

Bumper Sticker Trends Unveiled

In a recent YouGov survey, CarMax found that the number one reason car owners put bumper stickers, decals or magnets on their vehicles is to make a statement about themselves, their values and their interests. With that in mind, CarMax is personalizing their signature logo sticker in three markets — Chicago, Las Vegas and Phoenix — so customers can choose a sticker that means something to them and show support for their favorite local nonprofits.



60% of car owners have had a bumper sticker on their vehicle.

Breakdown of the reasons people display bumper stickers*

- 50%** make a statement about themselves, their values and their interests
- 25%** connect them to like-minded people
- 25%** financially support their favorite causes
- 22%** help spark a conversation about causes or interests



63% of people who have displayed a bumper sticker on their car don't regret it.

Breakdown of the most popular bumper stickers*

- 32%** Political causes or candidates
- 24%** Sports related
- 20%** Veterans and military support
- 17%** Funny quotes or sayings
- 17%** Education and schooling

67% enjoy reading bumper stickers on other vehicles.

Look at that sticker!



Of those who have never put a bumper sticker on their car:

24% say it's because they haven't found one that represents them.

NOT FEELING IT.



All figures, unless otherwise stated, are from YouGov PLC. Total sample size was 2,680 adults. Fieldwork was undertaken between October 11-15, 2019. The survey was carried out online. The figures have been weighted and are representative of all U.S. adults (aged 18+)

*Respondents were asked to select all answers that applied to them.