

**Bespoke Market Intelligence**

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**CVNA Consumer Survey  
Volume 14**

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**February 2026**

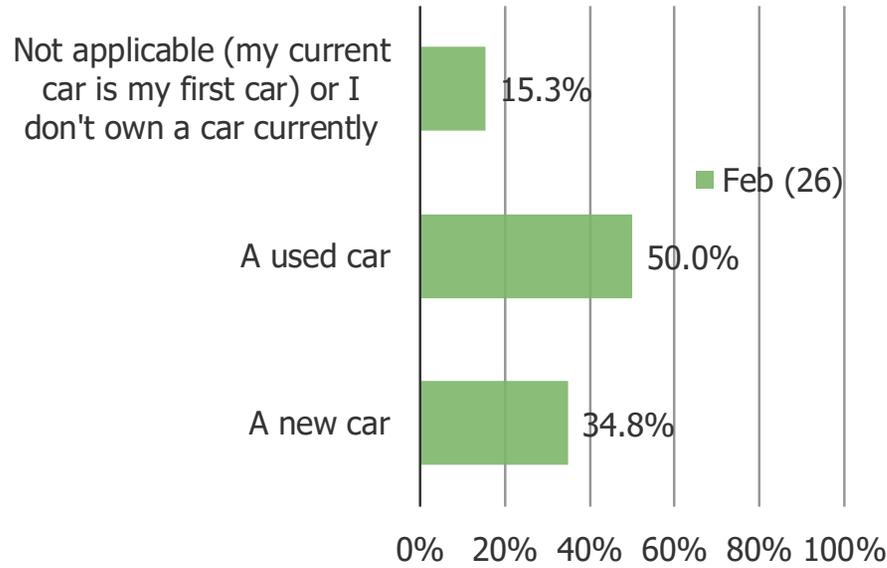
**10,000 US Consumers, Balanced to Census, Per Wave**

## Questions Added Most Recently

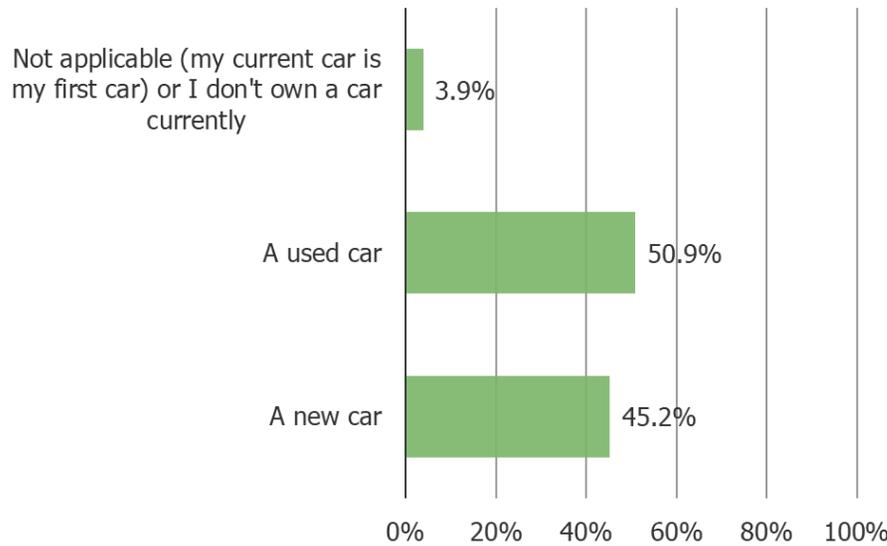
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**Thinking about the vehicle you owned BEFORE your current vehicle, when you got it, was it...**

Posed to all respondents. (N=9871)

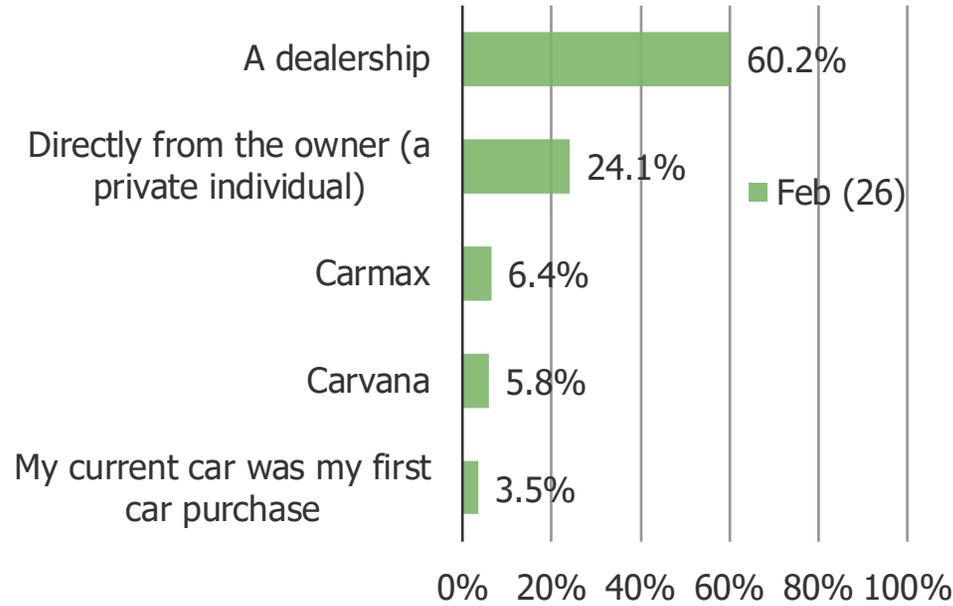


Posed to respondents who said they have purchased a car from Carvana (N = 566)

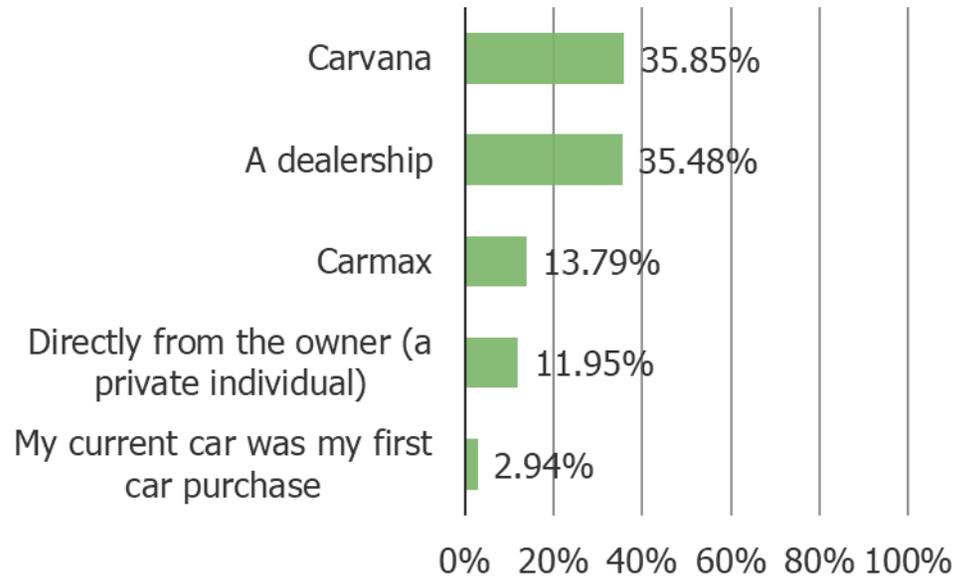


### Thinking about the vehicle you owned BEFORE your current vehicle, where did you buy it from?

Posed to respondents who said they purchased a new or used vehicle before. (N=8366)

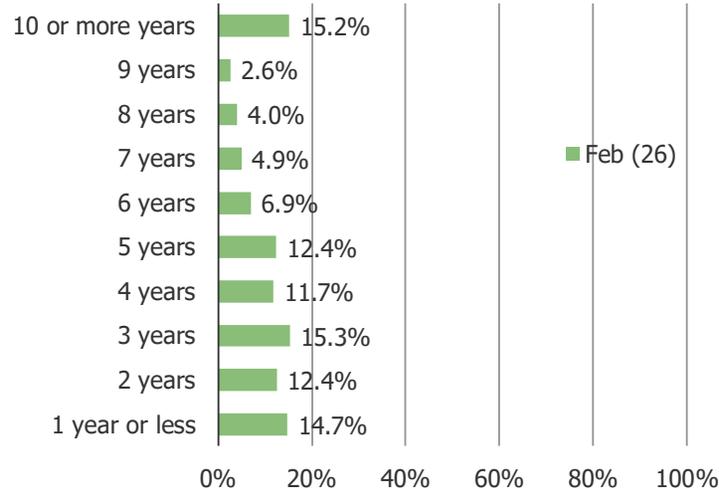


Posed to respondents who said they have purchased a car from Carvana (N = 566)

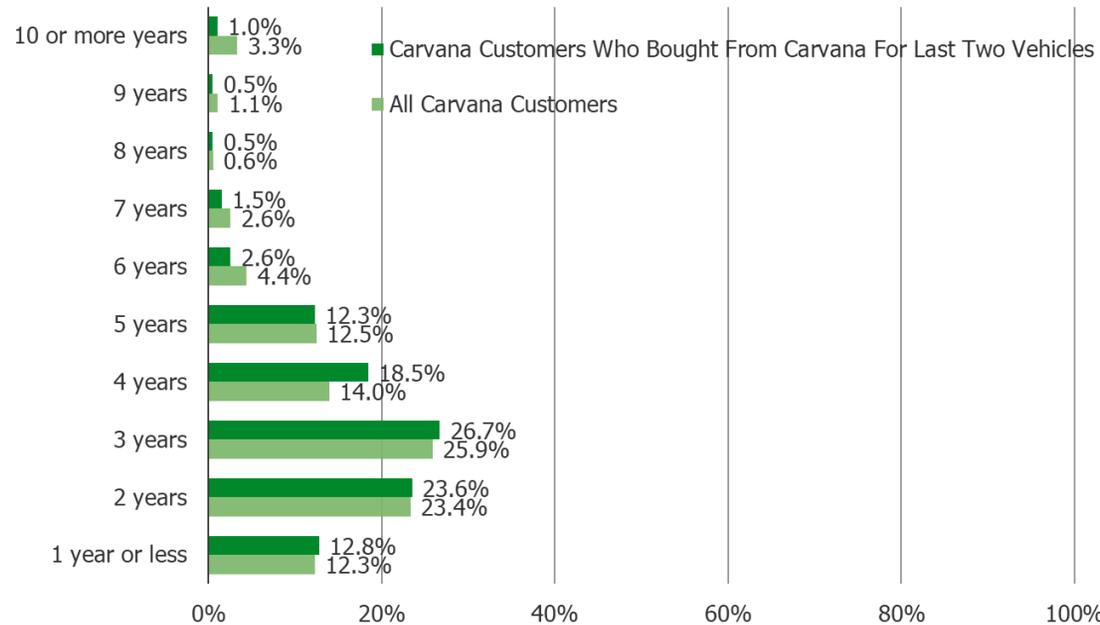


## How large was the gap between the car you most recently purchased, and the car you purchased BEFORE the one you most recently purchased?

Posed to respondents who said they purchased a new or used vehicle before. (N=8366)

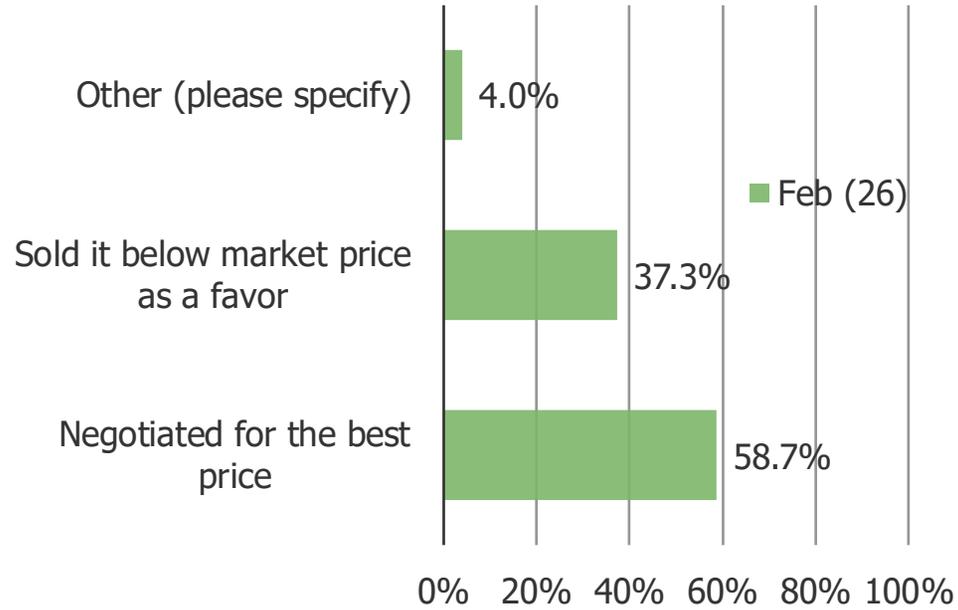


Posed to respondents who said they have purchased a car from Carvana (N = 566)



### Did you negotiate to sell the car for the best possible price you can get, or was it more of a transaction below market price as a favor to the person you sold it to?

Posed to respondents who sold a car to a private individual. (N=2694)

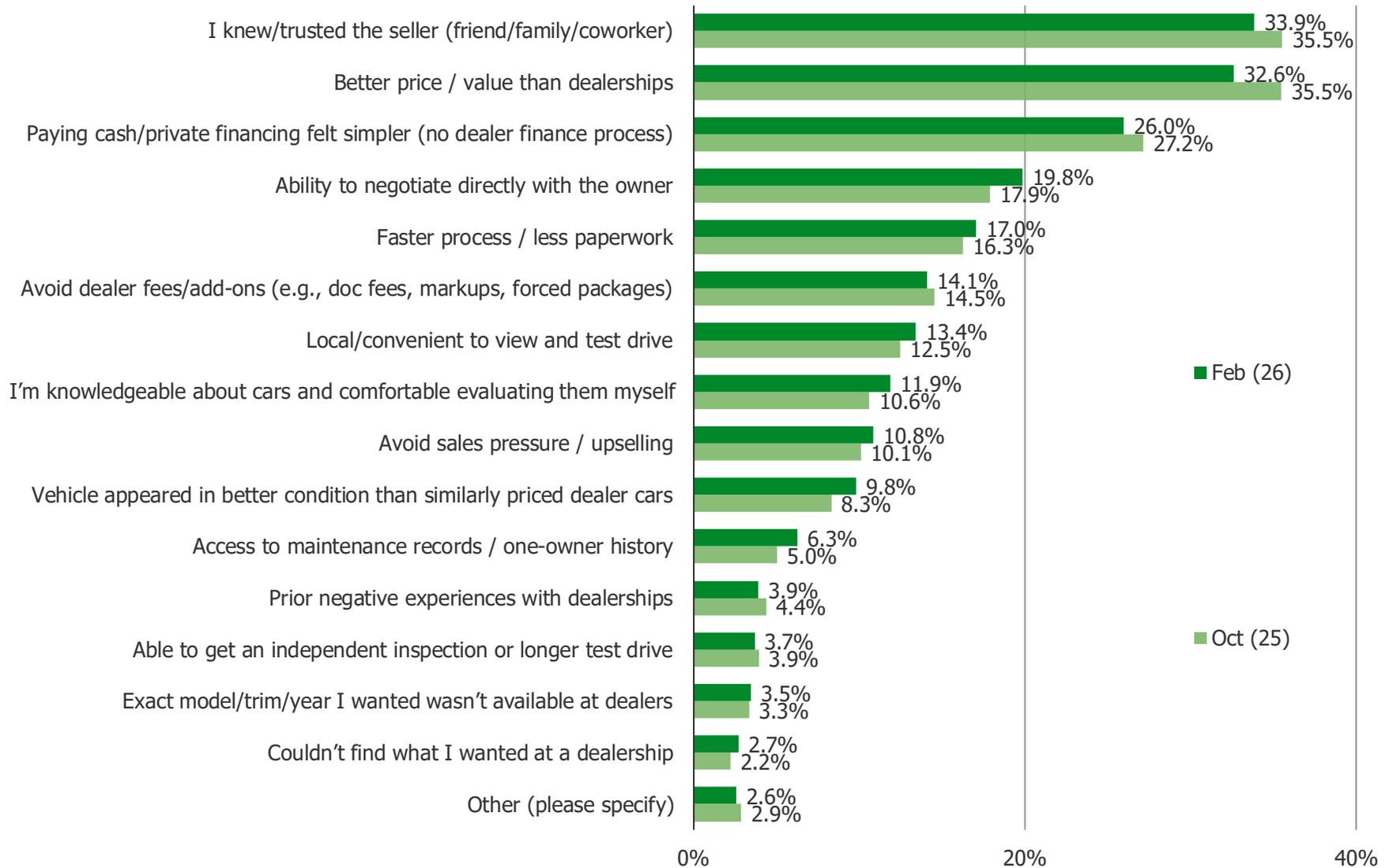


## Questions Added For Wave 13

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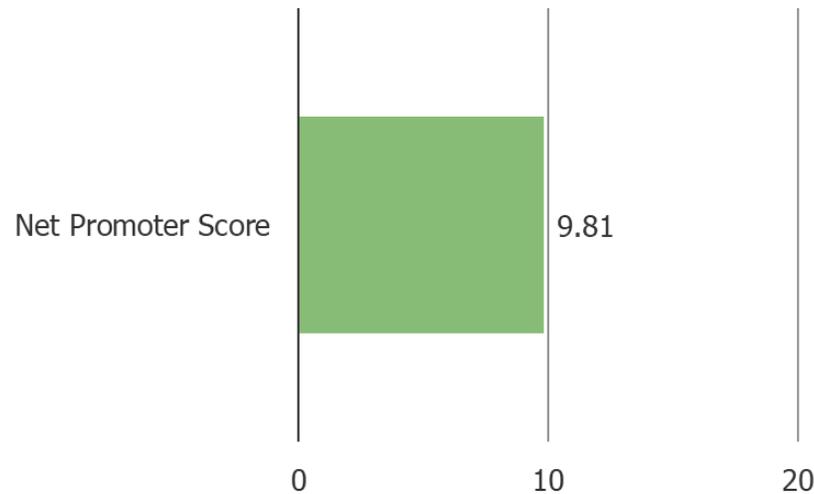
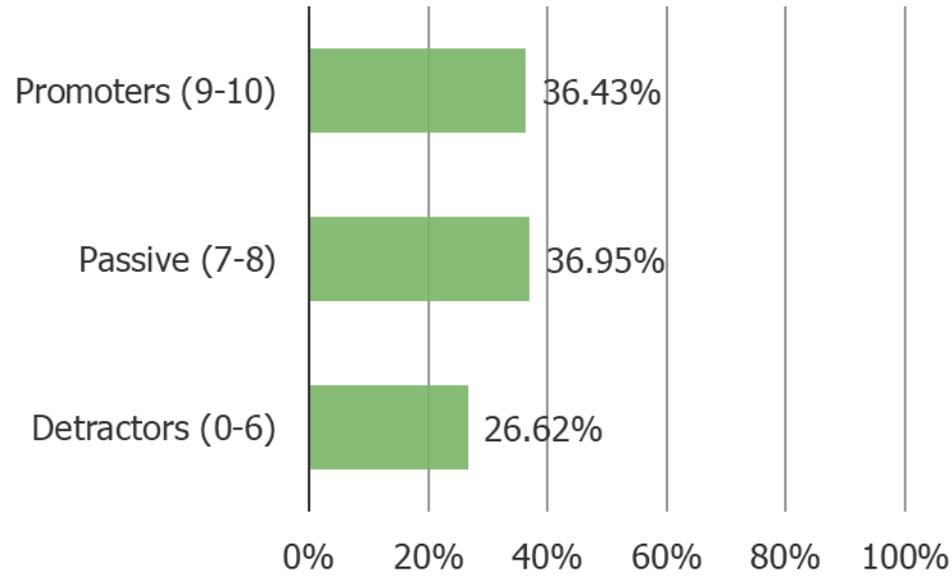
## Why did you buy a vehicle directly from another person? As opposed to buying from a company or dealership. Select up to three choices

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



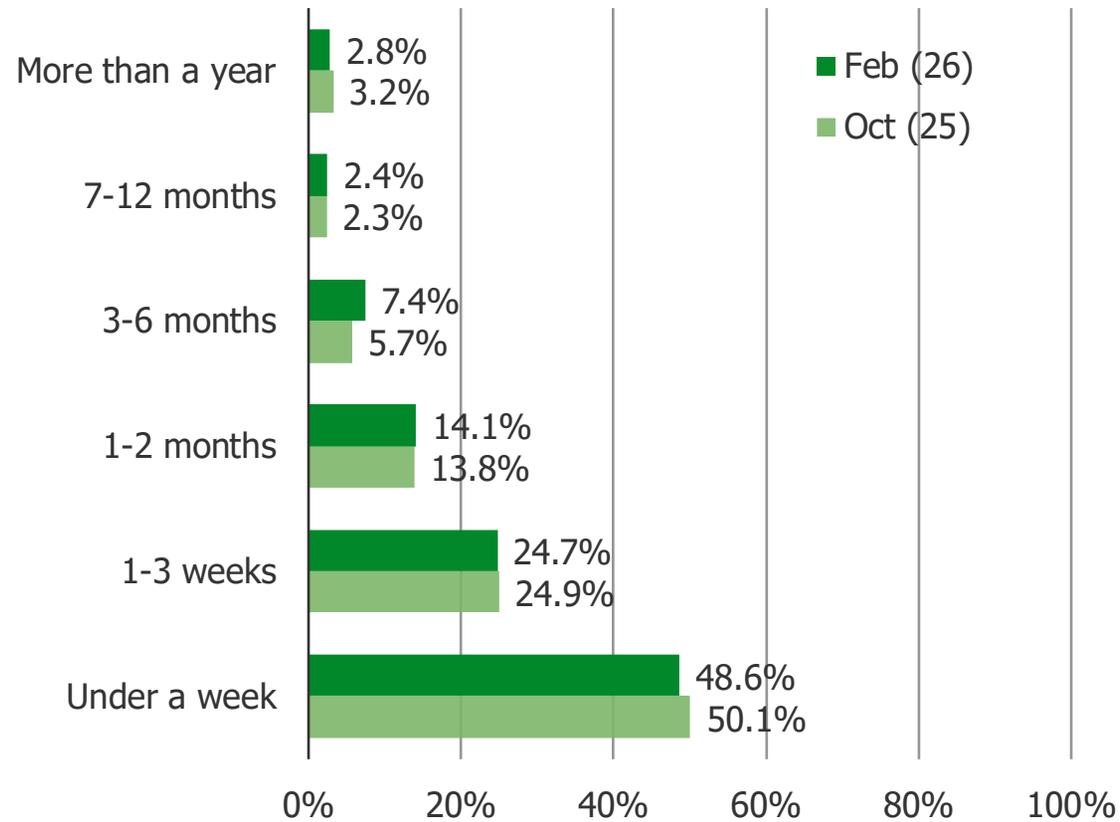
### How likely is it that you would recommend buying a car from a private individual to a friend or colleague?

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



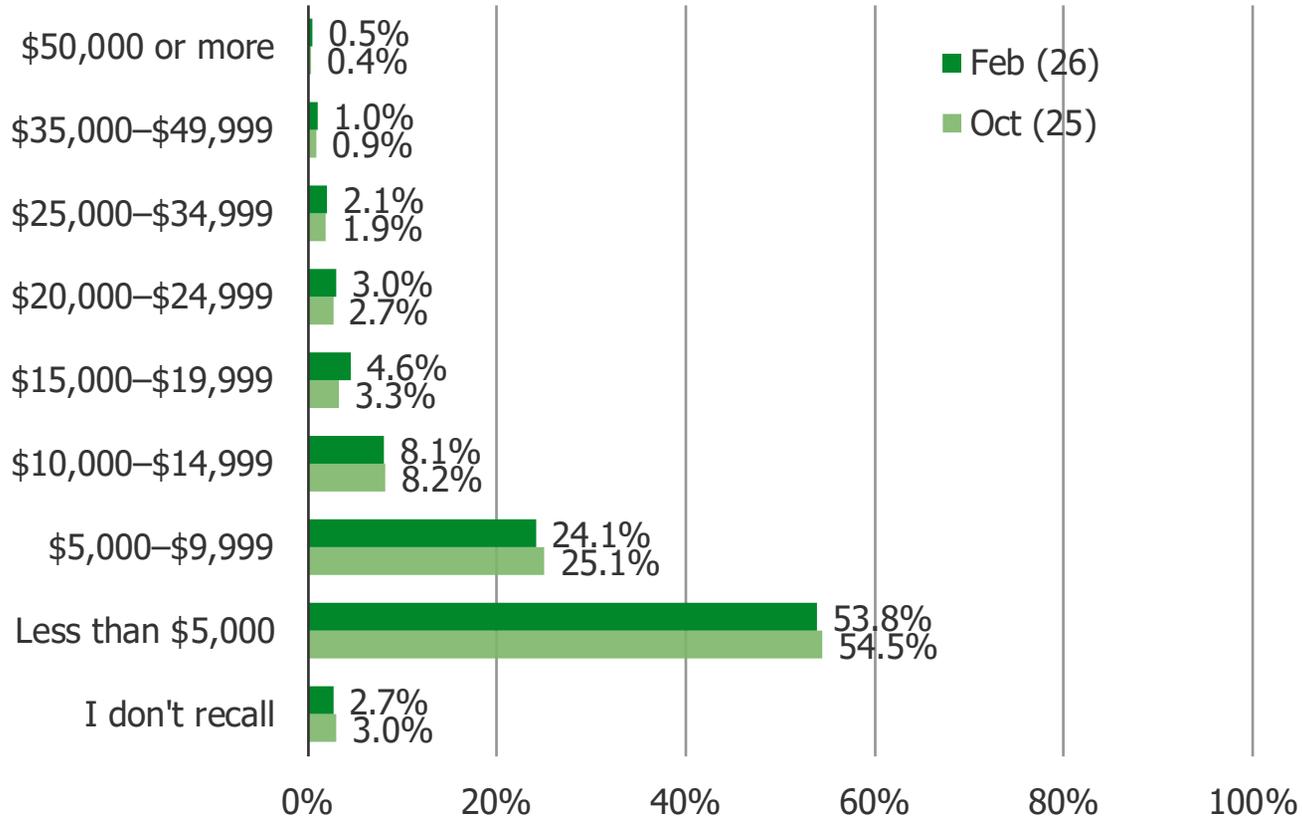
## Do you recall how long it took you to buy your vehicle (from when you decided you were going to buy a car to when you actually got the car)?

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



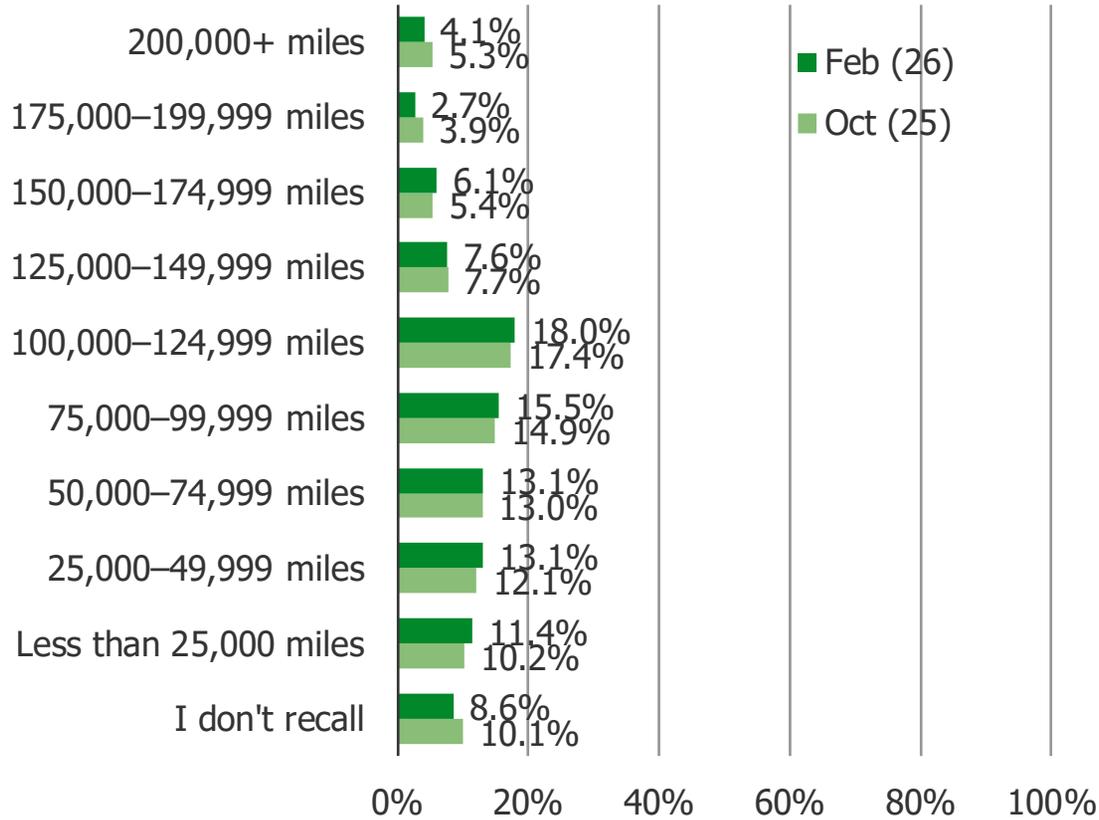
## Thinking about the car you most recently bought from a private individual, do you recall the cost of the vehicle?

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



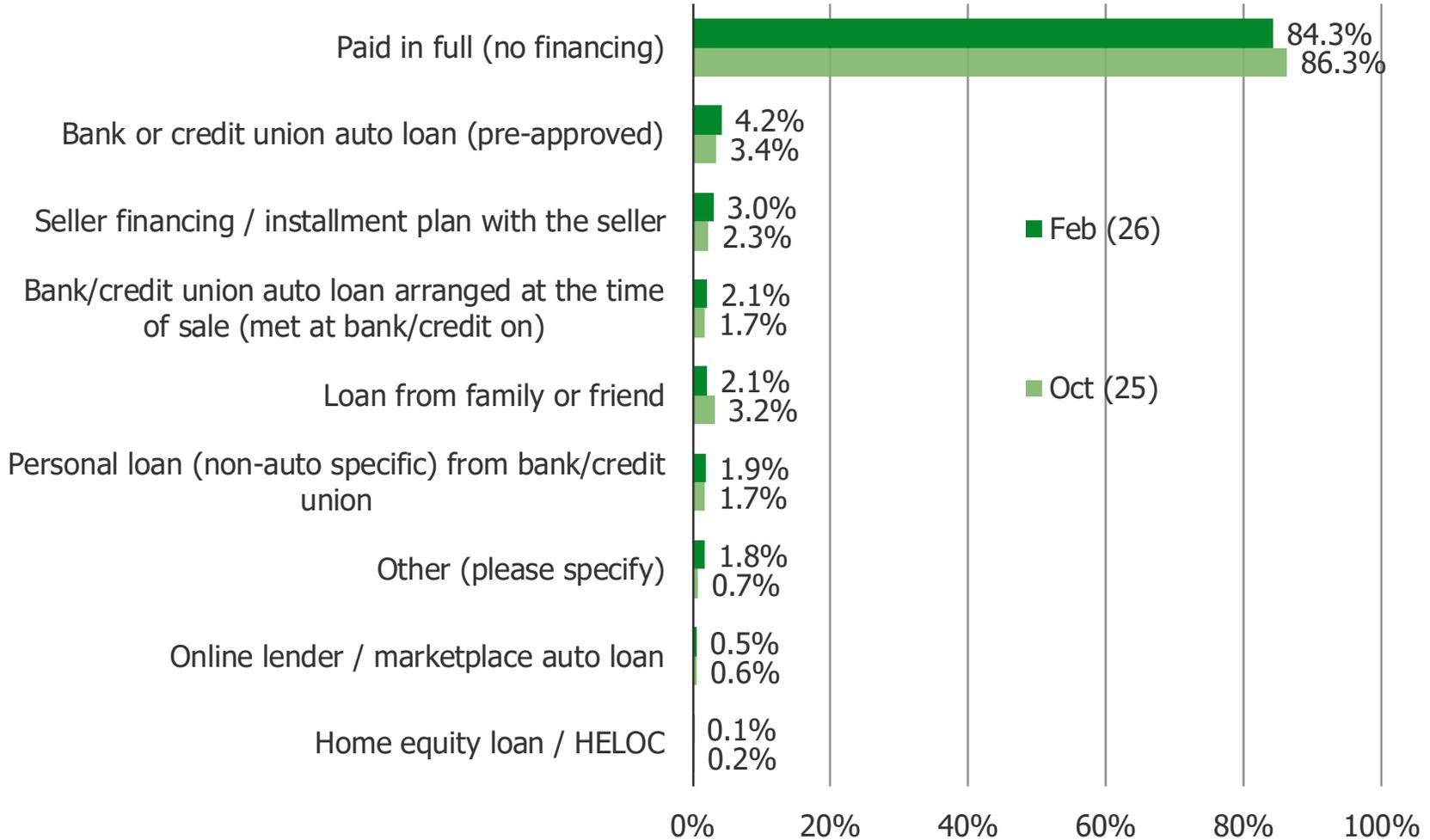
### How many miles did the car have on it at the time you bought it from a private individual?

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



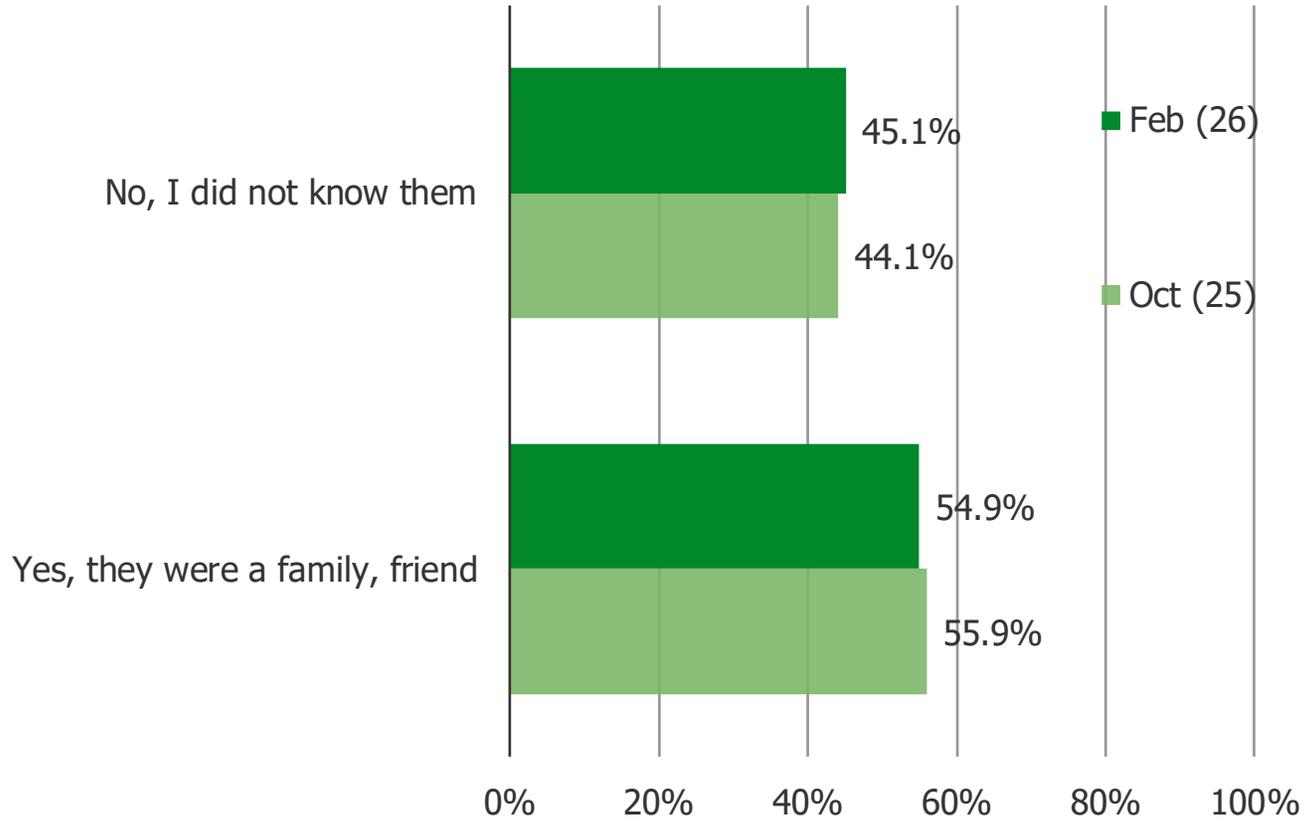
### When you bought a vehicle directly from another person, did you finance it? How?

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



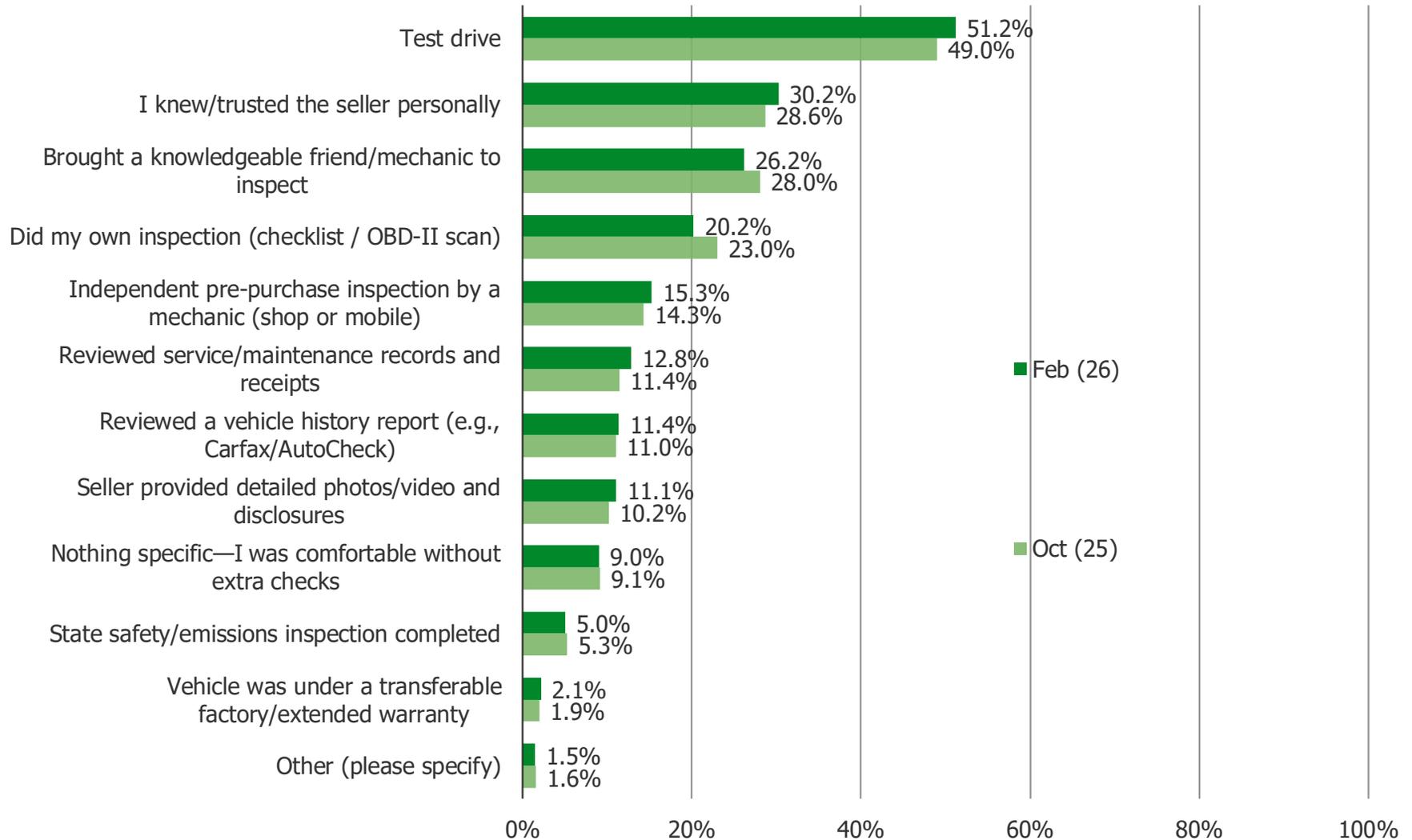
### Did you know the person you bought your car from personally?

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



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

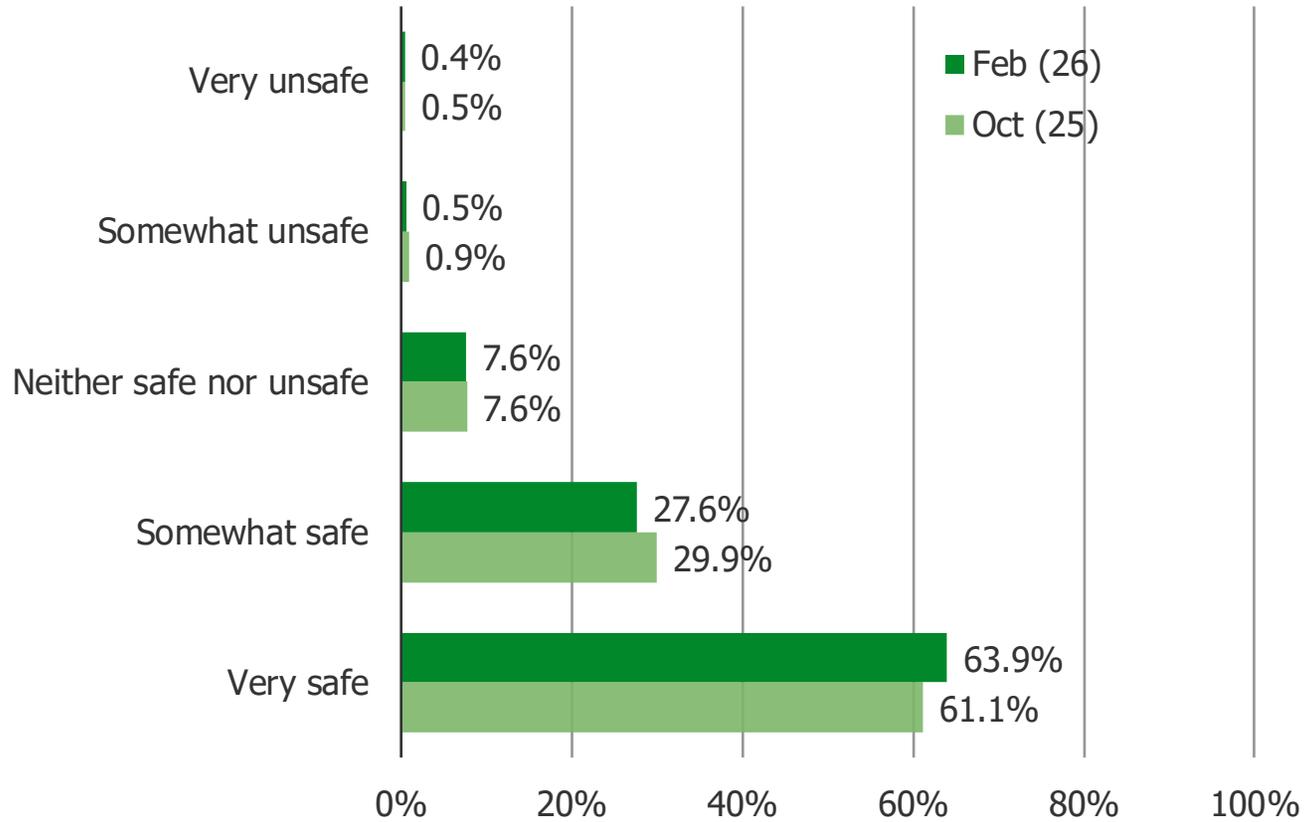
Posed to respondents who said they purchased a vehicle from another person. (N=1356)





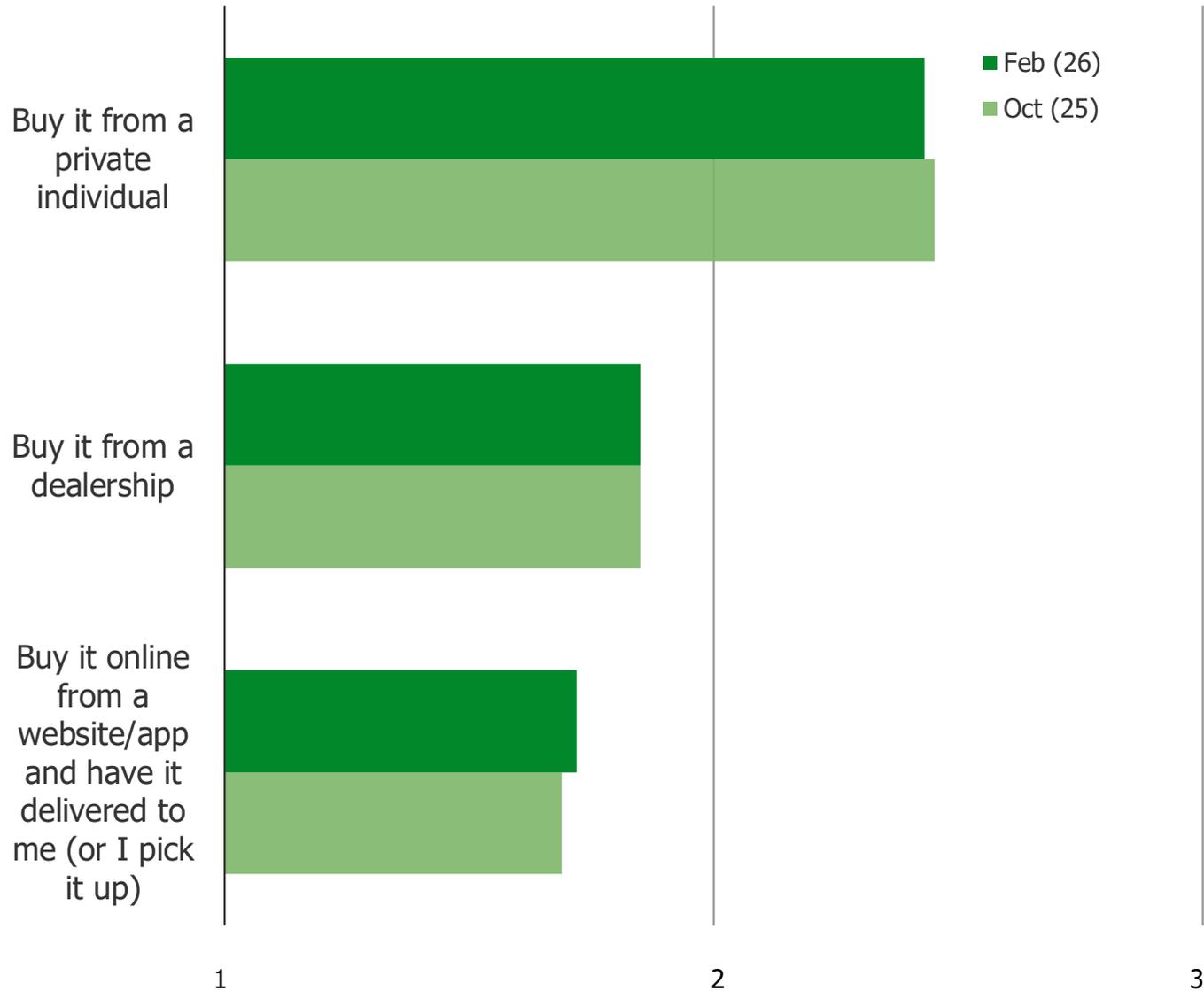
### Overall, how safe did you feel buying a car directly from a private individual?

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



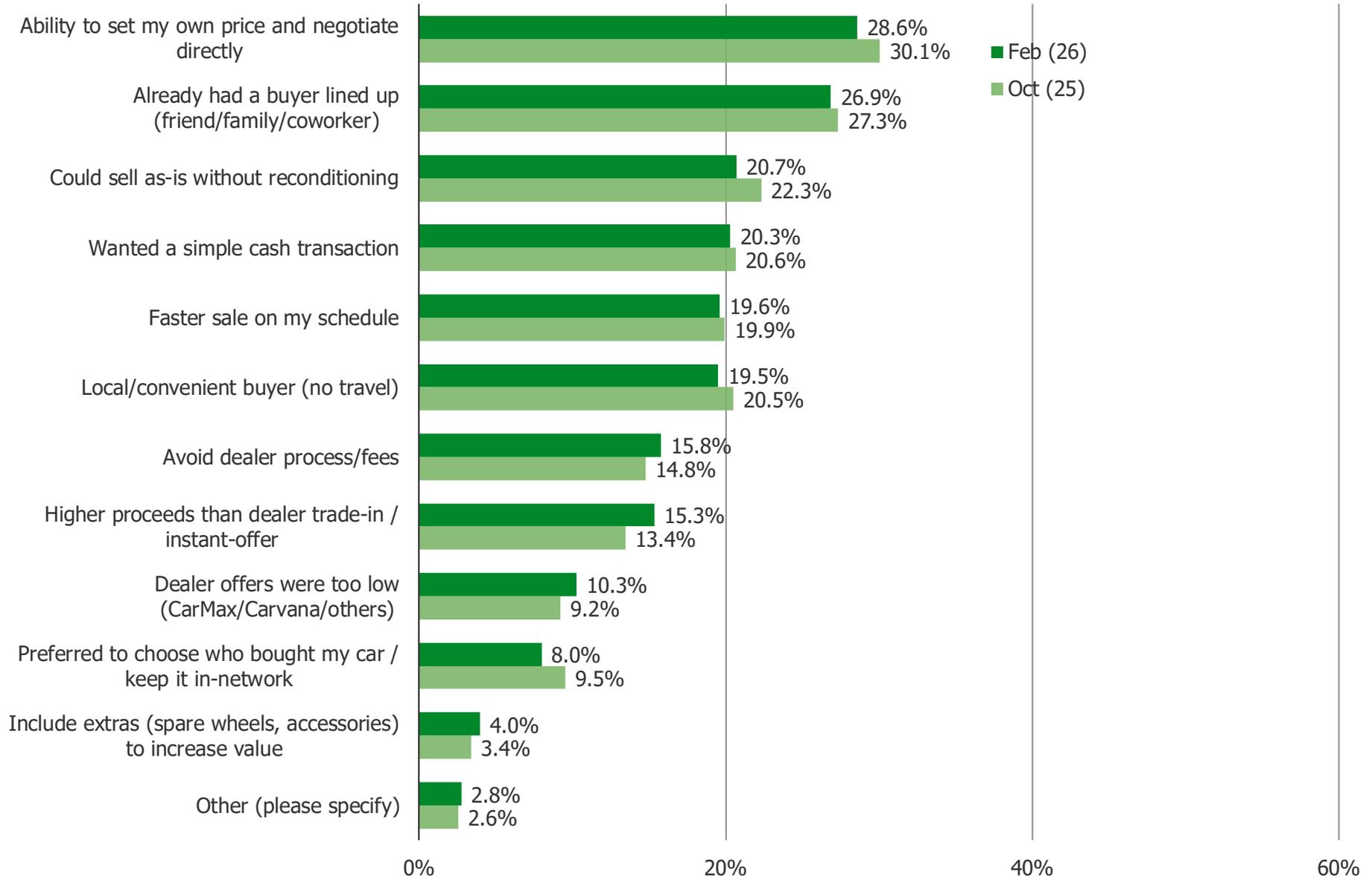
**For your next car, please rank how you would try/prefer to purchase it, with your preferred choice at the top:**

Posed to respondents who said they purchased a vehicle from another person. (N=1356)



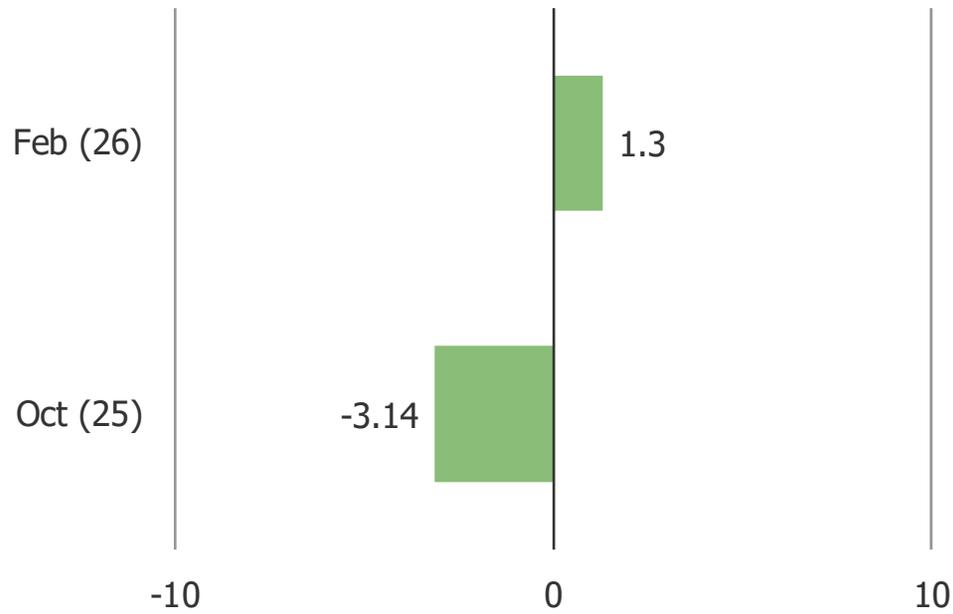
## Why did you sell a vehicle directly from another person? As opposed to buying from a company or dealership. Select up to three choices

Posed to respondents who said they sold a vehicle to another person. (N=2694)



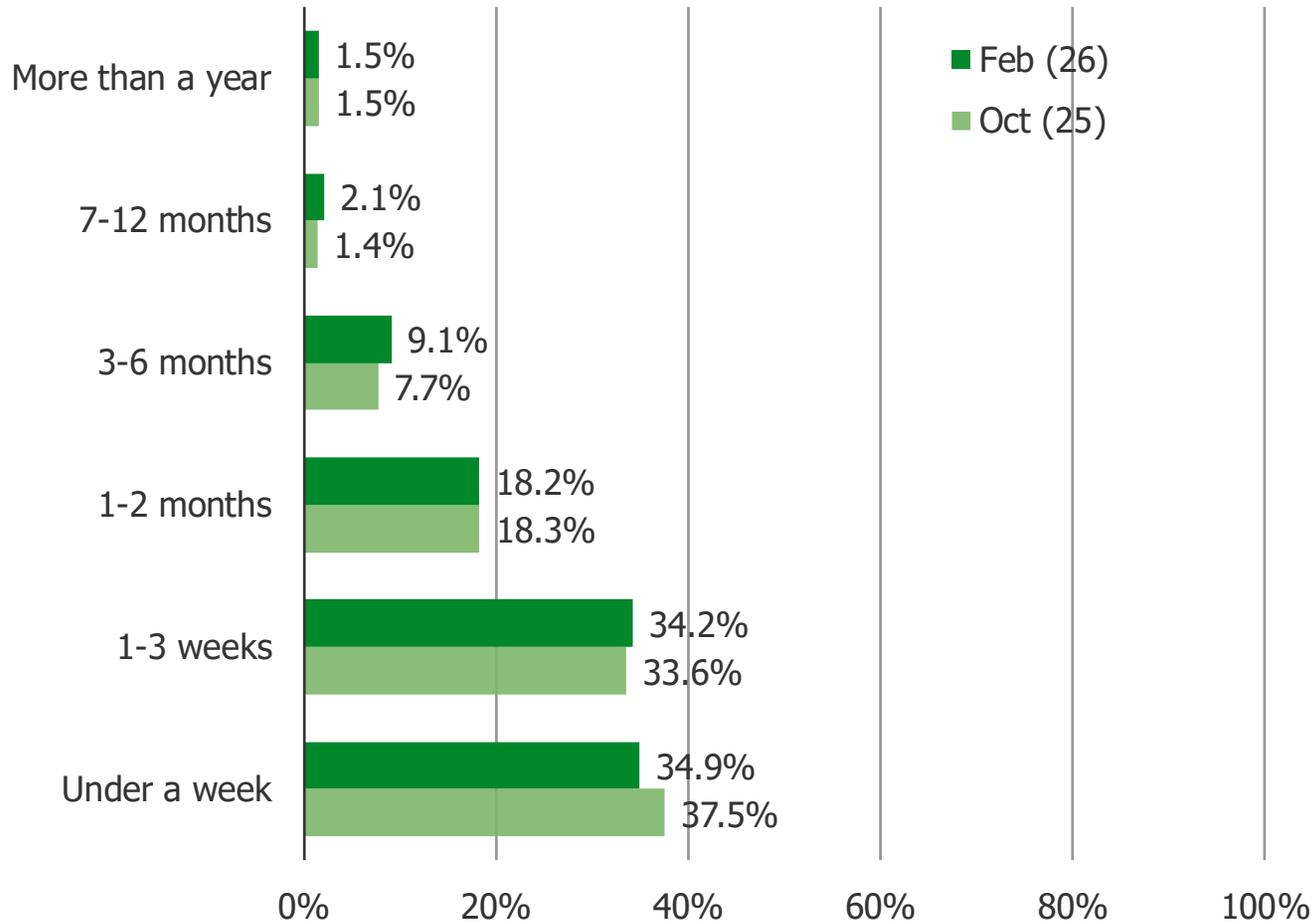
### How likely is it that you would recommend selling a car from a private individual to a friend or colleague?

Posed to respondents who said they sold a vehicle to another person. (N=2694)



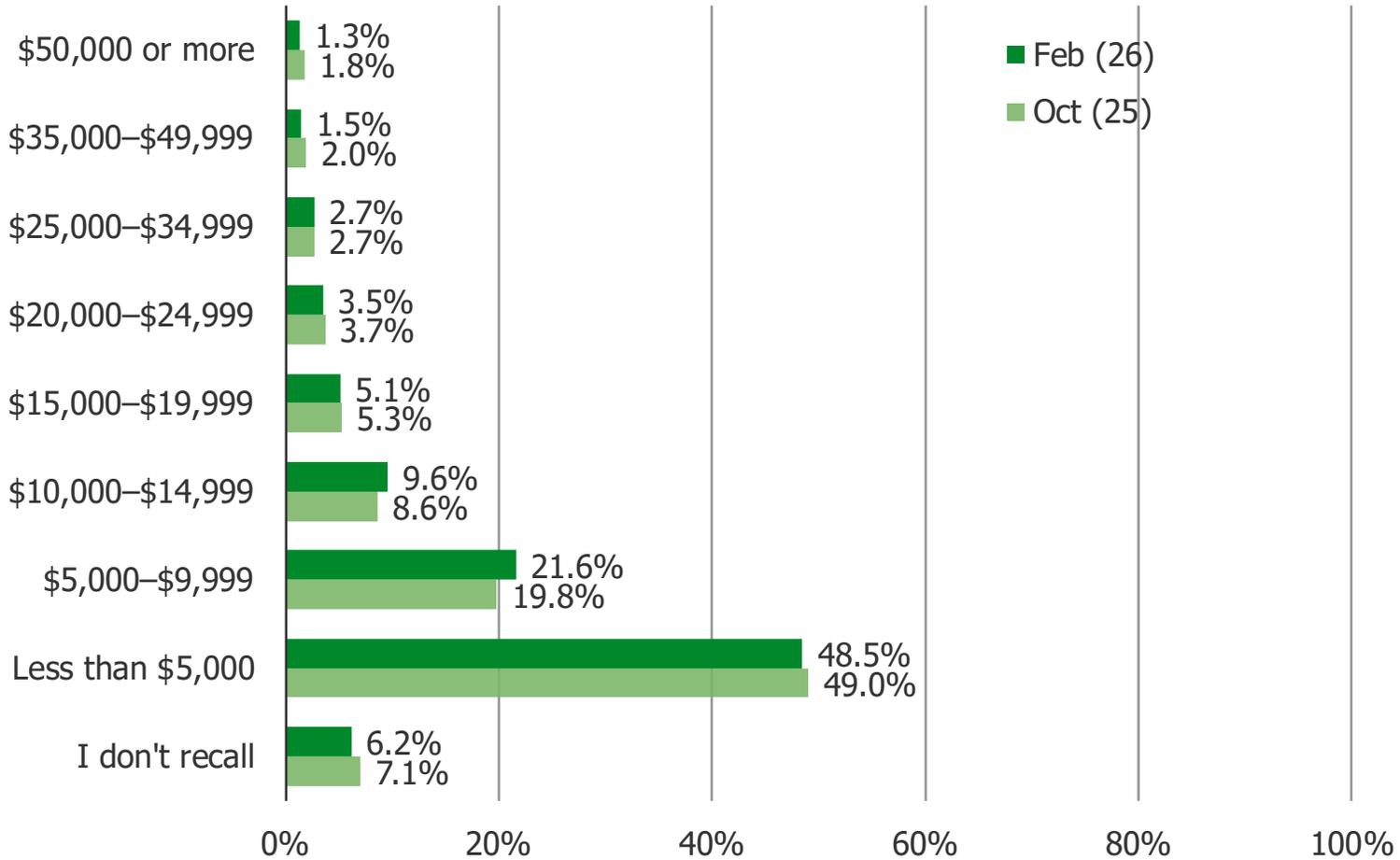
## Do you recall how long it took you to sell your vehicle (from when you decided you were going to sell a car to when you actually sold the car)?

Posed to respondents who said they sold a vehicle to another person. (N=2694)



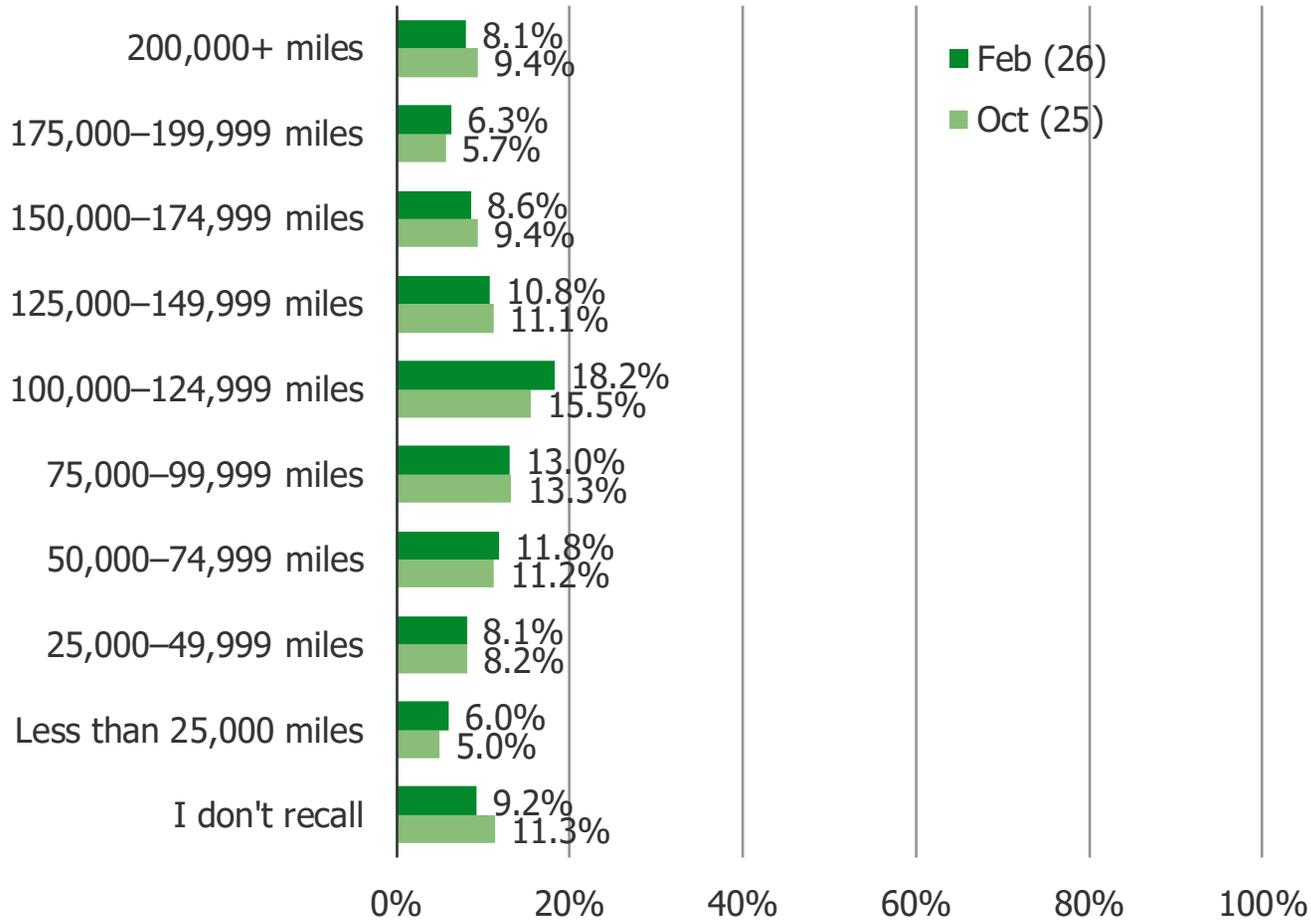
## Thinking about the car you most recently sold to a private individual, do you recall the sales price of the vehicle?

Posed to respondents who said they sold a vehicle to another person. (N=2694)



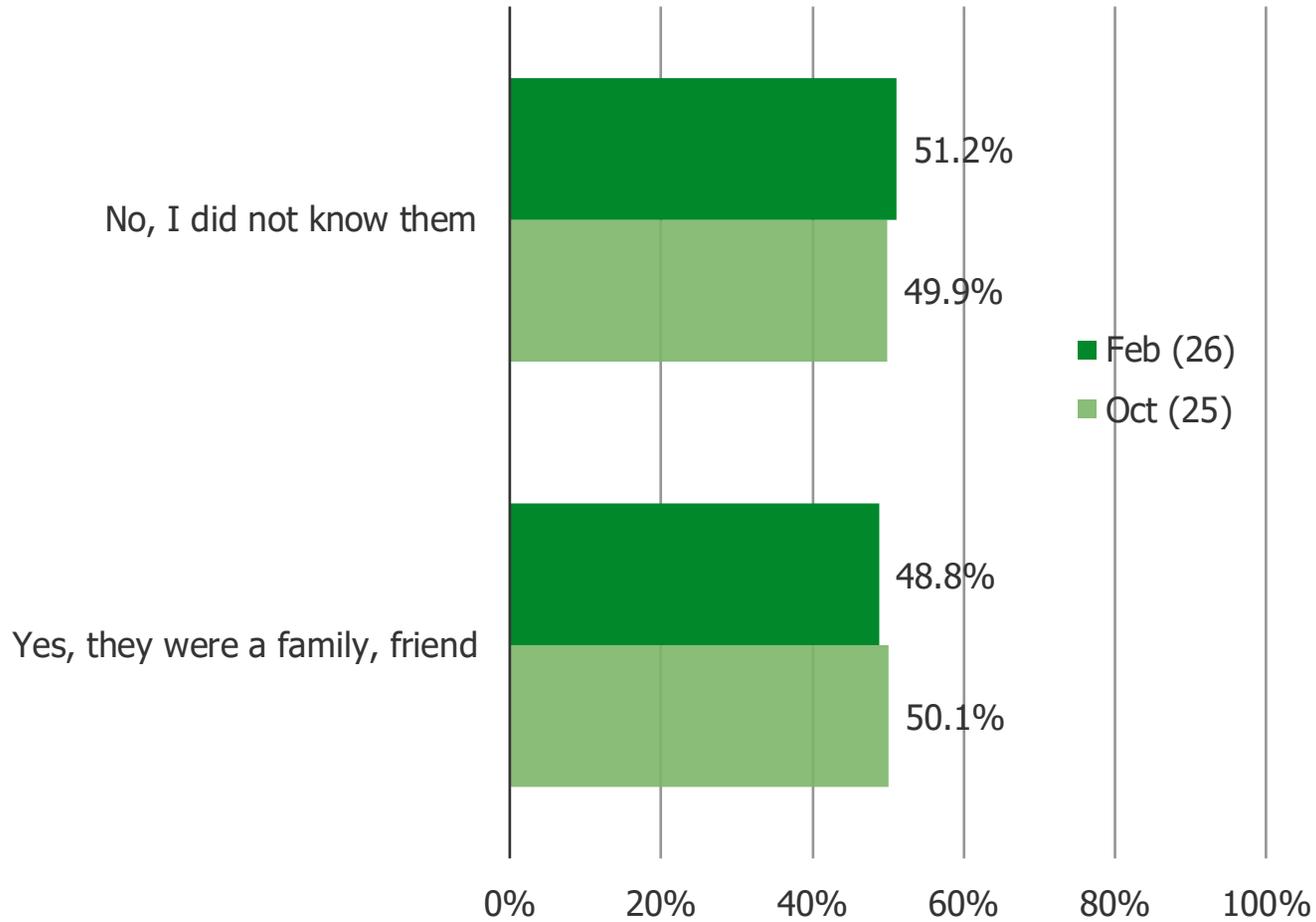
### How many miles did the car have on it at the time you sold it to a private individual?

Posed to respondents who said they sold a vehicle to another person. (N=2694)



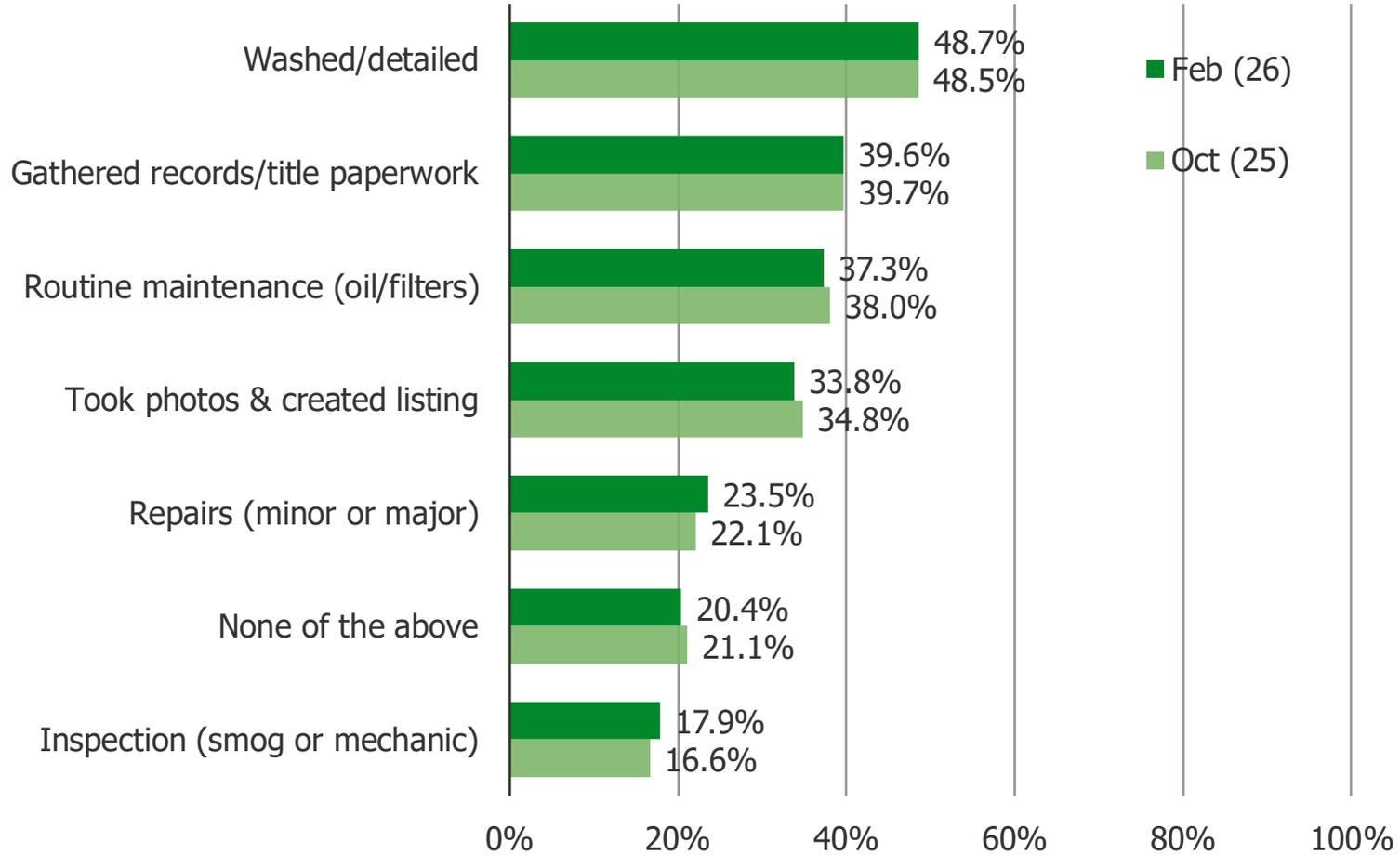
### Did you know the person you sold your to from personally?

Posed to respondents who said they sold a vehicle to another person. (N=2694)



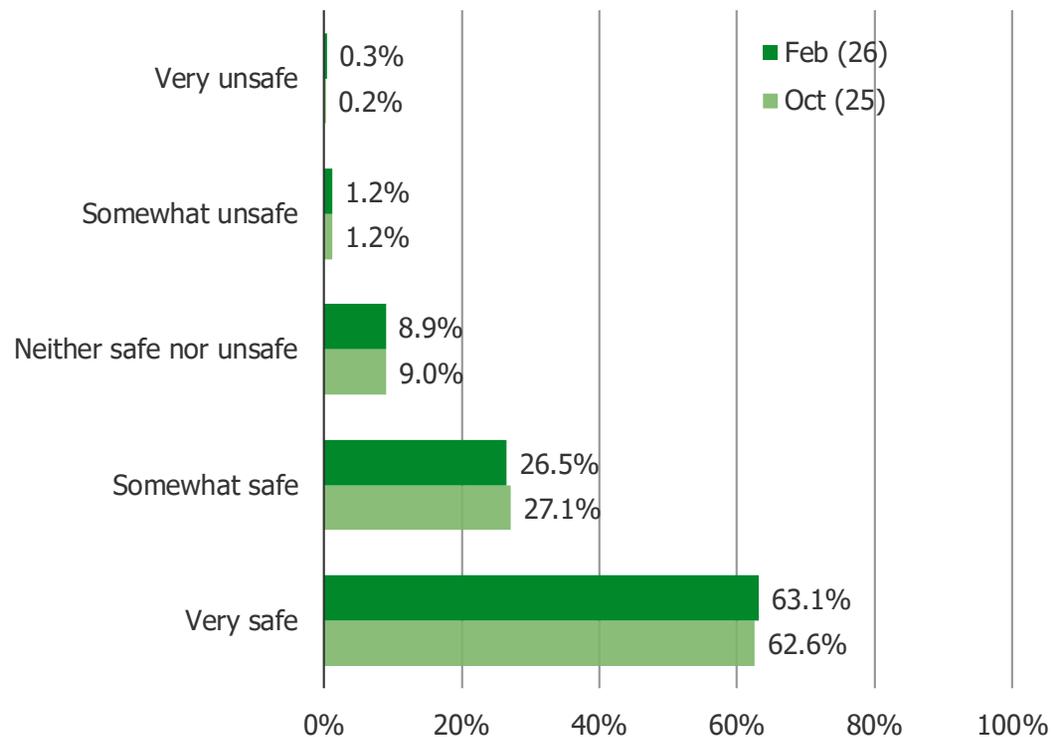
### Did you make any efforts to prepare the vehicle for sale? Select all that apply

Posed to respondents who said they sold a vehicle to another person. (N=2694)



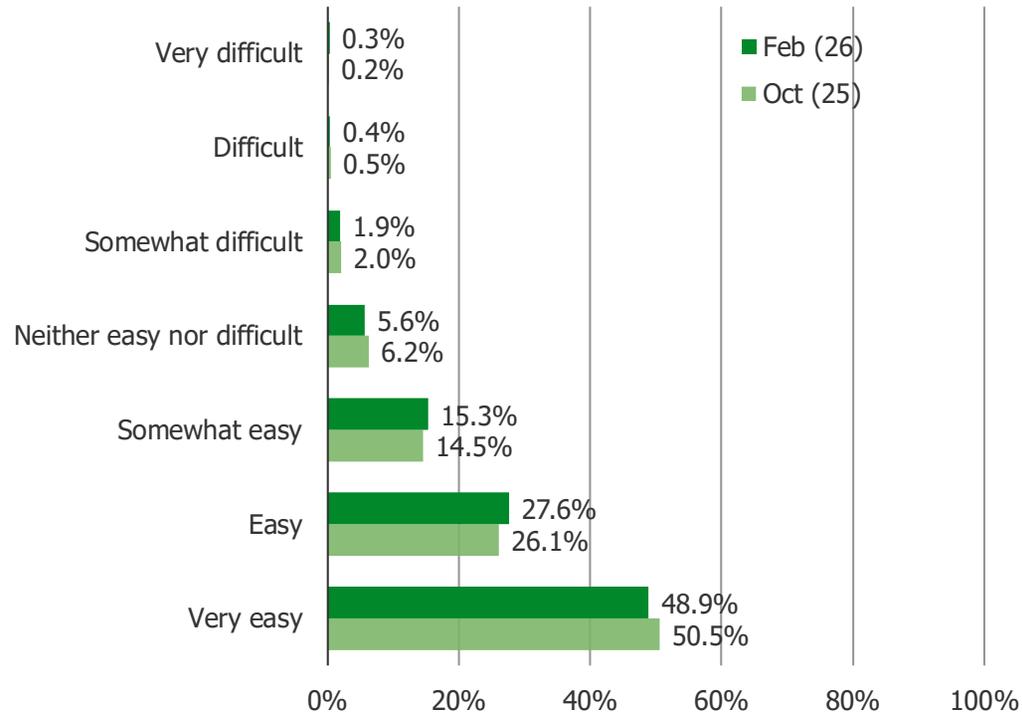
### Overall, how safe did you feel selling a car directly from a private individual?

Posed to respondents who said they sold a vehicle to another person. (N=2694)



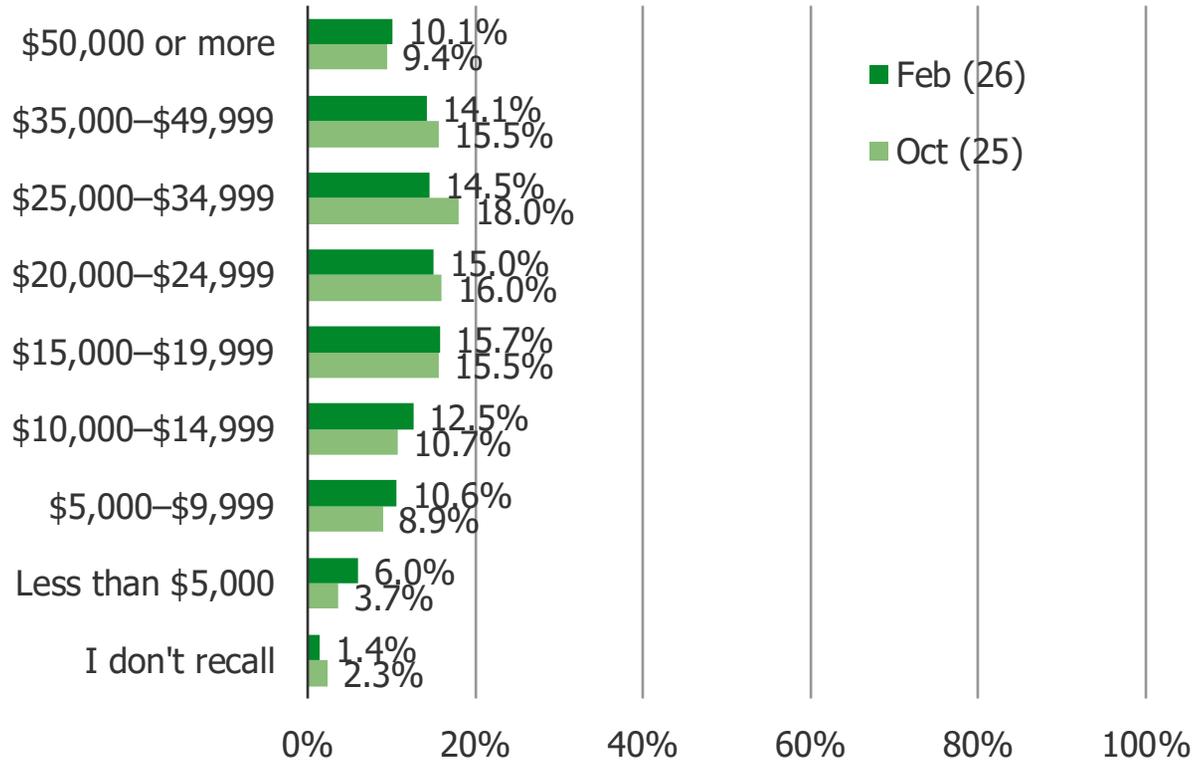
### How easy / difficult did you find it to sell a car to a private individual?

Posed to respondents who said they sold a vehicle to another person. (N=2694)



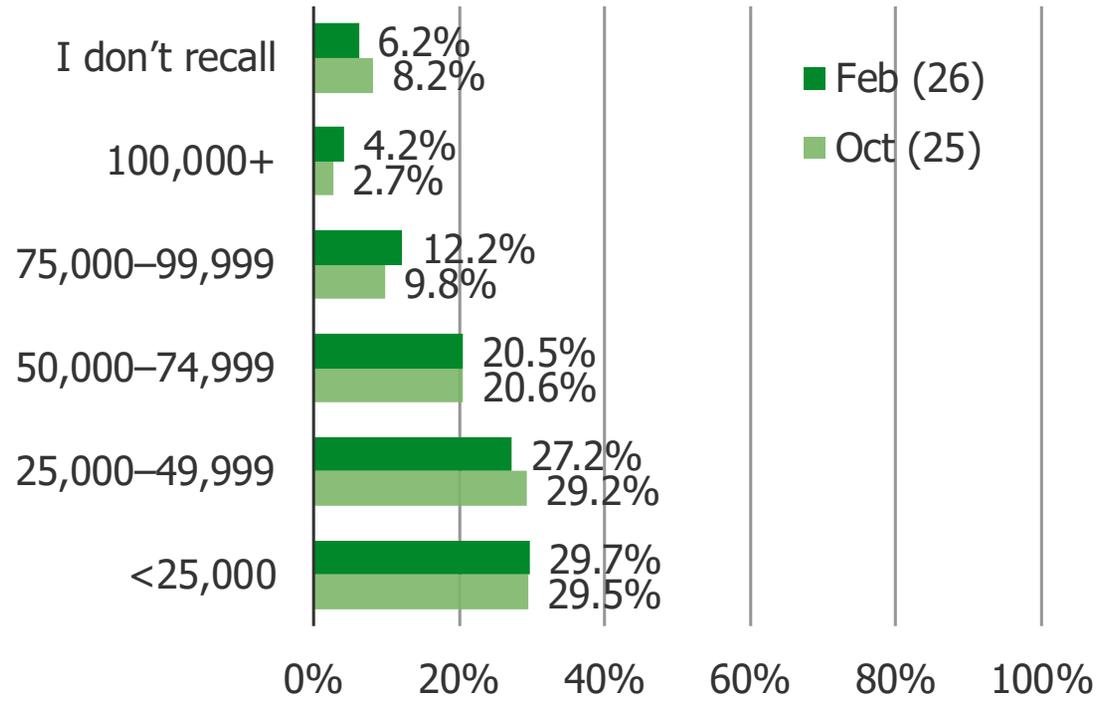
### Do you recall what the price was that you paid for the car you bought on Carvana?

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



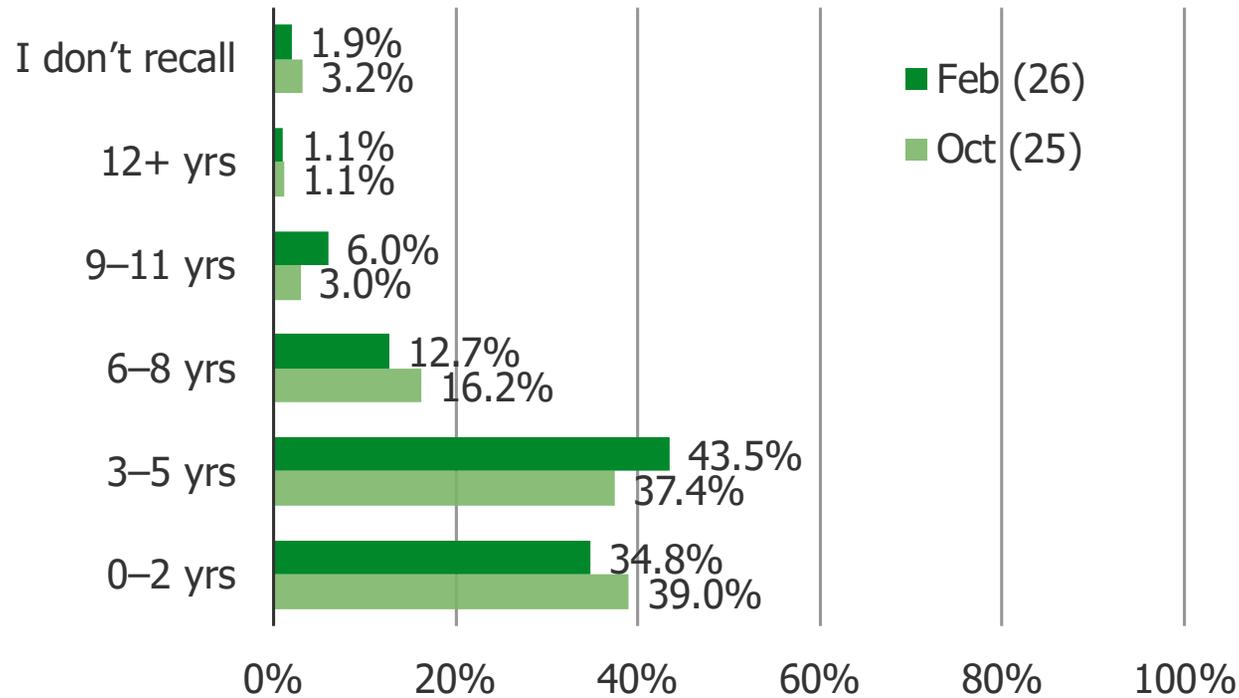
### Do you recall how many miles were on the car at the time you bought it from Carvana?

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



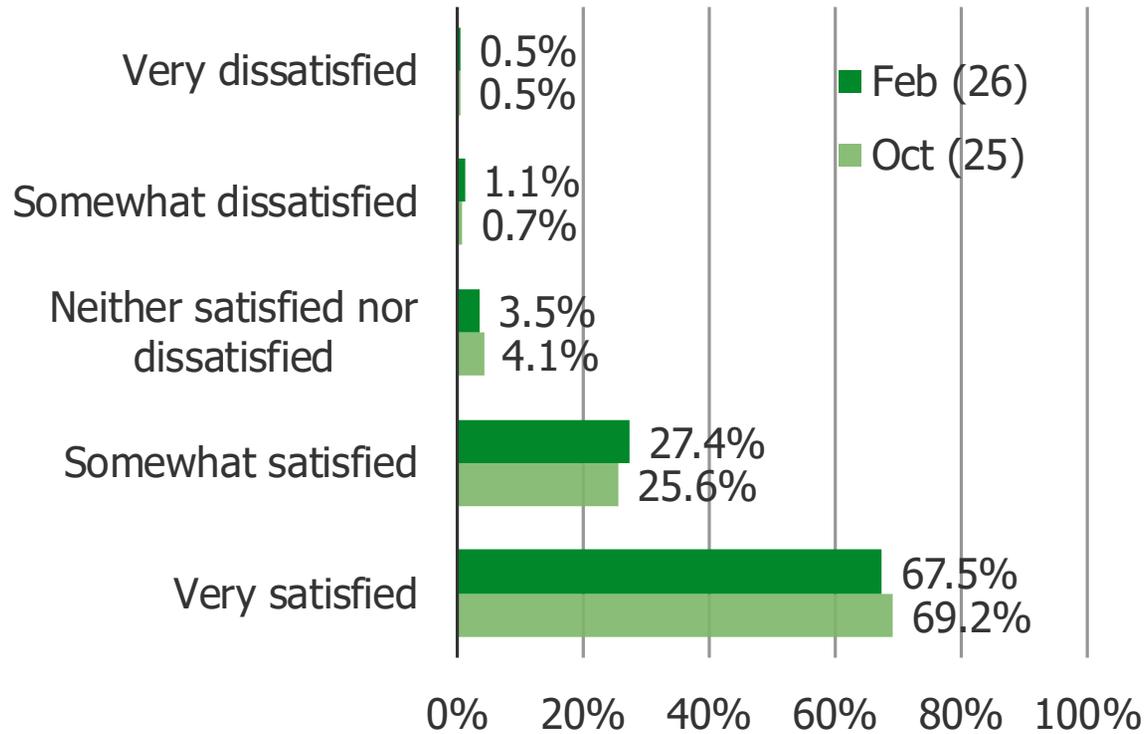
### How many years old was the car that you bought from Carvana at the time you bought it?

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



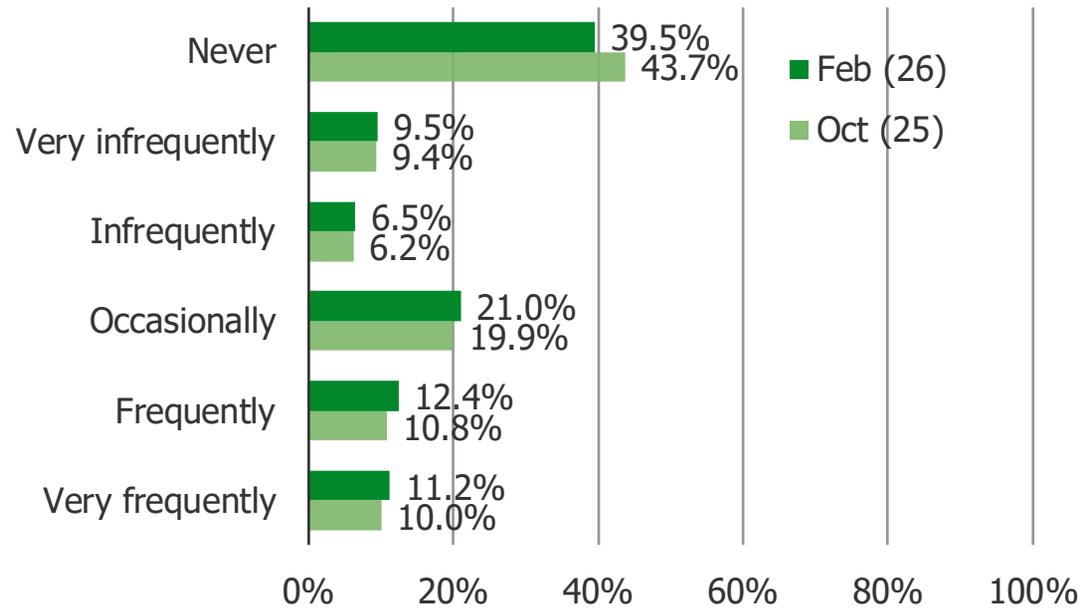
### How satisfied are you at this point with the actual vehicle you bought from Carvana?

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



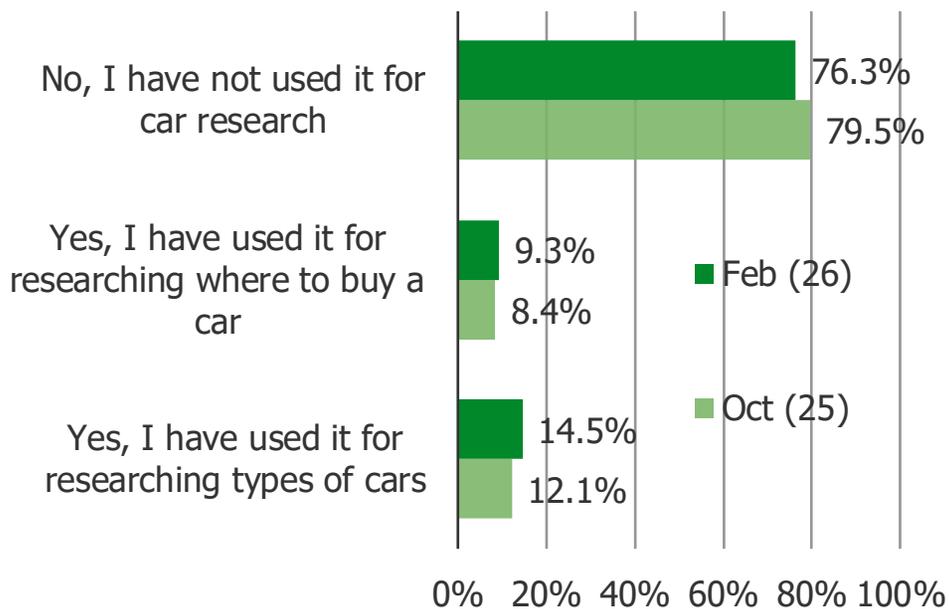
**Do you use AI chatbots (IE, ChatGPT, Claude, Gemini, Grok, or others)?**

Posed to all respondents. (N=9871)



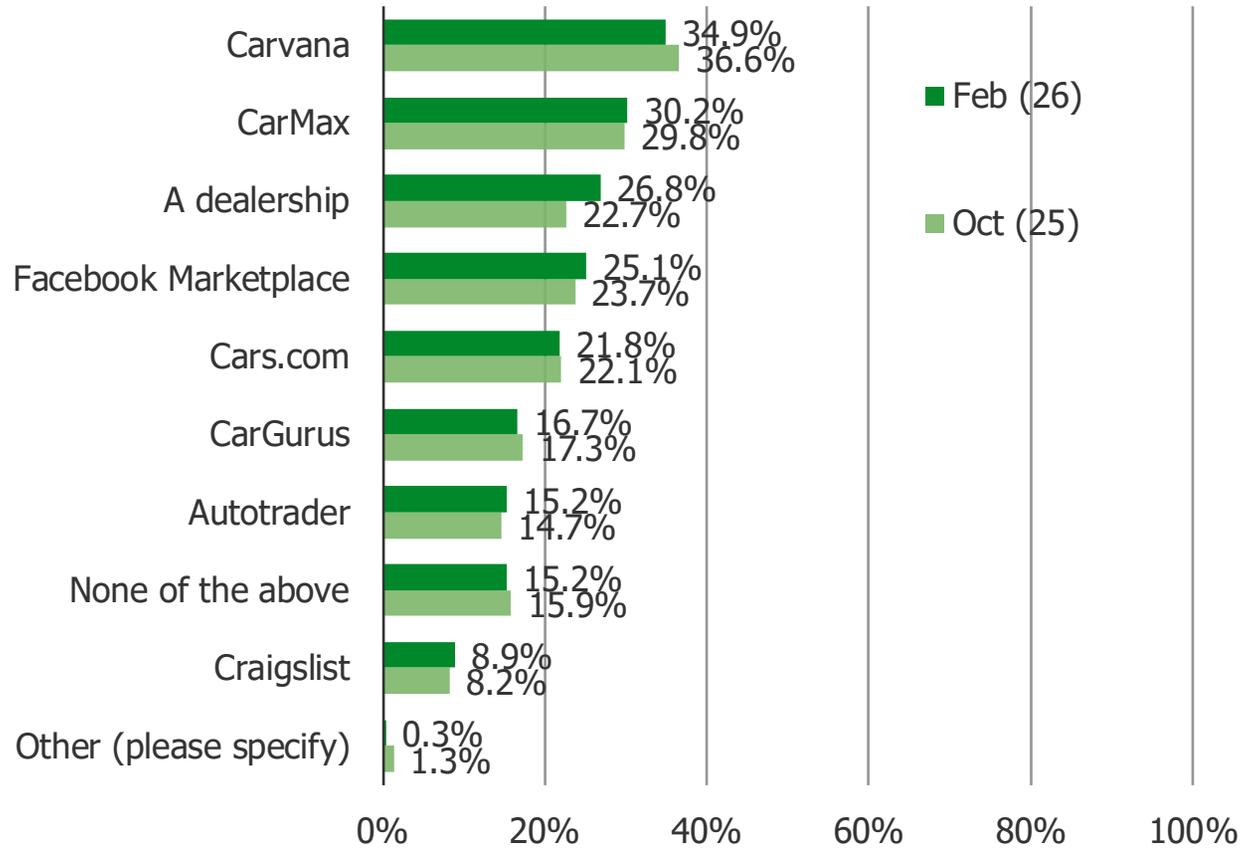
## Have you ever used AI Chatbots (like ChatGPT, Claude, Gemini, Grok, or others) to do research related to buying a car?

Posed to all respondents. (N=9871)



**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=913)

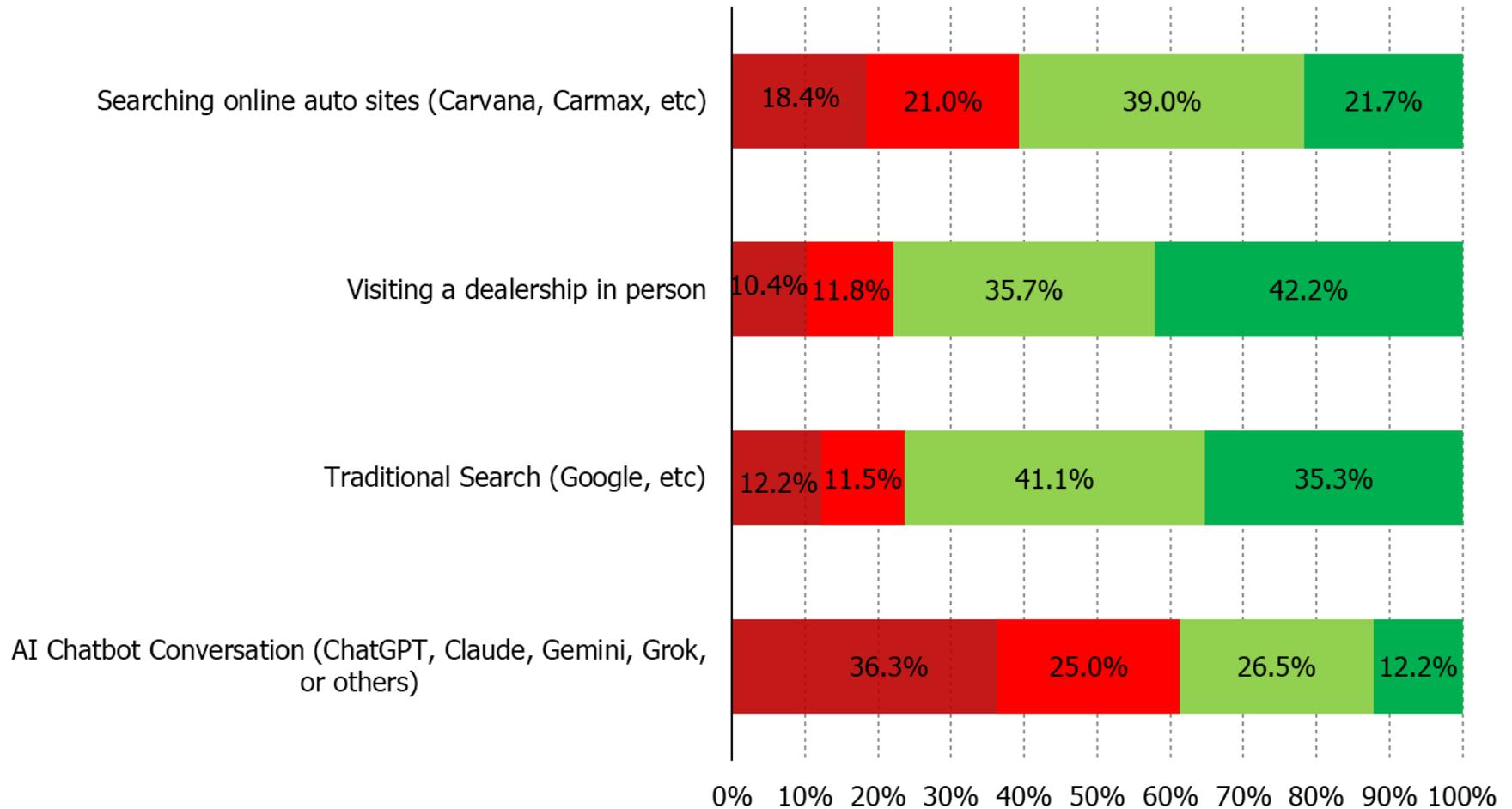


**If you started doing research to buy a car today, how likely would you use the following in your process:**

Posed to all respondents. (N=9871)

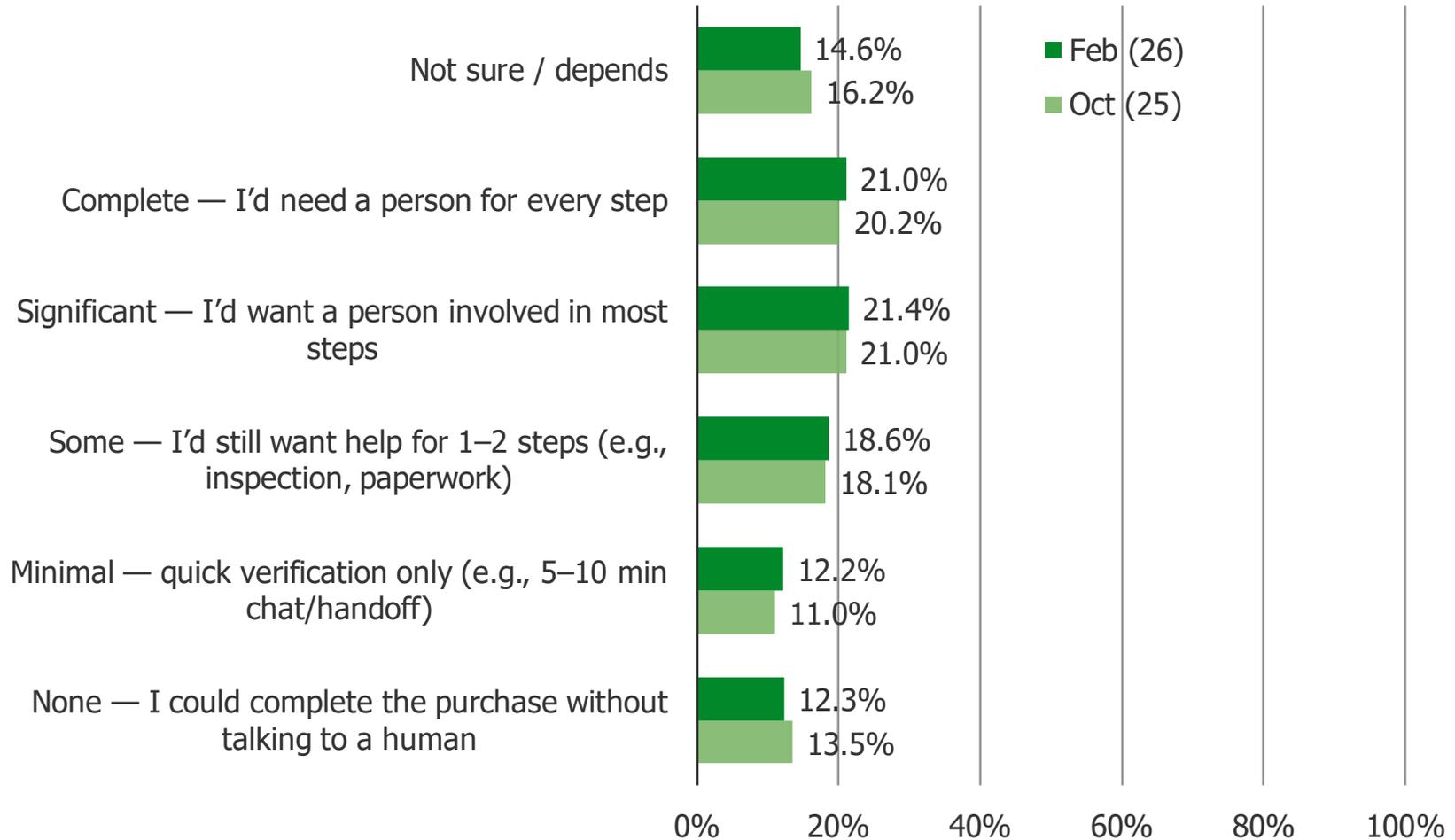
**February 2026**

■ Definitely WOULD NOT    ■ Probably WOULD NOT    ■ Probably WOULD    ■ Definitely WOULD



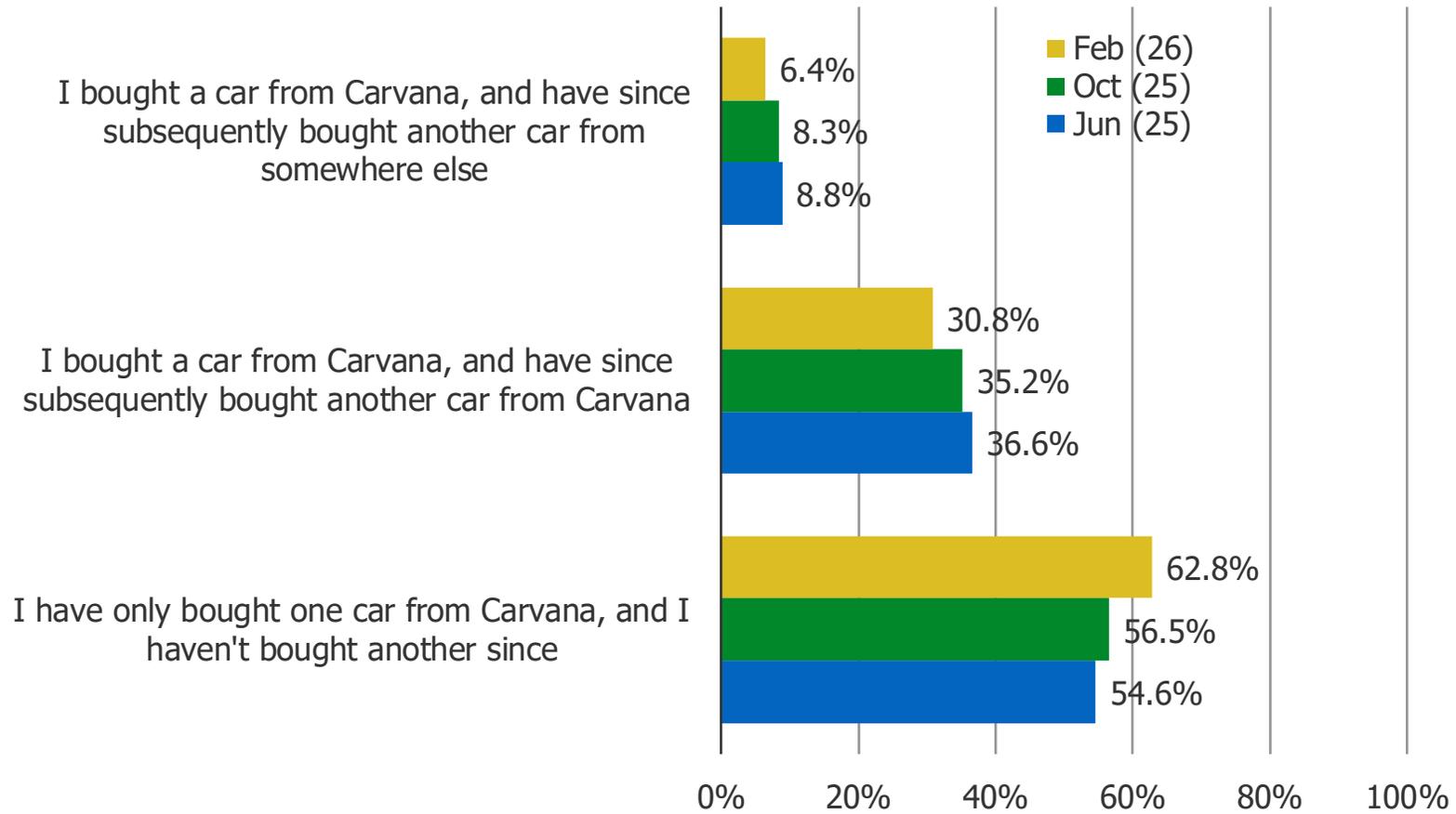
**If an AI chatbot “car concierge” were available to you, how much human interaction would you still need before buying a used car?**

Posed to all respondents. (N=9871)



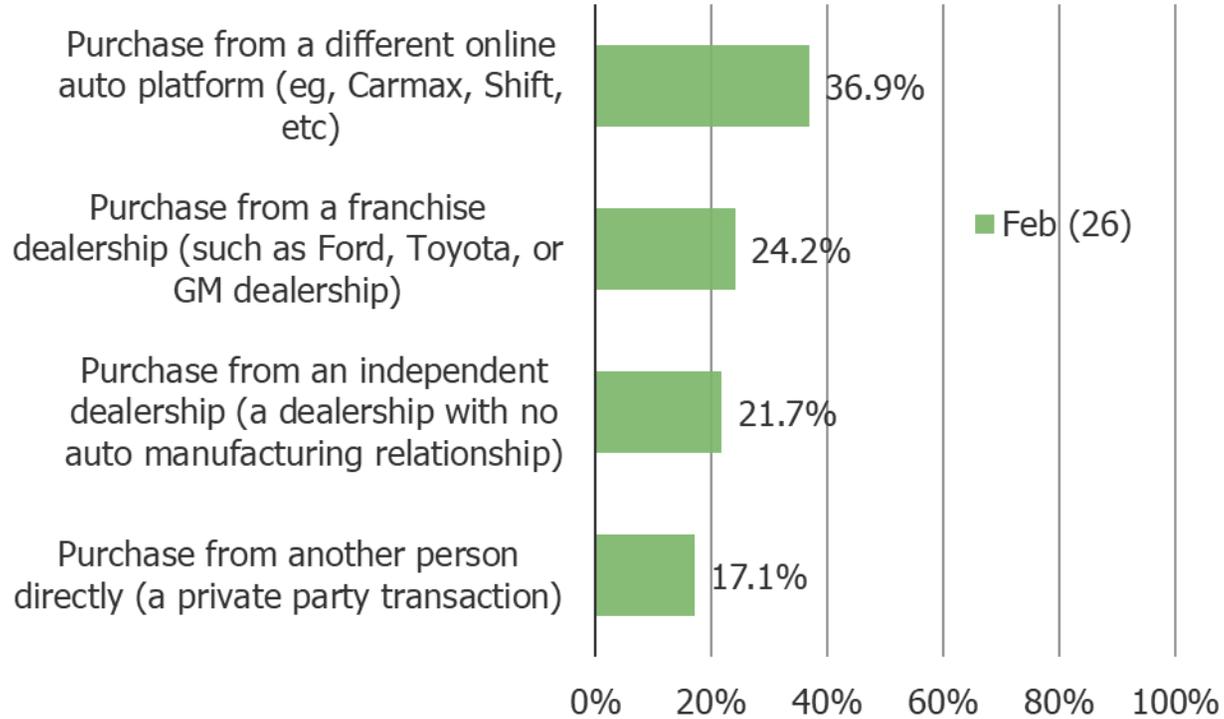
**Which of the following describes you...**

Posed to respondents who said they have purchased a used vehicle from Carvana. (N=497)



**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=566)



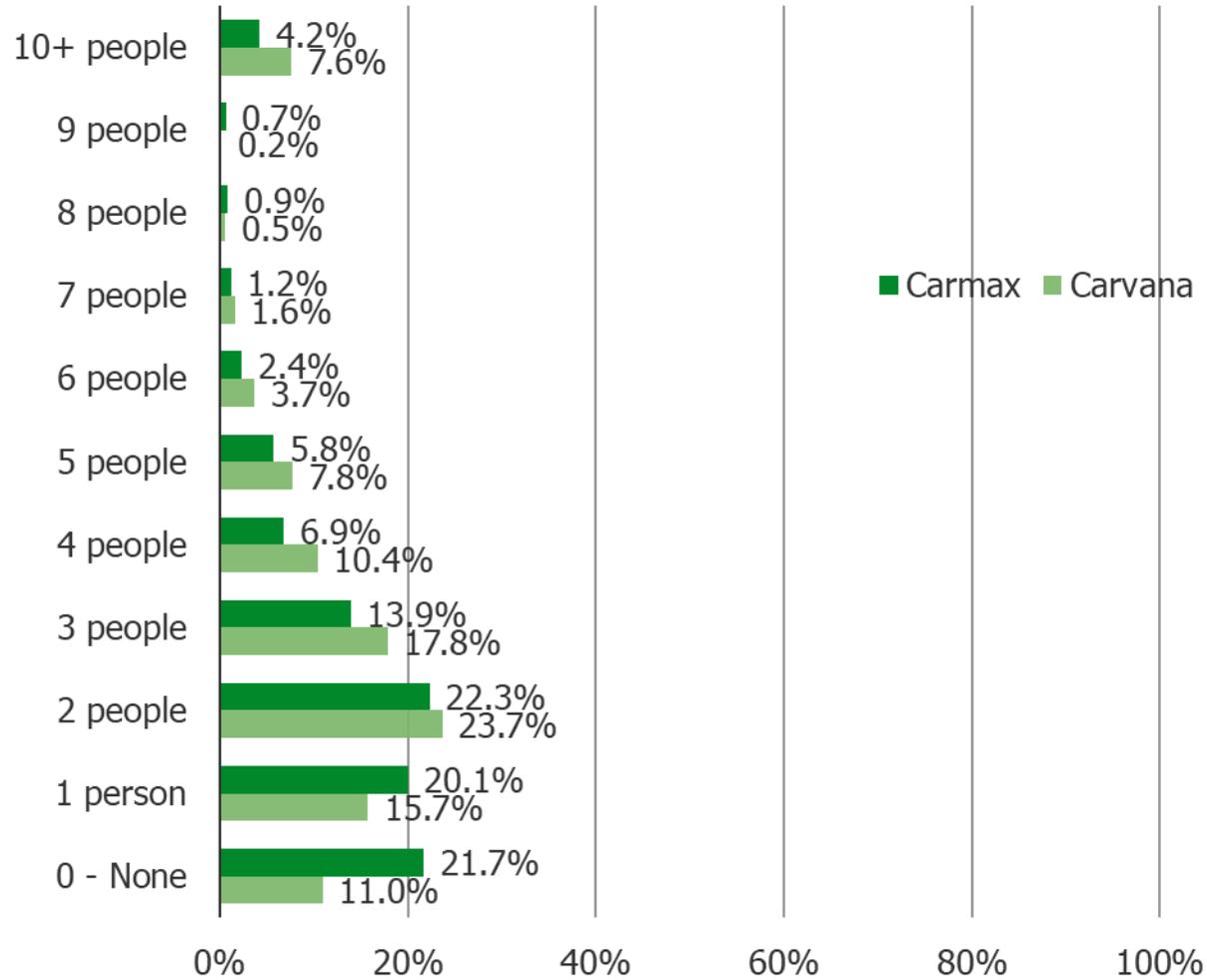
## Questions Added In (June 2024)

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

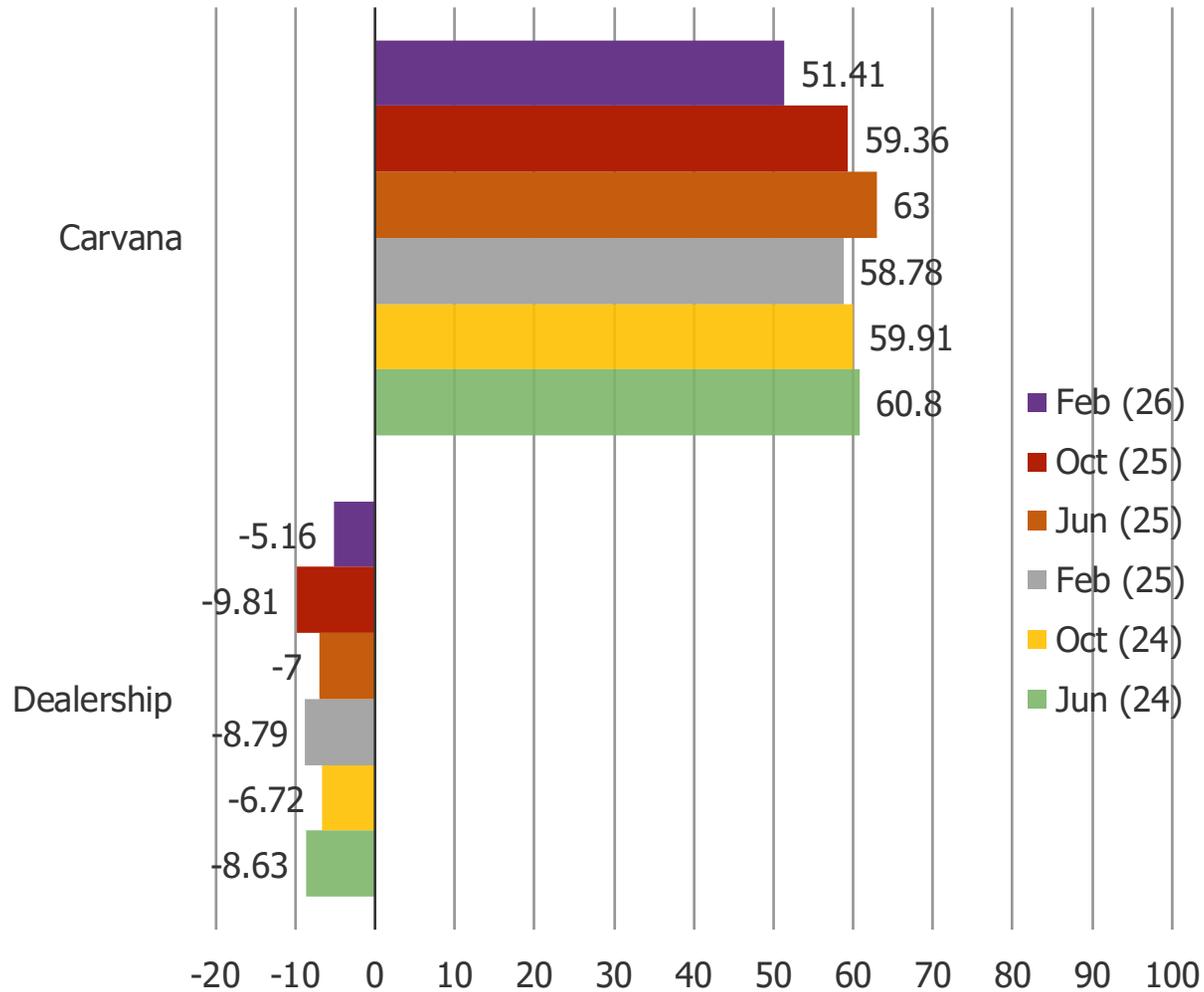
Posed to respondents who said they have purchased a used vehicle from each of the following.

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## 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

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### 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 = 2017).



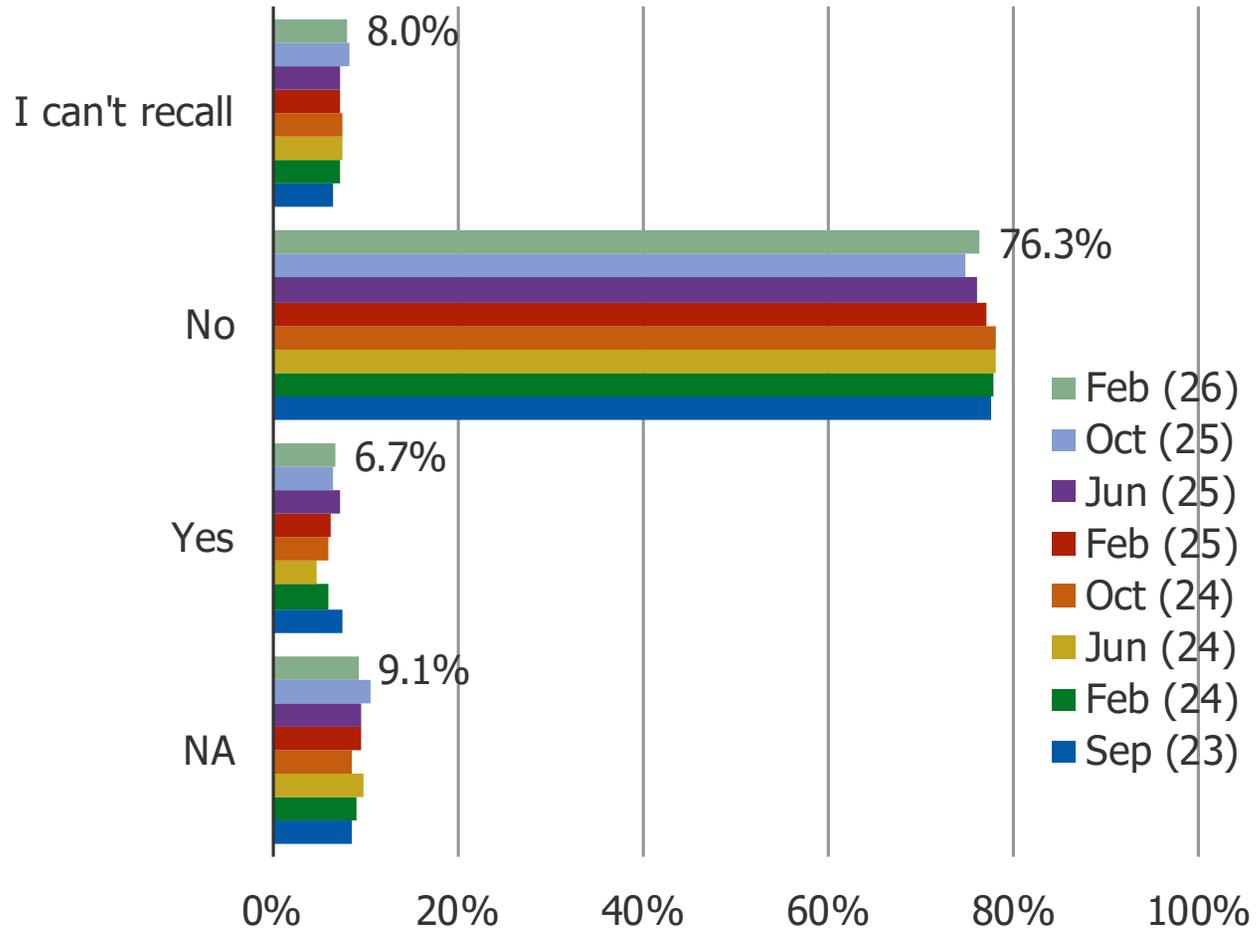
## Questions Added For Wave 7

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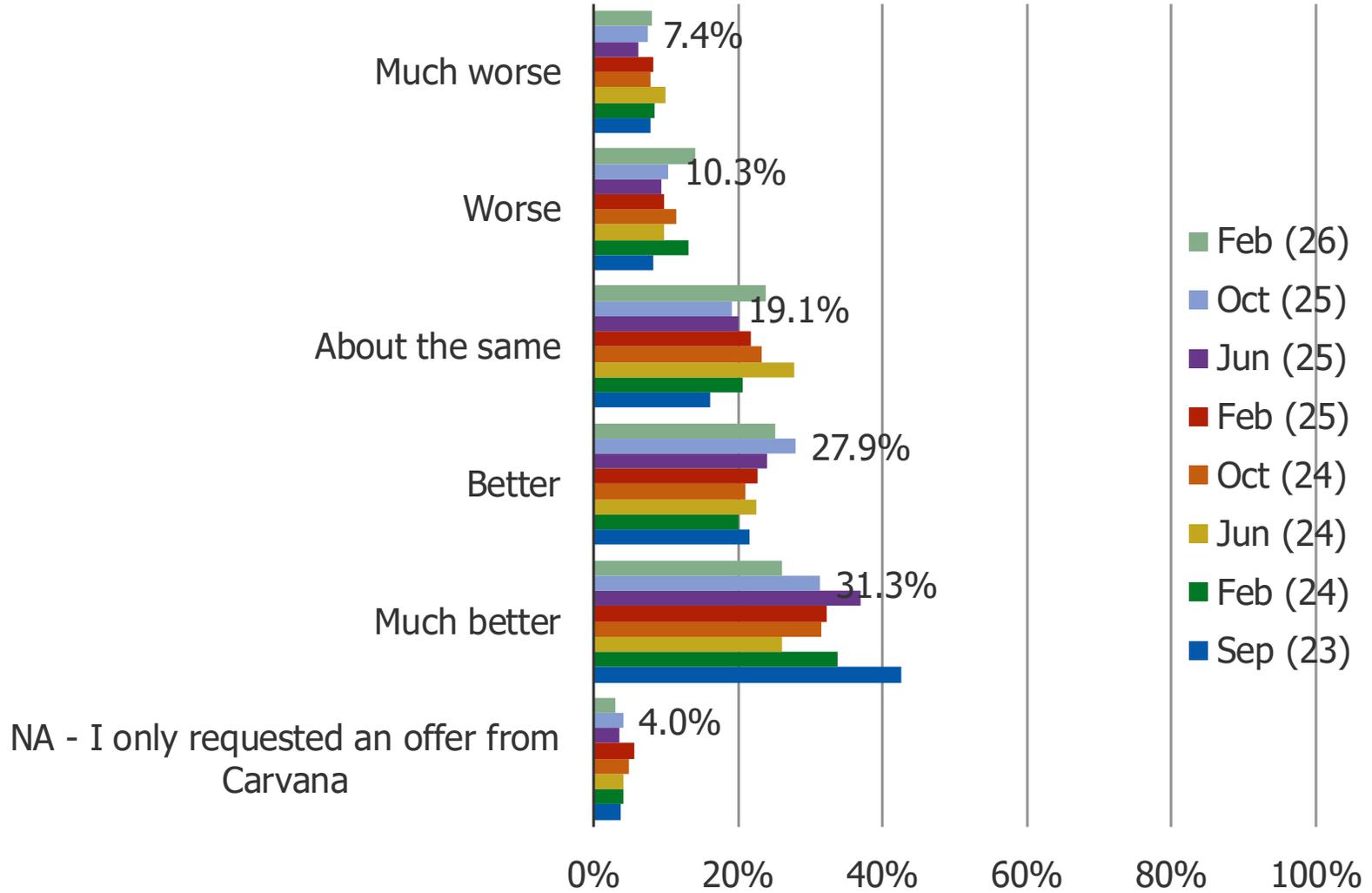
### Have you ever requested an offer to trade a car in to Carvana?

Posed to all respondents. (N=9871)



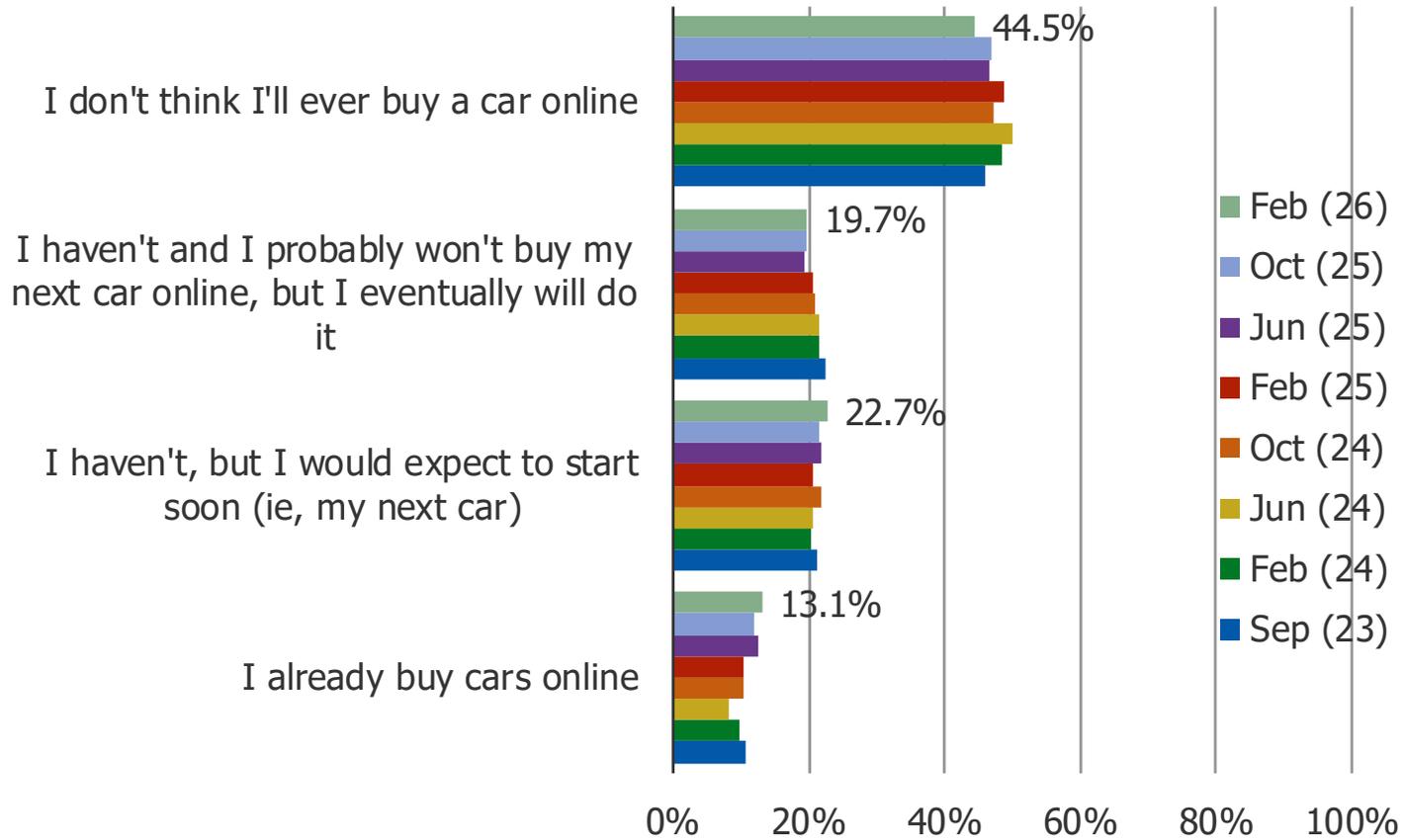
### Thinking of the trade-in offer you got from Carvana, was it better or worse than offers you got elsewhere?

Posed to all respondents who requested an offer from Carvana. (N=656)



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

Posed to all respondents. (N=9871)



**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)**

- It's an easier process than going to a dealership
- I have trouble with financing so I have never tried online
- I am currently looking to trade up
- It really depends on finding the right car
- The test drive, or 7 day trial is key
- Cheapest option
- The inventory is getting better online and the dealers are a hassle to deal with.
- Easier access more options worldwide
- Websites allow for narrowing down of Type(SUV RWD), location or distance from home, decent price and Carfax info offered, and if needed they deliver vehicle to me.
- If the delivery or test drive process can be improved, I will probably do this
- Convenient
- I think it's a good idea
- I want to drive it first.
- It just hasn't been the right deal for me at that specific time
- Because it is convenient and saves time
- Seen good deals
- Seems just as easy
- Because I'm all for it, the convenience and ease... why not?
- I'm open to it. Not saying I definitely will. I will buy the car for me whether it's local car lot or online
- Because that's the way the world seems to be going. We buy so much on line now, that it won't be long before we make our big money /item purchases on line.
- Unsure at this time
- It seems easy
- It's a lot easier
- I'm thinking about about it seriously
- Convenient
- It seems easier than going to a dealership
- I haven't, but likely next purchase
- It seems to be the most convenient.
- I would consider online if the vehicle I want was available

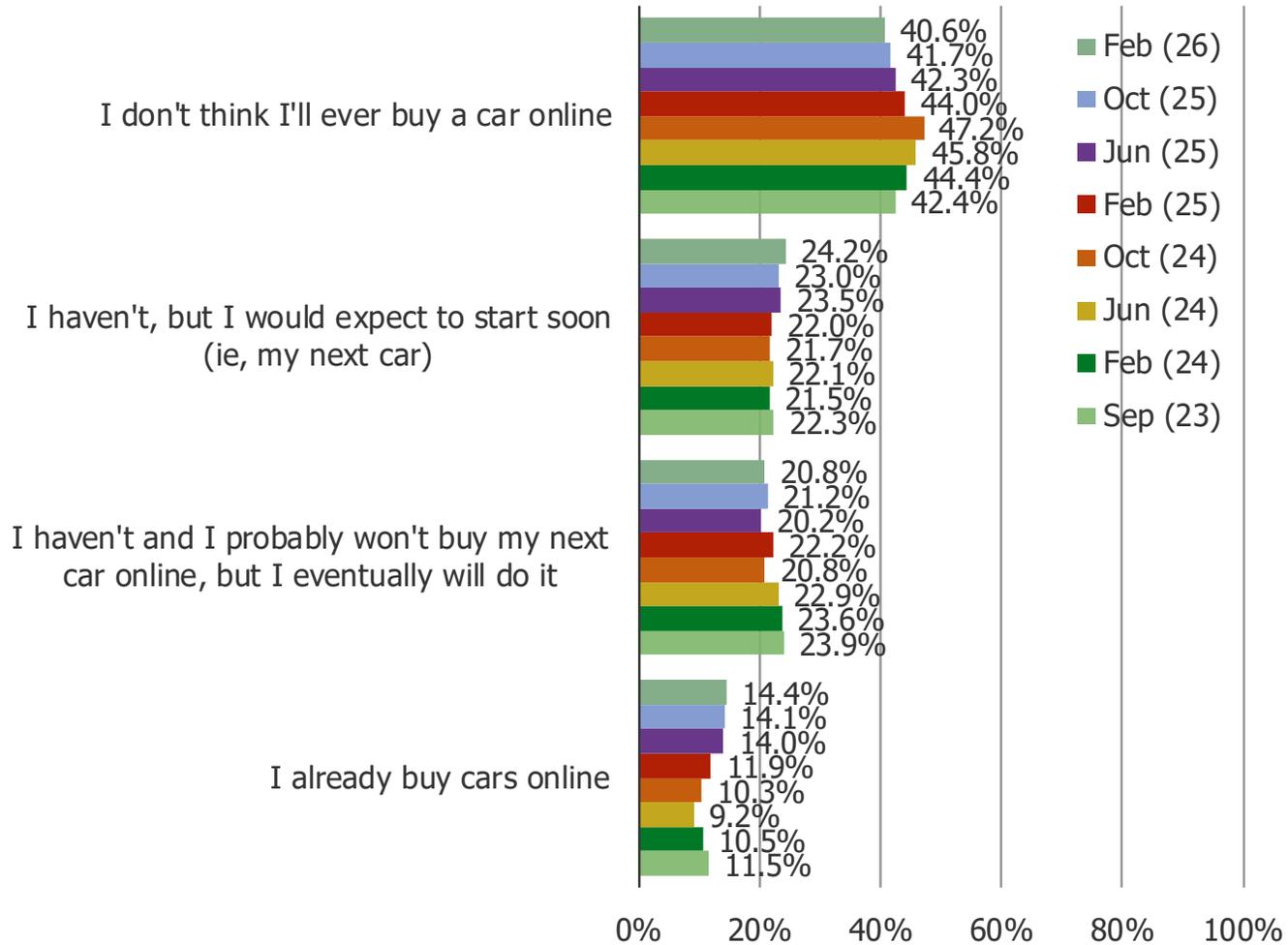
## When, if ever, do you think you would buy cars online? | OPTIONAL COMMENTS, WHY?

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

A return process, even if risk free sounds like a huge hassle if I don't like the feel of a car.  
I am open to it but not fully comfortable with the idea.  
Just depends on the need  
I typically buy or try to buy new cars  
It might be better  
I am not going to purchase a car without test driving it first.  
Online is fine.but I have not reached that stage yet  
It seems like a viable option and the ease and conveniency of being able to do so seems like it's the future of car sales  
Dont trust buying a care without test driving it  
I may, but more likely I will start leasing instead of buying.  
Test drive before purchase  
Like to test drive  
I like a personal on hands talking to human being  
Because i heard it makes it much easier to get more options so I can find exactly what I am wanting to buy  
Too much trouble  
I would be willing to check it out  
Need to see it first before I would buy it  
View options  
The last time I purchased a car, Carvana and other companies like this did not exist.  
I want to see the vehicle in person before I purchase.  
I'm not really into buying such a big important product without seeing it in person first and test driving it etc.  
Still not comfortable with the idea  
I would really have to think long and hard about it first  
I want to se what I'm buying and test drive it first  
Do not trust online buying of cars enough  
It might become easier to get better cars online than 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 = 8517)

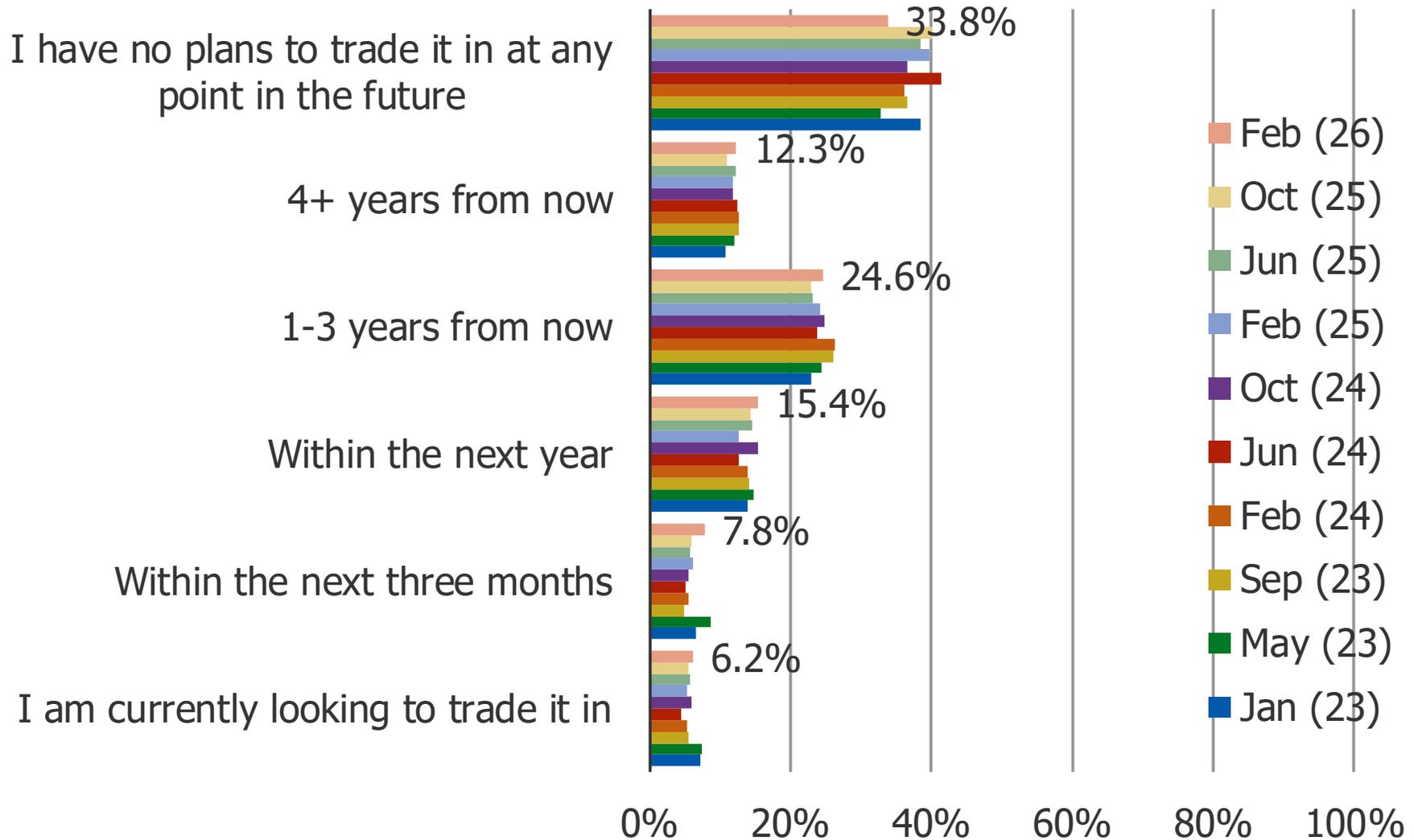


## Questions Added for Wave 6

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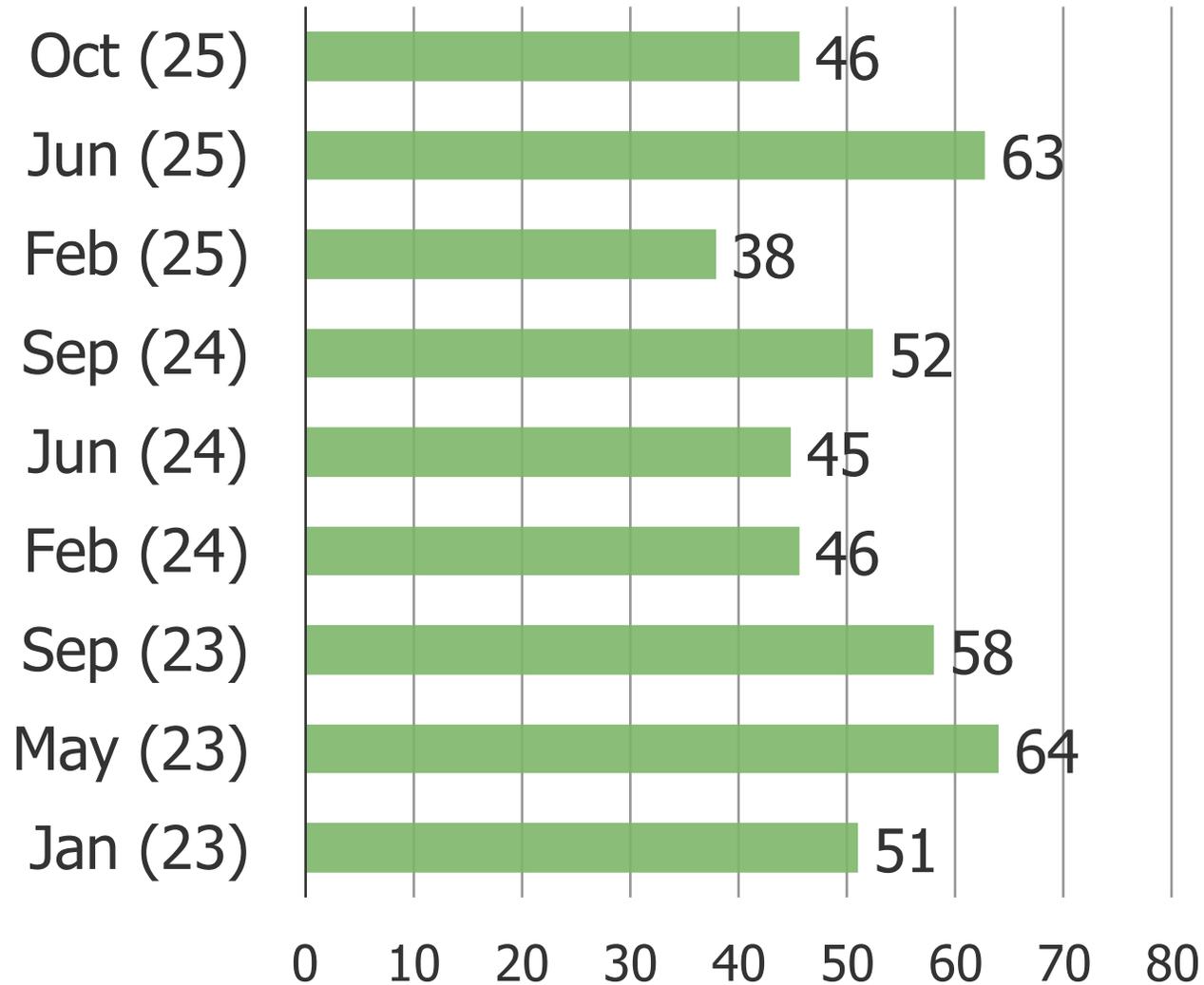
### When do you think you are likely to trade in the car you most recently purchased?

Posed to all respondents who indicated that they own a car, ie purchased not leased. (N=7142)



**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=211)

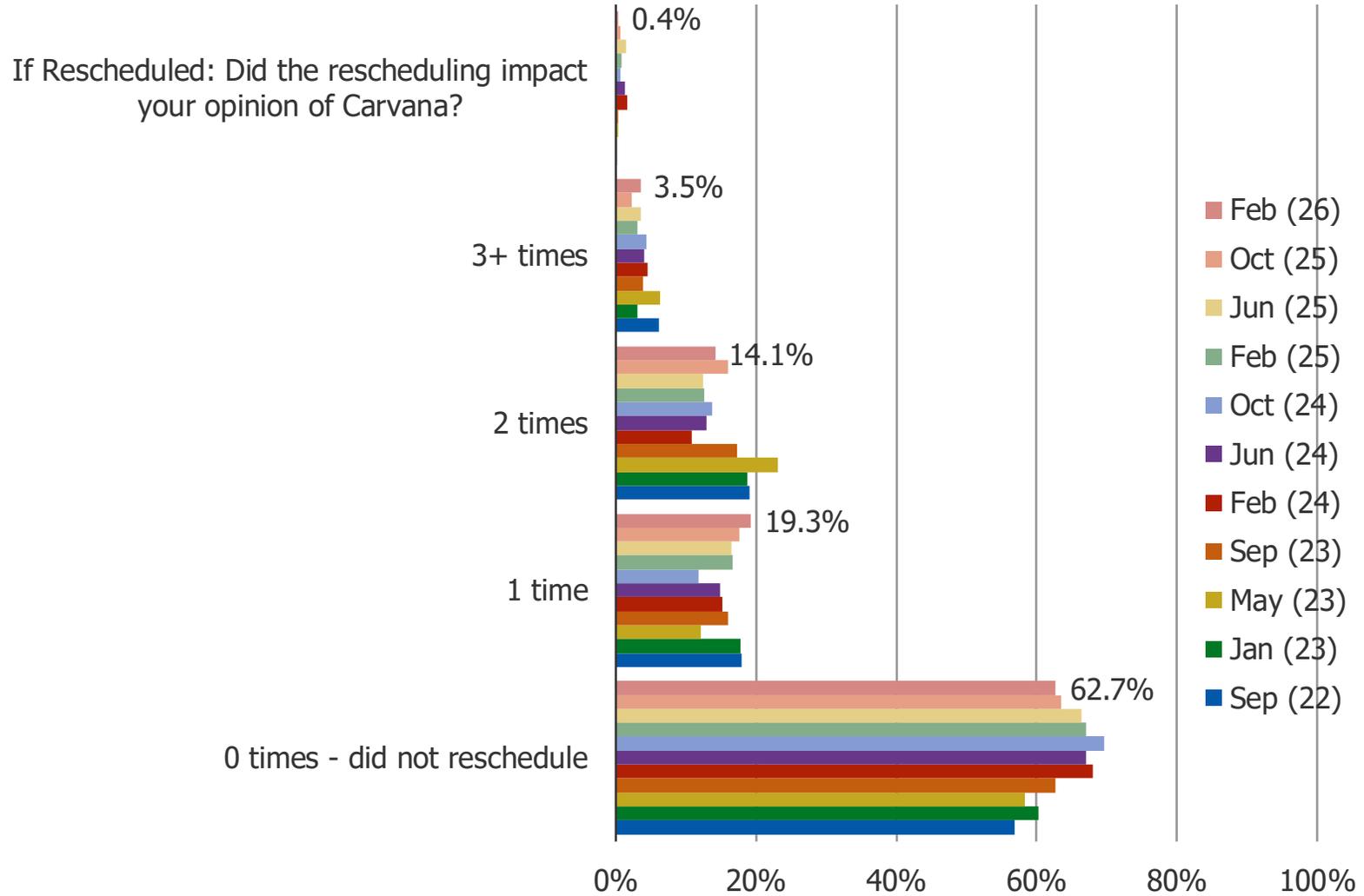


## Questions Added in Wave 5

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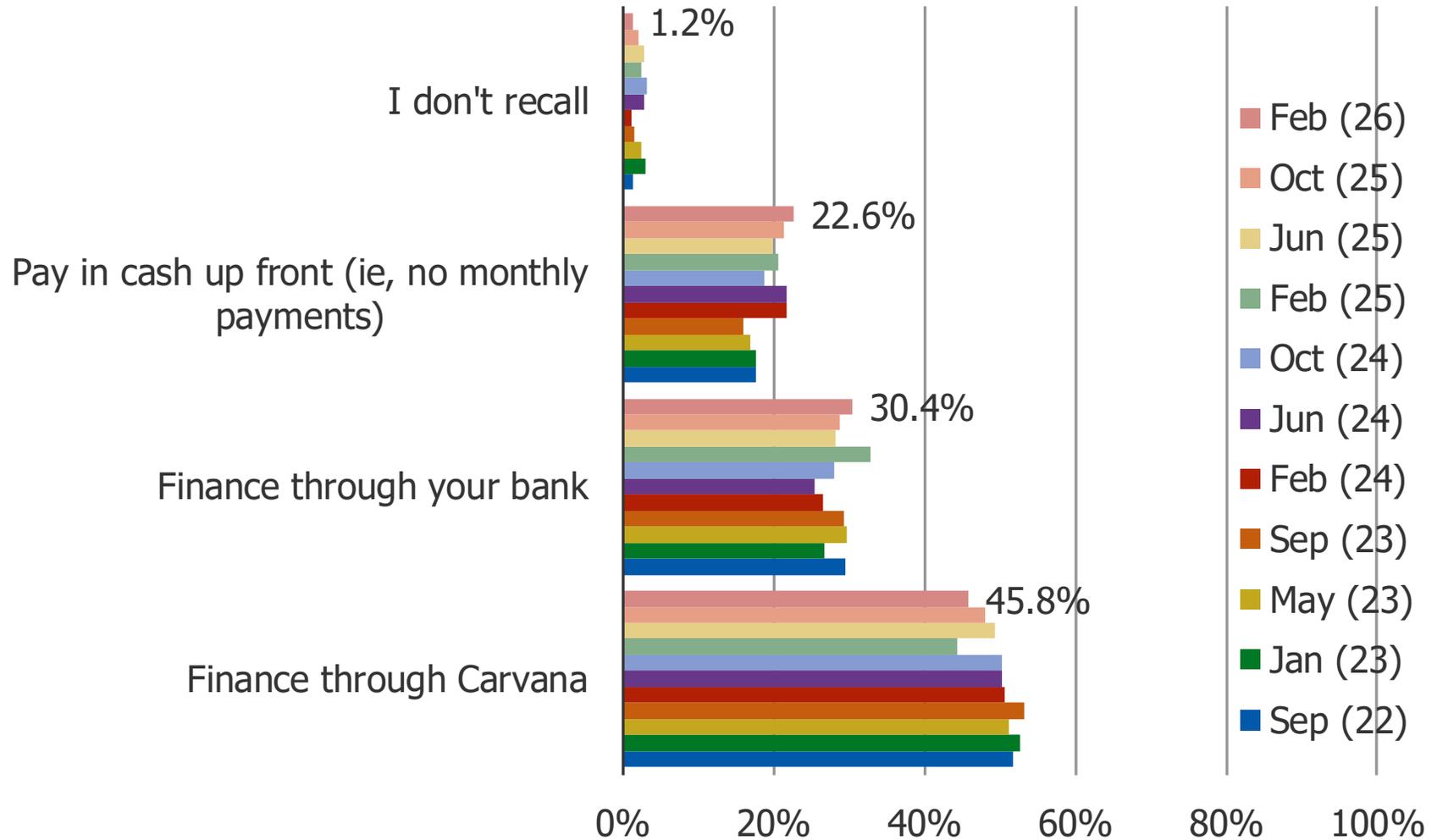
### Did your Carvana delivery need to get rescheduled any times?

Posed to all respondents who indicated that they bought from Carvana. (N=566)



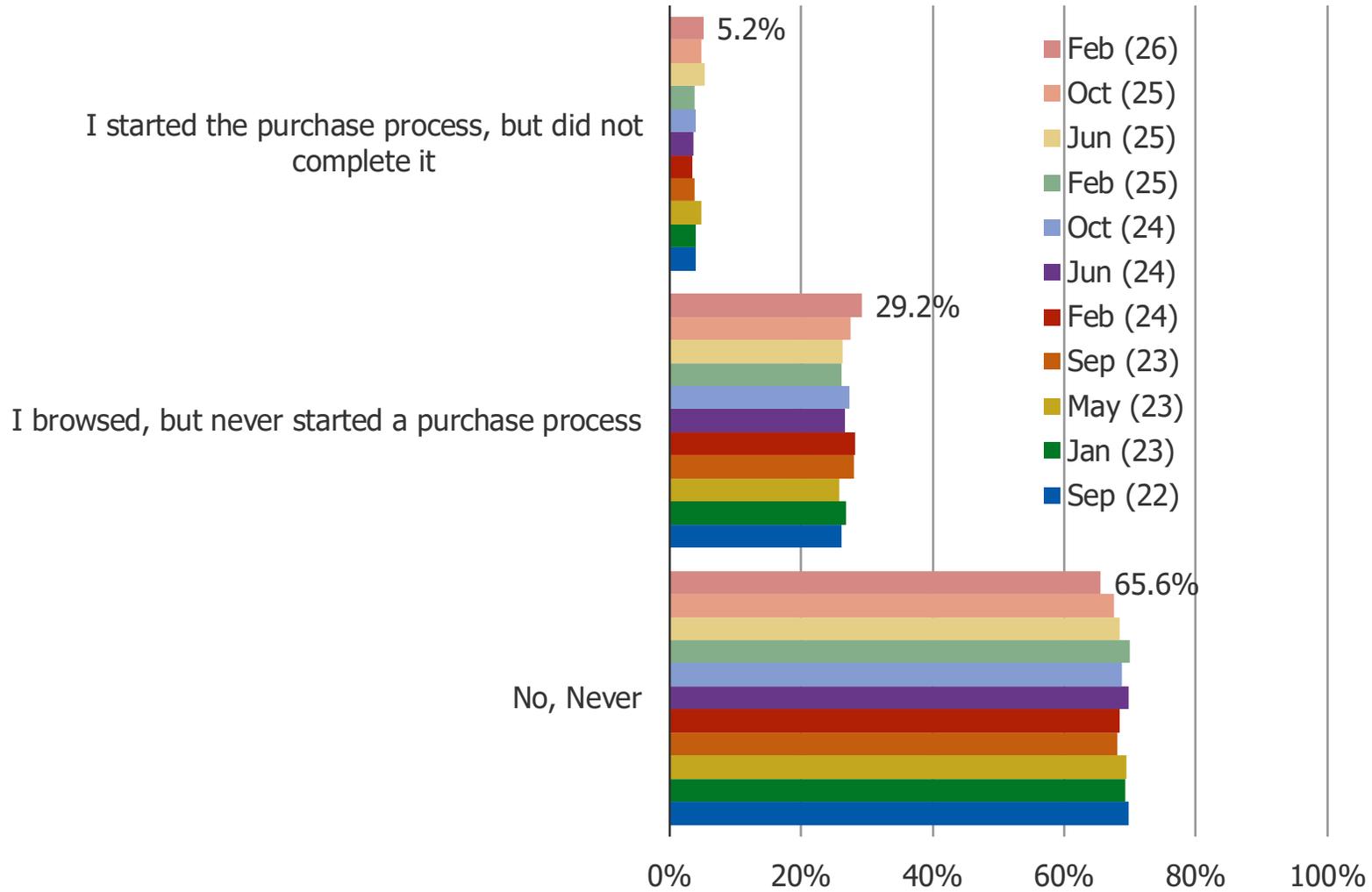
### When you bought your last car from Carvana, did you...

Posed to all respondents who indicated that they bought from Carvana. (N=566)



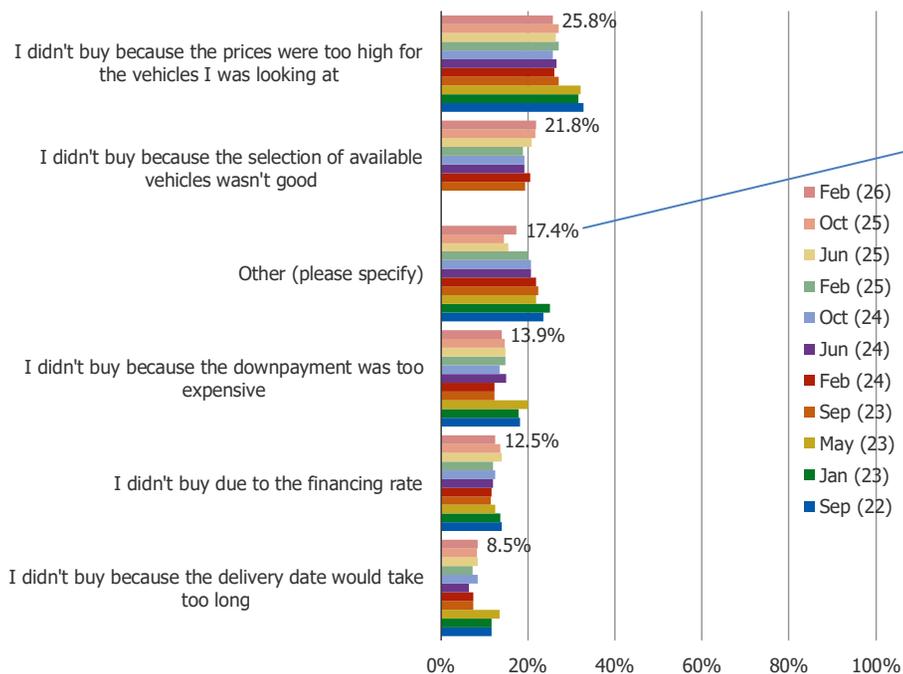
### Have you ever considered buying a car from Carvana, but ultimately decided not to?

Posed to auto owners who have not purchased a car from Carvana. (N=8500)

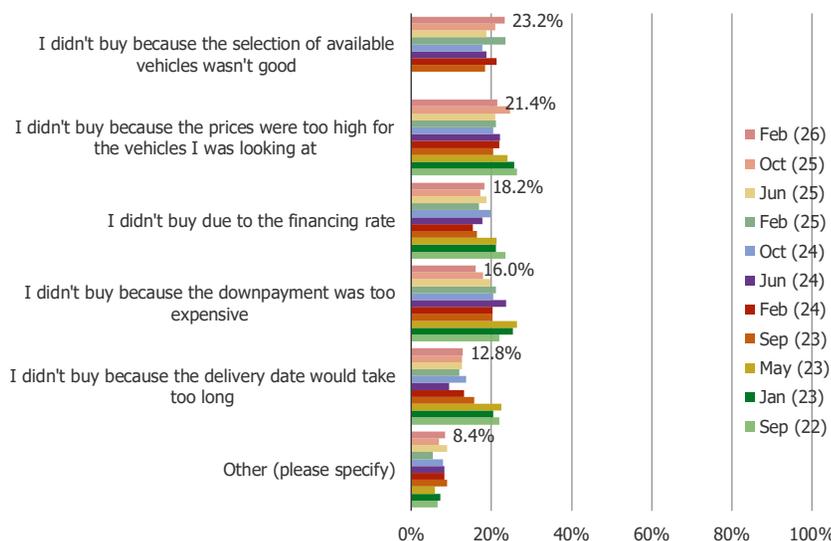


## Which of the following best describes why you did not ultimately buy a car from Carvana?

Posed to all respondents who indicated that they considered Carvana in the past. (N=2924)



**Filtering The Data:** Focusing on respondents who started the purchase process, but did not complete it (N = 439)



## Deep-Dive With CVNA Customers

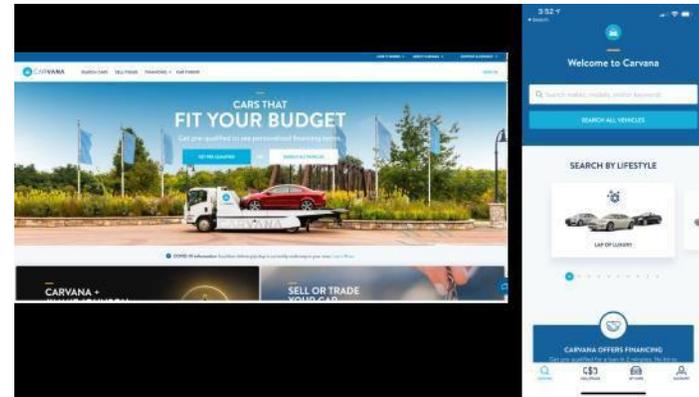
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## Carvana Purchaser Screening Sequence

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.

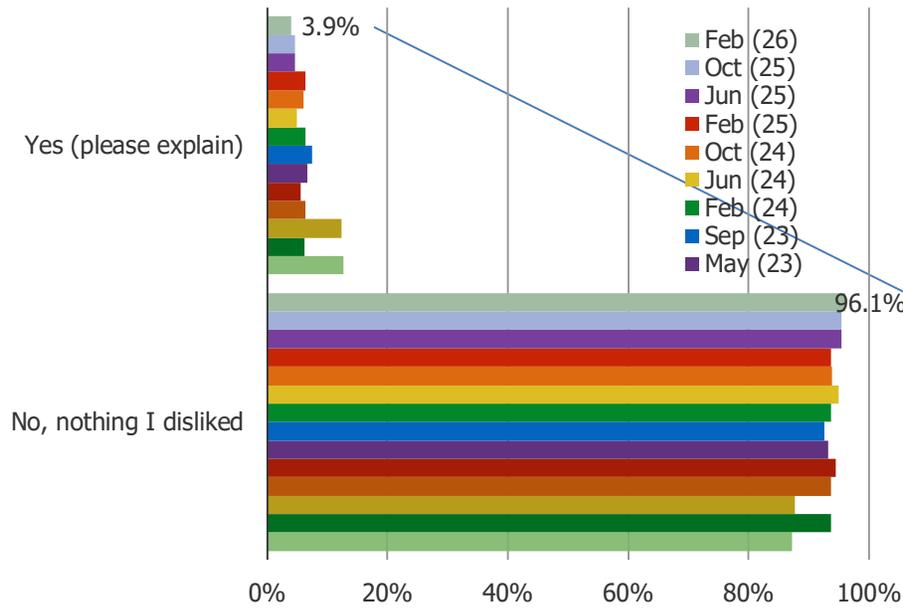






### Was there anything you disliked about buying a car from Carvana?

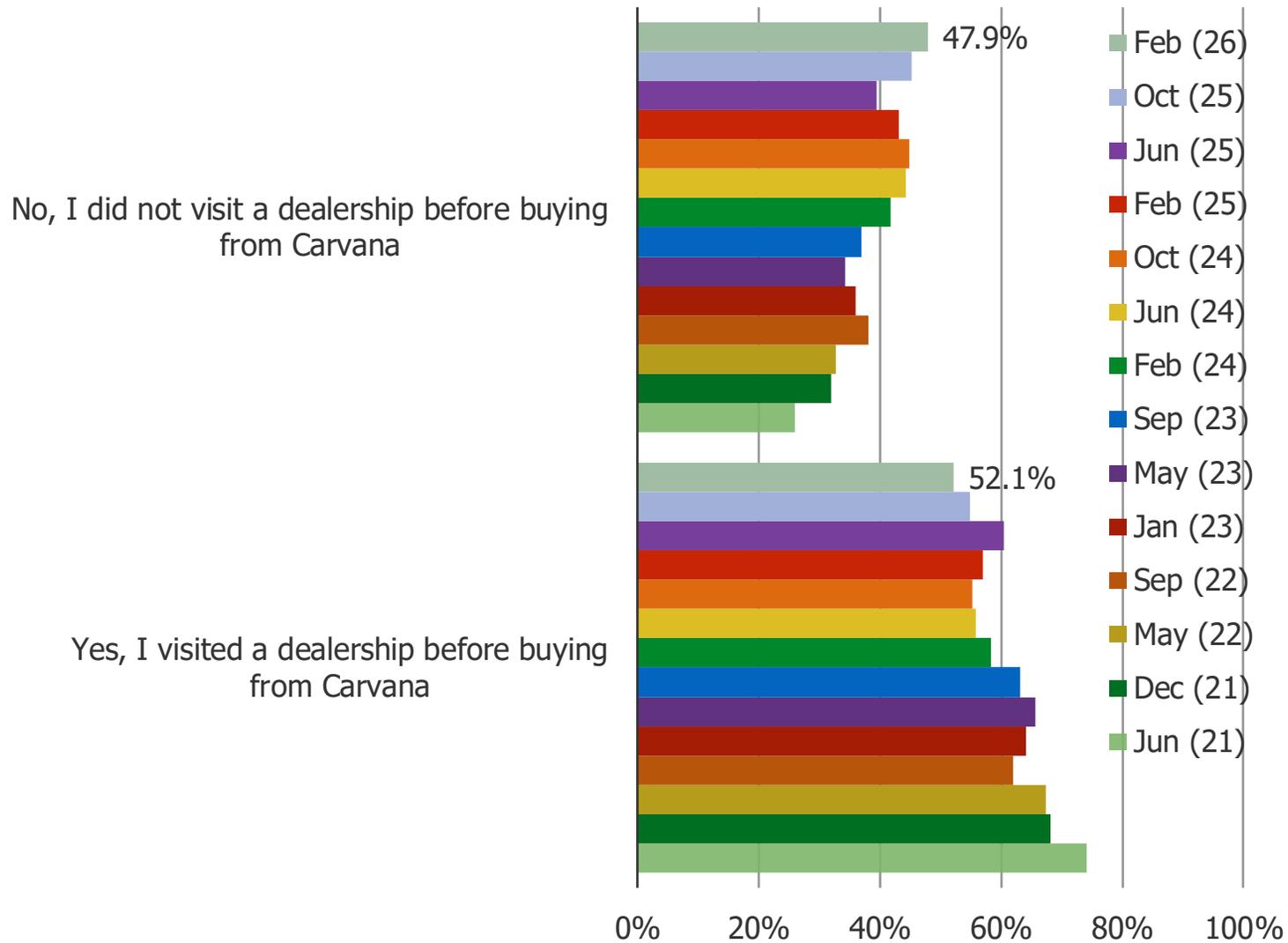
Posed to all respondents who indicated that they bought from Carvana. (N=566)



- Everything went bad. Lousy warranty
- It didn't offer free cleaning.
- Too many requirements
- It was pricy and inconvenient
- The travel to pickup
- Price was a little high.
- The selection wasn't that good
- It took way too long to get a refund on my down payment
- I initially got the wrong vehicle
- Car wasn't ready when we picked up.
- The service
- Wish the negotiating was easier
- Financial loan
- Cost and interest

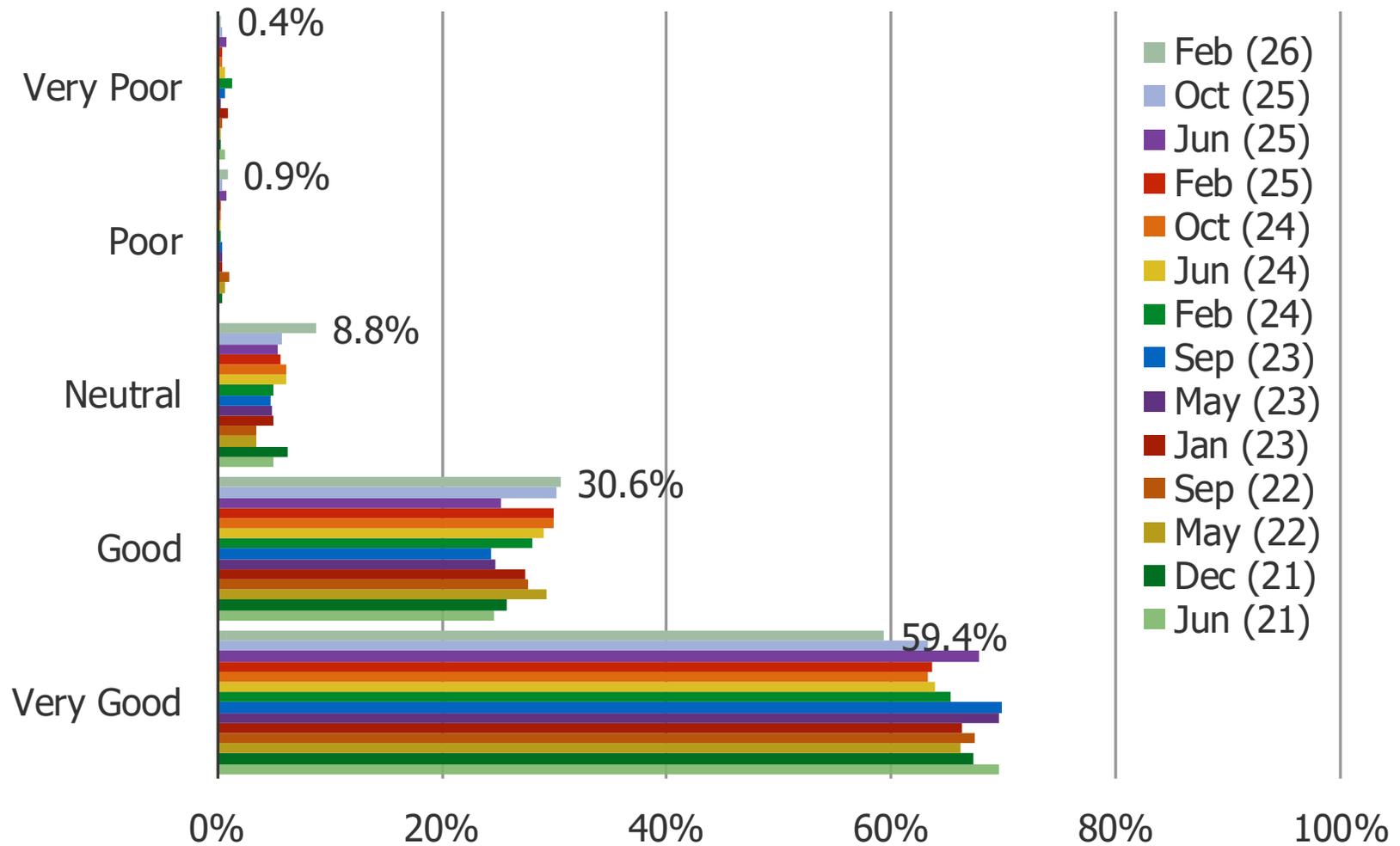
### Did you visit any dealerships before buying a car from Carvana?

Posed to all respondents who indicated that they bought from Carvana. (N=566)



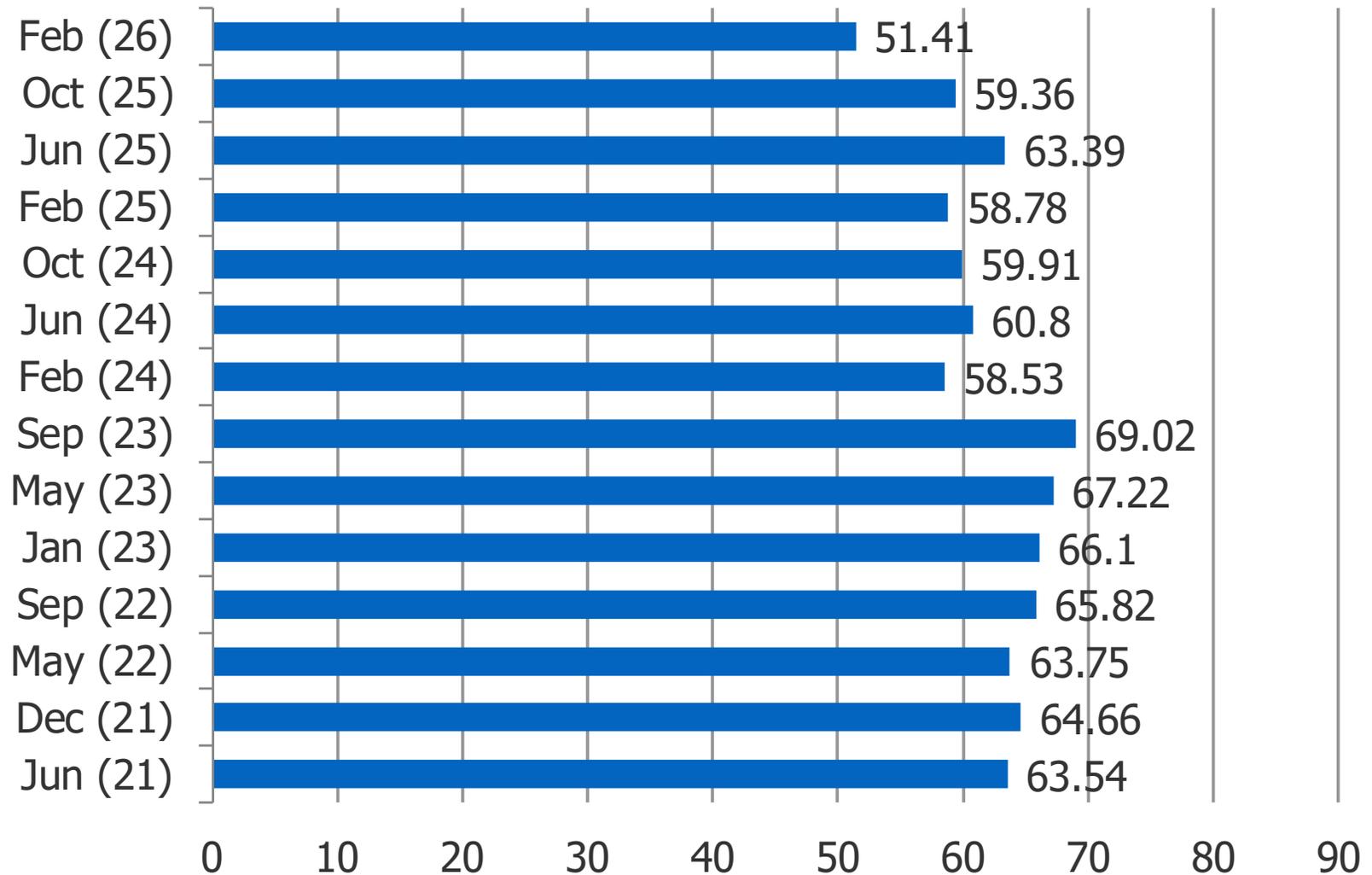
### How do you rate Carvana when it comes to the overall experience?

Posed to all respondents who indicated that they bought from Carvana. (N=566)



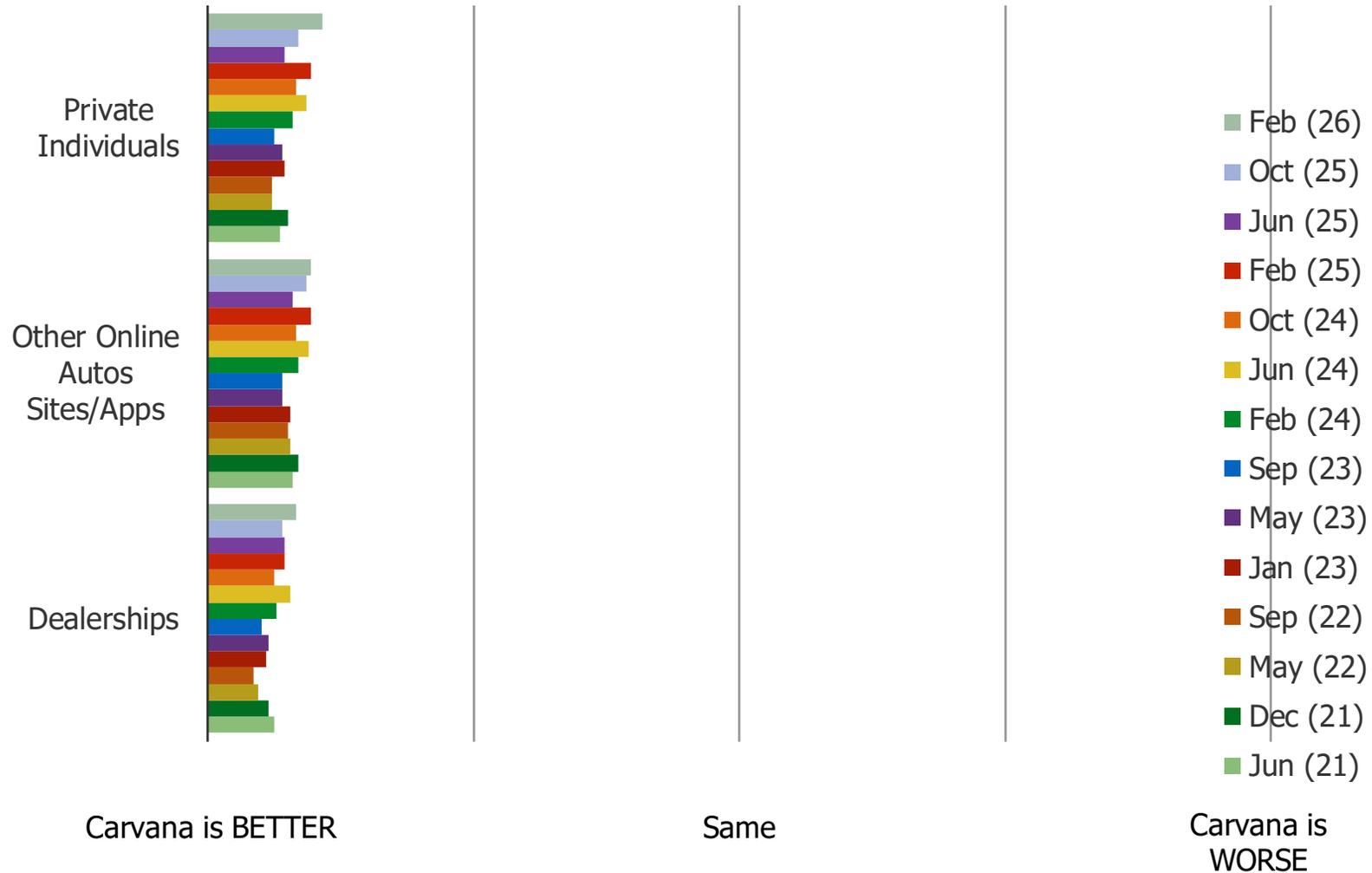
**How likely is it that you would recommend Carvana to a friend or colleague?**

Posed to all respondents who indicated that they bought from Carvana. (N=566)



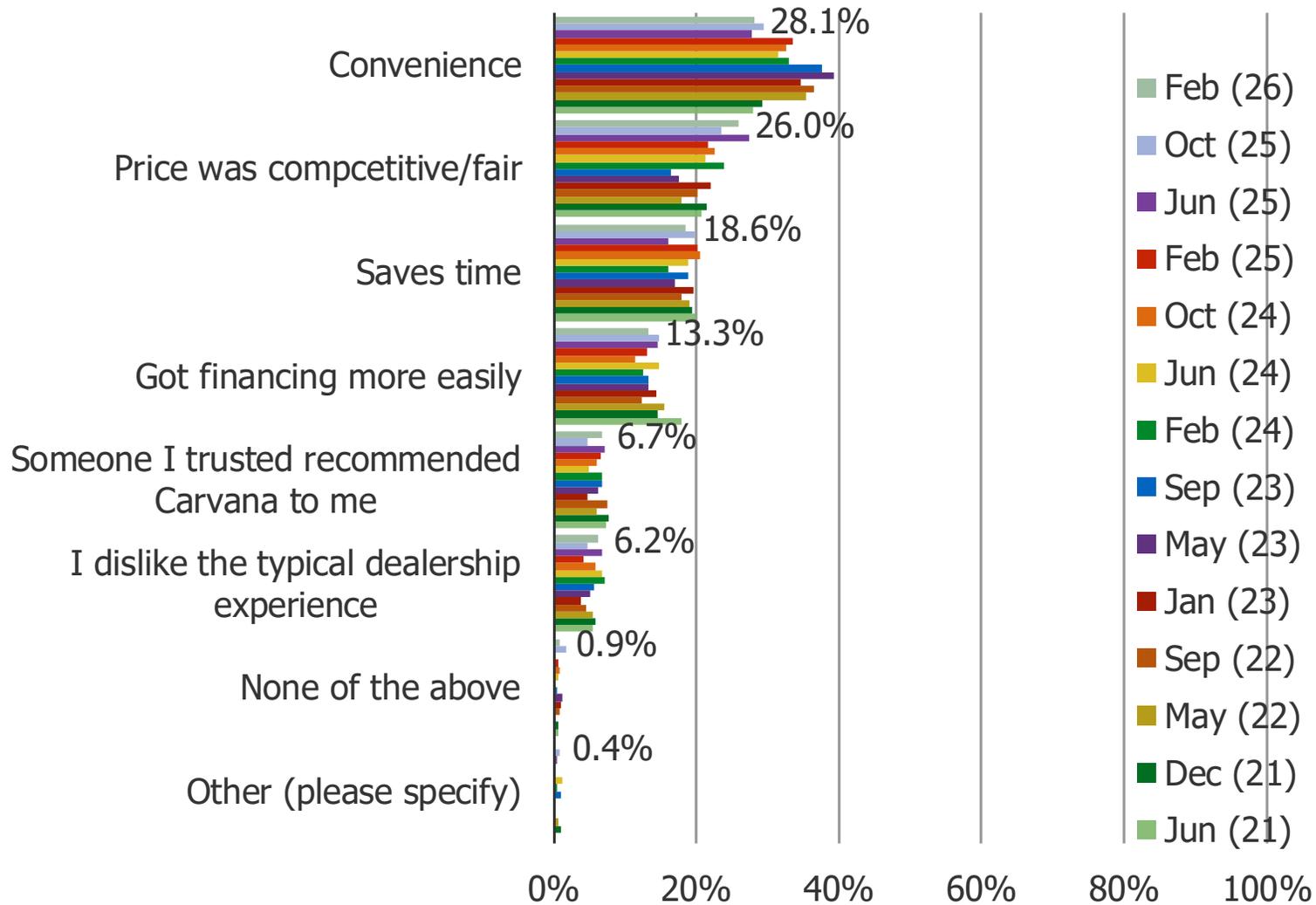
### How does Carvana compare to buying a used car from the following:

Posed to all respondents who indicated that they bought from Carvana. (N=566)



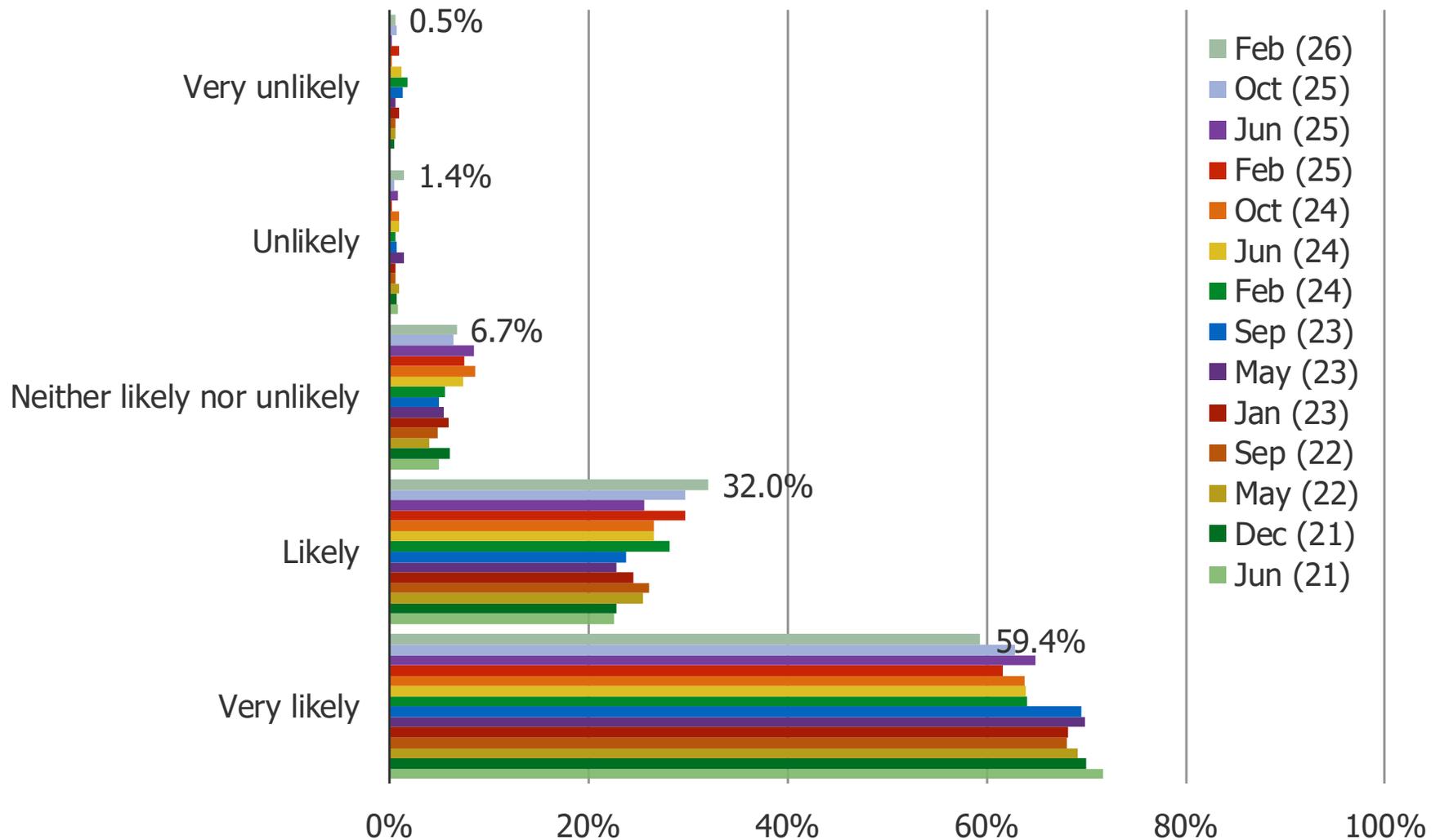
### What was the primary reason you opted to use Carvana for your transaction?

Posed to all respondents who indicated that they bought from Carvana. (N=566)



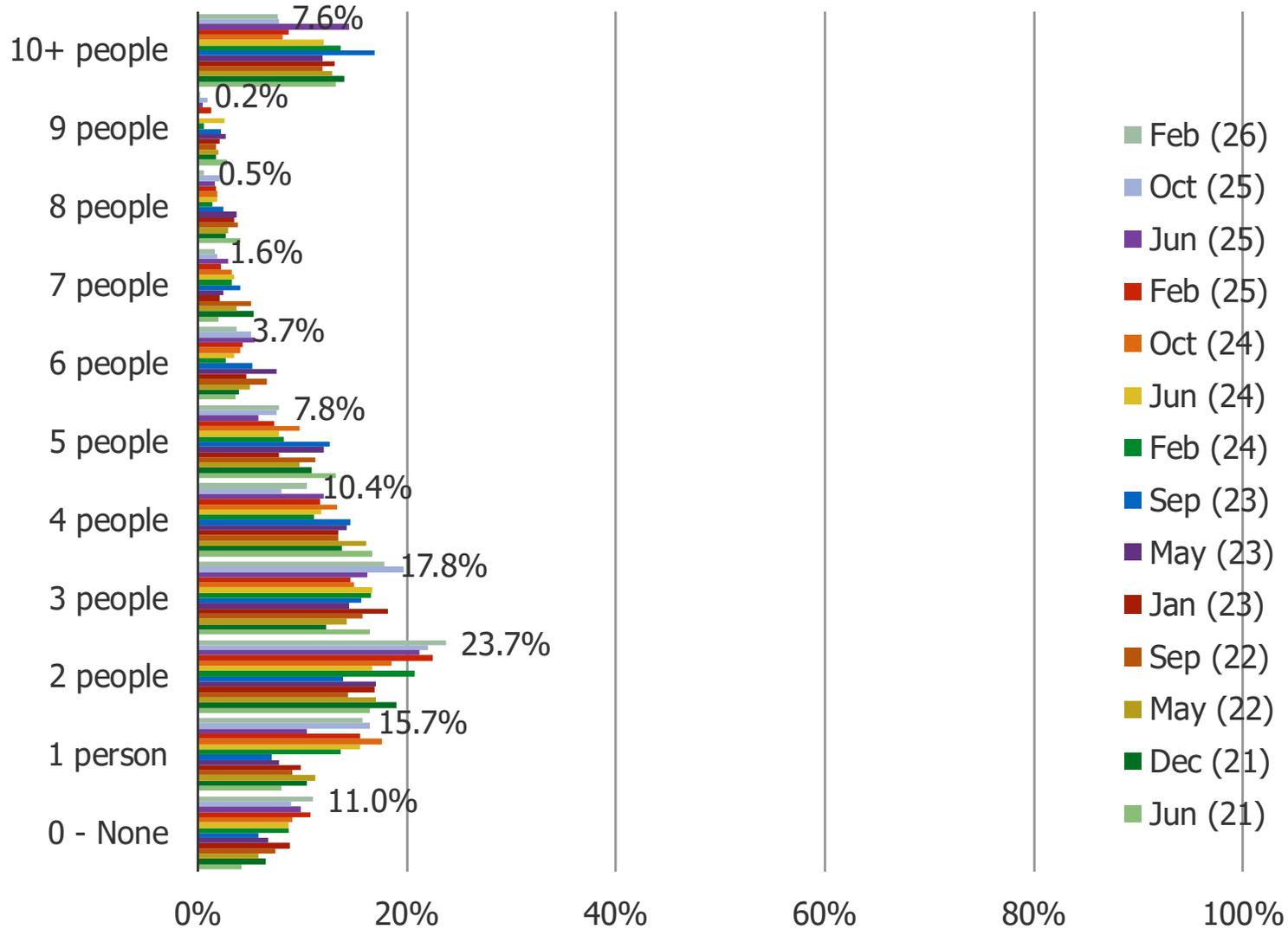
### How likely are you to use Carvana again in the future?

Posed to all respondents who made a purchase through Carvana. (N=566)



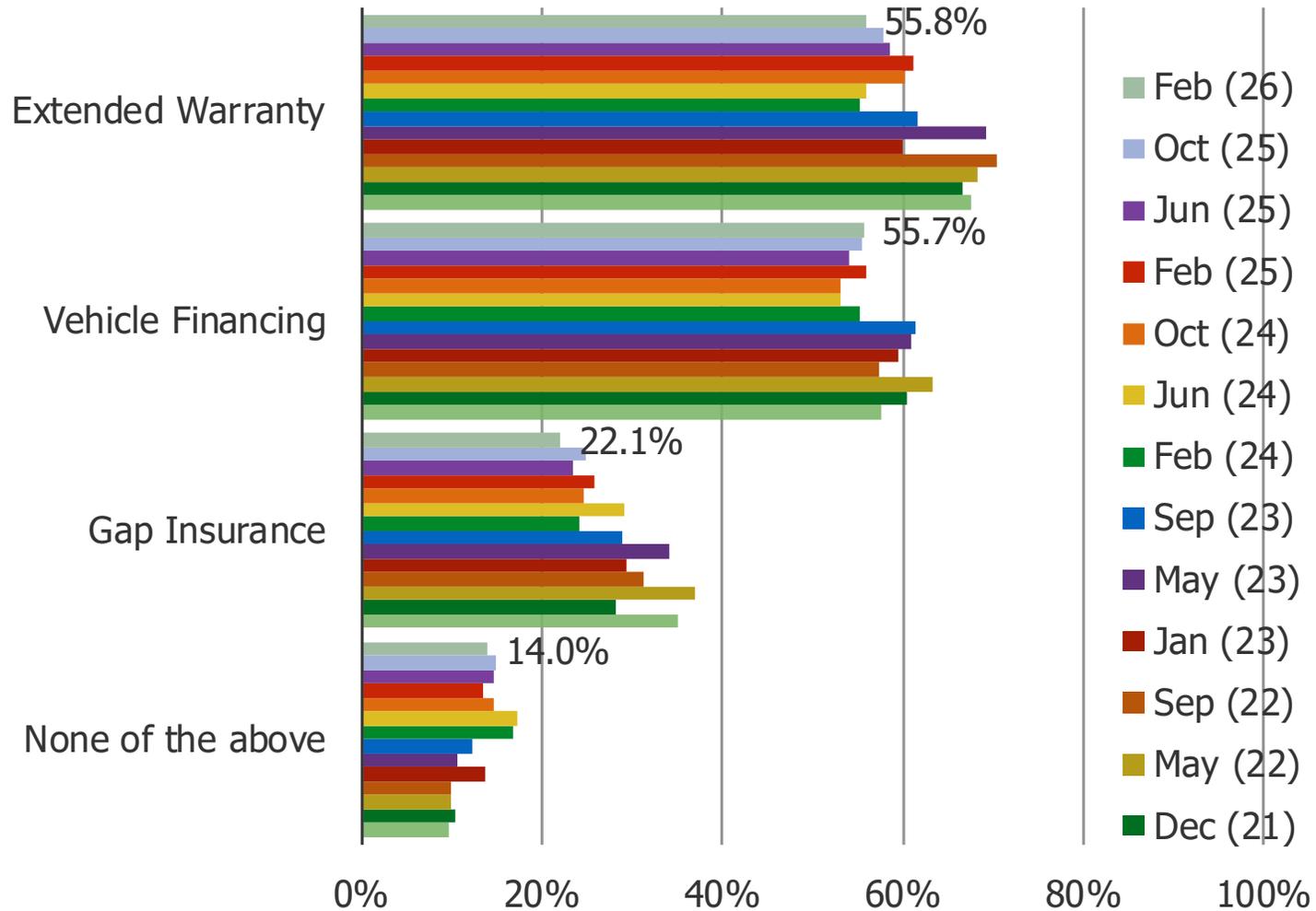
### Have you recommended Carvana to any other people?

Posed to all respondents who made a purchase through Carvana. (N=566)



**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=566)



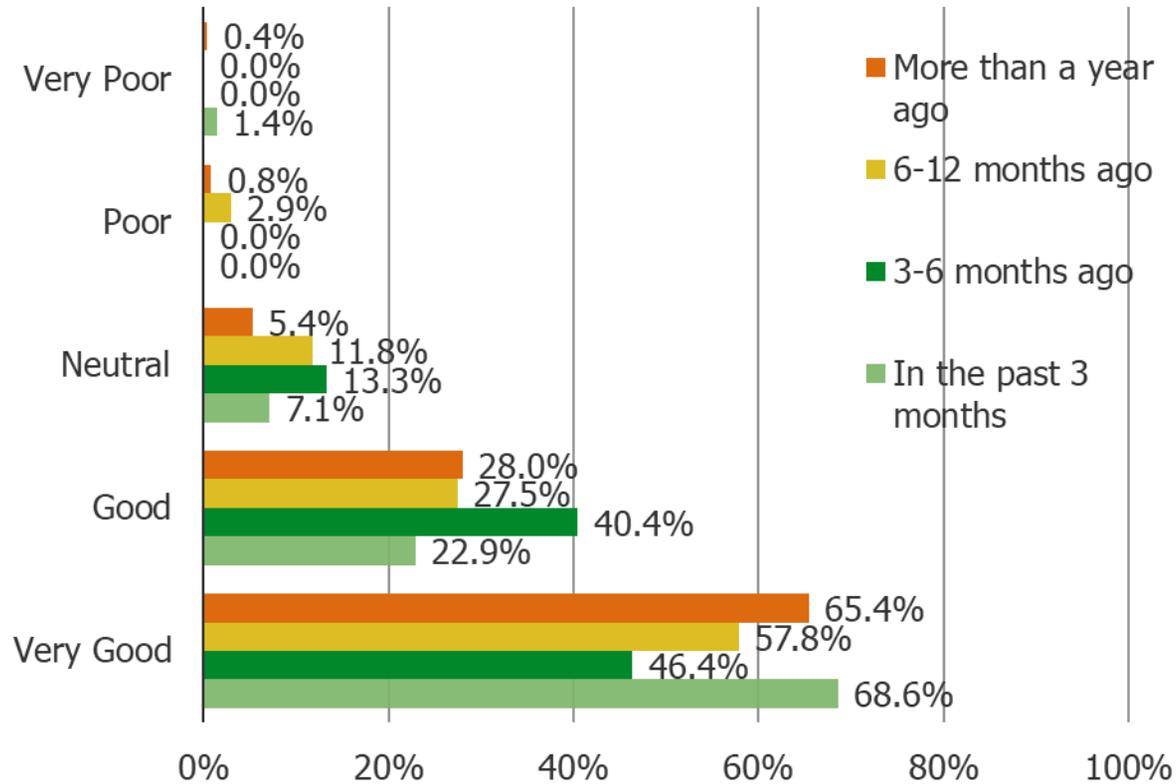
## Cross-Tab Analysis | User Experience By Carvana Purchase Recency

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### 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=566)

February 2026

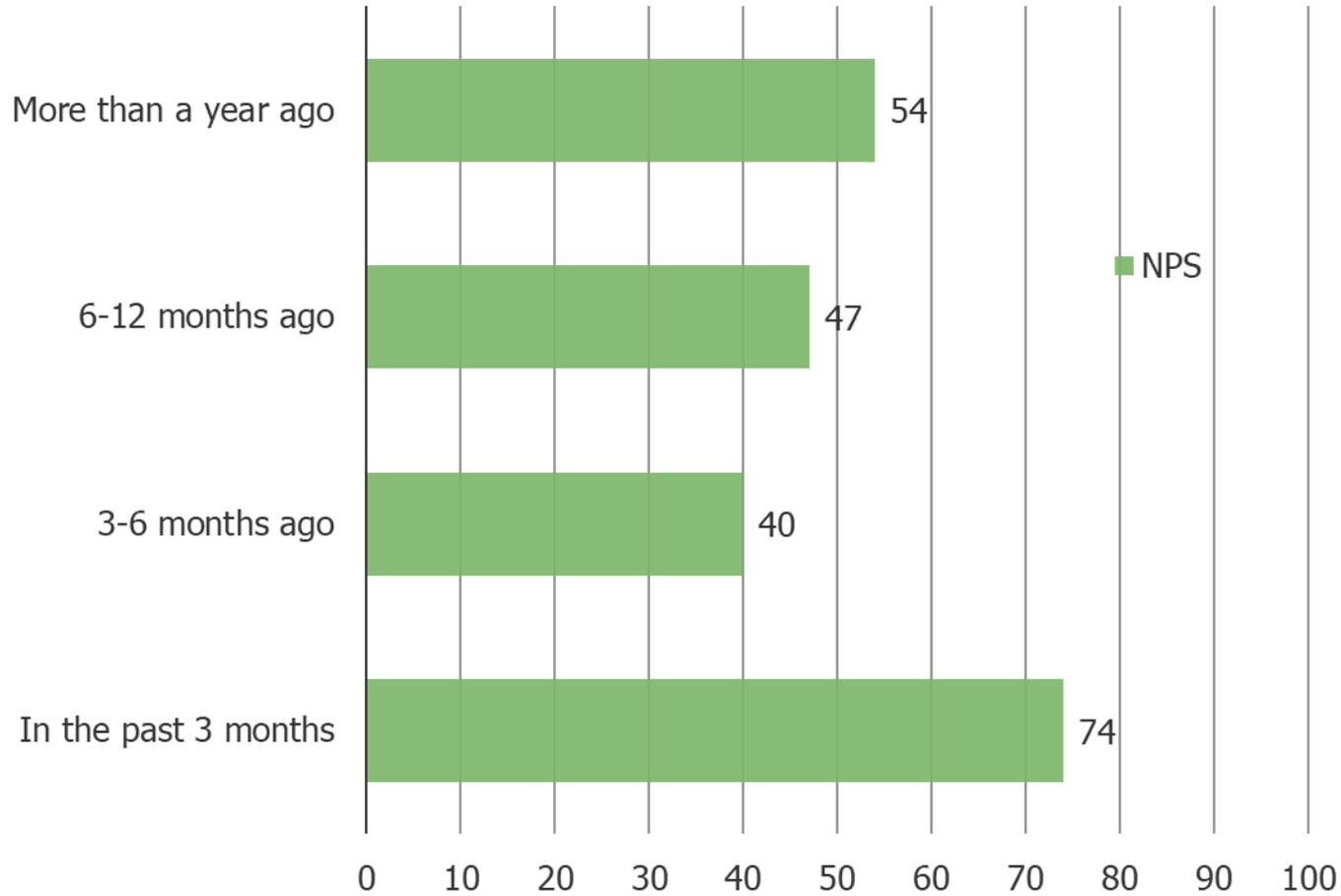


	N=
In the past 3 months	70
3-6 months ago	151
6-12 months ago	102
More than a year ago	243

### 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=566)

#### February 2026



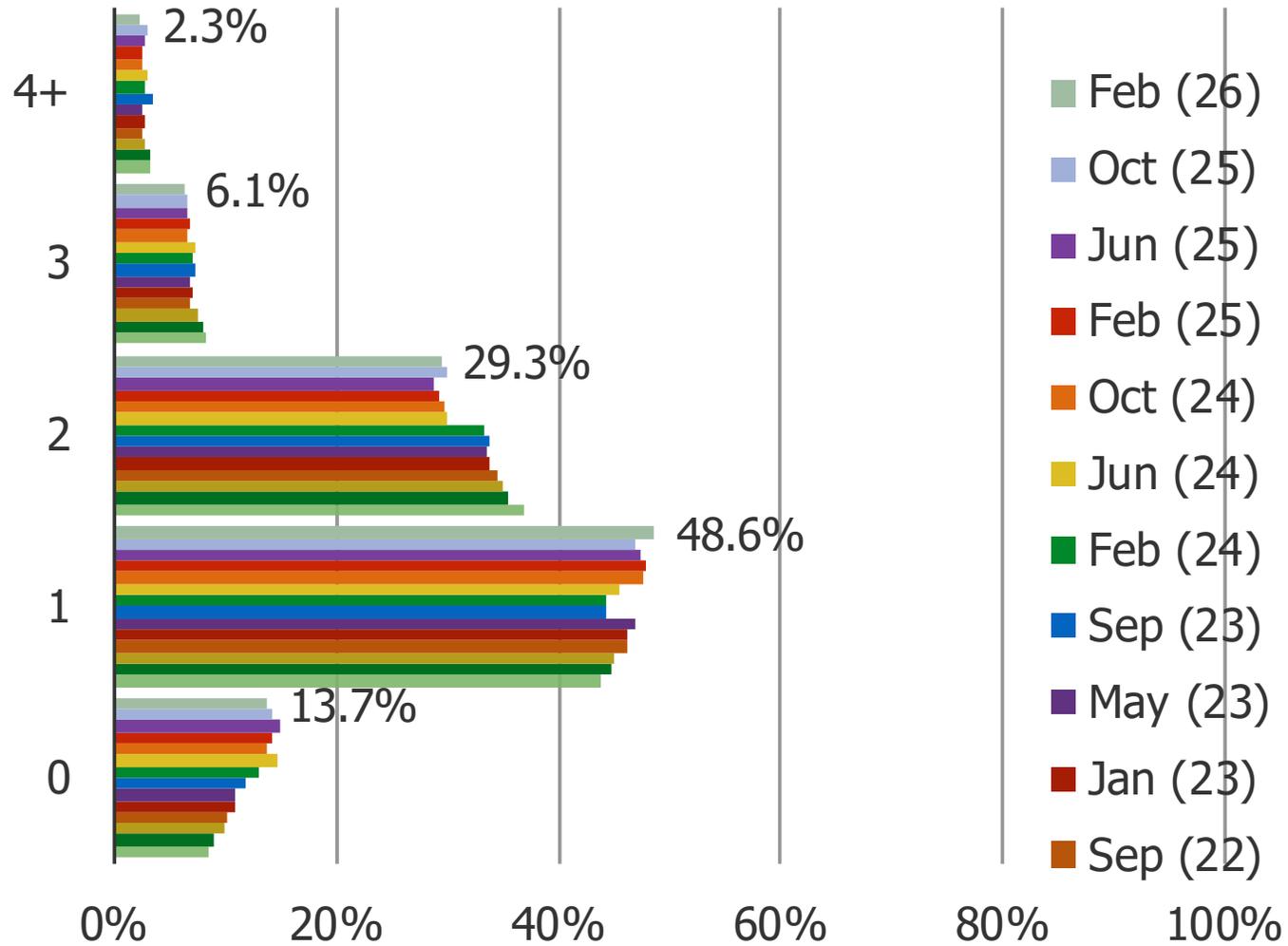
	N=
In the past 3 months	70
3-6 months ago	151
6-12 months ago	102
More than a year ago	243

## Auto Ownership Trends and Background

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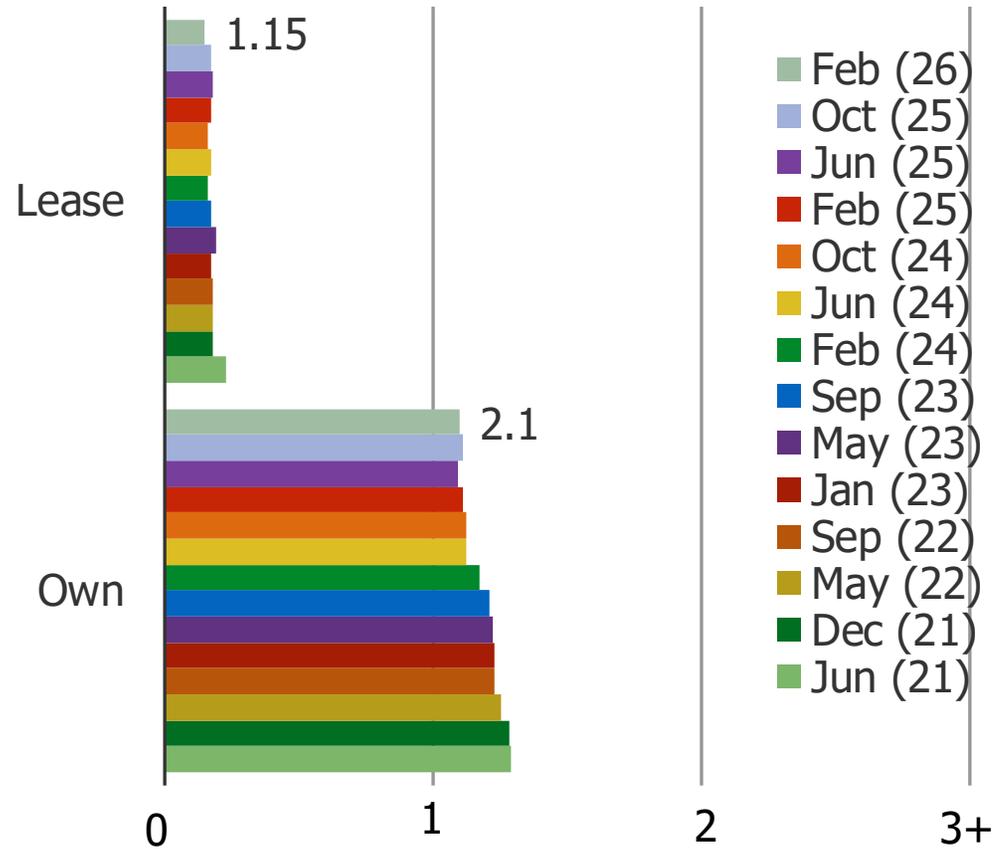
### How many cars/autos does your household typically need?

Posed to all respondents. (N=9871)



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

Posed to all respondents. (N=9871)



#### Weighted Average Guide: (4 point scale)

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

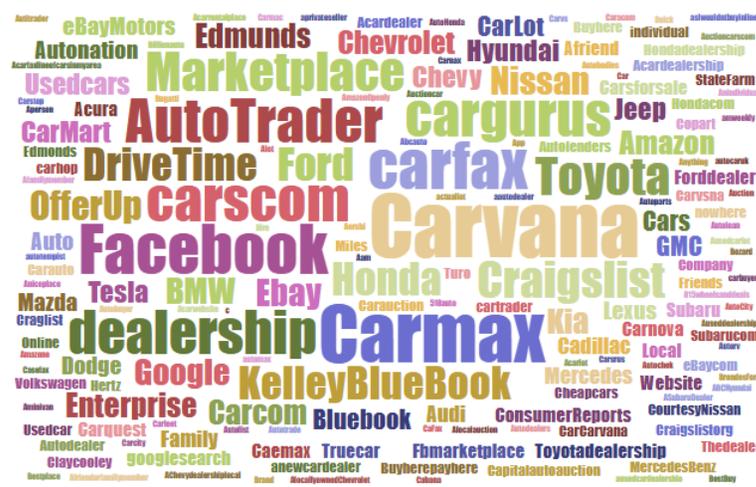
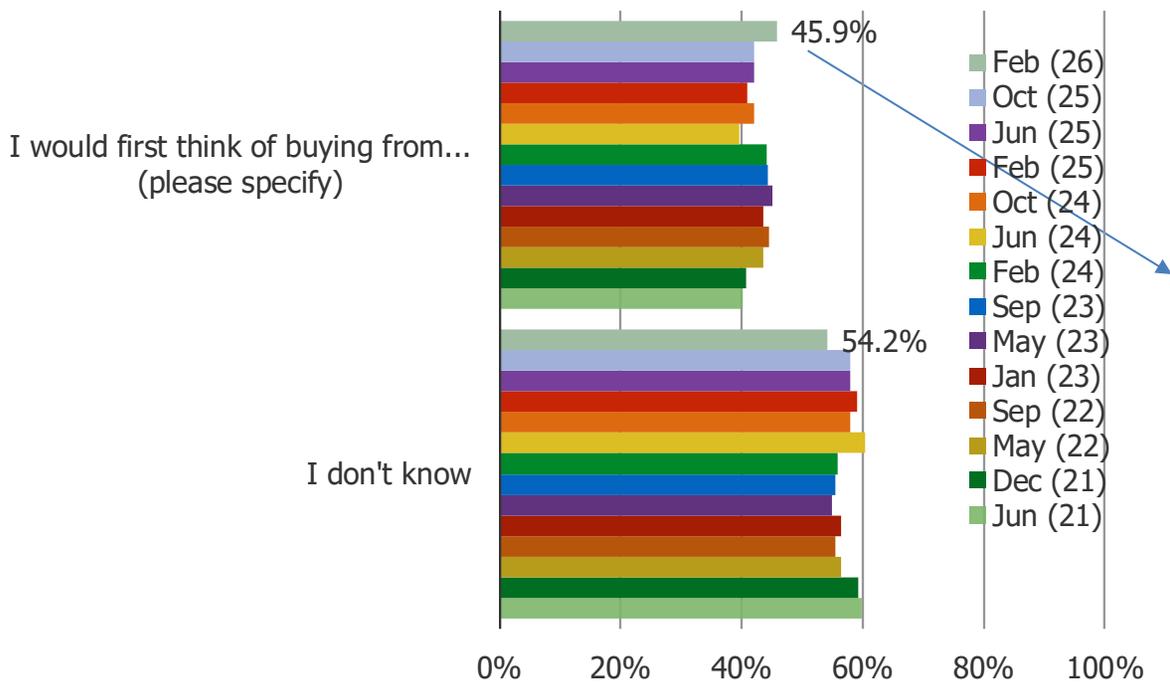
## Unaided and Aided Awareness

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

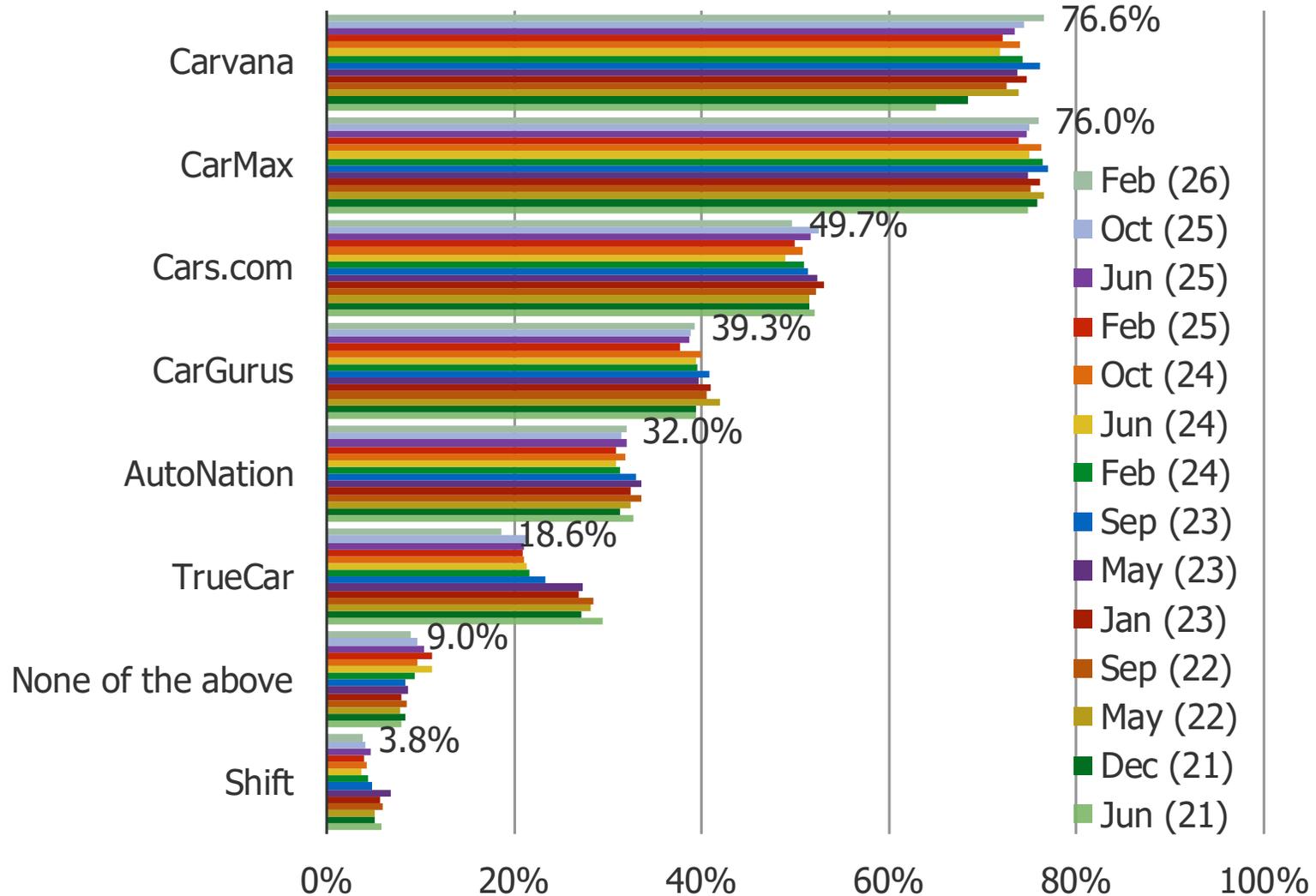
### If you wanted to BUY a used car online, which is the first site/app that you would think of?

Posed to all respondents. (N=9871)



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

Posed to all respondents. (N=9871)

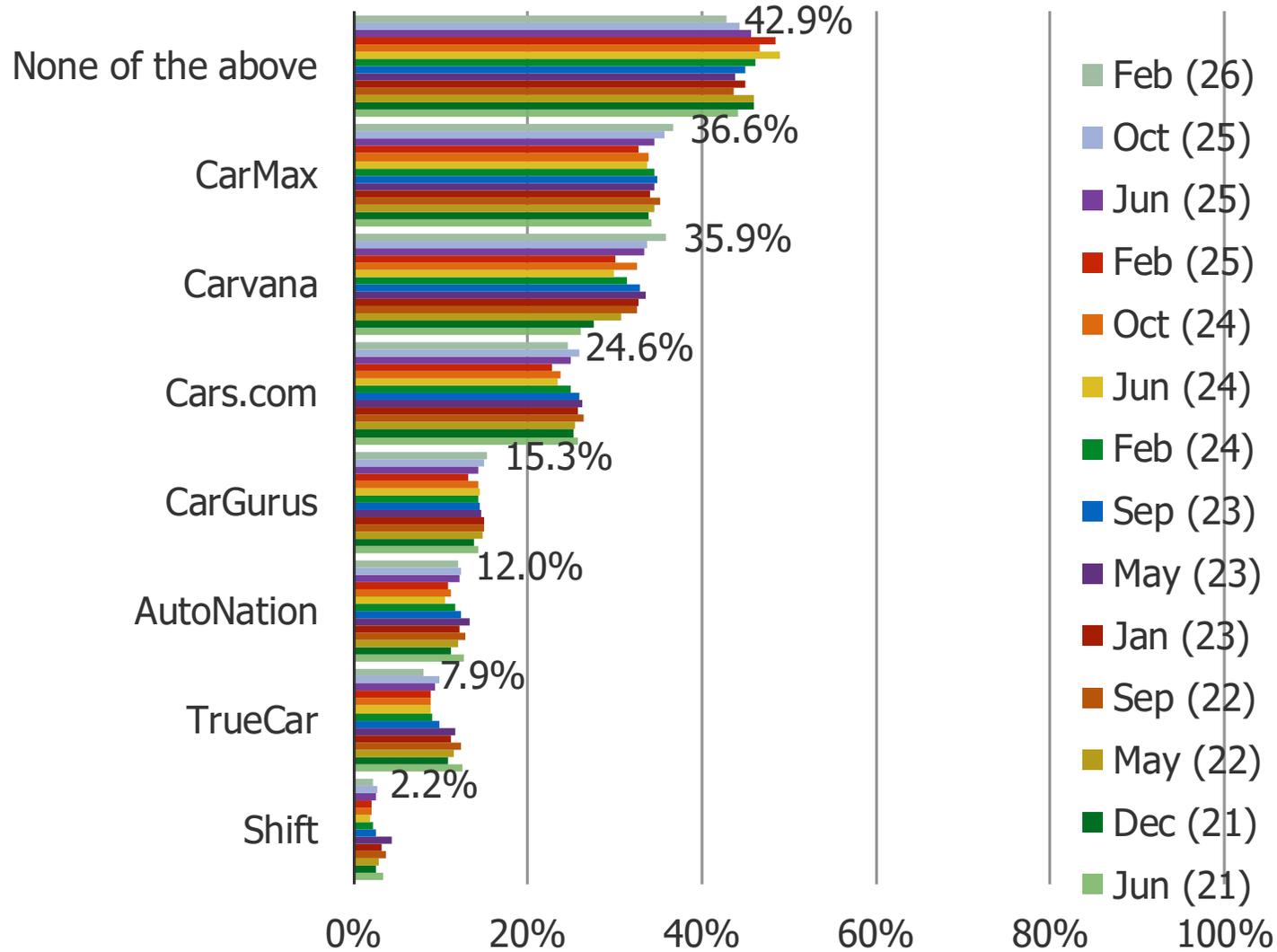


## Competitive Dynamics Among Peer Group

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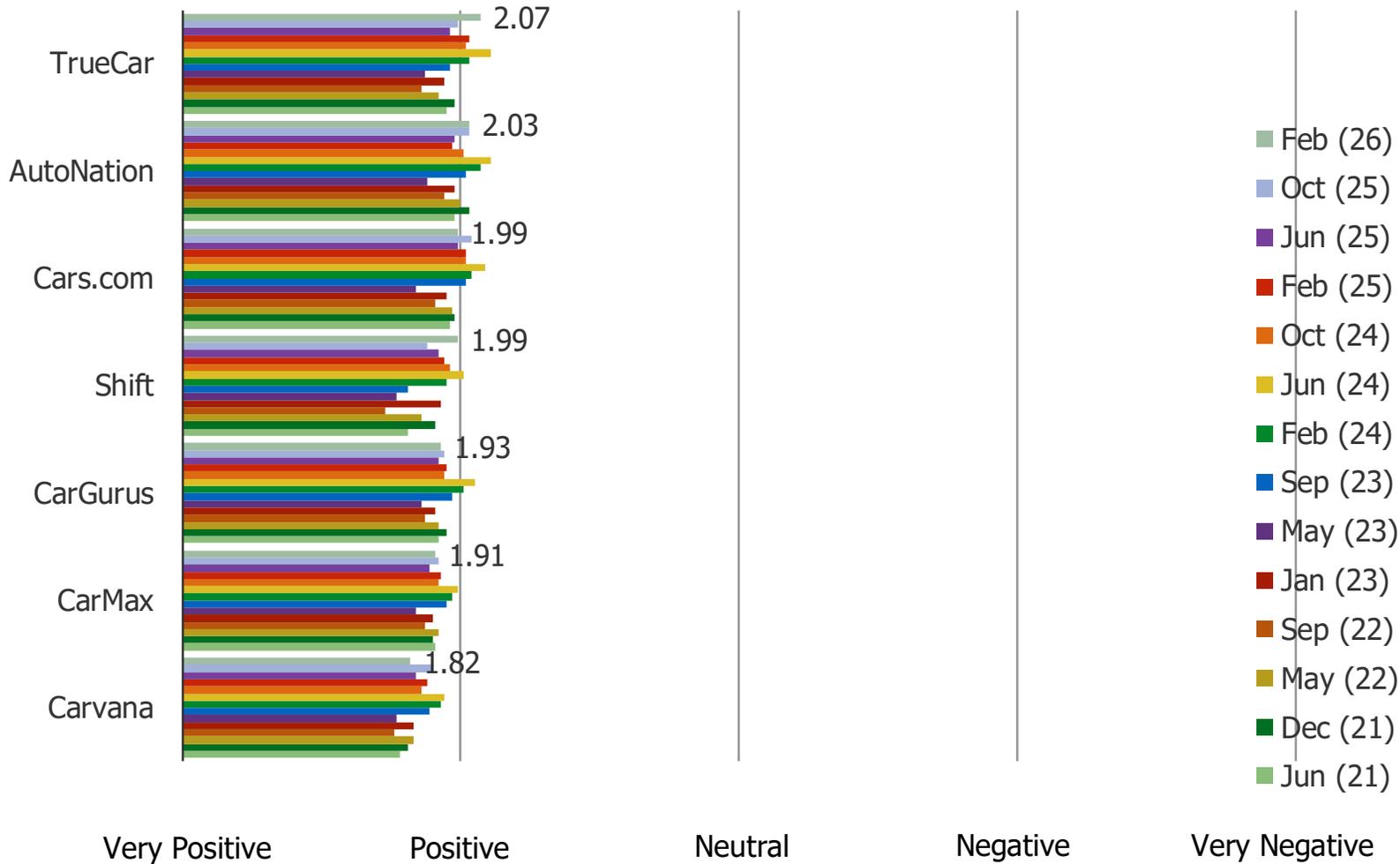
**Have you ever visited any of the below sites/apps? (Select ALL that apply)**

Posed to all respondents. (N=9871)



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

Posed to all respondents who have visited the below.



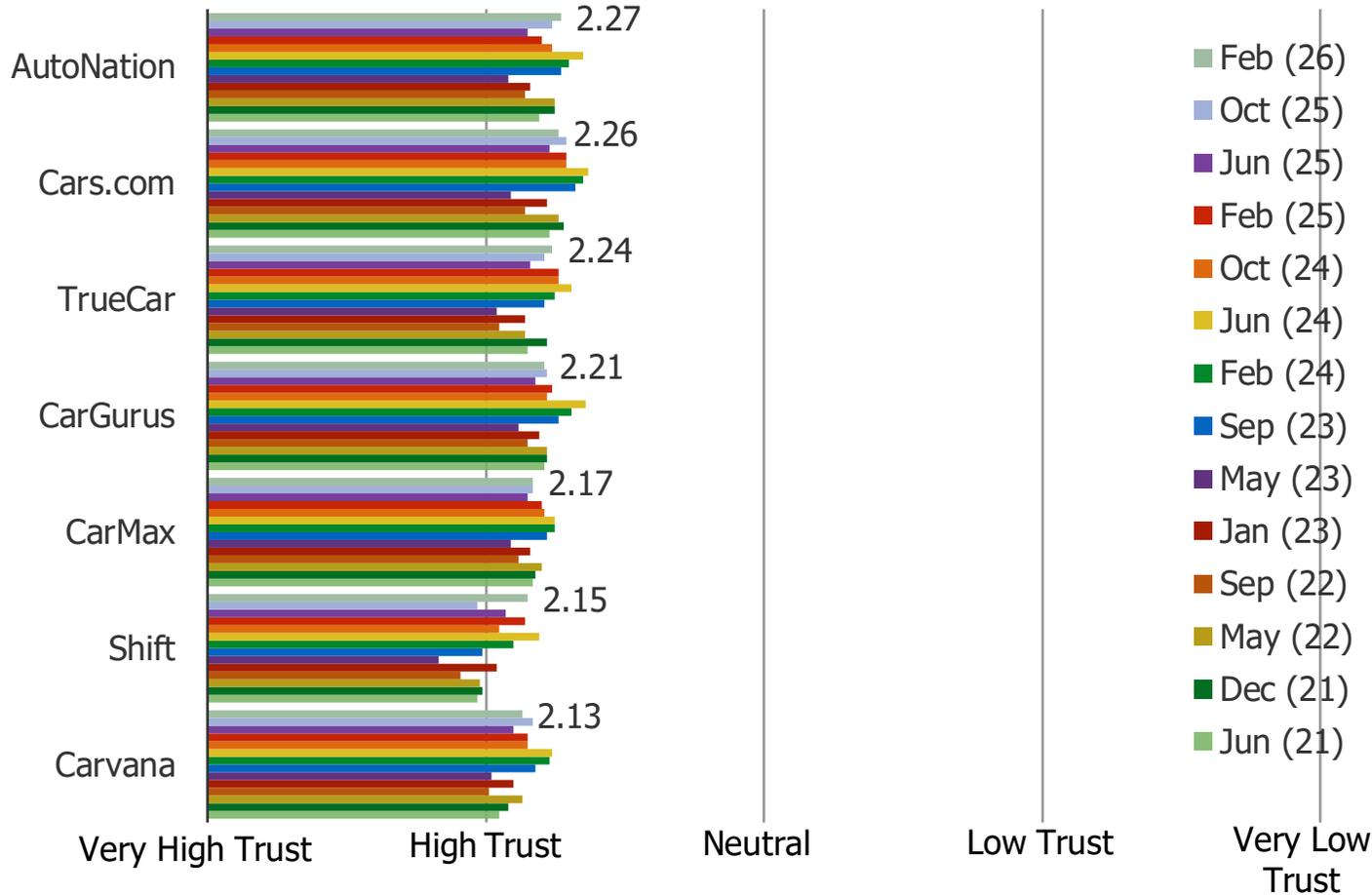
	N=
Carvana	3544
Shift	215
CarMax	3617
AutoNation	1181
TrueCar	782
Cars.com	2431
CarGurus	1509



Lower Number = More Favorable

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

Posed to all respondents who have visited the below.



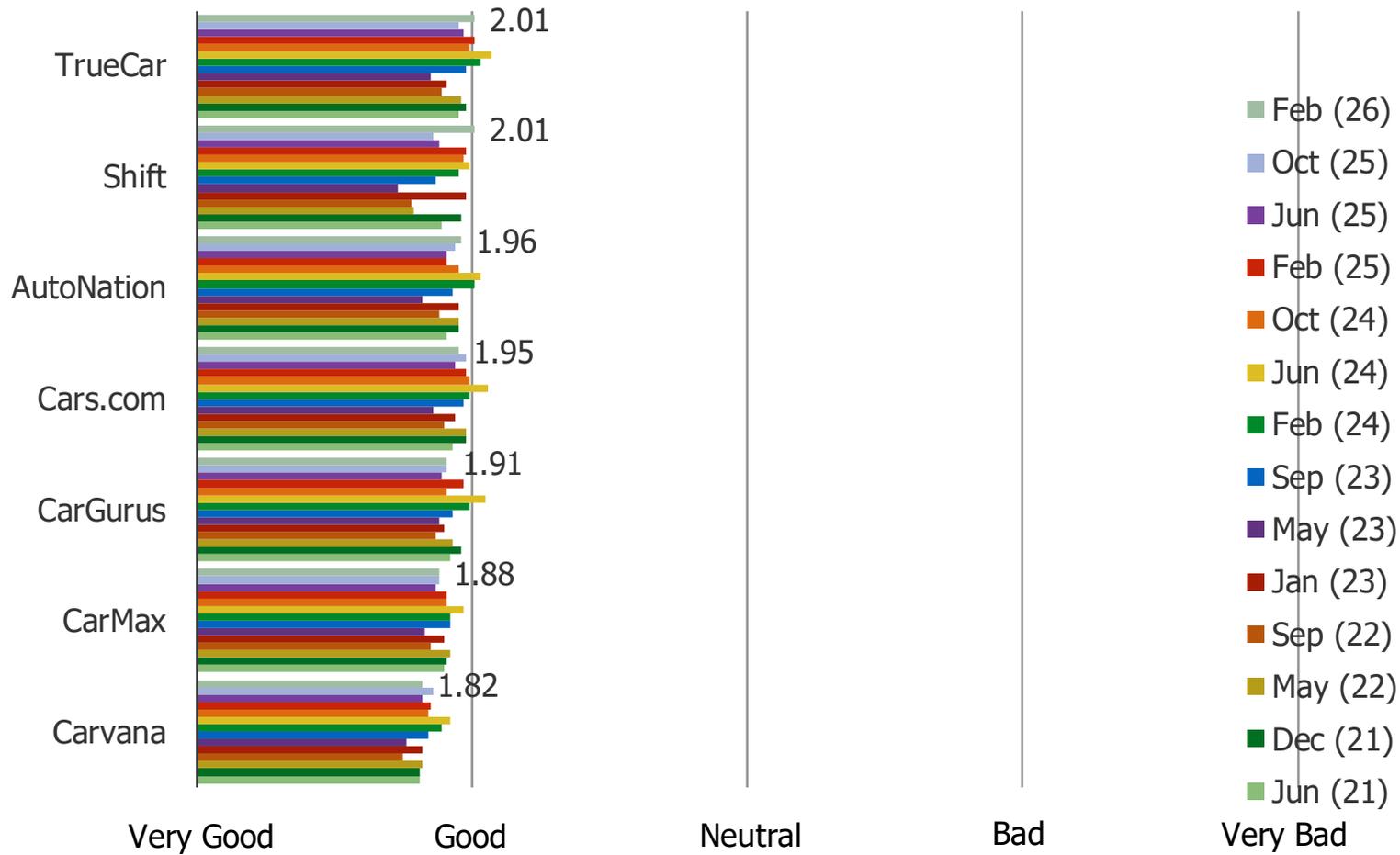
	N=
Carvana	3544
Shift	215
CarMax	3617
AutoNation	1181
TrueCar	782
Cars.com	2431
CarGurus	1509



**Lower Number = More Favorable**

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

Posed to all respondents who have visited the below.



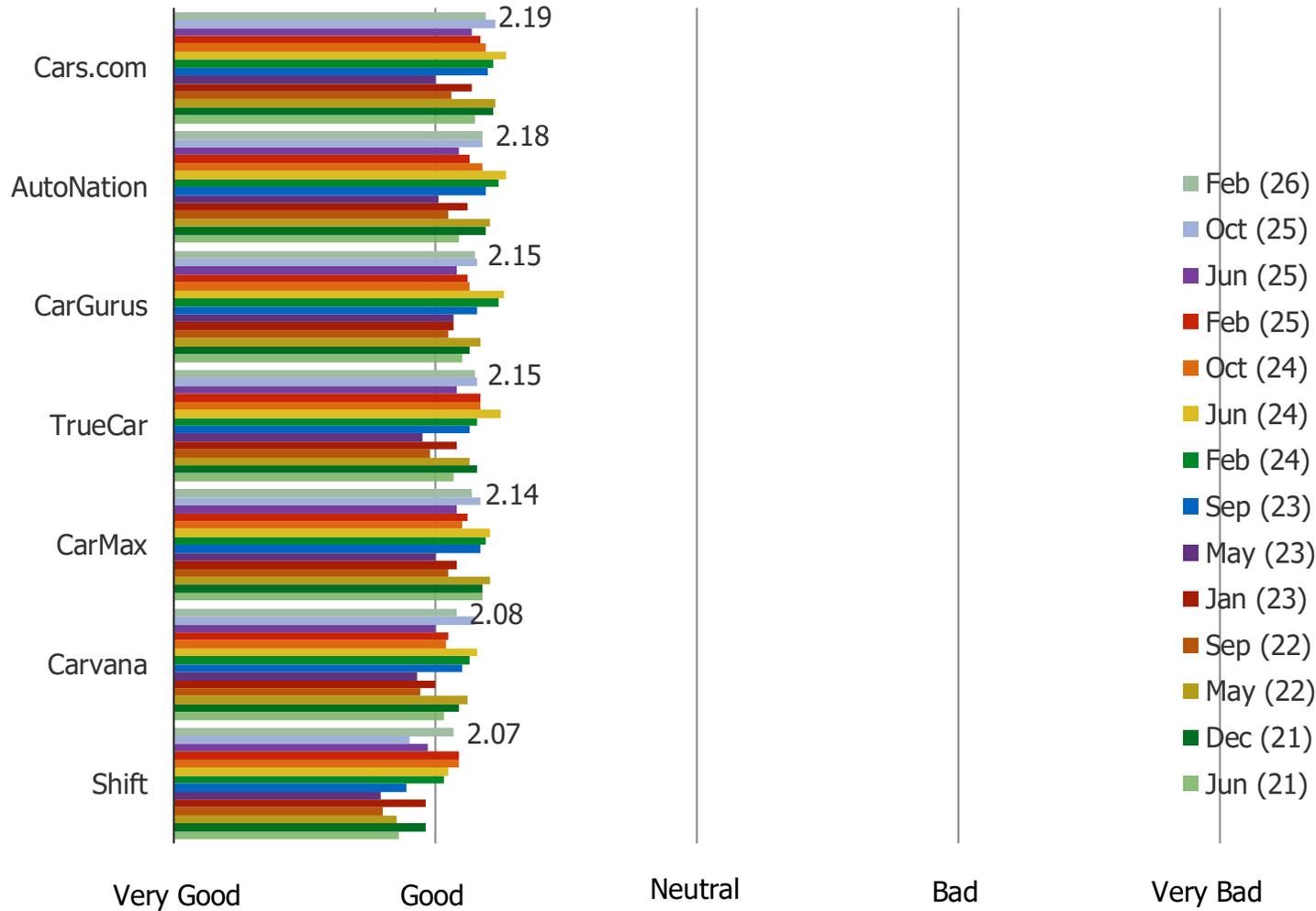
	N=
Carvana	3544
Shift	215
CarMax	3617
AutoNation	1181
TrueCar	782
Cars.com	2431
CarGurus	1509



**Lower Number = More Favorable**

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

Posed to all respondents who have visited the below.



	N=
Carvana	3544
Shift	215
CarMax	3617
AutoNation	1181
TrueCar	782
Cars.com	2431
CarGurus	1509



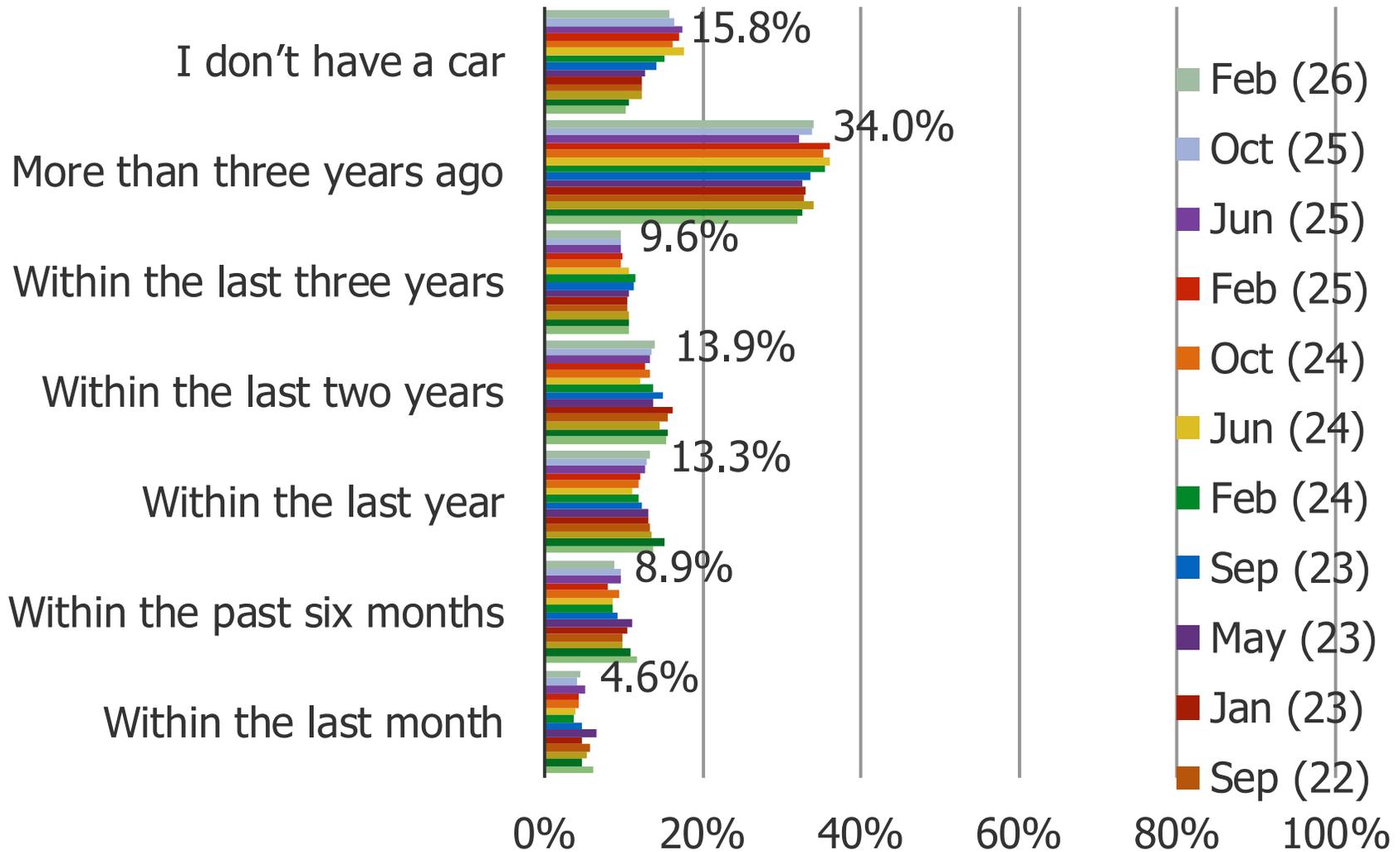
**Lower Number = More Favorable**

## Car Ownership – Most Recently Purchased Dynamics

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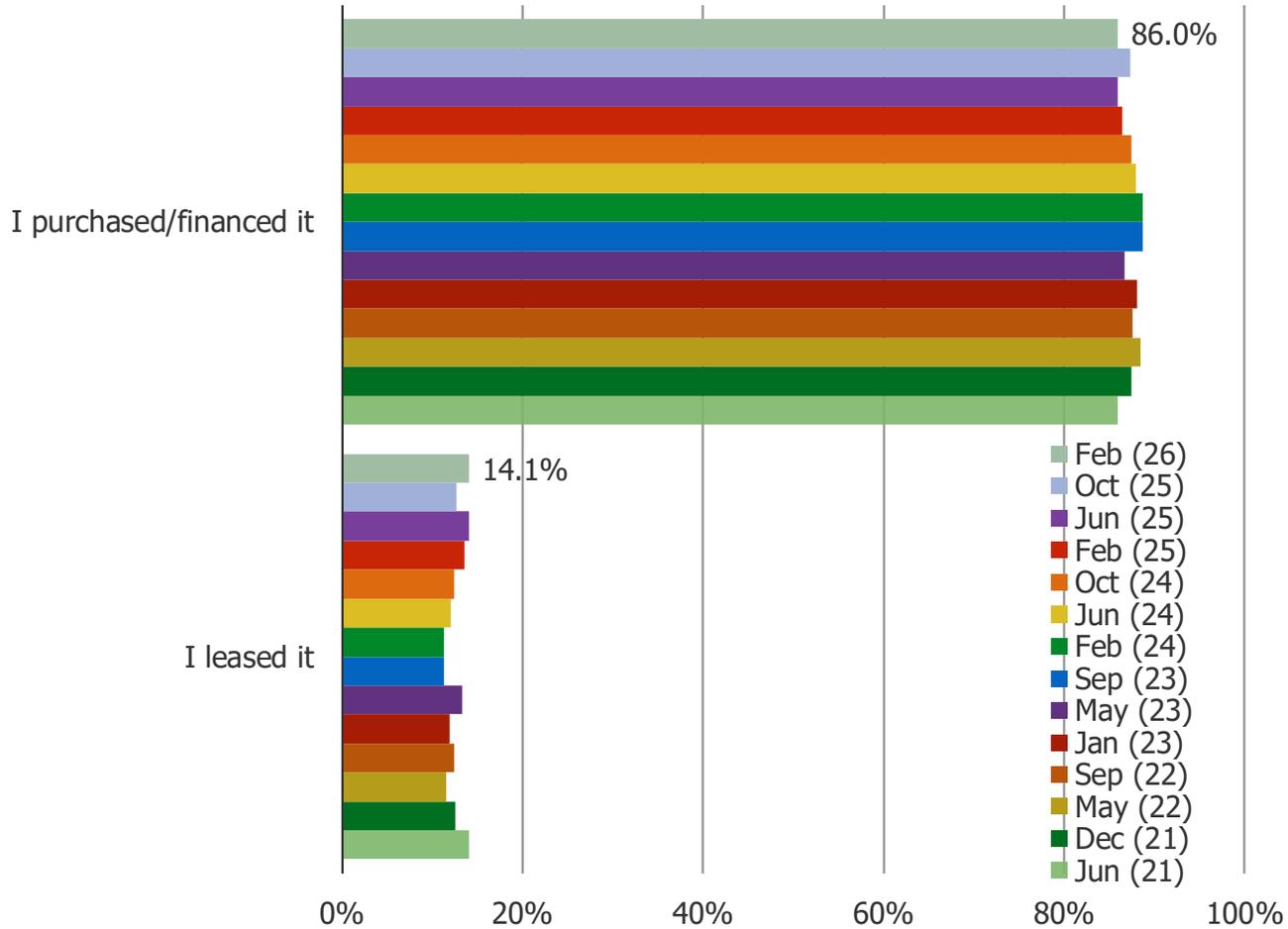
### When did you most recently purchase/lease a car?

Posed to all respondents. (N=9871)



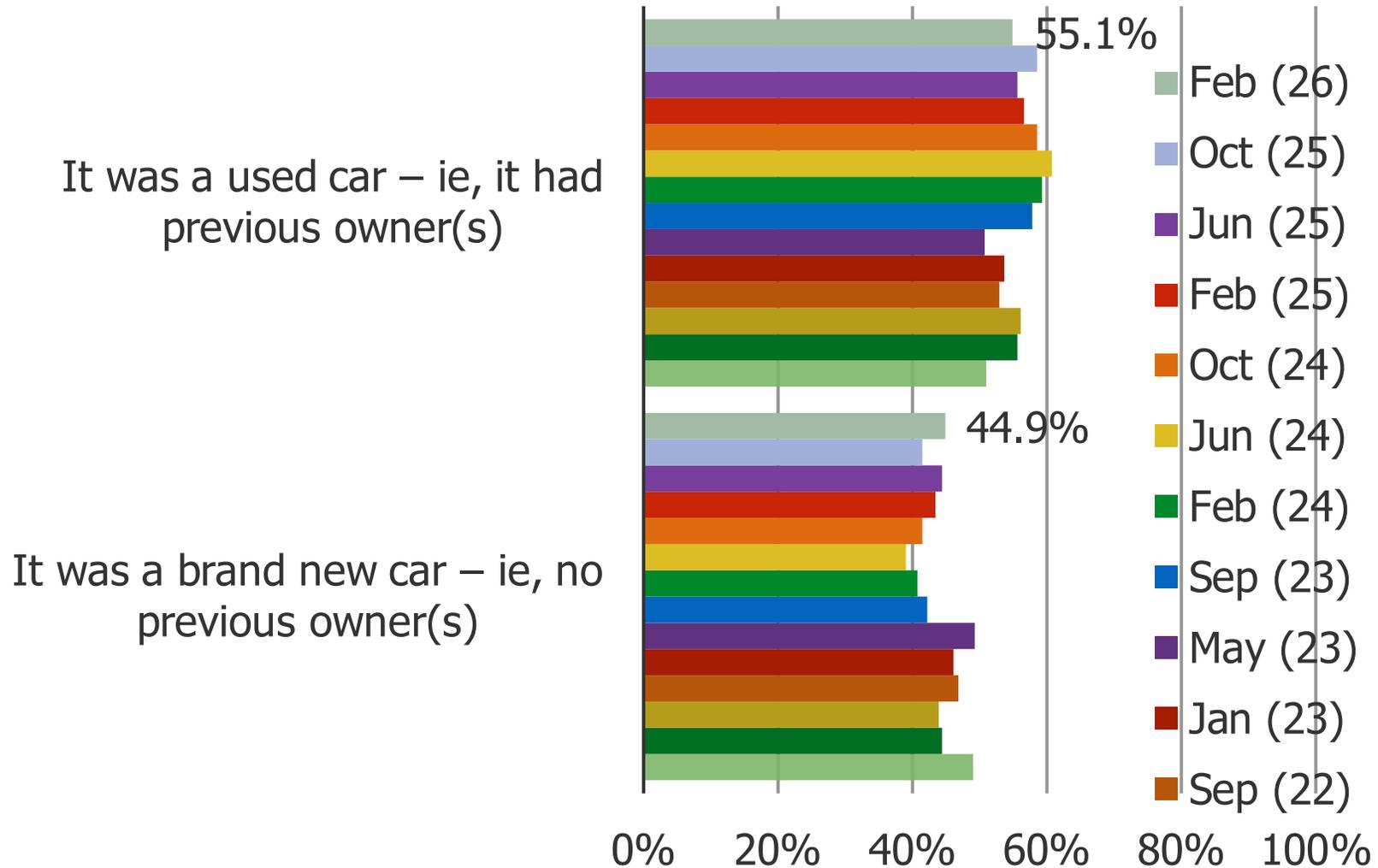
### Which of the following best describes the car you most recently acquired?

Posed to all respondents who own a car. (N=8313)



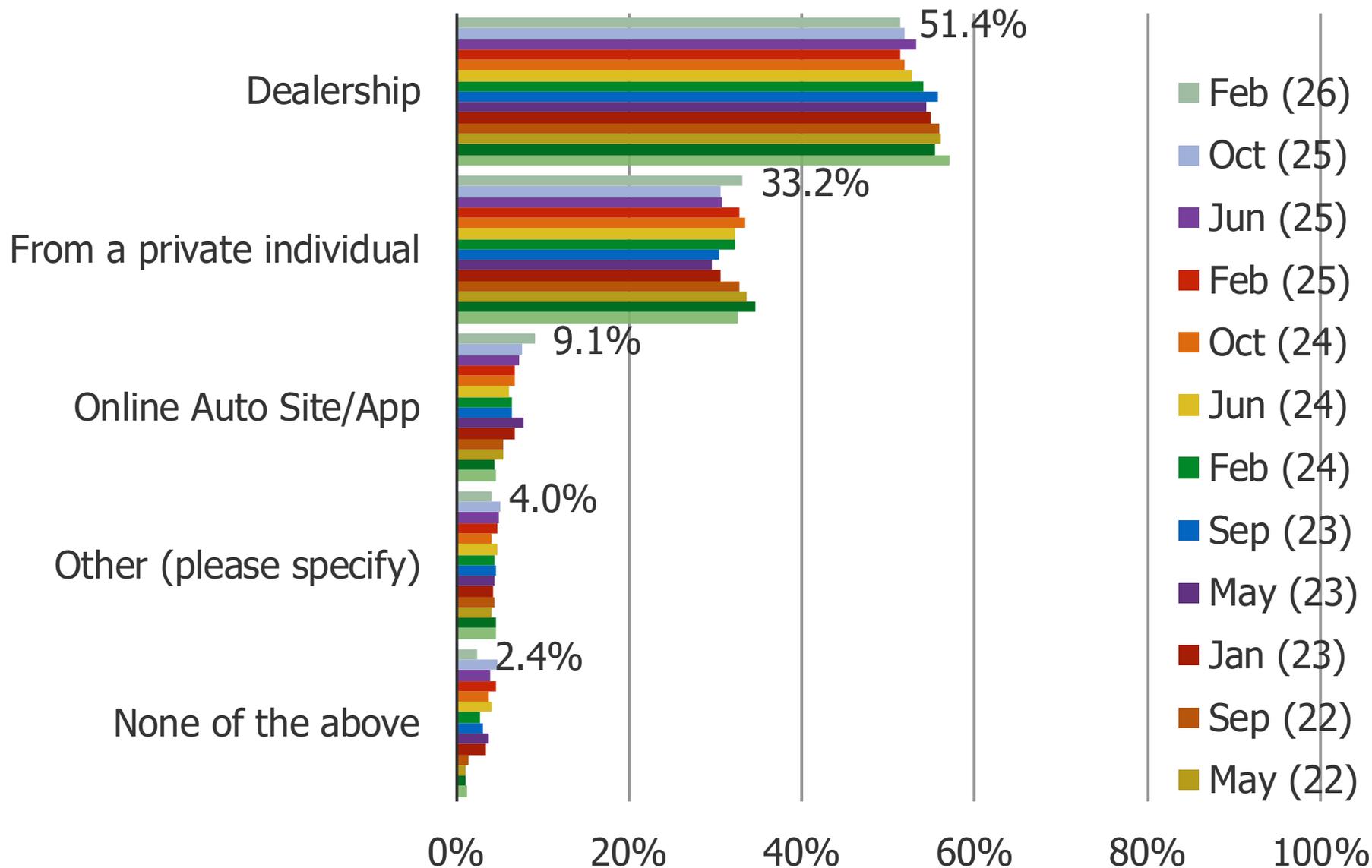
**Which of the following best describes the car you most recently acquired?**

Posed to all respondents who own a car. (N=8311)



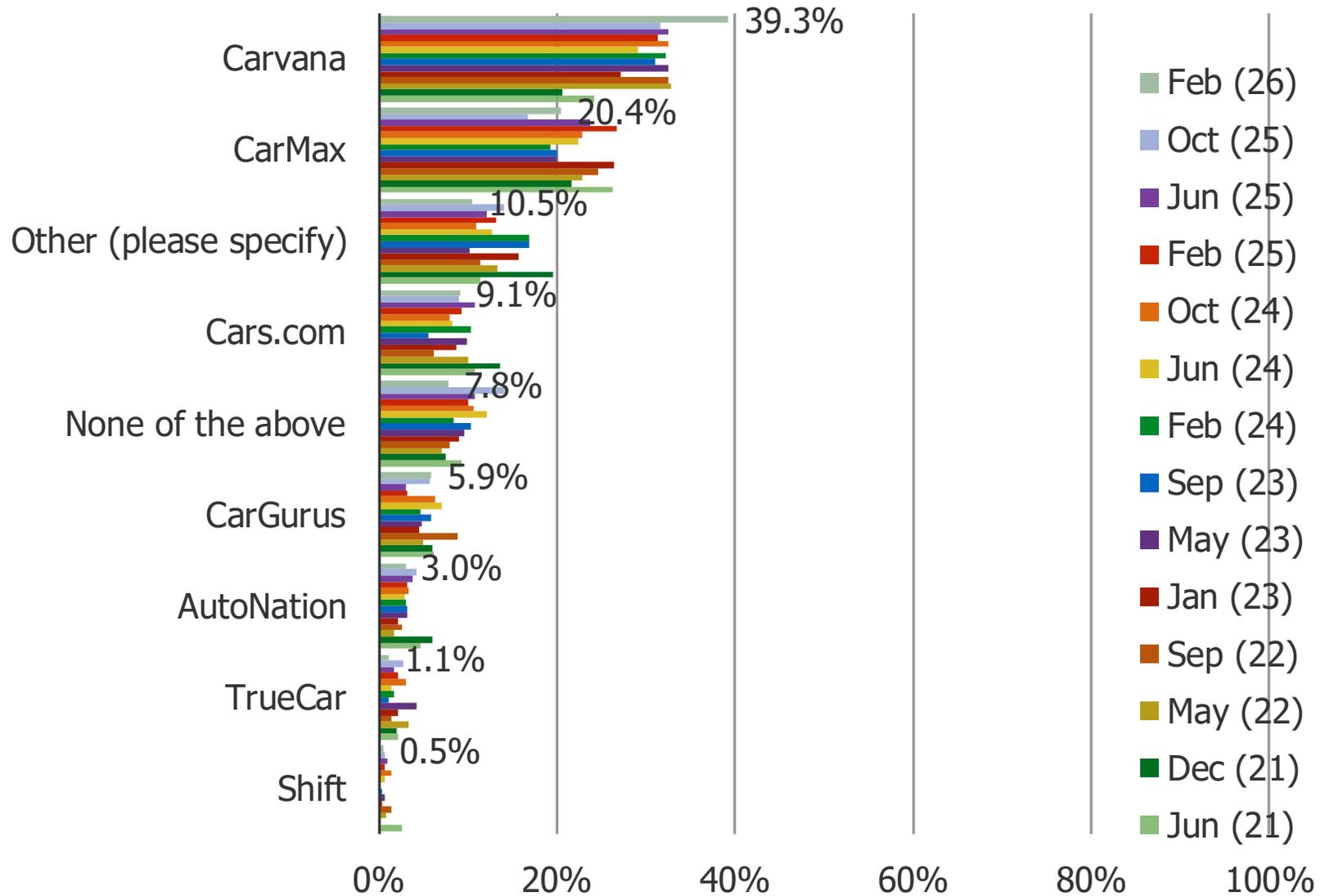
### Thinking about the used vehicle you most recently acquired, how did you buy it?

Posed to all respondents who purchased or financed (not leased) a used vehicle. (N=4088)



### 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=372)



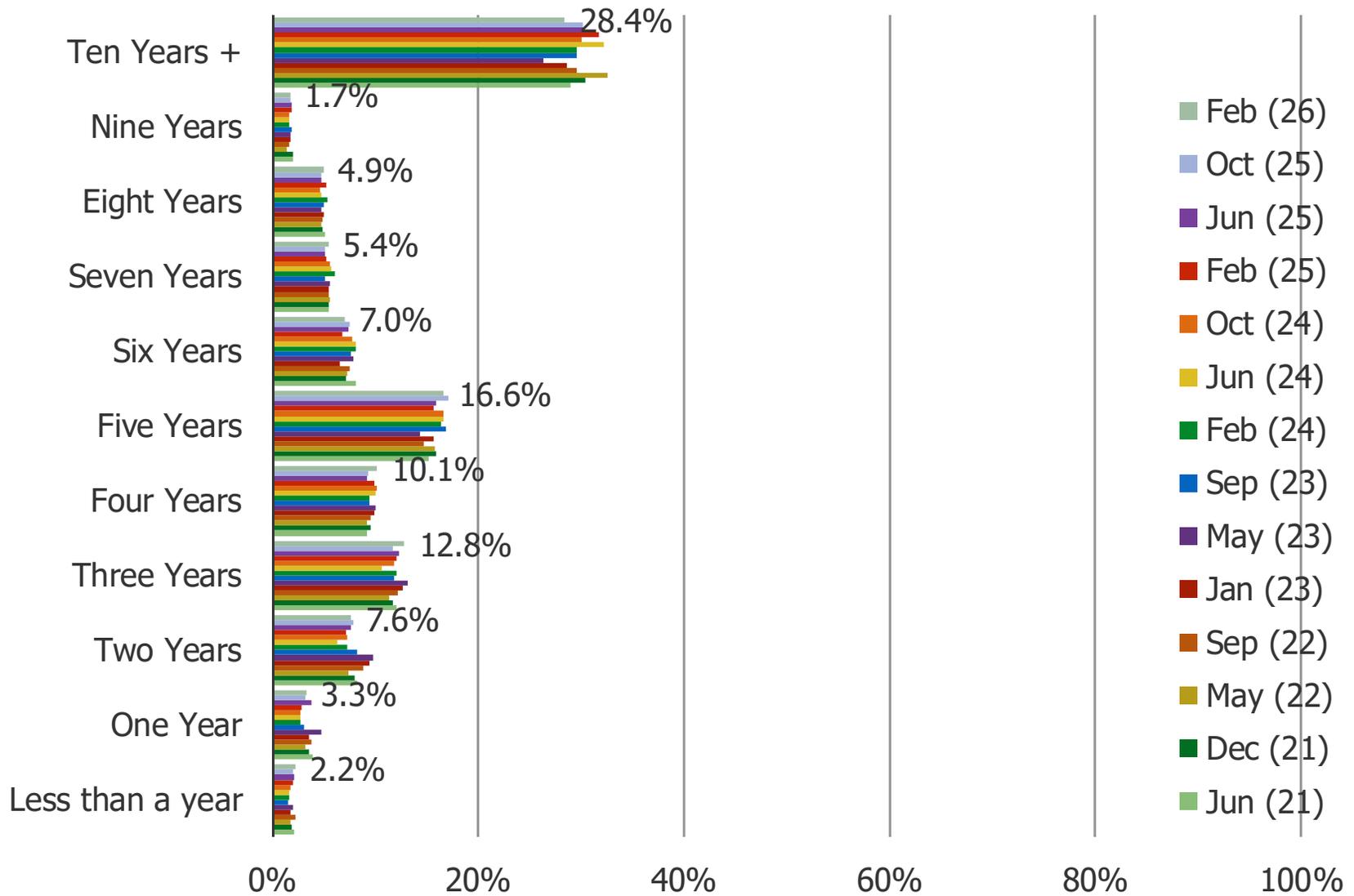
### Why did you not buy your used car from Carvana?

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=8309)

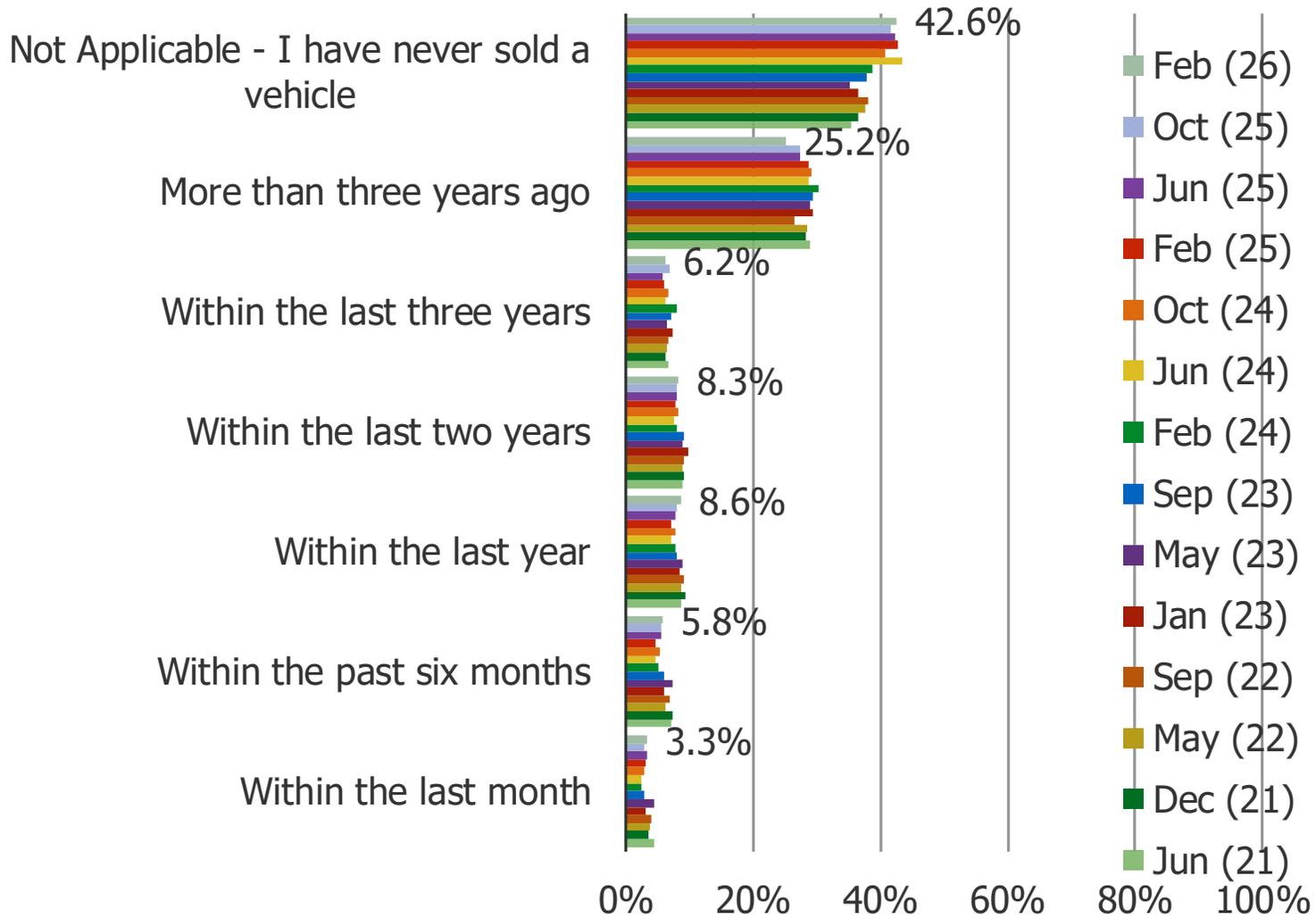


## Car Selling – Most Recently Sold Dynamics

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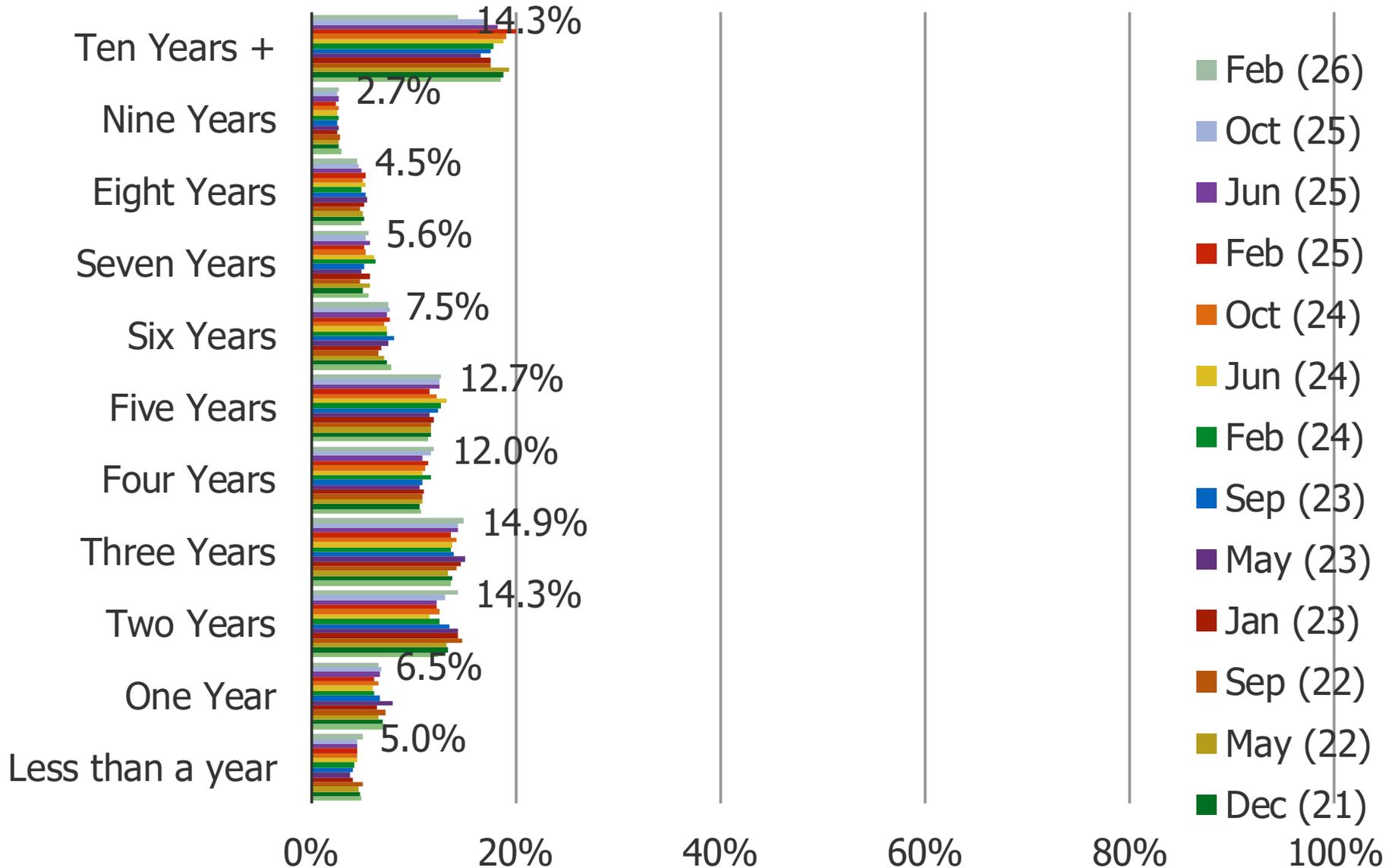
### When did you most recently sell a car?

Posed to all respondents. (N=9871)



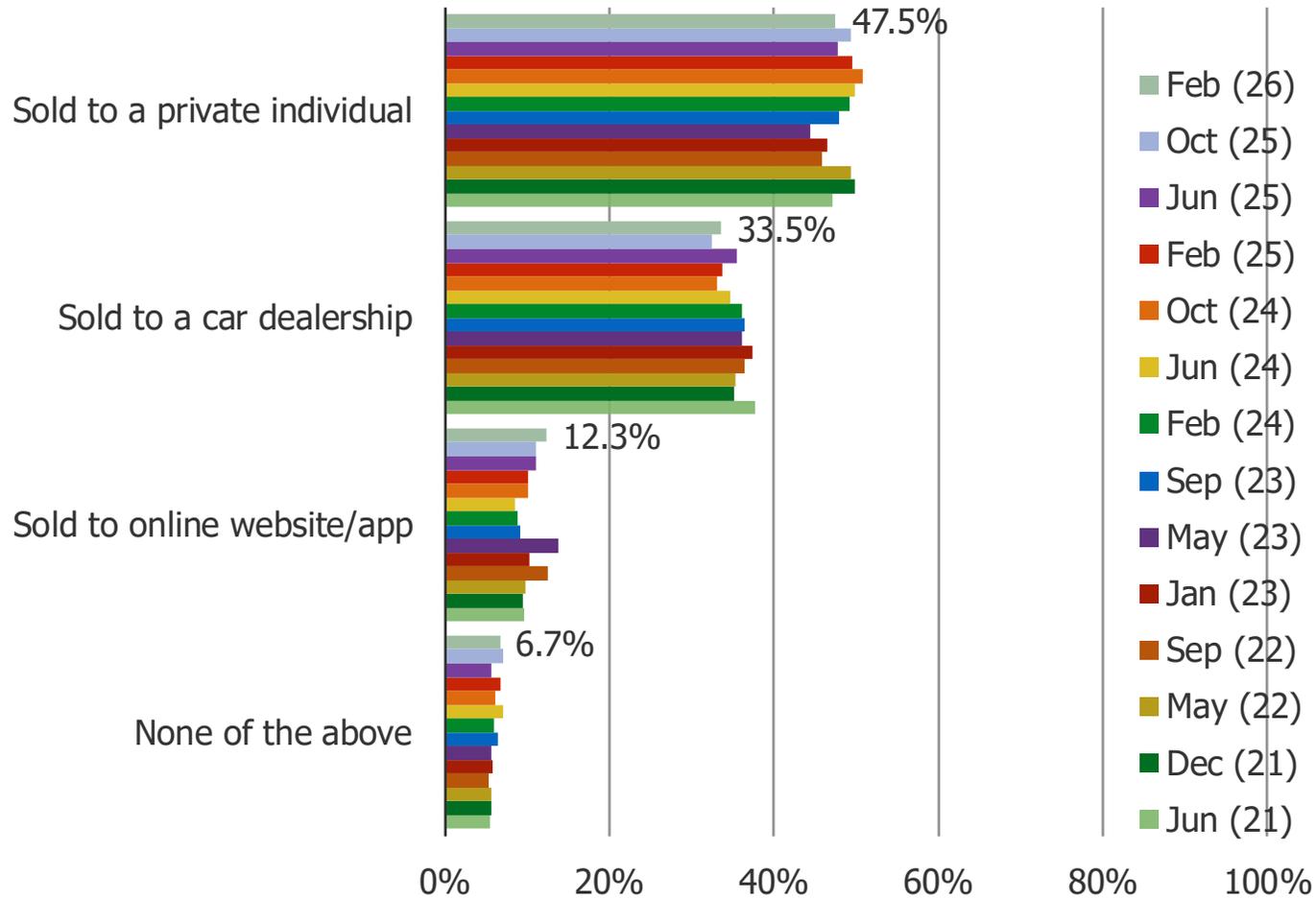
### For how long did you own the car you most recently sold?

Posed to all respondents who have ever sold a vehicle. (N=5669)



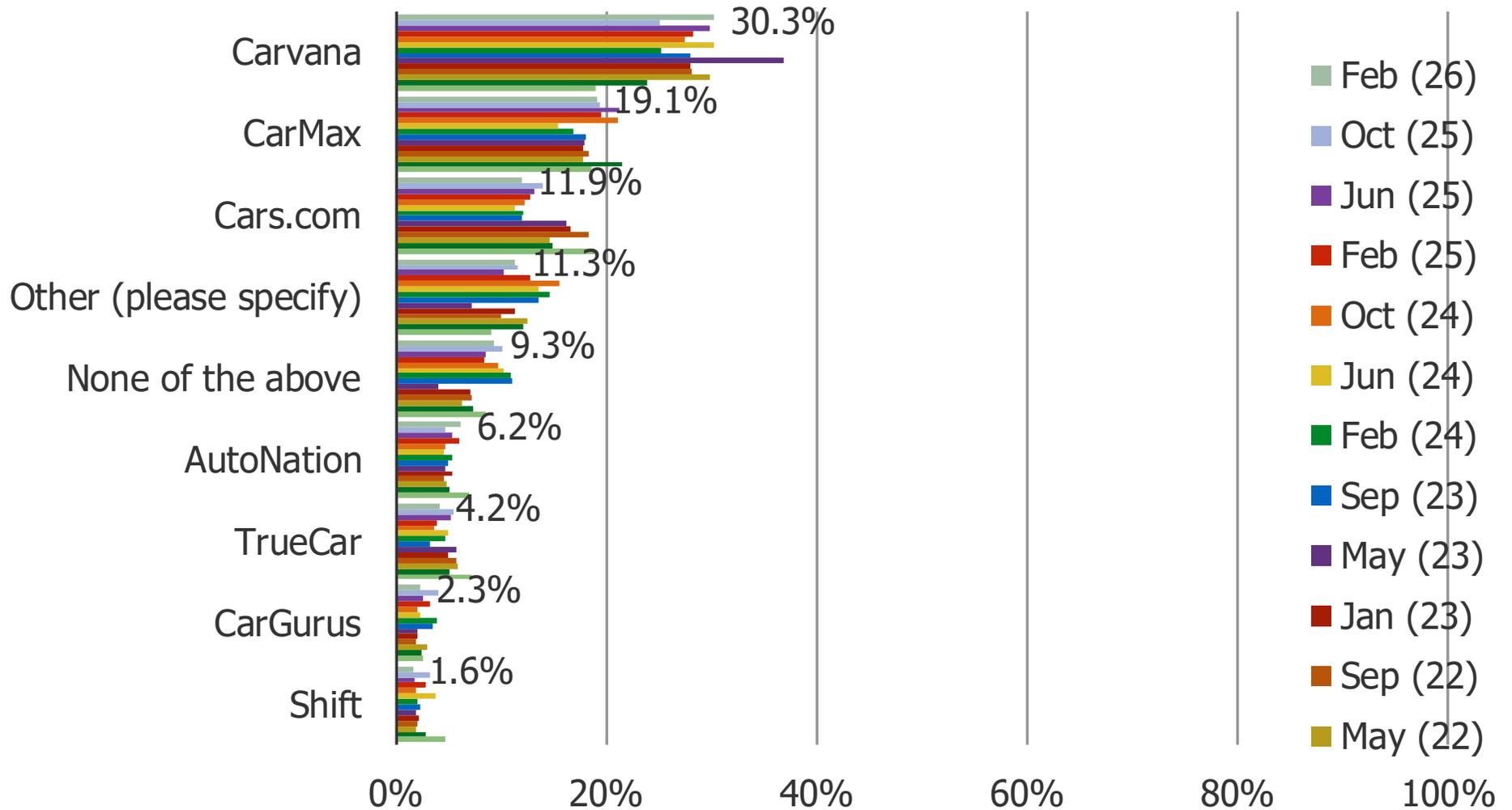
### Where did you sell your vehicle?

Posed to all respondents who have ever sold a vehicle.(N=5668)



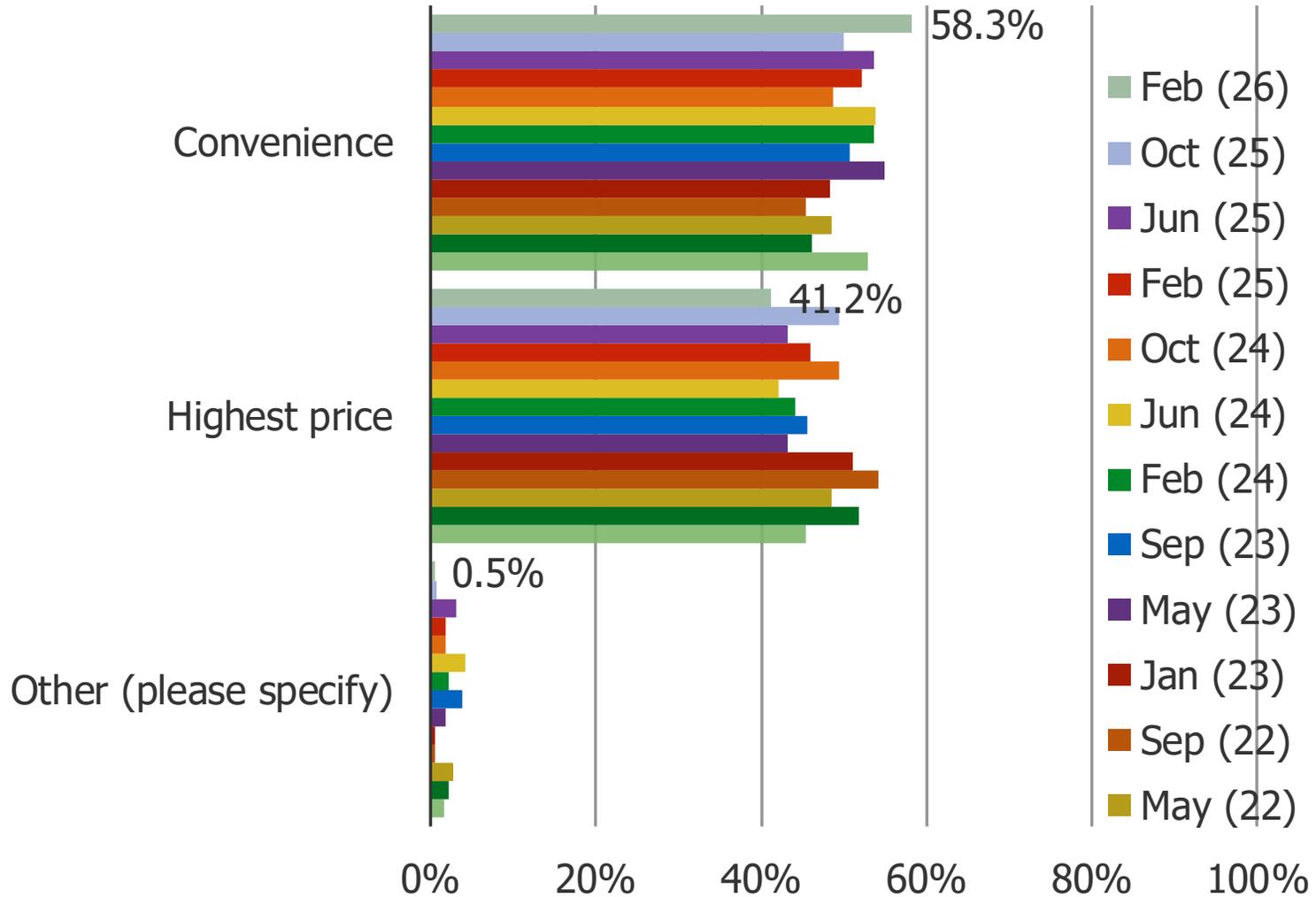
### To which online auto site/app did you sell your car?

Posed to respondents who said they sold the car they most recently sold to an online platform. (N=697)



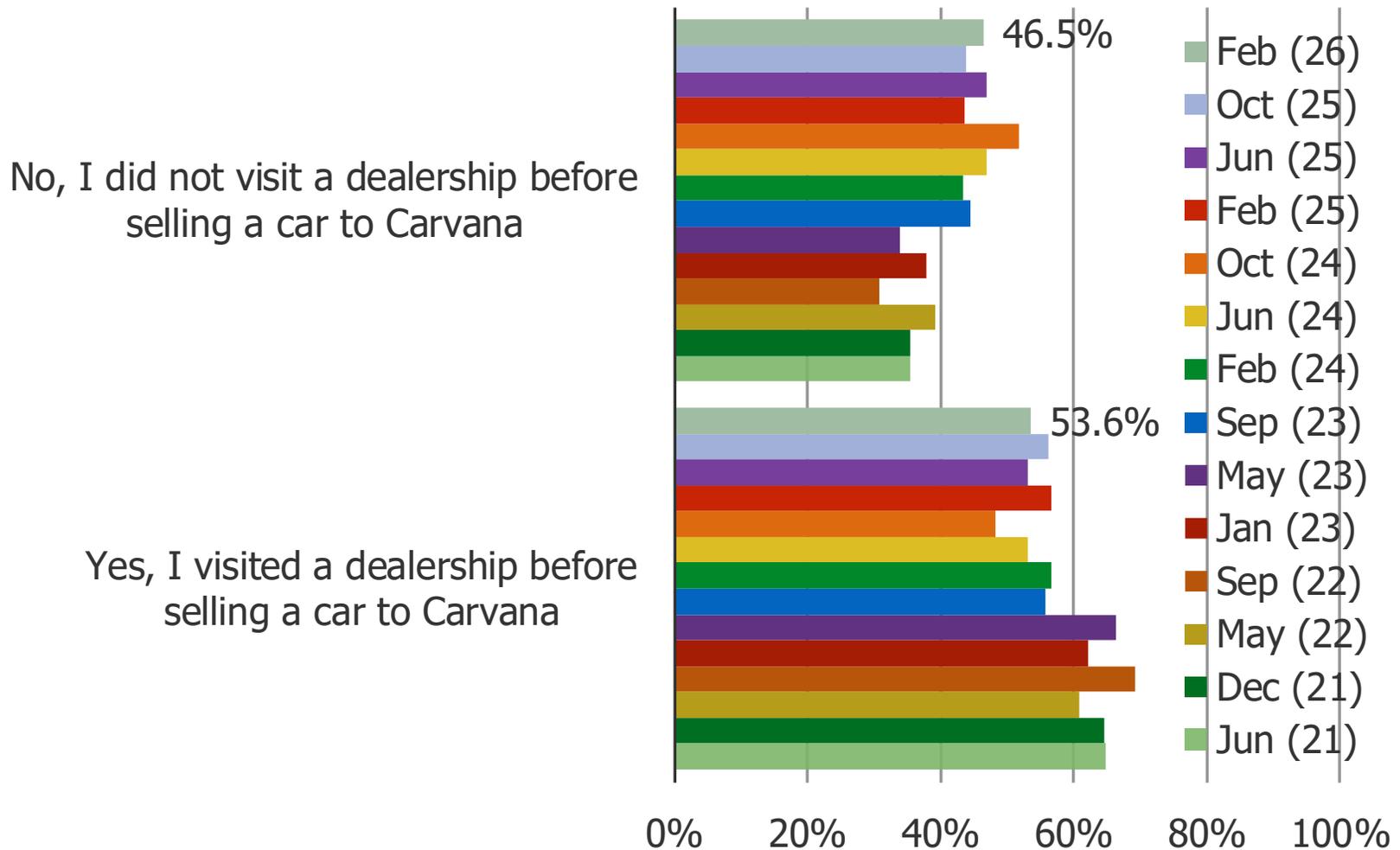
### What was the primary reason you sold your car to Carvana?

Posed to all respondents who sold to Carvana. (N=211)



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

Posed to all respondents who sold to Carvana. (N=211)



### Why did you NOT sell to Carvana?

Posed to respondents who have sold a vehicle, but did not sell to Carvana. (N=5457)

#### Reasons Mentioned In Fill-Ins:

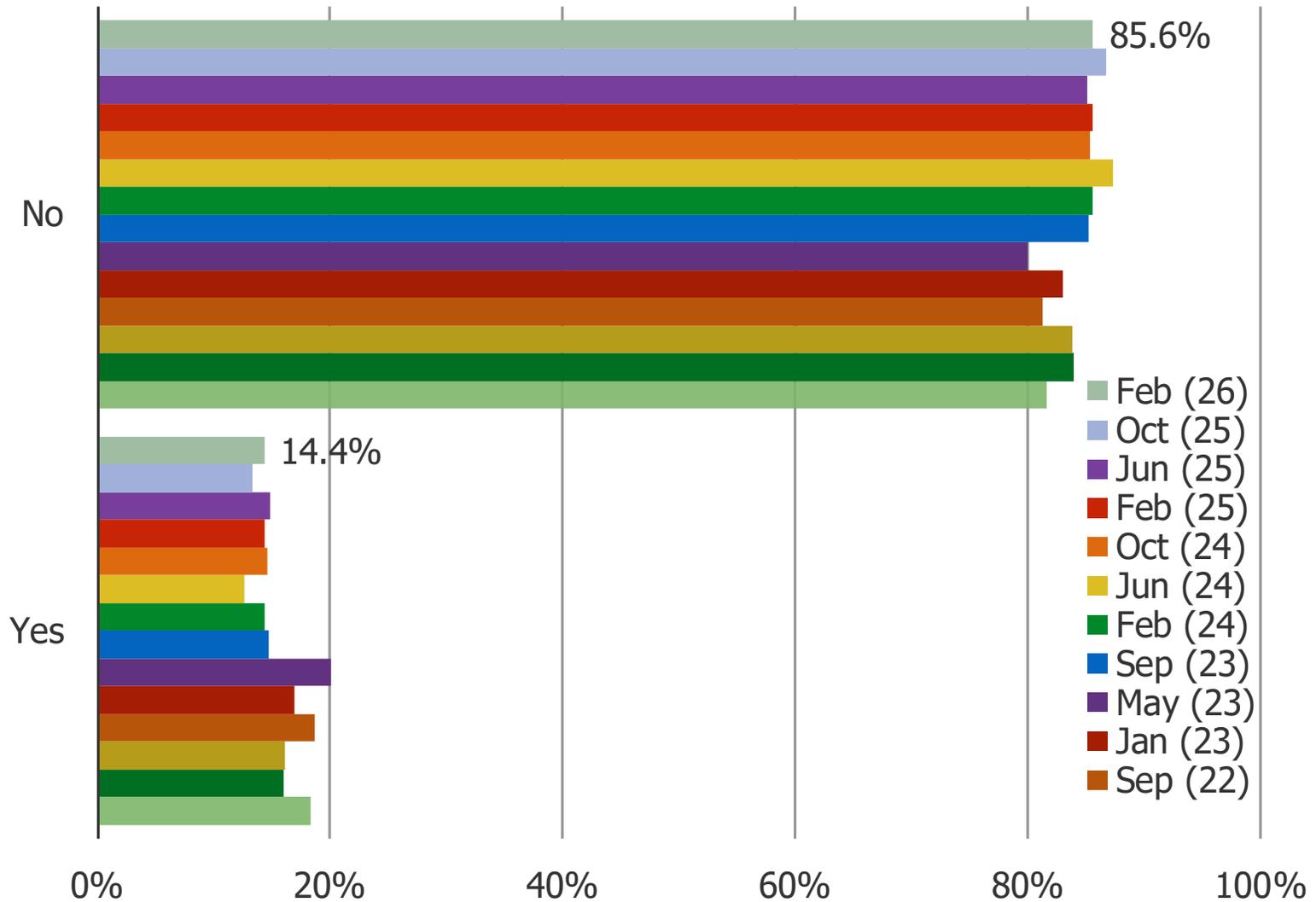


## Currently in the market to sell a vehicle

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

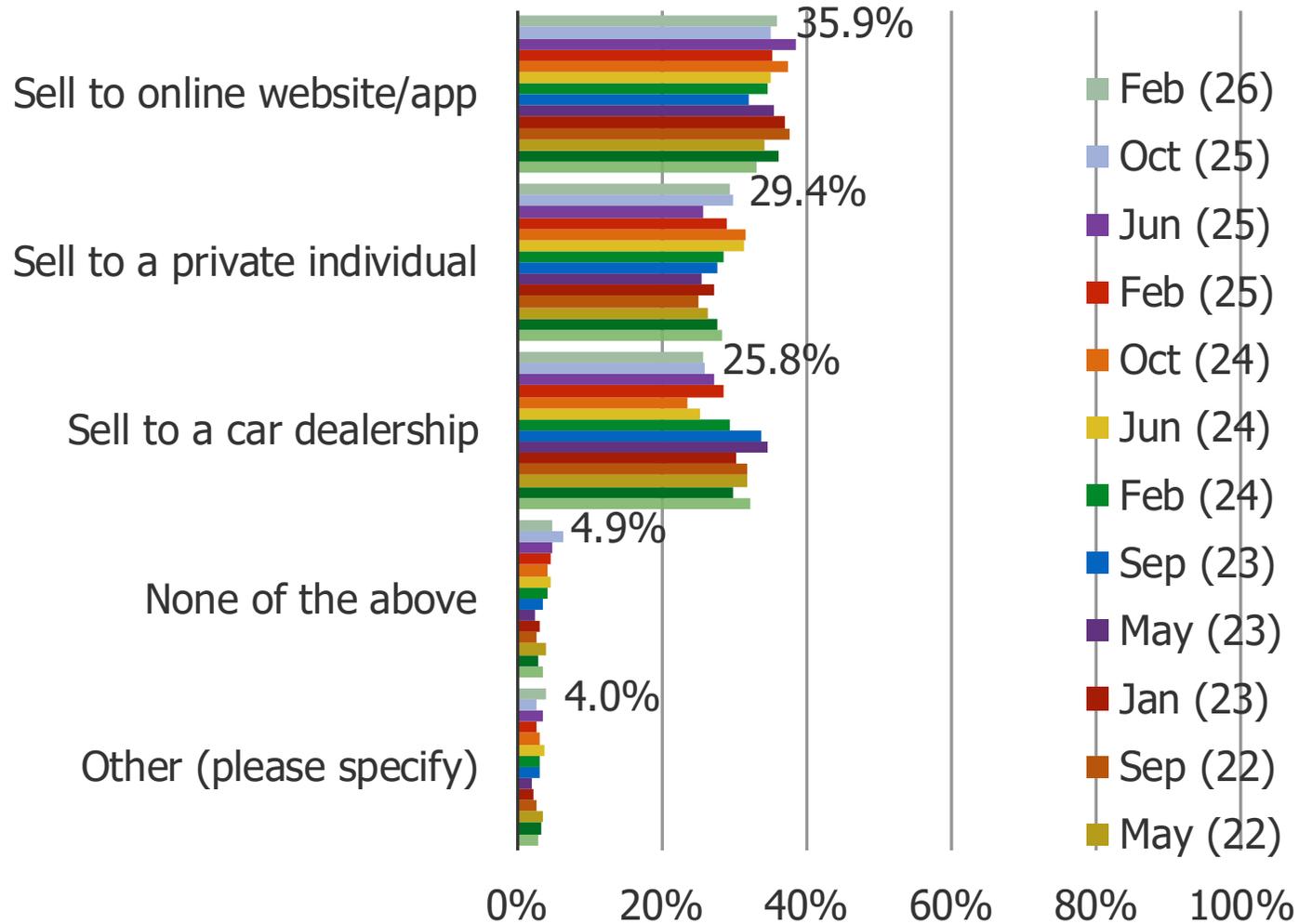
Posed to all respondents. (N=9871)





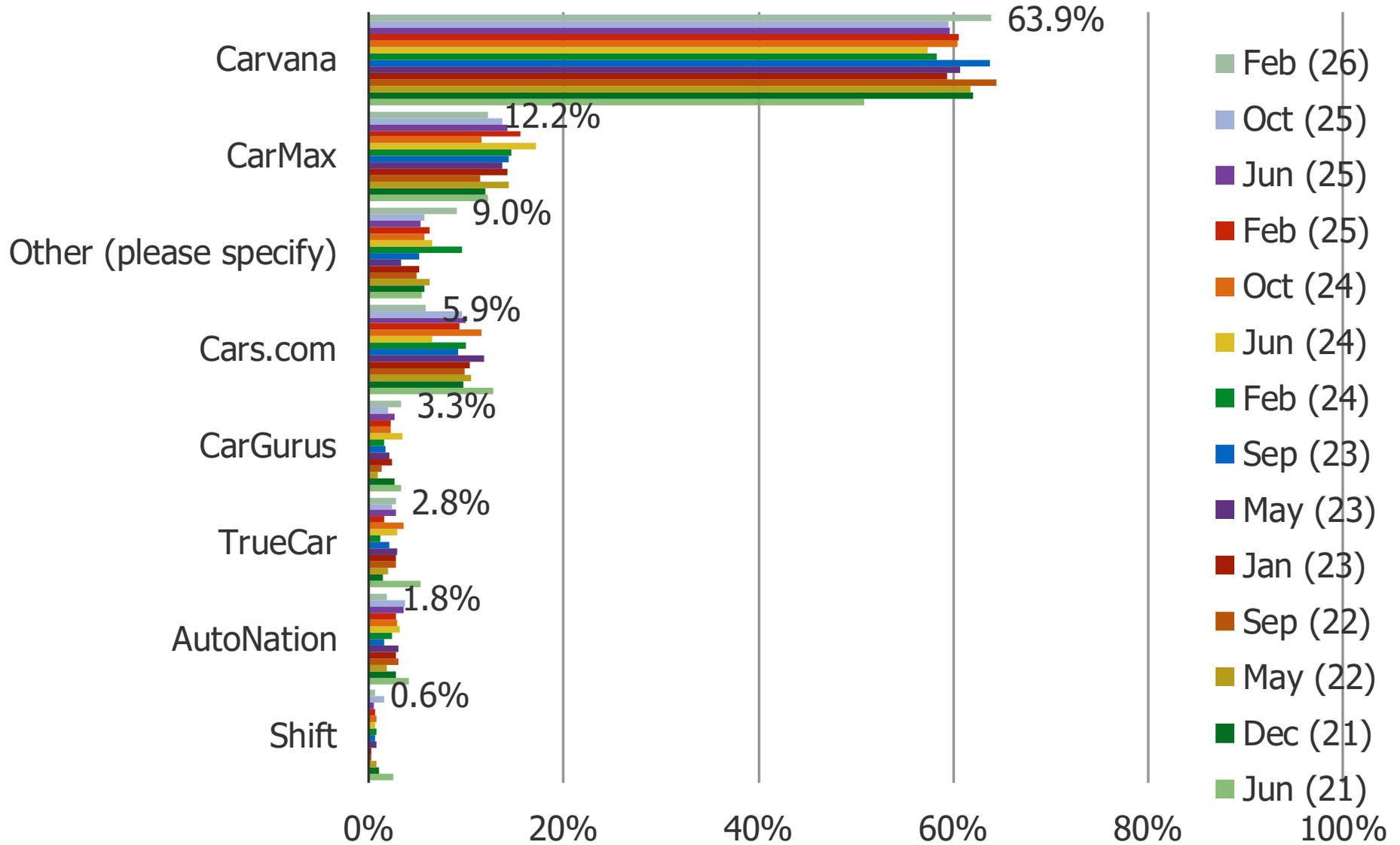
### How will you SELL the USED vehicle you are trying to sell?

Posed to all respondents who are looking to sell a used vehicle. (N=1420)



### 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=510)

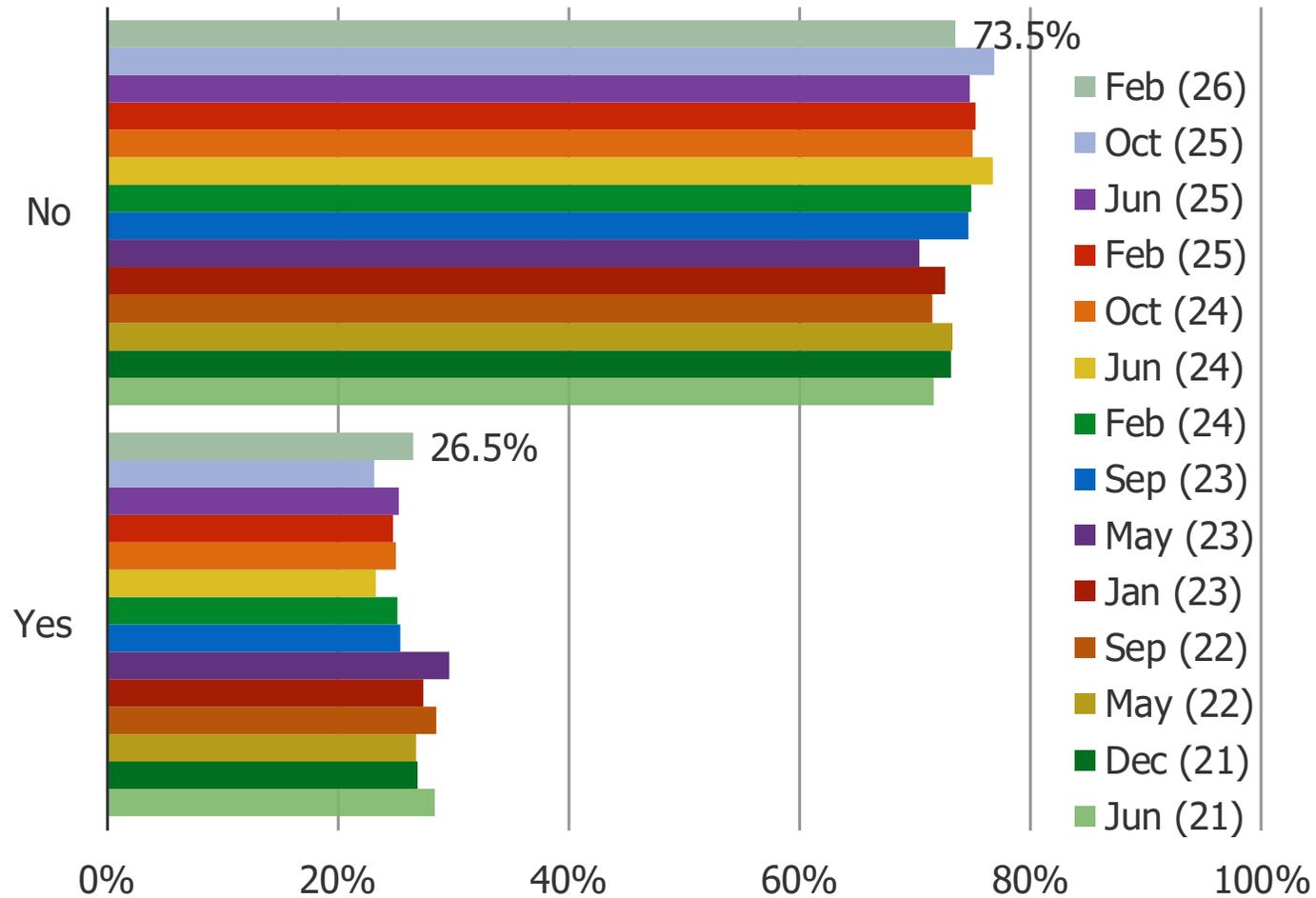


## Currently in the market to buy a vehicle

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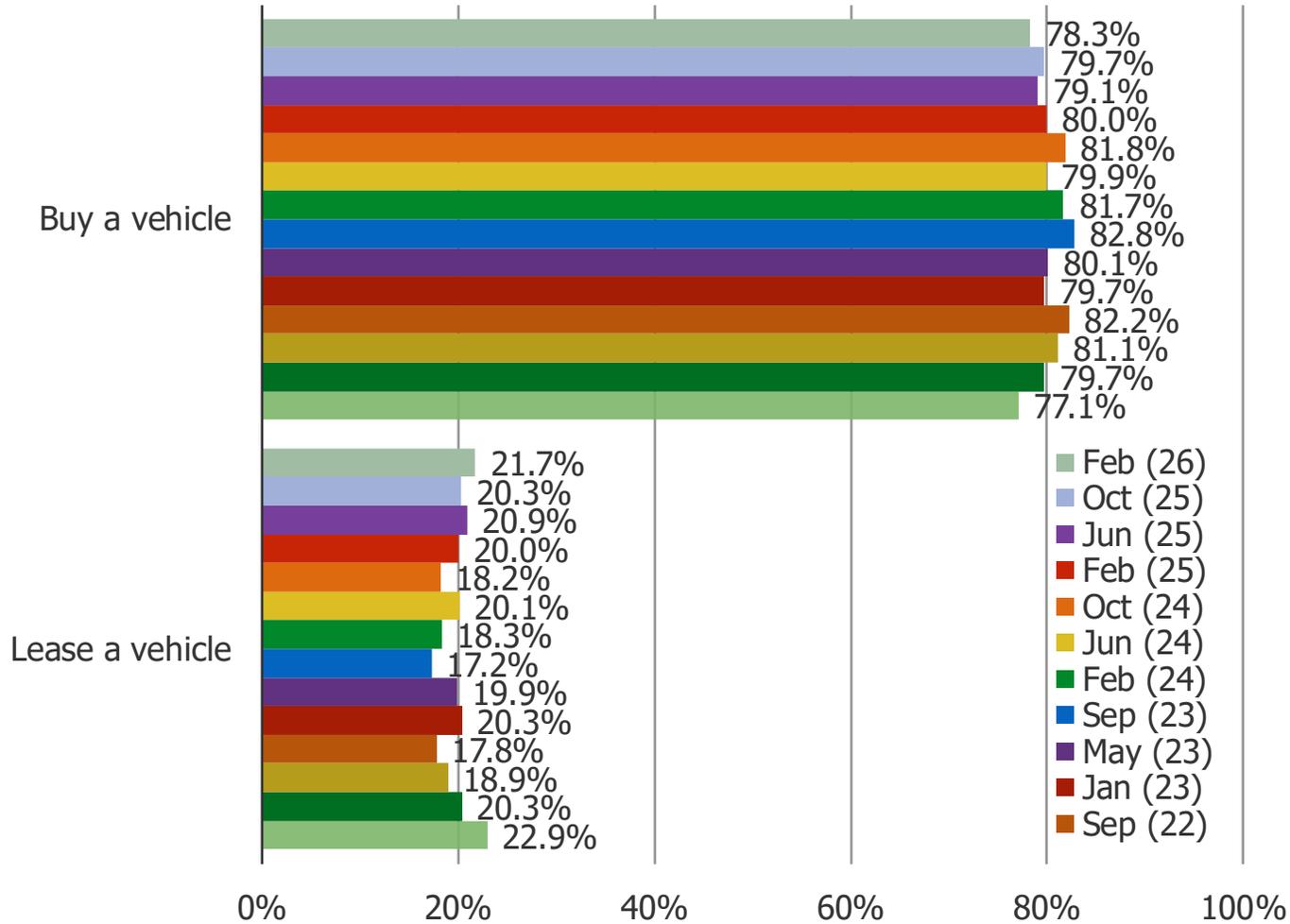
### Are you currently in the market looking to acquire a vehicle?

Posed to all respondents. (N=9871)



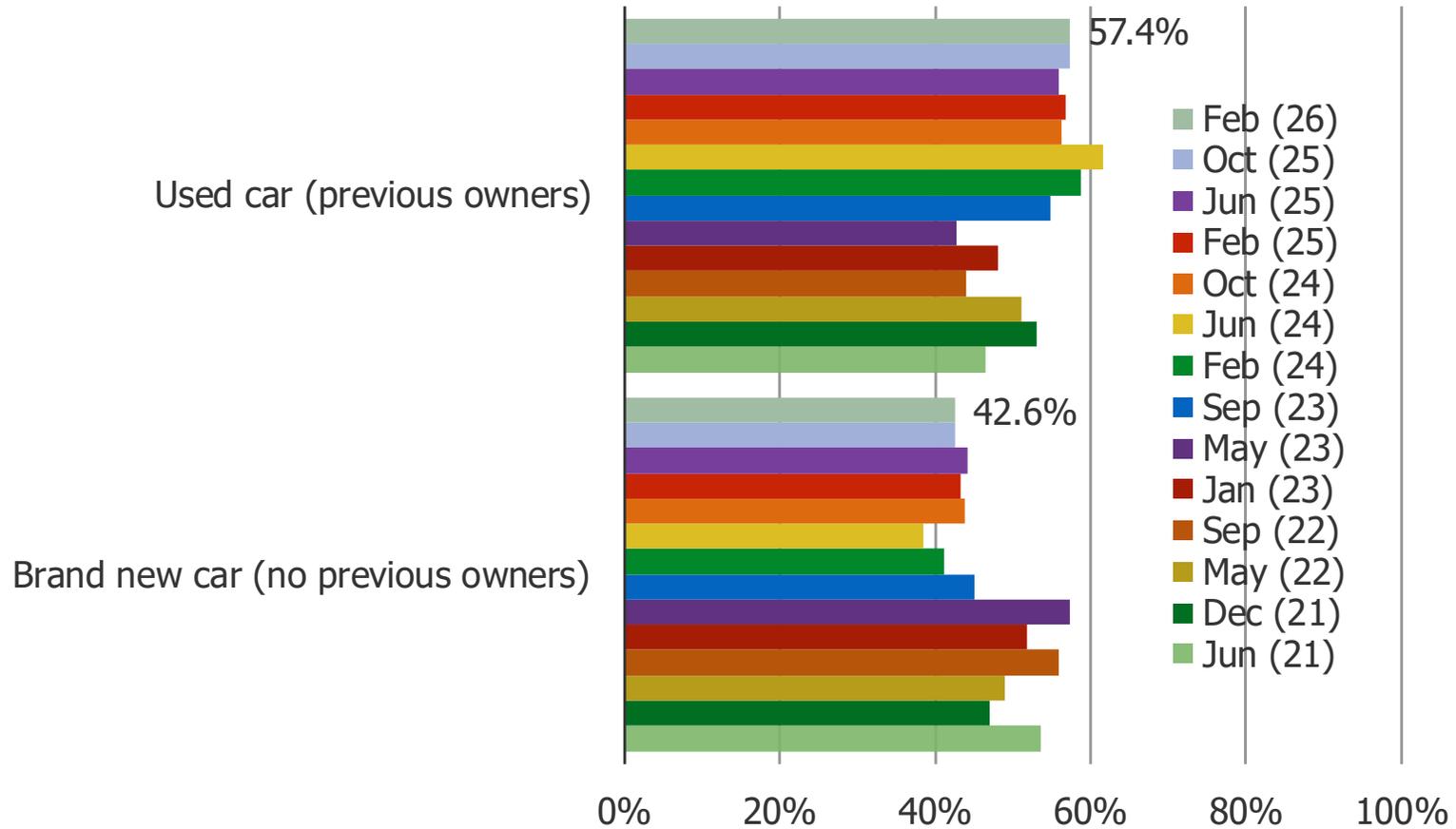
### Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to do?

Posed to all respondents who are looking to acquire a vehicle. (N=2617)



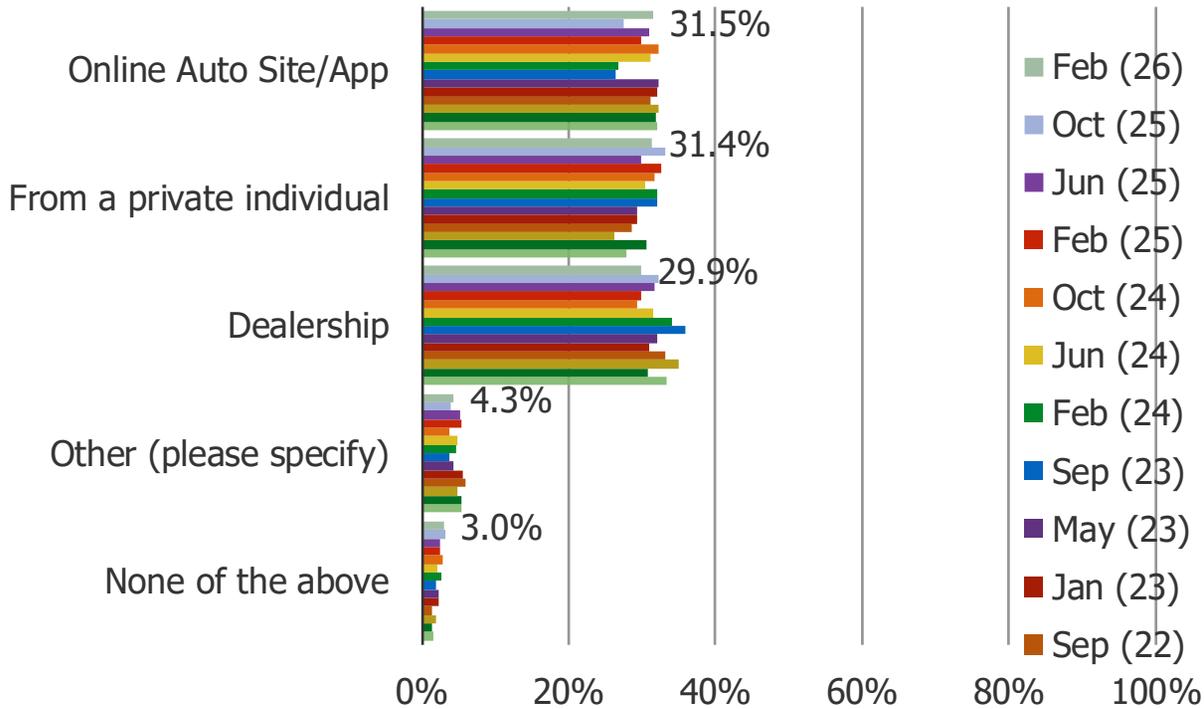
### Thinking about the vehicle you are in the market to acquire, which best describes what you are looking to get?

Posed to all respondents who are looking to buy a vehicle (not lease). (N=2049)



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

Posed to all respondents who are looking to buy a used vehicle. (N=1176)

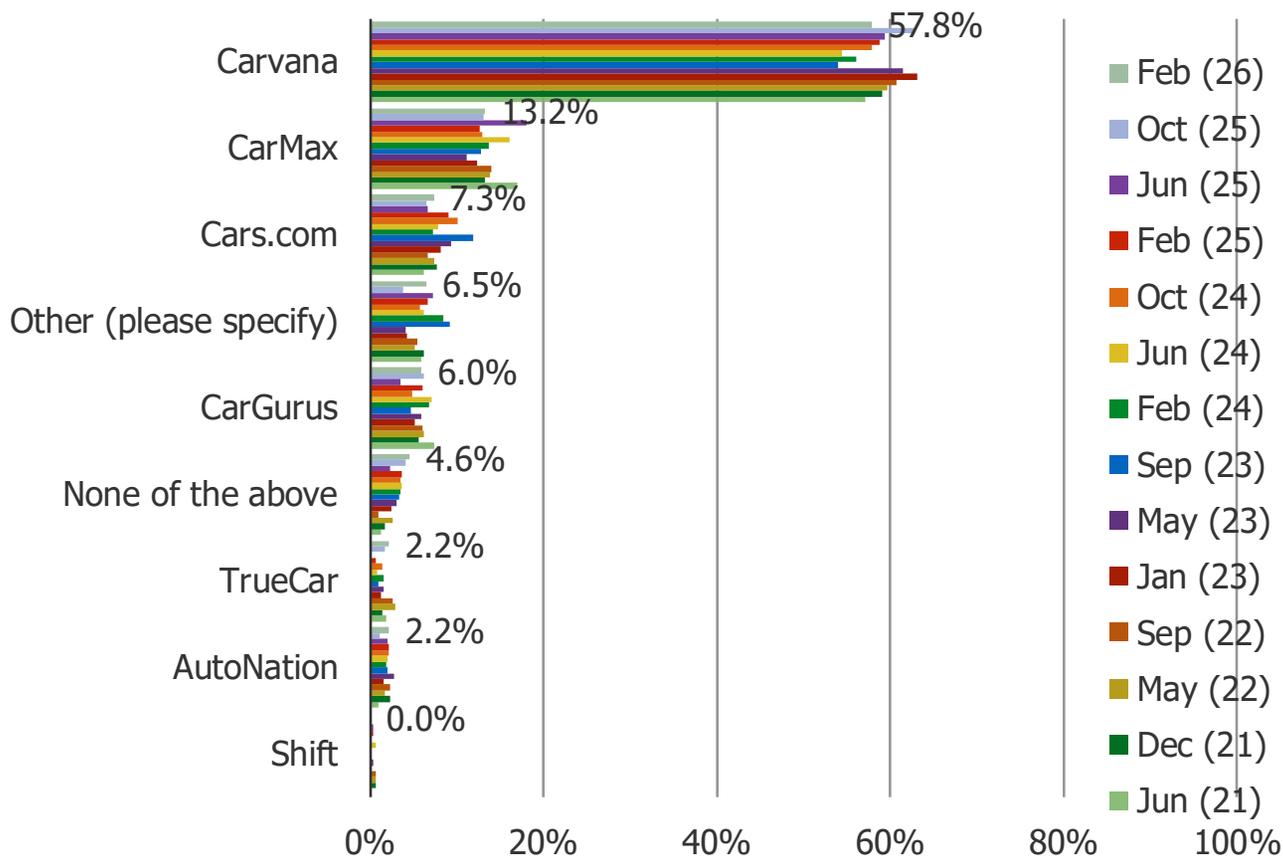


### Top Reasons Why:

- 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=370)

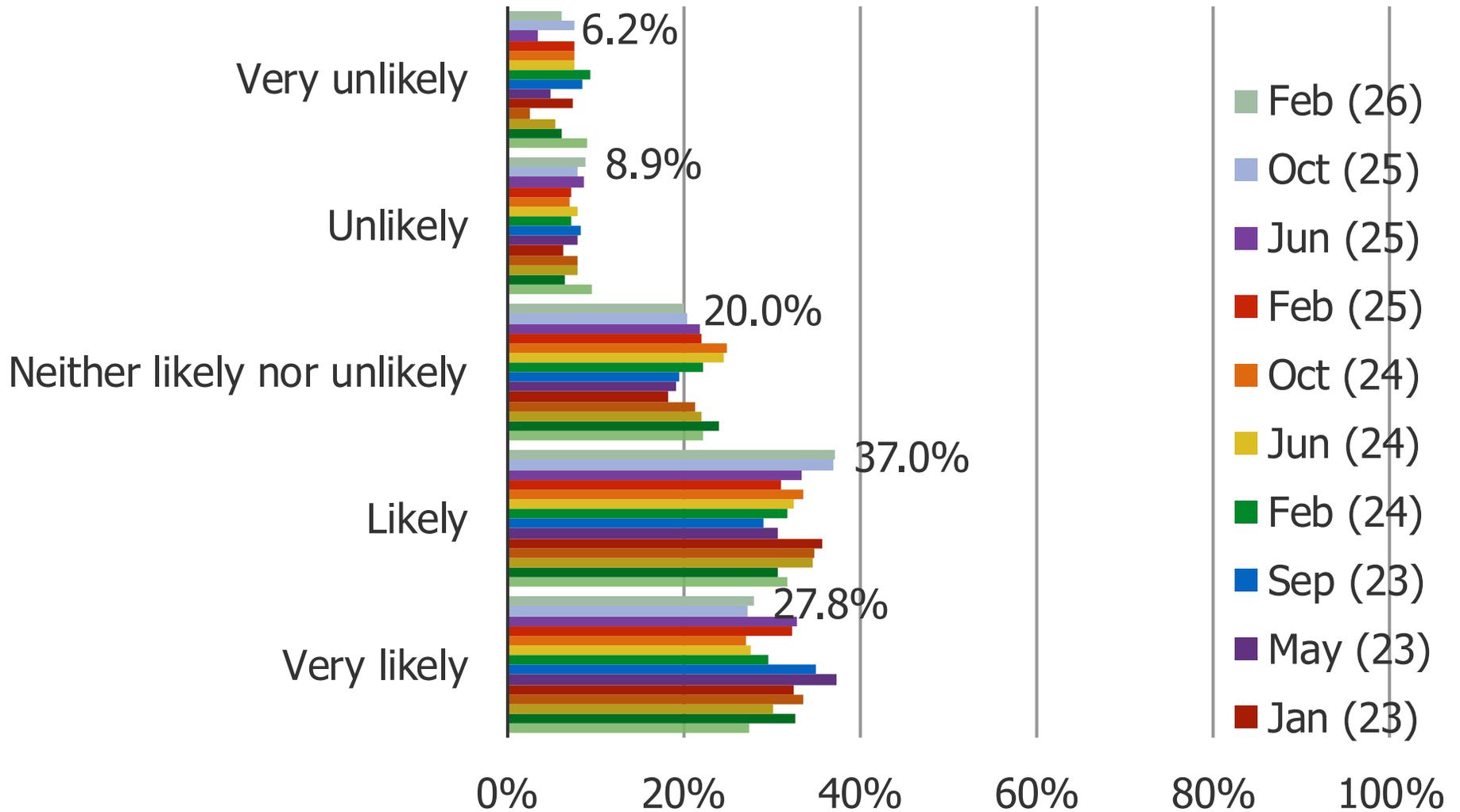


#### Top Reasons Why:

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

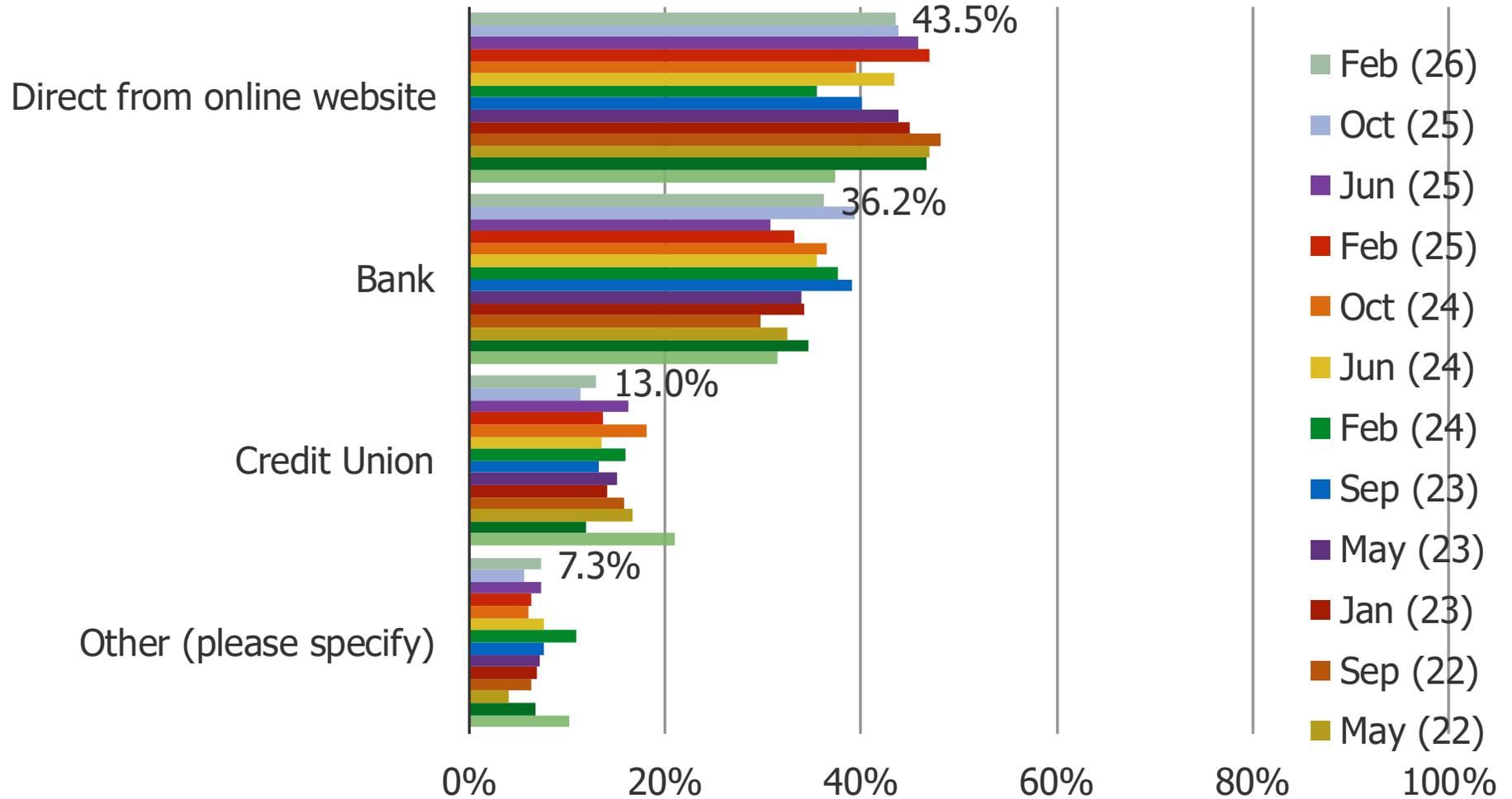
**If you were to purchase a used car online today, how likely would you be to secure financing online as well?**

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=370)



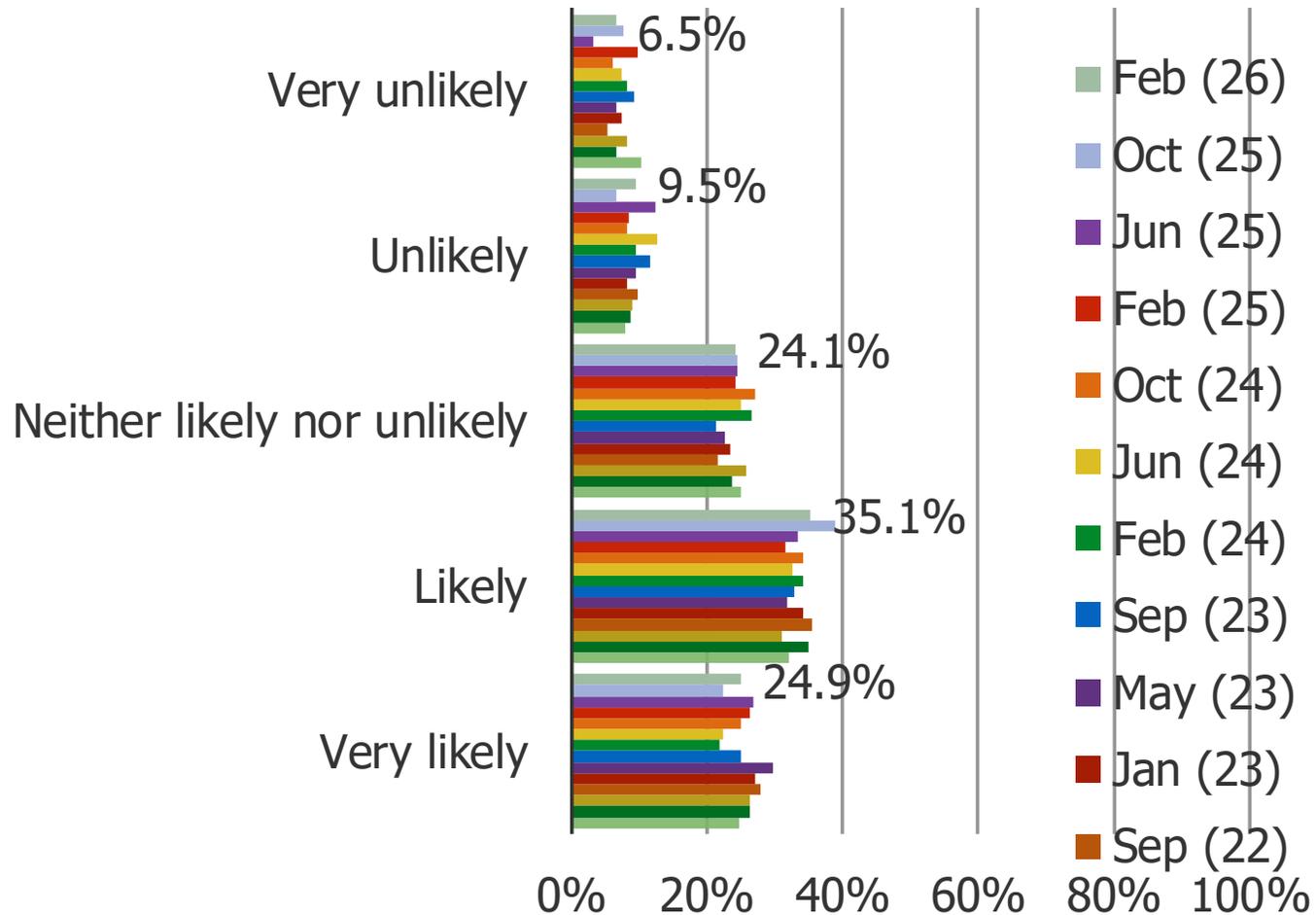
### Where would you most likely secure financing online?

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=370)



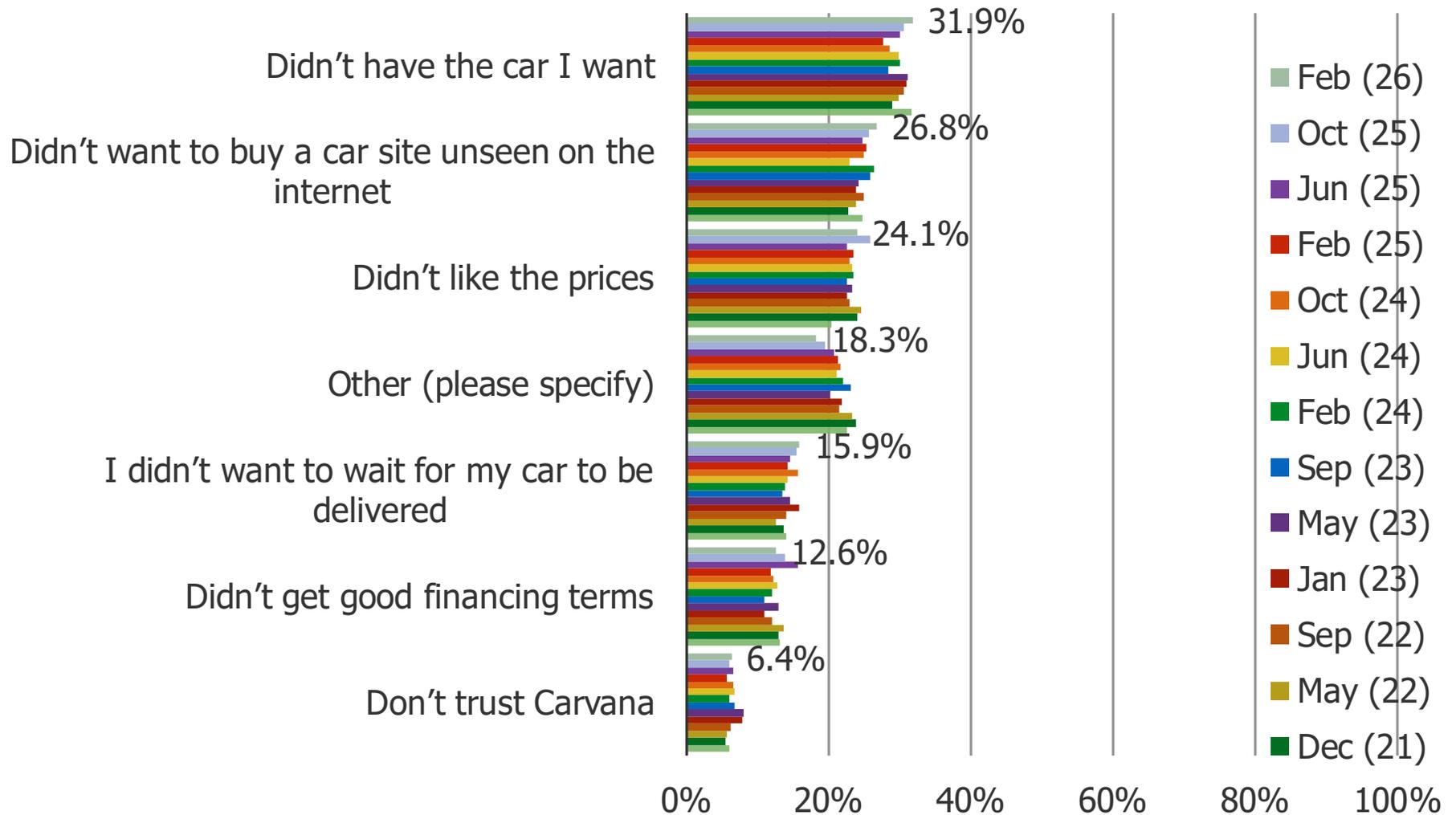
**If you were to purchase a used car online today, how likely would you be to also purchase an extended vehicle warranty?**

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=370)



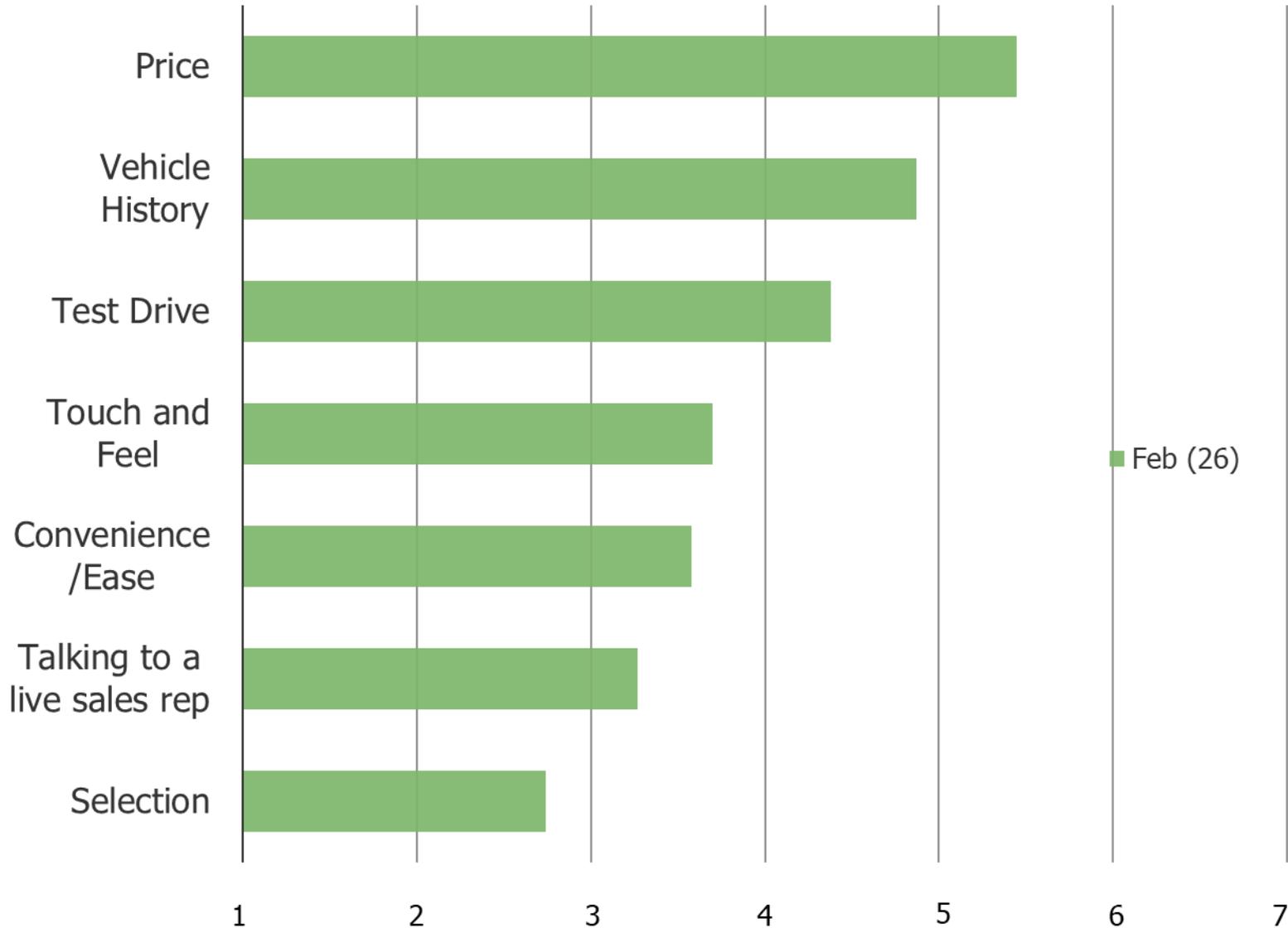
### Why didn't you buy from Carvana after visiting the site/app? (Select ALL that apply)

Posed to all respondents who have visited Carvana but haven't made a purchase through Carvana. (N=2466)



**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)**

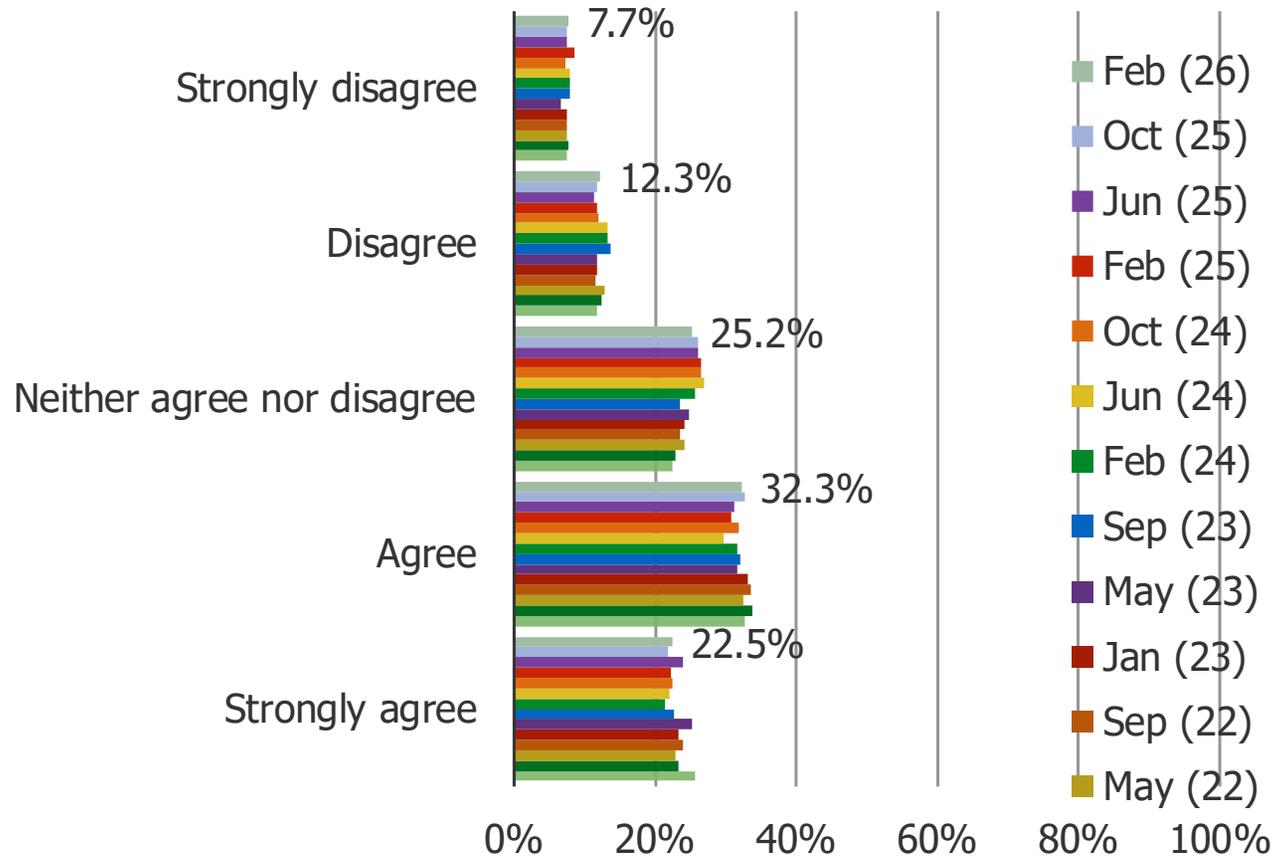
Posed to respondents who said their household typically needs 1 or more vehicles. (N=8517)



■ Feb (26)

**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=8517)



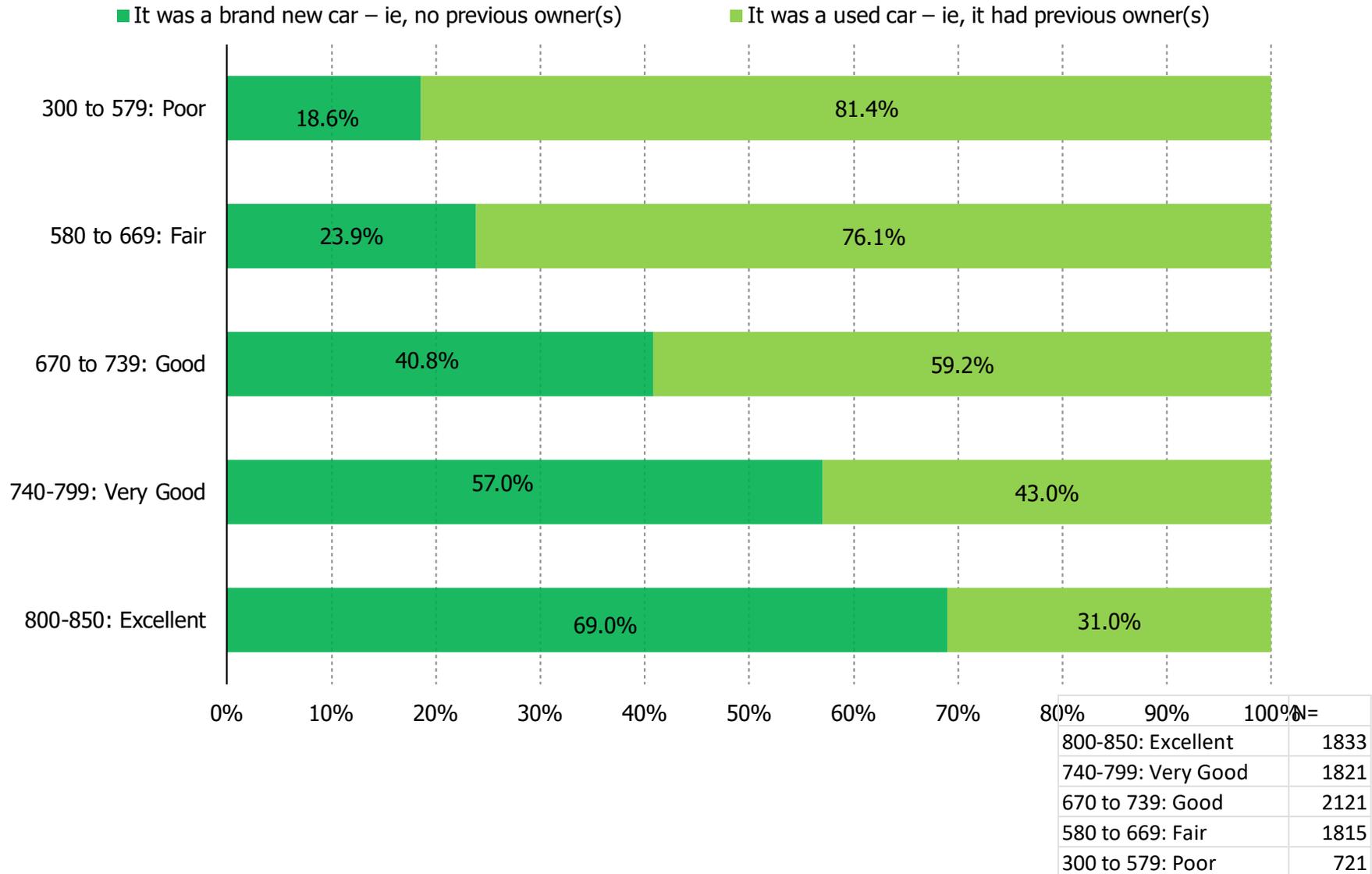
## Cross-Tab Analysis | By Self-Reported Credit Scores (February 2026 Analysis)

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### 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...

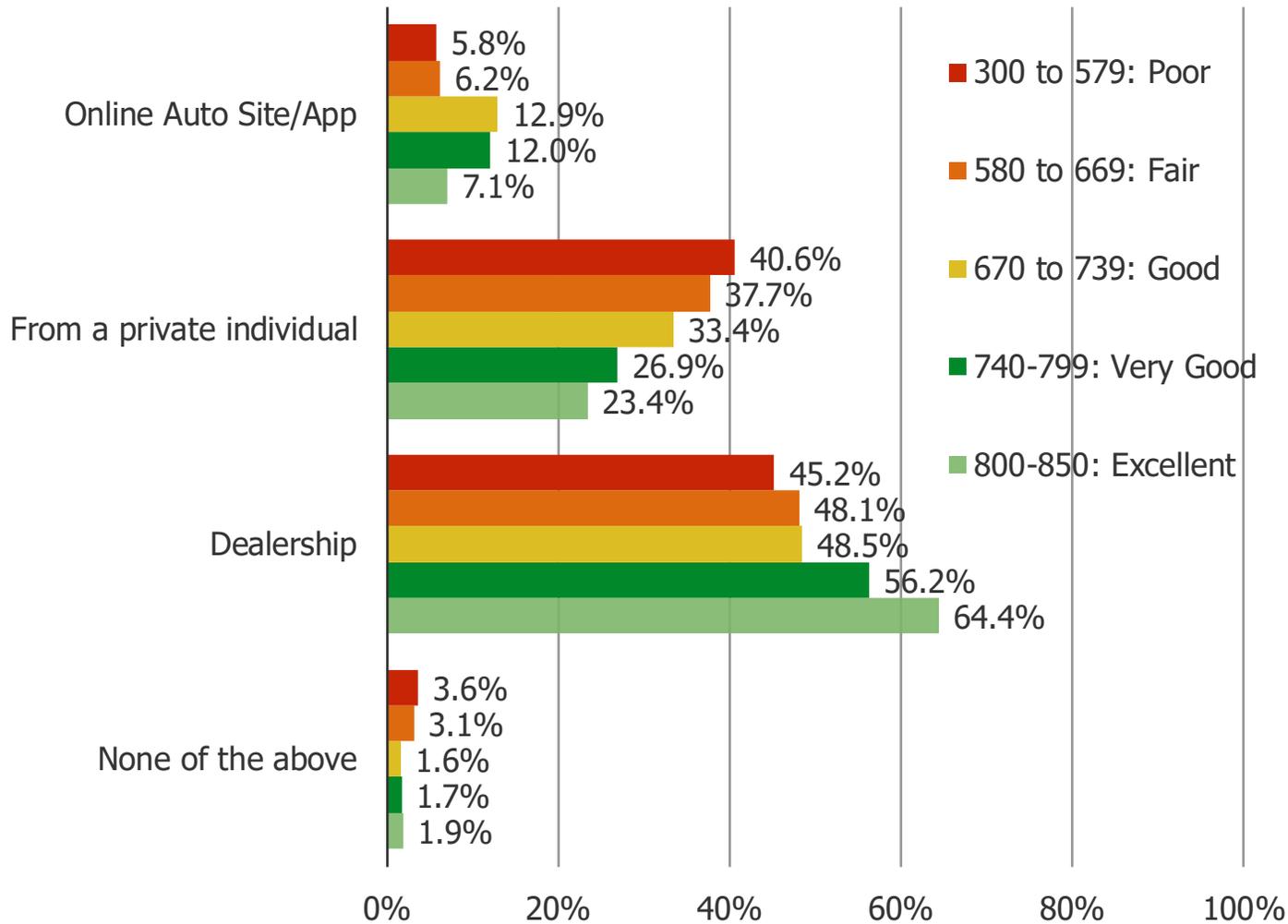
Posed to auto owners



### 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...

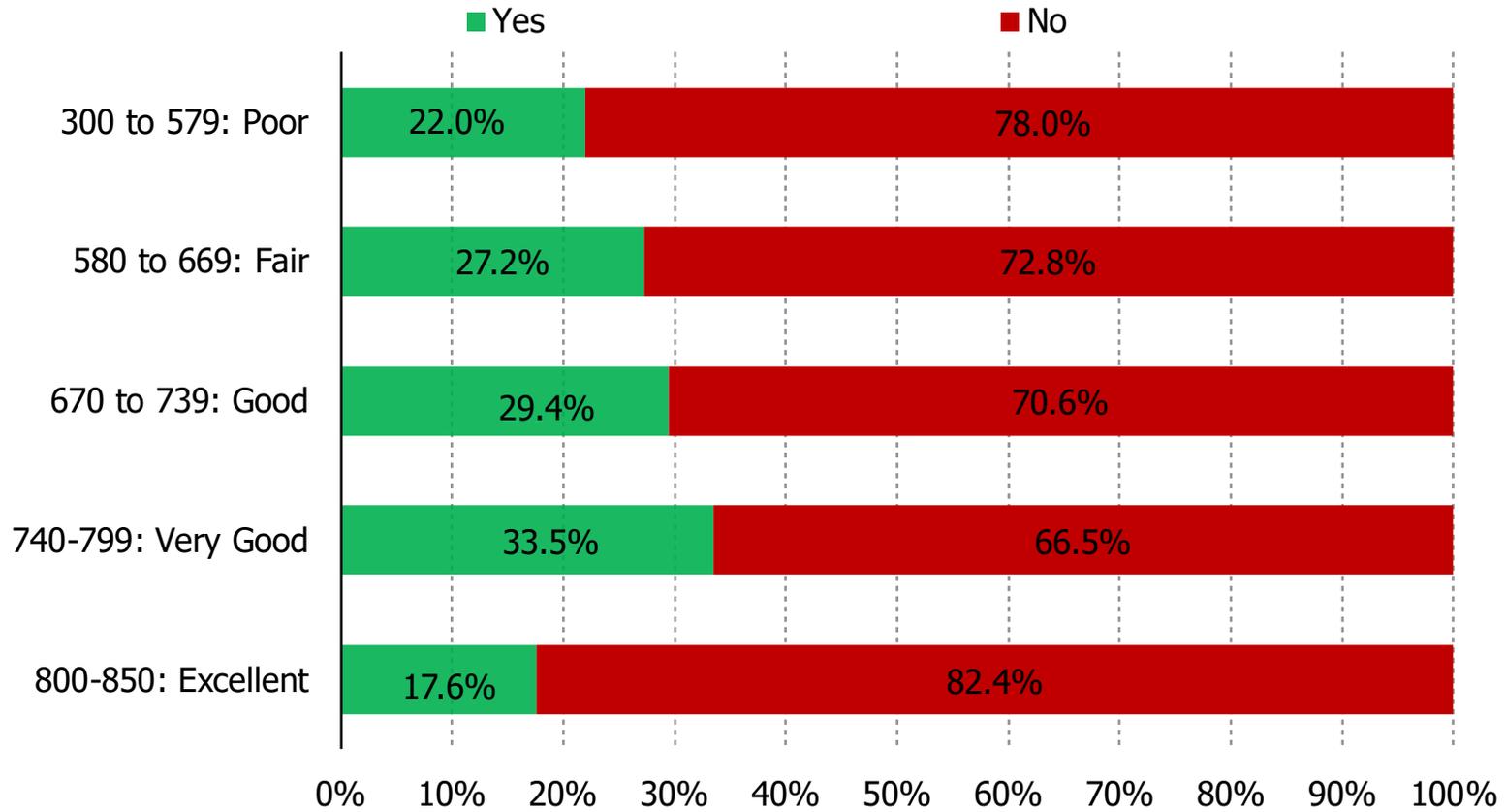
Posed to auto owners who most recently purchased a used vehicle



	N=
800-850: Excellent	539
740-799: Very Good	706
670 to 739: Good	1098
580 to 669: Fair	1223
300 to 579: Poor	522

### 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...

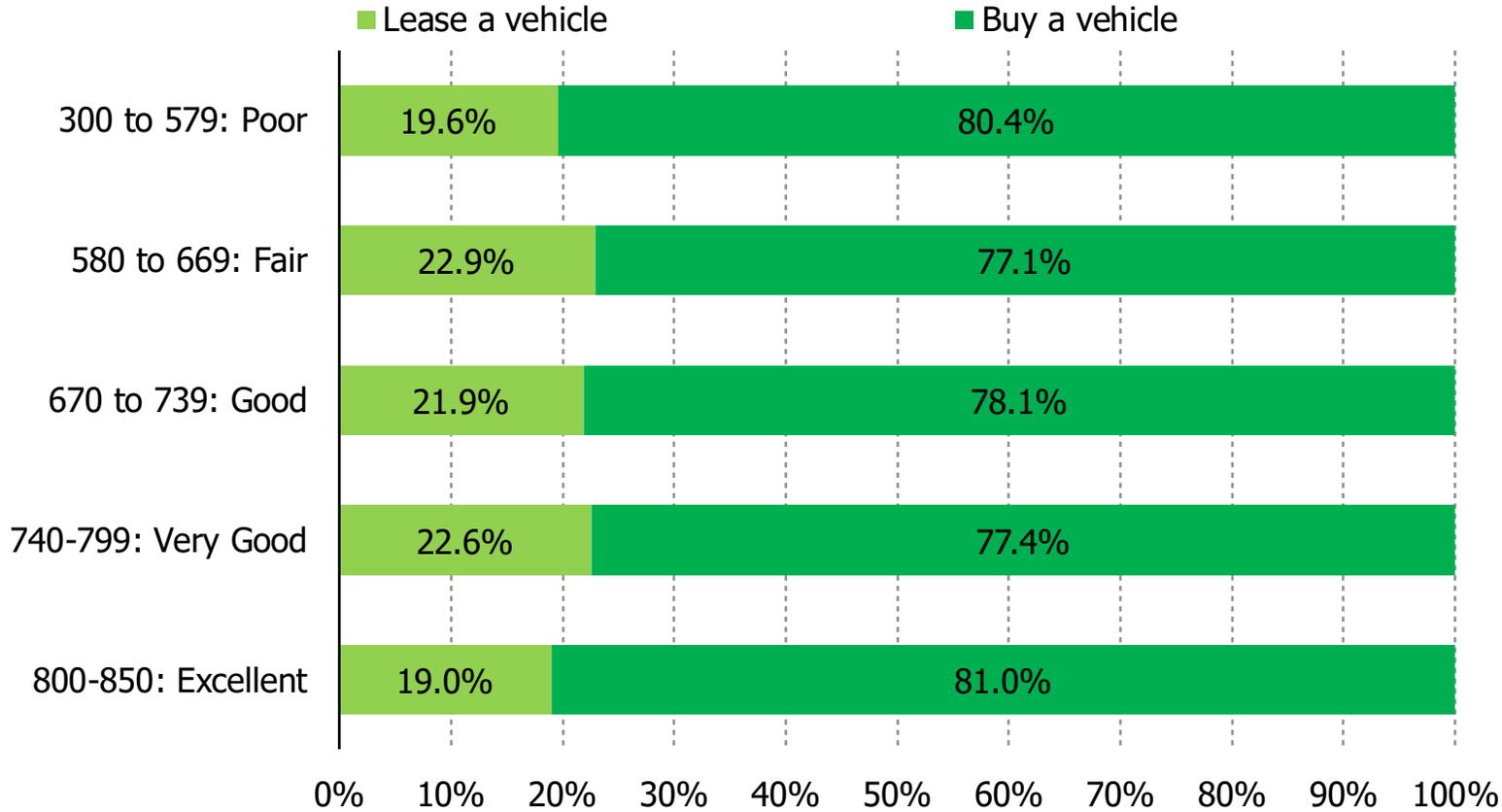


	N=
800-850: Excellent	1941
740-799: Very Good	1956
670 to 739: Good	2472
580 to 669: Fair	2343
300 to 579: Poor	1159

### 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...

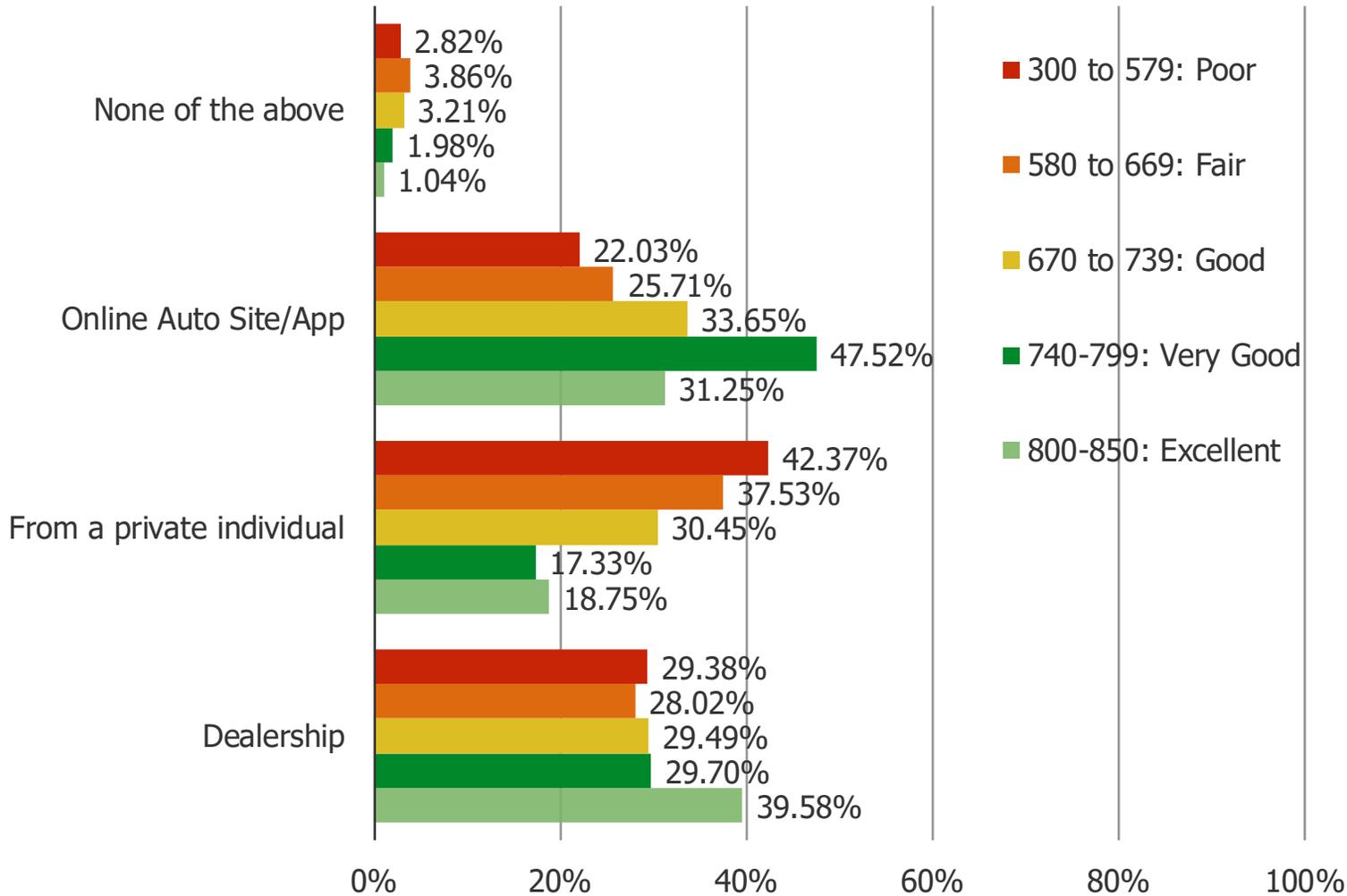
Posed to respondents who are in the market to get a new vehicle and plan to buy (not lease)



	N=
800-850: Excellent	342
740-799: Very Good	655
670 to 739: Good	727
580 to 669: Fair	638
300 to 579: Poor	255

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

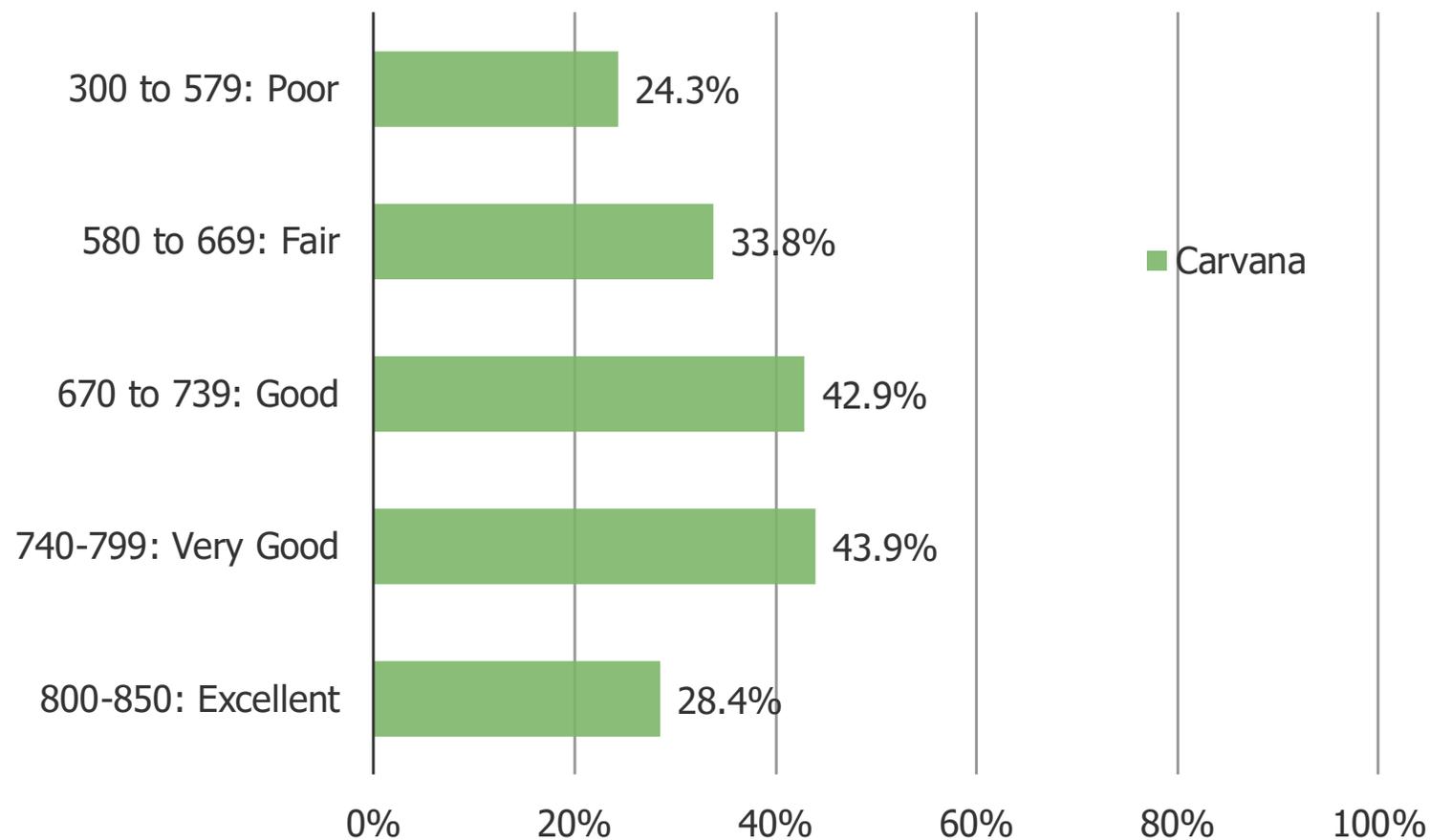
Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...  
 Posed to respondents who are in the market to get a new *used* vehicle and plan to buy (not lease)



	N=
800-850: Excellent	96
740-799: Very Good	202
670 to 739: Good	312
580 to 669: Fair	389
300 to 579: Poor	177

### % 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...

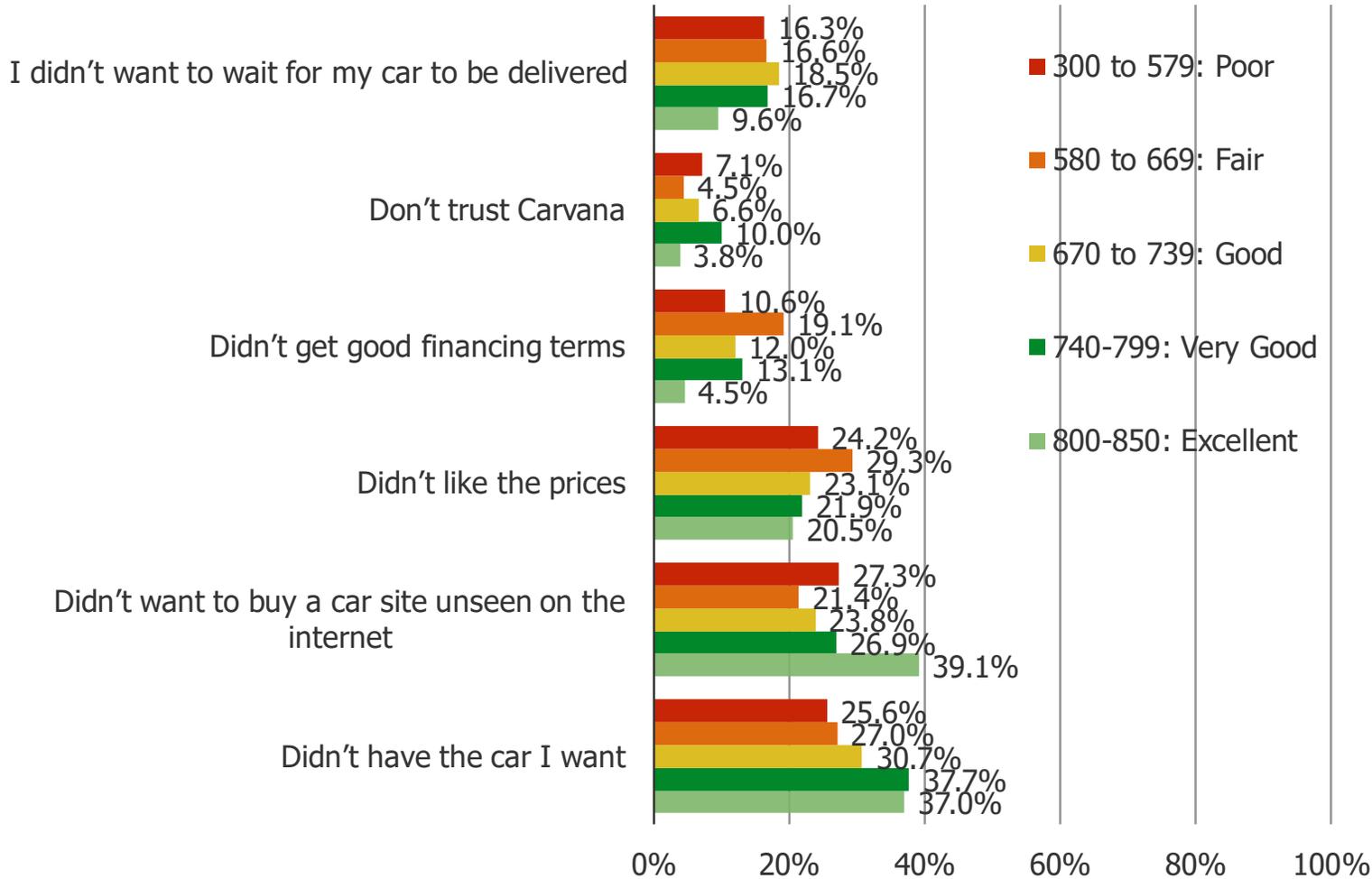


	N=
800-850: Excellent	552
740-799: Very Good	859
670 to 739: Good	1060
580 to 669: Fair	792
300 to 579: Poor	281

### 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...

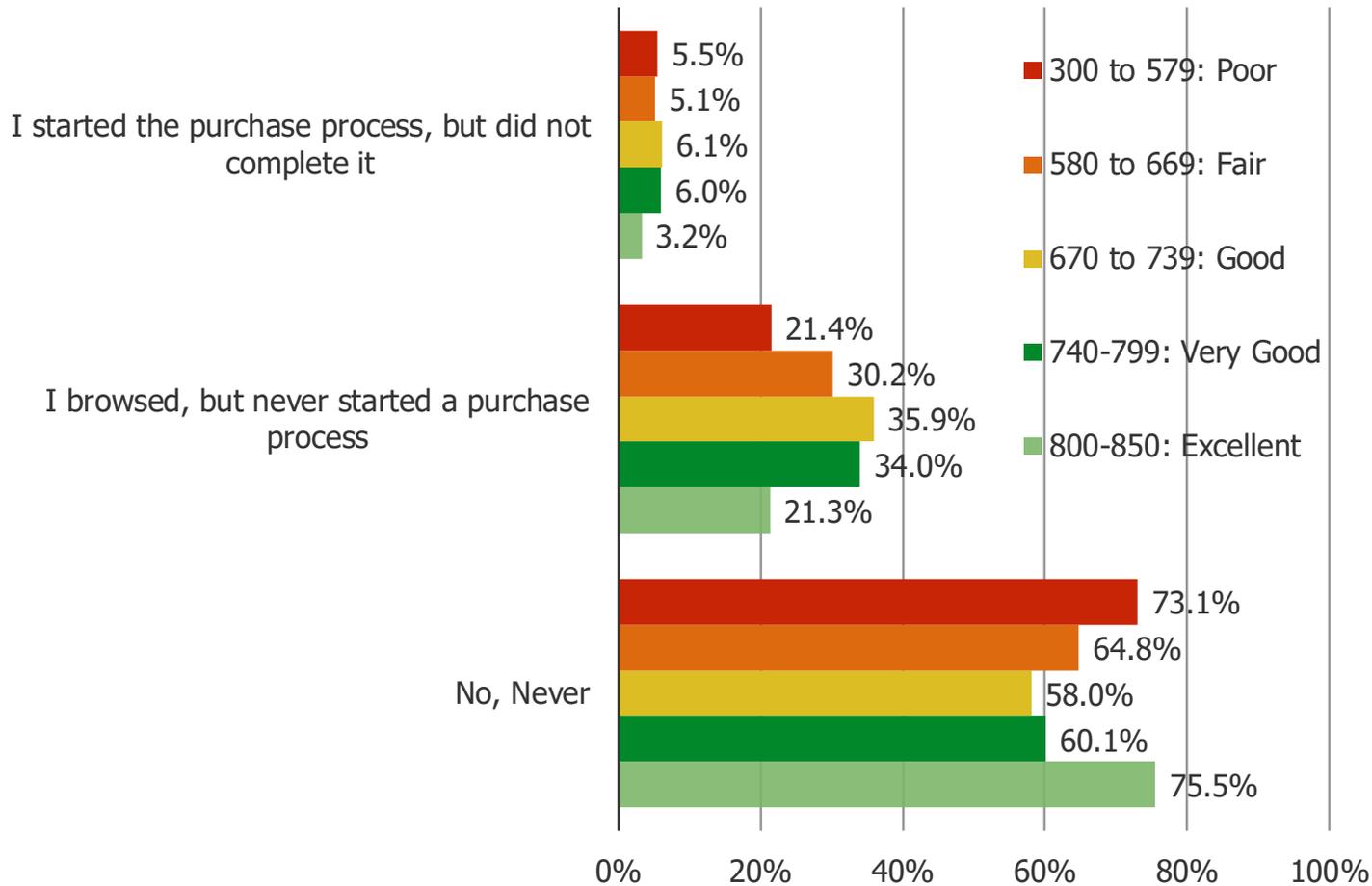
Posed to respondents who have visited Carvana but did not buy from Carvana after visiting



	N=
800-850: Excellent	419
740-799: Very Good	520
670 to 739: Good	693
580 to 669: Fair	607
300 to 579: Poor	227

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

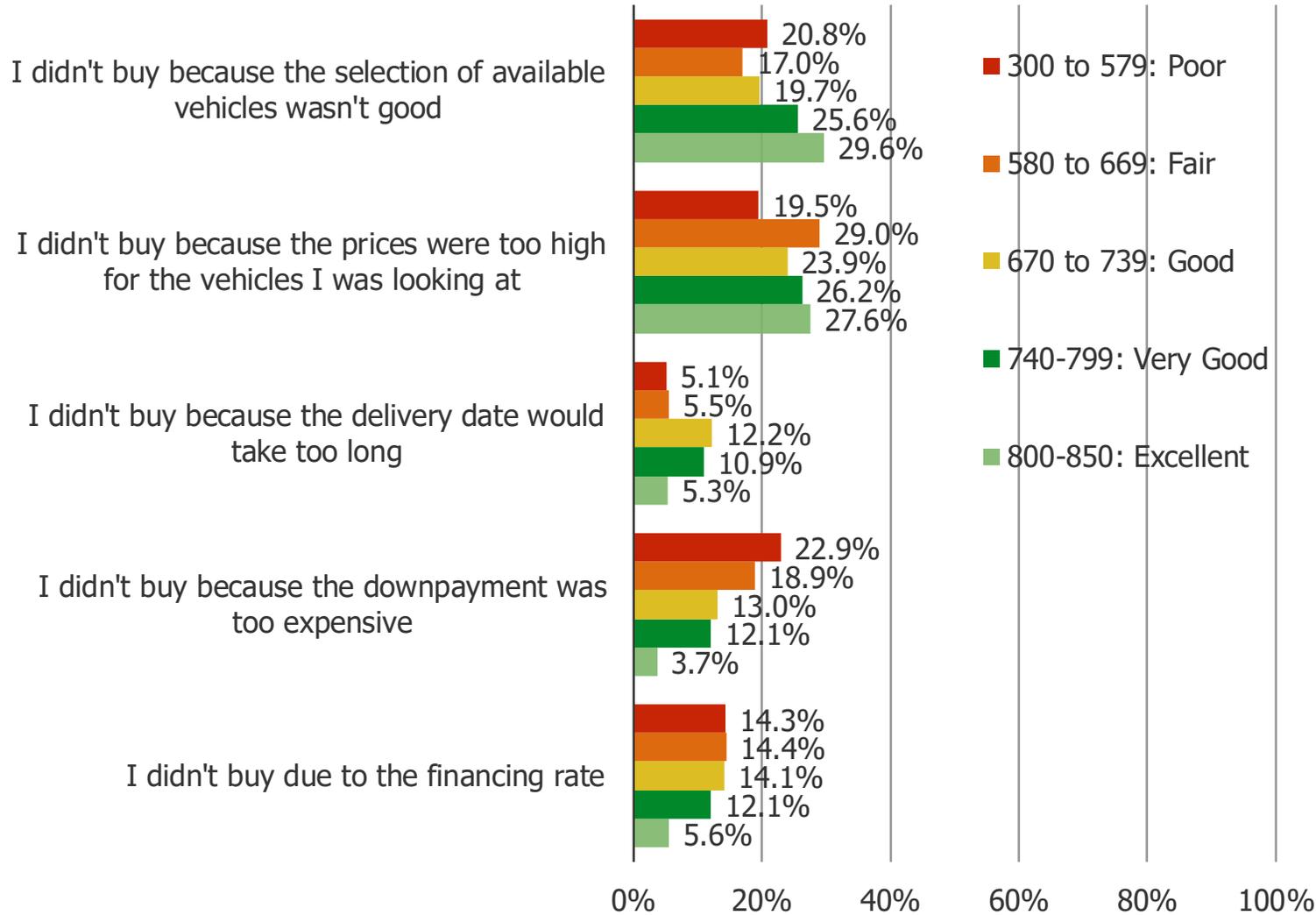
Posed to respondents who either know exactly what their credit score is or have a good sense of what it is...



	N=
800-850: Excellent	1763
740-799: Very Good	1537
670 to 739: Good	2011
580 to 669: Fair	2102
300 to 579: Poor	1087

### 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...



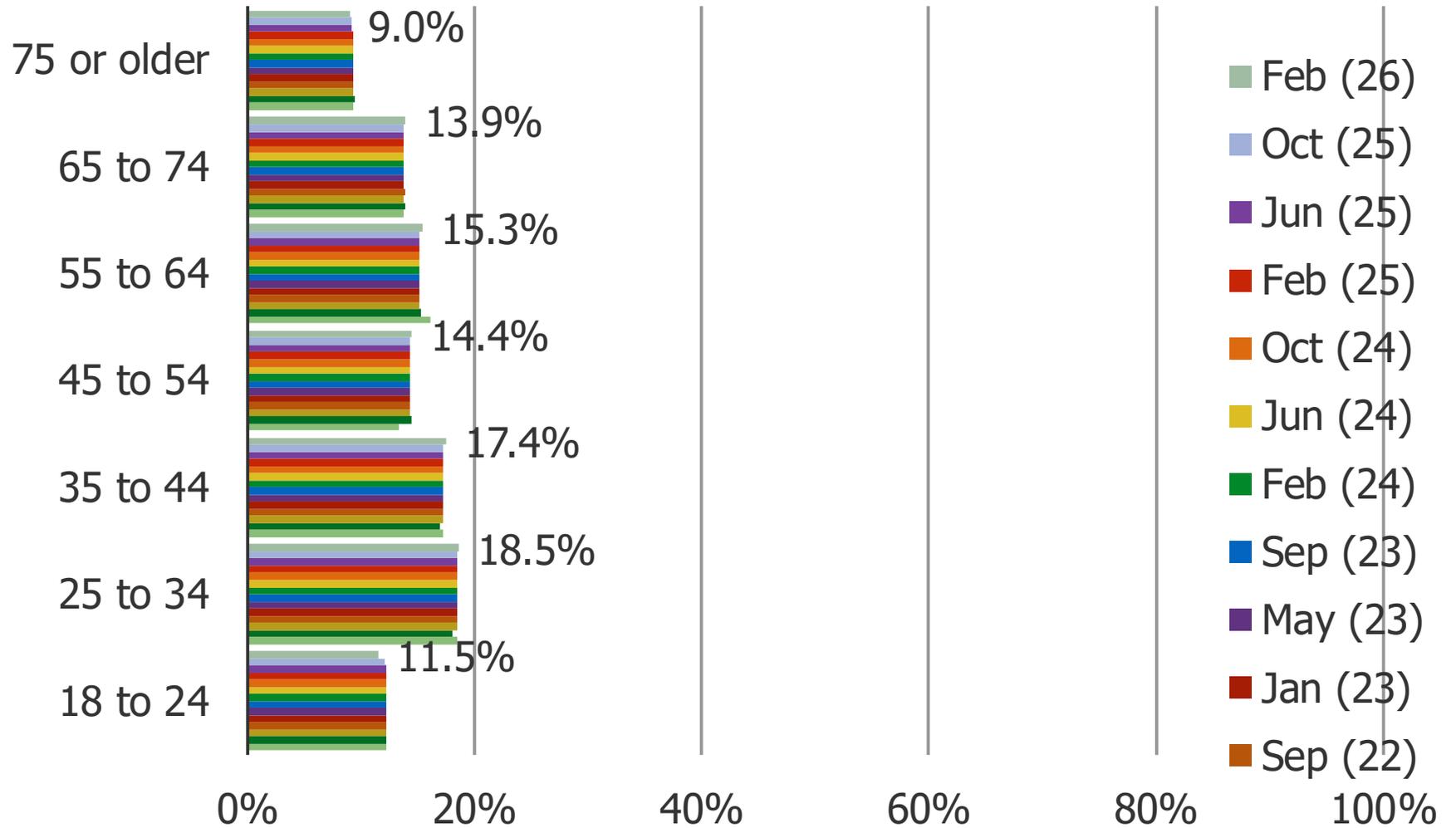
	N=
800-850: Excellent	432
740-799: Very Good	614
670 to 739: Good	844
580 to 669: Fair	741
300 to 579: Poor	293

## Demographics

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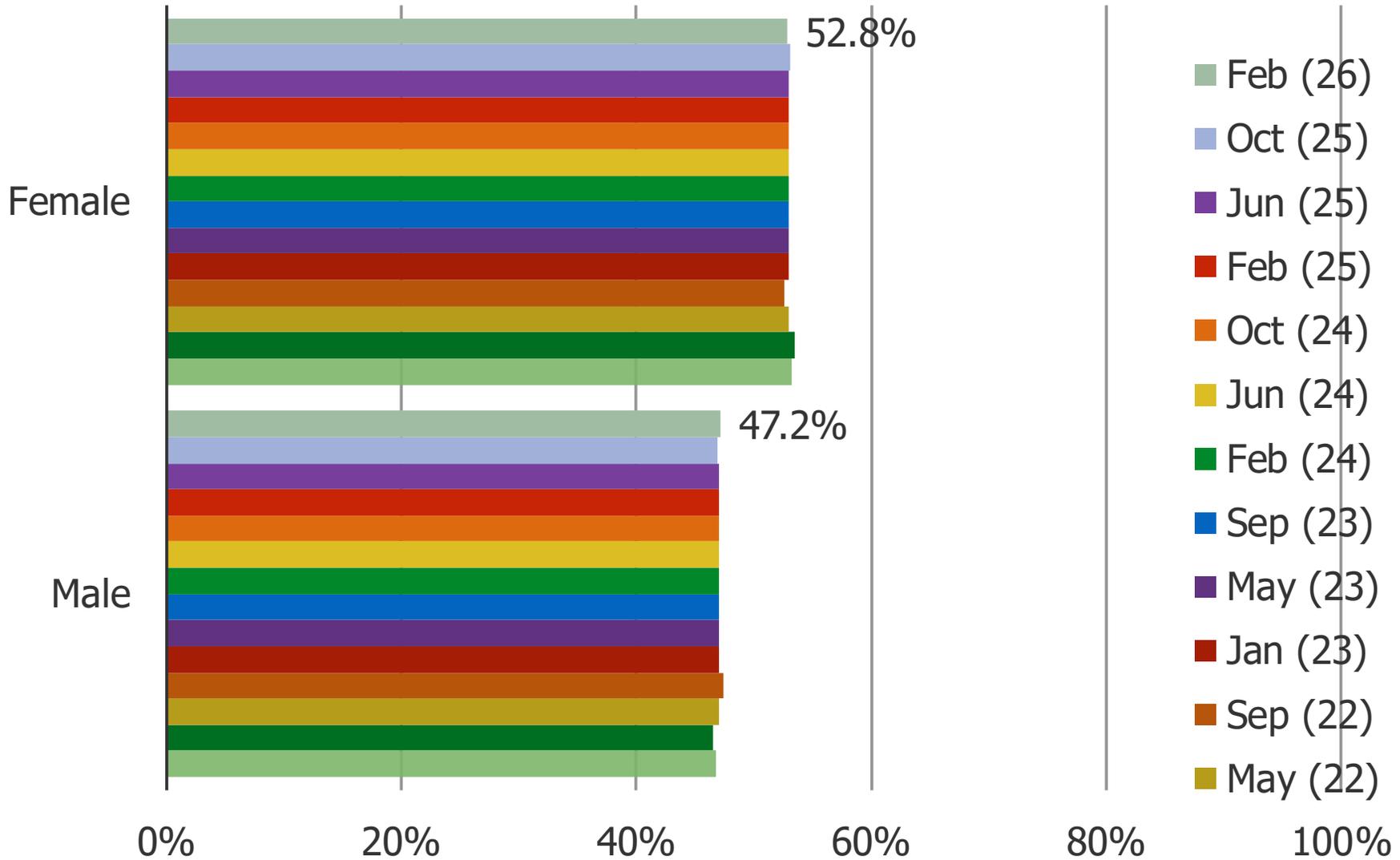
### What is your age?

Posed to all respondents. (N=9871)



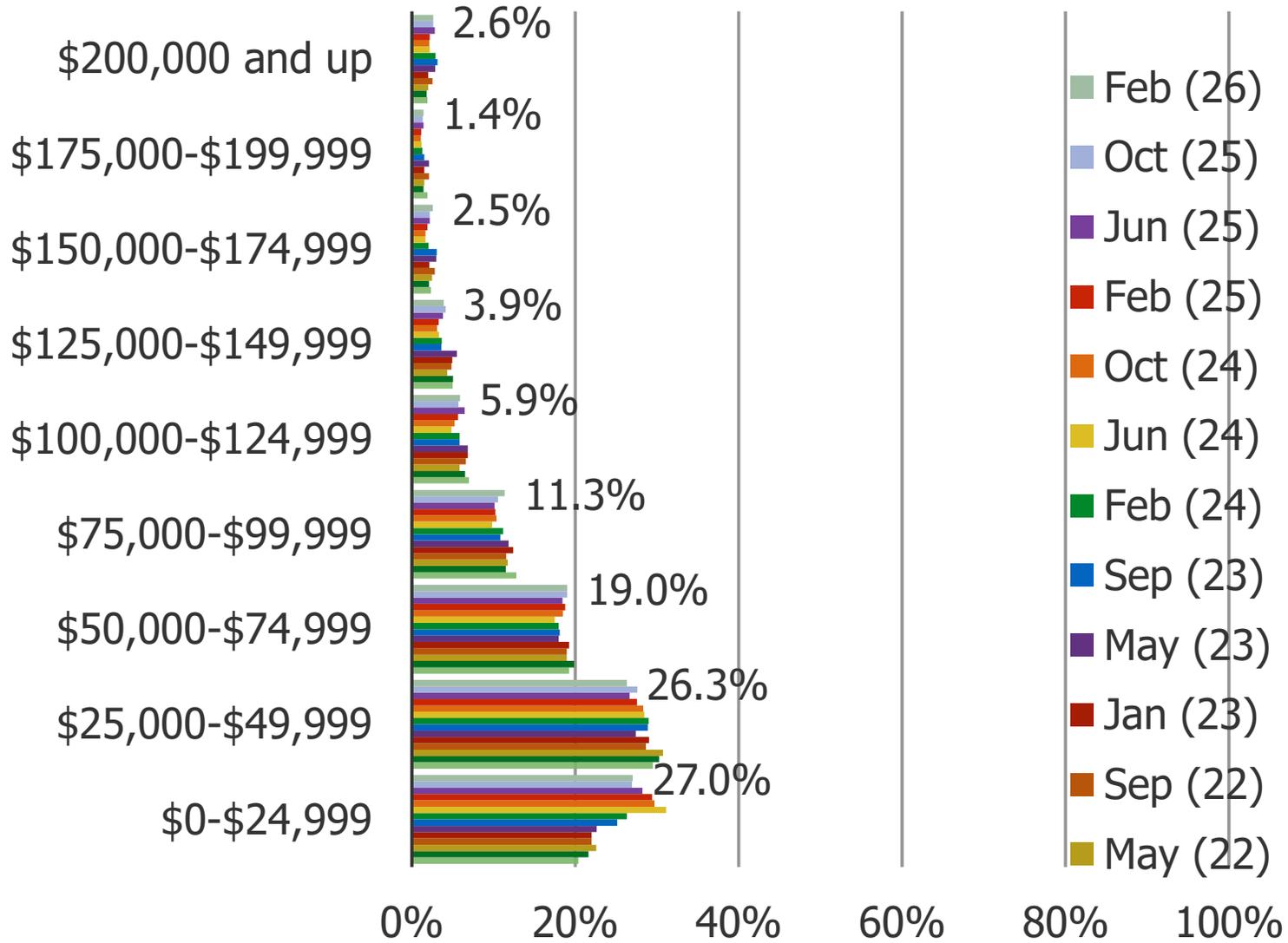
### What is your gender?

Posed to all respondents. (N=9871)



### What is your approximate average household income?

Posed to all respondents. (N=9871)



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

Posed to all respondents. (N=9871)

