

Bespoke Market Intelligence

CVNA Consumer Survey Volume 13

October 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.

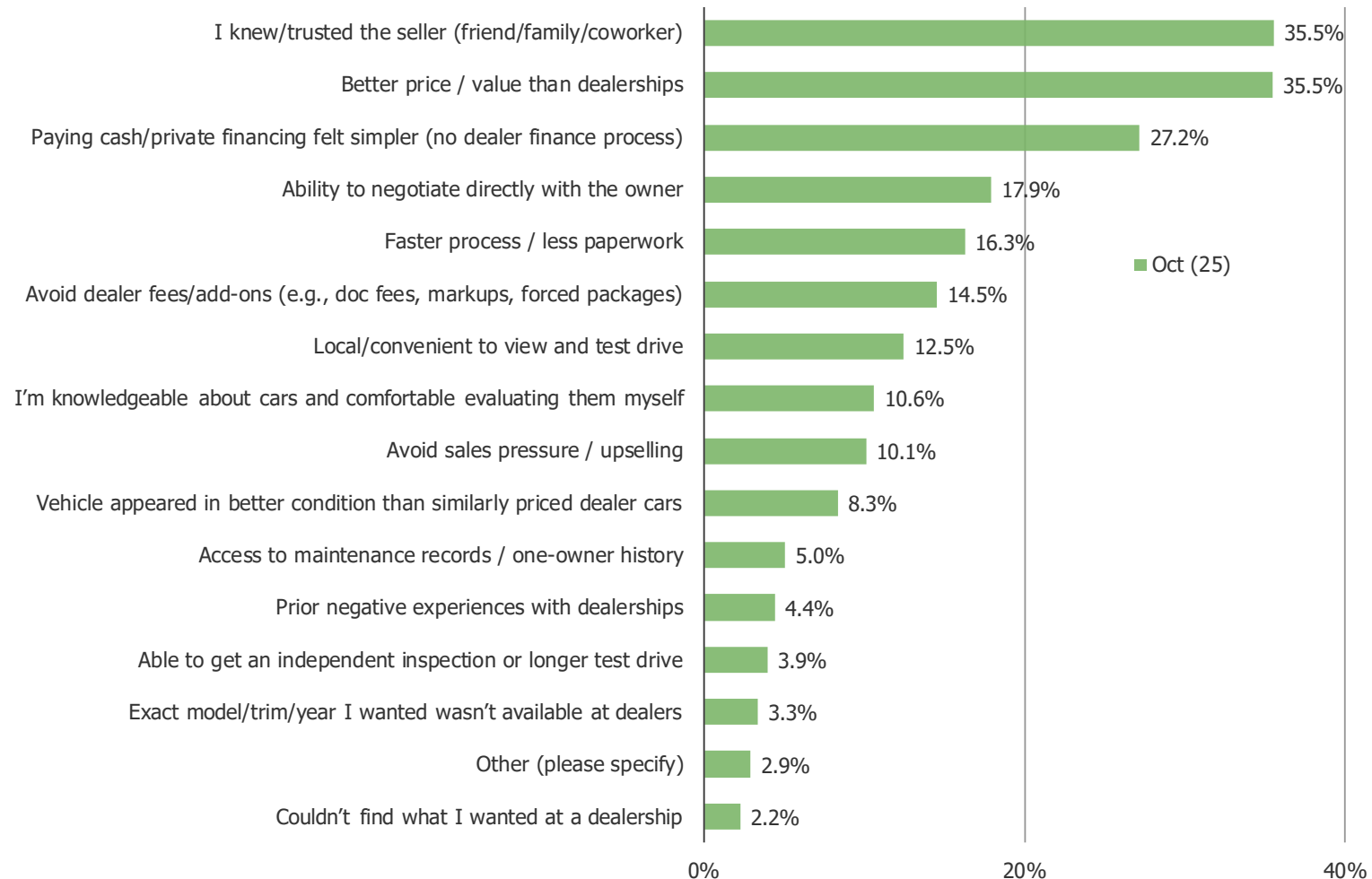
STRATEGY

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

Questions Added Most Recently

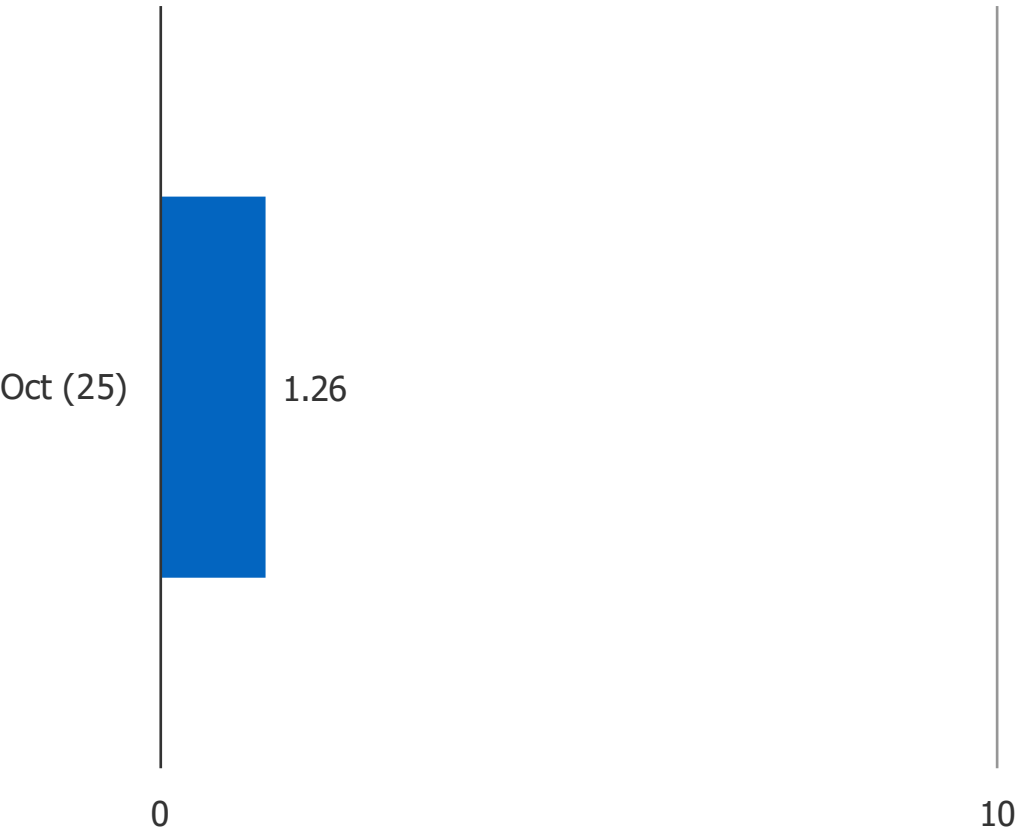
Why did you buy a vehicle directly from another person? As opposed to buying from a company or dealership. Select up to three choices

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



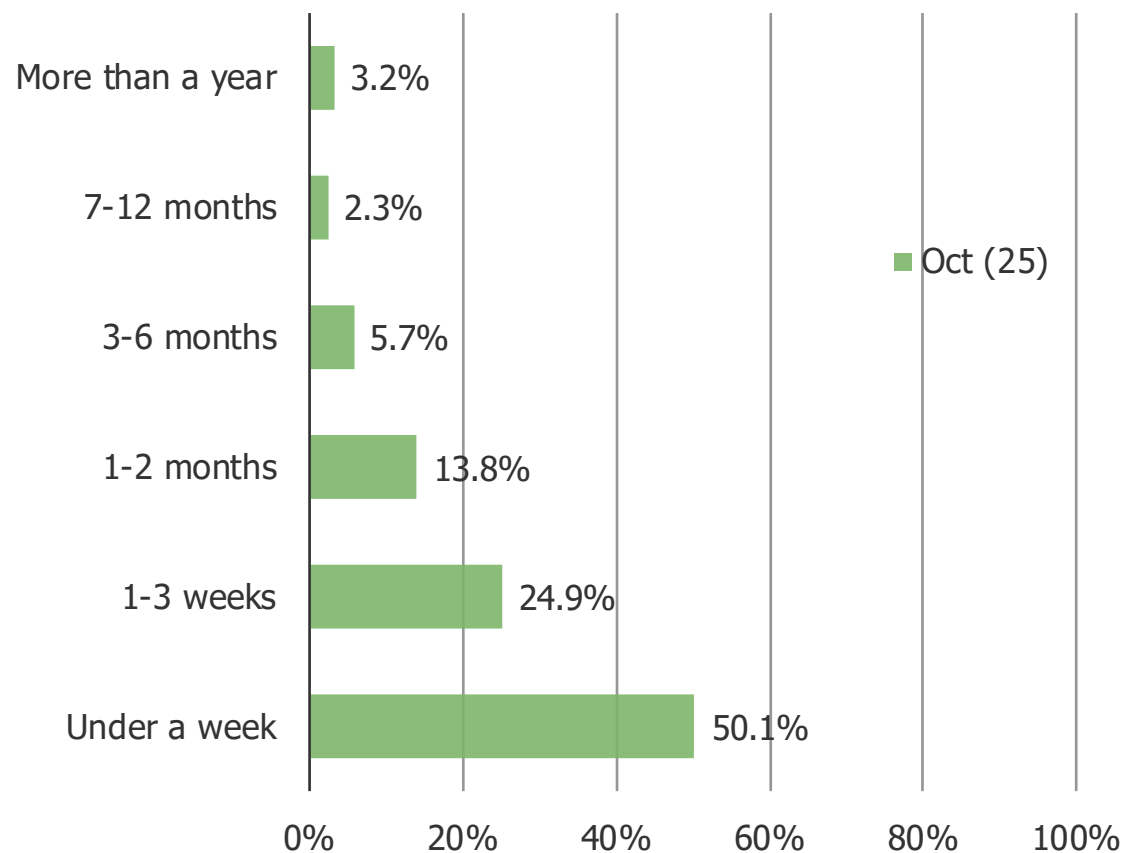
How likely is it that you would recommend buying a car from a private individual to a friend or colleague?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



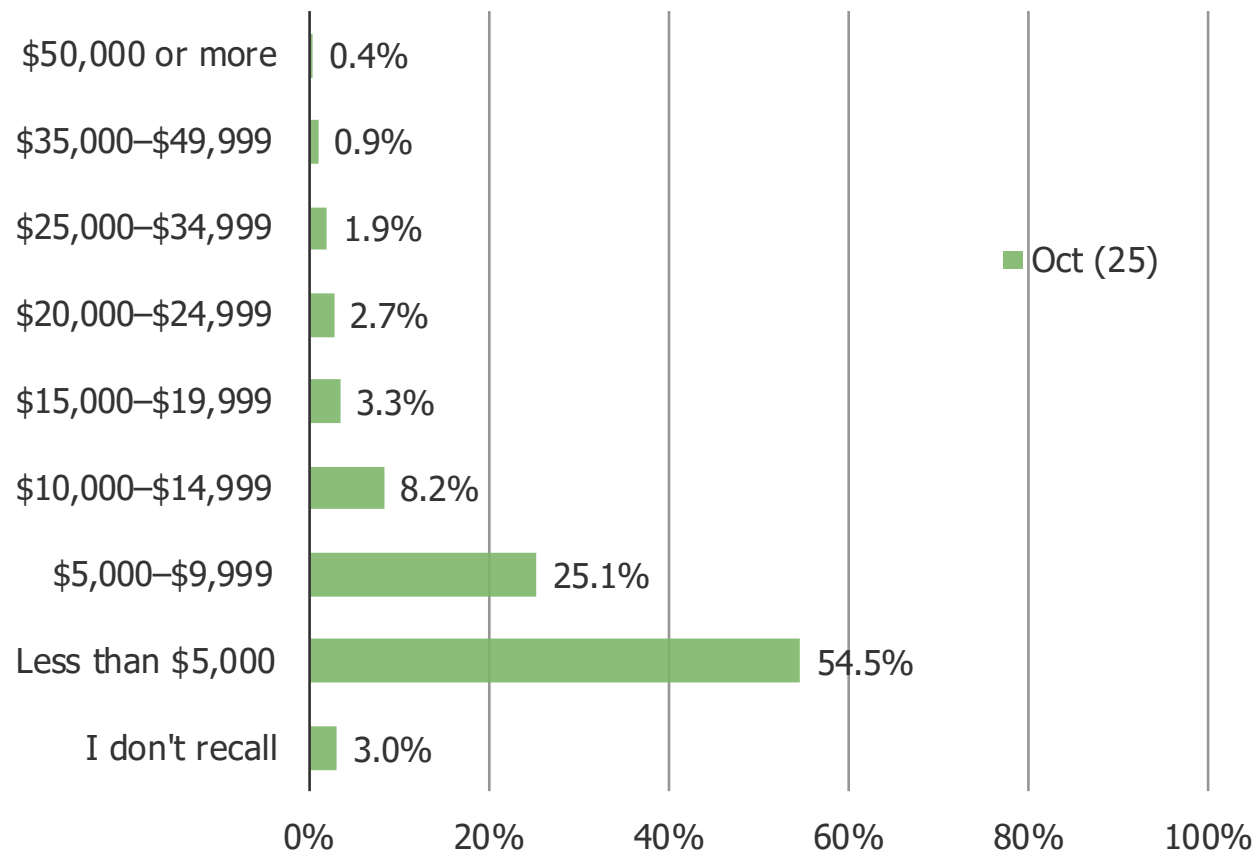
Do you recall how long it took you to buy your vehicle (from when you decided you were going to buy a car to when you actually got the car)?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



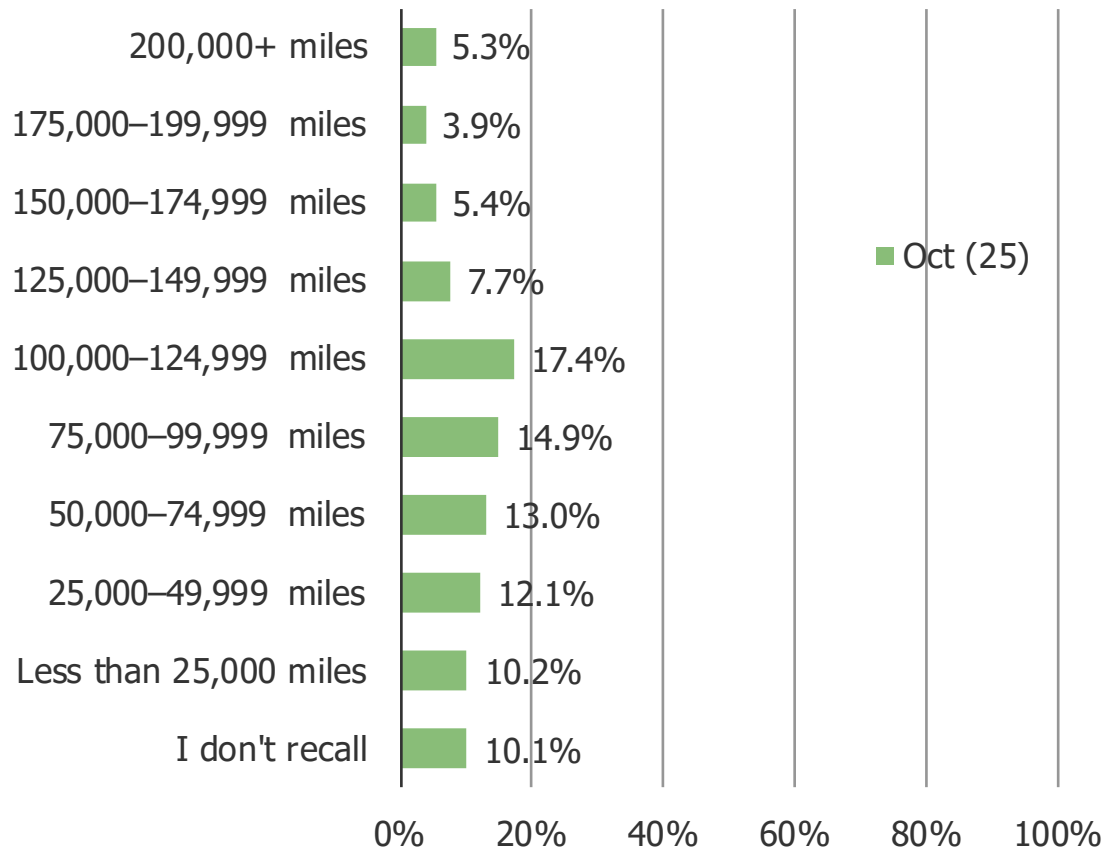
Thinking about the car you most recently bought from a private individual, do you recall the cost of the vehicle?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



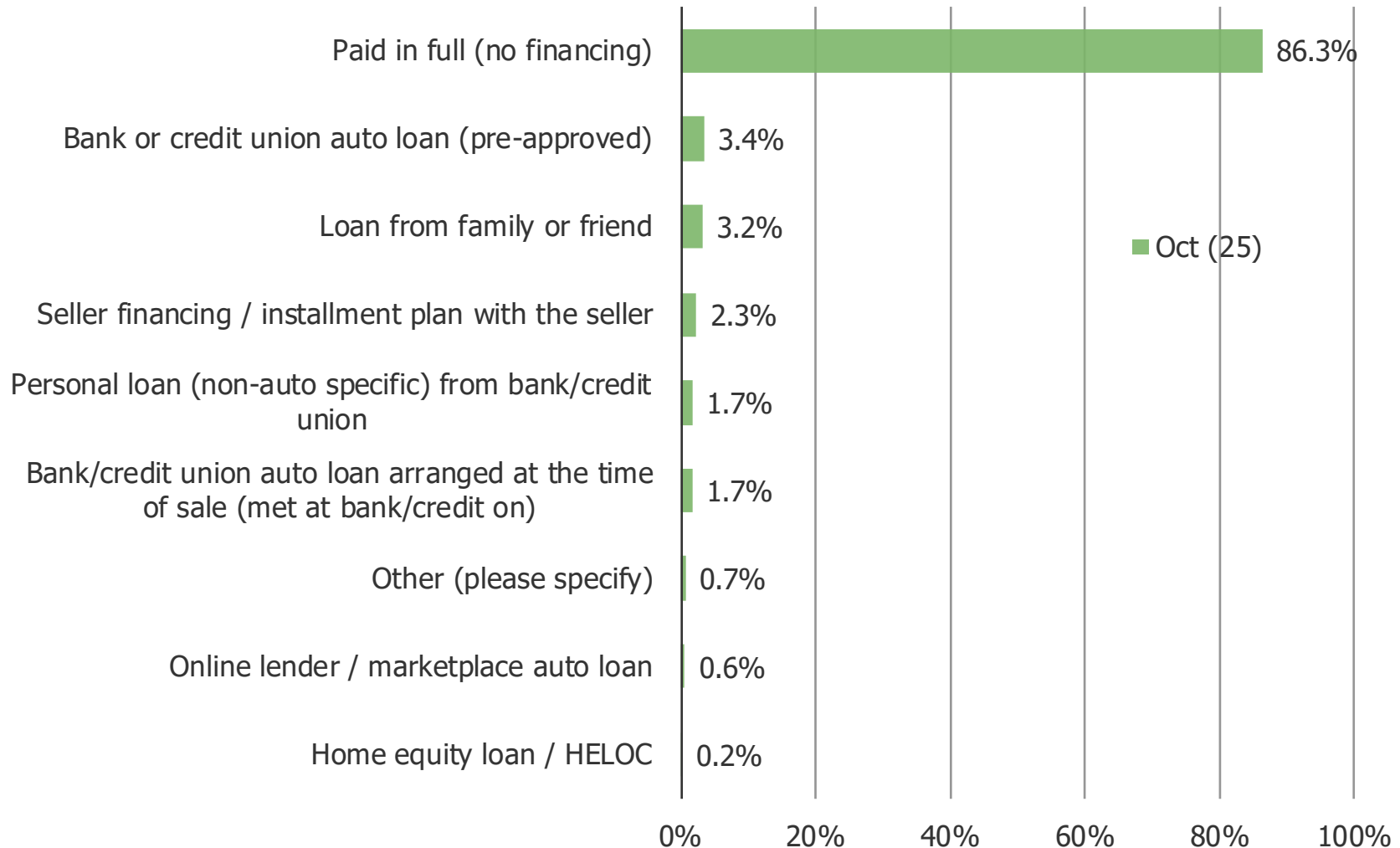
How many miles did the car have on it at the time you bought it from a private individual?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



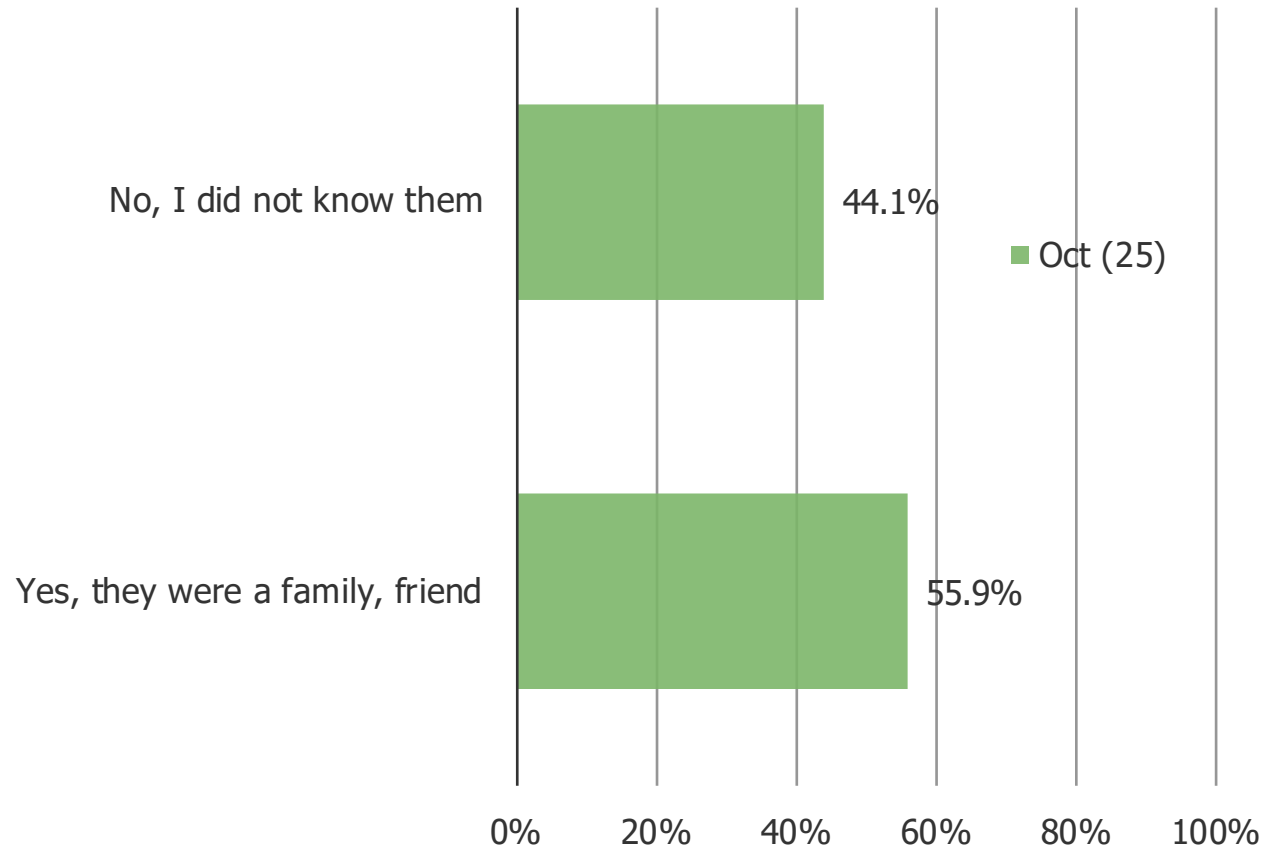
When you bought a vehicle directly from another person, did you finance it? How?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



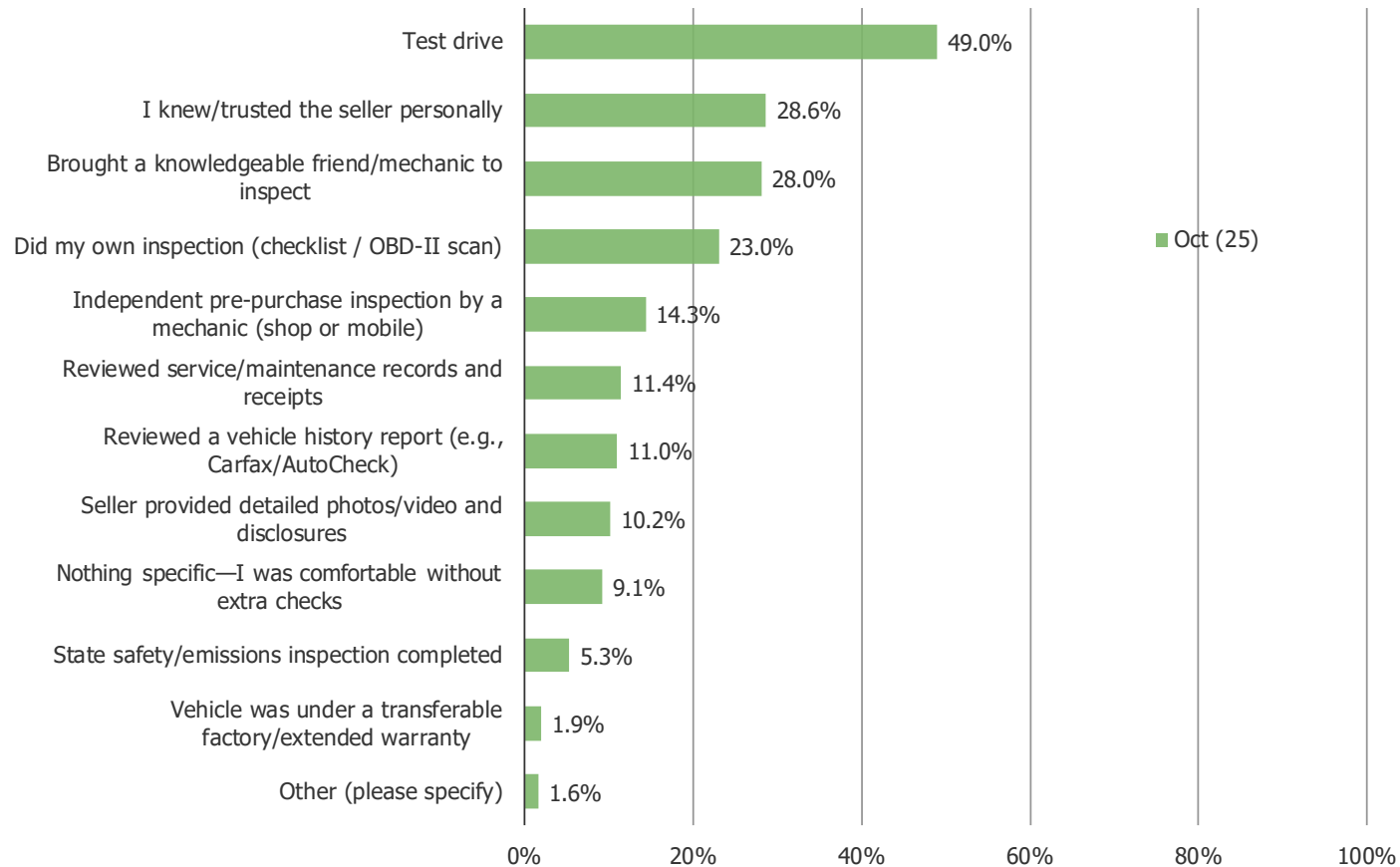
Did you know the person you bought your car from personally?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



How did you get comfortable with the condition of the vehicle that you bought from a private individual?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



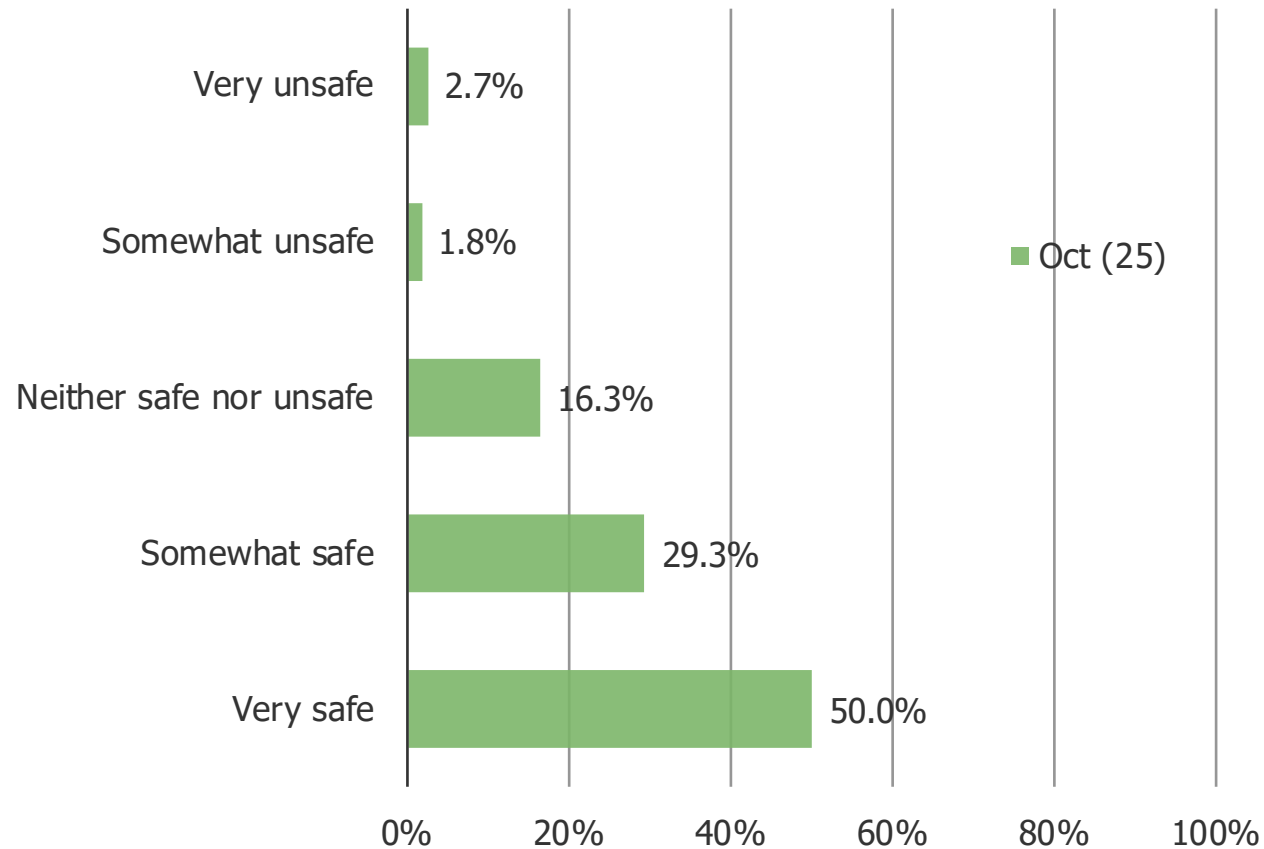
How did you find the car that you ultimately bought from a private individual?

Posed to respondents who said they purchased a vehicle from another person. (N=3322)



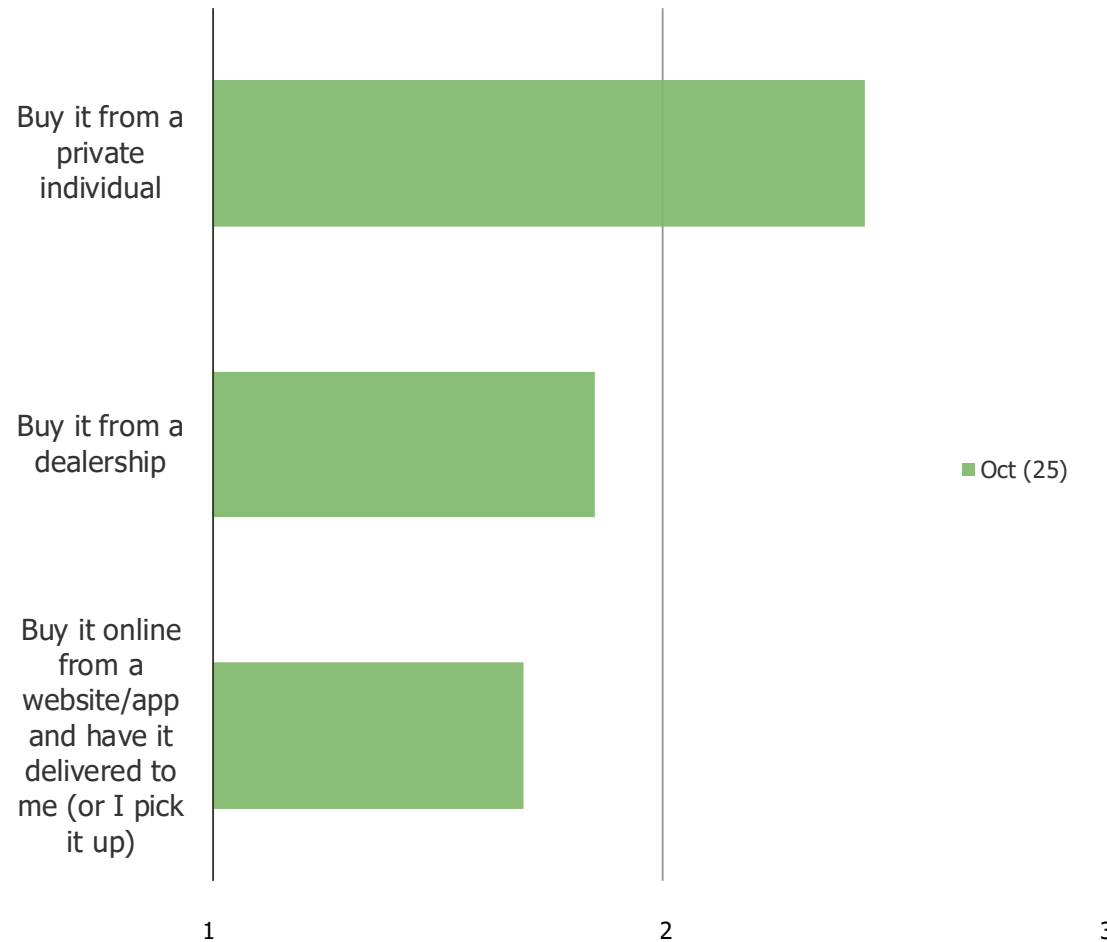
Overall, how safe did you feel buying a car directly from a private individual?

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



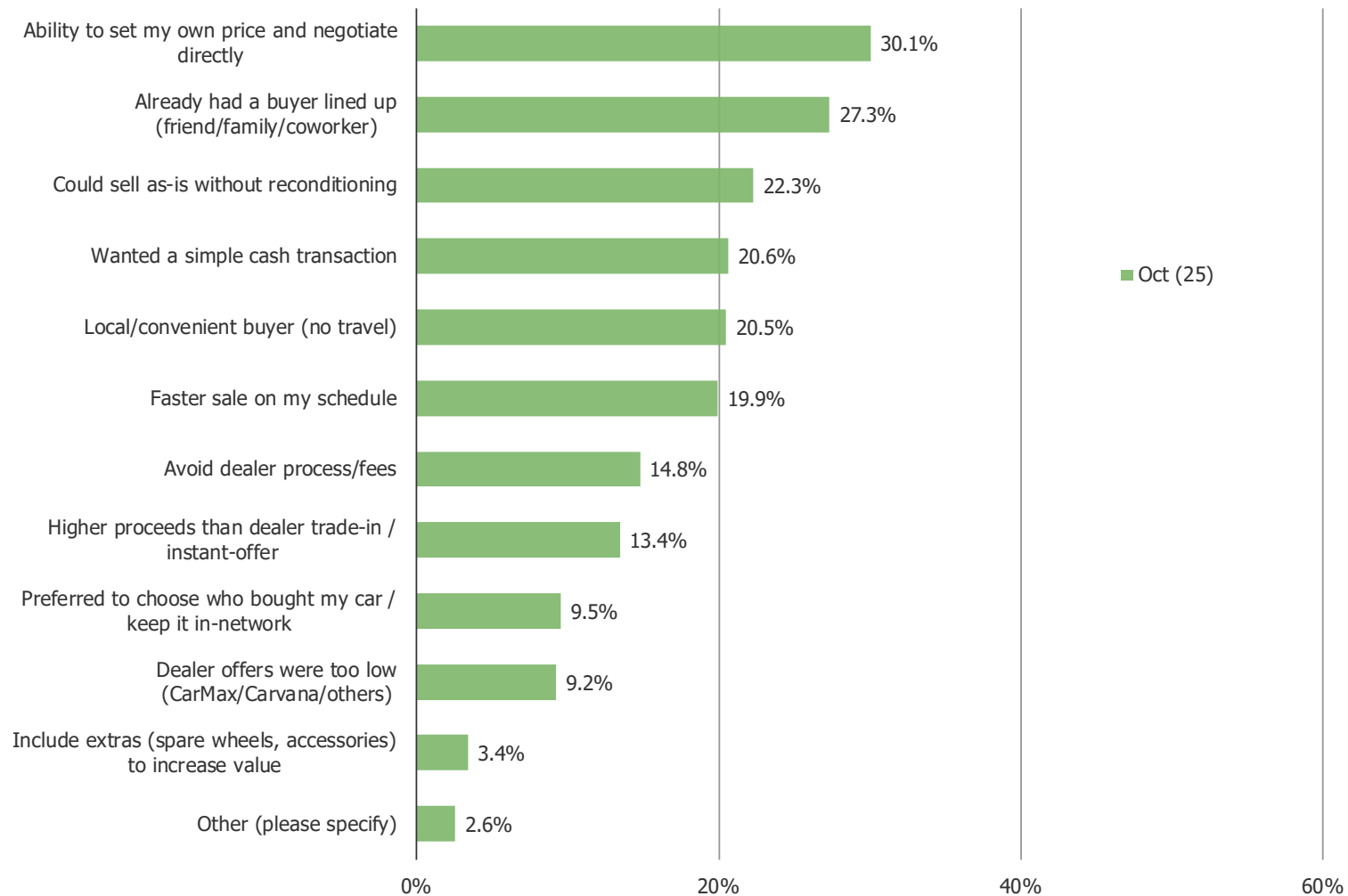
For your next car, please rank how you would try/prefer to purchase it, with your preferred choice at the top:

Posed to respondents who said they purchased a vehicle from another person. (N=1348)



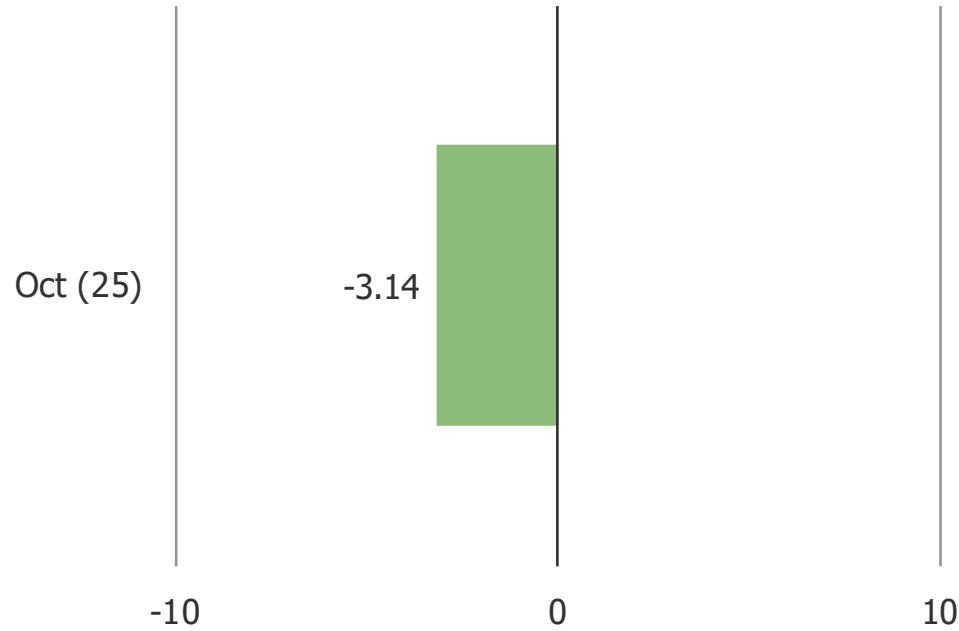
Why did you sell a vehicle directly from another person? As opposed to buying from a company or dealership. Select up to three choices

Posed to respondents who said they sold a vehicle to another person. (N=2864)



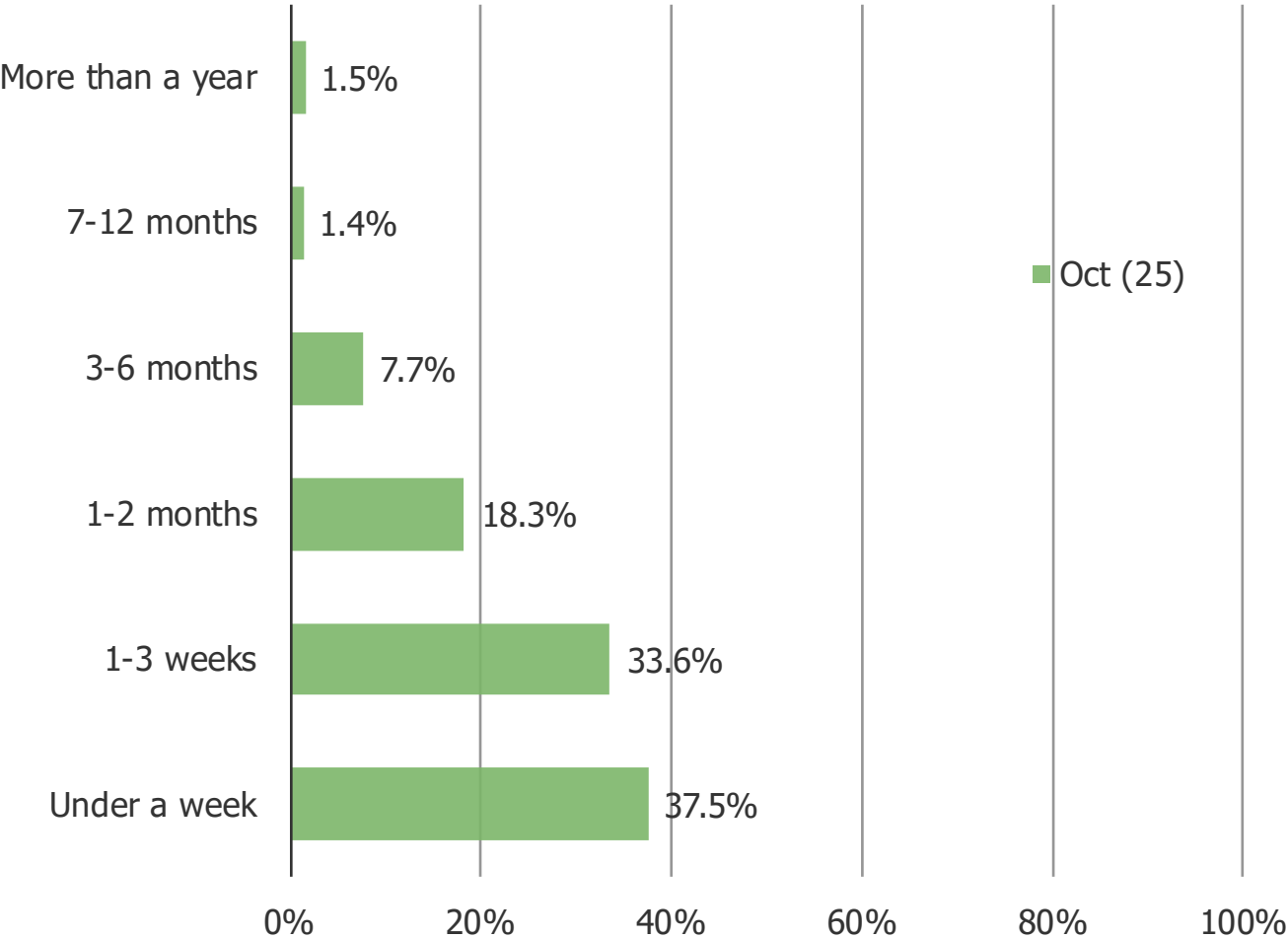
How likely is it that you would recommend selling a car from a private individual to a friend or colleague?

Posed to respondents who said they sold a vehicle to another person. (N=2864)



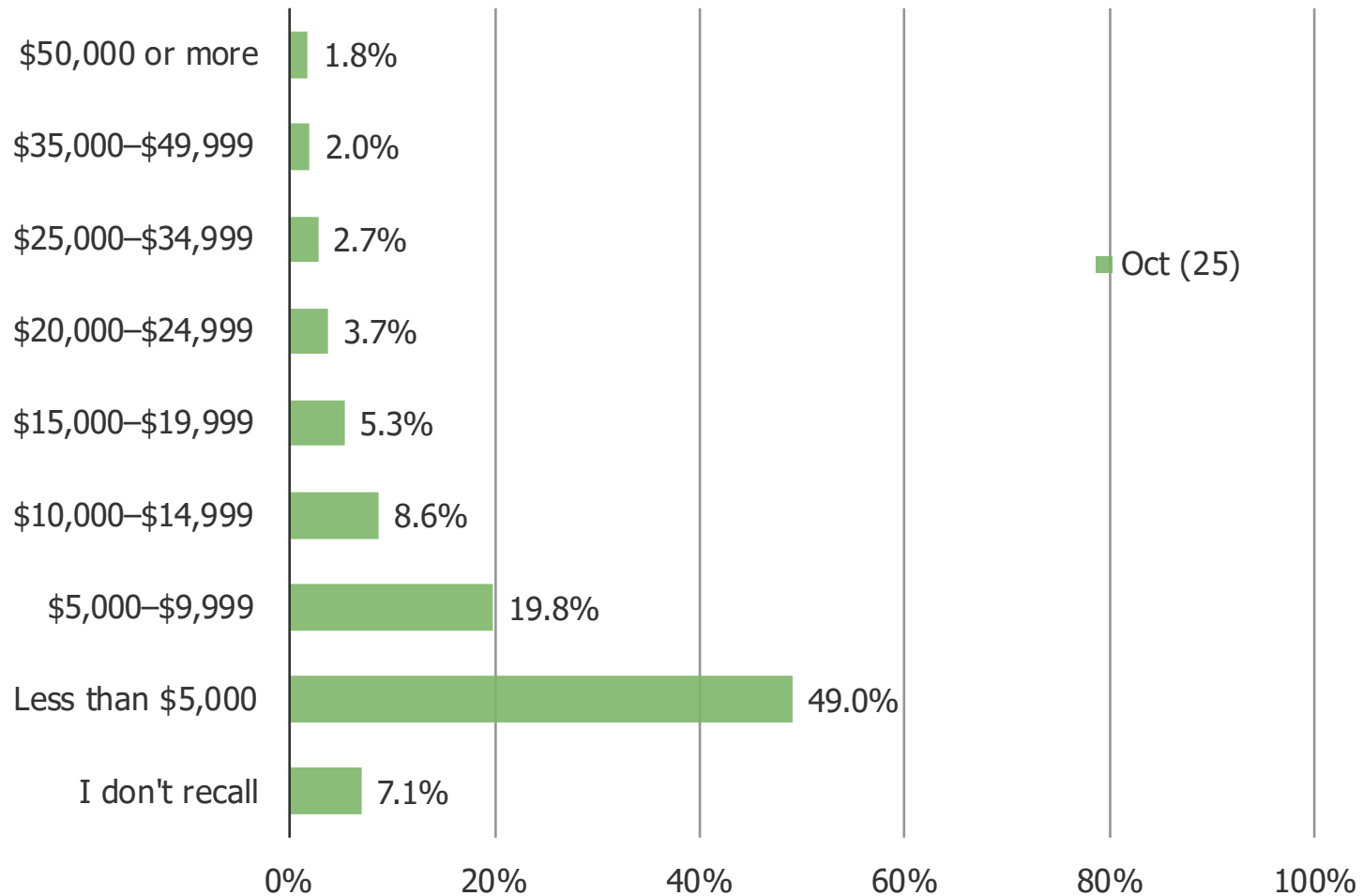
Do you recall how long it took you to sell your vehicle (from when you decided you were going to sell a car to when you actually sold the car)?

Posed to respondents who said they sold a vehicle to another person. (N=2864)



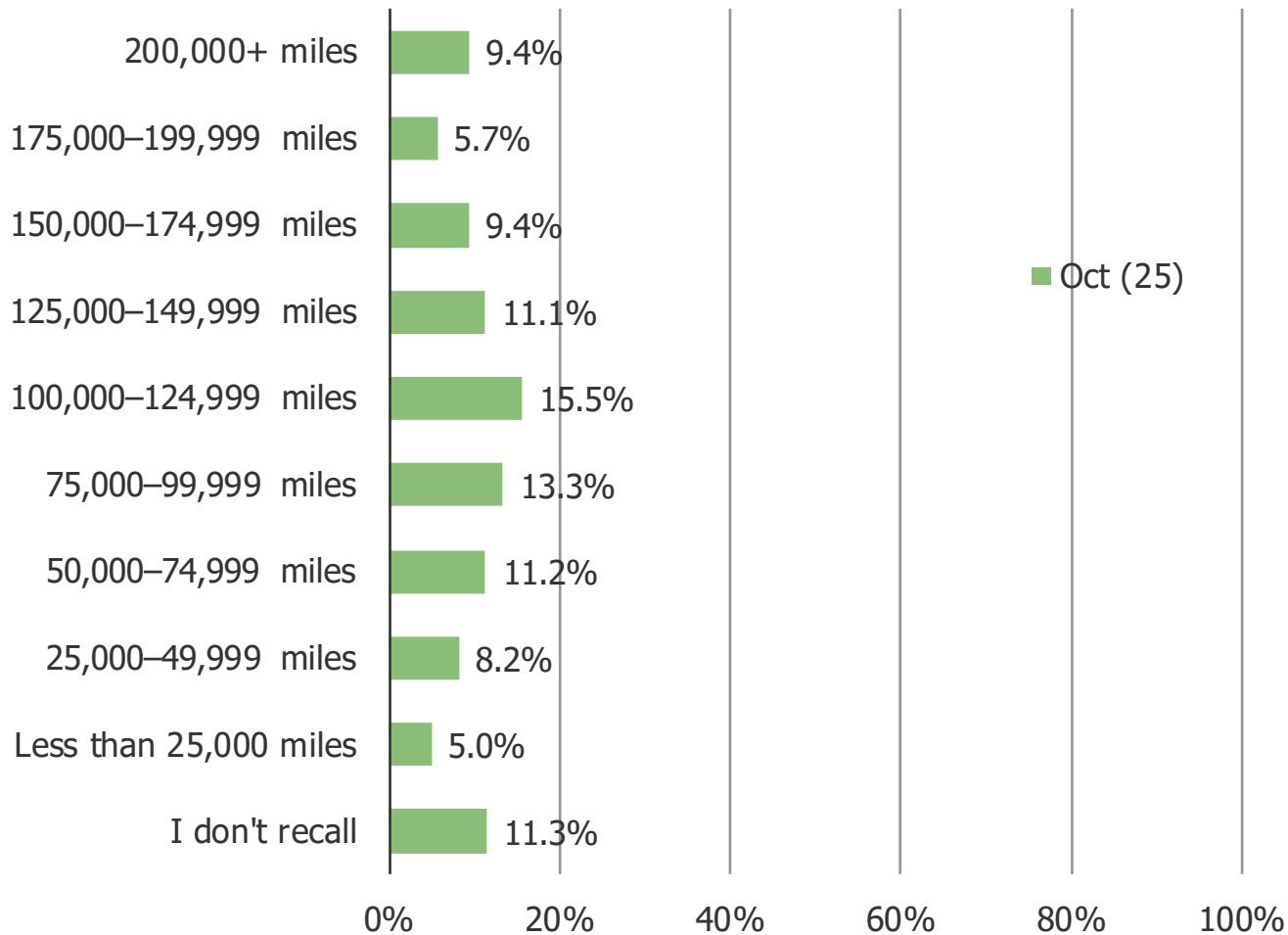
Thinking about the car you most recently sold to a private individual, do you recall the sales price of the vehicle?

Posed to respondents who said they sold a vehicle to another person. (N=2864)



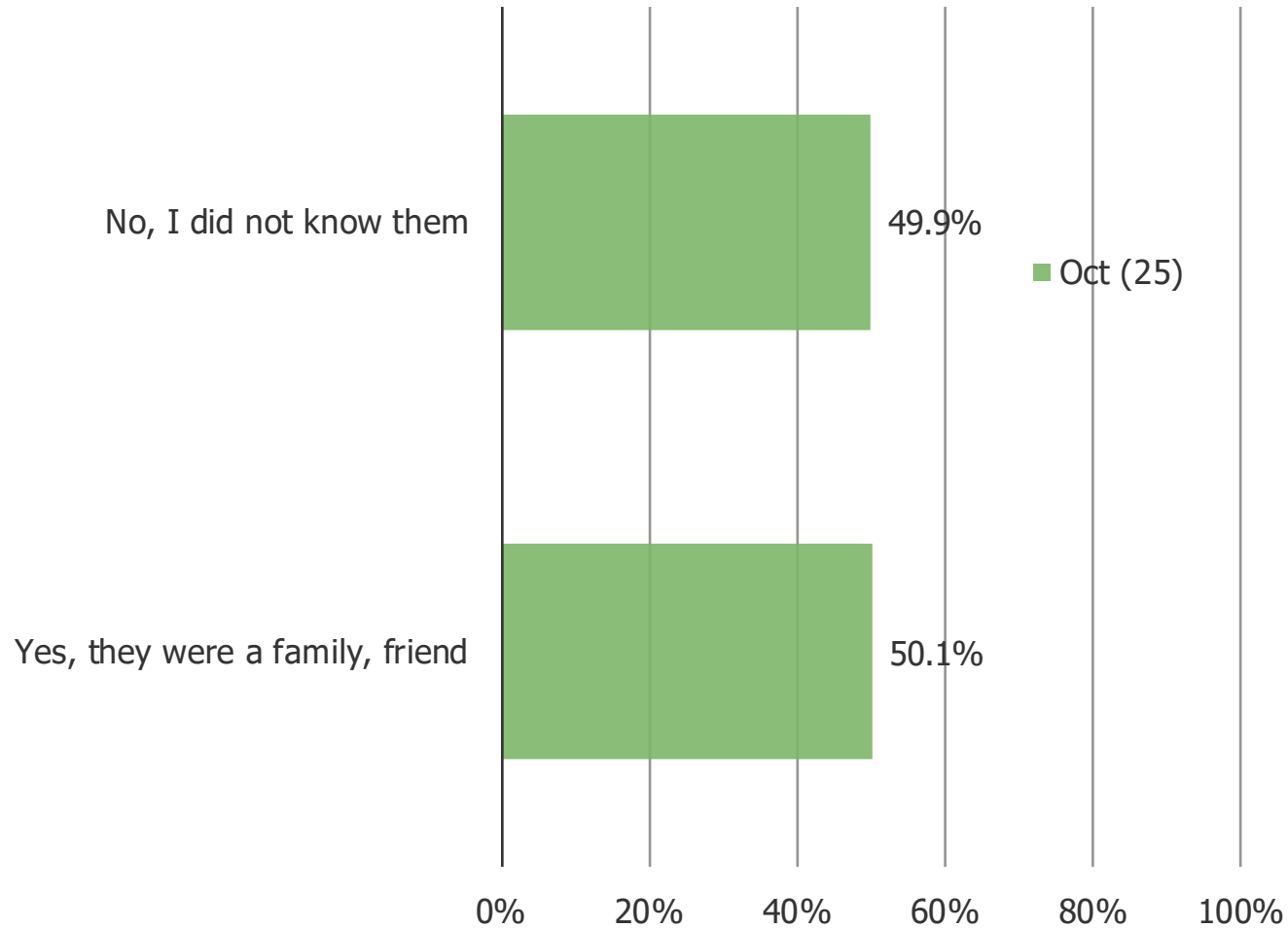
How many miles did the car have on it at the time you sold it to a private individual?

Posed to respondents who said they sold a vehicle to another person. (N=2864)



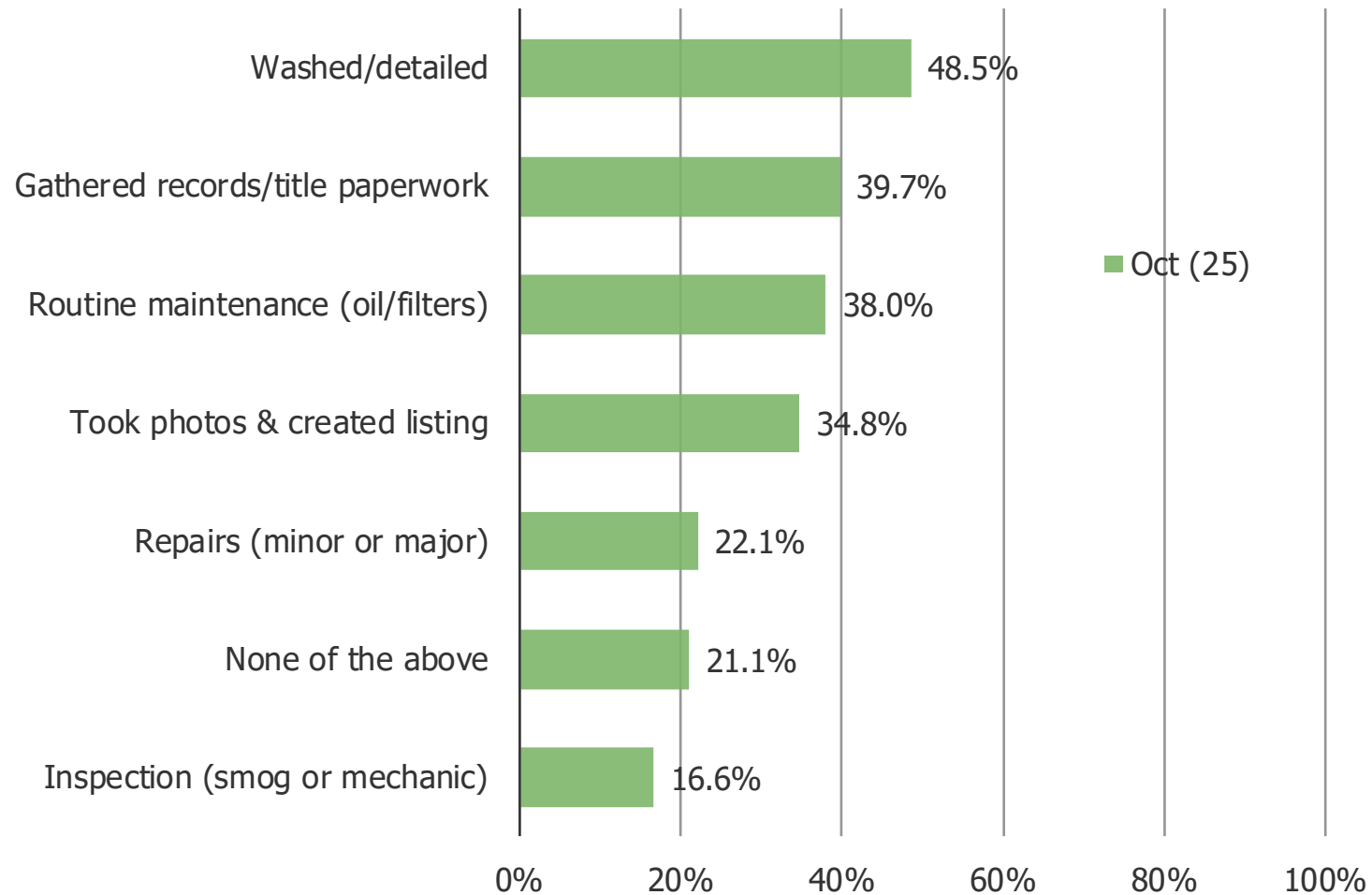
Did you know the person you sold your to from personally?

Posed to respondents who said they sold a vehicle to another person. (N=2864)



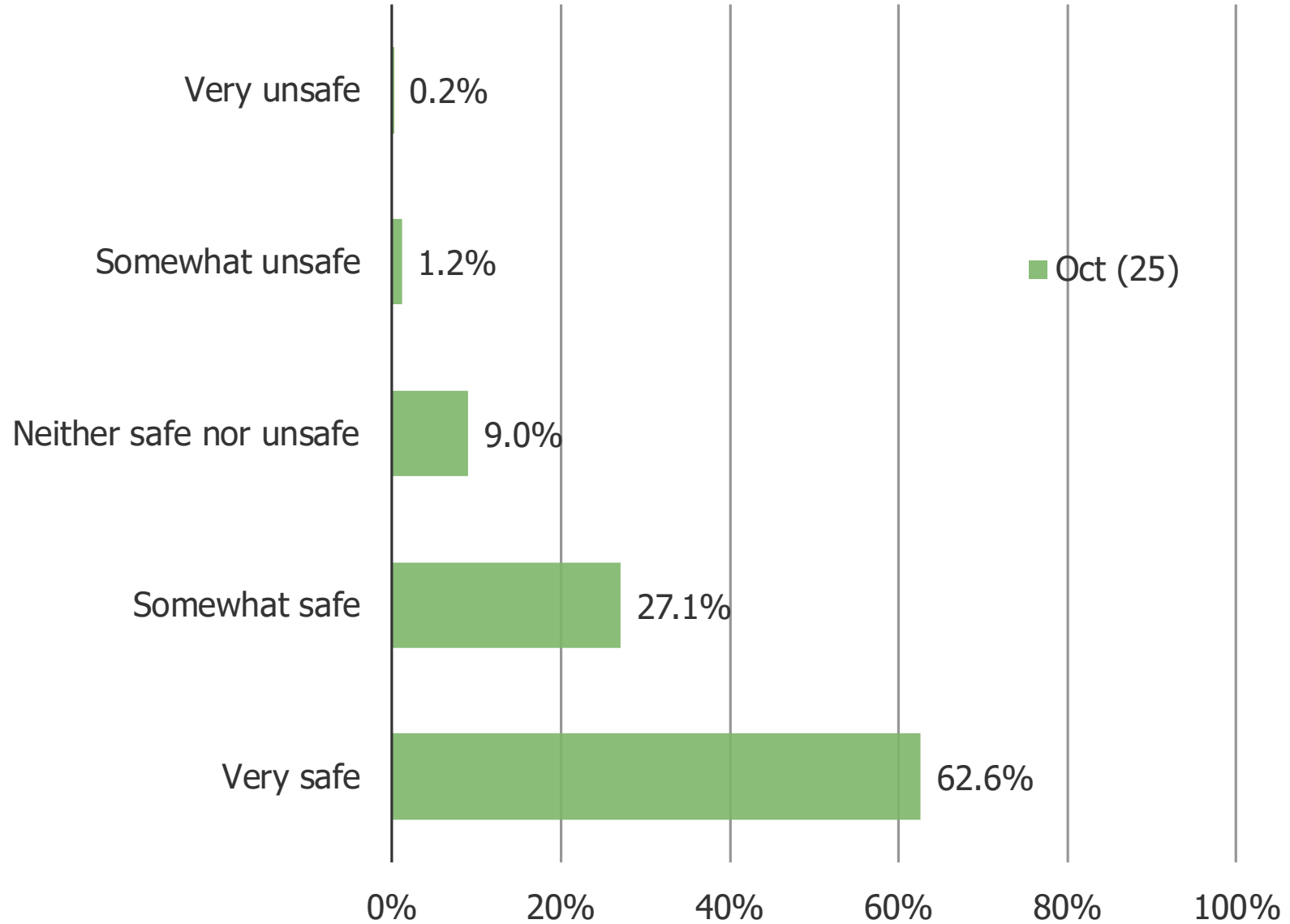
Did you make any efforts to prepare the vehicle for sale? Select all that apply

Posed to respondents who said they sold a vehicle to another person. (N=2864)



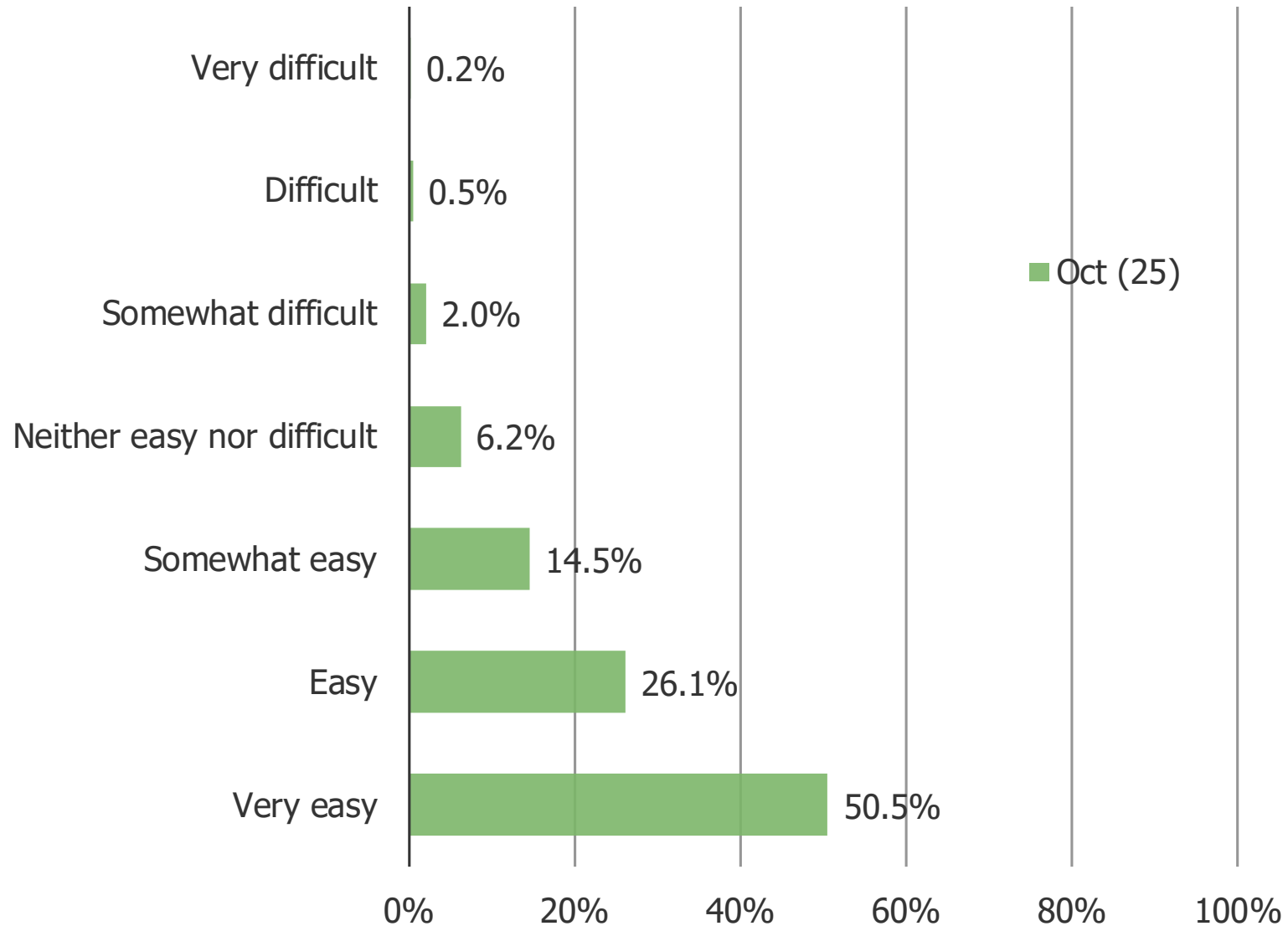
Overall, how safe did you feel selling a car directly from a private individual?

Posed to respondents who said they sold a vehicle to another person. (N=2864)



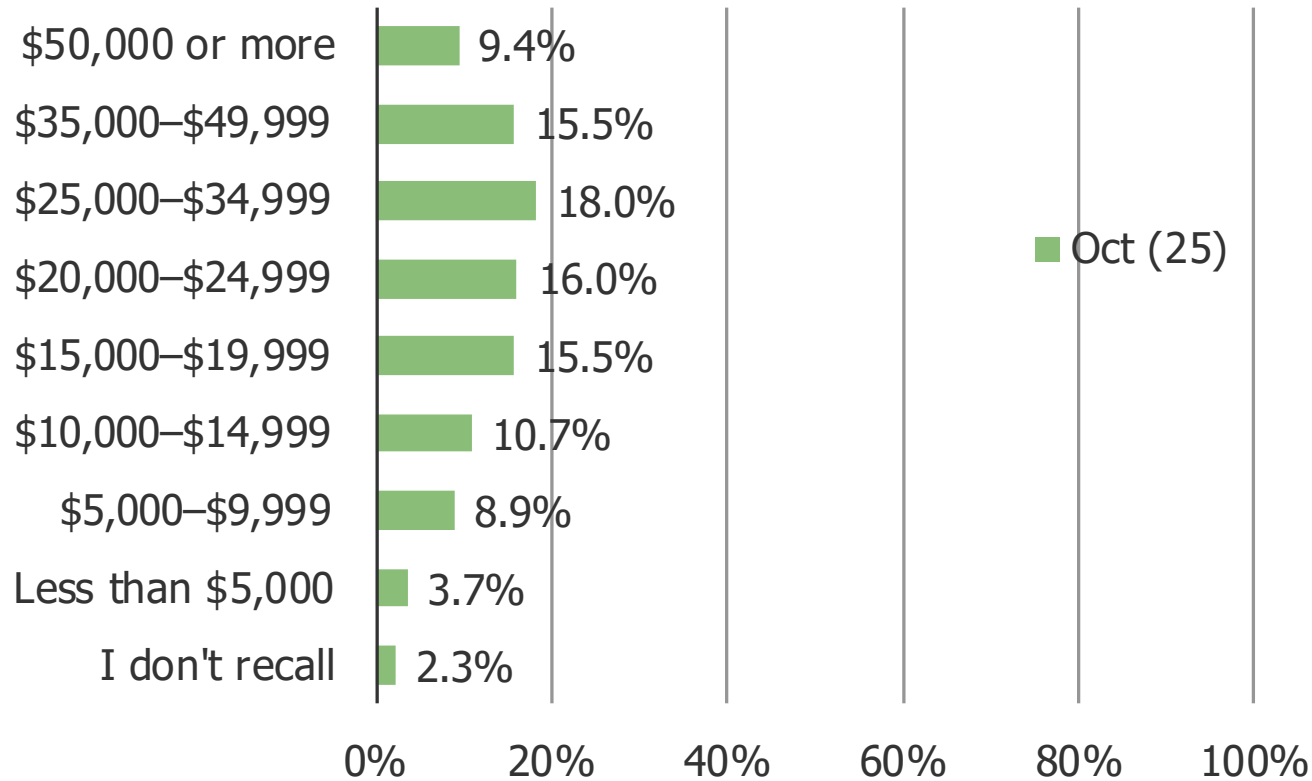
How easy / difficult did you find it to sell a car to a private individual?

Posed to respondents who said they sold a vehicle to another person. (N=2864)



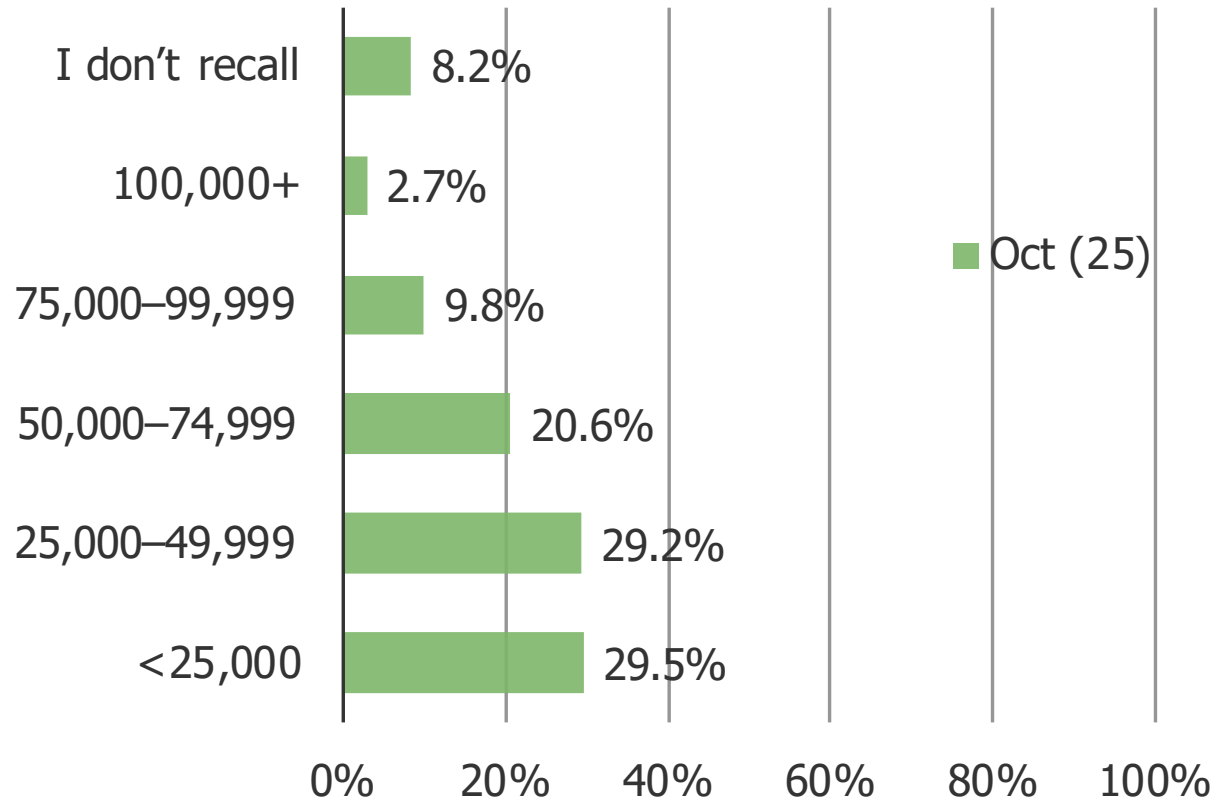
Do you recall what the price was that you paid for the car you bought on Carvana?

Posed to respondents who said they have purchased a used vehicle from Carvana. (N=438)



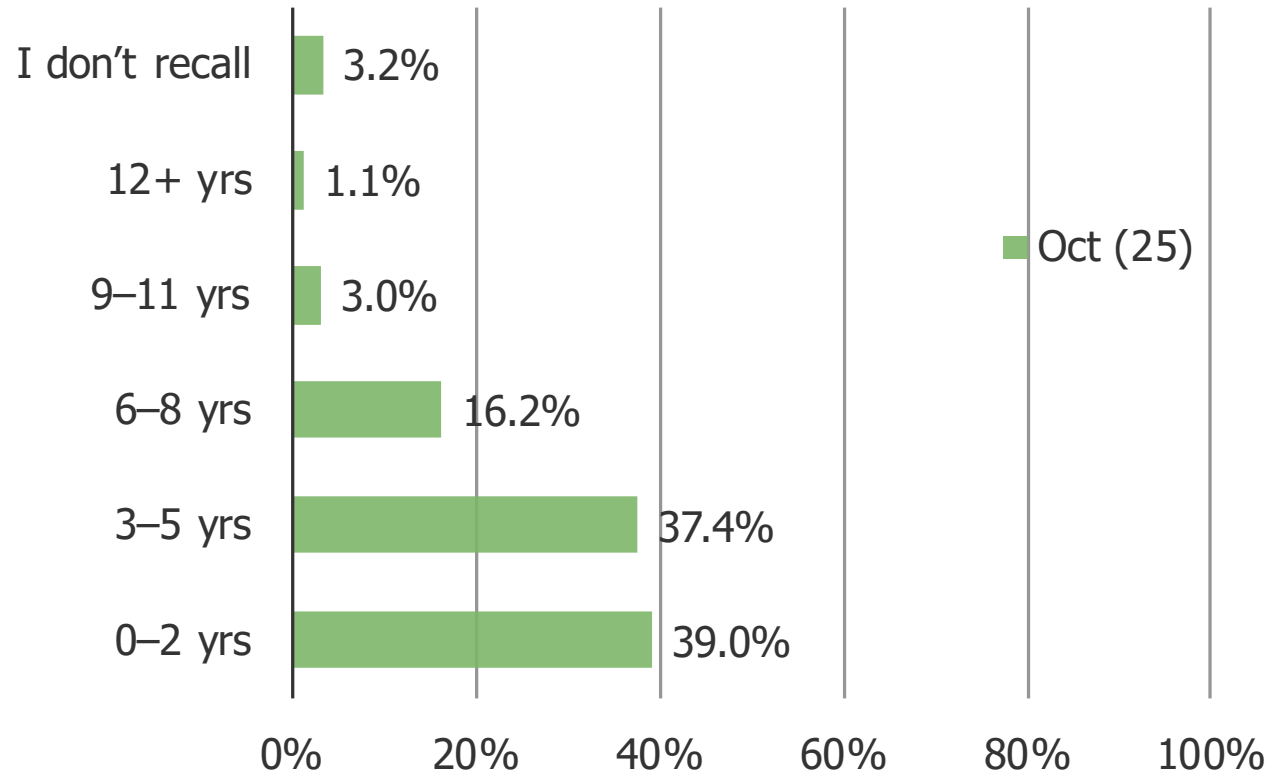
Do you recall how many miles were on the car at the time you bought it from Carvana?

Posed to respondents who said they have purchased a used vehicle from Carvana. (N=438)



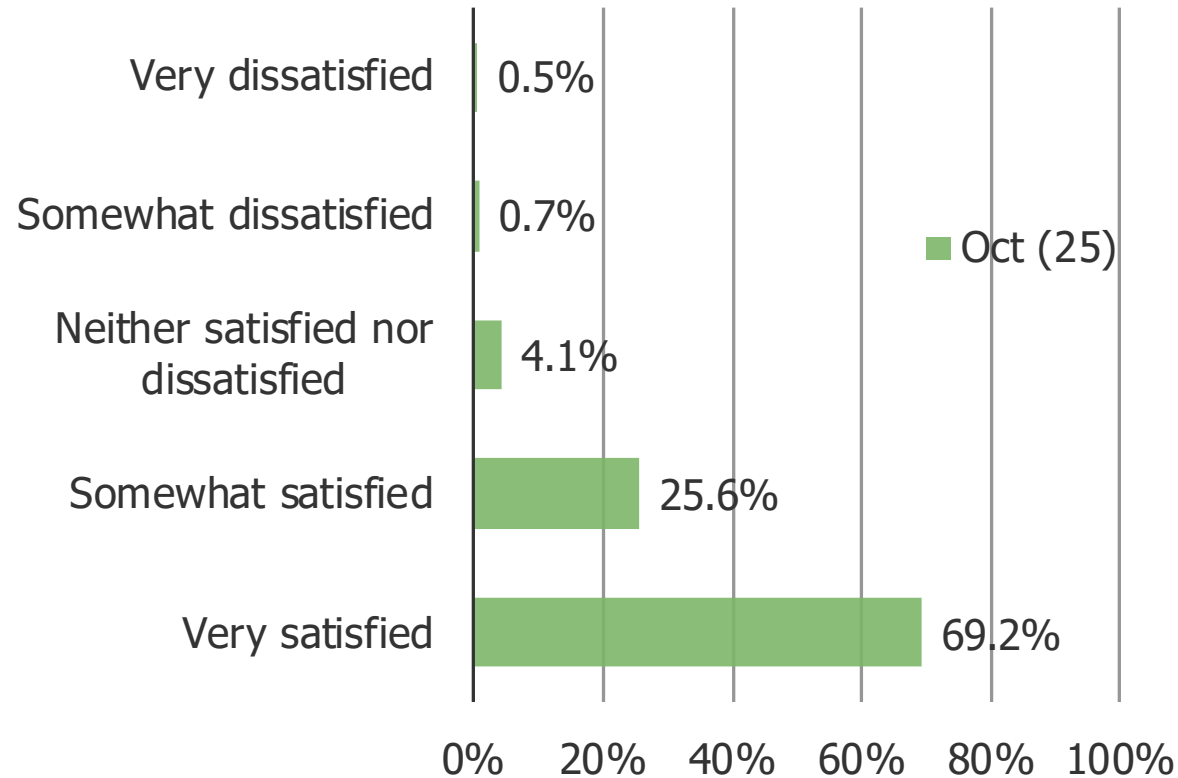
How many years old was the car that you bought from Carvana at the time you bought it?

Posed to respondents who said they have purchased a used vehicle from Carvana. (N=438)



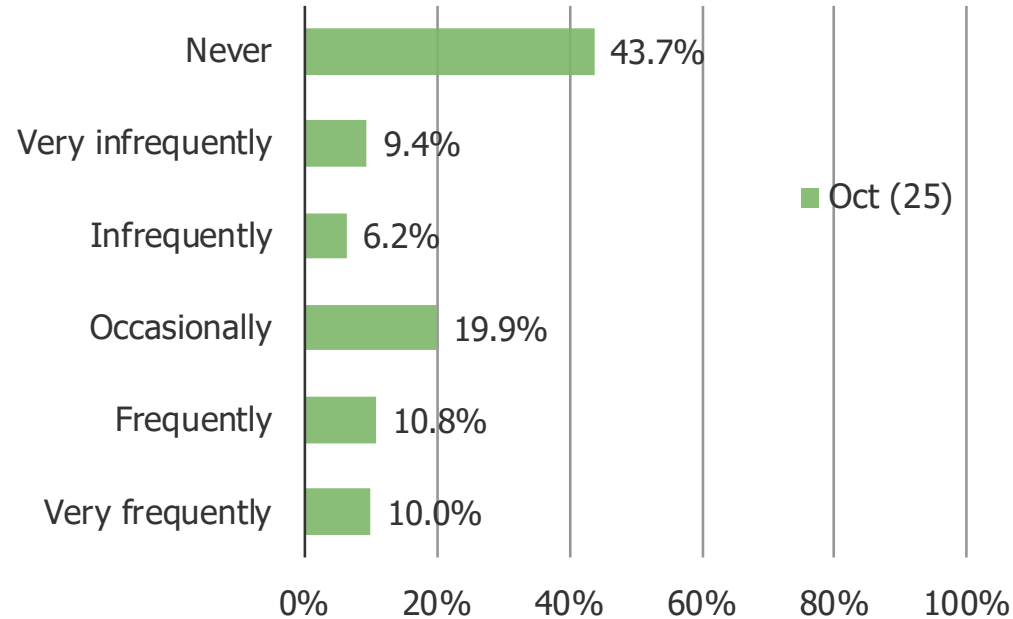
How satisfied are you at this point with the actual vehicle you bought from Carvana?

Posed to respondents who said they have purchased a used vehicle from Carvana. (N=438)

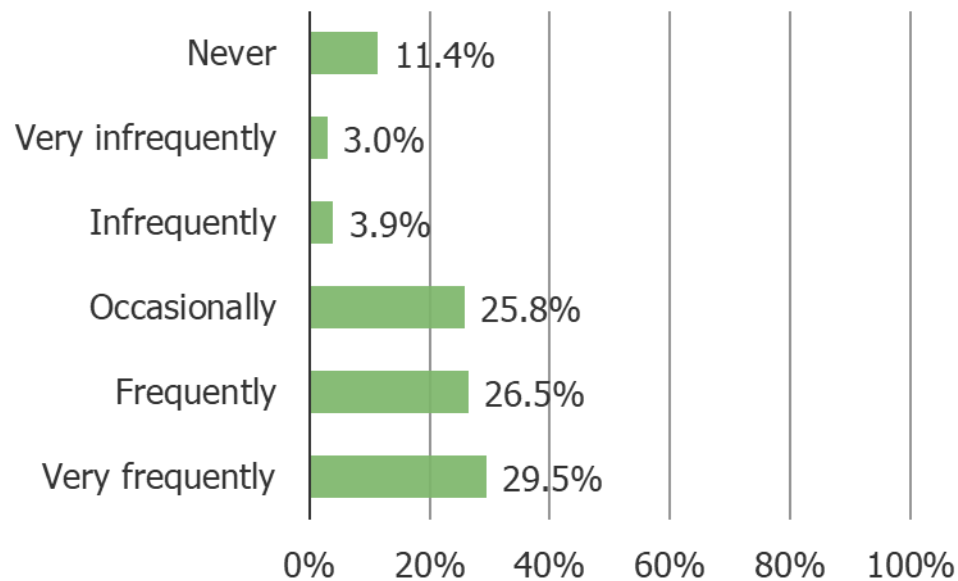


Do you use AI chatbots (IE, ChatGPT, Claude, Gemini, Grok, or others)?

Posed to all respondents. (N=9931)

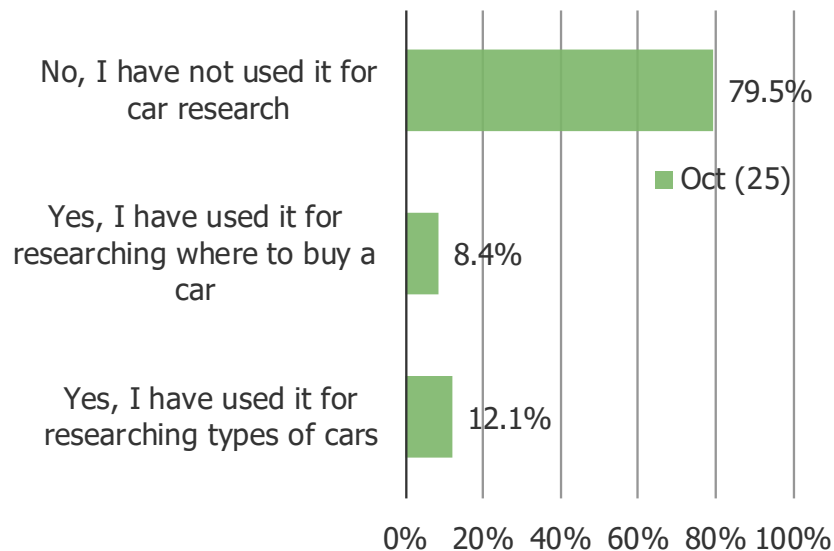


Posed to Carvana customers (N = 438)

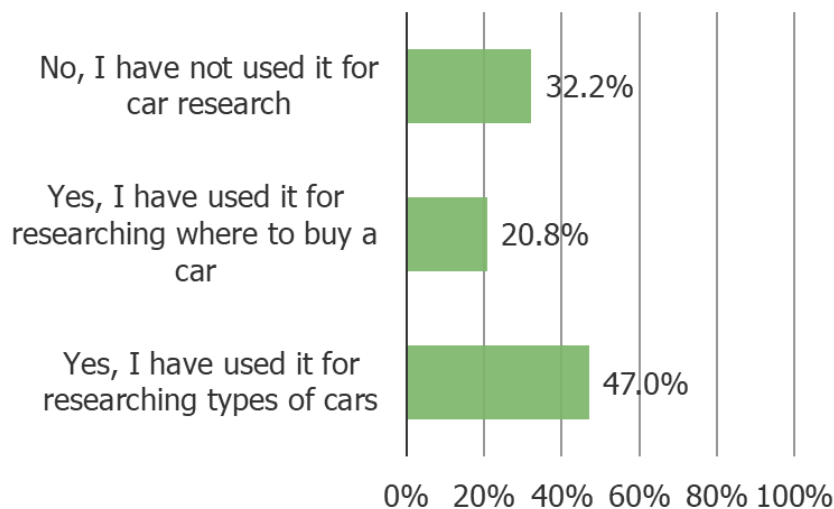


Have you ever used AI Chatbots (like ChatGPT, Claude, Gemini, Grok, or others) to do research related to buying a car?

Posed to all respondents. (N=9931)

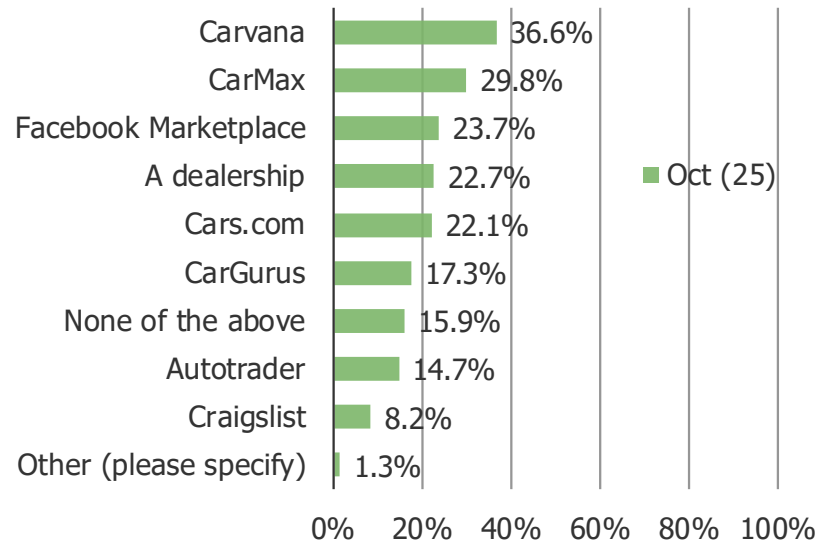


Posed to Carvana customers (N = 438)

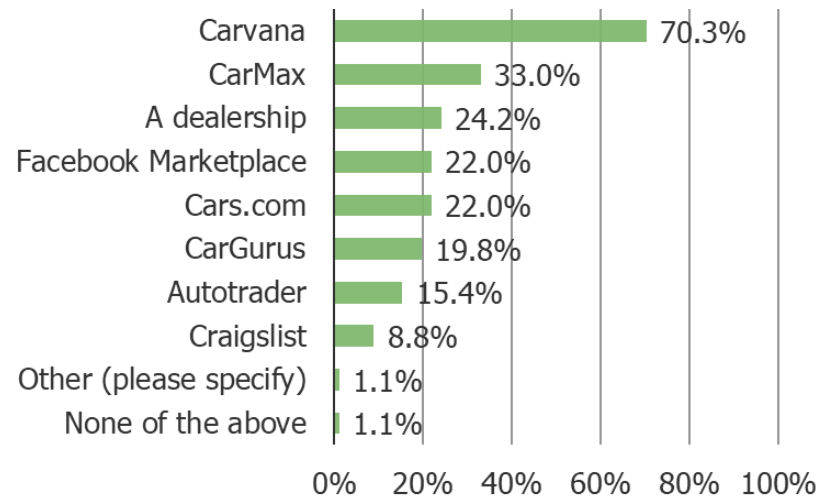


Do you recall if the chatbot recommended you look at any of the following? Select all that you can remember it recommended to you

Posed to respondents indicated that they used a chatbot to do research related to buying a car. (N=839)

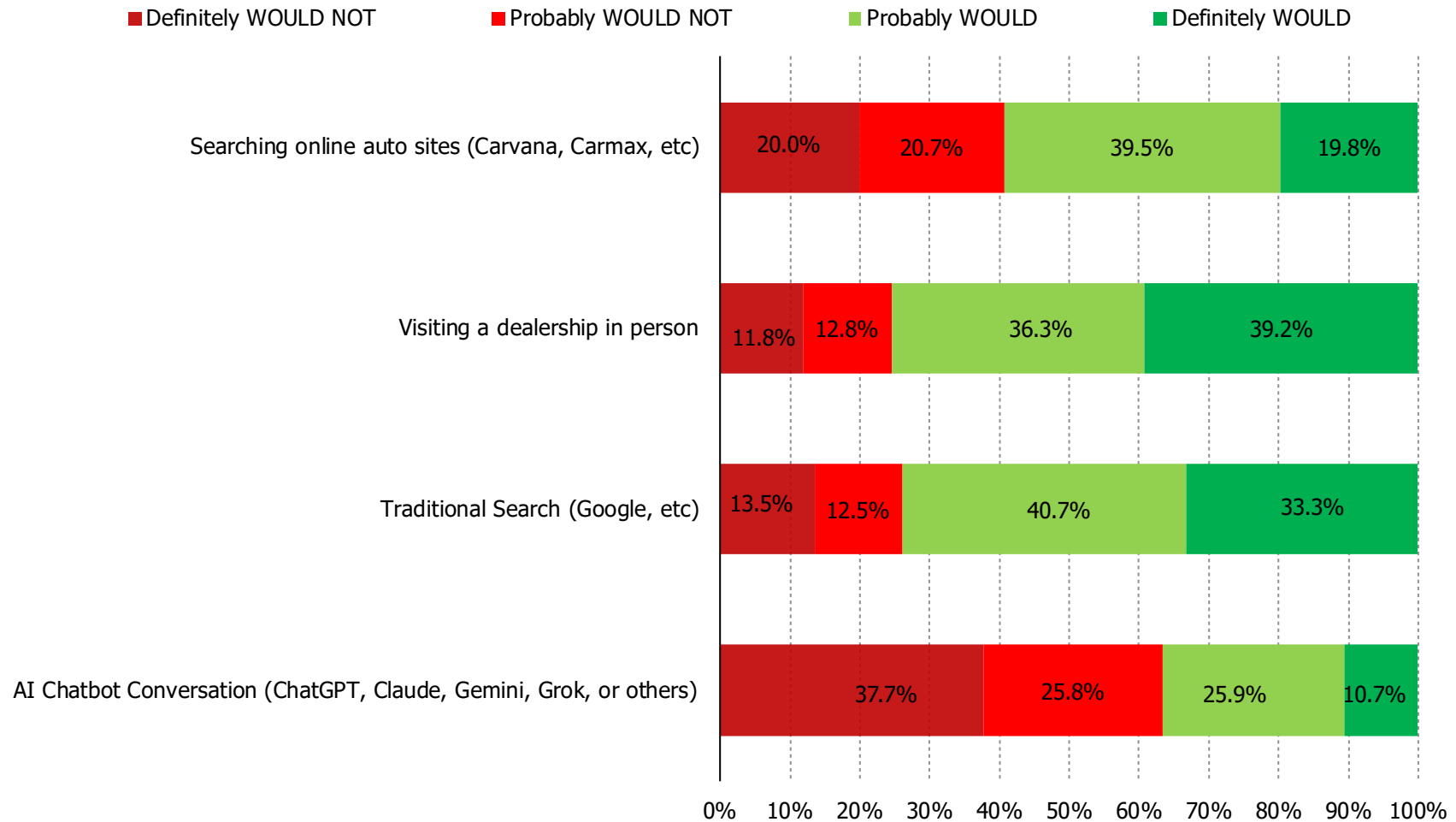


Posed to Carvana customers (N = 438)



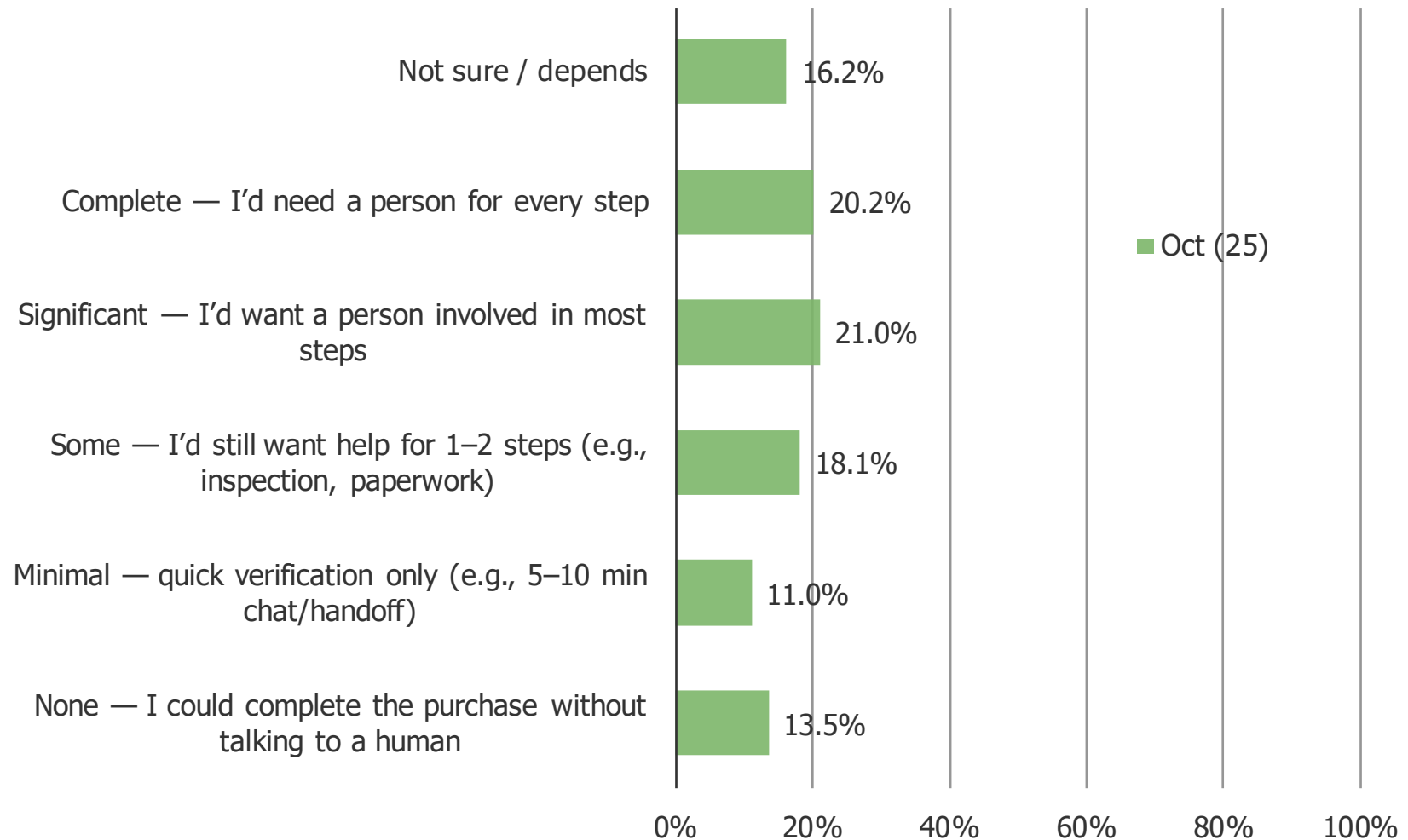
If you started doing research to buy a car today, how likely would you use the following in your process:

Posed to all respondents. (N=9931)



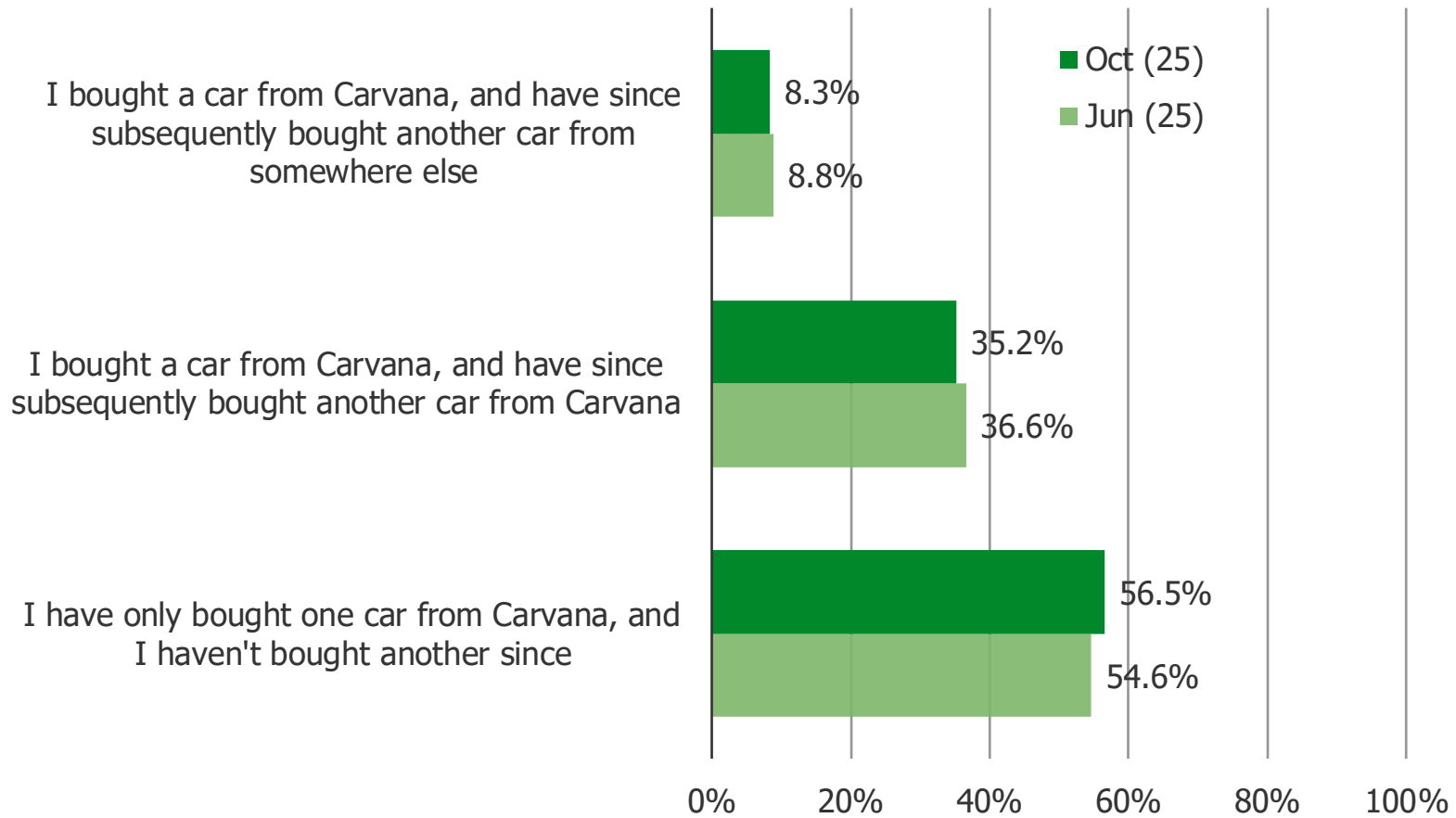
If an AI chatbot “car concierge” were available to you, how much human interaction would you still need before buying a used car?

Posed to all respondents. (N=9931)



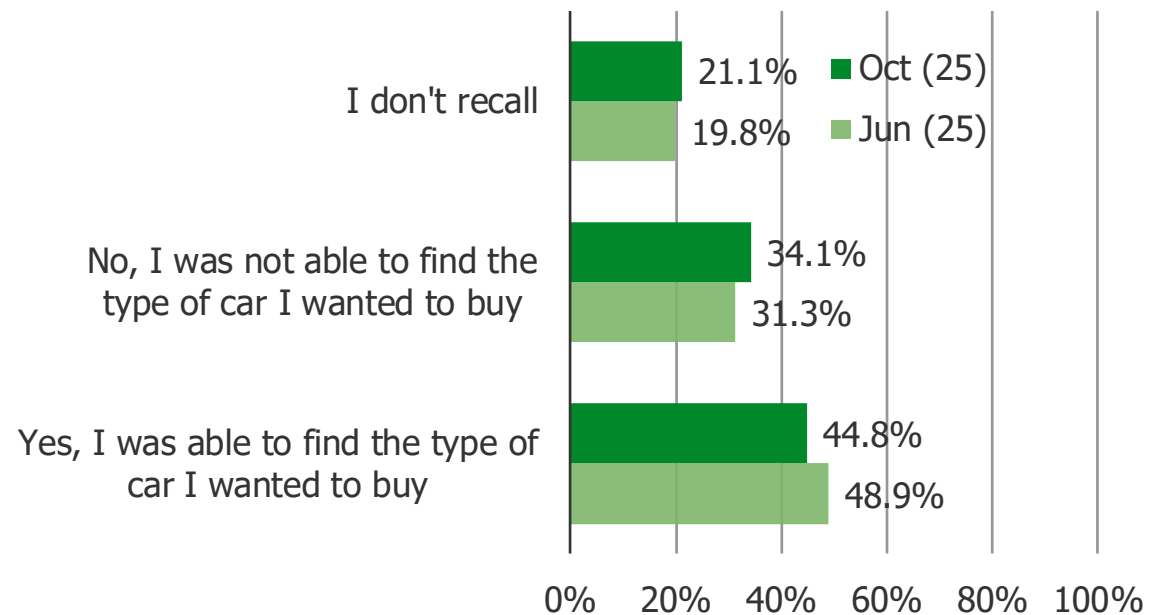
Which of the following describes you...

Posed to respondents who said they have purchased a used vehicle from Carvana. (N=384)



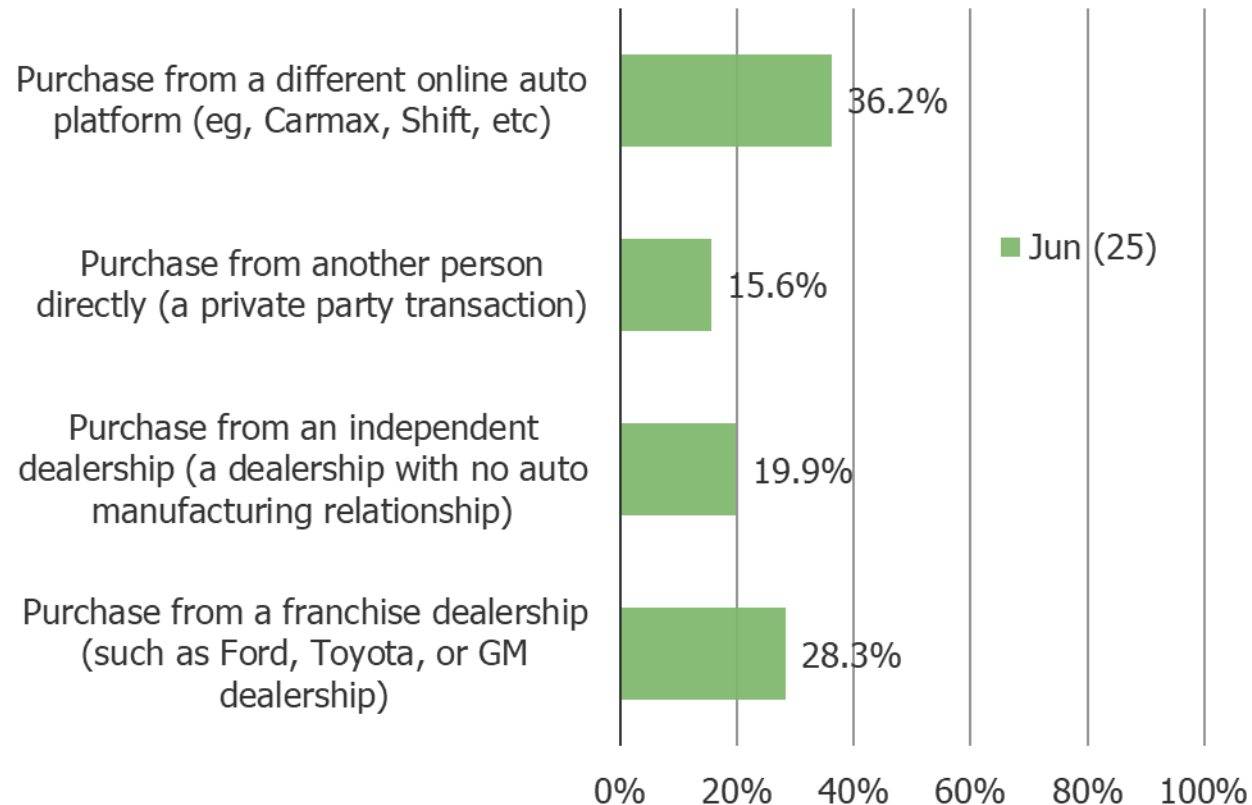
When you considered buying a car from Carvana in the past, were you able to find the type of car that you wanted to buy?

Posed to respondents who have considered buying a car from Carvana. (N=4048)



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=438)

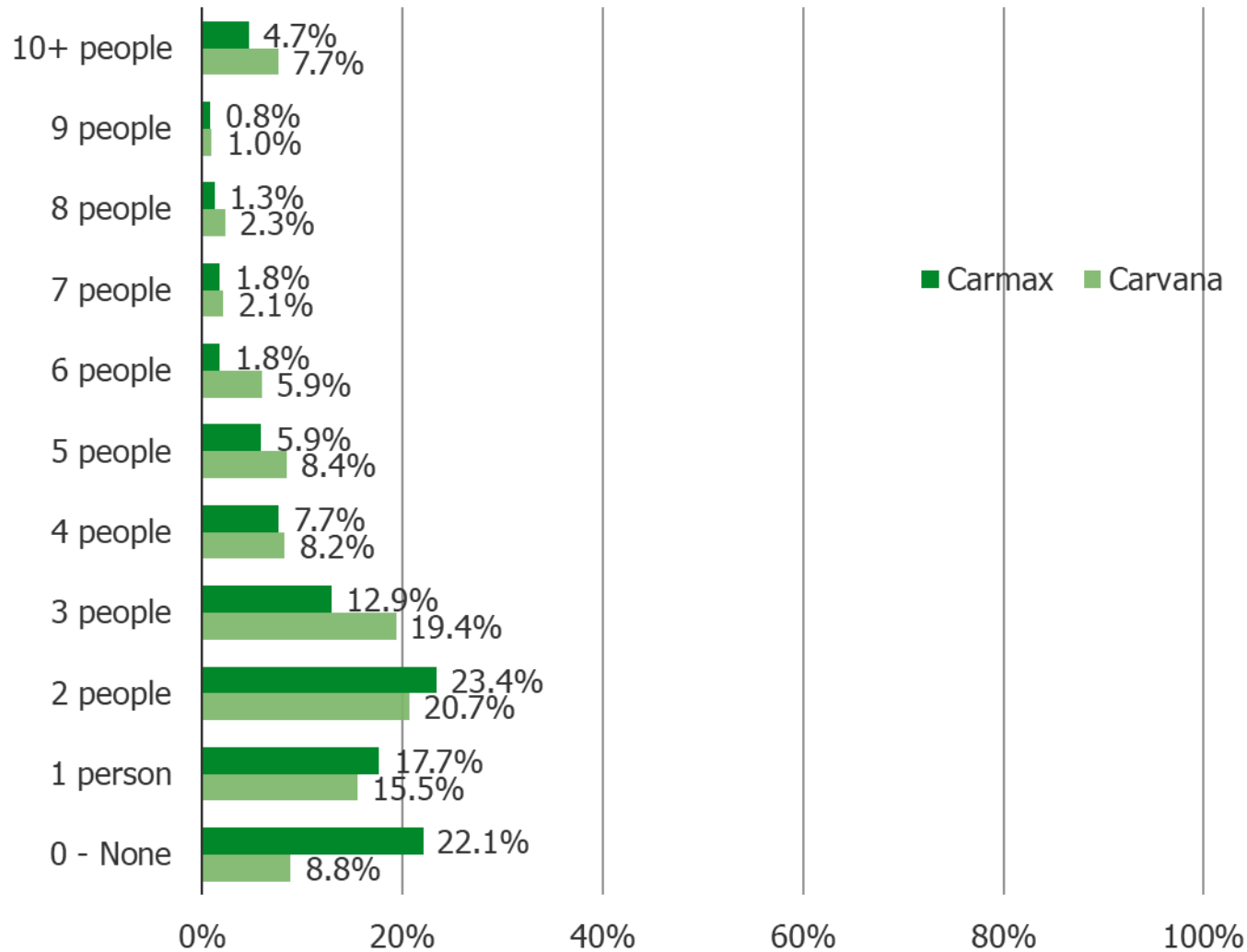


Questions Added In (June 2024)

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.

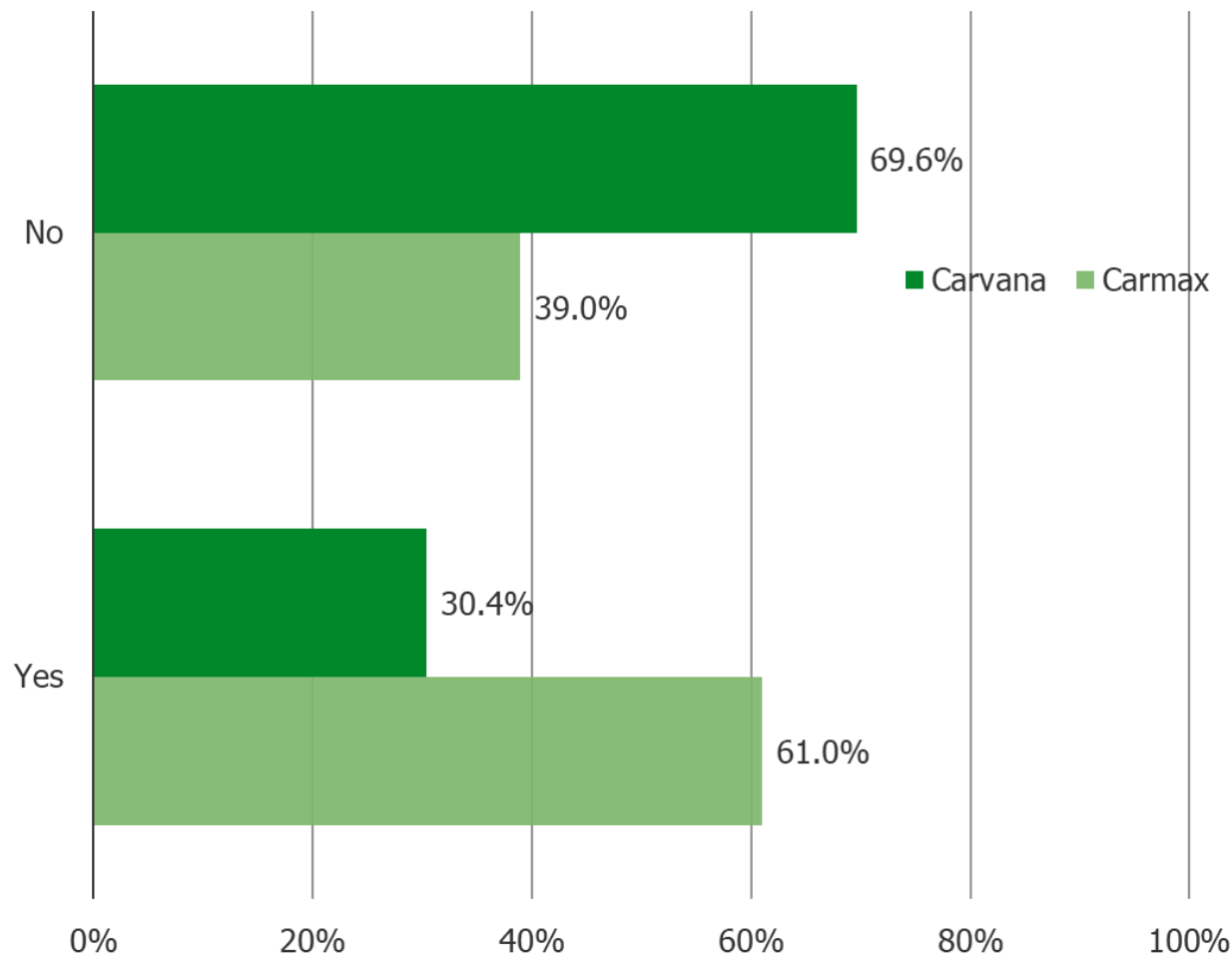
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You mentioned earlier that you bought a used car from the following, do you know someone else who bought a car from the following?

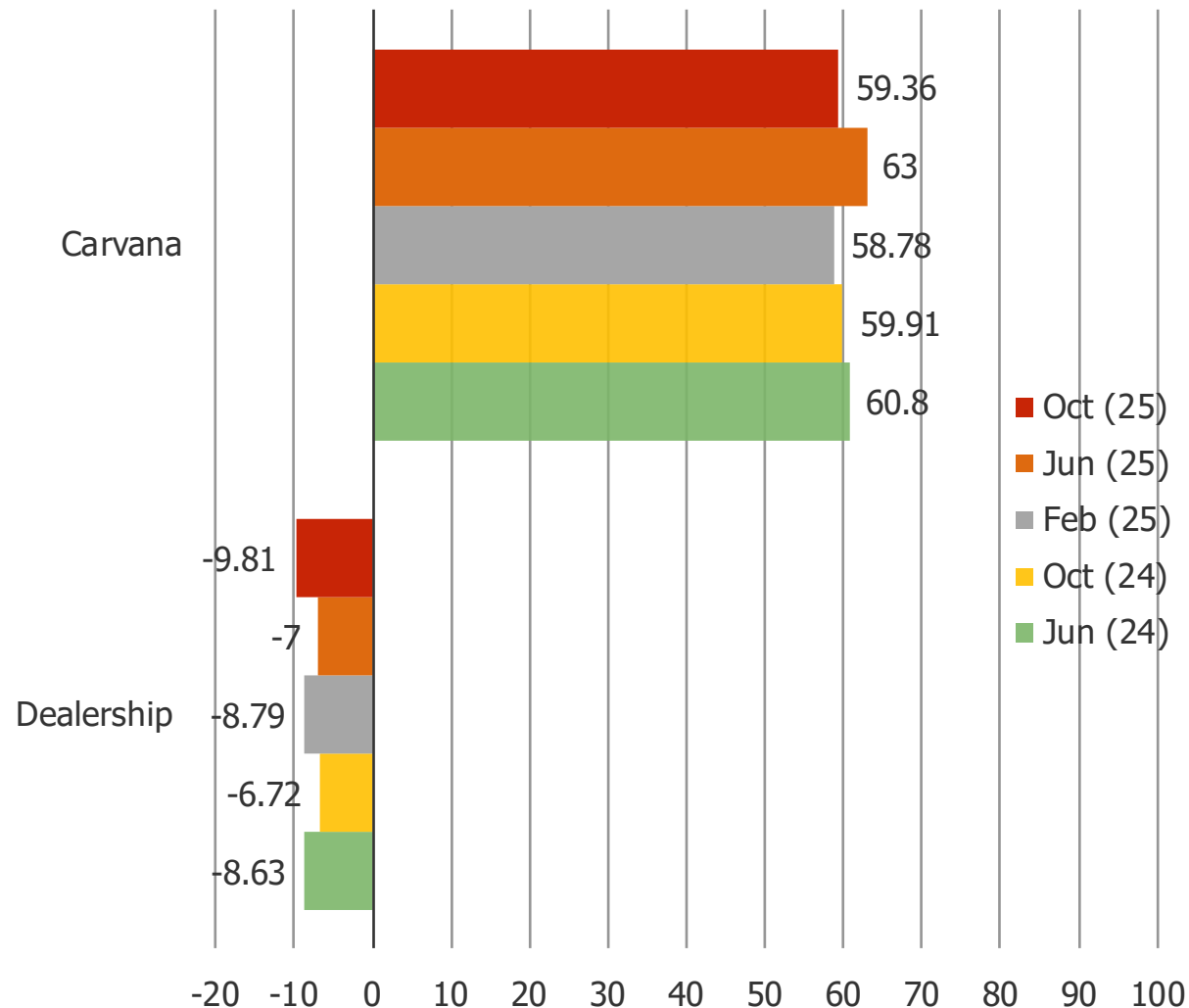
Posed to respondents who said they have purchased a used vehicle from each of the following.

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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

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

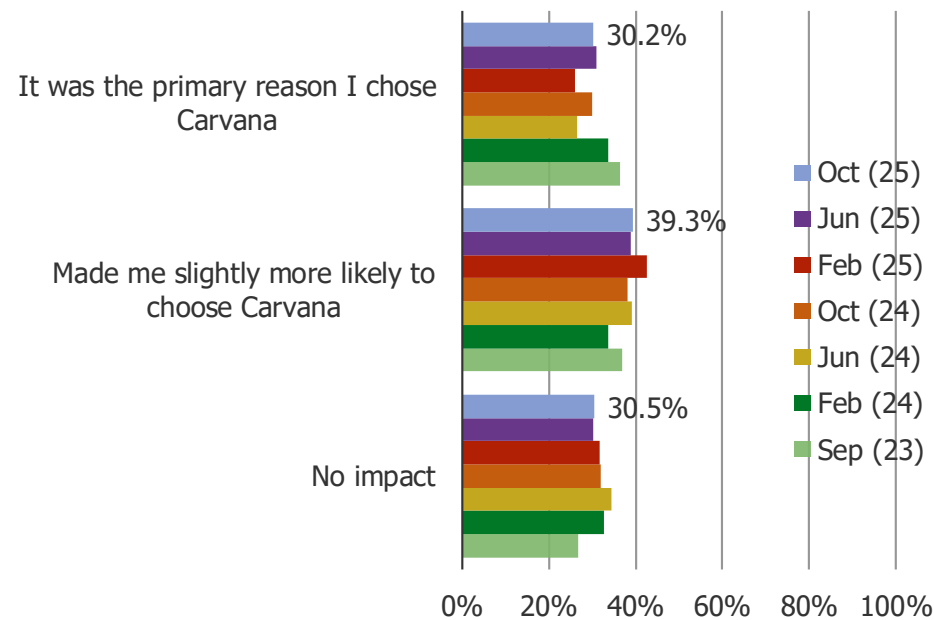
Posed to all respondents who have purchased from an online platform other than Carvana (N = 2012).



Questions Added For Wave 7

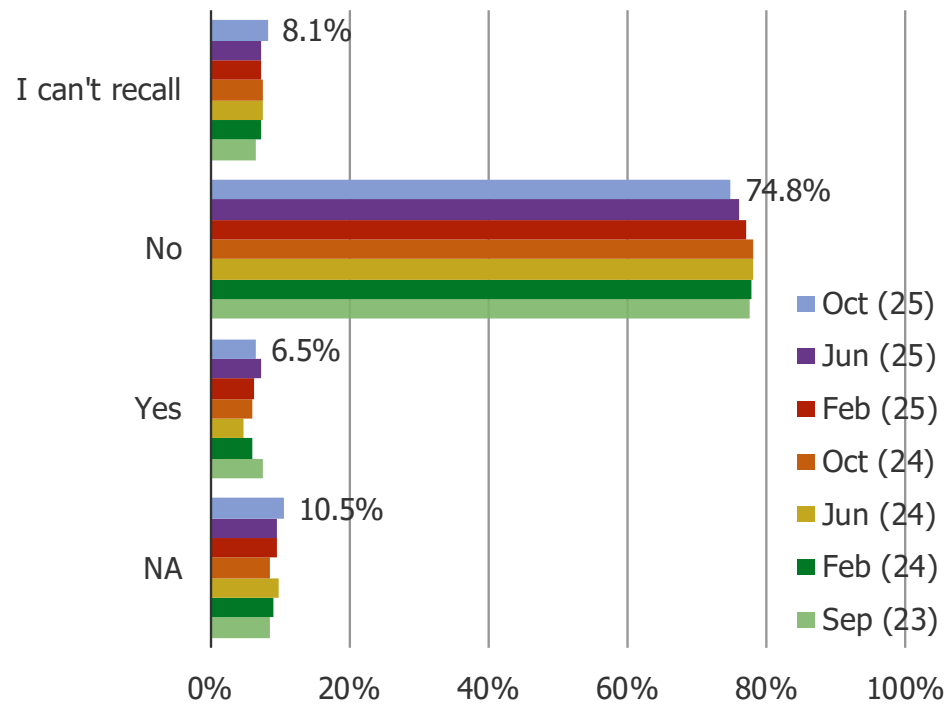
To what extent do a friend or family member's recommendation of Carvana influence your decision to buy from Carvana?

Posed to all respondents who have purchased from Carvana. (N=384)



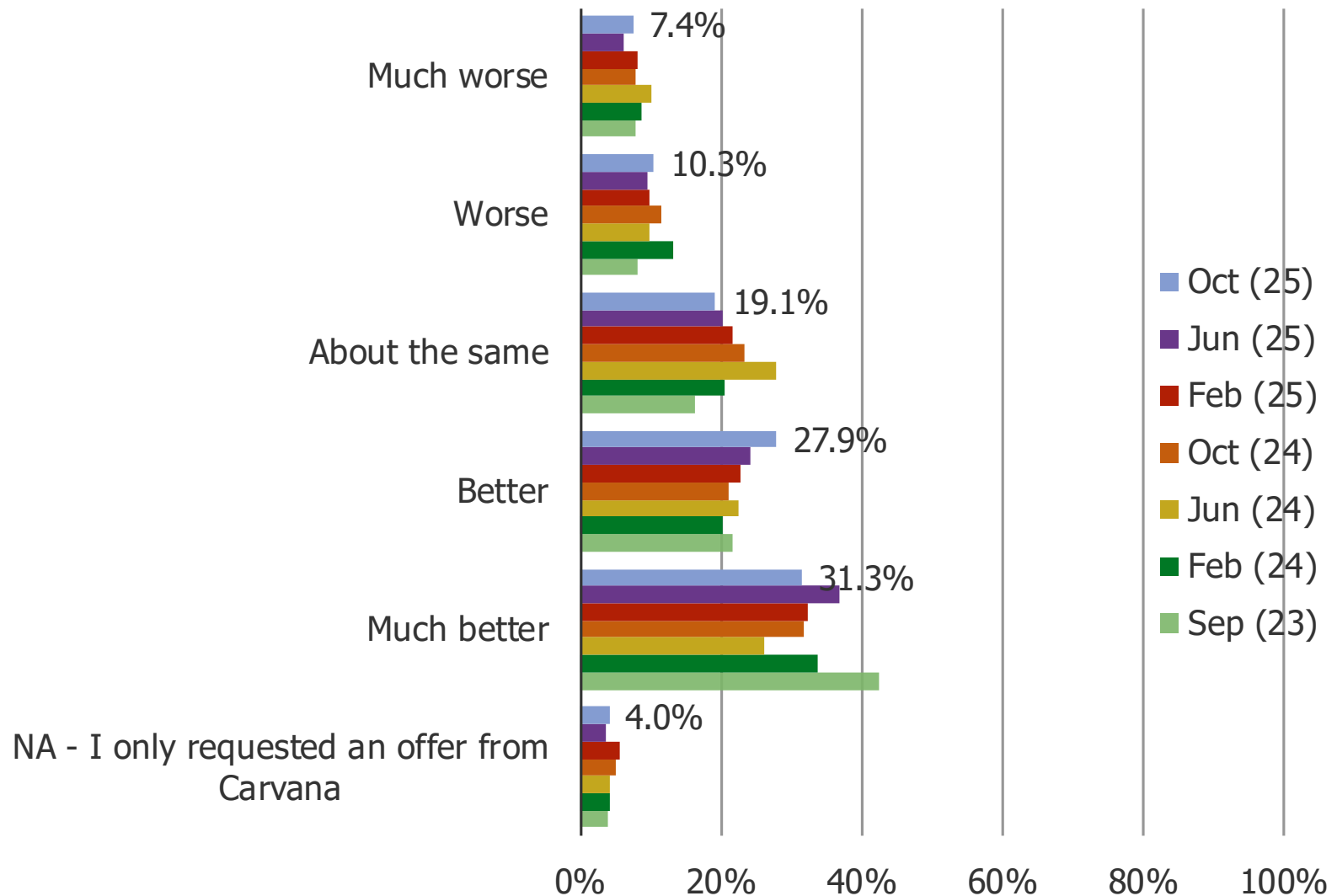
Have you ever requested an offer to trade a car in to Carvana?

Posed to all respondents. (N=9931)



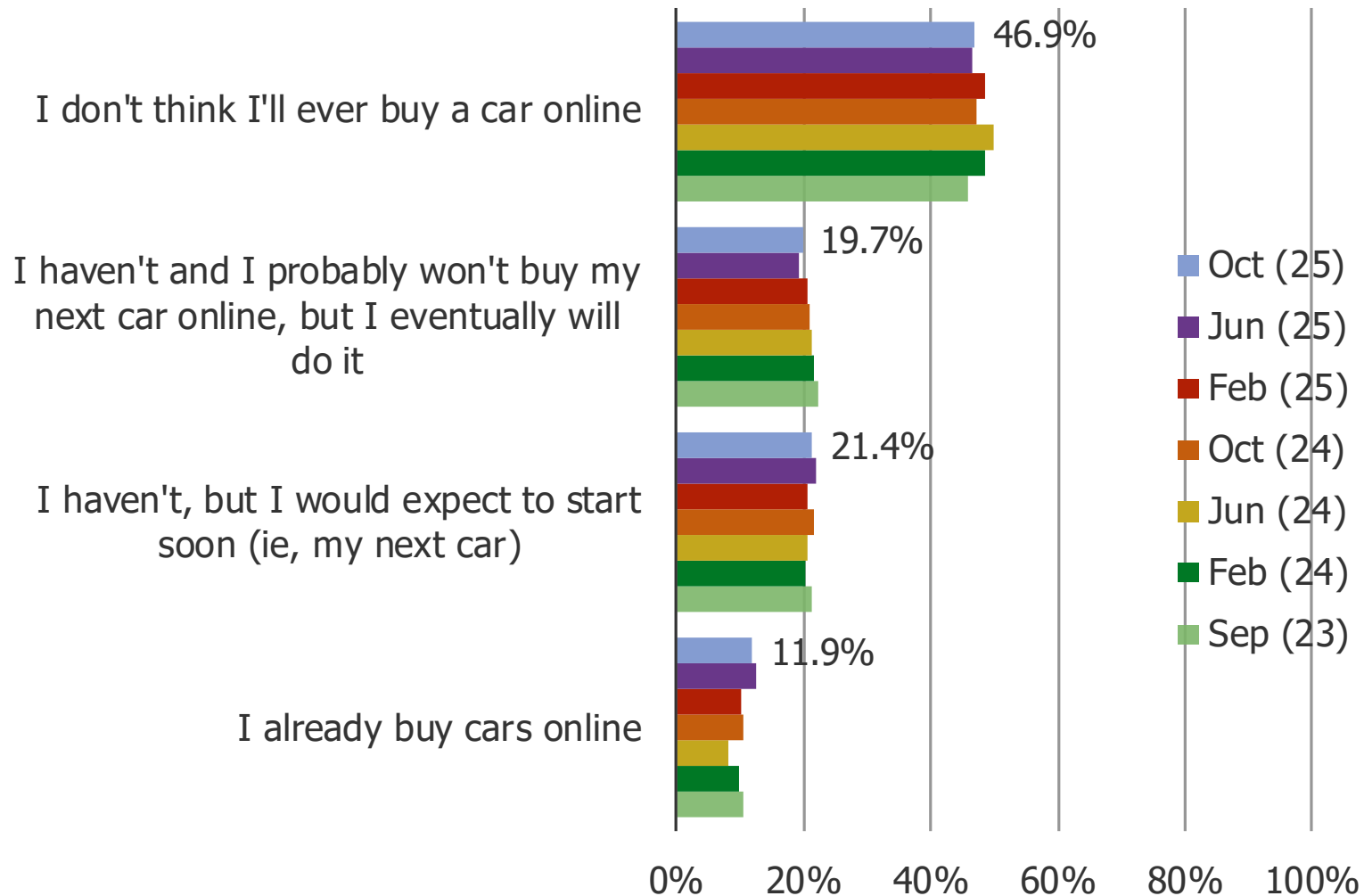
Thinking of the trade-in offer you got from Carvana, was it better or worse than offers you got elsewhere?

Posed to all respondents who requested an offer from Carvana. (N=716)



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

Posed to all respondents. (N=9931)



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)

Cause it's easy to use

Convenience and growing trust in online buying.

Easy

It seems like it might be a somewhat of an easier process to do so

It's convenient

It seems like a avenue to explore on my next purchase or sale of a vehicle

I like the easy process, as long as I get at least a 30 day warrenty with it.

Because the rates are amazing

It sounds great.

It's convenient to look at the pictures of the car online. You can search more quickly.

I don't need a car anytime soon but will likely revert to that when the time comes

Easier to find online.

I would get higher reselling price

Buying a car online is easier, better and smoother

Do not have to be around people.

Ease

I like to try many possible ways to purchase my cars

Could be easy

It seems easier

I much prefer buying in person but understand that that greatly limits my options.

Why not? It seems convenient.

No sales person

When I am able to afford a vehicle, the online option will be my choice.

Maybe it's cheaper

When it's the right time then I might buy it

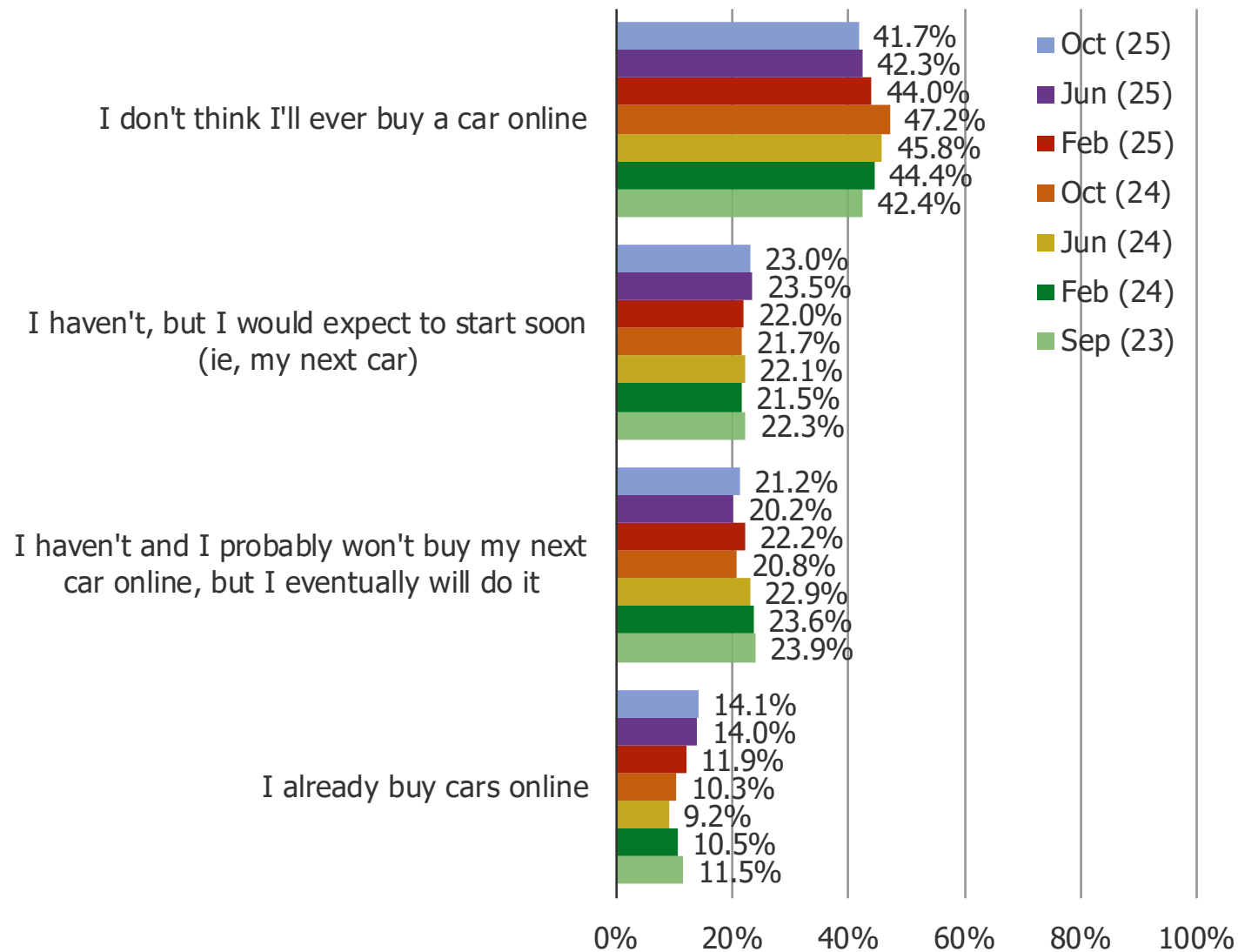
When, if ever, do you think you would buy cars online? | OPTIONAL COMMENTS, WHY?

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

Because I trust in person more
 Just the trust aspect of going to a dealership
 Prefer in-person now, may try online later.
 If they had the selection and price I'm looking for and local dealerships have less attractive offerings in comparison
 You do almost everything online nowadays
 Not sure about buying sight unseen!
 I feel more comfortable seeing and driving a vehicle first before I buy it.
 I might look into it.
 Always buy new
 I'm just not thinking of buying right now, but I'd consider doing it.
 I like to take a test drive first.
 I have to find exactly what I want and have it thoroughly inspected.
 I would like to see in person first
 Don't know how good it is and what happens if it is a lemon
 Habit
 No particular reason
 I think it could be a little risky buying a car online, I might consider it in the future though.
 Will have to check out the online websites
 Down payment and financing
 I have a hard time trusting
 I'm not sure that I ever will, but there's always the possibility.
 I plan to use my car until I can't anymore
 I want to see before buying
 I am nervous to get to get a car and have it not be good and then be stuck with it
 I like to research the companies and the customers reviews on everything I buy. Looking at a car in person is the best way.
 I want to see the car and drive it
 I prefer to shop for cars in person

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

Focusing specifically on respondents who own/lease one or more cars (N = 7538)



Questions Added for Wave 6

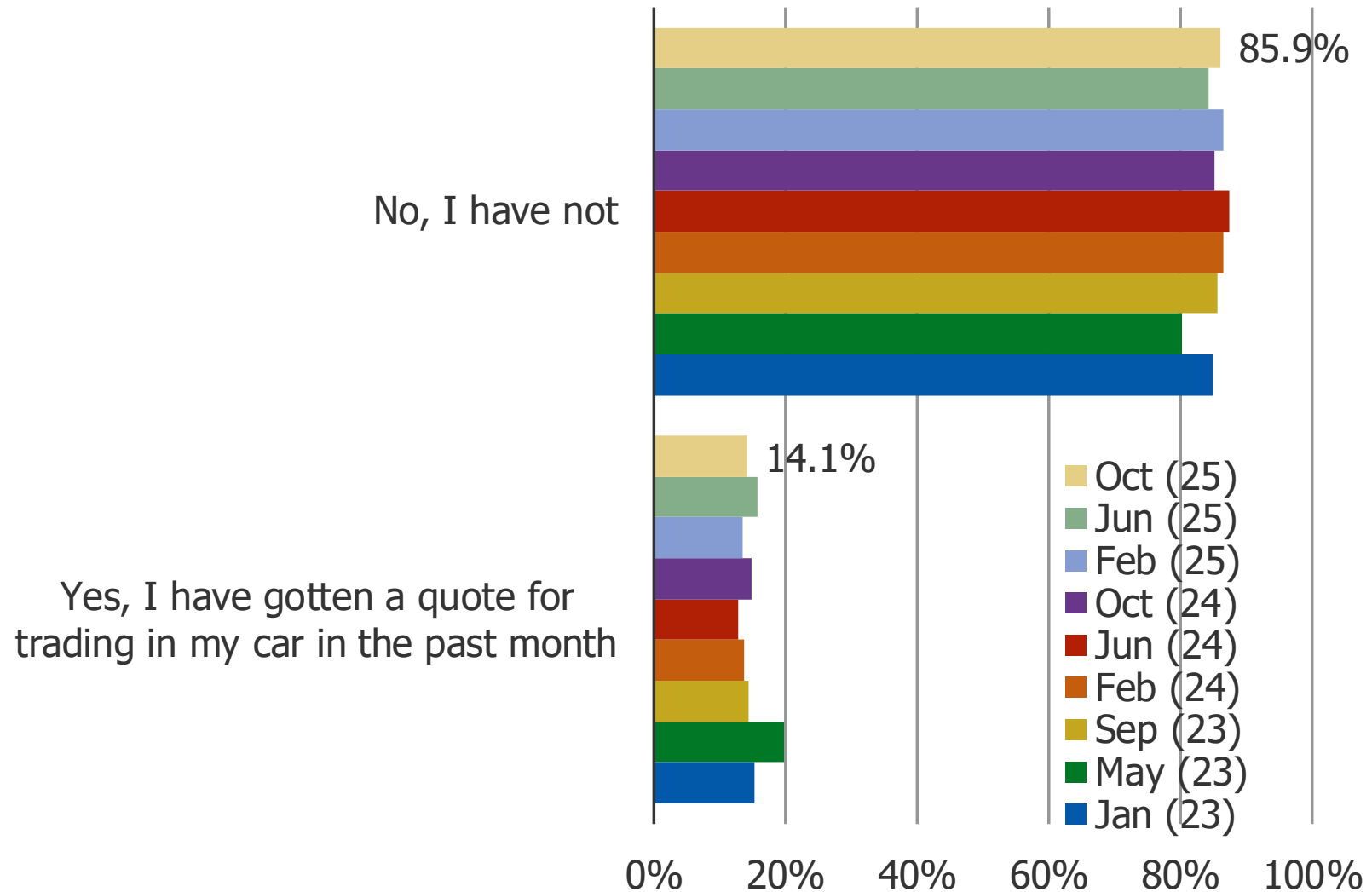
When do you think you are likely to trade in the car you most recently purchased?

Posed to all respondents who indicated that they own a car, ie purchased not leased. (N=7249)



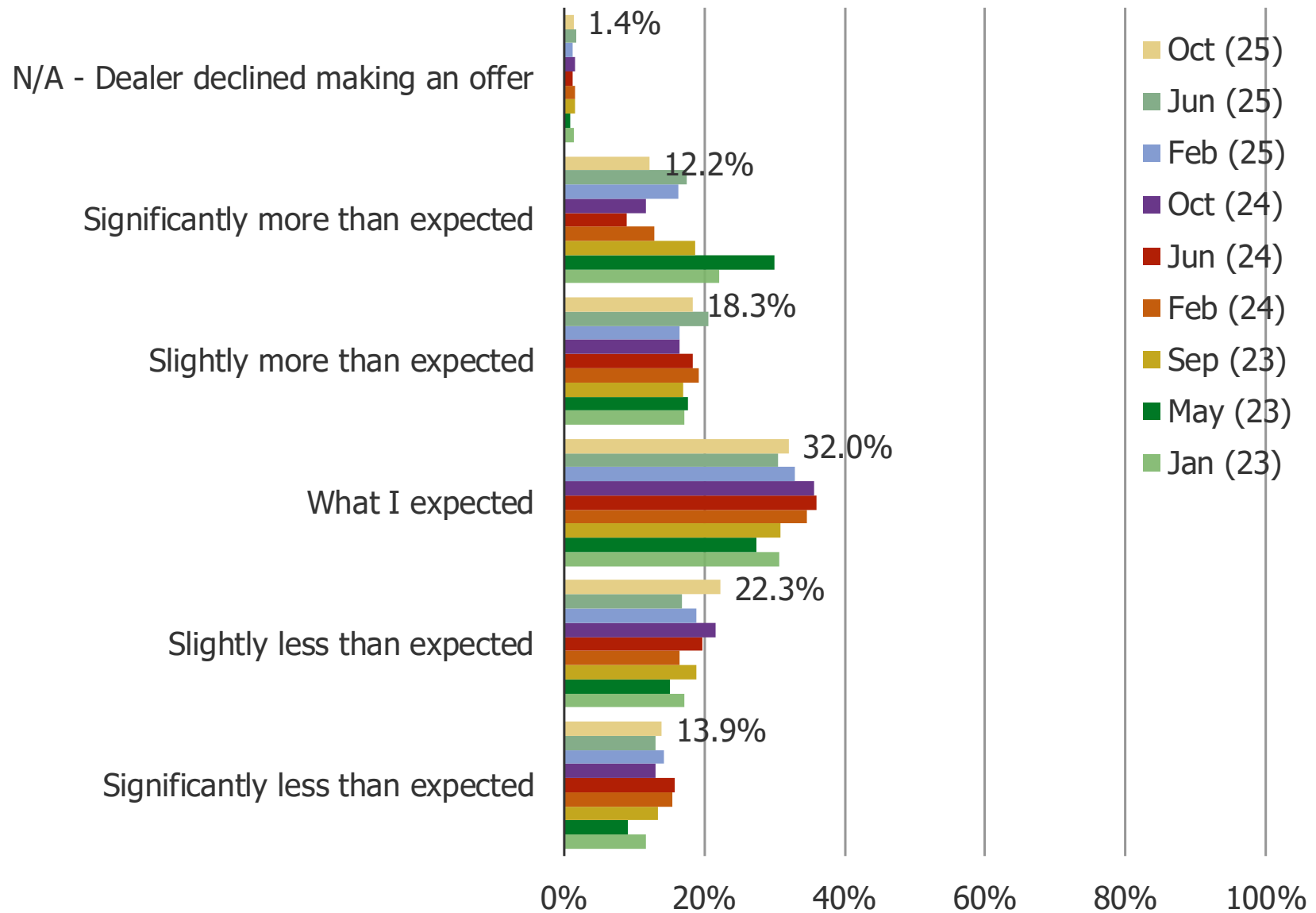
Have you gotten a quote for trading in your current car in the past month?

Posed to respondents who own a car (ie, purchased, not leased). (N= 7249)



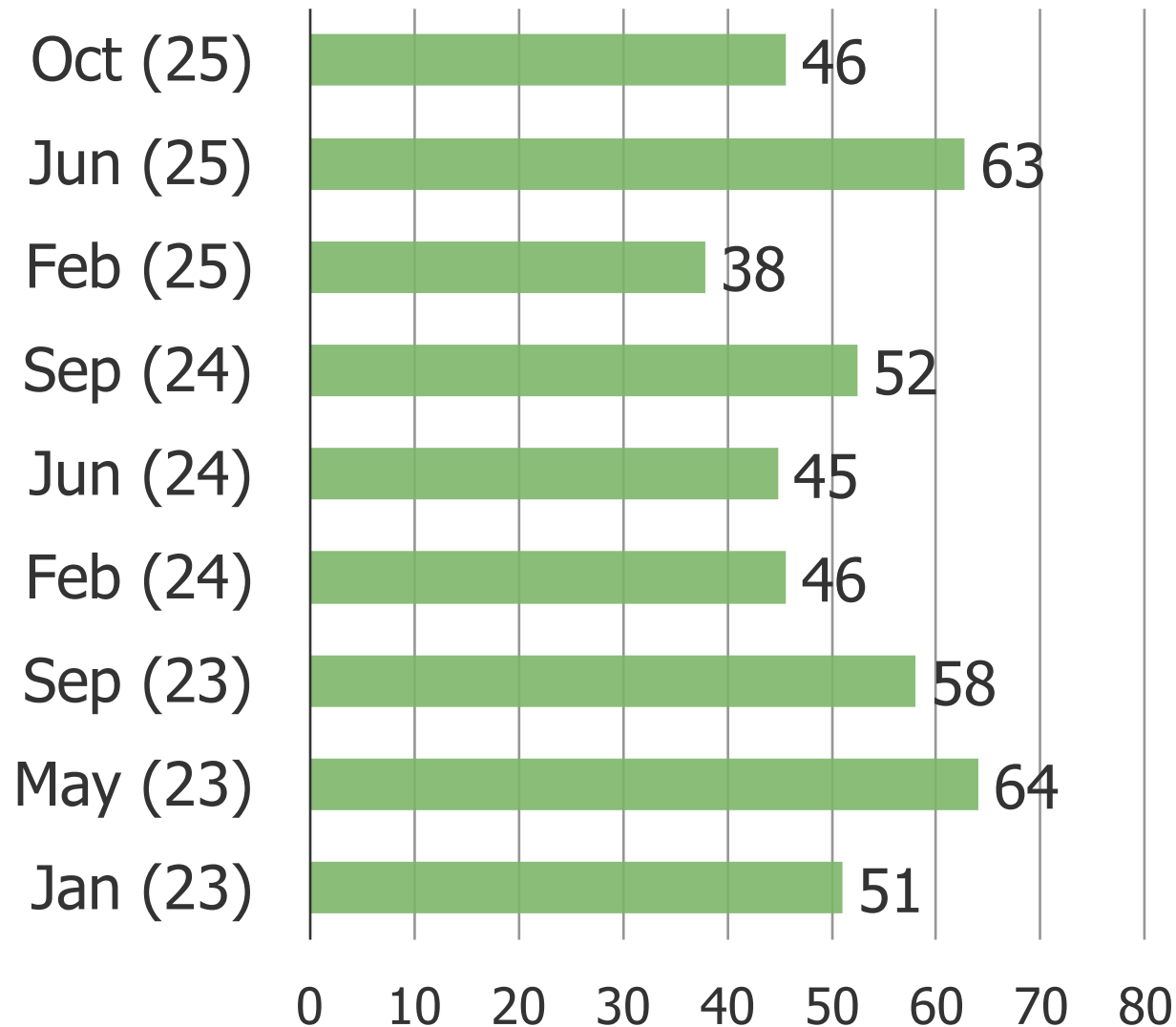
Was the value you were offered for your trade in...

Posed to all respondents who indicated that they own a car and have requested a trade in quote in the past month. (N=1020)



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=160)

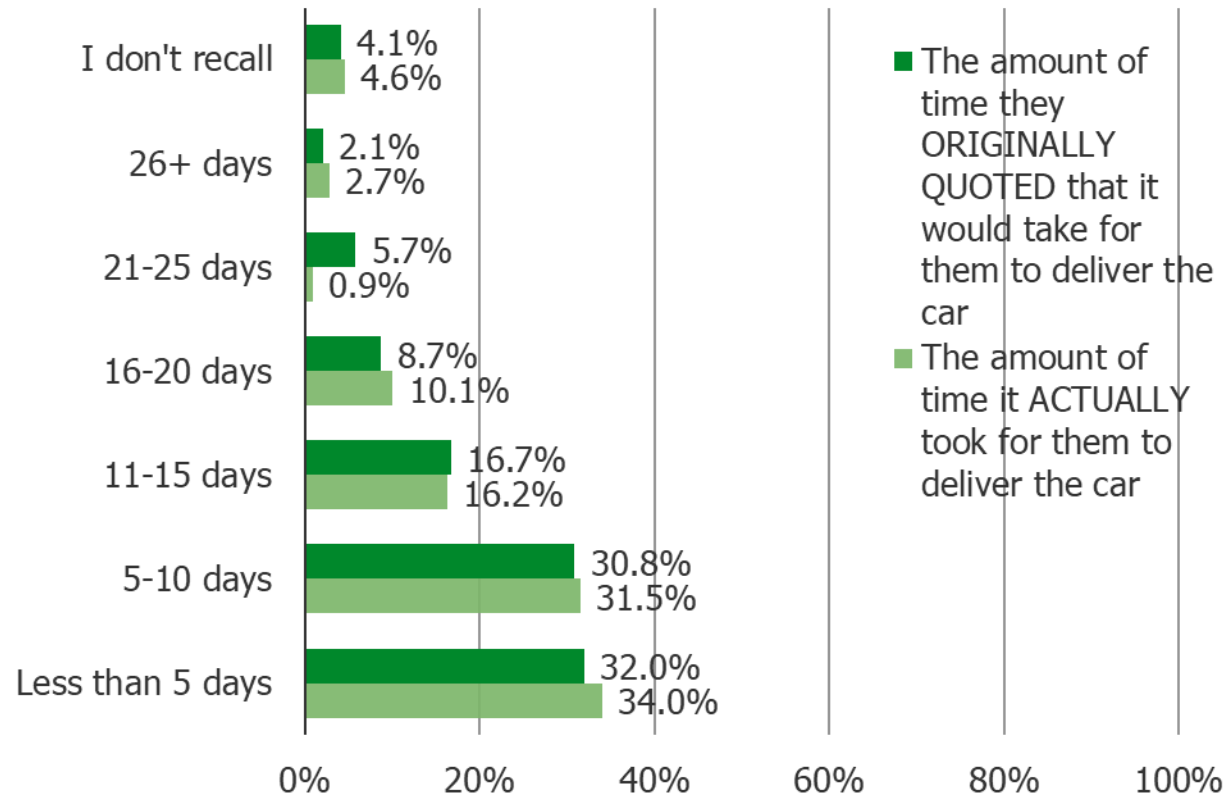


Questions Added in Wave 5

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

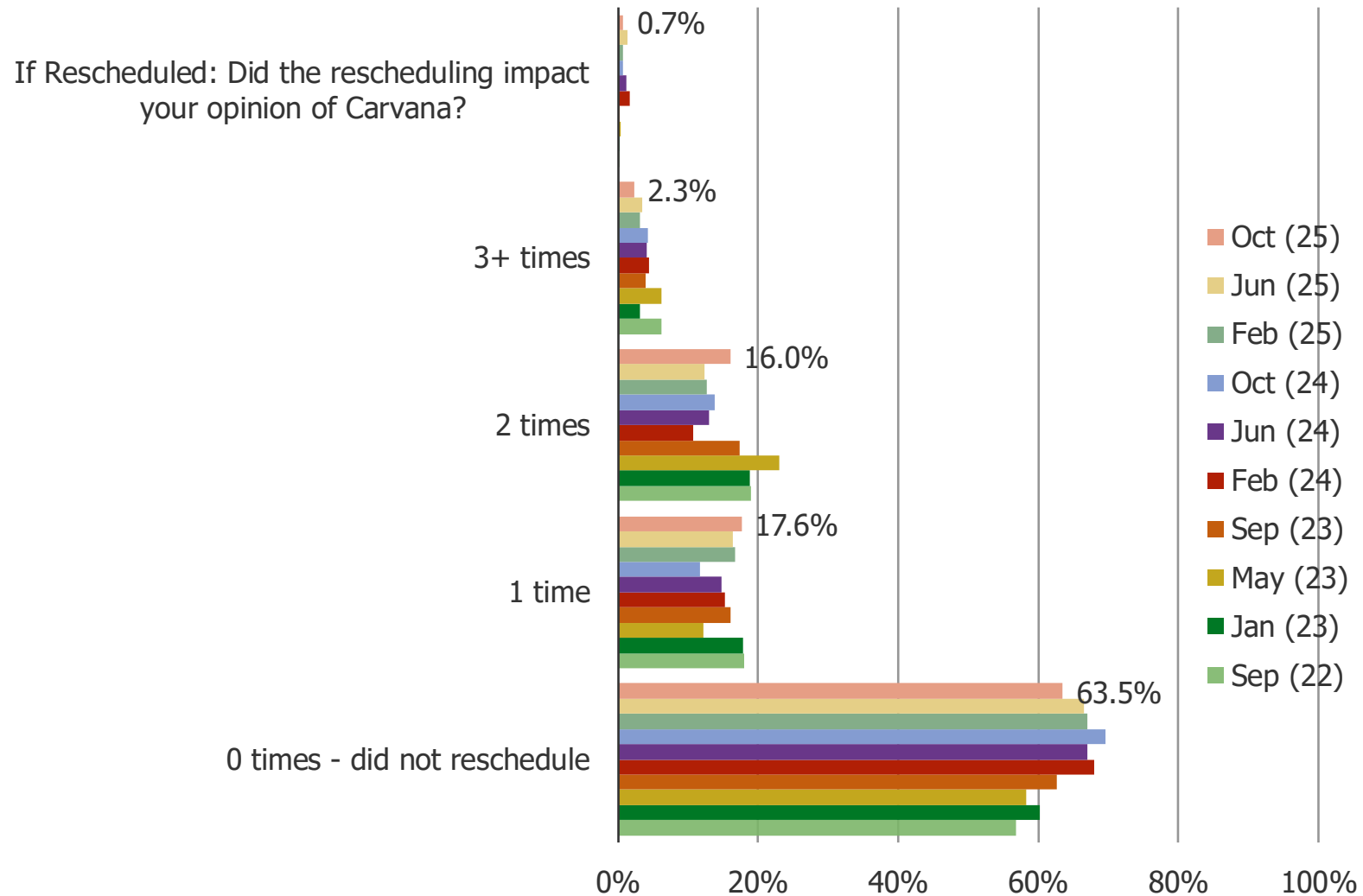
Posed to all respondents who indicated that they bought from Carvana. (N=438)

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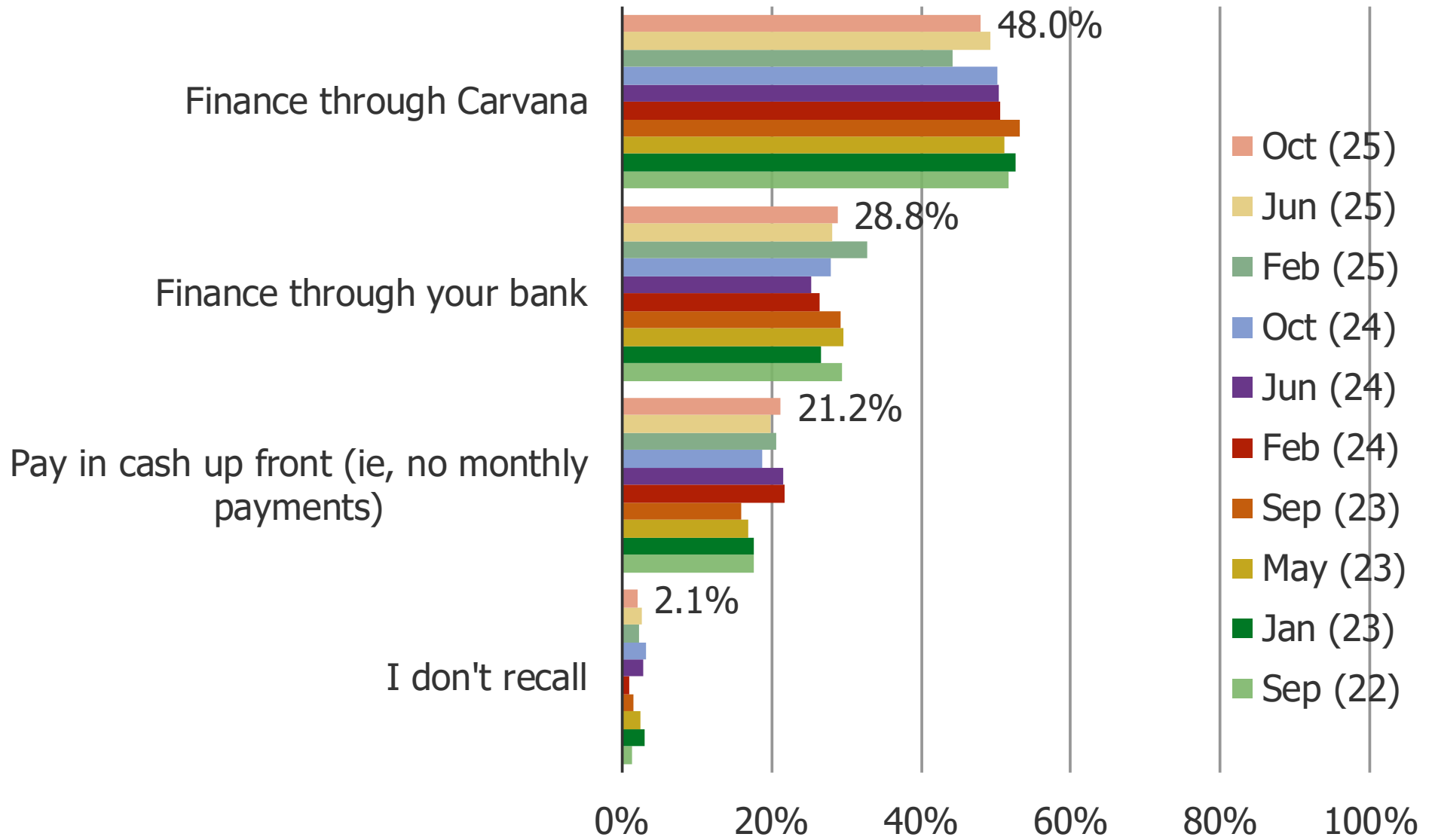
Did your Carvana delivery need to get rescheduled any times?

Posed to all respondents who indicated that they bought from Carvana. (N=438)



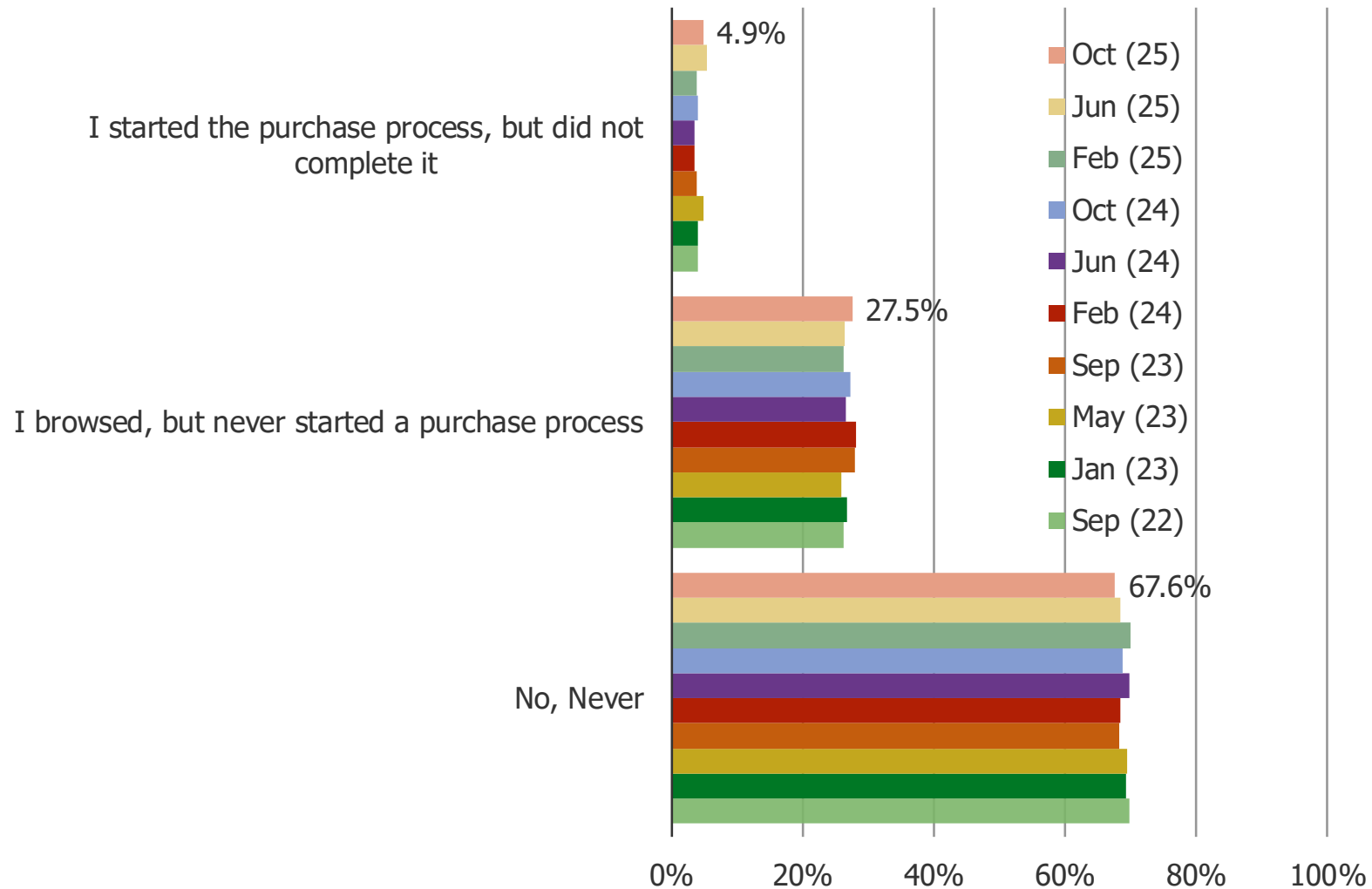
When you bought your last car from Carvana, did you...

Posed to all respondents who indicated that they bought from Carvana. (N=438)



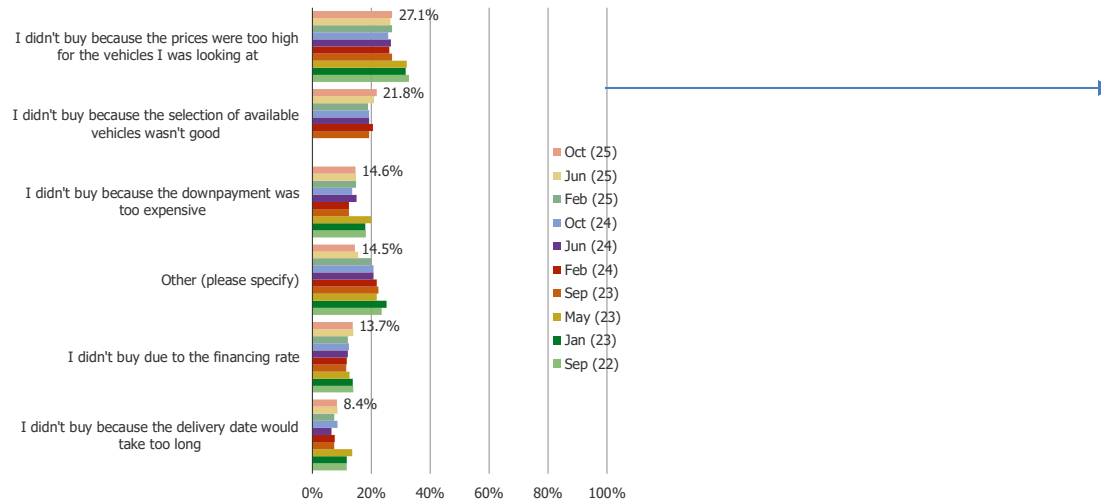
Have you ever considered buying a car from Carvana, but ultimately decided not to?

Posed to auto owners who have not purchased a car from Carvana. (N=8613)

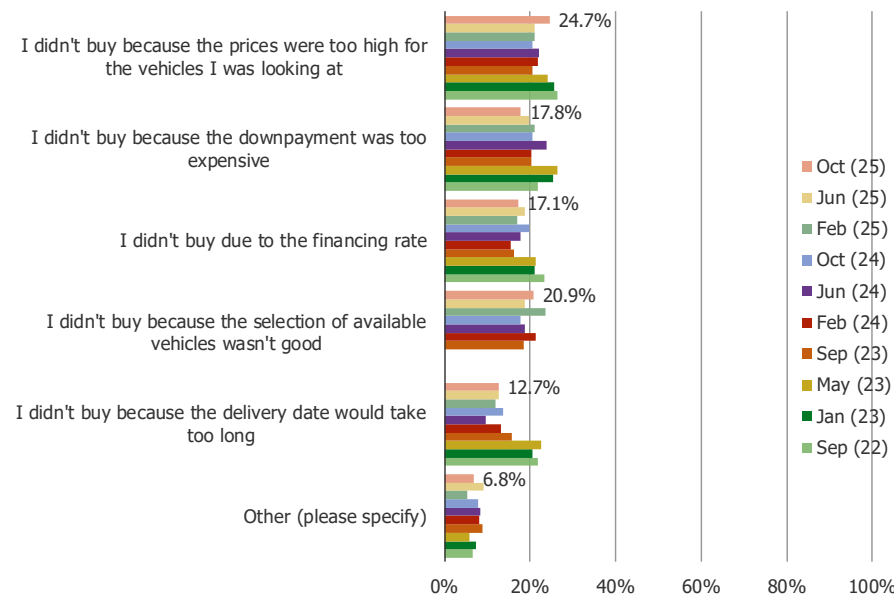


Which of the following best describes why you did not ultimately buy a car from Carvana?

Posed to all respondents who indicated that they considered Carvana in the past. (N=2822)



Filtering The Data: Focusing on respondents who started the purchase process, but did not complete it (N = 426)



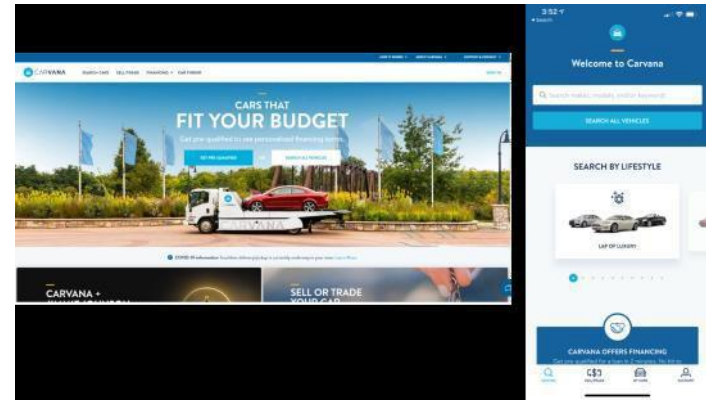
Deep-Dive With CVNA Customers

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?

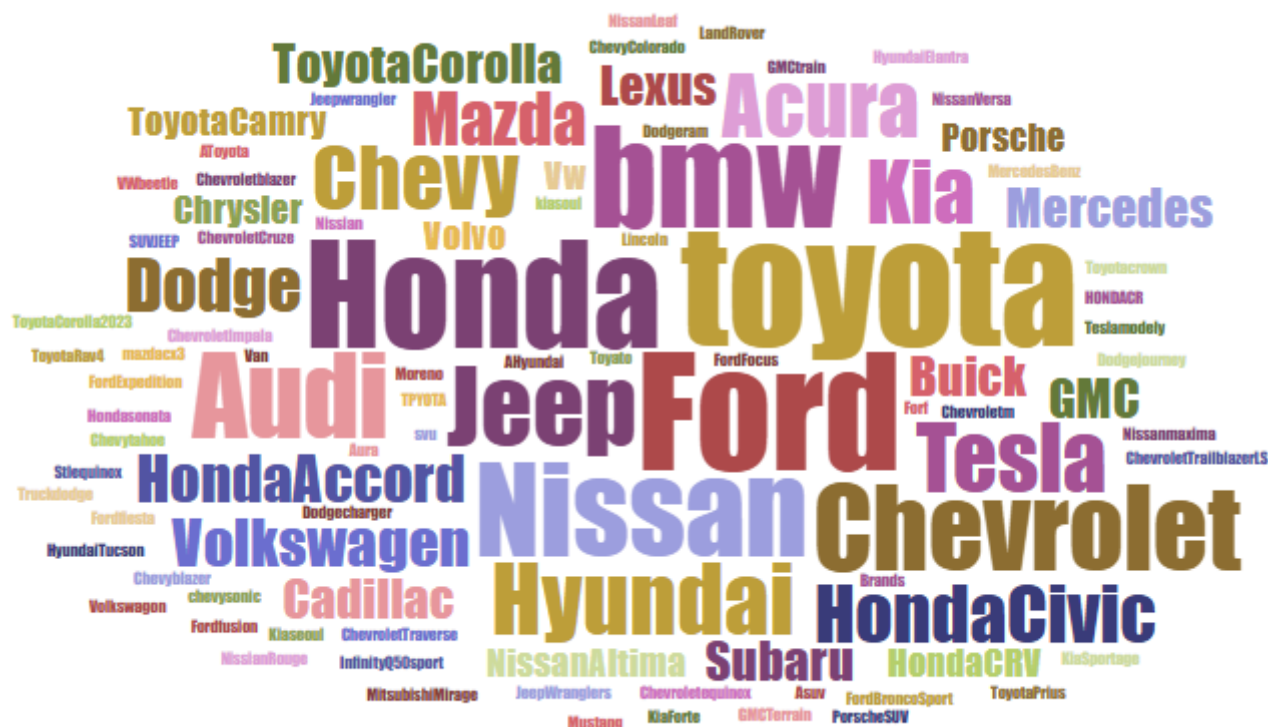
What did you like most and least about the Carvana experience?

*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.



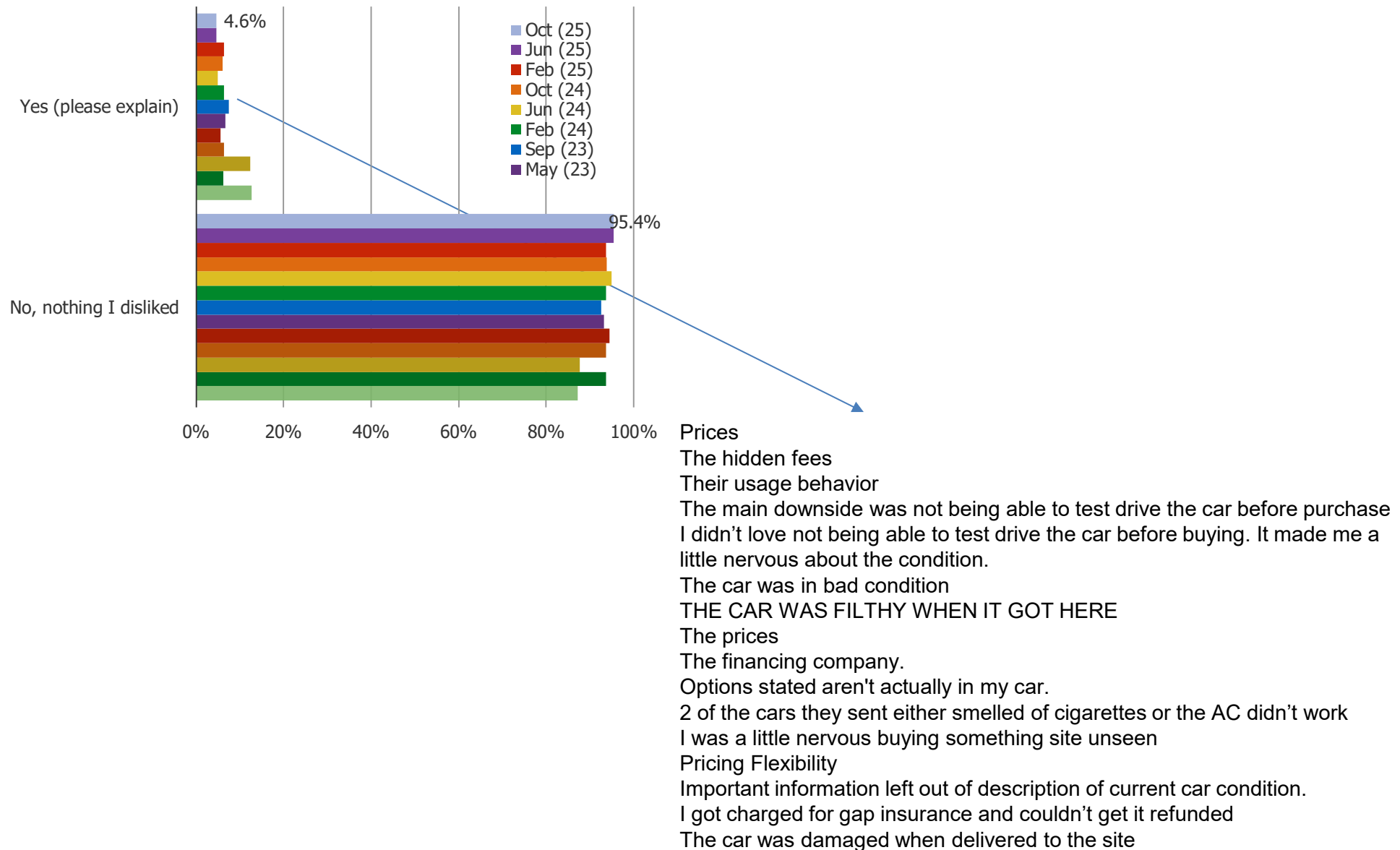
What brand of car did you buy from Carvana?

Posed to all respondents who indicated that they bought from Carvana. (N=438)



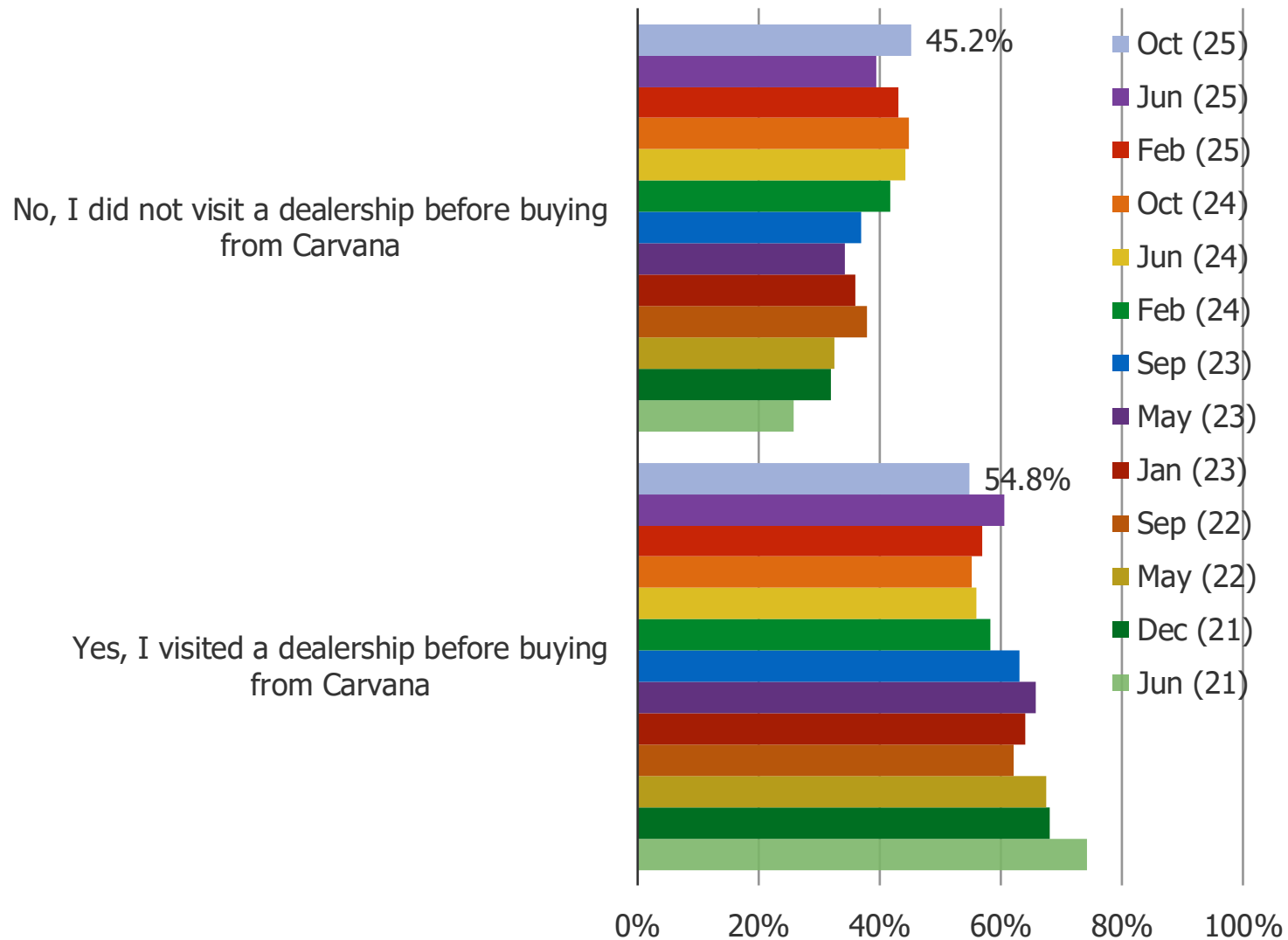
Was there anything you disliked about buying a car from Carvana?

Posed to all respondents who indicated that they bought from Carvana. (N=438)



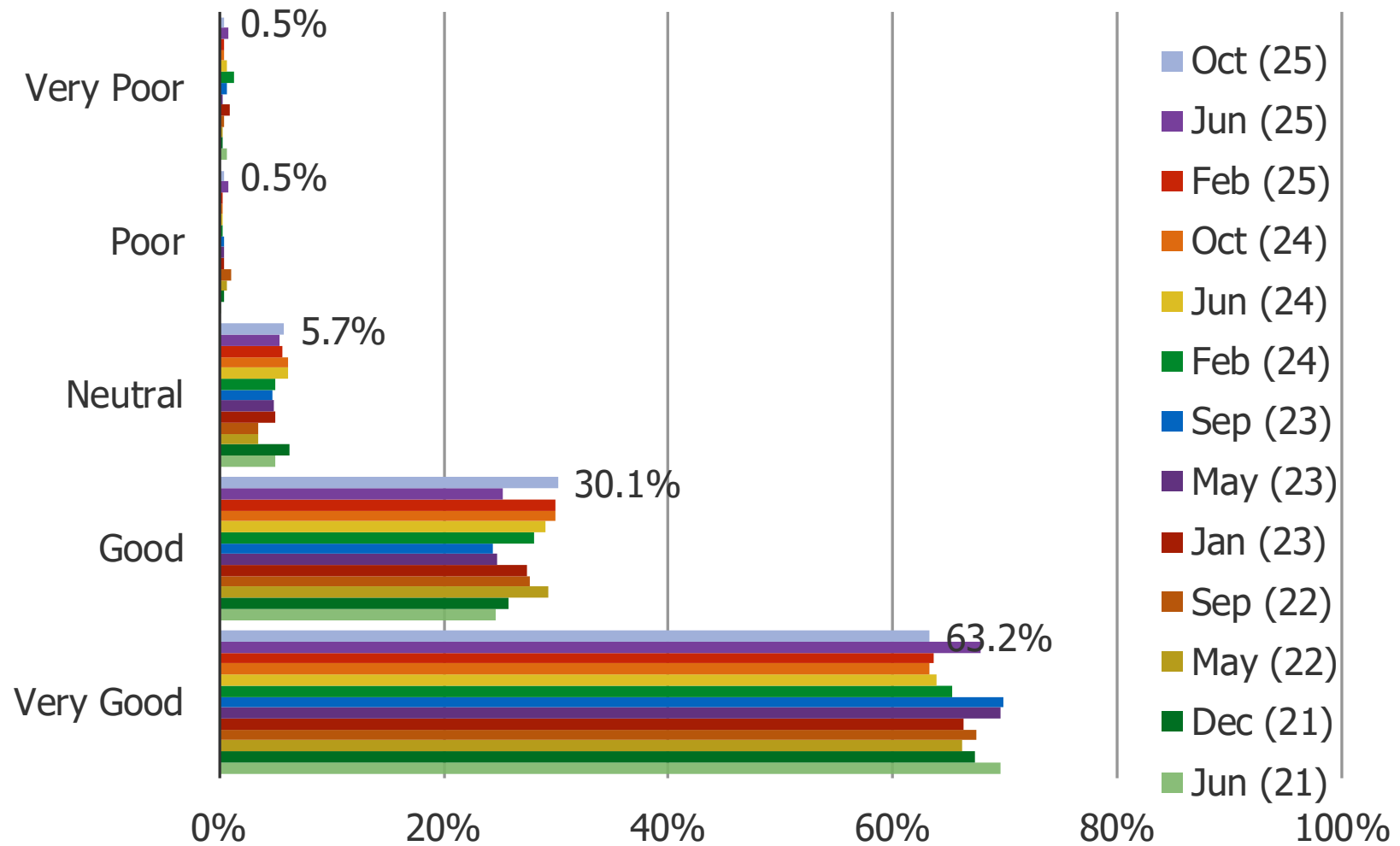
Did you visit any dealerships before buying a car from Carvana?

Posed to all respondents who indicated that they bought from Carvana. (N=438)



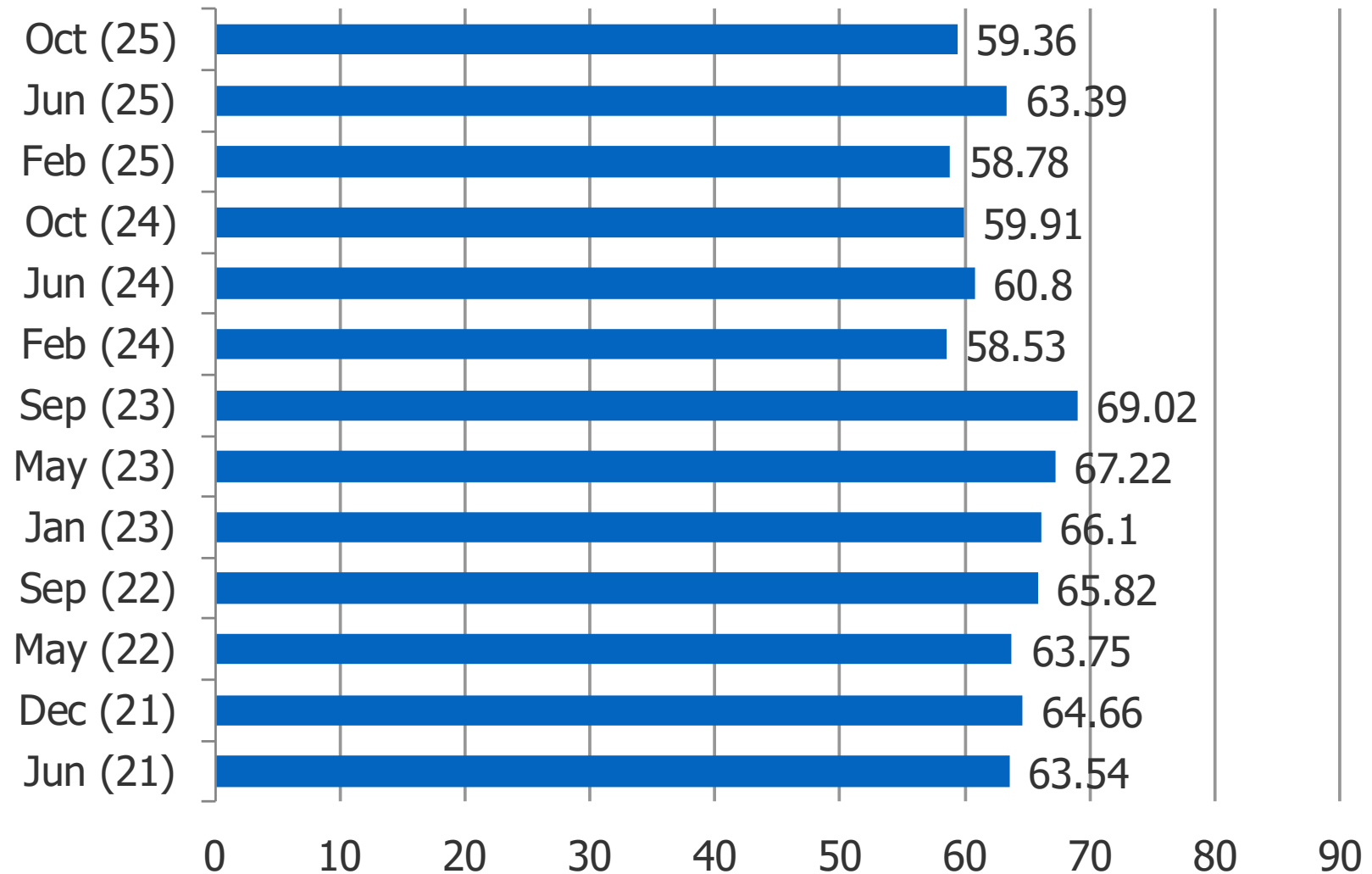
How do you rate Carvana when it comes to the overall experience?

Posed to all respondents who indicated that they bought from Carvana. (N=438)



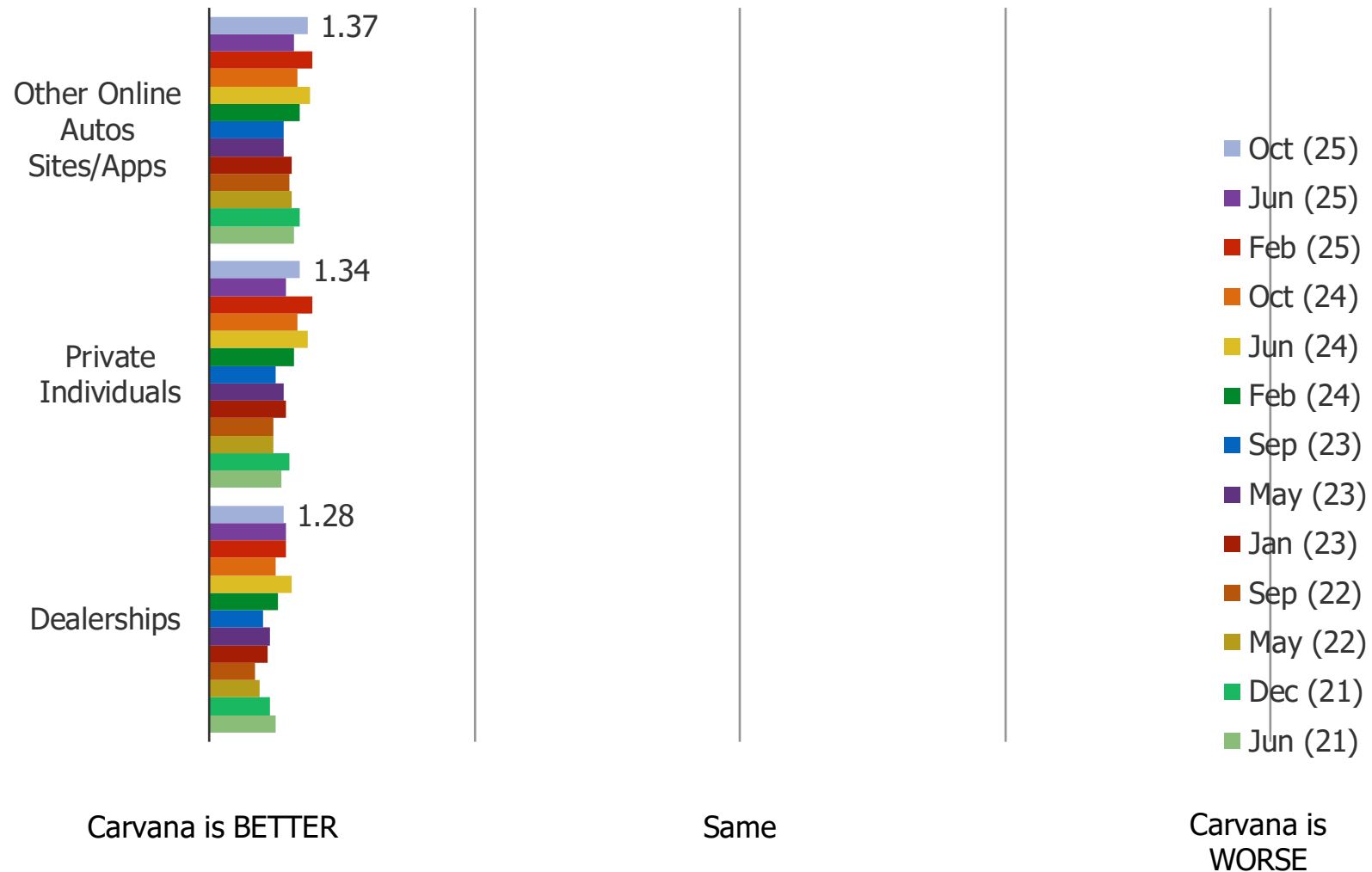
How likely is it that you would recommend Carvana to a friend or colleague?

Posed to all respondents who indicated that they bought from Carvana. (N=438)



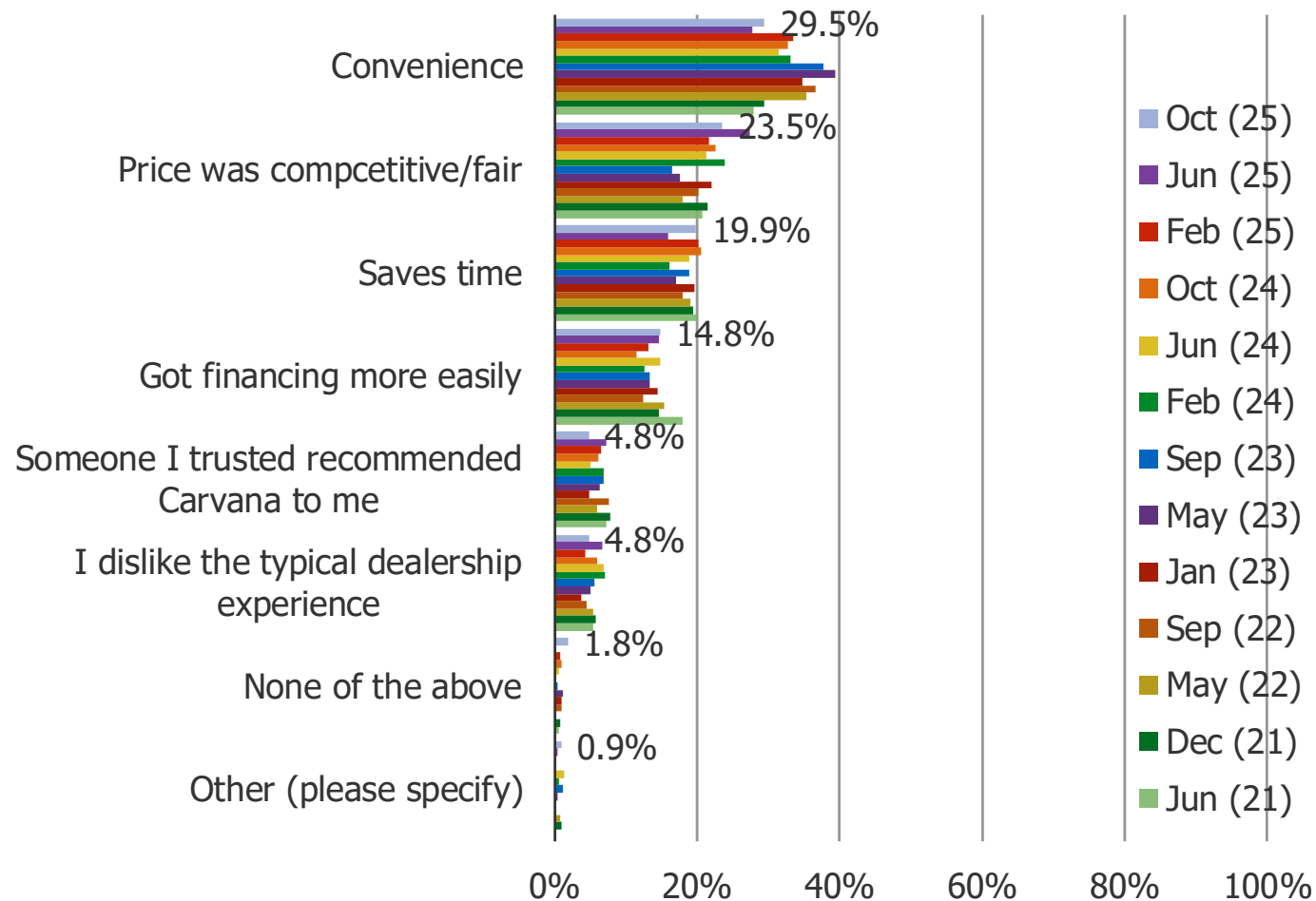
How does Carvana compare to buying a used car from the following:

Posed to all respondents who indicated that they bought from Carvana. (N=438)



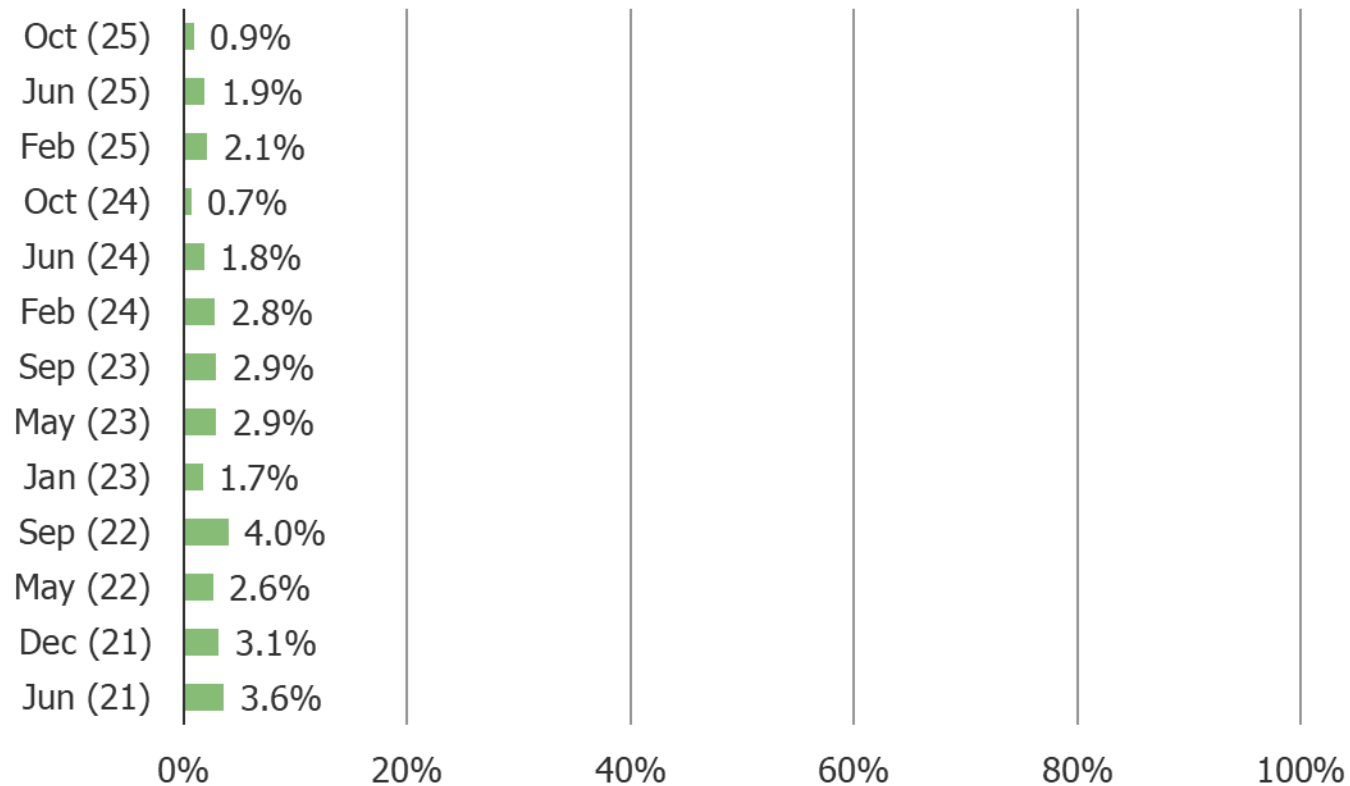
What was the primary reason you opted to use Carvana for your transaction?

Posed to all respondents who indicated that they bought from Carvana. (N=438)



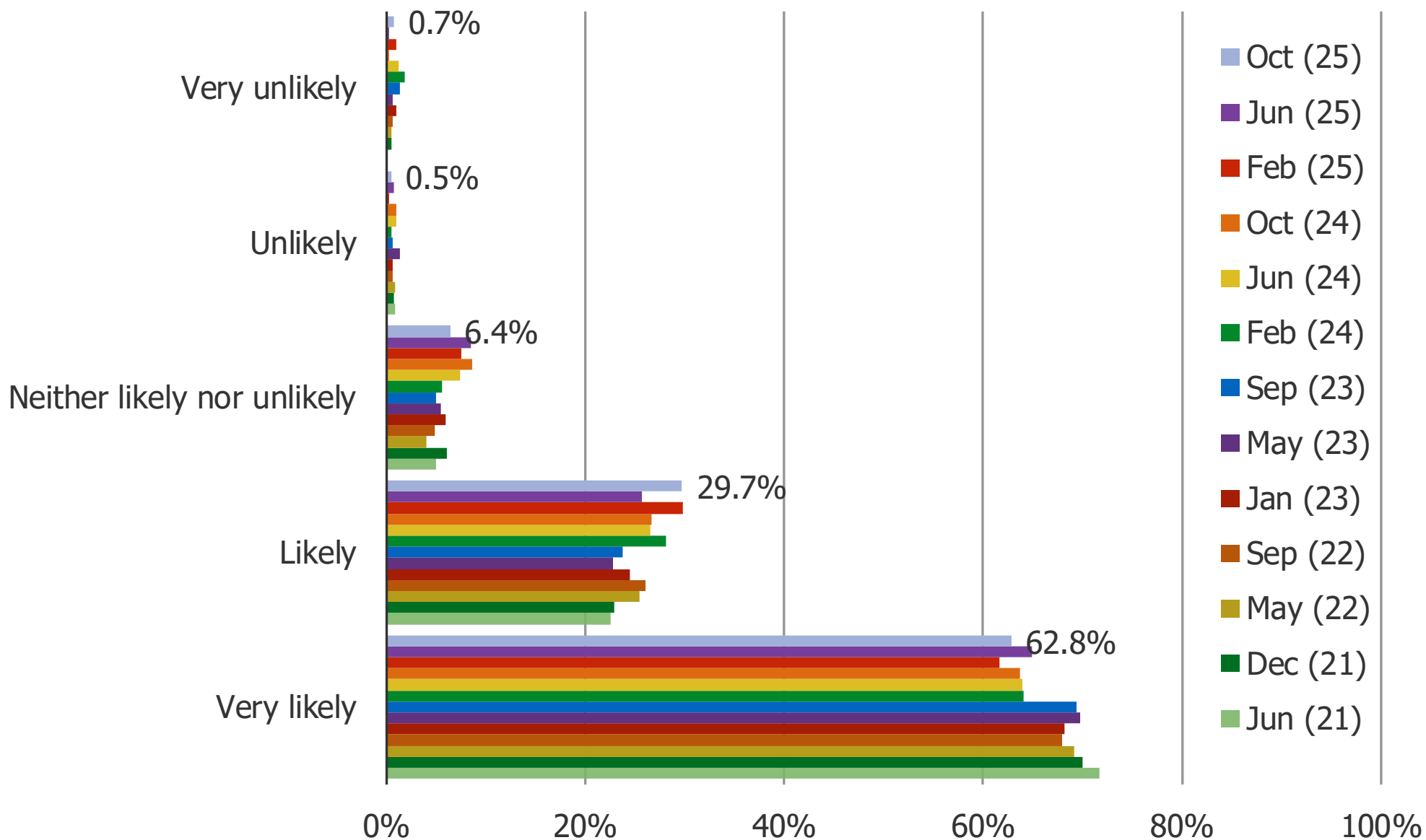
For Carvana users, did you hold on to the vehicle or return it within the 7 day return window?

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



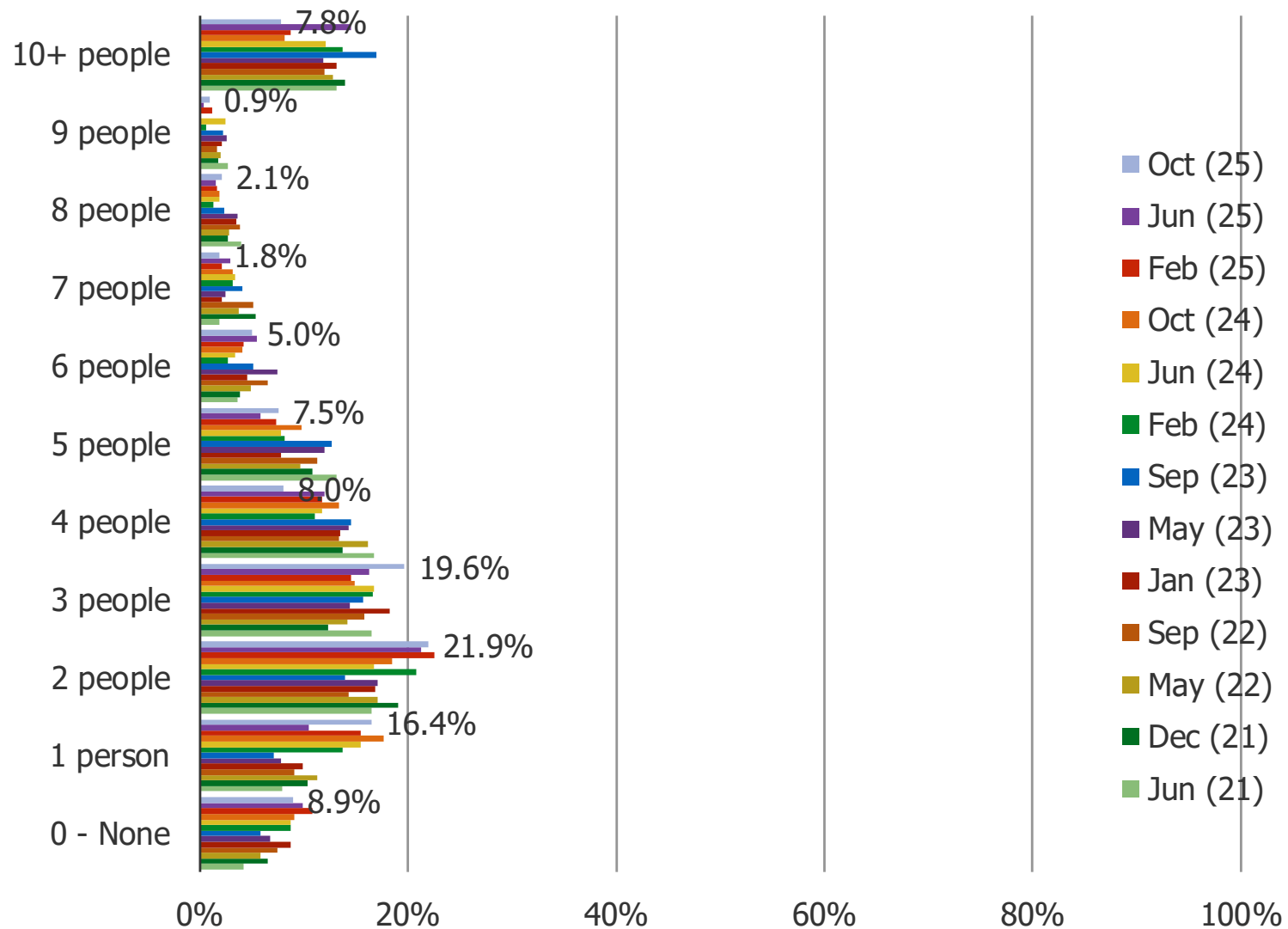
How likely are you to use Carvana again in the future?

Posed to all respondents who made a purchase through Carvana. (N=438)



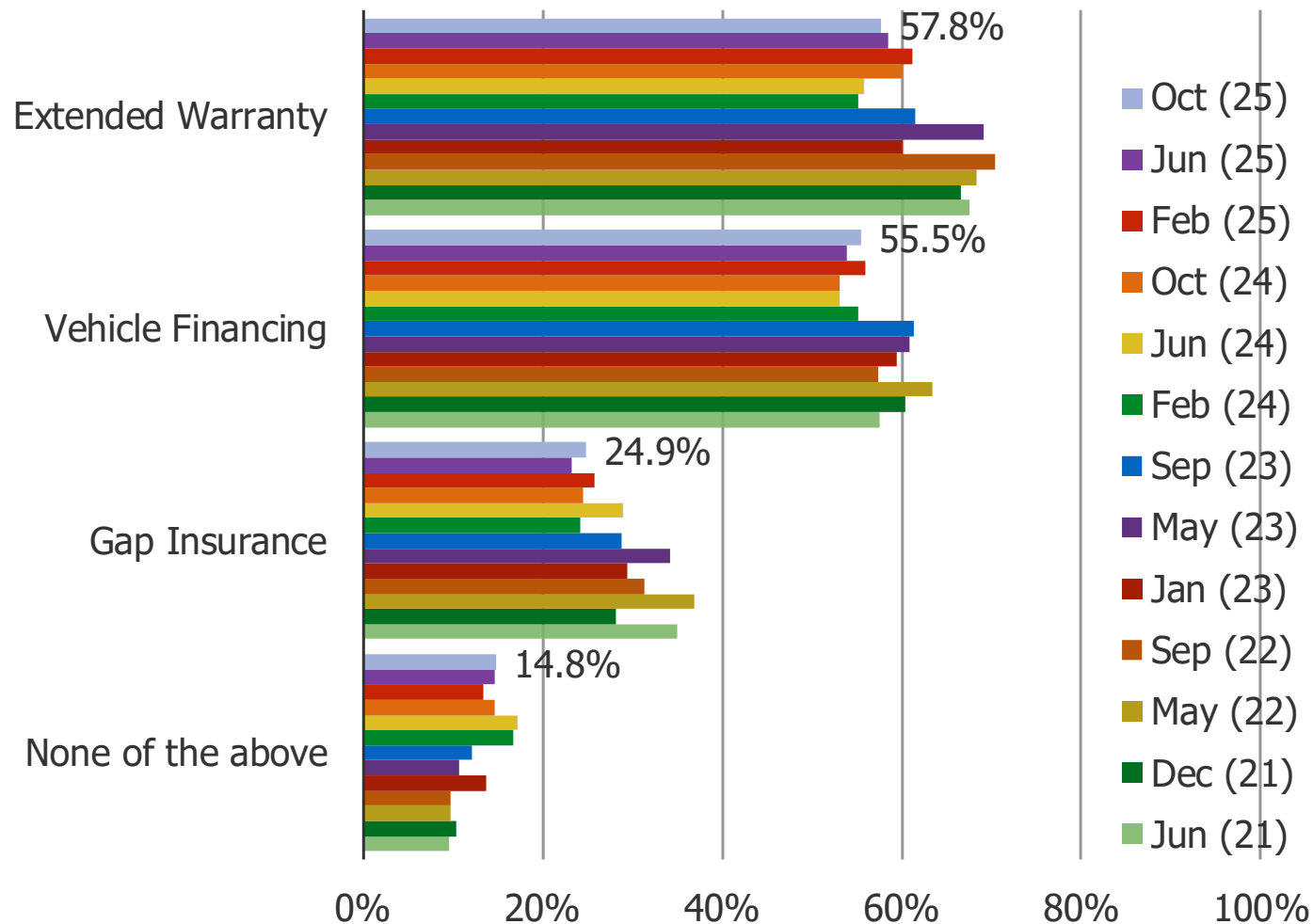
Have you recommended Carvana to any other people?

Posed to all respondents who made a purchase through Carvana. (N=438)



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=438)

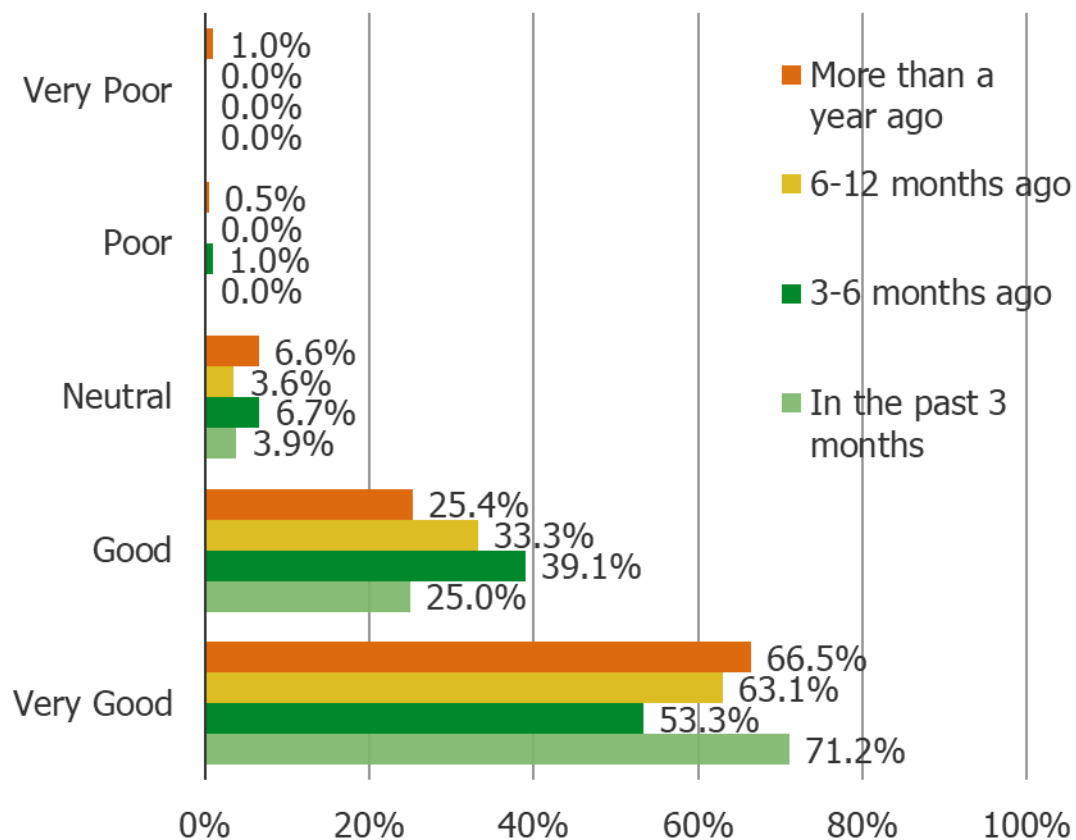


Cross-Tab Analysis | User Experience By Carvana Purchase Recency

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=438)

October 2025

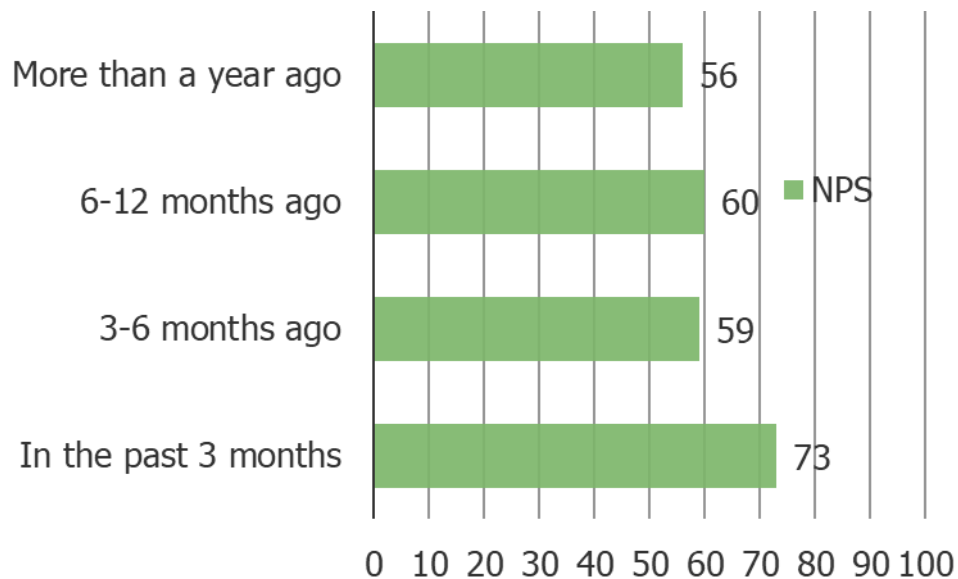


	N=
In the past 3 months	52
3-6 months ago	105
6-12 months ago	84
More than a year ago	197

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=438)

October 2025

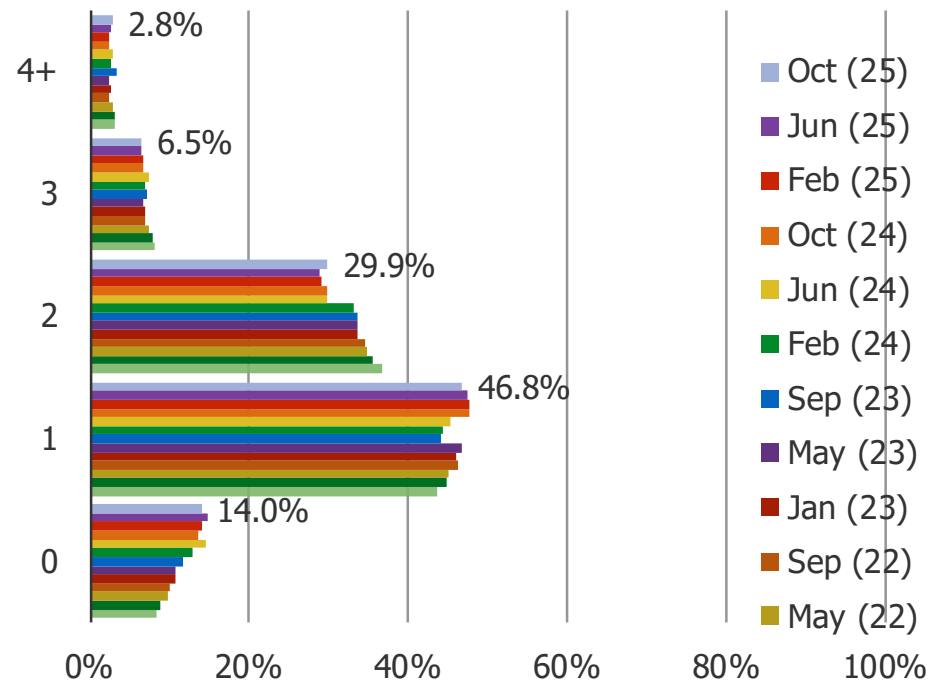


	N=
In the past 3 months	52
3-6 months ago	105
6-12 months ago	84
More than a year ago	197

Auto Ownership Trends and Background

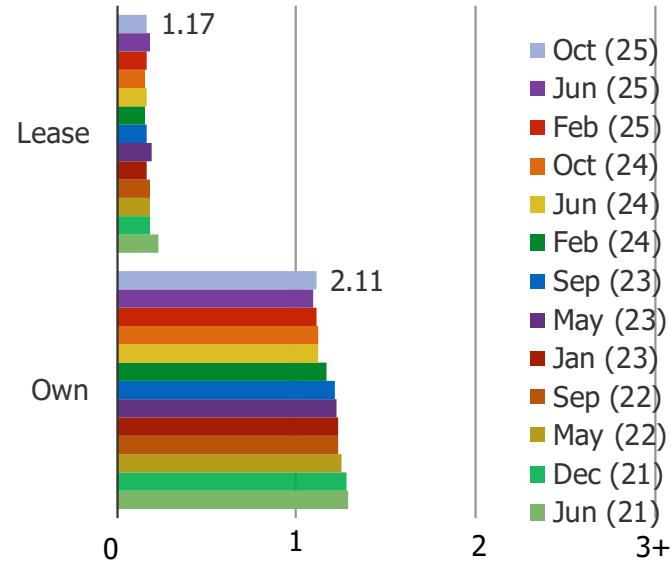
How many cars/autos does your household typically need?

Posed to all respondents. (N=9931)



How many vehicles do you currently own/lease?

Posed to all respondents. (N=9931)



Weighted Average Guide: (4 point scale)

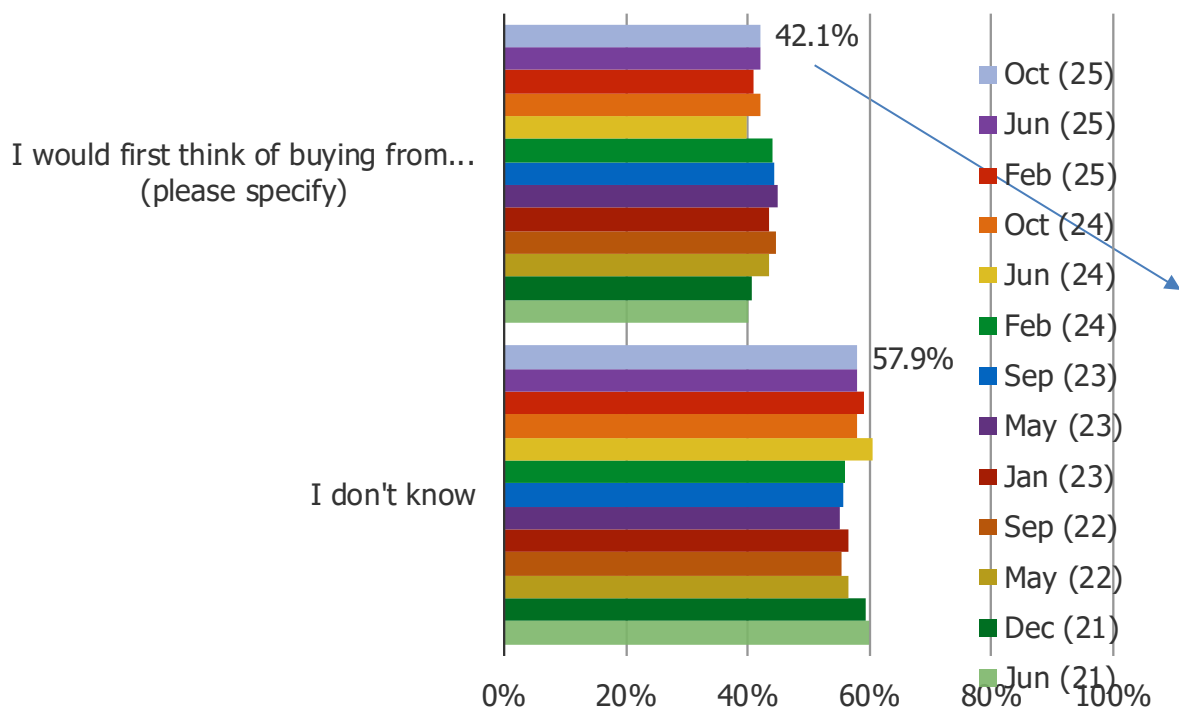
- 0 cars = 1
- 1 car = 2
- 2 cars = 3
- 3+ cars = 4

Unaided and Aided Awareness

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

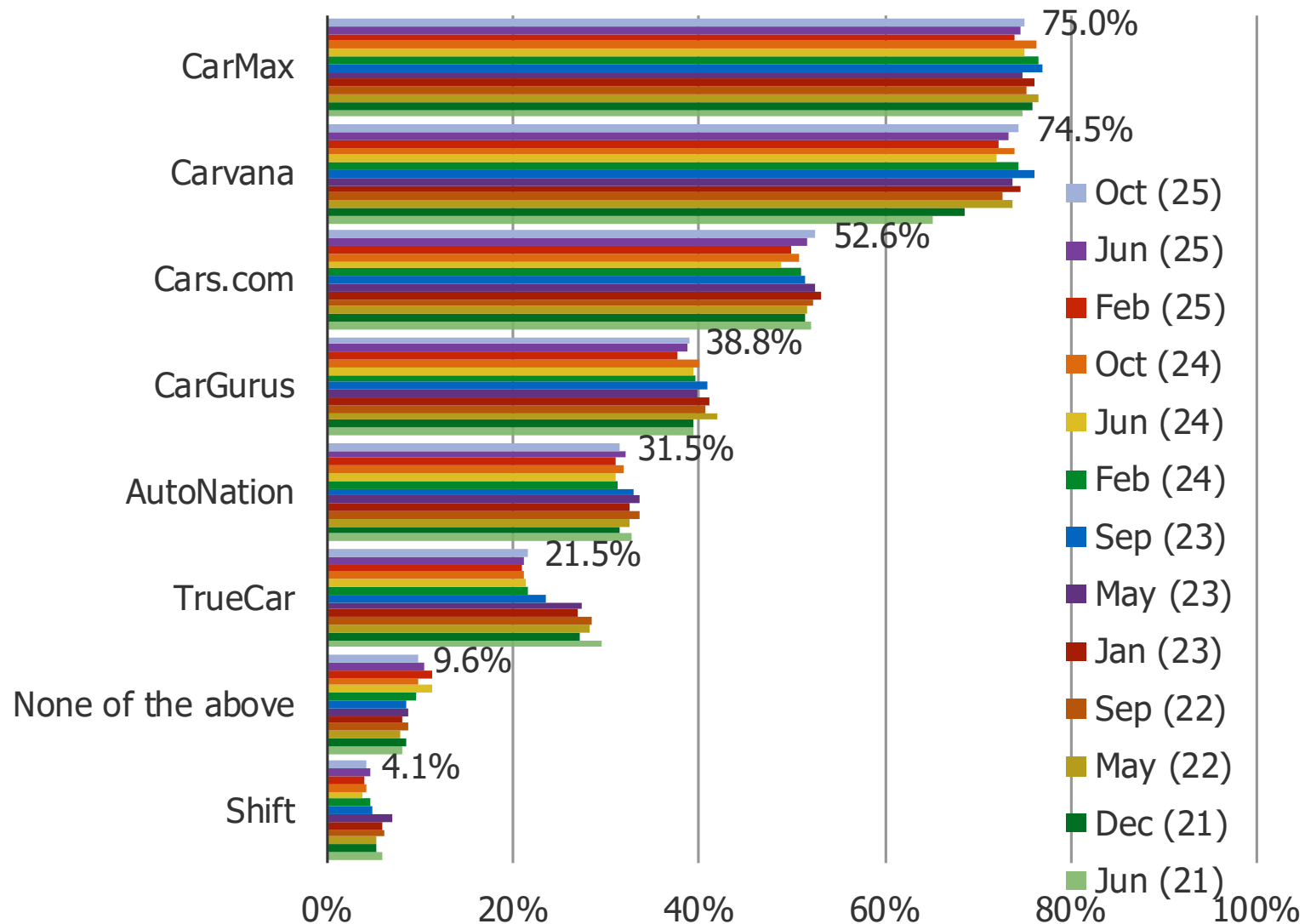
If you wanted to BUY a used car online, which is the first site/app that you would think of?

Posed to all respondents. (N=9931)



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

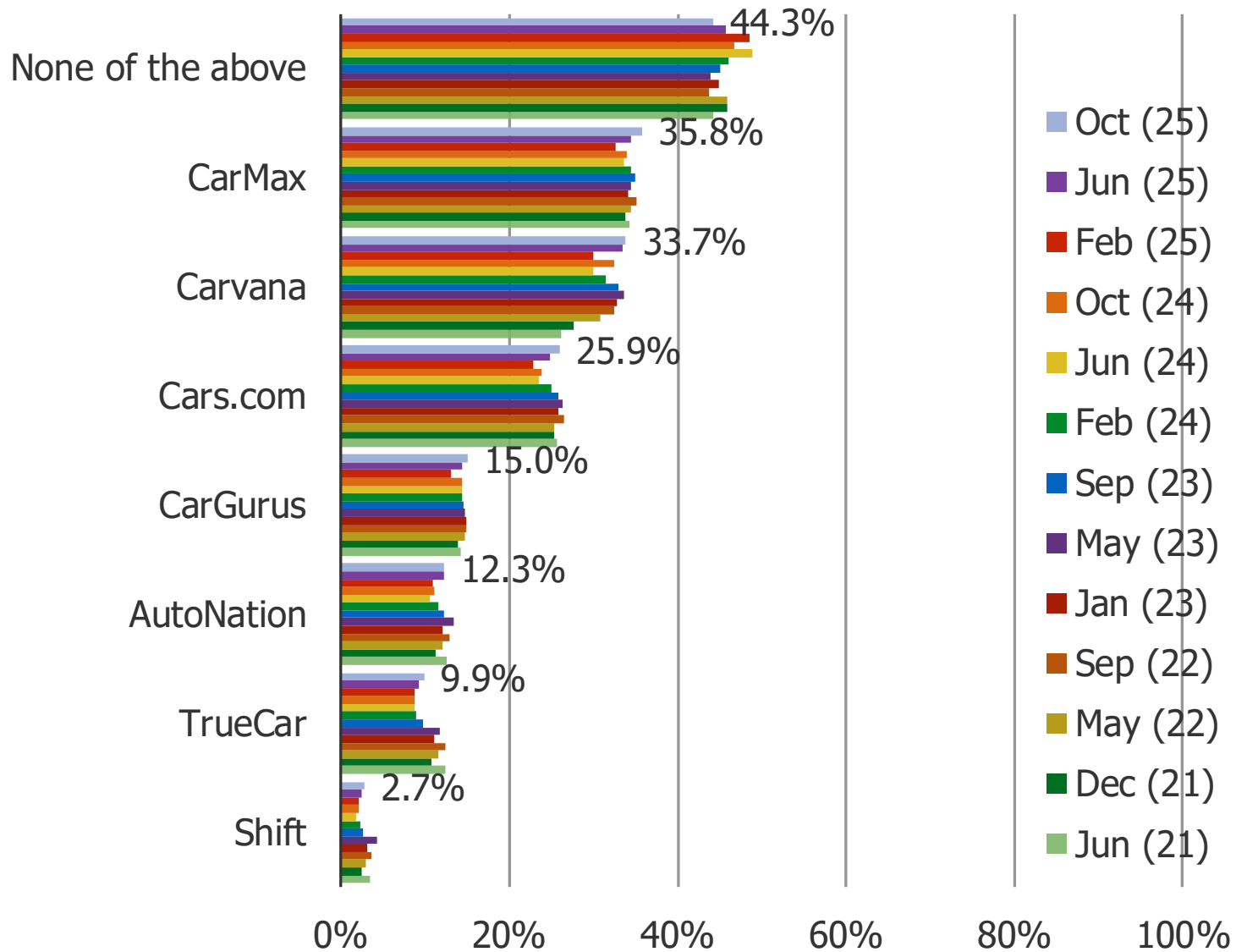
Posed to all respondents. (N=9931)



Competitive Dynamics Among Peer Group

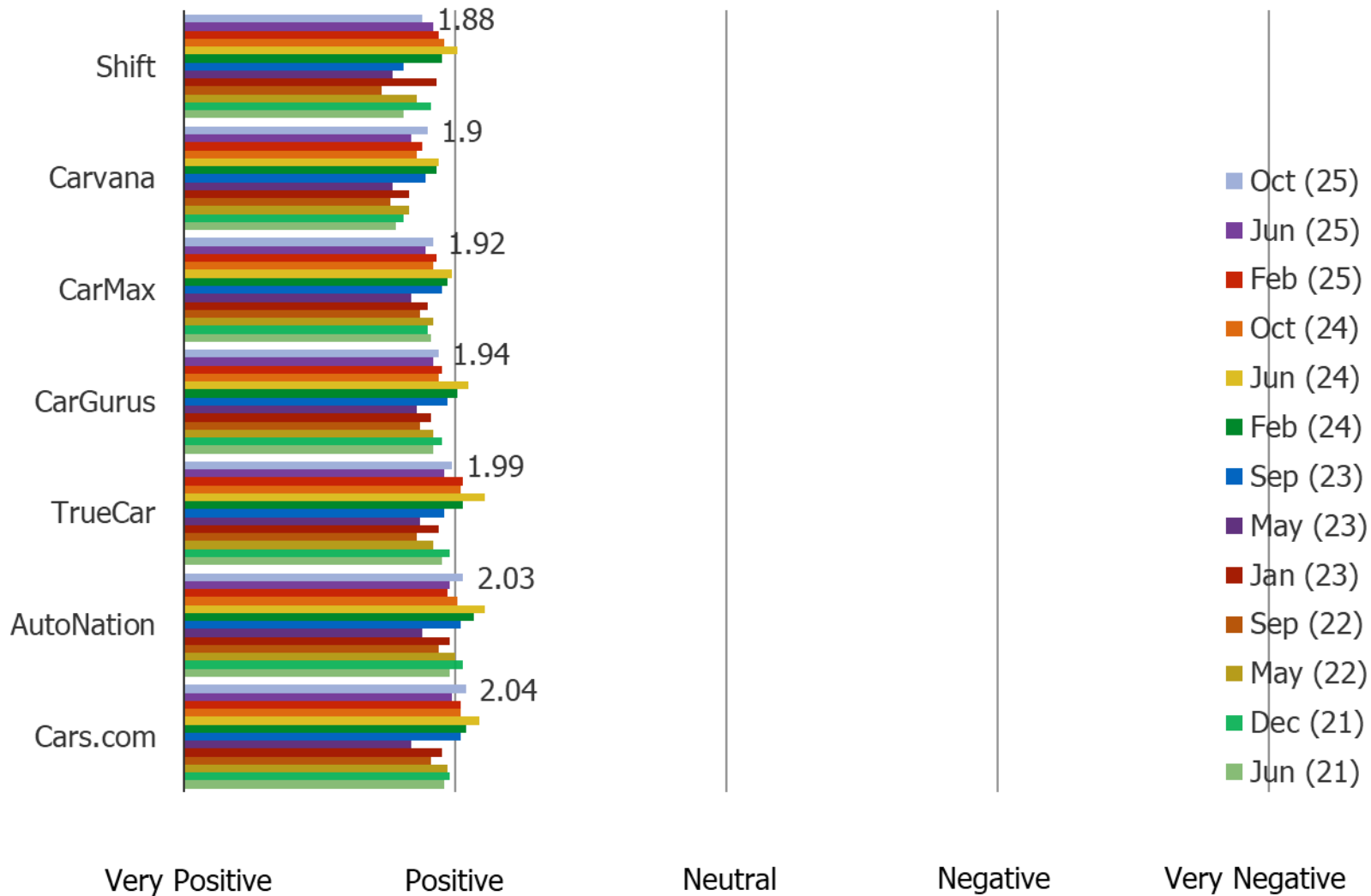
Have you ever visited any of the below sites/apps? (Select ALL that apply)

Posed to all respondents. (N=9931)



What is your opinion of the following sites/apps?

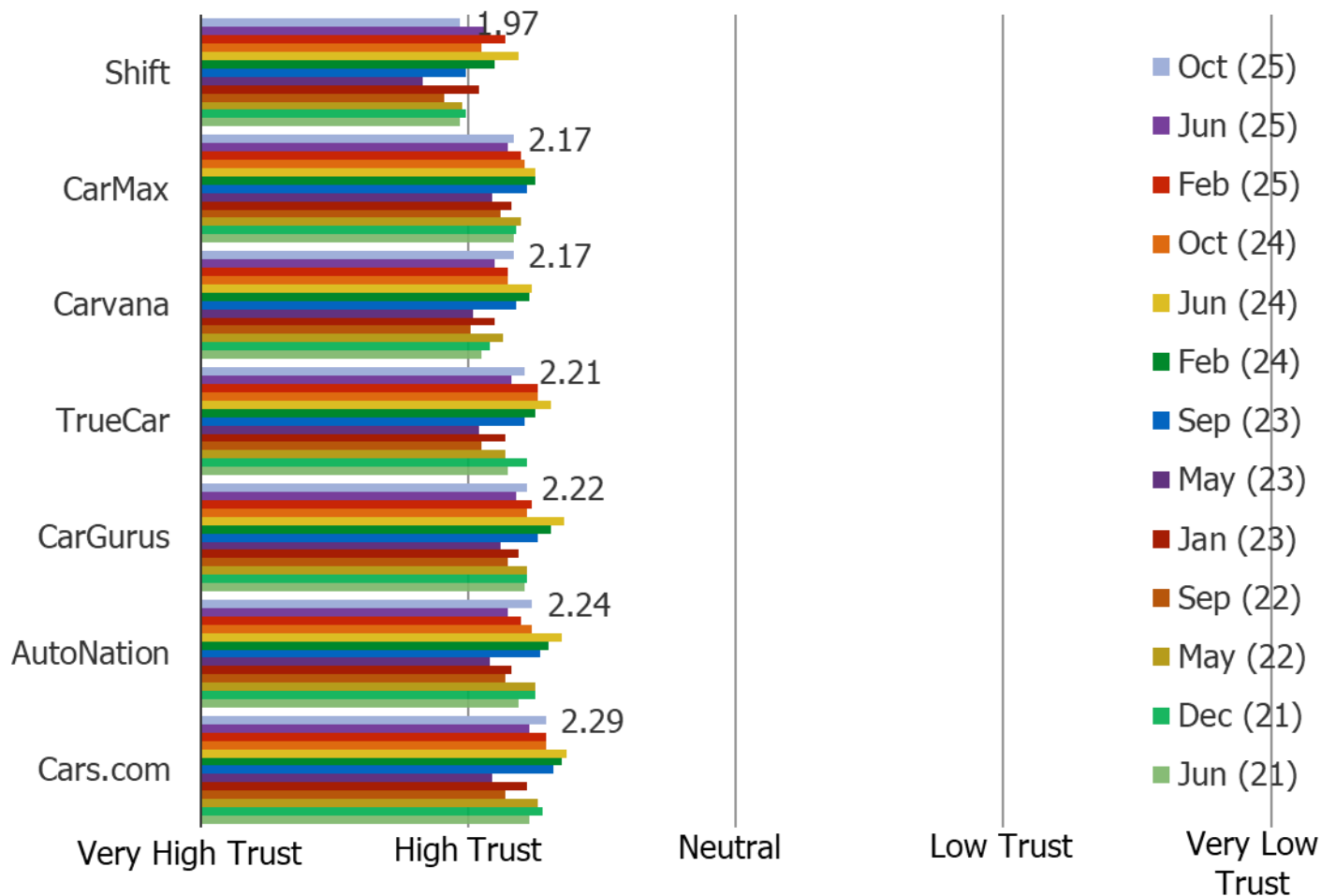
Posed to all respondents who have visited the below.



	N=
Carvana	3352
Shift	267
CarMax	3551
AutoNation	1218
TrueCar	979
Cars.com	2575
CarGurus	1489

How much trust do you have in the following brands?

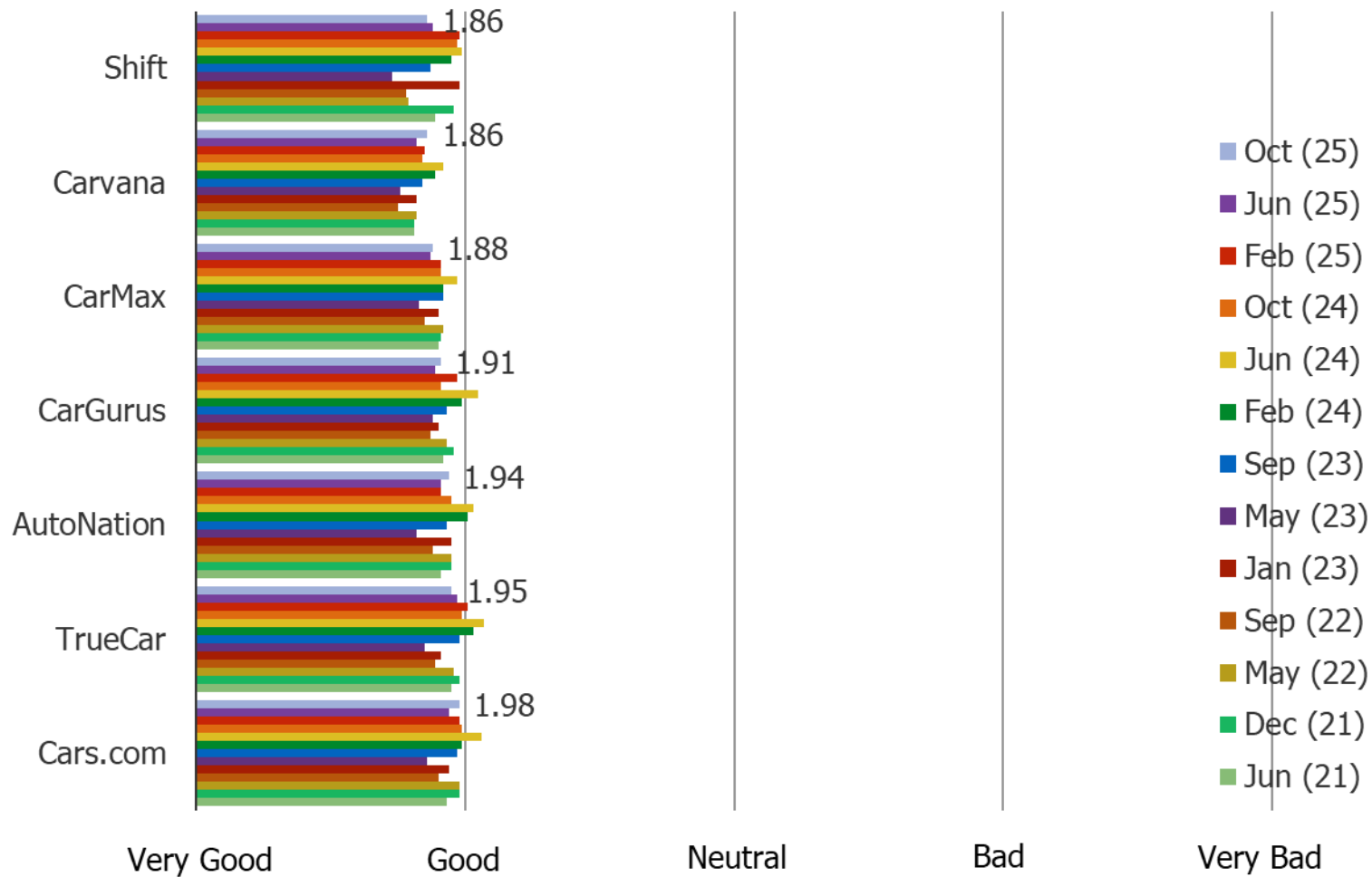
Posed to all respondents who have visited the below.



	N=
Carvana	3352
Shift	267
CarMax	3551
AutoNation	1218
TrueCar	979
Cars.com	2575
CarGurus	1489

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

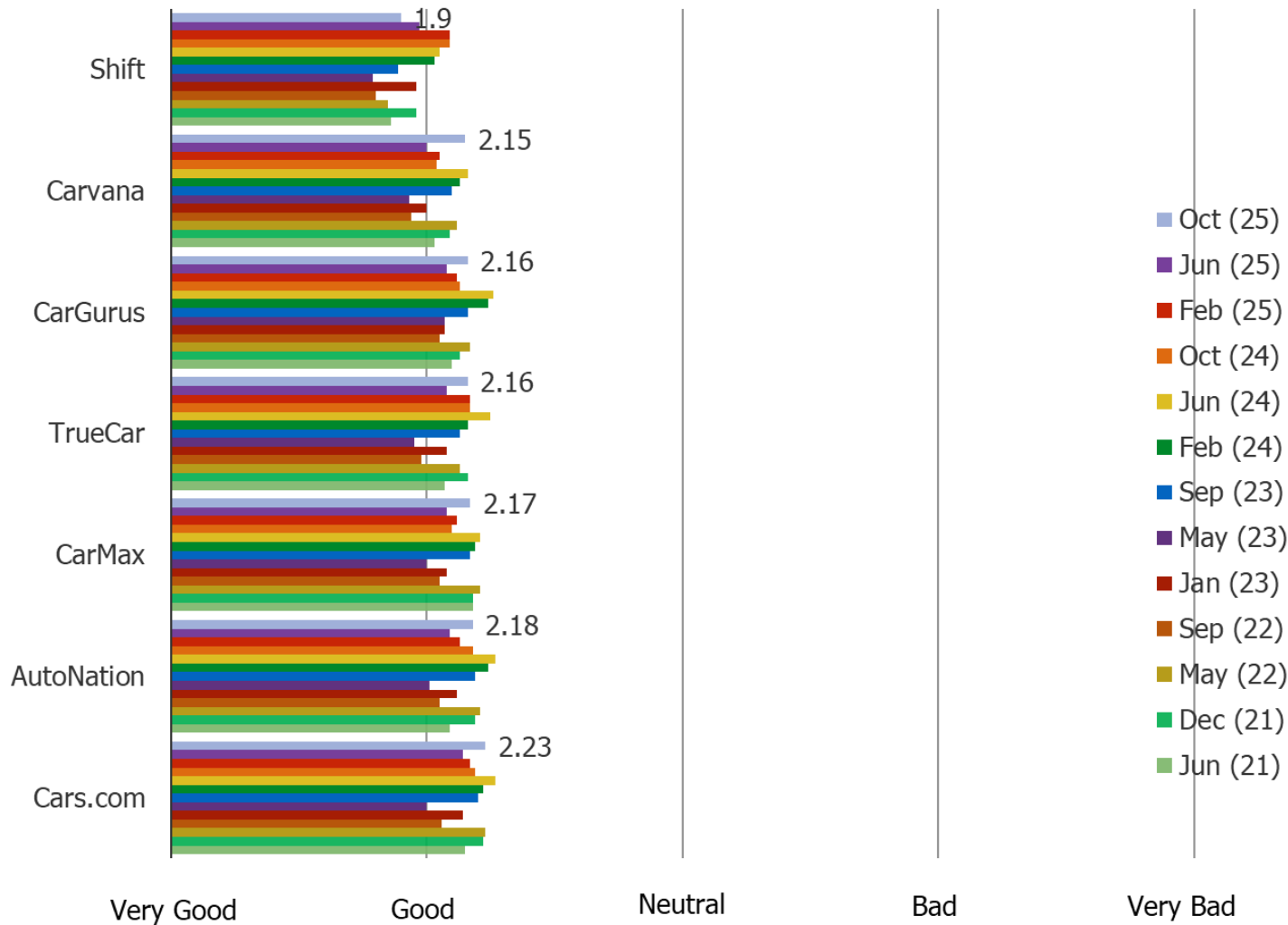
Posed to all respondents who have visited the below.



	N=
Carvana	3352
Shift	267
CarMax	3551
AutoNation	1218
TrueCar	979
Cars.com	2575
CarGurus	1489

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

Posed to all respondents who have visited the below.

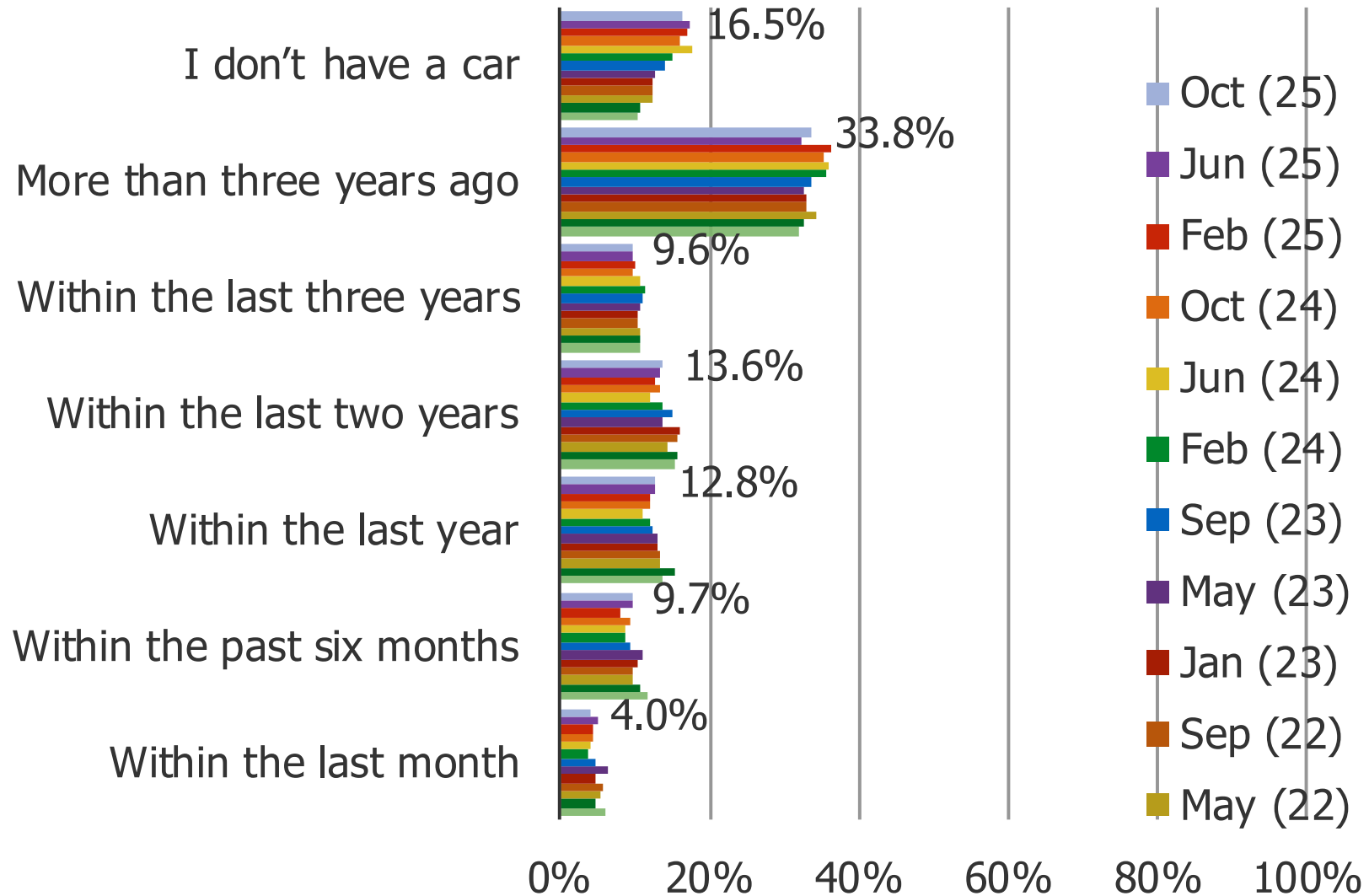


	N=
Carvana	3352
Shift	267
CarMax	3551
AutoNation	1218
TrueCar	979
Cars.com	2575
CarGurus	1489

Car Ownership – Most Recently Purchased Dynamics

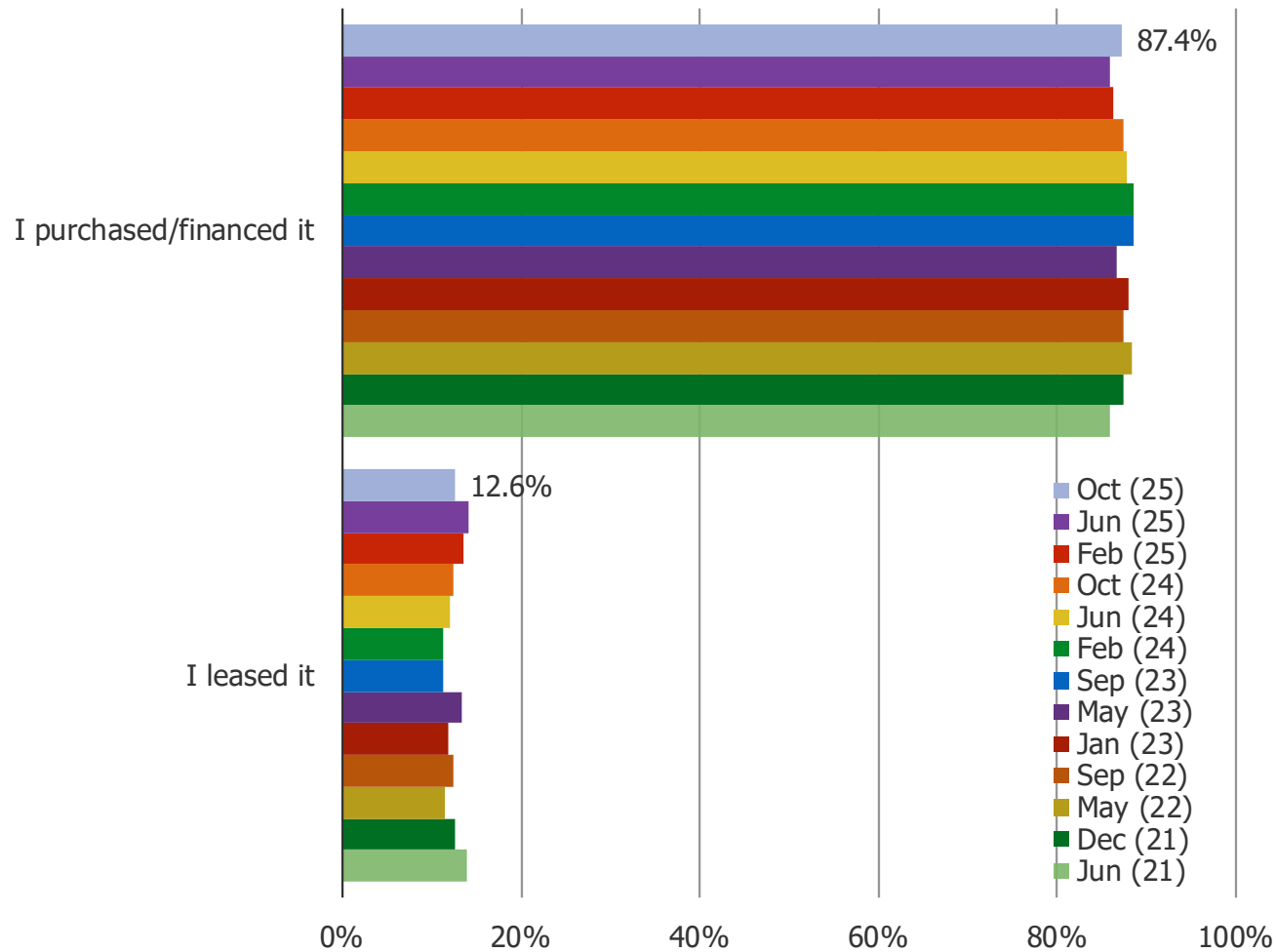
When did you most recently purchase/lease a car?

Posed to all respondents. (N=9931)



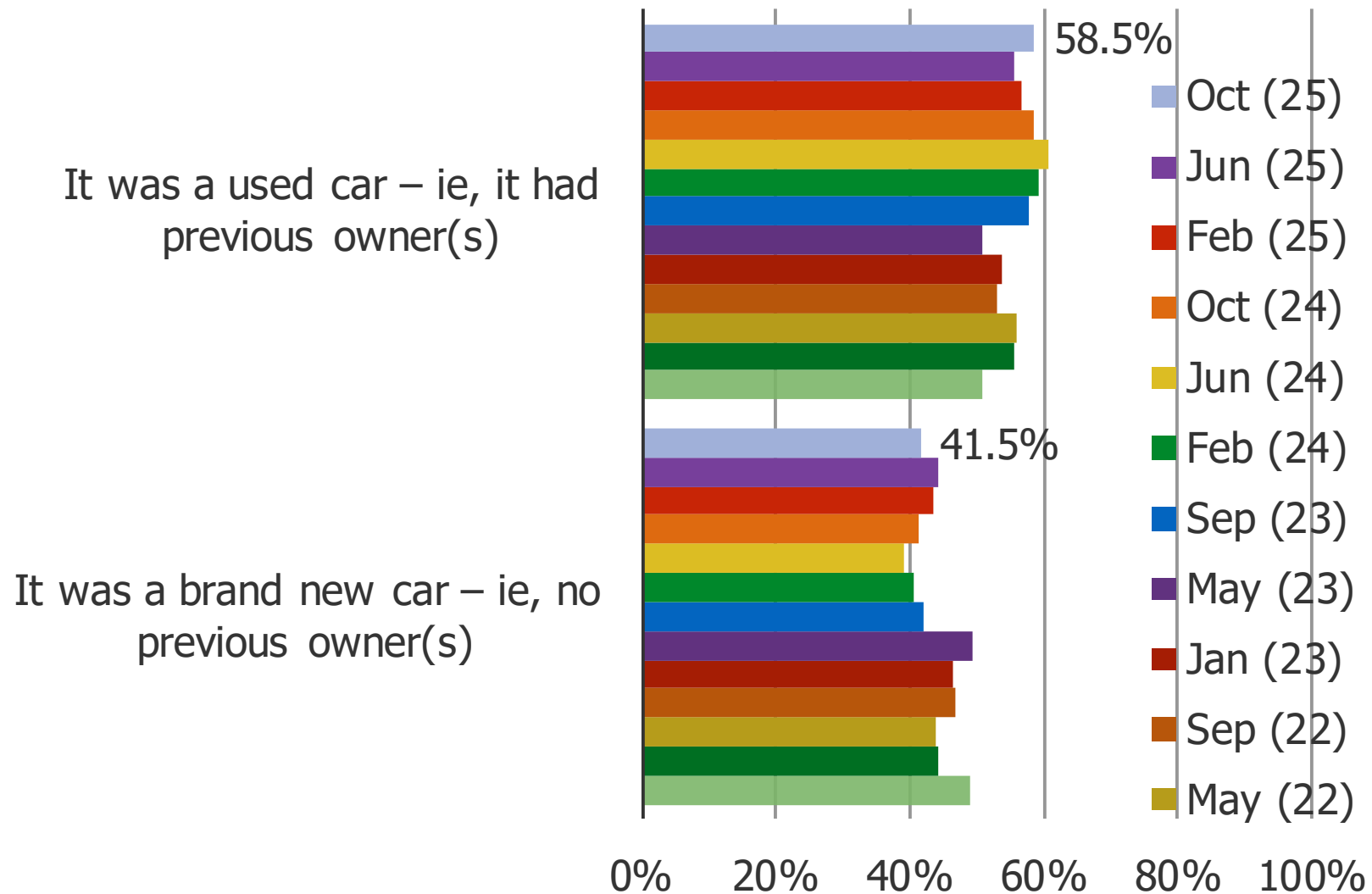
Which of the following best describes the car you most recently acquired?

Posed to all respondents who own a car. (N=8299)



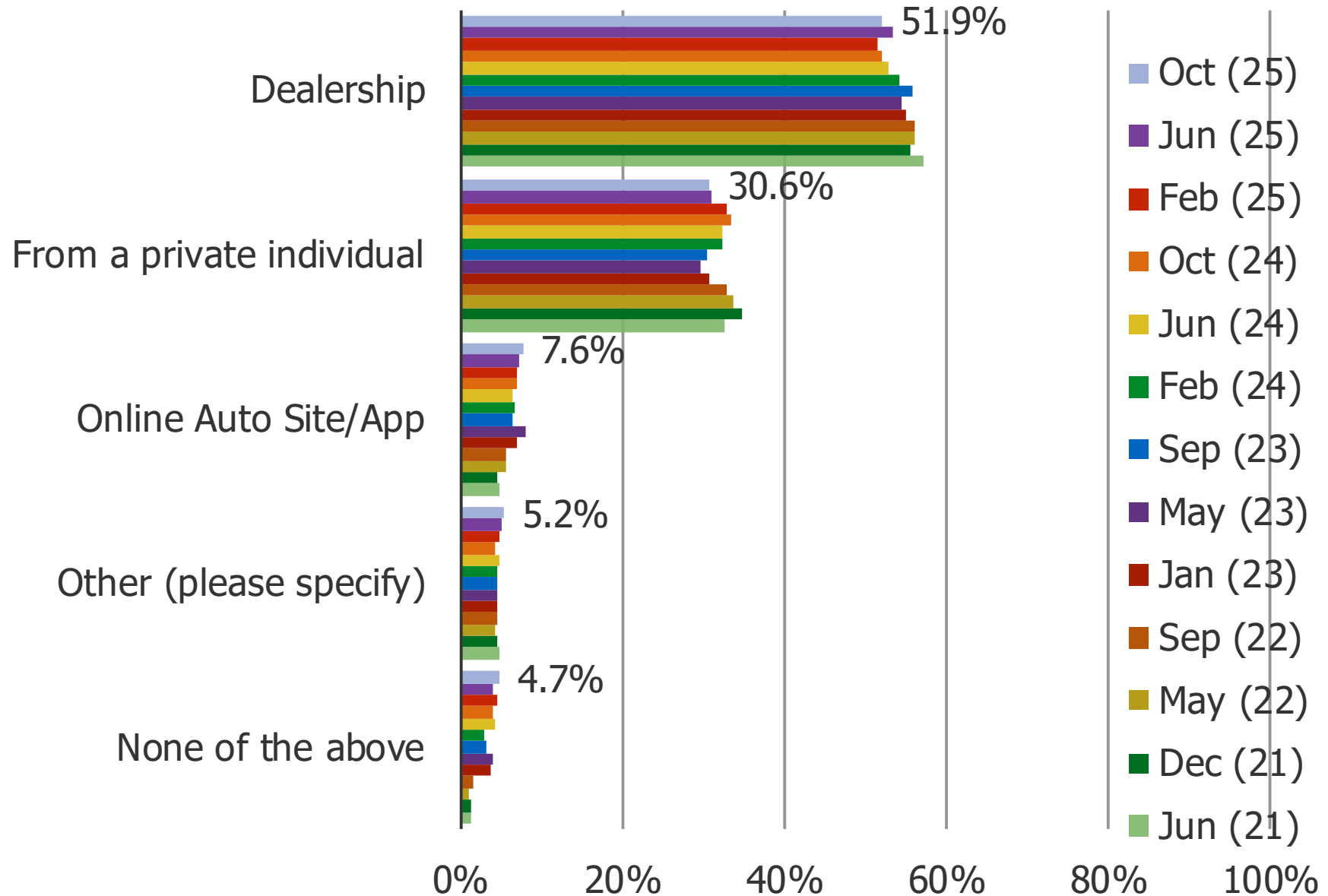
Which of the following best describes the car you most recently acquired?

Posed to all respondents who own a car. (N=8299)



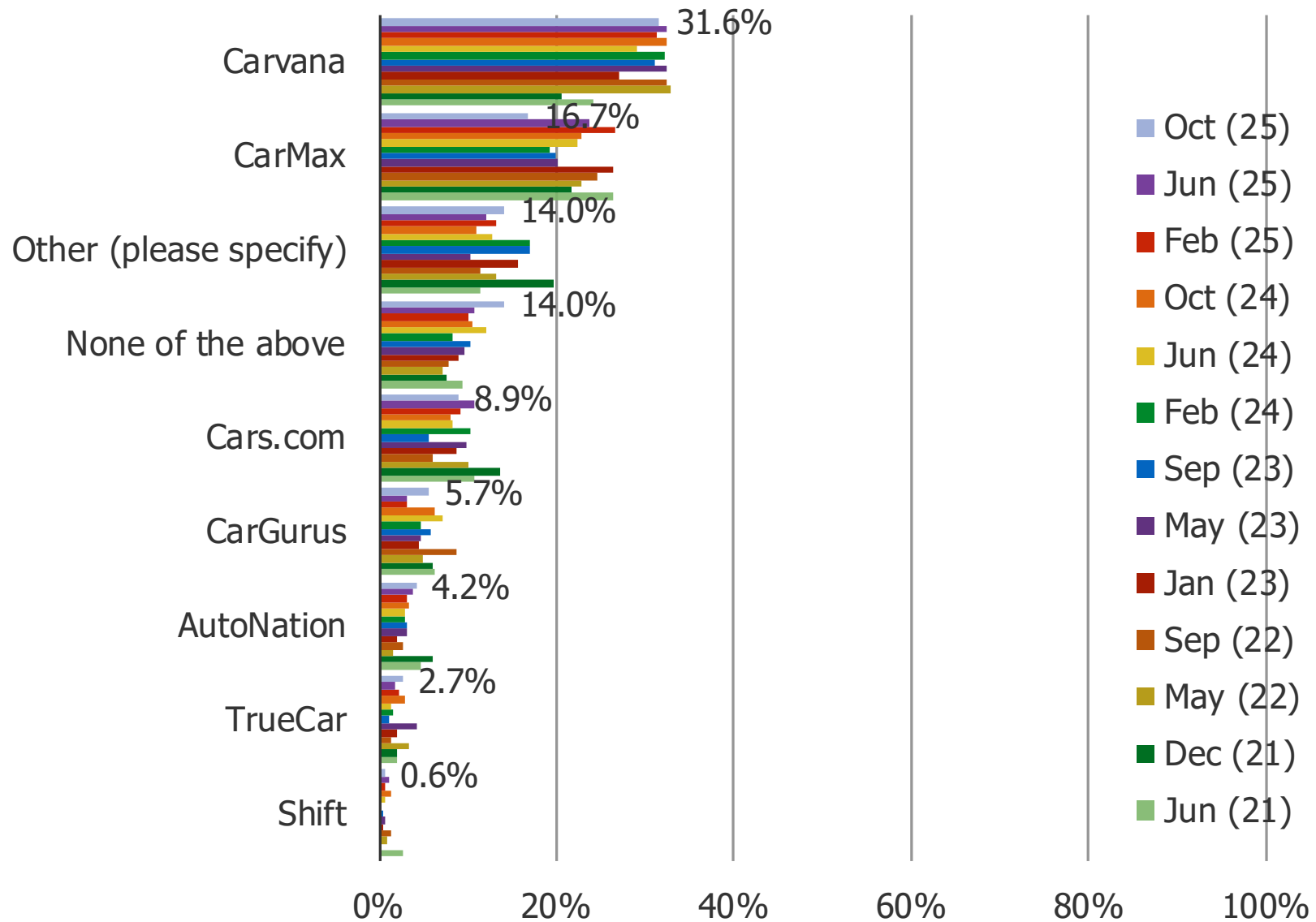
Thinking about the used vehicle you most recently acquired, how did you buy it?

Posed to all respondents who purchased or financed (not leased) a used vehicle. (N=4403)



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=336)



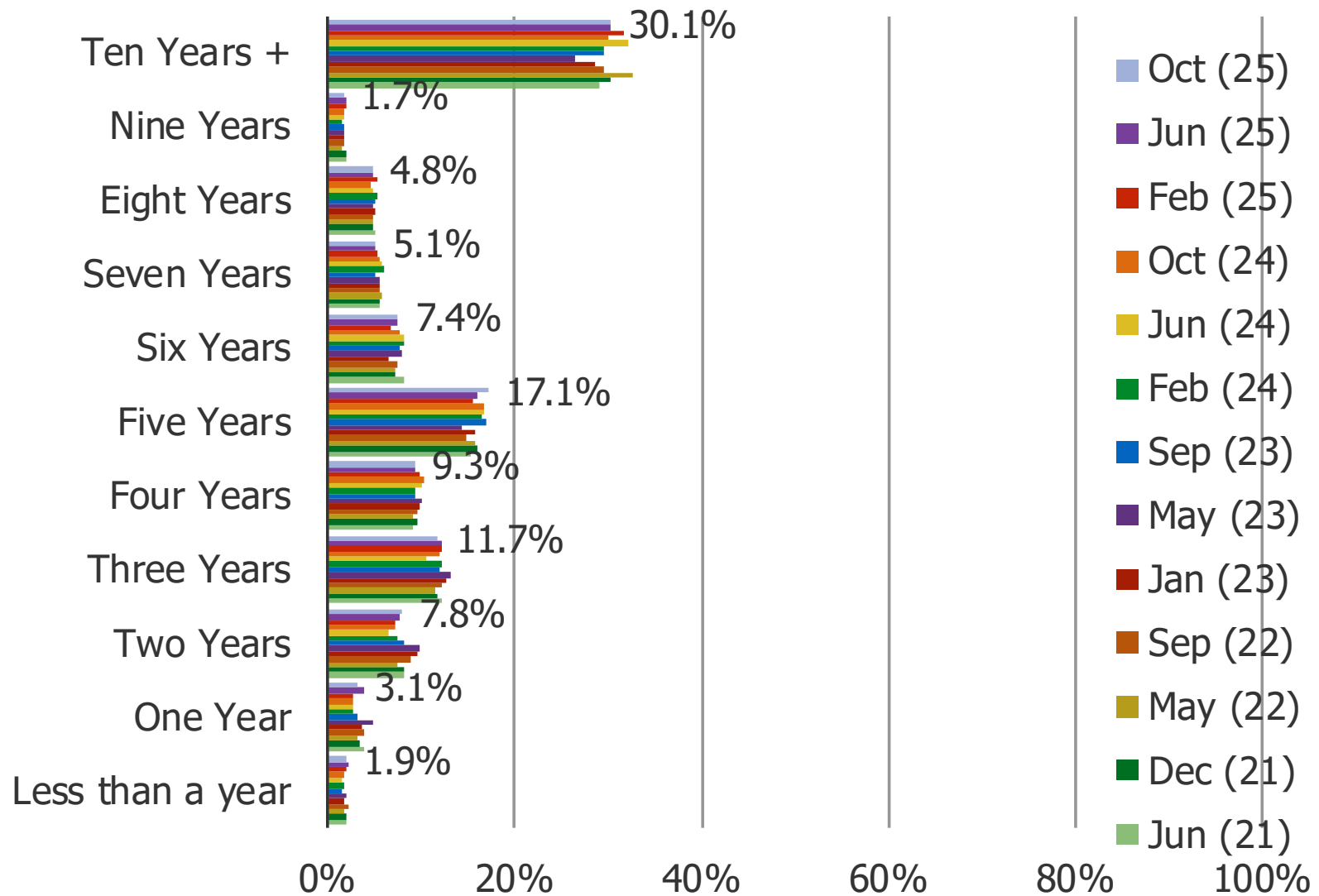
Why did you not buy your used car from Carvana?

Posed to car owners who most recently purchased (not leased) a used car (not new) BUT did not use Carvana for their purchase.



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

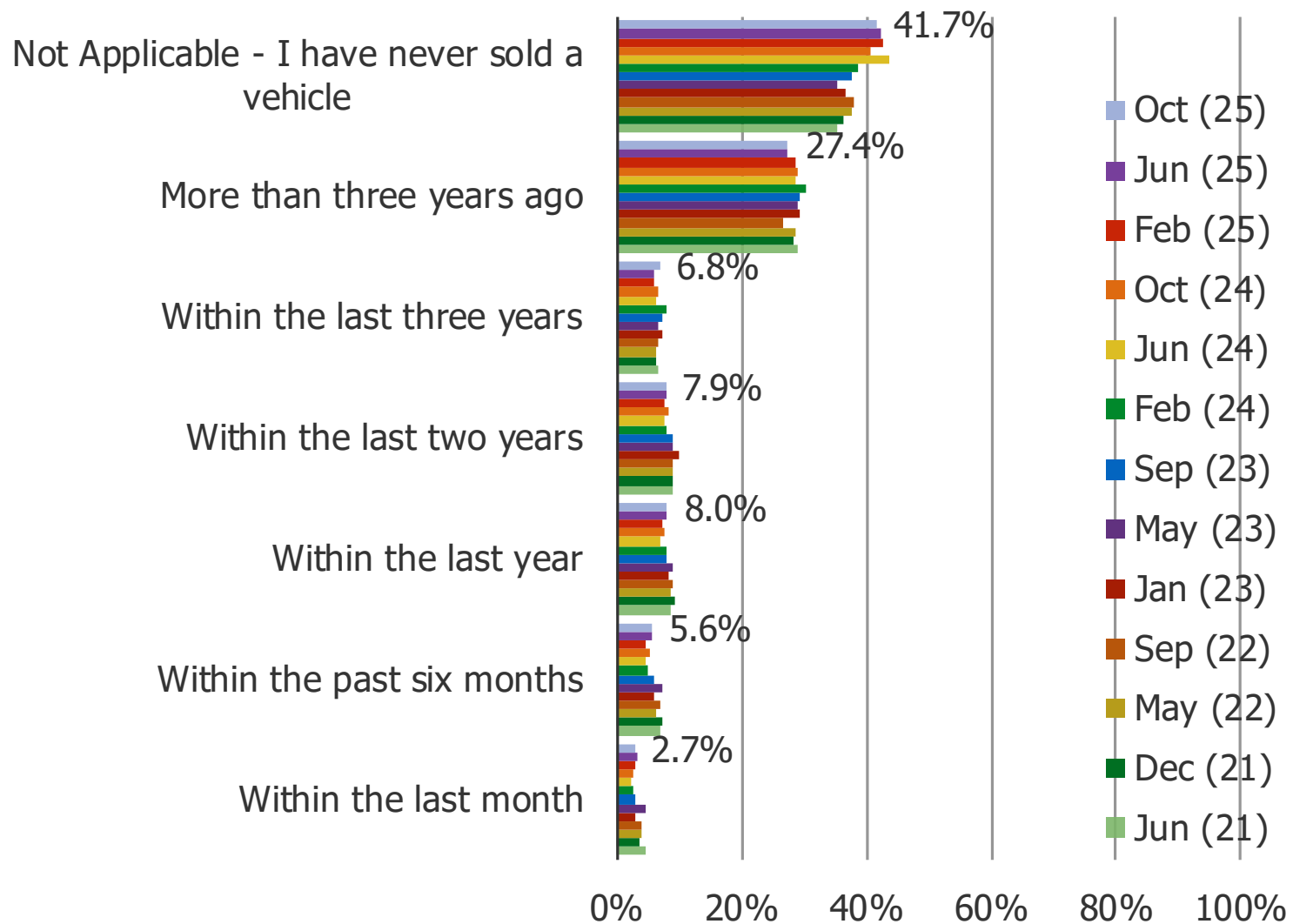
Posed to all respondents who have vehicles. (N=8296)



Car Selling – Most Recently Sold Dynamics

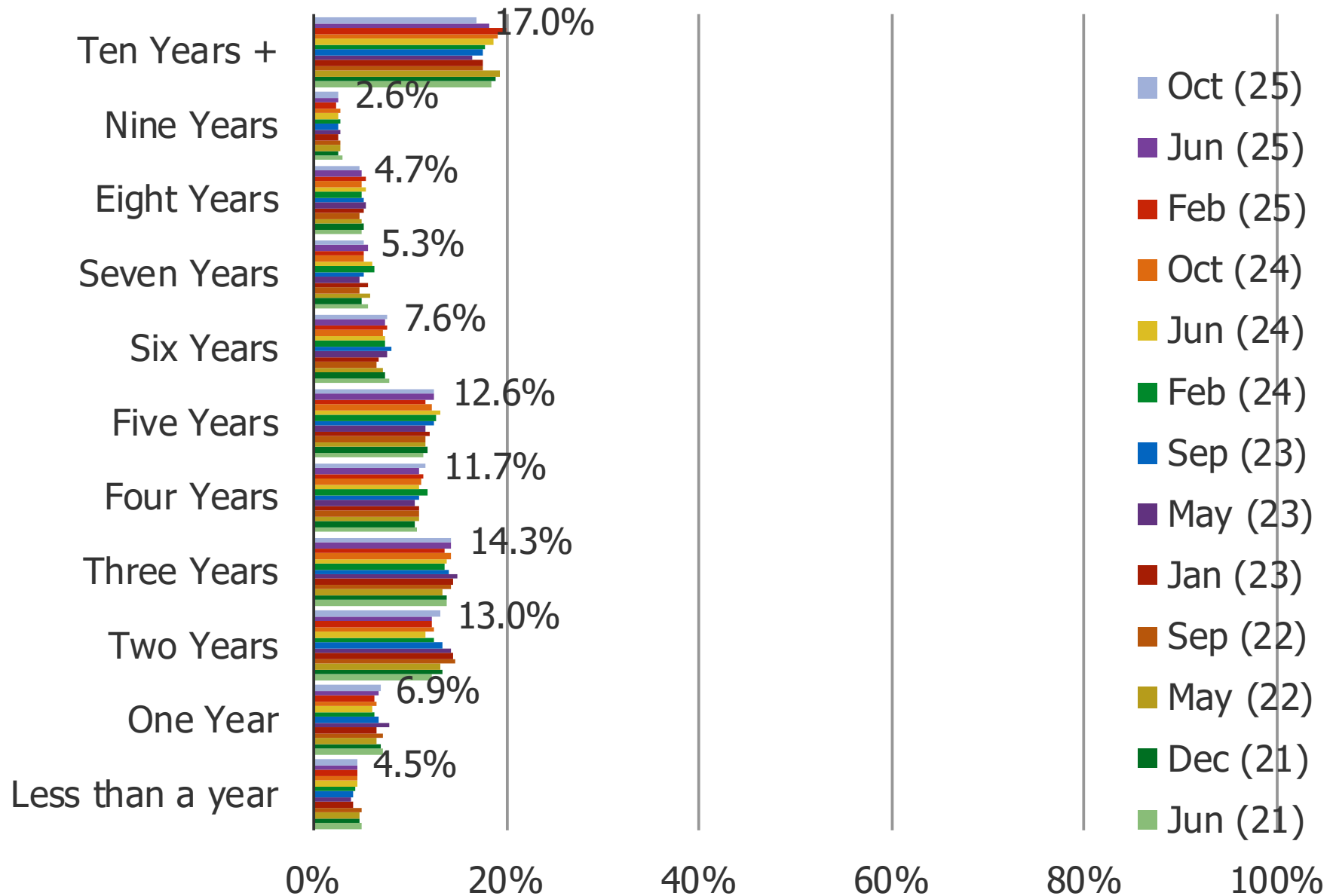
When did you most recently sell a car?

Posed to all respondents. (N=9931)



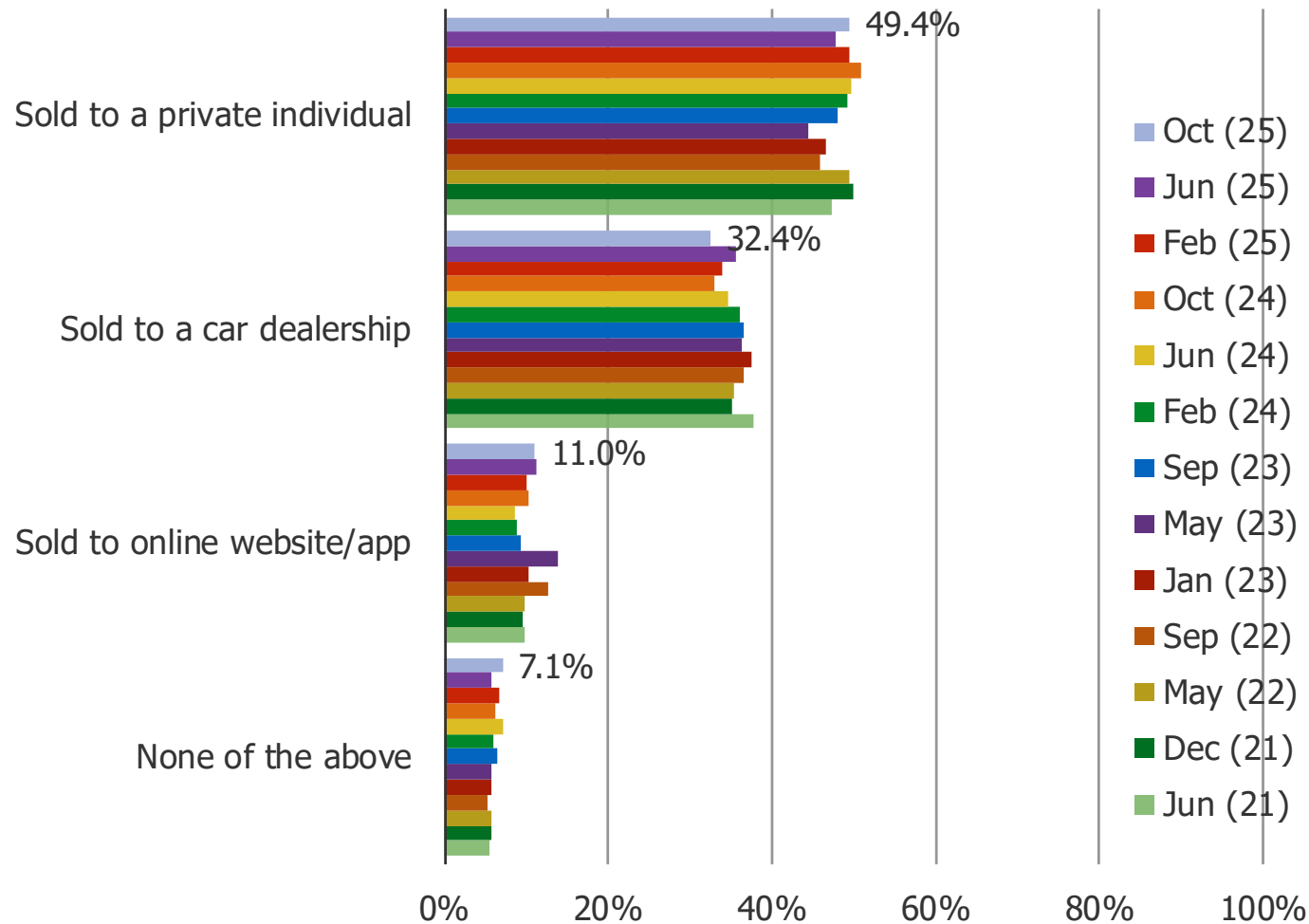
For how long did you own the car you most recently sold?

Posed to all respondents who have ever sold a vehicle. (N=5799)



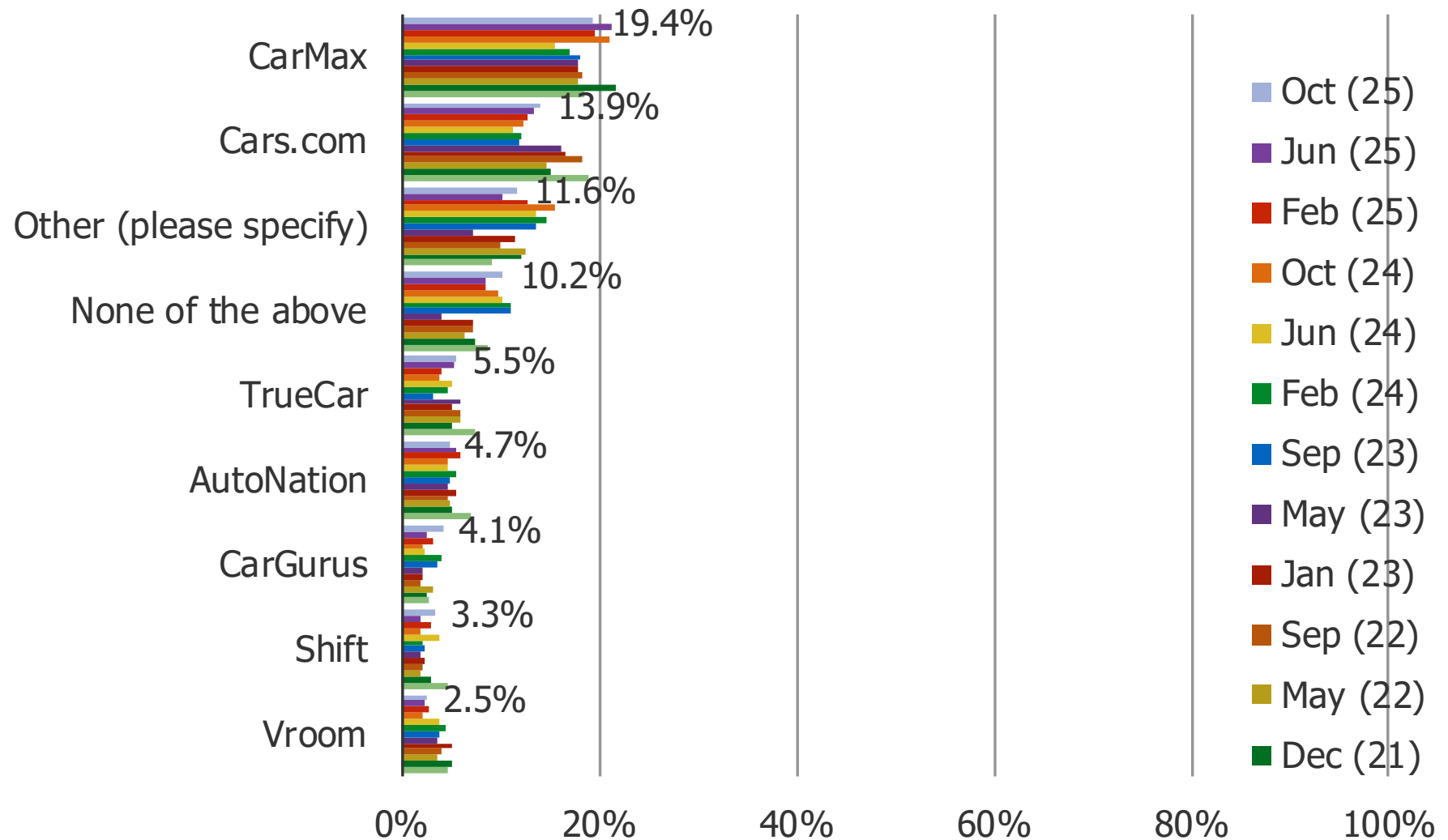
Where did you sell your vehicle?

Posed to all respondents who have ever sold a vehicle.(N=5795)



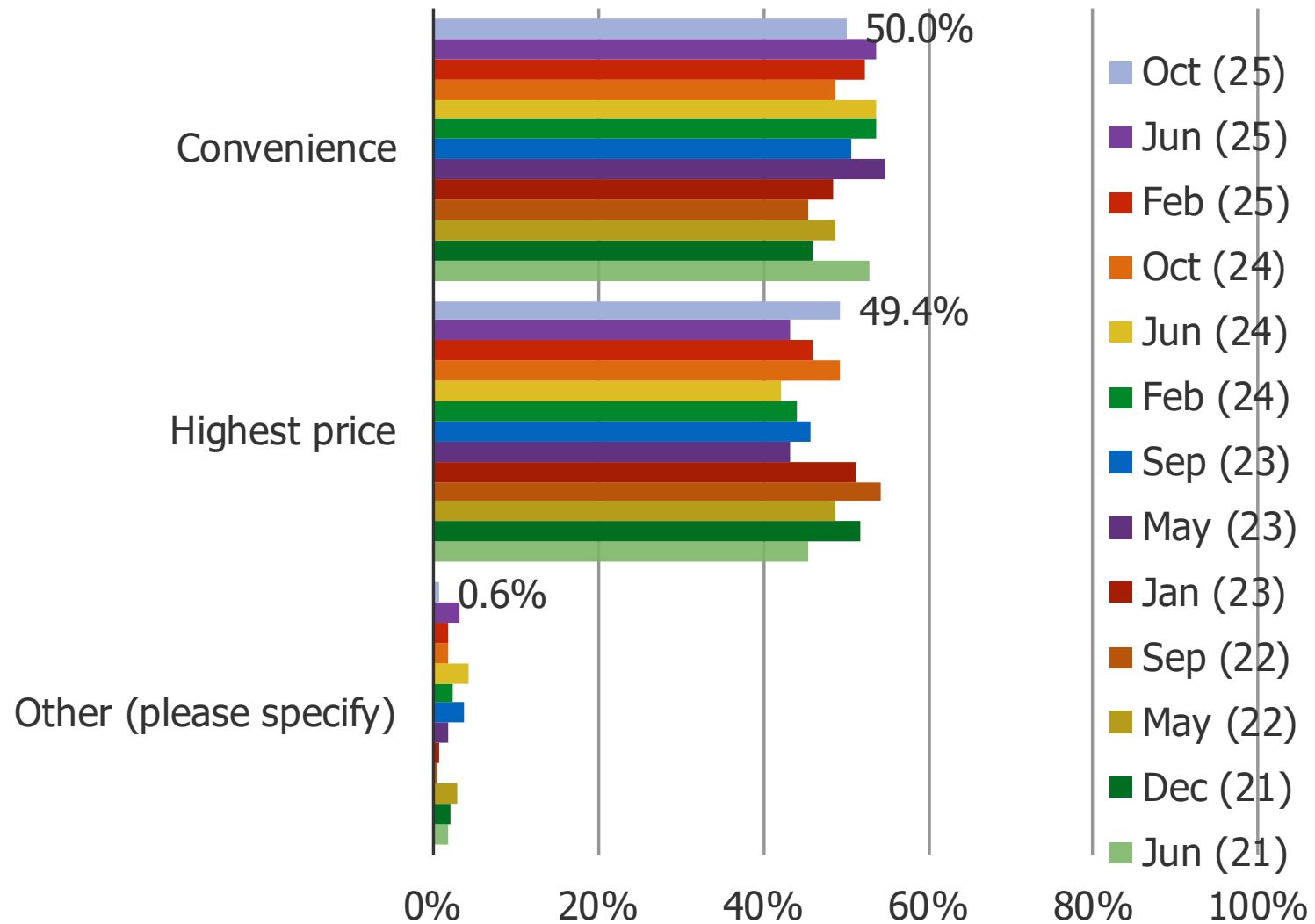
To which online auto site/app did you sell your car?

Posed to respondents who said they sold the car they most recently sold to an online platform. (N=640)



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

Posed to all respondents who sold to Carvana. (N=160)

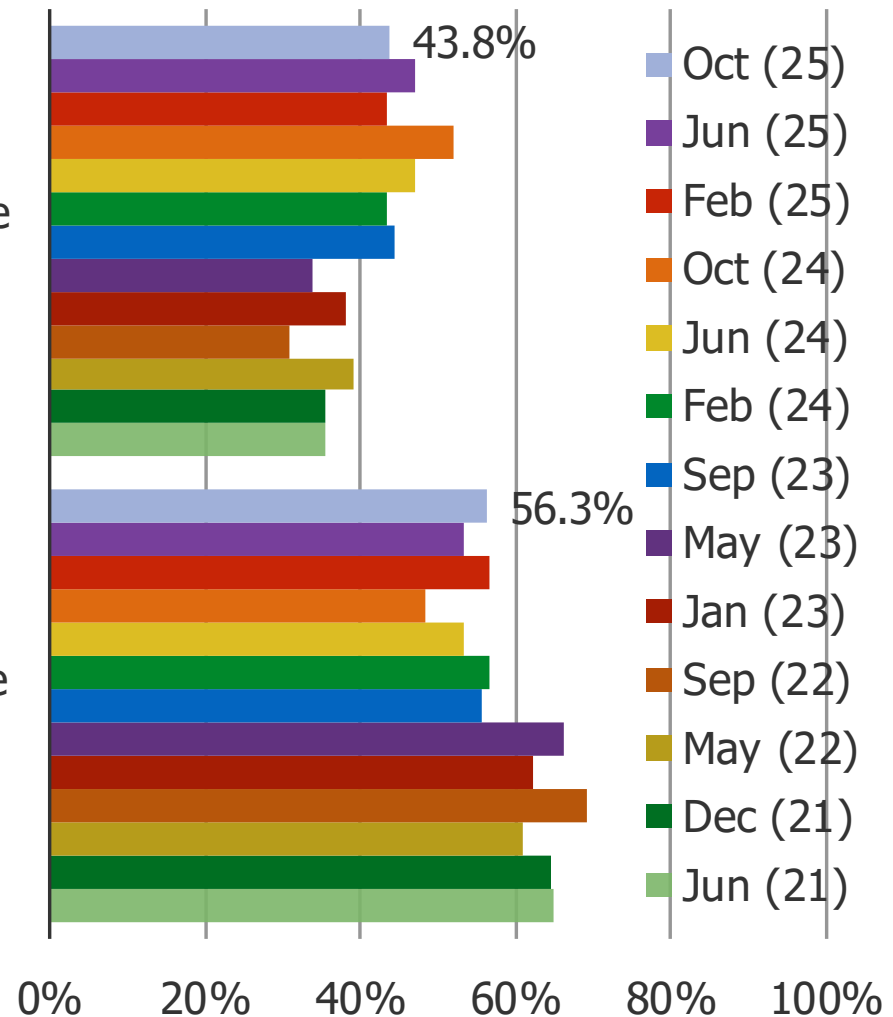


Did you visit a dealership before selling a car to Carvana?

Posed to all respondents who sold to Carvana. (N=160)

No, I did not visit a dealership before selling a car to Carvana

Yes, I visited a dealership before selling a car to Carvana



Why did you NOT sell to Carvana?

Posed to respondents who have sold a vehicle, but did not sell to Carvana. (N=5635)

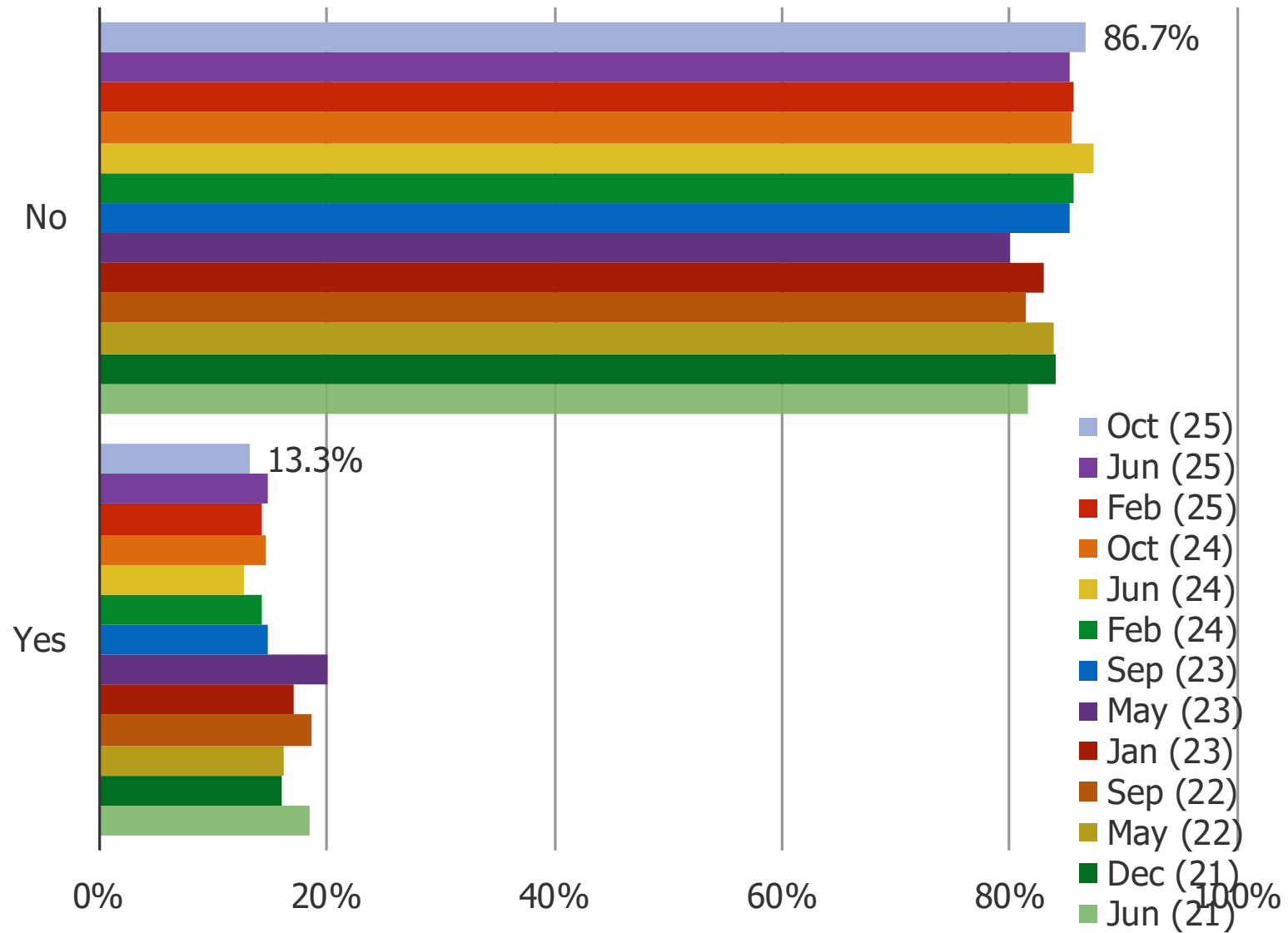
Reasons Mentioned In Fill-Ins:



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=9931)



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

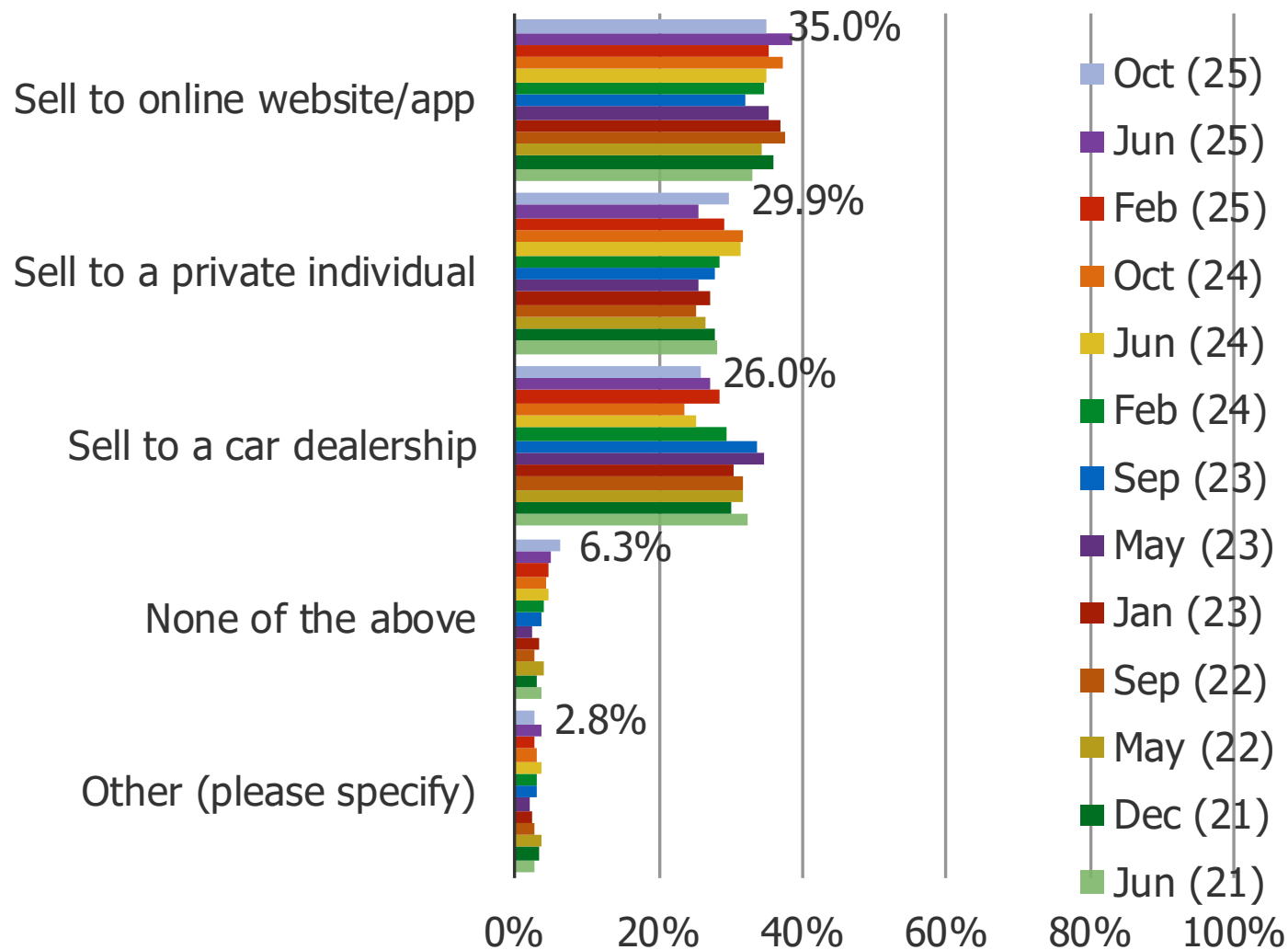
Posed to respondents who own a vehicle (ie, purchased or financed, but not leased). (N=7538)

October 2025



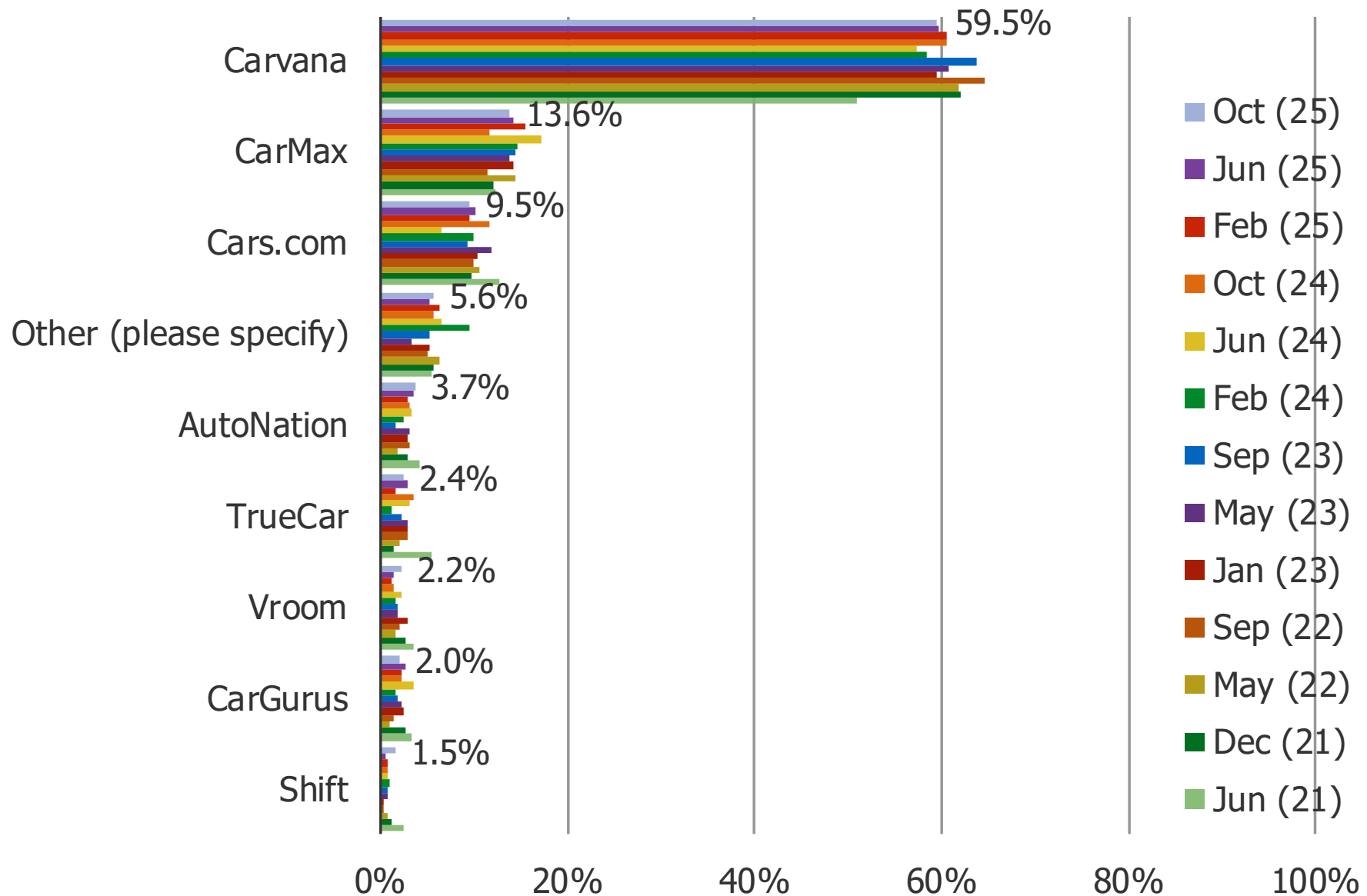
How will you **SELL** the **USED** vehicle you are trying to sell?

Posed to all respondents who are looking to sell a used vehicle. (N=1320)



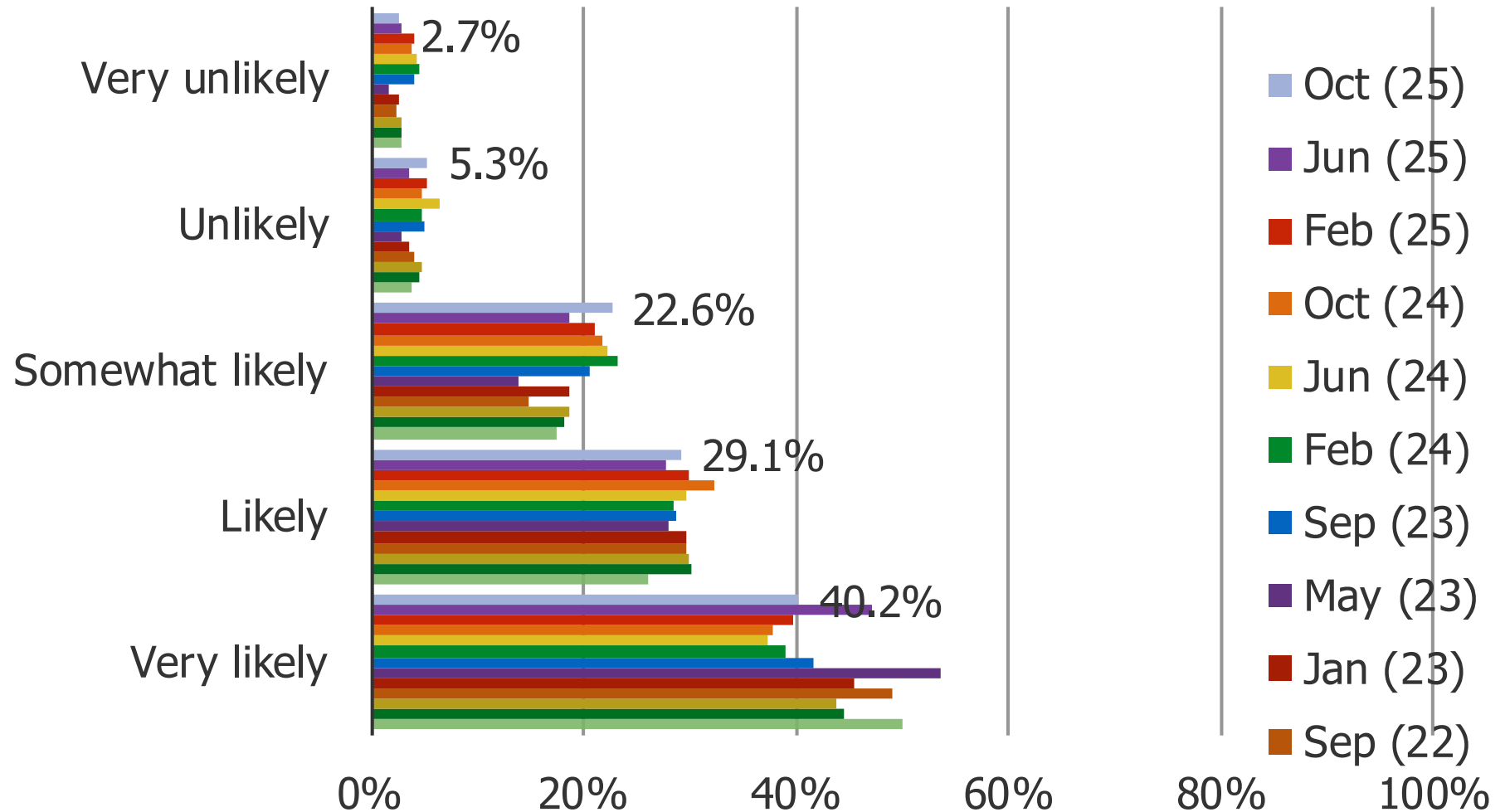
Which online website/app would you be most likely to sell it to?

Posed to all respondents who are looking to sell a used vehicle and would sell to a site/app. (N=462)



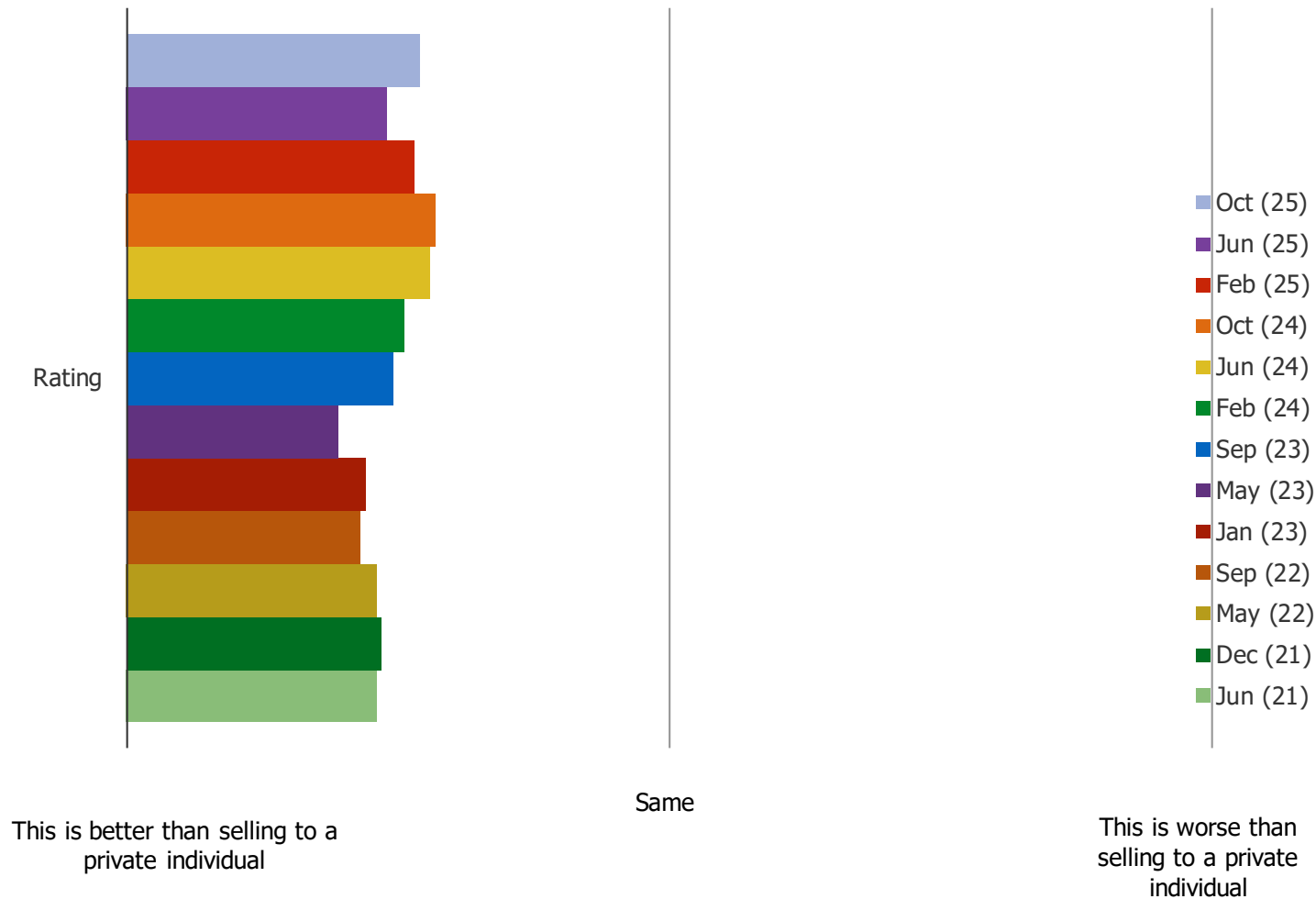
If you could enter your car's license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes which is good for 7 days and get paid when the car is picked up if you accept. How likely would you be to request an offer?

Posed to respondents who are currently in the market to sell a vehicle. (N=1318)



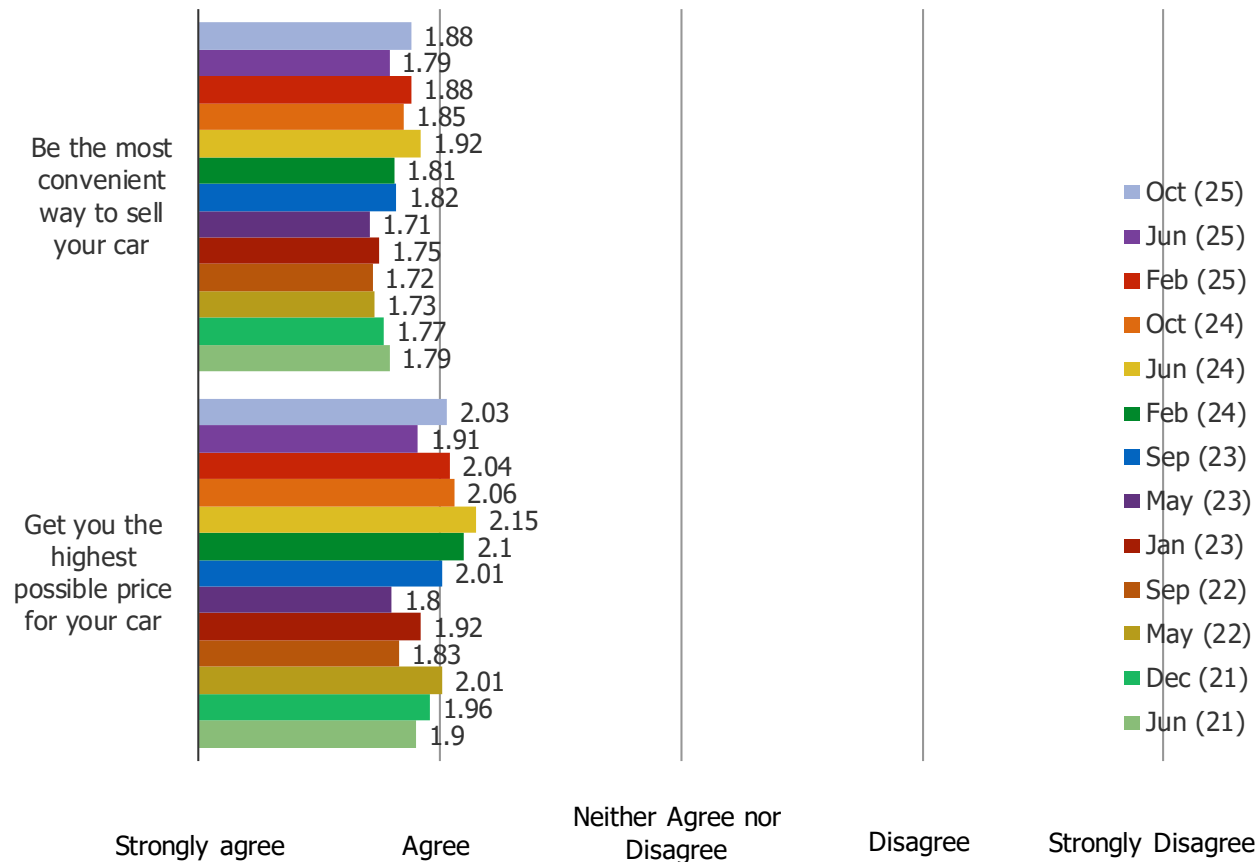
If you could enter your car's license plate or vin number and answer a few questions via a website/app and receive a no haggle cash offer in minutes which is good for 7 days and get paid when the car is picked up if you accept. How does this sound compared to selling your used car to a private individual?

Posed to respondents who are currently in the market to sell a vehicle. (N=1318)



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...

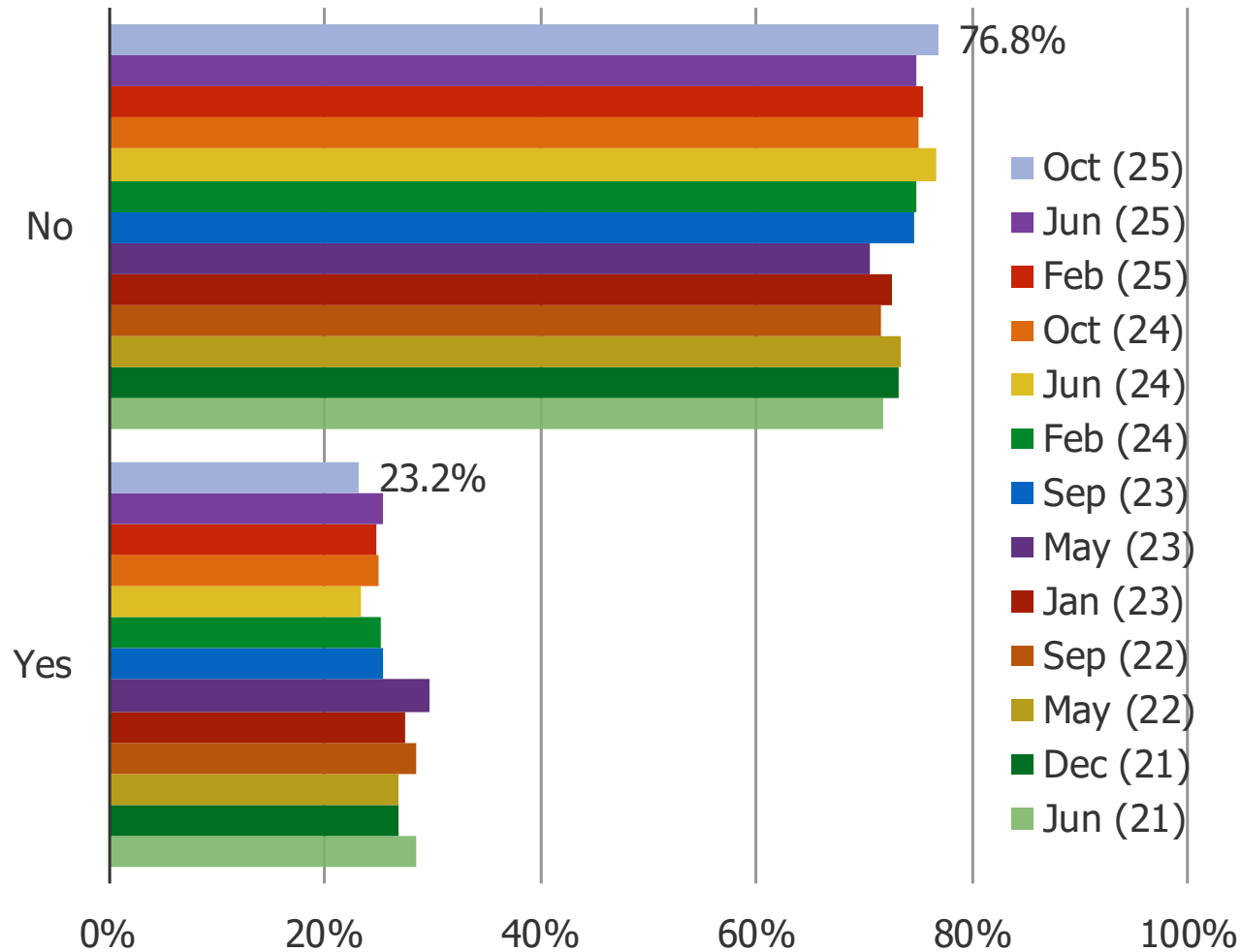
Posed to respondents who are currently in the market to sell a vehicle. (N=1318)



Currently in the market to buy a vehicle

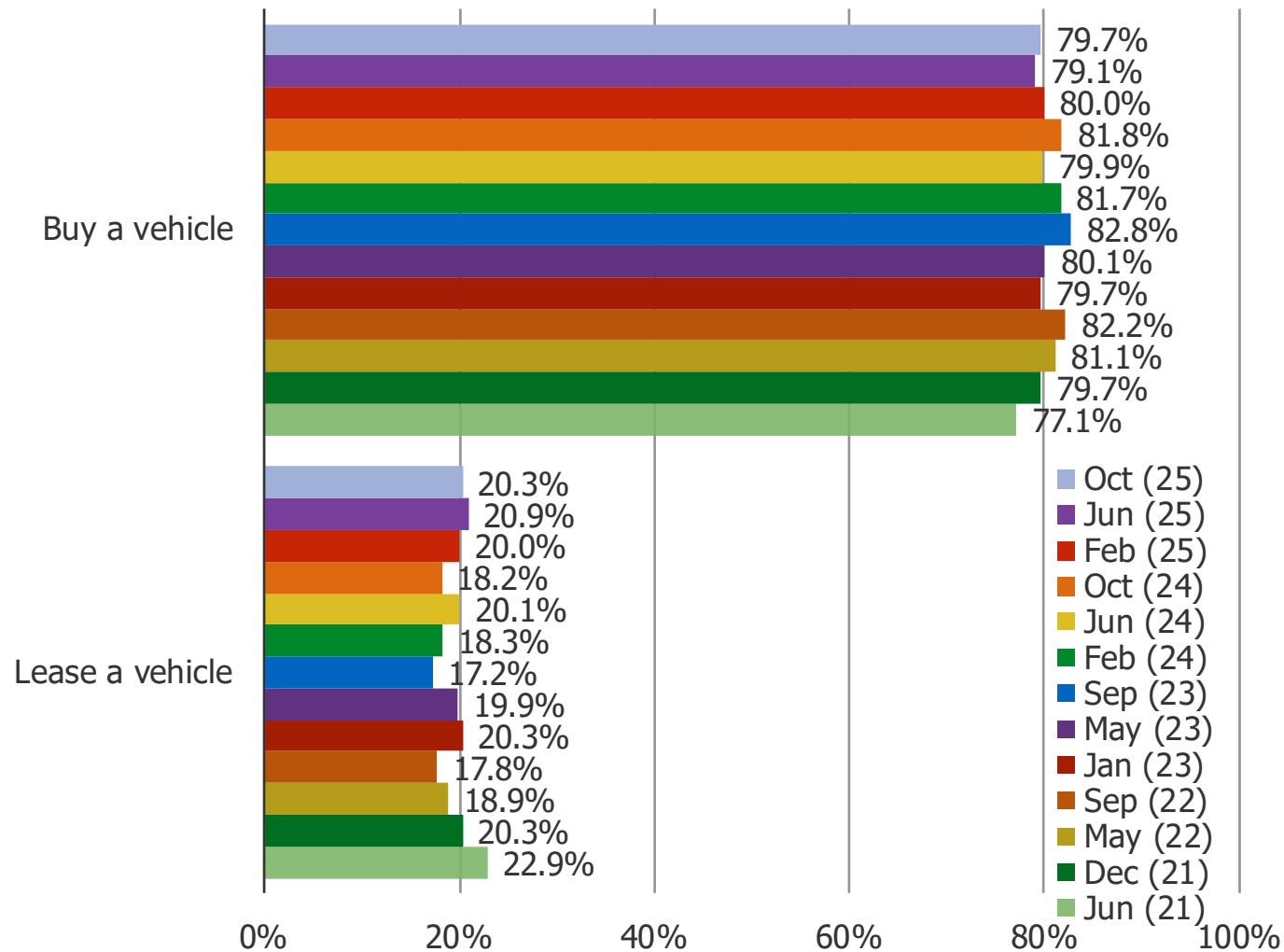
Are you currently in the market looking to acquire a vehicle?

Posed to all respondents. (N=9931)



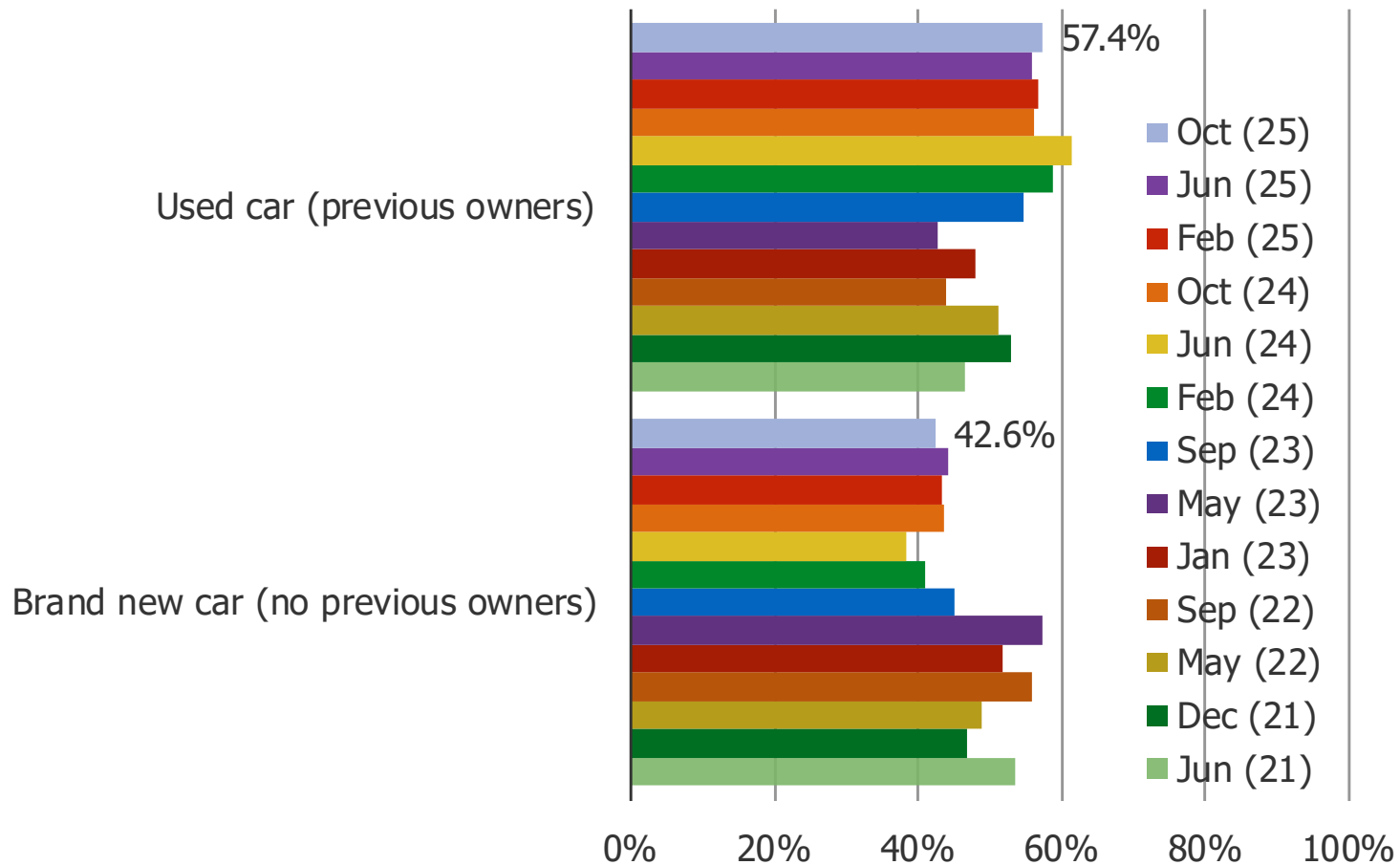
Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to do?

Posed to all respondents who are looking to acquire a vehicle. (N=2305)



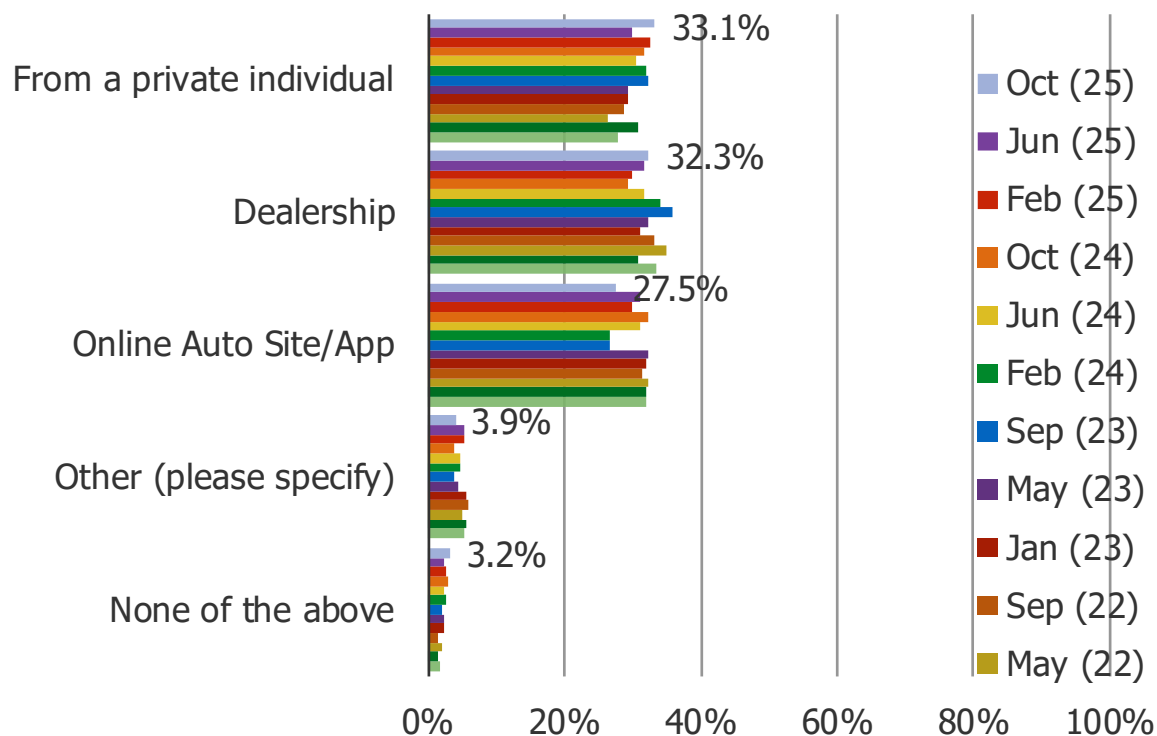
Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to get?

Posed to all respondents who are looking to buy a vehicle (not lease). (N=1838)



Where are you most likely to purchase the used vehicle?

Posed to all respondents who are looking to buy a used vehicle. (N=1054)

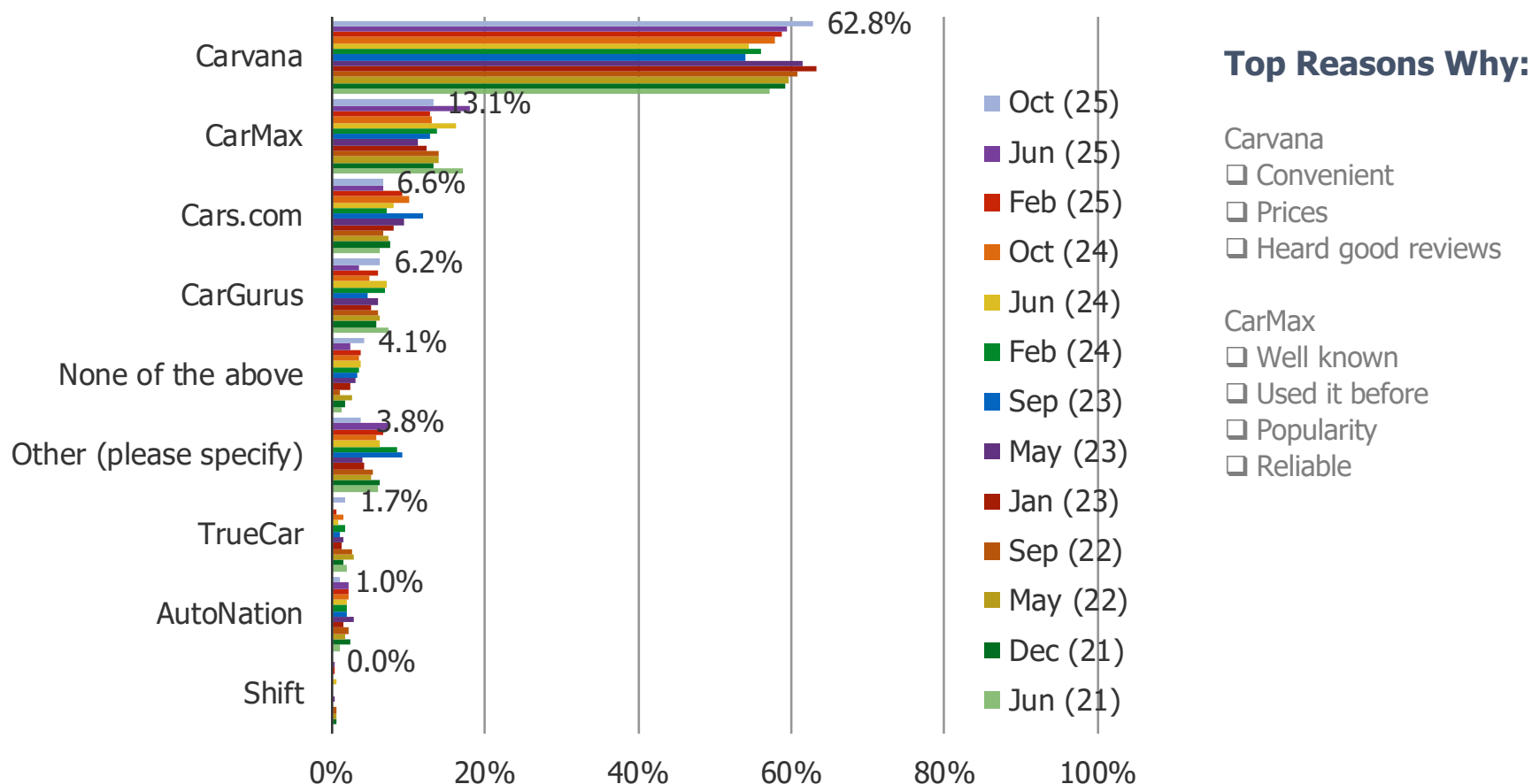


Top Reasons Why:

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

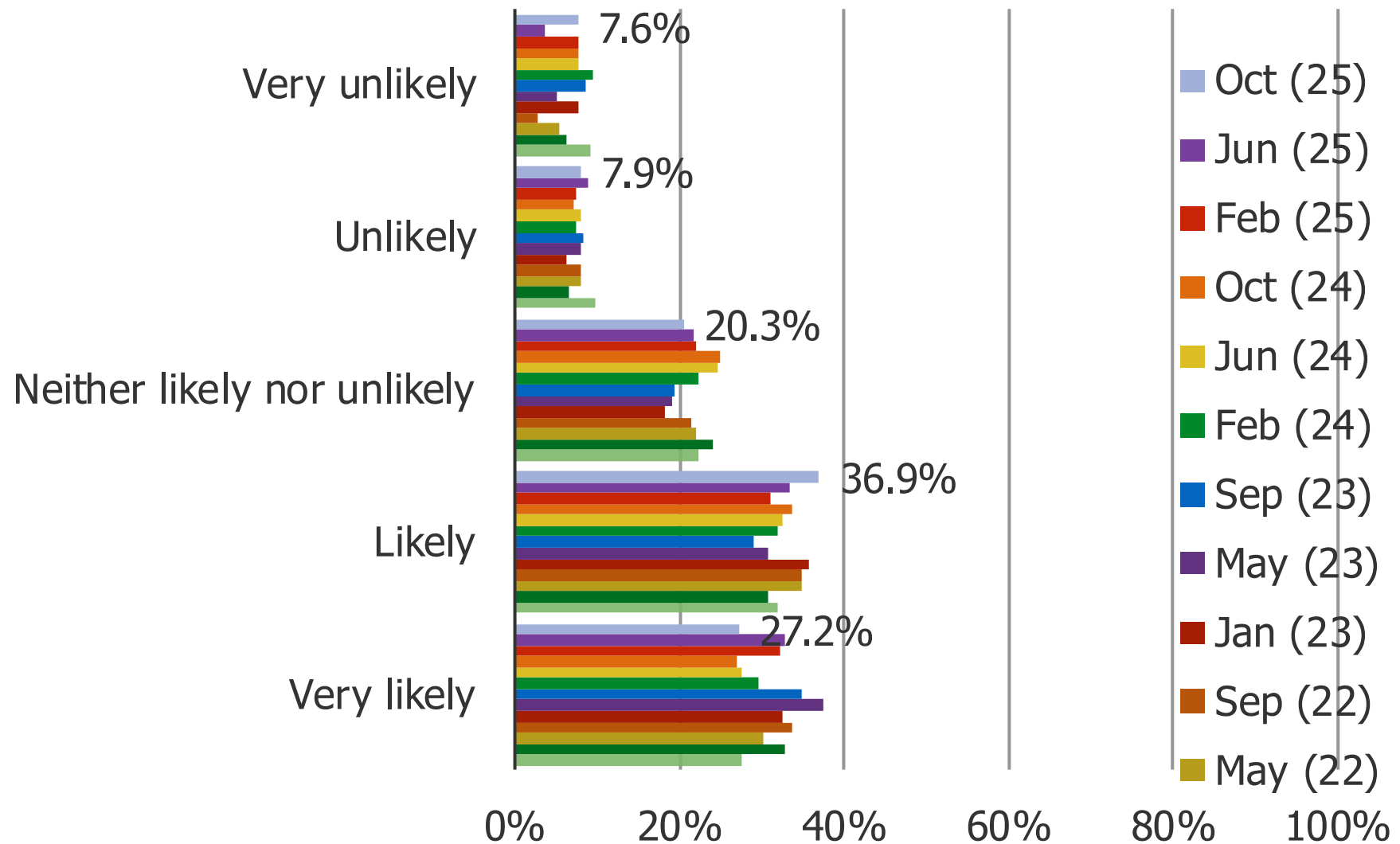
From which online auto app or website are you most likely to buy the car you are in the market for?

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=290)



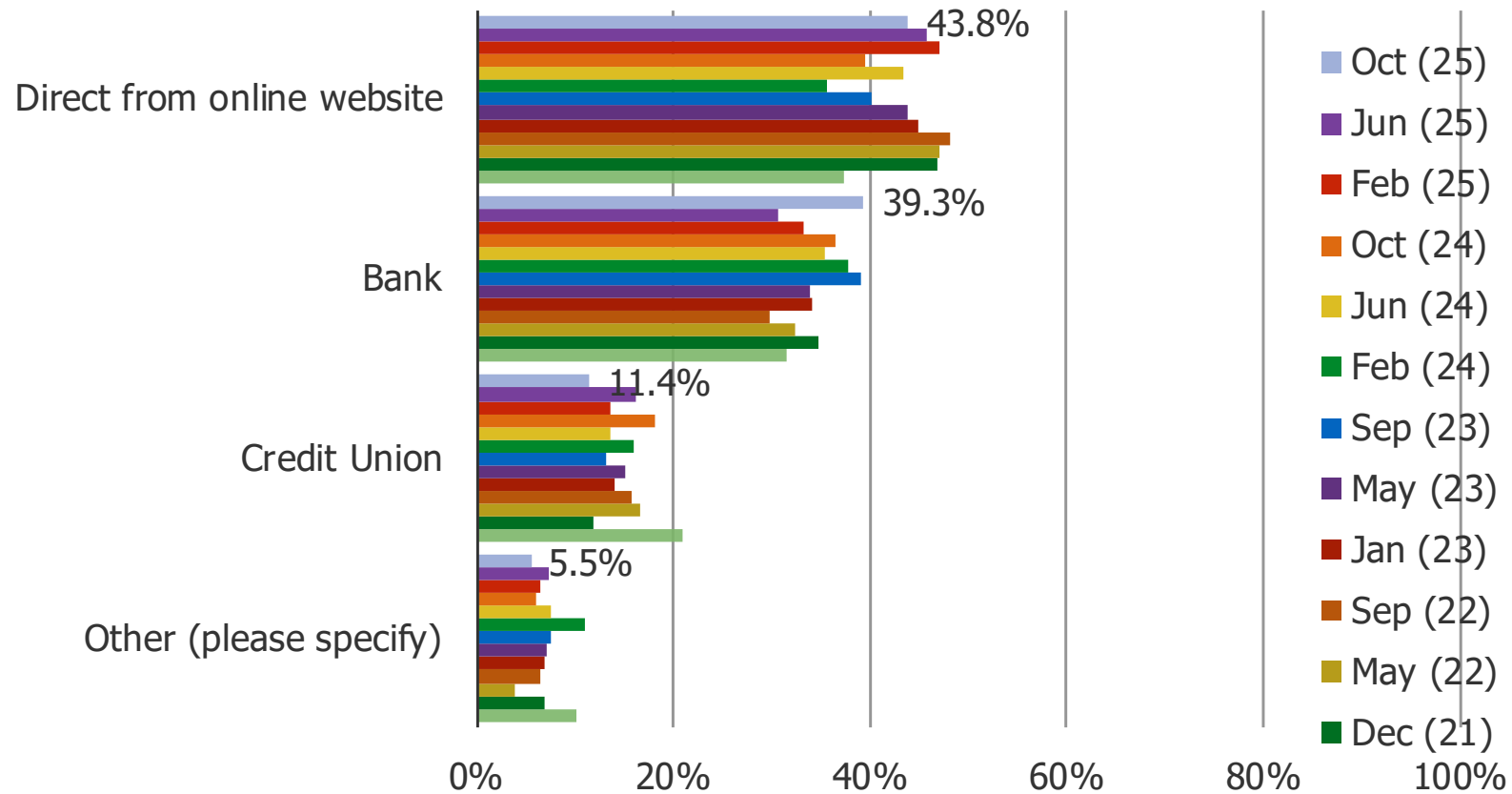
If you were to purchase a used car online today, how likely would you be to secure financing online as well?

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=290)



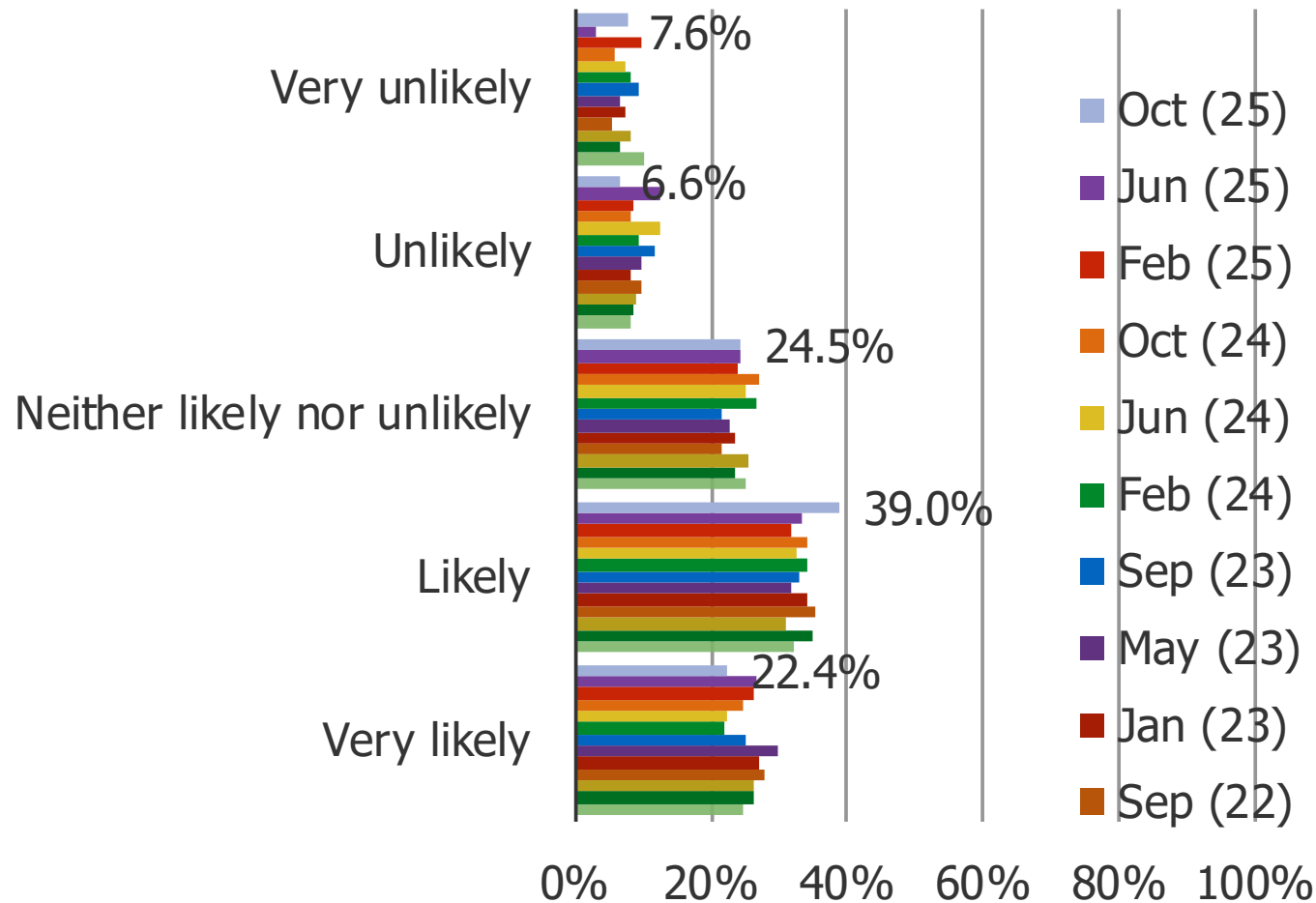
Where would you most likely secure financing online?

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=290)



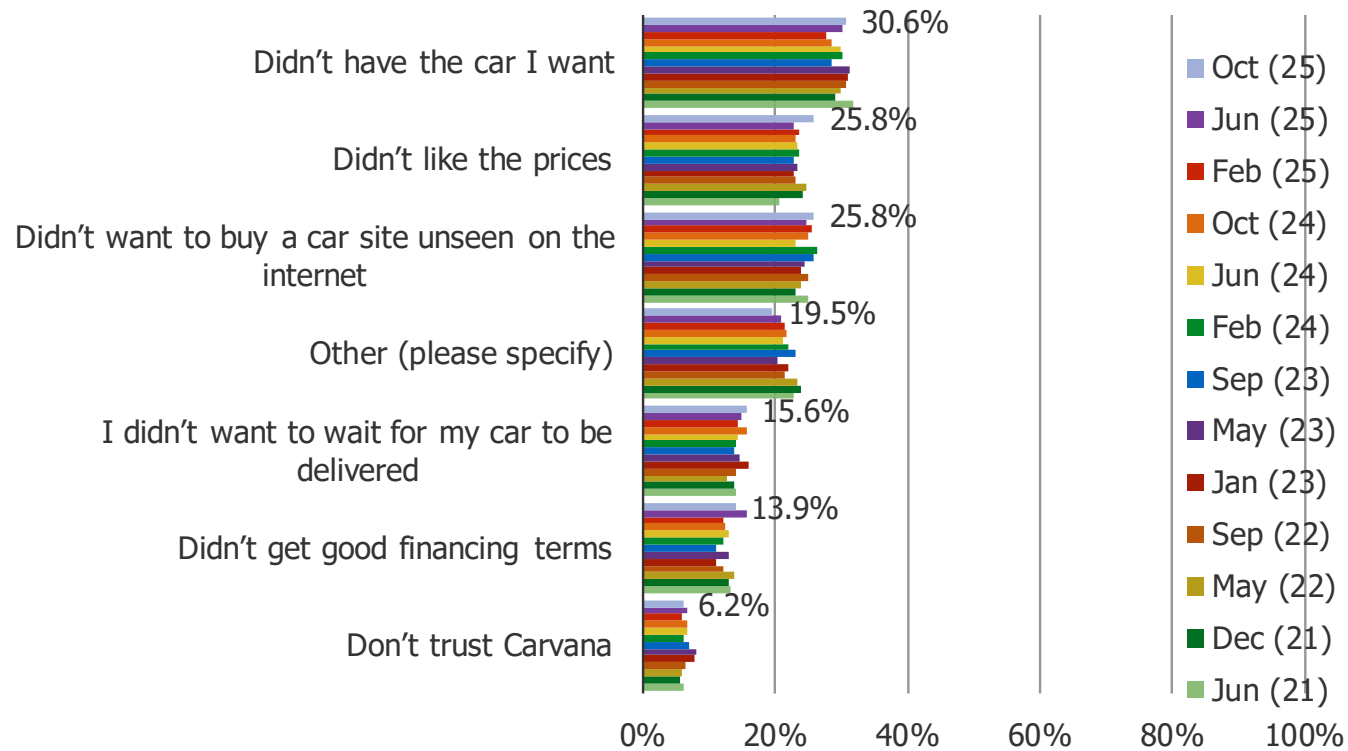
If you were to purchase a used car online today, how likely would you be to also purchase an extended vehicle warranty?

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=290)



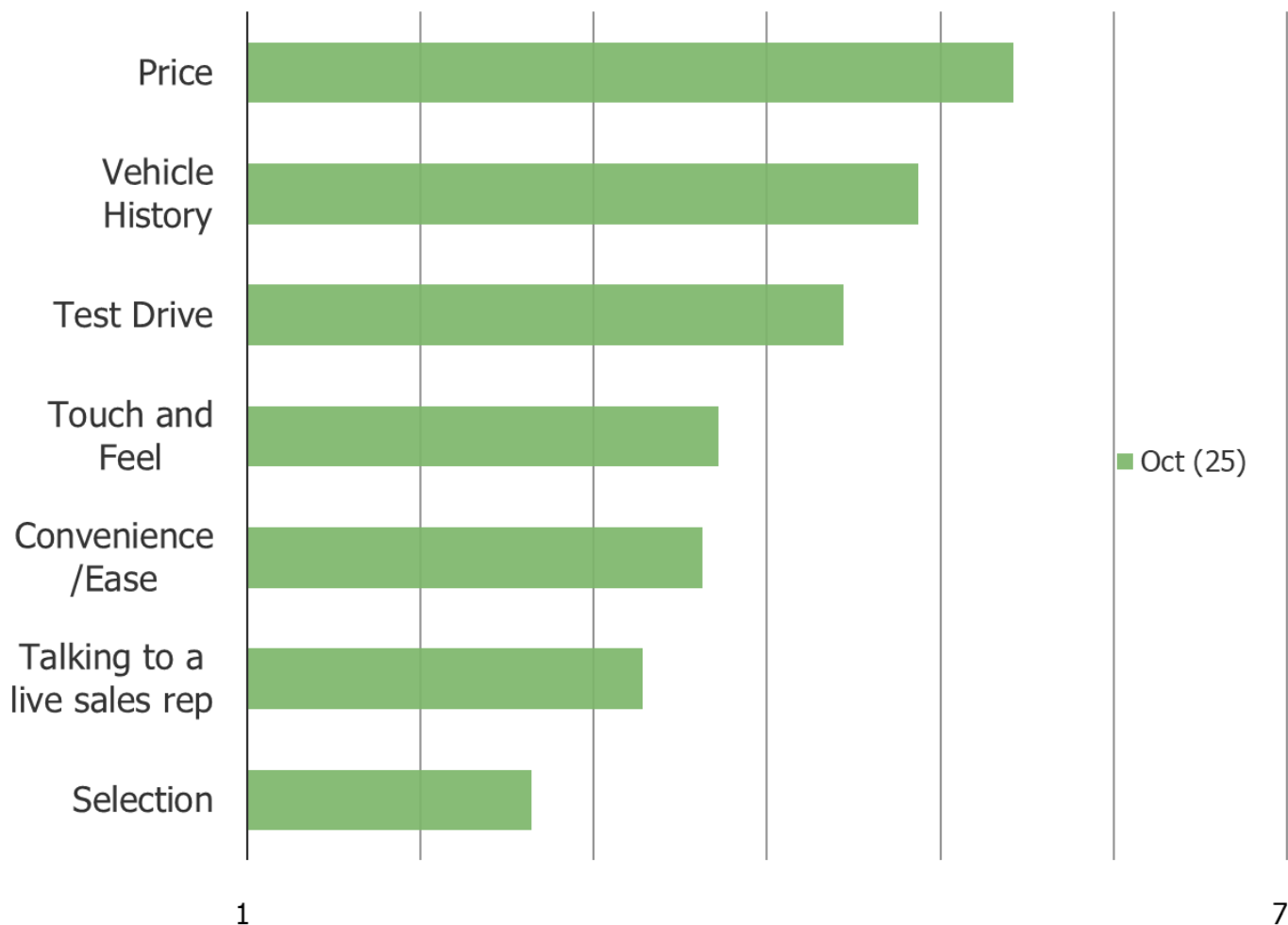
Why didn't you buy from Carvana after visiting the site/app? (Select ALL that apply)

Posed to all respondents who have visited Carvana but haven't made a purchase through Carvana. (N=2416)



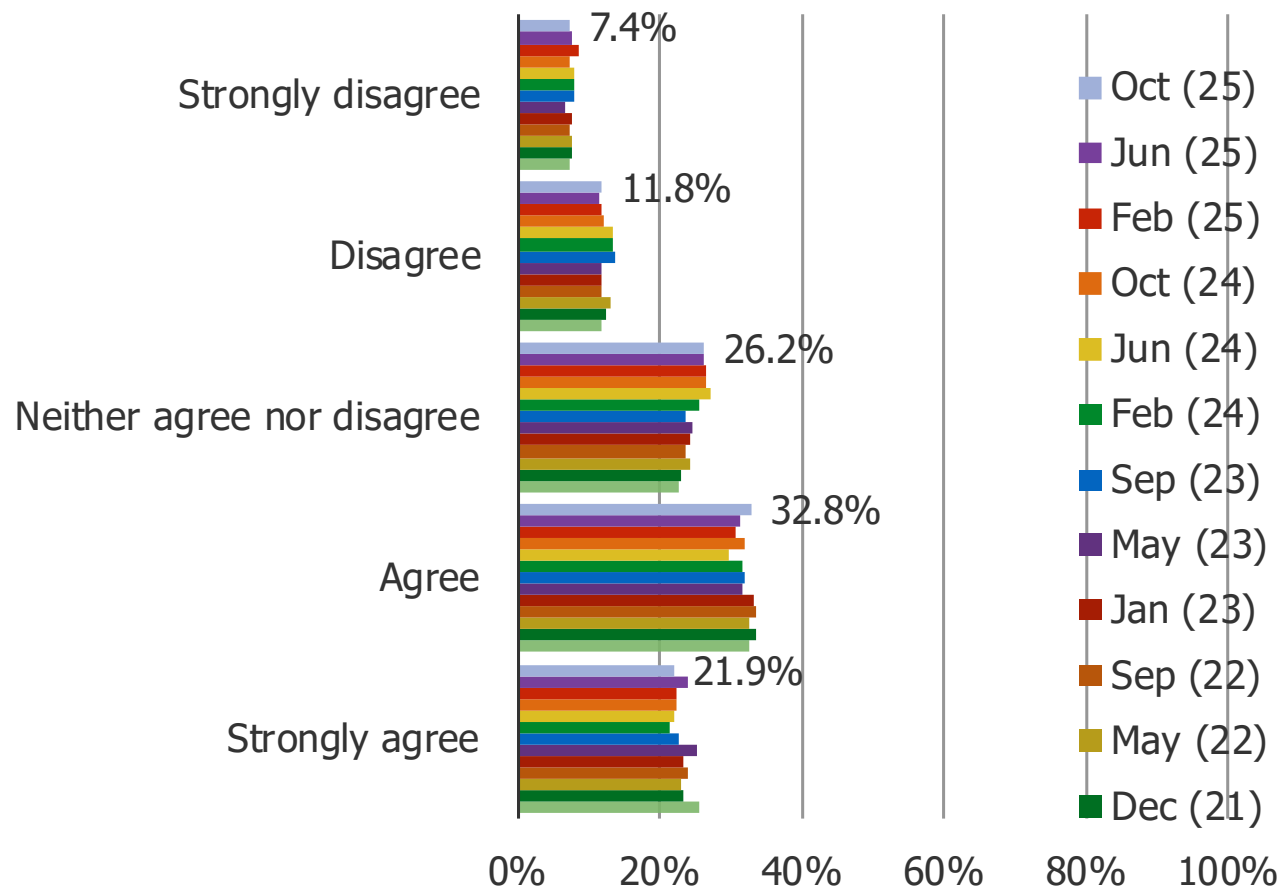
When it comes to buying a used car, please rank the importance of the following (from most important at the top, to least at the bottom)

Posed to respondents who said their household typically needs 1 or more vehicles. (N=8541)



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=8541)

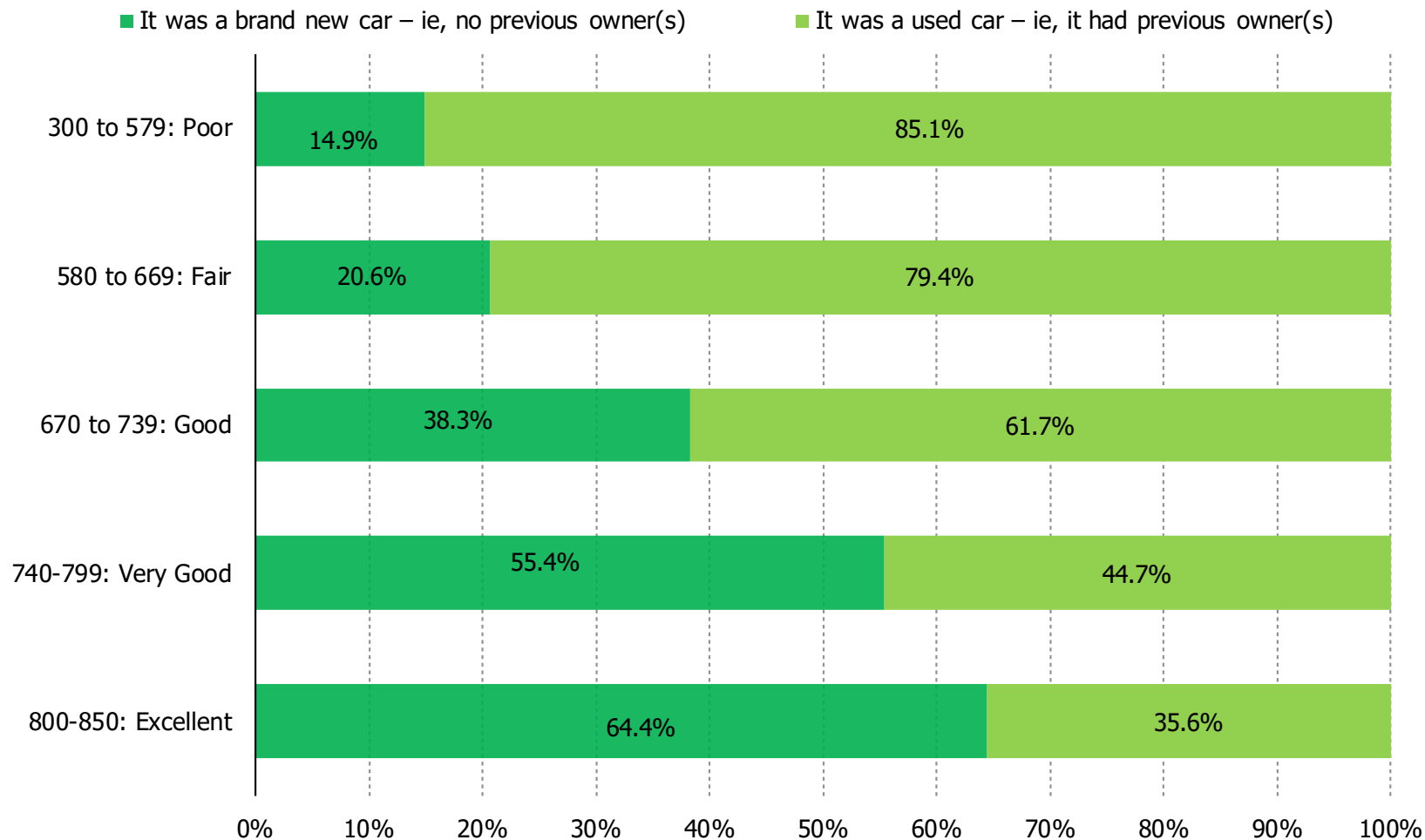


Cross-Tab Analysis | By Self-Reported Credit Scores (June 2025 Analysis)

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

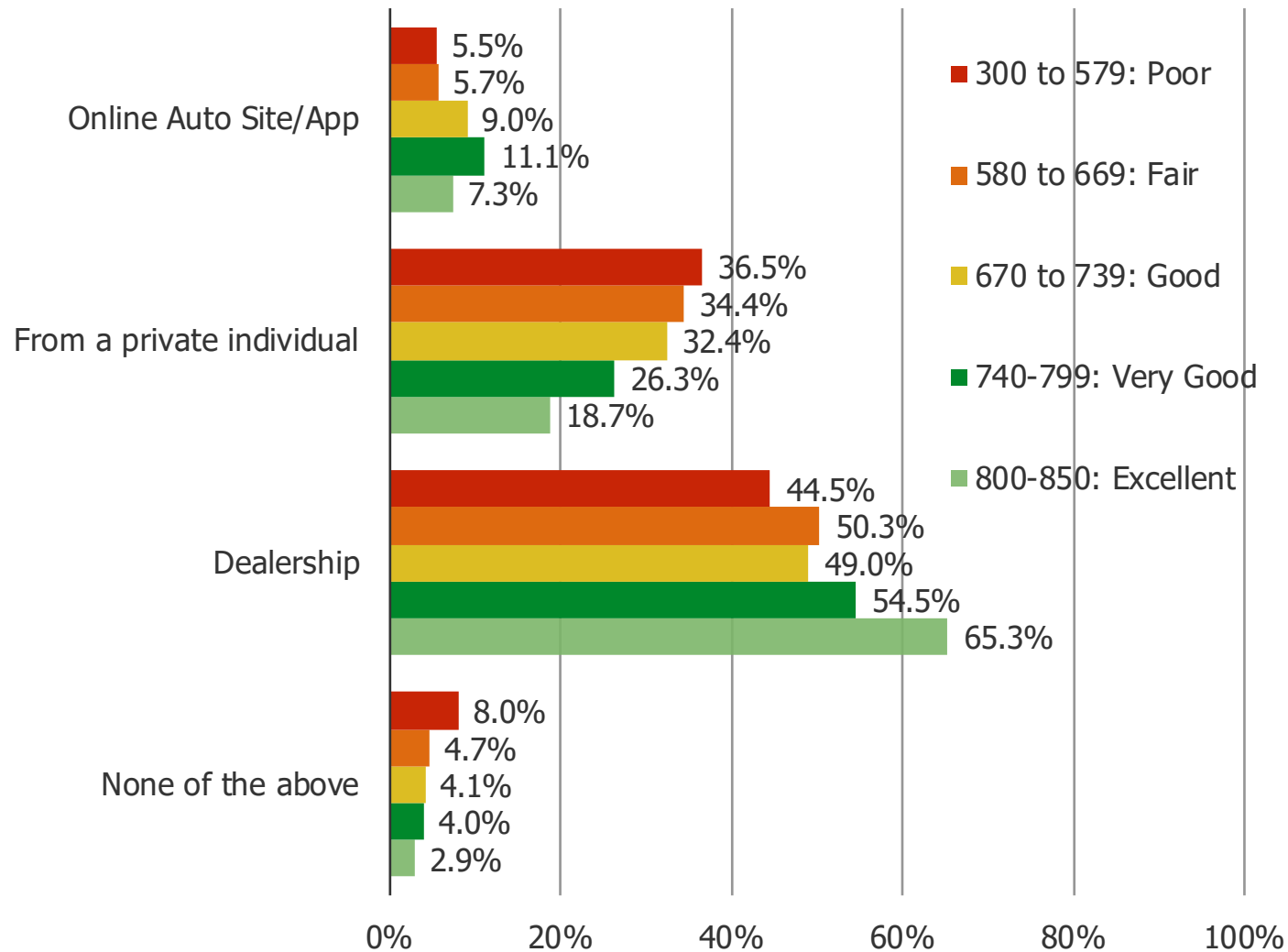


	N=
800-850: Excellent	1819
740-799: Very Good	1794
670 to 739: Good	2026
580 to 669: Fair	1849
300 to 579: Poor	811

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...

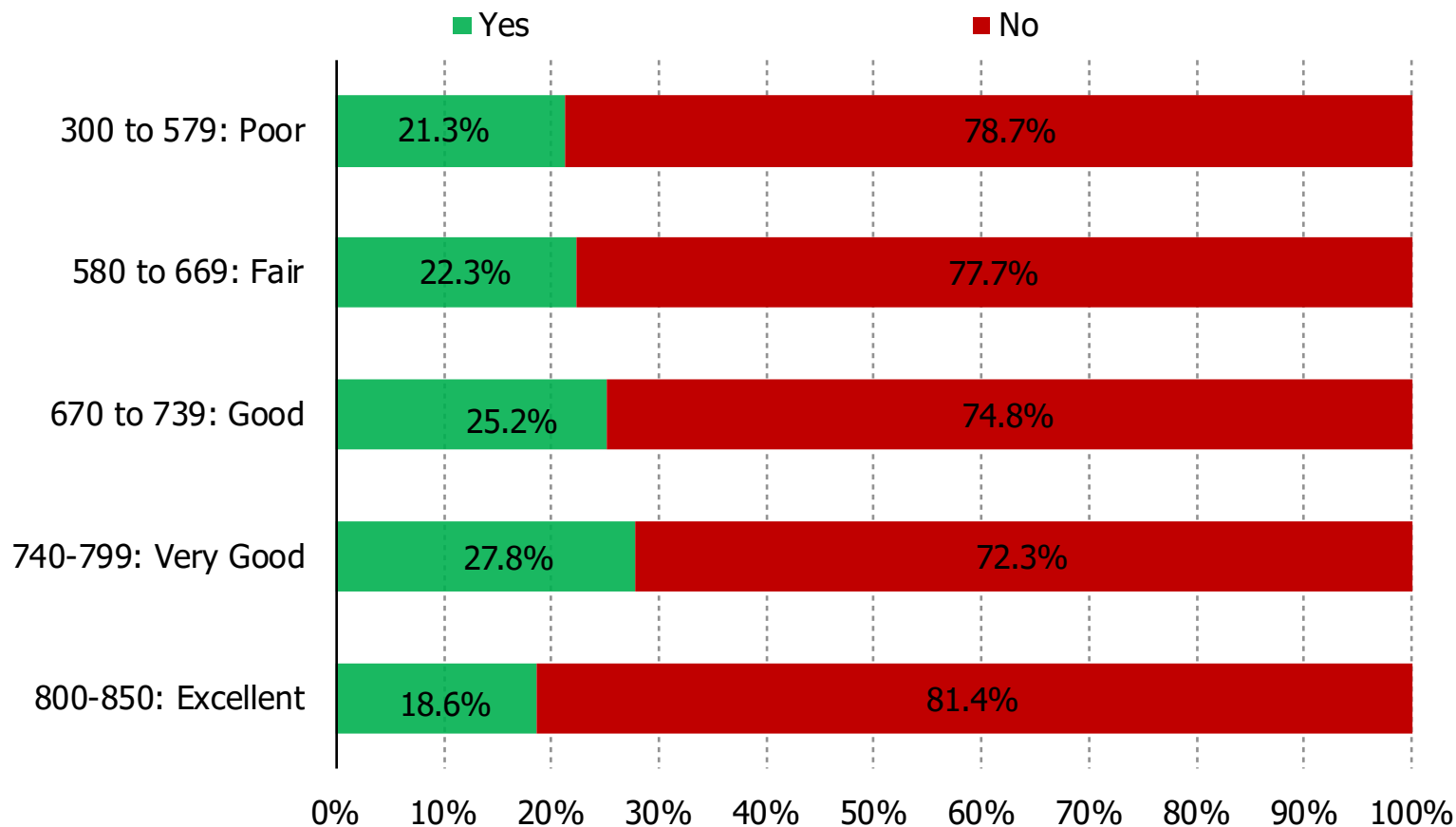
Posed to auto owners who most recently purchased a used vehicle



	N=
800-850: Excellent	614
740-799: Very Good	730
670 to 739: Good	1113
580 to 669: Fair	1324
300 to 579: Poor	622

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...

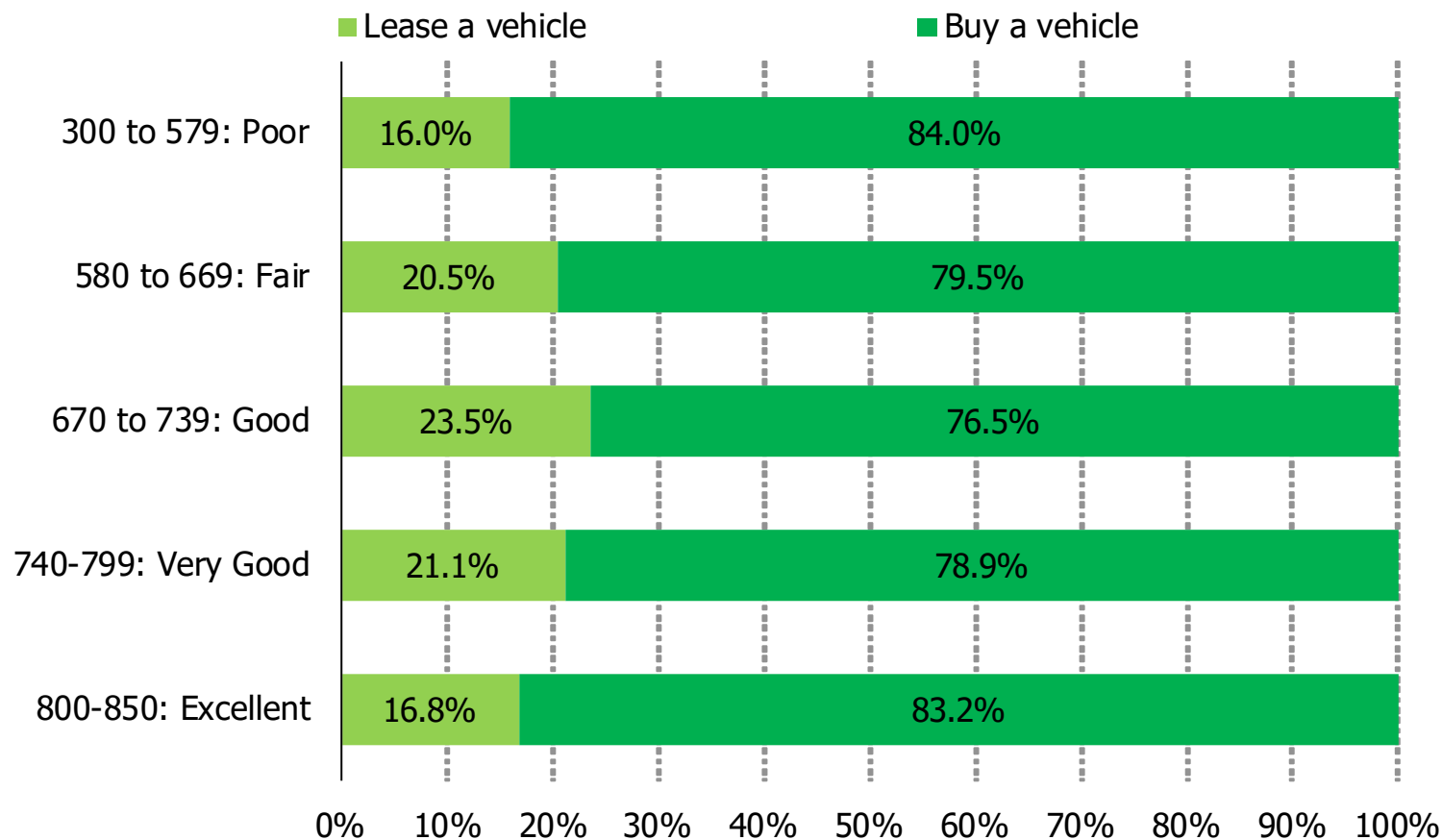


	N=
800-850: Excellent	1983
740-799: Very Good	1946
670 to 739: Good	2397
580 to 669: Fair	2340
300 to 579: Poor	1265

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)

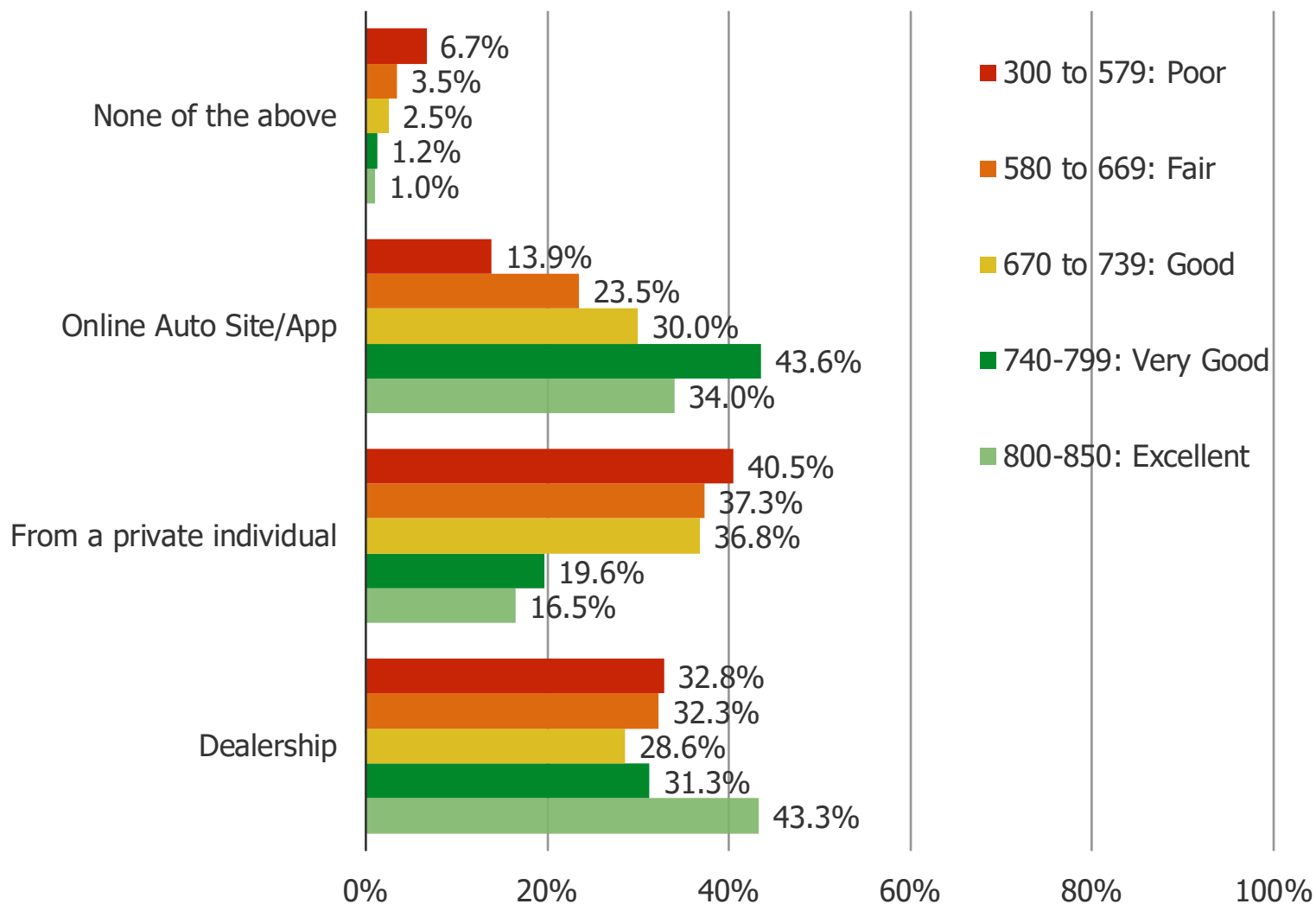


	N=
800-850: Excellent	369
740-799: Very Good	540
670 to 739: Good	605
580 to 669: Fair	522
300 to 579: Poor	269

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...

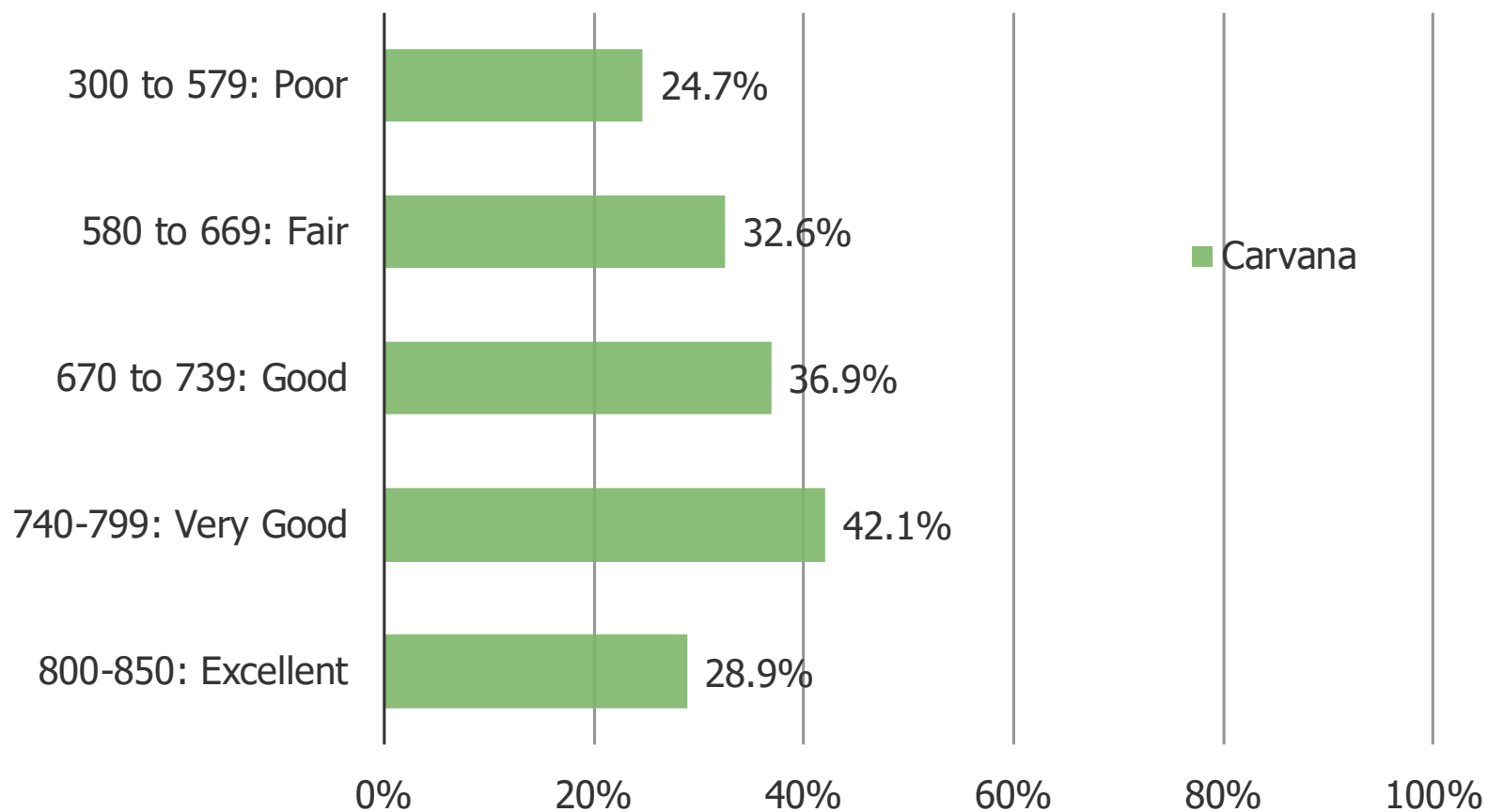
Posed to respondents who are in the market to get a new **used** vehicle and plan to buy (not lease)



	N=
800-850: Excellent	97
740-799: Very Good	163
670 to 739: Good	280
580 to 669: Fair	319
300 to 579: Poor	195

% 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...

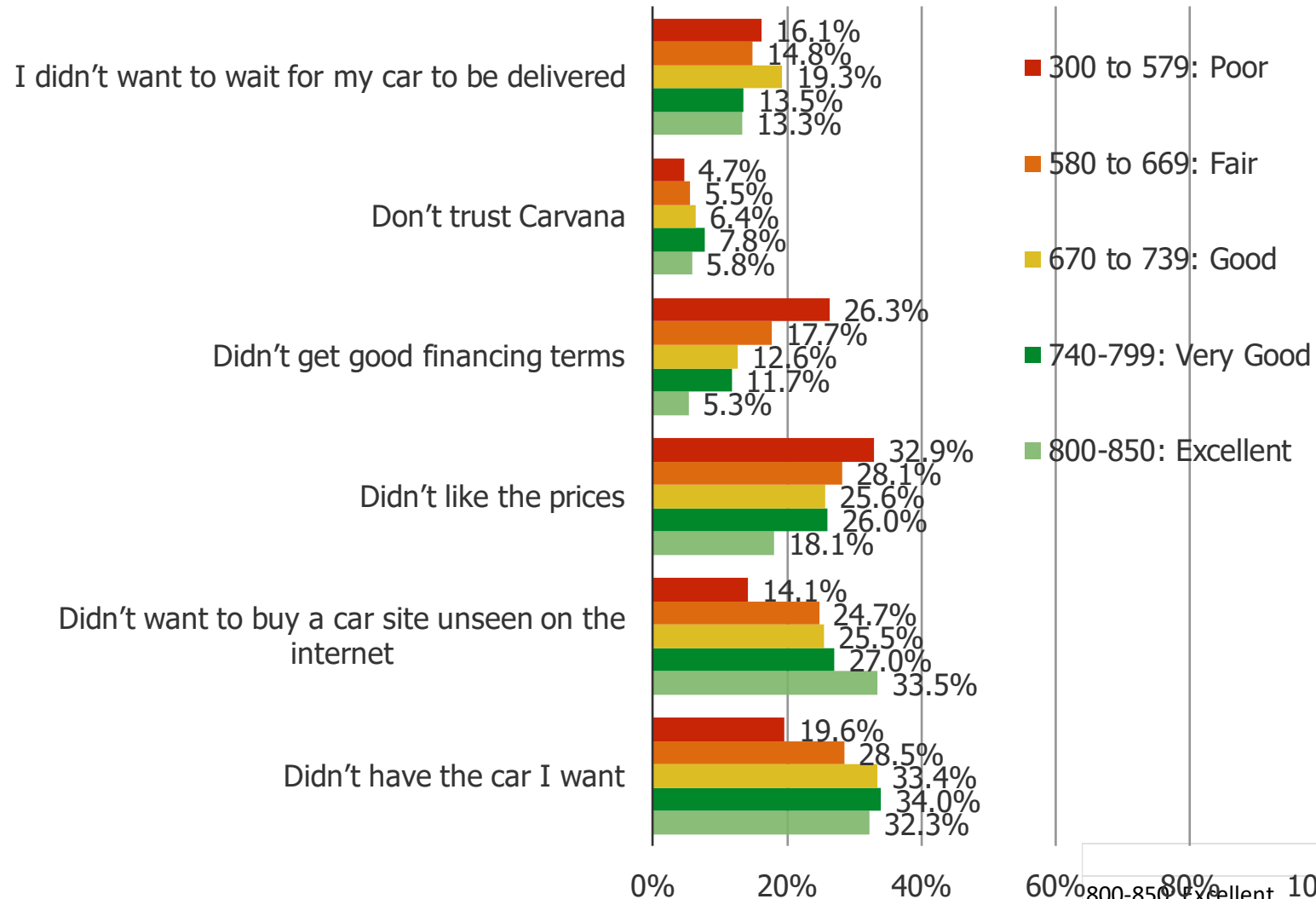


	N=
800-850: Excellent	573
740-799: Very Good	819
670 to 739: Good	885
580 to 669: Fair	762
300 to 579: Poor	312

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...

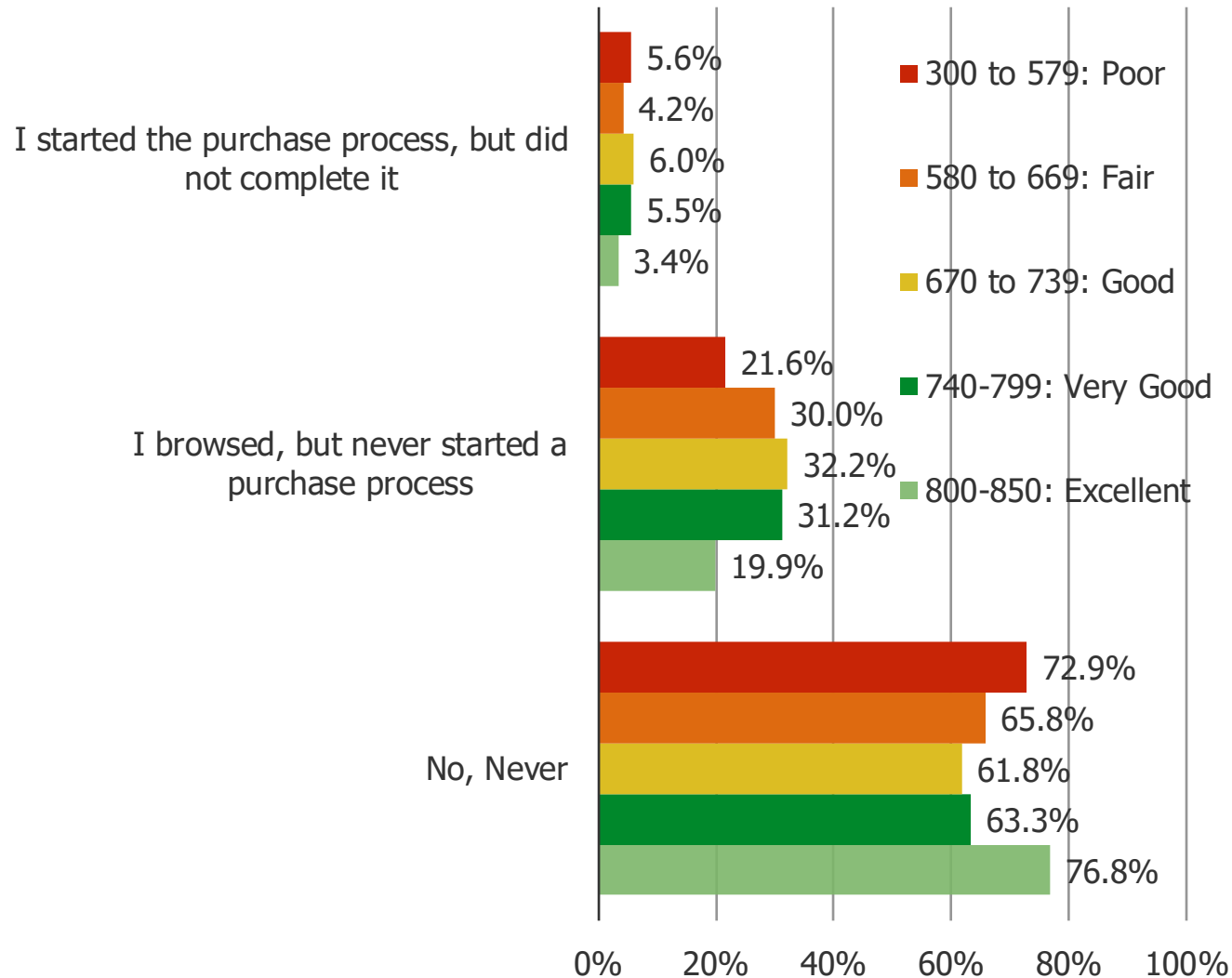
Posed to respondents who have visited Carvana but did not buy from Carvana after visiting



	N=
800-850: Excellent	378
740-799: Very Good	502
670 to 739: Good	631
580 to 669: Fair	513
300 to 579: Poor	249

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...

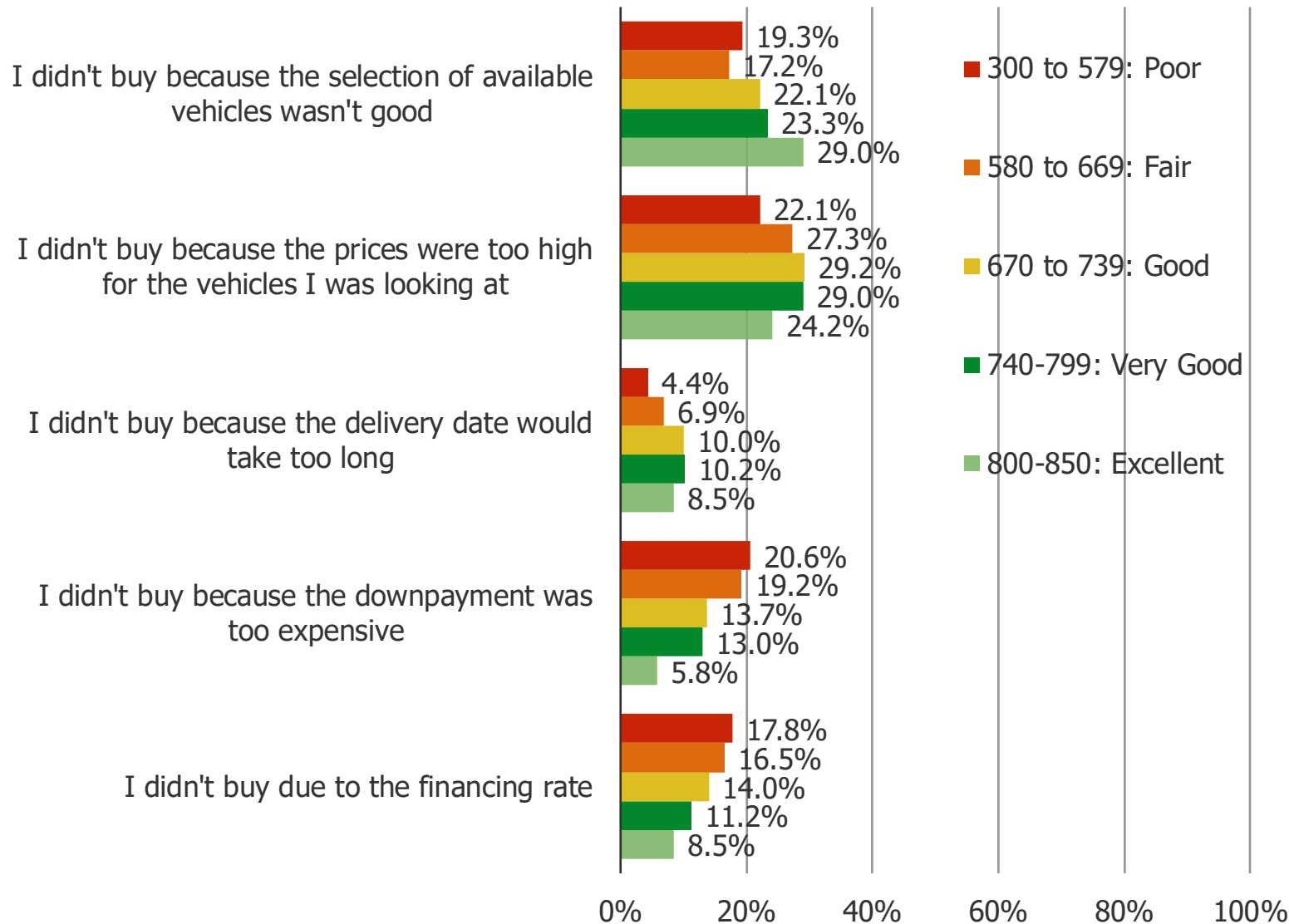


	N=
800-850: Excellent	1783
740-799: Very Good	1552
670 to 739: Good	2058
580 to 669: Fair	2130
300 to 579: Poor	1183

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...

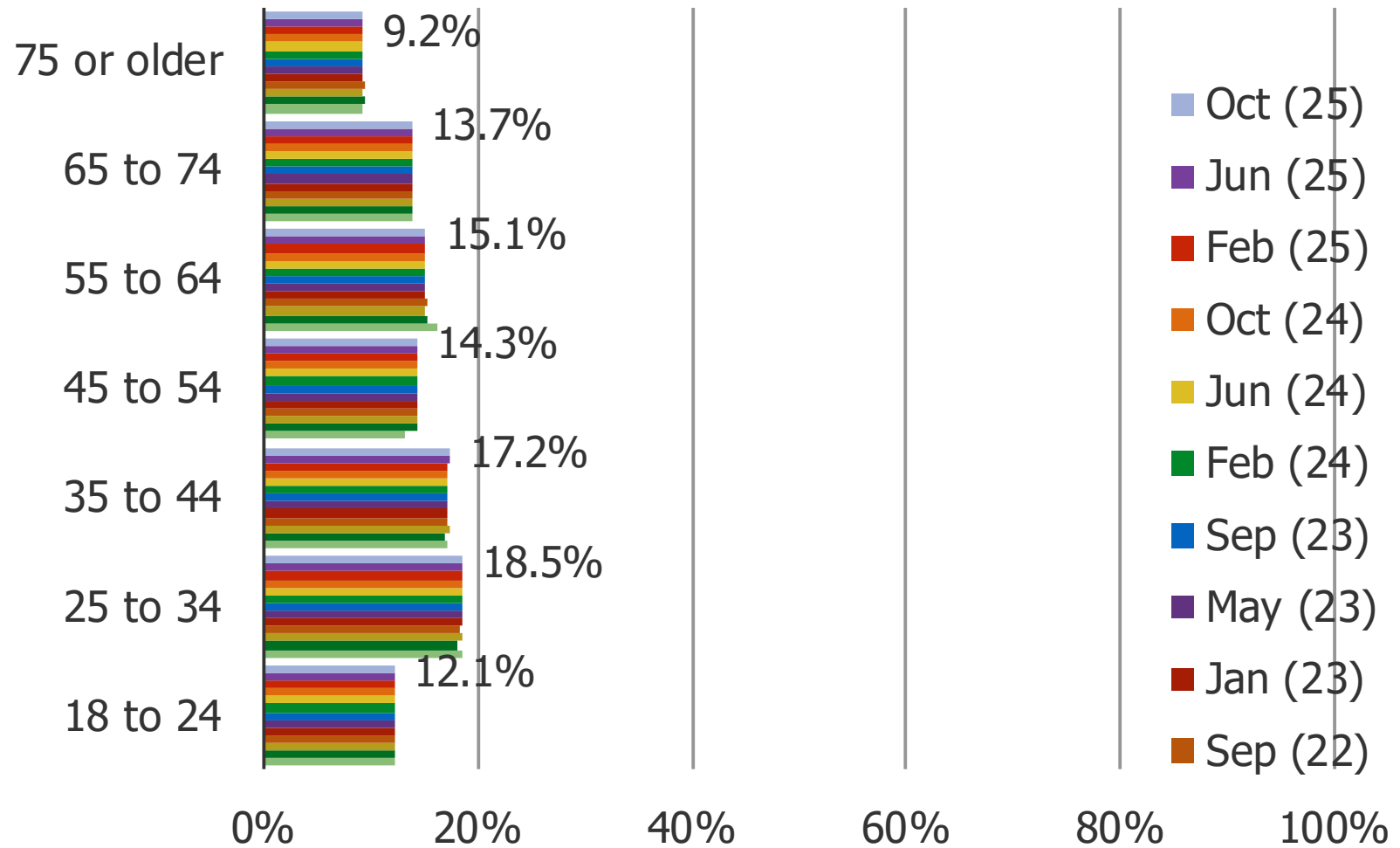


	N=
800-850: Excellent	414
740-799: Very Good	570
670 to 739: Good	788
580 to 669: Fair	729
300 to 579: Poor	321

Demographics

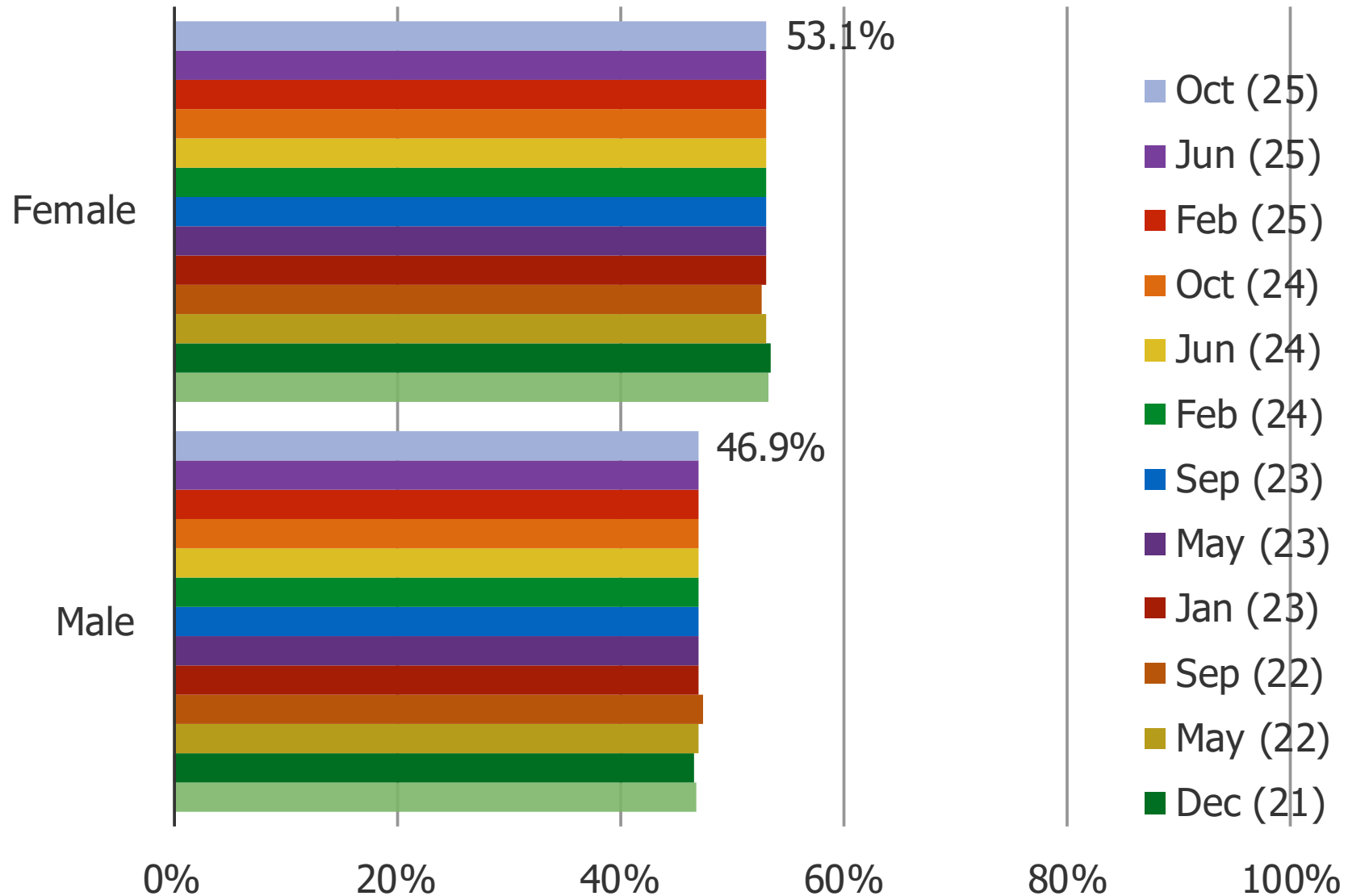
What is your age?

Posed to all respondents. (N=9931)



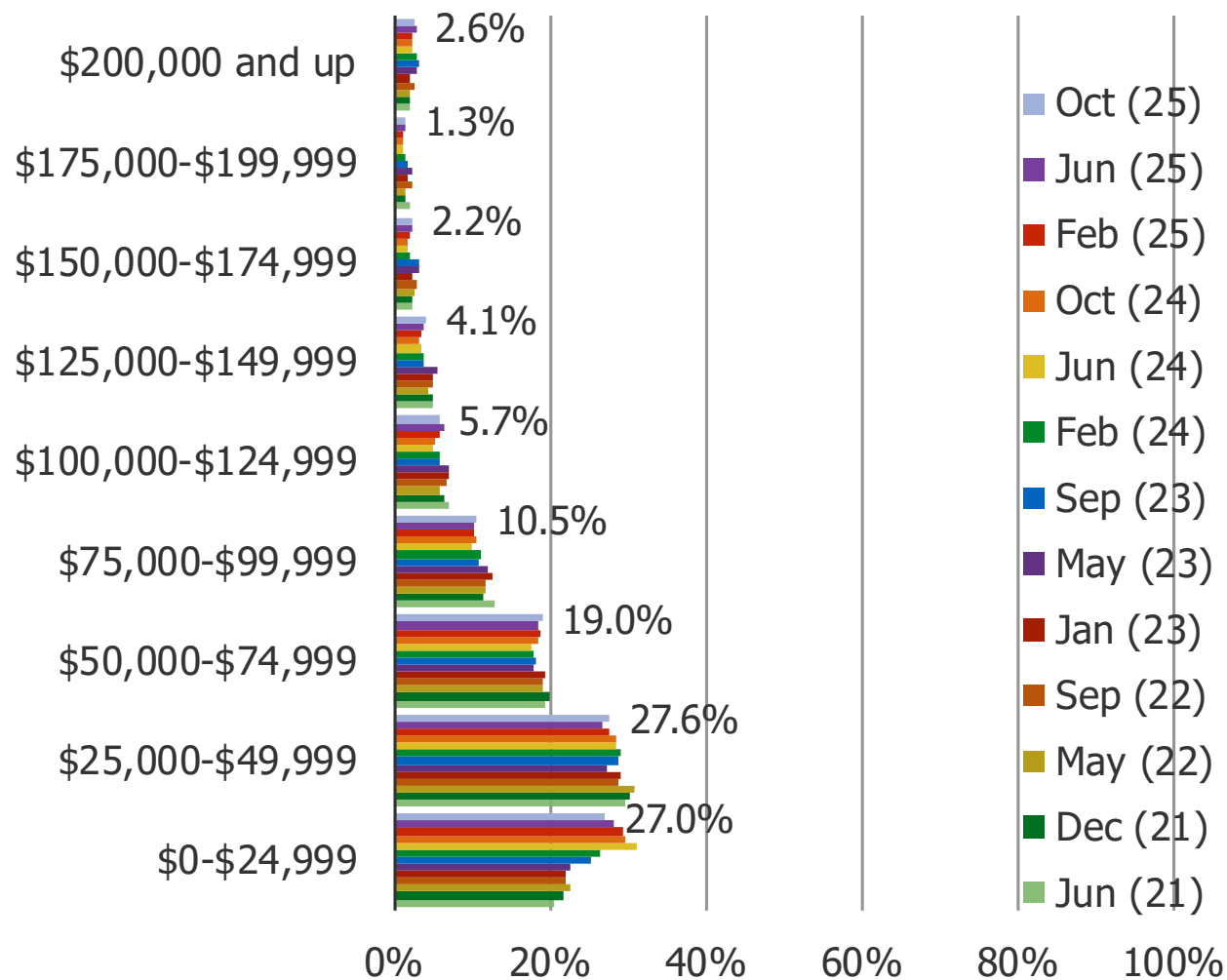
What is your gender?

Posed to all respondents. (N=9931)



What is your approximate average household income?

Posed to all respondents. (N=9931)



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

Posed to all respondents. (N=9931)

