

**Bespoke Market Intelligence**

---

**CVNA Consumer Survey  
Volume 11**

---

**February 2025**

### OBJECTIVE

To conduct a survey on a large N (10,000) of US consumers balanced to census to gather consumer feedback toward Carvana and competitive brands, with a focus on arriving at a deep understanding of the customer experience on Carvana and generating valuable insights related to consumers who are actively in the market to buy and sell a vehicle.

### STRATEGY

Conduct an electronic survey of 10,000 US consumers balanced to census electronically. Screening for Carvana customers via a multi-stage process

# Takeaways

---

## SURVEY TAKEAWAYS

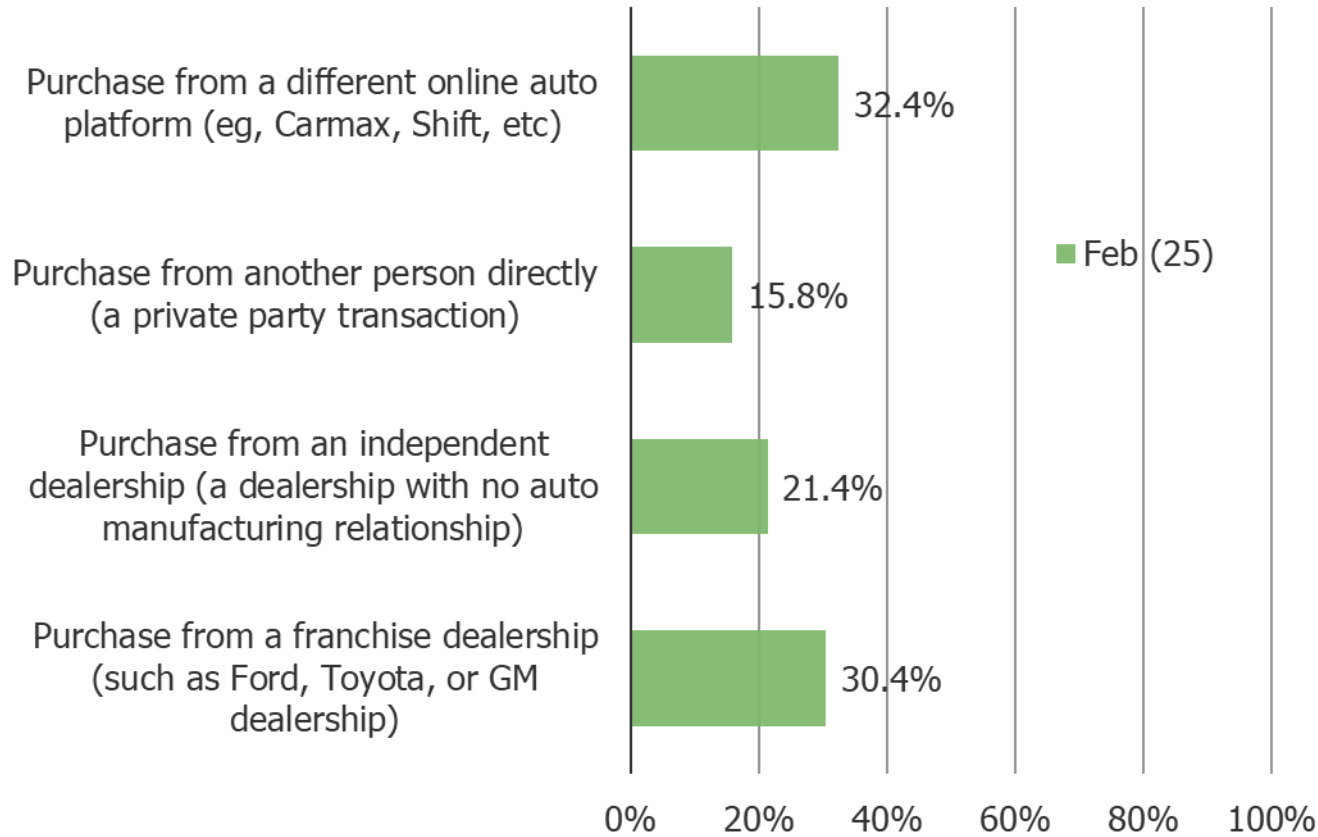
- 1** Survey results consistently indicate that Carvana customers perceive their buying experience as superior to other options.
- 2** The main reasons consumers hesitate to purchase used cars online are typically tied to either a) general distrust or skepticism or b) a preference for inspecting the vehicle in person before committing.
- 3** Supporters of online car buying largely cite convenience as a key advantage, along with the benefit of avoiding traditional dealership sales interactions.
- 4** The overall trend in the auto sector shows a gradual decline in consumer purchase activity and purchase intent.
- 5** Over recent quarters, there has been a growing preference for used cars over new ones among prospective buyers.
- 6** Carvana continues to outperform competitors in key competitive metrics, including Net Promoter Score (NPS), customer satisfaction, comparisons to alternatives, and the likelihood of repeat purchases.
- 7** Respondents who said they started a process with Carvana but didn't finish because of the down payment or financing terms were most likely to be from the lowest credit score brackets.

## Questions Added Most Recently

---

**You mentioned that you have bought a car from Carvana. If you did not purchase that car from Carvana, do you think you would have been most likely to...**

Posed to respondents who said they have purchased a used vehicle from Carvana. (N=487)



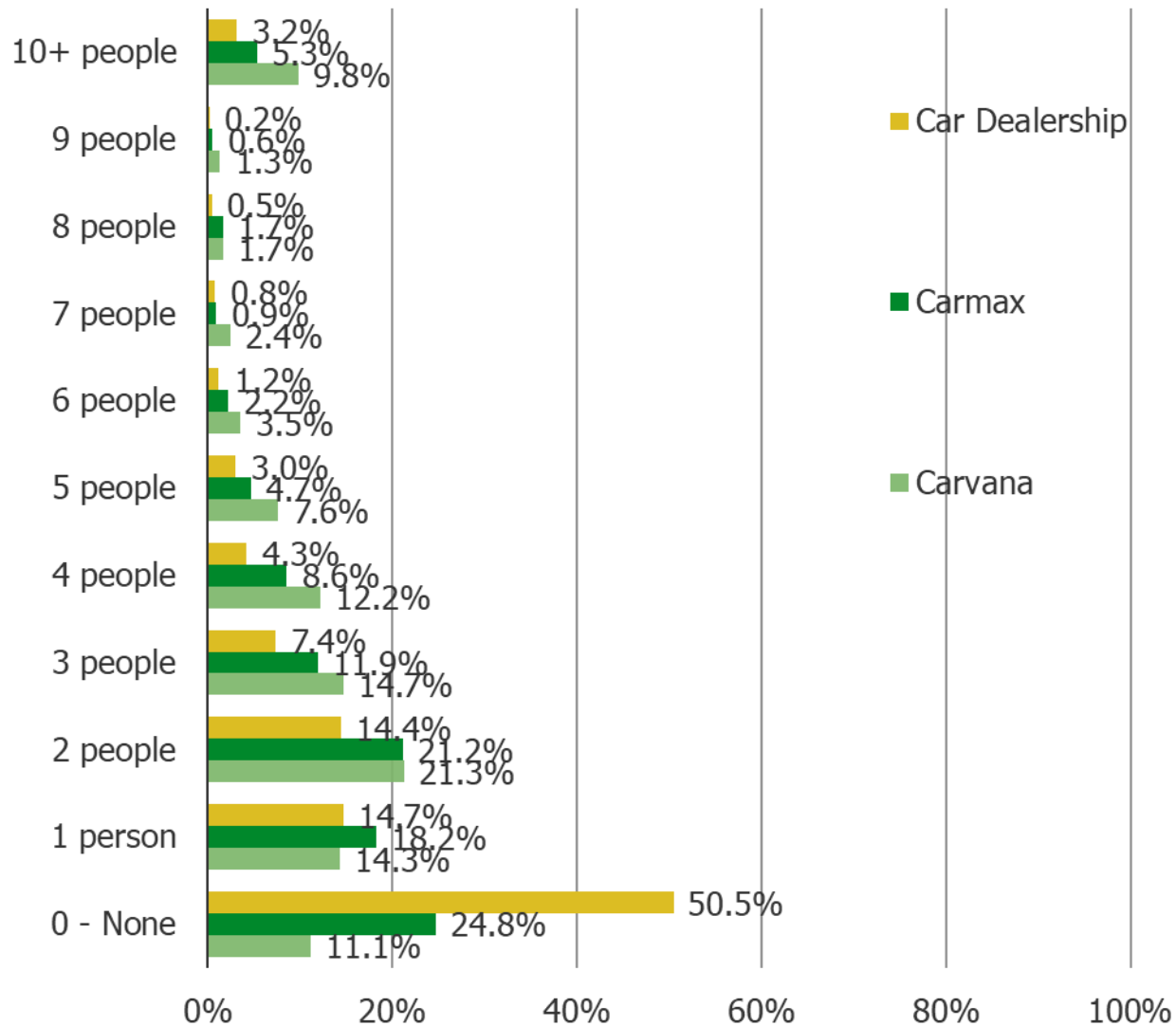
## Questions Added In (June 2024)

---

### Have you recommended the following to any other people?

Posed to respondents who said they have purchased a used vehicle from each of the following.

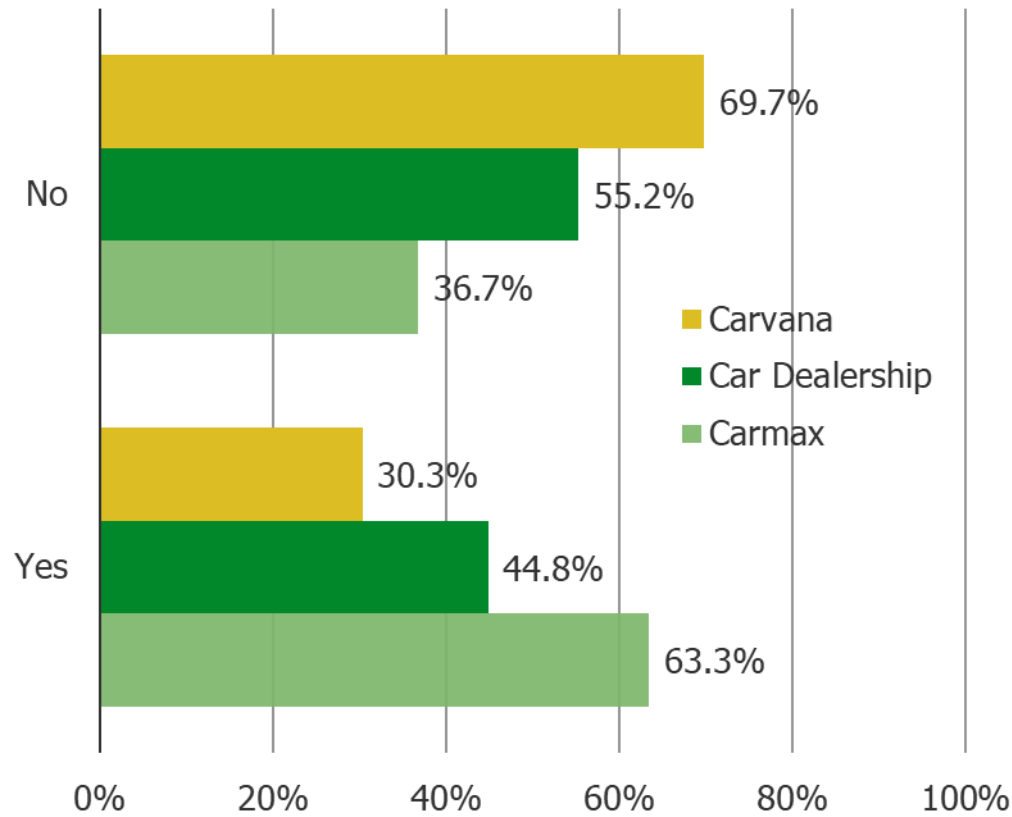
February 2025



**You mentioned earlier that you bought a used car from the following, do you know someone else who bought a car from the following?**

Posed to respondents who said they have purchased a used vehicle from each of the following.

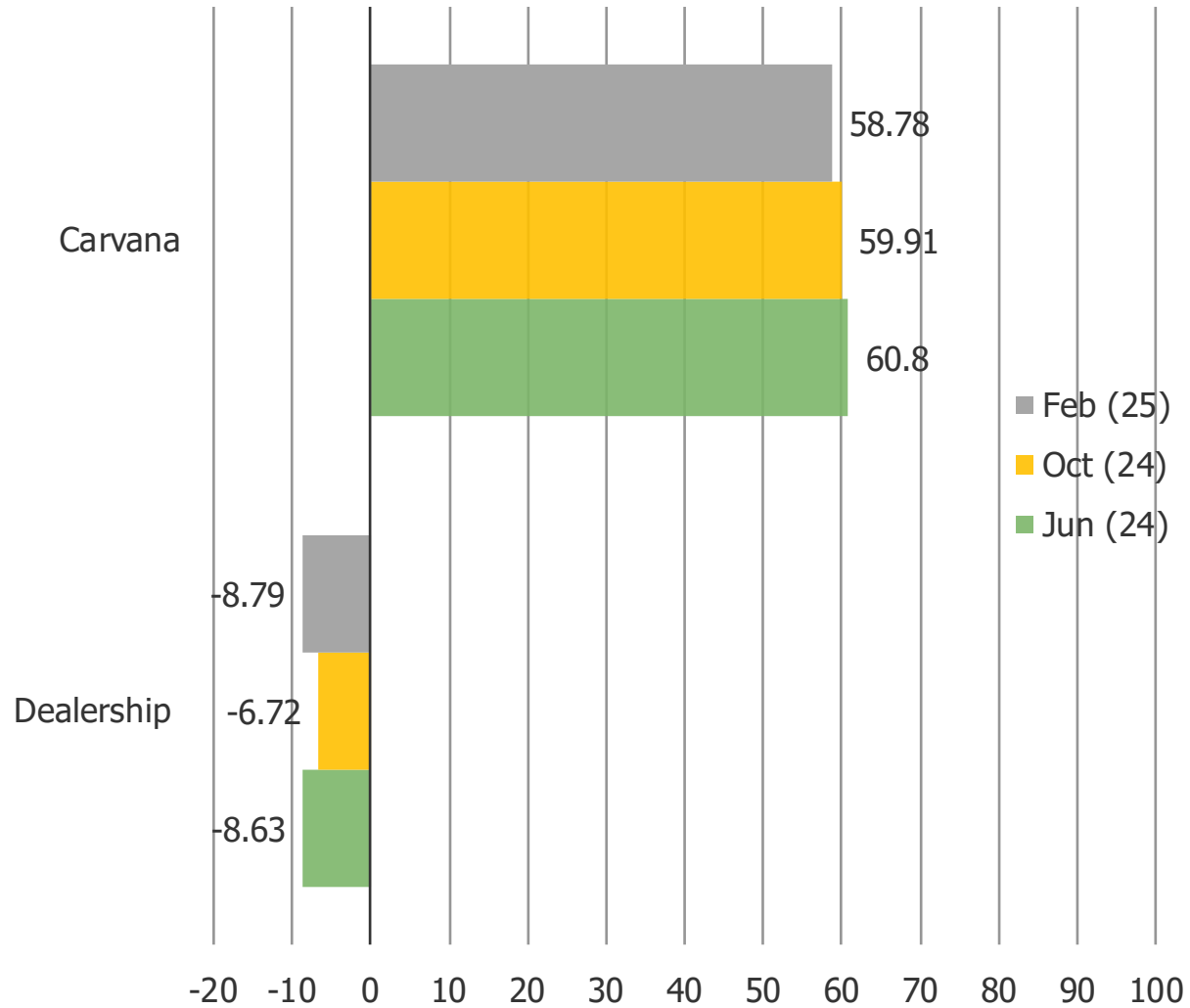
**February 2025**





## How likely is it that you would recommend the following you bought a used car from to a friend or colleague?

Posed to respondents who said they have purchased a used vehicle from each of the following.

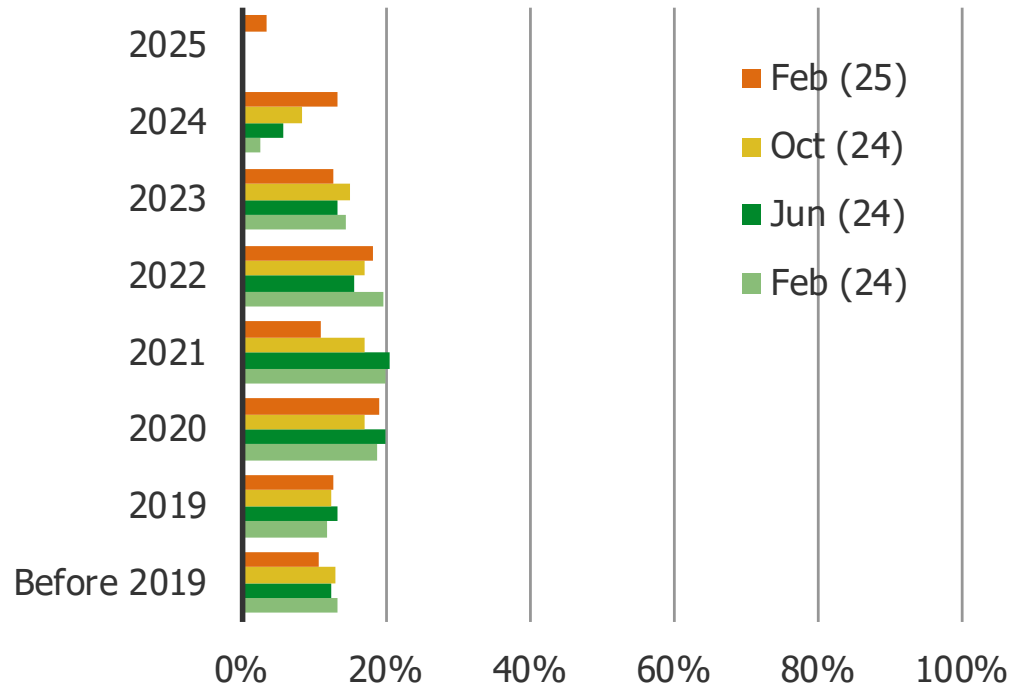


## Questions Added In The February 2024 Wave

---

## During what year did you buy a car from Carvana for the first time?

Posed to all respondents who have purchased from Carvana. (N=487)



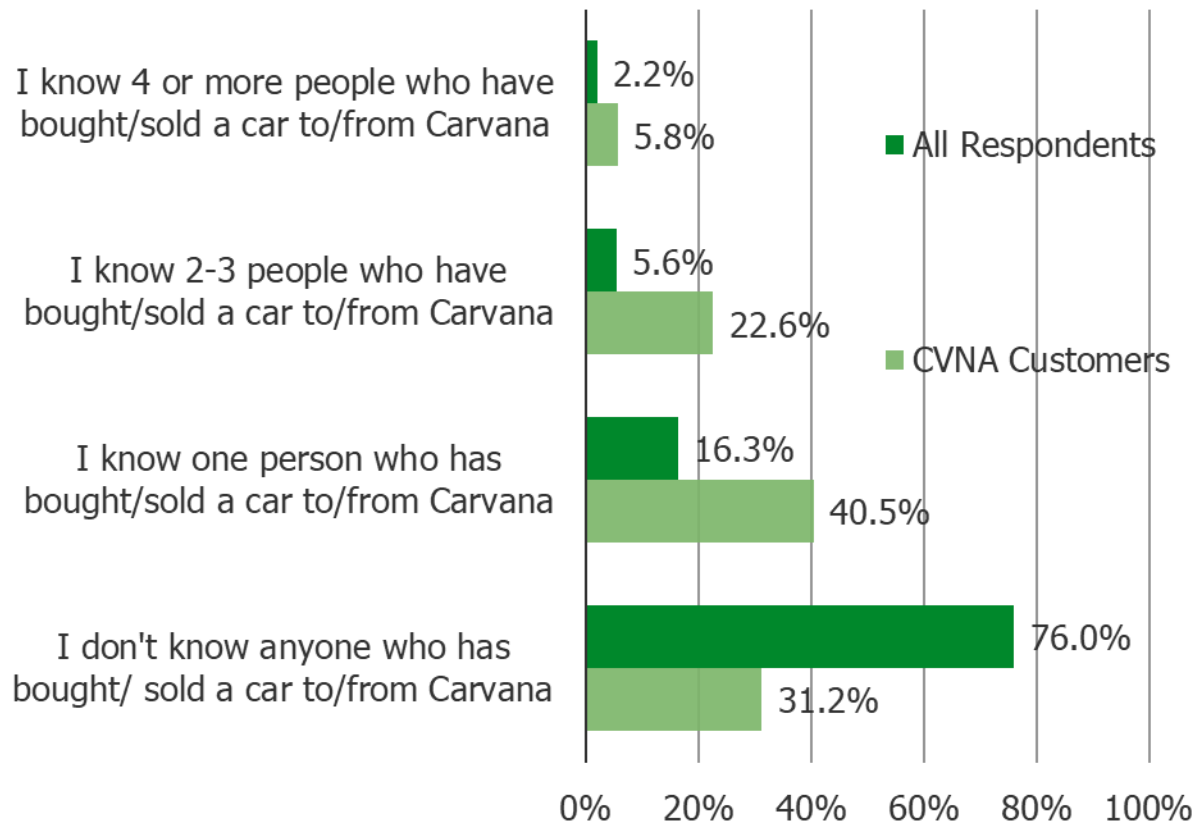
## How did you know about buying from Carvana for this purchase?



## How many people do you know (not including anyone who lives in your household) who have bought or sold a car from/to Carvana?

Posed to all respondents who are Carvana customers. (N=487)

### February 2025



## Optional Comments - What are your thoughts in general about buying a car online?

Posed to all respondents.

Qualitative Color:

Positive Sentiments

- Convenience
- Easier
- If it is the right price
- Some feel there is more transparency if they vet it online as opposed to buying from a private individual and being potentially lied to.

Neutral Sentiments

- Some people are open to it as long as they have some sort of test period

Negative Sentiments

- Some people express general skepticism or trust issue
- Some people prefer being able to inspect the car in person first before buying it.

### Why did you buy this car from the following, and not from Carvana?

Posed to all respondents who have purchased from an online platform other than Carvana (N = 1942).



## Questions Added For Wave 7

---

## How did you first learn about Carvana?

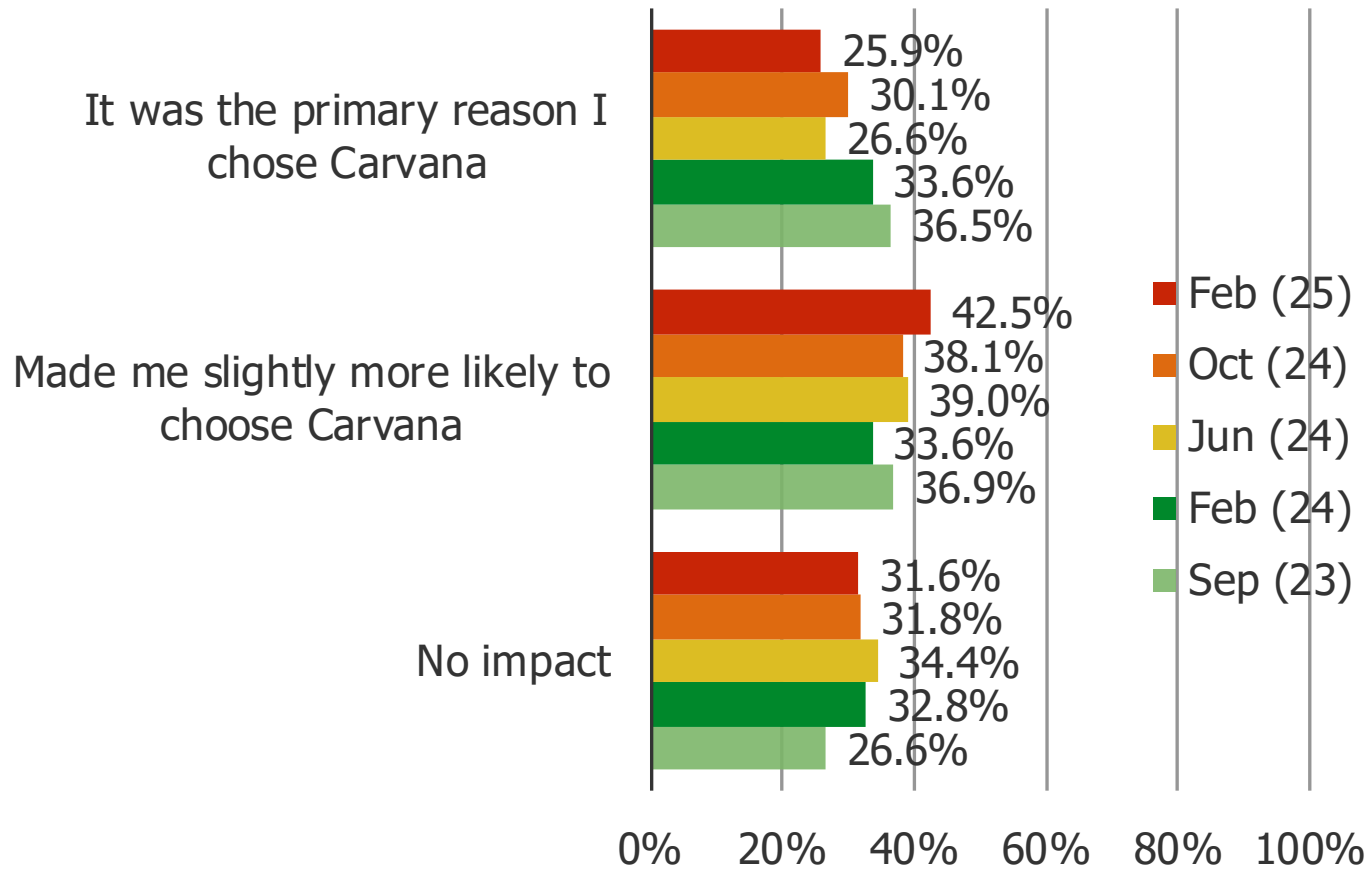
Posed to all respondents who have purchased from Carvana. (N=434)





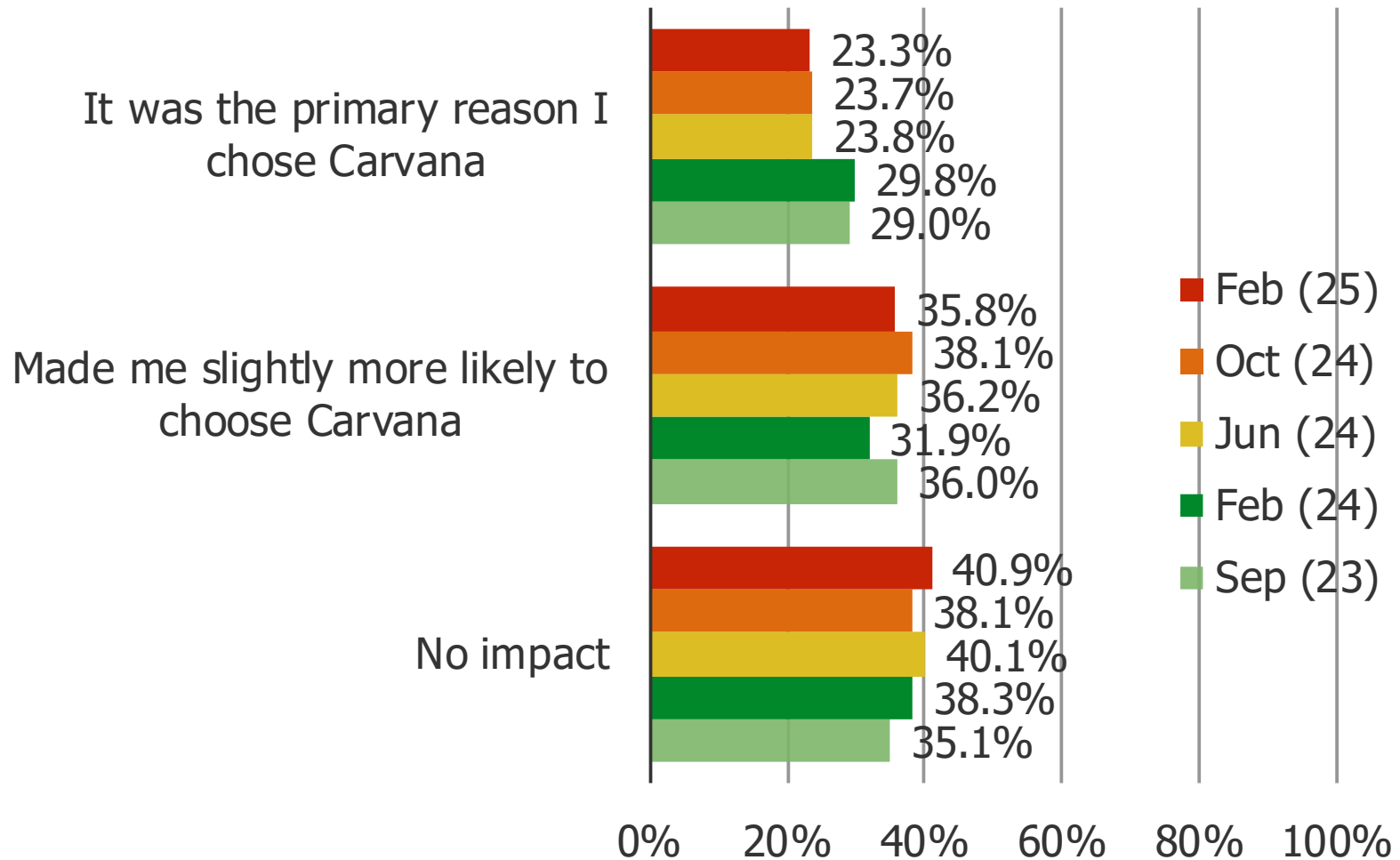
### To what extent did a friend or family member's recommendation of Carvana influence your decision to buy from Carvana?

Posed to all respondents who have purchased from Carvana. (N=434)



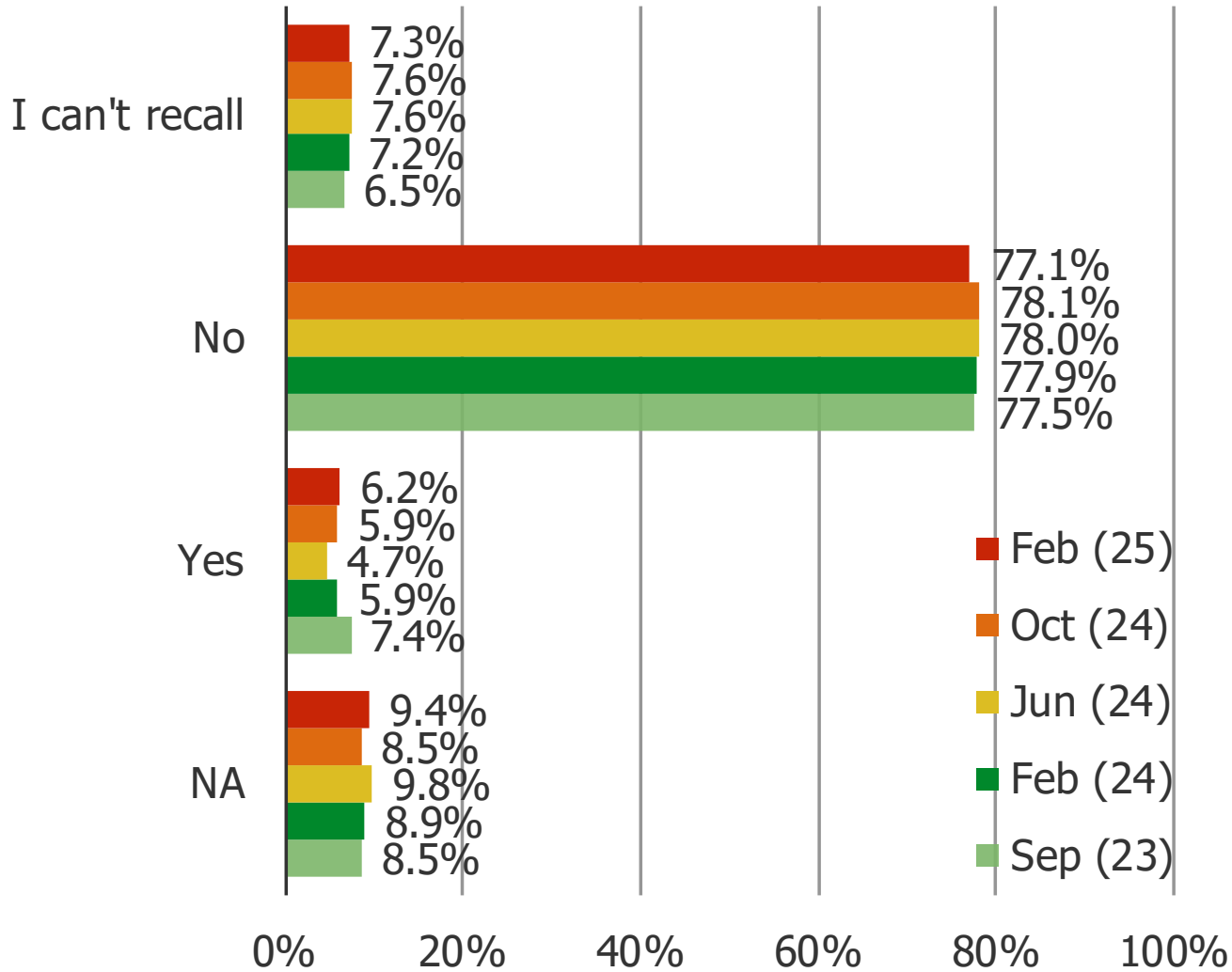
**To what extent did the Covid pandemic influence your decision to buy a car from Carvana as opposed to getting it from a dealership?**

Posed to all respondents who have purchased from Carvana. (N=434)



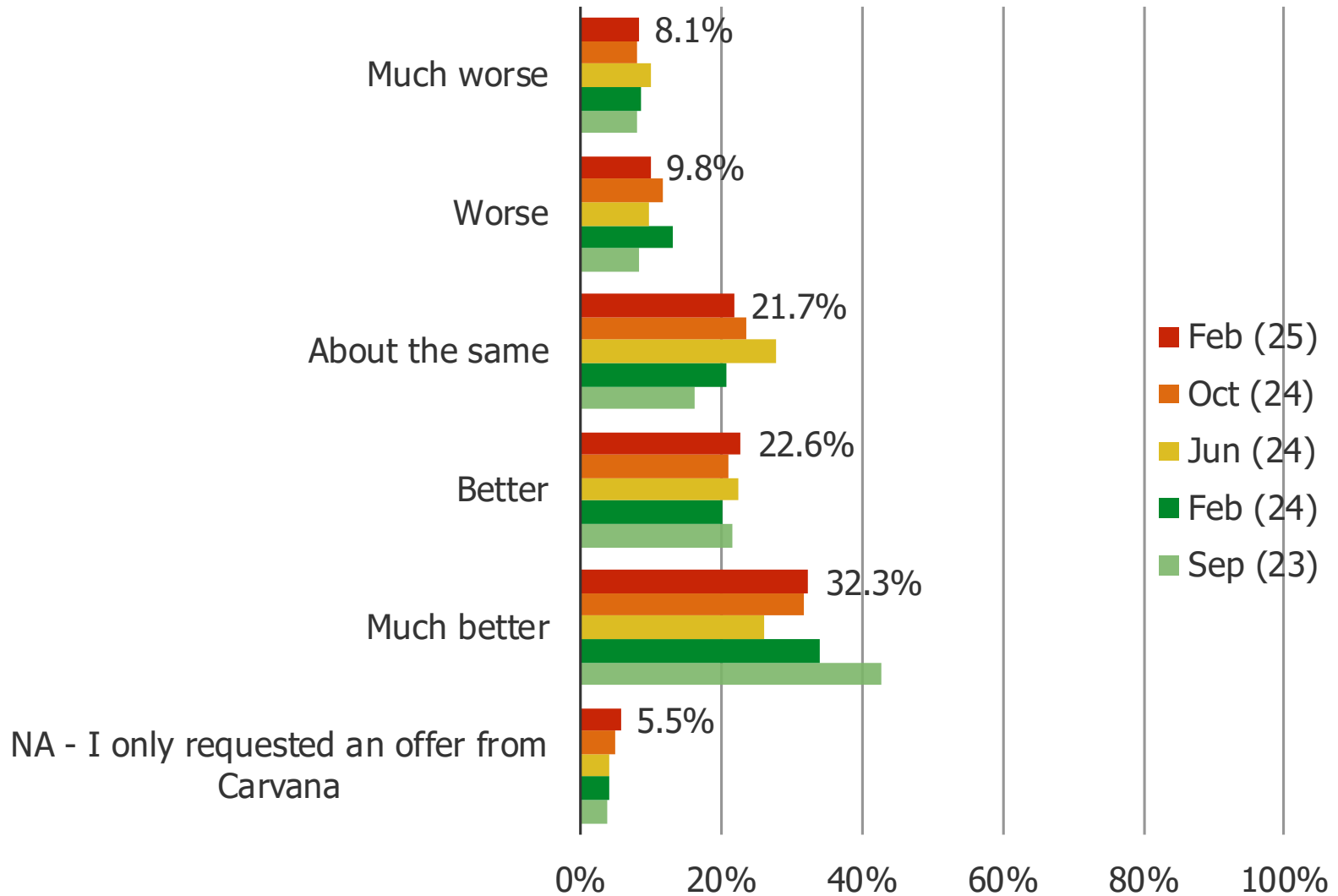
### Have you ever requested an offer to trade a car in to Carvana?

Posed to all respondents. (N=9948)



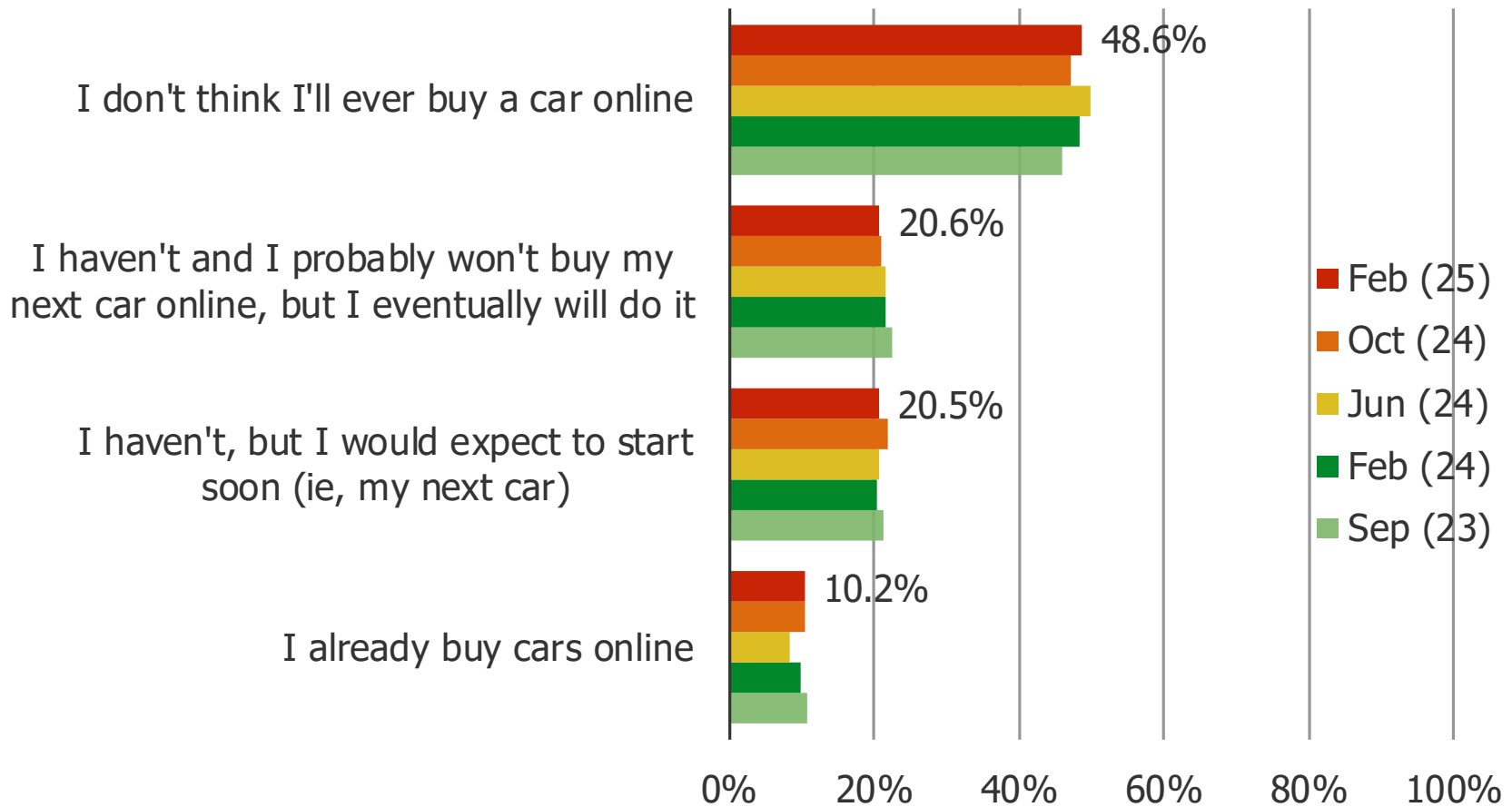
### Thinking of the trade-in offer you got from Carvana, was it better or worse than offers you got elsewhere?

Posed to all respondents who requested an offer from Carvana. (N=614)



### When, if ever, do you think you would buy cars online?

Posed to all respondents. (N=9948)



**When, if ever, do you think you would buy cars online? | OPTIONAL COMMENTS, WHY?**

**I haven't, but I would expect to start soon (ie, my next car)**

Willing to try it if maybe i've been able to test drive an actual model before hand  
 Not soon but i can consider it  
 In the future  
 Seems convenient  
 I need to see the car in person first.  
 Ease of comparison shopping  
 I think I could consider it for sure, but there has to be some sort of pre-purchase inspection done by a third party that I hire of the vehicle  
 If I can find a better selection online I will buy where and what I am looking for  
 Because the processes of buying cars online is very simple and convenient because I can easily search and filter for what I am looking for  
 More selection  
 It seems more convenient and I would trust the company  
 It just seems like it's a lot more convenient.  
 I probably will try Carvana  
 Have never bought a car online, maybe in the near future for my grandson.  
 The internet is the future. You can find anything there these days.  
 I want to get a newer car, and the prices online are very affordable, with detailed information provided.  
 I do not really like dealing with car salesmen, I would get the facts and make up my own mind without bias.  
 It would be convenient  
 Online car buying offers convenience and a wider selection.  
 If I liked the price & car I would  
 Easier and don't have to deal with pushy sales people  
 I'd have to do my homework and study it more  
 Next time I buy a car I will at least look into shopping online for it.  
 I would consider it but am unsure unless i was actively shopping  
 The world is changing where everything is available online  
 Now I know there's a little ease to it I like that  
 There's nothing like seeing the car at a dealership to be sure it's what you want.  
 It just depends on the offers they're giving  
 It intrigues me  
 It's hard to find a good used car here.  
 Convenient and avoid high pressure sales tactics  
 It seems like an easy option for be able to browse different sites for what you are looking for.

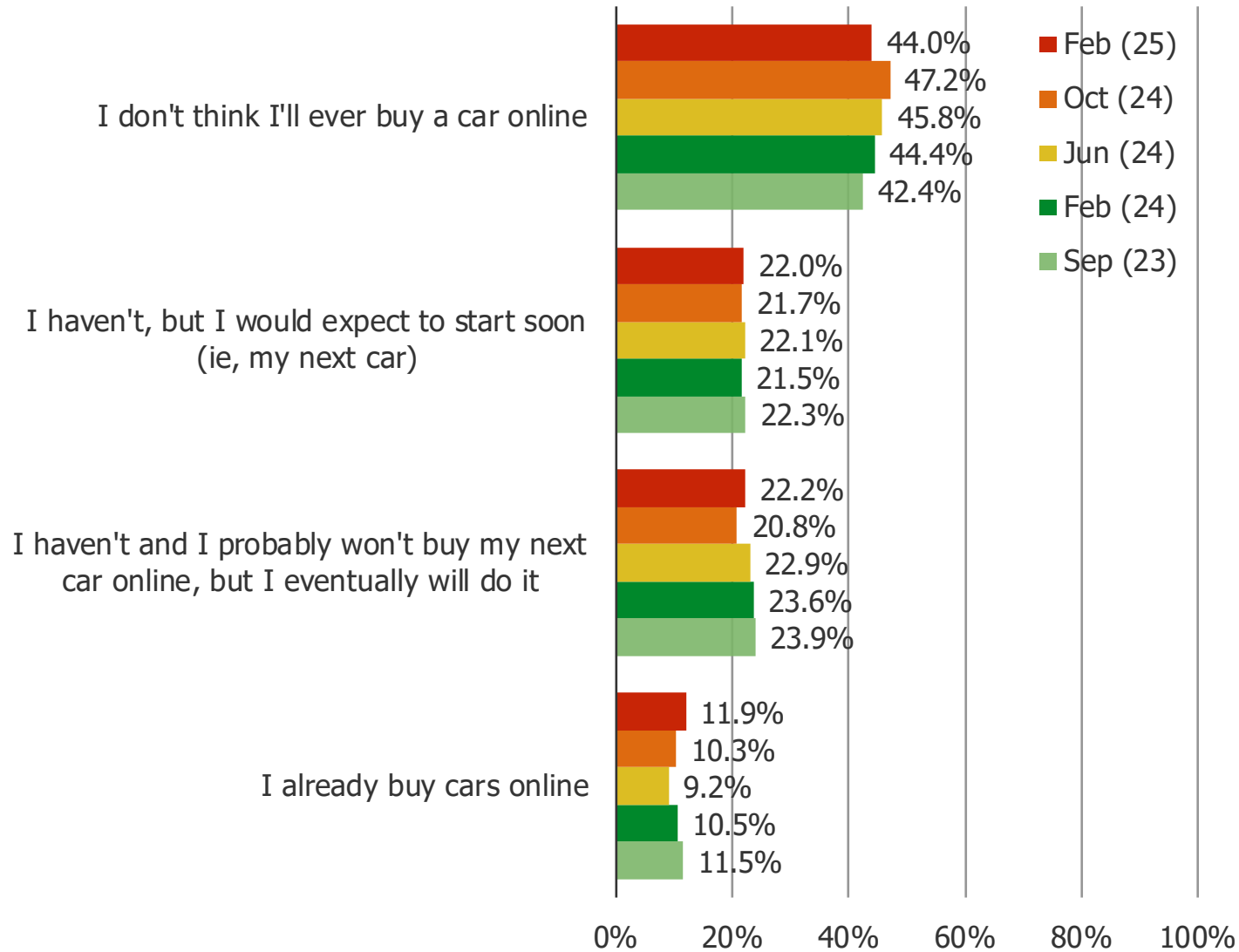
**When, if ever, do you think you would buy cars online? | OPTIONAL COMMENTS, WHY?**

**I haven't and I probably won't buy my next car online, but I eventually will do it**

I just prefer going to a dealership.  
 As of now I do not see myself buying one online but far in the future it may be more convenient to me.  
 Want to check how easy but haven't yet.  
 I like to see and feel the vehicle out in person  
 It's hard for me to be comfortable making such a large purchase without seeing what I am buying.  
 If the price is better online I would consider buying a car online.  
 may or may not depends on the situation  
 I think it's better to see it and get a feel for it in person.  
 If right deal comes u around I will  
 I like the face to face transaction  
 I like seeing the car in person before I buy it,  
 I rather buy a car in person.  
 It will take some time to get comfortable with the idea of buying a car sight unseen.  
 Want to see and drive it  
 I like to see it physically.  
 I'm not opposed to it, but I want to look the car over before I buy anything.  
 Need to test drive  
 I don't trust the process  
 In these times my budget will not allow it .  
 Unless the offers outweigh what the dealerships offer.  
 I think eventually most things will be done online.  
 I like to see carfax and test drive before buying a car.  
 I like personal experience  
 I don't trust the quality/warranty concerns  
 I like to look inside the car and under the hood.  
 I will most likely buy from a dealer ship.  
 I'm old and set in my ways  
 Im too old to try new things  
 I need to get over wanting a test drive before closing the deal  
 It depends on the car that's available  
 I don't know how to drive  
 I like to see what I'm paying for  
 I like to test drive the vehicles

### When, if ever, do you think you would buy cars online?

Focusing specifically on respondents who own/lease one or more cars (N = 8491)

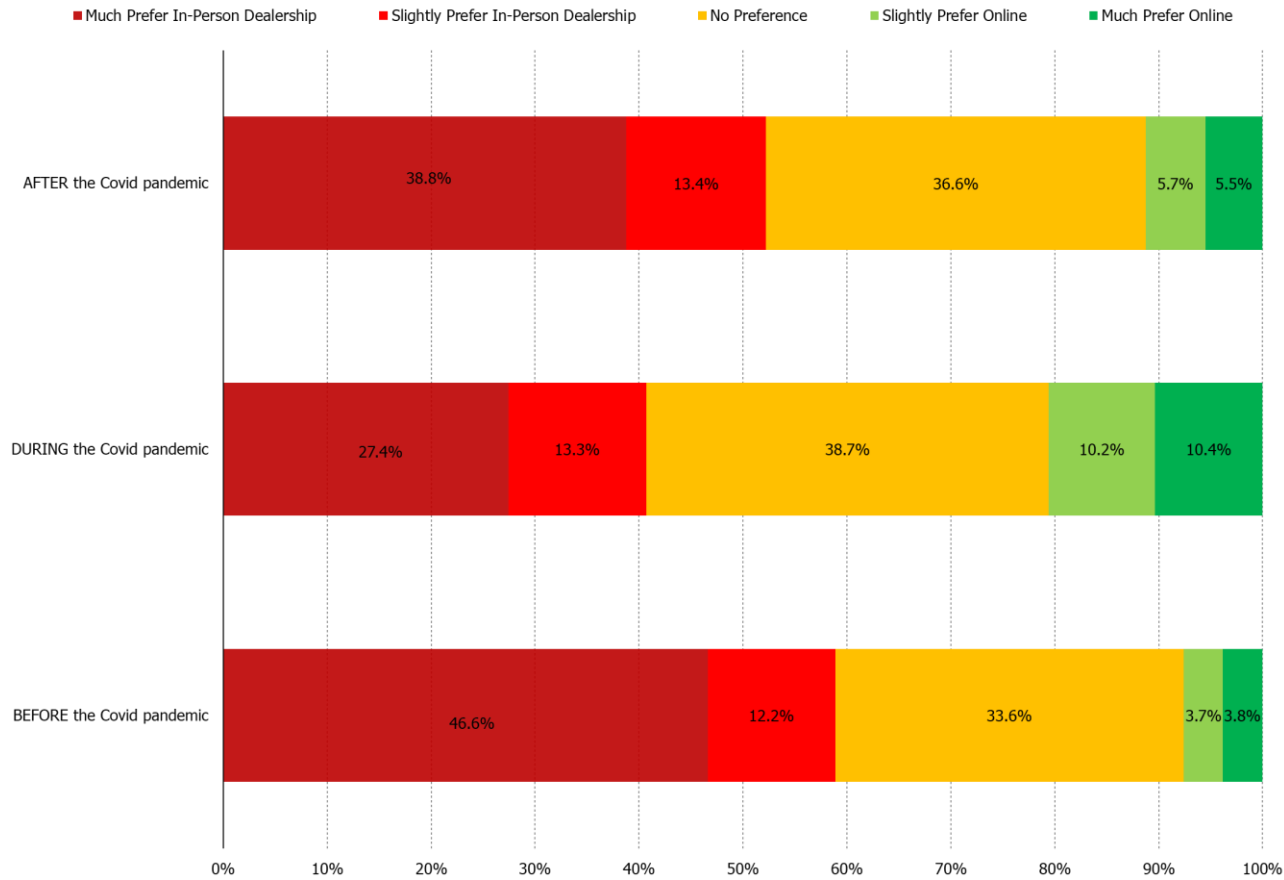




## During the following times, where would you prefer to buy a used car...?

Posed to all respondents. (N=9948)

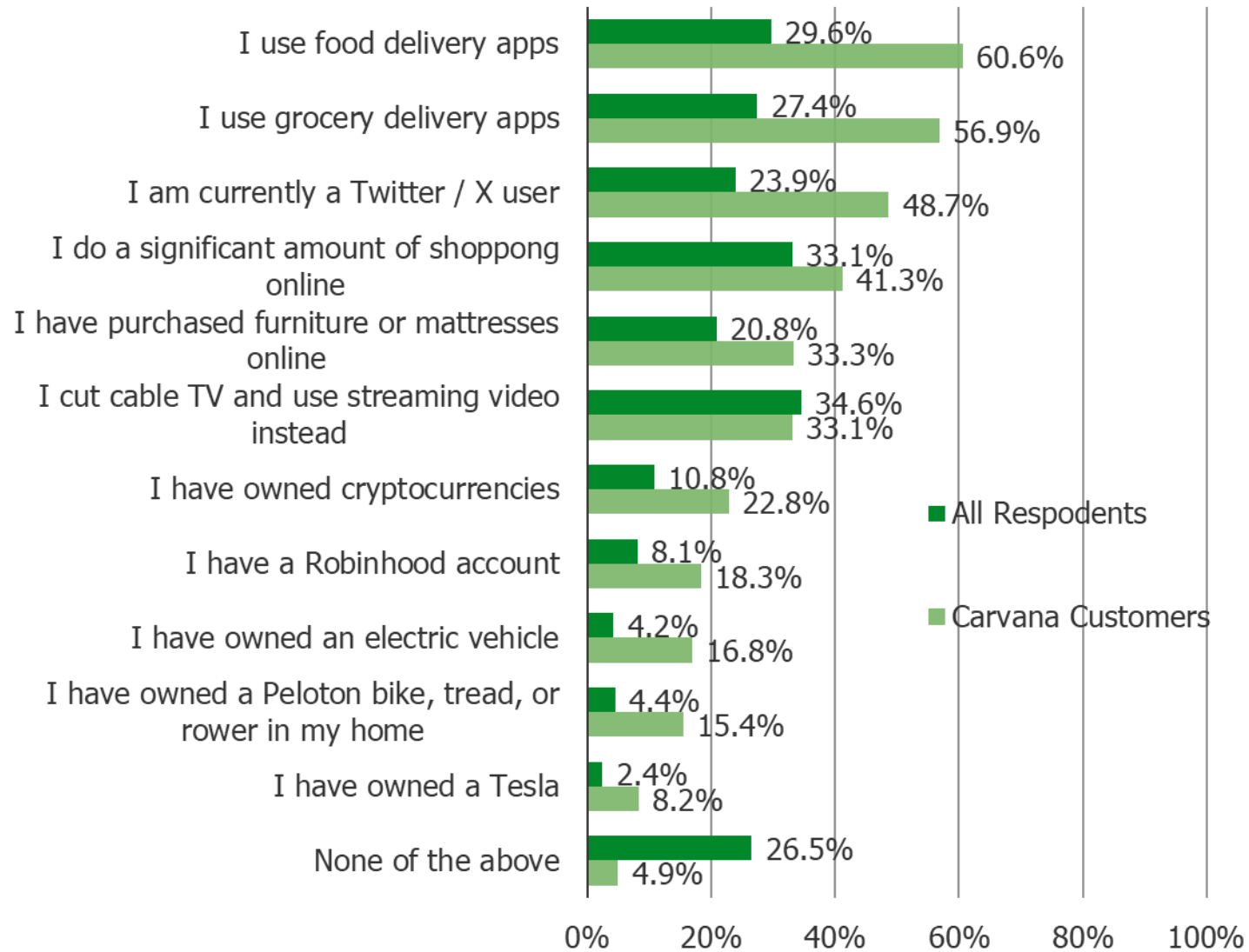
### February 2025



Which of the following describe you? Please select all that apply

Posed to all CVNA customers. (N=487)

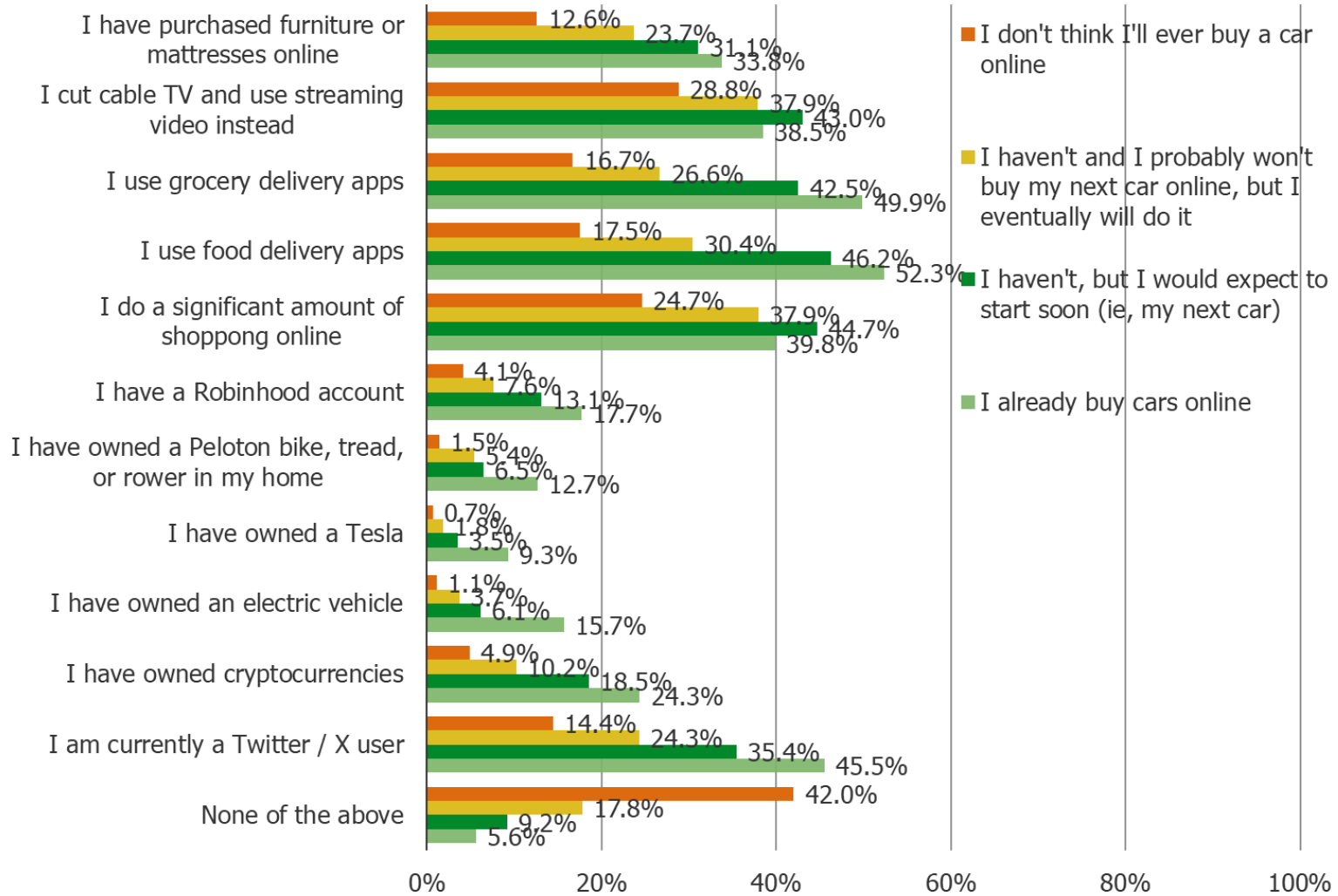
February 2025



### Which of the following describe you? Please select all that apply

Cross-tabbing the data by their response about when they might buy cars online...

### February 2025

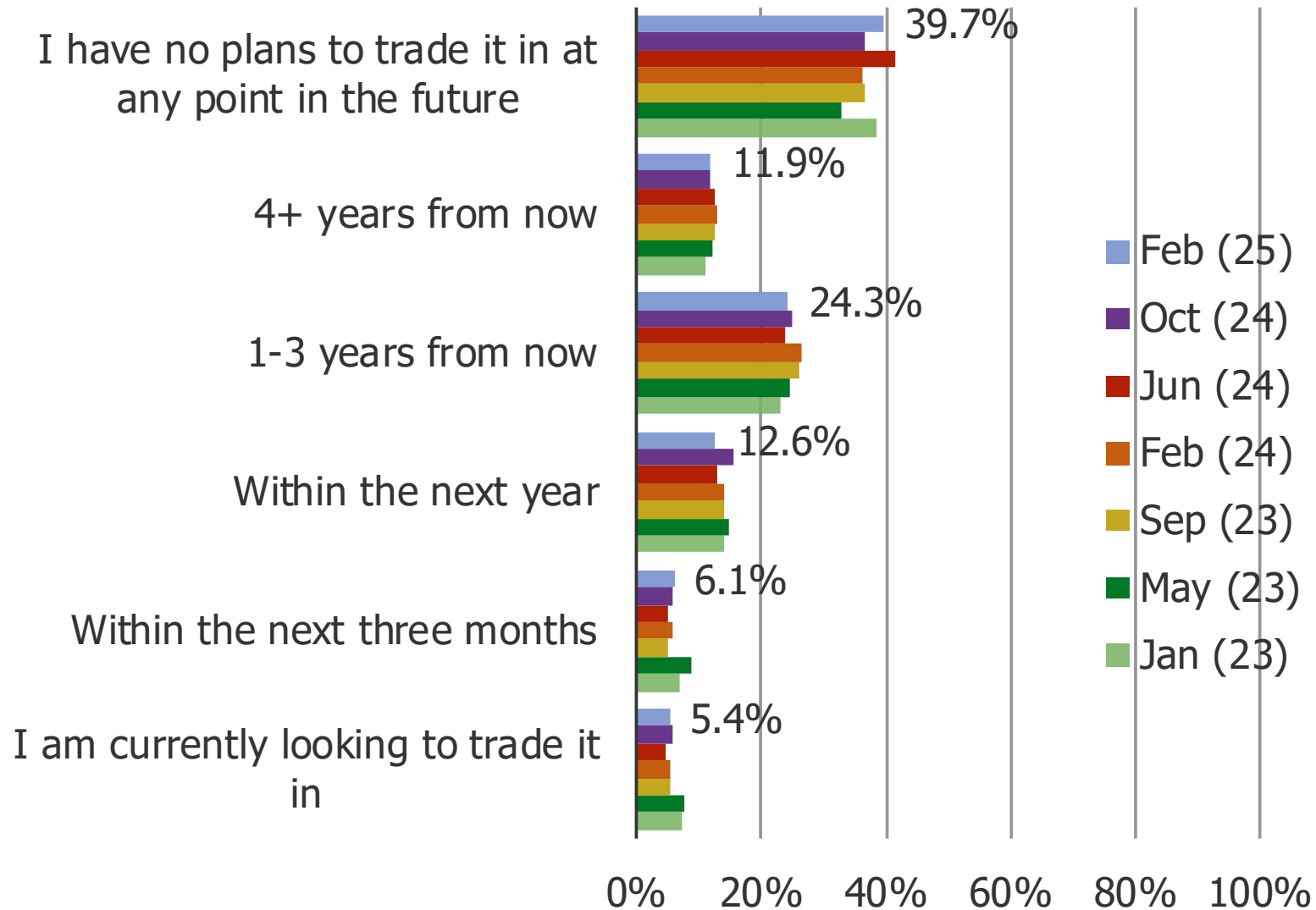


## Questions Added for Wave 6

---

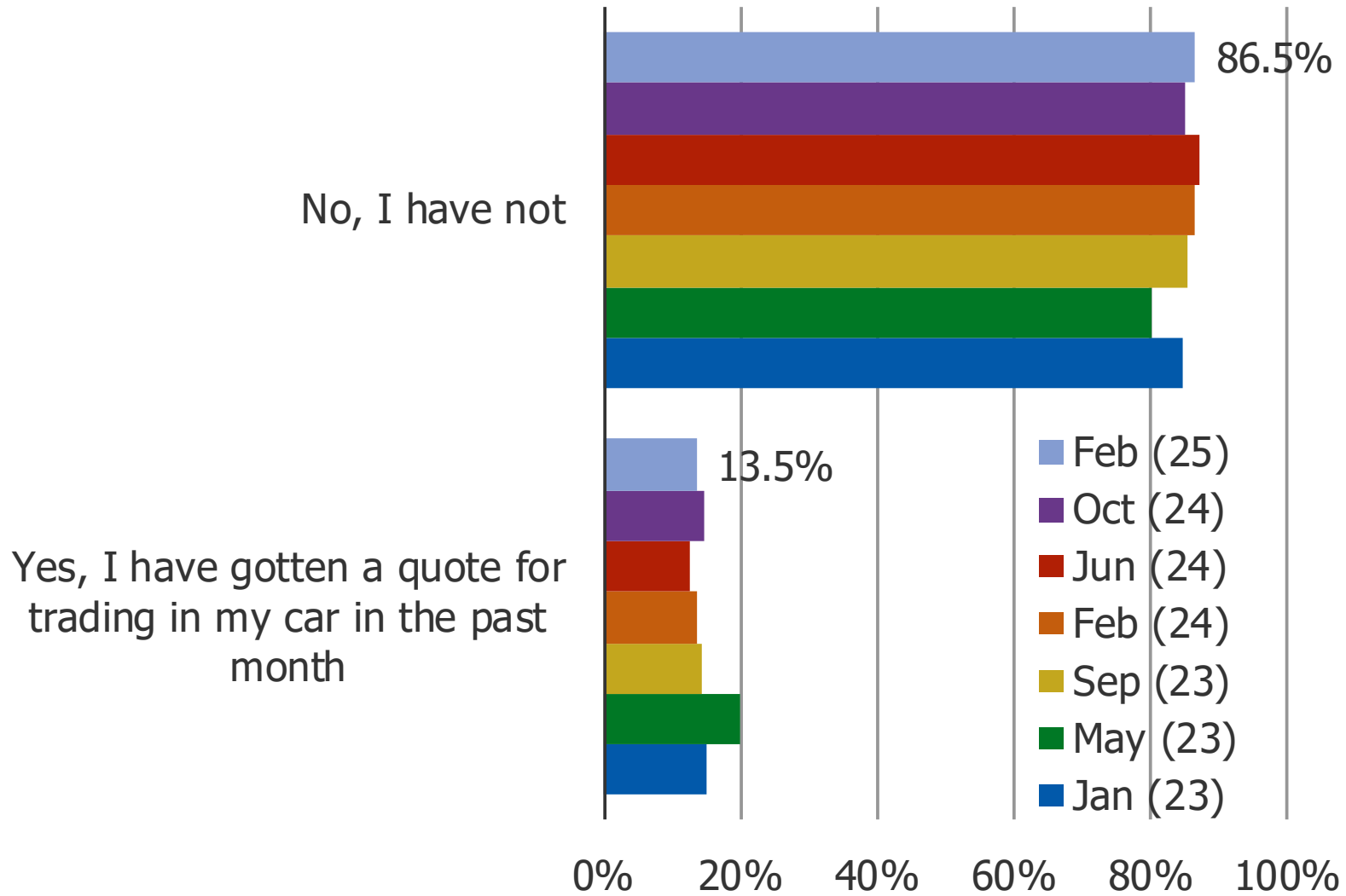
### When do you think you are likely to trade in the car you most recently purchased?

Posed to all respondents who indicated that they own a car, ie purchased not leased. (N=7138)



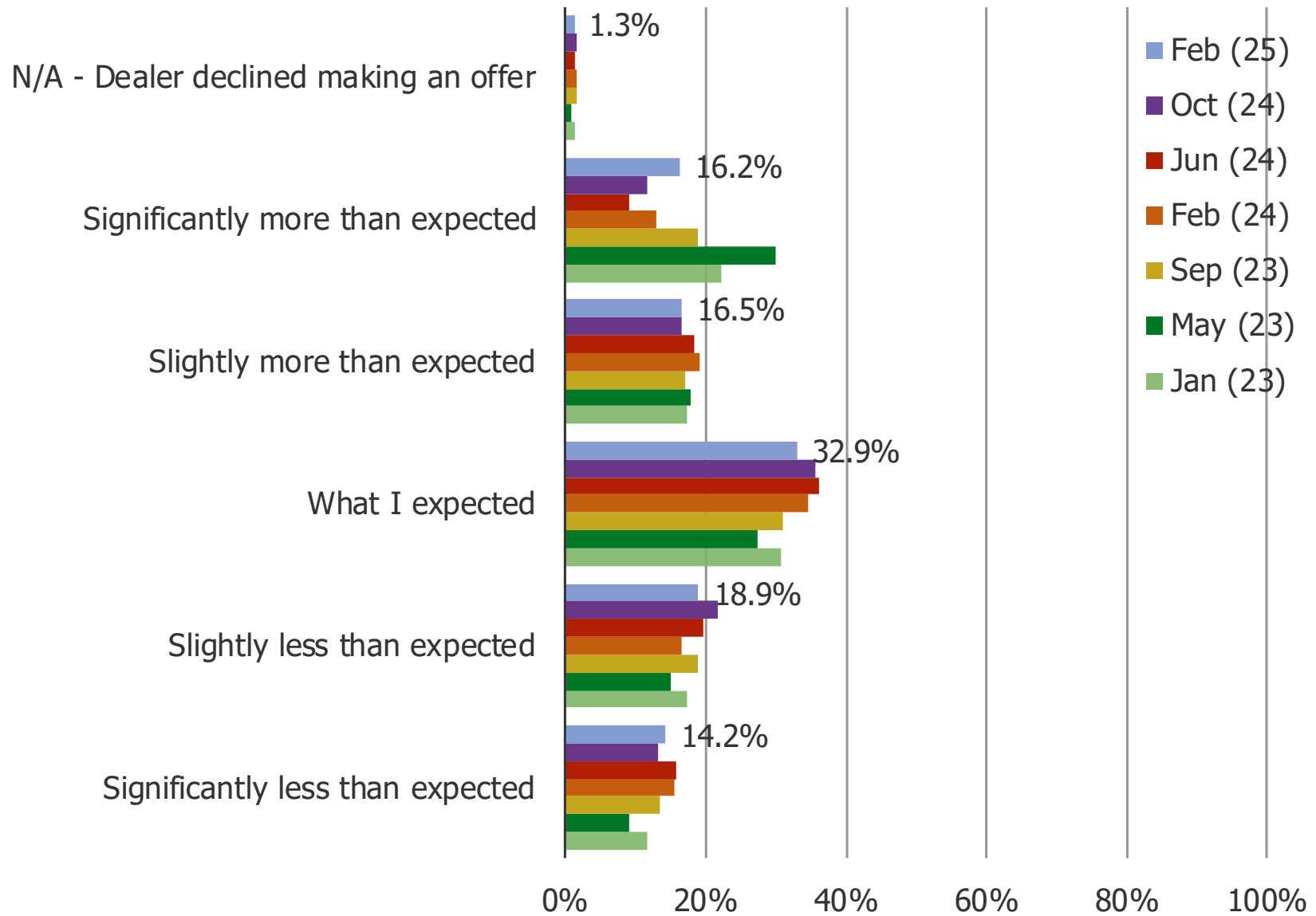
### Have you gotten a quote for trading in your current car in the past month?

Posed to respondents who own a car (ie, purchased, not leased). (N= 7138)



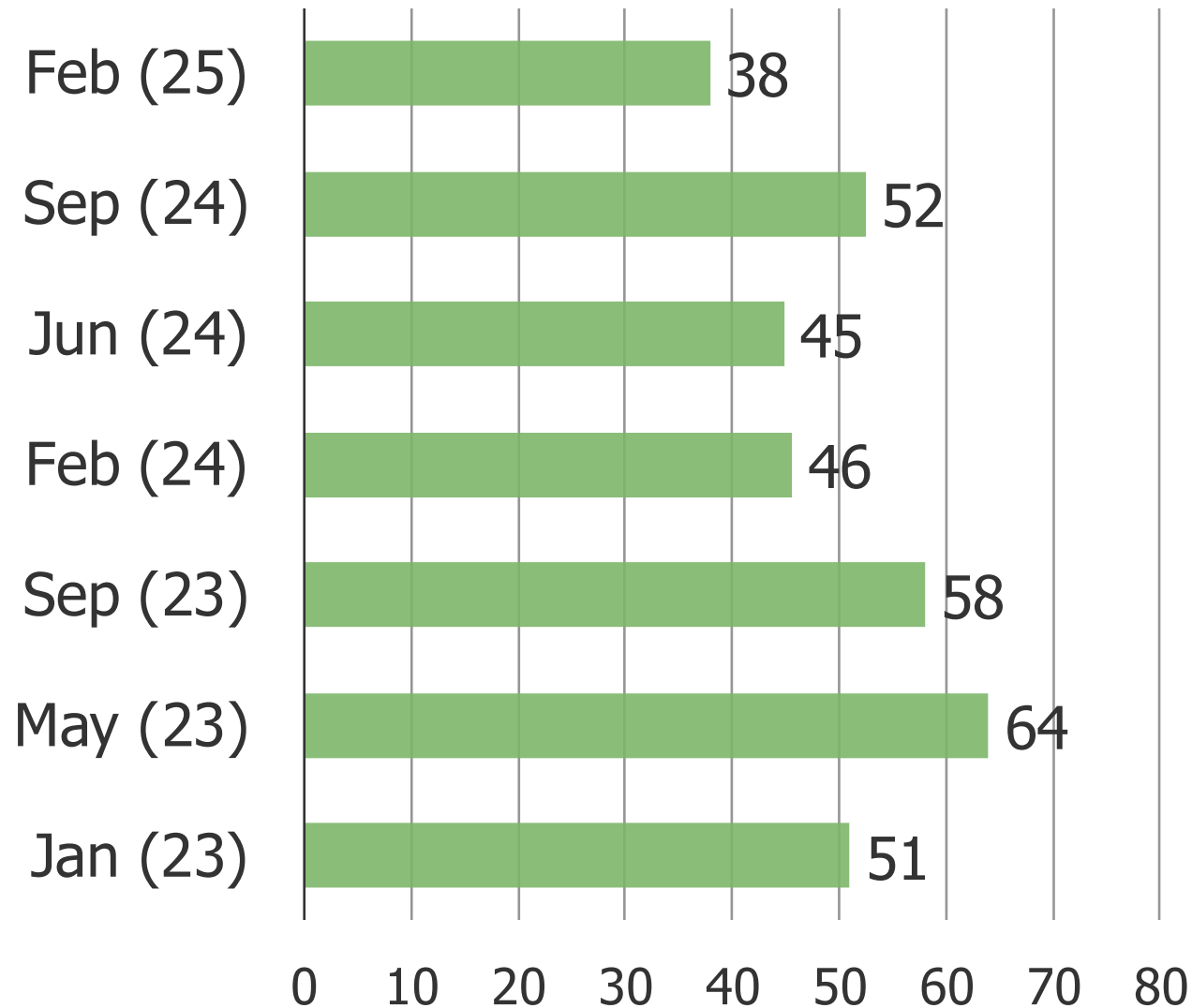
### Was the value you were offered for your trade in...

Posed to all respondents who indicated that they own a car and have requested a trade in quote in the past month. (N=963)



### How likely would you be to recommend selling a car to the following to a friend or colleague?

Posed to all respondents who indicated that they sold a car to Carvana. (N=161)



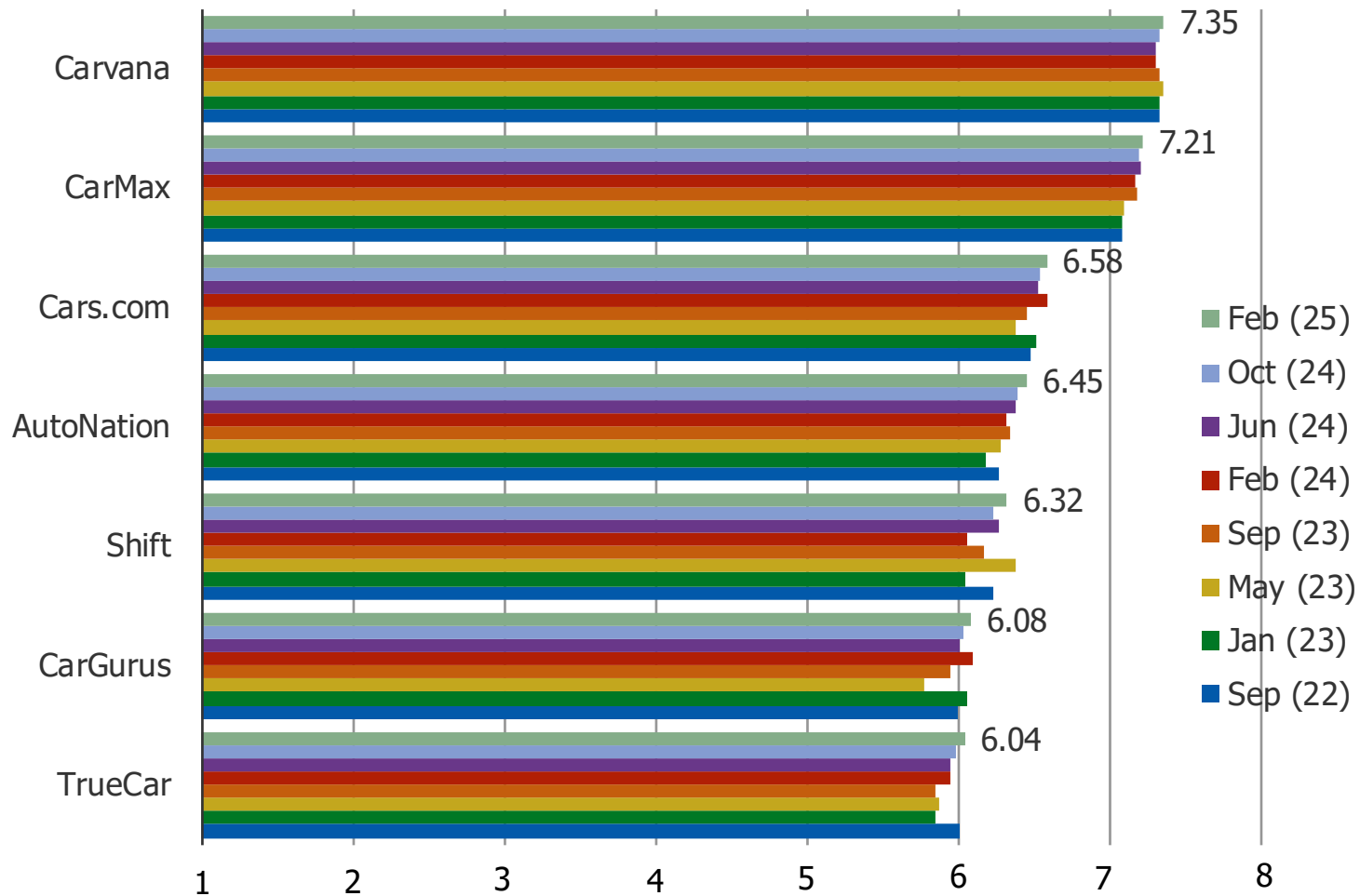


## Questions Added in Wave 5

---

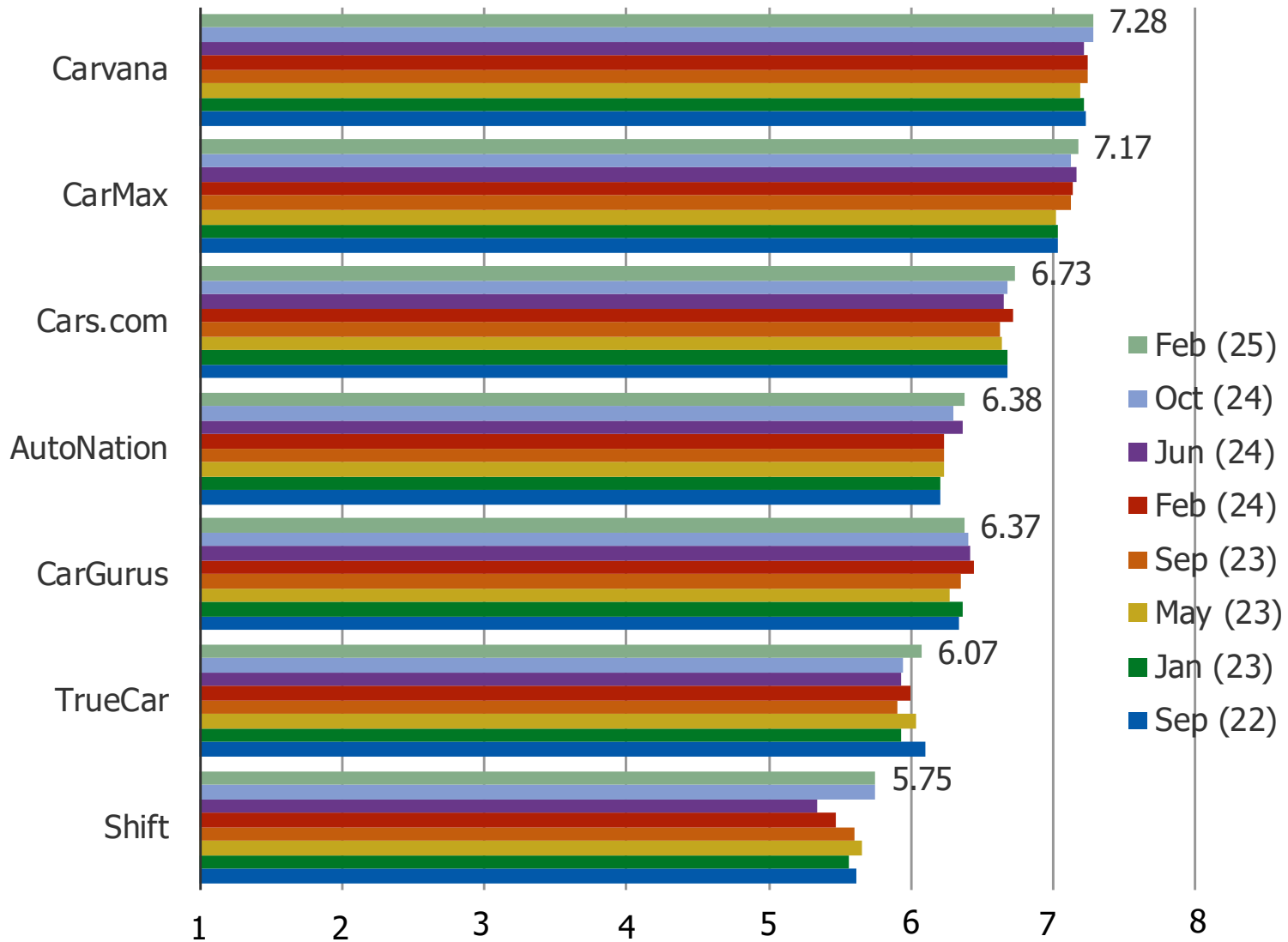
Please rank the following platforms when it comes to the pricing of vehicles offered when you browsed, with the best being at the top and worst at the bottom.

Posed to all respondents who indicated that they have visited each of the below.



Please rank the following platforms when it comes to the **selection** of vehicles offered when you browsed, with the best being at the top and worst at the bottom.

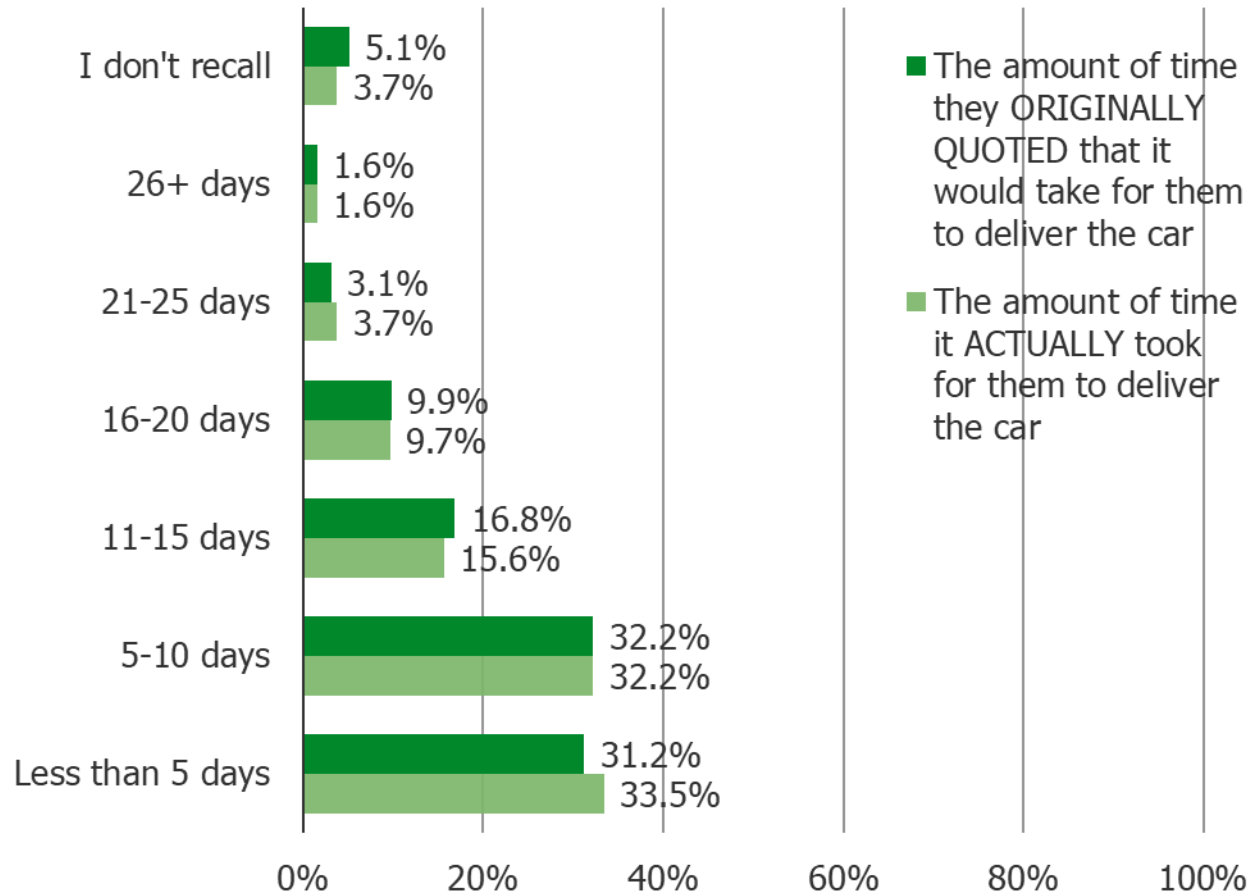
Posed to all respondents who indicated that they have visited each of the below.



**Thinking about the last car you got from Carvana, which of the following best describe...**

Posed to all respondents who indicated that they bought from Carvana. (N=487)

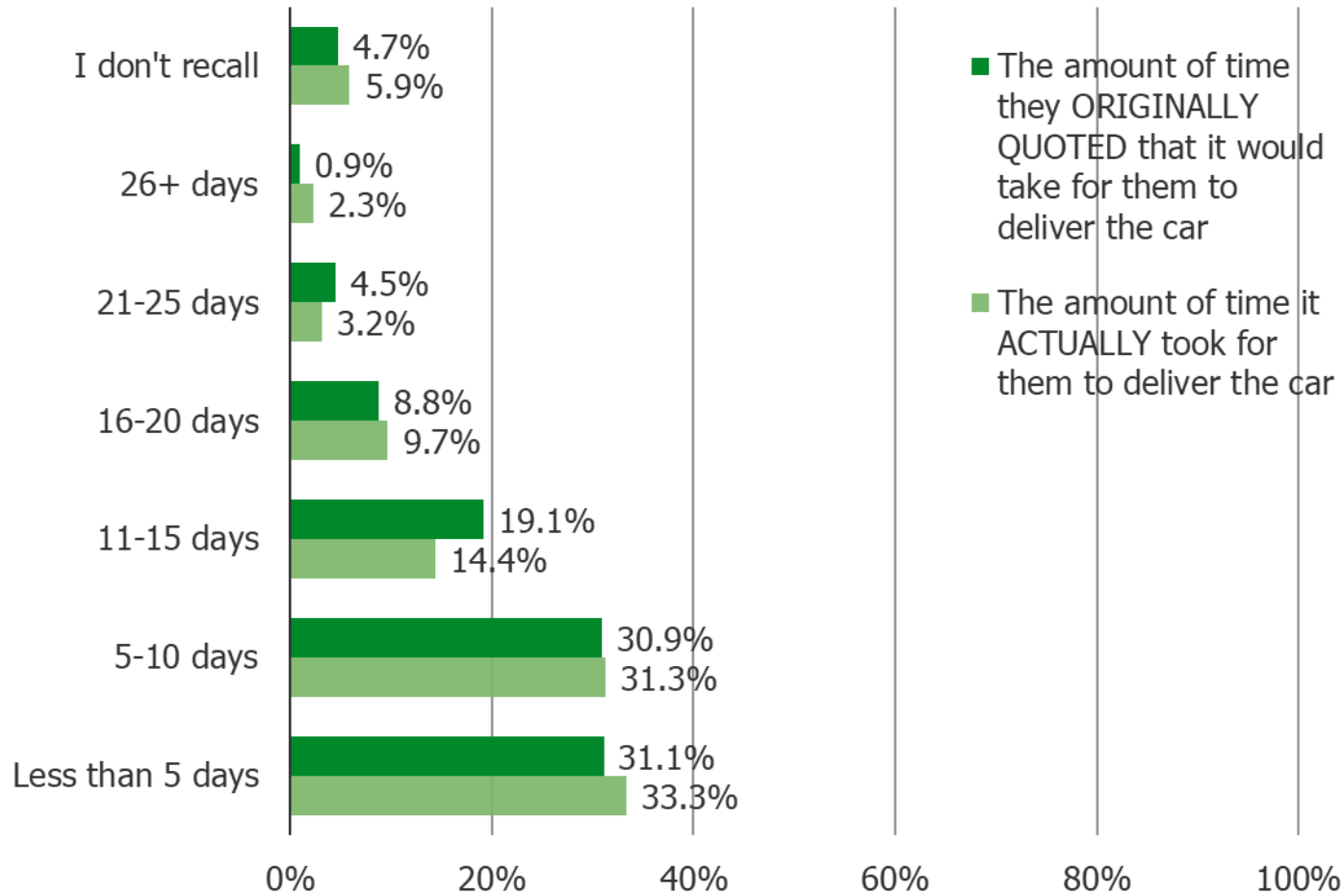
**February 2025**



**Thinking about the last car you got from Carvana, which of the following best describe...**

Posed to all respondents who indicated that they bought from Carvana. (N=444)

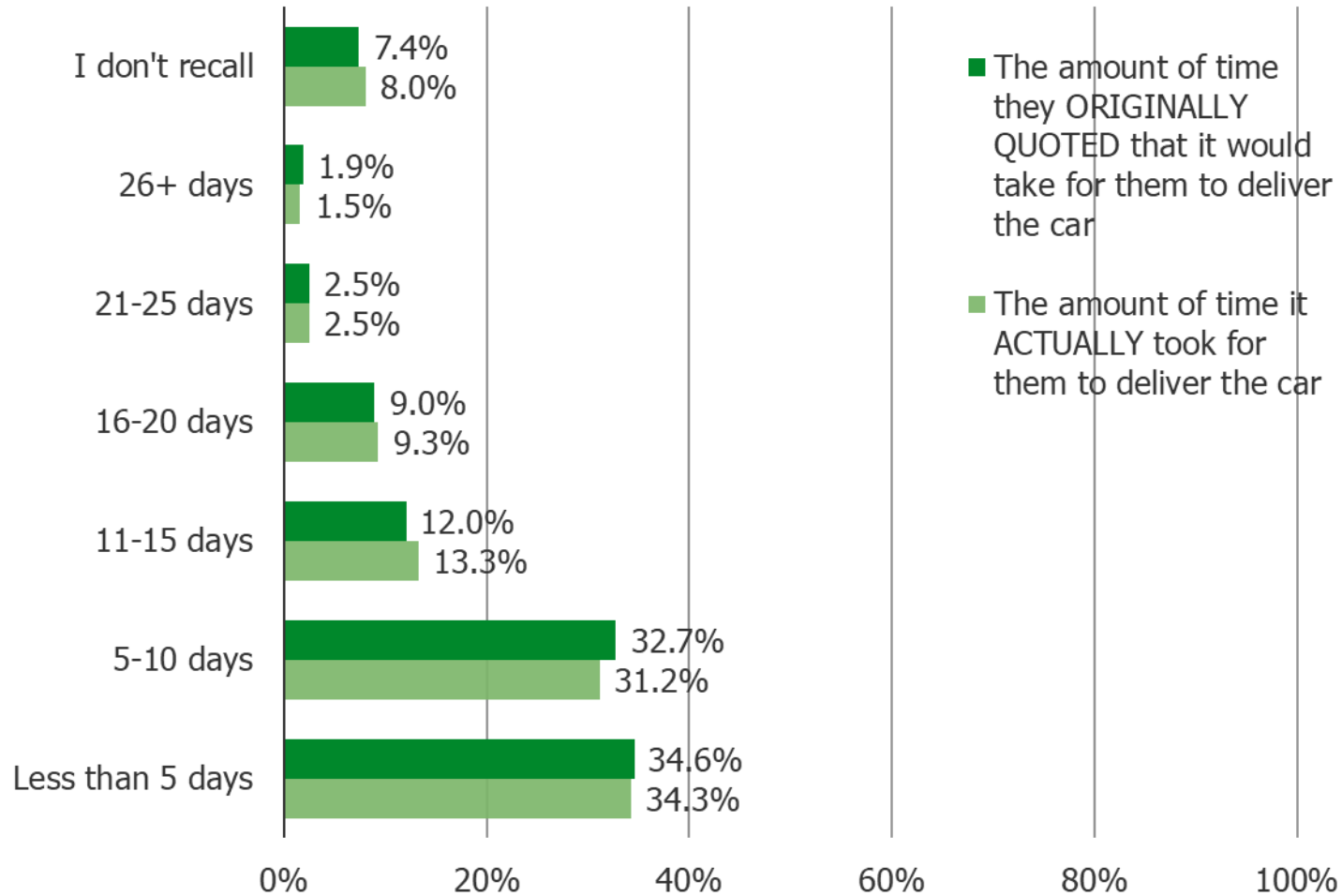
**October 2024**



### Thinking about the last car you got from Carvana, which of the following best describe...

Posed to all respondents who indicated that they bought from Carvana. (N=324)

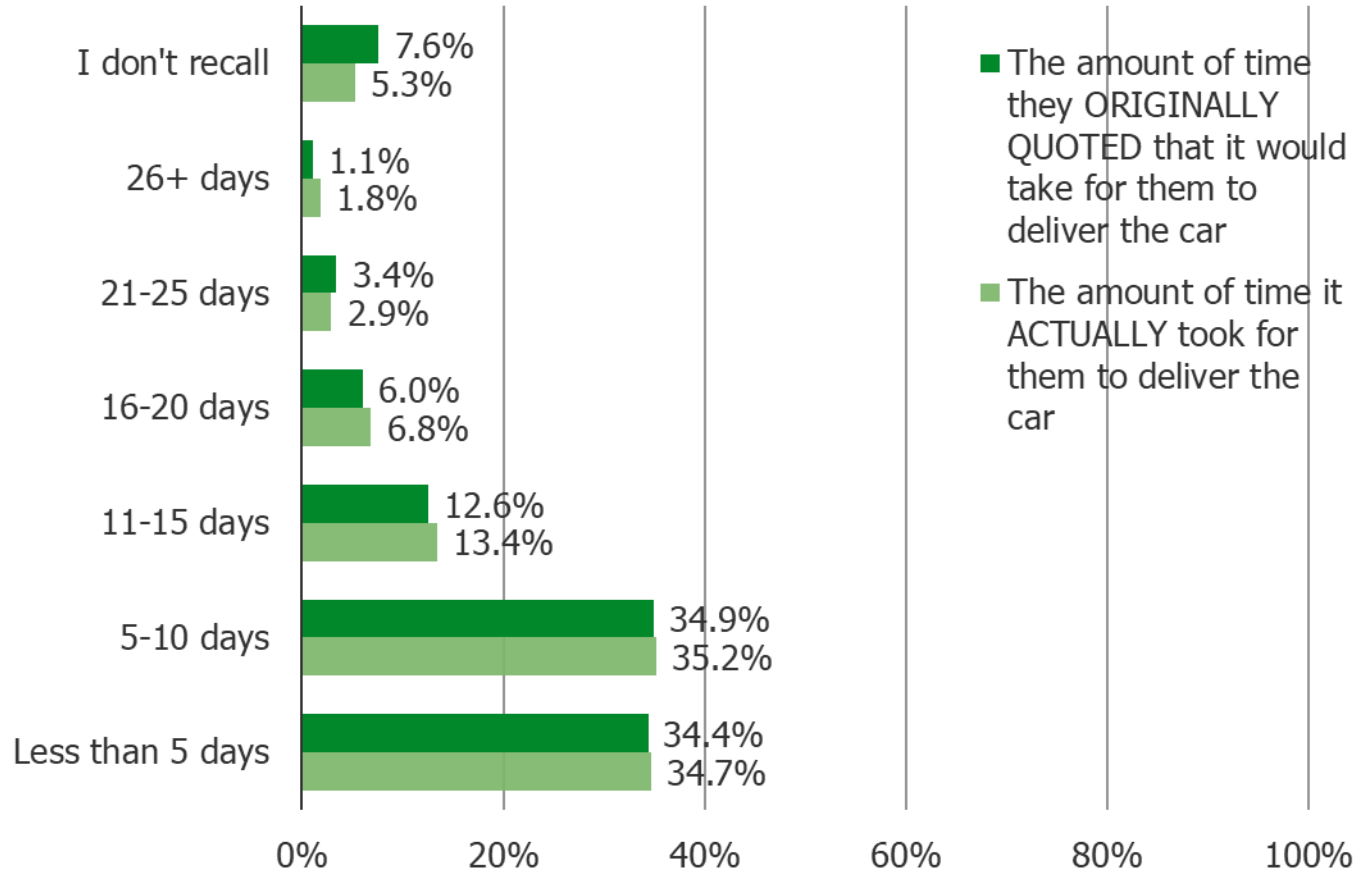
#### June 2024



### Thinking about the last car you got from Carvana, which of the following best describes...

Posed to all respondents who indicated that they bought from Carvana. (N=381)

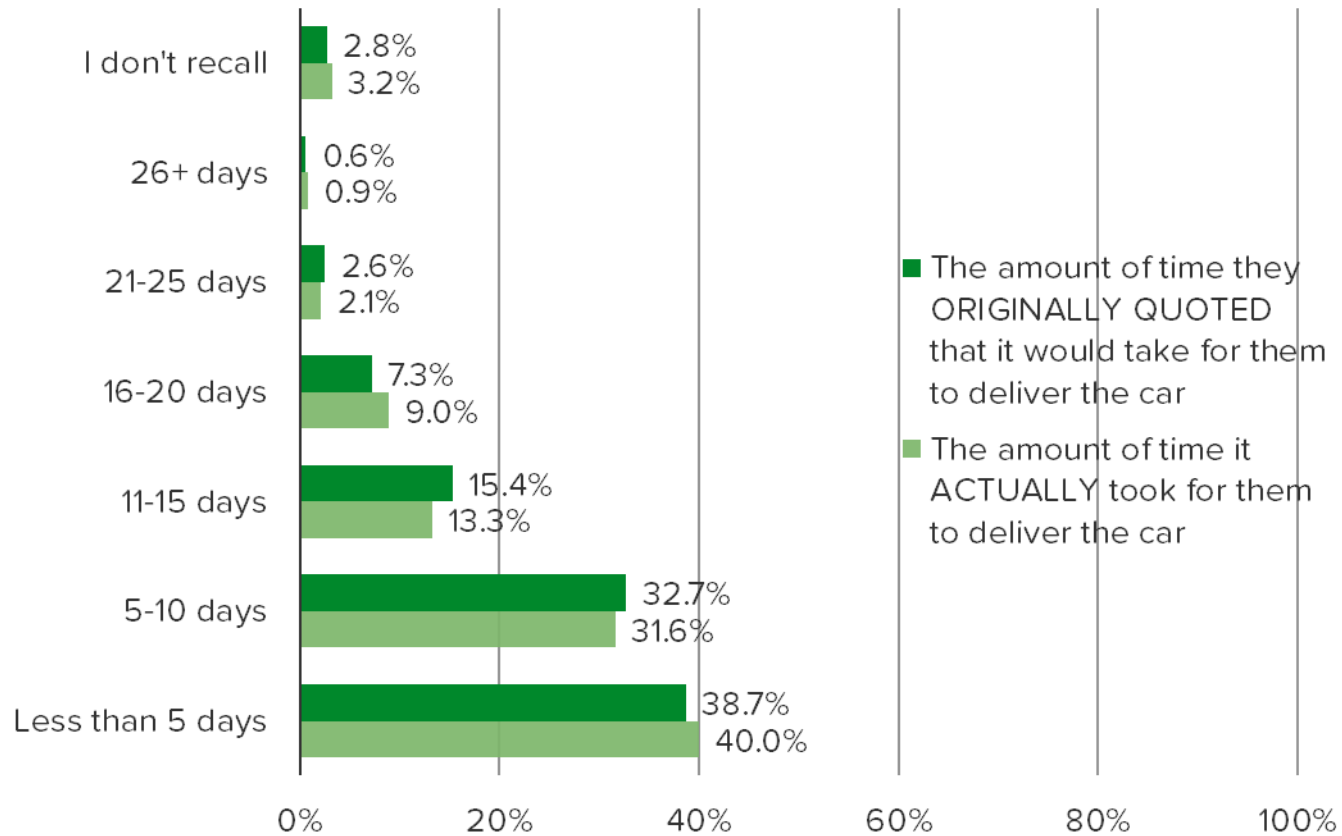
#### February 2024



**Thinking about the last car you got from Carvana, which of the following best describes...**

Posed to all respondents who indicated that they bought from Carvana. (N=432)

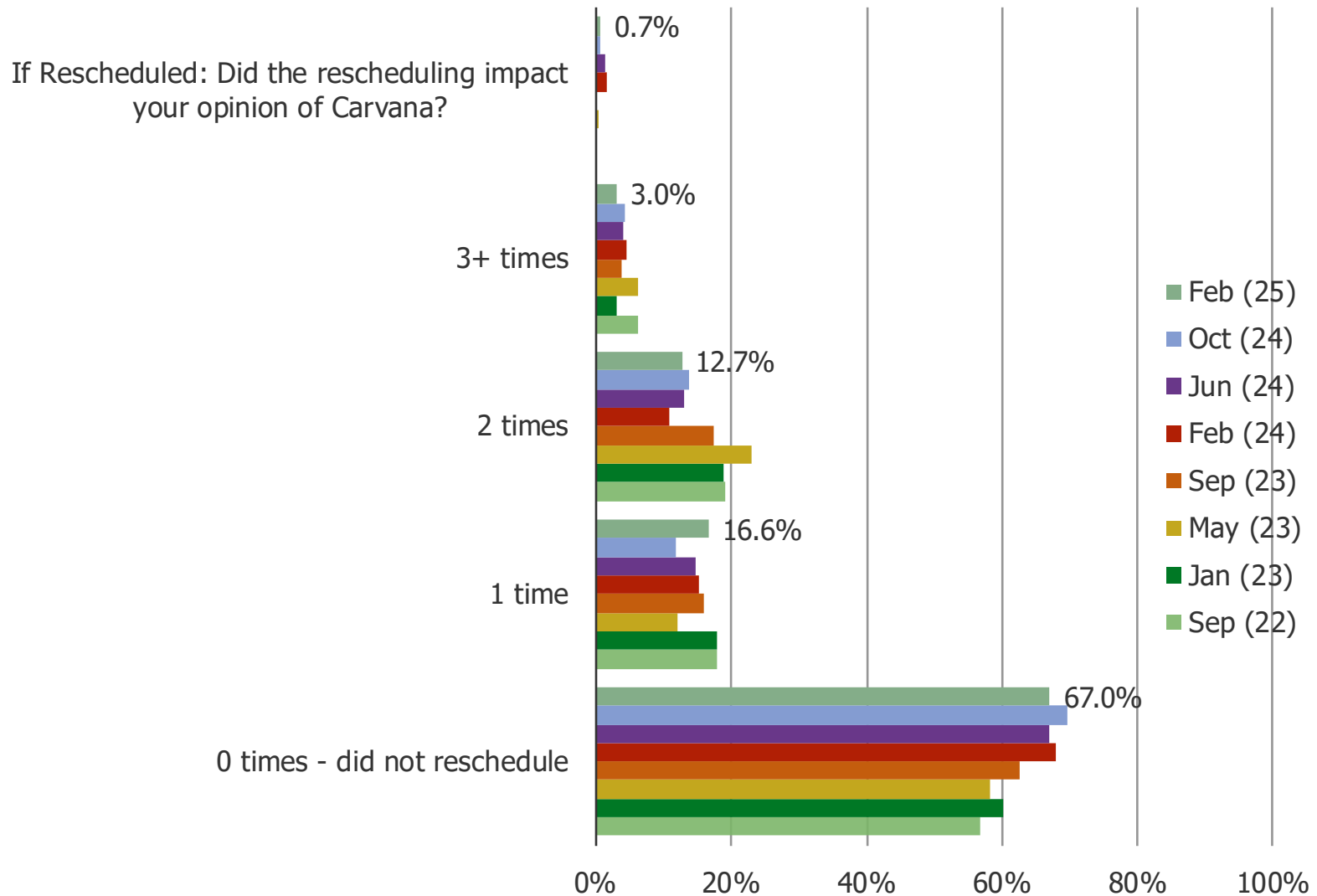
**September 2023**





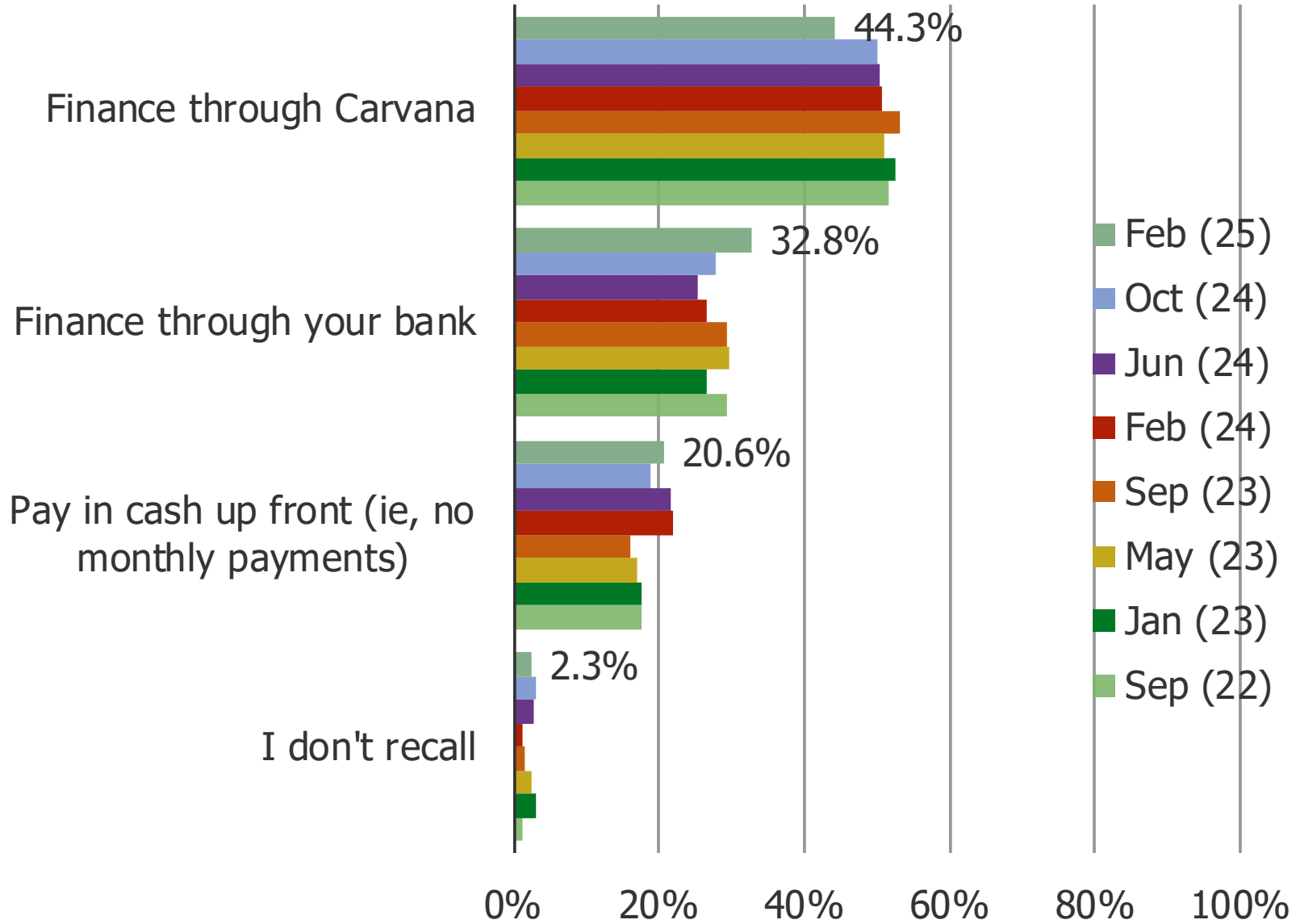
### Did your Carvana delivery need to get rescheduled any times?

Posed to all respondents who indicated that they bought from Carvana. (N=427)



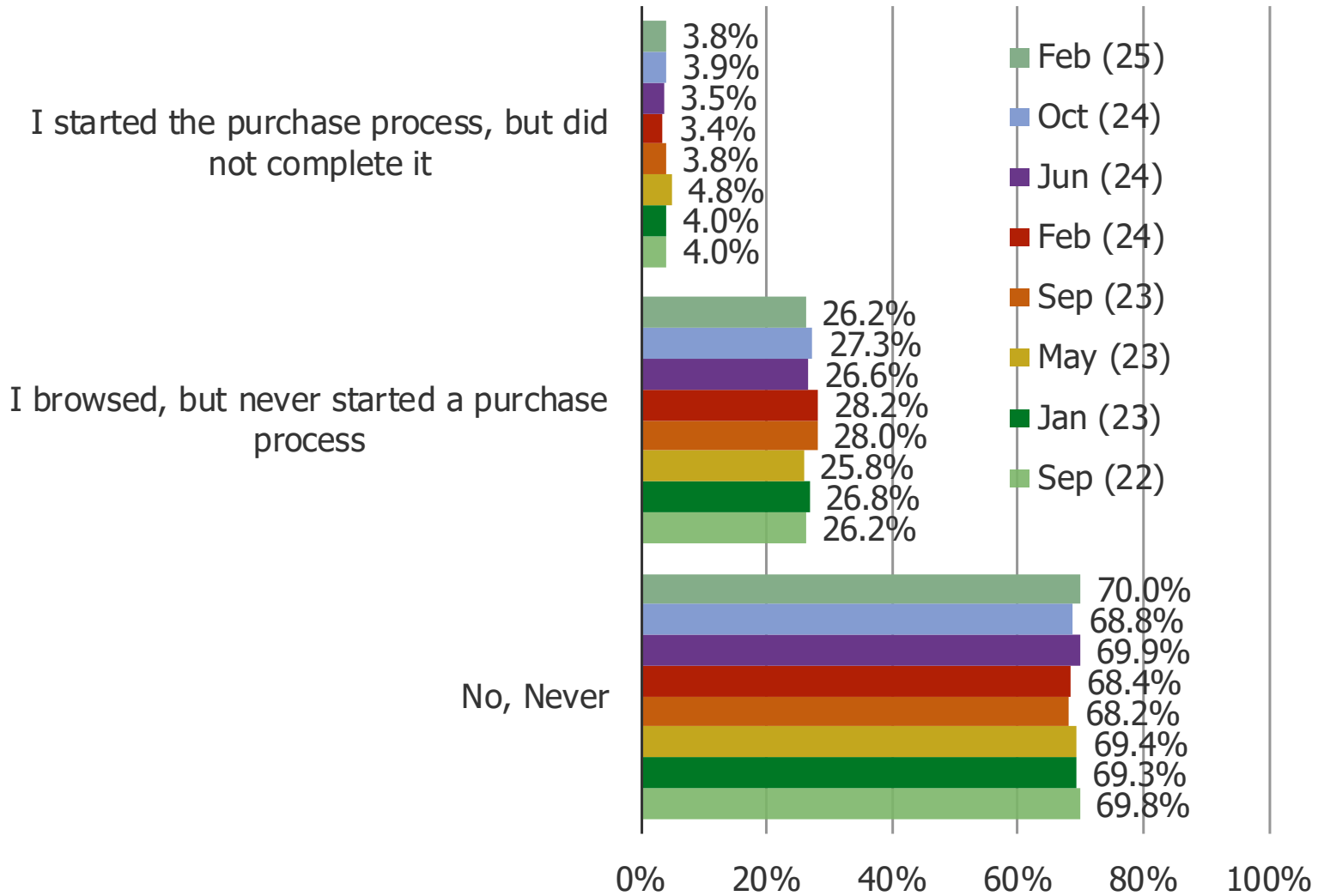
**When you bought your last car from Carvana, did you...**

Posed to all respondents who indicated that they bought from Carvana. (N=427)



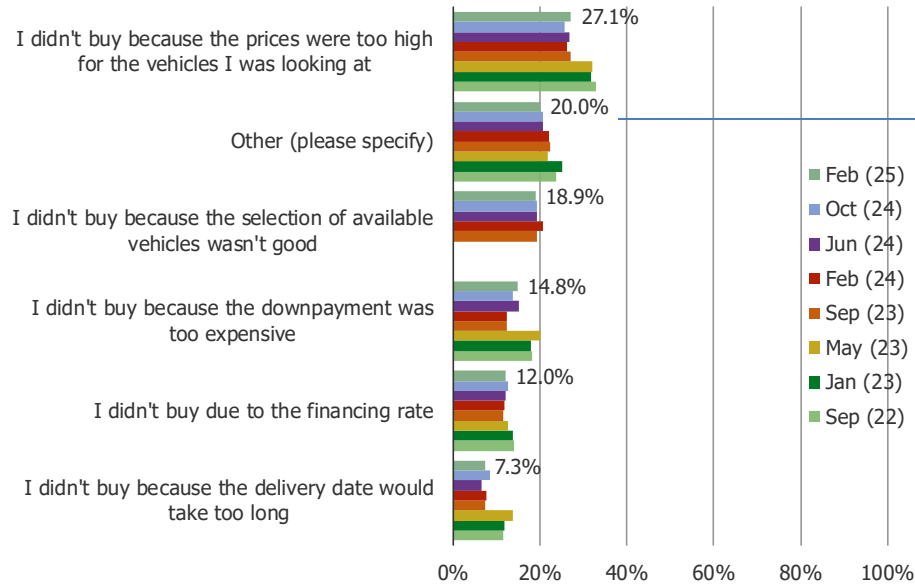
### Have you ever considered buying a car from Carvana, but ultimately decided not to?

Posed to auto owners who have not purchased a car from Carvana. (N=8710)

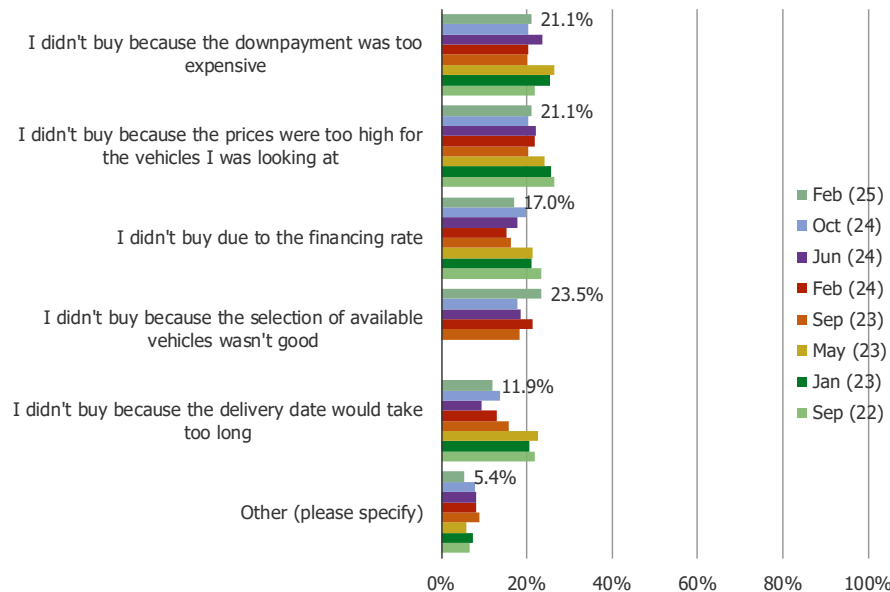


## Which of the following best describes why you did not ultimately buy a car from Carvana?

Posed to all respondents who indicated that they considered Carvana in the past. (N=2624)

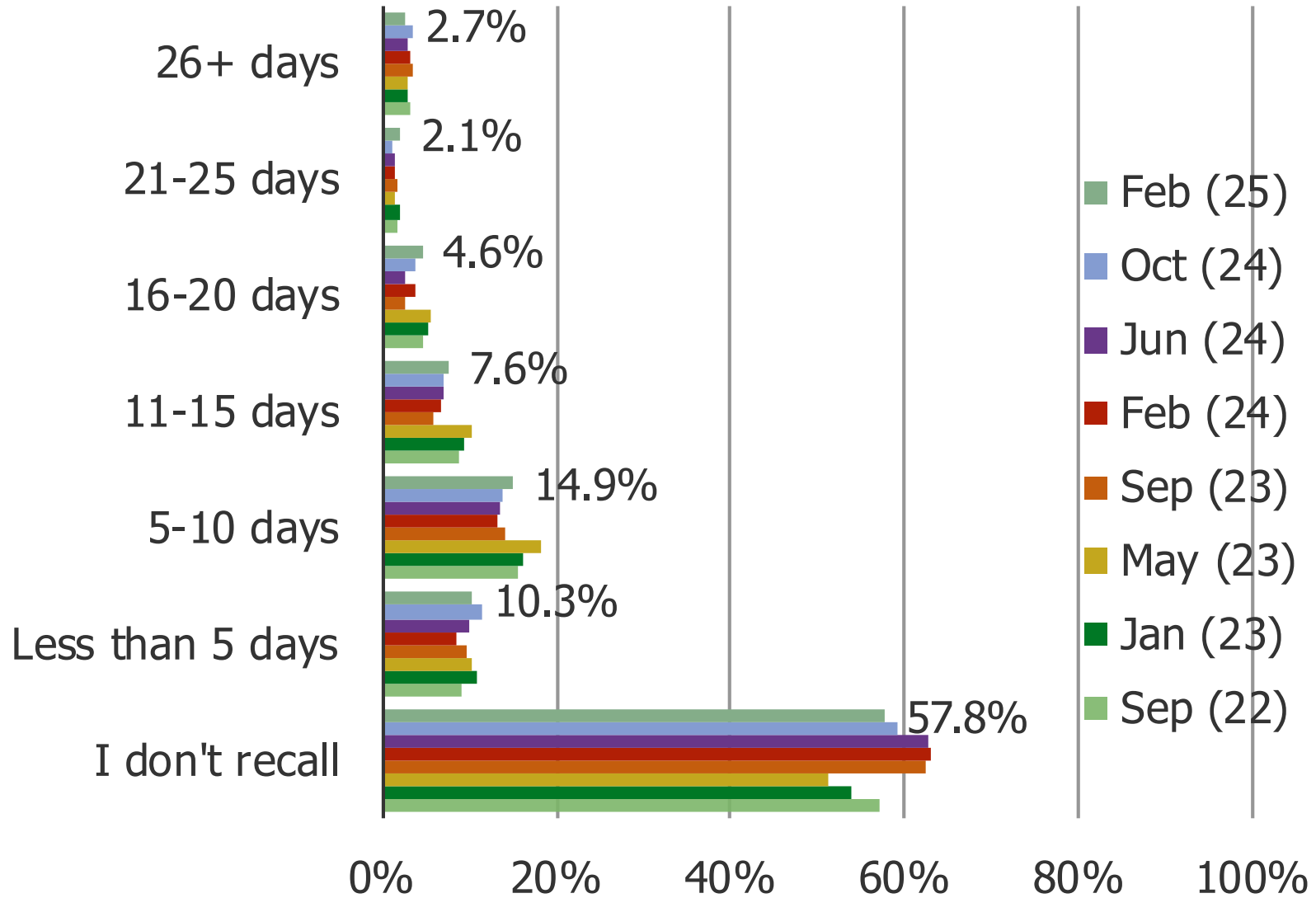


### Filtering The Data: Focusing on respondents who started the purchase process, but did not complete it (N = 336)



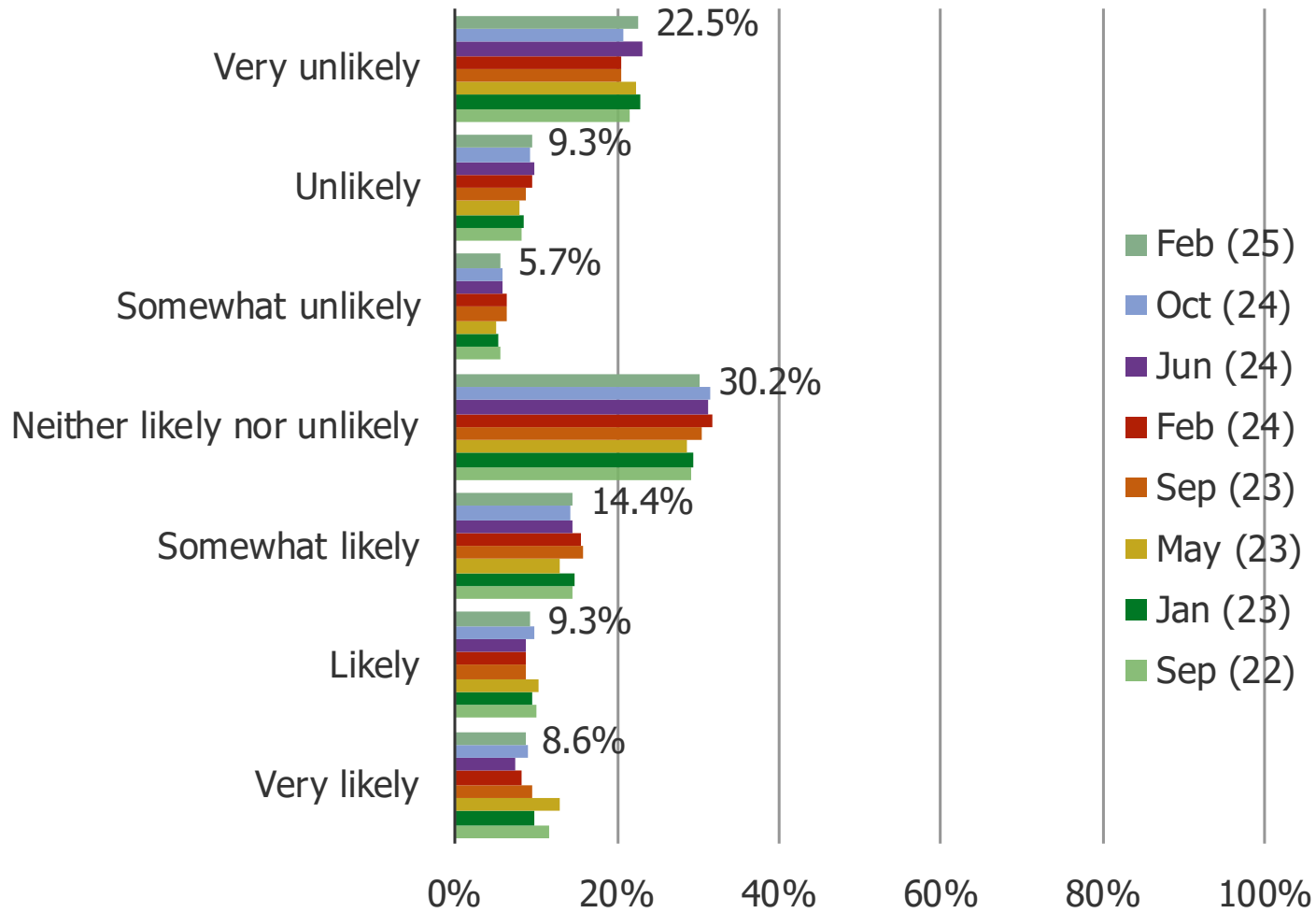
**When you considered purchasing a car from Carvana, do you recall how long the delivery times were that were quoted on the car(s) you were considering?**

Posed to all respondents who indicated that they considered Carvana in the past. (N=2623)



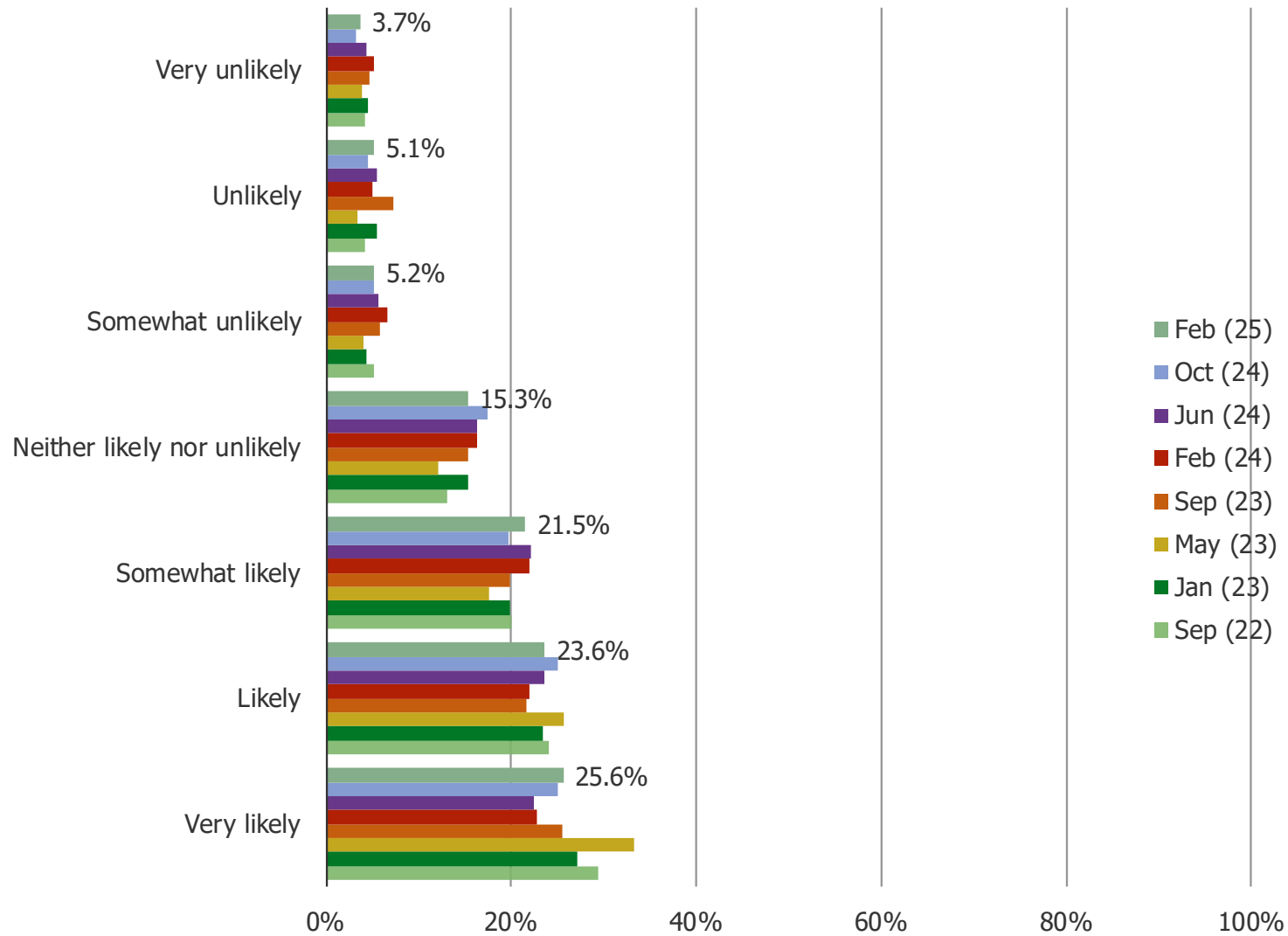
### How likely are you to buy a car from Carvana in the future?

Posed to all respondents. (N=9948)



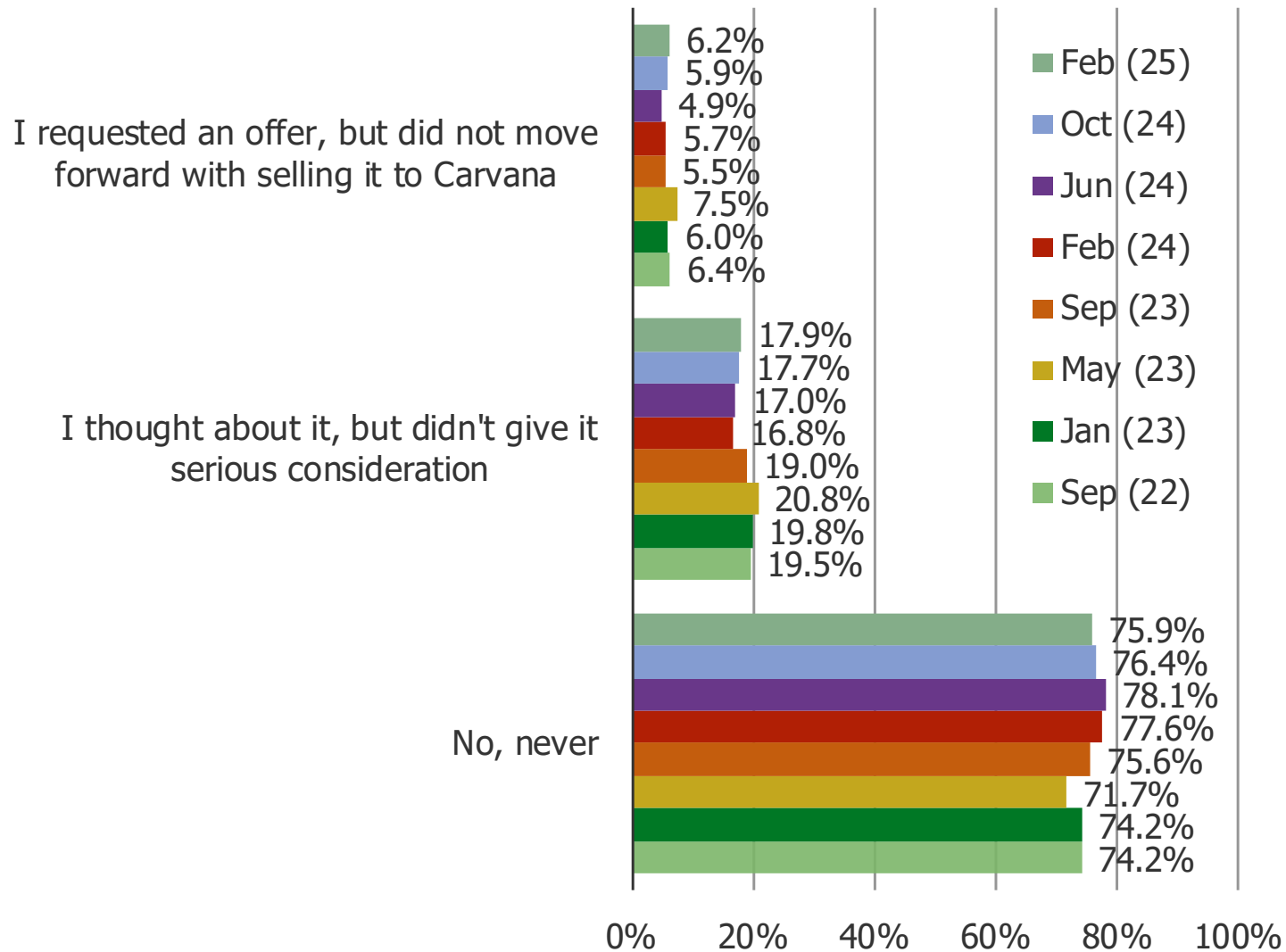
### If you got a car from Carvana in the future, how likely would you be to use Carvana to get insurance for the vehicle?

Posed to all respondents who are at least somewhat likely to buy a car from Carvana in the future. (N=3218)



### Have you ever considered selling your car to Carvana in the past, but ultimately decided not to?

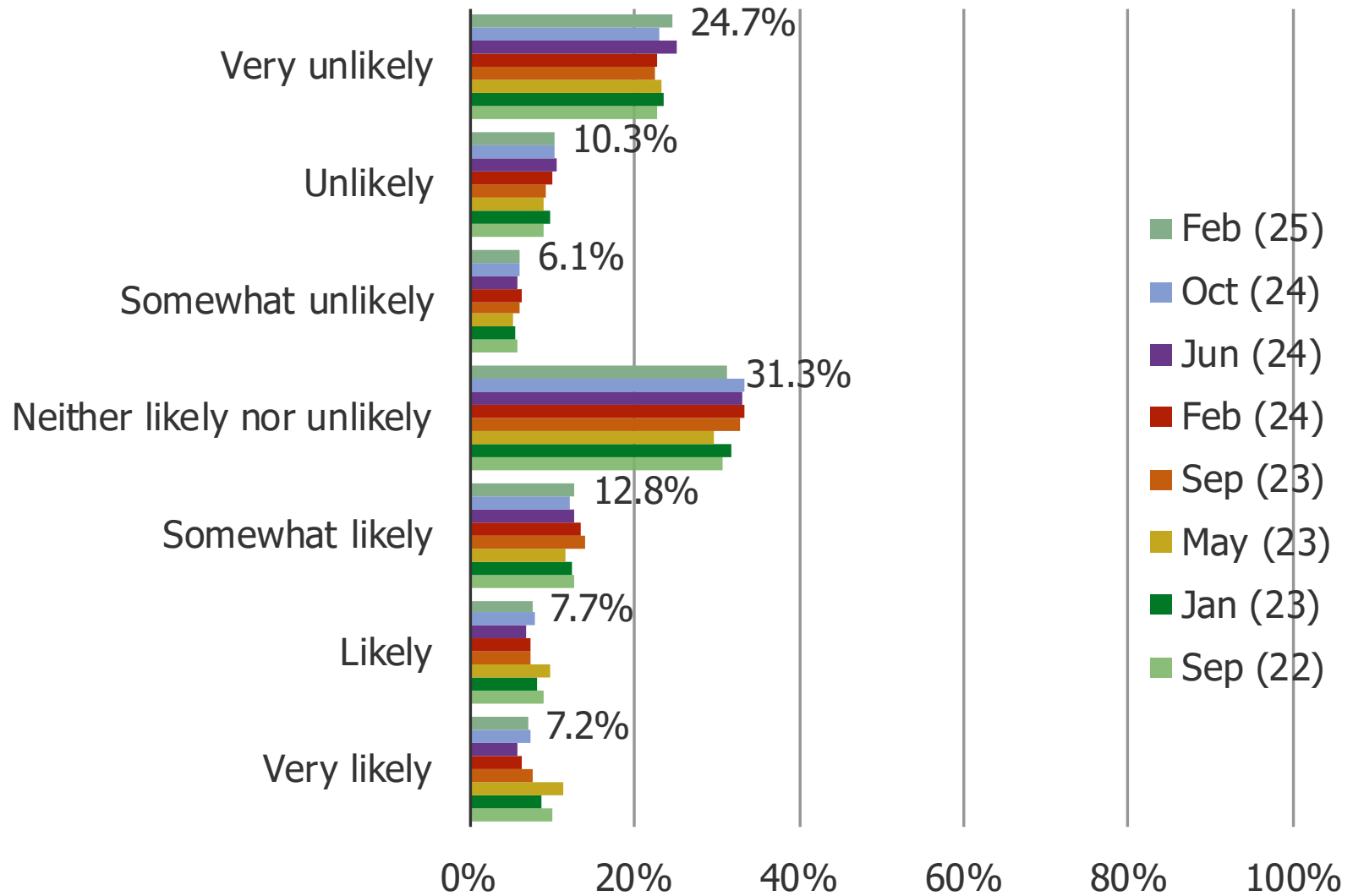
Posed to respondents who have not sold a car to Carvana. (N=9782)





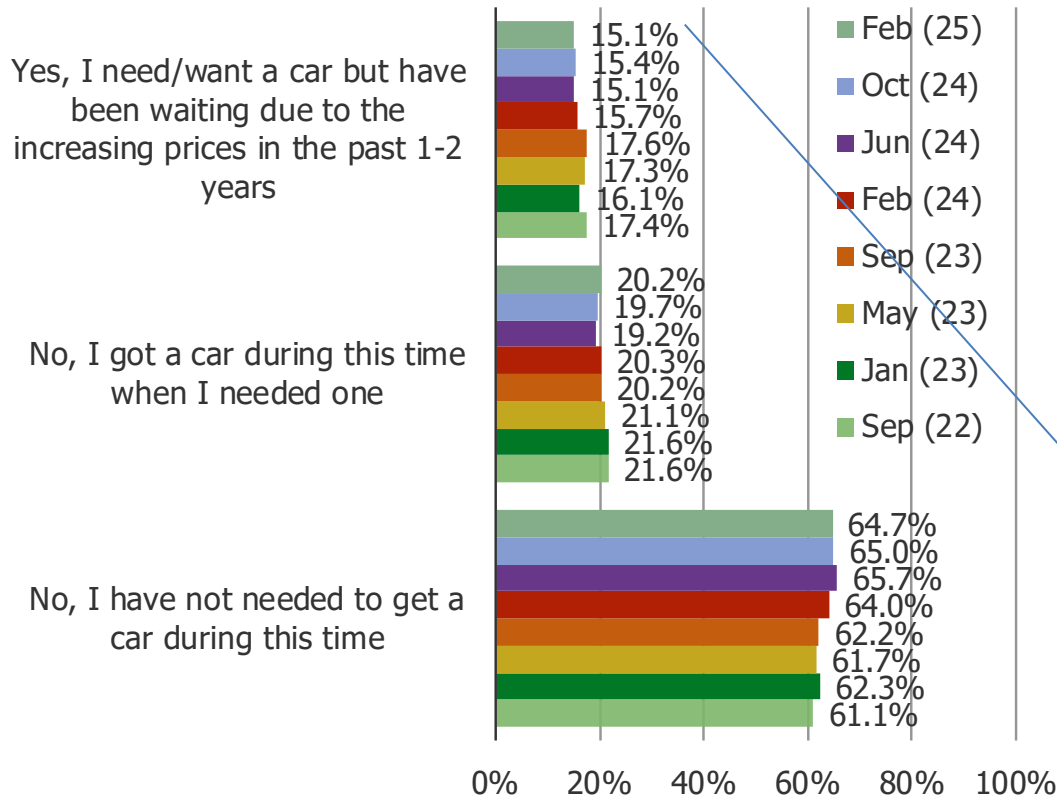
### How likely are you to sell a car to Carvana in the future?

Posed to all respondents. (N=9946)



## Have you been delaying the purchase of a new or used car for any reason over the past 1-2 years?

Posed to all respondents. (N=9948)



## Deep-Dive With CVNA Customers

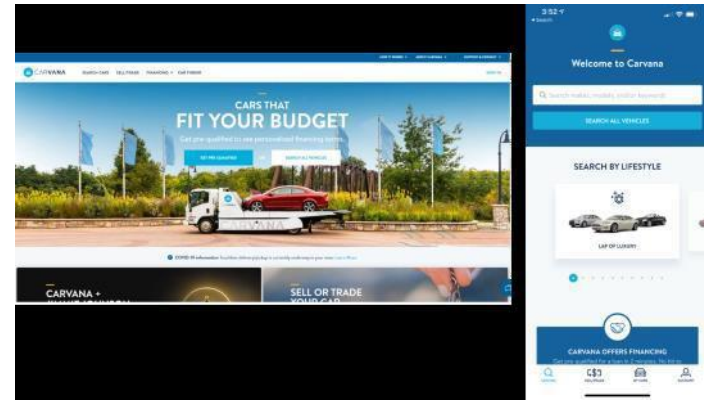
---

## Carvana Purchaser Screening Sequence

Posed to all respondents.

Respondents selected Carvana from a list of online auto platforms indicating they have purchased a car from them.

Respondents were shown this image (right) and were asked if they bought a car through the Carvana website/app pictured (they were allowed to select that they were mistaken and didn't actually buy it from Carvana. If they selected that they skipped the Carvana deep dive section).



Respondents were then shown this image (right) and were asked how they got their car from Carvana (delivered or vending machine). They were again permitted to select that they were mistaken and did not get a car from Carvana and skipped the Carvana deep dive if they selected that they were mistaken.



From there, we put them through two verbatim fill-ins. We asked them first:

Which brand of car did you buy from Carvana?

What did you like most and least about the Carvana experience?

\*Anyone who did not fill-in a brand of a car and anyone who did not fill-in qualitative feedback that made sense about Carvana were removed from the Carvana deep dive.

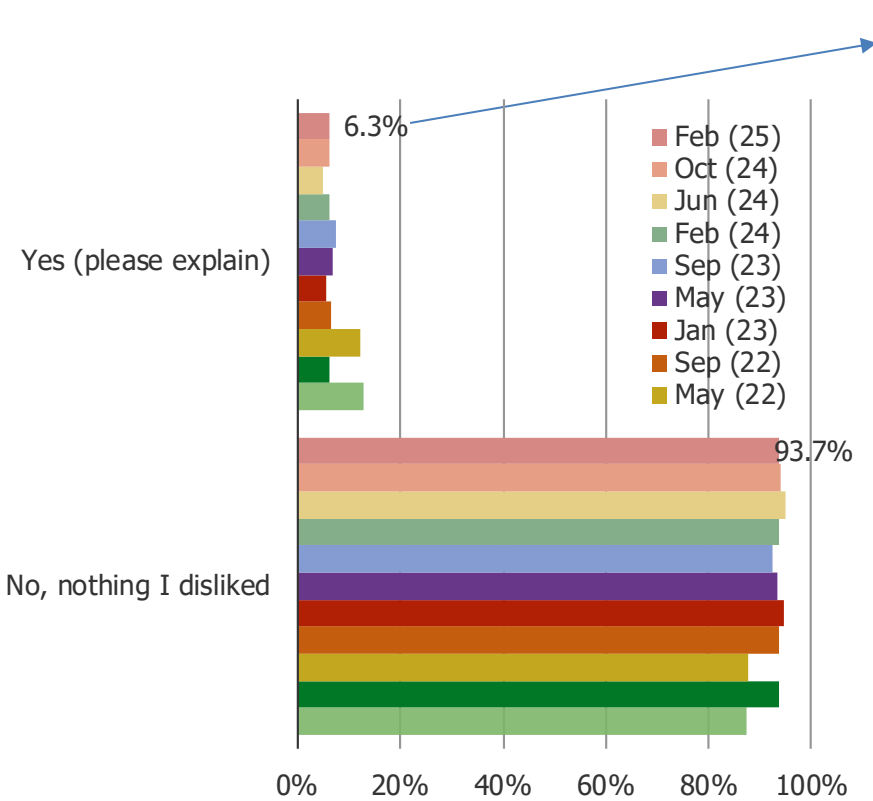






### Was there anything you disliked about buying a car from Carvana?

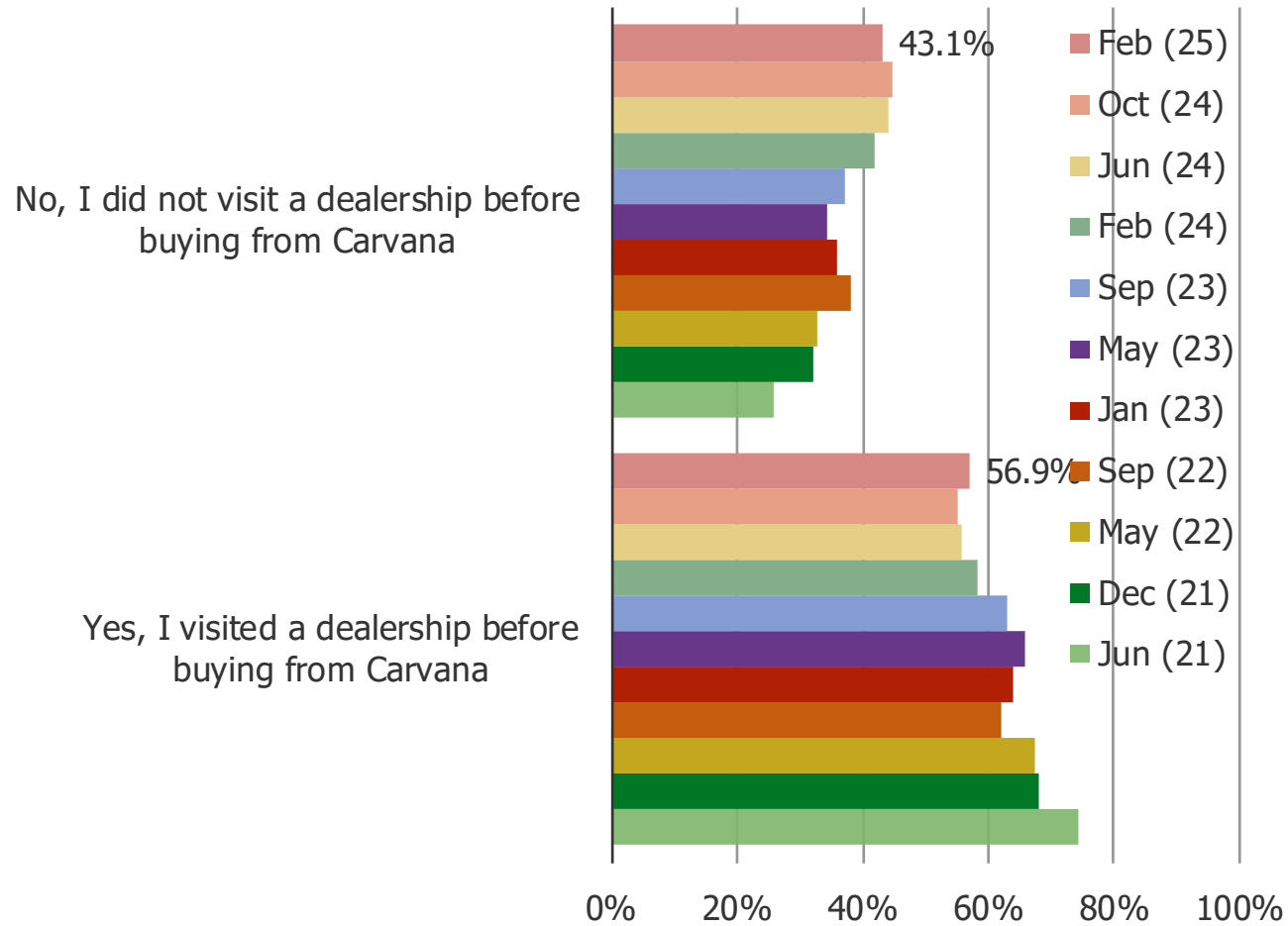
Posed to all respondents who indicated that they bought from Carvana. (N=427)



- Not being able to see/ hear any modifications until delivery
- There should be an easier way of finding your car you want instead of a dropdown menu
- Expensive price, non negotiable.
- Overpriced on some vehicles
- Car was a lemon
- High interest rates, possibility of stolen cars
- Terrible customer service and they refused to pay for an issue that was from before I purchased the car because I missed the deadline by 5 days
- The car had to be repaired
- Previous purchase had issues with the vehicle and customer service
- Plugs in tires check engine light came on after 10 miles

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

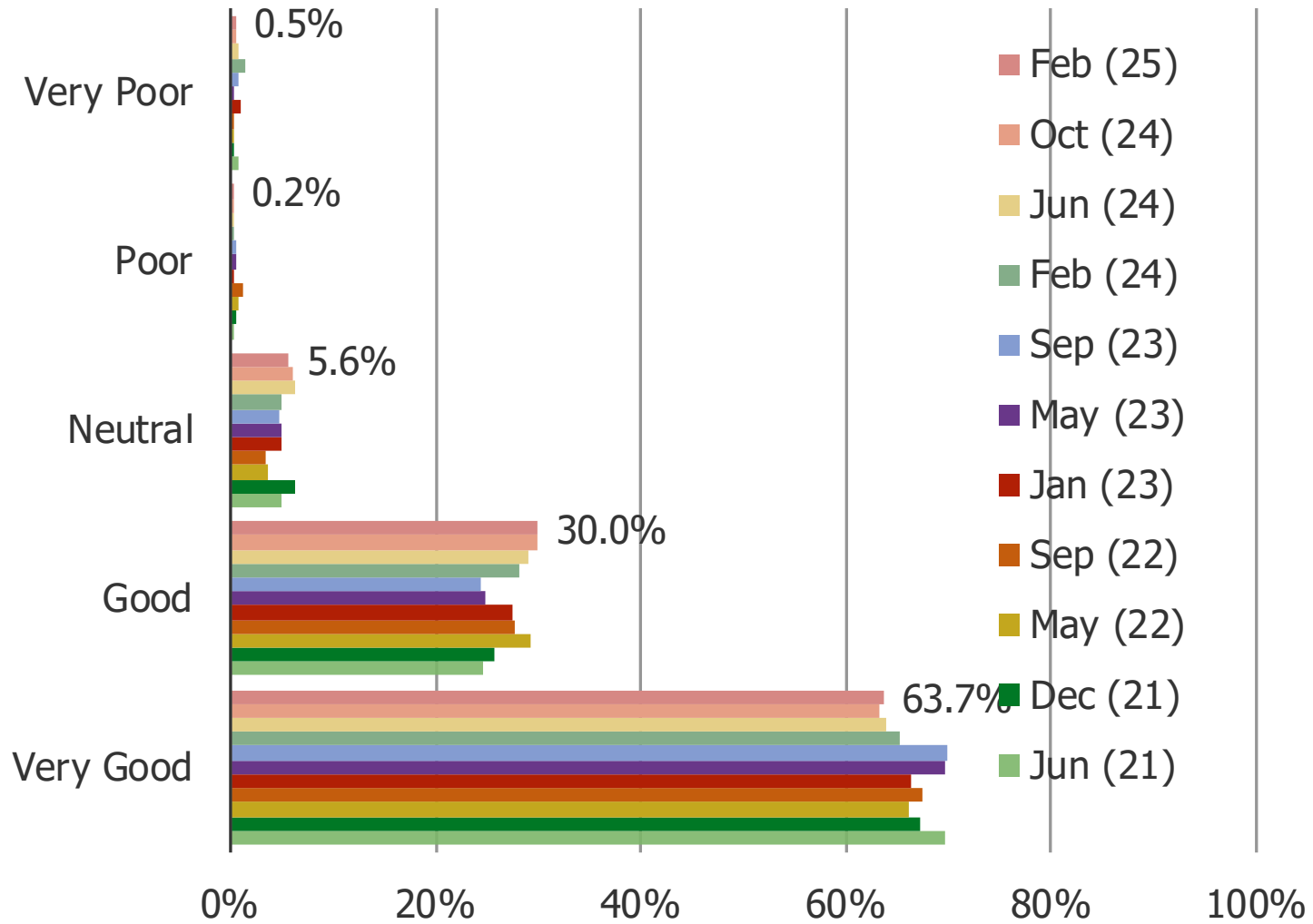
Posed to all respondents who indicated that they bought from Carvana. (N=427)





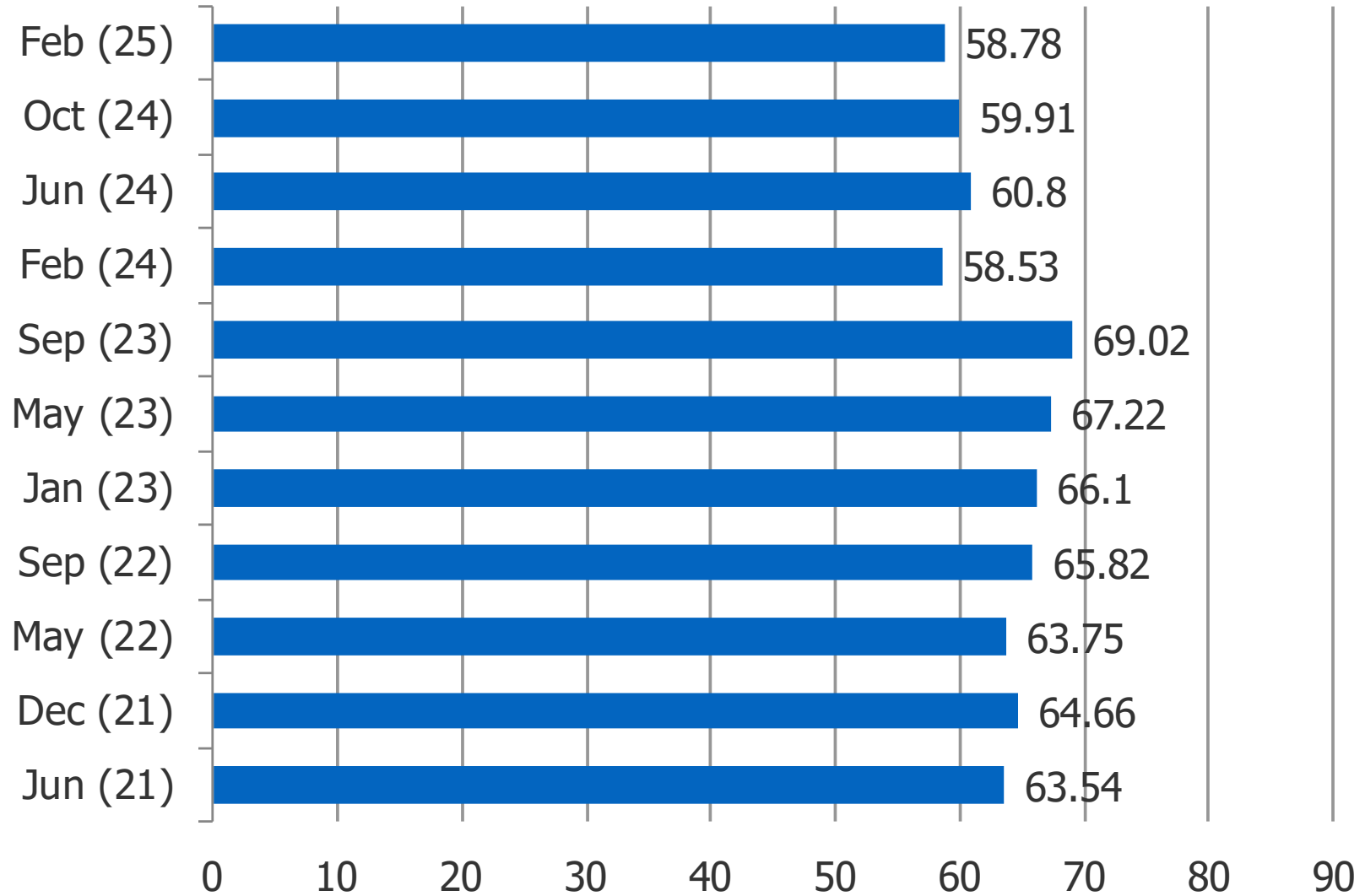
### How do you rate Carvana when it comes to the overall experience?

Posed to all respondents who indicated that they bought from Carvana. (N=427)



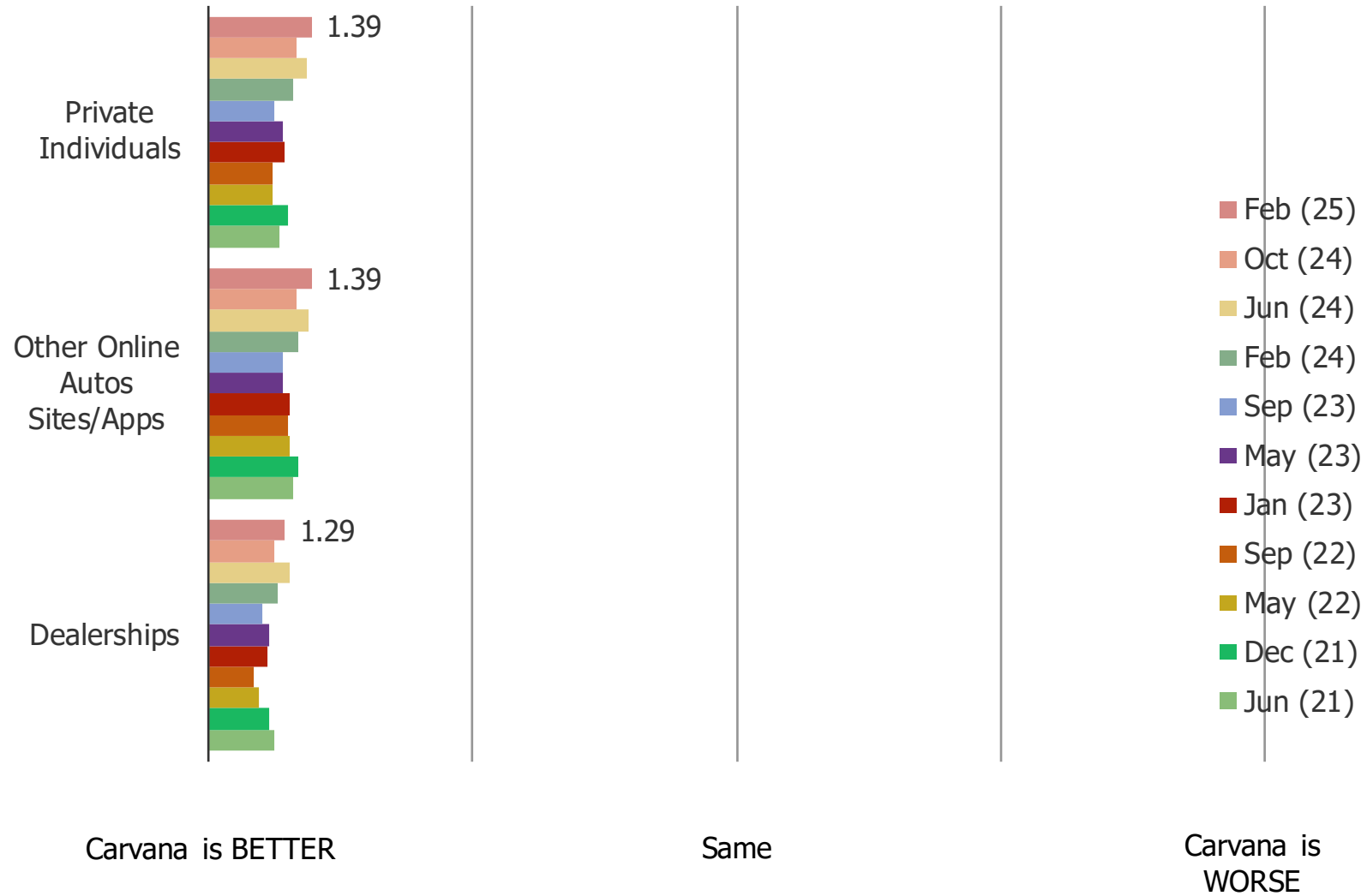
**How likely is it that you would recommend Carvana to a friend or colleague?**

Posed to all respondents who indicated that they bought from Carvana. (N=427)



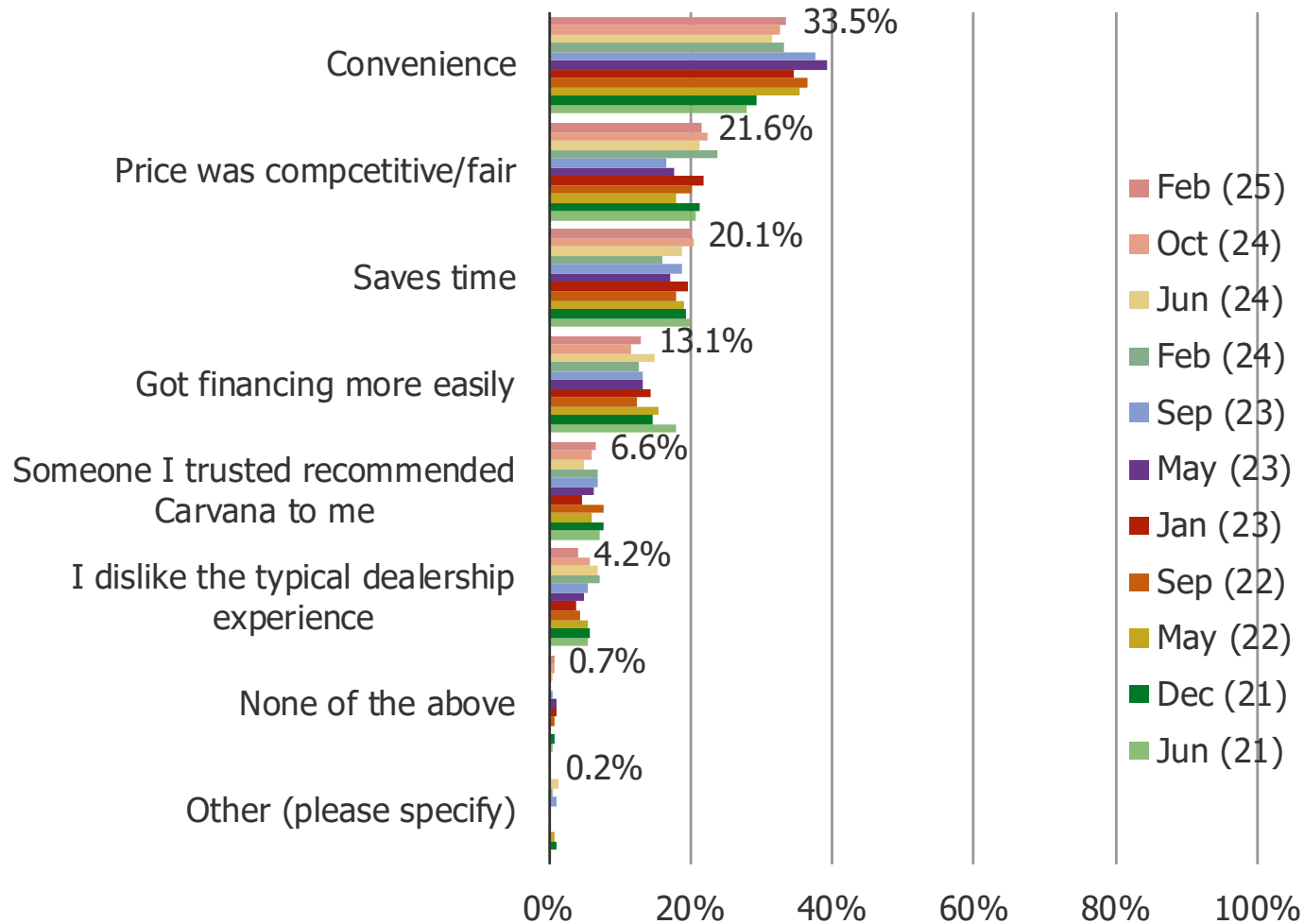
### How does Carvana compare to buying a used car from the following:

Posed to all respondents who indicated that they bought from Carvana. (N=427)



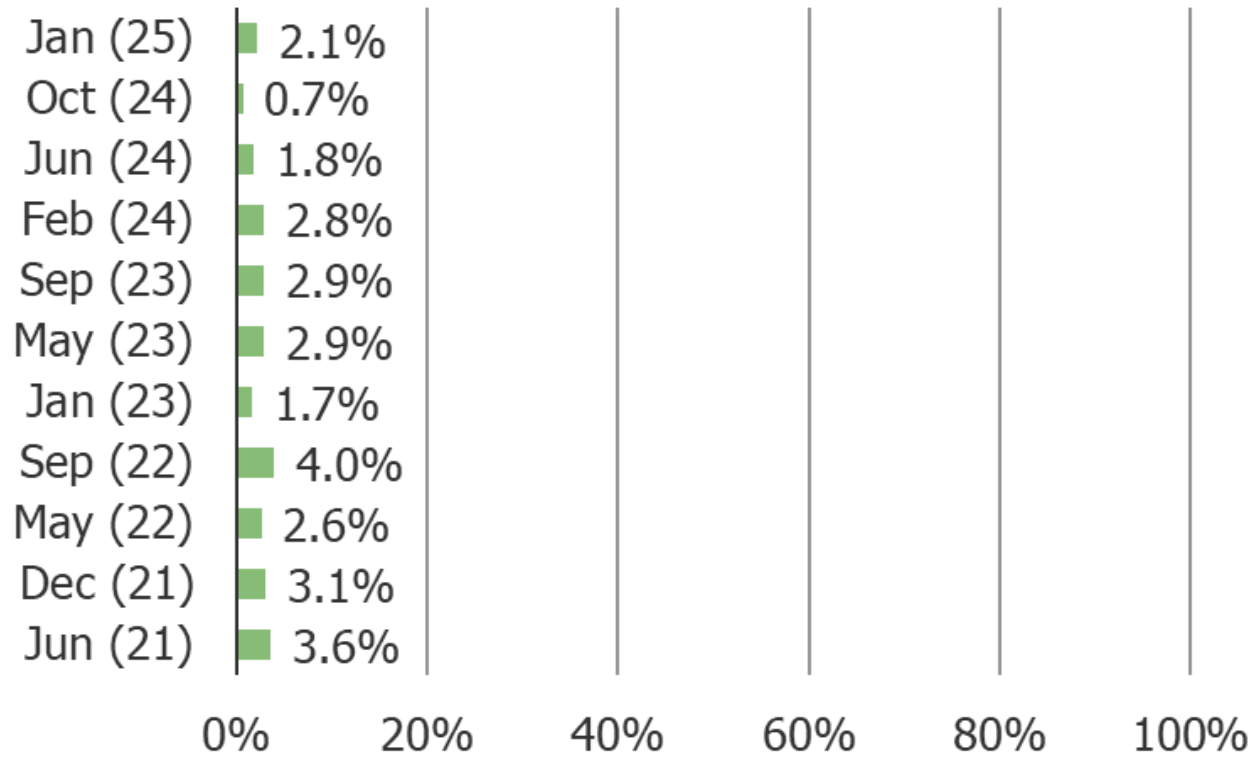
### What was the primary reason you opted to use Carvana for your transaction?

Posed to all respondents who indicated that they bought from Carvana. (N=427)



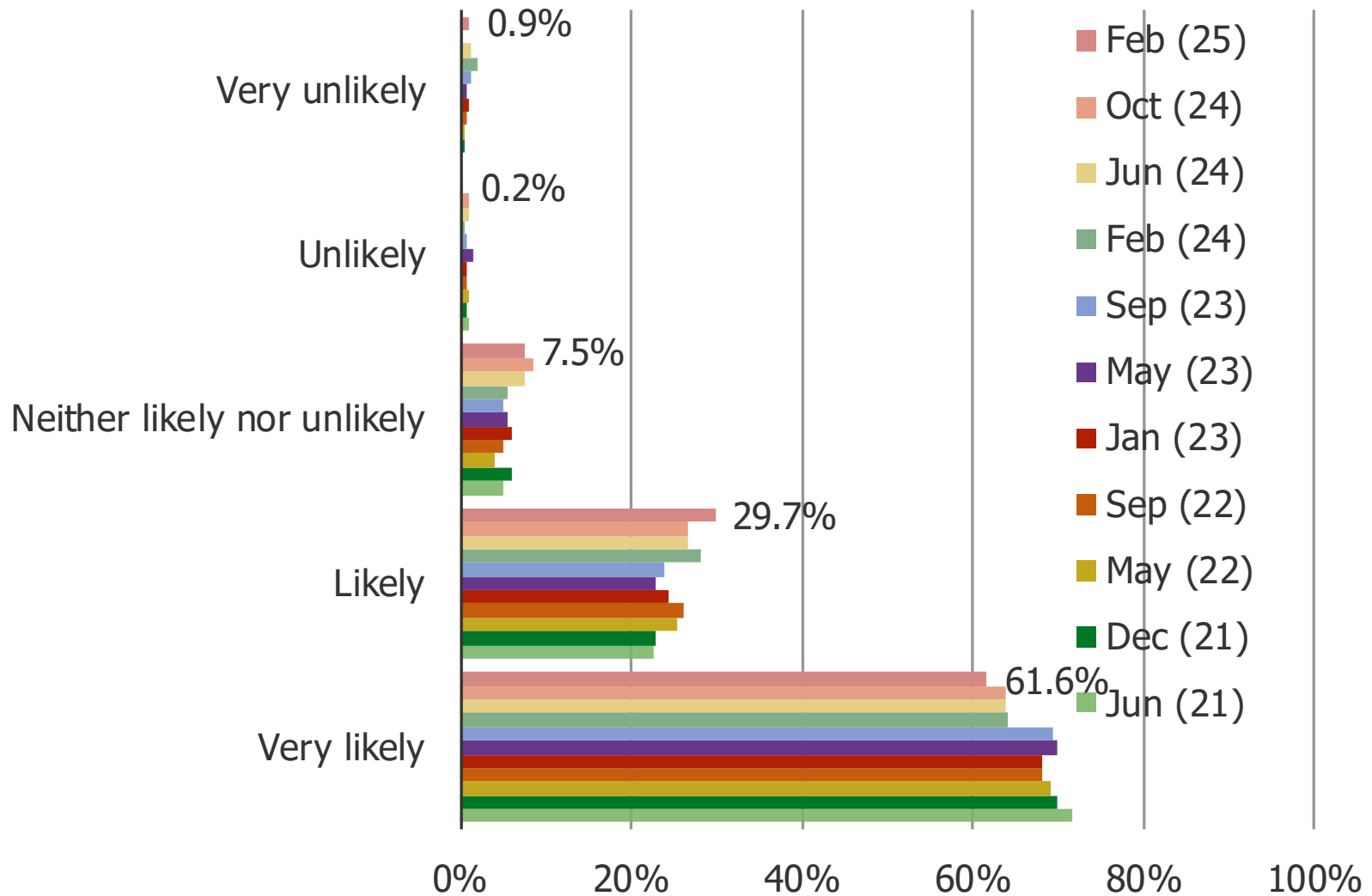
**For Carvana users, did you hold on to the vehicle or return it within the 7 day return window?**

Posed to all respondents who indicated that they bought from Carvana. (N=427)



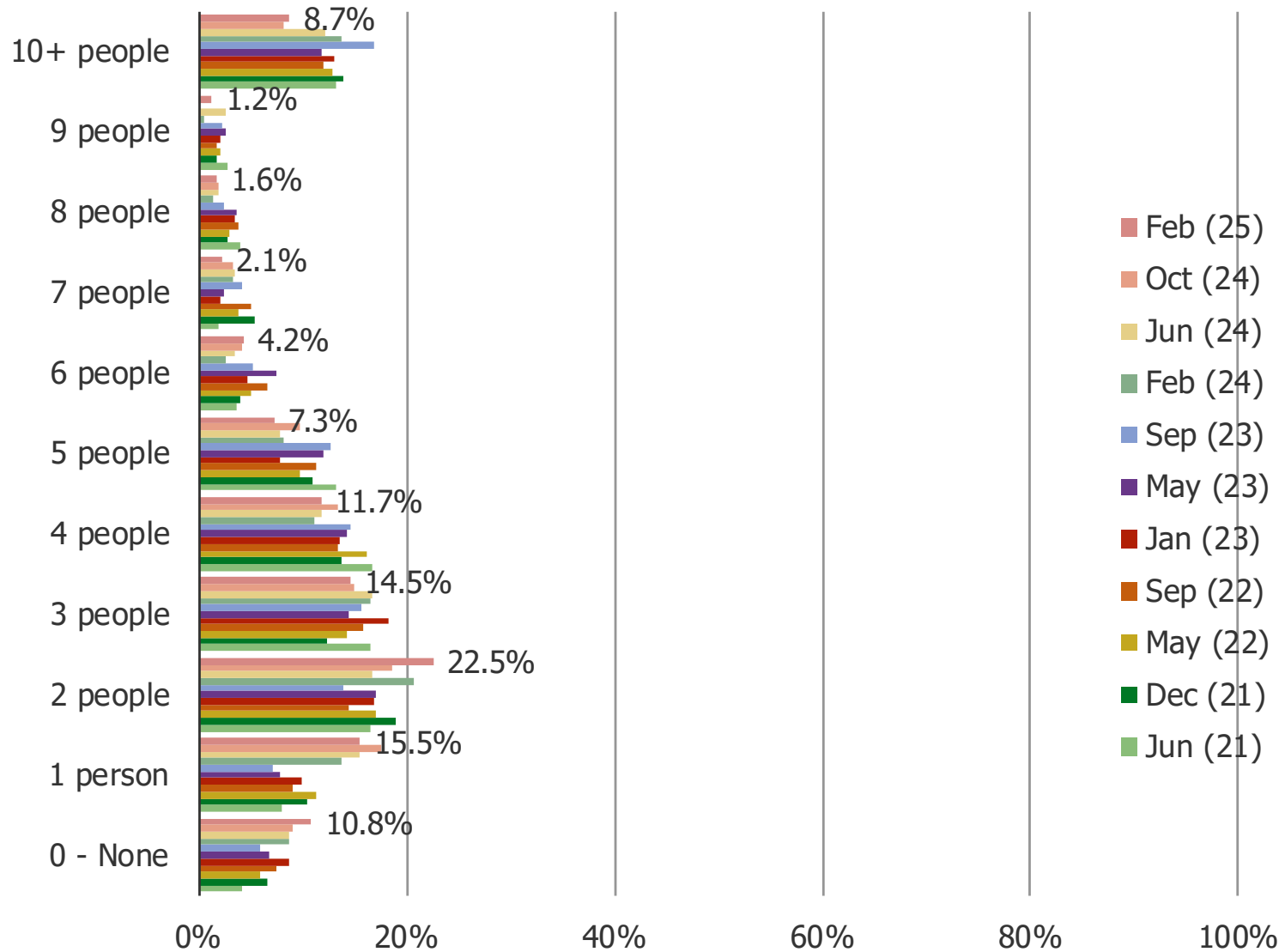
### How likely are you to use Carvana again in the future?

Posed to all respondents who made a purchase through Carvana. (N=427)



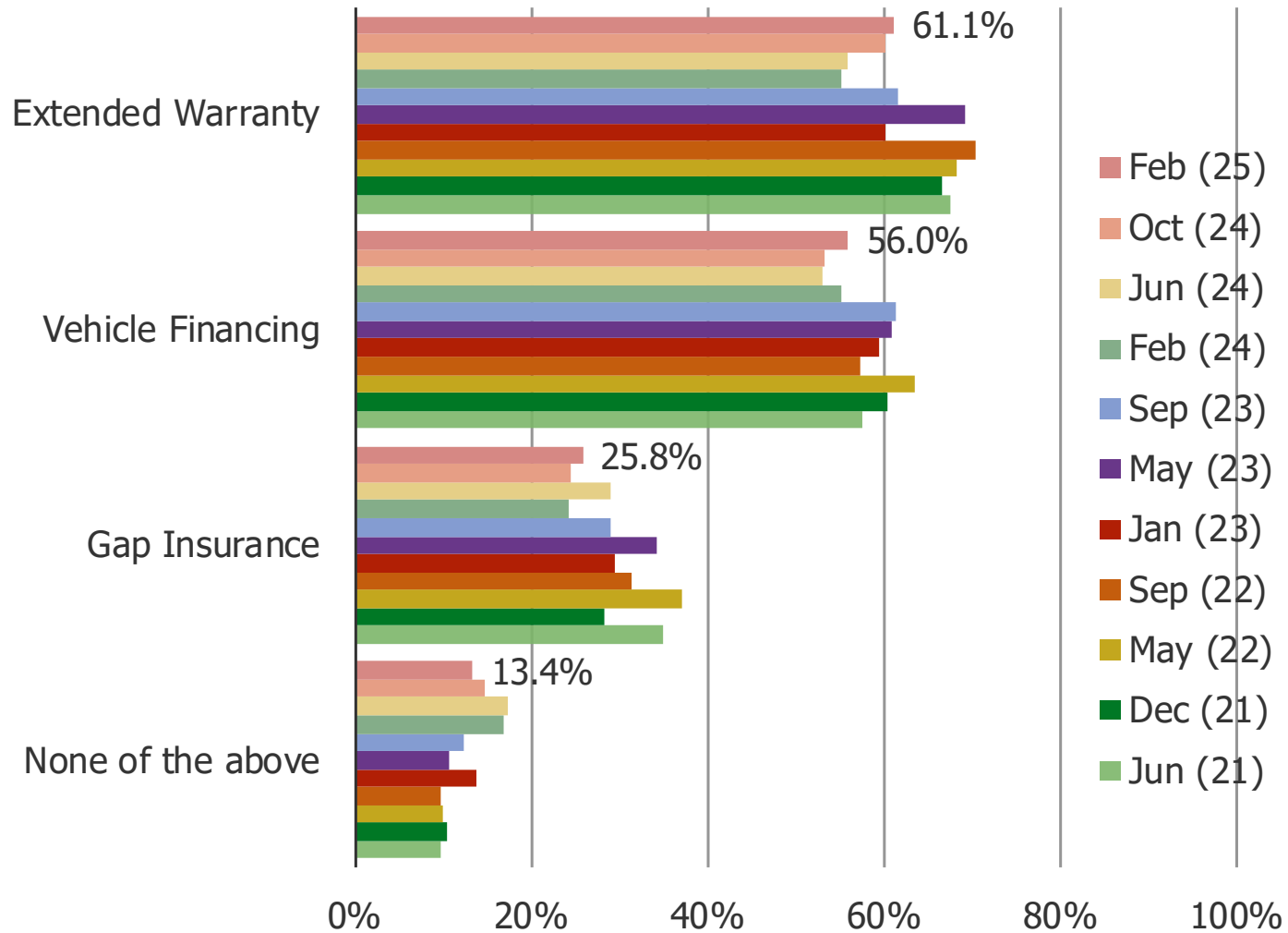
### Have you recommended Carvana to any other people?

Posed to all respondents who made a purchase through Carvana. (N=427)



**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. (N=427)





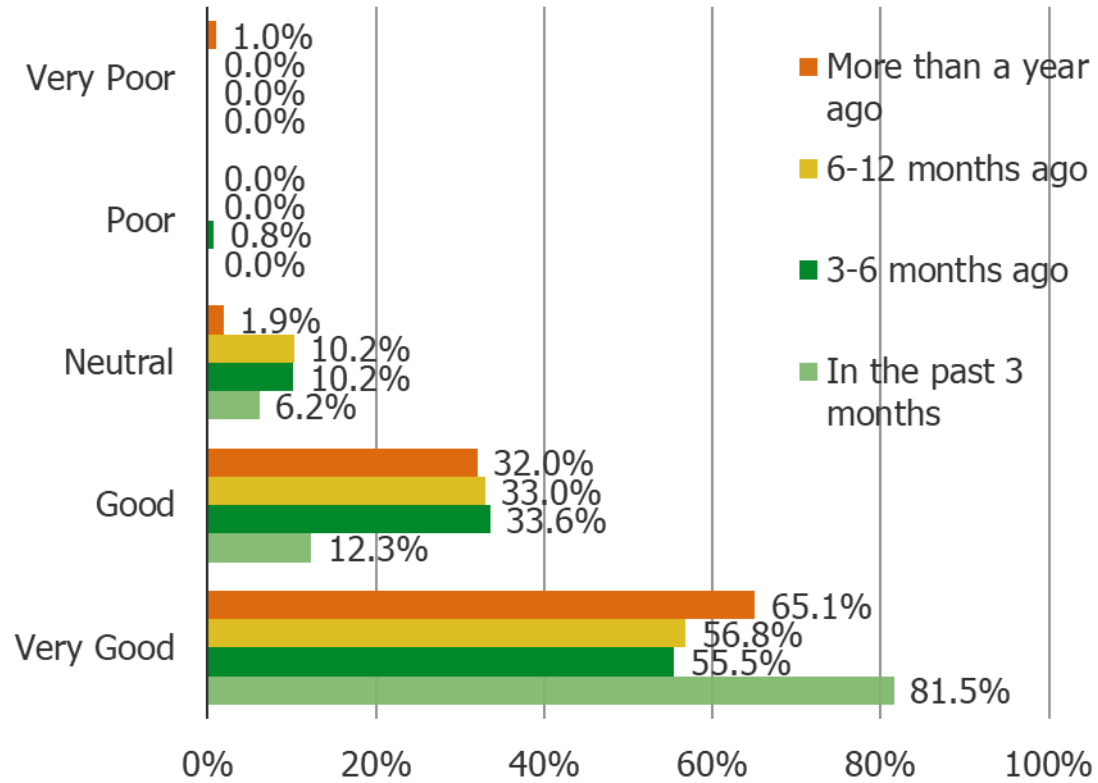
## Cross-Tab Analysis | User Experience By Carvana Purchase Recency

---

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

Posed to respondents who have bought from Carvana, cross-tabbed by when they most recently bought. (N=427)

#### February 2025

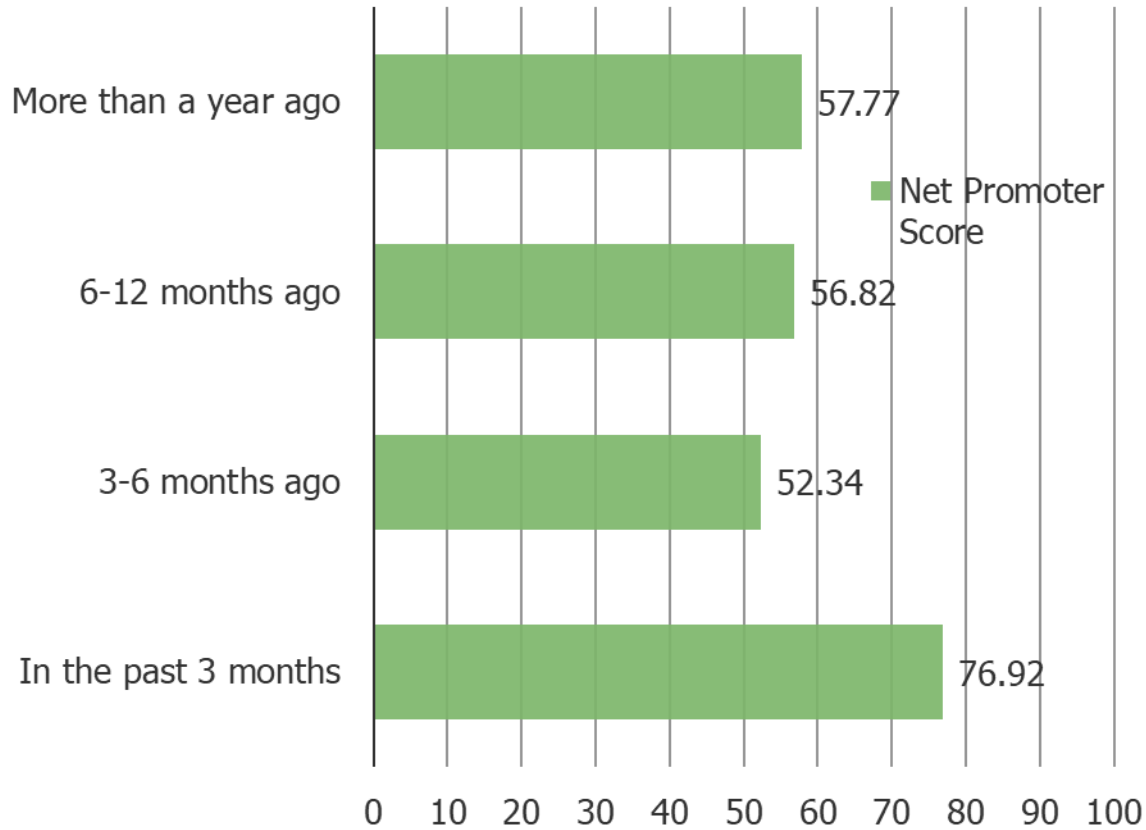


	N=
In the past 3 months	65
3-6 months ago	128
6-12 months ago	88
More than a year ago	206

### How likely are you to recommend Carvana to a friend or colleague? NPS

Posed to respondents who have bought from Carvana, cross-tabbed by when they most recently bought. (N=427)

#### February 2025



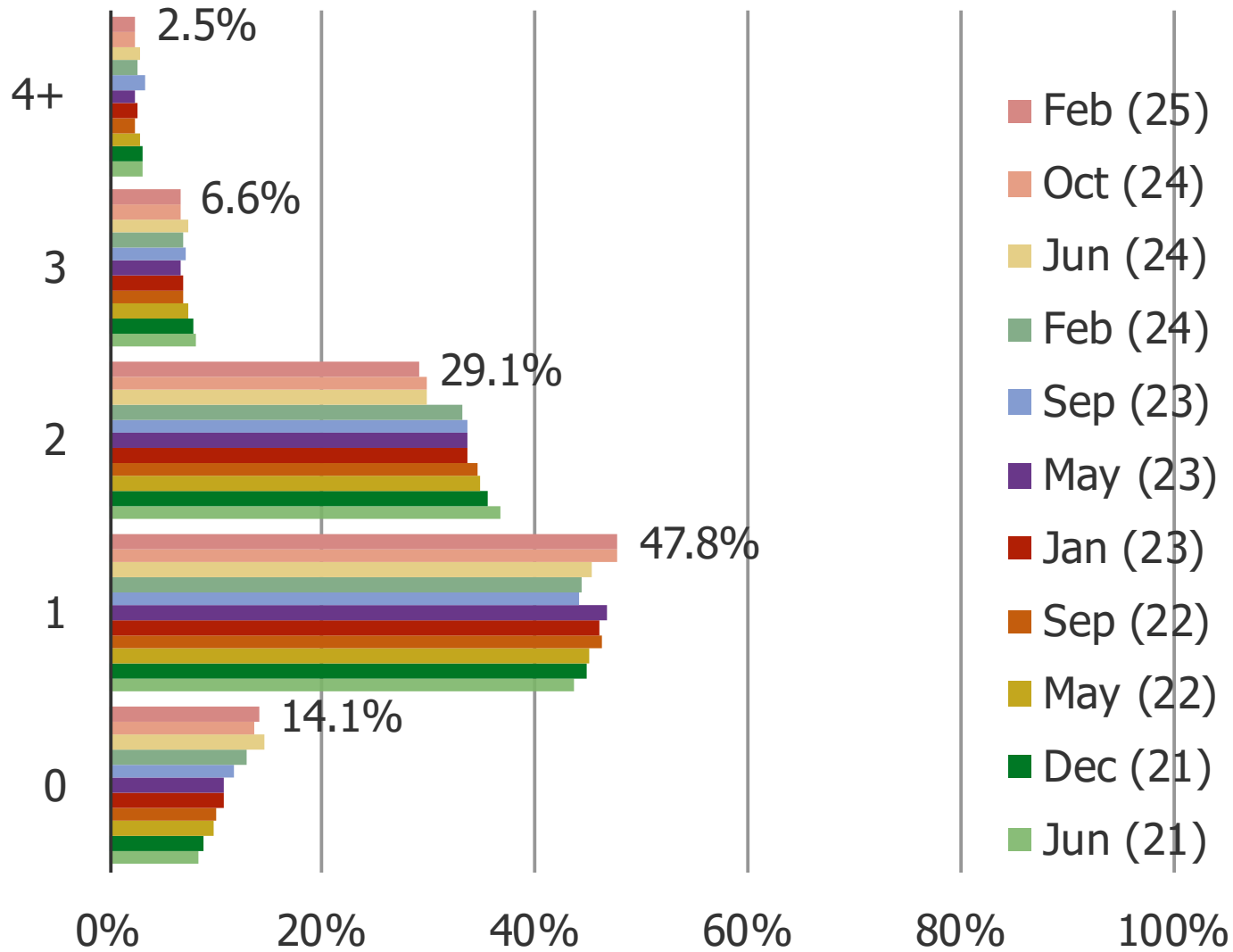
	N=
In the past 3 months	65
3-6 months ago	128
6-12 months ago	88
More than a year ago	206

## Auto Ownership Trends and Background

---

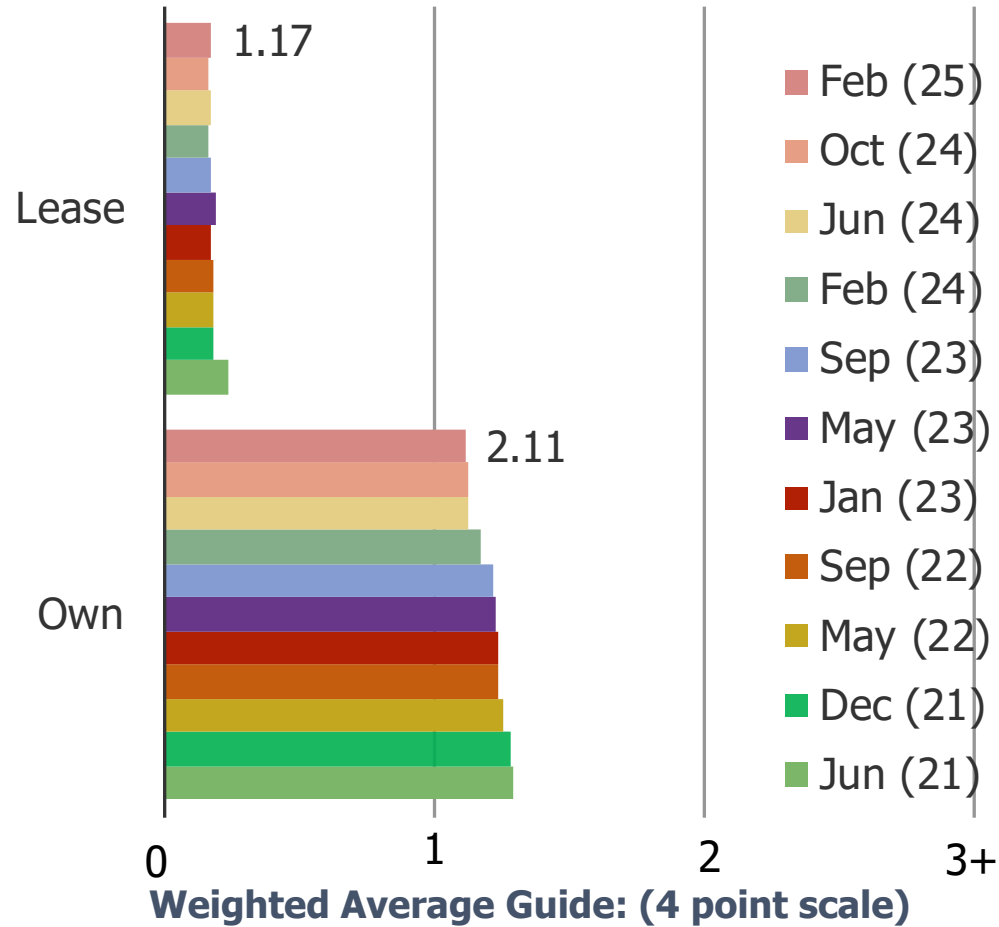
### How many cars/autos does your household typically need?

Posed to all respondents. (N=9948)



### How many vehicles do you currently own/lease?

Posed to all respondents. (N=9948)



0 cars = 1  
 1 car = 2  
 2 cars = 3  
 3+ cars = 4

## Unaided and Aided Awareness

---

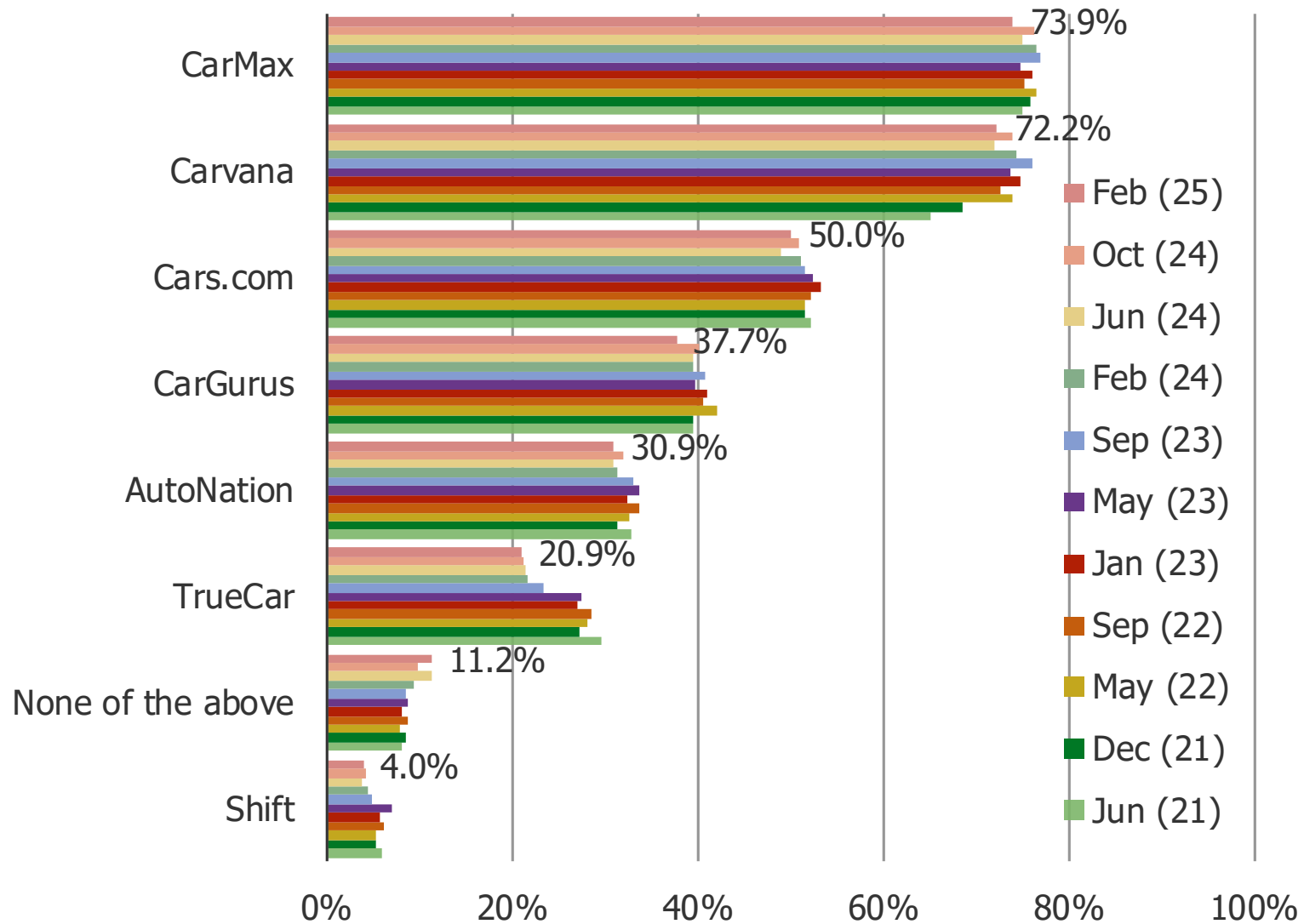
**Respondents were shown these questions before any mention of Carvana or competitors was made in the survey.**





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

Posed to all respondents. (N=9948)

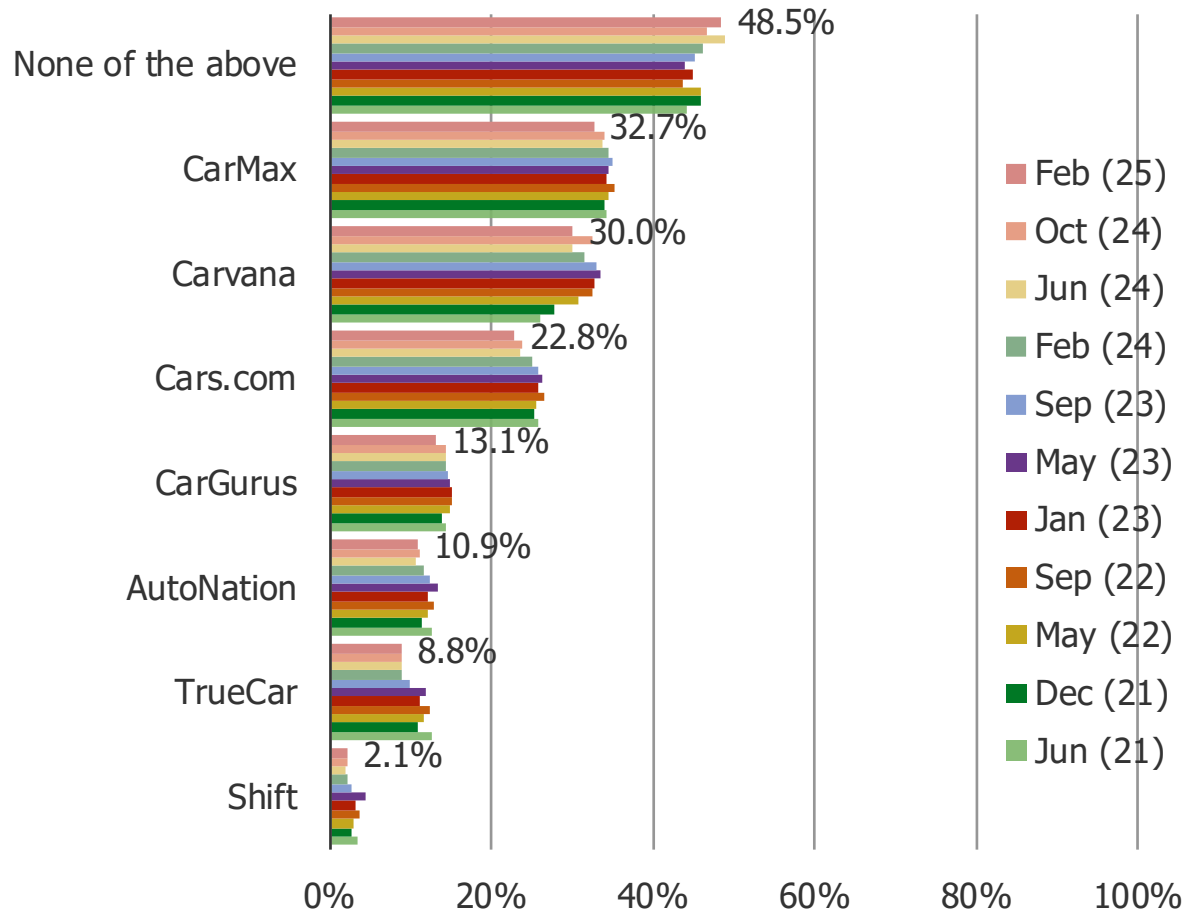


## Competitive Dynamics Among Peer Group

---

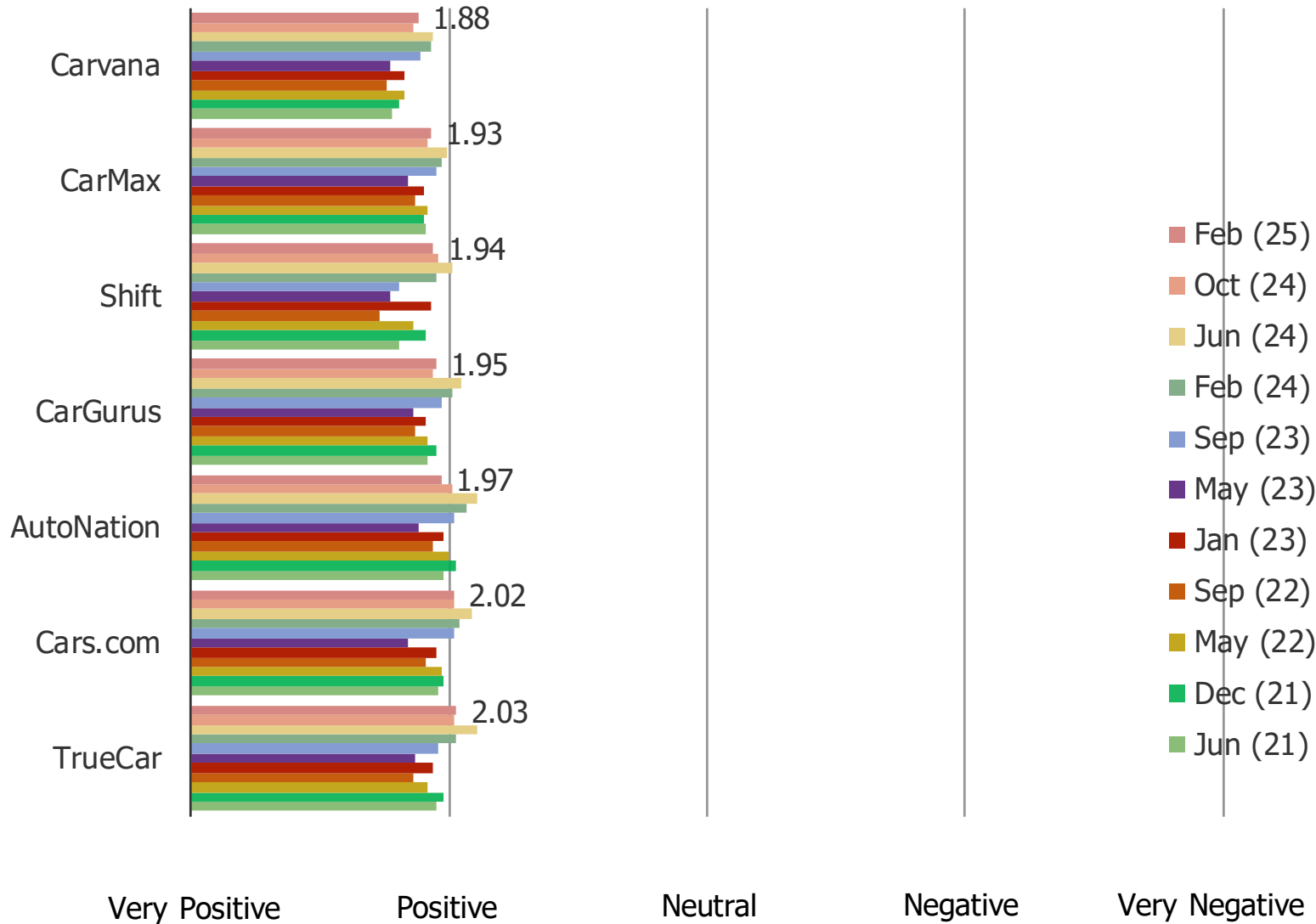
**Have you ever visited any of the below sites/apps? (Select ALL that apply)**

Posed to all respondents. (N=9948)



### What is your opinion of the following sites/apps?

Posed to all respondents who have visited the below.

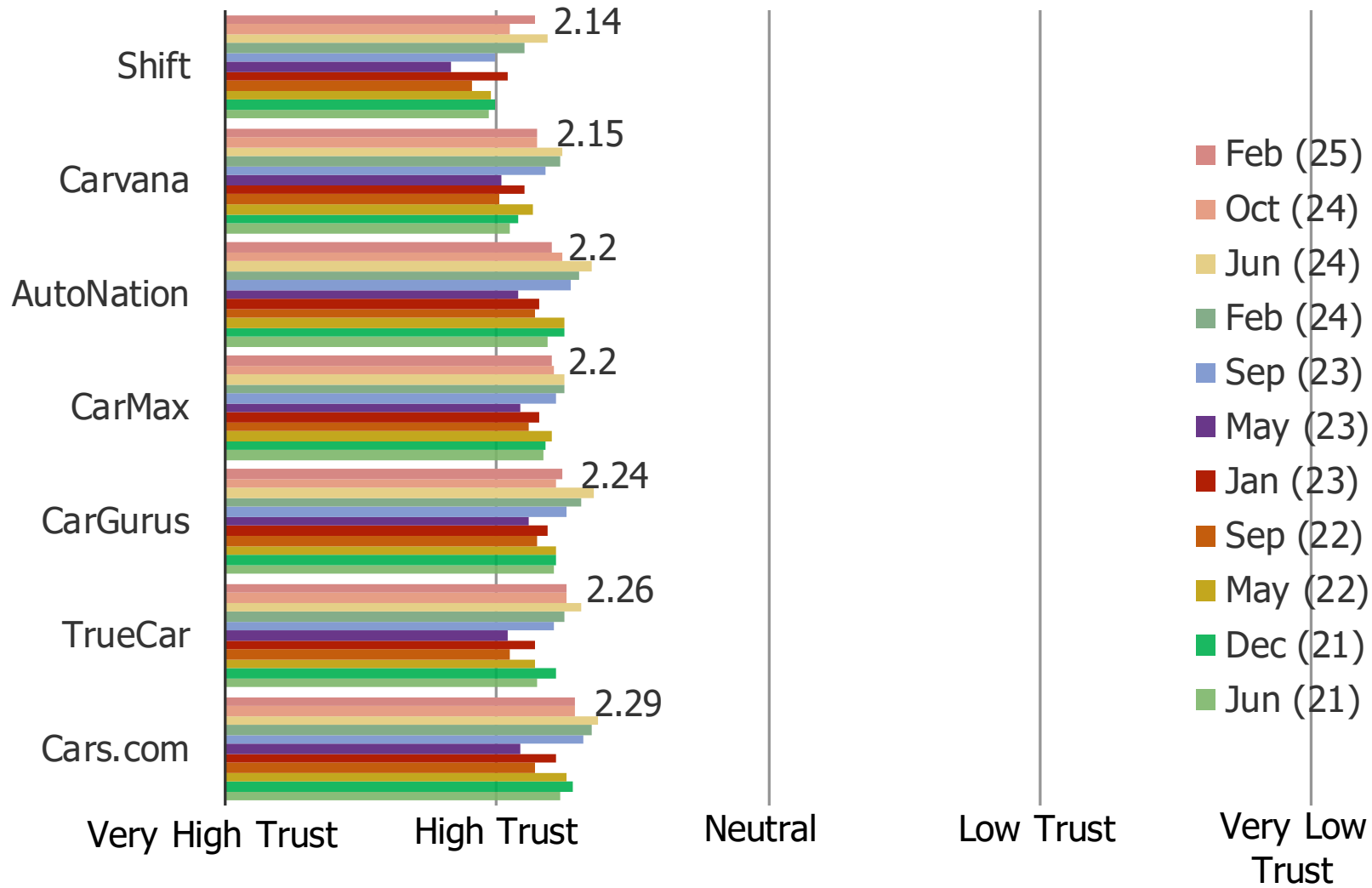


- Feb (25)
- Oct (24)
- Jun (24)
- Feb (24)
- Sep (23)
- May (23)
- Jan (23)
- Sep (22)
- May (22)
- Dec (21)
- Jun (21)

	N=
Carvana	2988
Vroom	483
Shift	206
CarMax	3248
AutoNation	1080
TrueCar	872
Cars.com	2267
CarGurus	1302

### How much trust do you have in the following brands?

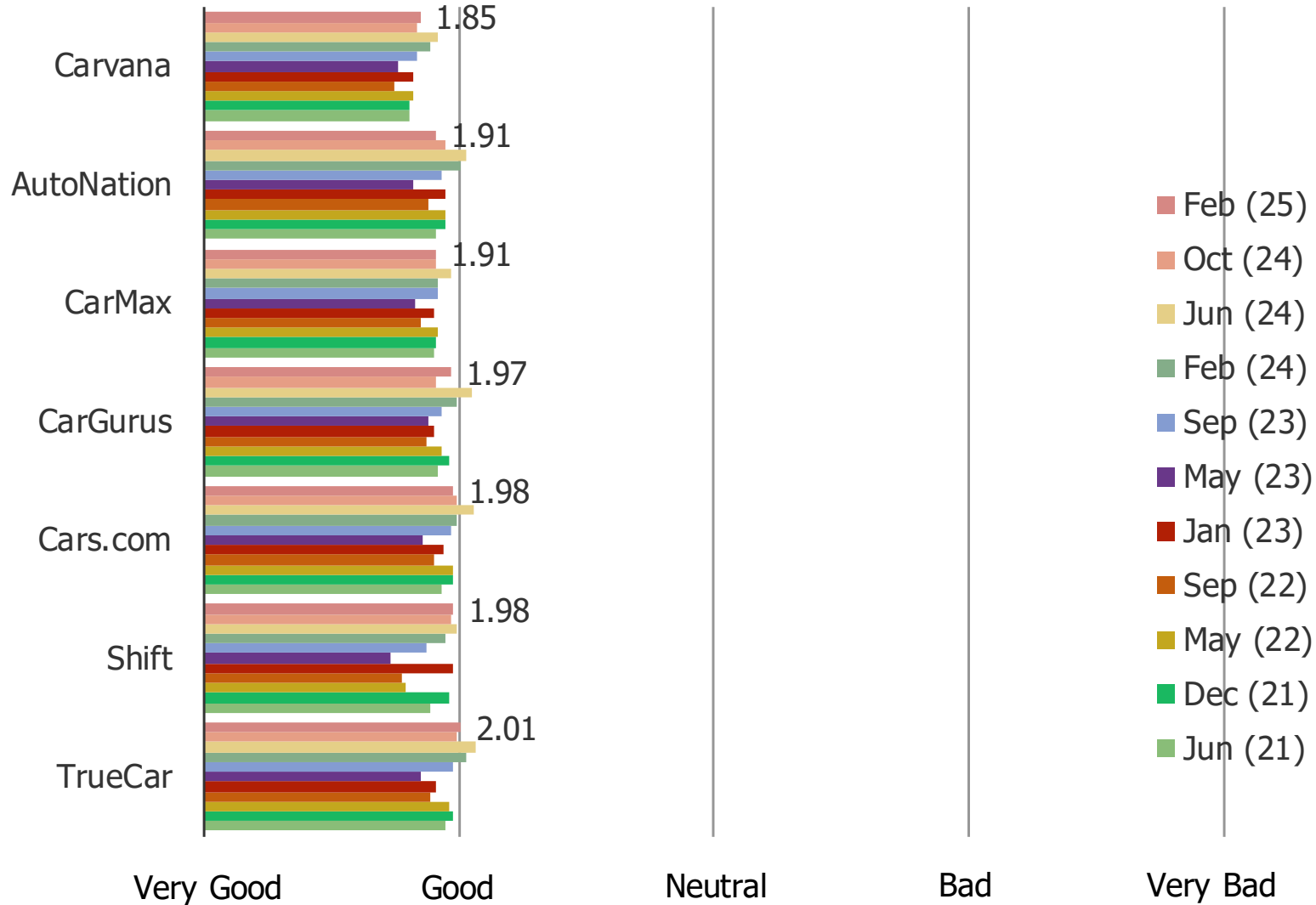
Posed to all respondents who have visited the below.



	N=
Carvana	2988
Vroom	483
Shift	206
CarMax	3248
AutoNation	1080
TrueCar	872
Cars.com	2267
CarGurus	1302

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

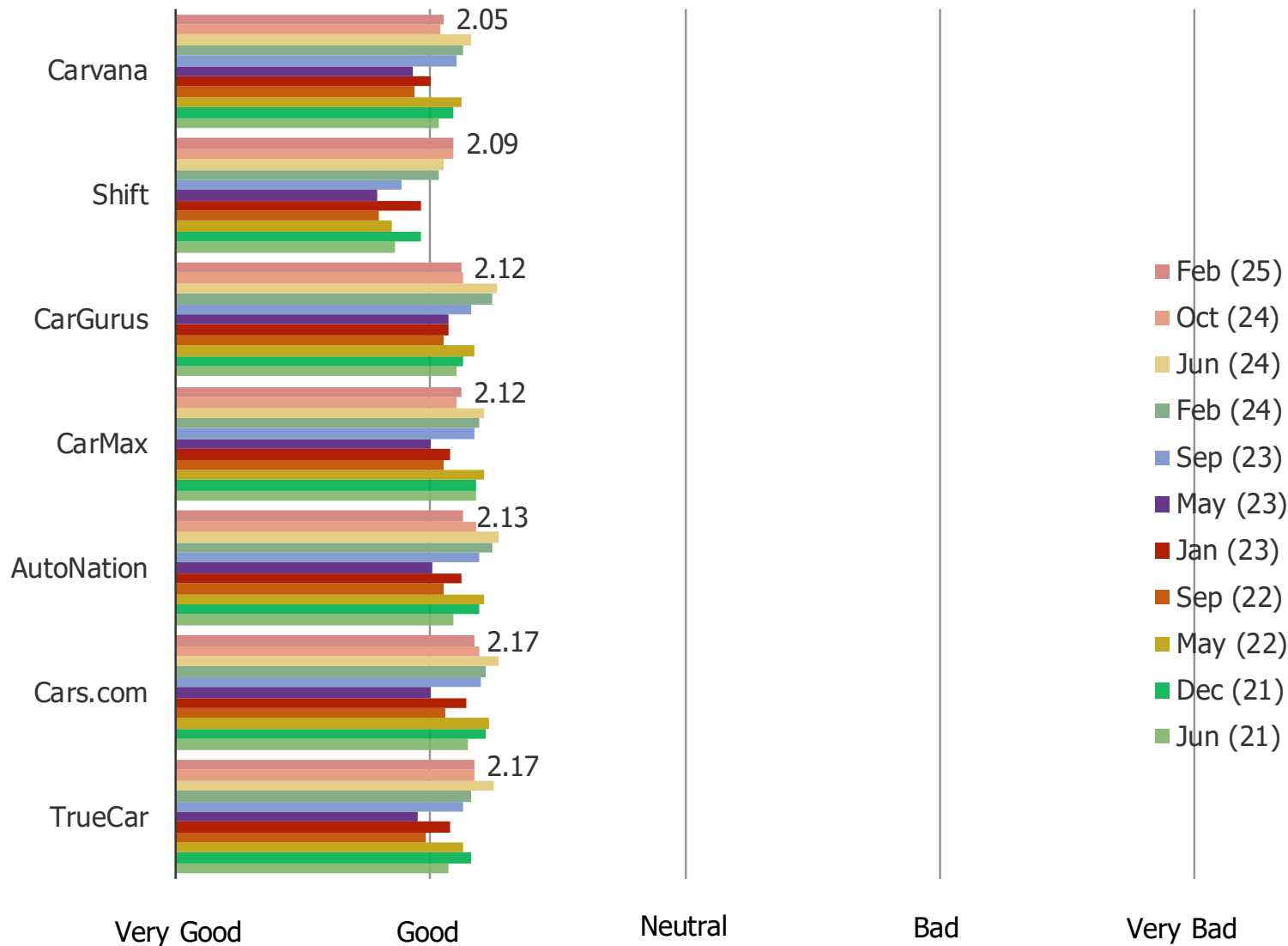
Posed to all respondents who have visited the below.



	N=
Carvana	2988
Vroom	483
Shift	206
CarMax	3248
AutoNation	1080
TrueCar	872
Cars.com	2267
CarGurus	1302

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

Posed to all respondents who have visited the below.



	N=
Carvana	2988
Vroom	483
Shift	206
CarMax	3248
AutoNation	1080
TrueCar	872
Cars.com	2267
CarGurus	1302

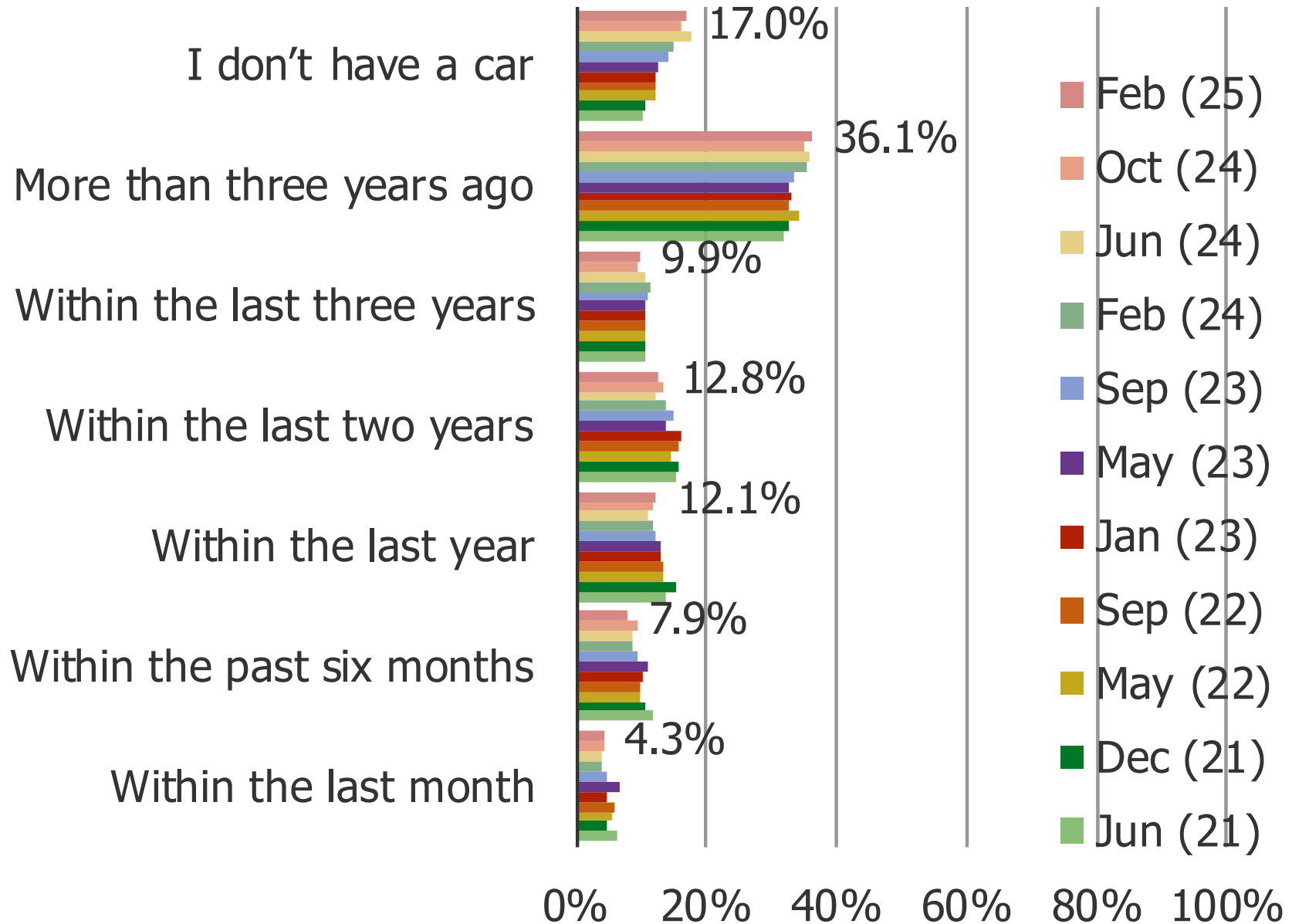
## Car Ownership – Most Recently Purchased Dynamics

---



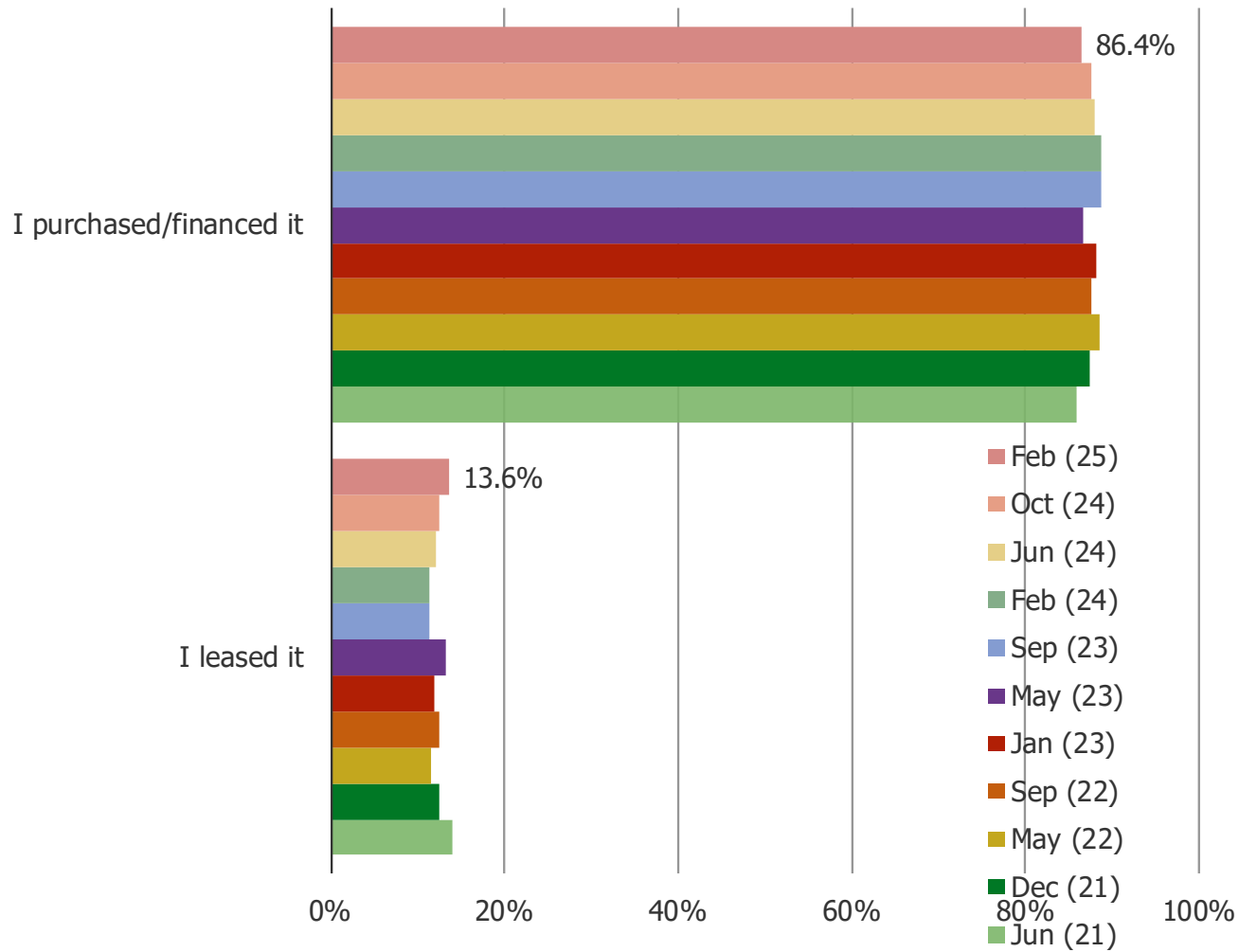
**When did you most recently purchase/lease a car?**

Posed to all respondents. (N=9948)



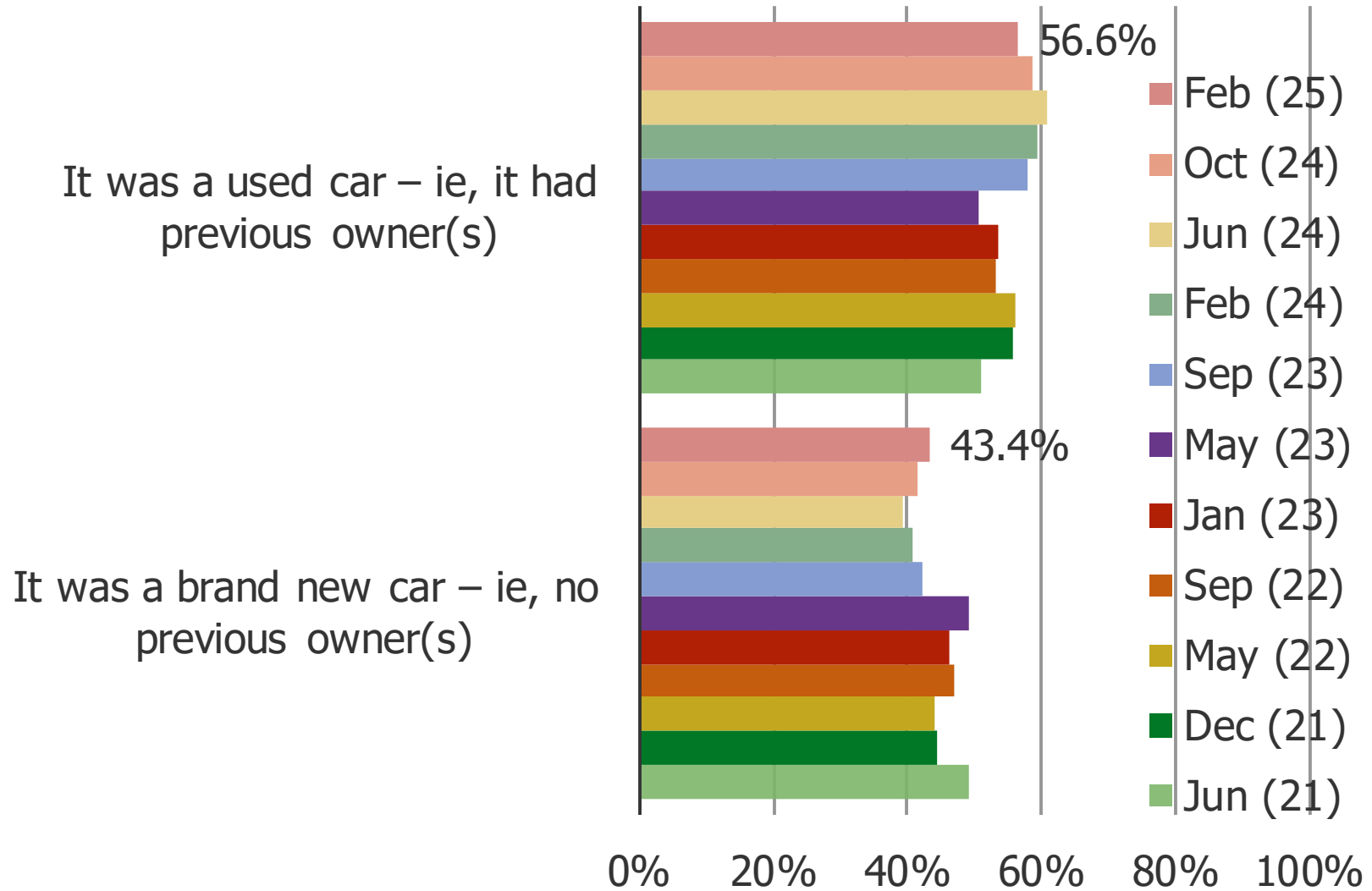
### Which of the following best describes the car you most recently acquired?

Posed to all respondents who own a car. (N=8264)



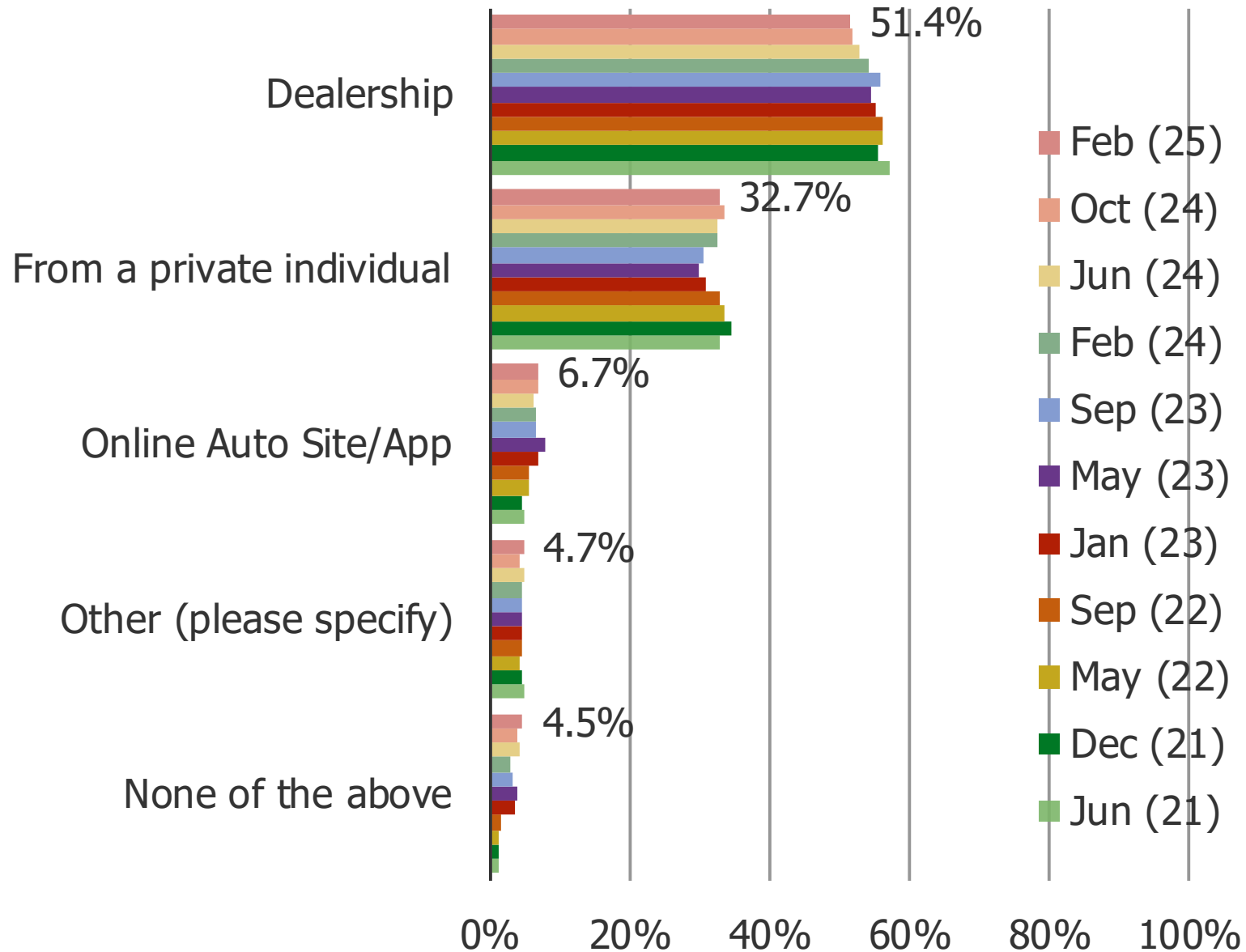
**Which of the following best describes the car you most recently acquired?**

Posed to all respondents who own a car. (N=8263)



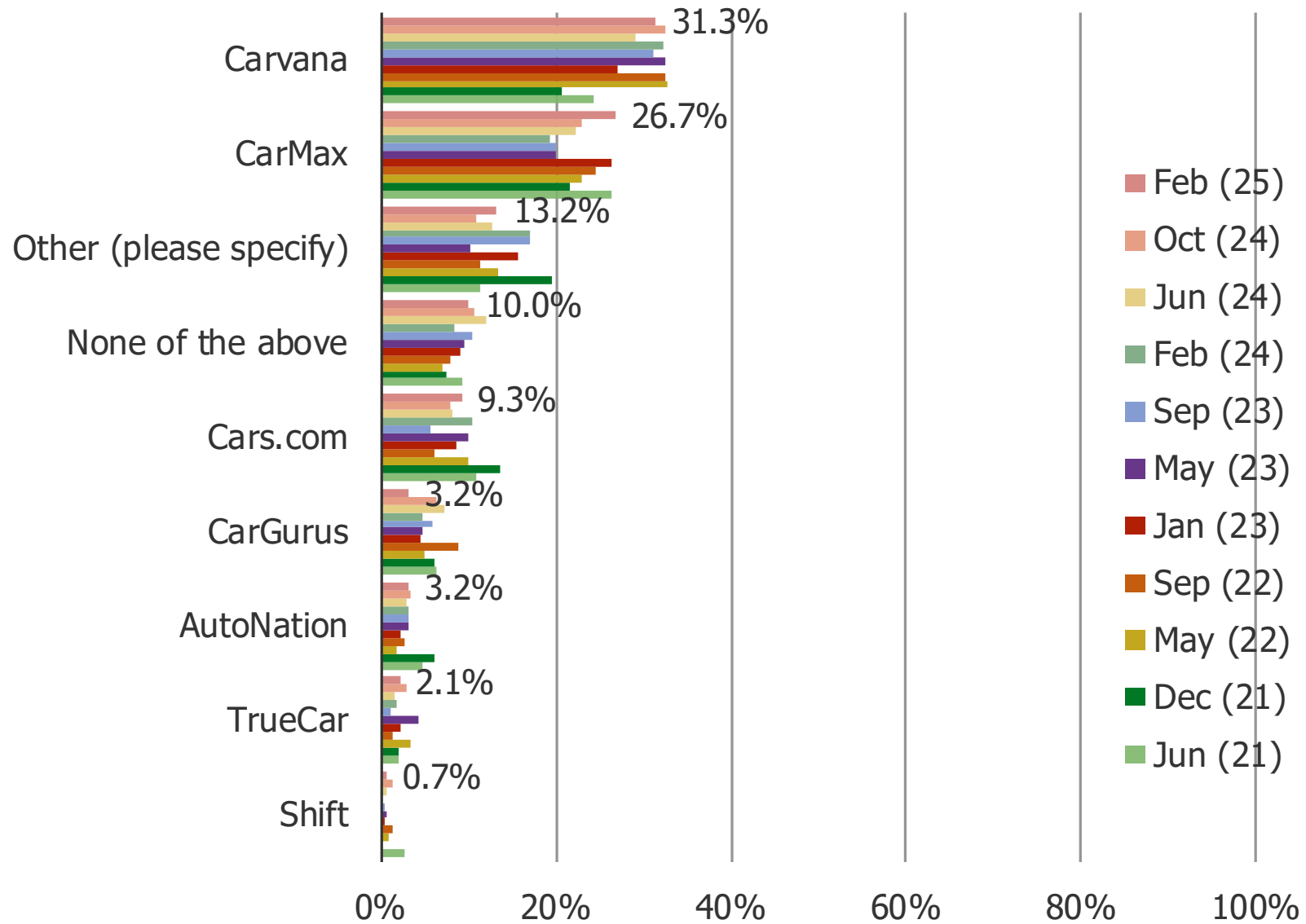
### Thinking about the used vehicle you most recently acquired, how did you buy it?

Posed to all respondents who purchased or financed (not leased) a used vehicle. (N=4176)



### From which site/app did you buy your used car?

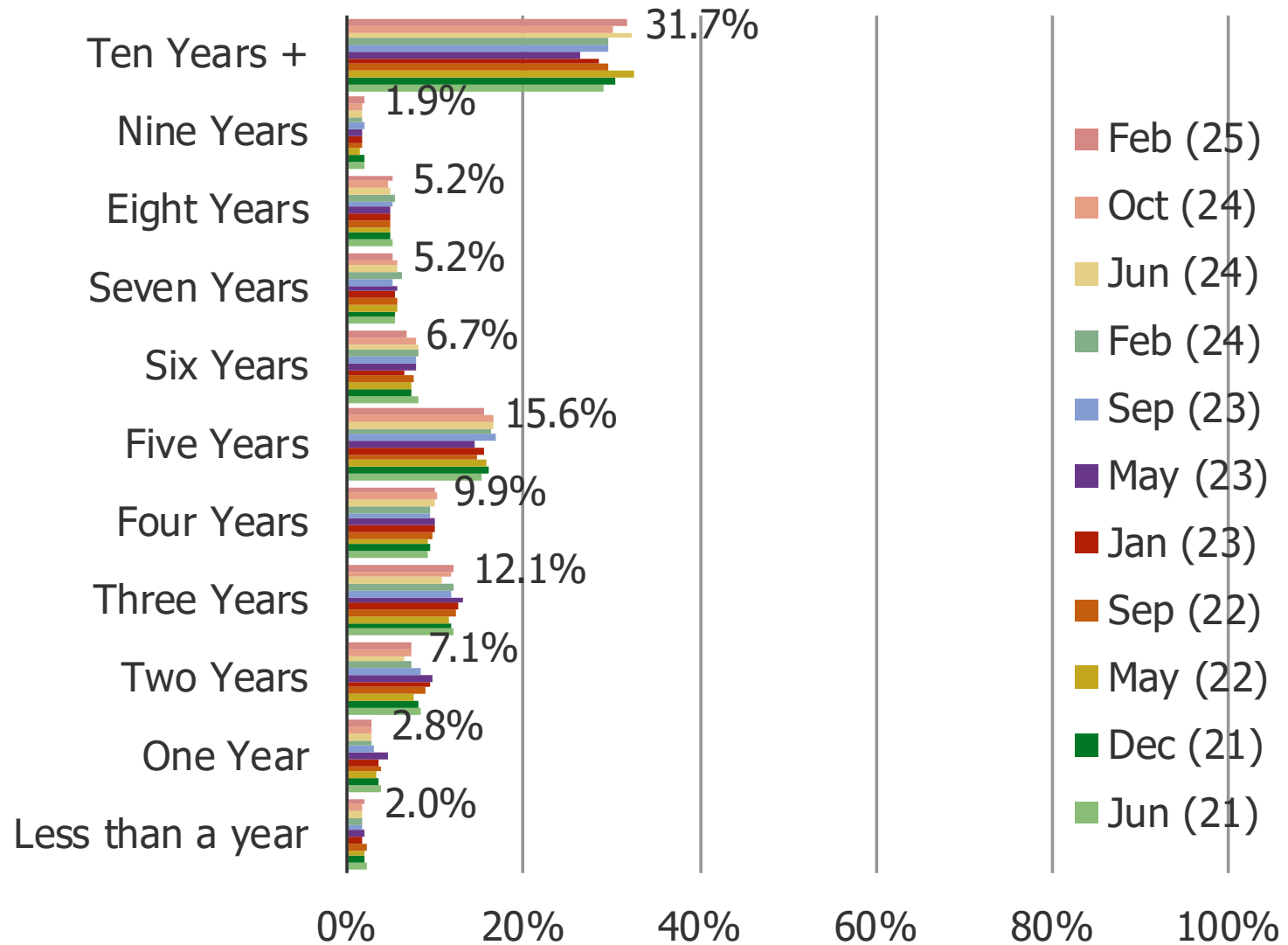
Posed to all respondents whose used vehicle they most recently acquired came via an online auto site/app purchase.(N=281)





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

Posed to all respondents who have vehicles. (N=8261)



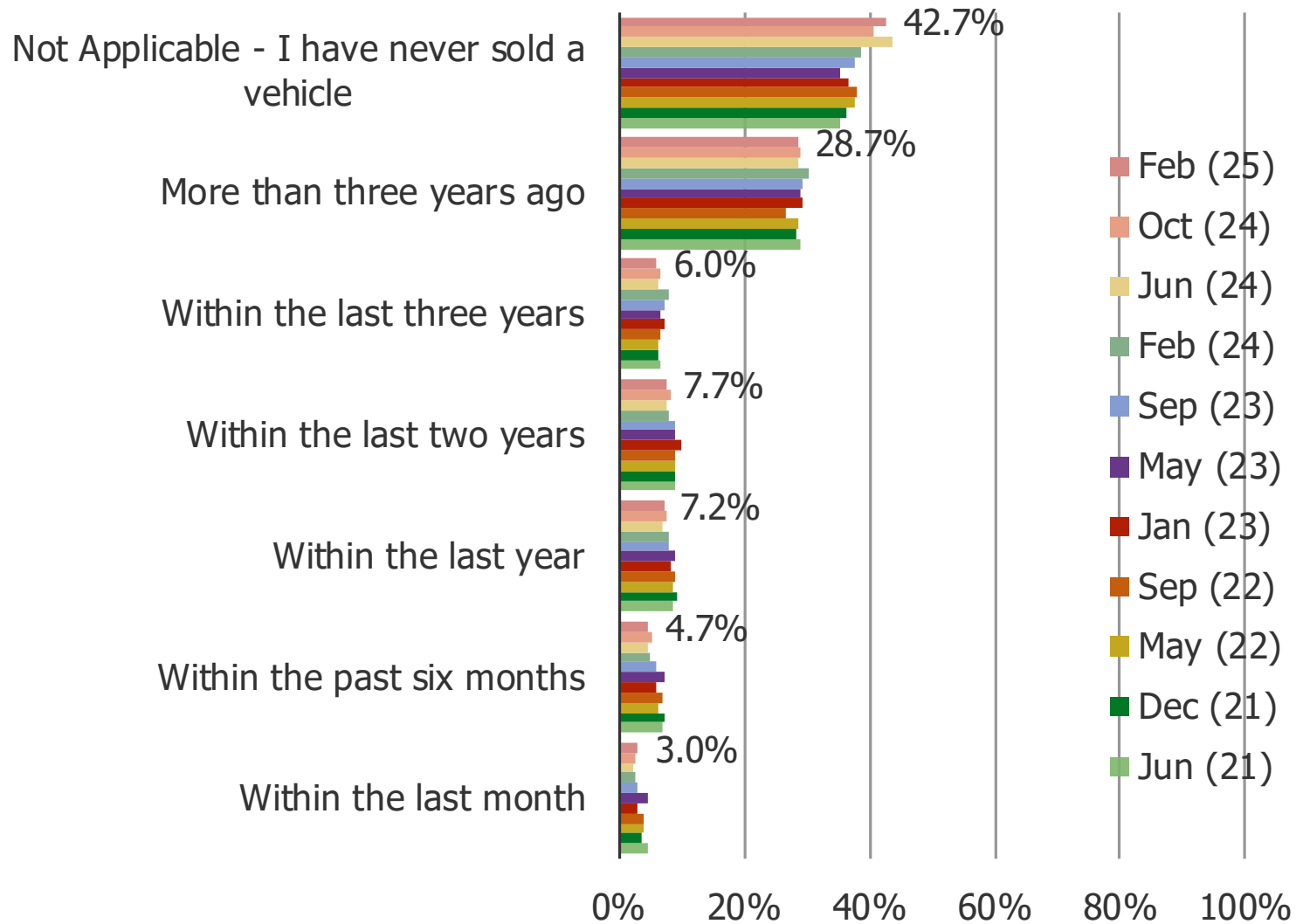
## Car Selling – Most Recently Sold Dynamics

---



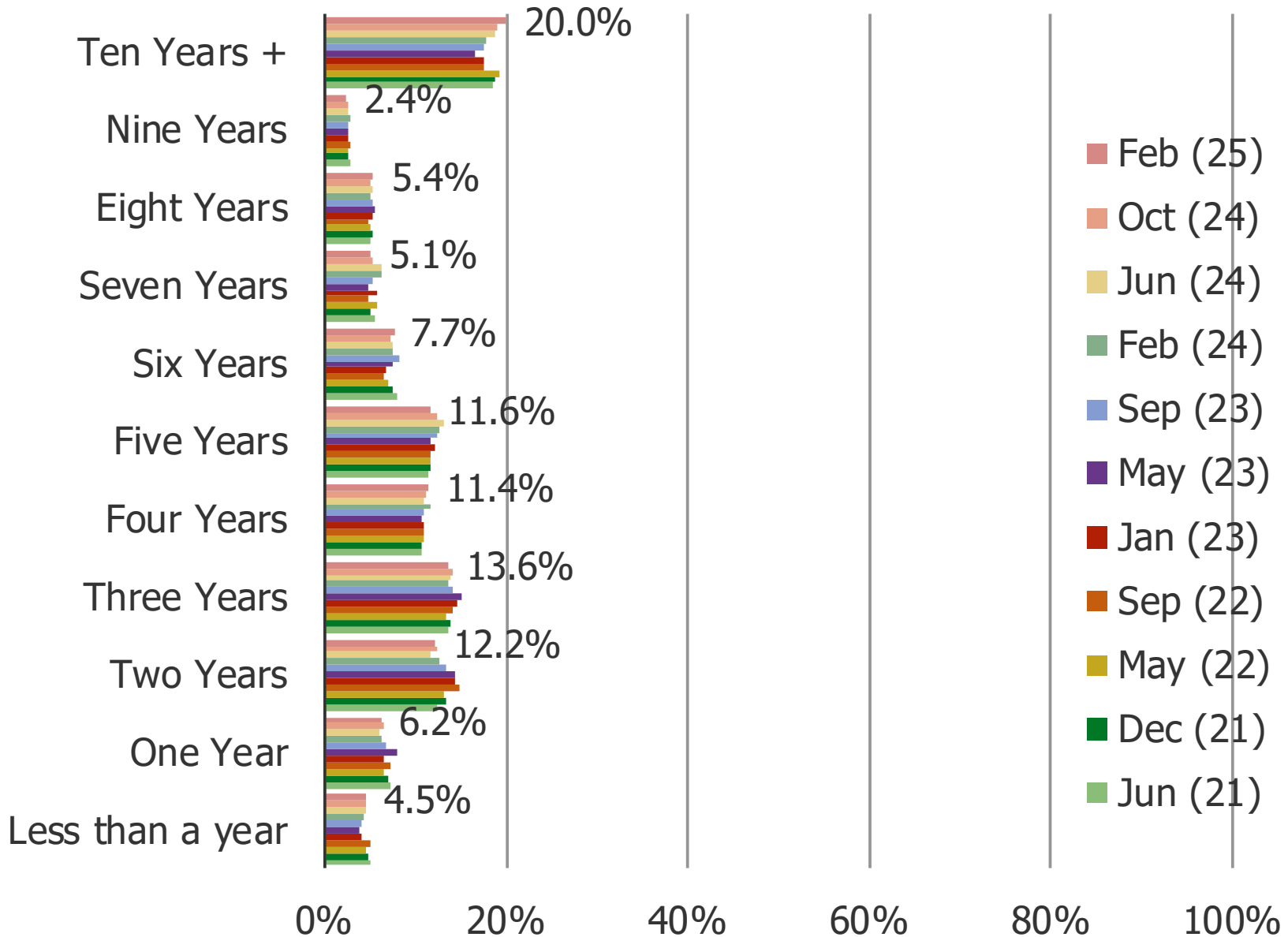
### When did you most recently sell a car?

Posed to all respondents. (N=9948)



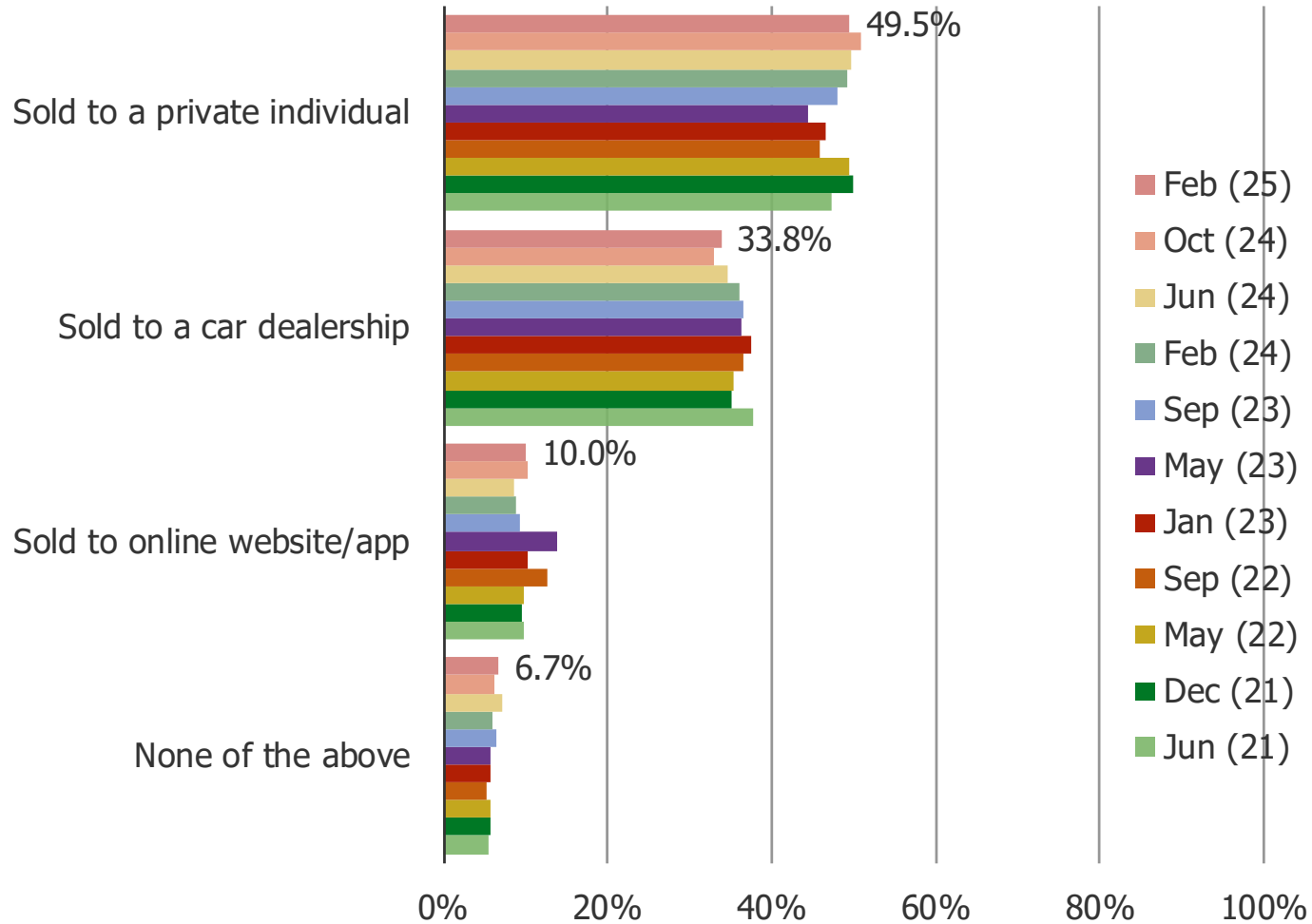
### For how long did you own the car you most recently sold?

Posed to all respondents who have ever sold a vehicle. (N=5700)



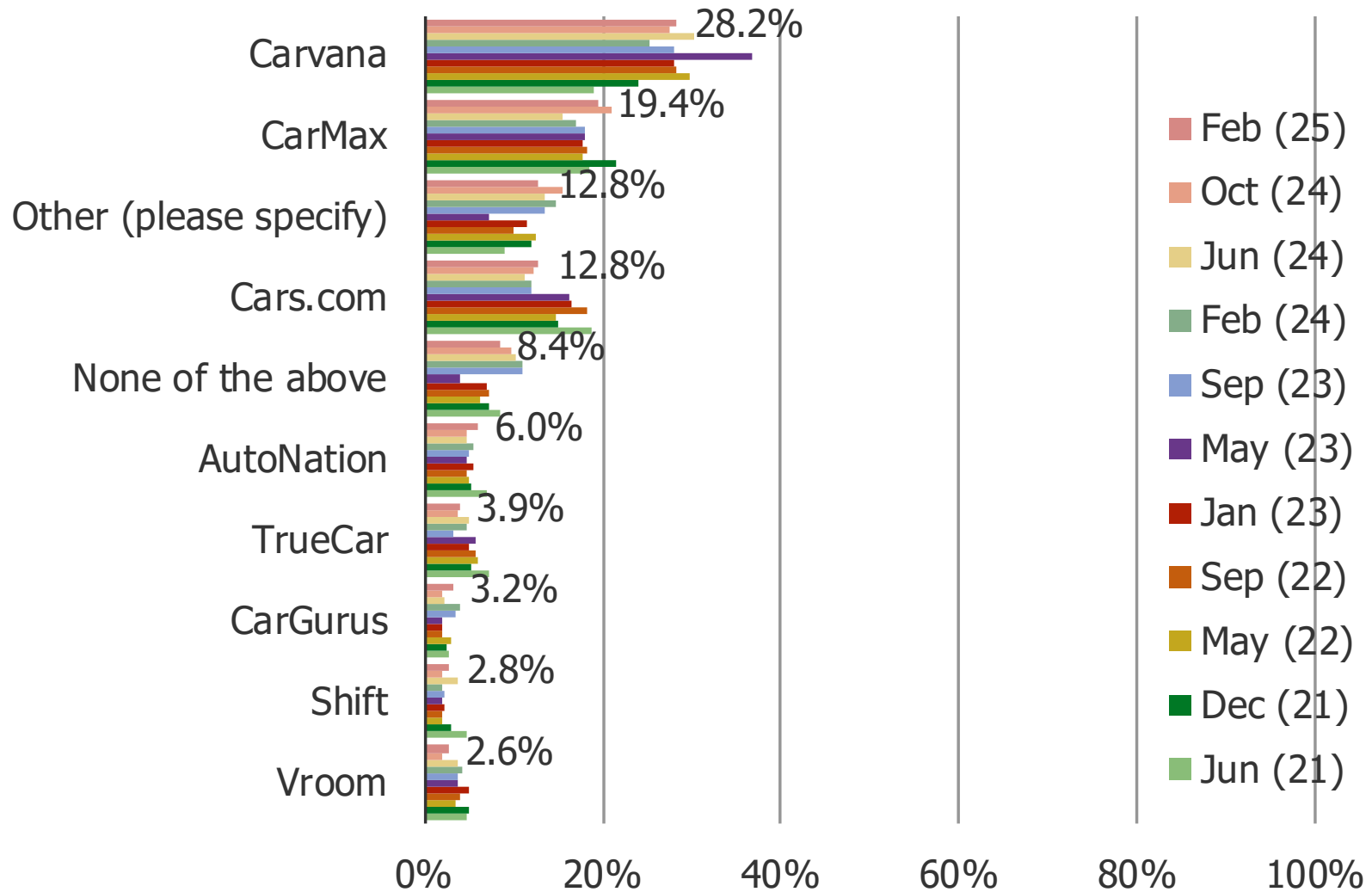
### Where did you sell your vehicle?

Posed to all respondents who have ever sold a vehicle.(N=5698)



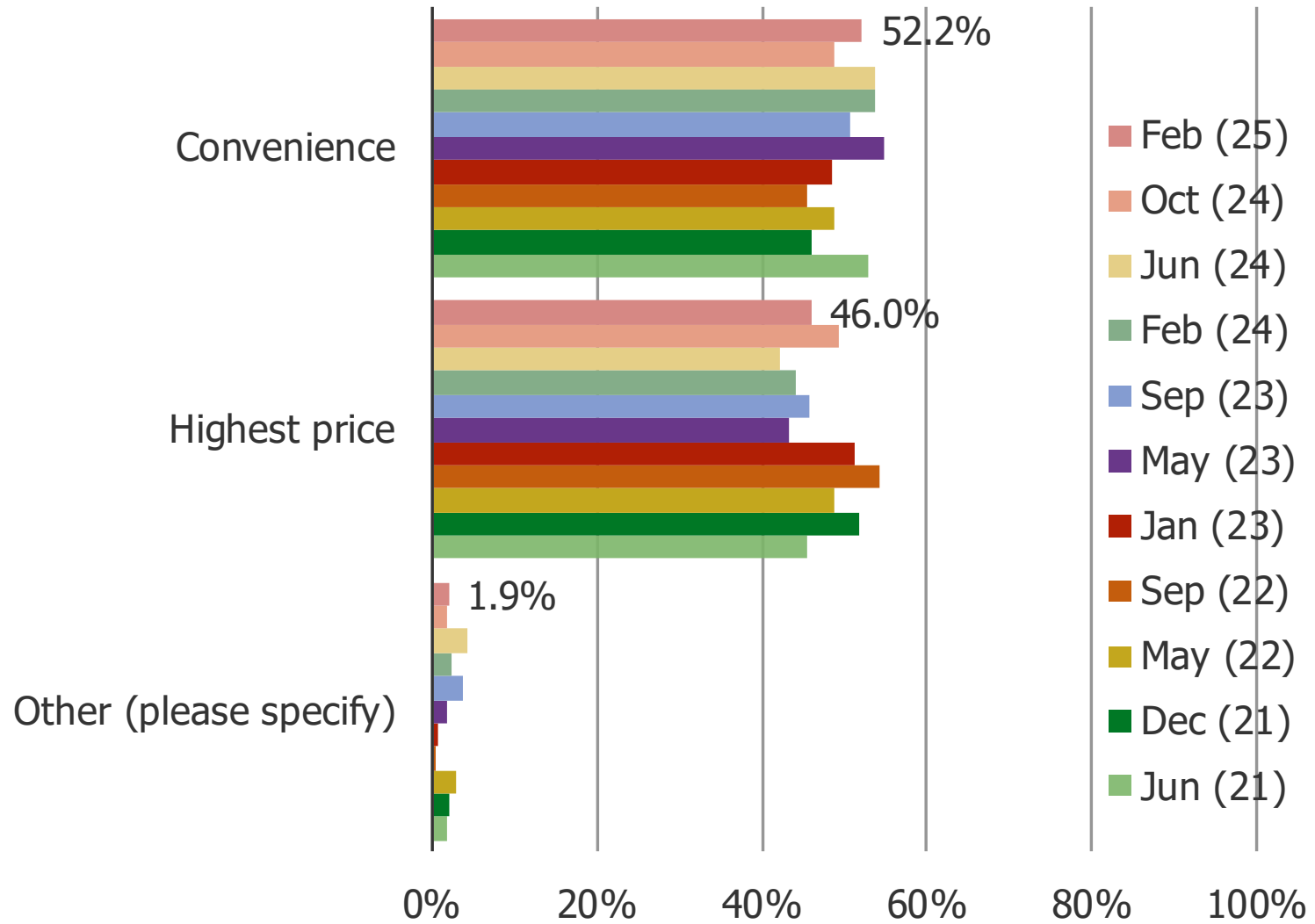
### To which online auto site/app did you sell your car?

Posed to respondents who said they sold the car they most recently sold to an online platform. (N=571)



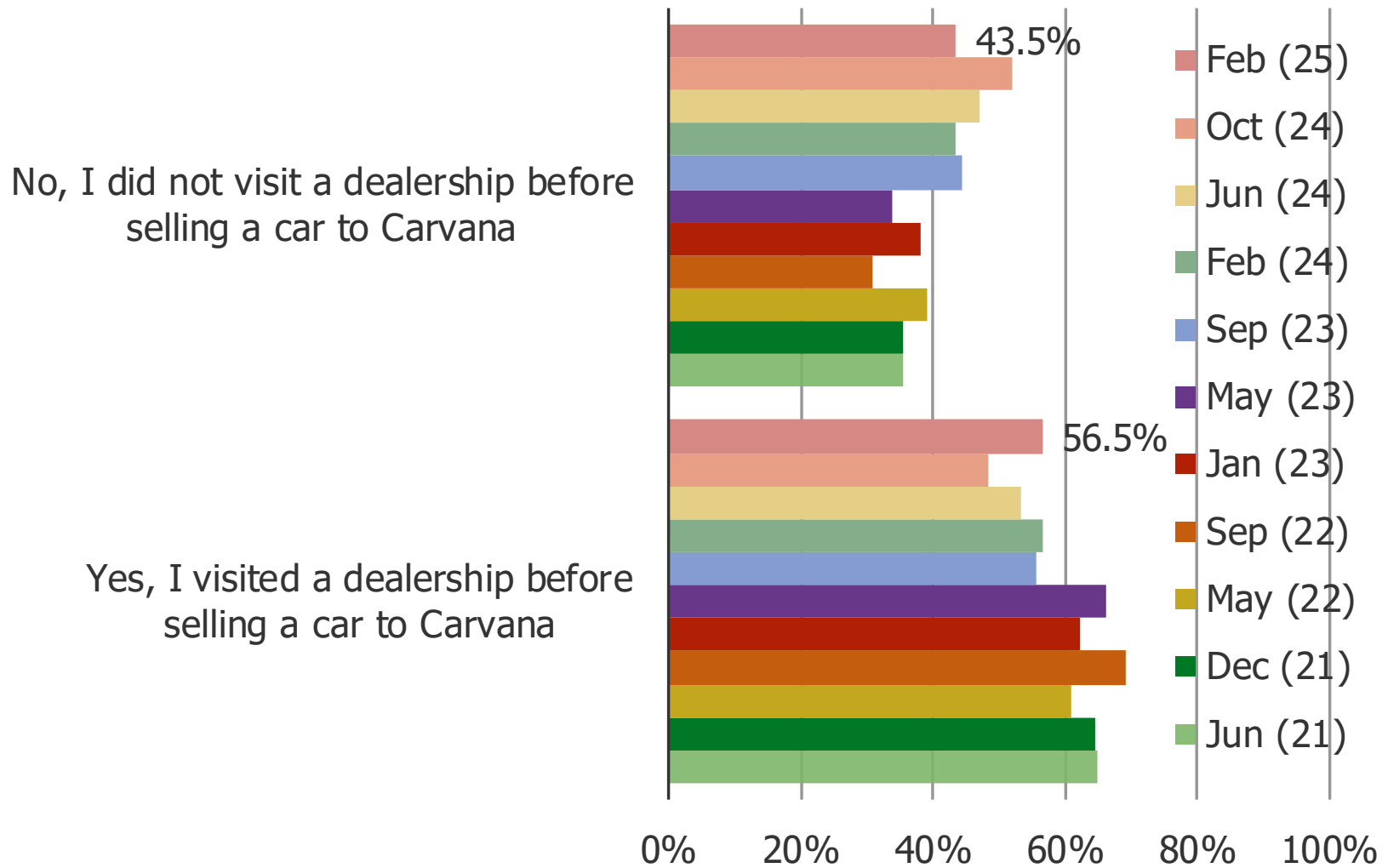
### What was the primary reason you sold your car to Carvana?

Posed to all respondents who sold to Carvana. (N=161)



### Did you visit a dealership before selling a car to Carvana?

Posed to all respondents who sold to Carvana. (N=161)



### Why did you NOT sell to Carvana?

Posed to respondents who have sold a vehicle, but did not sell to Carvana. (N=5536)

#### Reasons Mentioned In Fill-Ins:



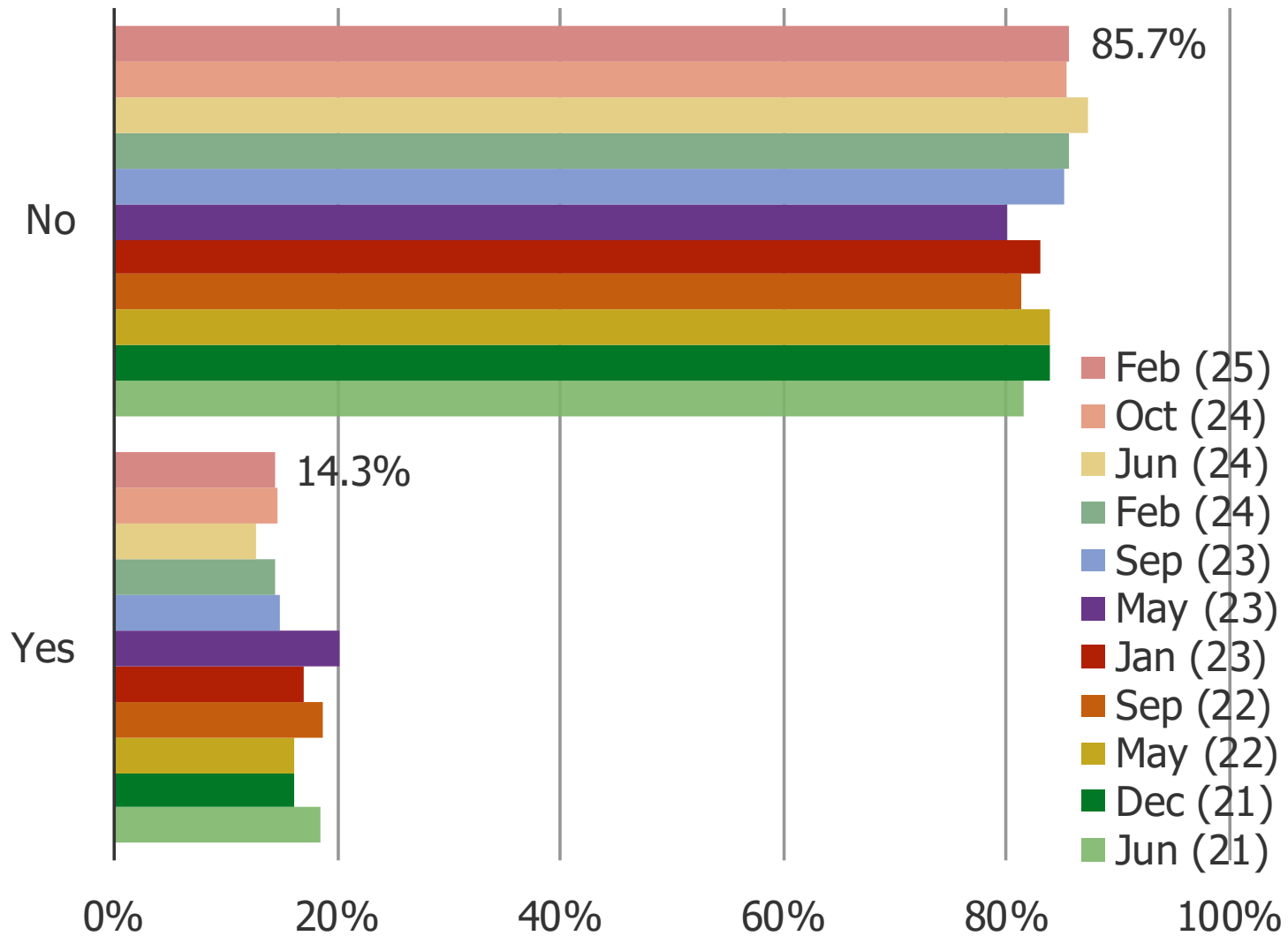
## Currently in the market to sell a vehicle

---



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

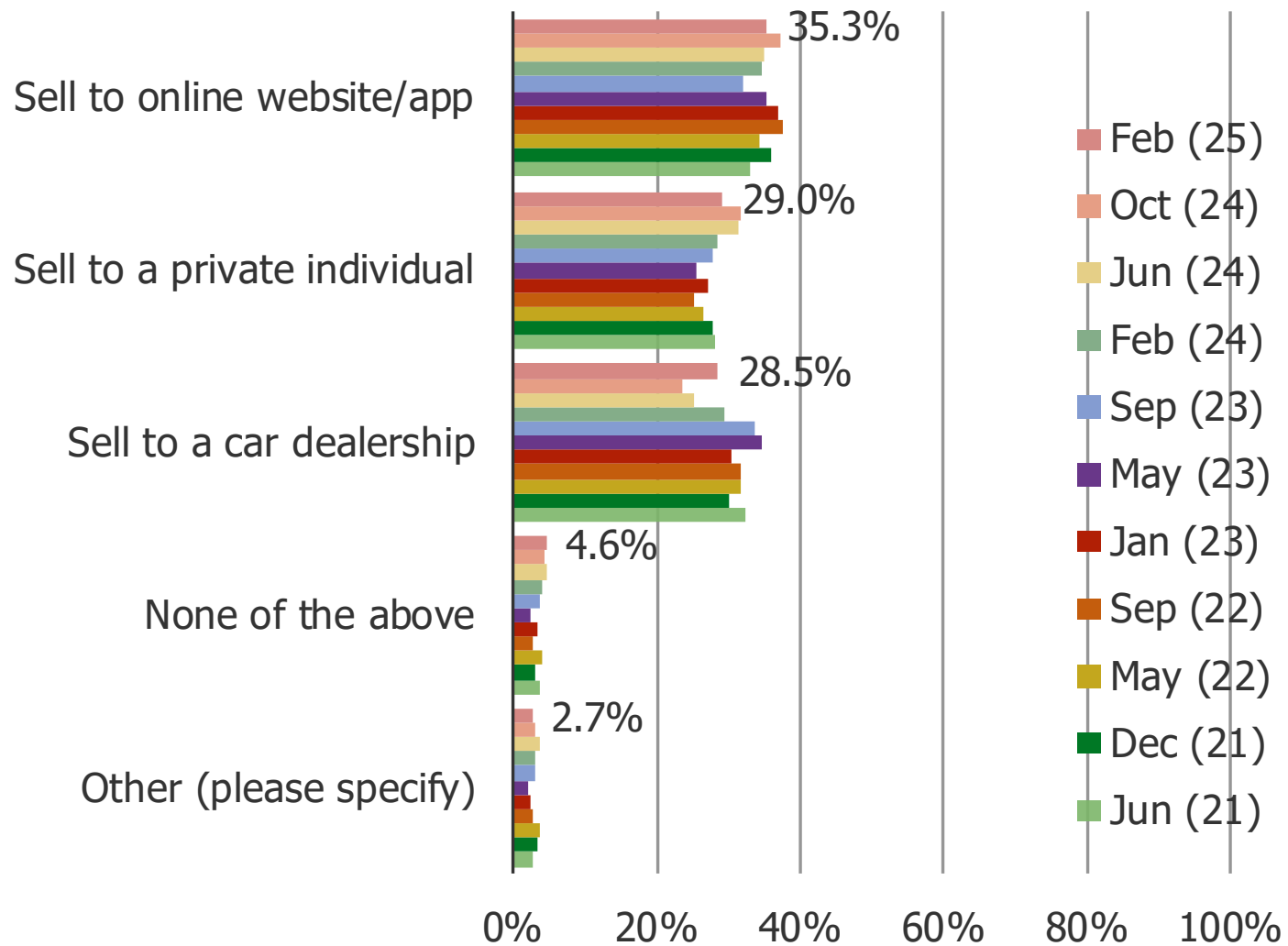
Posed to all respondents. (N=9948)





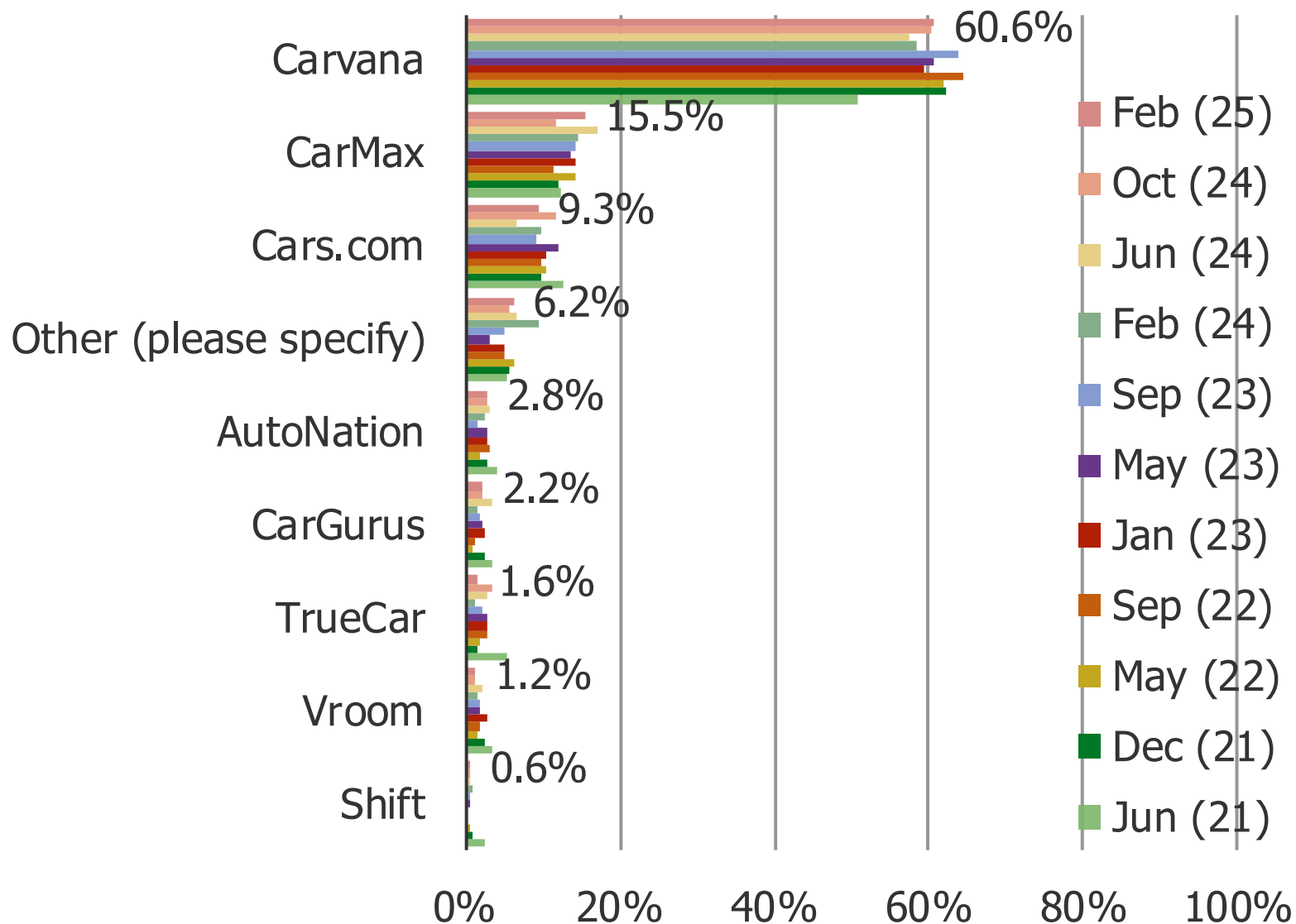
### How will you SELL the USED vehicle you are trying to sell?

Posed to all respondents who are looking to sell a used vehicle. (N=1427)



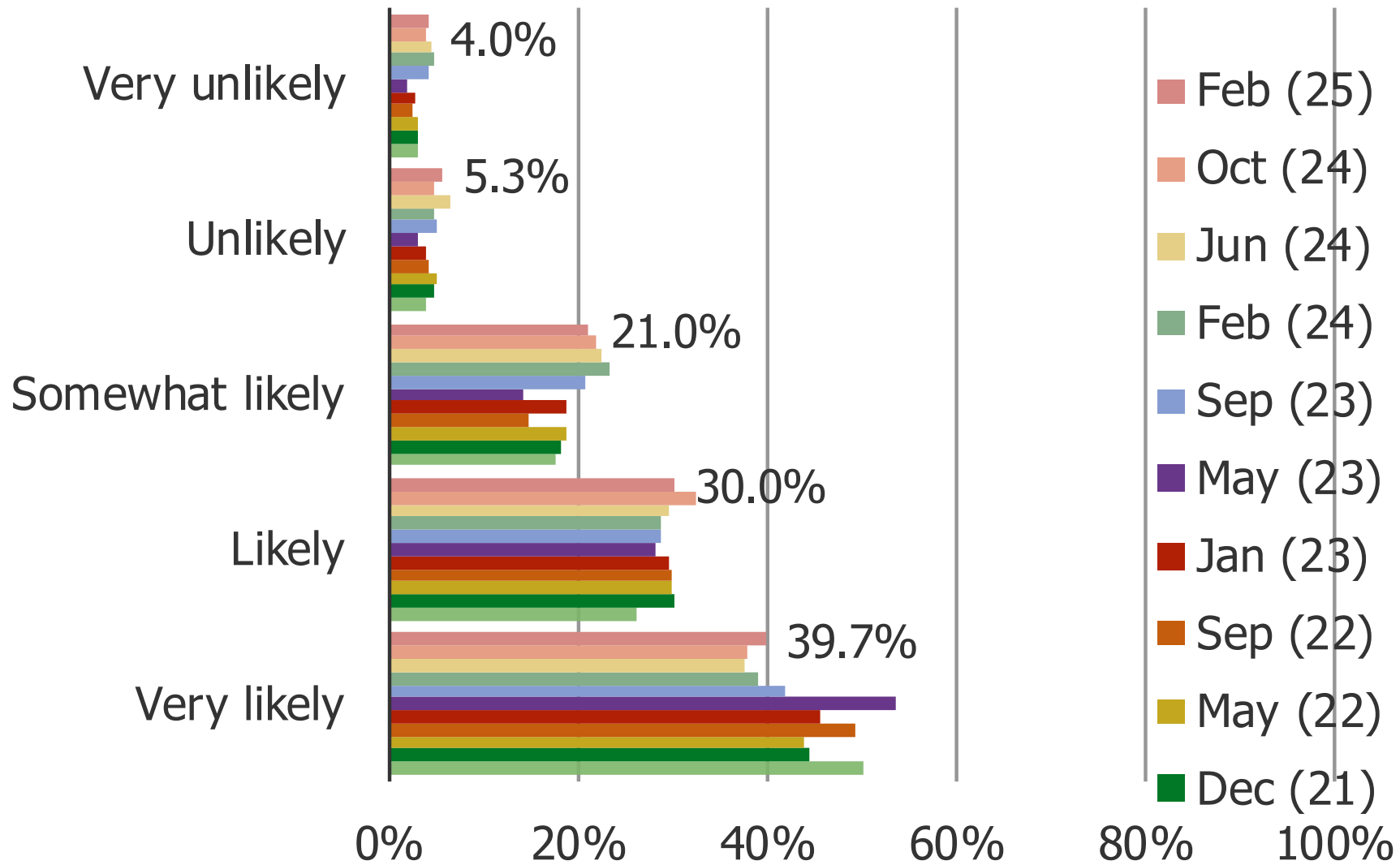
### Which online website/app would you be most likely to sell it to?

Posed to all respondents who are looking to sell a used vehicle and would sell to a site/app. (N=503)



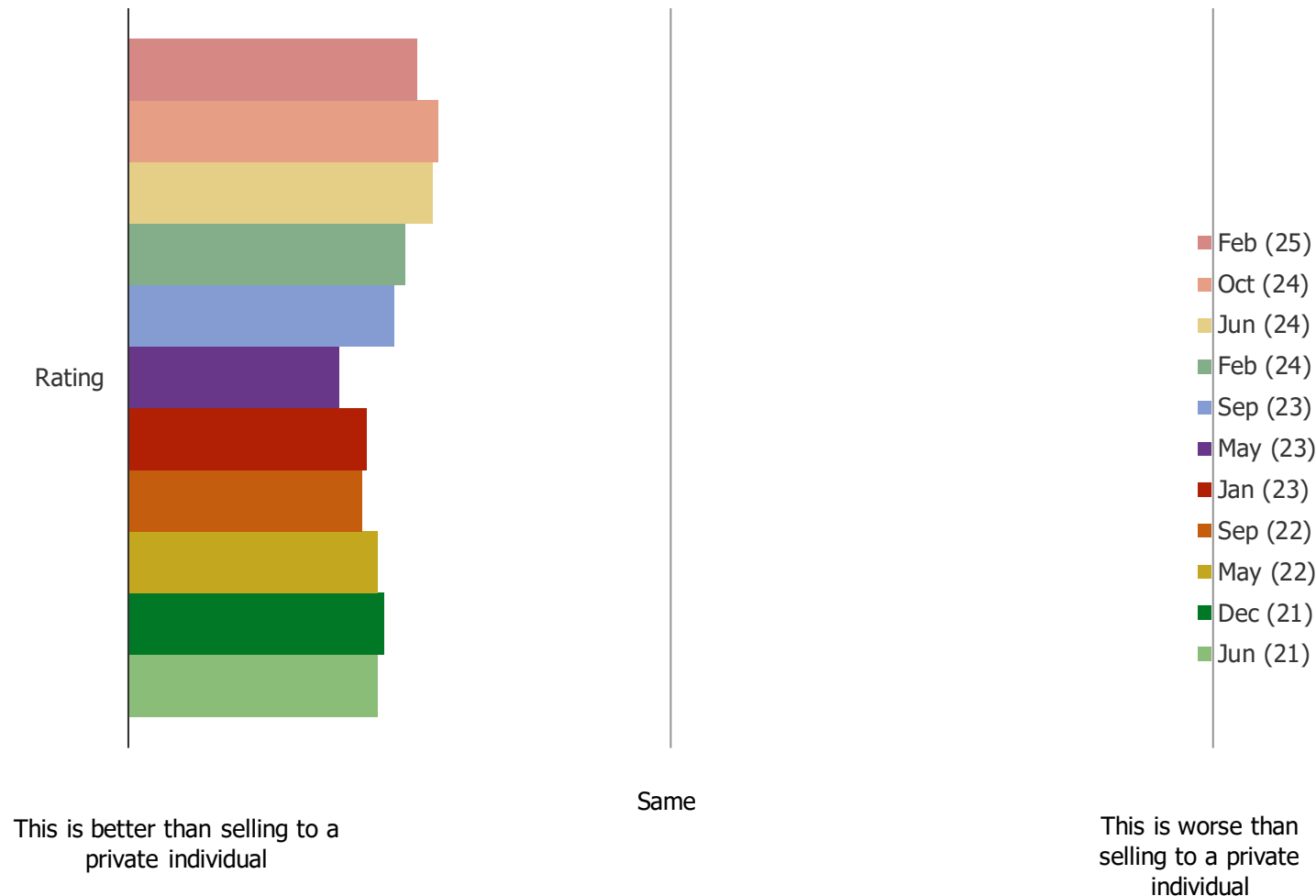
**If you could enter your car's license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes which is good for 7 days and get paid when the car is picked up if you accept. How likely would you be to request an offer?**

Posed to respondents who are currently in the market to sell a vehicle. (N=1427)



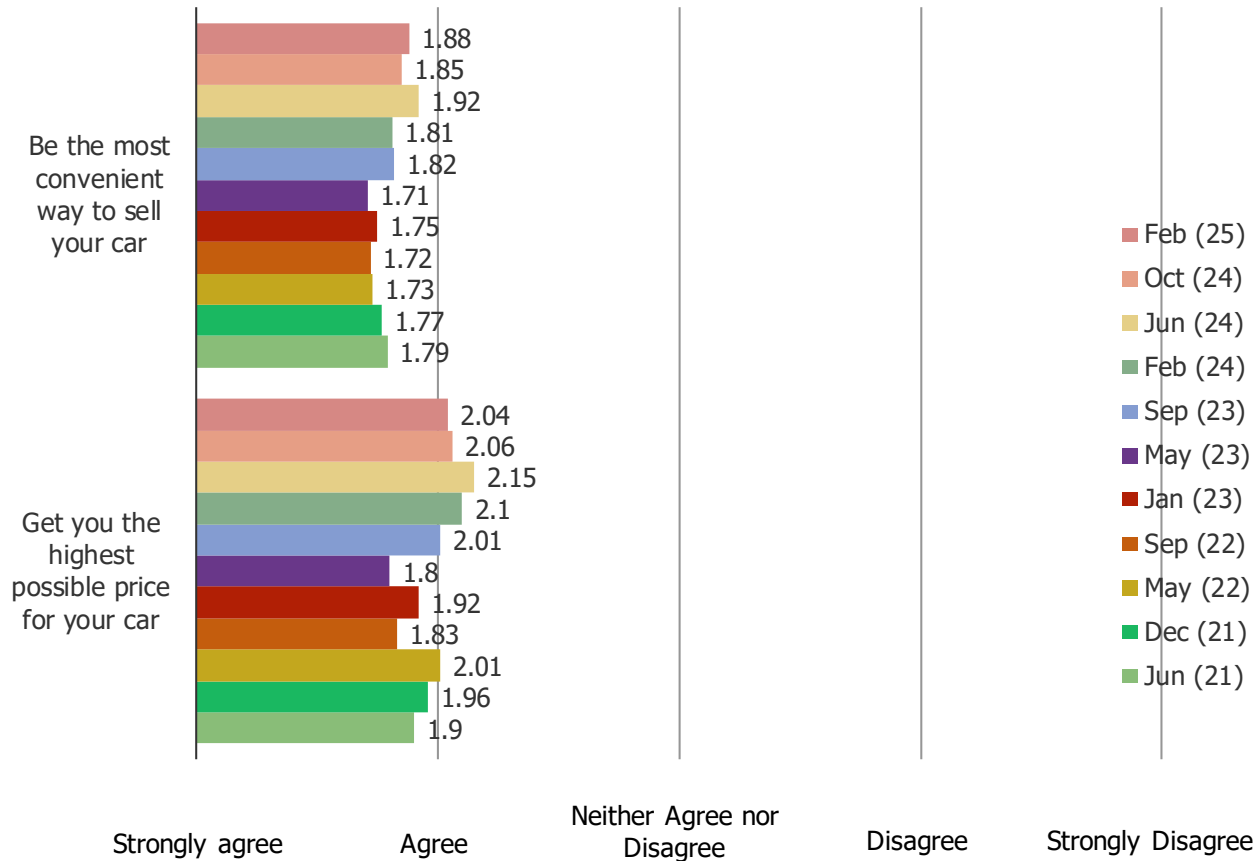
**If you could enter your car’s license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes which is good for 7 days and get paid when the car is picked up if you accept. How does this sound compared to selling your used car to a private individual?**

Posed to respondents who are currently in the market to sell a vehicle. (N=1427)



**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. (N=1427)



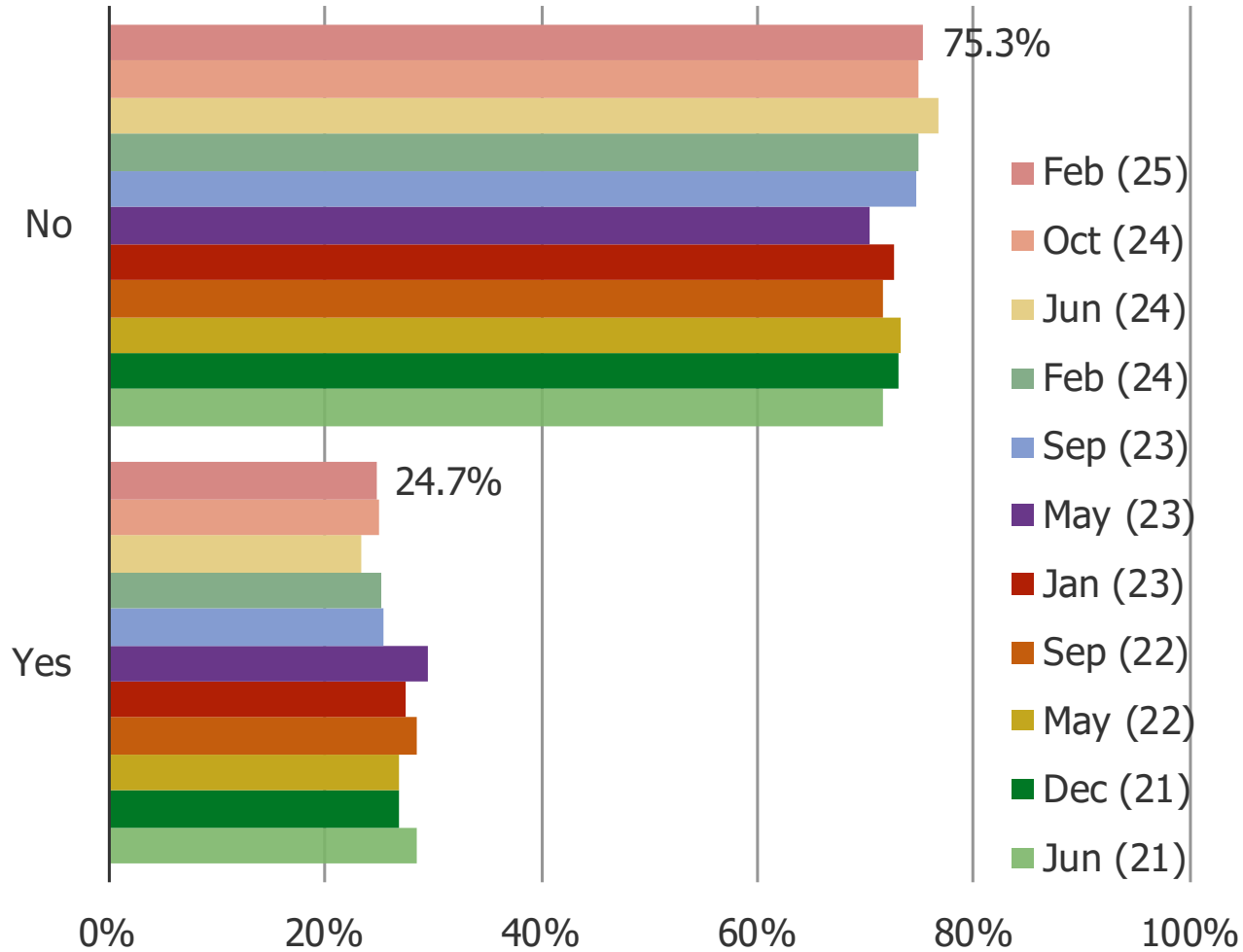
## Currently in the market to buy a vehicle

---



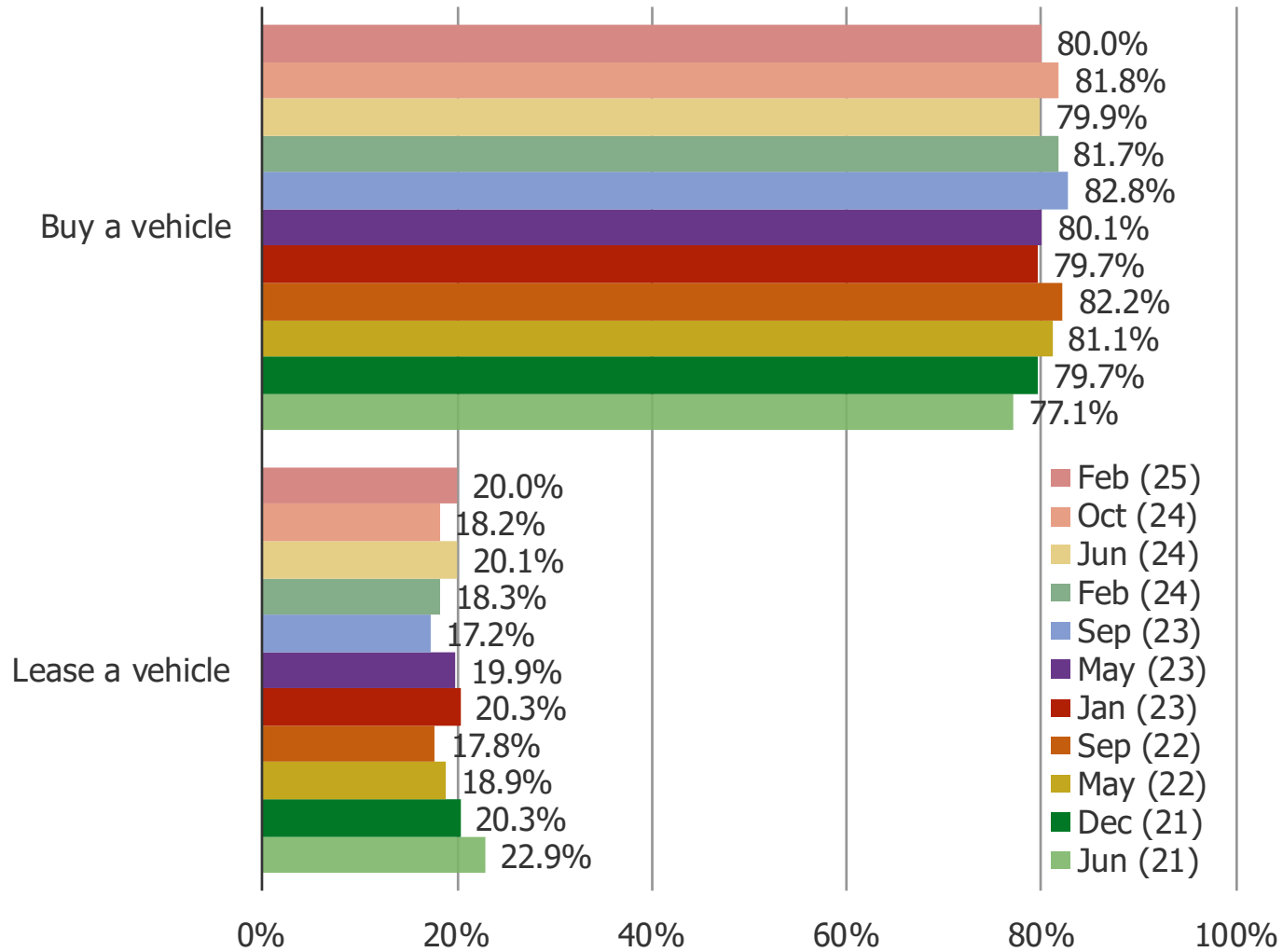
### Are you currently in the market looking to acquire a vehicle?

Posed to all respondents. (N=9948)



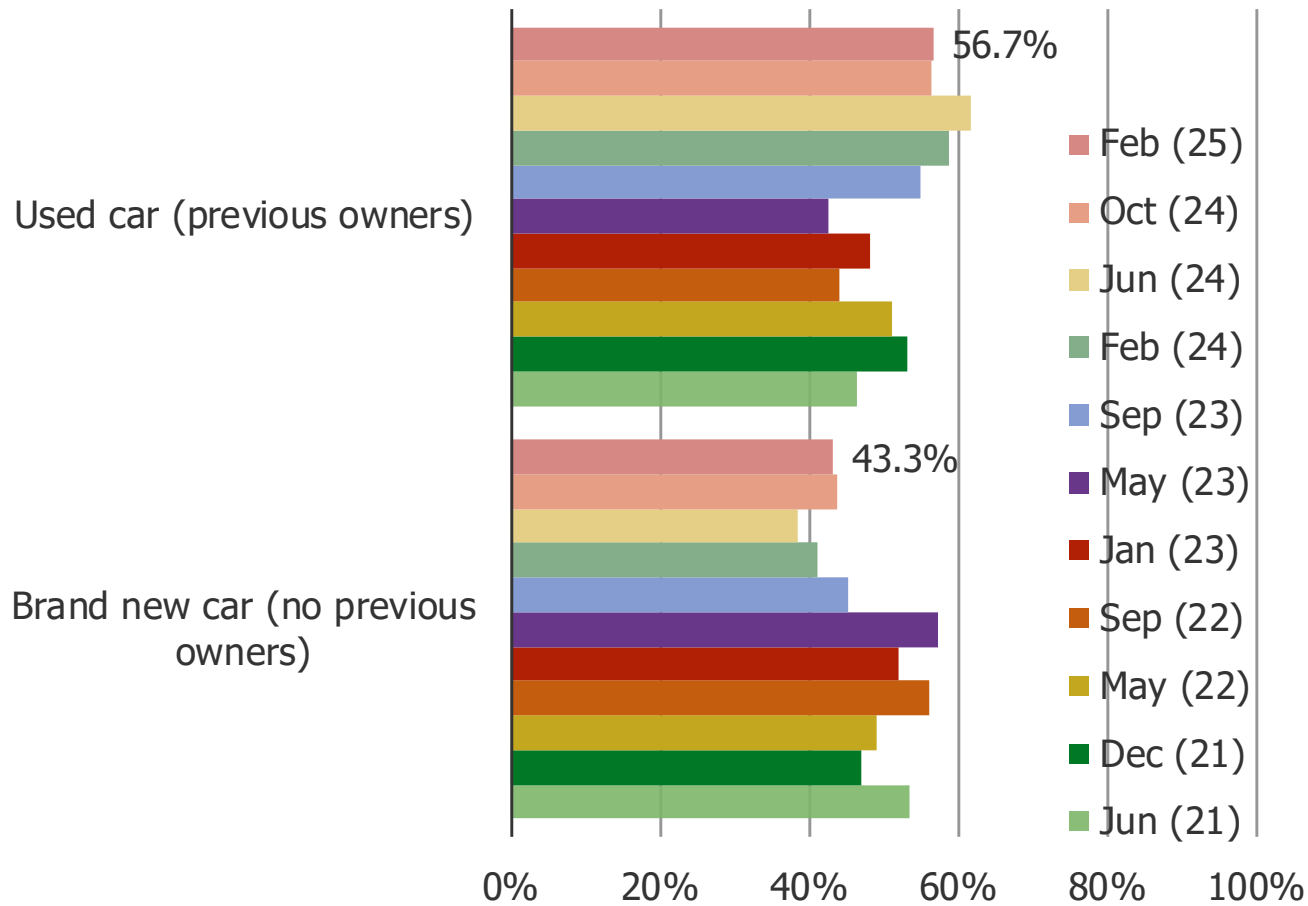
### Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to do?

Posed to all respondents who are looking to acquire a vehicle. (N=2458)



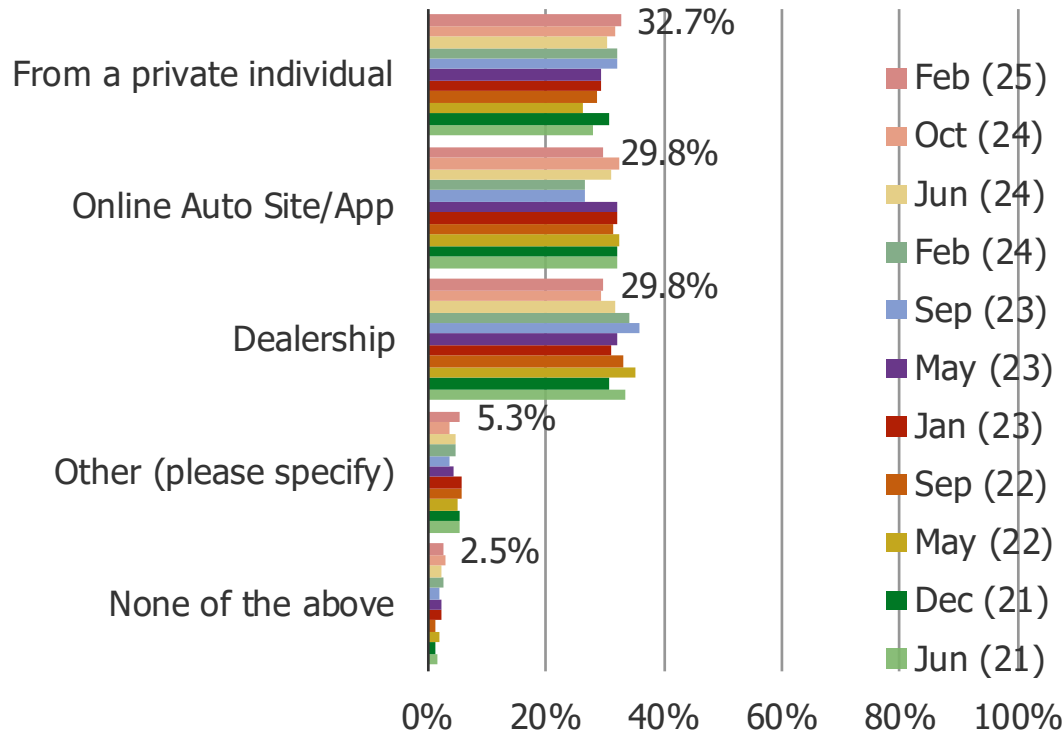
### Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to get?

Posed to all respondents who are looking to buy a vehicle (not lease). (N=1966)



## Where are you most likely to purchase the used vehicle?

Posed to all respondents who are looking to buy a used vehicle. (N=1115)

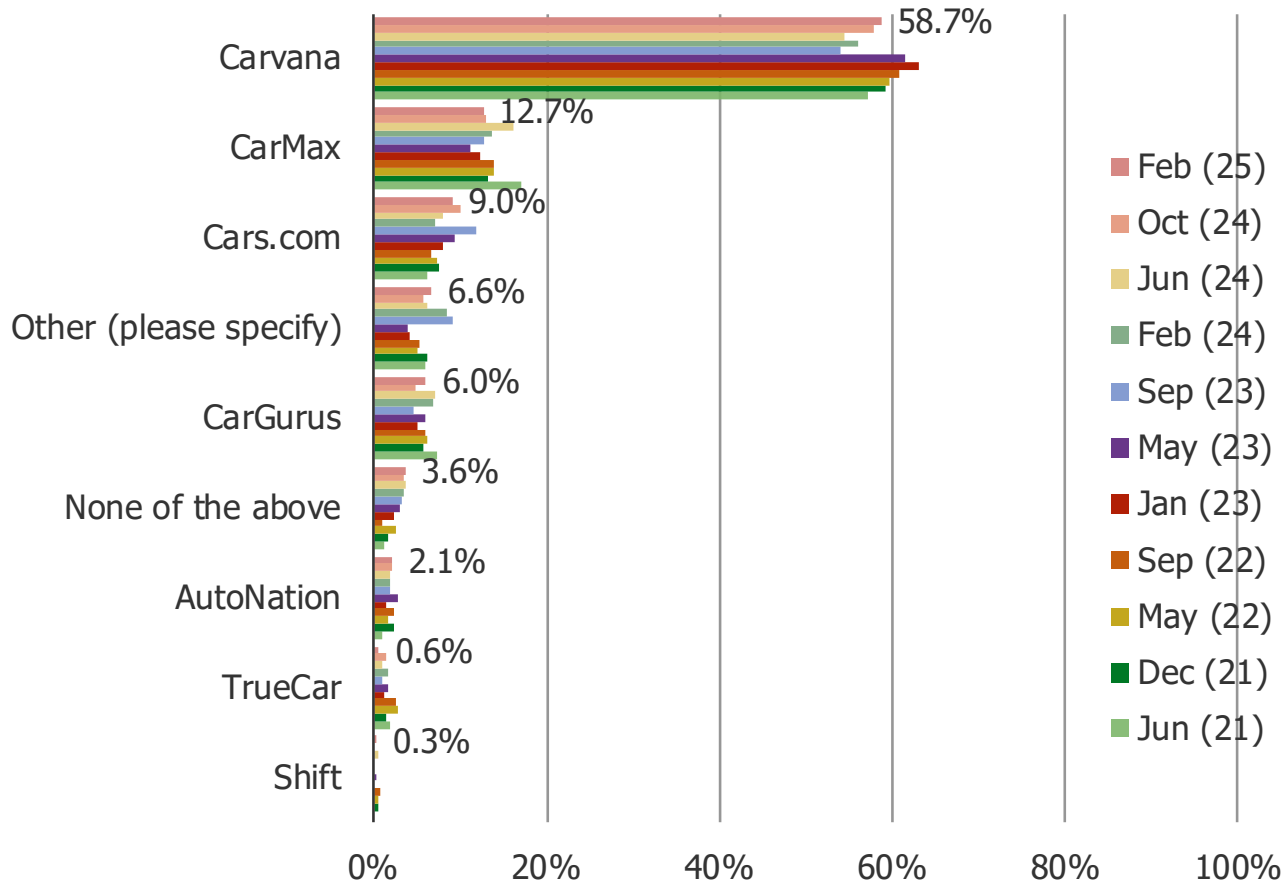


### Top Reasons Why:

- Dealership
  - Financing
  - Convenience
  - Reliability
  - Negotiation
  - Choices
- Online Auto Site/App
  - Convenient
  - Easy
  - Best deal
- Private Individual
  - Price/Cheap
  - Best Deals

### 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. (N=332)

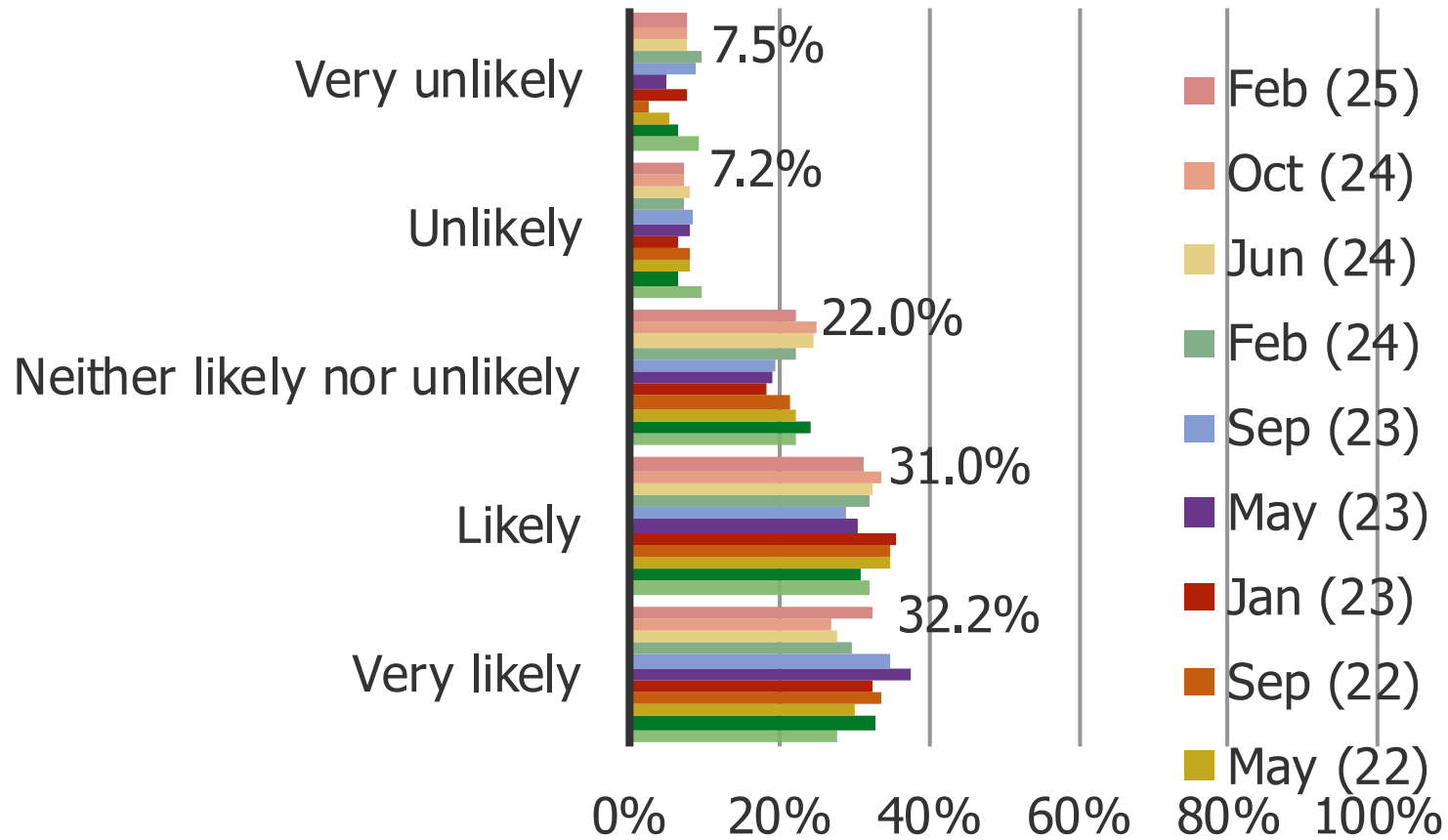


#### Top Reasons Why:

- Carvana
  - ☐ Convenient
  - ☐ Prices
  - ☐ Heard good reviews
- CarMax
  - ☐ Well known
  - ☐ Used it before
  - ☐ Popularity
  - ☐ Reliable

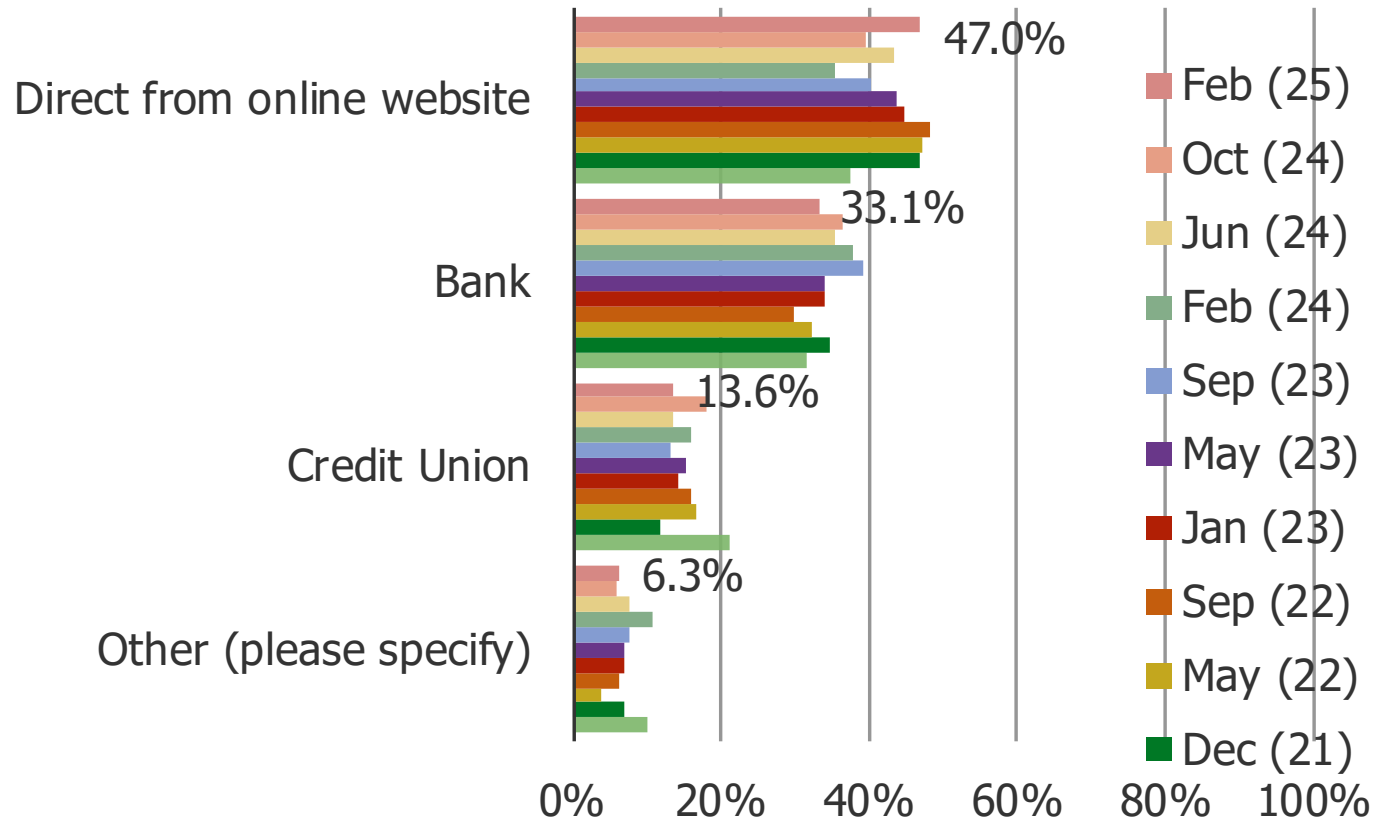
**If you were to purchase a used car online today, how likely would you be to secure financing online as well?**

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. (N=332)



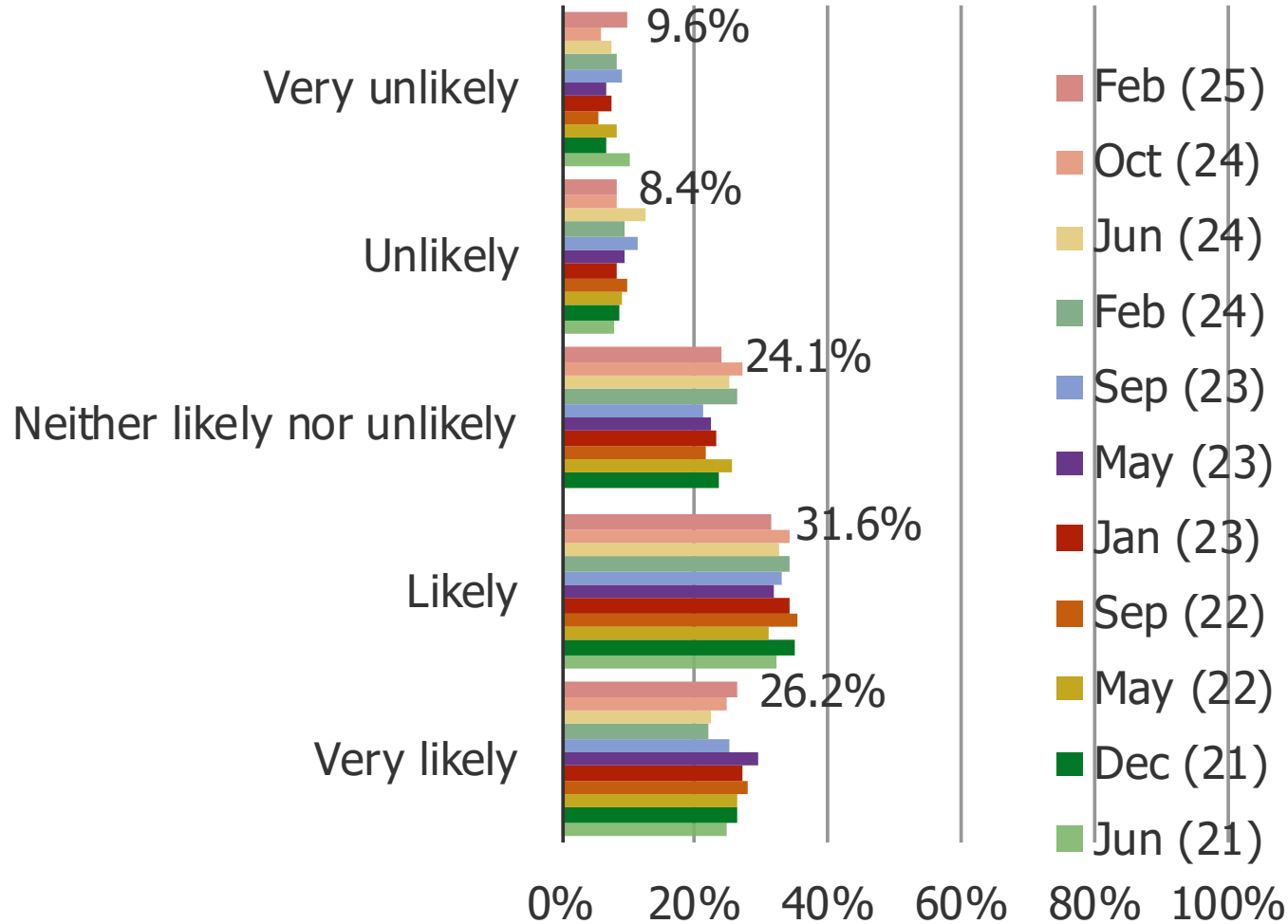
### Where would you most likely secure financing online?

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. (N=332)



**If you were to purchase a used car online today, how likely would you be to also purchase an extended vehicle warranty?**

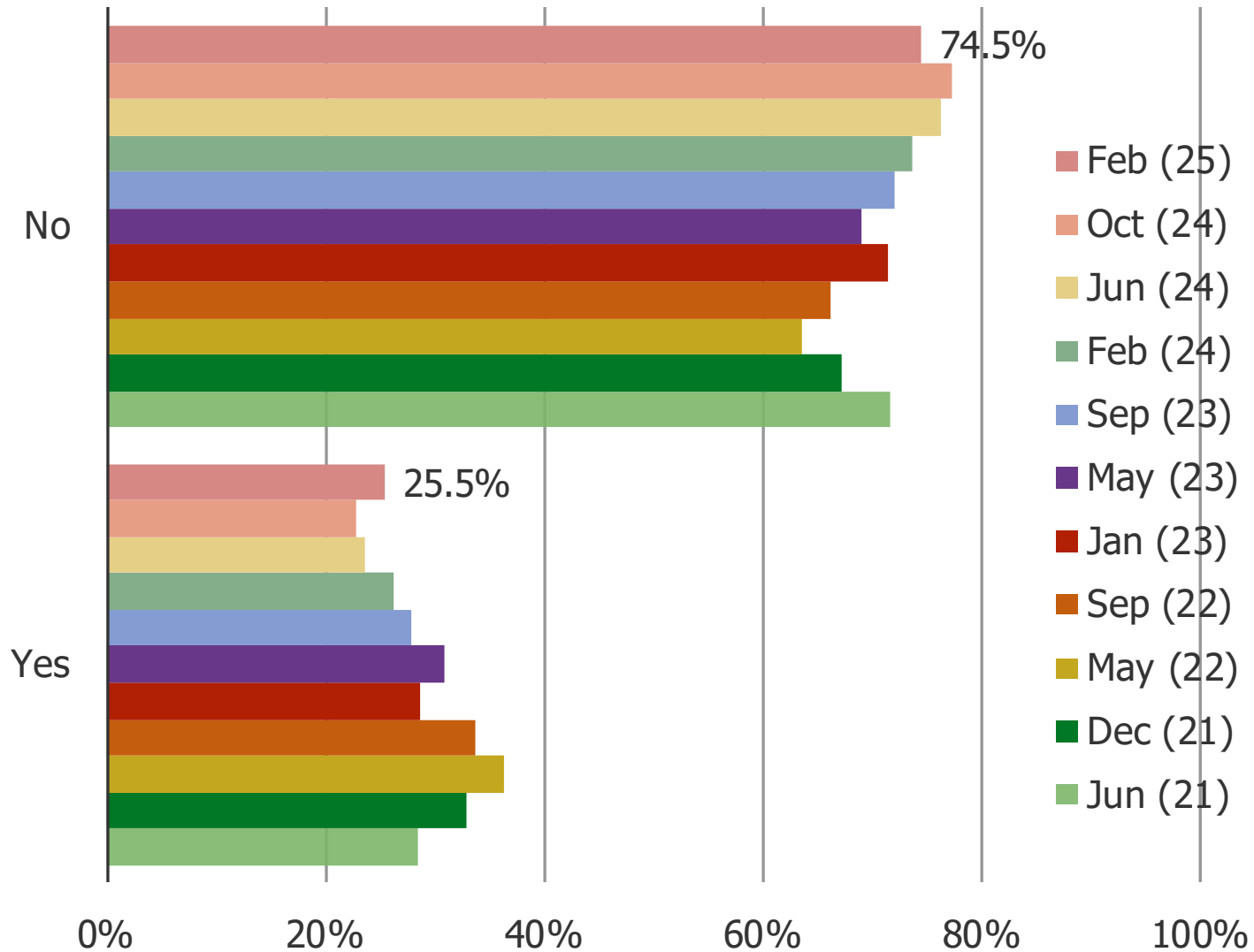
Posed to all respondents who are looking to purchase a used vehicle and indicated they would be most likely to buy from an online site/app. (N=332)





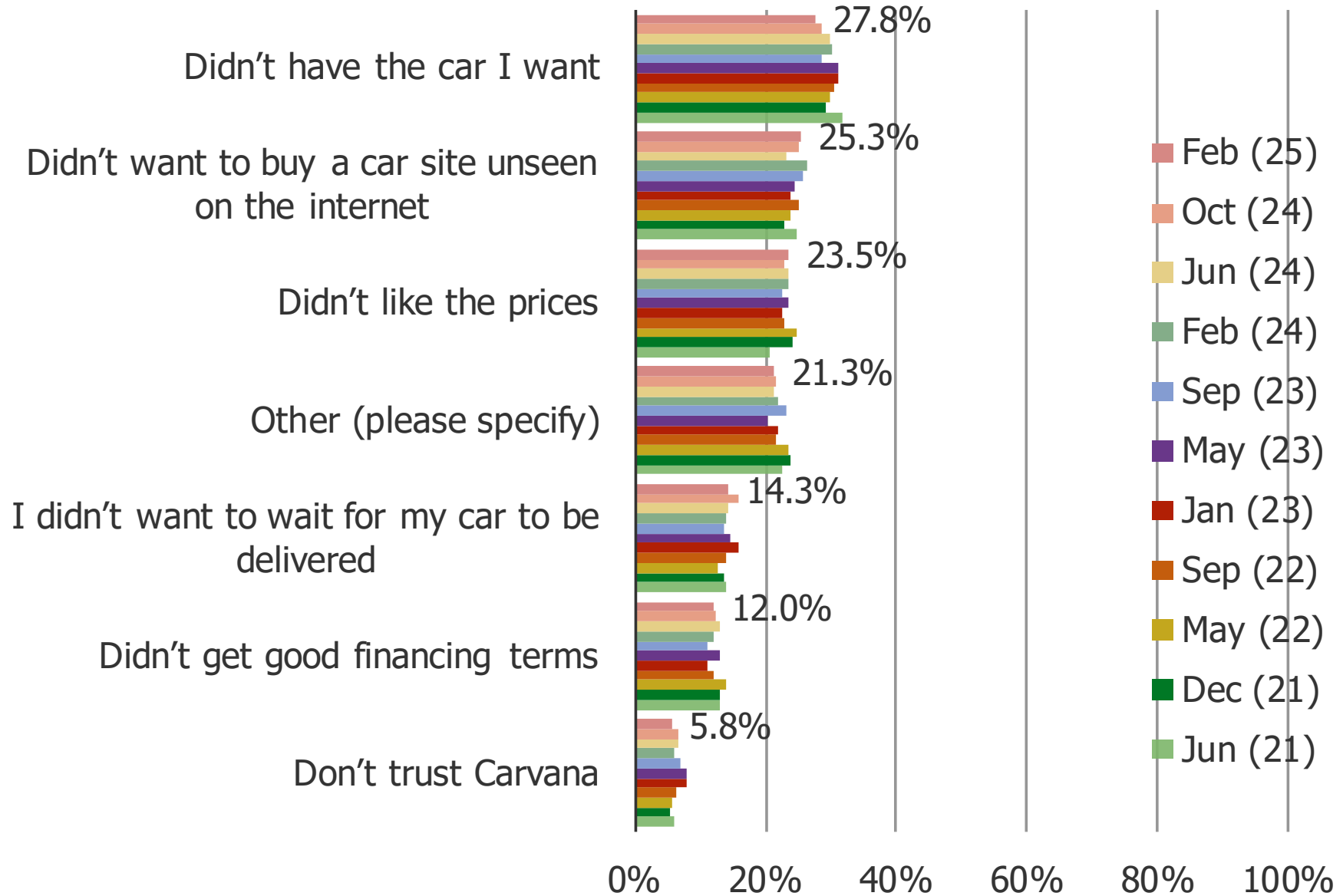
### Have you looked into this purchase and encountered any tight supplies/limited inventory?

Posed to all respondents who are looking to purchase a used vehicle and indicated they would be most likely to buy from an online site/app. (N=1115)



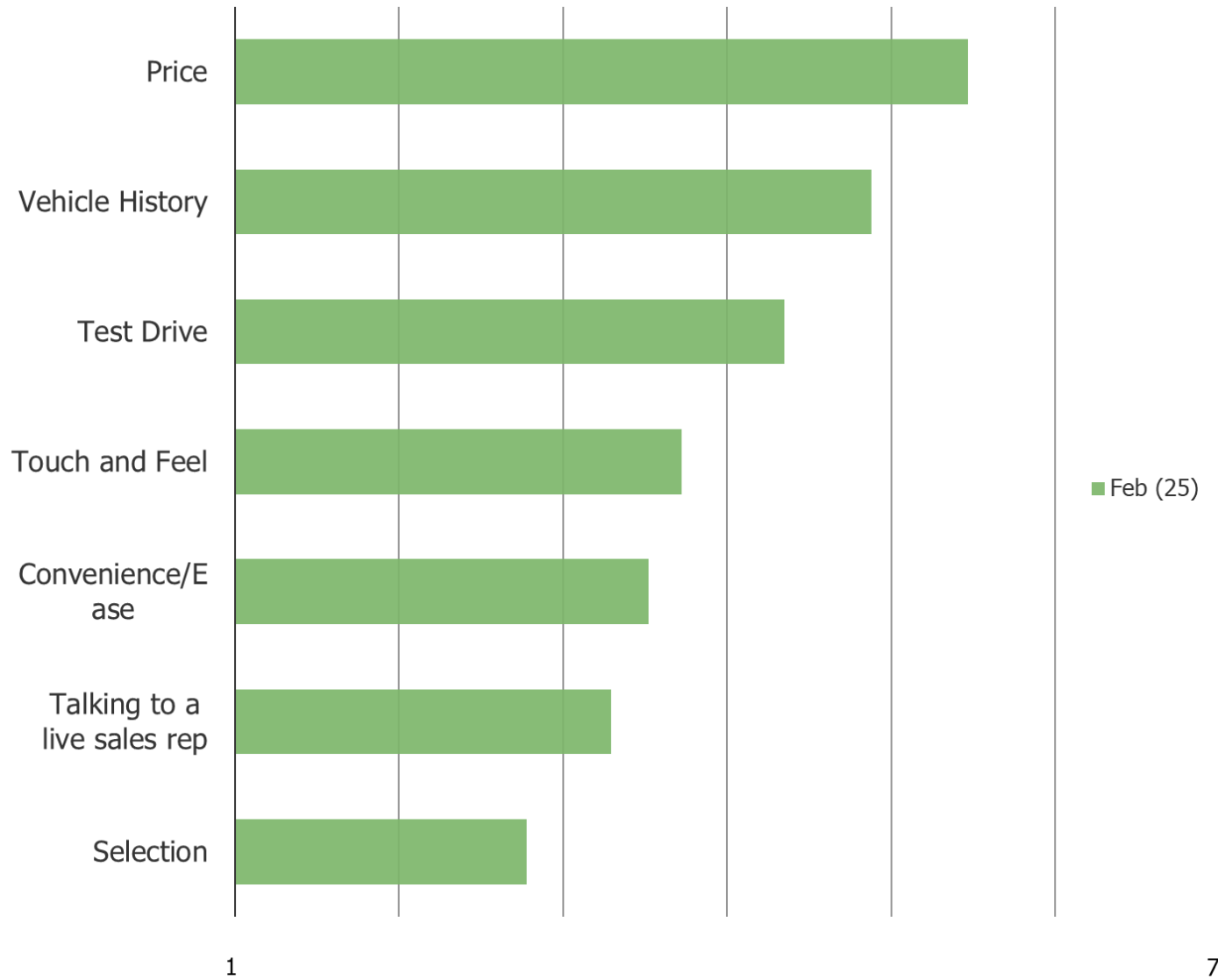
### Why didn't you buy from Carvana after visiting the site/app? (Select ALL that apply)

Posed to all respondents who have visited Carvana but haven't made a purchase through Carvana. (N=2068)



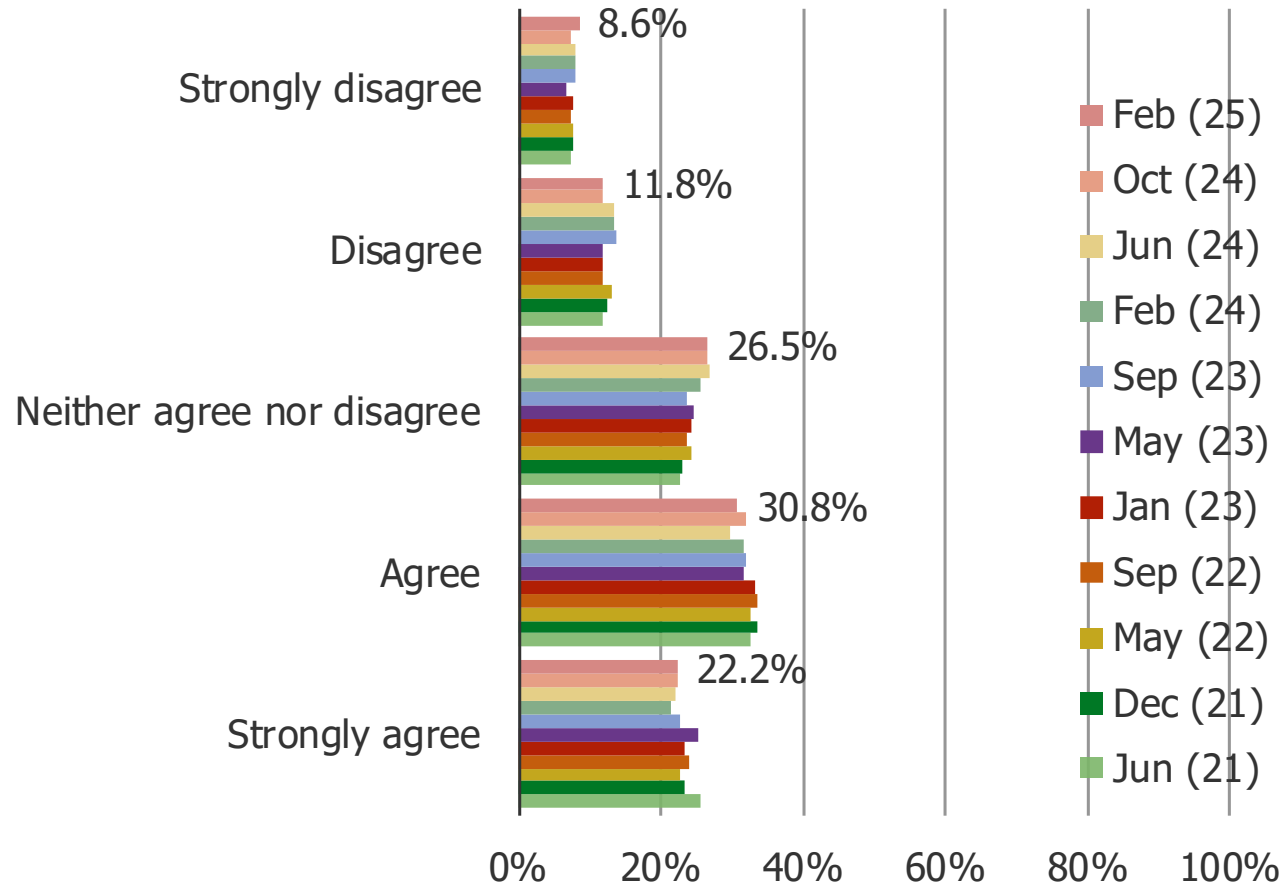
**When it comes to buying a used car, please rank the importance of the following (from most important at the top, to least at the bottom)**

Posed to respondents who said their household typically needs 1 or more vehicles. (N=8545)



**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. (N=8545)



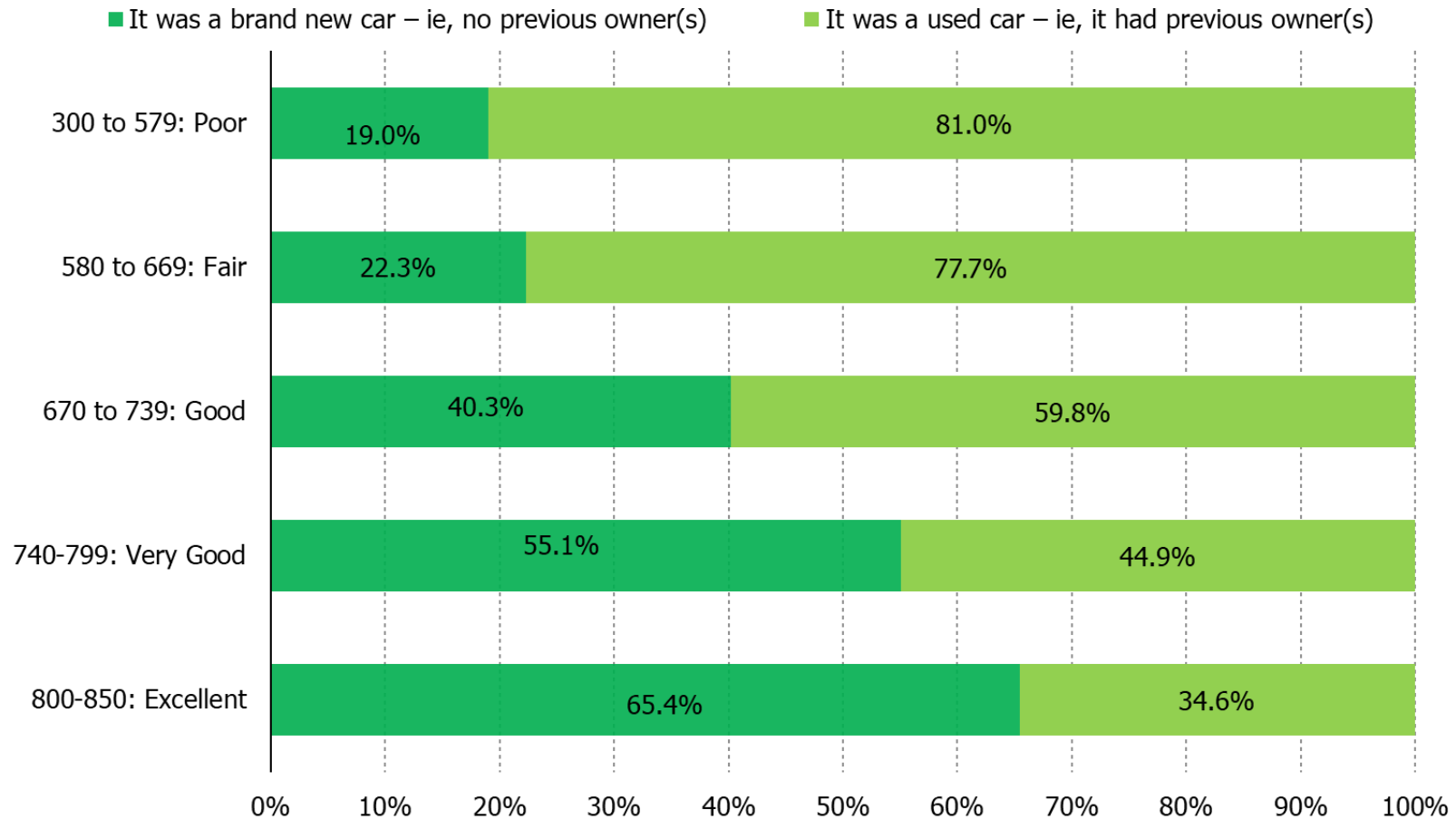
## Cross-Tab Analysis | By Self-Reported Credit Scores (February 2025 Analysis)

---

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

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

Posed to auto owners

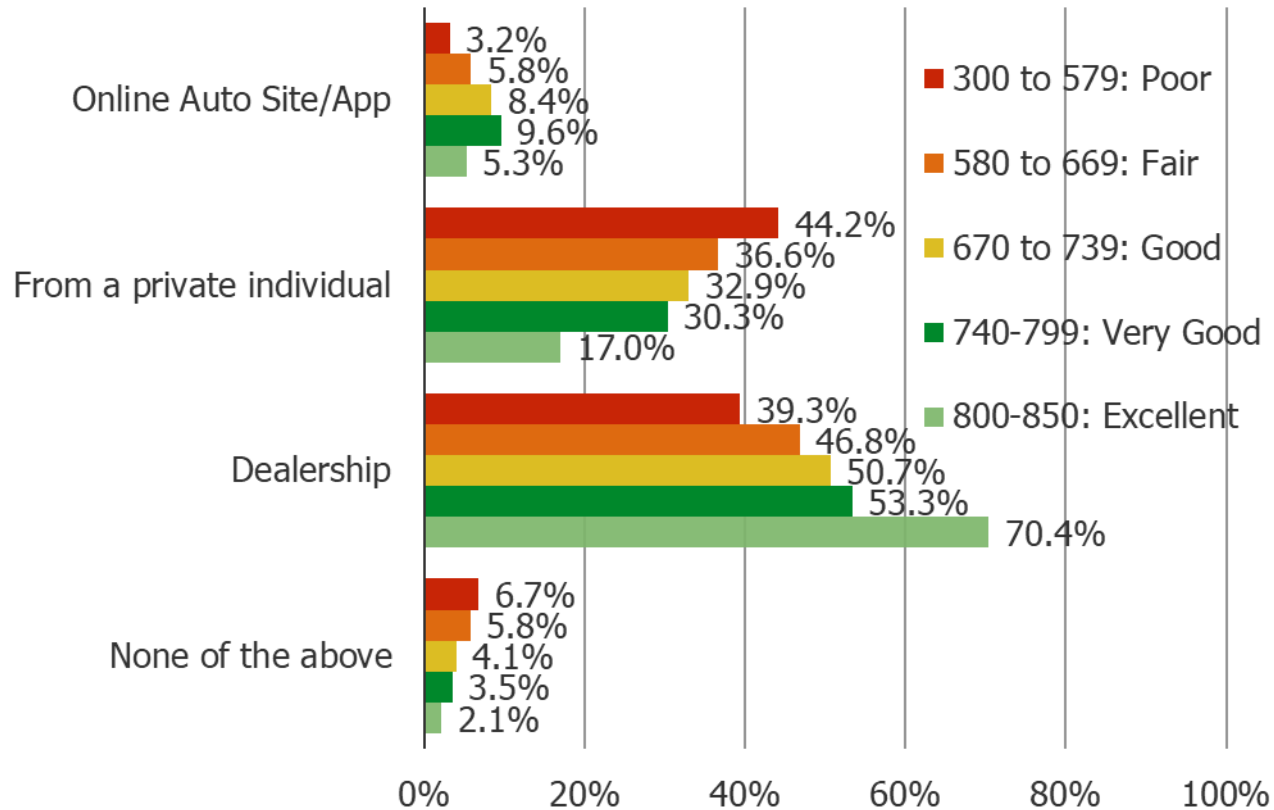


	N=
800-850: Excellent	1824
740-799: Very Good	1857
670 to 739: Good	2102
580 to 669: Fair	1658
300 to 579: Poor	822

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

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

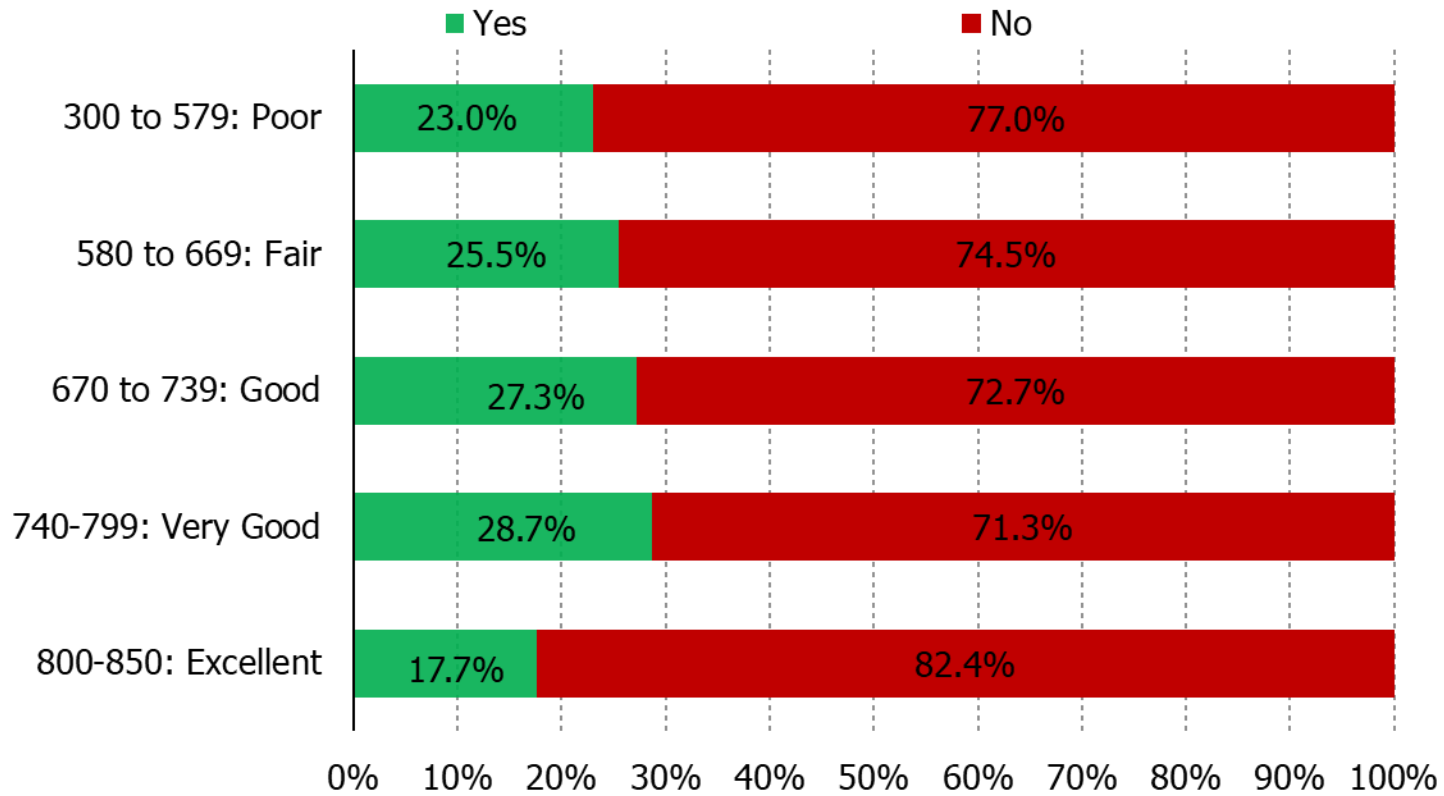
Posed to auto owners who most recently purchased a used vehicle



	N=
800-850: Excellent	607
740-799: Very Good	752
670 to 739: Good	1108
580 to 669: Fair	1114
300 to 579: Poor	595

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

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...



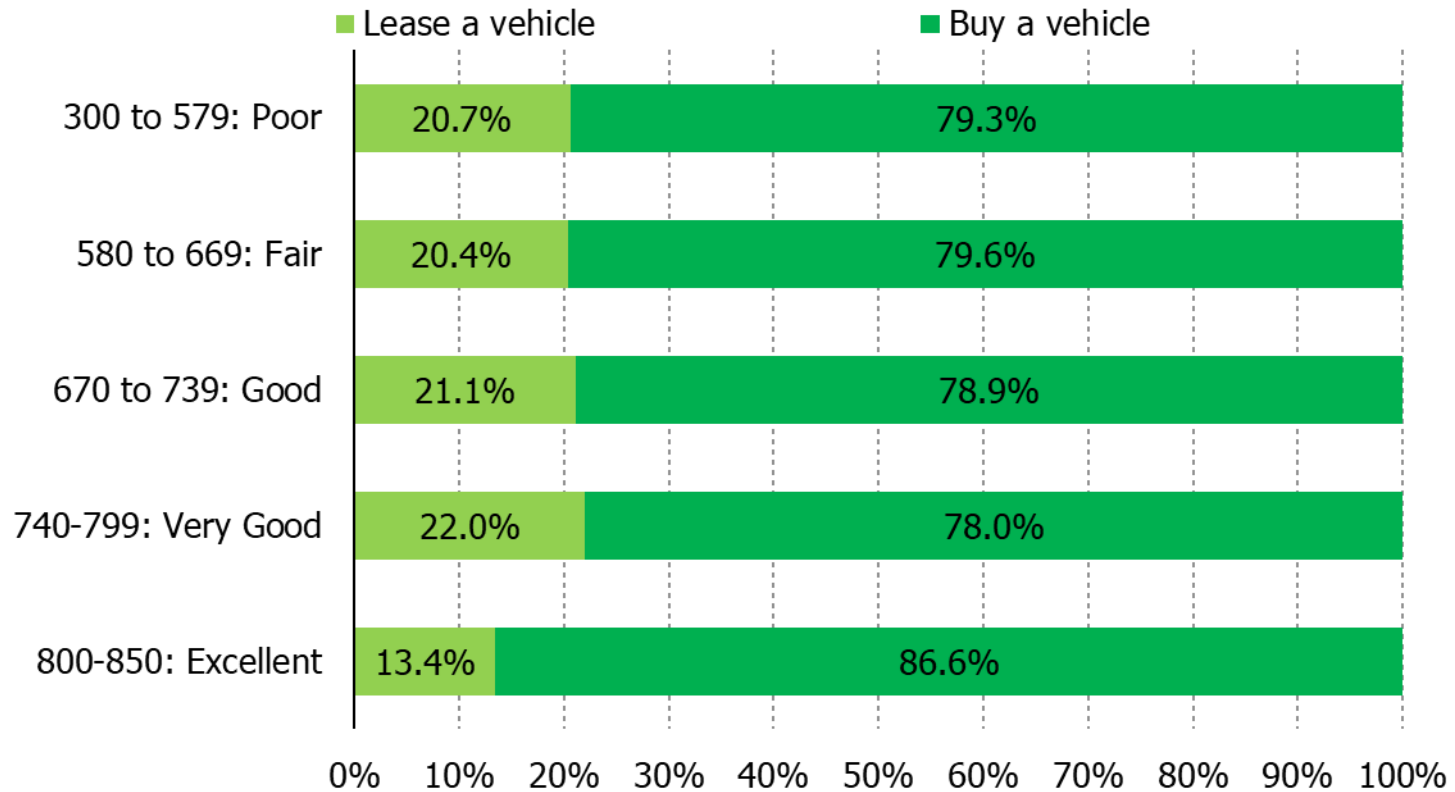
	N=
800-850: Excellent	1983
740-799: Very Good	2026
670 to 739: Good	2465
580 to 669: Fair	2171
300 to 579: Poor	1303



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

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

Posed to respondents who are in the market to get a new vehicle and plan to buy (not lease)

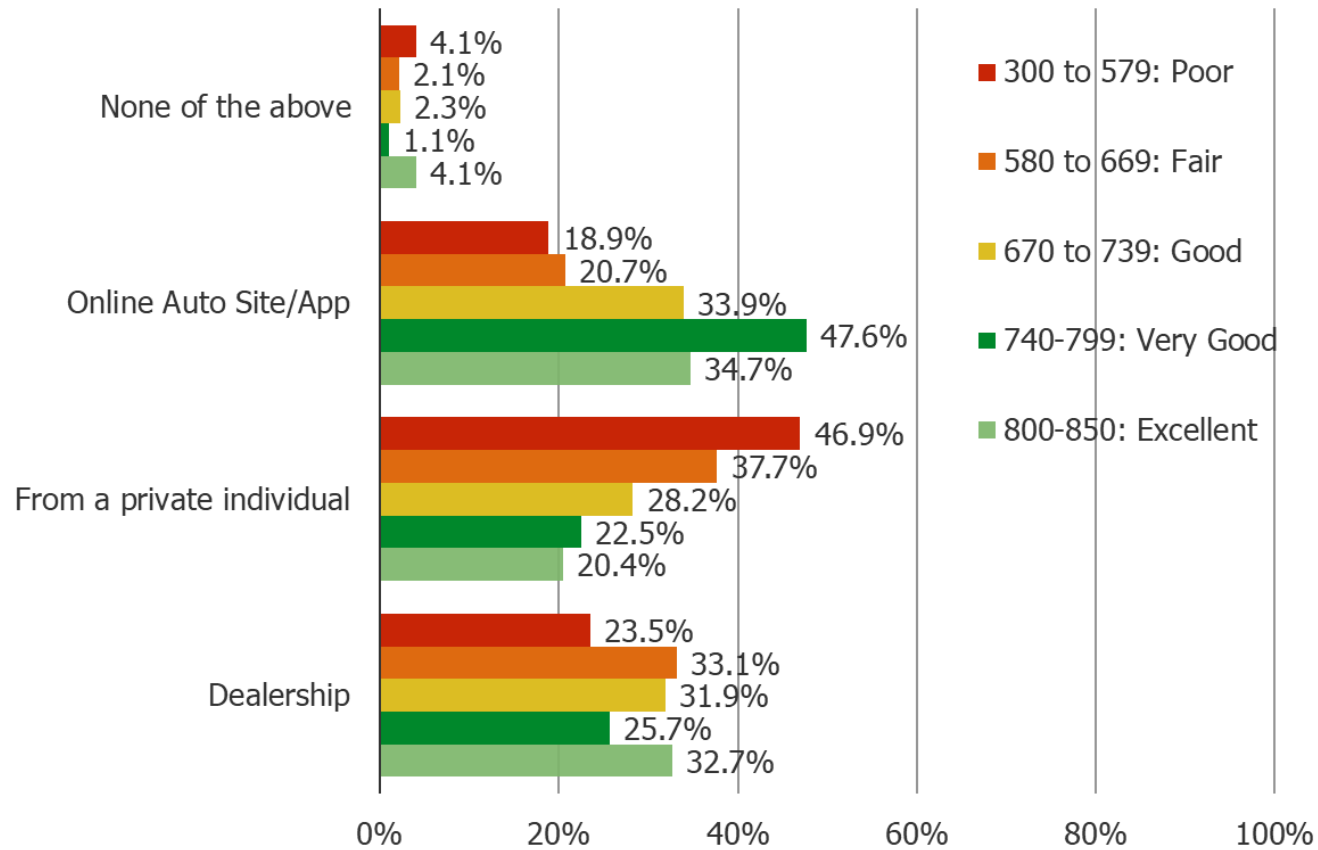


	N=
800-850: Excellent	350
740-799: Very Good	583
670 to 739: Good	672
580 to 669: Fair	553
300 to 579: Poor	300

### Where are you most likely to purchase the used vehicle?

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

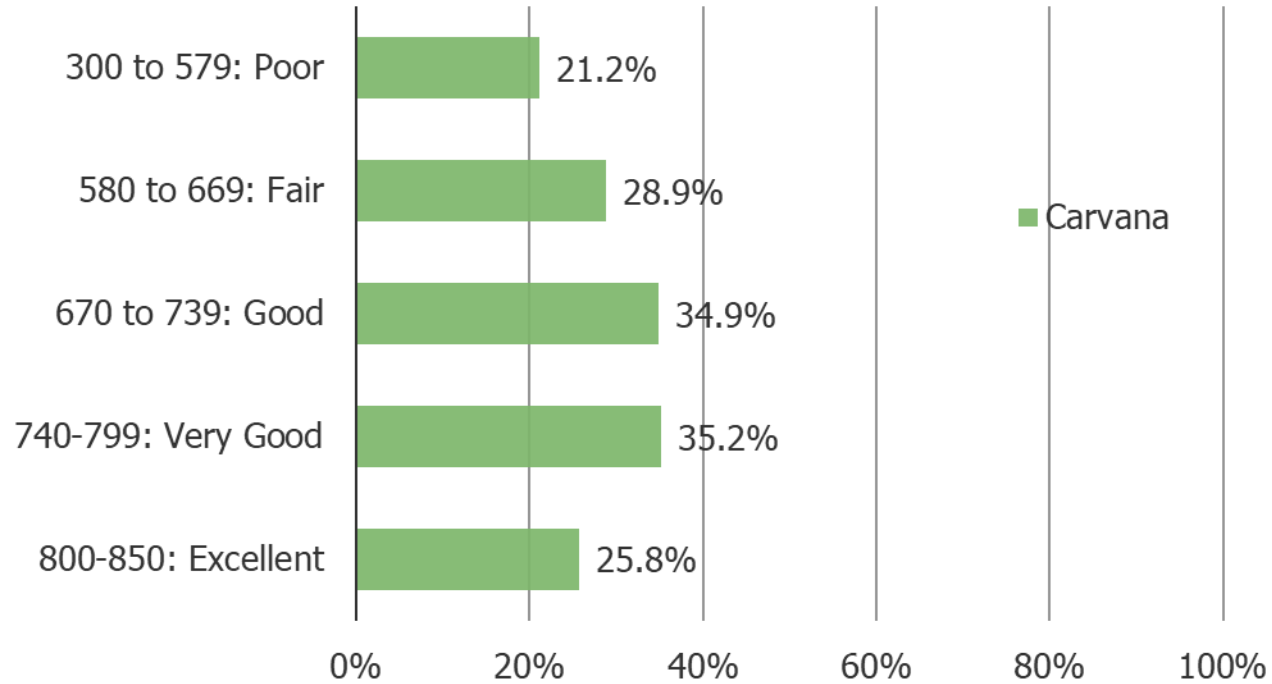
Posed to respondents who are in the market to get a new *used* vehicle and plan to buy (not lease)



	N=
800-850: Excellent	98
740-799: Very Good	191
670 to 739: Good	301
580 to 669: Fair	329
300 to 579: Poor	196

**% of respondents who have visited Carvana**

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

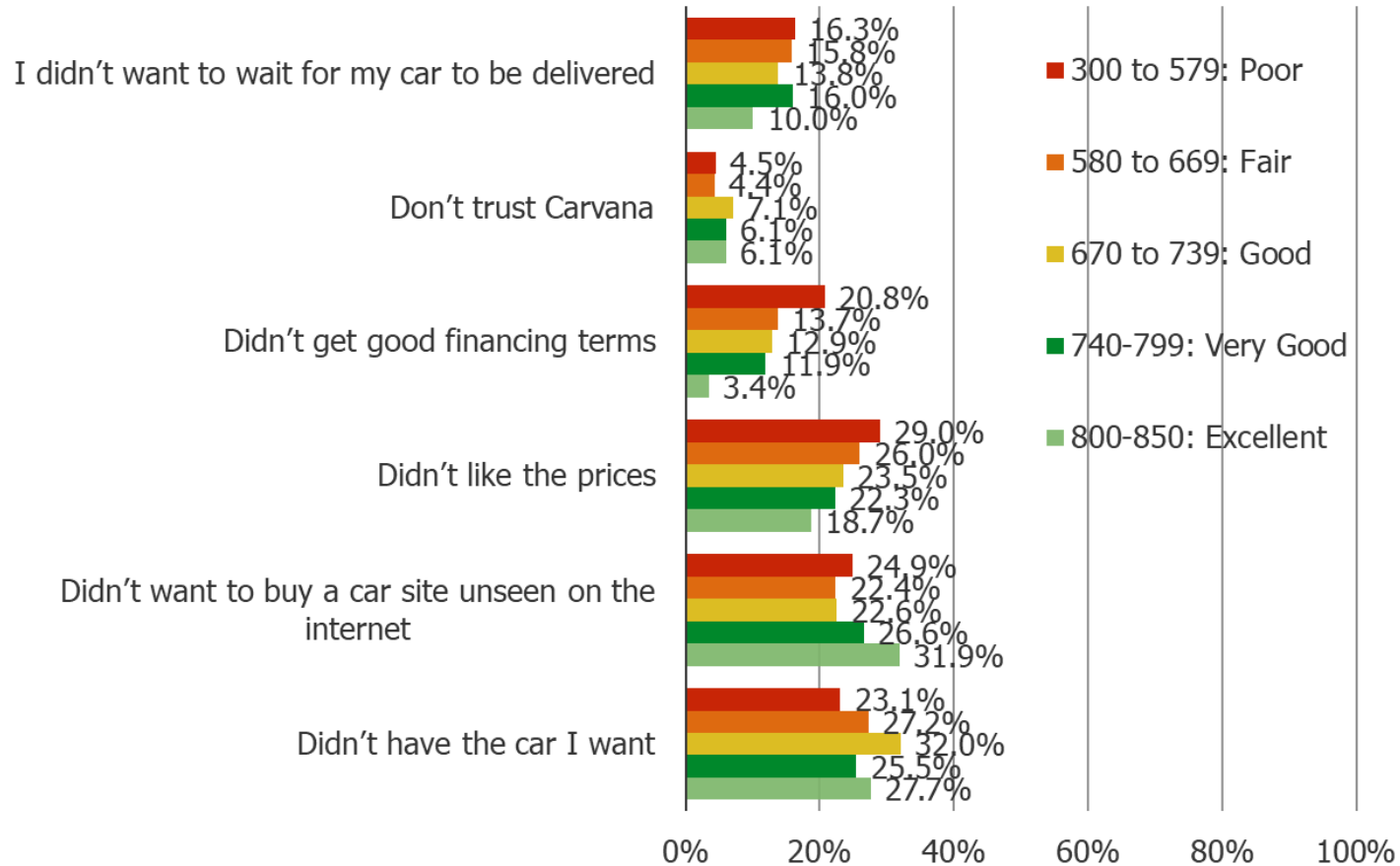


	N=
800-850: Excellent	511
740-799: Very Good	714
670 to 739: Good	860
580 to 669: Fair	627
300 to 579: Poor	276

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

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

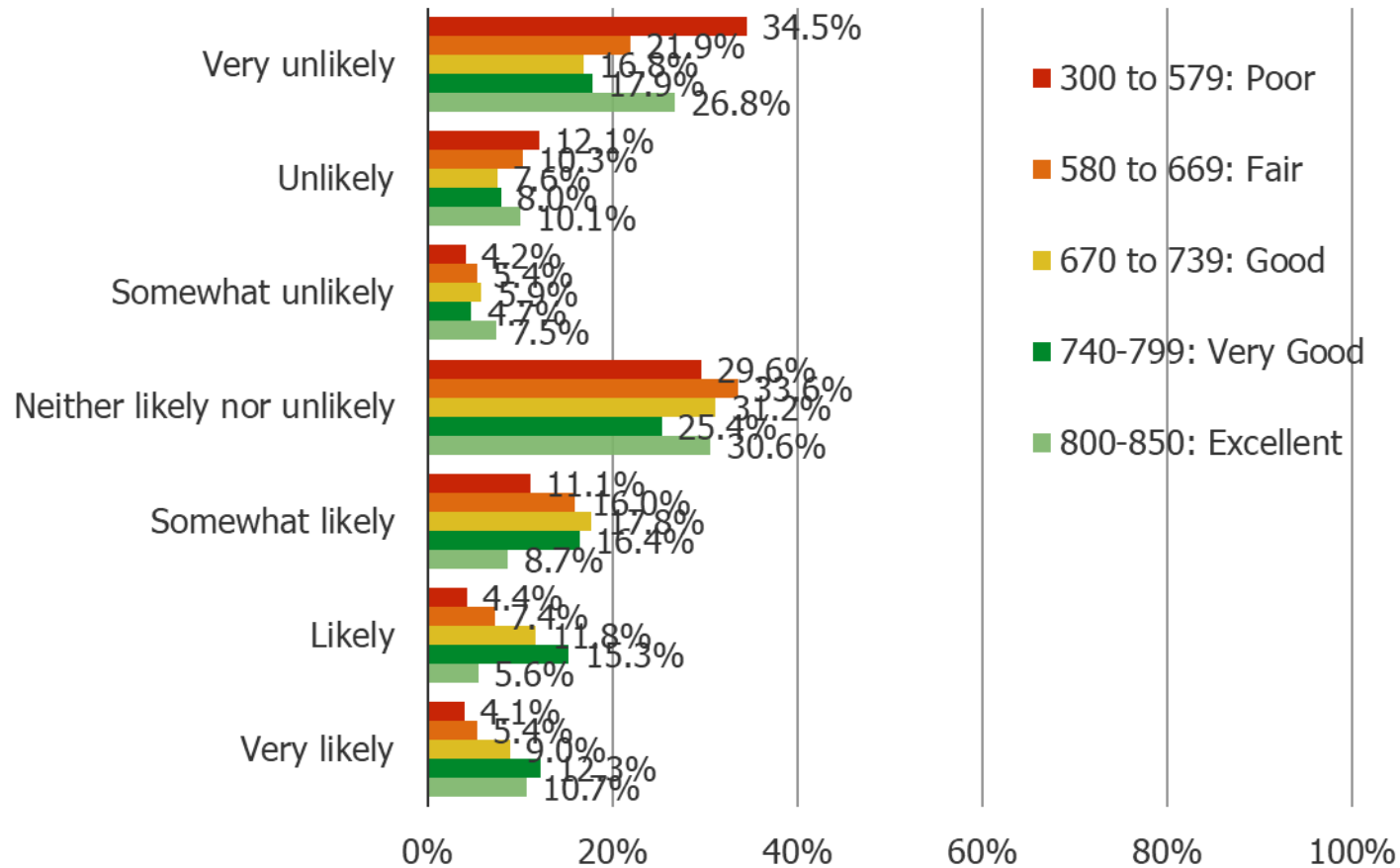
Posed to respondents who have visited Carvana but did not buy from Carvana after visiting



	N=
800-850: Excellent	379
740-799: Very Good	444
670 to 739: Good	550
580 to 669: Fair	474
300 to 579: Poor	221

### How likely are you to buy a car from Carvana in the future?

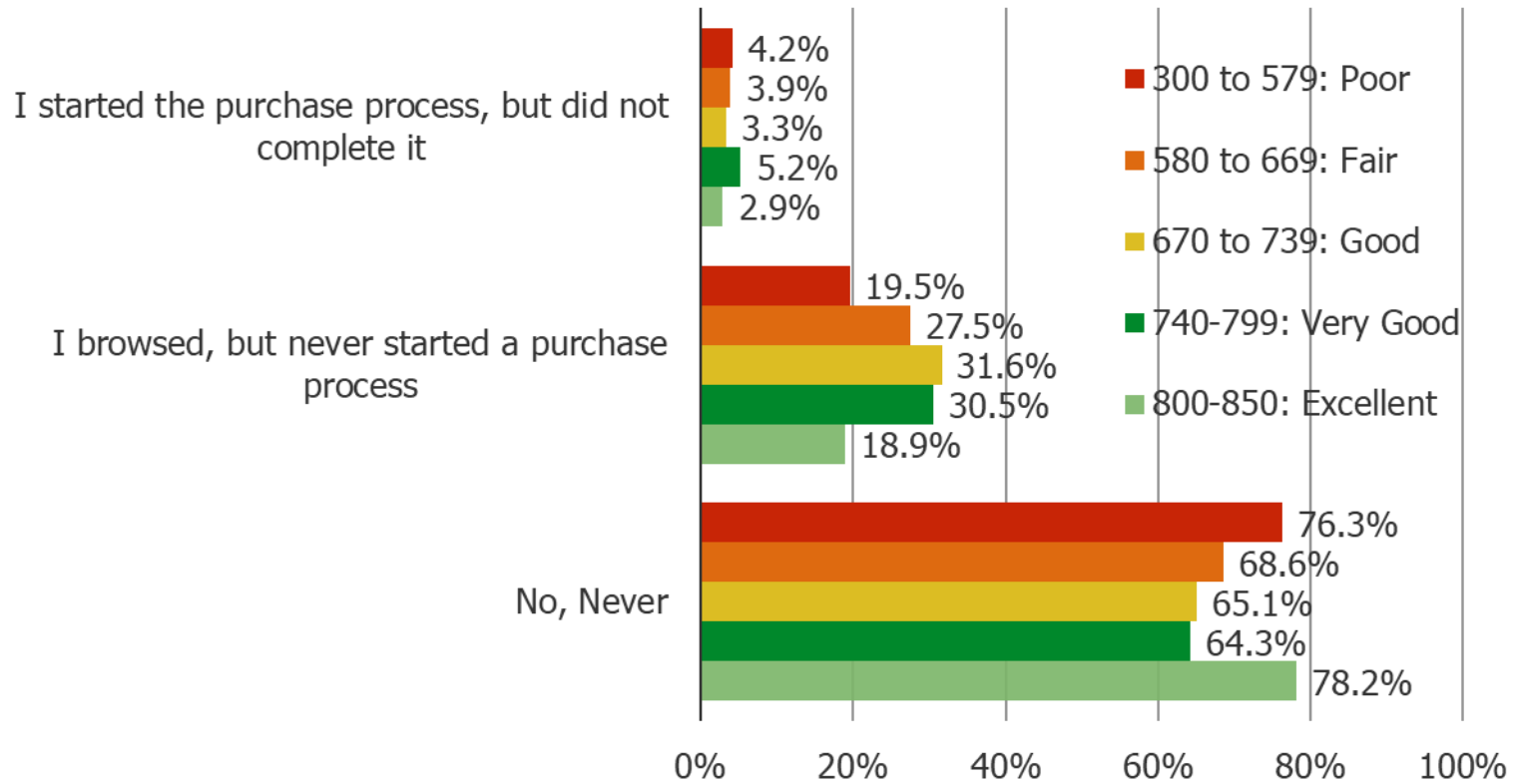
Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...



	N=
800-850: Excellent	1983
740-799: Very Good	2026
670 to 739: Good	2465
580 to 669: Fair	2171
300 to 579: Poor	1303

### Have you ever considered buying a car from Carvana, but ultimately decided not to?

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

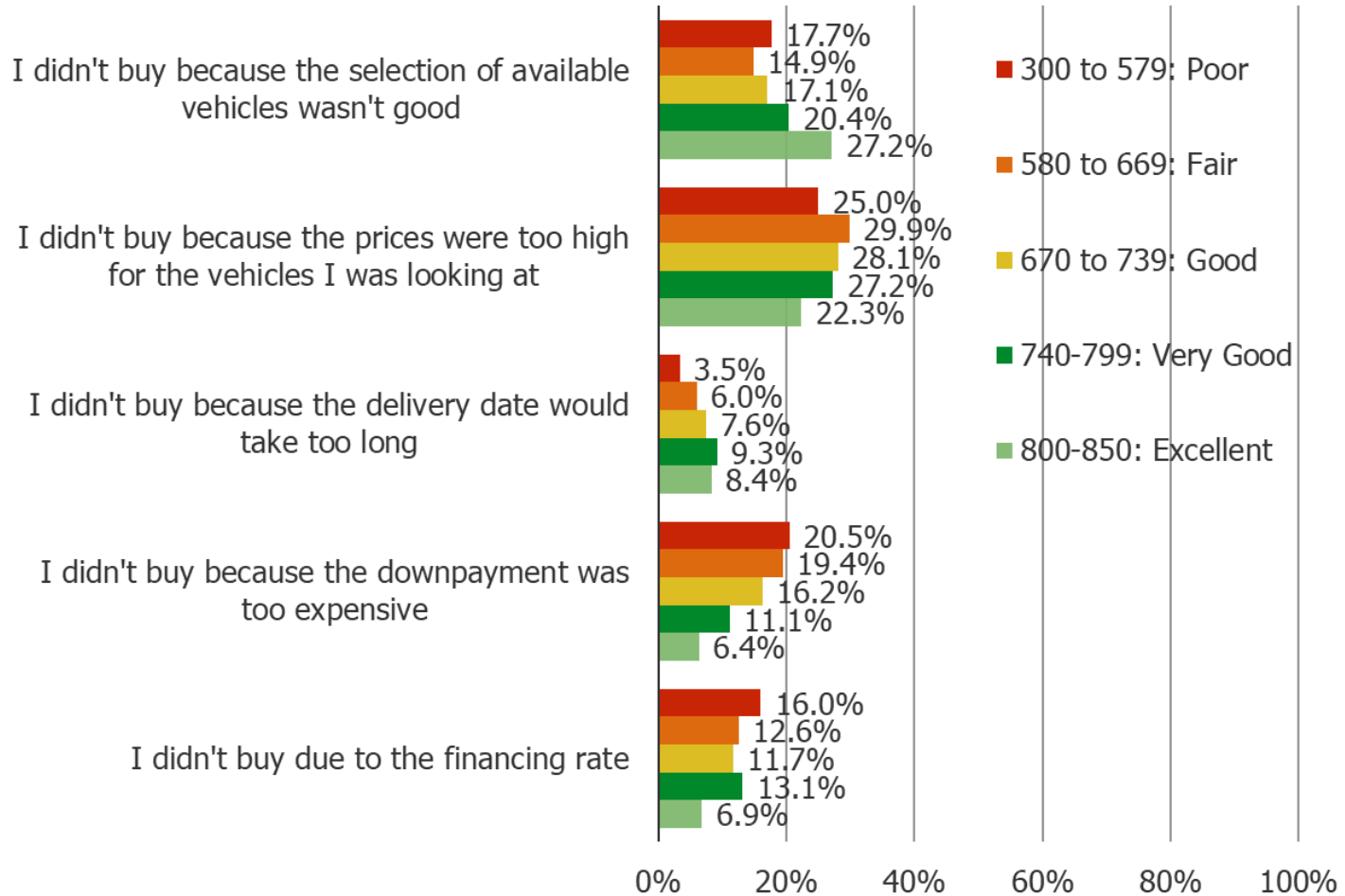


	N=
800-850: Excellent	1808
740-799: Very Good	1684
670 to 739: Good	2081
580 to 669: Fair	1954
300 to 579: Poor	1213

### Which of the following best describes why you did not ultimately buy a car from Carvana?

Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...

Posed to respondents who considered buying a car from Carvana in the past, but ultimately decided not to...



	N=
800-850: Excellent	394
740-799: Very Good	602
670 to 739: Good	727
580 to 669: Fair	613
300 to 579: Poor	288

## Demographics

---



**What is your age?**

Posed to all respondents. (N=99)

75 or older

9.2%

65 to 74

13.7%

55 to 64

15.1%

45 to 54

14.2%

35 to 44

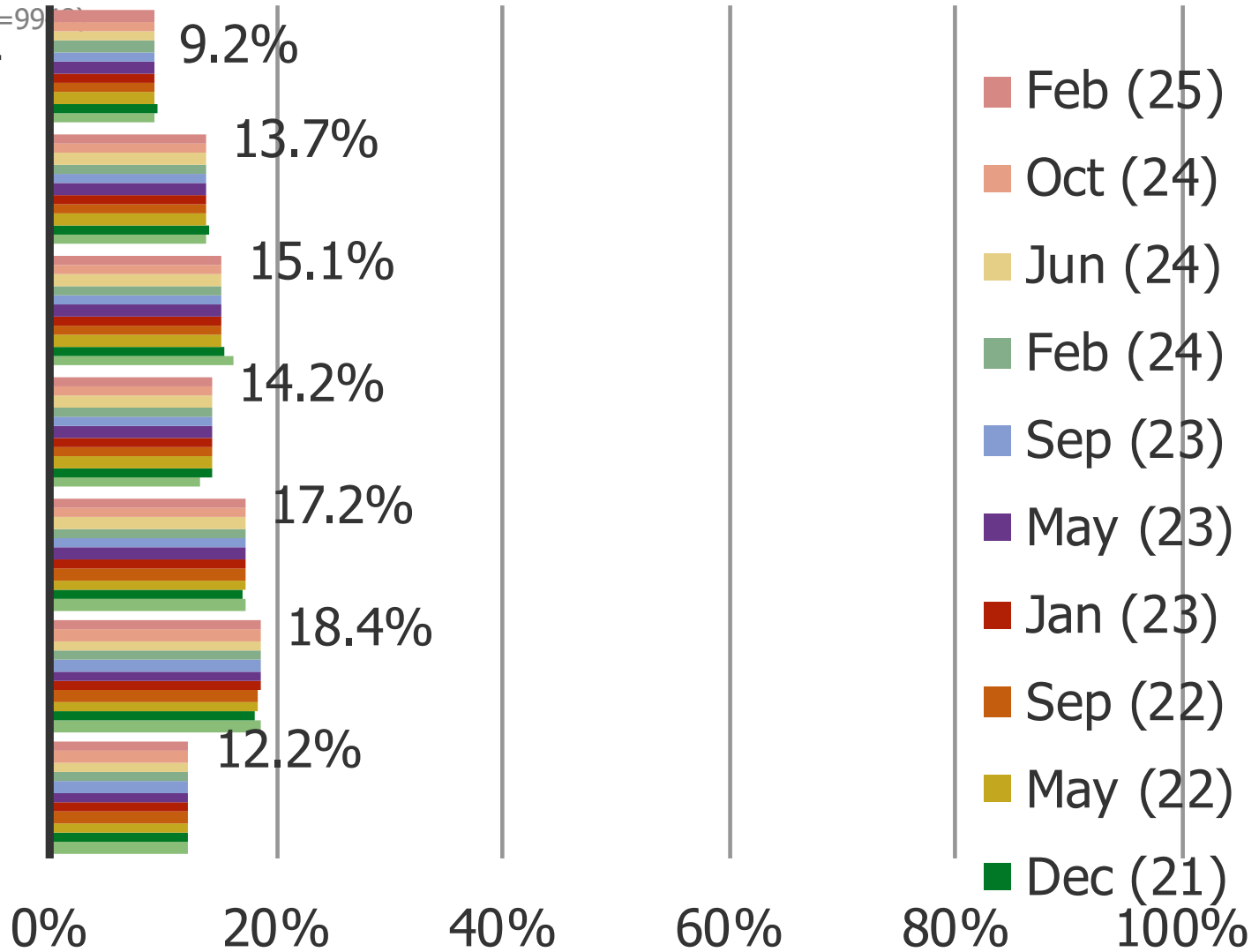
17.2%

25 to 34

18.4%

18 to 24

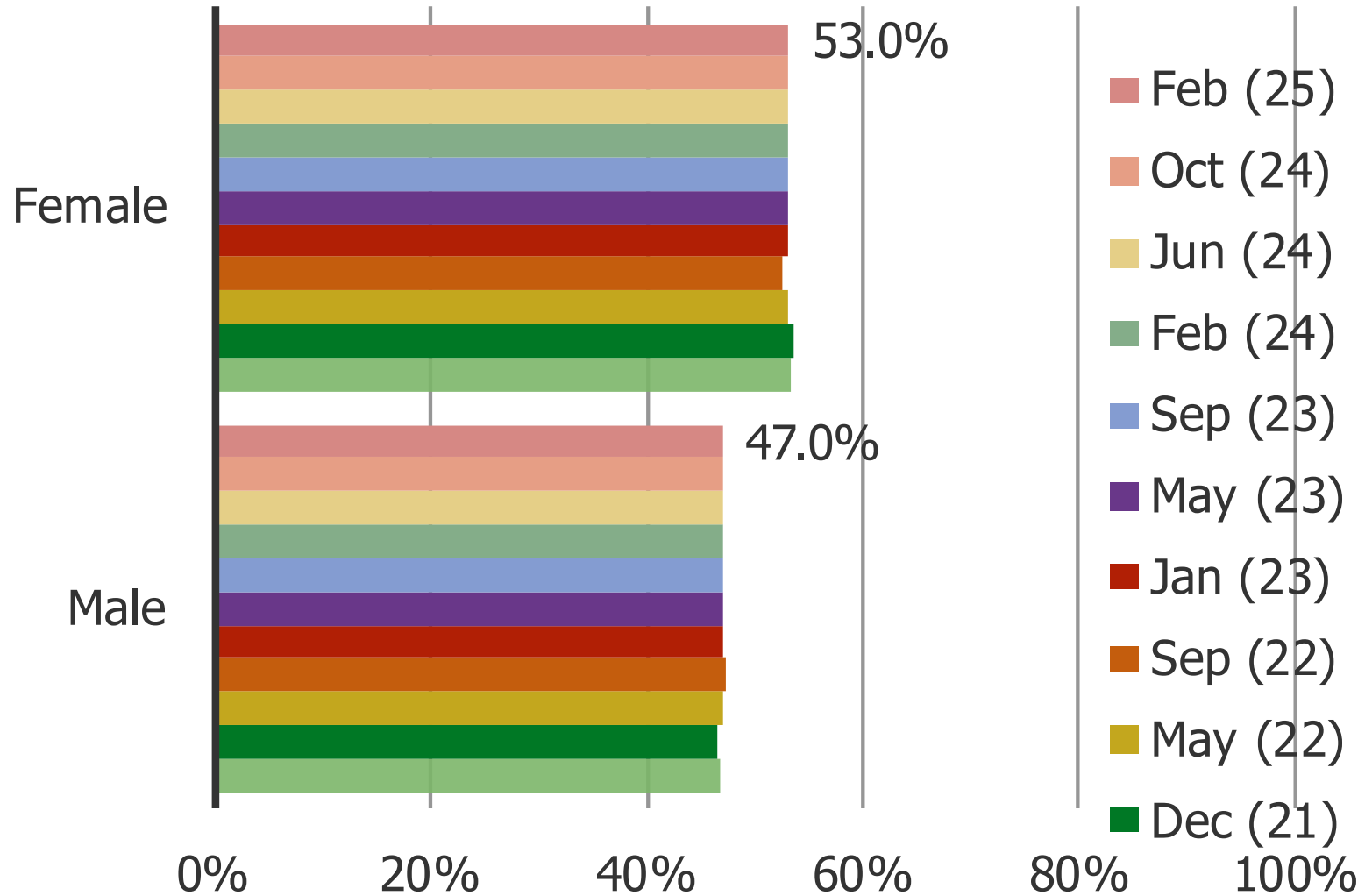
12.2%



- Feb (25)
- Oct (24)
- Jun (24)
- Feb (24)
- Sep (23)
- May (23)
- Jan (23)
- Sep (22)
- May (22)
- Dec (21)

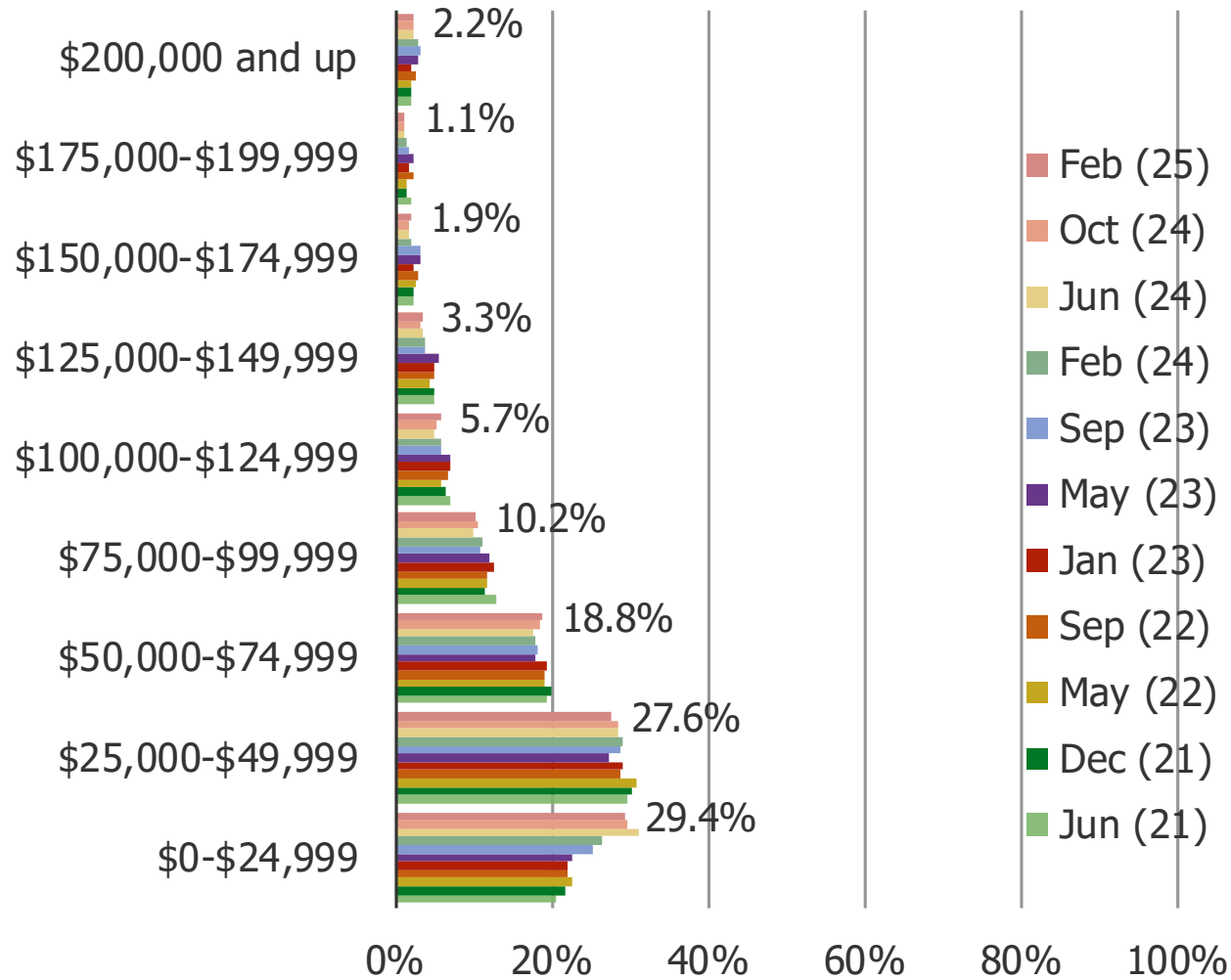
**What is your gender?**

Posed to all respondents. (N=9948)



### What is your approximate average household income?

Posed to all respondents. (N=9948)



**Which of the following best describes your credit score? If you are unsure, provide your best estimate**

Posed to all respondents. (N=9948)

