

Black Consumers' Perceptions of Auto Brands - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"Black consumers have strong opinions about car brands – the ones they currently drive as well as their dream car. Most Black consumers' opinions are driven by pragmatic criteria, but subjective characteristics shape their preferences and desire to upgrade to something better within their price range."

- **Toya Mitchell, Multicultural Analyst**

This report looks at the following areas:

- Domestic mid-tier brands deliver the best value, which is the leading purchase driver
- Foreign brands own positive attributes across the board, but may be perceived as expensive
- Black consumers associate foreign cars with base- and advanced-level attributes more than domestic
- Car sites and inner circle provide trusted information

This Report covers Black consumers' perceptions of domestic and foreign autos across all types including basic, conventional, pickups, vans, and SUV/CUVs.

This is one of many Reports that Mintel has produced to help explain the dynamics of Black consumers' involvement with the auto category. Readers may also be interested in Mintel's Reports: *Black Consumers and the Car Purchasing Process – US, June 2016*; *Black Consumers' Attitudes Toward Car Buying – US, June 2015*; *Hispanic Consumers' Perceptions of Auto Brands – US, March 2017* as well as all the titles in Mintel's Automotive library.

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DID YOU KNOW?

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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