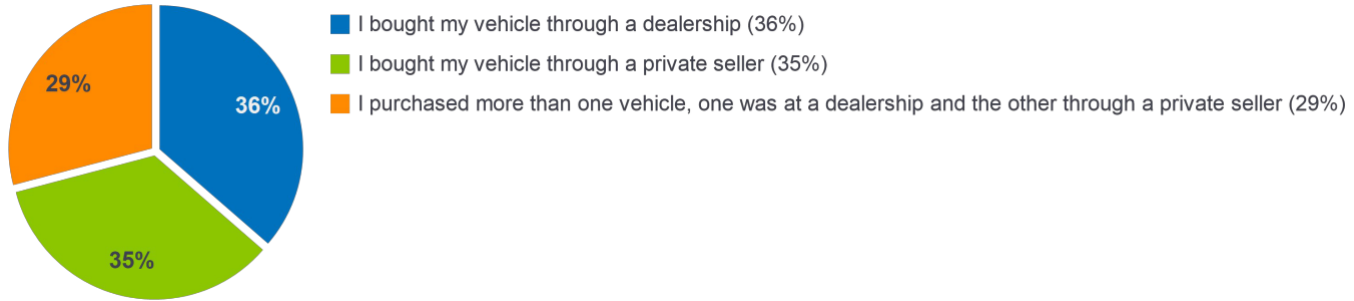


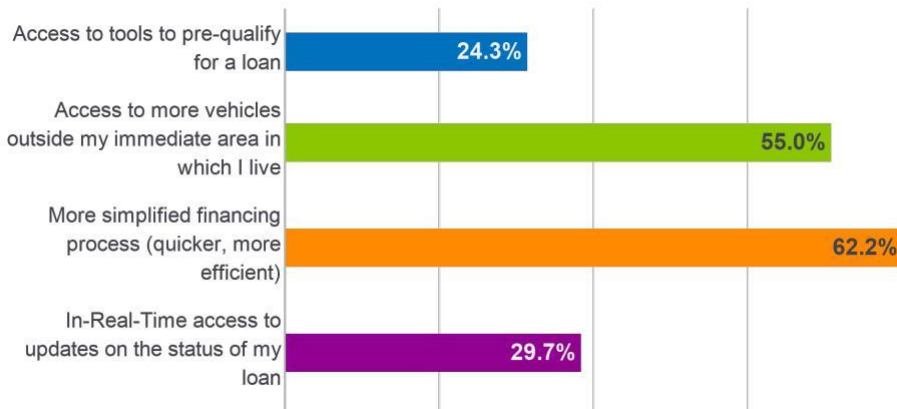
Filters:

Showing 100.0% of total results.

**Where was your most recent vehicle purchase done?**



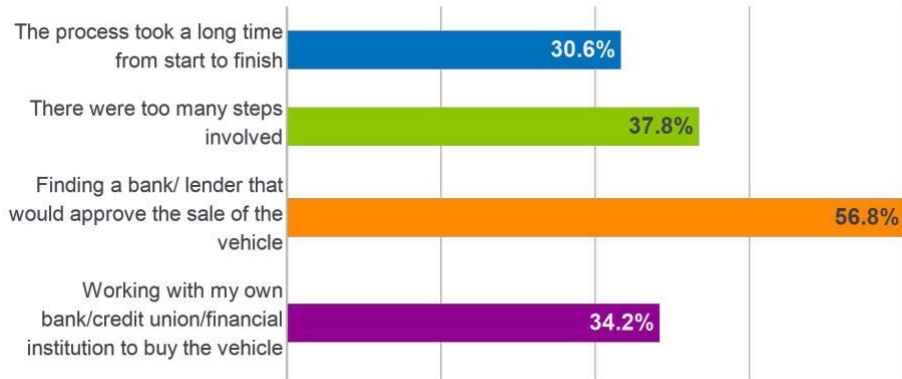
**What would make the buying process easier for you? (select all that apply)**



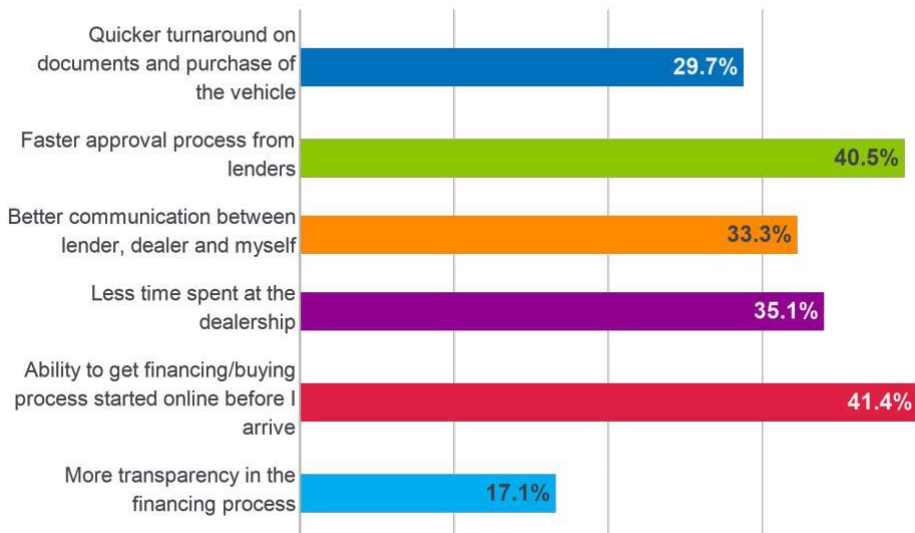
**What process took the longest once you selected the car you wanted to purchase?**



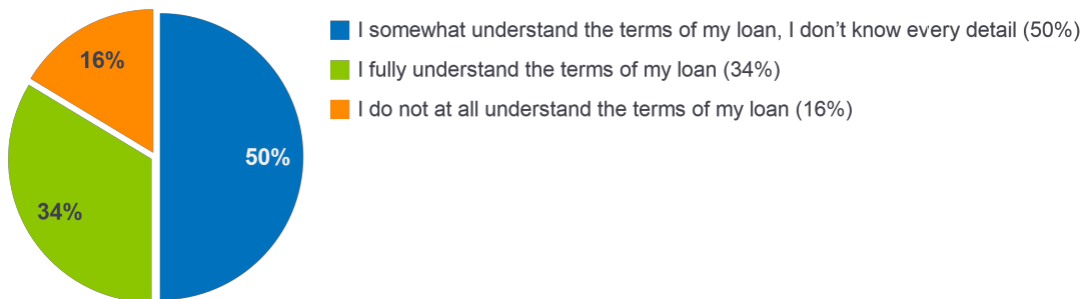
**What was your biggest complaint with financing your last vehicle? (select all that apply)**



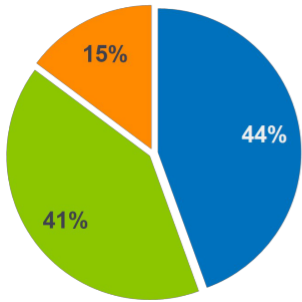
**What would you want a dealer to improve upon the most in the sales process? (select all that apply)**



**How well did you understand the terms of your loan?**

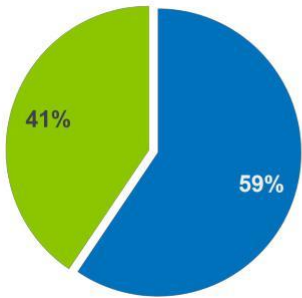


**If you could begin the car buying process online before you arrived at the dealership, would you do so?**



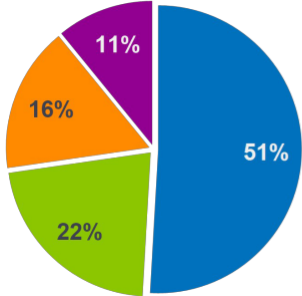
- Yes, I would absolutely begin the process online before arriving (44%)
- I would consider beginning the process online (41%)
- I would not begin the process online, I prefer to do my financing in-person (15%)

**Have you ever used a payment configuration option on a website such as AutoTrader, Cars.com, or CarGurus to estimate what a future car payment might be?**



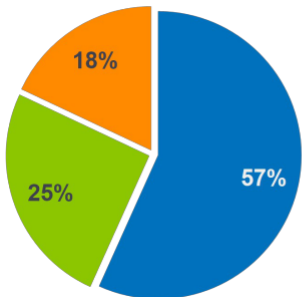
- Yes, I have used this feature (59%)
- No, I have not used this feature (41%)

**How do you typically shop for a new car?**



- I research online first via my smart phone (51%)
- I go to the dealership with an idea of what I want (22%)
- I research online first via my computer (16%)
- I shop online through both my computer and smart phone before visiting a dealership (11%)

**How would you rate your last car buying experience?**



- It was average, some aspects were good and some were frustrating (57%)
- It was excellent, I was satisfied with all aspects of the buying process (25%)
- It was a hassle, the experience was less than what I expected (18%)