

AUTO STATS

Black Car buyer Study Men Buy for Status; Women Buy for Lifestyle



You and your mate are deciding on which new car to purchase this year: He wants a big, luxurious Lincoln Town Car; you want a small, practical Saturn SL. If it seems you can't agree on which car to purchase, you are not alone.

The latest study by research company Allison-Fisher, Inc. shows that men and women desire different cars for entirely different reasons. "Woman want cars that fit into their lifestyle," says President Douglass Scott. "They blend quality issues with practicality and functionality." Men, however, are more likely to purchase a car as a status symbol.

The survey, conducted between October and December in 1996, included responses from nearly 7,000 African Americans. Of that group, a sub-group of 1,554 indicated that they planned to purchase a vehicle within one year or less. Here are the results from the sub-group:

Most Popular Nameplate Intended by African Americans

Brand	Males	Females	Total Car Buyers
Toyota	11.8%	15.6%	14.3%
Ford	10.7%	12.7%	12.0%
Honda	6.2%	10.0%	8.7%
Chevrolet	7.3%	6.6%	6.8%
Nissan	6.5%	5.4%	5.8%
Pontiac	6.0%	5.2%	5.5%
Cadillac	7.5%	3.1%	4.8%
Saturn	2.5%	5.3%	4.4%
Buick	5.9%	3.4%	4.2%
Dodge	3.3%	3.4%	3.4%
Mercury	2.5%	2.9%	2.6%
Lincoln	3.9%	2.1%	2.7%
Mazda	3.2%	2.3%	2.6%
Oldsmobile	2.3%	2.5%	2.4%
BMW	1.7%	2.0%	1.9%
Acura	2.8%	1.3%	1.8%
Volvo	1.0%	2.0%	1.7%
Lexus	1.2%	1.5%	1.4%
Infiniti	0.9%	1.0%	1.0%

Must have at least 1% of industry car intentions to be listed.

Most Popular Car Models Intended By African Americans

Intention Vehicle (Make/Model)	Males	Females	Total Car Buyers
Toyota Camry	7.9%	9.3%	8.9%
Honda Accord	3.6%	5.9%	5.1%
Ford Taurus	3.5%	3.9%	3.8%
Nissan Maxima	2.6%	3.5%	3.2%
Saturn SL		1.6%	3.1%
Ford Escort	2.2%	2.7%	2.5%
Pontiac Grand Am	2.6%	2.5%	2.5%
Ford Mustang	1.7%	2.7%	2.4%
Honda Civic	1.1%	2.6%	2.0%
Lincoln Town Car	3.0%	1.4%	2.0%
Chevy Cavalier	1.5%	1.9%	1.8%
Toyota Corolla	1.2%	2.0%	1.7%
Cadillac Deville/Concours	1.4%	1.7%	1.6%
Chevy Lumina	2.0%	1.7%	1.8%
Mazda 626	1.4%	1.1%	1.2%
Buick Le Sabre	1.7%	0.8%	1.1%
Saturn SC	0.4%	1.4%	1.0%
Cadillac Eldorado	2.1%	0.4%	1.0%

Must have at least 1% of car intentions to be listed.

Source: Allison-Fisher, Inc.

Automotive Intentions and Purchase Study, October-December 1996

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