

Subaru buyers in North America

Completed February 4, 2020



Goals

In order to target future consumers for a Subaru advertising campaign, gain a psychographic and demographic understanding of current Subaru buyers and examine relevant consumer trends that may impact the automotive industry and the Subaru brand.

Early Findings

Subaru Owners

- Subaru is known for targeting a more diverse audience, and their communications focuses on niche groups such as [lesbians](#), medical professionals and [dog owners](#). This is unlike most traditional automotive advertising.
- [80%](#) of Subaru buyers own dogs. The company has made dogs the focus of its "Love" positioning in its advertising and sales campaigns.
- Subaru has conducted extensive research into the psychographics of their [brand loyalists](#), again, leading the shift away from traditional marketing approaches.
- Subaru tends to target areas where the climate is truly "[all weather](#)," and the Subaru Outback is the most popular car in Portland, OR.
- Subaru owners hold on to their vehicles, and the Forester is one of the top 15 models amongst owners who keep their car for [at least 15 years](#). They even pass them down to new drivers in the family.

Automotive Trends

- Ford, Chevrolet, Toyota, and Honda are the top four brands in the USA according to sales, based on [Intel's 2017](#) data.
- [Pickup trucks](#) are the most popular used and new vehicles according to sales for most of the United States.
- Car brand perceptions vary by demographics, as does interest in vehicle types. [Sedans and SUVs](#) are the most popular body style overall.
- In the US, [country of origin](#) is important for half of car buying consumers. Nearly half of

the car shopping audience would consider a foreign made vehicle.

- [Price and gas](#) mileage are the most prominent motivator and parents with children in the household are the most influenced by recommendations from family and friends.
- New car buyers are generally getting older. The share of vehicles bought by 16 to 34 year olds declined by [6 percentage points](#) (2000 - 2015), and fell by nine percentage points amongst 35 to 49 year olds.
- People [55 years and older](#) were the only age group to have an increase (up 15 percentage points), according to the US Federal Reserve.

Proprietary Research

We found some [proprietary research](#) from one of our data partners which may be helpful:
Perceptions of Auto Brands - US - June 2017, Mintel

"Brand perception for automotive companies is critical to success since consumers are so infrequently in the market for a vehicle. Past experiences, reputation, and word of mouth are crucial factors that play a role in shaping consumers' choices before they even decide on what to purchase." -Buddy Lo, Automotive Analyst, Mintel.

Mintel International Group Ltd: 4,895.00 USD.