

# **Women Are Most Likely to Report that What Was Most Lacking in their Last Car Buying Experience Was a Quick and Easy Transaction and a Fair Trade-in Value**

*Other Major Grievances Pertain to Salesperson's Trustworthiness and Price's Fairness*



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## **Women Are Most Likely to Report that a Quick and Easy Transaction and a Fair Trade-in Value Were Most Lacking in their Last Car Buying Experience**

### ***Fair Trade-in Value and Pricing Missing for Many Women as Well***

**New York, NY** – Thinking about the last time they bought a car, respondents tend to say that what was most missing from the experience was a quick and effortless transaction (25%), according to a new survey of over 500 women conducted by Ipsos Public Affairs on behalf of CarMax. Others feel that the car buying process was lacking in terms of a fair trade-in value (19%); a trustworthy salesperson (15%); low, fair pricing (13%); and reasonable finance rates (13%). Just 2% report that respect was most missing from their experience buying a car.

Roughly one in eight respondents (13%) reports that they have never purchased a car, while 1% did not select any of these attributes as being missing from their car buying process.

- Married women are more likely than those who are unmarried to say that the last time they bought a car, it lacked a quick, effortless transaction (28% vs. 19%). Unmarried women are more likely than those who are married to say that what was most missing from the experience was a trustworthy salesperson (20% vs. 12%).

*These are some of the findings of an Ipsos poll conducted August 17-19, 2009. For the survey, a national sample of 510 women aged 18 and older from Ipsos' U.S. online panel were interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/- 4.3 percentage points 19 times out of 20 of what the results would have been had the entire adult population of women aged 18 and older in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.*

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