

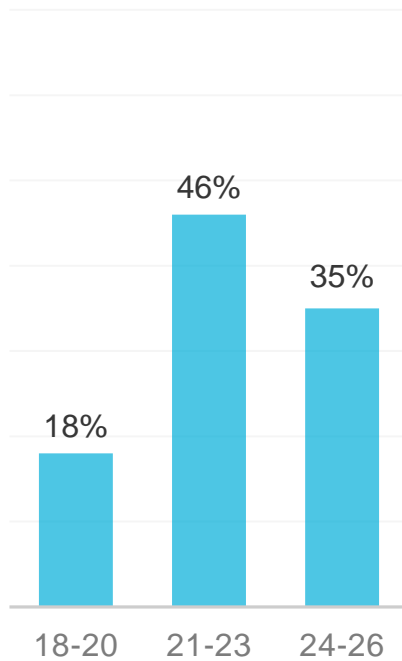
# A Survey That Doesn't Suck

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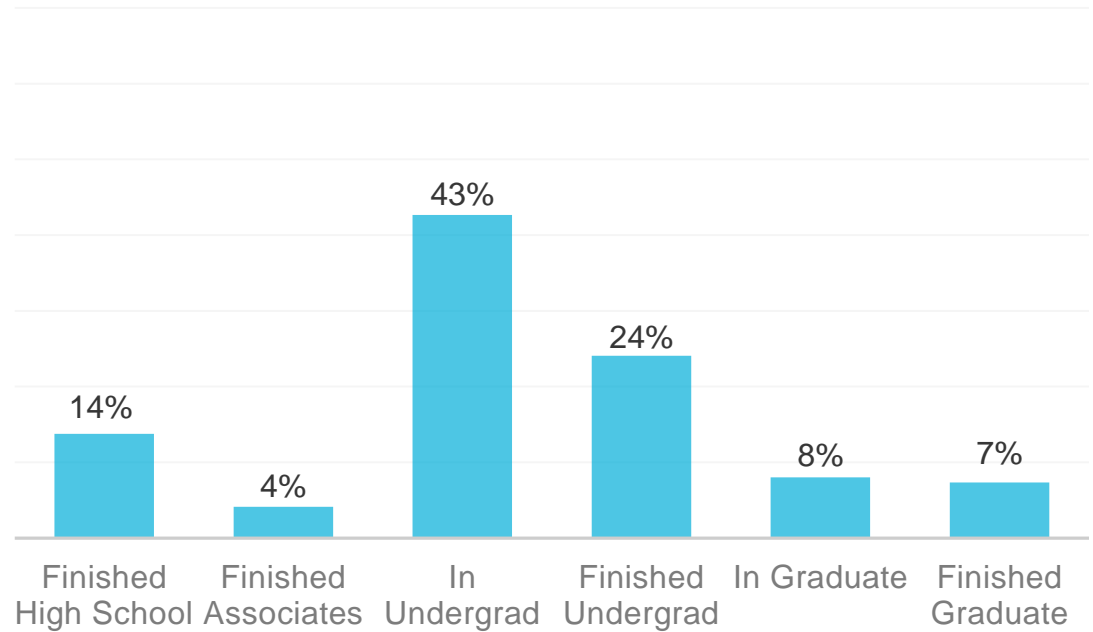
- Targeted Demographic: ages 18-26
- Distribution Methods:
  - 305 responses collected over social media by interns.
  - 150 purchased from and distributed by SurveyMonkey.
- Multiple choice questions including:
  - General demographics
  - Car purchasing experience
  - Co-signing experience/co-signer availability
  - Emotions associated with dealership shopping
  - Future car purchasing plans
  - Familiarity with financing terms
  - Car buying/financing knowledge level

# Respondent Demographics

## Age

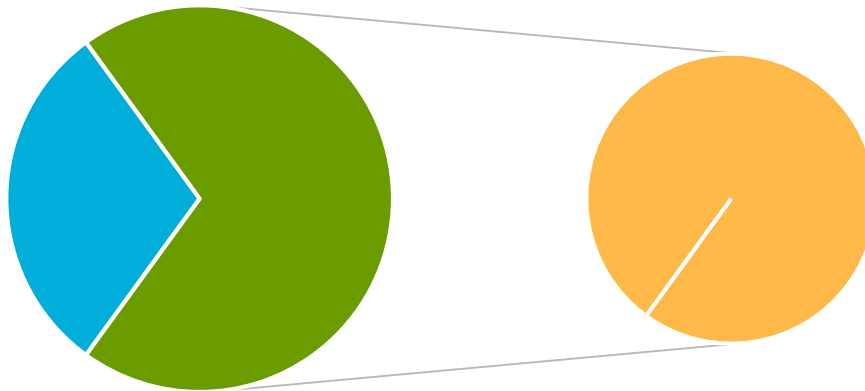


## Education Level



## Co-sign

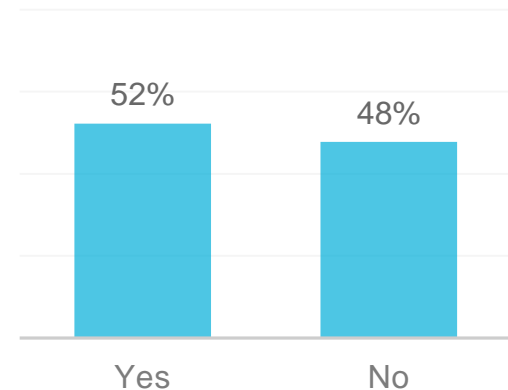
- 52% of respondents that have purchased/leased a vehicle from a dealership used a cosigner.
- 70% of respondents have a cosigner available
  - Out of those, 65% would use their co-signer.



Responses

■ Have a Co-signer Available ■ No Co-signer Available

## Percentage Who Had a Co-signer



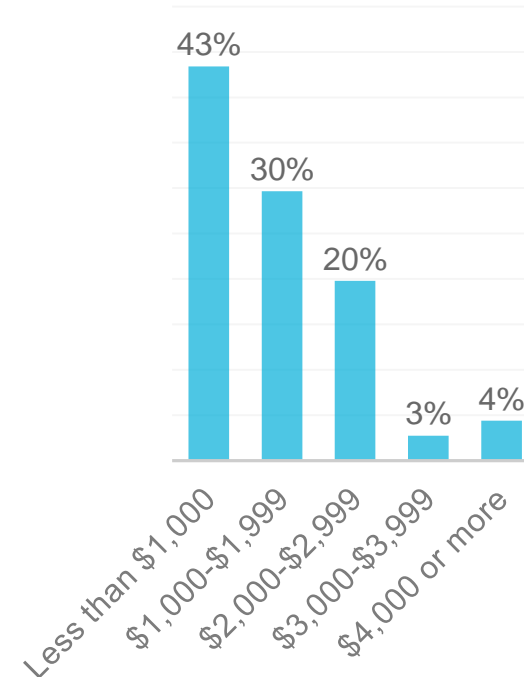
## Comparing Previous Sales with Survey Results

- 13% of previous sales were by millennials.

Detail	Ages 18 to 26	Ages 27 and Older
Sale Price	\$15,485	19,290
Monthly Payment	\$295	\$366
Annual Income	\$37,206	73,233

- 63% of respondents have purchased a vehicle.

### Monthly Income

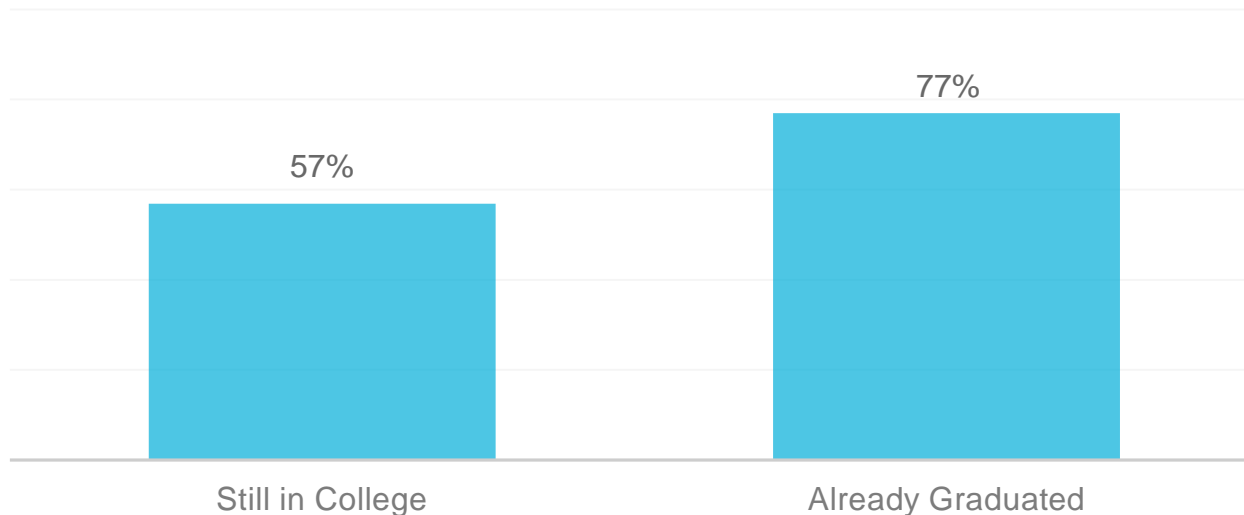


## Research Applications

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- From the survey, 86% of responses will be participating or have already participated in some form of a college graduation.
  - Marketing on college campuses where this demographic is most dense.

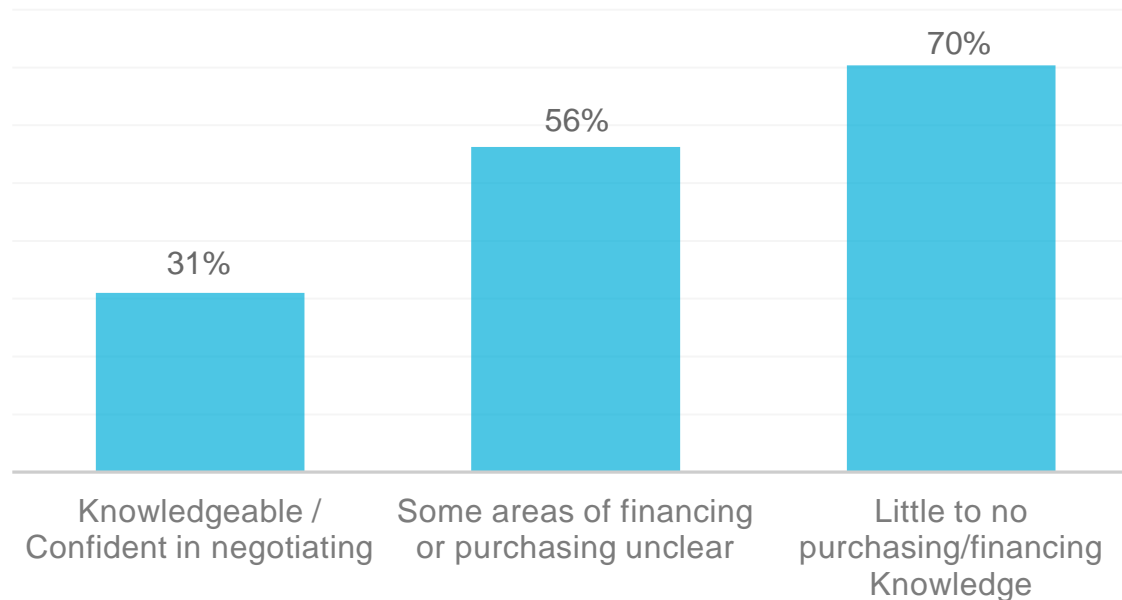
### Percentage Who Have Purchased a Vehicle



## Connecting Knowledge Level and Co-signing

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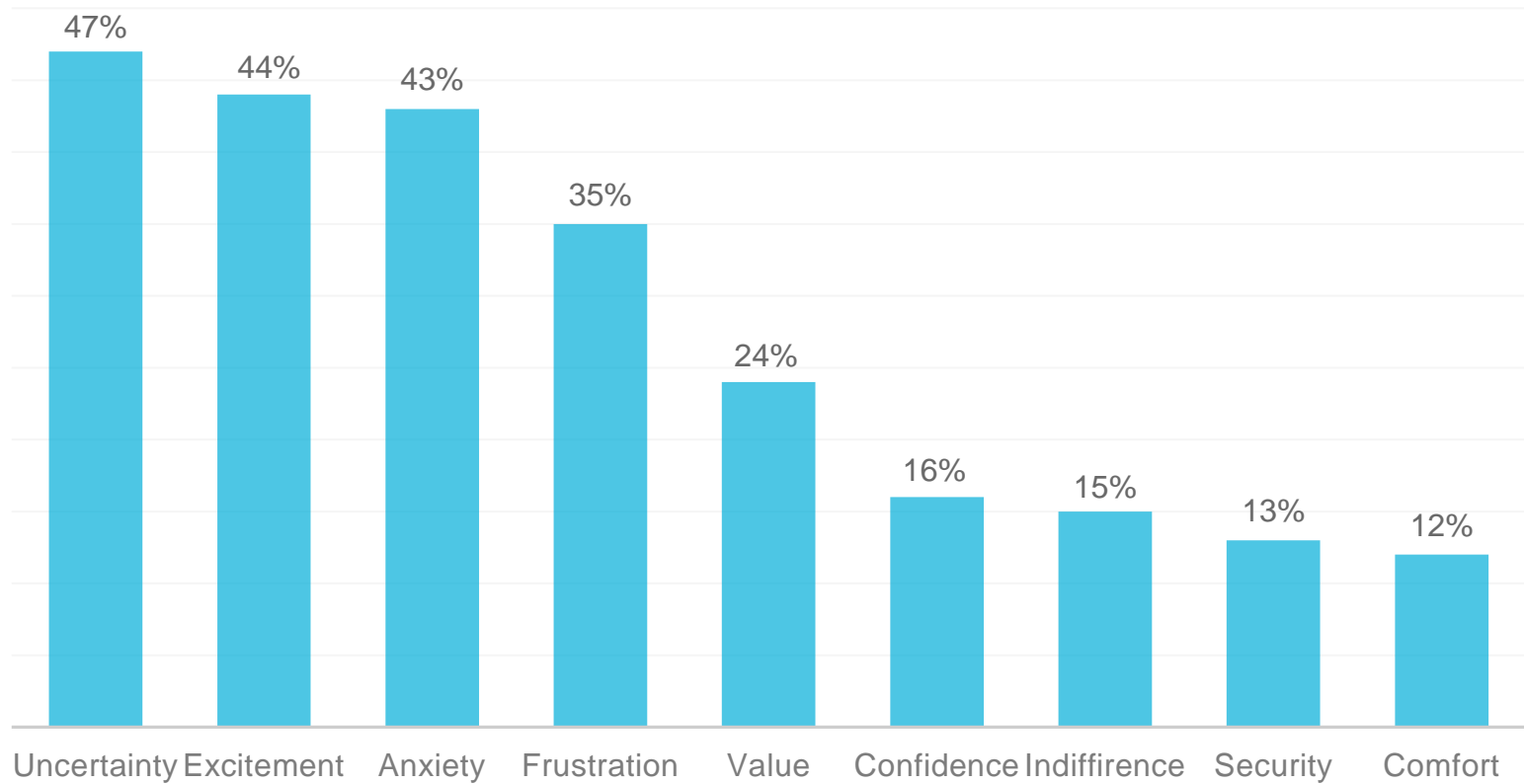
Percentage Who Had Cosigner on Previous Purchase



-Offering co-signing would make the process even more inviting for inexperienced buyers like millennials.

## Emotions Associated with a Dealership

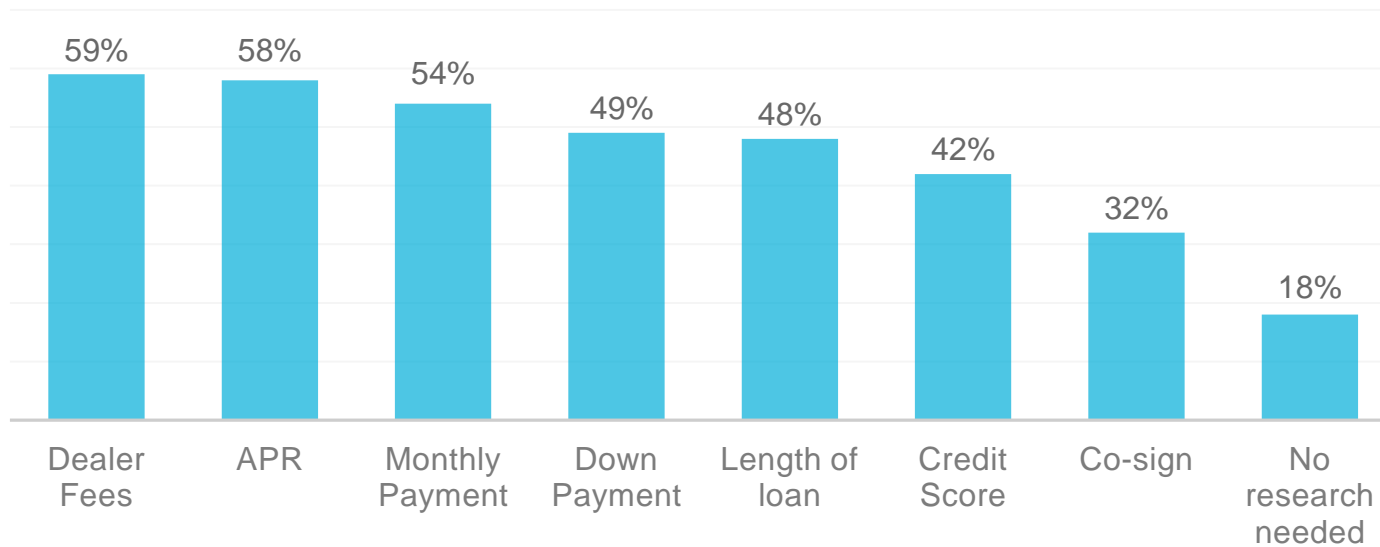
### Percentage Who Selected Each Emotion



# Knowledge of Finance Terms

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## Percentage Who Selected Each Term





## Future Purchasing Plans

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Respondents who have not purchased a car:

