

## Family Car Buying - US - December 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The family car market in the US is sizeable, as nearly four in ten car shoppers have a child under 18 in the household or are expecting a child. Family car buyers are also diverse, ranging from single-parent single-child homes to multigenerational households with multiple children. This Report will dive into the profiles of family car buyers, their motivations, and attitudes toward family cars."

**- Buddy Lo, Automotive Analyst**

This report looks at the following areas:

- Family car shoppers predominantly middle-class
- Family car shoppers more likely to consider used or CPO
- Smaller passenger cars passed up for more utilitarian crossovers and SUVs
- Parents or parents-to-be account for four in ten of in-market shoppers
- Parents willing to pay extra for necessities like seating and cargo
- Family road trips are a way to connect with shoppers

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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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