



Ipsos Public Affairs

Women Are Most Likely to Report that What Was Most Lacking in their Last Car Buying Experience Was a Quick and Easy Transaction

Other Missing Elements Include a Fair Trade-in Value; a Trustworthy Salesperson; and Low, Fair Pricing



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New York, NY – Thinking about the last time that they bought a car, one in four women (26%) to say that was most missing was a quick and effortless transaction, according to a new survey of over 500 women conducted by Ipsos Public Affairs on behalf of CarMax. This mirrors findings from a similar study conducted in 2009, when 25% of women felt that a quick and easy transaction was what was most missing from their purchase experience.

Slightly fewer feel that a fair trade-in value (15%, down four points since 2009); a trustworthy salesperson (15%, same as 2009); or low, fair pricing (15%, up two points since 2009) was most missing from their car-buying experience.

One in eight (13%, same as in 2009) feel that a reasonable finance rate was most lacking, while only a very small proportion (3%, up one percent from 2009), report that respect was most missing from their car-buying experience.

- Women residing in the South (17%) and West (15%) are more likely than those in the Northeast (6%) to say that what was most missing from the experience was a reasonable finance rate.

These are some of the findings of an Ipsos polls conducted August 17-19, 2009 and October 4-11, 2011. For the surveys, national samples of 507 and 510 women aged 18 and older from Ipsos' U.S. online panel were interviewed online, respectively. 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, the results are considered accurate within ± 4.3 percentage points when it comes to the entire sample 19 times out of 20, of what they would have been had the entire population of adults 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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