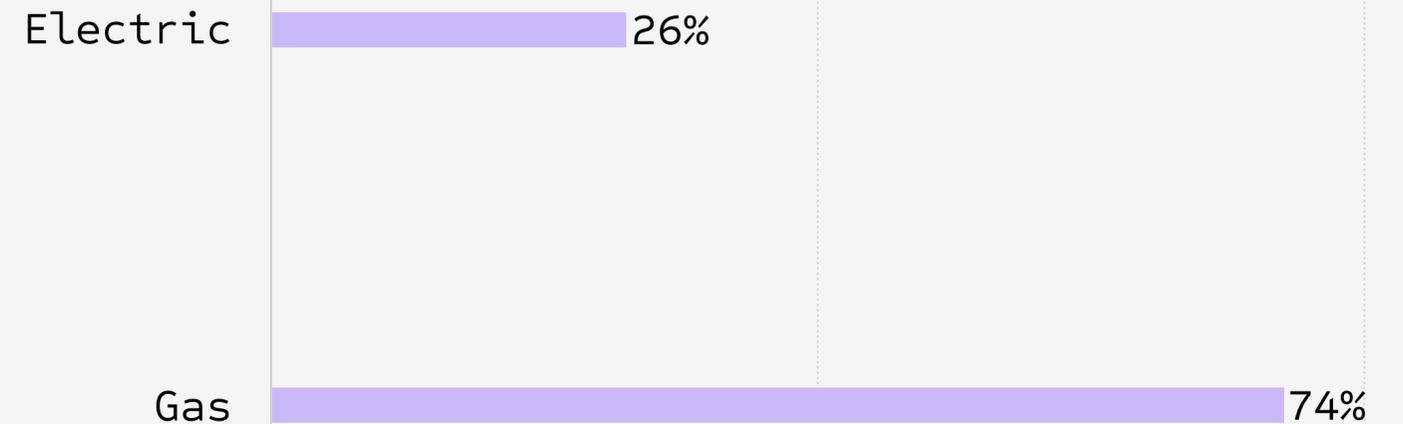
Although the auto market overall did take a hit last year, U.S. electric vehicle purchases actually climbed to represent 5.8% of all vehicles sold in 2022, up from 3.2% in 2021.*

While we are seeing more and more auto brands joining this green movement, not everyone is on board just yet. According to Foursquare's survey data, **74% of respondents are still planning to purchase a gas powered vehicle** in 2023, while 26% are open to making the switch over to electric.

Location data reveals that Americans made roughly 36 trips to gas stations last year, while EV charging station visitors were returning less frequently, about 3 times last year. It's worth noting that EV owners typically have the option of recharging their vehicle at home, which could explain why users are less likely to visit those charging stations in comparison to gas stations



According to a survey of consumers in Foursquare's always-on panel in January - February 2023:



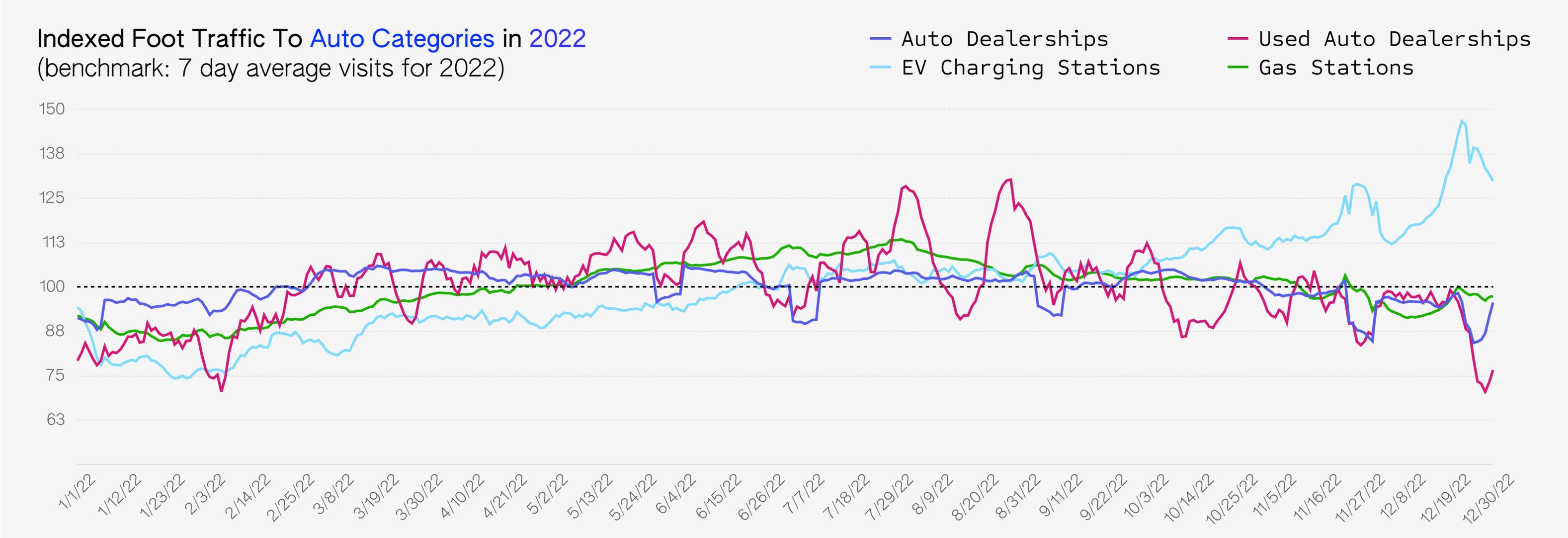
Average visit frequency amongst Americans in 2022:

EV CHARGING STATIONS 3X

GAS STATIONS 36X

EV charging stations saw the most growth in visit volume last year

Auto buyers are likely to make their vehicle purchases of new or used vehicles during major holiday sales events throughout the year as foot traffic across auto dealerships is likely to pick up during spring and summer months, especially during holiday sales events. Last summer, as buyers attempted to save money during times of economic uncertainty, **used auto dealerships** saw some of the most notable upward movement in visit volume, especially in late July and August. However, **EV charging stations** saw the most substantial growth in visit volume overall by the end of 2022. EV charging station visitation was up **+43-46%** above benchmark between December 22-24. Growth in visitation to these charging stations is unsurprising given that the electric vehicle industry saw major lift in market share last year compared to 2021.



Auto intenders were visiting more **dealerships** last year

Location data reveals an increase in the number of distinct auto dealership venues that auto intenders and buyers were visiting during 2022, compared to 2021.

Indeed, shoppers visited an average of 3 distinct dealership venues in 2022, likely in an attempt to carefully weigh their options before making a major financial decision, such as purchasing a new vehicle.



Location data reveals the **average number of distinct auto dealerships** visited in 2021 vs 2022:

2

Auto dealership chains visited in **2021**

3

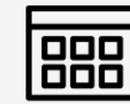
Auto dealership chains visited in **2022**

More than 1/2 of Americans are expected to visit an auto dealership at least once this year

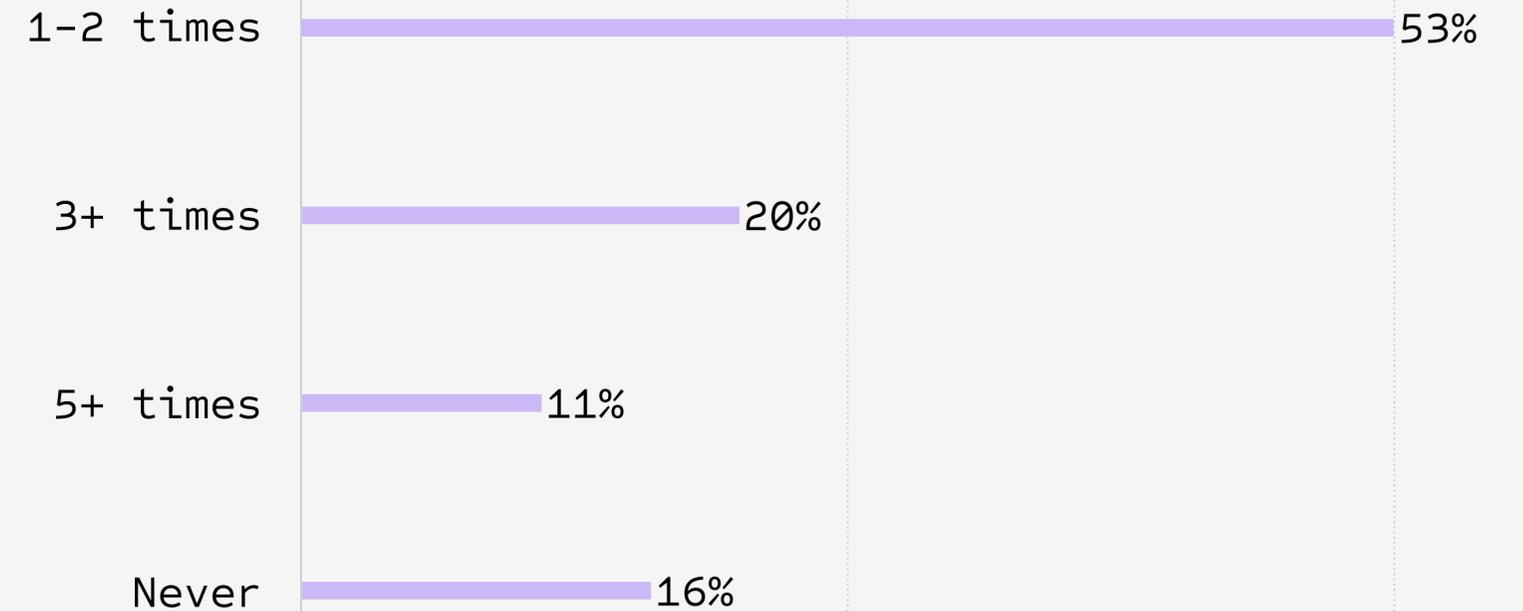
According to Foursquare's survey data, 53% of respondents are planning to visit an auto dealership at least once or twice in 2023. Furthermore, an additional 31% of respondents intend to visit 3-5 times this year, perhaps representing a cohort of serious auto intenders, ready to evaluate their options.

To compare consumer intentions with what we saw last year, location data reveals that the average consumer made roughly **5 dealership visits** throughout 2022. While only 11% of consumers plan/expect to make 5+ visits this year, this average visit frequency represents the approximate number of visits that auto intenders are likely to make before making their final decision/purchase.

Only 16% are not planning to visit a dealership at all this year, suggesting these consumers are not in the market for a new vehicle.



According to a survey of consumers in Foursquare's always-on panel in January - February 2023:



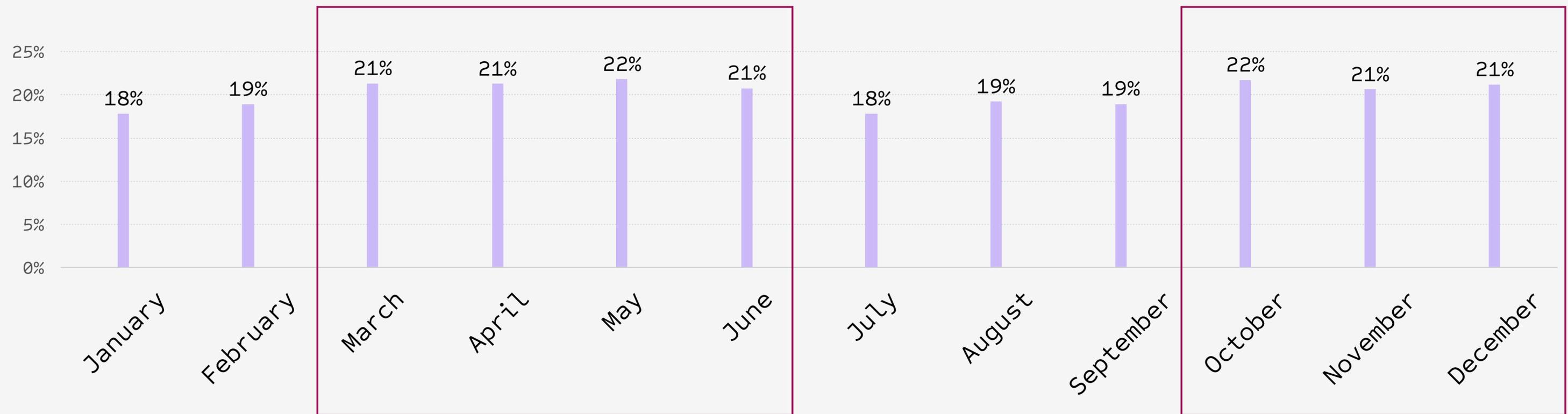
Average visit frequency amongst auto dealership visitors in 2022:

AUTO DEALERSHIPS 5X

Holiday months are typically the busiest periods for America's auto dealerships

As expected, auto dealerships see slightly higher penetration during major holiday months including April, May, October, November & December (21-22%), as compared to the rest of the year. **January & July** saw the lowest penetration of any month in 2022 (18%), likely indicating that 4th of July and New Year's sales may not be as successful in driving auto intenders in-person as compared to Memorial Day weekend (May) and Black Friday. Further backing up FSQ data, US News* reported that May, October, November, and December are the best months to visit auto dealerships as new deals and vehicle models are likely to be available during these months. Auto dealership chains should pay attention to shoppers' real-world visitation patterns throughout the year to maximize sales opportunities.

Auto Dealership Penetration by Month in 2022

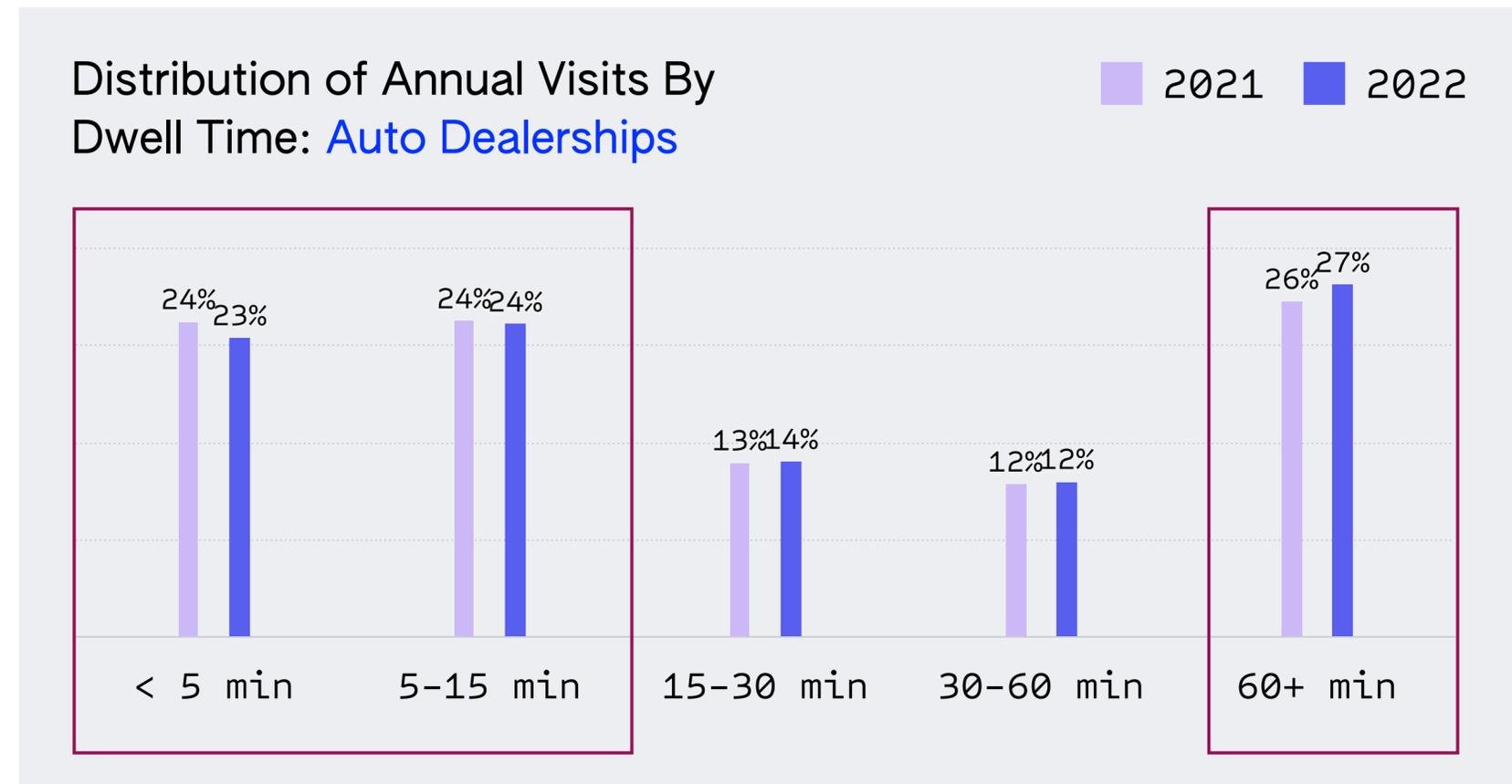
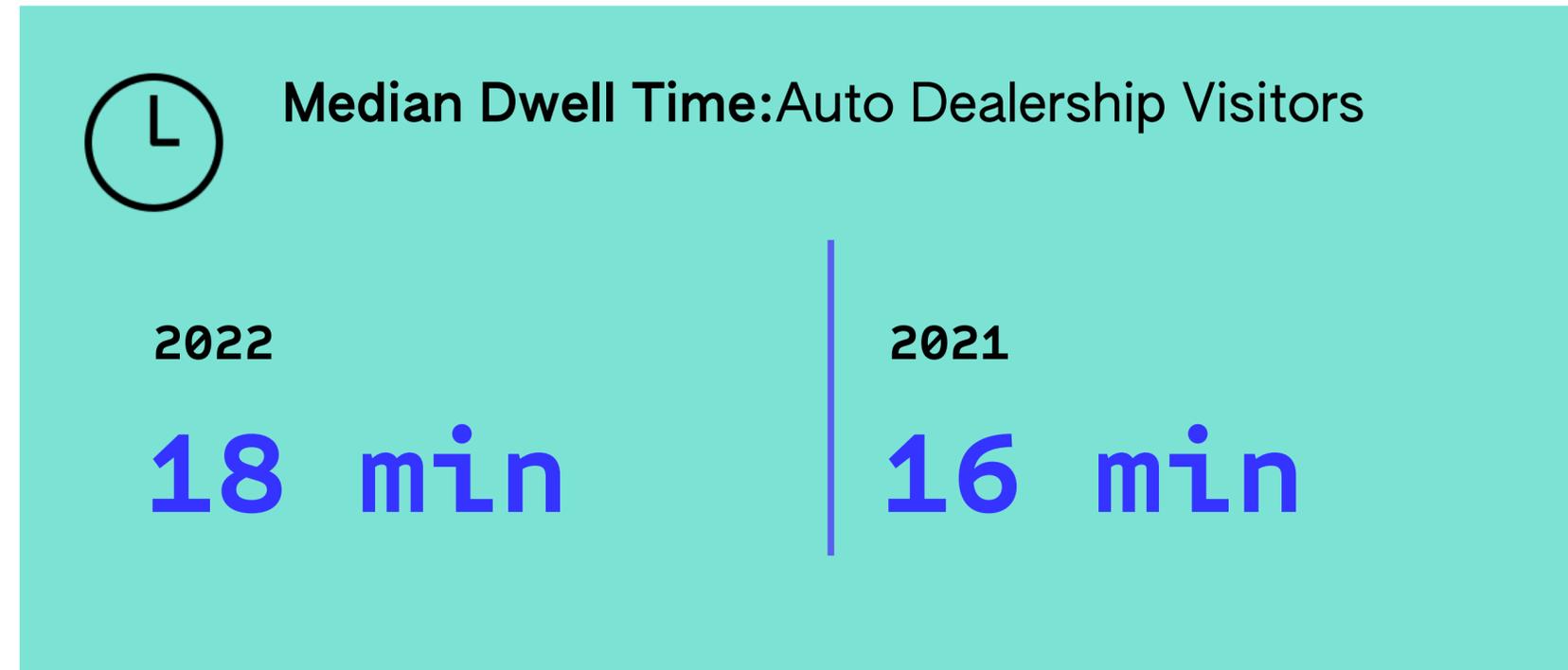


Auto buyers are likely to spend **slightly more time at dealerships** this year

The average auto dealership visitors spent **around 18 minutes** on-premise in 2022, up from a median dwell time of 16 minutes in 2021. Perhaps this increase in dwell time stems from shoppers wanting to ensure they **make a more thorough, educated financial decision**.

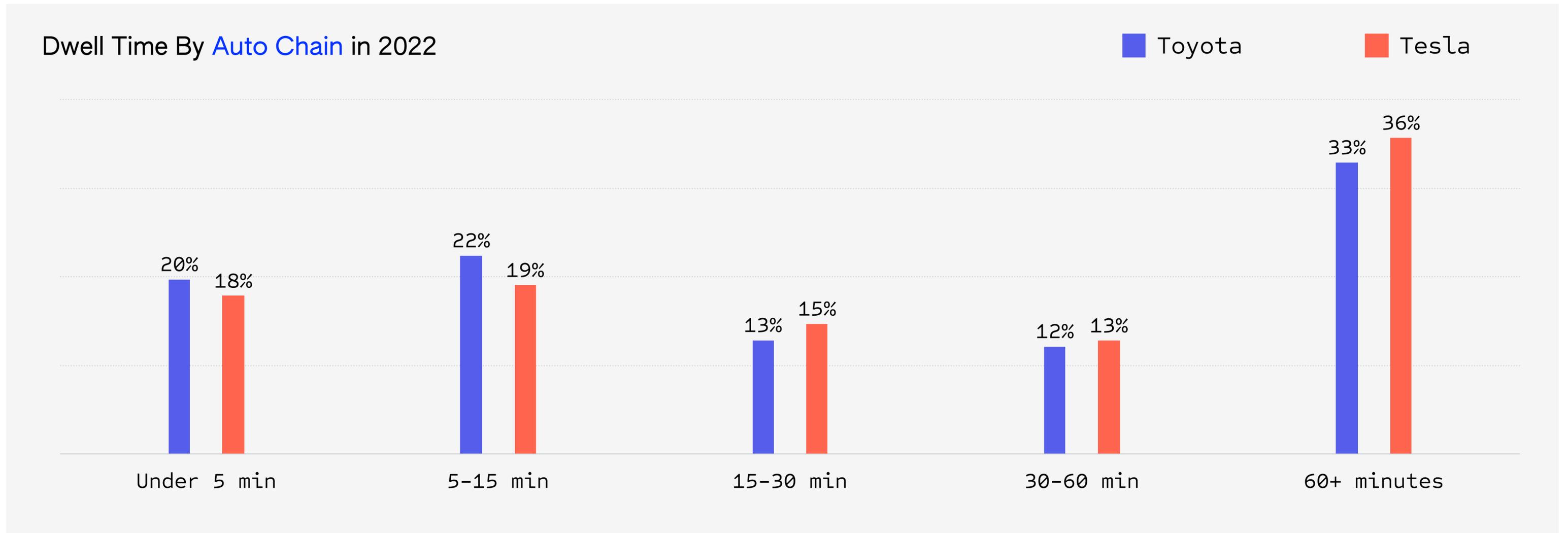
Dwell time analysis can help you distinguish and segment distinct audiences based on their motivations & intentions. For instance, our data shows that nearly **40%** of total dealership visits lasted **over 30 minutes** last year. This cohort of visits is likely from true auto intenders — people who are likely to take their time, browse options and meet with a sales rep.

In contrast, nearly **1/2** of auto dealership visits lasted **under 15 minutes**, likely from existing auto owners who were there to drop off or pick up their vehicle for servicing. Messaging about new sales events is less likely to resonate with this audience, for example.



Auto buyers are generally spending **more time** in certain dealerships

Although both brands see the majority of visitors spending 30+ minutes on-site, **36%** saw a slightly higher % of visits of 1-hour+ visits compared to Toyota dealerships. **44%** of visits to Toyota dealerships **lasted under 15 minutes** (vs only 37% for Tesla). Consumers spending generally more time at Tesla venues could suggest that more time is needed to learn about the electric vehicle industry in general, requiring a more personalized experience to educate potential buyers about the features and benefits of owning an EV.

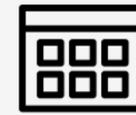


Almost half of auto buyers are prioritizing **price & quality** in 2023

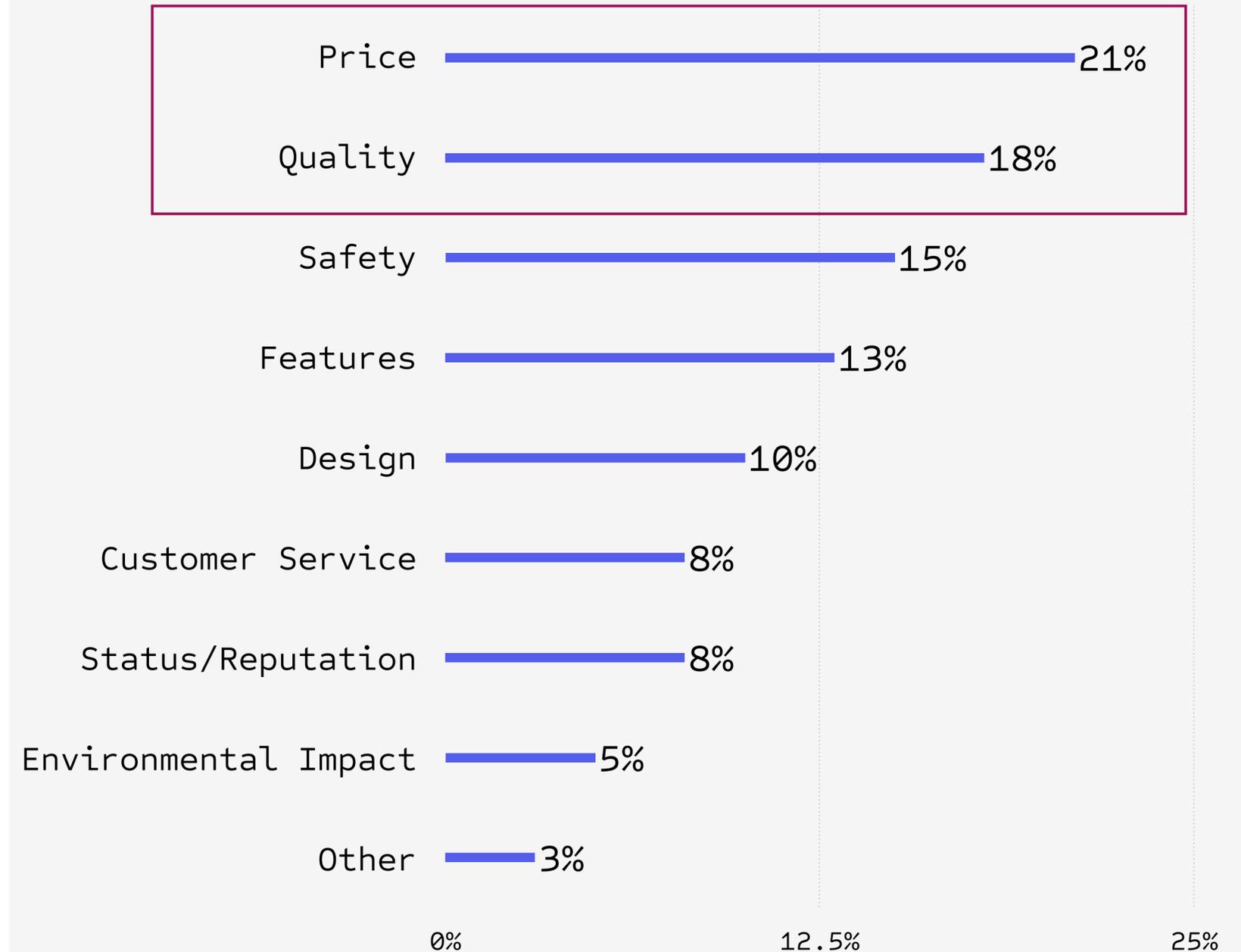
Unsurprisingly given the macroeconomic circumstances of today's economy, Foursquare survey data shows that **21%** of this year's auto buyers are motivated by **price** when choosing an auto brand, while an additional 18% of people are most motivated by vehicle quality.

FSQ survey data proves that customers are looking to get the most affordable option without sacrificing quality and safety when choosing which brand to go with. This could explain why we're seeing a majority of respondents (75%) in the market for a gas powered vehicle, which tend to be much more affordable than electric. There are also far fewer pre-owned electric vehicles in the secondhand market compared to gas powered vehicles, adding to the affordability discrepancy.

Auto brands should keep these motivations in mind when it comes to **inventory planning** as brands continue to roll out EV options.



According to a survey of consumers in Foursquare's always-on panel in January - February 2023:



Which auto brands are seeing the most in-person traffic?

Foursquare data reveals the top 10 most visited auto brands in 2022, based on foot traffic volume.

While **price & quality** both top-of-mind for today's auto intenders, **brand positioning matters**.

Interestingly, "going green" is also at the forefront for many in-market consumers, as auto brands with readily available EV models accounted for the top 5 most visited auto brands in 2022.

Opportunity: Identify top visited venues in a particular neighborhood or area to assess the competitive landscape.



1. Tesla *
2. Toyota *
3. Chevrolet *
4. Nissan *
5. Kia *
6. CarMax
7. GMC
8. Lexus
9. Dodge / Ram
10. Jeep

*Auto brands with **electric vehicle models** available in 2022

Where are auto dealerships seeing the most in-person traffic?

Foursquare data reveals the top 20 home DMAs of in-person auto dealership visitors in the United States.

Expectedly, we found that dealerships in more populated **urban markets**, where driving is essential to getting around (i.e. Los Angeles), are seeing the most visits.

- | | |
|---------------------|-----------------------|
| 1. Los Angeles, CA | 11. Cleveland, OH |
| 2. Chicago, IL | 12. Orlando, FL |
| 3. Dallas, TX | 13. Miami, FL |
| 4. New York, NY | 14. San Francisco, CA |
| 5. Phoenix, AZ | 15. Charlotte, NC |
| 6. Houston, TX | 16. Detroit, MI |
| 7. Atlanta, GA | 17. Raleigh, NC |
| 8. Tampa, FL | 18. Indianapolis, IN |
| 9. Philadelphia, PA | 19. Columbus, OH |
| 10. Washington, DC | 20. St. Louis, MO |



Which auto shops are seeing the most in-person traffic?

Foursquare data reveals the top auto repair & service chains visited in 2022, based on foot traffic volume.

With Walmart and Sam's Club auto centers leading the pack, this could signify that auto owners are looking for convenient and affordable servicing & auto care, opting to service their vehicles with their **big box** or **wholesale club** of choice, while they're already there to shop for essentials. This decision could also reflect consumers' motivation to save money, taking advantage of special membership perks or rewards associated with select big box stores and wholesale clubs.

Opportunity: Identify top visited venues in a particular neighborhood or area to assess the competitive landscape.



1. Tesla Motors
2. Walmart Auto Care Centers
3. Sam's Club Tire & Battery Center
4. NAPA Auto Parts
5. Sheetz
6. Costco Tire
7. TravelCenters of America

Toyota dealership visitors are less inclined to visit direct competitors

Of the top auto brands we looked at, **Toyota saw the strongest sense of brand loyalty amongst visitors in 2022**. In other words, Toyota shoppers were less likely to also visit direct competitors compared to other brands' shoppers. For instance, only 5% of Toyota visitors also visited a Lexus dealership last year, while roughly 34% of Lexus shoppers had also visited a Toyota dealership at least once during that time. These cross visitation patterns could also be attributed to users shopping at dealerships within and below their budget, instead of shopping above their pay grade. While we do see Dodge, Chrysler, and Jeep with higher levels of cross visitation, this is actually more likely attributed to convenience & accessibility, as these brands are all under the same parent company (FIAT) and therefore usually on the same lot or nearby

	Dodge	Mercedes-Benz	Chrysler	Lexus	Volkswagen	FIAT	Nissan	Honda	Toyota	Jeep
Dodge	100%	20%	80%	18%	21%	46%	19%	17%	17%	80%
Mercedes-Benz	5%	100%	5%	12%	9%	7%	6%	6%	5%	5%
Chrysler	91%	22%	100%	21%	23%	37%	22%	19%	19%	91%
Lexus	3%	9%	3%	100%	6%	5%	5%	4%	5%	3%
Volkswagen	6%	11%	6%	11%	100%	9%	8%	8%	7%	6%
FIAT	4%	3%	3%	3%	3%	100%	2%	2%	2%	4%
Nissan	12%	15%	11%	15%	16%	16%	100%	13%	12%	12%
Honda	14%	19%	13%	20%	20%	19%	17%	100%	17%	13%
Toyota	19%	25%	19%	34%	25%	25%	23%	24%	100%	19%
Jeep	89%	22%	89%	20%	23%	55%	21%	19%	19%	100%

How To Read: 25% of people who visited a Mercedes-Benz dealership had also visited a Toyota dealership last year.

Align with customers' evolving brand preferences

Leverage correlation data to identify emerging trends & **opportunities** — from reaching relevant shopper audiences and optimizing media spend, to informing site selection strategies or identifying new brand partnership opportunities.

How To Read: FSQ data reveals **increased** foot traffic correlations between select **EV charging stations** and **hotels** in Q4 2022 vs. Q4 2021.

Q4 2022 vs Q4 2021: Increased correlations



Auto Dealerships
AND
Rental Car Locations
Pet Services
Real Estate Services

 **What does this mean?**
This data might suggest a consumer is getting ready to make a few life decisions all together like a new pet, new home, and new car. An increased correlation with rental car locations could mean users are wanting to "try before they buy".



Auto Shops
AND
Bars
EV Charging Stations
Bike Trails

 **What does this mean?**
This can signify that electric vehicles may be increasing in popularity YoY. We also may see an increase correlation between auto shops and bike trails as customers may be more likely to get their car serviced before a big outdoor adventure.

Q4 2022 vs Q4 2021: Decreased correlations



Auto Dealerships
AND
Gas Stations
Fast Food Restaurants
Convenience Stores

 **What does this mean?**
This data might suggest that fewer people are purchasing gas vehicles in 2022 than they were the year prior. Our increased correlation data between auto shops and EV stations may further prove this hypothesis.



Auto Shops
AND
Hardware Stores
Big Box Stores
Fast Food Restaurants

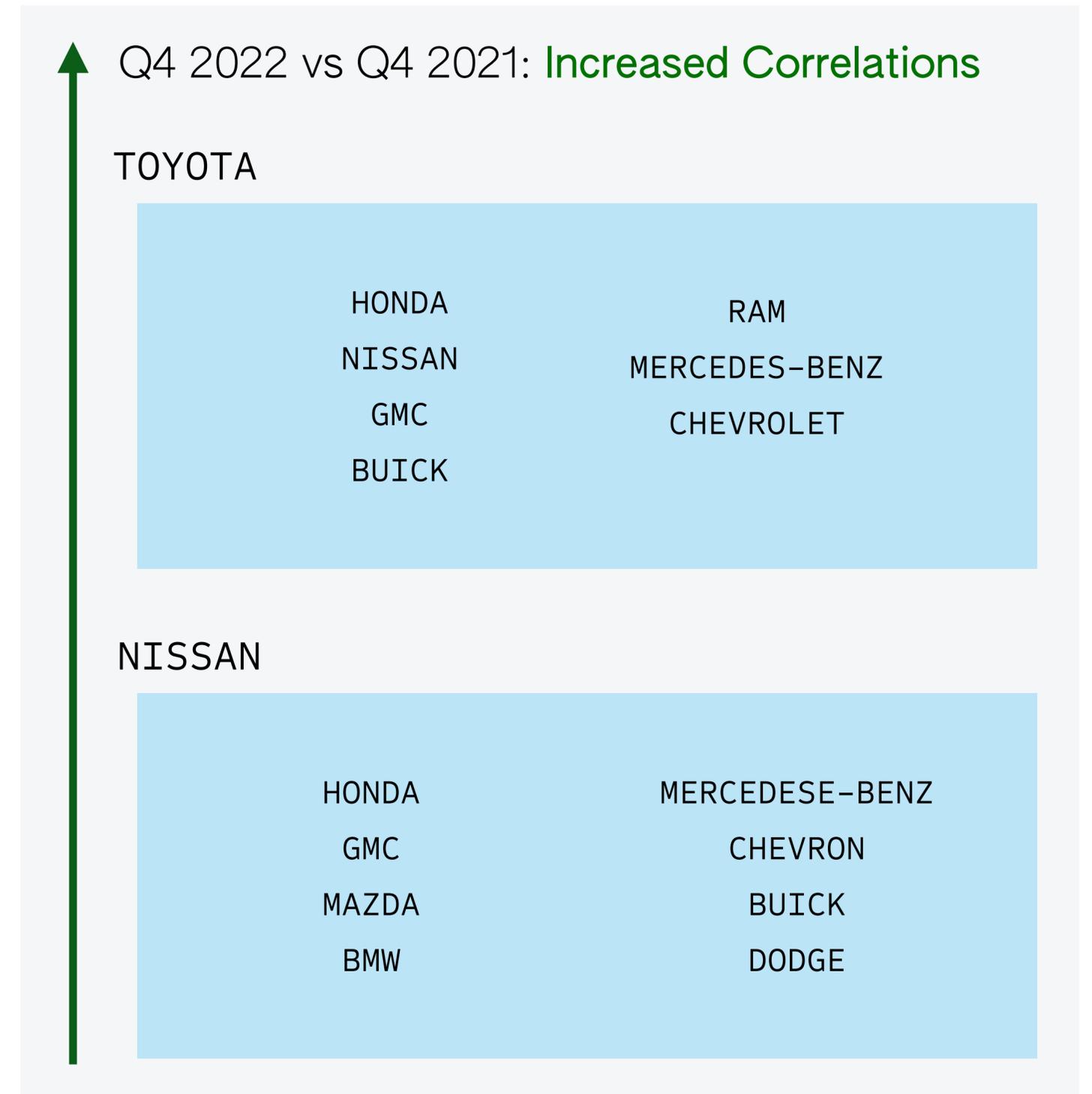
 **What does this mean?**
This data might suggest that users are putting more time and importance on their auto shops visits and less likely to include their service visits with their errand running lists to places like big box and hardware stores.

Capitalize on changes in consumer behavior: What other auto chains are shoppers visiting?

FSQ data revealed an **increased** foot traffic correlation between certain auto brands [Toyota and Nissan] and other competitive auto brands — suggesting a **growing curiosity** amongst auto intenders in recent months.

So, it should come as no surprise that Foursquare survey data revealed that **74% of Americans are doing online research ahead of time** and therefore are more likely to visit multiple chains in person to get the lay of the landscape, before purchasing a vehicle.

Combining the ever-changing auto industry with the fact that auto intenders are likely to visit a larger variety of dealerships compared to years past (see slide 10), it's imperative for brands to keep a pulse on the competitive landscape by looking at cross-visitation patterns by brand and mentoring changes over time (as we did on slide 19).



Let's take a closer look at how location data and online interest data can drive better business results, from awareness, to consideration, to decision-making.

Online interest data unlocks new phases of the automotive purchase funnel

Savvy auto marketers can extend targeting beyond just those who have been seen at specific auto dealerships or auto body shops, reaching consumers who have been observed engaging with car-related content online, such as reviews, ratings, and more. Analyze real-world behavior of [audience] – a combination of the following online interest segments:



Awareness Audience:

People who expressed interest in shopping for vehicles via their online behaviors, such as shares, searches, comments and likes.

Online Interest Segments:

Autos & Vehicles >
Vehicle Shopping

Autos & Vehicles >
Vehicle Brands

Autos & Vehicles > Hybrid
& Alternative Vehicles



Consideration Audience:

People who started to compare specs, rates and reviews of different vehicles online.

Online Interest Segments:

Autos & Vehicles >
Vehicle Shopping >
Vehicle Specs, Reviews &
Comparisons



Decision Making Audience:

People who visited an auto dealership at least on least once during the analysis period.

Analysis Period:

October 1 2022 -
December 31 2022



Aftermarket Care & Service Audience:

People who expressed interest in aftermarket auto care & services via their online behaviors, such as shares, searches, comments and likes.

Online Interest Segments:

Autos & Vehicles >
Vehicle Parts &
Accessories



Brand Intender Audience:

People who expressed interest in a particular auto brand via their online behaviors, such as shares, searches, comments and likes.

Online Interest Segments:

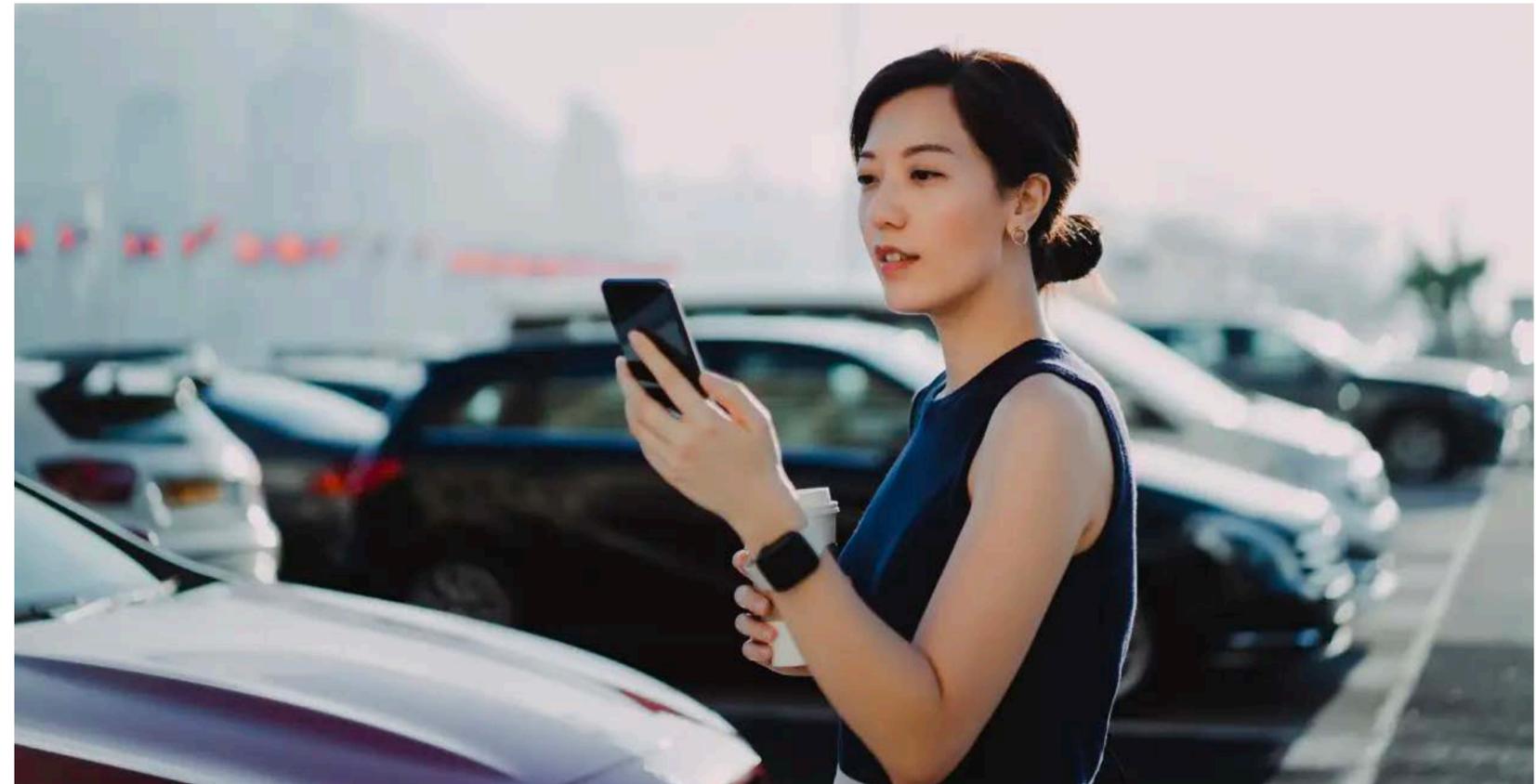
Ford, Jeep, Chrysler,
Toyota, Honda, Nissan,
Mercedes-Benz, FIAT,
Lexus, & Volkswagen

Awareness

Of the people who expressed online interest in shopping for a vehicle late last year, 36% actually followed through with a visit to an auto dealership in Q4

Over one third (36%) of people who expressed interest in shopping for vehicles via their online behaviors (shares, searches, comments and likes) actually visited an auto dealership during Q4 of last year.

While these consumers might only be in the early stage of browsing, there's a great opportunity for auto brands to provide more enticing messaging in 2023 to further push these shoppers down the funnel and get them in person to learn more about the brand, vehicle features, and more.



36% of this audience made at least 1 visit to an auto dealership in Q4 2022

Furthermore, this audience was even more likely than the average American to visit the following dealerships:

Subaru +25%	Buick +20%
Lincoln Motors +24%	GMC +18%
Hyundai +24%	Chevrolet +18%
Jeep +24%	Mazda +16%
Ford +23%	Honda +6%
Chrysler +22%	Toyota +5%

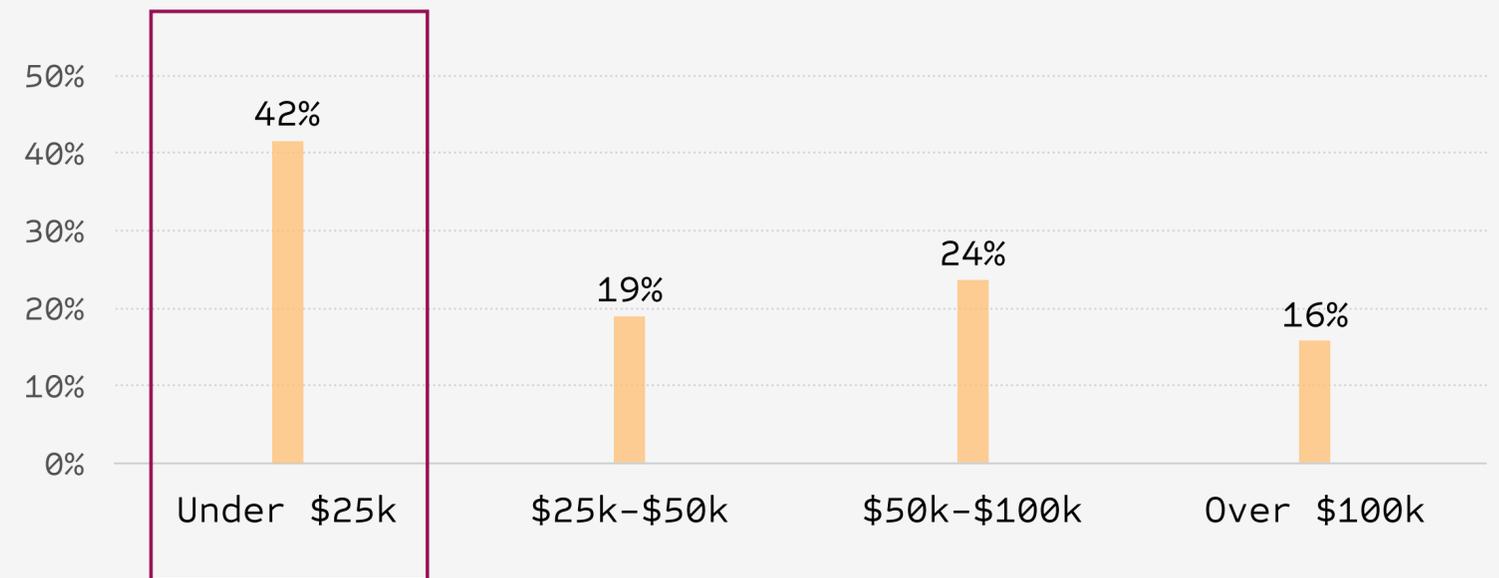
Online auto intenders are more likely than most to fall into a higher income bracket

Lower income Americans accounted for the highest % of this online interest audience (42%). However, this audience was -12% less likely to fall into the lowest income bracket compared to total U.S. population.

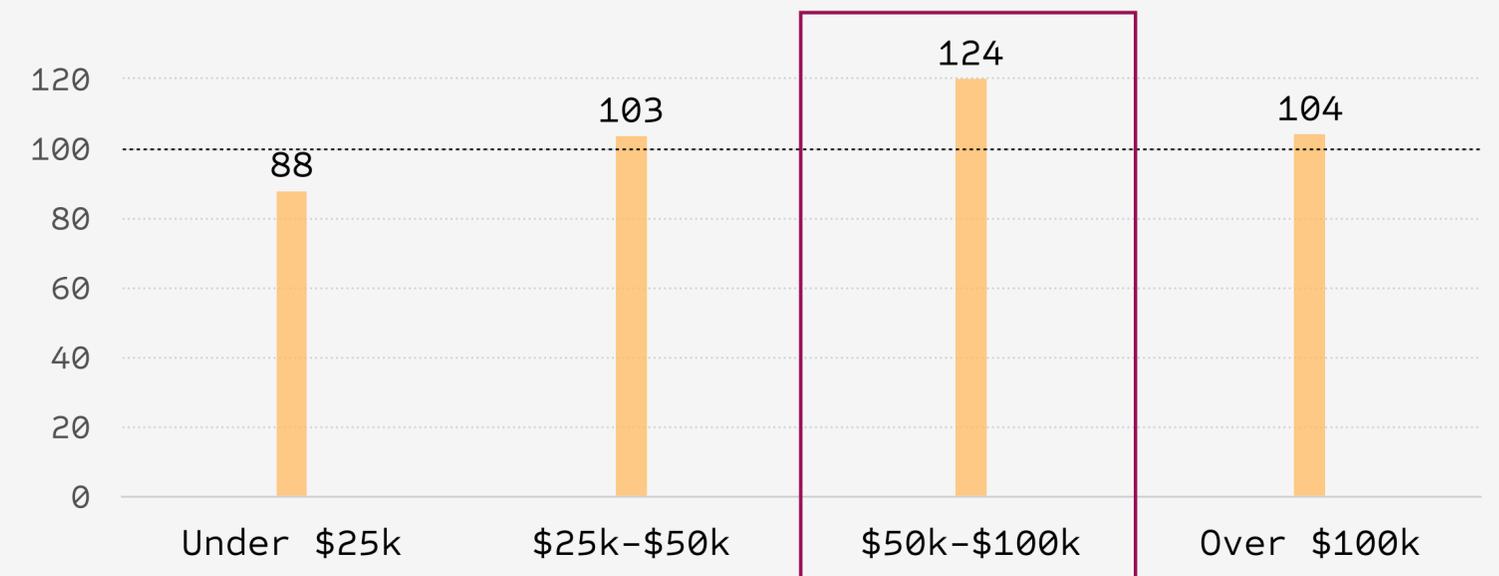
Interesting, while higher income consumers (\$50-100K) only accounted for 1/4 of this upper-funnel shopper audience, people who engaged online with vehicle shopping content were **24% more likely than most [Americans] to fall into the \$50k-\$100k annual income bracket.**

Auto dealerships and brands should pay attention to **who** is expressing interest via online engagement, and is therefore most likely to visit in-person. Understanding income demographics of online interest groups can help auto brands better anticipate auto intenders' budgets and expectations when it comes to shopping for a new vehicle.

Share of Audience By Income



Fair-Share Index: Income (vs. total U.S population)*



Foursquare data from October 1 - December 31 2022;
*Indexed vs. total U.S. population

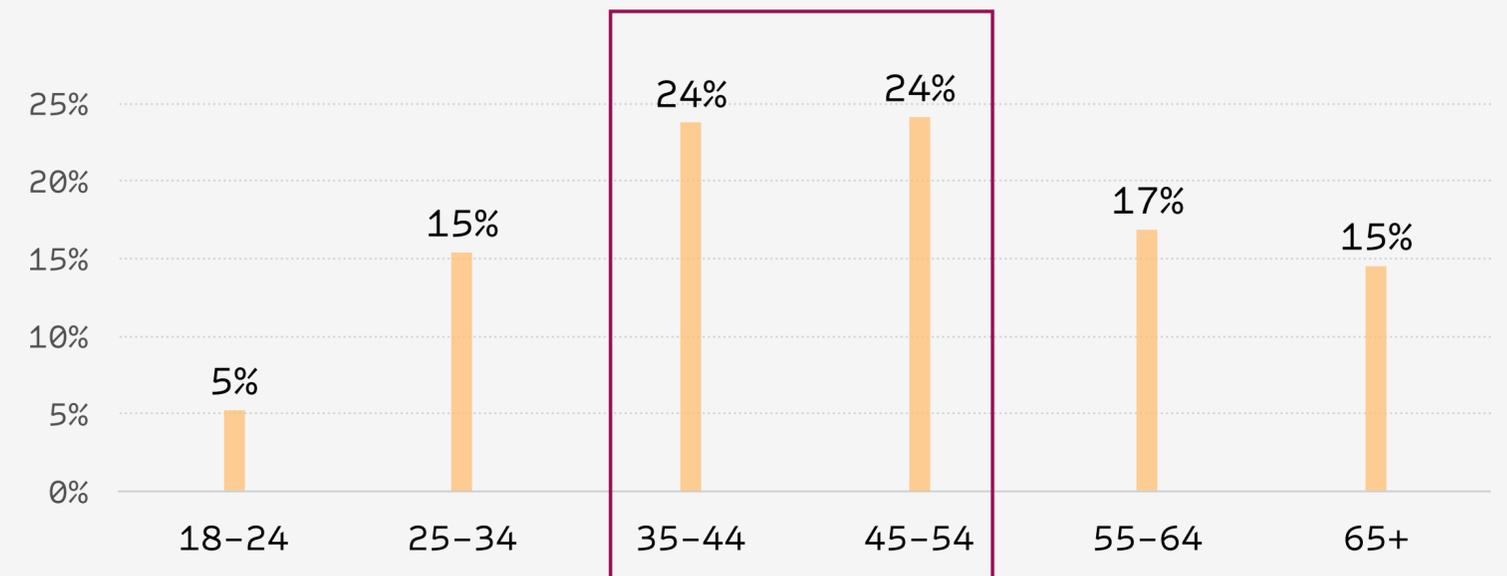
Online auto intenders are more likely than most to be 65+

Customers ages 35-54 accounted for 48% of this 'awareness' audience in Q4 2022.

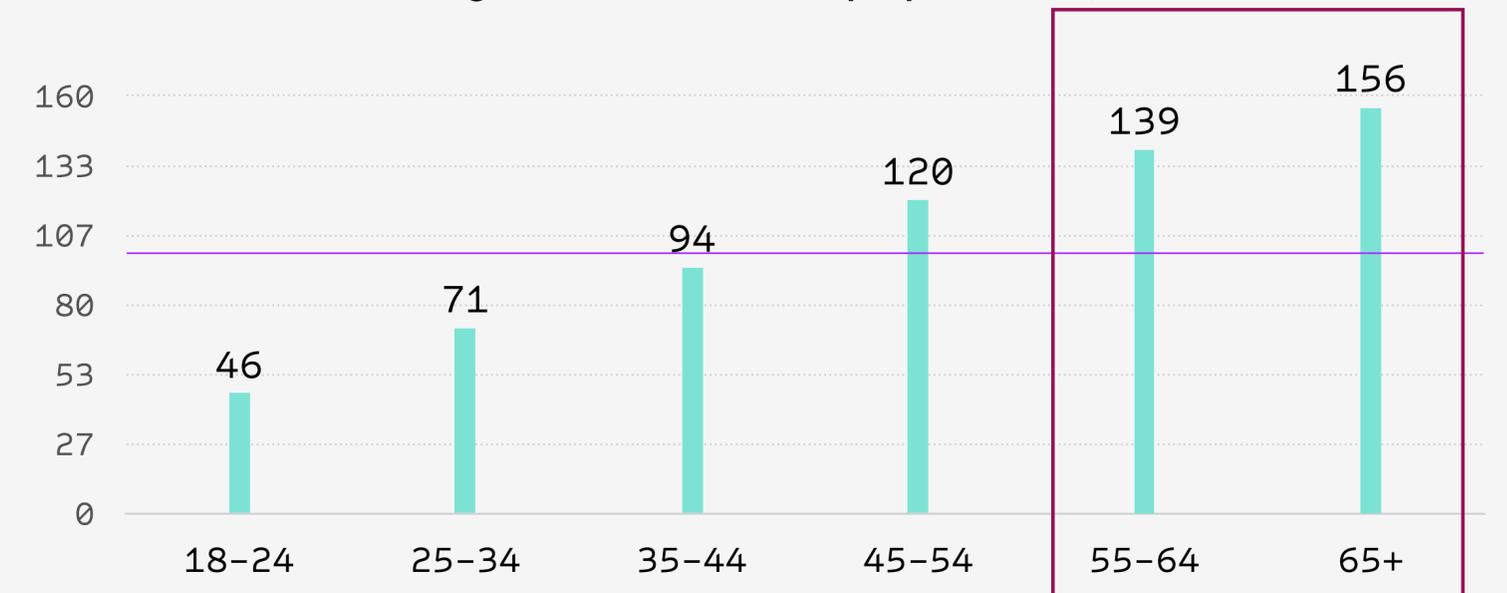
Despite having a reputation for their huge online presence, Gen Z are generally new to the workforce and less likely to have the financial means to invest in a big life purchase compared to older generations. These young adults are also more inclined to take public transit and use ride sharing apps in their effort to help the environment*. **Gen-Z only accounted for 5%** of this audience. Furthermore, online browsers were less likely to fall into this Gen-Z age group (-54%).

Unsurprisingly, then, online auto intenders are even more likely to be older consumers (ages 45+) relative to US population. In fact, consumers who engaged online with vehicle shopping content last year were +56% more likely to exceed the age of 65 this year.

Share of Audience By Age



Fair-Share Index: Age (vs. total U.S population)*



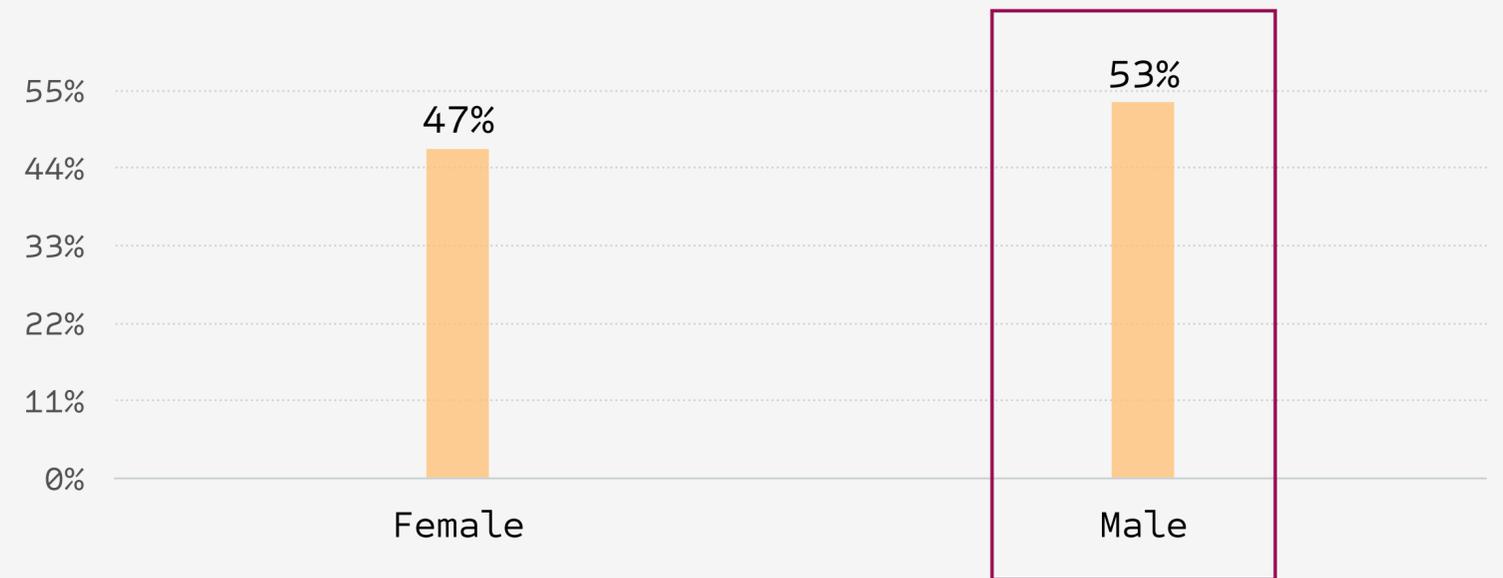
Foursquare data from October 1 - December 31 2022;
*Indexed vs. total U.S. population
Source: [Washington Post](#)

Male consumers were more likely to engage online with vehicle shopping content in 2022

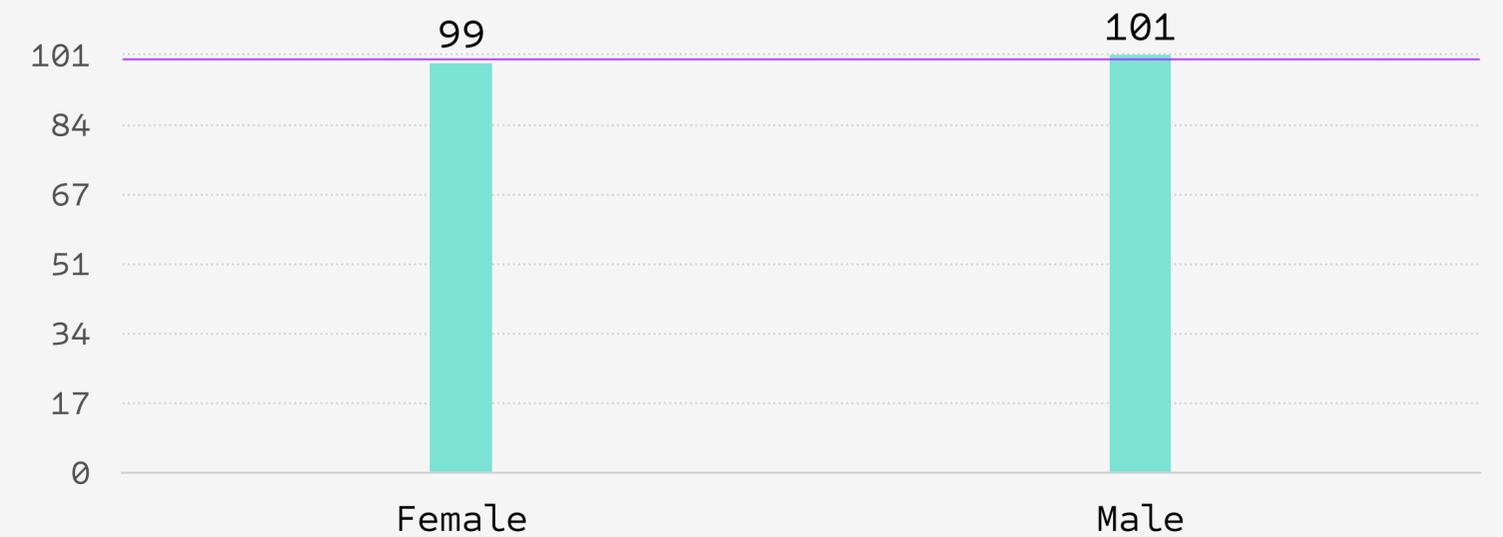
Male consumers accounted for the slight majority (53%) of people who expressed online interest in vehicle shopping last year.

Auto brands should keep this data point in mind when optimizing messaging and targeting strategies while creating auto related content to drive sales in 2023.

Share of Audience By Gender

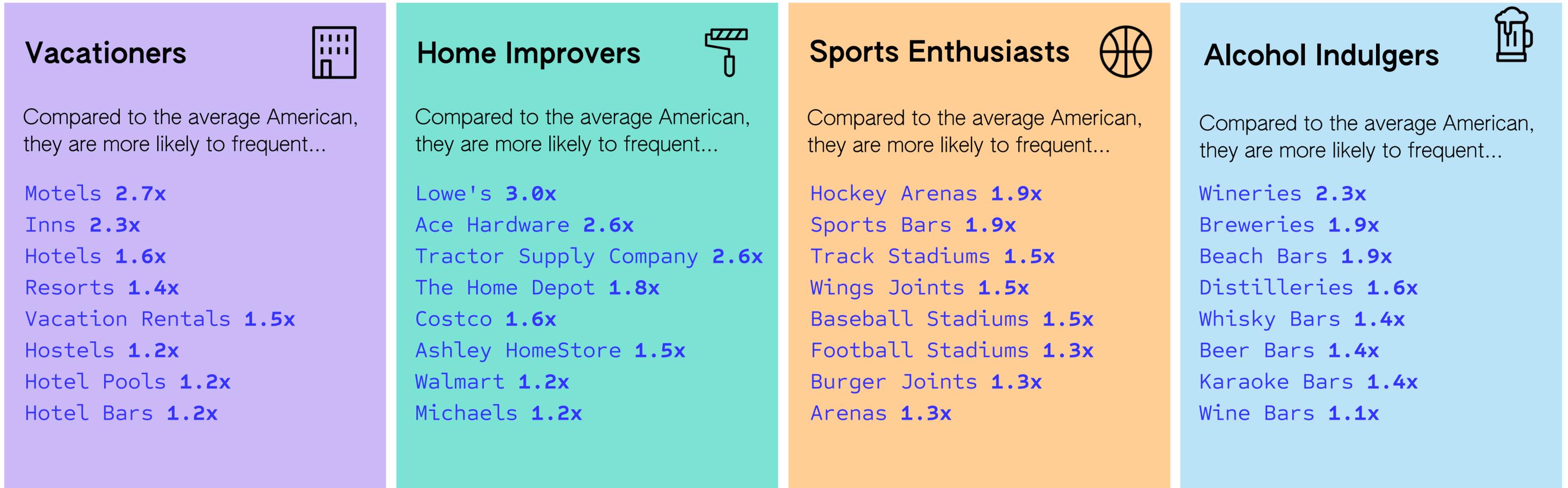


Fair-Share Index: Gender (vs. total U.S population)*



At the top of the purchase funnel, we have consumers who have expressed interest in shopping for vehicles via their online behaviors.

This audience can include a wide swath of people with varying lifestyles and affinities. For example, our data shows that these consumers may be:



Opportunity: Understand the consumption habits of online auto intenders who are in market for a new vehicle; Reach auto intenders at the top of the funnel in 2023.

Consideration

Of the people who compared vehicle specs & reviews online, 38% actually followed through with a visit to an auto dealership in Q4

Over one third (38%) of people who started to compare specs, rates and reviews of different vehicles online, actually visited an auto dealership during Q4 of last year.

Auto brands can interpret this as a great opportunity to drive one final push down the funnel and convert interested shoppers into in-person dealership visitors.



38%

of this audience made at least 1 visit to an auto dealership in Q4 2022

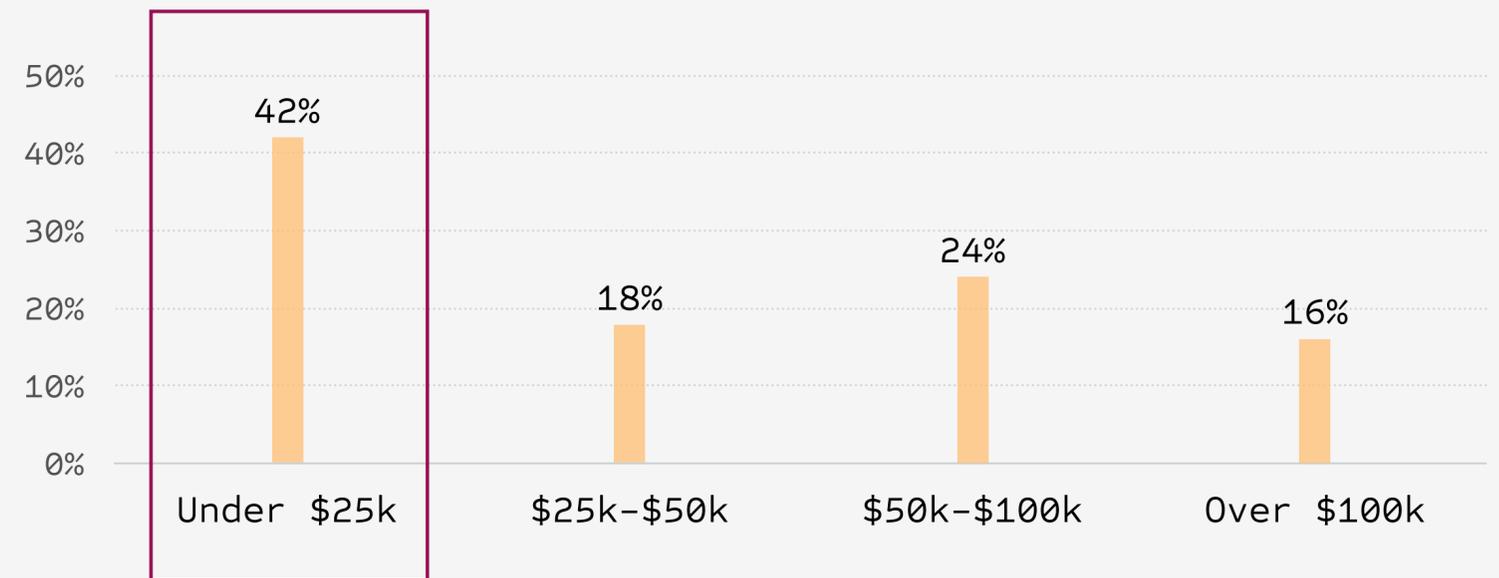
Lower income researchers accounted for 42% of total online research activity last year

Similar to what we saw with the 'awareness' audience, lower income consumers made up the highest % of online auto 'researchers' (people who compared vehicles specs & reviews online).

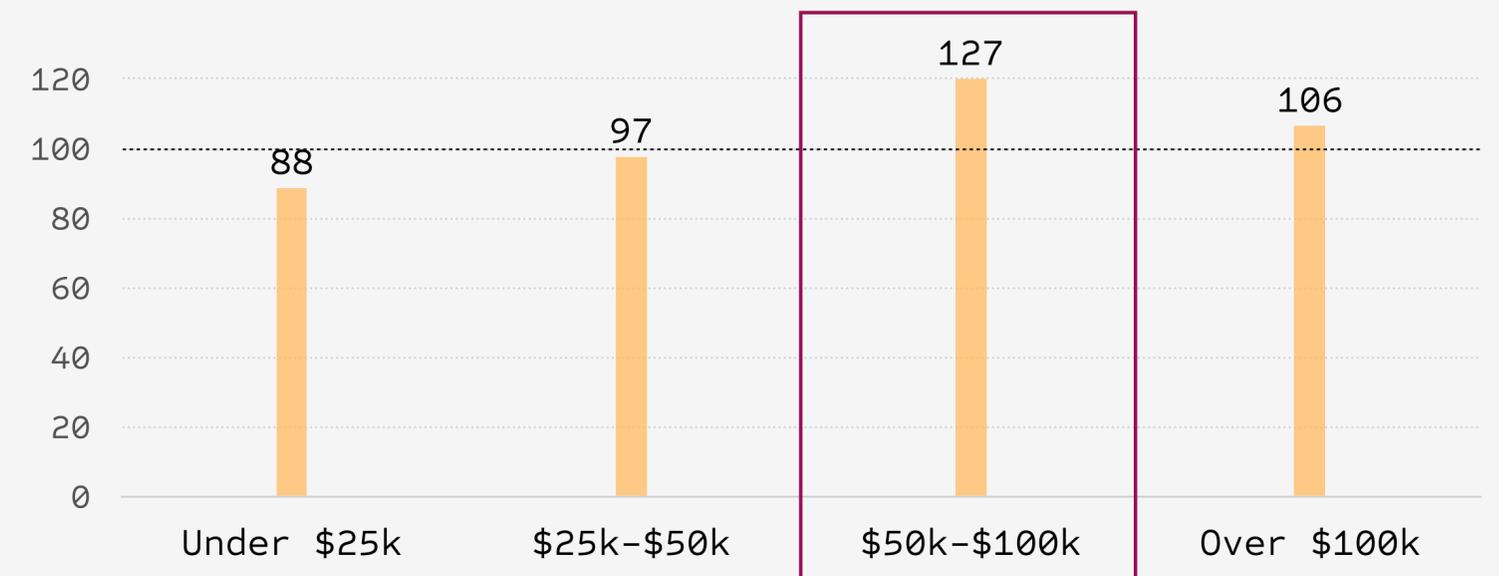
However, as we saw with the 'awareness' audience, people who engaged one step further with online 'research' were actually **27% more likely than most to fall into a higher income bracket (\$50-\$100K)**, and 6% more likely to make over \$100k.

Understanding income demographics of online interest groups can help auto brands better anticipate auto intenders' budgets and expectations when it comes to shopping for a new vehicle.

Share of Audience By Income



Fair-Share Index: Income (vs. total U.S population)*



Foursquare data from October 1 - December 31 2022;
*Indexed vs. total U.S. population

Middle aged customers (35-54) nearly 1/2 of total online vehicle interest activity in Q4

Customers ages 35-54 accounted for 48% of this online 'research' audience in Q4 2022.

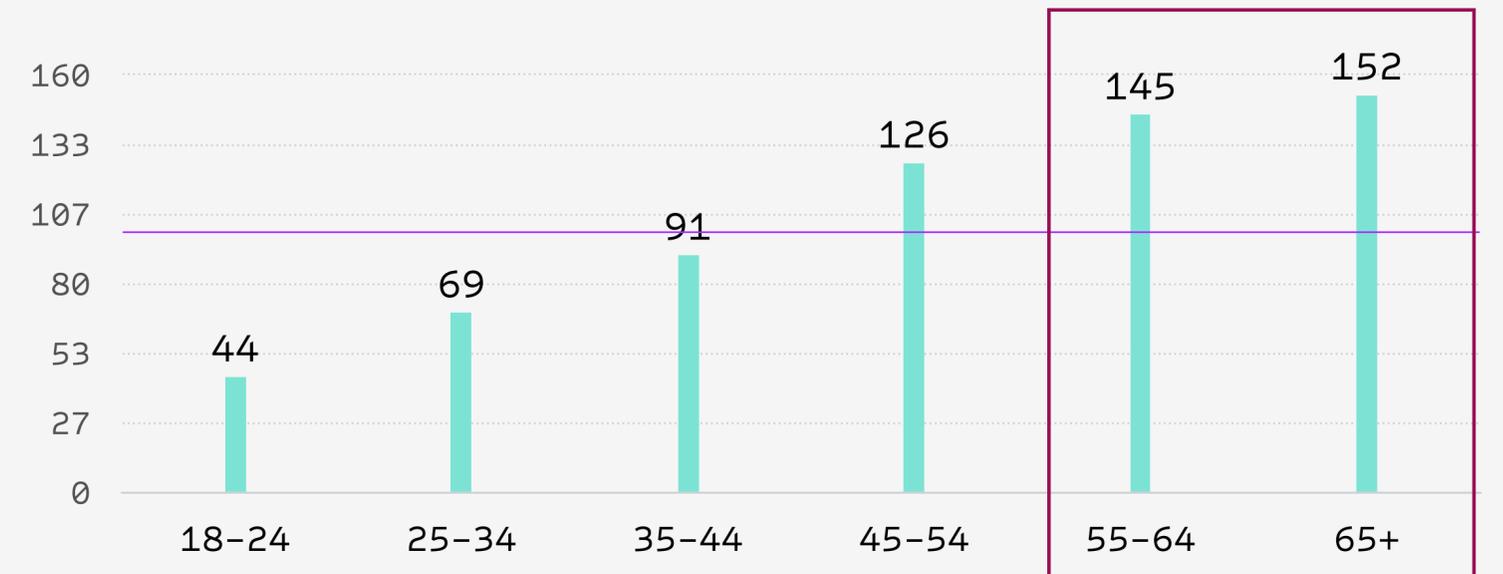
Although a majority of traffic did come from this middle aged consumer, these consideration audiences were actually more likely than most to be an **older crowd**, as they were 45% more likely to fall between the ages of 55-64 and 52% more likely to be **ages 65+**. These older generations are likely entering a new life stage with retirement on the horizon and are possibly more likely to treat themselves to a new vehicle.

Auto dealerships and brands can capitalize on these retirees in 2023 while they are doing their research online.

Share of Audience By Age



Fair-Share Index: Age (vs. total U.S population)*



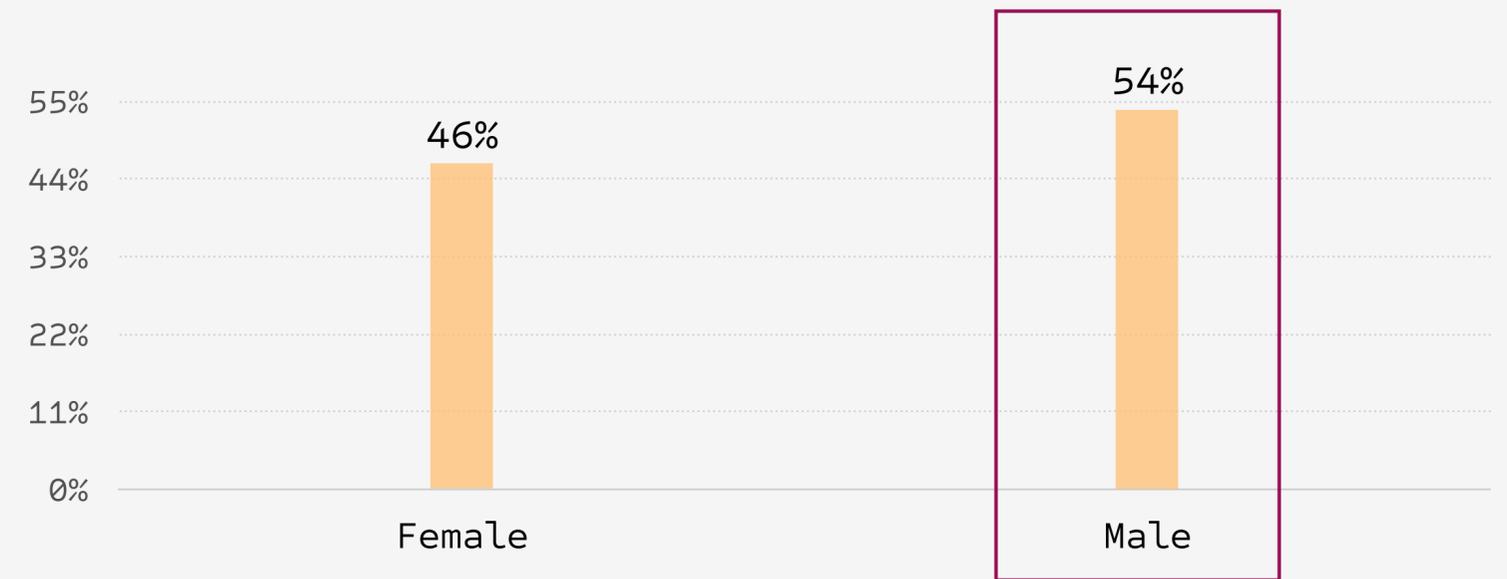
Foursquare data from October 1 - December 31 2022;
*Indexed vs. total U.S. population

Male consumers were more likely to do auto research last year

Similar to 'awareness' shoppers, male consumers accounted for a majority of this 'research' audience (54%) in Q4 last year.

The people represented in this online interest segment are also 2% more likely than most [Americans] to be male customers.

Share of Audience By Gender



Fair-Share Index: Gender (vs. total U.S population)*



As consumers take the next step in their auto journey, they start to compare specs, rates and reviews of different vehicles online.

We've uncovered that these researchers may be:

Cost-Conscious Shoppers



Compared to the average American, they are more likely to frequent...

- ALDI **2.4x**
- Walmart **1.9x**
- Ross Dress for Less **1.9x**
- Dollar General **1.4x**
- CVS **1.4x**
- Dollar Tree **1.3x**
- Walgreens **1.3x**
- Planet Fitness **1.3x**

Inquiring Tourists



Compared to the average American, they are more likely to frequent...

- History Museums **2.5x**
- Rest Areas **1.8x**
- Museums **1.8x**
- Historic Sites **1.5x**
- Monuments **1.4x**
- Scenic Lookouts **1.2x**
- State Parks **1.2x**
- Theme Parks **1.2x**

Errand Runners



Compared to the average American, they are more likely to frequent...

- Fabric Shops **3.2x**
- Frame Stores **2.0x**
- Wholesale Clubs **1.7x**
- Auto Garages **1.7x**
- Grocery Stores **1.6x**
- Butchers **1.5x**
- Post Office **1.3x**
- Dry Cleaners **1.1x**

Date Night Planners



Compared to the average American, they are more likely to frequent...

- Wineries **2.7x**
- Steakhouses **2.4x**
- Bowling Alleys **2.4x**
- Movie Theaters **2.1x**
- Stadiums **1.7x**
- Pizza Places **1.7x**
- Ice Cream Shops **1.7x**
- Cocktail Bars **1.4x**

Opportunity: Understand the consumption habits of online auto intenders who are interested in comparing vehicle specs, pricing, reviews, etc.

Decision Making

36% of Americans visited an auto dealership at least once in Q4 last year

Over one third (36%) of people actually visited an auto dealership during Q4 of last year.

There's a great opportunity for auto brands to hone in and surround key end of the year sales events to get these auto intenders in person in 2023.



36% of this audience made at least 1 visit to an auto dealership in Q4 2022

Furthermore, this audience was even more likely than the average American to visit the following dealerships:

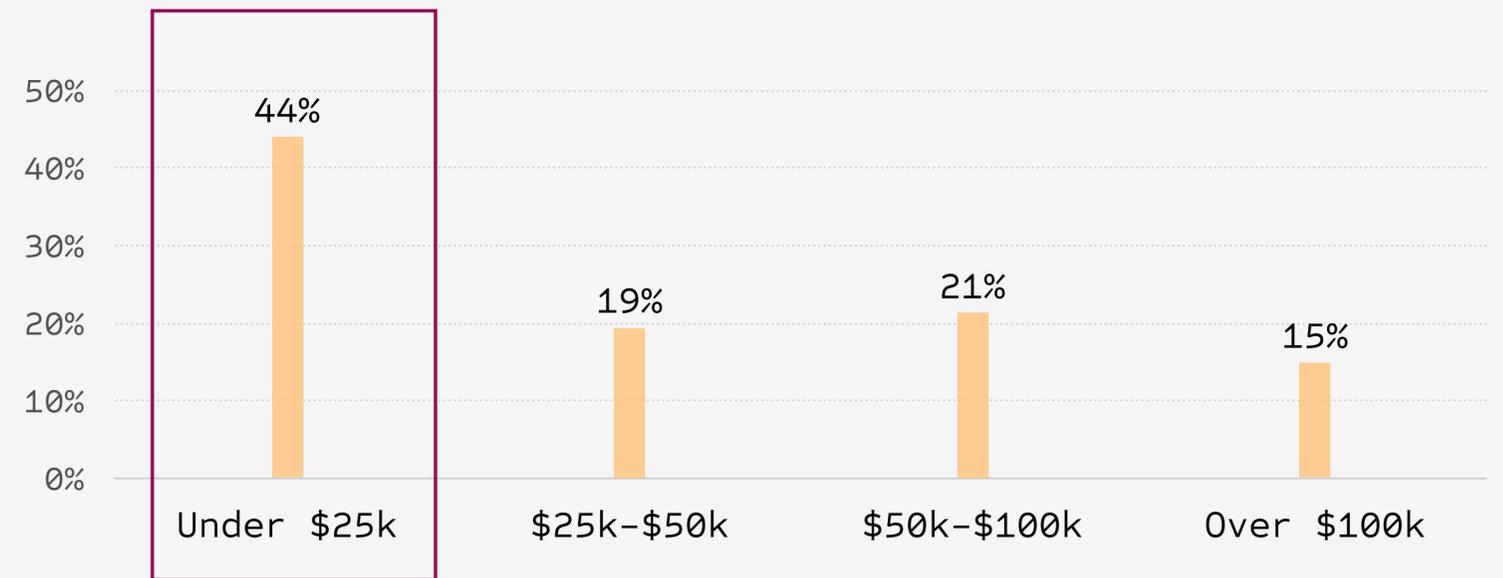
- | | |
|--------------|--------------------|
| GMC +38% | Mercedes-Benz +38% |
| Jeep +38% | Nissan +38% |
| RAM +38% | Subaru +37% |
| Dodge +38% | Cadillac +37% |
| Lincoln +38% | BMW +37% |
| Buick +38% | Ford +37% |

Lower income Americans were more likely to visit an auto dealership last year

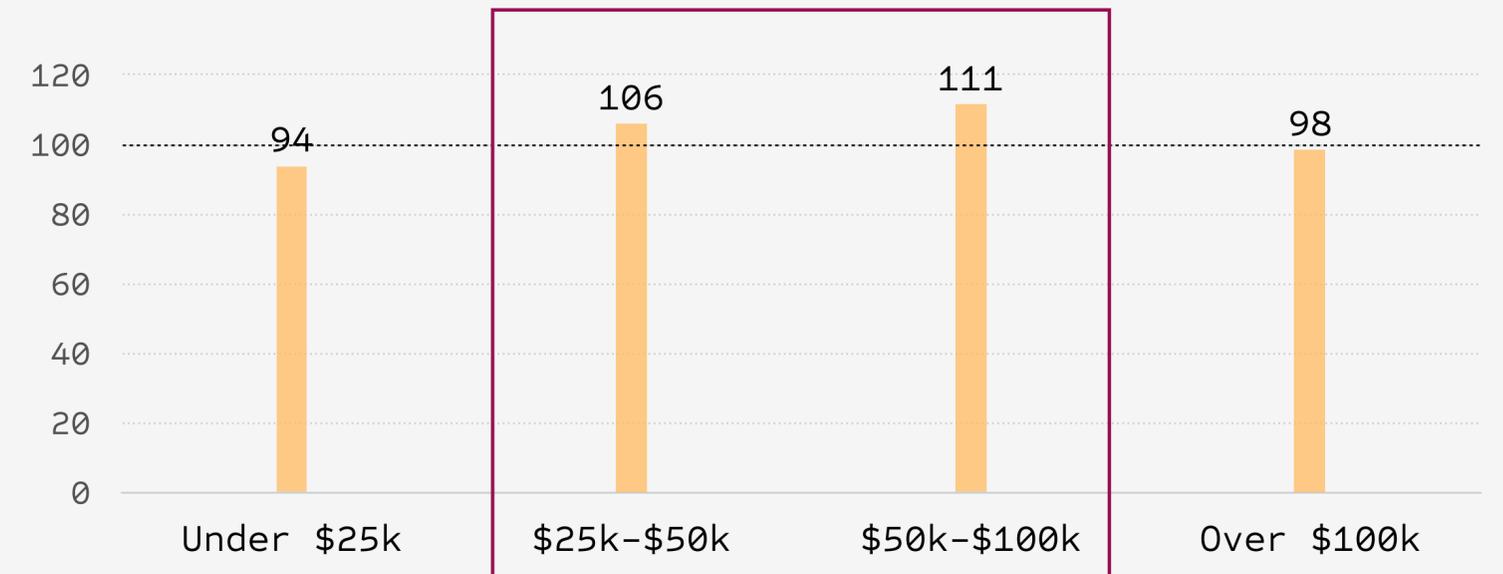
Location data indicates that lower income individuals (under \$25K) actually made up the highest share of visits to auto dealerships (44%) compared to other income groups in Q4 2022. In contrast, America's most affluent consumers (over \$100K) only accounted for 15% of auto dealership visitors.

Americans making between \$25k - \$100k were visiting dealerships more than expected in Q4 2022. In particular, auto dealerships saw +11% more traffic than expected from people making between \$50k- 100K, relative to what other places of interest saw from this audience last year. This data aligns with what we saw from online interest groups as well, suggesting that the people who were searching & researching vehicles online were largely the same people who later visited a dealership in-person.

Share of Decision Making Visits By Income



Fair-Share Index: Income (vs. all other POI)*



Foursquare data from October 1 - December 31 2022;
*Indexed vs. all other POI categories

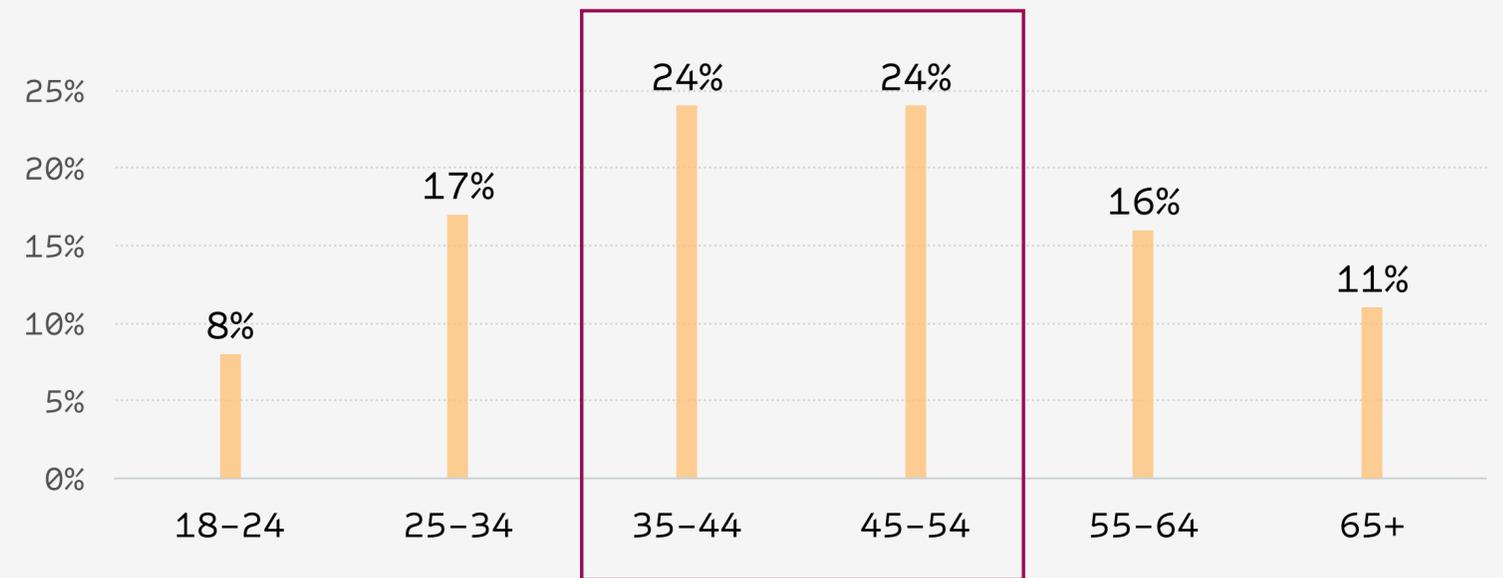
Nearly half of auto dealership visits came from middle aged auto intenders (A35-54) last year

As we've seen in previous stages of the funnel, consumers ages 35-44 accounted for the highest % of auto dealership visits in Q4 of last year (48%).

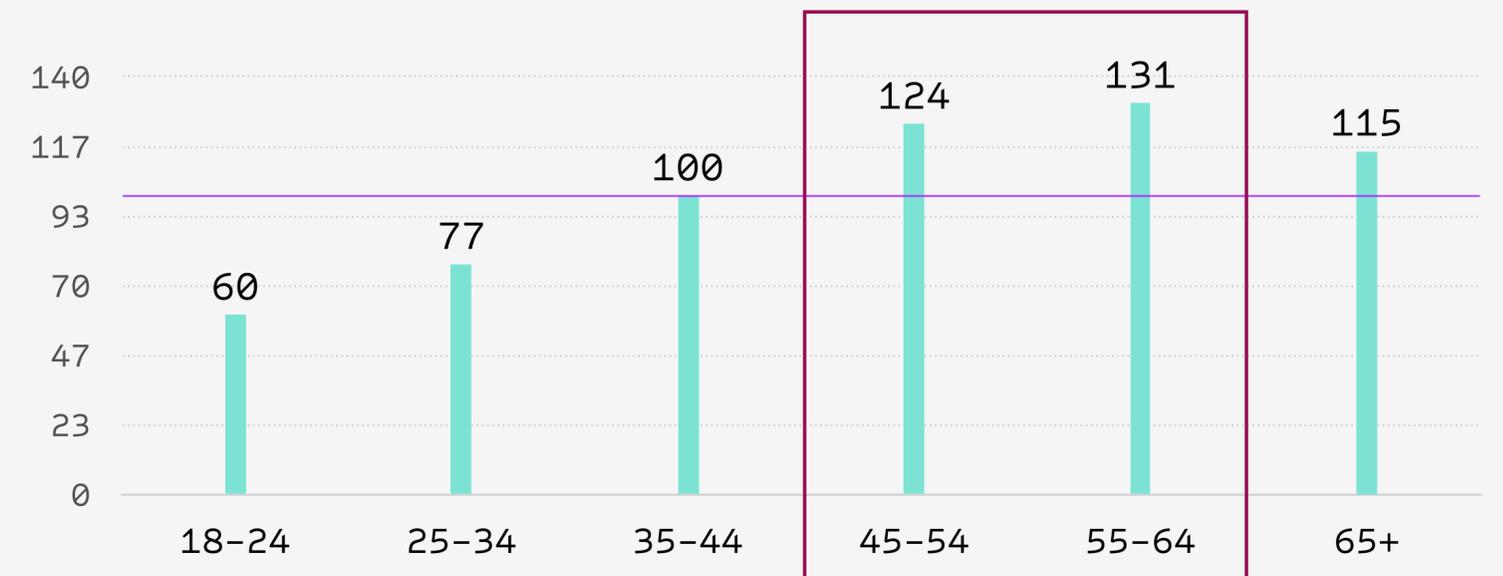
It's no surprise that auto dealerships saw less than their fair share of visits from Gen Z and Millennials (-40% and -23% respectively), as these younger individuals are less likely to have the financial means compare to older generations. According to the Washington Post*, these younger generations are also more environmentally conscious and are opting out of car ownership and instead choosing to rely on ride share services like Uber or public transportation to reduce their carbon footprint.

Dealerships saw +31% more traffic than expected from auto buyers A55-64, while only seeing 16% of visits coming from this age cohort in Q4. This presents a great opportunity for auto brands in 2023 to focus on driving foot traffic amongst this older age group as looking for a car that better suits their lifestyle.

Share of Decision Making Visits By Age



Fair-Share Index: Age (vs. all other POI)*



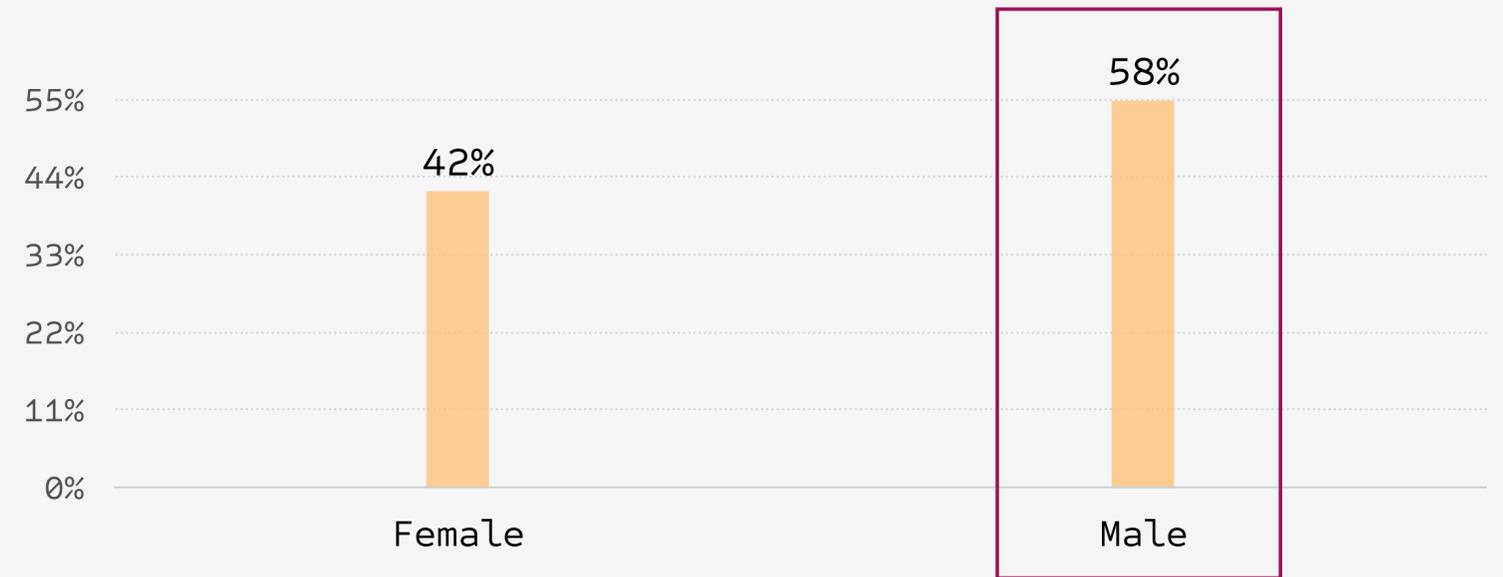
Foursquare data from October 1 - December 31 2022;
*Indexed vs. all other POI categories
Source: [Washington Post](#)

Male auto intenders accounted for 58% of dealership visits last year

Keeping on with the trend we're seeing across all audiences, men were more likely to visit auto dealerships compared to women at the end of last year.

Male consumers accounted for **58%** of auto dealership visits in Q4 2022. Furthermore, dealerships saw +12% more traffic than expected from male consumers relative to other places of interest in Q4.

Share of Decision Making Visits By Gender

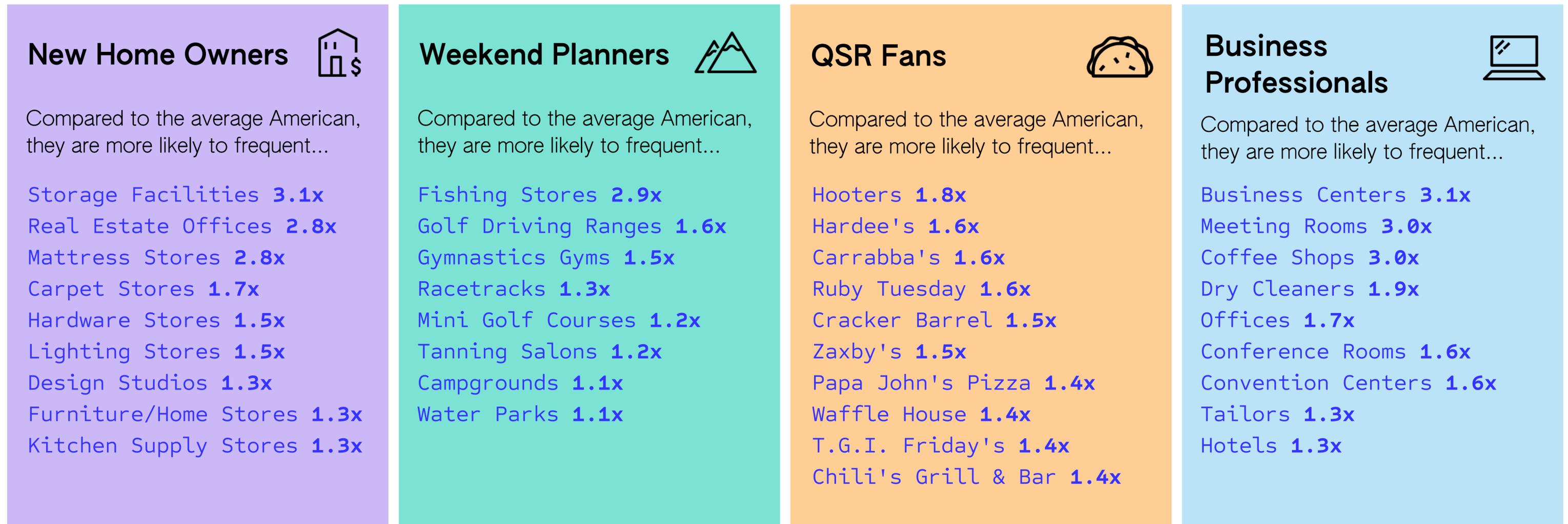


Fair-Share Index: Gender (vs. all other POI)*



At the bottom of the funnel, we have consumers who are ready to make their purchasing decision at the dealership.

For example, our data shows that these consumers may be:



Opportunity: Understand the consumption habits of consumers who are visiting auto dealerships to target the correct auto intenders in 2023.

Aftermarket Care & Service

Of those who expressed online interest in aftermarket auto care & services last year, 67% actually followed through with a visit to an auto shop in Q4

Of the people who expressed interest in aftermarket auto care & services via their online behaviors (shares, searches, comments and likes), 67% visited an auto shop during Q4 last year.

A smaller portion of this audience, 36%, visited an auto dealership in Q4 last year, perhaps indicating that some drivers are more likely to service their vehicle at the dealership vs with an after-market auto care shop. This is especially true of people who are leasing a vehicle.



36%

*of this audience made at least 1 visit to an **auto dealership** in Q4 2022*

67%

*of this audience made at least 1 visit to an **auto shop** in Q4 2022*

Furthermore, this audience was even more likely than the average American to visit the following dealerships:

Subaru +29%

Chrysler +23%

Dodge +28%

Lincoln Motors +23%

Cadillac +26%

Ford +23%

Hyundai +24%

Mazda +18%

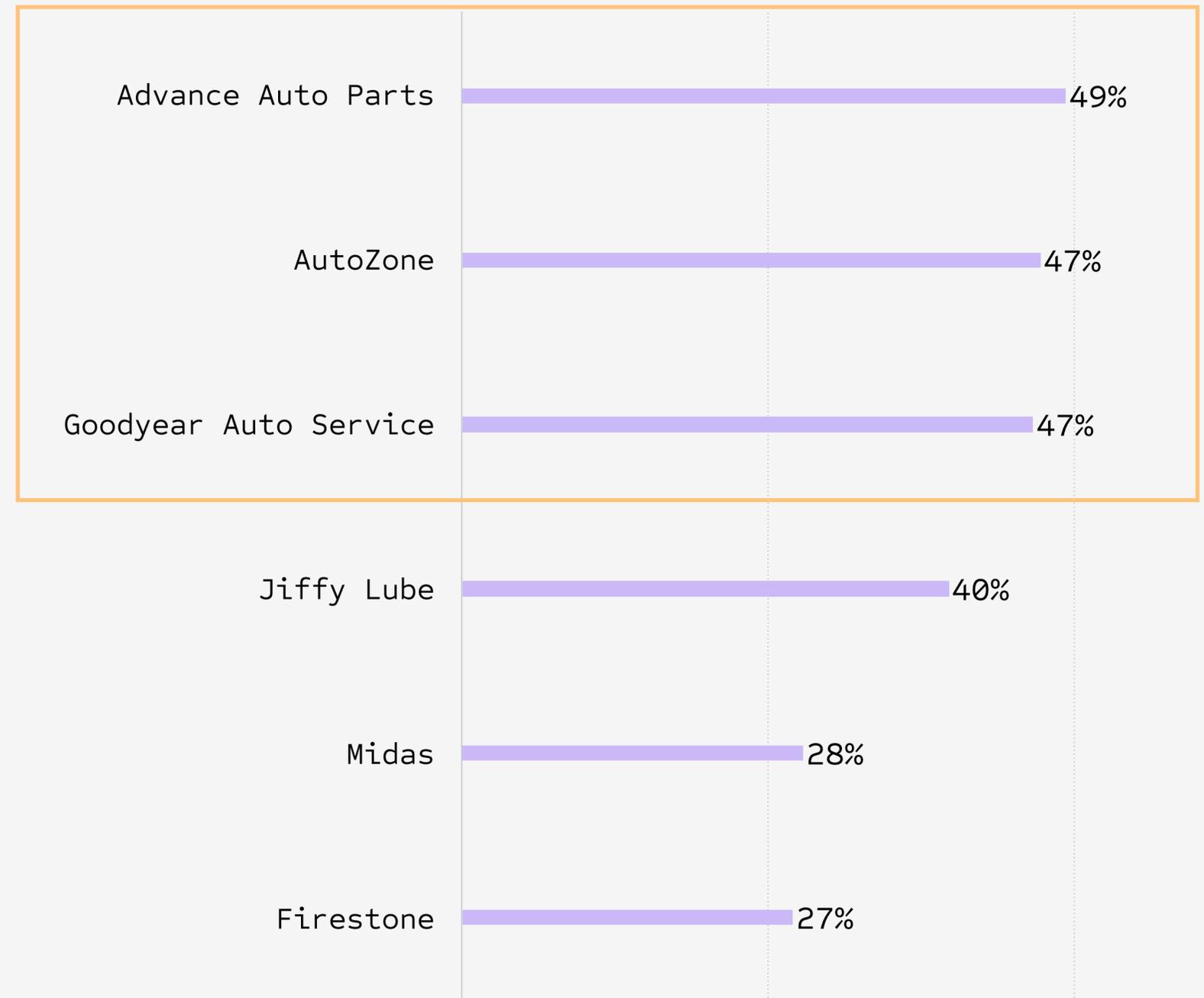
Which auto care brands are likely to see the strongest customer loyalty?

Location data reveals that **Advance Auto Parts, AutoZone, and Goodyear** retailers saw some of the strongest customer loyalty of any brands from Oct - Dec 2022.

For example, out of the people who visited an Advance Auto Parts store during Q4, visits to AAP accounted for **49%** of [AAP] customers' total auto care visits during that period.

Overall, we see a relatively high customer loyalty amongst auto care visitors during the holiday season, but targeting shoppers of brands which have seen a lower share of wallet during this timeframe may prove to be an effective tactic when it comes to capturing new customers in 2023.

Share of Wallet by Care & Service Chain in Q4 2022:

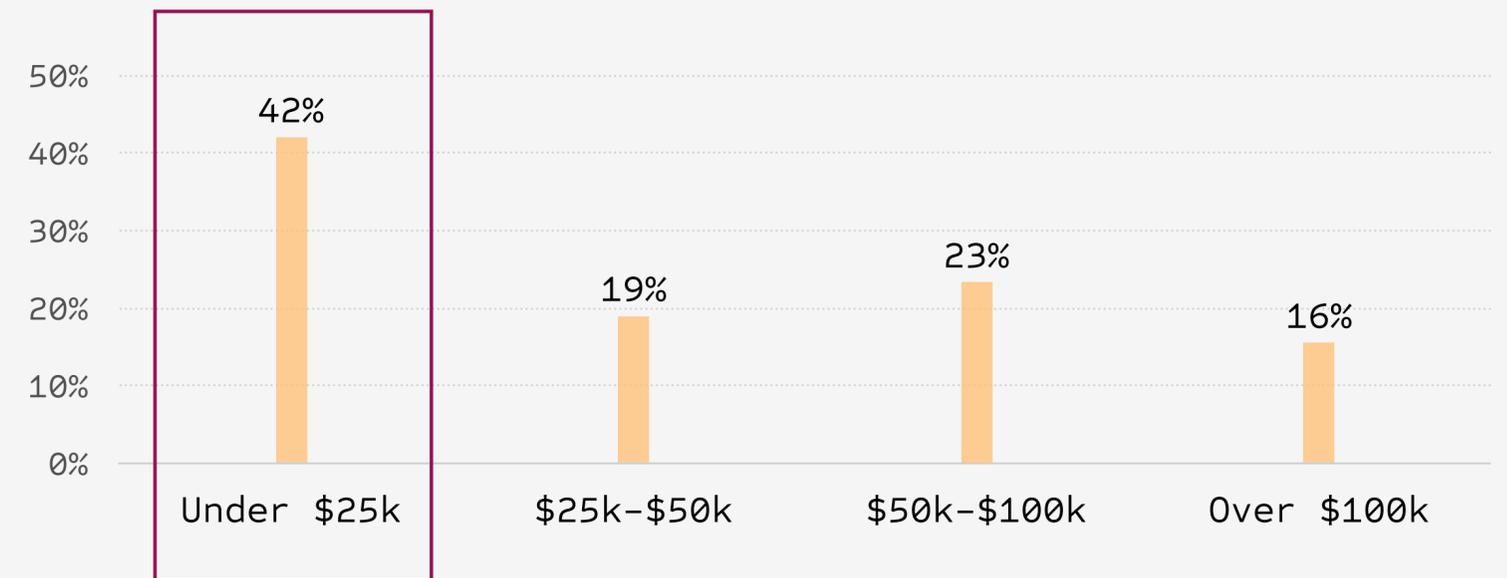


Foursquare data from Q4 2022 (Oct 1 - Dec 31) 2022; Chart depicts share of wallet for aftermarket care & service chains.

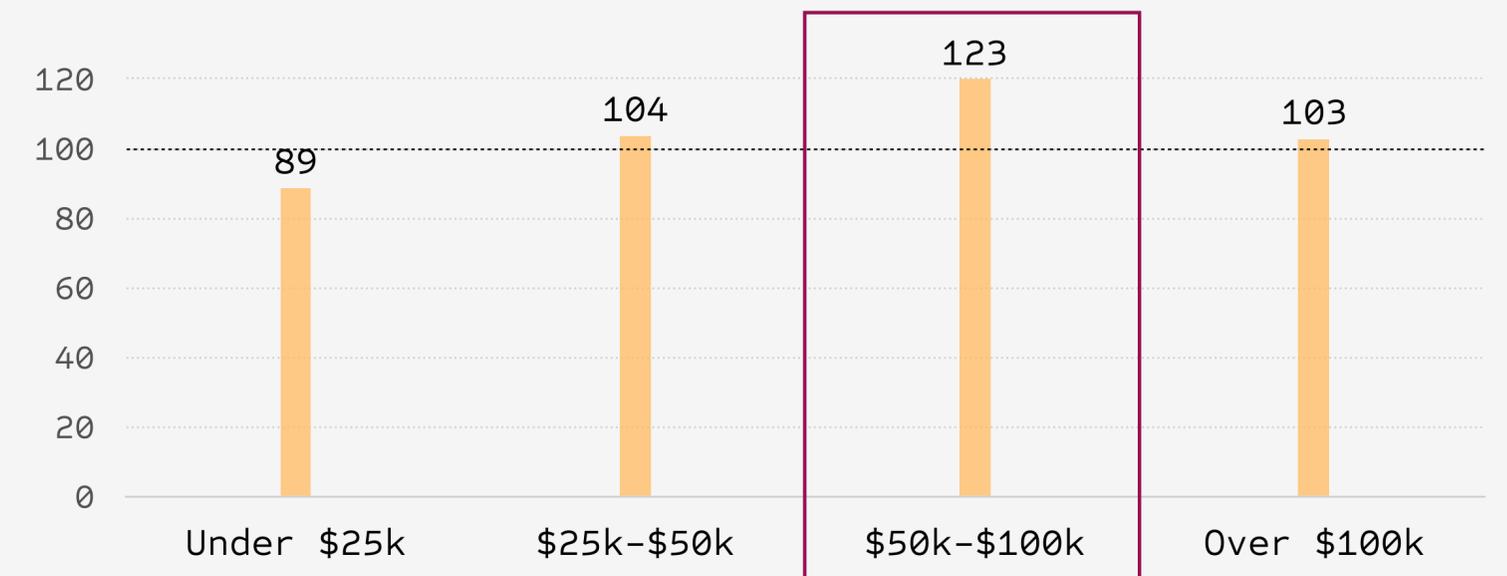
More affluent Americans were interested in researching online auto care & services

While we see that **lower-income Americans** account for the highest share of online interest in vehicle parts & accessories (42%) during Q4 of last year, this aftermarket audience is actually **23% more likely than most to fall into the \$50-\$100k annual income bracket**, and 4% more likely to fall between a \$25k-\$50k bracket.

Share of Audience By Income



Fair-Share Index: Income (vs. total U.S population)*



In Q4, consumers A35-54 accounted for nearly 1/2 of total online auto care & service activity

Customers ages 35-54 accounted for **48%** of people who expressed **online interest** in vehicle parts, services, and accessories last year.

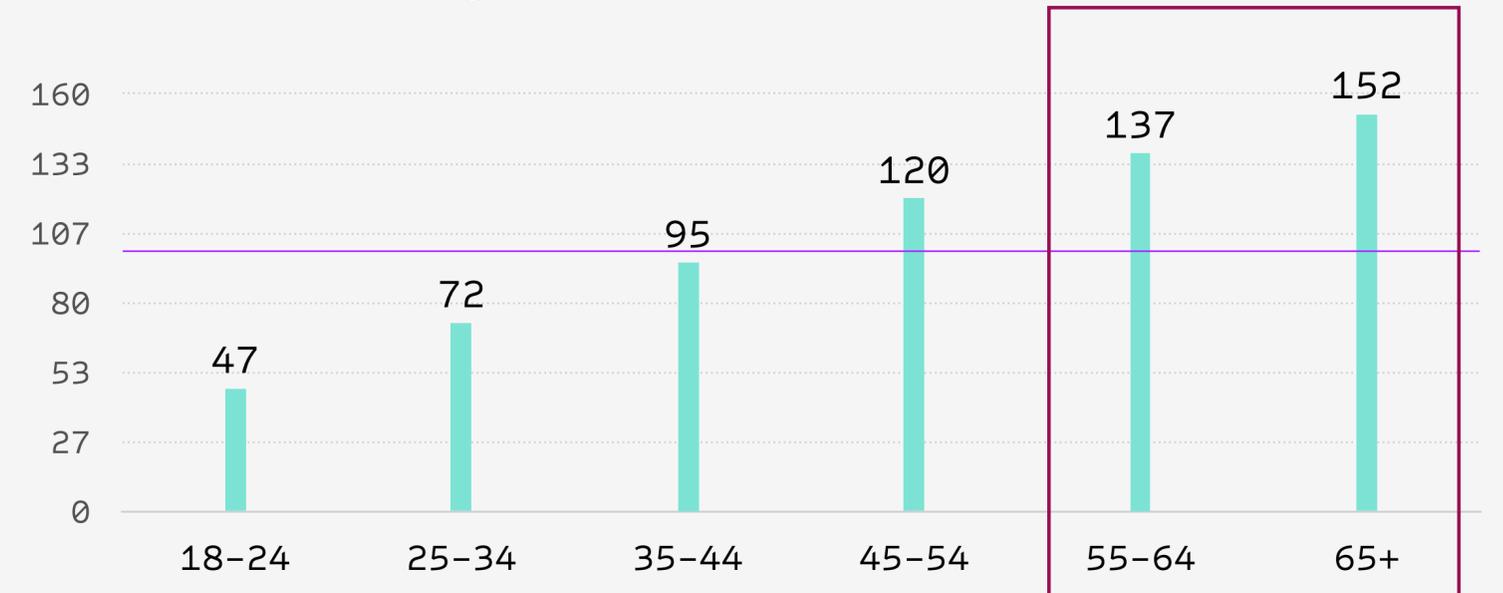
Consumers who expressed online interest in after-market auto care were **+52% more likely** than most to fall into the **older demographic of 65+**.

These learnings present an opportunity for auto care brands to focus on gaining market share and optimizing messaging in order to win with auto owners who prefer to preserve their current vehicle vs upgrading to something new.

Share of Audience By Age



Fair-Share Index: Age (vs. total U.S population)*



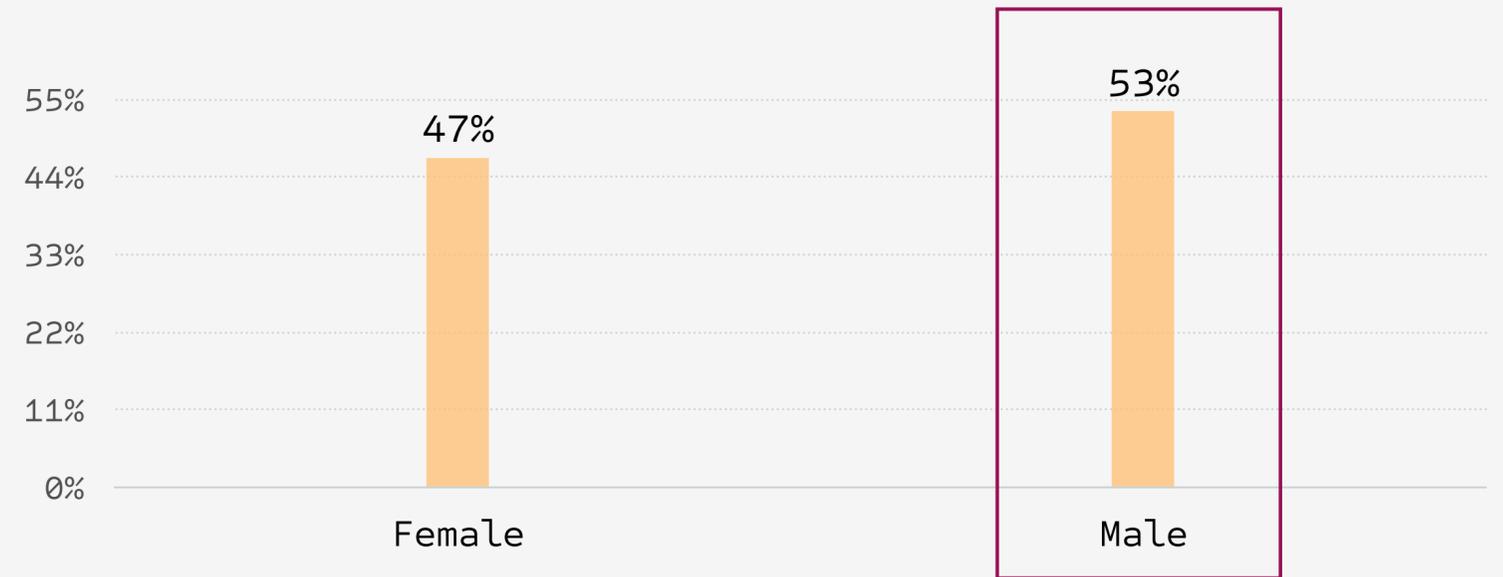
Foursquare data from October 1 - December 31 2022;
*Indexed vs. total U.S. population

Men were more likely to express online interest in after-market auto care last year

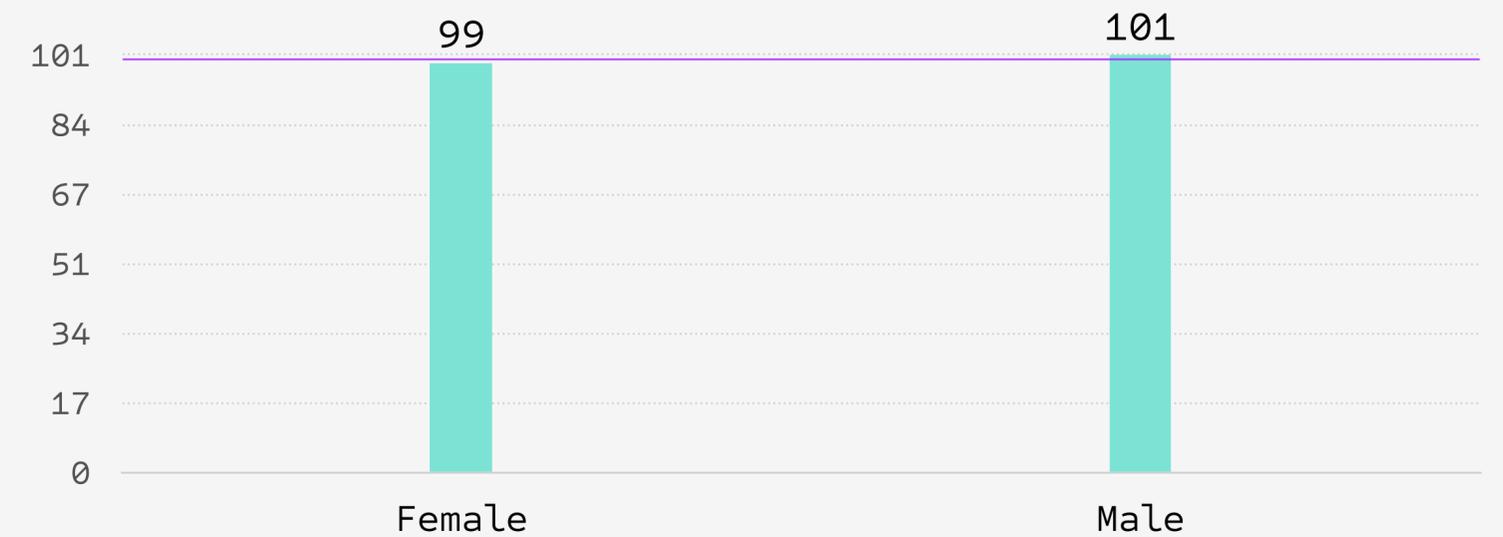
Our data shows that men may be more likely than women to search, click, share, comment or like content related to aftermarket auto care. Indeed, male consumers accounted for the majority of this online interest audience (53%).

Auto care & service brands should keep this data point in mind when optimizing messaging and targeting strategies to drive visitation in 2023.

Share of Audience By Gender



Fair-Share Index: Gender (vs. total U.S population)*



Foursquare data from October 1 - December 31 2022;
*Indexed vs. total U.S. population

Post-purchase, we have those who value and prioritize taking care of their vehicles.

For example, our data shows that these consumers may be:



Opportunity: Understand the consumption habits of online auto intenders who are interested in vehicle parts, accessories, and care, to target the correct aftermarket audience in 2023.

Brand Feature

Of those who expressed online interest in particular **auto brand** last year, 36% followed through with a visit to an auto dealership in Q4

36% of people who expressed interest in a particular auto brand via their online behaviors, (shares, searches, comments and likes) actually visited an auto dealership in Q4 last year.

Furthermore, people who made brand-specific online engagement were 28% more likely than the average consumer to visit Subaru and Chrysler dealerships, and 27% more likely to visit Hyundai and Cadillac dealerships.

While these auto intenders might be in the early stages of browsing, there's a great opportunity for auto brands to drive traffic to dealerships by reaching these consumers early on in the auto buyer journey.



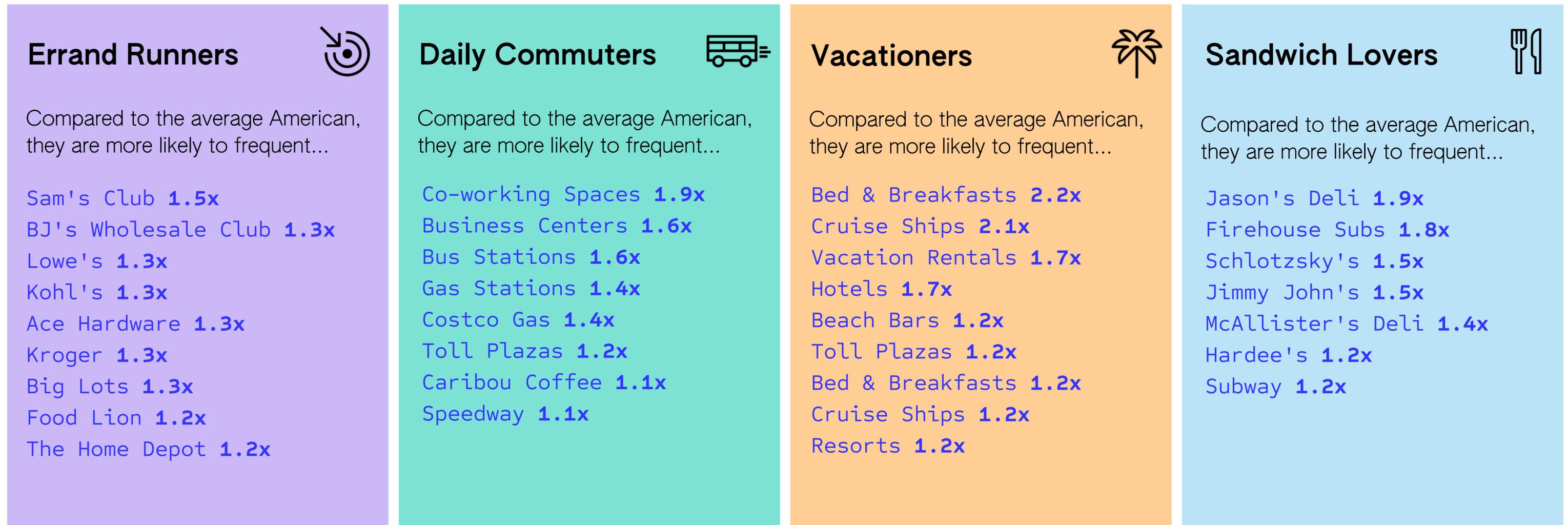
36% of this audience made at least 1 visit to an auto dealership in Q4 2022

Furthermore, this audience was even more likely than the average American to visit the following dealerships:

- | | |
|---------------|----------------|
| Subaru +28% | Lincoln +23% |
| Chrysler +28% | RAM +23% |
| Hyundai +27% | Buick +22% |
| Cadillac +27% | GMC +19% |
| Jeep +26% | Chevrolet +18% |
| Ford +24% | Kia +15% |

Beyond the purchase funnel, we have those who expressed interest in a particular auto brand via their online behaviors, such as shares, searches, comments and likes.

For example, our data shows that these consumers may be:



Opportunity: Understand the consumption habits of consumers who are interested in specific auto brands to target the correct auto intenders in 2023.

Leverage location data to bridge the gap between online intent and real-world activity

Foursquare data reveals the percentage of **auto brand researchers** that showed interest in specific auto brands during Q4 of last year.

Of all chains analyzed, **Ford** is seeing the strongest "return" on online investment as these chains attracted the highest % (7%) of online interest customers, in person.

Mercedes-Benz, Lexus, and Fiat all saw less than 1% penetration from people who expressed online interest (for each respective brand).

Penetration data provides an opportunity for auto brands to focus on reaching auto intenders at the **top of the funnel**, while they're searching specific brands online, to drive increased traffic to these dealerships.

Penetration % for chain venues between October - December 2022:

7%

of **Ford** interested shoppers visited a Ford chain

5%

of **Jeep** interested shoppers visited a Jeep chain

5%

of **Chrysler** interested shoppers visited a Chrysler chain

5%

of **Toyota** interested shoppers visited a Toyota chain

3%

of **Honda** interested shoppers visited a Honda chain

2%

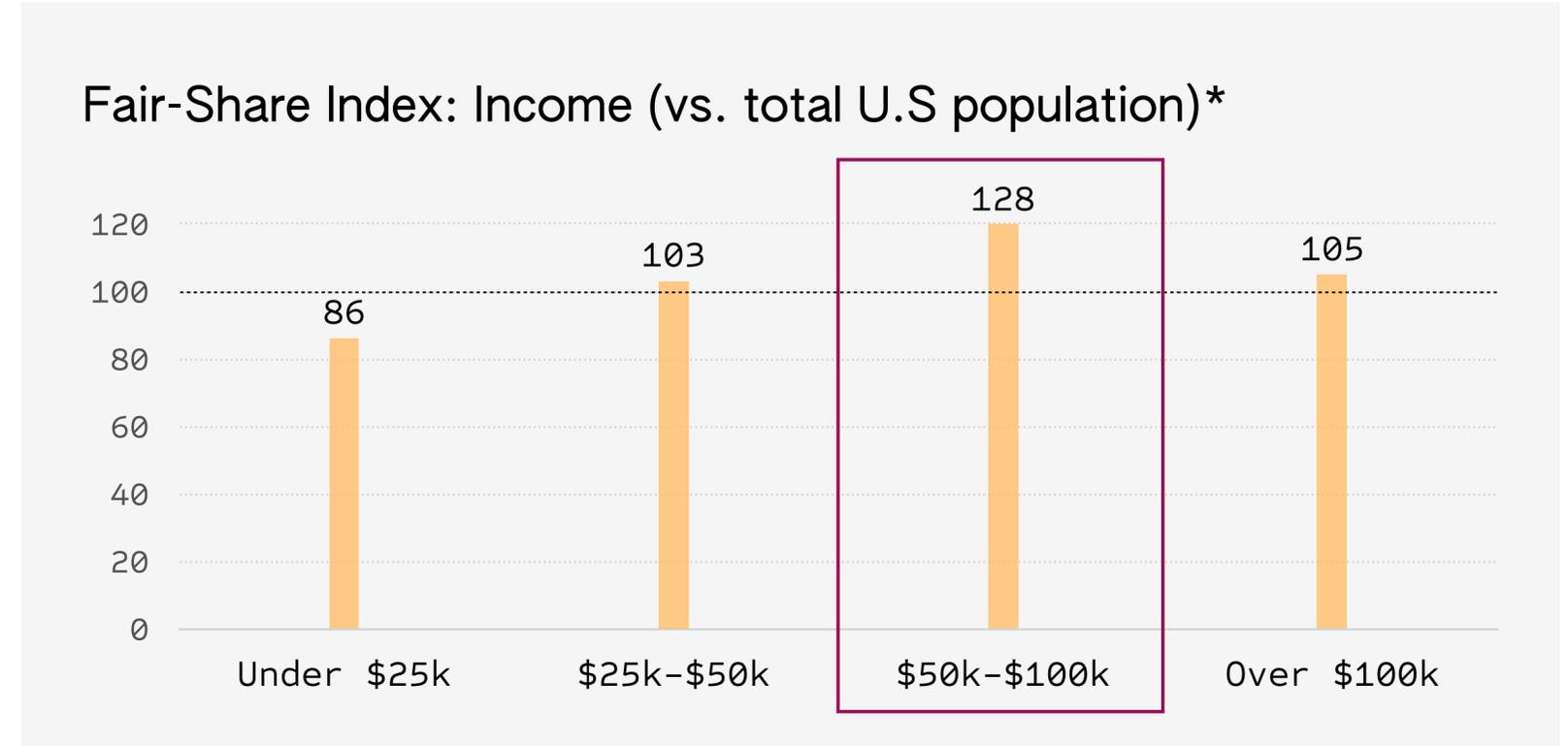
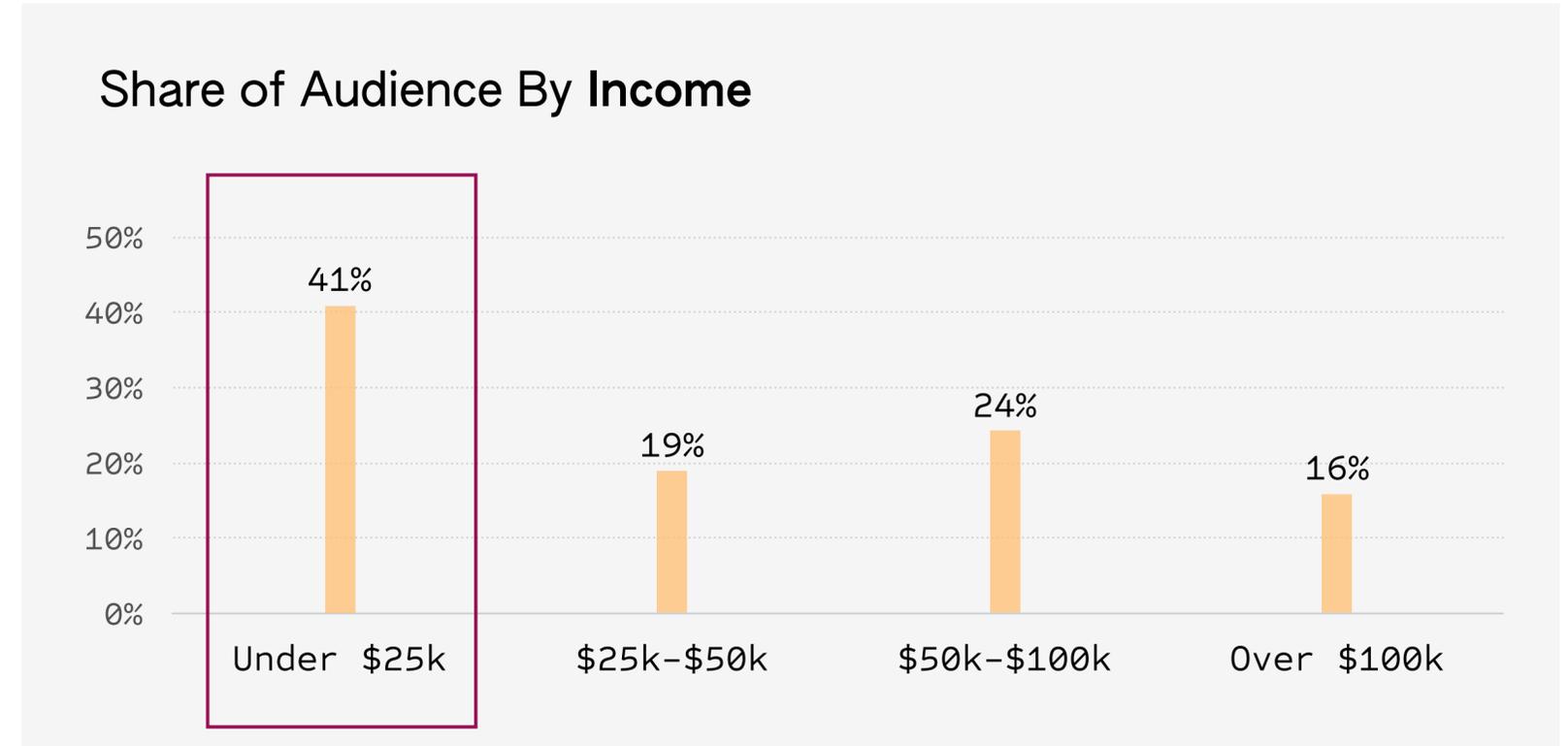
of **Nissan** interested shoppers visited a Nissan chain

1%

of **Volkswagen** interested shoppers visited a Volkswagen chain

Affluent Americans were interested in researching specific auto brands in Q4

While we see that **low-income Americans** account for the highest share of online brand researchers (41%), this brand-focused audience is **28% more likely than most to fall into the \$50k-\$100k annual income bracket** and 5% more likely to make over \$100k.



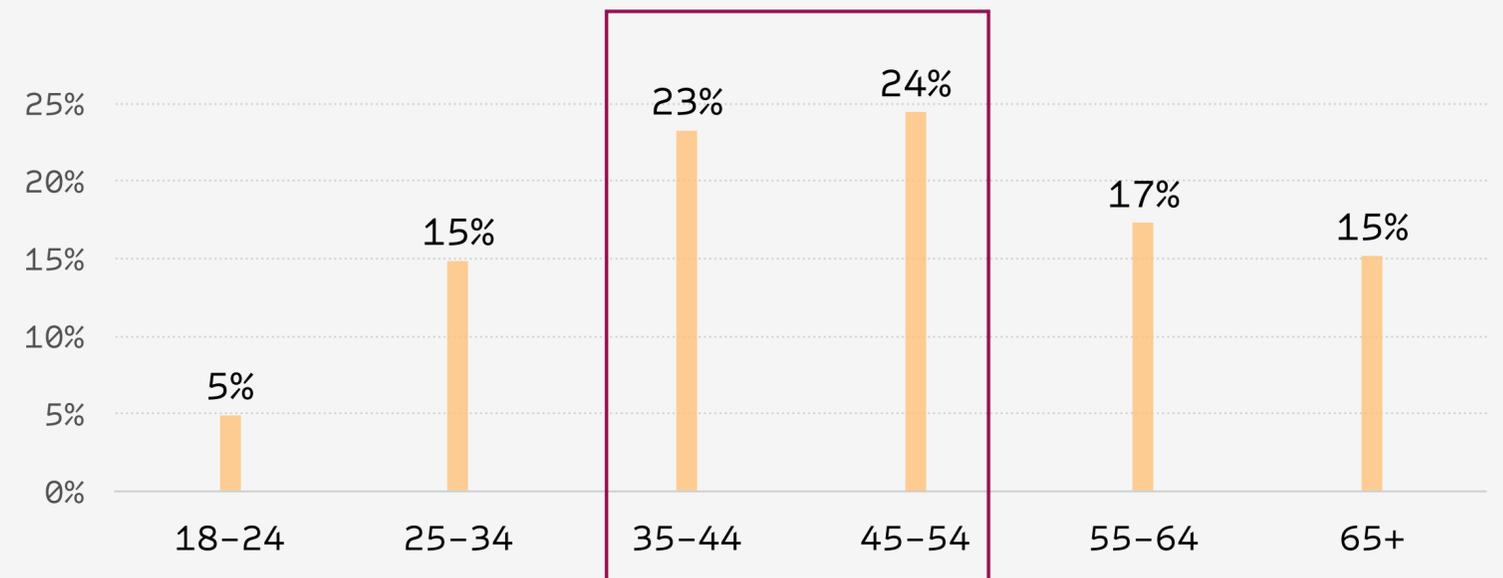
Consumers A35-54 accounted for nearly 1/2 of total brand-specific online auto intenders in Q4 2022

Users ages 35-54 accounted for **47%** of brand-specific online auto intenders last year.

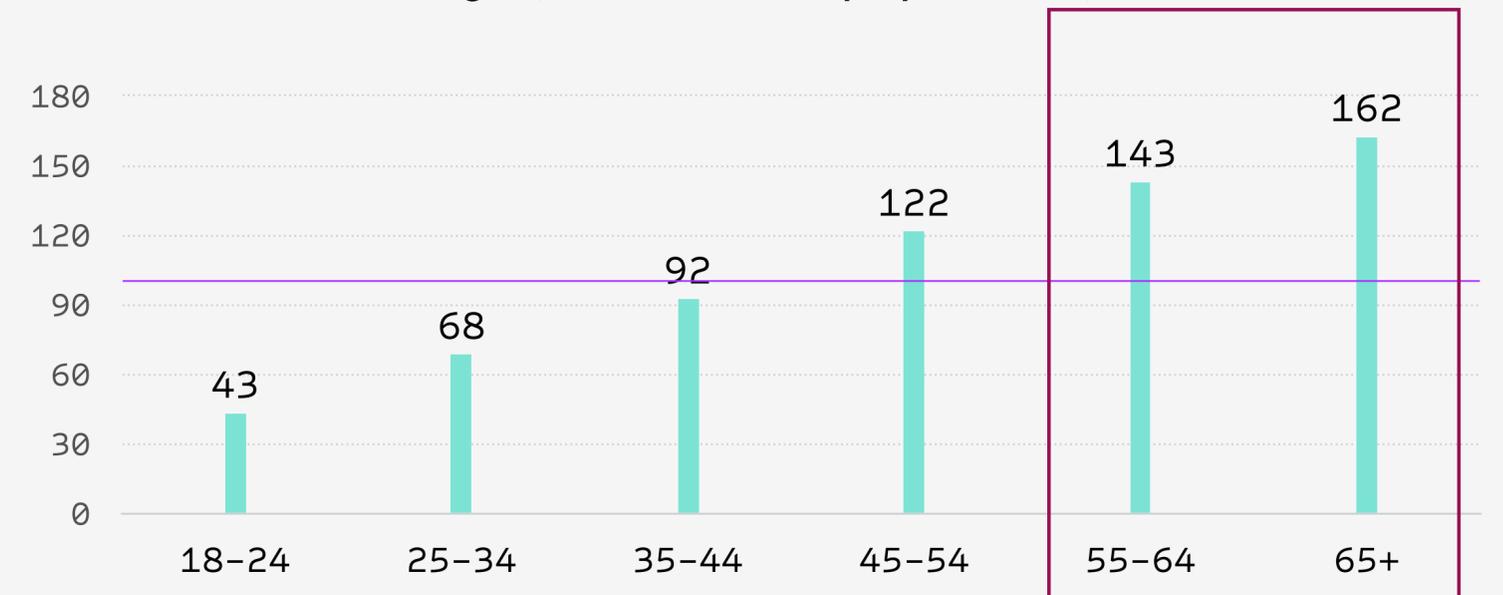
Although the majority of this audience is made up of middle aged consumers, these brand-focused shoppers were actually more likely than most to be part of an **older crowd**, as they were **43%** more likely to fall between the ages of 55-64 and **62%** more likely to be **ages 65+**.

This presents an opportunity for auto brands to focus on this reaching this older generation with tailored brand messaging, online, to inspire in-person visitation.

Share of Audience By Age



Fair-Share Index: Age (vs. total U.S population)*



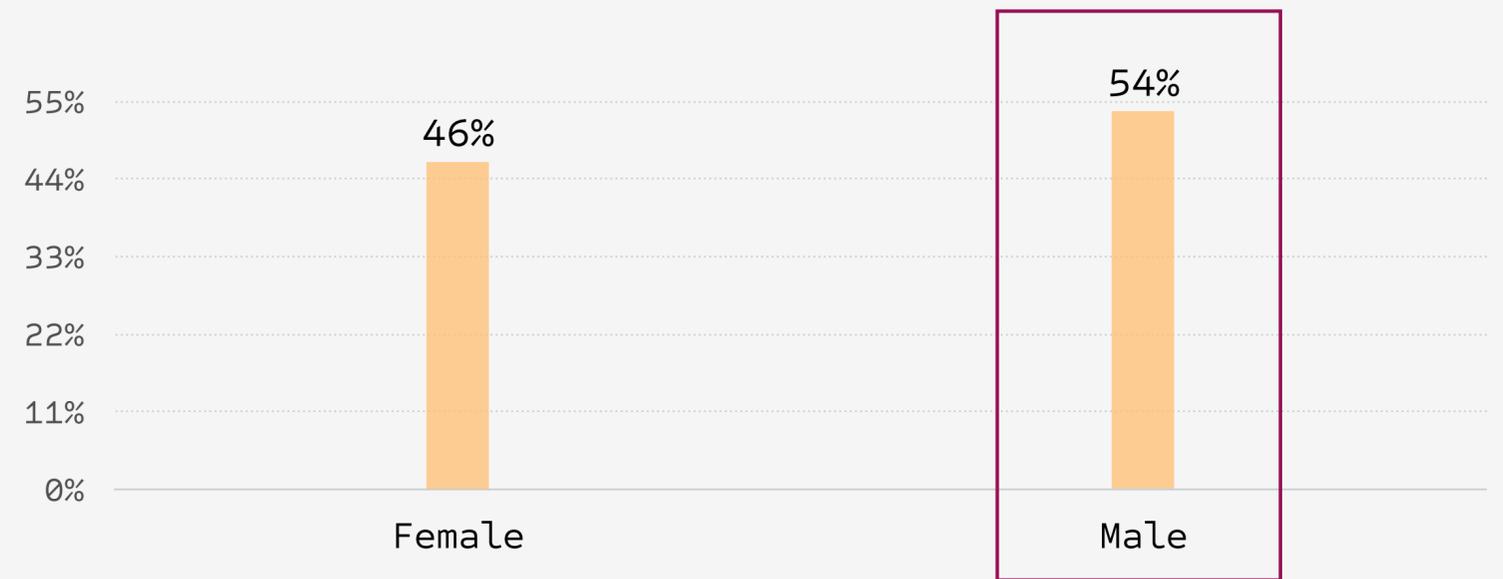
Foursquare data from October 1 - December 31 2022;
*Indexed vs. total U.S. population

Male consumers were more likely to engage online with brand specific auto content last year

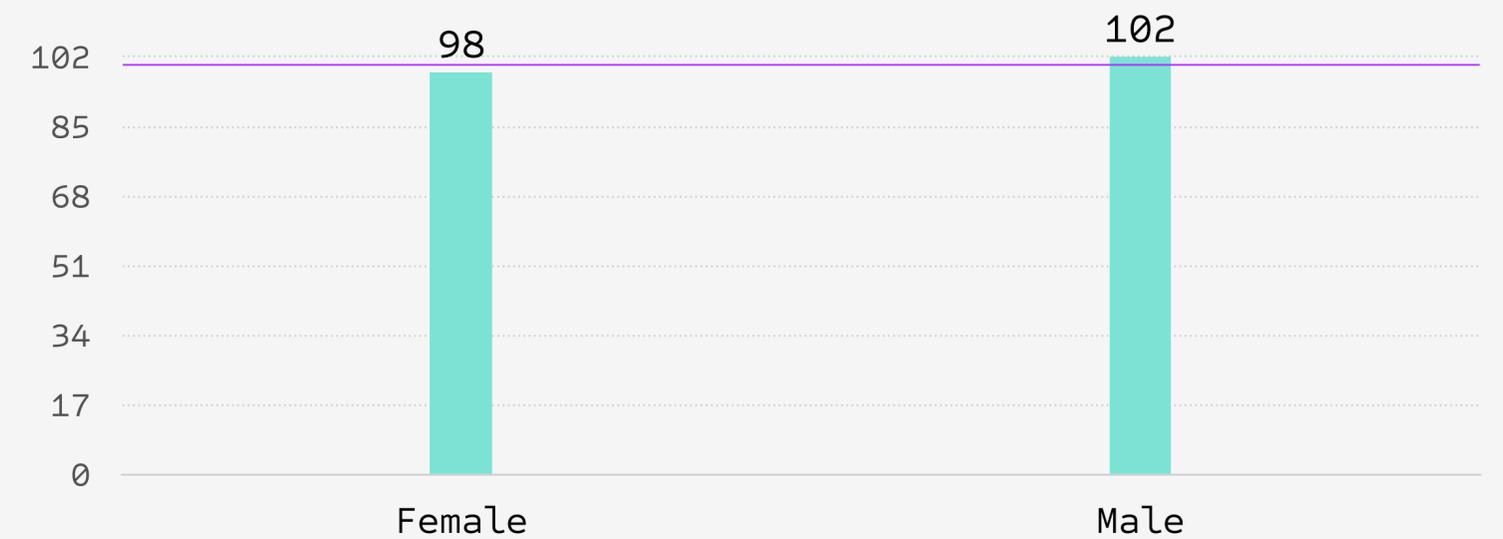
Men may be more likely than women to engage with specific auto brand content. Male consumers also accounted for the majority of this online interest audience (54%).

Specific auto brands should keep this split in mind when optimizing messaging and targeting strategies while creating their content in 2023.

Share of Audience By Gender



Fair-Share Index: Gender (vs. all other POI)*



Executive Summary & Activation Opportunities

Here's What You Need To Know:

- **A Big Life Purchase** - Online auto intenders are more likely to be older consumers, with more generational wealth to spend on big life purchases. Indeed, we're seeing that online auto intenders are more likely than most to fall into a higher income bracket (\$50-100k).
- **The Younger Generation** - Gen Z & Millennials are less likely to be in the market for a new car compared to older generations due to expenses, a more "going green" mindset, and due to the fact that younger generations aren't as likely to even get their driver's license in the first place*.
- **The Electric Vehicle Movement** - Top 5 most visited auto brands are ones that have brought EV models to market in recent years. However, price point could still be a prohibitive factor in EV adoption for lower income Americans, explaining why only 25% of auto intenders plan to shop for EV, while 75% intend to shop for a gas powered vehicle this year.
- **Online Interest Provides Purpose** - Online interest can show a strong indication of consumers' real-world intent. For instance, our data shows that 67% of people who expressed online interest in aftermarket auto care in Q4 2022 actually visited an auto shop shortly after. Similarly, 7% of people who specifically engaged with Ford online actually visited a Ford dealership in Q4 2022.
- **Visit Frequency** - Location data reveals that the average consumer made roughly 5 dealership visits throughout 2022. While only 11% of consumers plan/expect to make 5+ visits this year (according to survey data), this average visit frequency represents the approximate number of visits that auto intenders are likely to make before making their final decision/purchase.
- **Big Box + Auto** - Auto owners may be more inclined to service their vehicles with their big box or wholesale club of choice based on convenience and/or price point. Our data shows that both Walmart & Sam's Club auto care centers rank amongst the top visited auto care venues in 2022.
- **Cross Visitation** - Toyota shoppers were less likely to also visit direct competitors compared to other brands' shoppers. For instance, only 5% of Toyota visitors also visited a Lexus dealership last year, while roughly 34% of Lexus shoppers had also visited a Toyota dealership at least once during that time.

Engage App Users With Fresh, Rich Data About **Places**

Location data can play a game-changing role in strategic decisions and in building better consumer experiences:

Inform Decision-Making



Keep track of which restaurants & stores are opening and closing

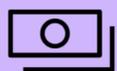


Analyze the landscape in territory mapping to prioritize & display the right restaurants & stores

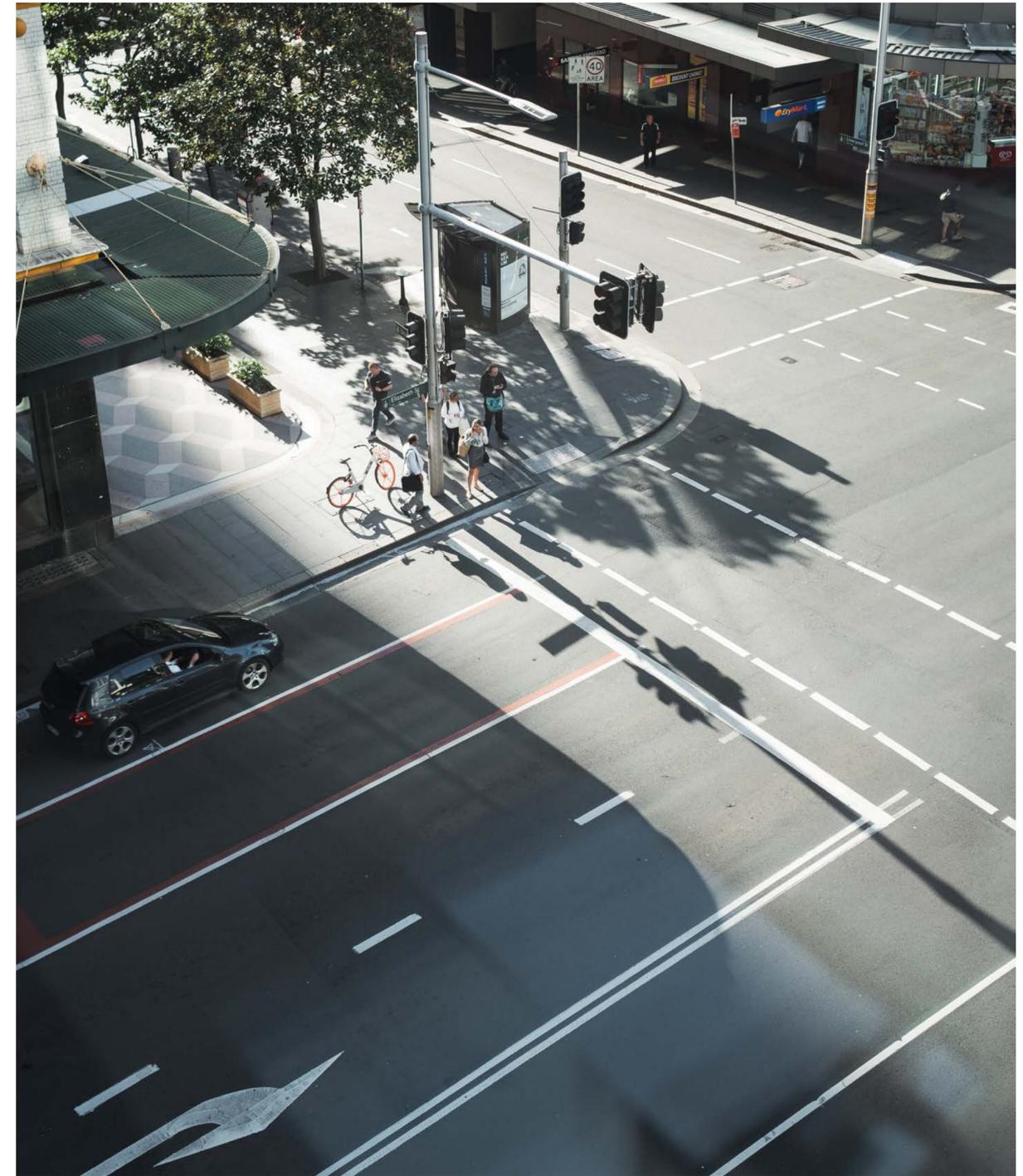
Improve Experiences



Surface rich content about local restaurants, food shops & liquor stores



Help users find the best spots near them to order from, powering place search based on category, or attributes that are meaningful to users



Acquire, engage & retain users, delivering messaging in the right moments with **Movement SDK**, or with Foursquare's **targeting solutions**

FSQ

/movement
SDK

Send personalized, timely notifications or serve dynamic content to app users based on where they are or where they like to go.

Deliver proximity alerts when users enter or exit a venue, and drive engagement at the highest point of impact.

FSQ

/audience

Build highly-customized, scalable audiences based on real-world behavior.

Select from 1200+ ready-to-use audience available in our Audience Designer and all major DSPs, DMPs, or create highly-customized audiences in our self-serve UI.

FSQ

/proximity

Build accurate, custom geofences to reach consumers in geo-contextual real-time moments of receptivity.

Design your own segments in our self-serve UI, or let us create segments that meet your goals.

Measure & optimize the impact of ads with **Attribution**



Uncover The User Journey

Explore how different touch points influence conversions in the real world, or online



Measure Impact

Monitor how cross platform advertising is driving KPIs, optimizing performance in real-time



Understand Users

Use insights on lifestyles & brand preferences to influence future growth initiatives

Take your marketing investment further by targeting consumers with location data. Foursquare Audiences are highly-customizable, scalable, and based on real-world foot traffic. Activate audiences on desktop, mobile, social, CTV, OTT, OOH, and more.

White-Glove Service

- Design custom audiences using our Audience Designer or let our in-house experts build for you based on your campaign goals.

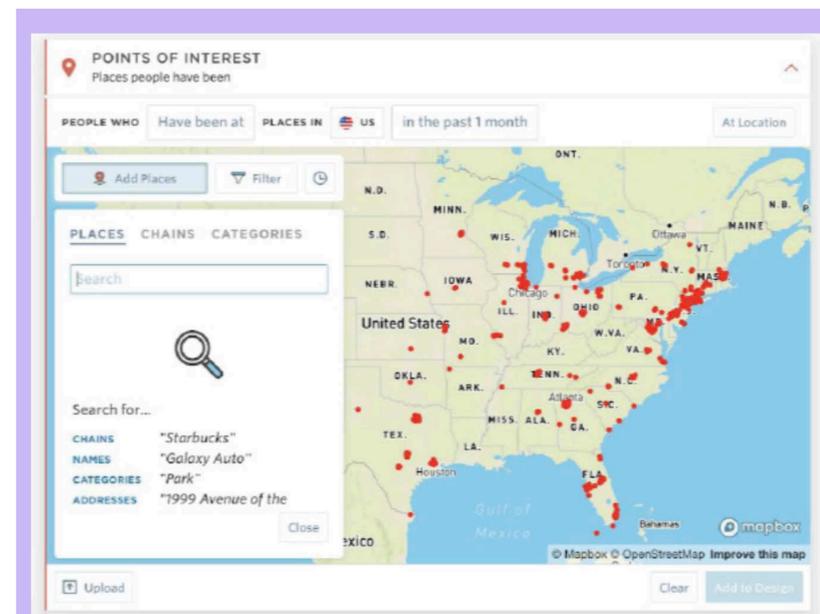
Proven ROI

- Research by Forrester Consulting found that customers achieve a 202% ROI and a 47% lower cost-per-action (CPA) on average.

Trusted Quality

- Targeting is only as effective as the quality of data it's based on. Foursquare's proprietary assets offer the highest quality data on places and the movement of devices worldwide.

Take advantage of the industry's #1 programmatic targeting offering. Reach out to your Foursquare representative or email us at hello@foursquare.com for customized targeting recommendations free of charge.



Foursquare Audience Designer

“[Foursquare] gave brands easy integration into most all DSPs and DMPS. With easy integration... organizations found that they were able to glean insights much faster.”
—Forrester TEI Report

Thank You

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