

BACKGROUND

- ❑ We surveyed 1,250+ US consumers balanced to census to collect some feedback on buying used cars online, auto trends, auto sites, and Tesla.

FINDINGS:

❑ **Used Cars and Online Purchasing**

- ❑ Of a range of product types, used cars are the least likely for consumers to say they would prefer to buy online. We would note, however, that younger respondents are more likely to say they would prefer to purchase used cars online compared to older demos (they still prefer to buy in-person, but they are clearly more open to buying online than older demos).
- ❑ Respondents are fairly split on how likely buying cars online is to gain in popularity going forward. Respondents who think it will gain in popularity cite reasons like convenience and price (with some also flagging safety due to Covid). Among those who think online used car buying will struggle to gain popularity, reasons cited mostly revolved around needing to see/test the car in person and trust issues with buying online.
- ❑ When it comes to used car sites/apps, Carvana and Carmax are mindshare dominant.

❑ **Auto Purchasing Trends**

- ❑ Plans to purchase a new car in the next six months spiked higher in the early months of the pandemic. Our tracker still remains above historical readings but has come back down since series highs in May/June. Among those who plan to buy a car in the next six months, intentions shifted in the direction of looking to buy new instead of used throughout 2020.

❑ **Auto Info Sites US and UK**

- ❑ In both the US and UK, usage of auto info sites/apps has generally trended higher over time.

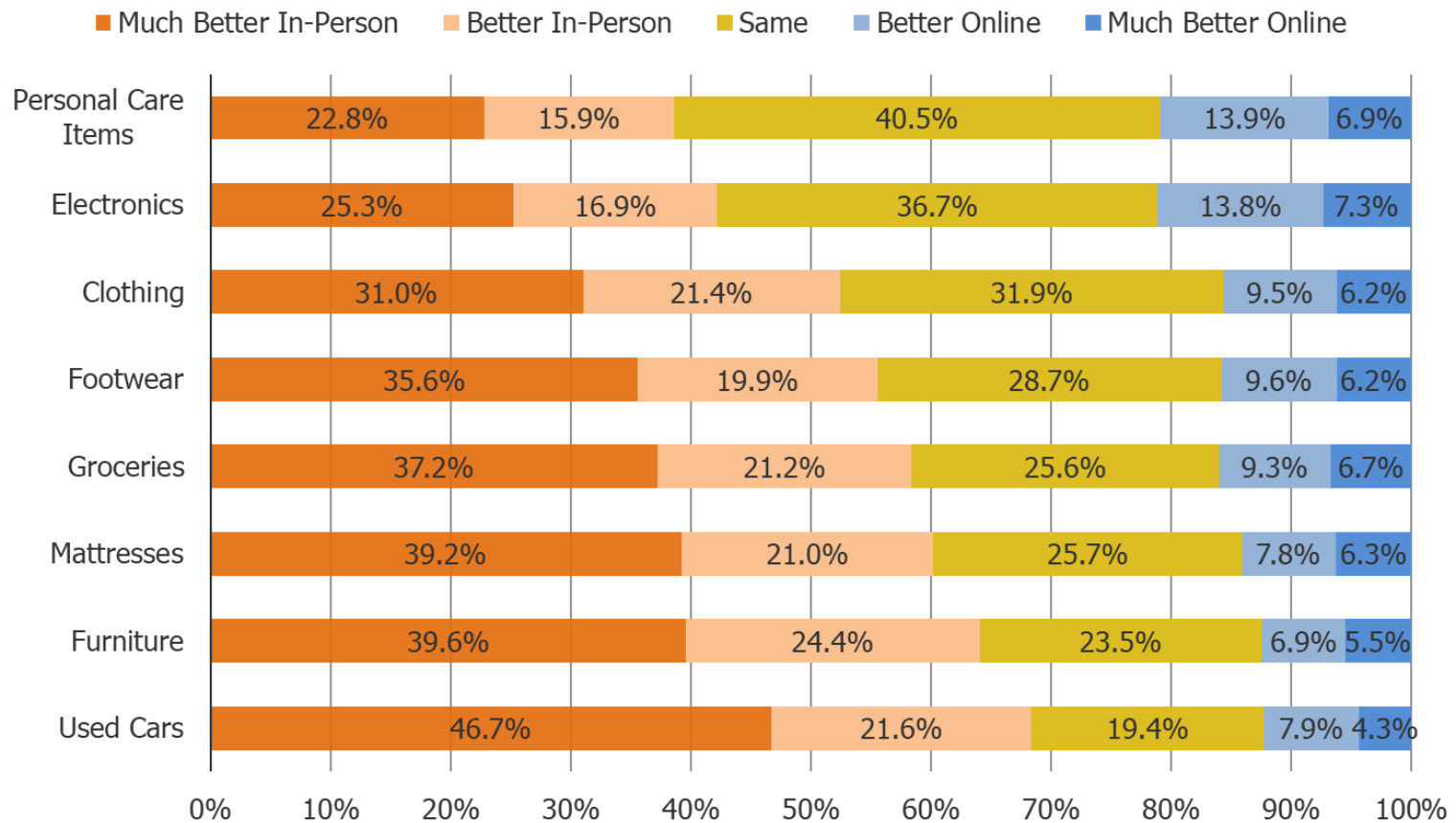
❑ **Tesla**

- ❑ Among those who plan to purchase a new car in the next six months, Tesla has steadily gained as the manufacturer they are most likely to choose.



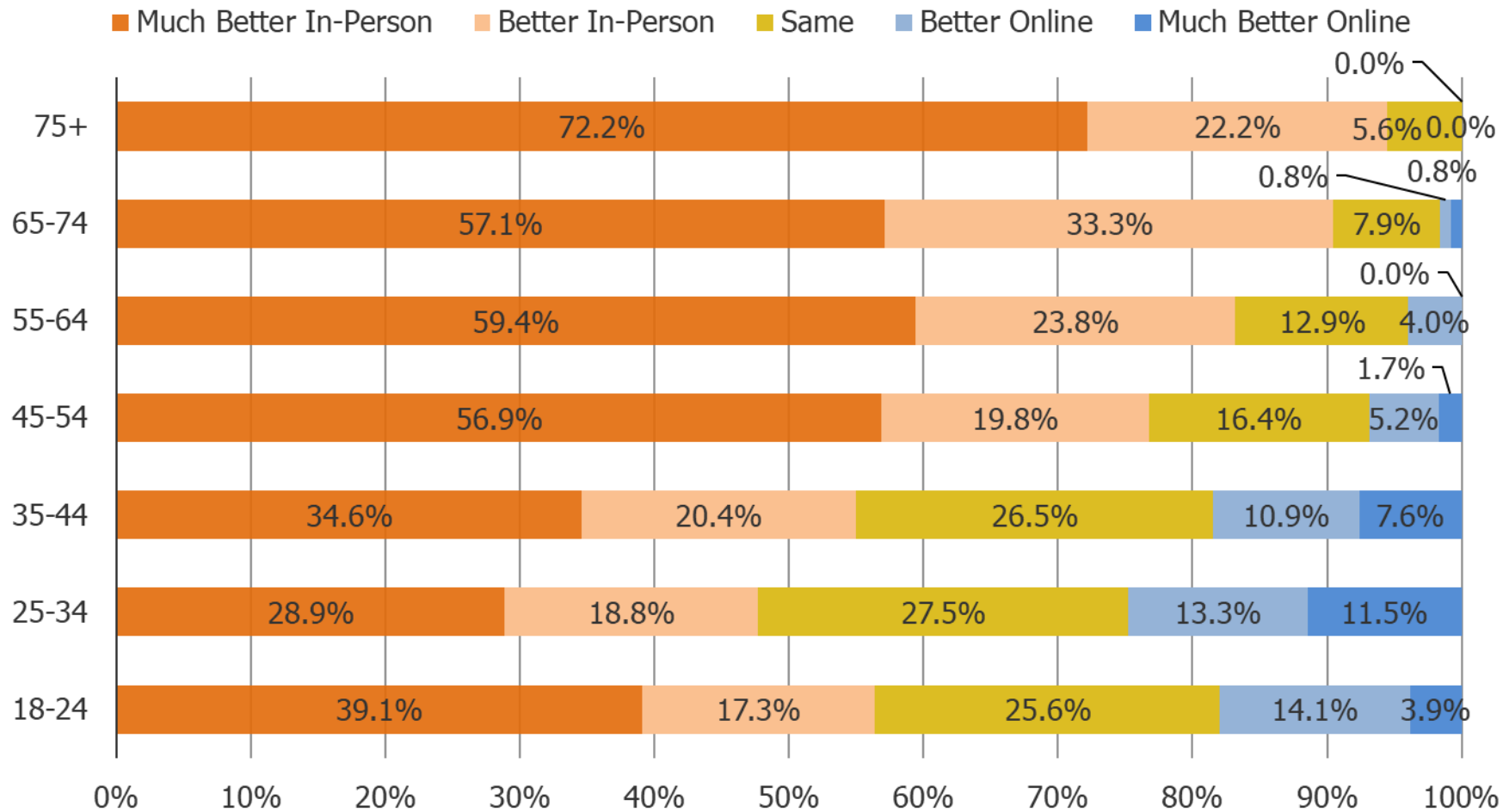
In your opinion, is it better to purchase the following online (website or app) or in-person at a store/physical location?

Posed to all respondents.



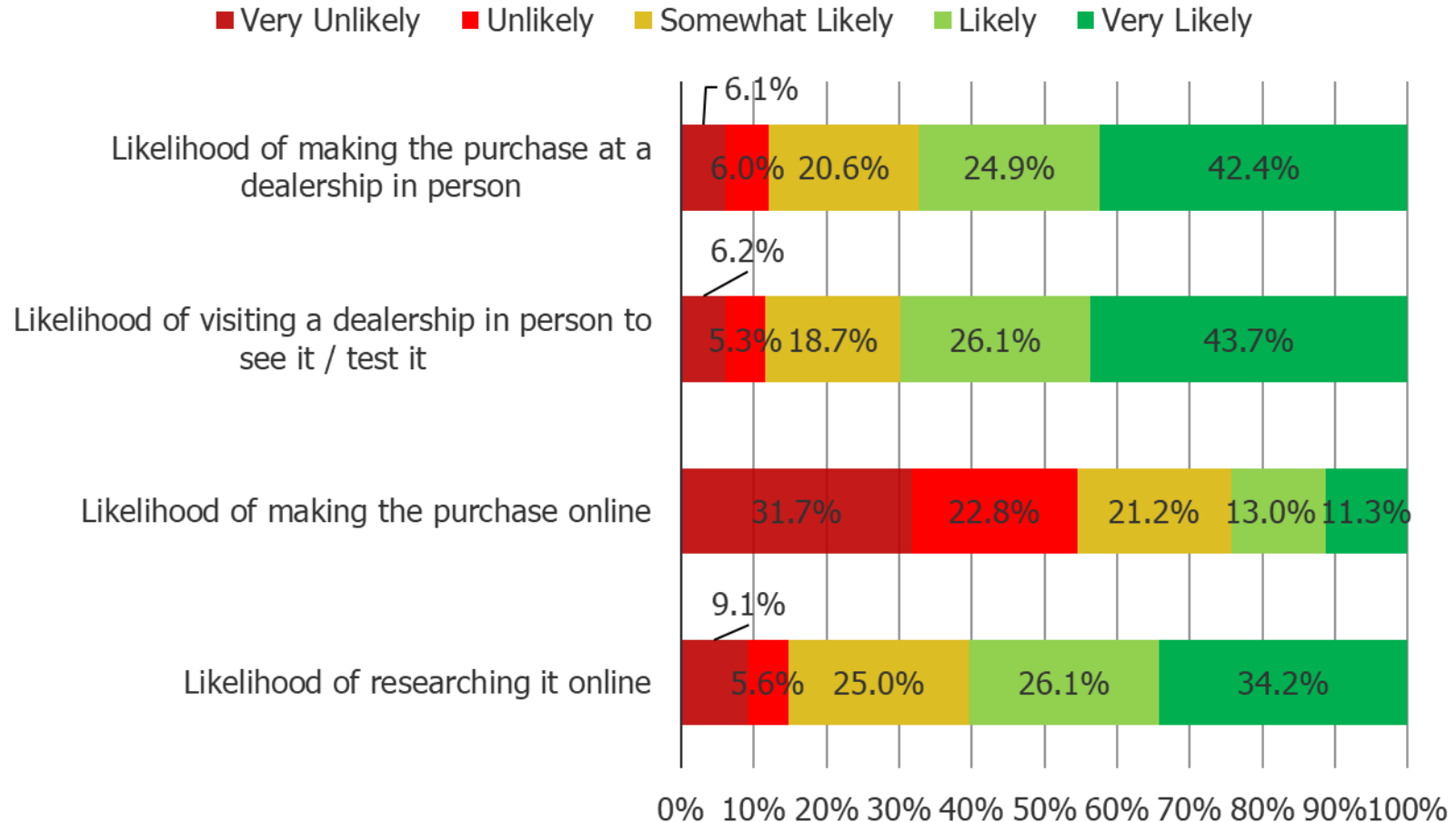
In your opinion, is it better to purchase used cars online (website or app) or in-person at a store/physical location?

Posed to all respondents, cross-tabbed by age.



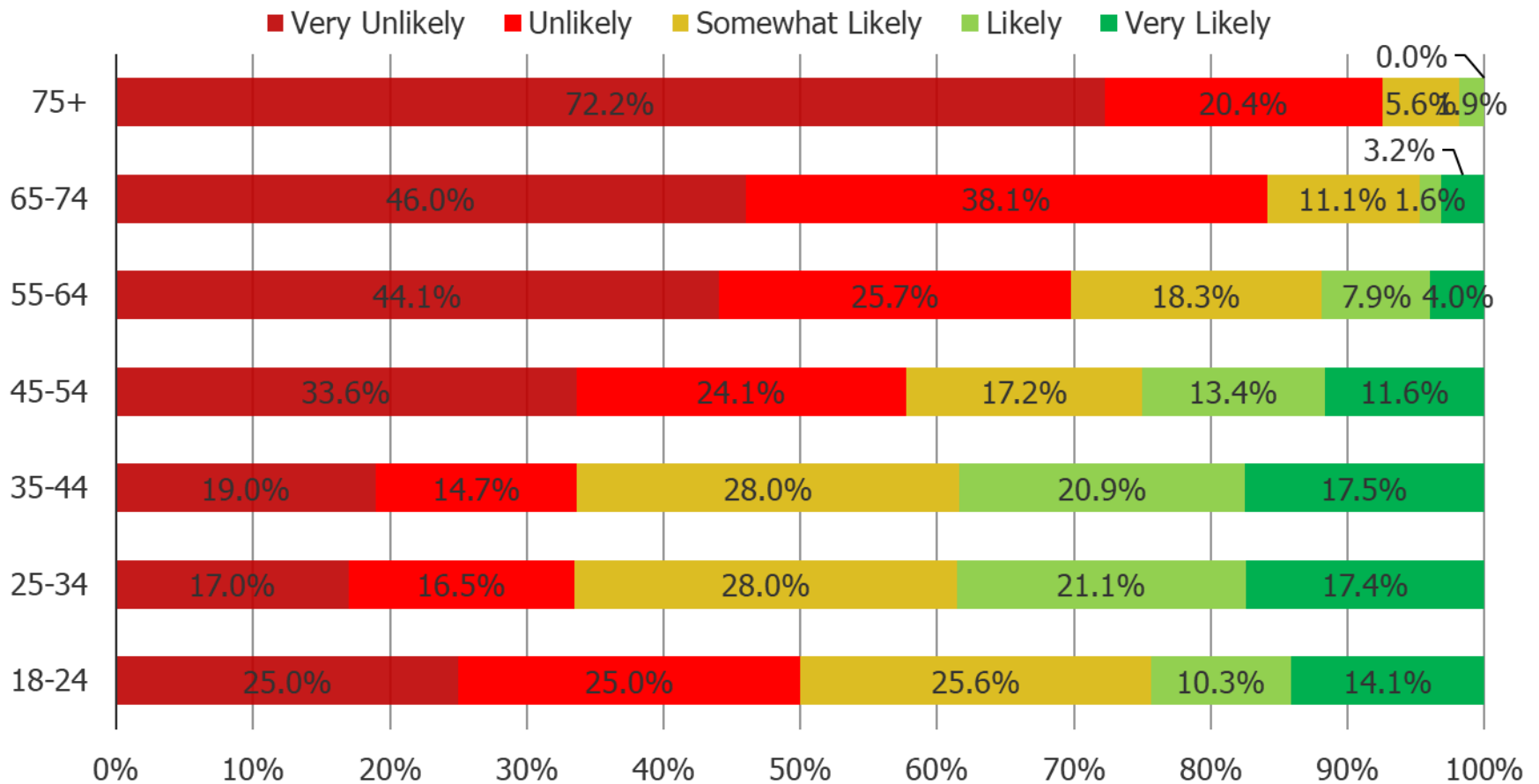
If you needed to buy a used car, how likely would you be to...

Posed to all respondents.



If you needed to buy a used car, how likely would you be to purchase it online?

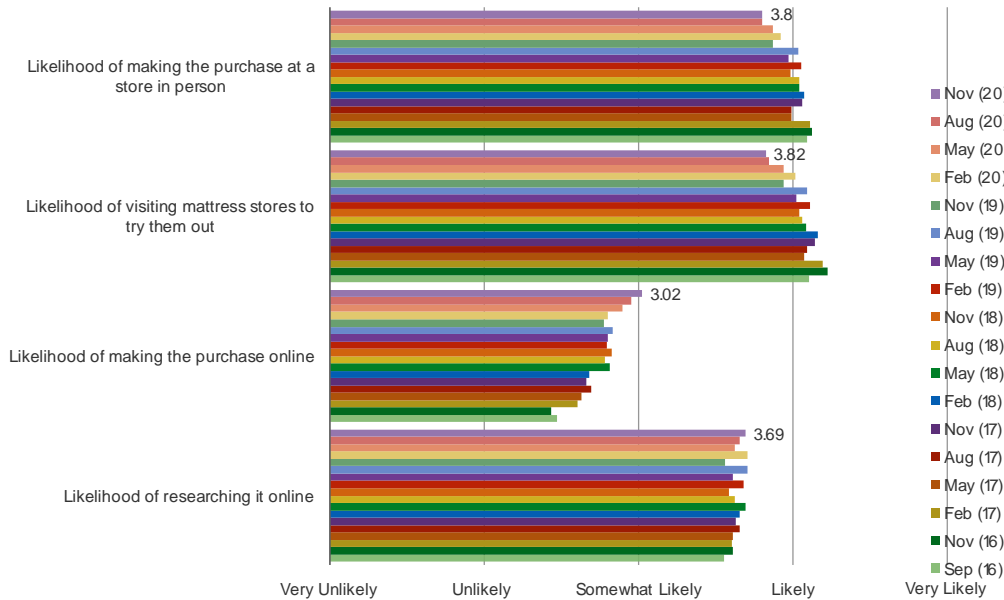
Posed to all respondents, cross-tabbed by age.



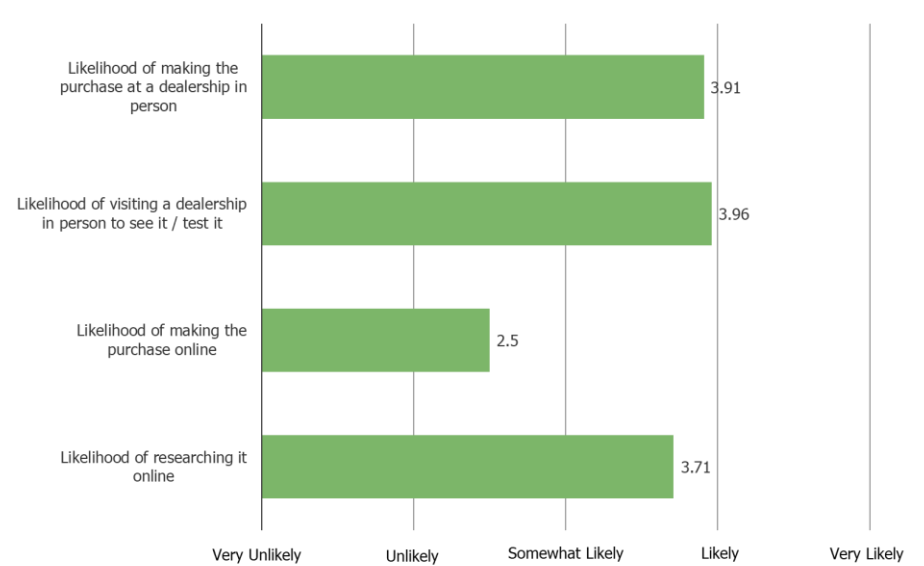
If you needed to buy _____ , how likely would you be to...

Posed to all respondents.

Mattress

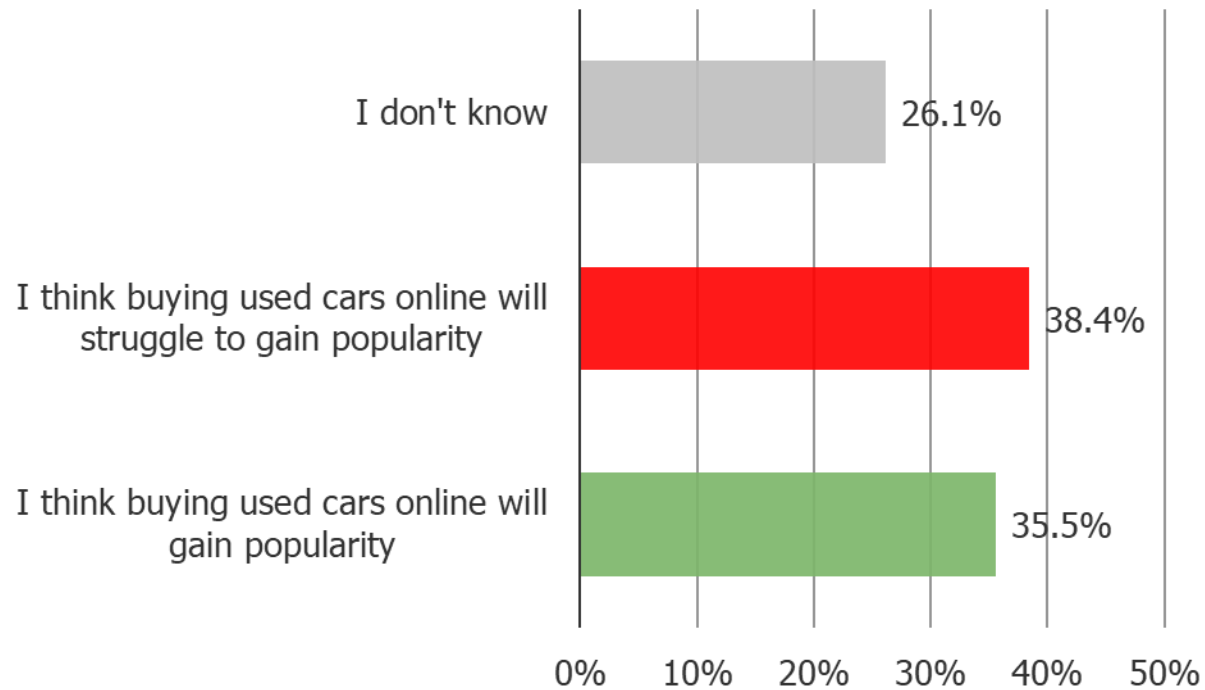


Used Car



In your opinion, do you think buying used cars online will become more popular over time, or do you think people will still prefer to shop in-person for used cars?

Posed to all respondents.



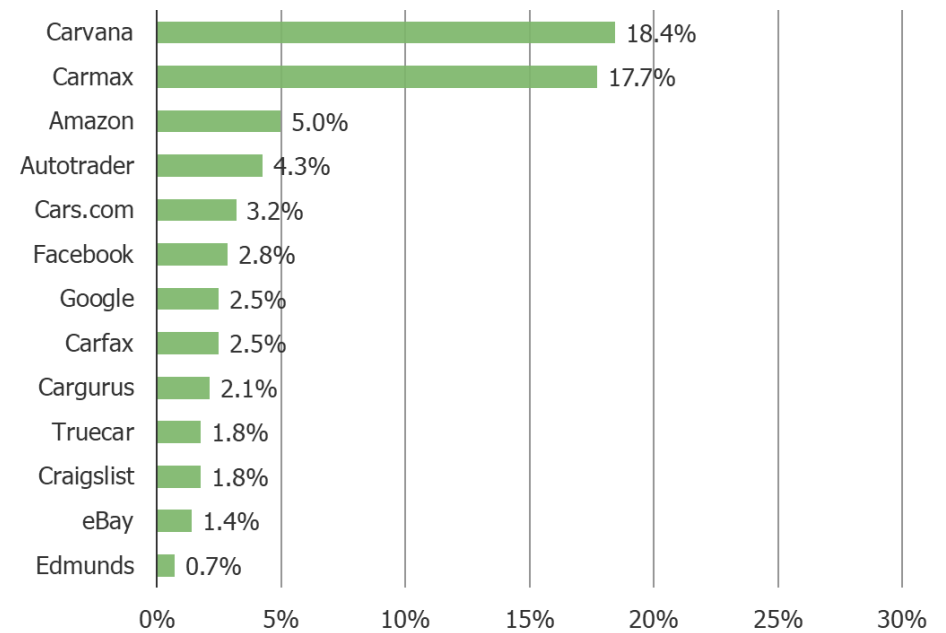
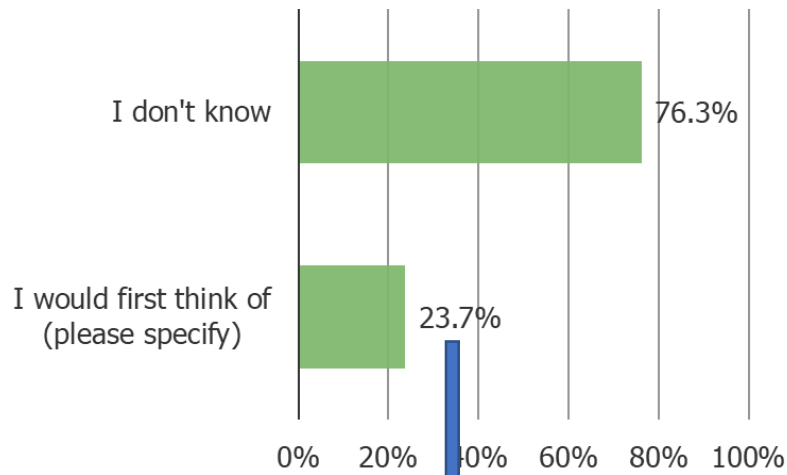
Fill-ins: Believes Buying Used Cars Online Will Struggle To Gain Popularity – Why?

Fill-ins: Believes Buying Used Cars Online Will Gain Popularity – Why?



If you wanted to buy a used car online, which is the first site/app you would think of?

Posed to all respondents.



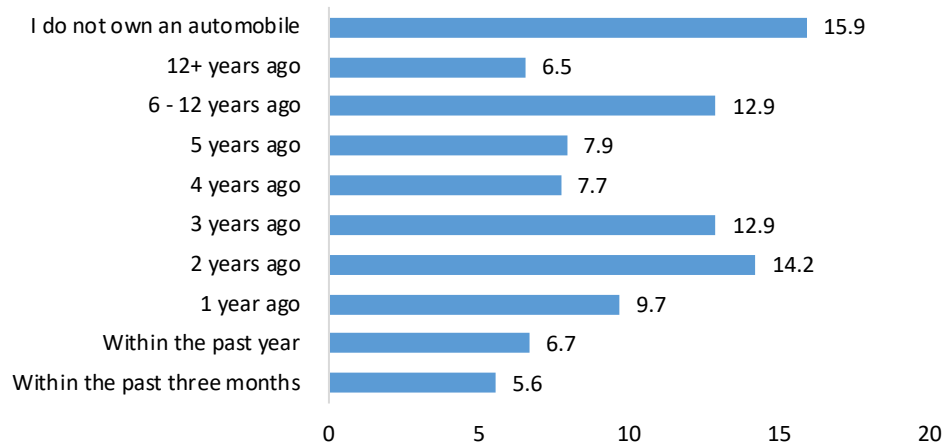
Autos



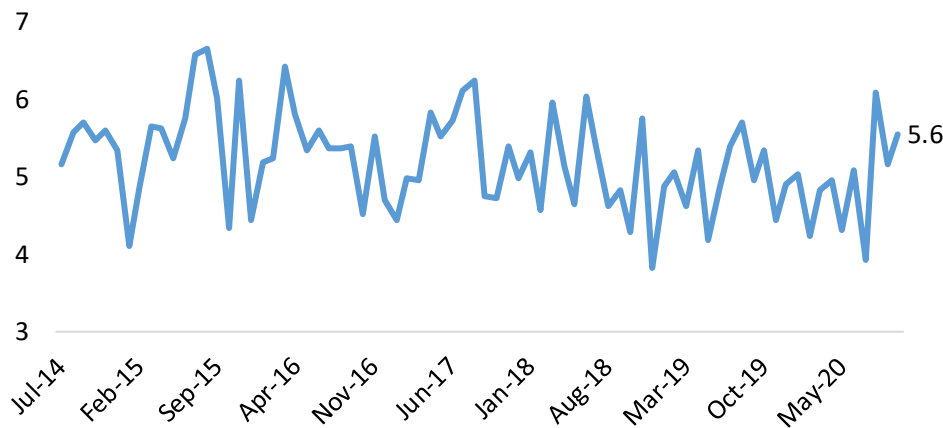
When did you purchase or lease your primary automobile?

Posed to respondents.

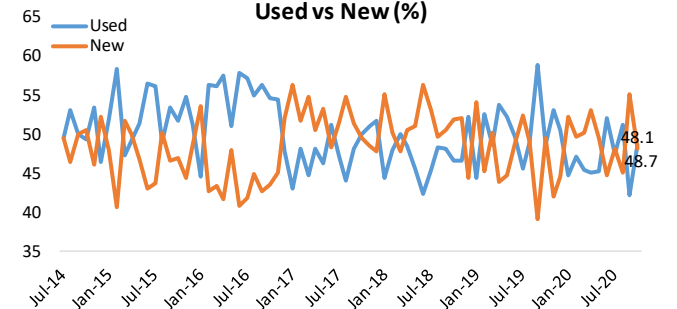
When Did You Purchase Your Primary Automobile (%)



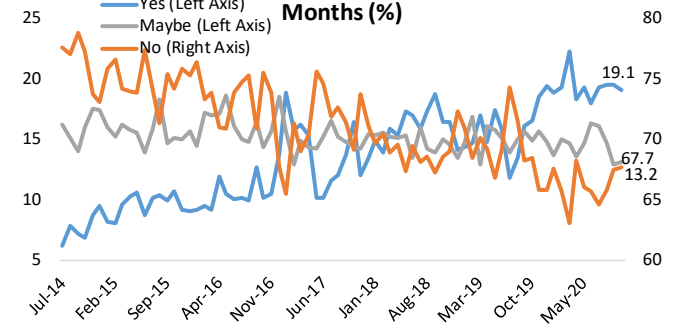
Purchased or Leased Primary Automobile in Past Three Months (%)



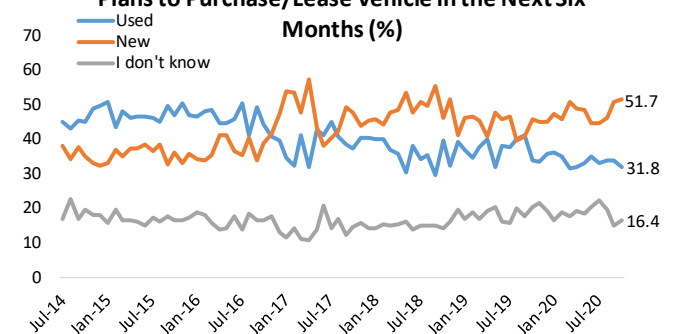
Purchased Car During Past Three Months: Used vs New (%)



Plans to Purchase/Lease Vehicle in the Next Six Months (%)

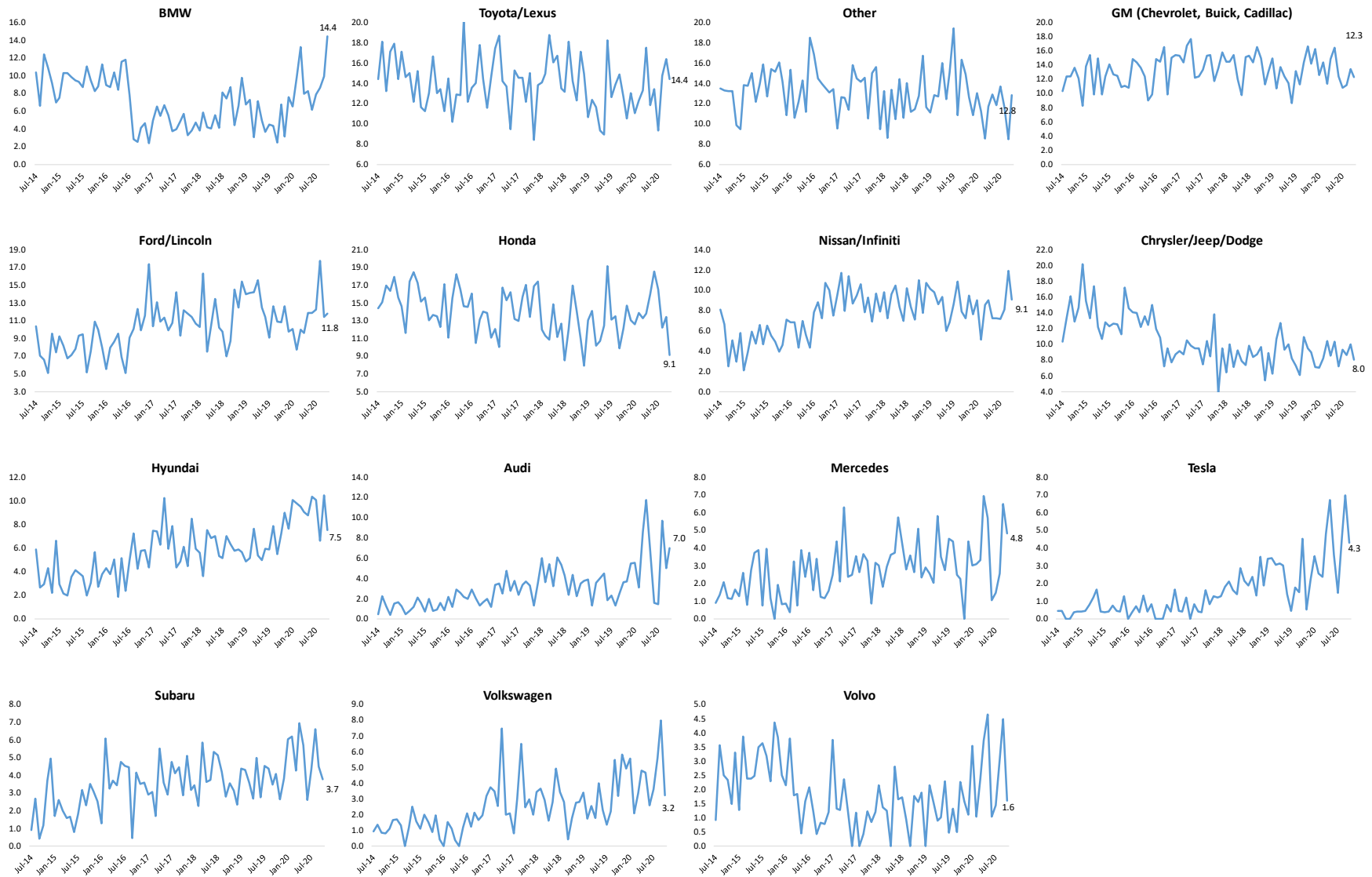


Plans to Purchase/Lease Vehicle in the Next Six Months (%)



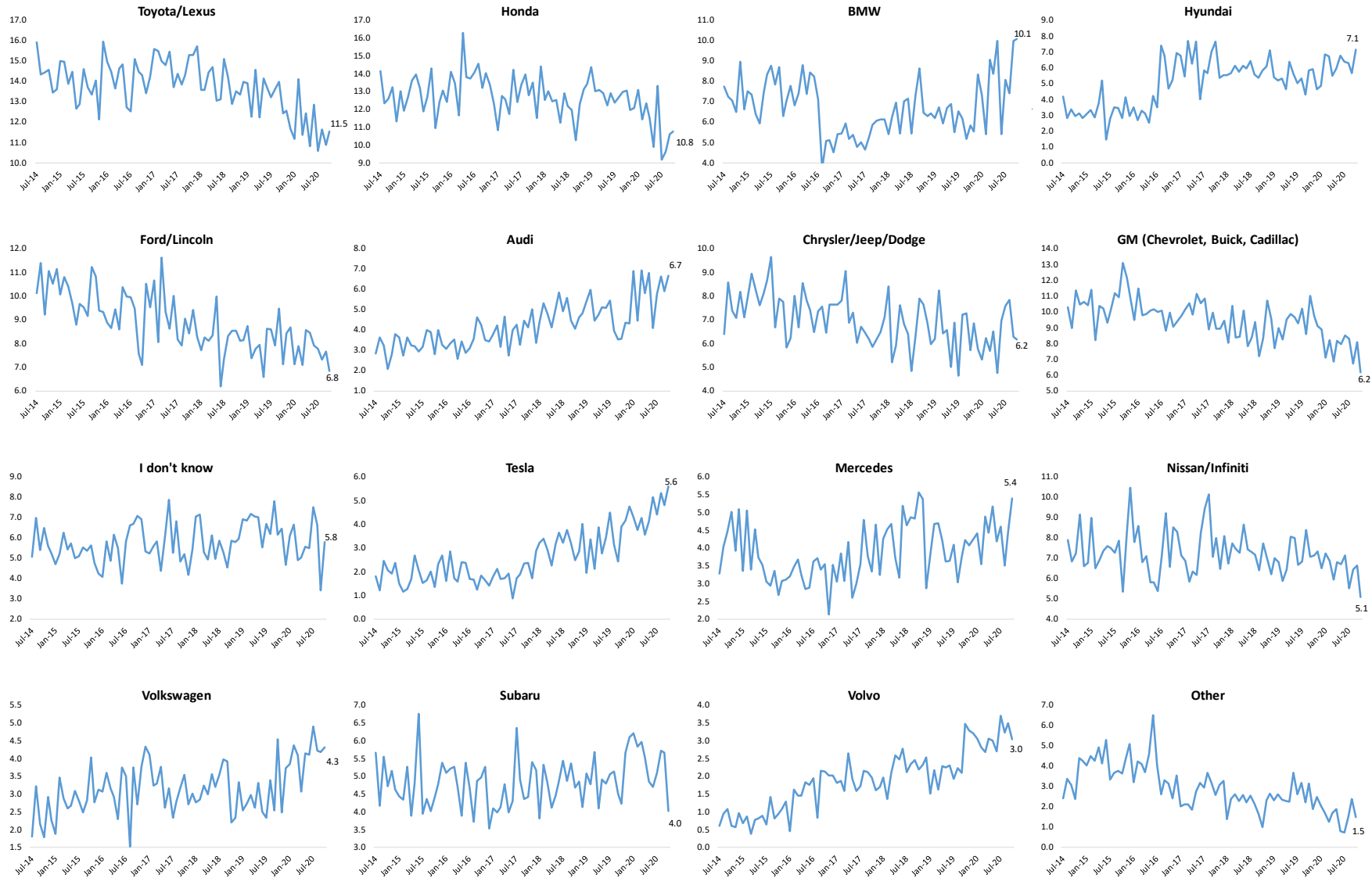
Which manufacturer did you purchase/lease?

Posed to respondents who purchased a car within the past year.



Which types of automobile would you be most likely to purchase/lease in the next six months?

Posed to respondents who maybe or definitely will purchase/lease a vehicle in the next six months.

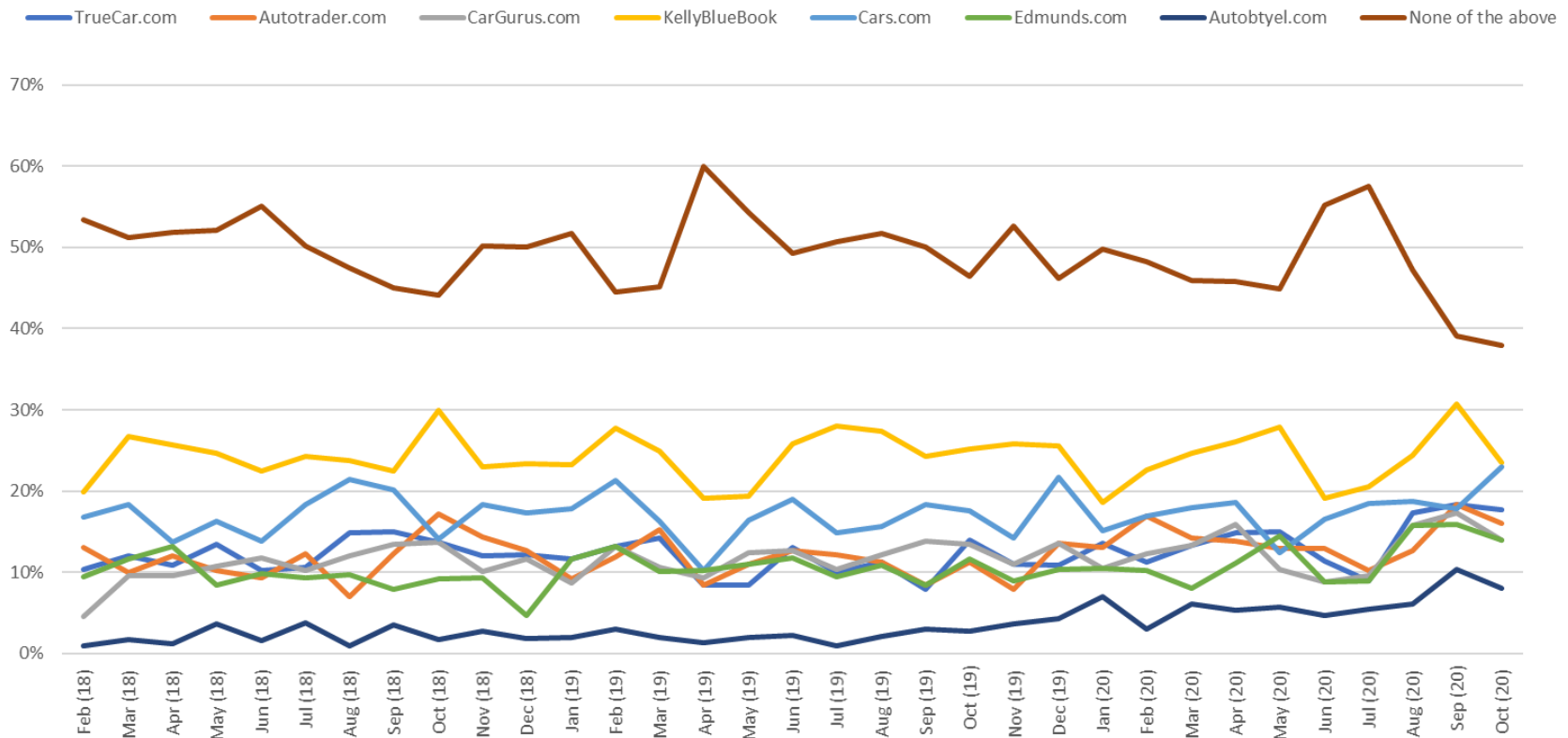


Auto Sites



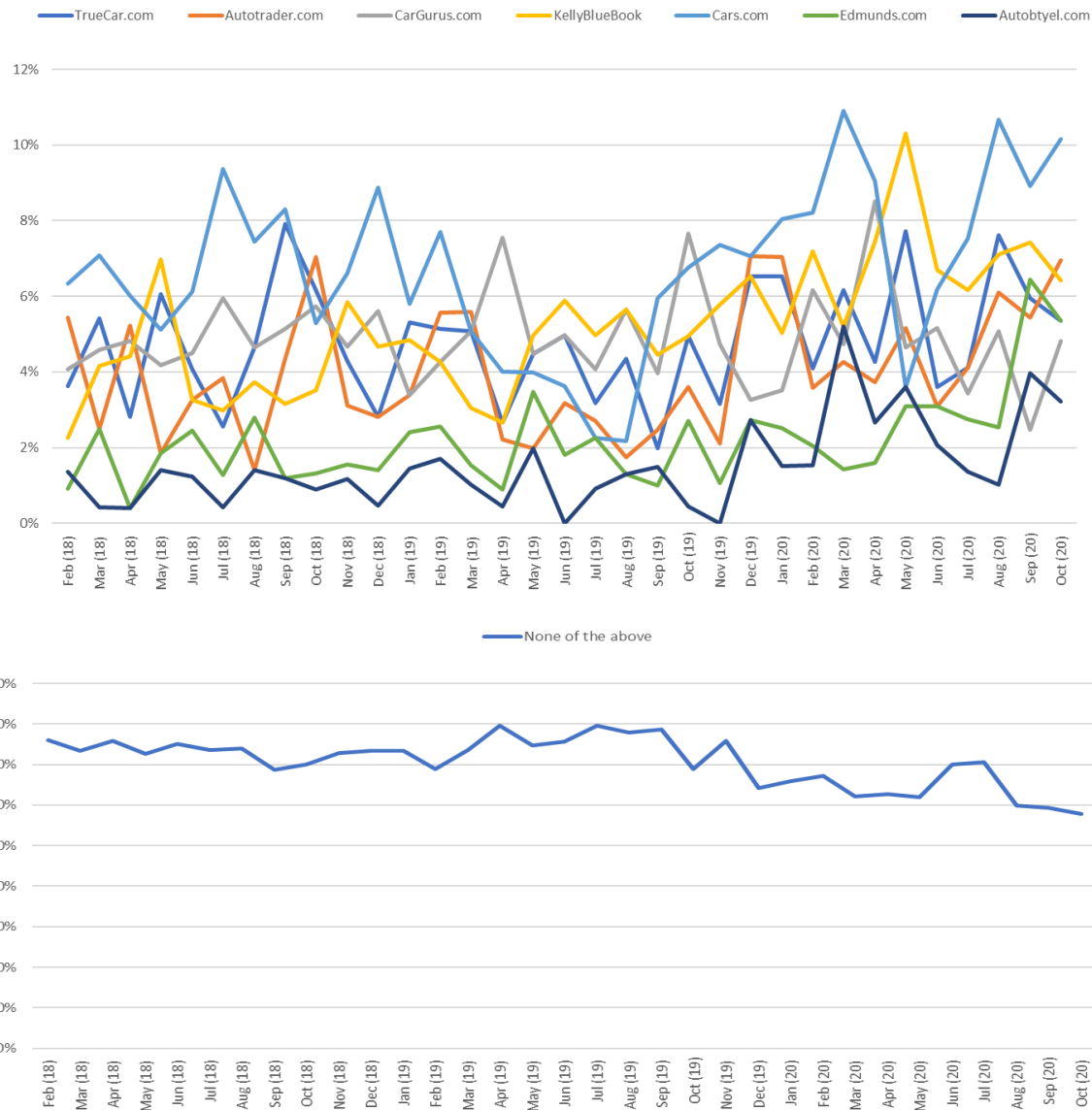
Did you consult any of the following sites or apps while buying your car?

Posed to respondents who purchased a car within the past year.



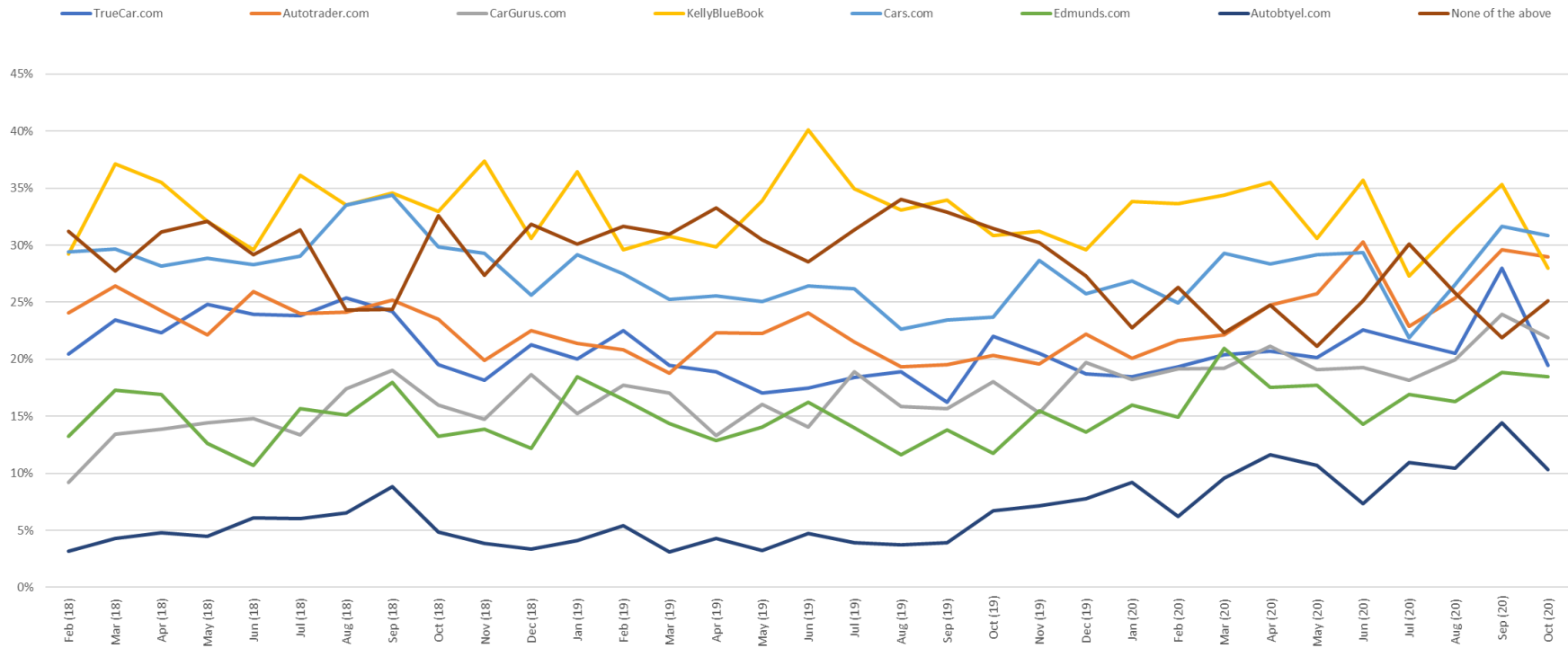
Did you actually wind up making your purchase through a lead from one of these platforms?

Posed to respondents who purchased a car within the past year.



Have you or do you plan to consult any of the following in your auto search?

Posed to respondents who maybe or definitely will purchase/lease a vehicle in the next six months.

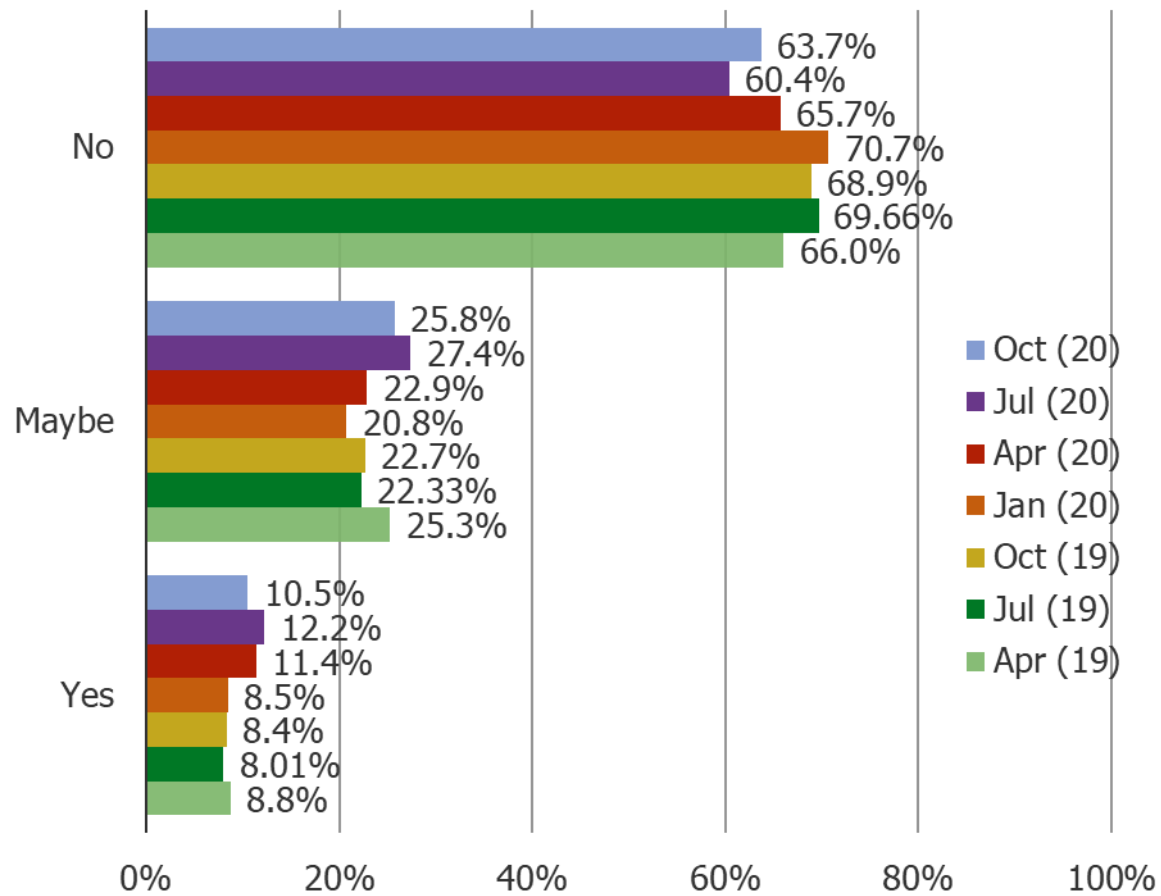


Auto Sites UK



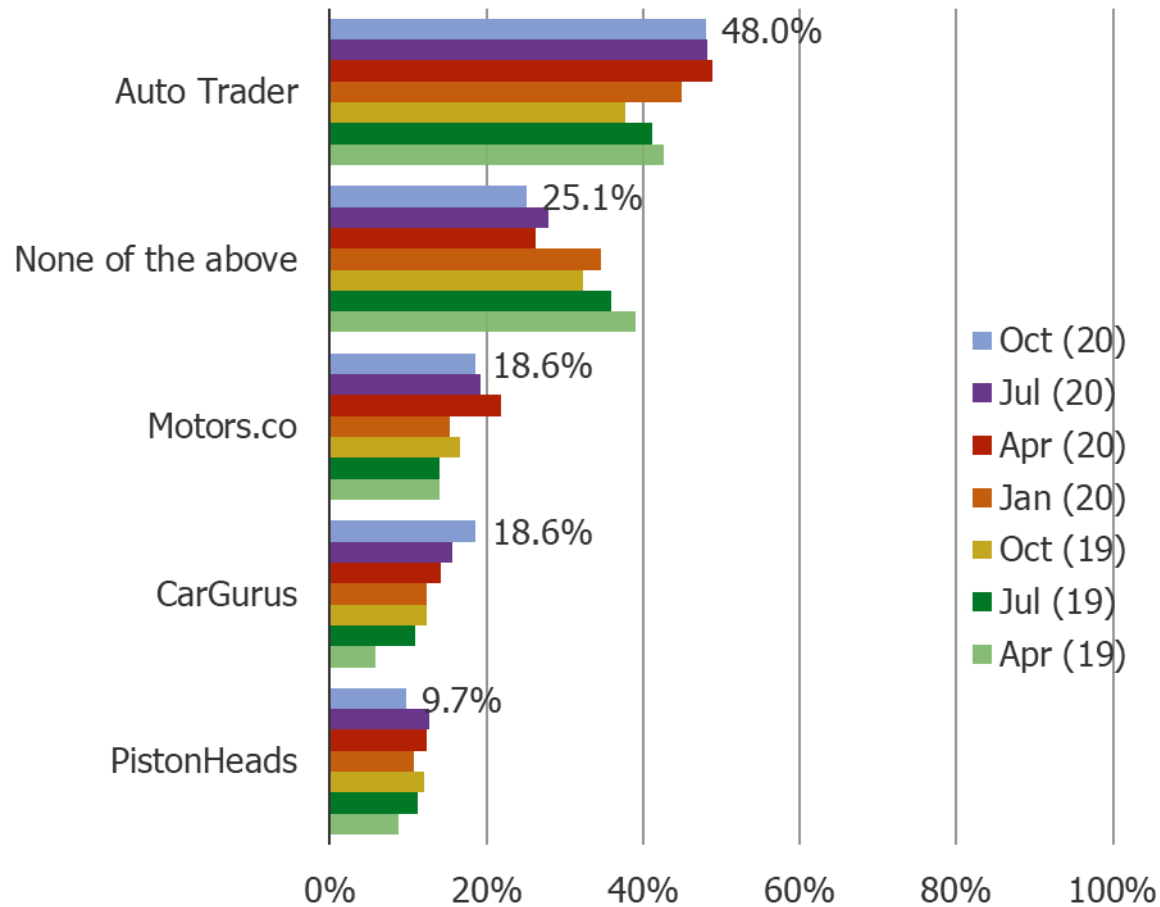
Do you plan to get a new car in the next six months?

Posed to respondents in the UK.



Have you or do you plan to consult any of the following in your car/auto search? Select ALL

Posed to respondents in the UK who said yes or maybe when asked if they will buy a new car in the next six months.

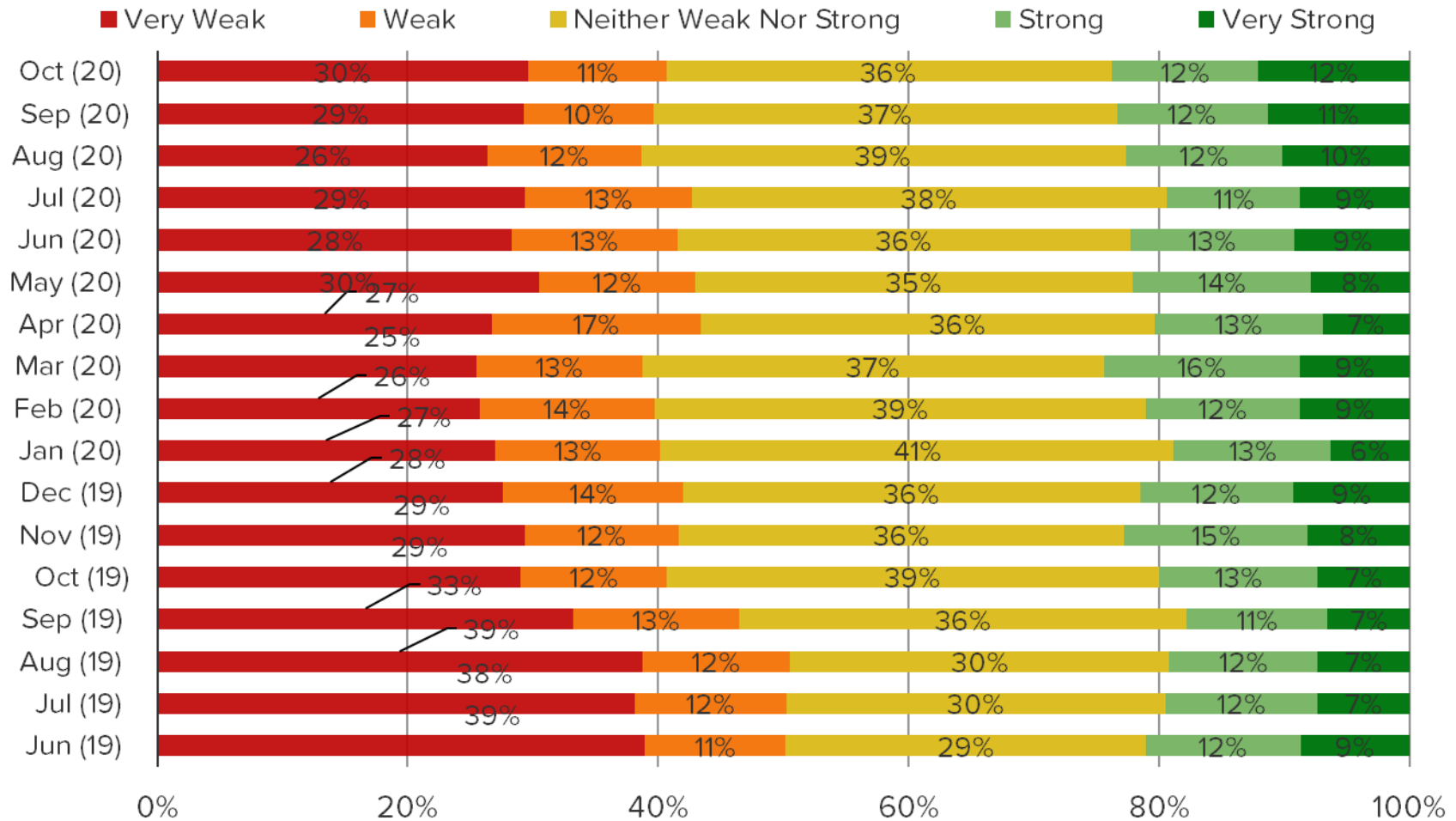


Tesla



Please rate your desire to own or lease a Tesla at some point in the future?

Posed to respondents.



Please rate your desire to own or lease any of the following Tesla models at some point in the future:

Posed to respondents.

Model 3

Model S

Model X

