

## Black Consumers' Attitudes toward Car Buying - US - June 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Currently at more than \$1 trillion, Black spending power is expected to climb to \$1.4 trillion by 2019 – and growth continues to outpace that of Whites, despite lower incomes. Black consumers’ love for cars, the role they play in shaping their image, attraction to technology, and high receptivity to advertising makes them a prime target for marketers.”

– Tonya Roberts, Multicultural Analyst

This report looks at the following areas:

- How do Blacks feel about the car buying process?
- What are some resources Blacks turn to when shopping for a new vehicle?
- Which brands are on their consideration list? Which brands would they definitely not consider?
- How brand loyal are Blacks?
- What should manufacturers consider including in advertising messages?

The Black population represents roughly 13% of the US population, and more than \$1 trillion in spending power. The growth in the Black population and buying power continues to outpace that of Whites. Despite having lower household incomes (driven by a higher percentage of single households), Black consumers spend on average about the same as other consumers on vehicles. Blacks are very image conscious and believe strongly that what a person drives says a lot about them. Their vehicle is an extension of who they are, and they look for vehicles that are not only stylish but also well equipped with the latest advancements in technology.

This report builds on Mintel's *Black Consumers' Attitudes toward Car Buying – US, September 2013* . Additionally, readers may also be interested in Mintel's *Car Purchasing Process – US, April 2015* , *Black Consumers and the Car Purchasing Process – US, June 2014* , *New Cars – US, September 2014* , *Certified Pre-owned Cars – US, August 2014* , *Vehicle Financing – US, April 2014* , and *Hispanics' Attitudes toward Car Buying – US, June 2015* .

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