

Online Car Buying Adoption



Of U.S. adults intend to use an online car buying service

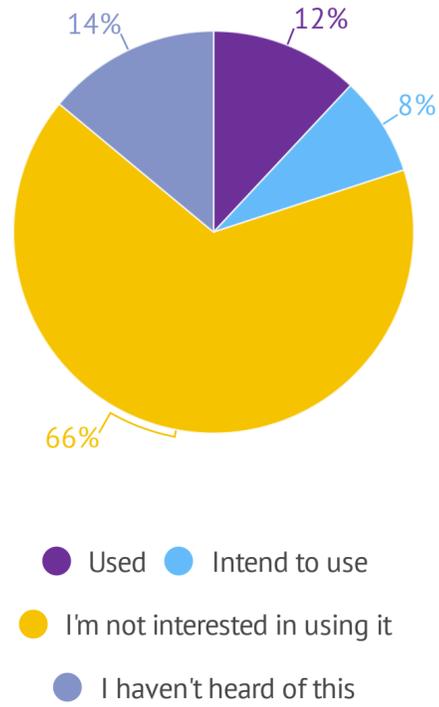


47% of people who have used online car buying services live in the 'burbs

27%

Of U.S. adults who have bought cars online are young Gen Xers (35-44)

Which of the following best describes your experience with online car dealers (such as TrueCar, Carvana, and CarMax)?



1,582 respondents, weighted by U.S. adults

29%

Of those who intend to buy a car online primarily drive SUVs

5%

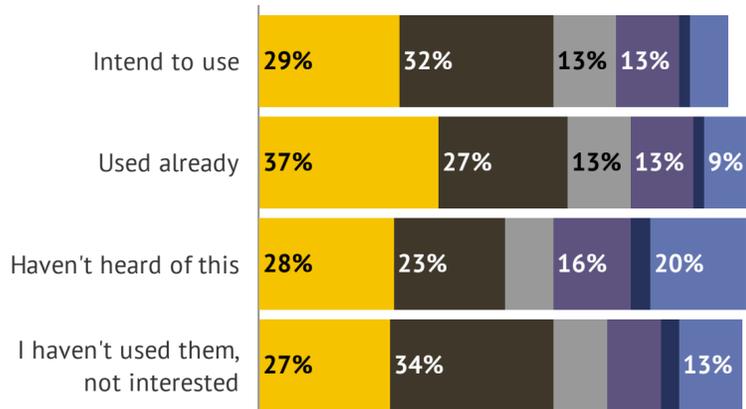
Of people who intend to use an online car dealer plan to buy a new car in the next 6 months

19%

Of people who intend to be online car buyers don't currently have a car

Price is Key for Experienced Online Car Shoppers, Brand Reputation Matters Most to Intenders

Which of the following best describes your experience with online car dealers (such as TrueCar, Carvana, and CarMax)? *compared with* When you are shopping for a new car, which factor motivates you to buy?



- Getting a special deal on price
- Great brand reputation of car
- Enjoying the feeling of driving the car
- Good, long factory warranty
- Good experience with sales person
- I've never shopped for a new car

795 respondents, weighted by U.S. adults 18+



People who intend to buy a car online are active YouTube users (17% use it daily, 37% weekly)

And people who have *already* bought a car online love YouTube, too. 37% of this group is on YT daily.

