

Hispanics and the Car Purchasing Process - US - June 2016

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Hispanics are more likely than the average to plan on buying a car in the next three years. As they go through the car buying process, Hispanics show some flexibility in terms of the makes and models they want, particularly when they intend to purchase a used car.

This report looks at the following areas:

- Hispanics show higher purchase intent
- Hispanics' budget for vehicles strongly correlated to household income
- Most Hispanics do their research online, then test drive

Hispanics are pragmatic car buyers, who are not always impressed by features they don't feel they need. While their primary source of information when researching is the internet, it doesn't diminish the role of dealerships in any way, as test-drives are critical and first impressions and the quality of service still matter.

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

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