

Bespoke Market Intelligence

**CVNA Consumer Survey
AZ & GA vs. Rest of Country**

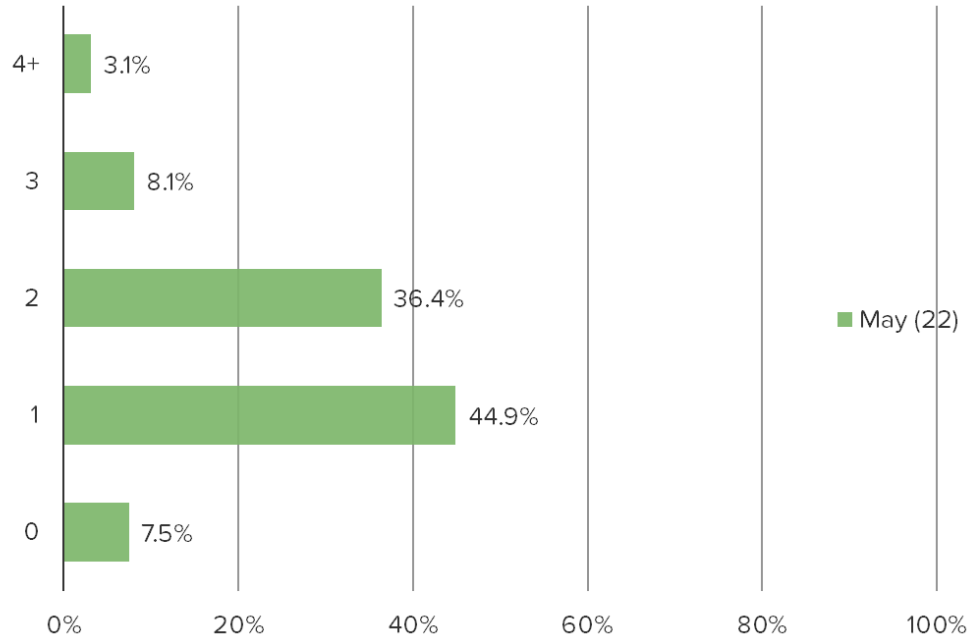
May 2022

Overall Autos Questions

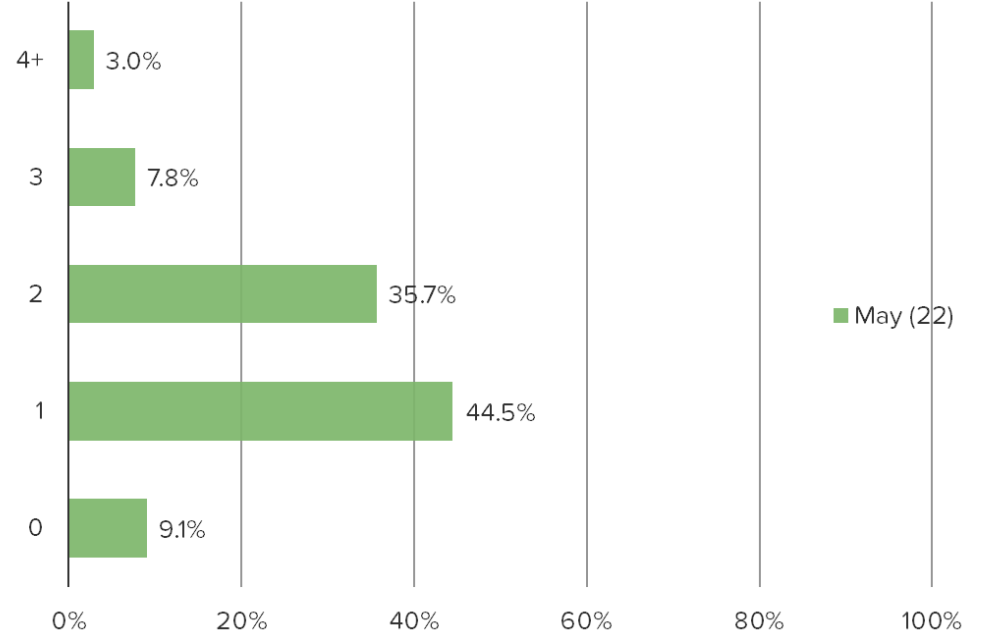
How many cars/autos does your household typically need?

Posed to all respondents.

Arizona and Georgia (N = 1673)



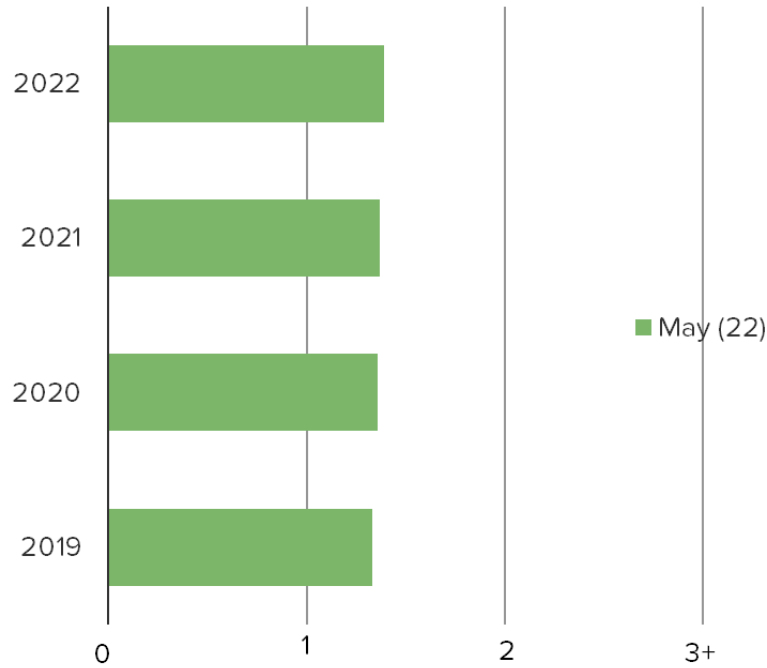
Other 48 States (N = 28025)



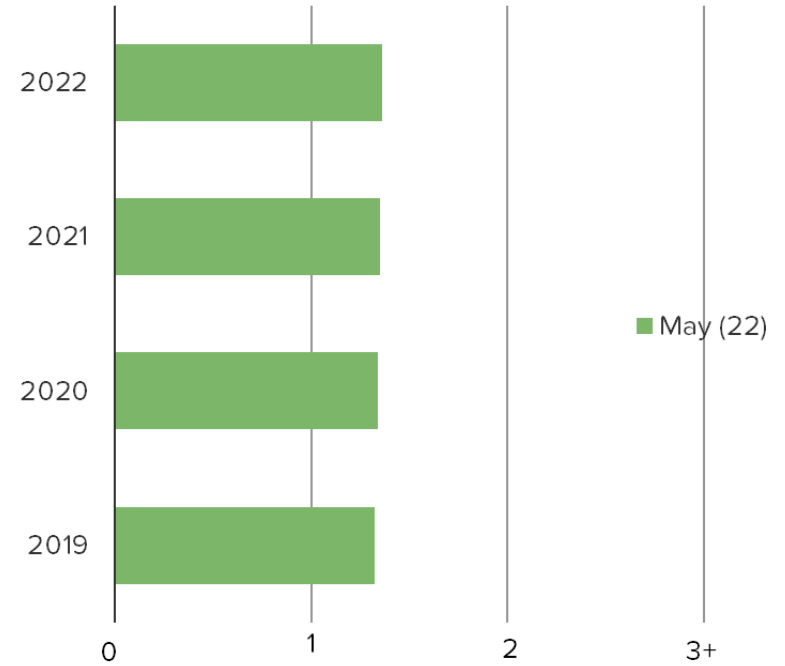
How many cars did you / will you have in your household during the following periods?

Posed to all respondents.

Arizona and Georgia (N = 1673)



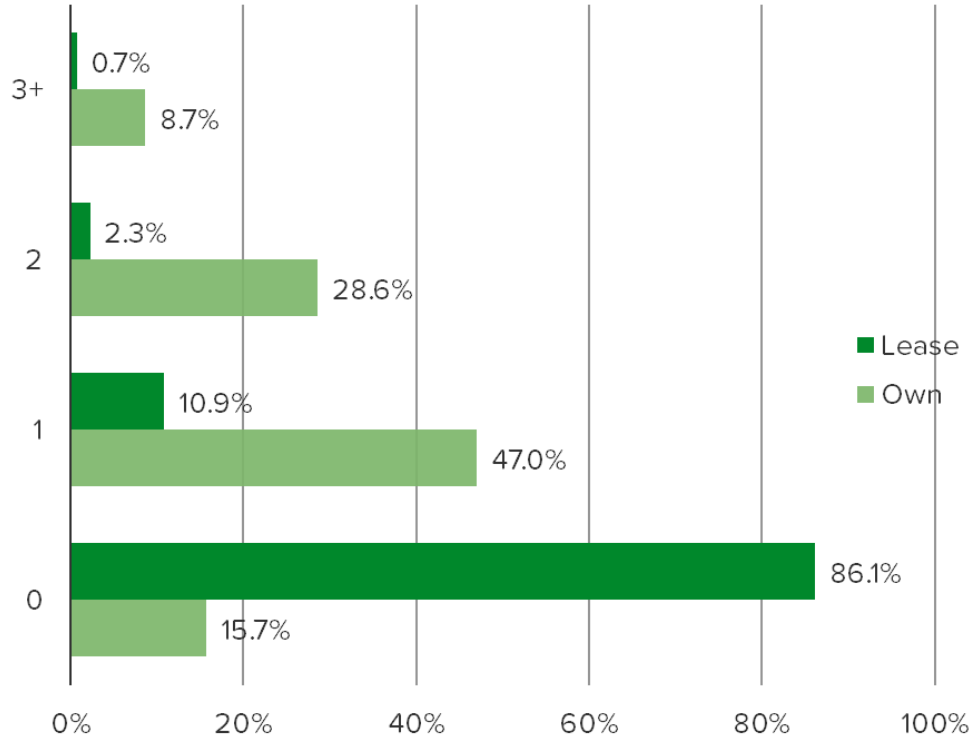
Other 48 States (N = 28025)



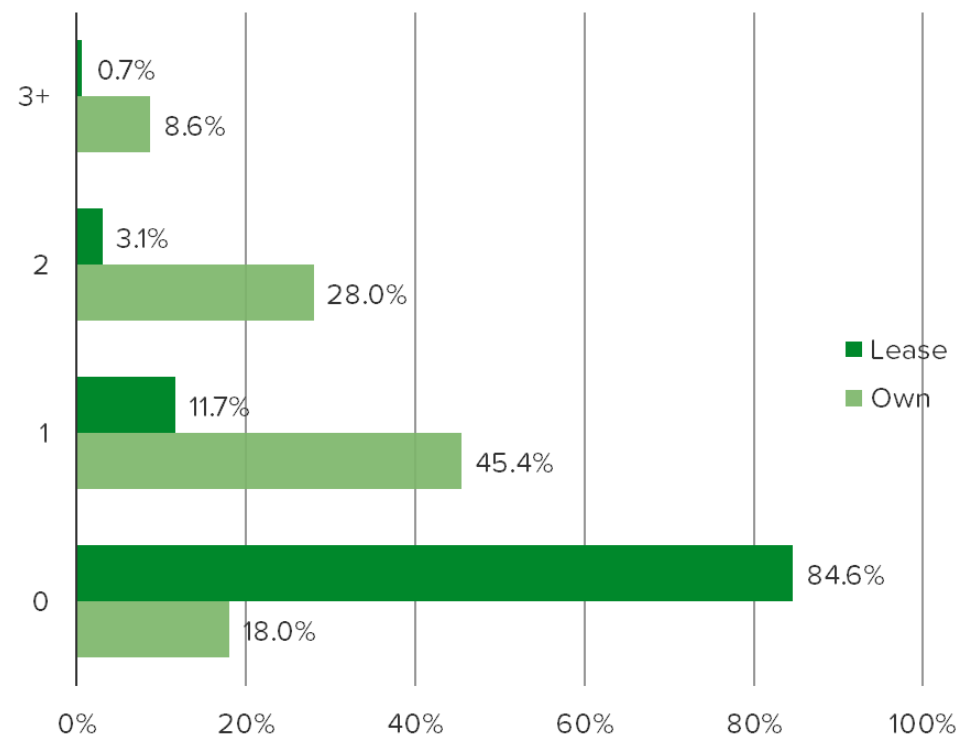
How many vehicles do you currently own/lease?

Posed to all respondents.

Arizona and Georgia (N = 1673)



Other 48 States (N = 28025)

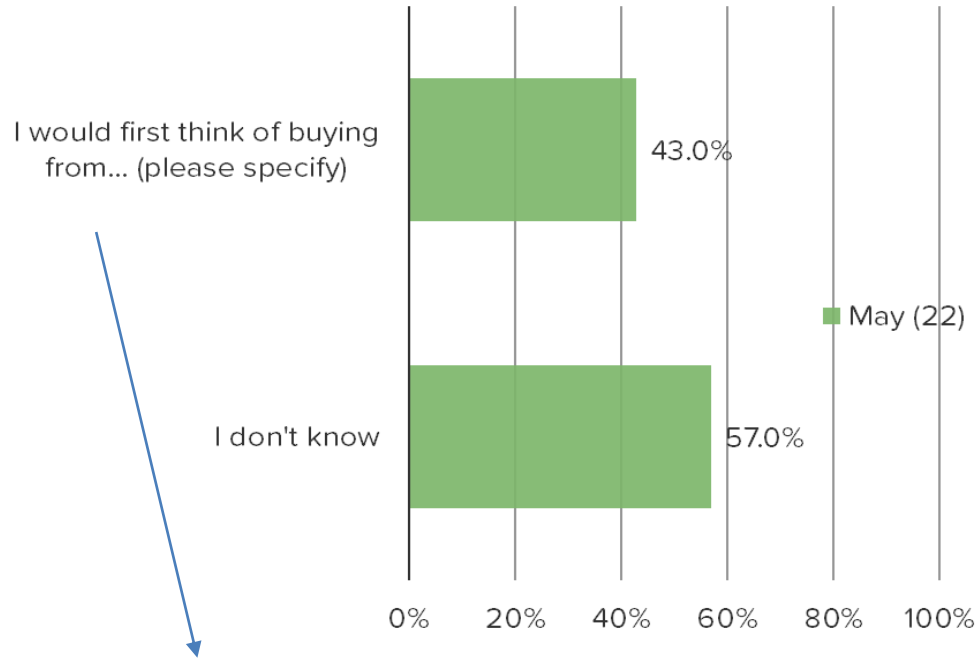


Unaided and Aided Awareness

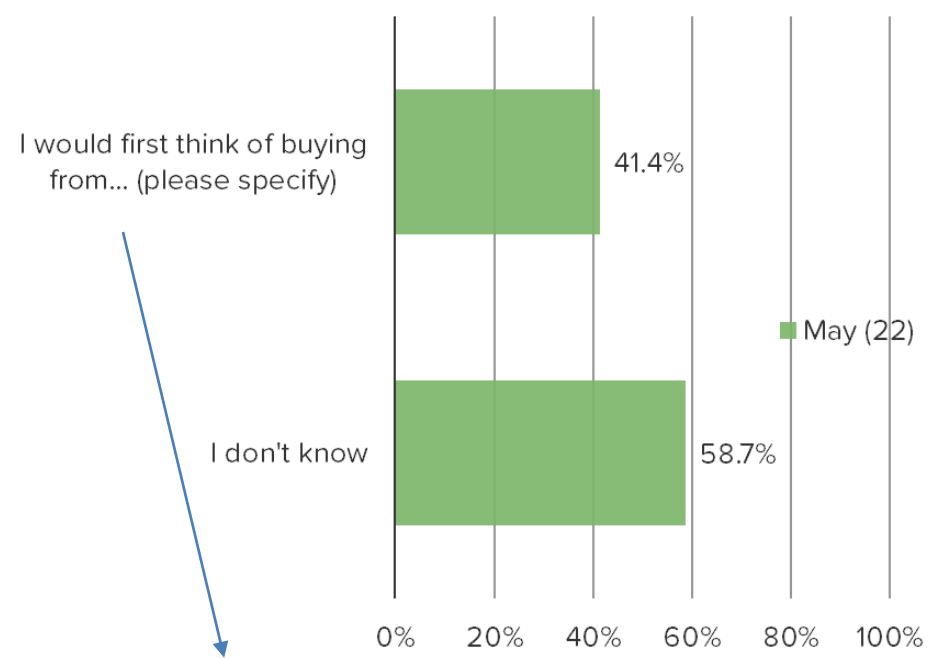
Respondents were shown these questions before any mention of Carvana, Vroom, or competitors was made in the survey.

If you wanted to BUY a used car online, which is the first site/app that you would think of?
 Posed to all respondents.

Arizona and Georgia (N = 1673)



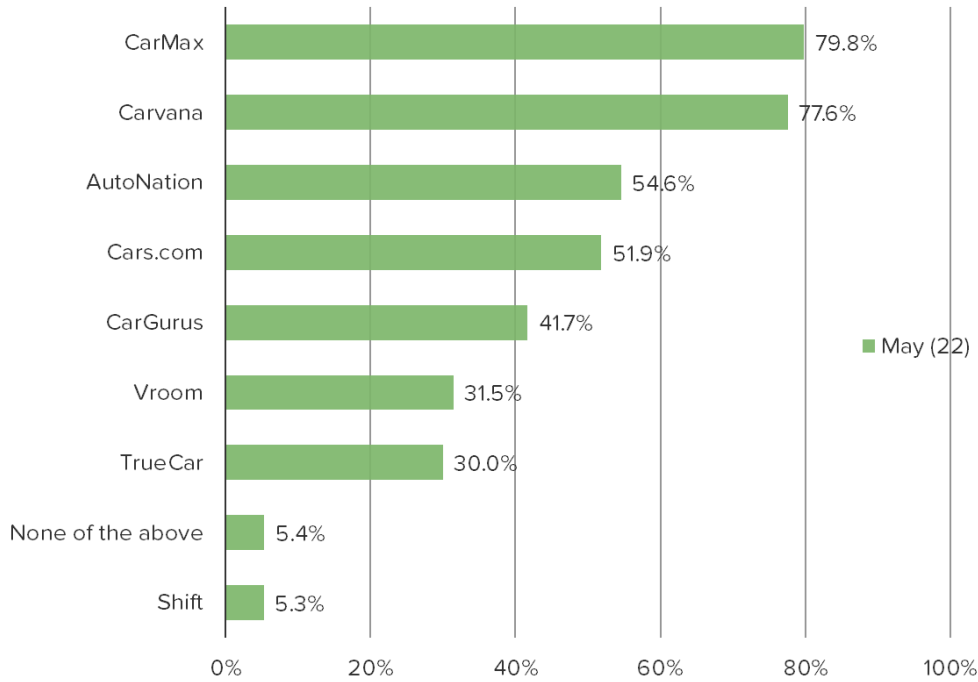
Other 48 States (N = 28025)



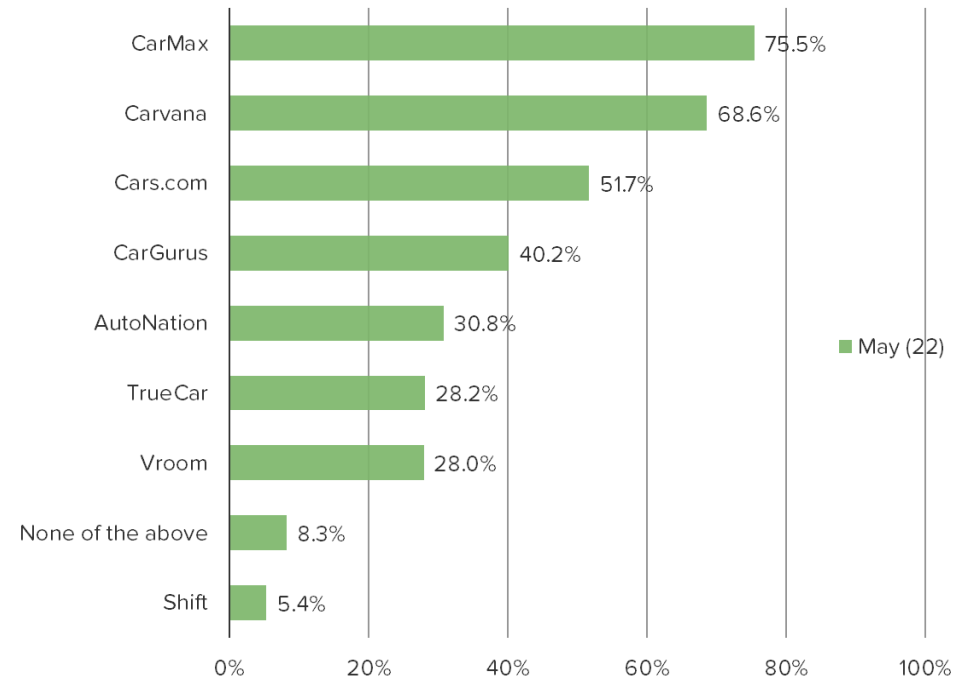
Have you heard of any of the below? (Select ALL that apply)

Posed to all respondents.

Arizona and Georgia (N = 1673)



Other 48 States (N = 28025)

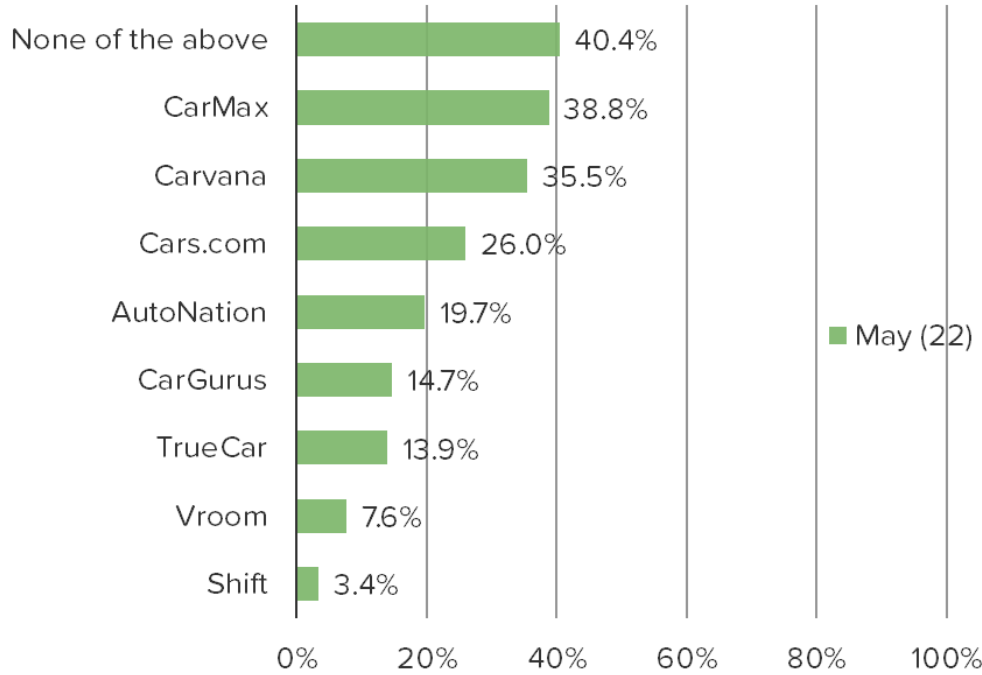


Competitive Dynamics Among Peer Group

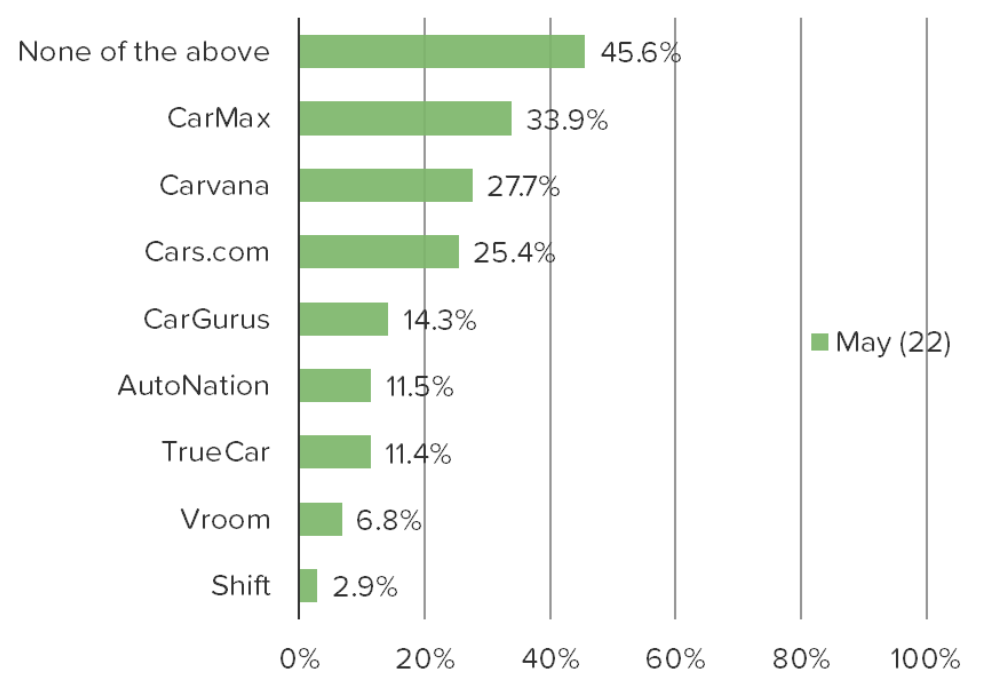
Have you ever visited any of the below sites/apps? (Select ALL that apply)

Posed to all respondents.

Arizona and Georgia (N = 1673)



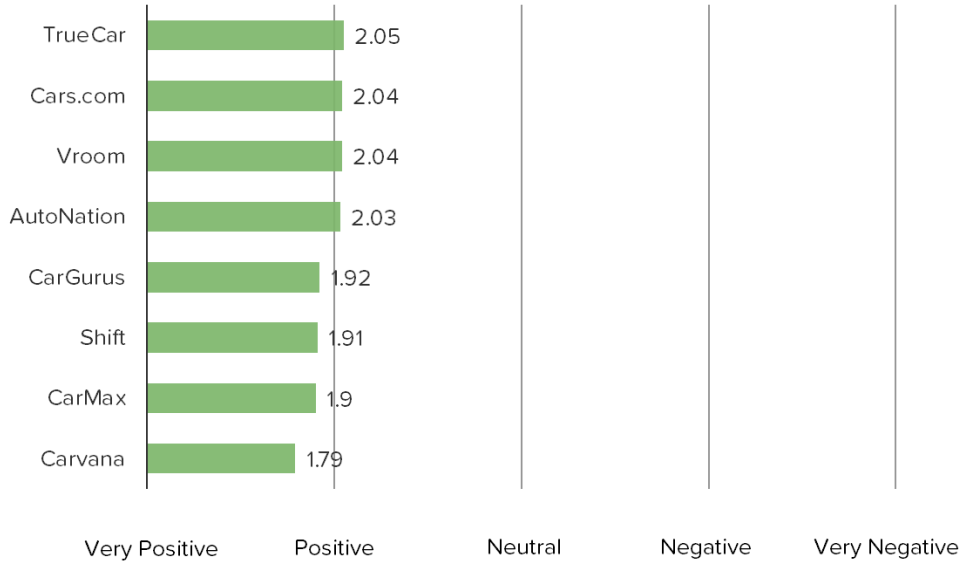
Other 48 States (N = 28025)



What is your opinion of the following sites/apps?

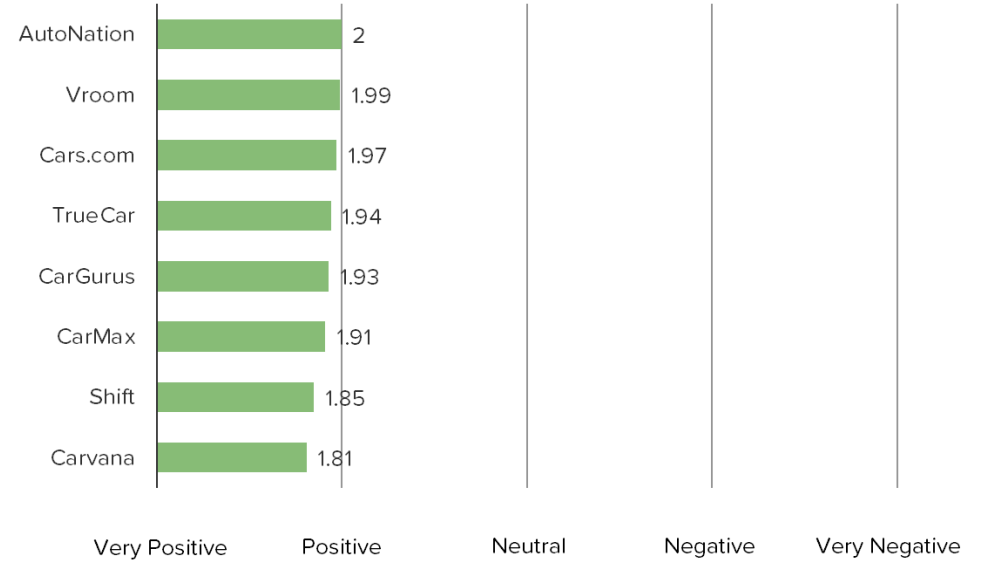
Posed to all respondents who have visited the below.

Arizona and Georgia (N = 998)



	N=
Carvana	594
CarMax	649
Shift	56
CarGurus	246
AutoNation	329
Vroom	127
Cars.com	435
TrueCar	233

Other 48 States (N = 15238)

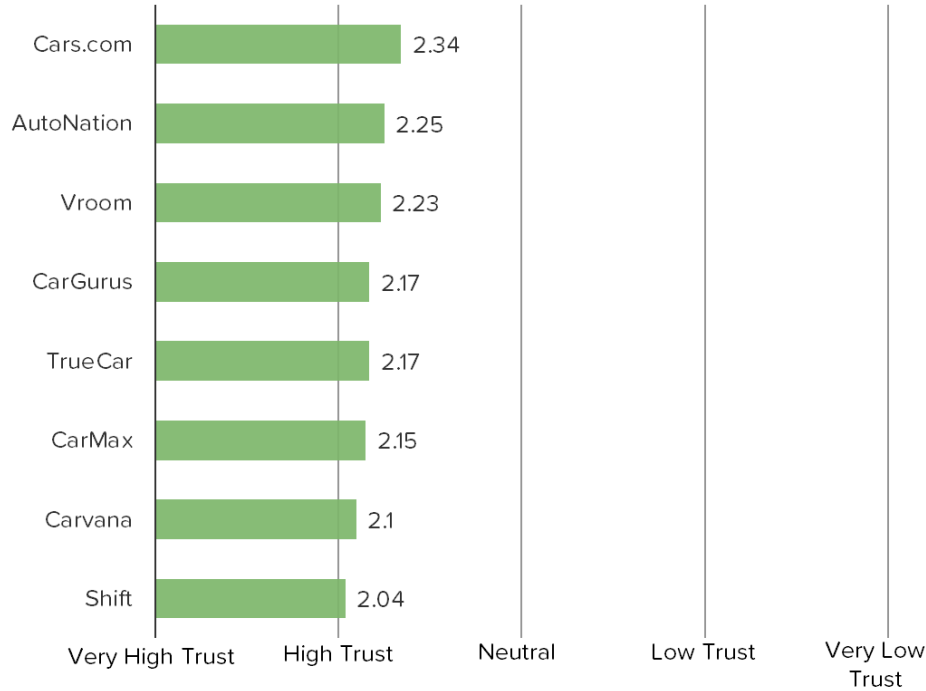


	N=
Carvana	7761
Shift	811
CarMax	9503
CarGurus	3994
TrueCar	3200
Cars.com	7121
Vroom	1913
AutoNation	3215

How much trust do you have in the following brands?

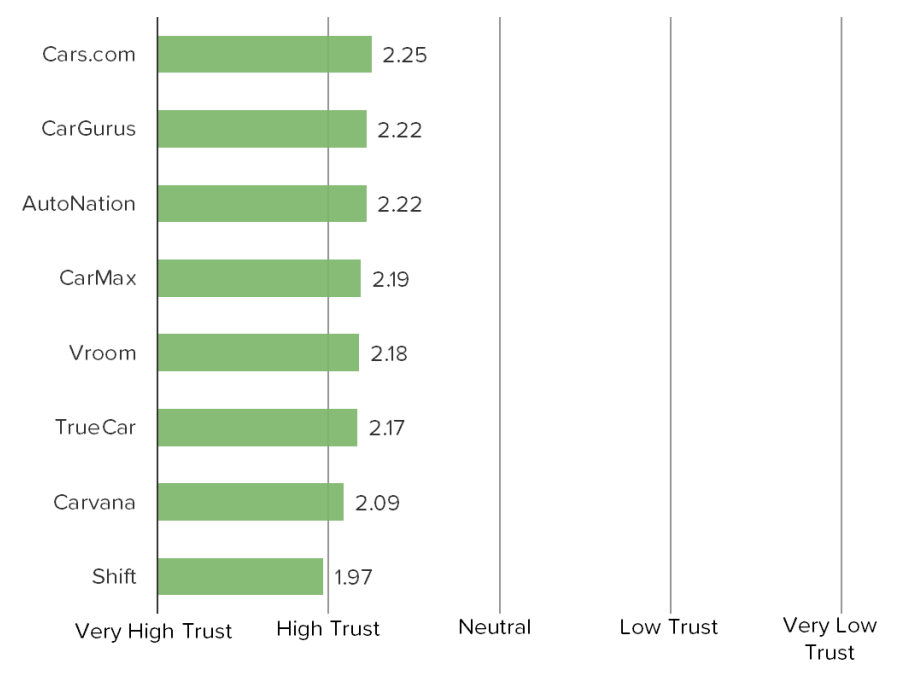
Posed to all respondents who have visited the below.

Arizona and Georgia (N = 998)



	N=
Shift	56
Carvana	594
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Other 48 States (N = 15238)

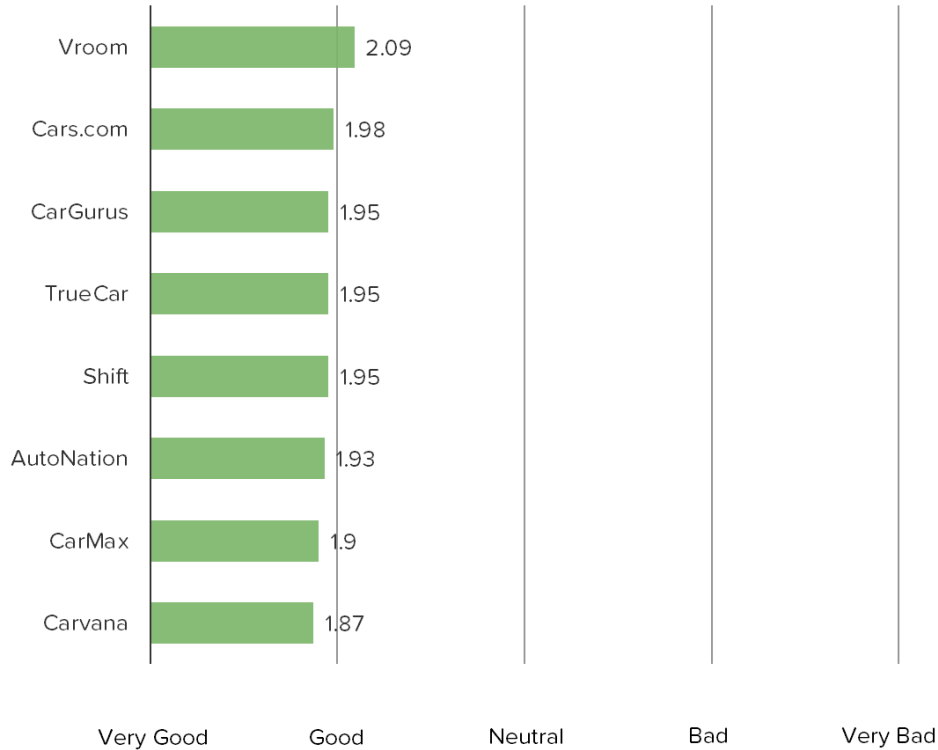


	N=
Shift	811
Carvana	7761
TrueCar	3200
Vroom	1913
CarMax	9503
AutoNation	3215
CarGurus	3994
Cars.com	7121

How would you rate the selection of vehicles available for purchase?

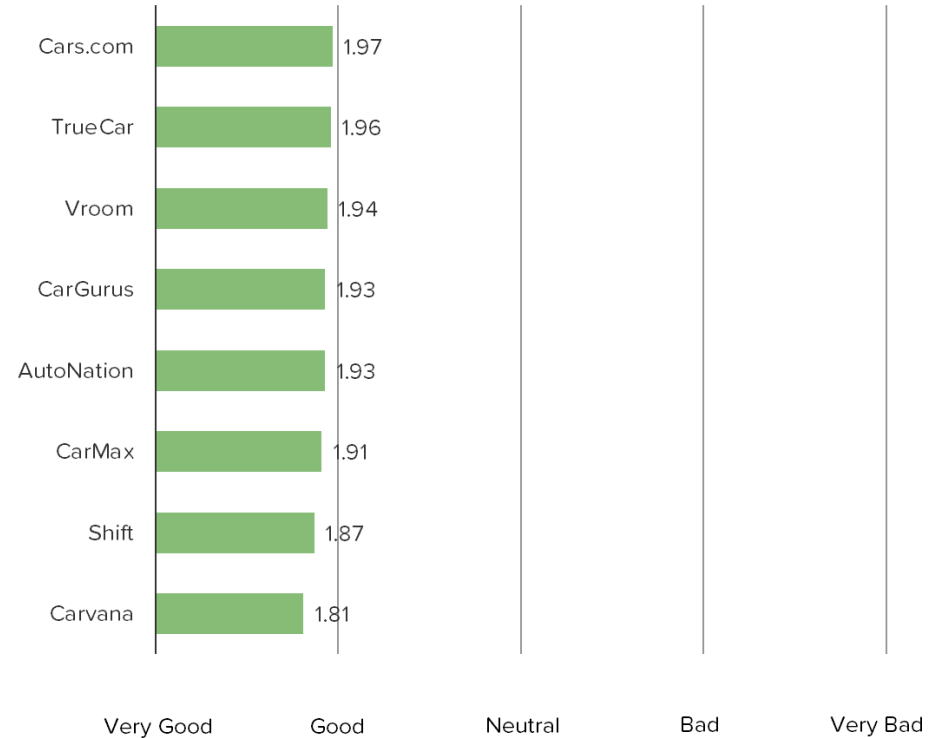
Posed to all respondents who have visited the below.

Arizona and Georgia (N = 998)



	N=
Carvana	594
CarMax	649
AutoNation	329
Shift	56
TrueCar	233
CarGurus	246
Cars.com	435
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Other 48 States (N = 15238)

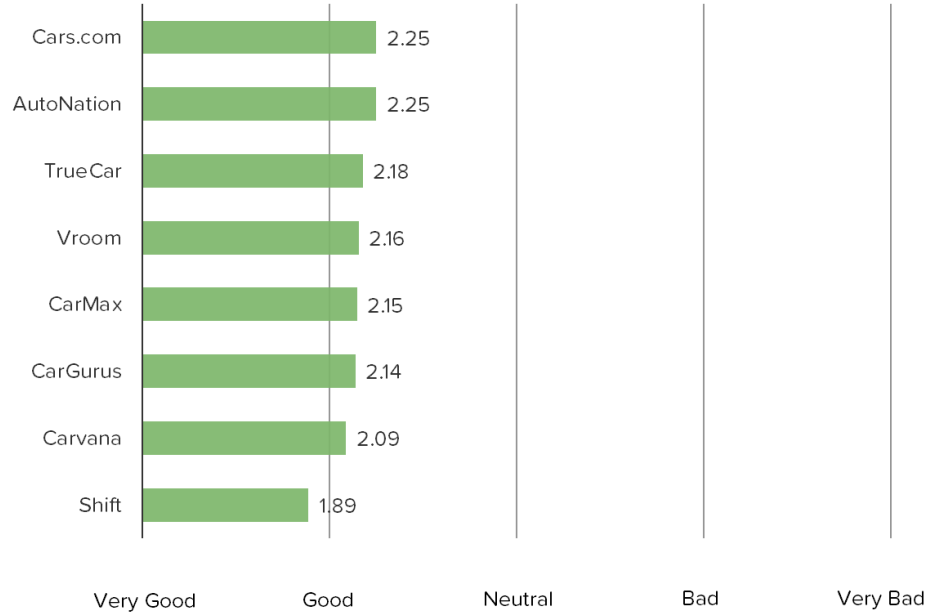


	N=
Carvana	7761
Shift	811
CarMax	9503
AutoNation	3215
CarGurus	3994
Vroom	1913
TrueCar	3200
Cars.com	7121

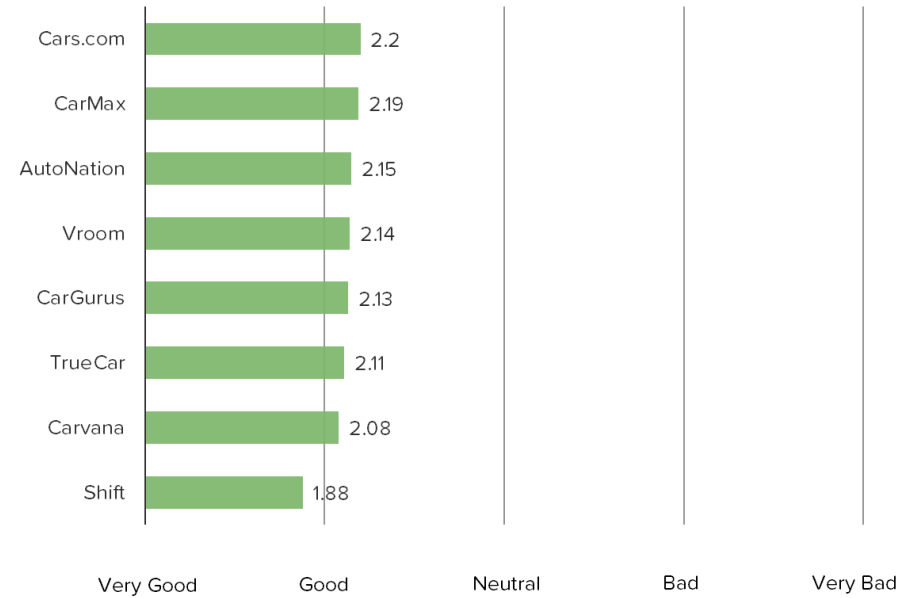
How would you rate the pricing of vehicles available for purchase?

Posed to all respondents who have visited the below.

Arizona and Georgia (N = 998)



Other 48 States (N = 15238)



	N=
Shift	56
Carvana	594
CarGurus	246
CarMax	649
Vroom	127
TrueCar	233
AutoNation	329
Cars.com	435

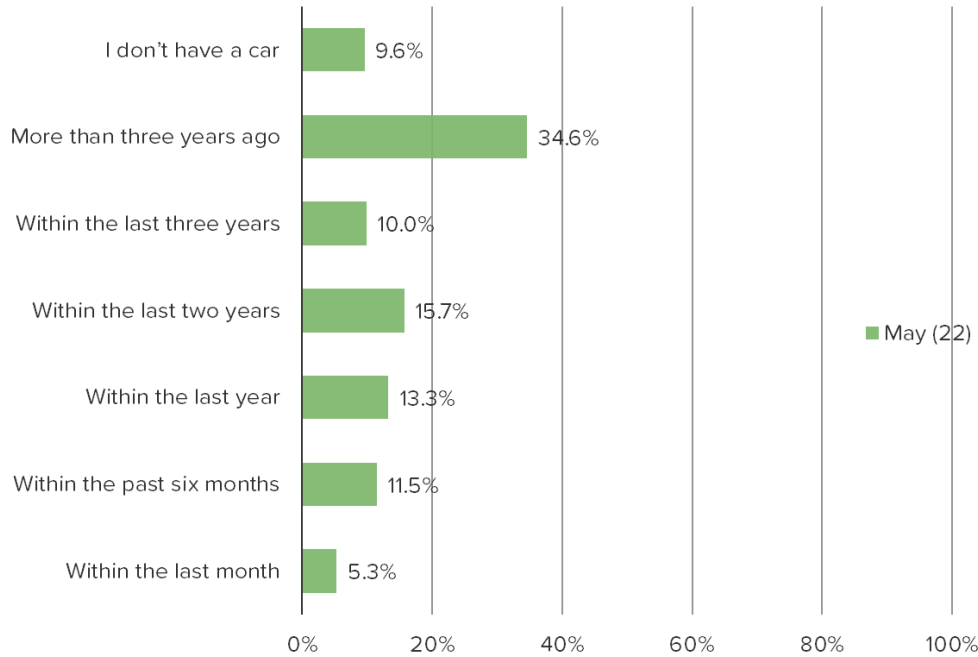
	N=
Shift	811
Carvana	7761
TrueCar	3200
CarGurus	3994
Vroom	1913
AutoNation	3215
CarMax	9503
Cars.com	7121

Car Ownership – Most Recently Purchased Dynamics

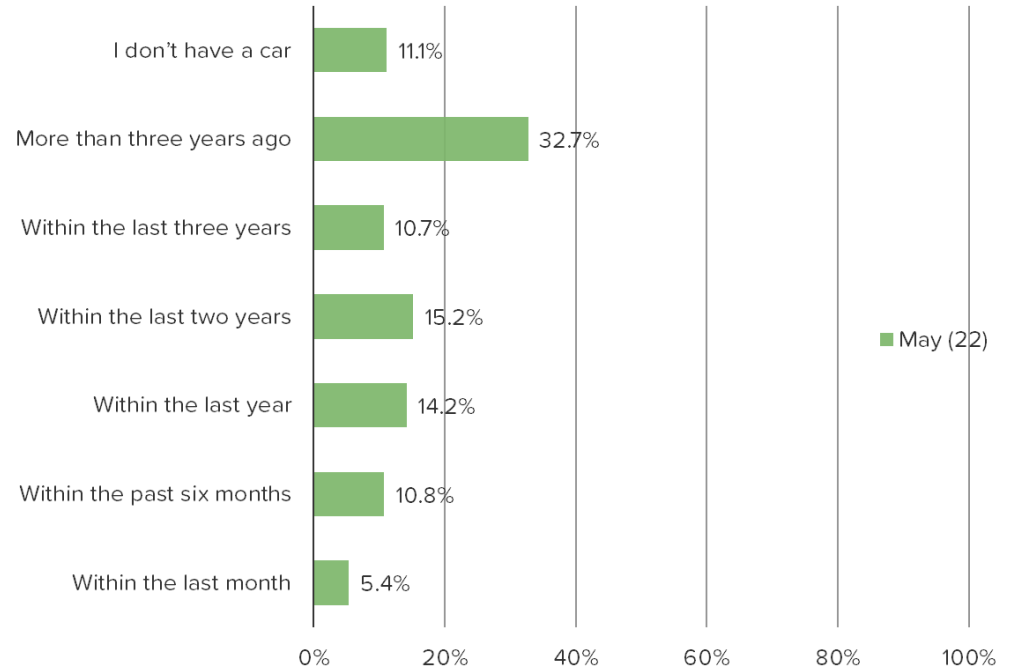
When did you most recently purchase/lease a car?

Posed to all respondents.

Arizona and Georgia (N = 1673)



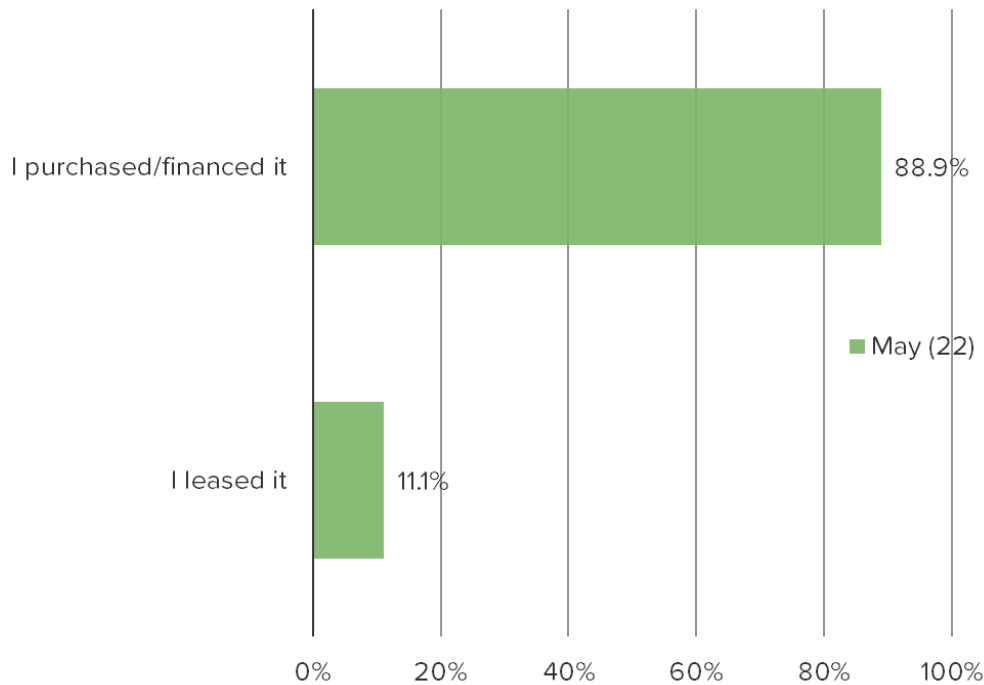
Other 48 States (N = 28025)



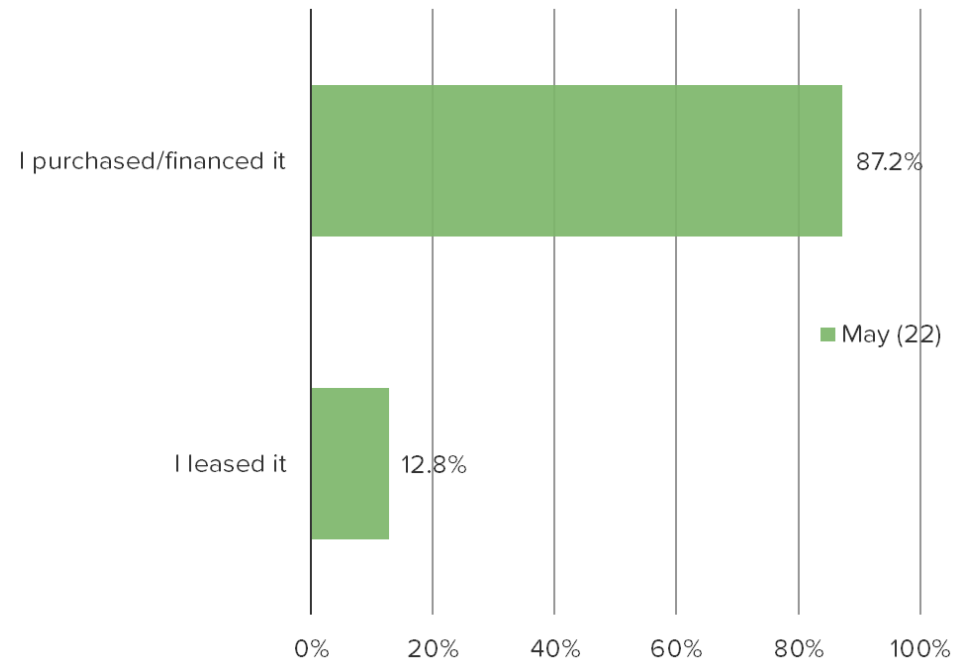
Which of the following best describes the car you most recently acquired?

Posed to all respondents who own a car.

Arizona and Georgia (N = 1512)

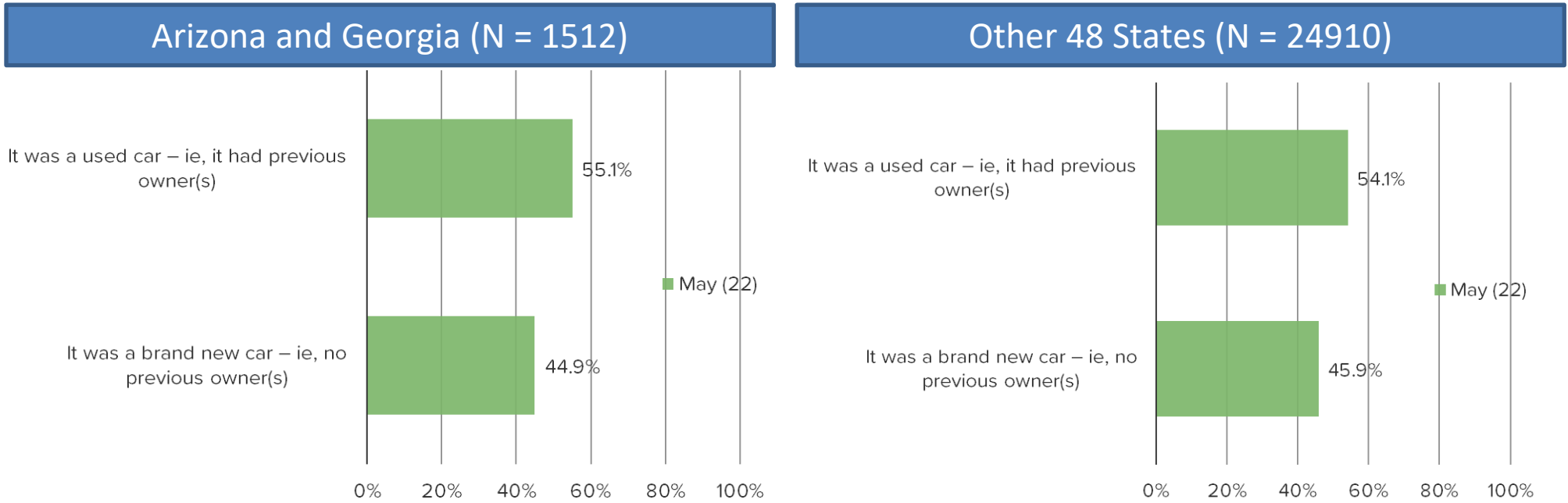


Other 48 States (N = 24912)



Which of the following best describes the car you most recently acquired?

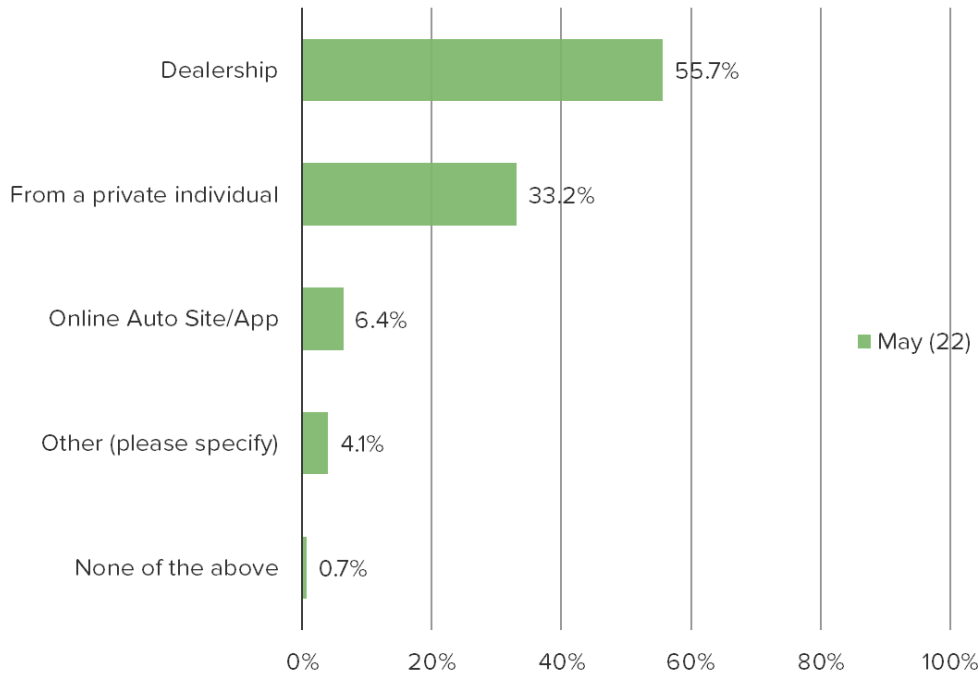
Posed to all respondents who own a car.



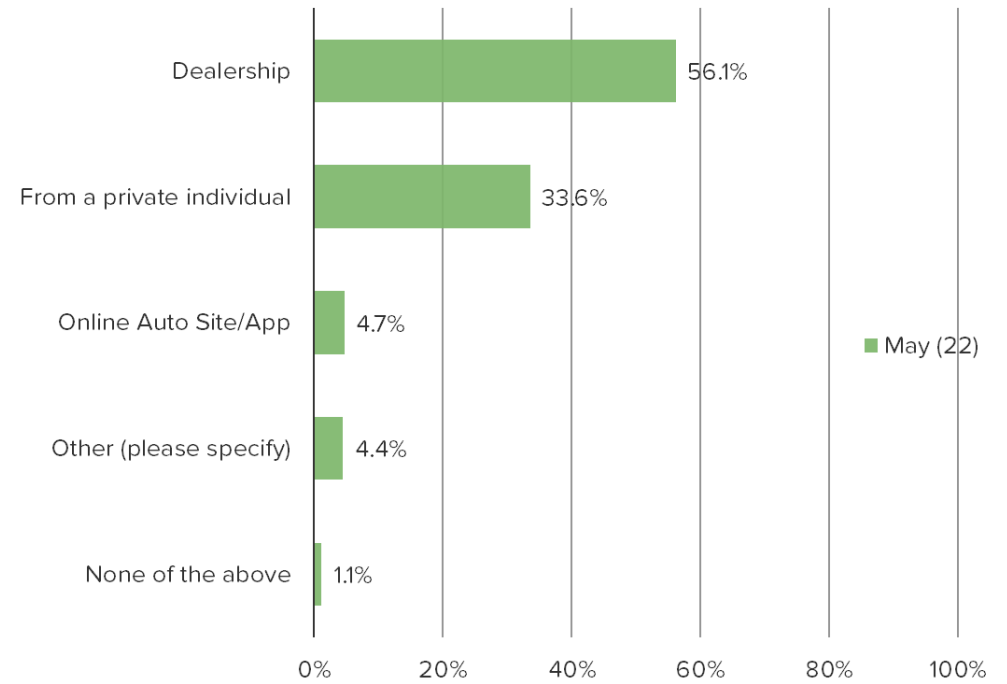
Thinking about the used vehicle you most recently acquired, how did you buy it?

Posed to all respondents who purchased or financed (not leased) a used vehicle.

Arizona and Georgia (N = 763)



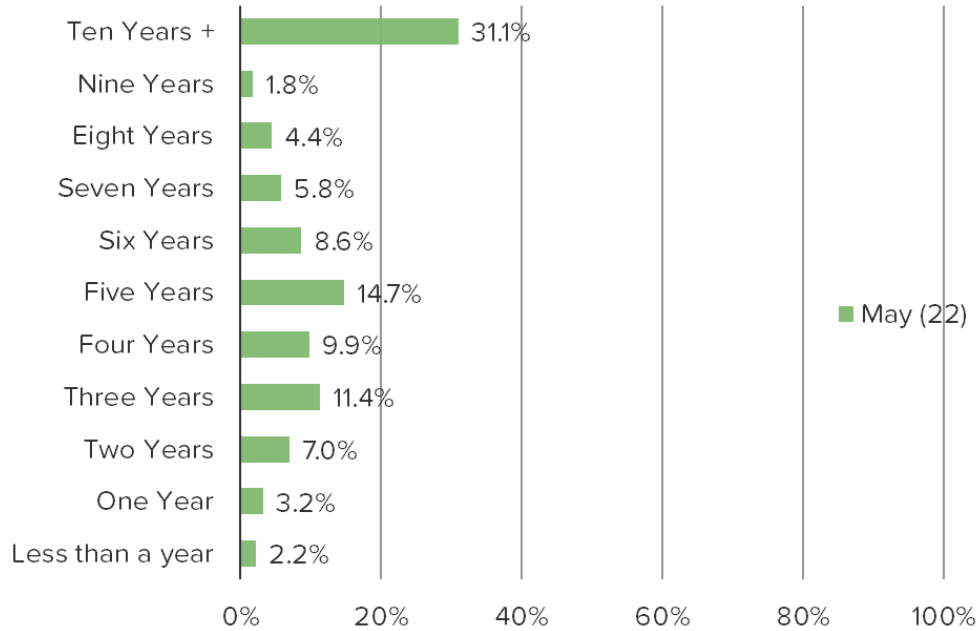
Other 48 States (N = 12415)



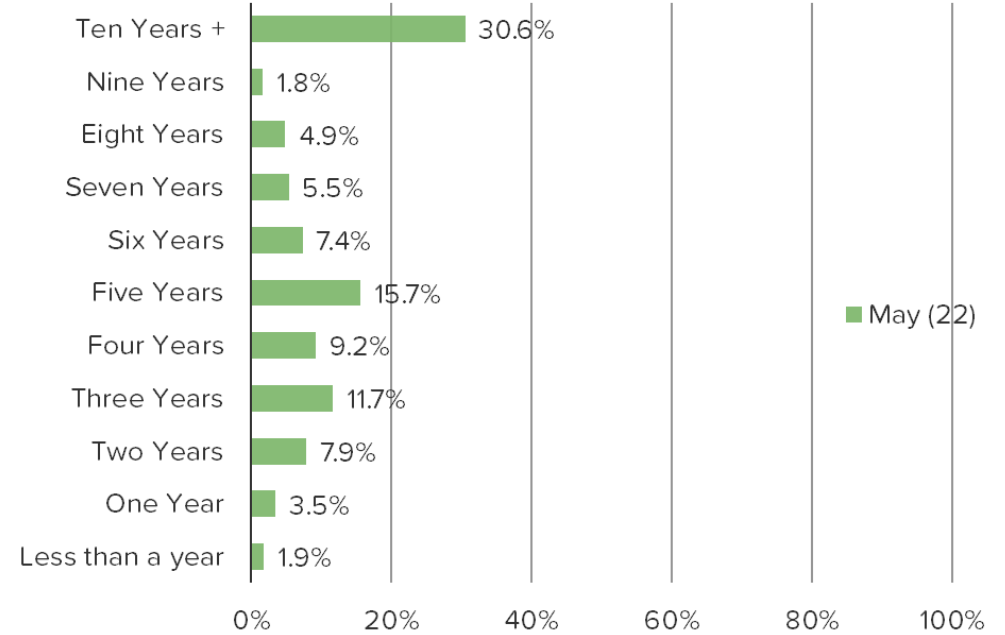
For how long do you typically hold on to a vehicle?

Posed to all respondents who have vehicles.

Arizona and Georgia (N = 1512)



Other 48 States (N = 24909)

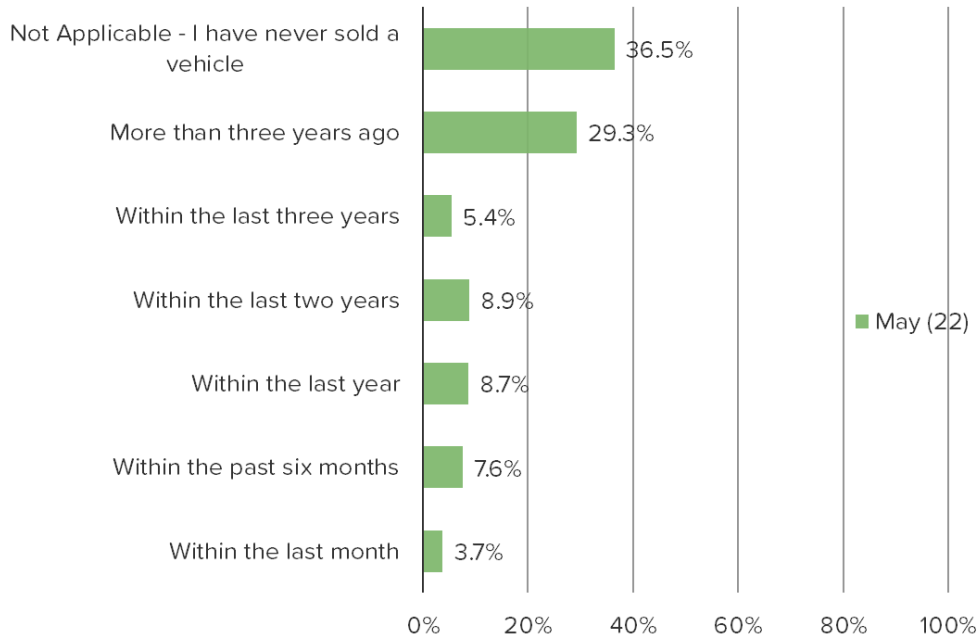


Car Selling – Most Recently Sold Dynamics

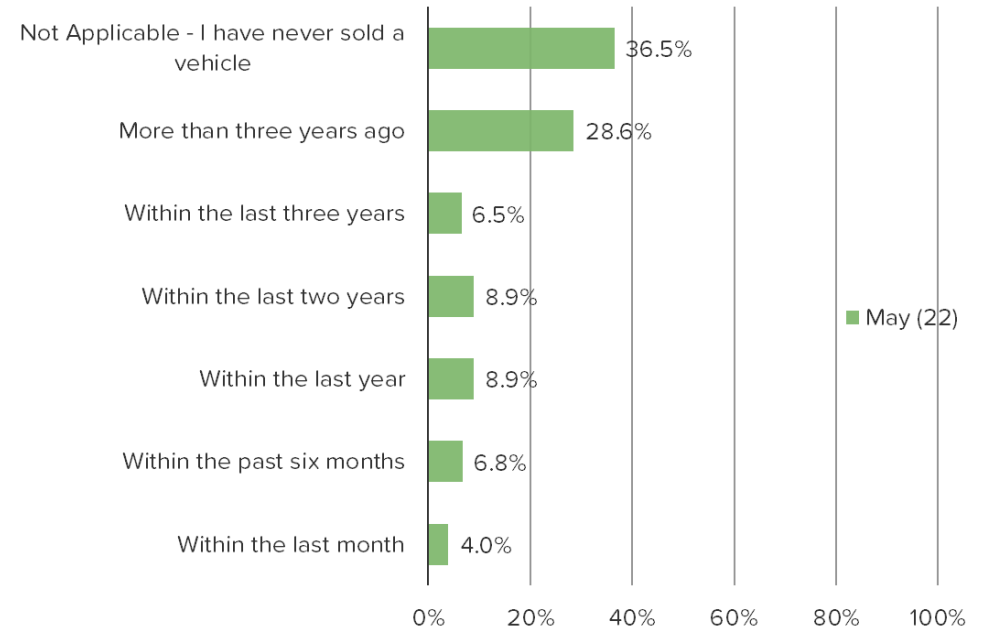
When did you most recently sell a car?

Posed to all respondents.

Arizona and Georgia (N = 1673)



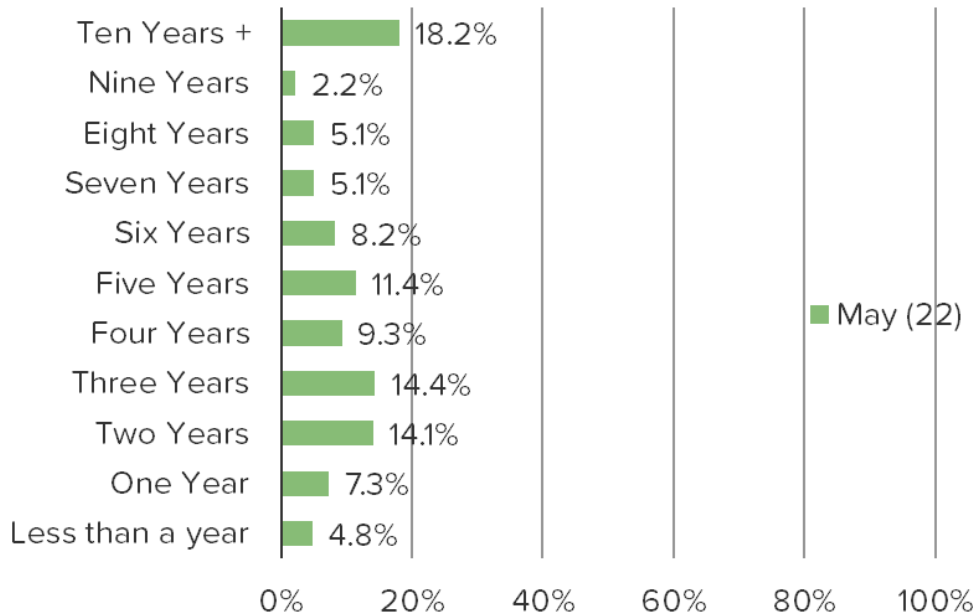
Other 48 States (N = 28025)



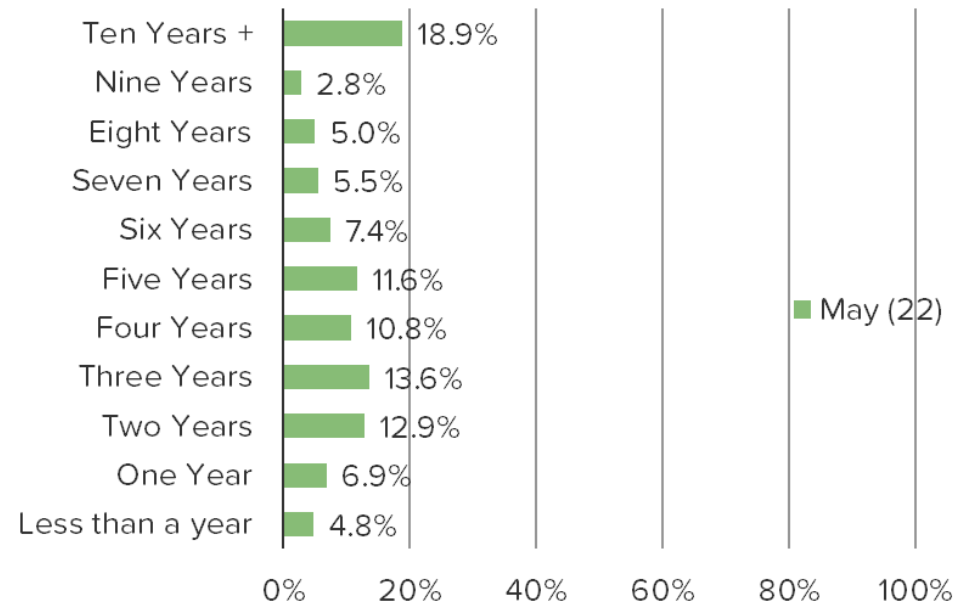
For how long did you own the car you most recently sold?

Posed to all respondents who have ever sold a vehicle.

Arizona and Georgia (N = 1063)



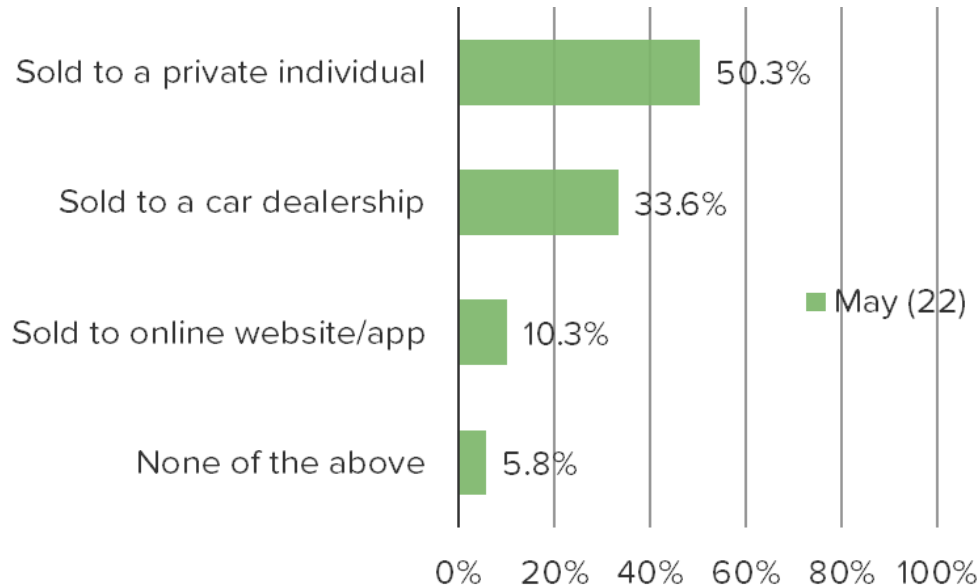
Other 48 States (N = 17809)



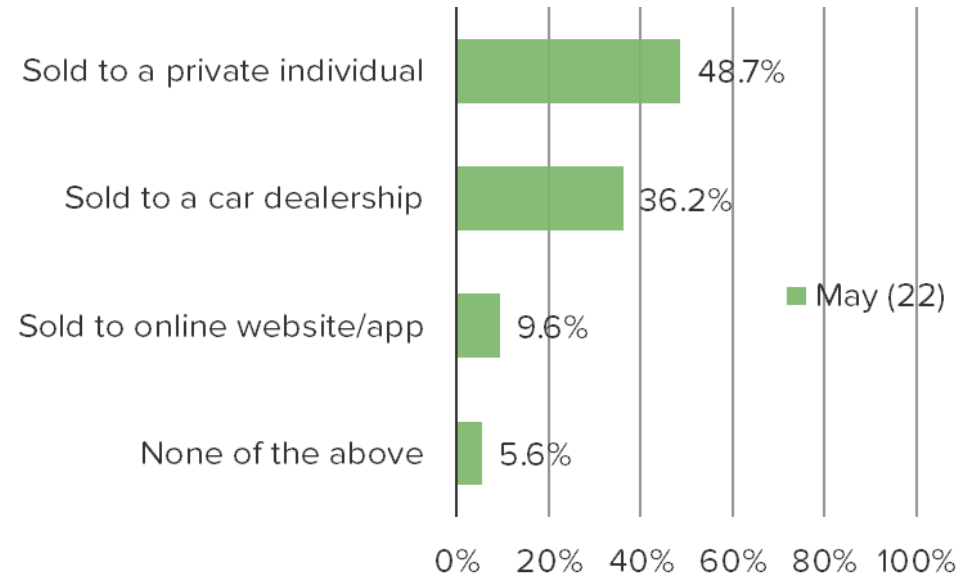
Where did you sell your vehicle?

Posed to all respondents who have ever sold a vehicle.

Arizona and Georgia (N = 1063)



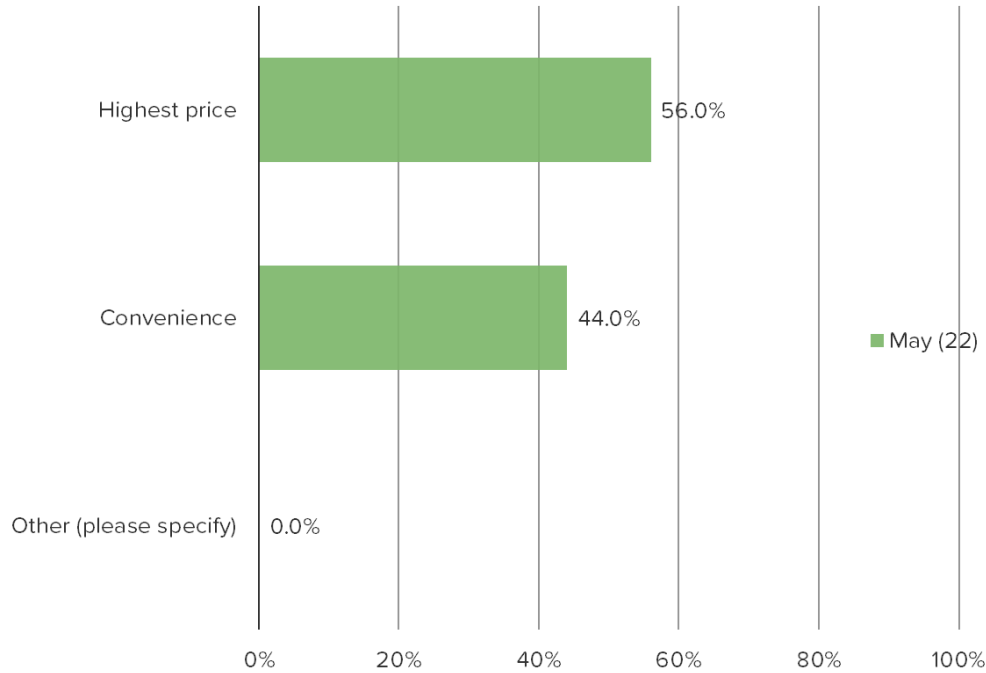
Other 48 States (N = 17808)



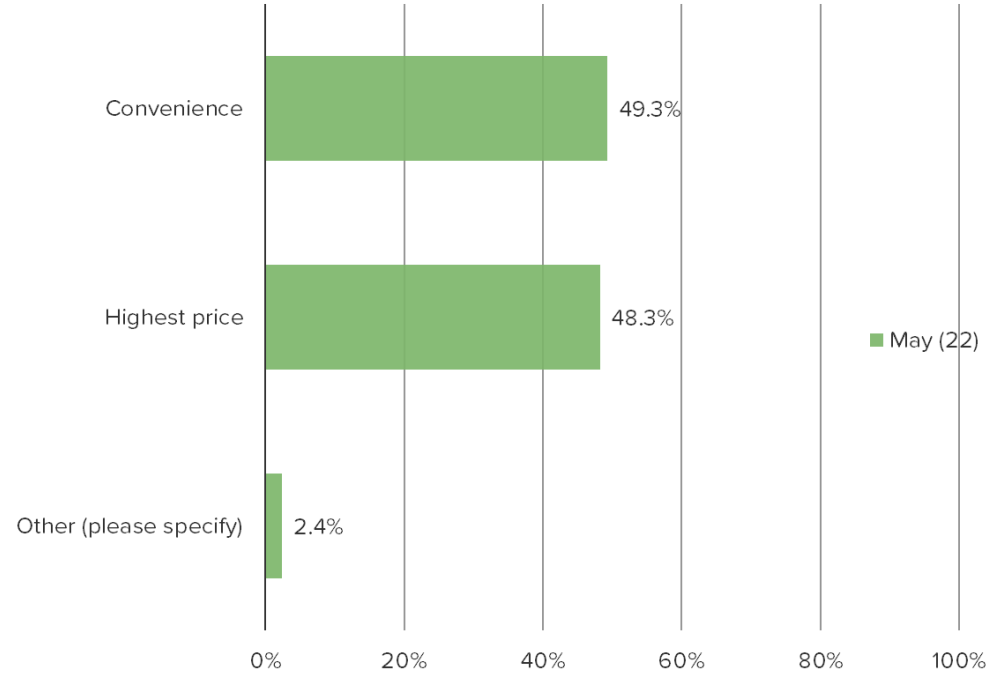
What was the primary reason you sold your car to Carvana?

Posed to all respondents who sold to Carvana.

Arizona and Georgia (N = 25)



Other 48 States (N = 414)

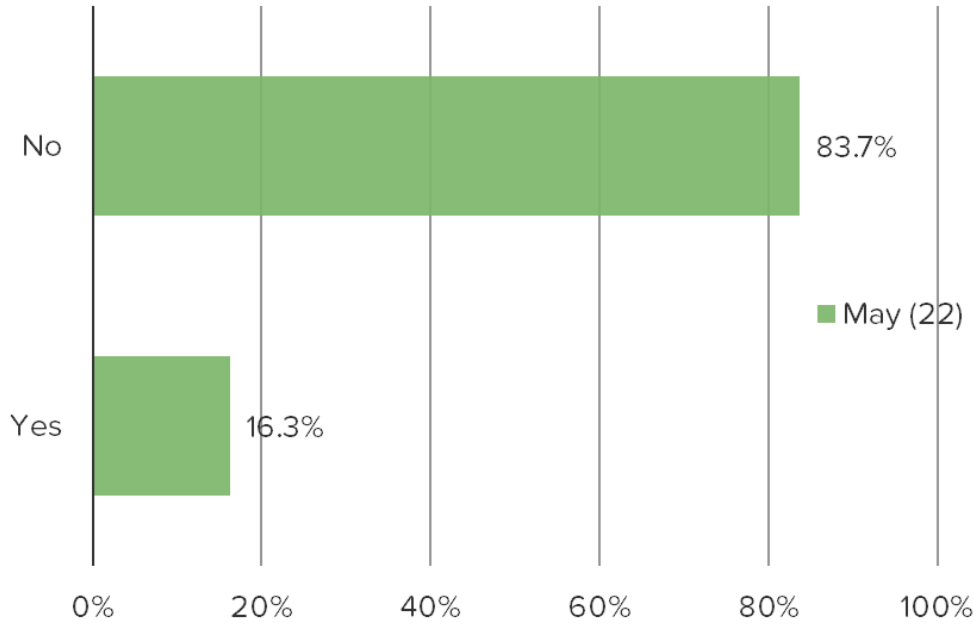


Currently in the market to sell a vehicle

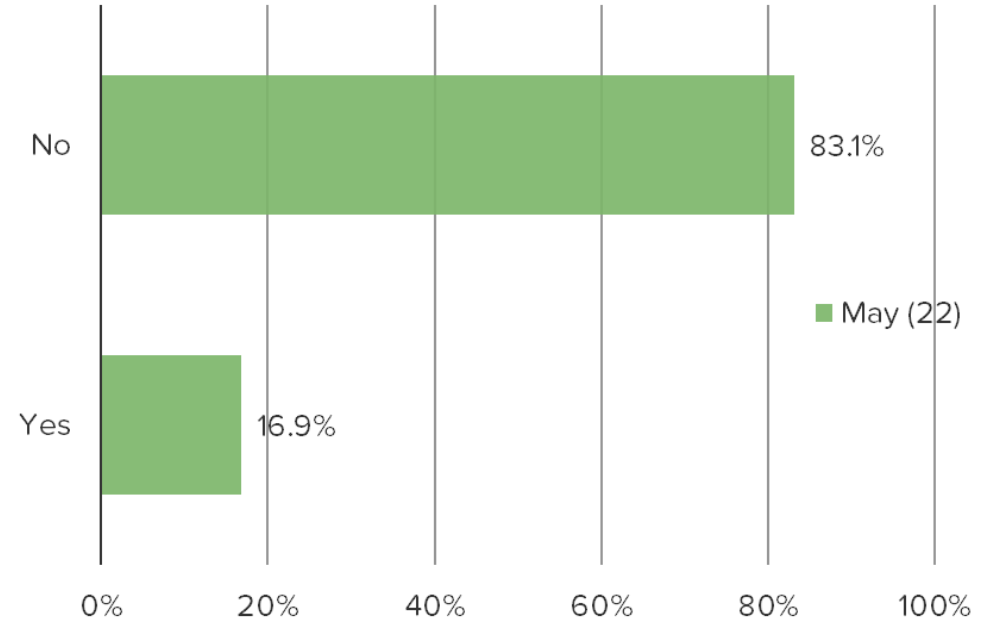
Are you currently in the market looking to SELL a USED vehicle?

Posed to all respondents.

Arizona and Georgia (N = 1673)



Other 48 States (N = 28025)



If you needed to sell a car today, how would you be most likely to sell it?

Posed to respondents who own a vehicle (ie, purchased or financed, but not leased).

Arizona and Georgia (N = 1410)

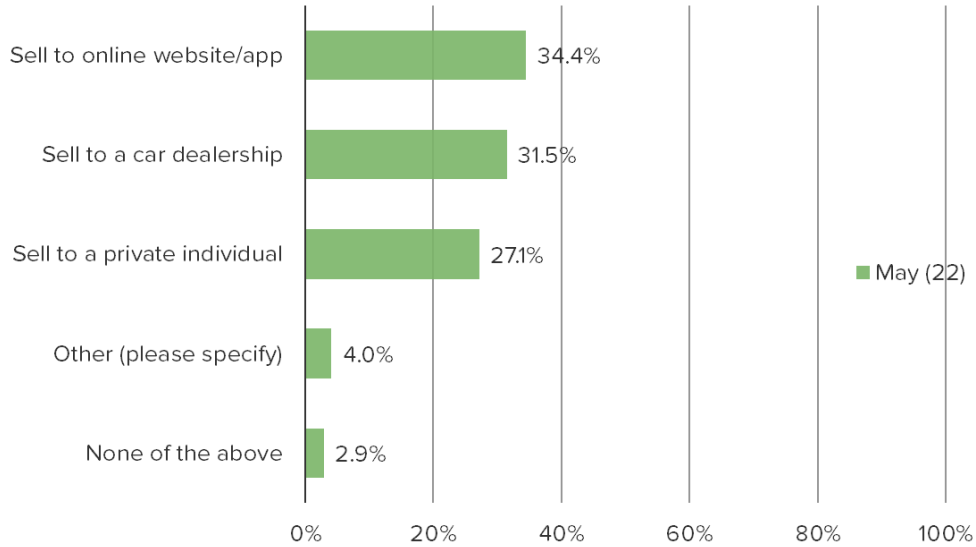
Other 48 States (N = 22990)



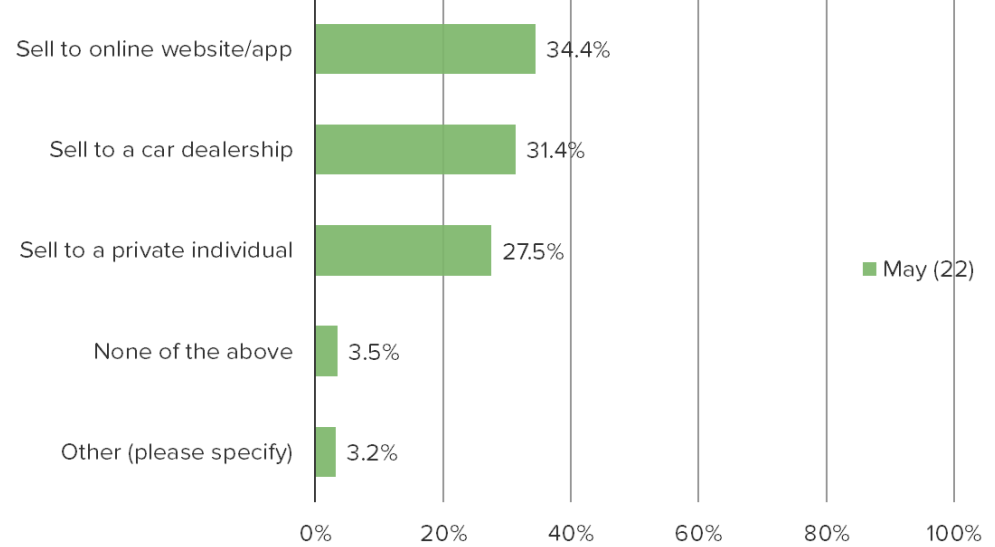
How will you SELL the USED vehicle you are trying to sell?

Posed to all respondents who are looking to sell a used vehicle.

Arizona and Georgia (N = 273)



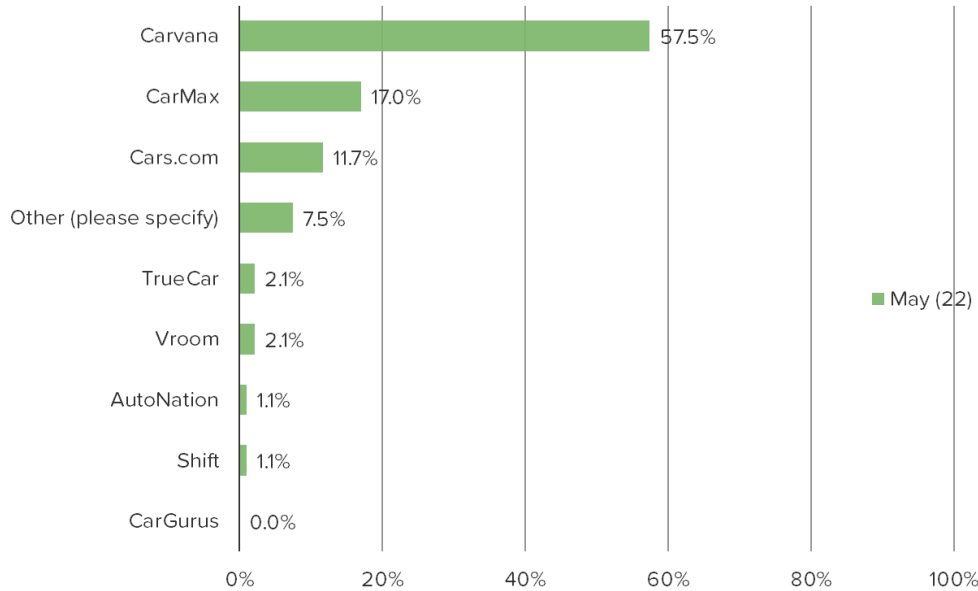
Other 48 States (N = 4731)



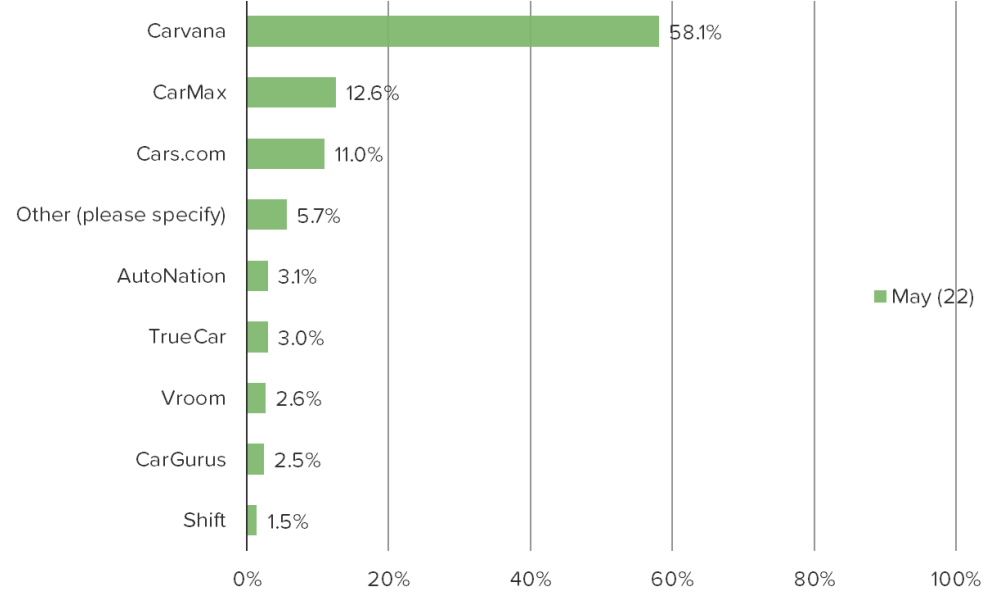
Which online website/app would you be most likely to sell it to?

Posed to all respondents who are looking to sell a used vehicle and would sell to a site/app.

Arizona and Georgia (N = 94)



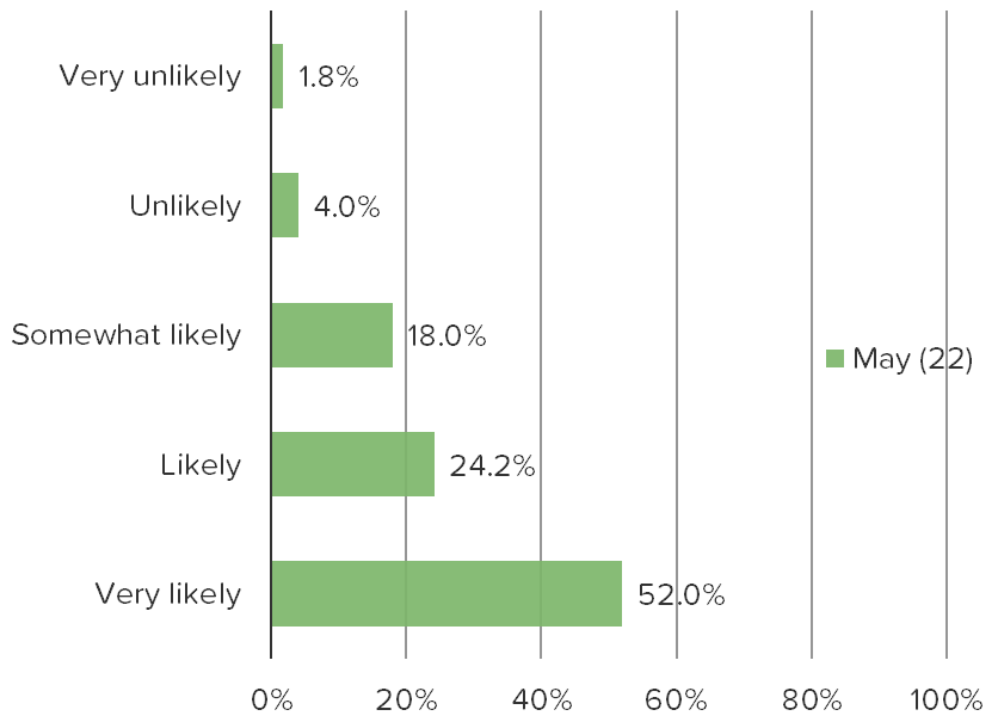
Other 48 States (N = 1628)



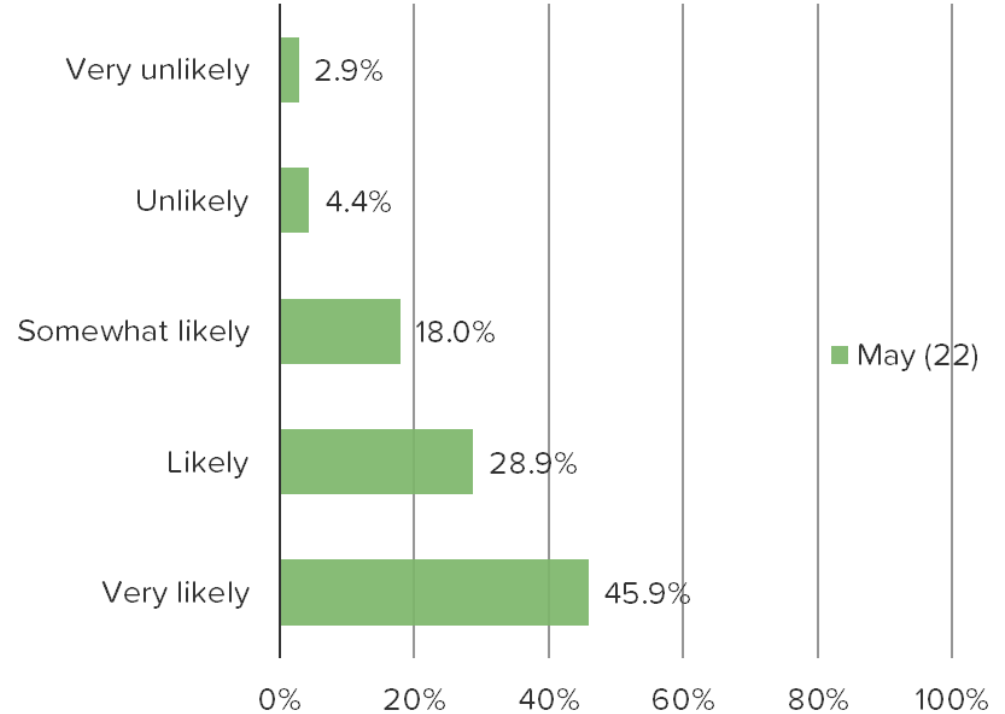
If you could enter your car’s license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes which is good for 7 days and get paid when the car is picked up if you accept. How likely would you be to request an offer?

Posed to respondents who are currently in the market to sell a vehicle.

Arizona and Georgia (N = 273)



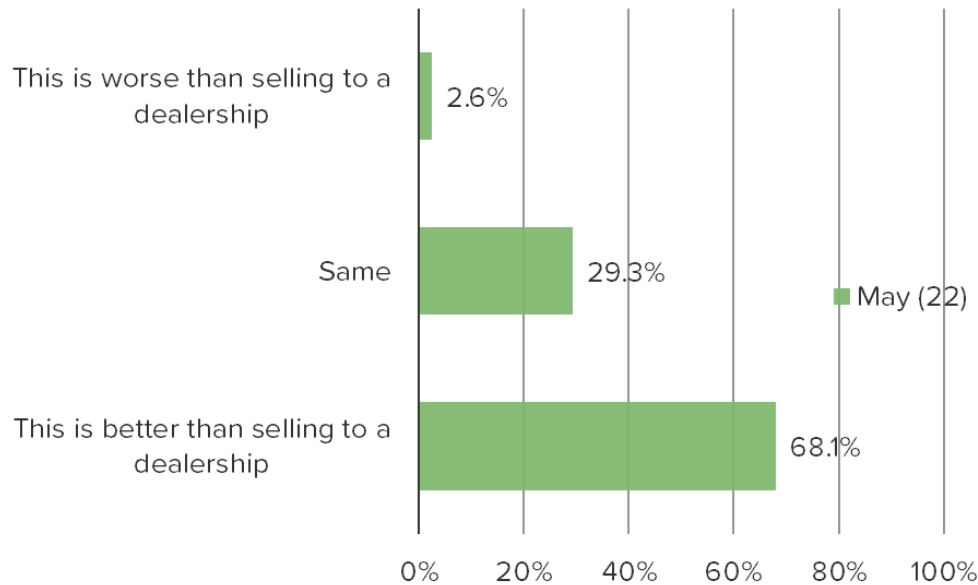
Other 48 States (N = 4728)



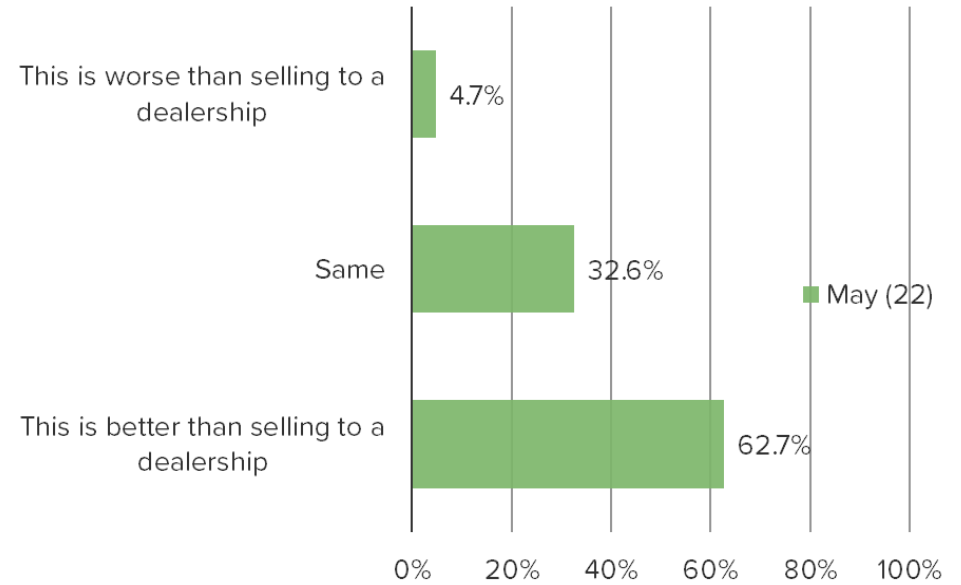
If you could enter your car’s license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes which is good for 7 days and get paid when the car is picked up if you accept. How does this sound compared to selling your used car at a dealership?

Posed to respondents who are currently in the market to sell a vehicle.

Arizona and Georgia (N = 273)



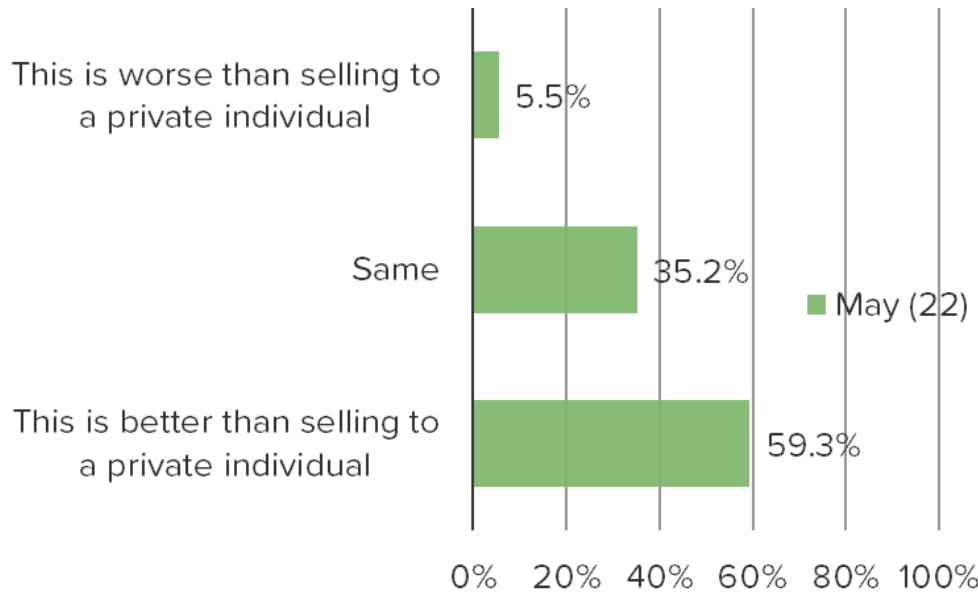
Other 48 States (N = 4728)



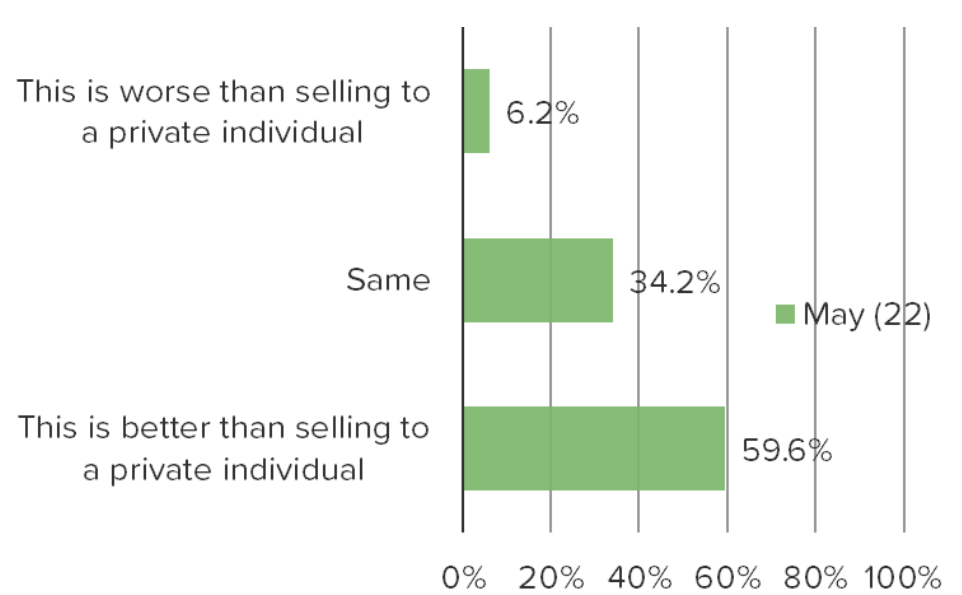
If you could enter your car’s license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes which is good for 7 days and get paid when the car is picked up if you accept. How does this sound compared to selling your used car to a private individual?

Posed to respondents who are currently in the market to sell a vehicle.

Arizona and Georgia (N = 273)



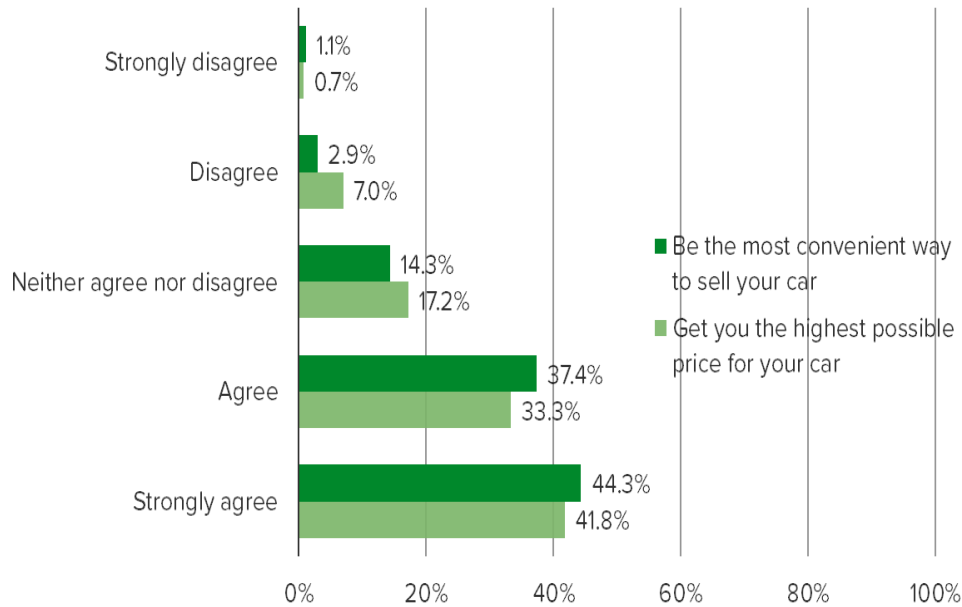
Other 48 States (N = 4728)



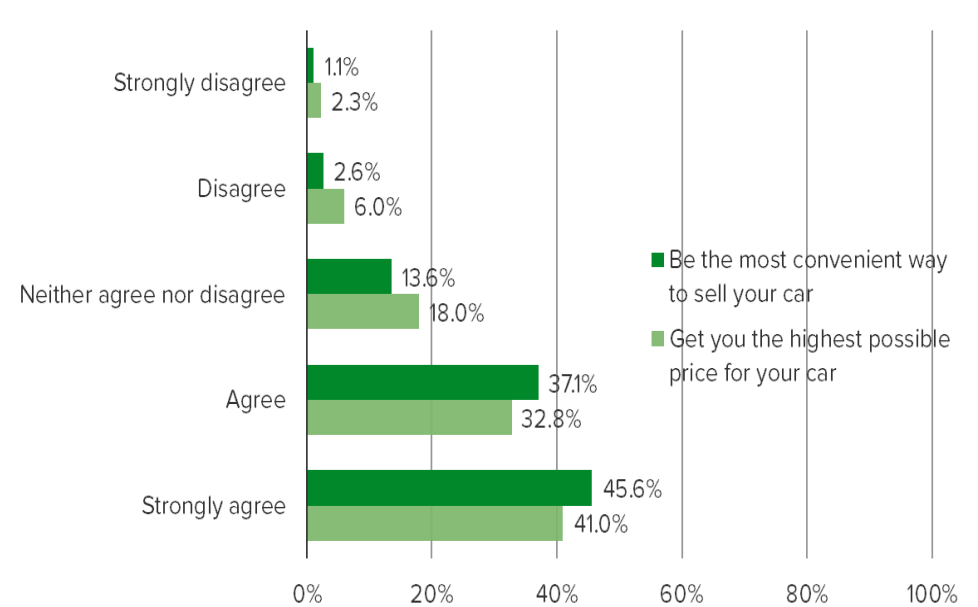
If you could enter your car’s license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes and have your car picked up from you if you accept. To what extent do you believe that selling your car this way would...

Posed to respondents who are currently in the market to sell a vehicle.

Arizona and Georgia (N = 273)



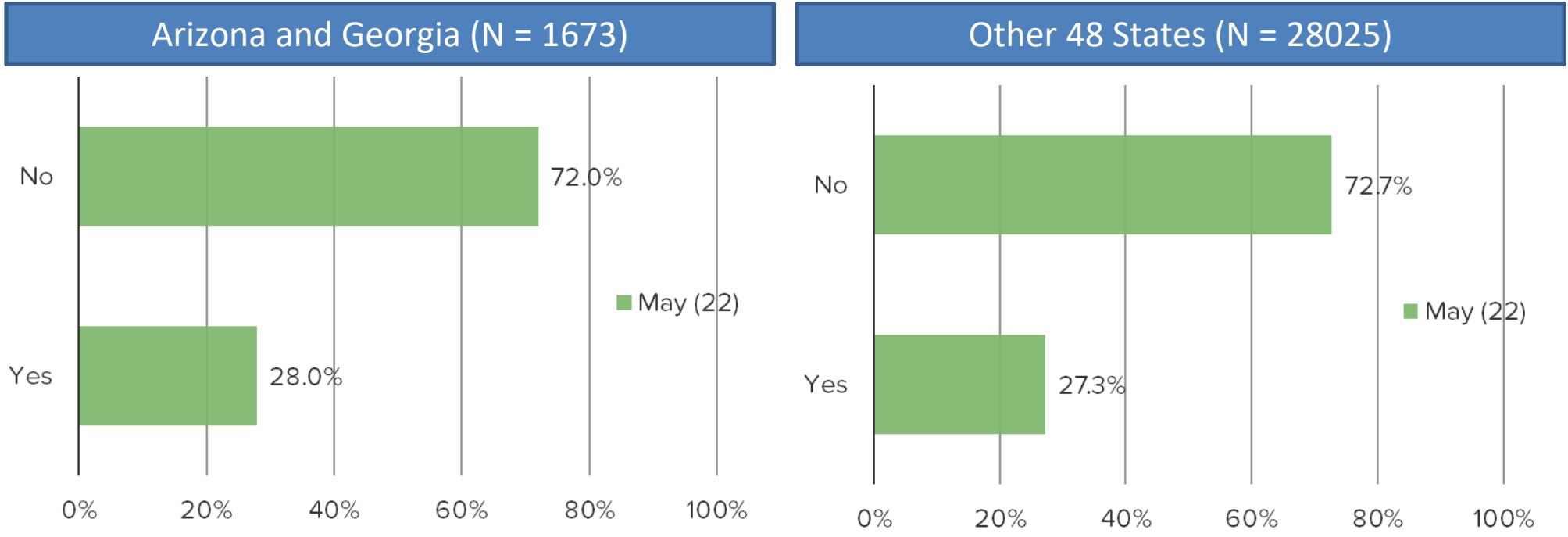
Other 48 States (N = 4728)



Currently in the market to buy a vehicle

Are you currently in the market looking to acquire a vehicle?

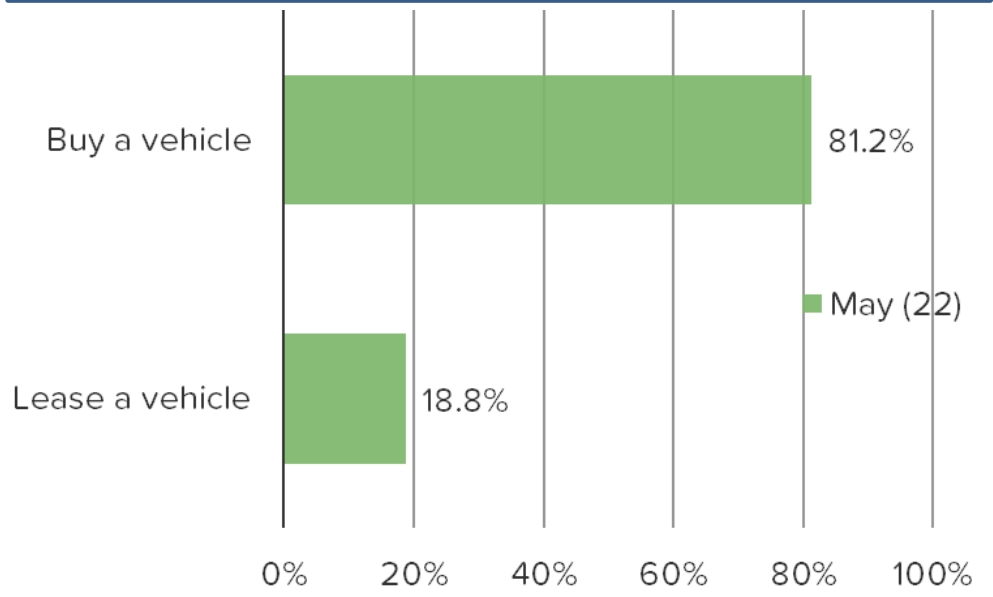
Posed to all respondents.



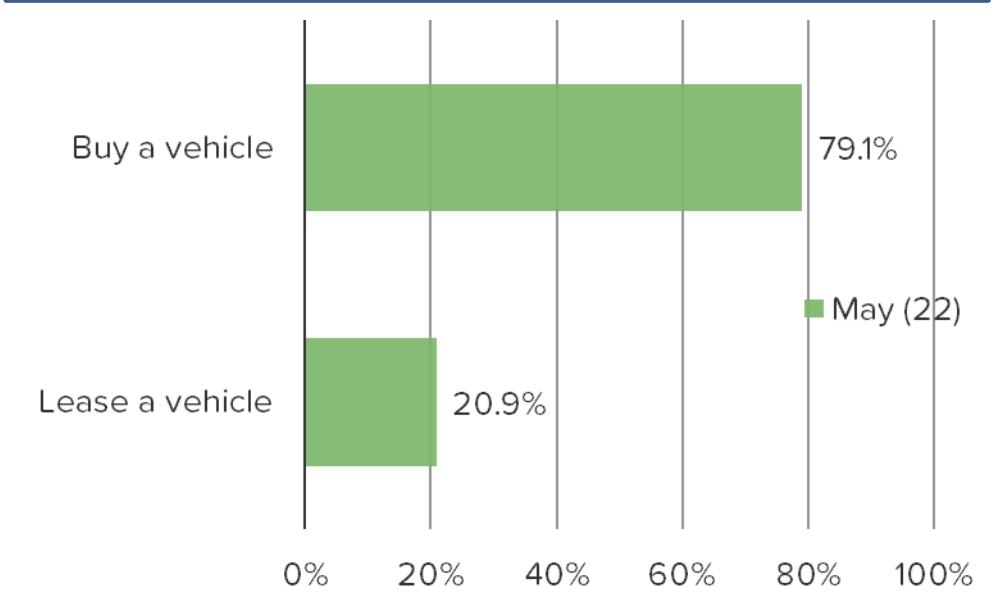
Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to do?

Posed to all respondents who are looking to acquire a vehicle.

Arizona and Georgia (N = 468)



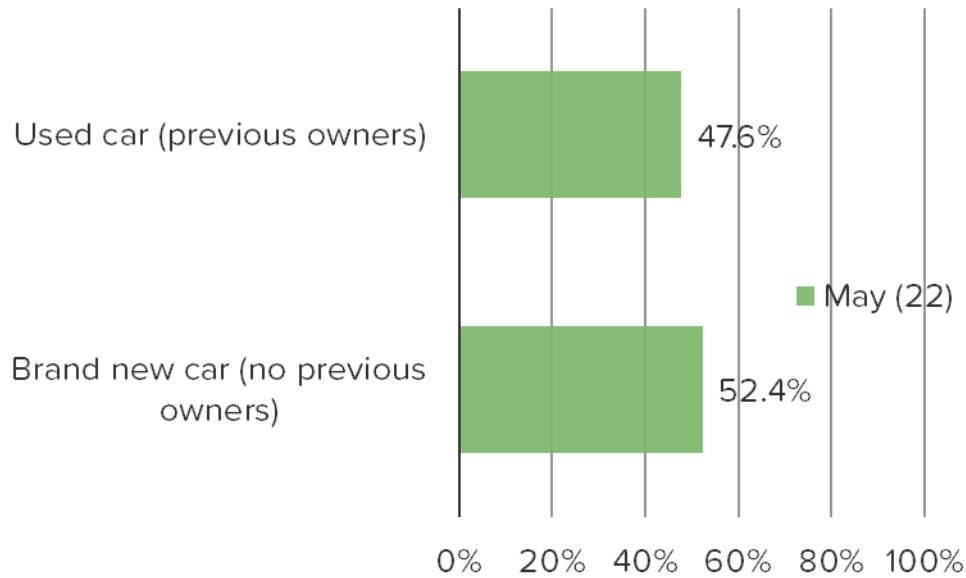
Other 48 States (N = 7651)



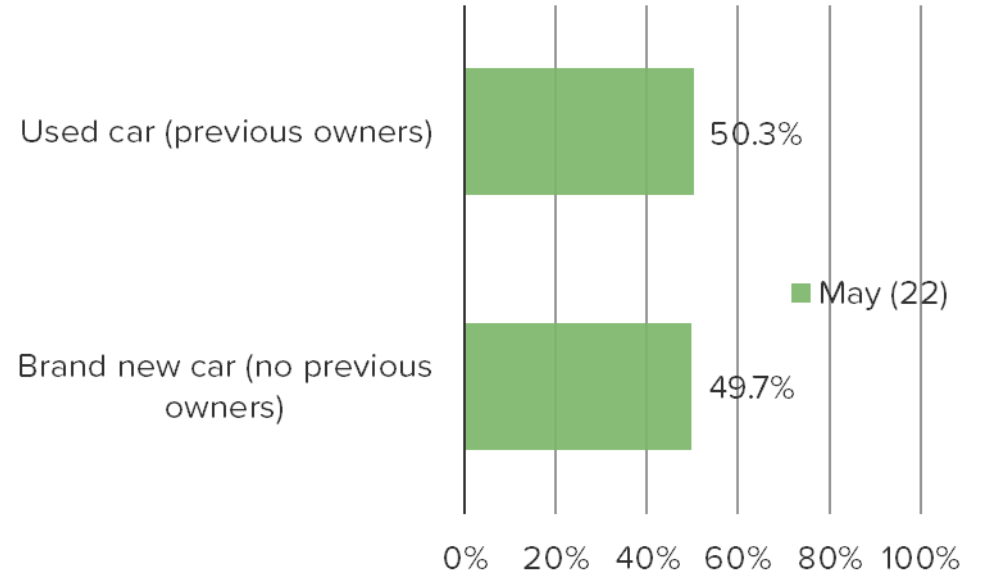
Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to get?

Posed to all respondents who are looking to buy a vehicle (not lease).

Arizona and Georgia (N = 380)



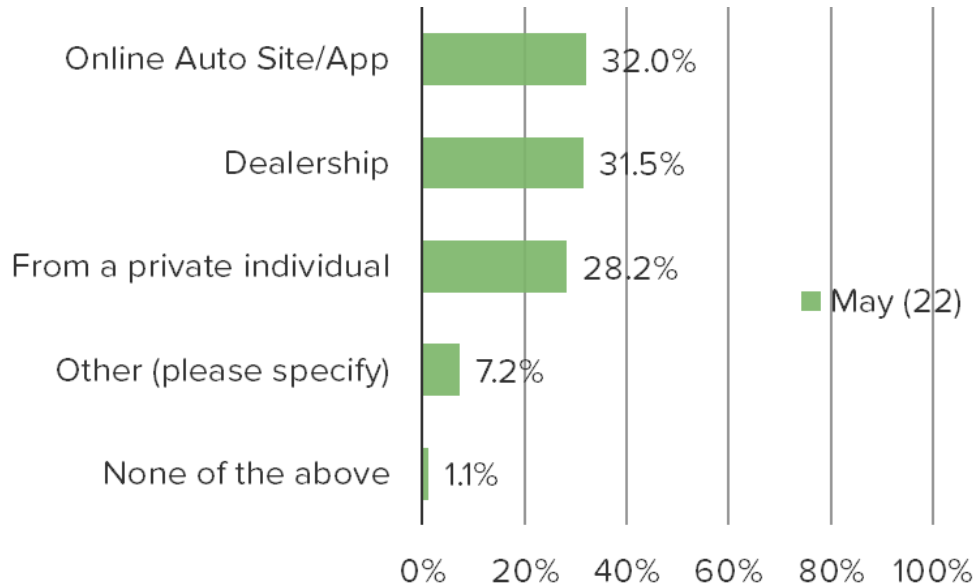
Other 48 States (N = 6054)



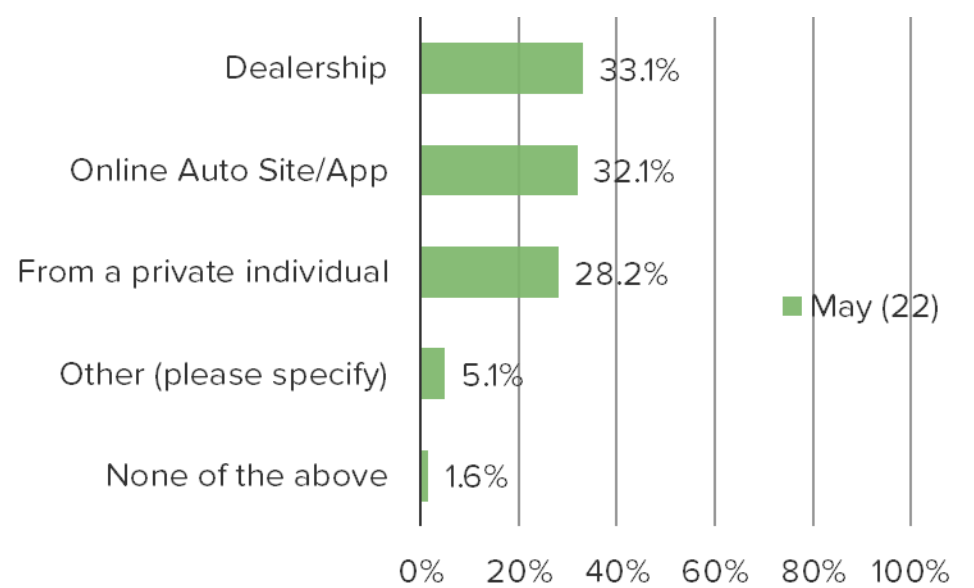
Where are you most likely to purchase the used vehicle?

Posed to all respondents who are looking to buy a used vehicle.

Arizona and Georgia (N = 181)



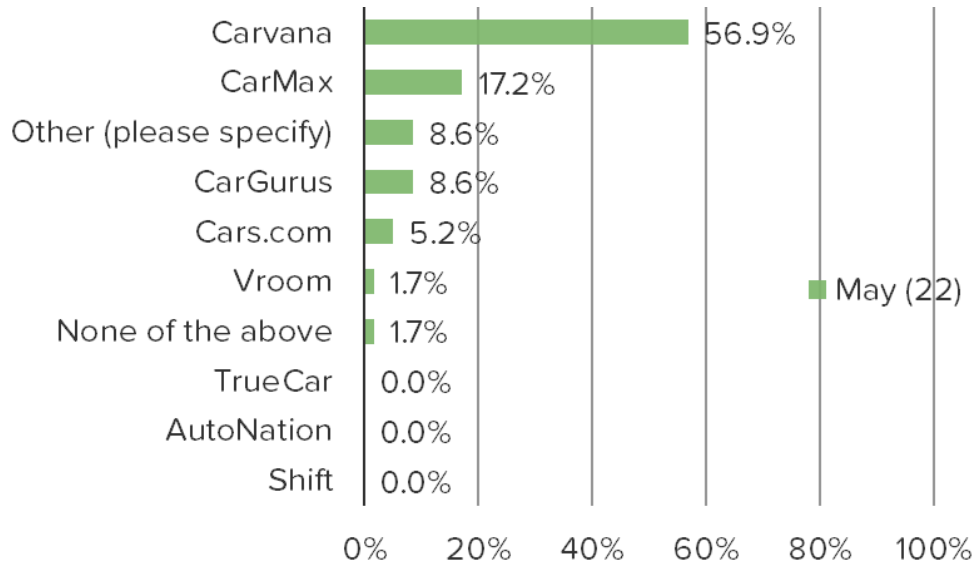
Other 48 States (N = 3045)



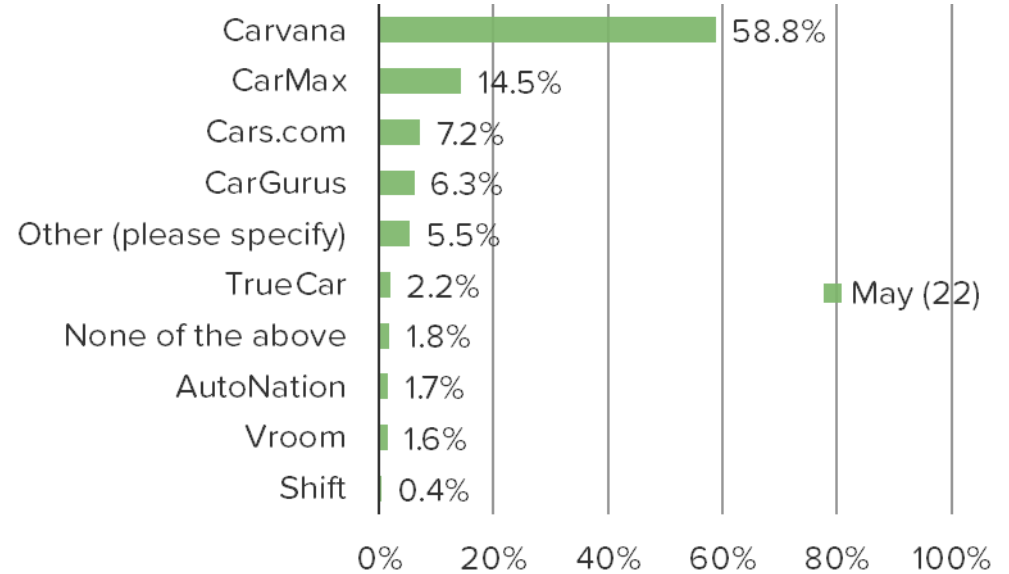
From which online auto app or website are you most likely to buy the car you are in the market for?

Posed to all respondents who are looking to buy a used vehicle and indicated they would be most likely to buy from an online site/app.

Arizona and Georgia (N = 58)



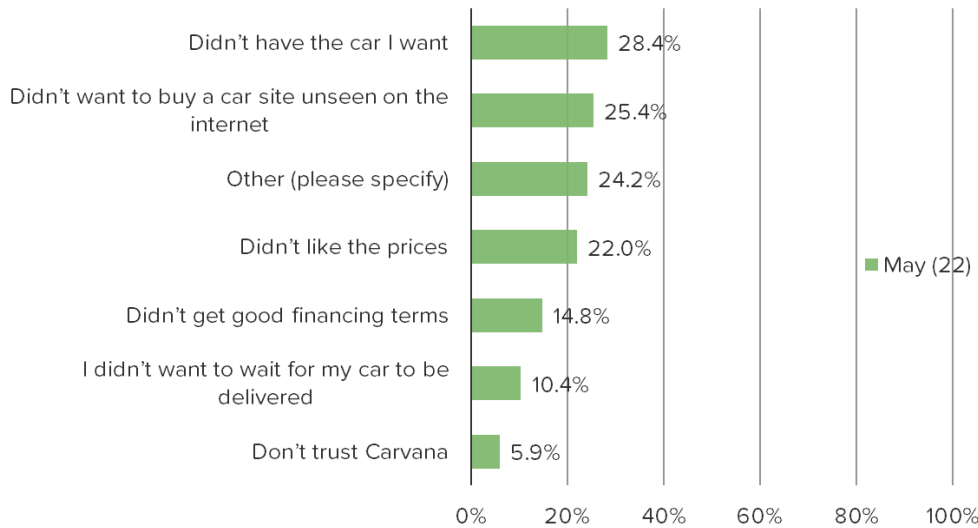
Other 48 States (N = 976)



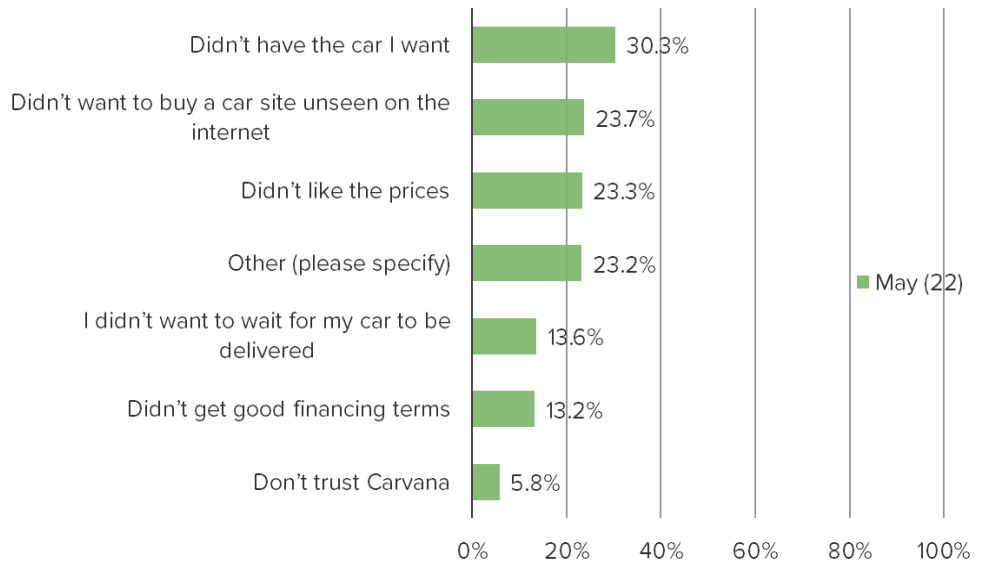
Why didn't you buy from Carvana after visiting the site/app? (Select ALL that apply)

Posed to all respondents who have visited Carvana but haven't made a purchase through Carvana.

Arizona and Georgia (N = 405)



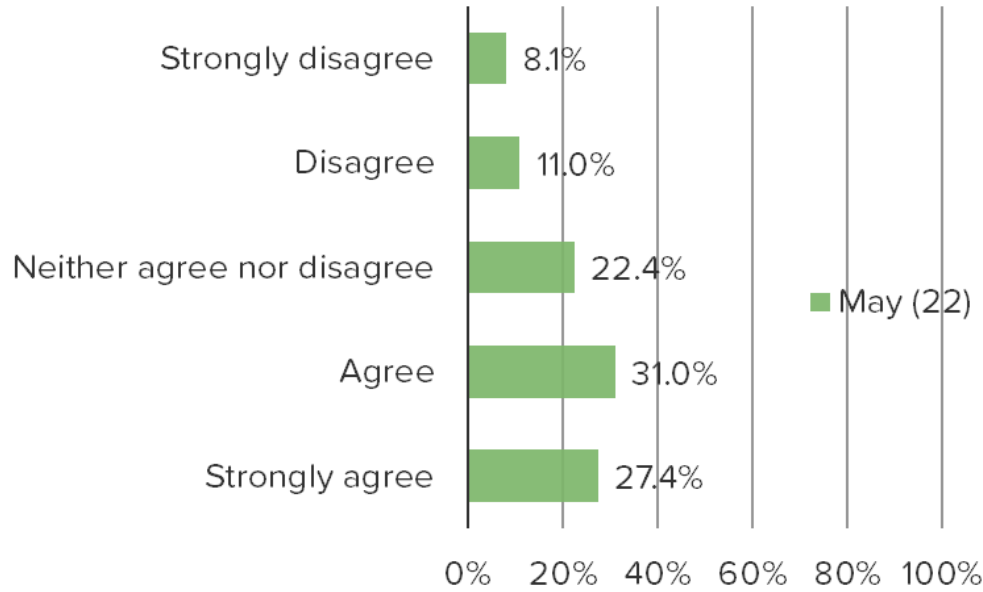
Other 48 States (N = 5493)



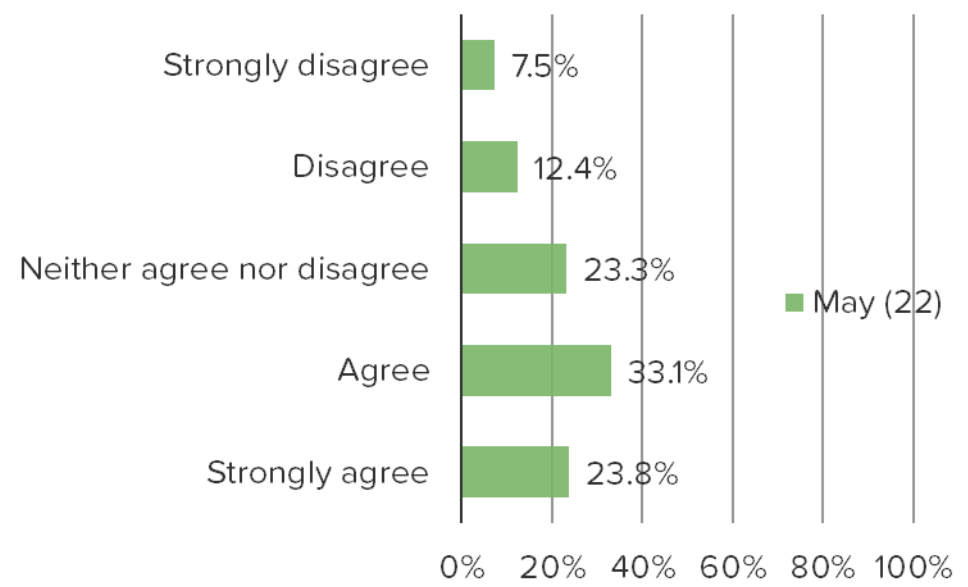
To what extent do you agree with the following statement: "A risk free 7 day return period reduces the importance of needing to see/test drive a used car in person"

Posed to respondents who said their household typically needs 1 or more vehicles.

Arizona and Georgia (N = 1547)



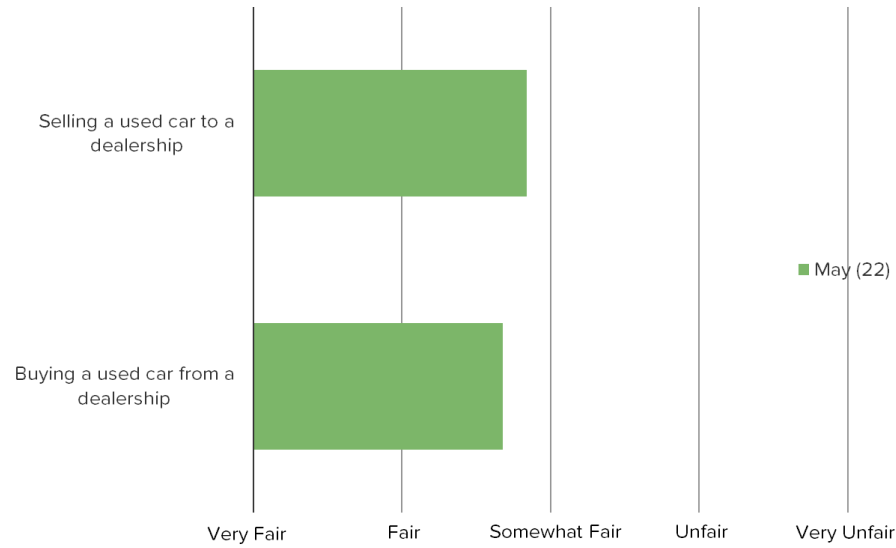
Other 48 States (N = 25476)



In your opinion, how fair do you think used car dealerships are when it comes to...

Posed to respondents who said their household typically needs 1 or more vehicles.

Arizona and Georgia (N = 1547)



Other 48 States (N = 25476)

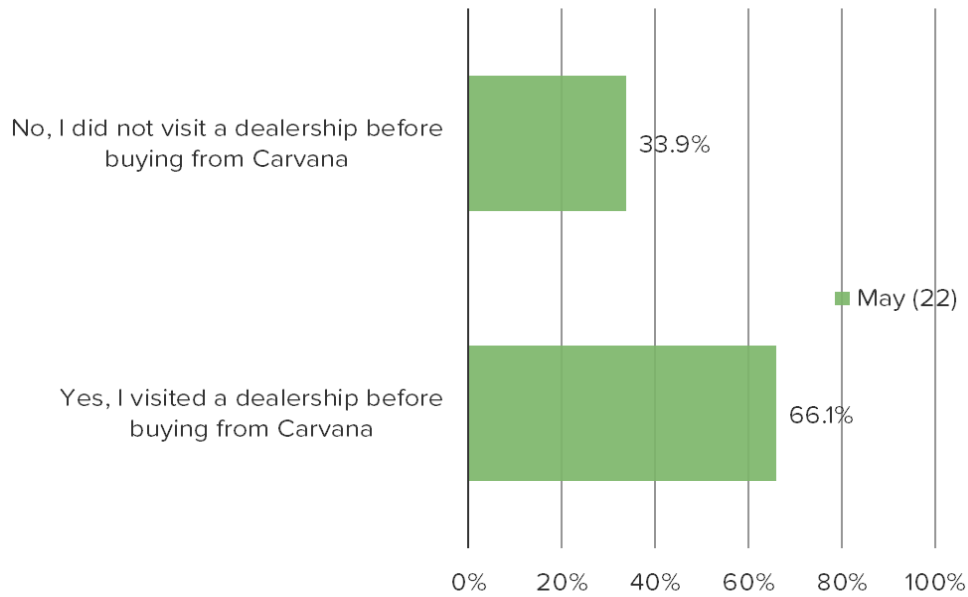


Deep-Dive With CVNA Customers

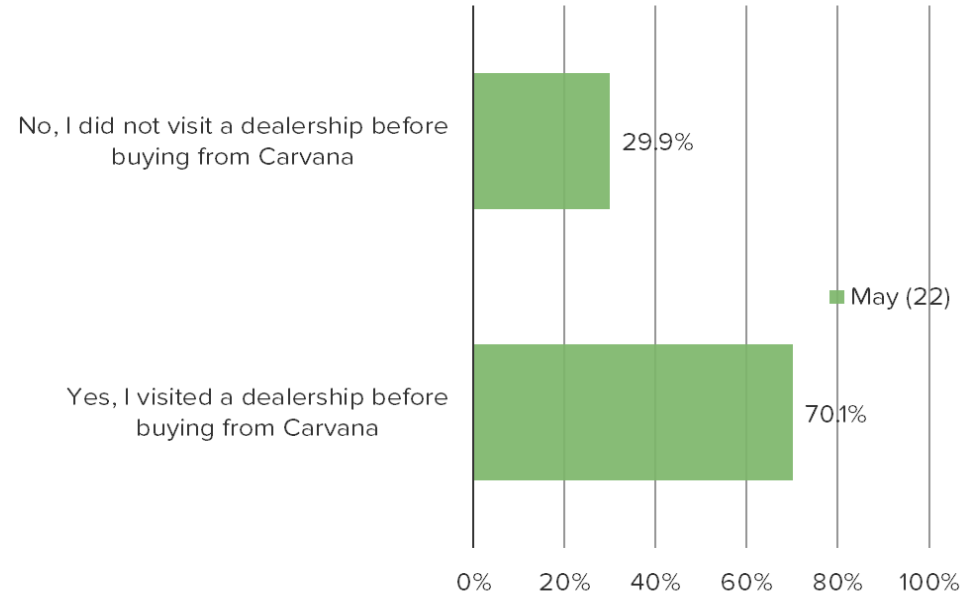
Did you visit any dealerships before buying a car from Carvana?

Posed to all respondents who indicated that they bought from Carvana.

Arizona and Georgia (N = 112)



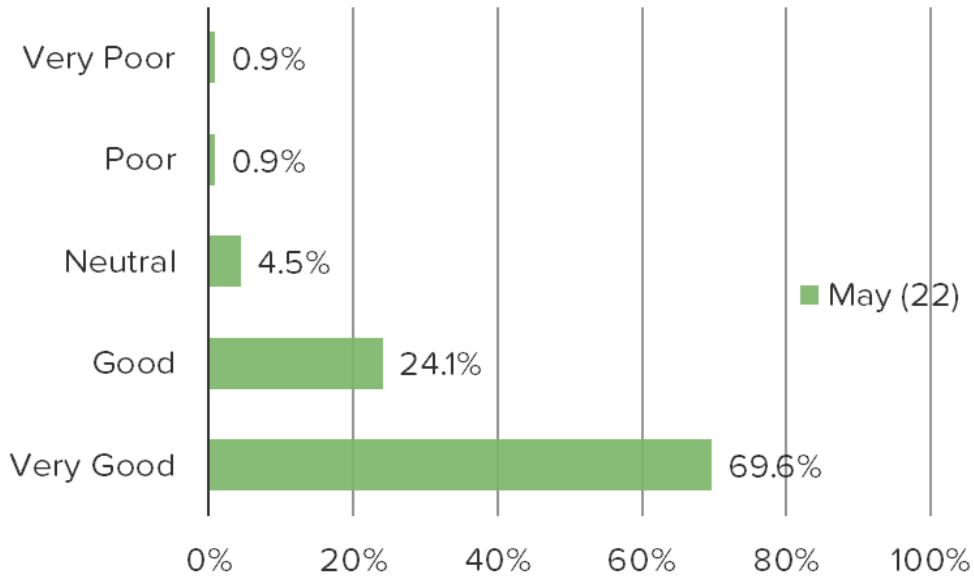
Other 48 States (N = 1355)



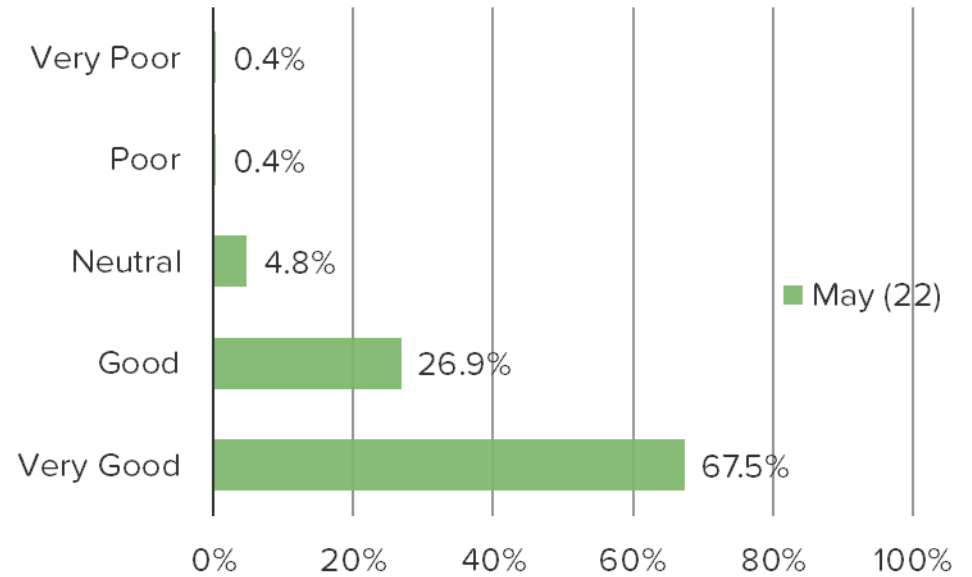
How do you rate Carvana when it comes to the overall experience?

Posed to all respondents who indicated that they bought from Carvana.

Arizona and Georgia (N = 112)



Other 48 States (N = 1355)

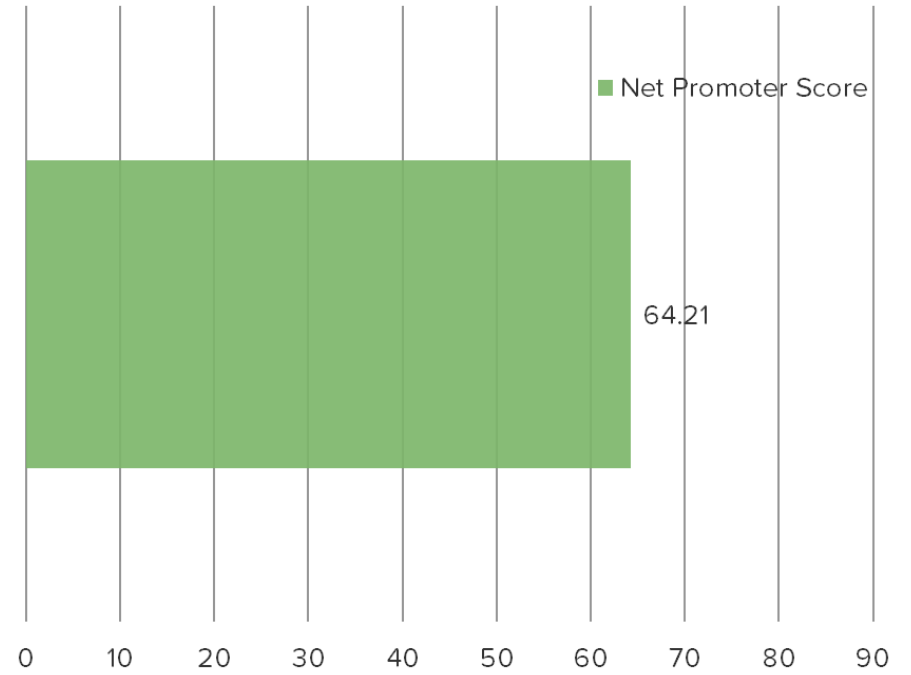
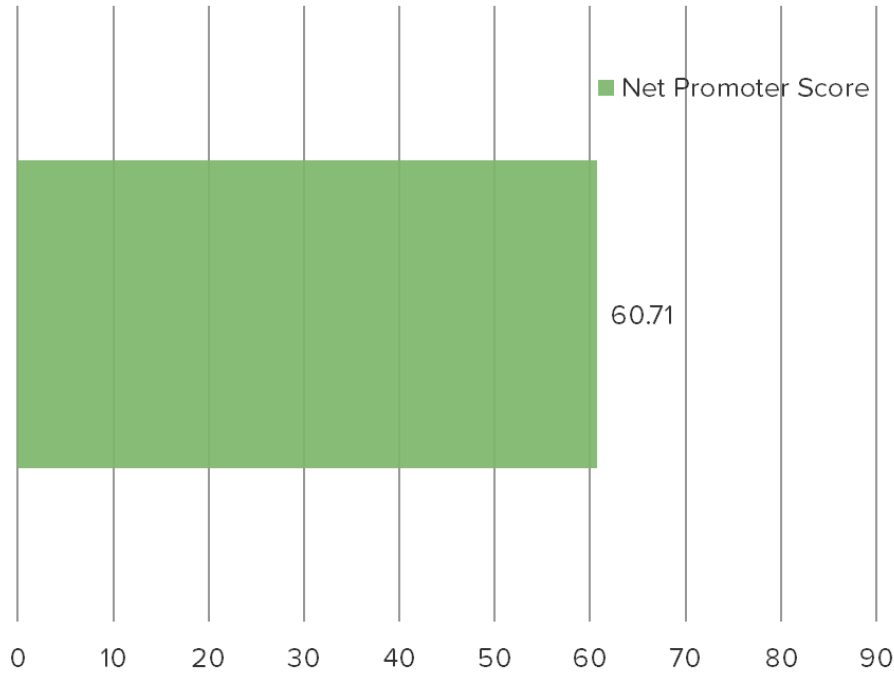


How likely is it that you would recommend Carvana to a friend or colleague?

Posed to all respondents who indicated that they bought from Carvana.

Arizona and Georgia (N = 112)

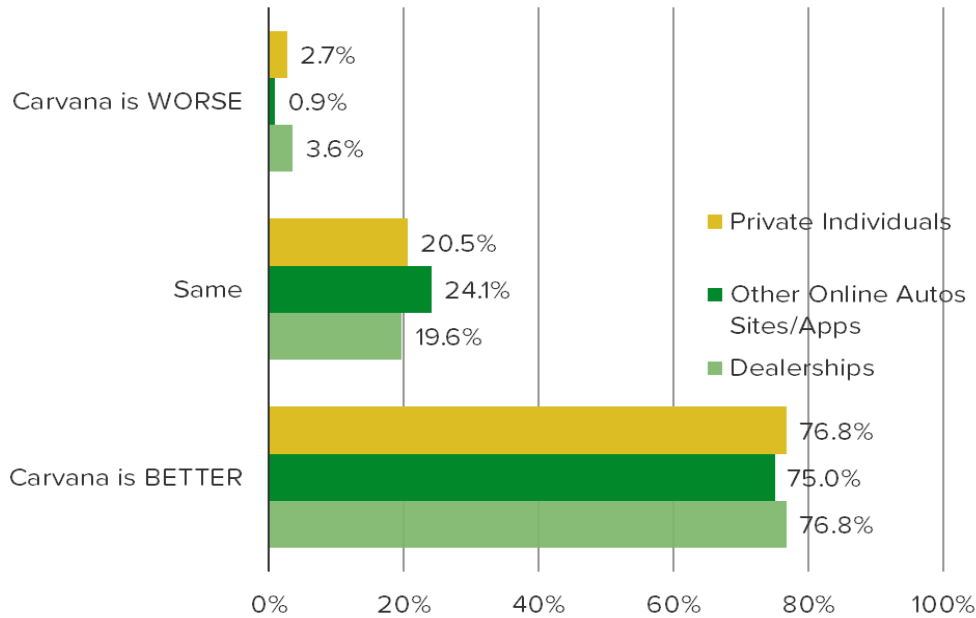
Other 48 States (N = 1355)



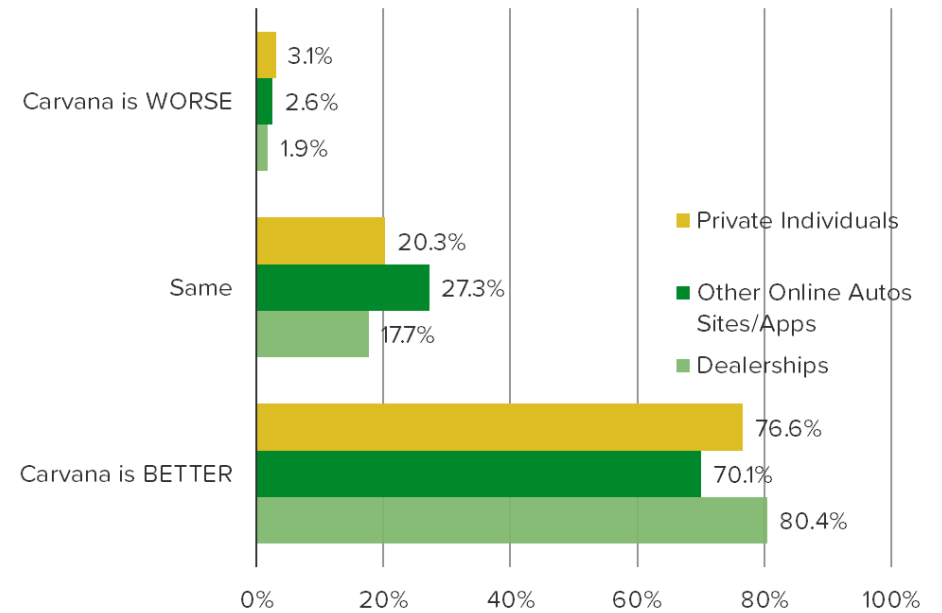
How does Carvana compare to buying a used car from the following:

Posed to all respondents who indicated that they bought from Carvana.

Arizona and Georgia (N = 112)



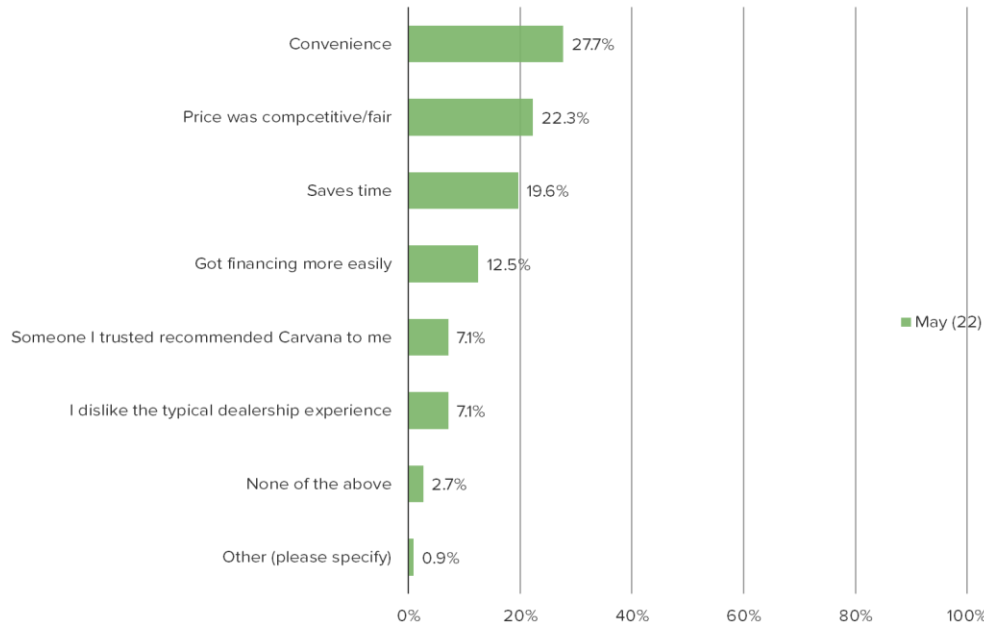
Other 48 States (N = 1355)



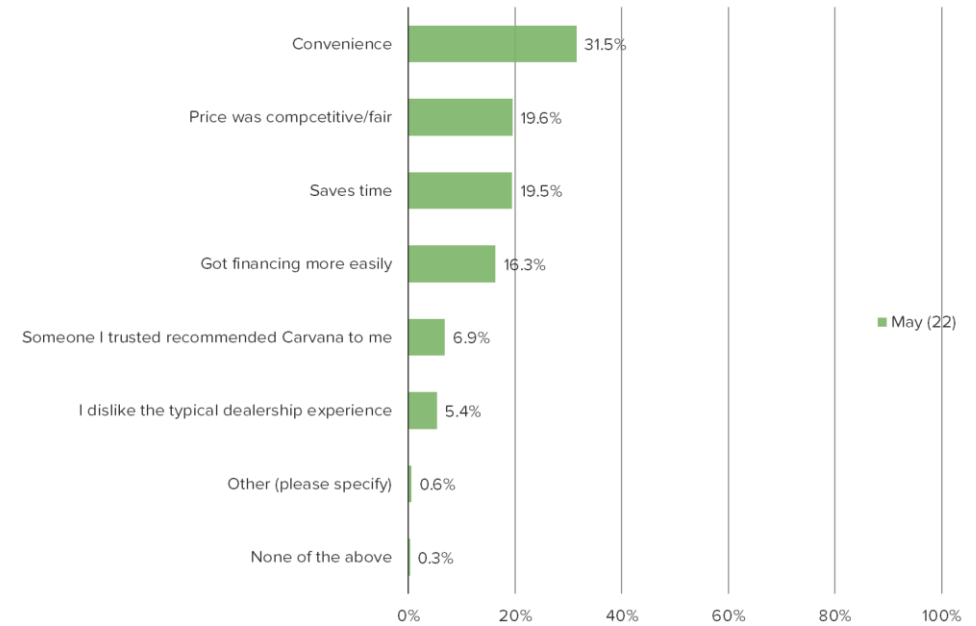
What was the primary reason you opted to use Carvana for your transaction?

Posed to all respondents who indicated that they bought from Carvana.

Arizona and Georgia (N = 112)



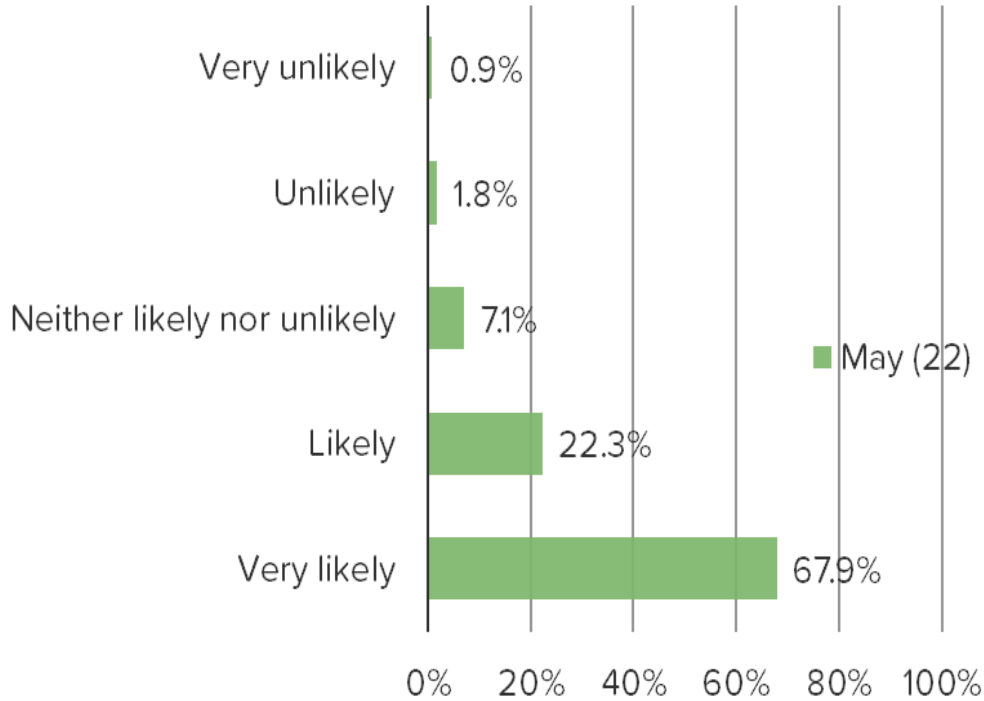
Other 48 States (N = 1355)



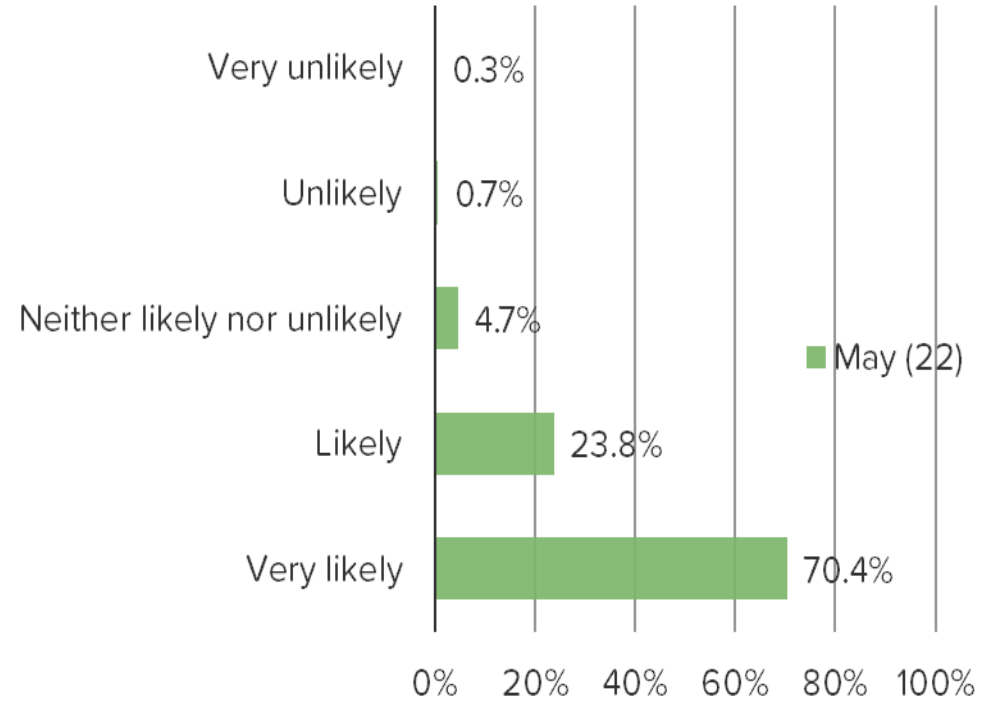
How likely are you to use Carvana again in the future?

Posed to all respondents who made a purchase through Carvana.

Arizona and Georgia (N = 112)



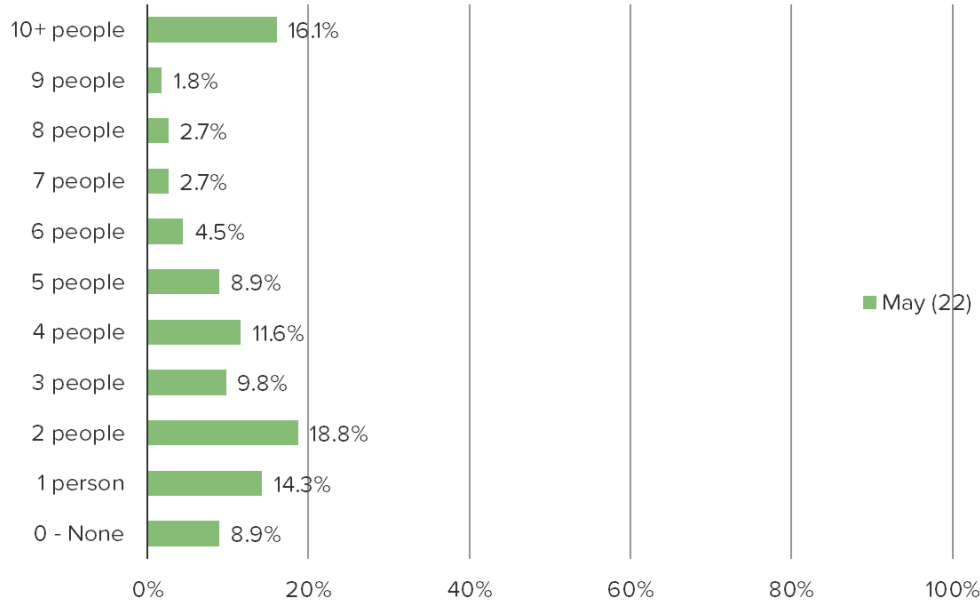
Other 48 States (N = 1355)



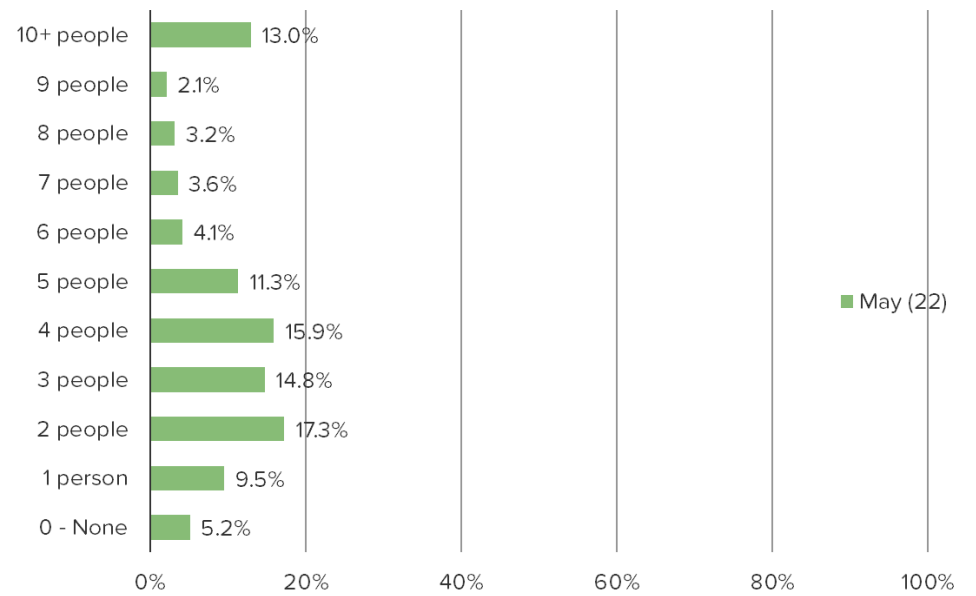
Have you recommended Carvana to any other people?

Posed to all respondents who made a purchase through Carvana.

Arizona and Georgia (N = 112)



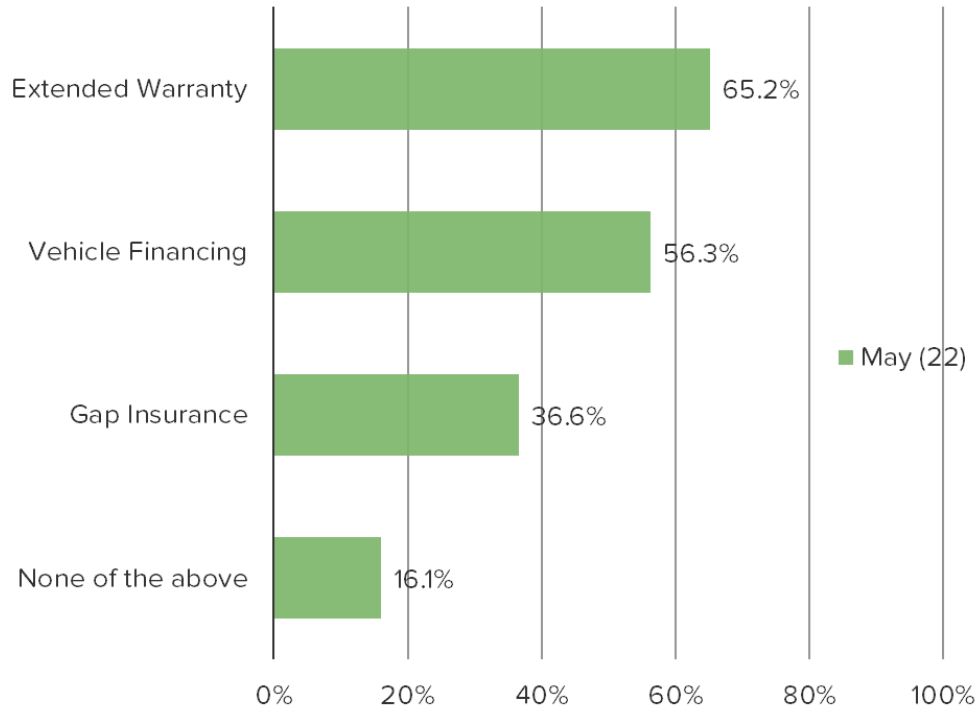
Other 48 States (N = 1355)



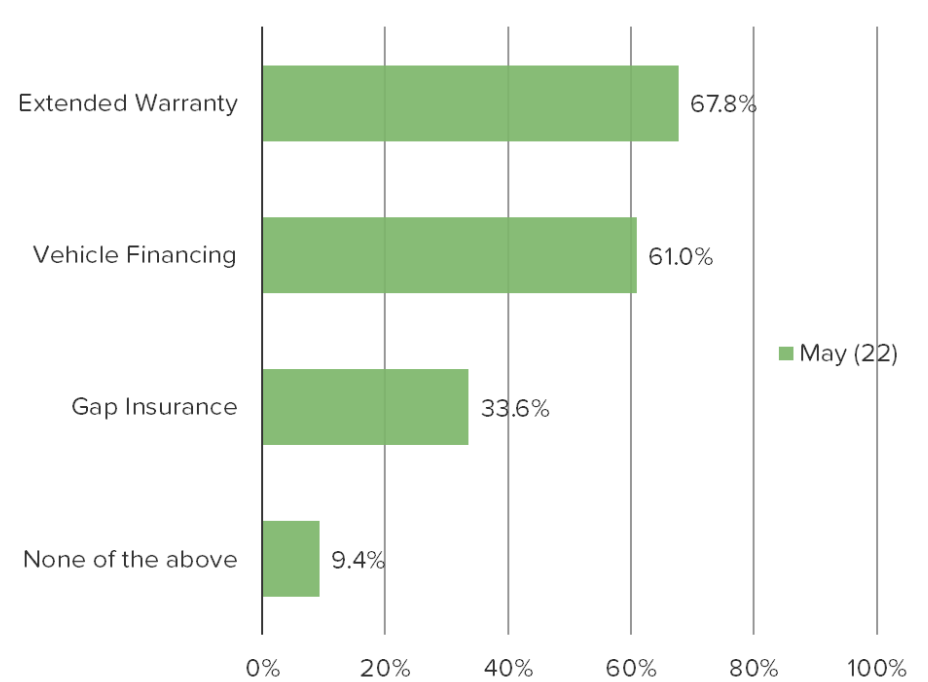
Did you also include/buy any of the following from Carvana when you made your purchase?

Posed to all respondents who made a purchase through Carvana.

Arizona and Georgia (N = 112)



Other 48 States (N = 1355)

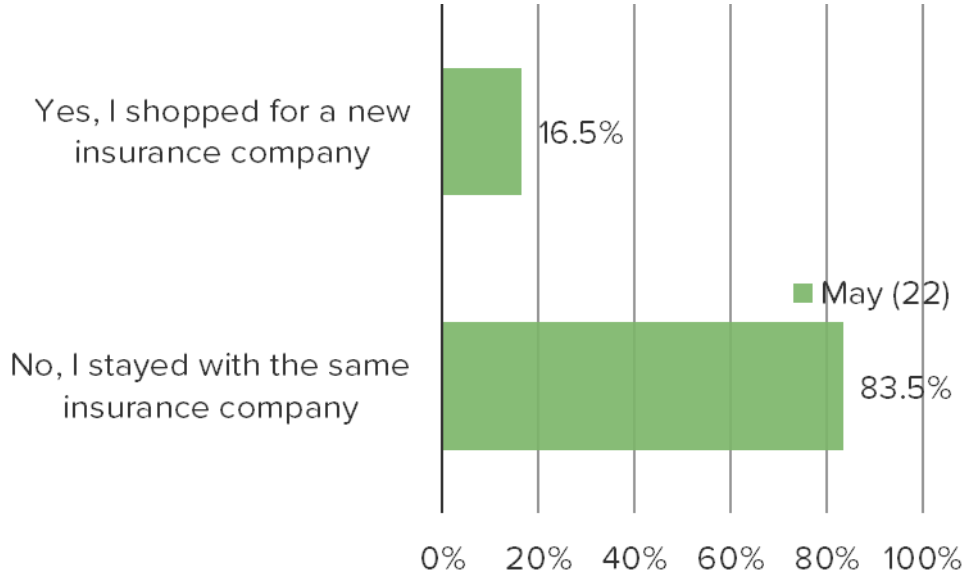


Auto Insurance Questions

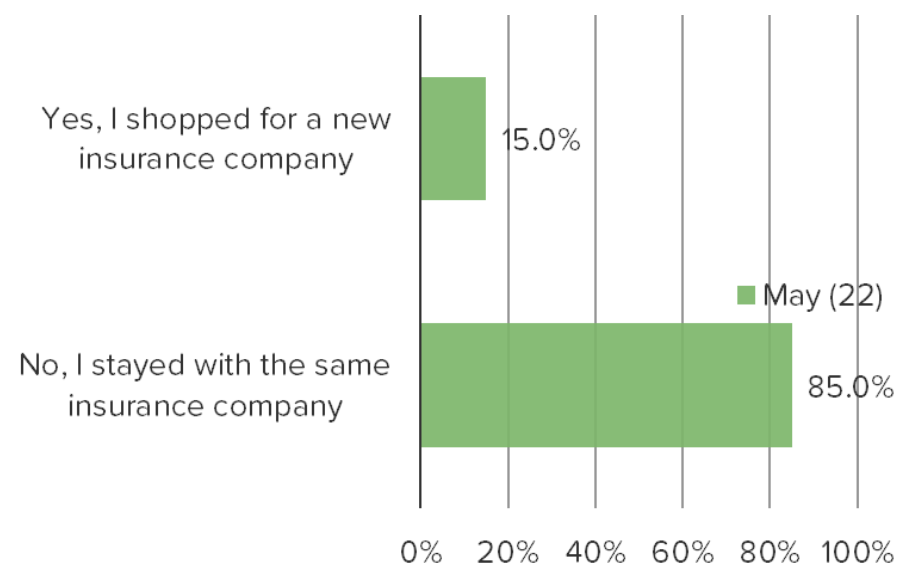
Thinking about the last time you bought a car, did you shop / change insurance companies?

Posed to auto owners.

Arizona and Georgia (N = 1001)



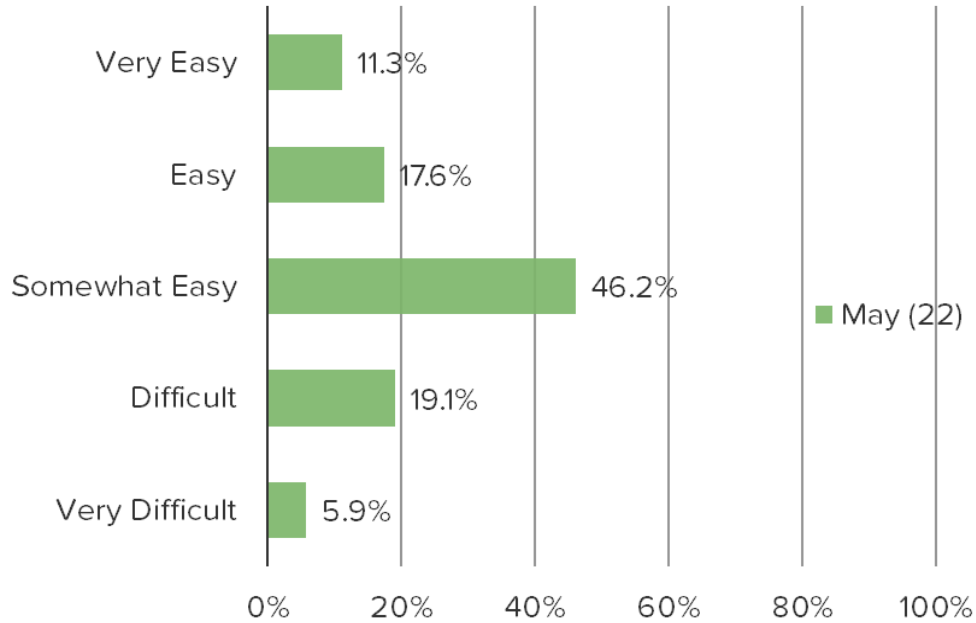
Other 48 States (N = 16905)



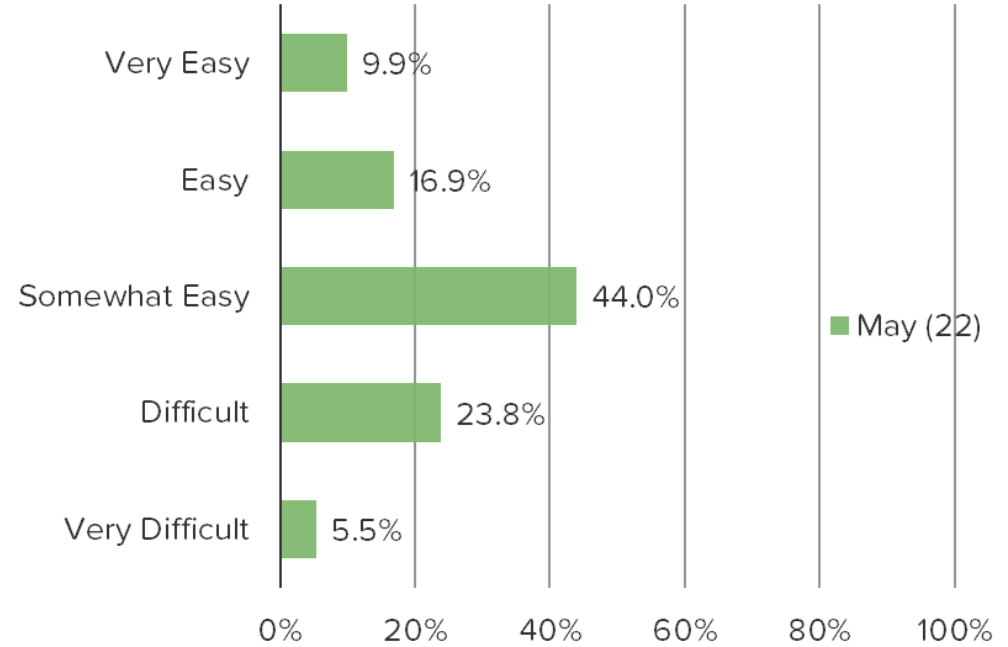
In general, do you feel shopping for auto insurance is...

Posed to auto owners.

Arizona and Georgia (N = 1001)



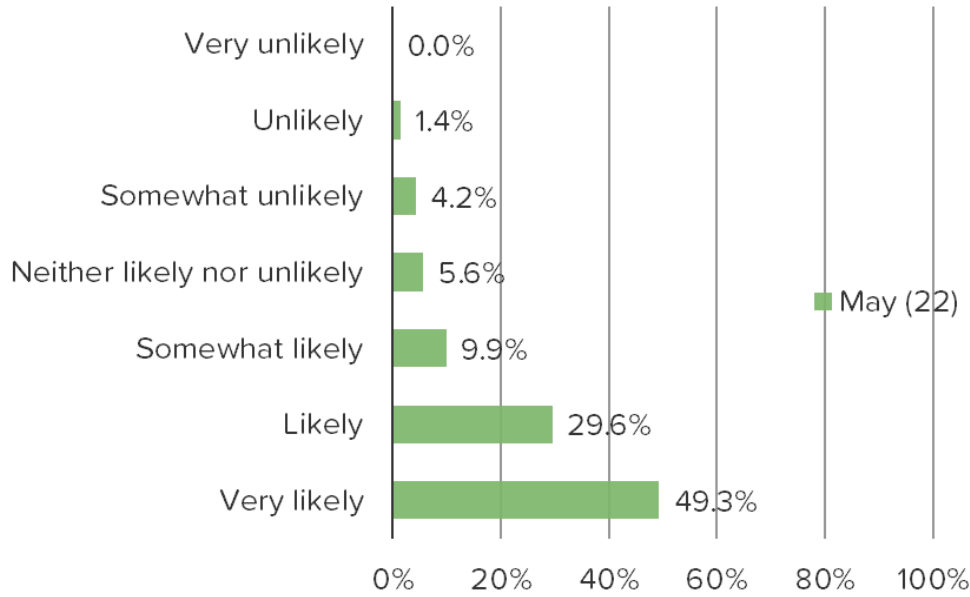
Other 48 States (N = 16905)



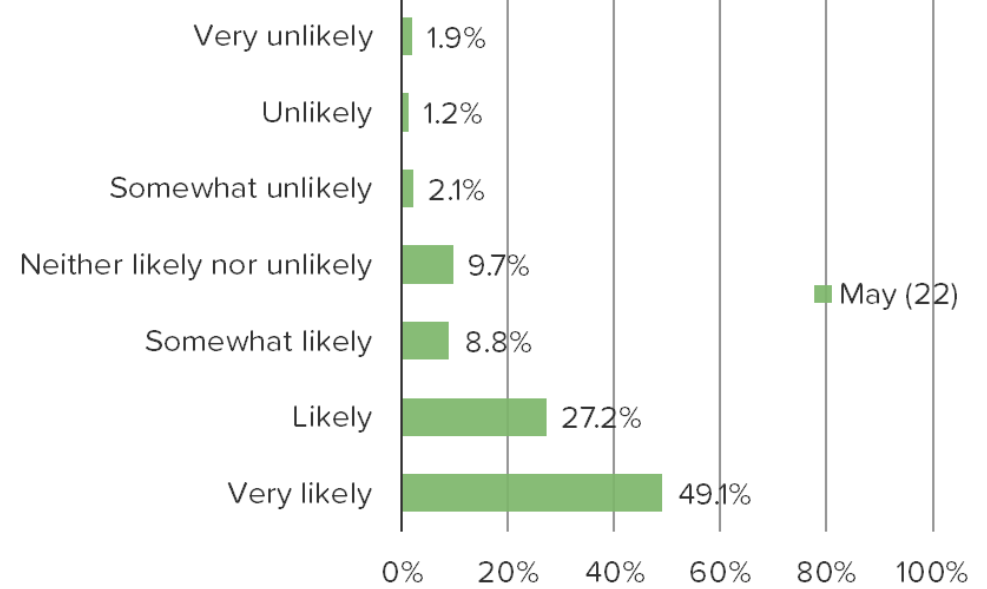
If Carvana offered insurance when you got your car from them, how likely would you have been to buy or change your auto insurance through Carvana?

Posed to respondents who have bought a car from Carvana.

Arizona and Georgia (N = 71)



Other 48 States (N = 916)

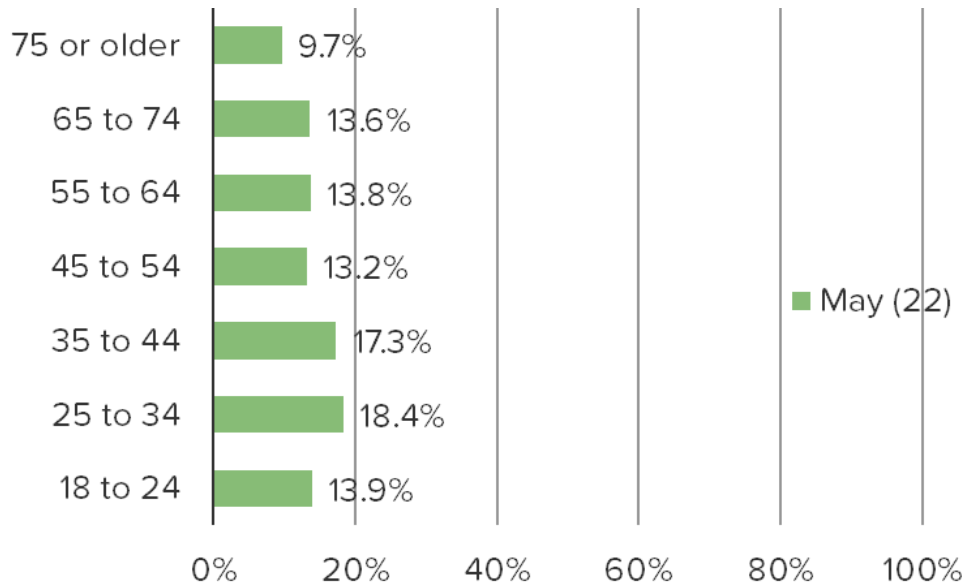


Demographics

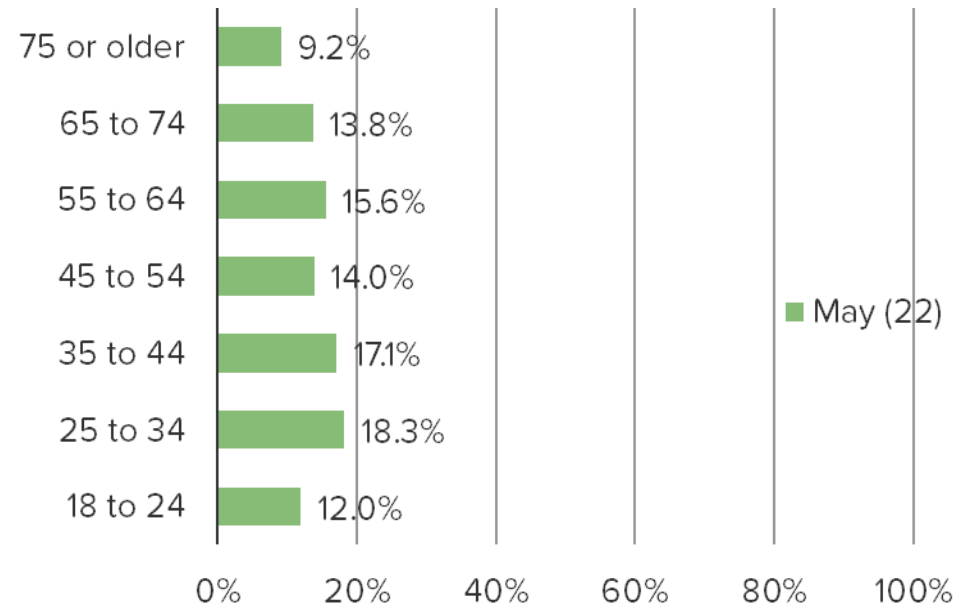
What is your age?

Posed to all respondents.

Arizona and Georgia (N = 1673)



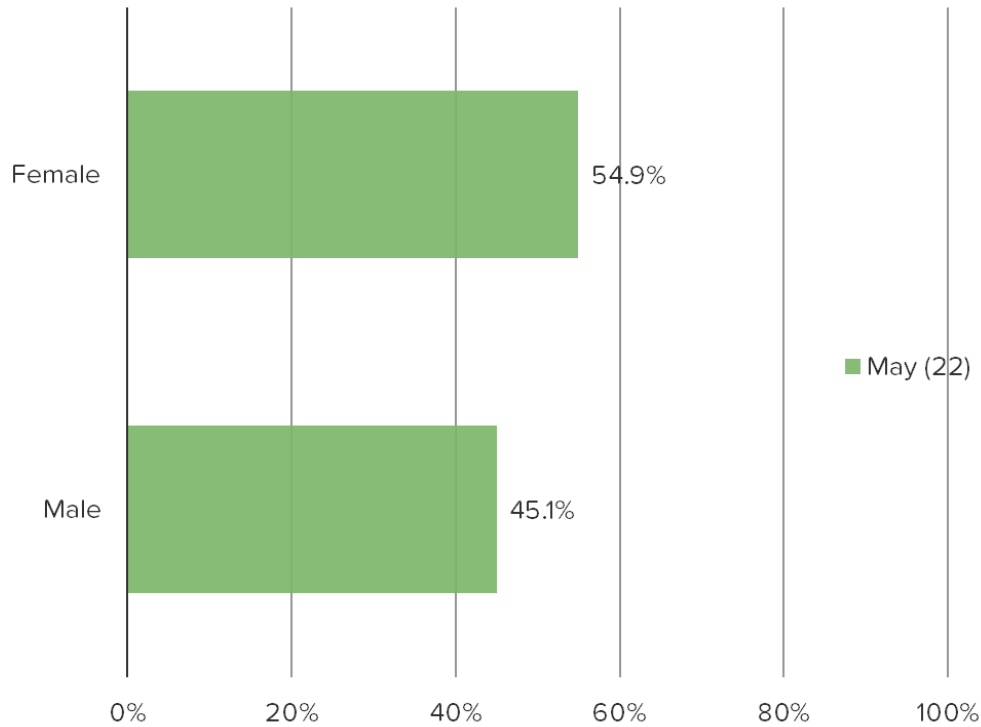
Other 48 States (N = 28025)



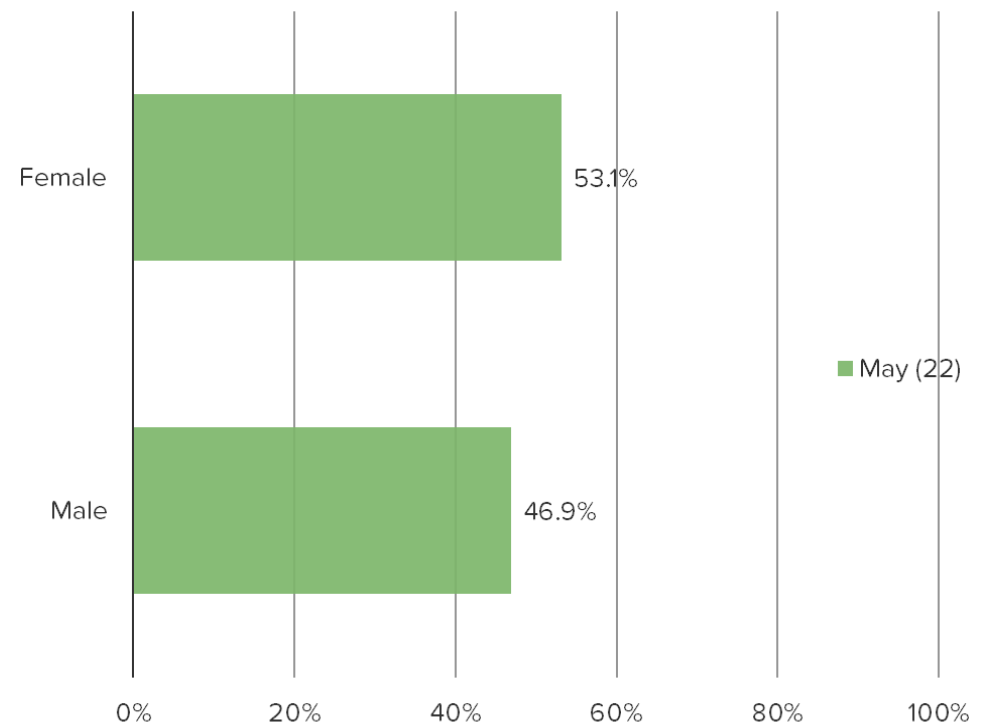
What is your gender?

Posed to all respondents.

Arizona and Georgia (N = 1673)



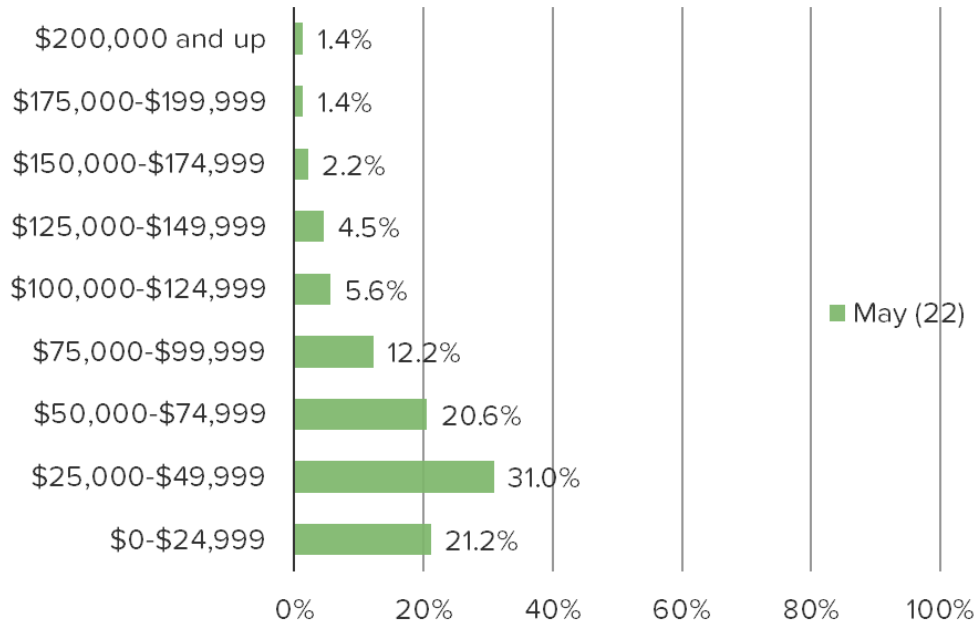
Other 48 States (N = 28025)



What is your approximate average household income?

Posed to all respondents.

Arizona and Georgia (N = 1673)



Other 48 States (N = 28025)

