



December 2018

Family Car Buying - US

"The family car market in the US is a sizeable one, as nearly four in ten car shoppers have a child under 18 in the household or are expecting a child. While large, family car buyers are also diverse, ranging from single-parent single-child homes to multigenerational households with multiple children ...

November 2018

Luxury Cars - US

"The luxury car market is expected to account for slightly over 14% of the total vehicle market for 2018, growing from 13.4% in 2013. With a growing economy, high consumer confidence, and improving wages, more and more consumers are able to splurge on a luxury vehicle. Brands will need ...

October 2018

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...