

THE AUTO AFFLUENCER

The affluent Millennial and Gen-X guys who drive the automotive category.

Younger than the average affluent, **Auto Affluencers** have a high HHI, which they plan to spend on home, vehicles and jewelry in the next twelve months

Buy a Motorcycle
(Index 317)

Sell a Business
(Index 246)

Buy a Watch or Fine Jewelry
(Index 247)

Design or Build a New Home
(Index 192)

Median HHI: \$184K

Median Age: 40

Kids Under 18 in Household: Index 138

Median Net Worth: \$1190K

They have ties to the **financial world** and resemble **Financial Affluencers** psychographically:

PSYCHOGRAPHICS



Life of the Party 208



Brands I Buy Are Ones My Children Prefer 209



Key Decision Maker in My Company's Banking 217



Regularly See Movies Opening Weekend 217



Consider Self an Entrepreneur 219



Follow the Latest Developments in the Automotive World 238

They are heavily **male**, diverse and overwhelmingly **Millennial and Gen-X**.

DEMOGRAPHICS

