

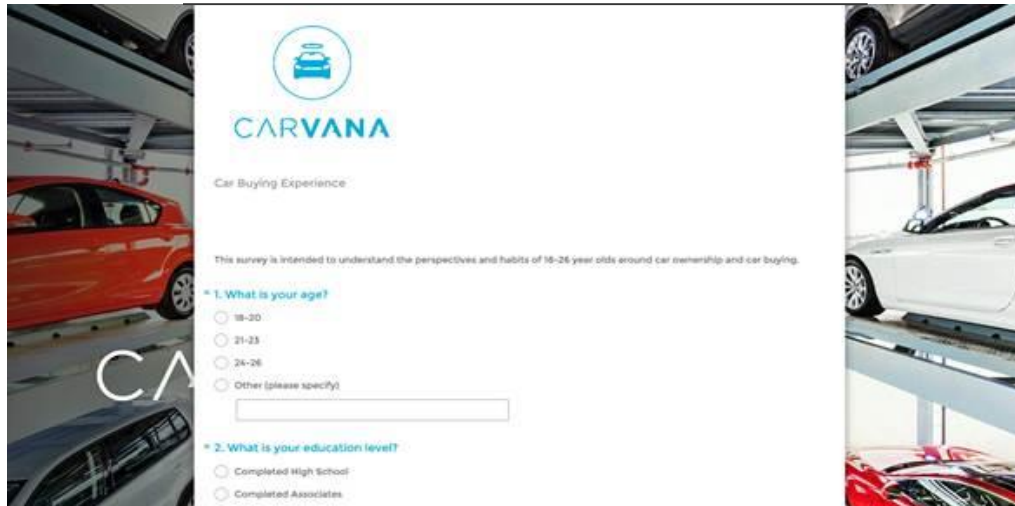
Meet Ernie

- 6'2"
- 5.0 GPA
- Attending Stanford
- Born and raised in Phoenix
- Hacky Sack world champion
- Owns a Chihuahua named Sugar
- Avid stamp collector
- Is not a Richard



A Survey That Doesn't Suck

- Targeted Demographic: ages 18-26
- Distribution Methods:
 - 305 responses collected over social media by interns.
 - 150 purchased from and collected by SurveyMonkey.


CARVANA

Car Buying Experience

This survey is intended to understand the perspectives and habits of 18-26 year olds around car ownership and car buying.

* 1. What is your age?

☐ 18-20

☐ 21-23

☐ 24-26

☐ Other (please specify)

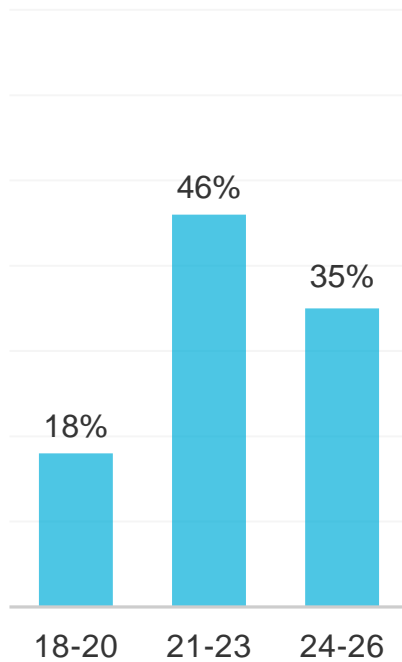
* 2. What is your education level?

☐ Completed High School

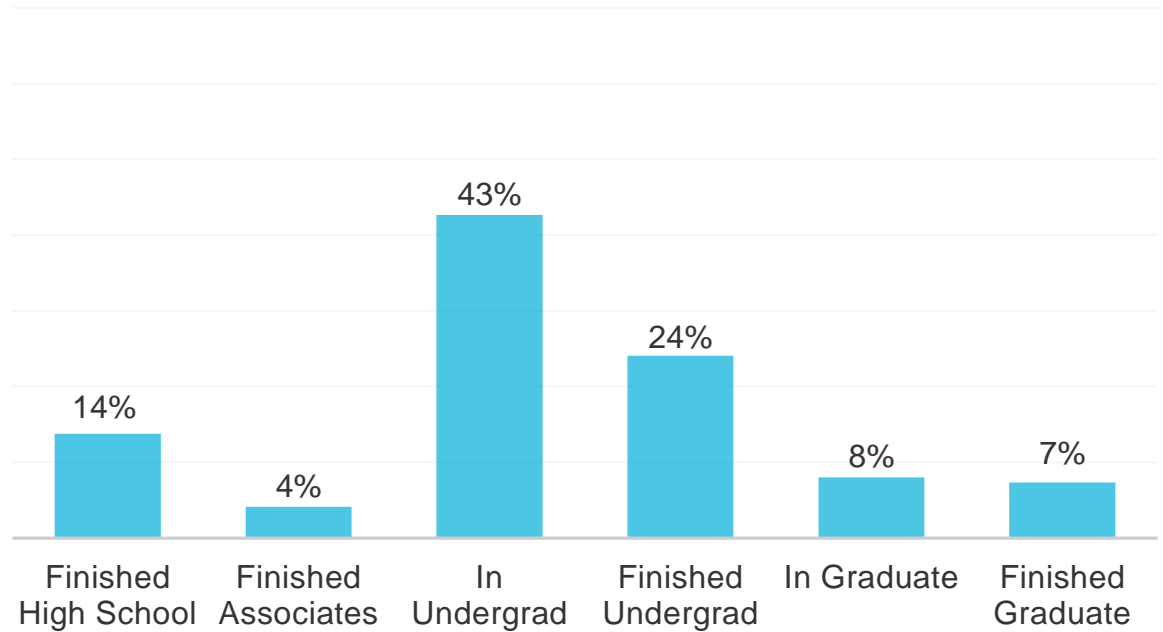
☐ Completed Associates

Respondent Demographics

Age



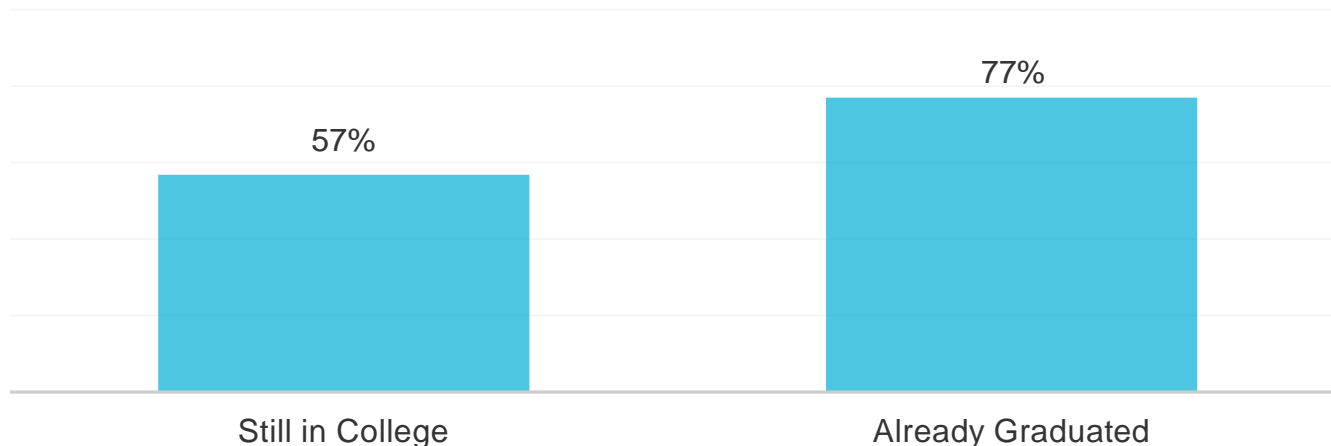
Education Level



College Correlations

- From the survey, 82% 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



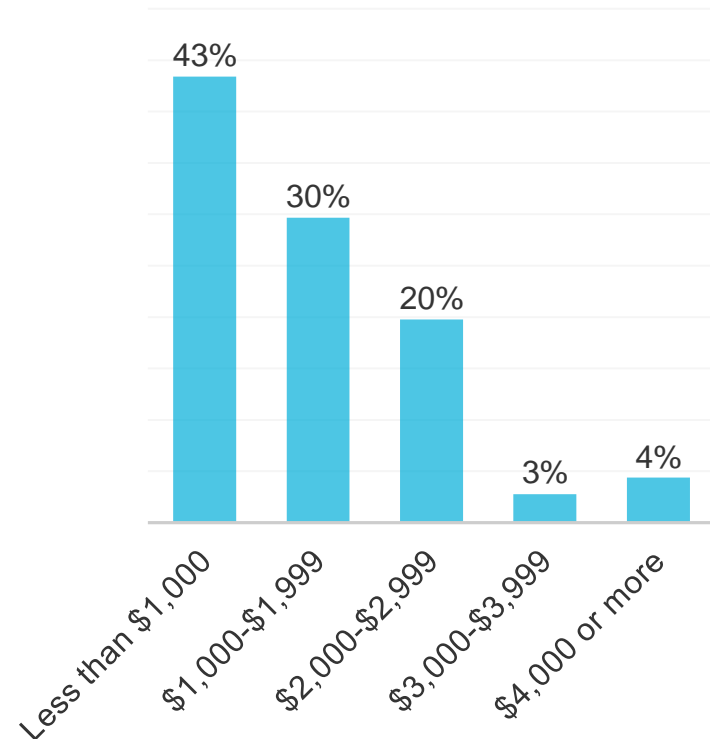
Comparing Previous Sales with Survey Results

- 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.

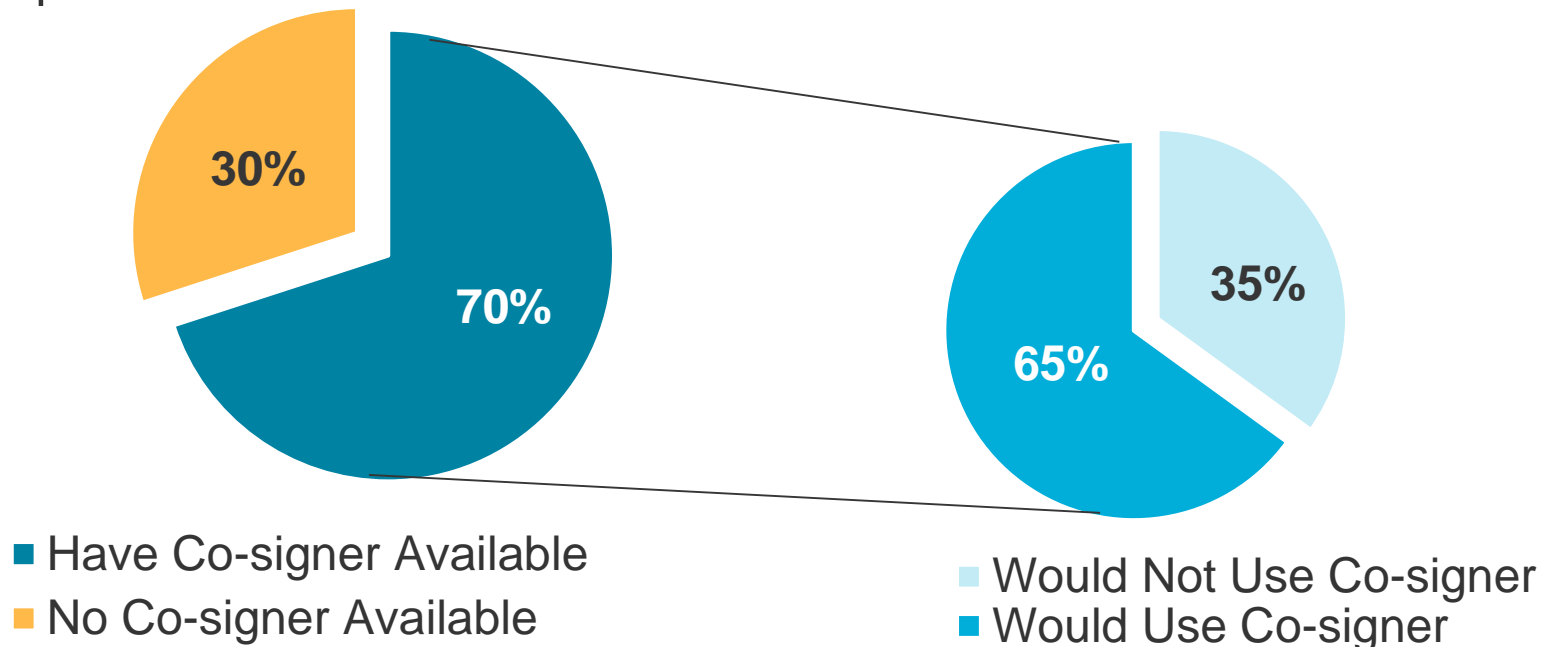
Monthly Income



Co-sign

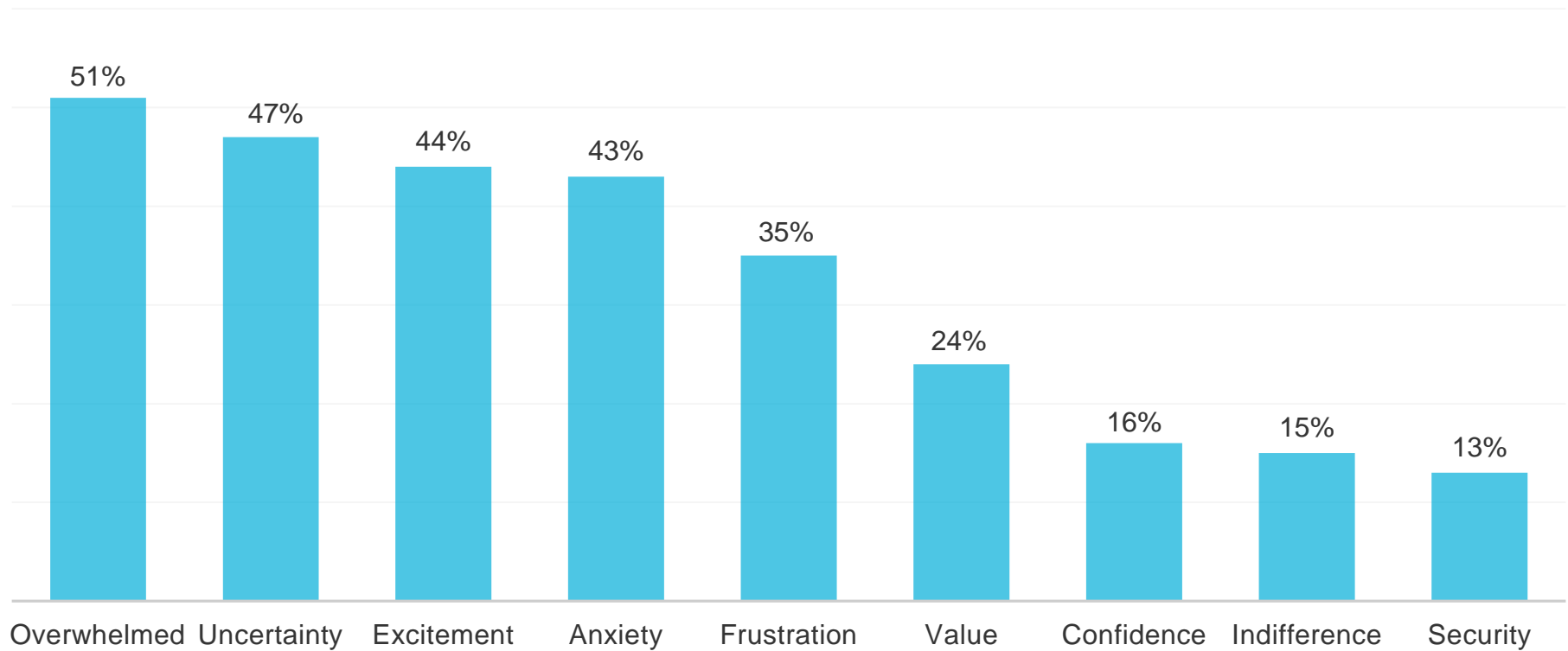
- 52% of respondents that have purchased/leased a vehicle from a dealership used a cosigner.
- 70% of respondents have a cosigner available
 - Out of those, 65% would use their co-signer.

Responses



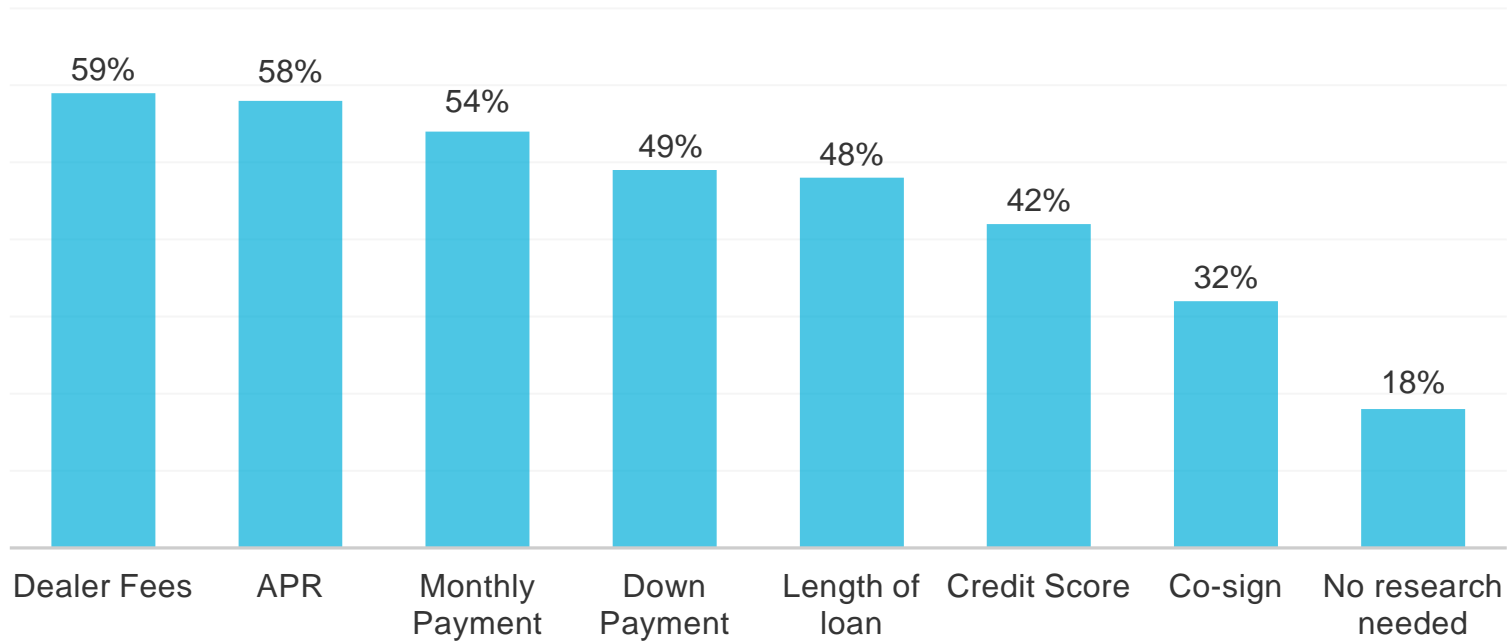
Emotions Associated with a Dealership

Percentage Who Selected Each Emotion



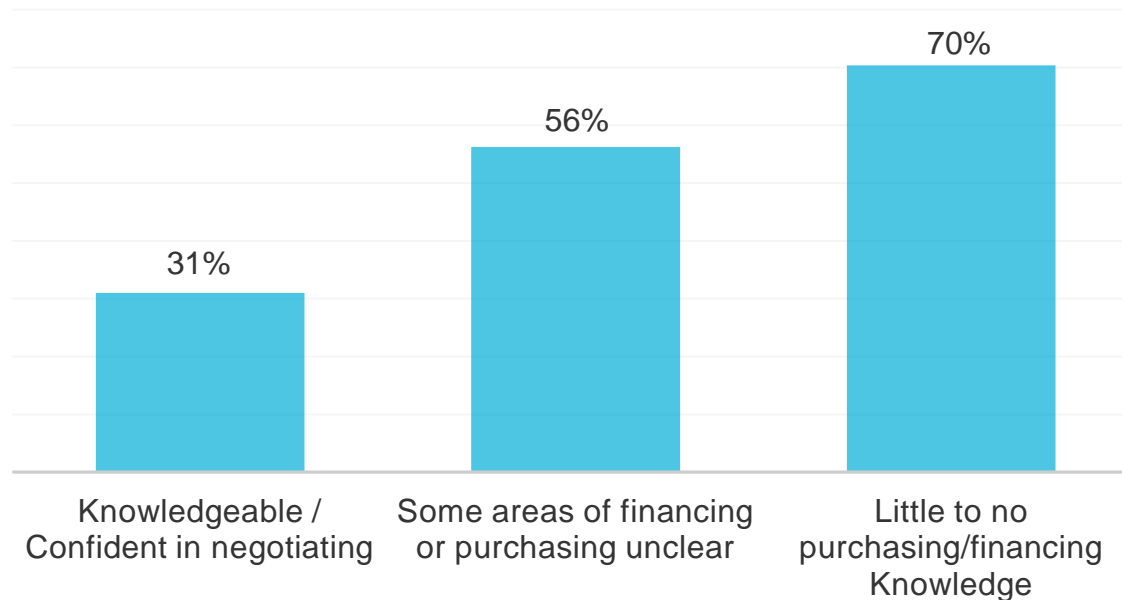
Knowledge of Finance Terms

Percentage Who Selected Each Term



Connecting Knowledge Level and Co-signing

Percentage Who Had Cosigner on Previous Purchase



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