

Buick Intender



localsolutions
POWERED BY COX MEDIA GROUP

Owns a Buick & plans on purchasing a new vehicle within next year

GENERAL STATS

\$68,270
Median Household Income

47
Median Age

59%
Employed (Full or Part Time)

65%
Homeowners

56% MORE LIKELY to purchase a **domestic vehicle** for their next car purchase

• **34%** MORE LIKELY to believe a **used car is just as good as a new car**

• **24%** MORE LIKELY to prefer driving a **luxury vehicle**

More likely than all adults

