



Ipsos Public Affairs

## **Women Are Most Likely to Report That a Quick and Easy Transaction Was Most Missing in Their Last Car Buying Experience**

***Other Reasons Include a Fair Trade-in Value; a Reasonable Finance Rate; and Low, Fair Pricing***



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## **Women Are Most Likely to Report That a Quick and Easy Transaction Was Most Missing in Their Last Car Buying Experience**

### ***Other Reasons Include a Fair Trade-in Value; a Reasonable Finance Rate; and Low, Fair Pricing***

**New York, NY** – Thinking about the last time that they bought a car, one in four women (24%) say that what 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. These findings mirror the findings from previous studies, conducted in 2009 and 2011, in which a quarter of women likewise felt that a quick and easy transaction was what was most missing from their purchase experience.

Fewer women feel that a fair trade-in value (18%, an increase of three points since 2011); a reasonable finance rate (17%, an increase of four points); or low, fair pricing (15%, no change since 2011) was most missing from their car-buying experience.

Roughly one in eight (12%, down three points since 2011) feel that a trustworthy salesperson was the thing that was most lacking from their car buying experience, while only a very small proportion (2%, down one percent from 2011), state that respect was most missing. One in ten (11%) report that they have never purchased a car.

- Women residing in the South (25%) are more likely than those in the Northeast (12%), Midwest (15%) and West (14%) to say that what was most missing from the experience was a fair trade-in value.
- Moms are more likely than women without children in their household to say that a fair trade-in value was lacking (28% vs. 14%). College graduates are also more likely than those without a college degree to say that their most recent car buying experience was missing a fair trade in value (24% vs. 16%), as well as a quick and effortless transaction (32% vs. 21%).

*These are some of the findings of an Ipsos polls conducted August 17-19, 2009, October 4-11, 2011, and September 12-14, 2012. For the surveys, national samples of 507, 510, and 504 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  $\pm 4.4$  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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