

KEY TAKEAWAYS:

IN THE US, CARS.COM HAS  
FALLEN OUT OF FAVOR OVER  
THE PAST YEAR WITH  
RECENT AND EXPECTED  
AUTO PURCHASERS.

A DECLINING PERCENTAGE  
OF RECENT PURCHASERS IN  
THE US ACTUALLY  
PURCHASED THEIR AUTO  
THROUGH A LEAD FROM AN  
AUTO INFO SITE.

INTENTIONS TO PURCHASE A  
CAR IN THE NEXT SIX  
MONTHS DECLINED A TOUCH  
Y/Y IN THE UK.

IT IS ONLY OUR SECOND  
SURVEY VOLUME, BUT THE  
DATA FOR AUTO TRADER IN  
THE UK TOOK A STEP BACK  
Q/Q.

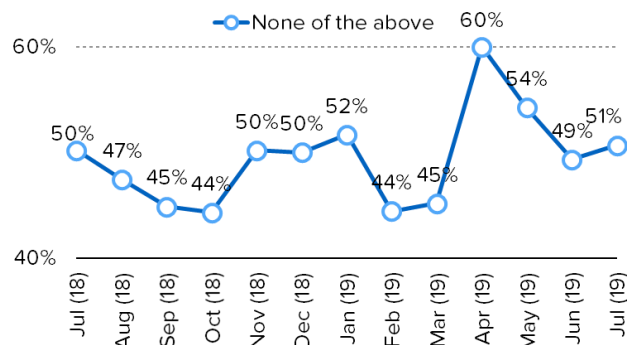
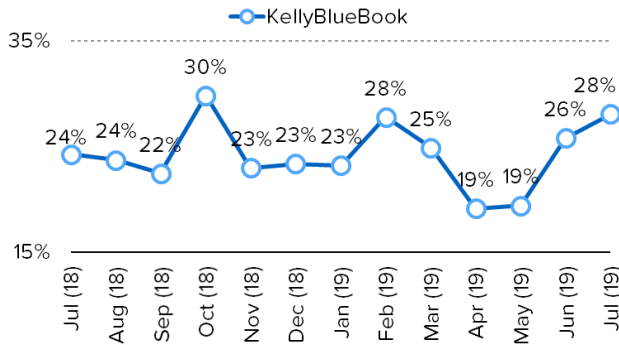
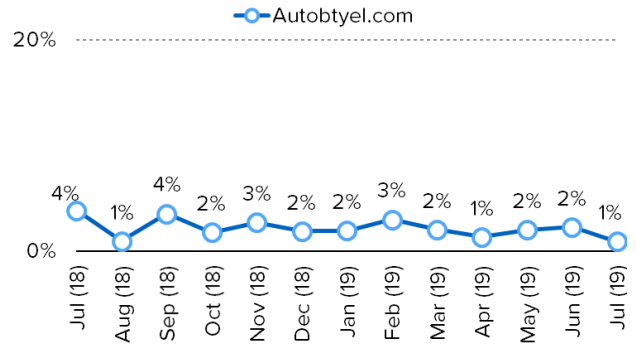
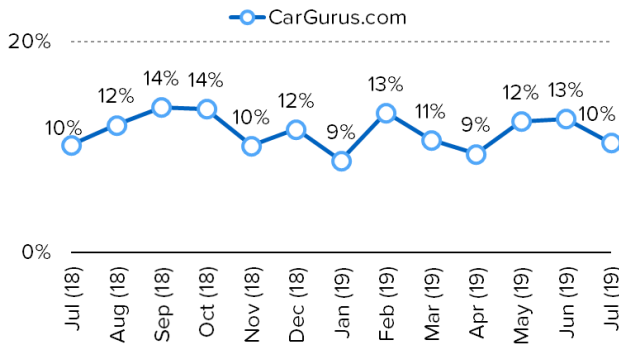
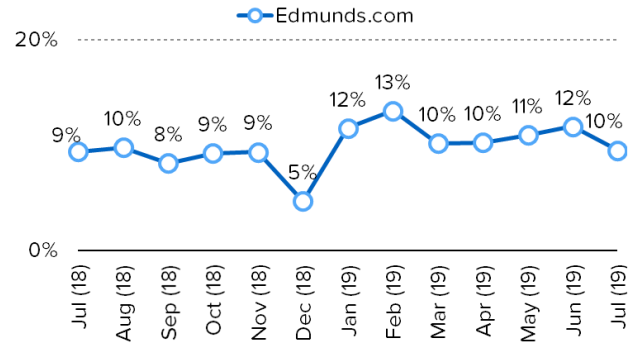
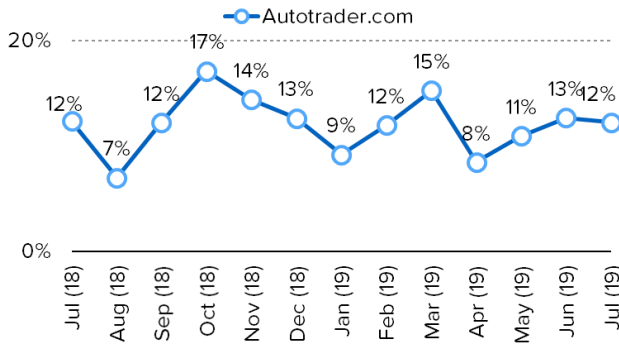
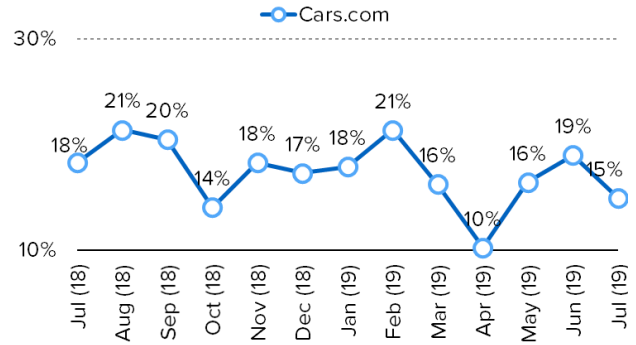
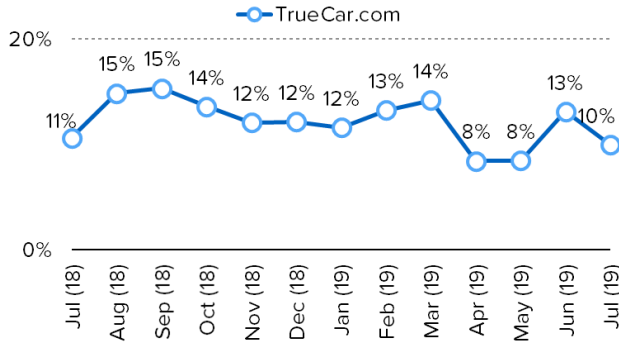
IN BOTH THE US AND UK, THE  
PERCENTAGE OF EXPECTED  
CAR PURCHASERS WHO PLAN  
TO CONSULT CARGURUS HAS  
INCREASED.

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# COMPETITIVE DYNAMICS IN THE US

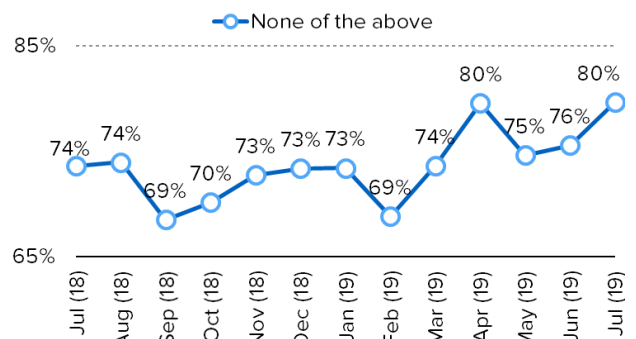
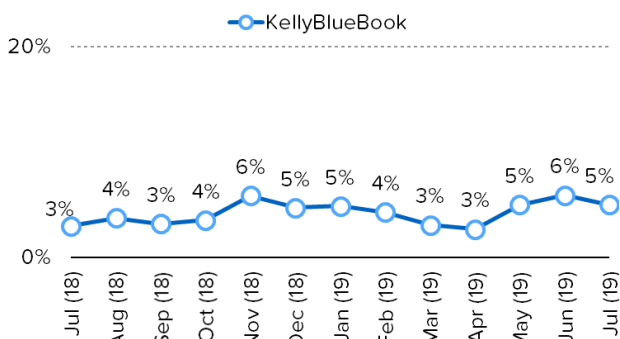
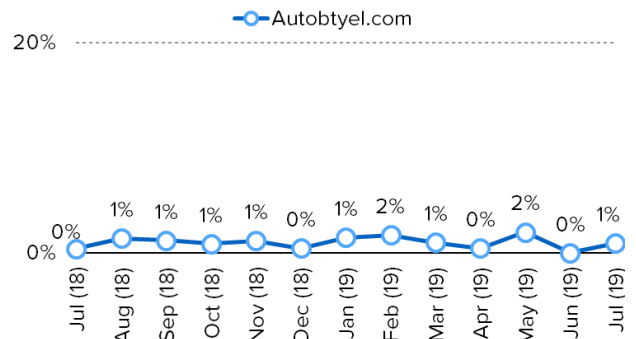
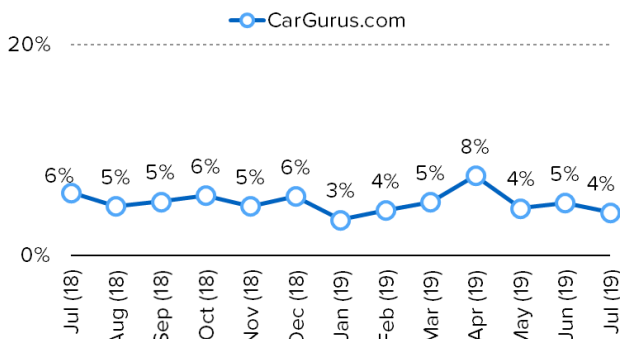
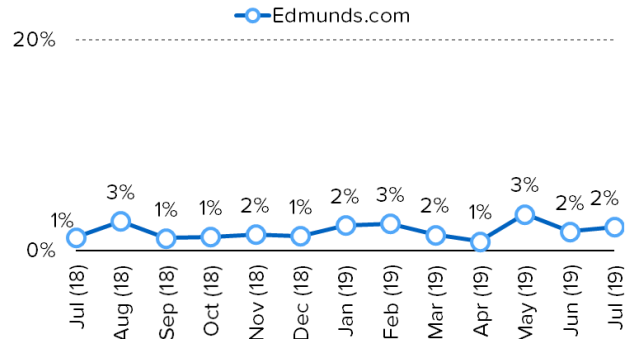
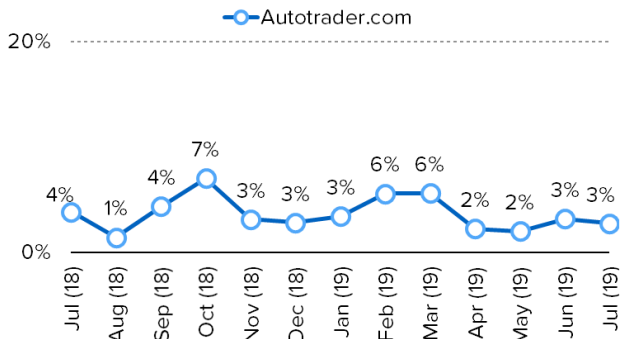
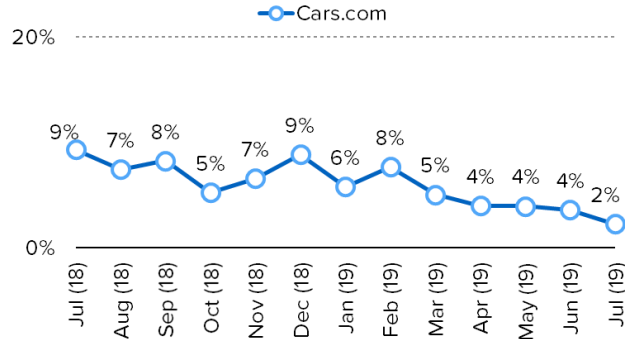
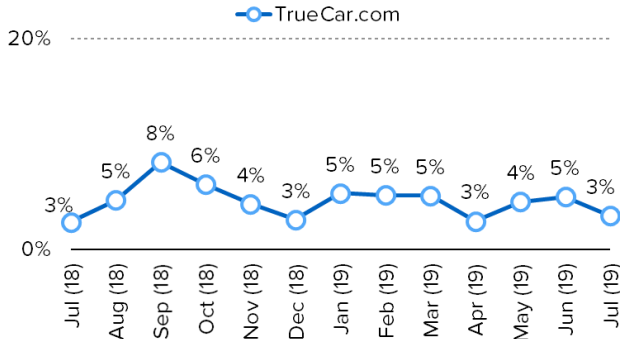
**DID YOU CONSULT ANY OF THE FOLLOWING SITES OR APPS WHILE BUYING YOUR CAR?**

Posed to all respondents who got a car in the past year.



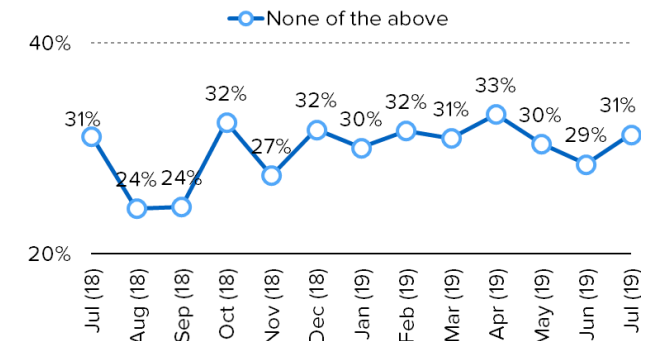
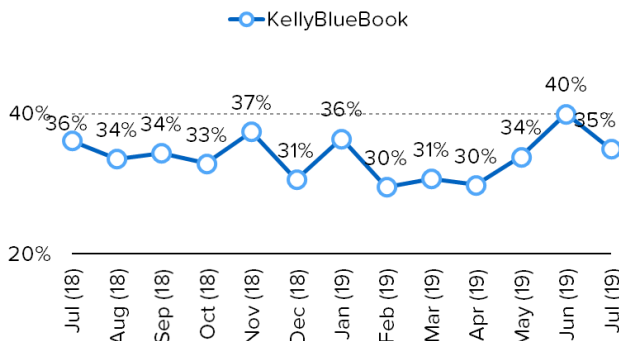
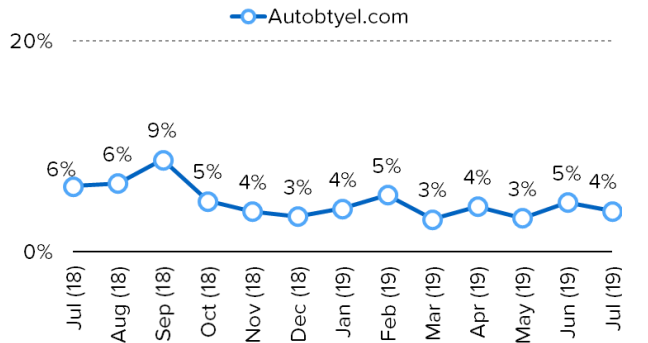
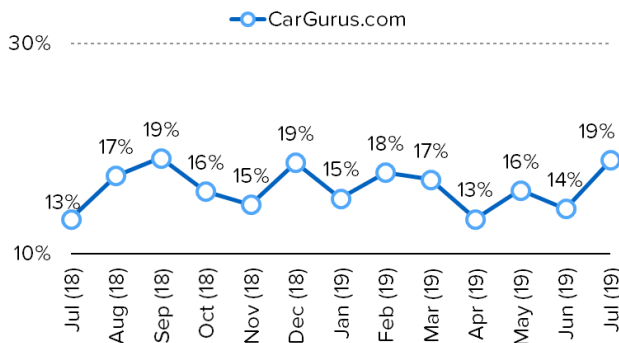
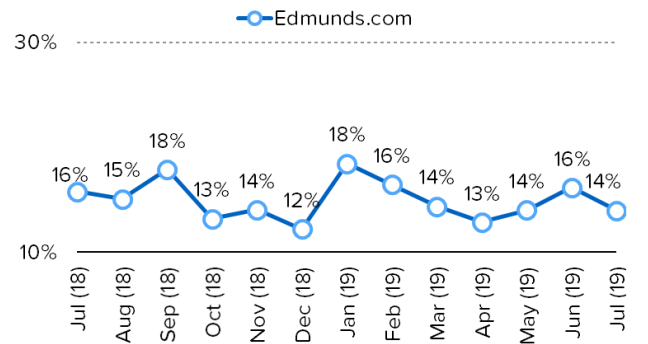
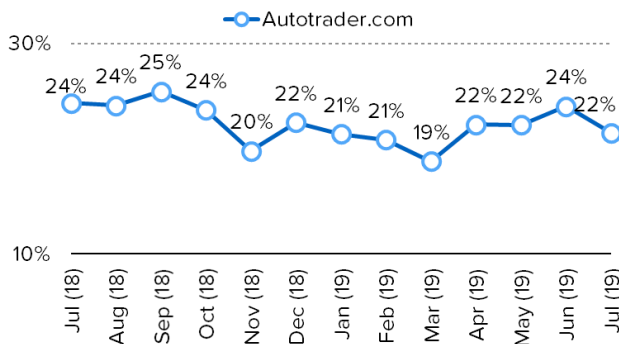
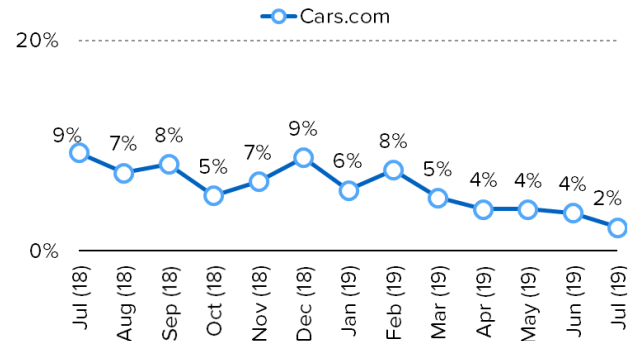
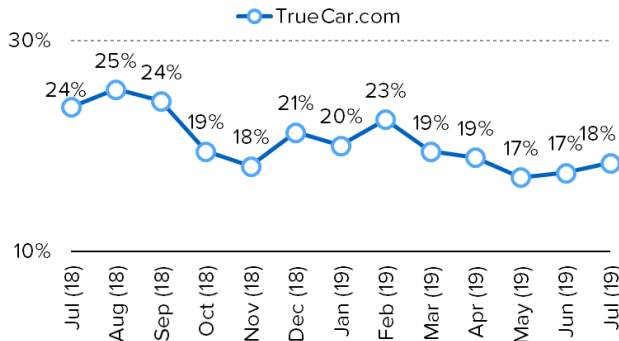
**DID YOU ACTUALLY WIND UP MAKING YOUR PURCHASE THROUGH A LEAD FROM ONE OF THESE PLATFORMS?**

Posed to all respondents who got a car in the past year.



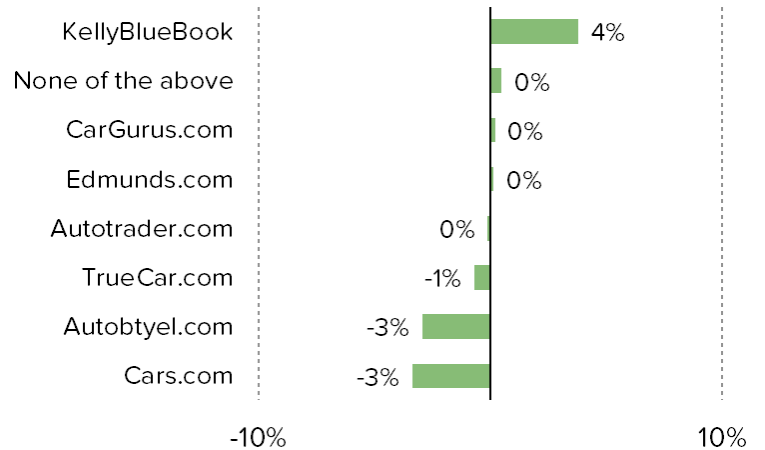
**HAVE YOU OR DO YOU PLAN TO CONSULT ANY OF THE FOLLOWING IN YOUR AUTO SEARCH?**

Posed to all respondents who said they might or will get a car in the next six months.

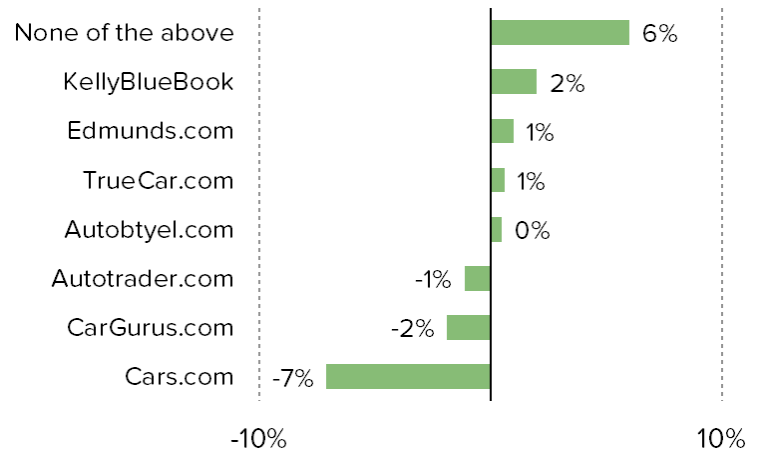


**SUMMARY CHARTS: Y/Y SPREAD**

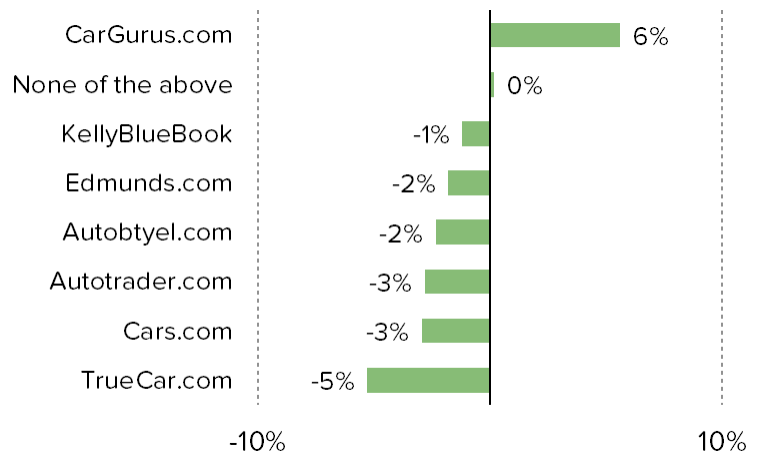
Recent Purchasers Who Consulted The Following...



Recent Purchasers Who Actually Purchased Through A Lead From...



Expected Purchasers Who Will Include The Following In Their Search...

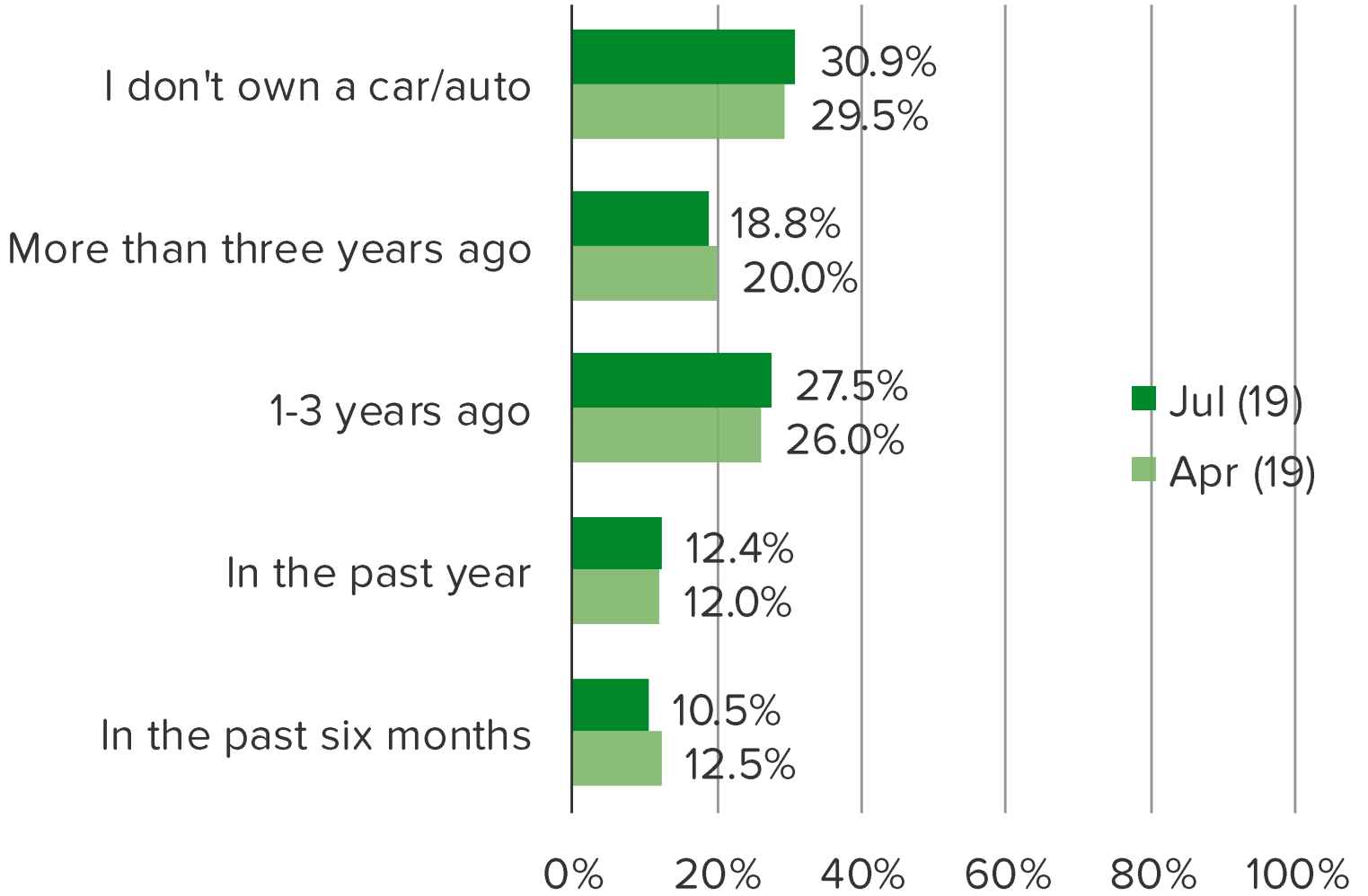


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# COMPETITIVE DYNAMICS IN THE UK

**(UK) WHEN IS THE LAST TIME YOU GOT A NEW/USED CAR?**

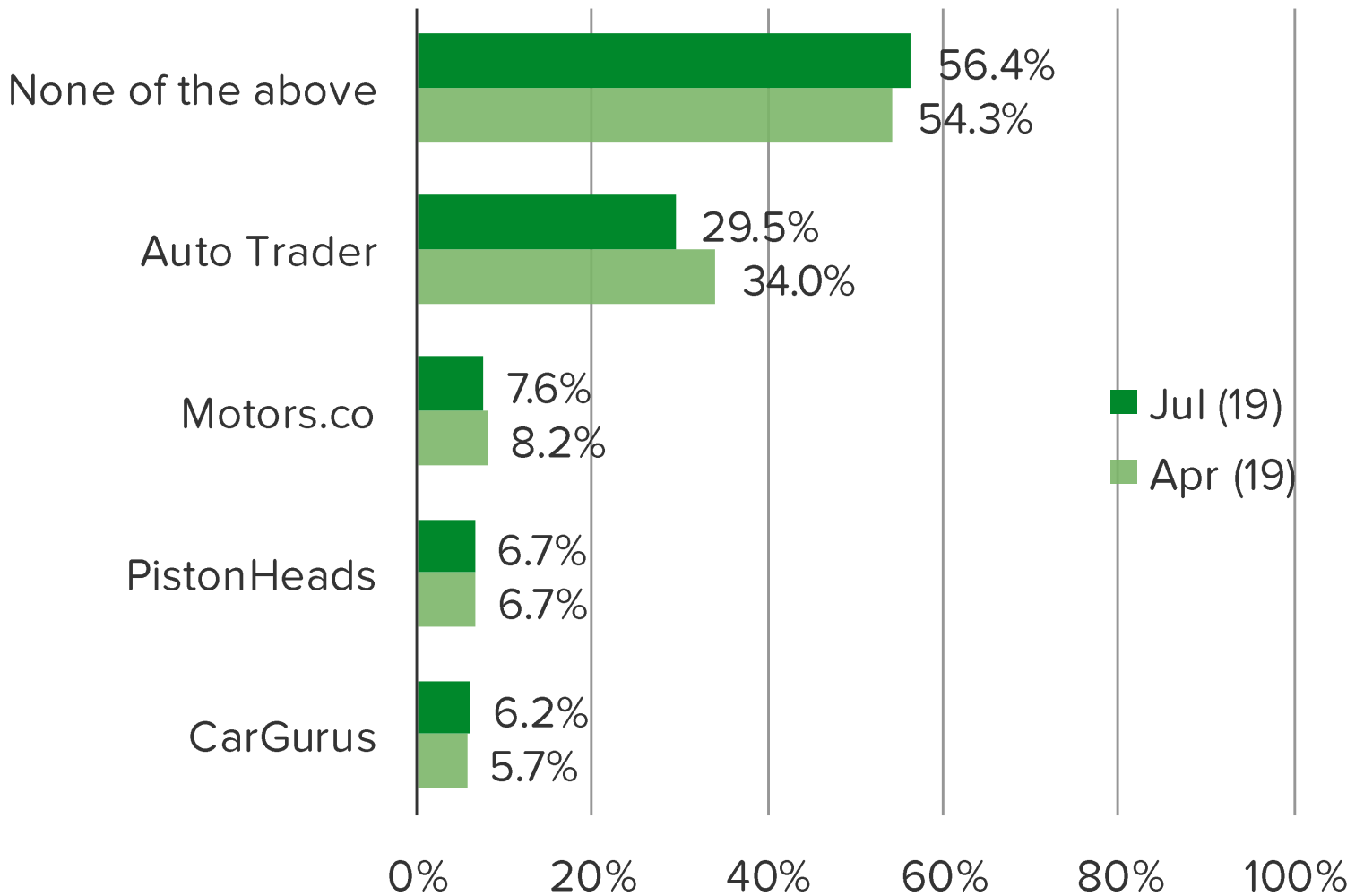
Posed to all respondents.





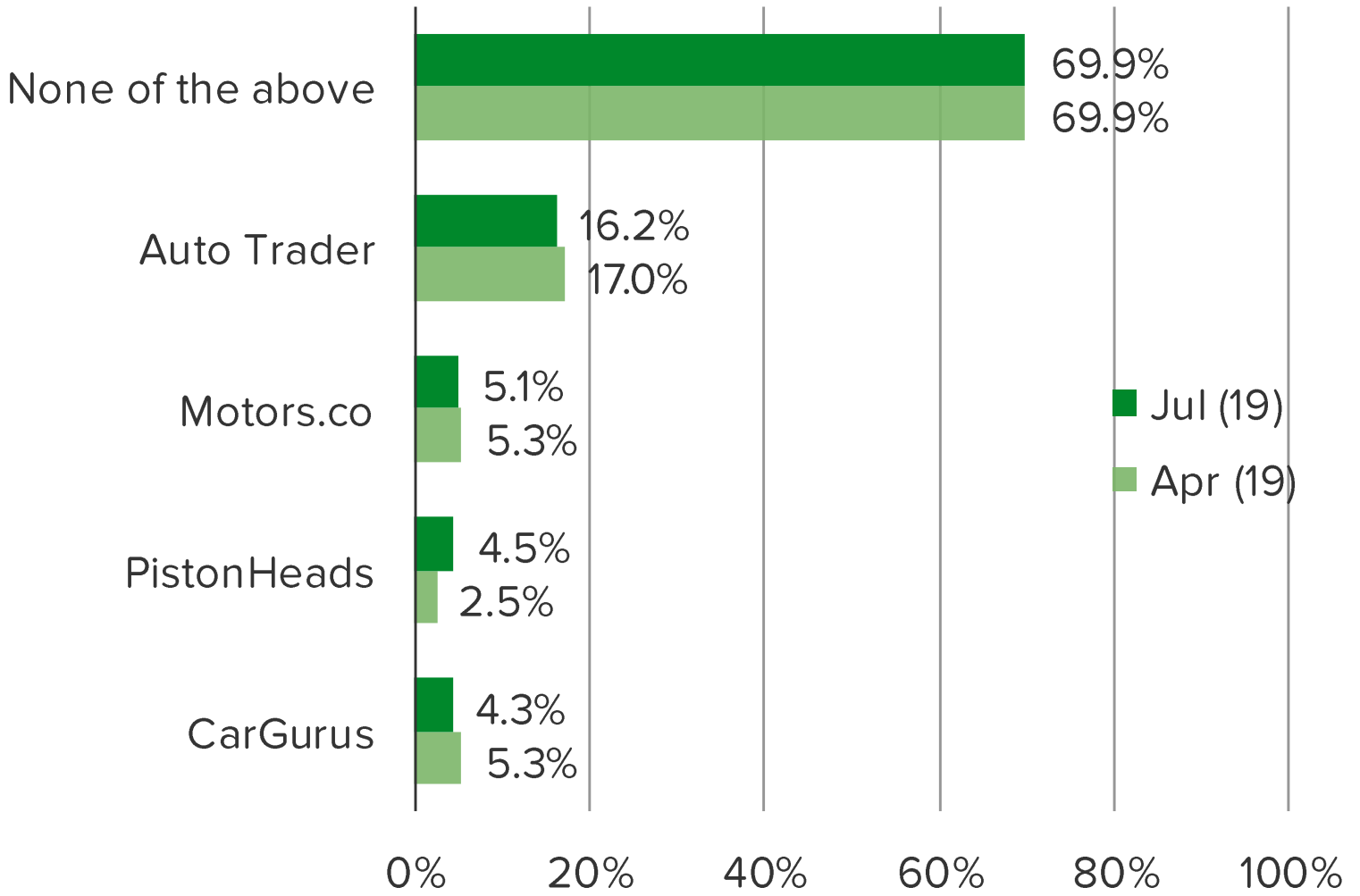
**(UK) DID YOU CONSULT ANY OF THE FOLLOWING SITES/APPS WHILE BUYING YOUR CAR? (SELECT ALL THAT APPLY)**

Posed to respondents who have purchased a car.



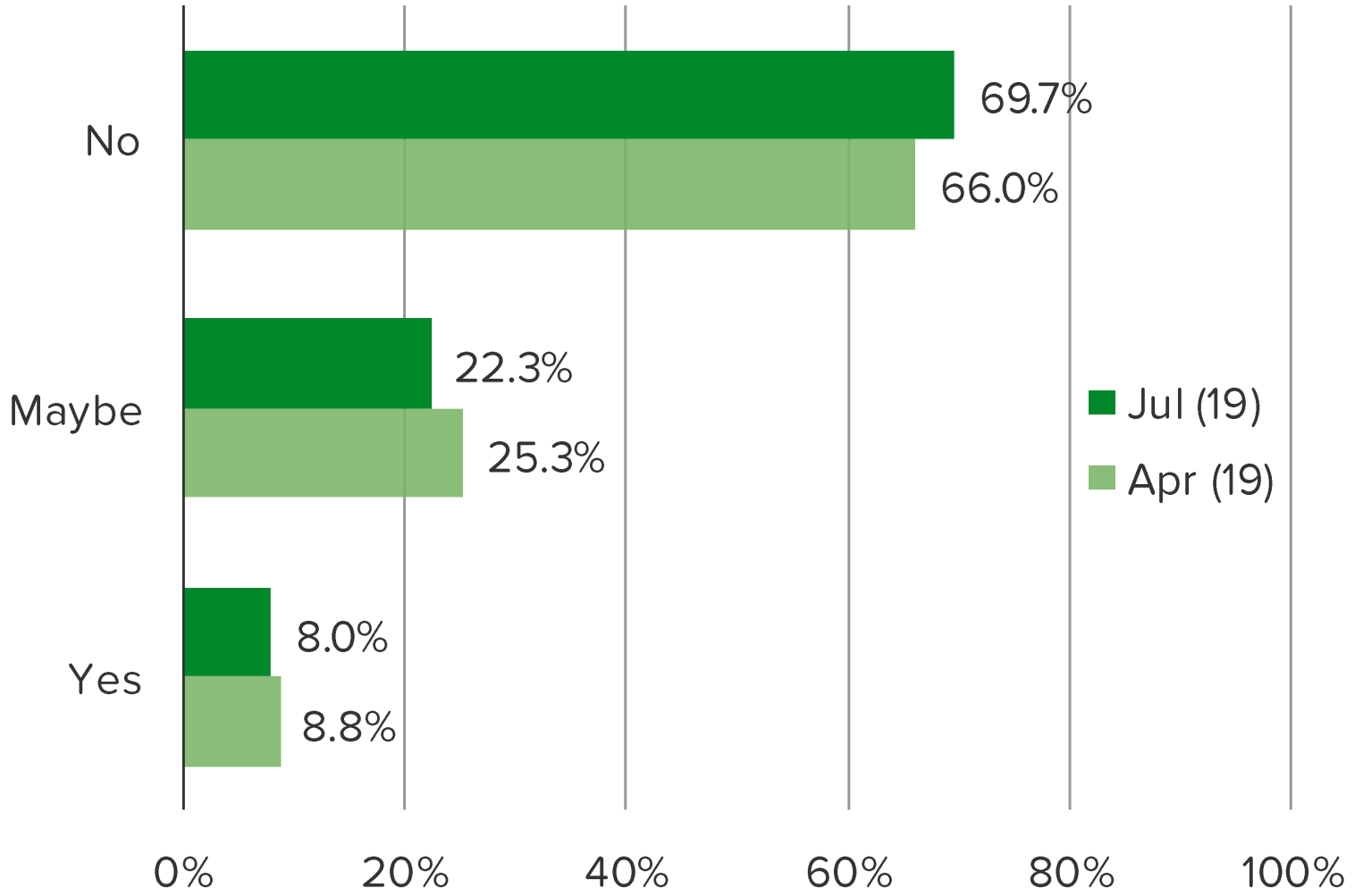
**(UK) DID YOU ACTUALLY WIND UP MAKING YOUR PURCHASE THROUGH A LEAD FROM ONE OF THESE PLATFORMS?**

Posed to respondents who have purchased a car.



**(UK) DO YOU PLAN TO GET A NEW CAR IN THE NEXT SIX MONTHS?**

Posed to all respondents.



**(UK) HAVE YOU OR DO YOU PLAN TO CONSULT ANY OF THE FOLLOWING IN YOUR CAR/AUTO SEARCH (SELECT ALL THAT APPLY)**

Posed to respondents who replied “yes” or “maybe” when asked if they plan to get a new car in the next six months...

