

## Family Car Buying - Canada - December 2018

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

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"Most Canadians planning on purchasing a vehicle in the next three years are considering sedans or SUVs (Sports Utility Vehicles). Parents in particular are more likely to consider SUVs, minivans, wagons/hatchbacks and full-size vans, which are typically synonymous with 'family vehicles'."

- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Family cars should provide a lot
- Viewpoints on family vehicle characteristics differ by gender
- Minivans lack appeal

Additionally, most intend to use the next vehicle they purchase for things such as shopping, running errands, road trips, commuting to work, driving for pleasure and for driving their family. According to Canadians, safety, comfort and reliability are the top family vehicle characteristics. Parents are more likely to exhibit a greater interest towards features that revolve around interior room and convenience features. Consequently, Canadians will likely seek a variety of features to meet their diverse requirements when choosing a family vehicle.

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Growth rate of younger groups will benefit the category

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Abbreviations

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