

Hispanics' Attitudes toward Car Buying - US - June 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“As Hispanics become more acculturated, they tend to become more sophisticated car buyers. As this change in their approach toward car buying takes place, car brands will benefit from partnering with dealers and train sales staff to provide more of a consulting approach rather than a sales approach when dealing with Hispanics.”

— Juan Ruiz, Senior Multicultural Analyst

This report looks at the following areas:

84% of Hispanic households currently own at least one car. While Hispanics currently tend to buy used cars, as their household income increases and as they become more acculturated, there is a shift toward increased car ownership and buying new cars. These changes create opportunities and challenges for both car manufacturers and car dealerships. While car dealers are the best source of information for Hispanics when they are researching their next car purchase, they are becoming more sophisticated car buyers and incorporating more sources of information into their research. For these reasons, car dealers will benefit from having a consultant approach rather than a sales approach when dealing with Hispanic consumers. Hispanic consumers are reluctant to trust the car dealers they do business with, and while building that trust may take time, it may become a long-lasting source of differentiation when compared to other car dealers.

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

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Hispanics' Attitudes toward Car Buying - US - June 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Scope and Themes

What you need to know
Definition
Data sources
Consumer survey data
Abbreviations and terms
Terms
A note on acculturation

Executive Summary

Hispanic households buy a car as soon as they can afford it

Figure 1: Household car ownership, by household income and Hispanic origin, November 2013-December 2014

Majority of Hispanics gravitate toward conventional cars, but over index on other categories

Figure 2: Type of vehicle household most recently acquired, by Hispanic origin, November 2013-December 2014

Likelihood to buy cars that are new increases with acculturation

Figure 3: Condition (new, used, or leased) of vehicle household most recently acquired, by language spoken at home and Hispanic origin, November 2013-December 2014

Younger Hispanics more enthusiastic about buying a car, but may face scrutiny

Figure 4: Hispanics' expected car-buying timing, by gender and age, March 2015

Dealers are the best source of information

Figure 5: Sources of information that Hispanics use for researching about cars, March 2015

Domestic vehicles lack positioning among Hispanics

Figure 6: Correspondence Analysis – Hispanics' attitudes toward vehicles, March 2015

Fuel economy is important to Hispanics

Figure 7: Important factors for Hispanics when buying a vehicle, March 2015

What we think

Issues and Insights

Domestic brands lack positioning and are bought mostly used

The issues

The implications

Hispanics are pragmatic in their approach to car buying

The issues

The implications

Dealers are the best source of information; power should be used wisely

The issues

The implications

Trend Application

Trend: Experience is All

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Hispanics' Attitudes toward Car Buying - US - June 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Trend: Prove It

Trend: Never Say Die

Market Factors

Key points

Hispanics' purchasing power projected to reach \$1.7 trillion by 2019

Figure 8: Purchasing power, by race/Hispanic origin, 1990-2019

Improving labor market for Hispanics has a positive impact on their confidence

Figure 9: Hispanic labor force participation and unemployment rate, January 2007-April 2015

Hispanic market becoming bicultural

Cars are staple items

Key Players

Key points

Five brands dominate the car market among Hispanics

Figure 10: Brand and condition (new, used, or leased) of vehicle Hispanic household most recently acquired, November 2013-December 2014

Japanese brands have well-defined mission statements

Car dealers are another key player

Overview of Hispanics' Car Ownership

Key points

Hispanic households buy a car as soon as they can afford it

Figure 11: Household car ownership, by household income and Hispanic origin, November 2013-December 2014

Northeast Hispanic households least likely to own a car

Figure 12: Household car ownership, by region and Hispanic origin, November 2013-December 2014

Higher household income allows Hispanics to afford more cars

Figure 13: Number of cars owned per household, by household income and Hispanic origin, November 2013-December 2014

Hispanics' Last Car Purchase

Key points

Majority of Hispanics gravitate toward conventional vehicles, but over index on other categories

Figure 14: Type of vehicle household most recently acquired, by Hispanic origin, November 2013-December 2014

Likelihood to buy cars that are new increases with acculturation

Figure 15: Condition (new, used, or leased) of vehicle household most recently acquired, by language spoken at home and Hispanic origin, November 2013-December 2014

Purchases evenly split between domestic and foreign brands

Figure 16: Make and origin (domestic or imported) of vehicle Hispanic household most recently acquired, November 2013-December 2014

Foreign brands more likely than domestic brands to be bought new

Figure 17: Toyota Service Centers, Electrician commercial, May 2015

Figure 18: Brand and condition (new, used, or leased) of vehicle Hispanic household most recently acquired, November 2013-December 2014

Hispanics' Next Car Purchase

Key points

Younger Hispanic enthusiasts may face scrutiny

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanics' Attitudes toward Car Buying - US - June 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 19: Hispanics' expected car-buying timing, by gender and age, March 2015

Hispanics have many reasons to buy a car

Figure 20: Hispanics' reasons for car buying, by level of acculturation, March 2015

Chrysler highlights new features of the 2015 Chrysler 200

Figure 21: Chrysler 200 "Psychic" TV ad, March 2015

Dealers are the best source of information

Figure 22: Sources of information that Hispanics use for researching about cars, March 2015

Bringing a piece of the success in Mexico

Vehicle Types Hispanics Consider

Key points

Hispanics over index on compact vehicles and minivans

Figure 23: Hispanics' vehicle types consideration, March 2015

Brands stress convenience and style offered by their compact vehicles

Toyota talks about style

Figure 24: Design TV ad, Toyota Corolla 2015, Car logos, April 2015

Honda highlights the versatility of Honda Fit for Millennials

Figure 25: Honda, "#UnBuenFit - Discover the All-New 2015 Honda Fit with Felipe Esparza (English)," June 2014

Hispanics' Car Perceptions

Key points

Correspondence analysis

Methodology

Domestic vehicles lack positioning among Hispanics

Figure 26: Correspondence Analysis – Hispanics' attitudes toward vehicles, March 2015

An example of how domestic brands are not top-of-mind for most attributes

Figure 27: Chevrolet Films, Car logos, March 2015

Hispanics' Attitudes toward Car Dealerships

Key points

Perception of car dealerships puts Hispanics on the defensive

Figure 28: Hispanics' attitudes toward car dealers – Any agree, by level of acculturation, March 2015

Spanish is a must to build rapport with less-acculturated Hispanics

Figure 29: Hispanics' attitudes toward importance of Spanish-language at car dealers – Any agree, by level of acculturation, March 2015

For Hispanics, car dealerships can be misleading

Figure 30: Hispanics' attitudes toward dealers and trust – Any agree, March 2015

Reluctance to trust car dealers increases with acculturation

Figure 31: Hispanics' attitudes toward dealers and trust – Any agree, by level of acculturation, March 2015

Good reputation gives peace of mind

Figure 32: Hispanics' attitudes toward dealers and value – Any agree, by level of acculturation, March 2015

The Hispanic Car Buyer's Mind-set

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanics' Attitudes toward Car Buying - US - June 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Key points

More-affluent Hispanics more excited when buying a car

Figure 33: Hispanics' excitement when buying a vehicle, by household income, March 2015

Unacculturated Hispanics more likely to consider new better than used

Figure 34: Hispanics' knowledge of what they want when buying a vehicle, by level of acculturation, March 2015

Negotiating the price becomes more unpleasant as household income increases

Figure 35: Hispanics' approach toward negotiating when buying a vehicle, by household income, March 2015

Important Factors for Hispanics when Buying Cars

Key points

Fuel economy is important for Hispanics

Figure 36: Important factors for Hispanics when buying a vehicle, March 2015

Older Hispanics are more price-conscious

Figure 37: Importance of cost factors for Hispanics when buying a vehicle, by gender and age, March 2015

Comfort and vehicle type trump looks and engine power

Figure 38: Importance of design factors for Hispanics when buying a vehicle, by level of acculturation, March 2015

Younger Hispanic men not as fixated on safety as others

Figure 39: Importance of trust factors for Hispanics when buying a vehicle, by gender and age, March 2015

Appendix – Buying Power of US Hispanics

Key points

Hispanics' purchasing power growth between 1990 and 2019 is projected to be 687%

Figure 40: Purchasing power, by race/Hispanic origin, 1990-2019

Figure 41: Top 10 states ranked by share of Hispanic buying power, rank by Hispanic share of buying power by state, 2014

Figure 42: Top 10 states ranked by dollar amount of Hispanic buying power, 2014

US household income distribution

Figure 43: Median household income, by race and Hispanic origin of householder, 2013

Appendix – Demographic Profile of US Hispanics

Key points

Population trends

Figure 44: Population, by race and Hispanic origin, 2010-20

Hispanic share of births

Figure 45: Distribution of births, by race and Hispanic origin of mother, 2002-12

The Hispanic and total US population by age

Figure 46: Hispanic share of the population, by age, 2010-20

Figure 47: US share of the population, by age, 2010-20

Characteristics

Marital status

Figure 48: Marital status of people aged 18 or older, by race and Hispanic origin, 2013

Figure 49: Marital status of Hispanics, by age, 2013

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Hispanics' Attitudes toward Car Buying - US - June 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 50: Gender ratio, by age and Hispanic origin, 2014

Generations

Figure 51: Generations, by Hispanic origin, 2015

Figure 52: Distribution of generations by race and Hispanic origin, 2015

Hispanics live in larger households

Figure 53: Average household size and average number of adults and children in households, by race and Hispanic origin, 2014

Hispanics by country of origin/heritage

Figure 54: Hispanic population, by country of origin/heritage

Mexicans (63% of US Hispanics)

Figure 55: Number of tortilla-related products launched per year in the US, 1996-2013

Puerto Ricans (9% of US Hispanics)

Cubans (4% of US Hispanics)

Dominicans (3% of US Hispanics)

Central Americans (8% of US Hispanics)

South Americans (5% of US Hispanics)

Figure 56: US Hispanic population, by country of origin/heritage, 2000-10

Figure 57: Largest* Hispanic groups, by region, by country of origin/ancestry, 2010

Hispanics by geographic concentration

Figure 58: Hispanic population, by region of residence, 2000-10

Figure 59: Hispanic or Latino population as a percentage of total population by county, 2010

States with the most Hispanic population growth

Figure 60: States ranked by change in Hispanic population, 2000-10

Figure 61: Percentage change in Hispanic or Latino population by county, 2000-10

Key Hispanic metropolitan areas

Figure 62: Metropolitan areas with the largest number of Hispanic residents, by country of origin/ancestry, 2010

Appendix – Acculturation

What is acculturation?

Figure 63: Acculturation diagram

Figure 64: Variables that affect acculturation

Why is level of acculturation important?

Levels of acculturation

Figure 65: Characteristics of primary acculturation levels

What is retroacculturation?

Appendix – Other Useful Tables

Figure 66: Hispanics' household car ownership, by language spoken at home, November 2013-December 2014

Figure 67: Type of vehicle Hispanic household most recently acquired, by household income, November 2013-December 2014

Figure 68: Type of vehicle Hispanic household most recently acquired, by language spoken at home, November 2013-December 2014

Figure 69: Make and origin (domestic or imported) of vehicle Hispanic household most recently acquired, by household income, November 2013-December 2014

Figure 70: Make and origin (domestic or imported) of vehicle Hispanic household most recently acquired, by language spoken at home, November 2013-December 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Hispanics' Attitudes toward Car Buying - US - June 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 71: Hispanics' attitudes toward vehicles, March 2015

Appendix – Trade Associations

Association of Hispanic Advertising Agencies (AHAA)

National Association of Hispanic Publications (NAHP)/National Hispanic Press Foundation

National Automobile Dealers Association (NADA)

United States Hispanic Chamber of Commerce (USHCC)

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com