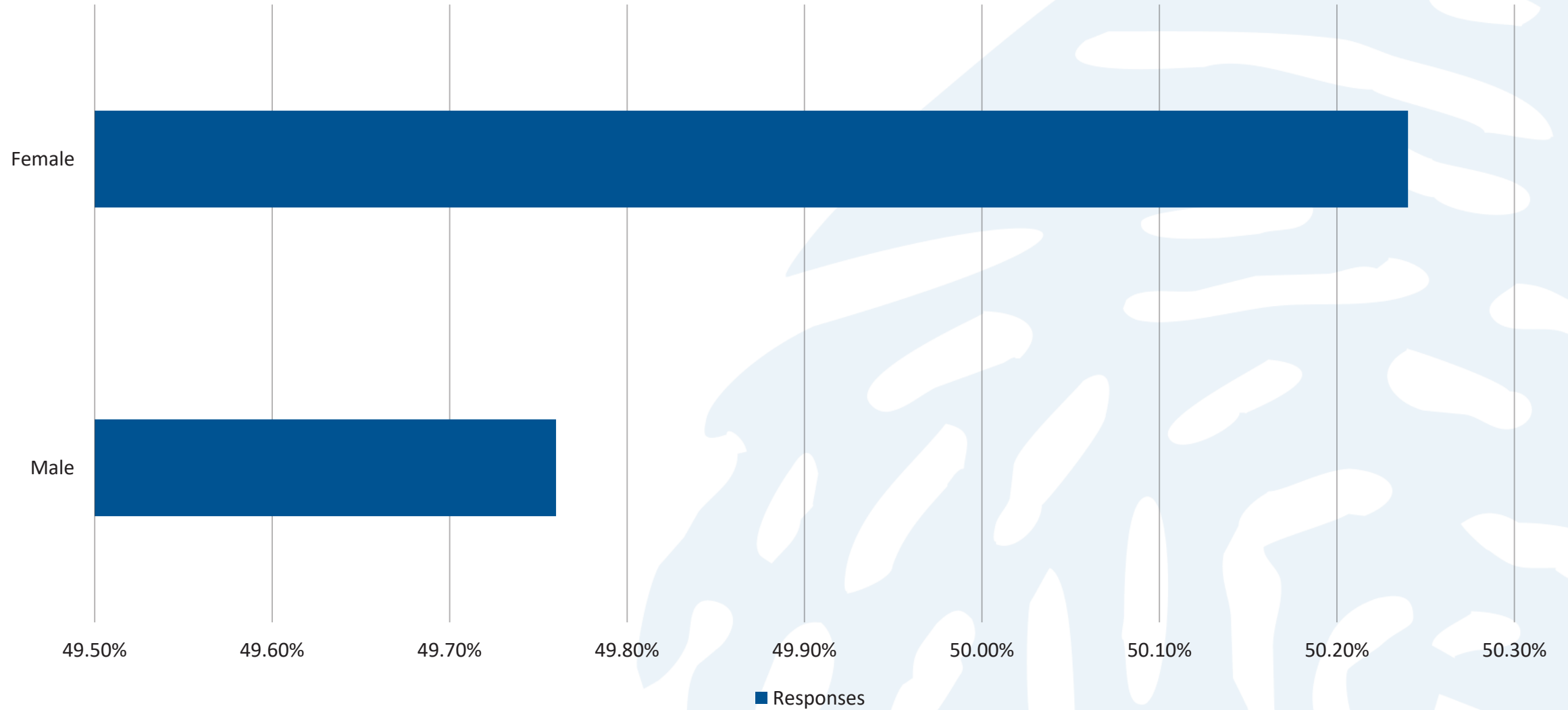
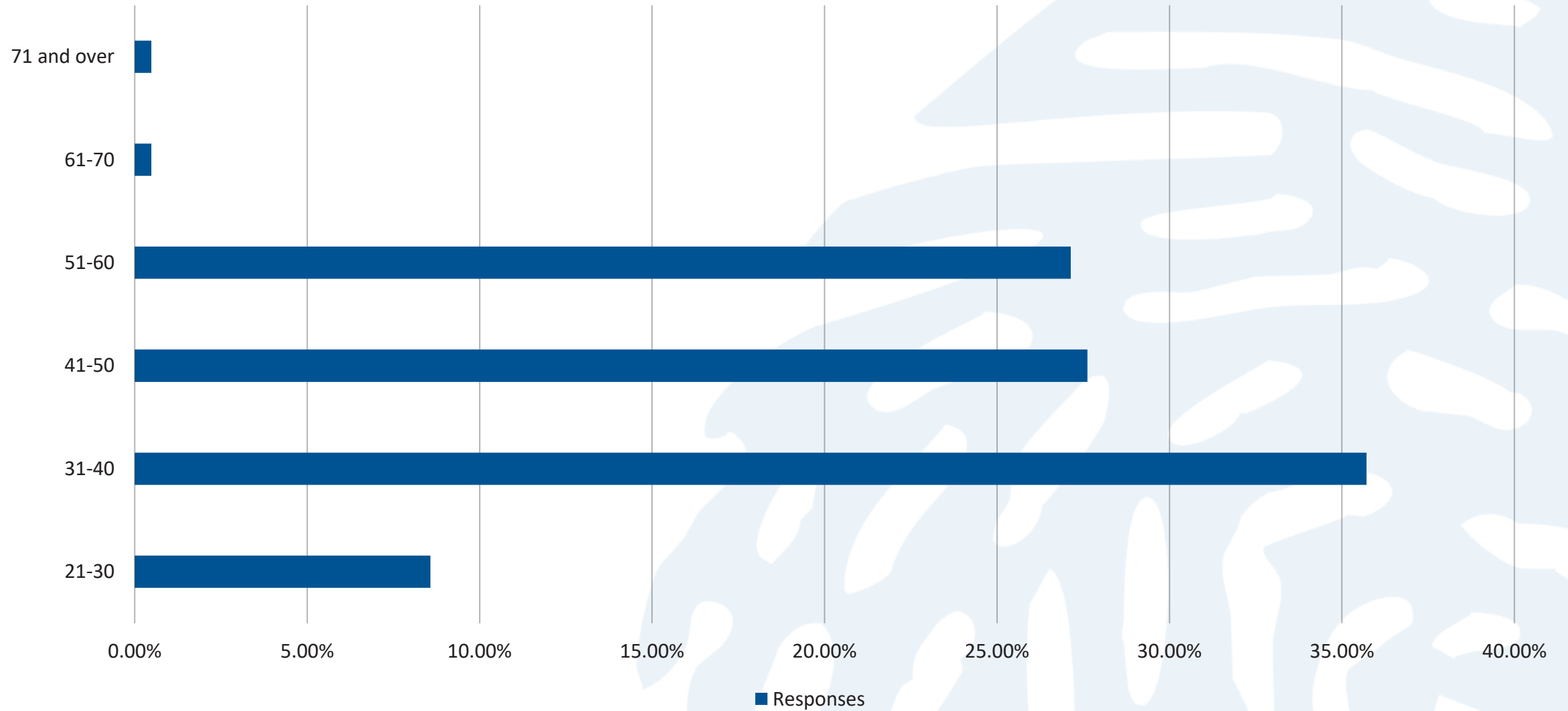


# **Market Scan Online Shopping & Payment Survey**

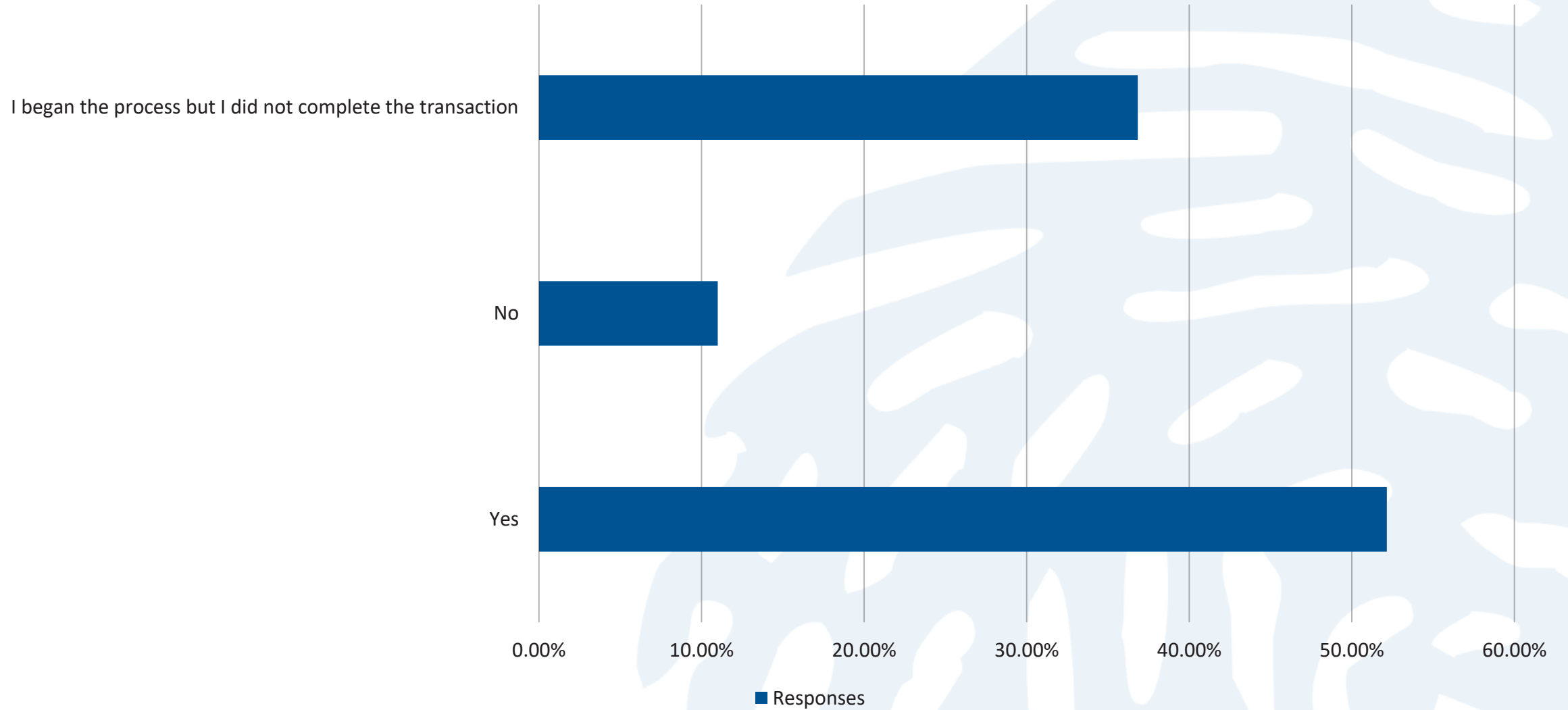
# What is your gender?



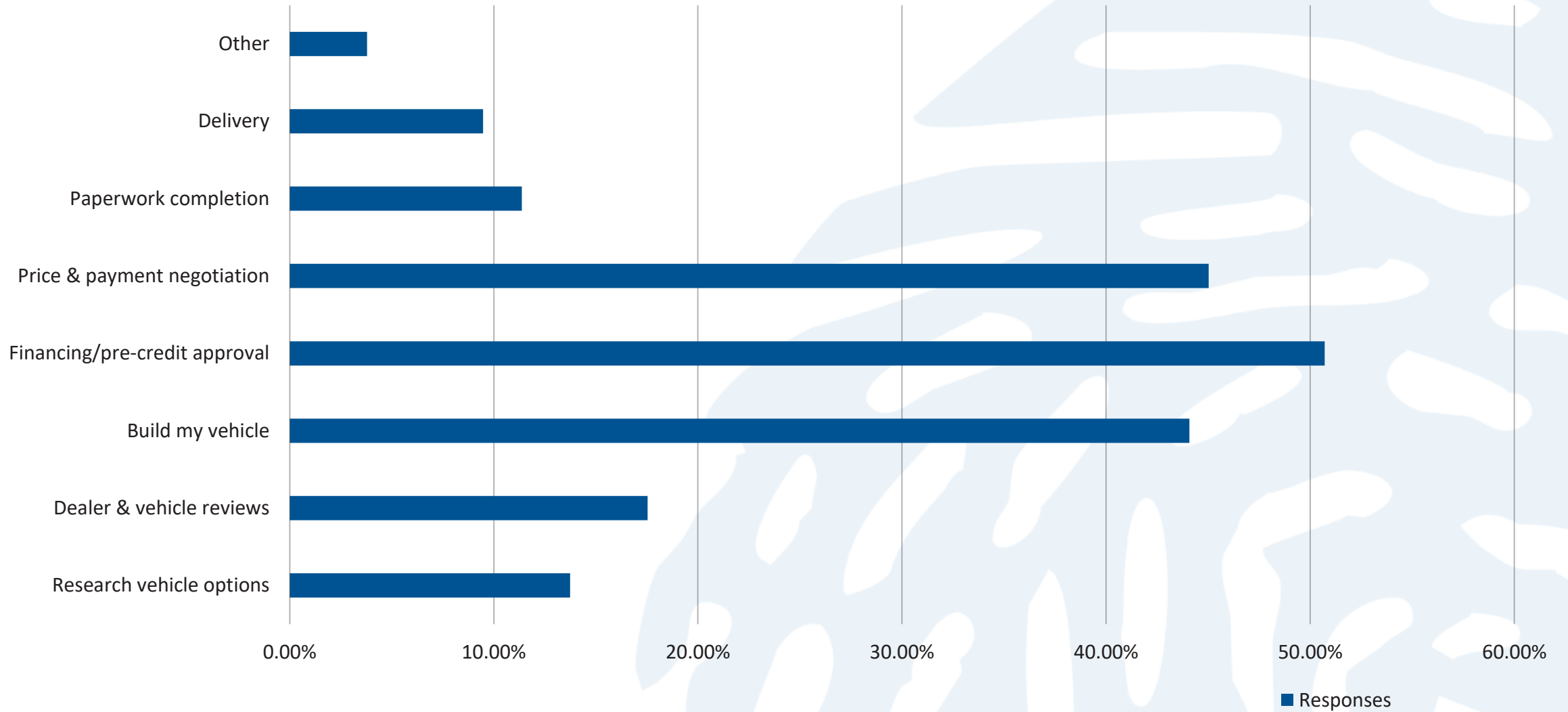
# What is your age group?



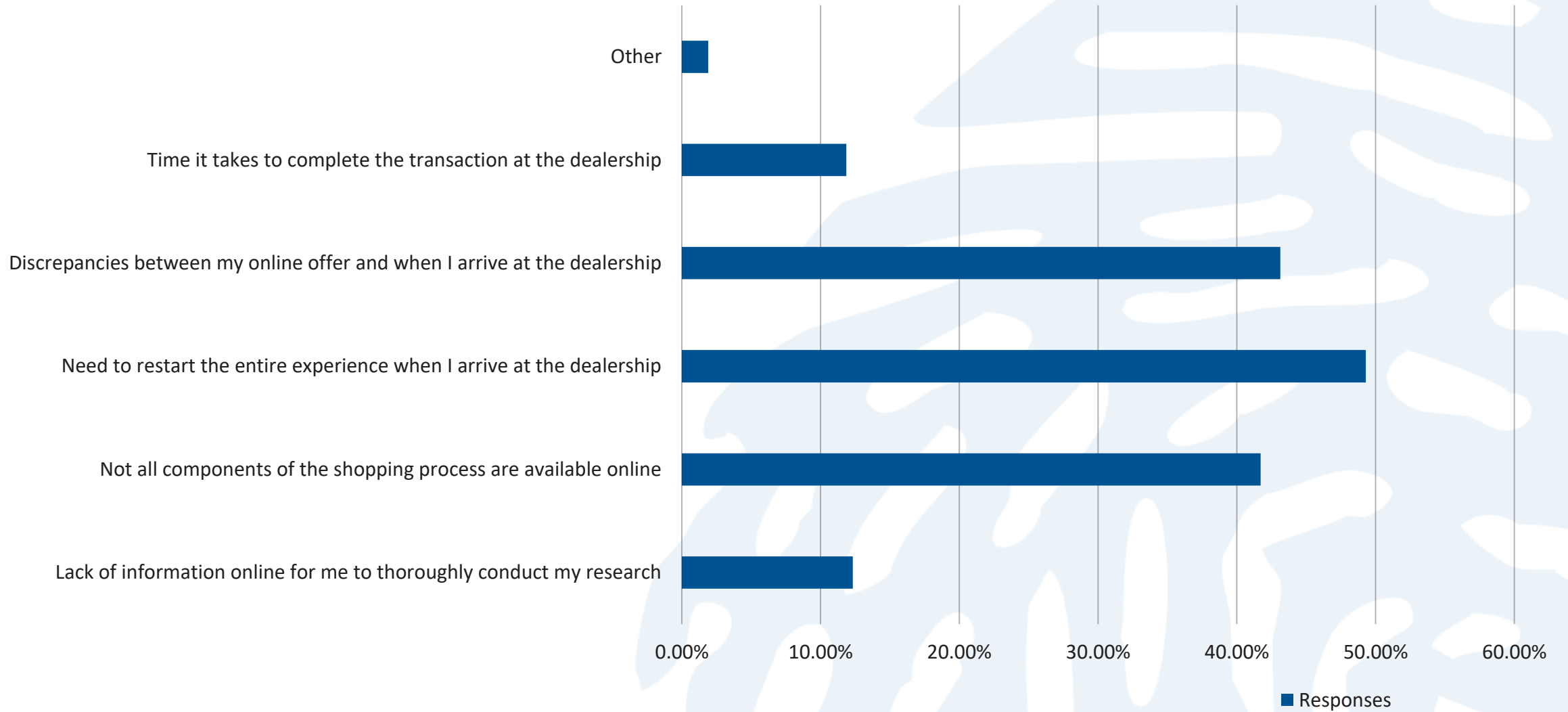
# Have you attempted to buy a vehicle online in the last 12 months?



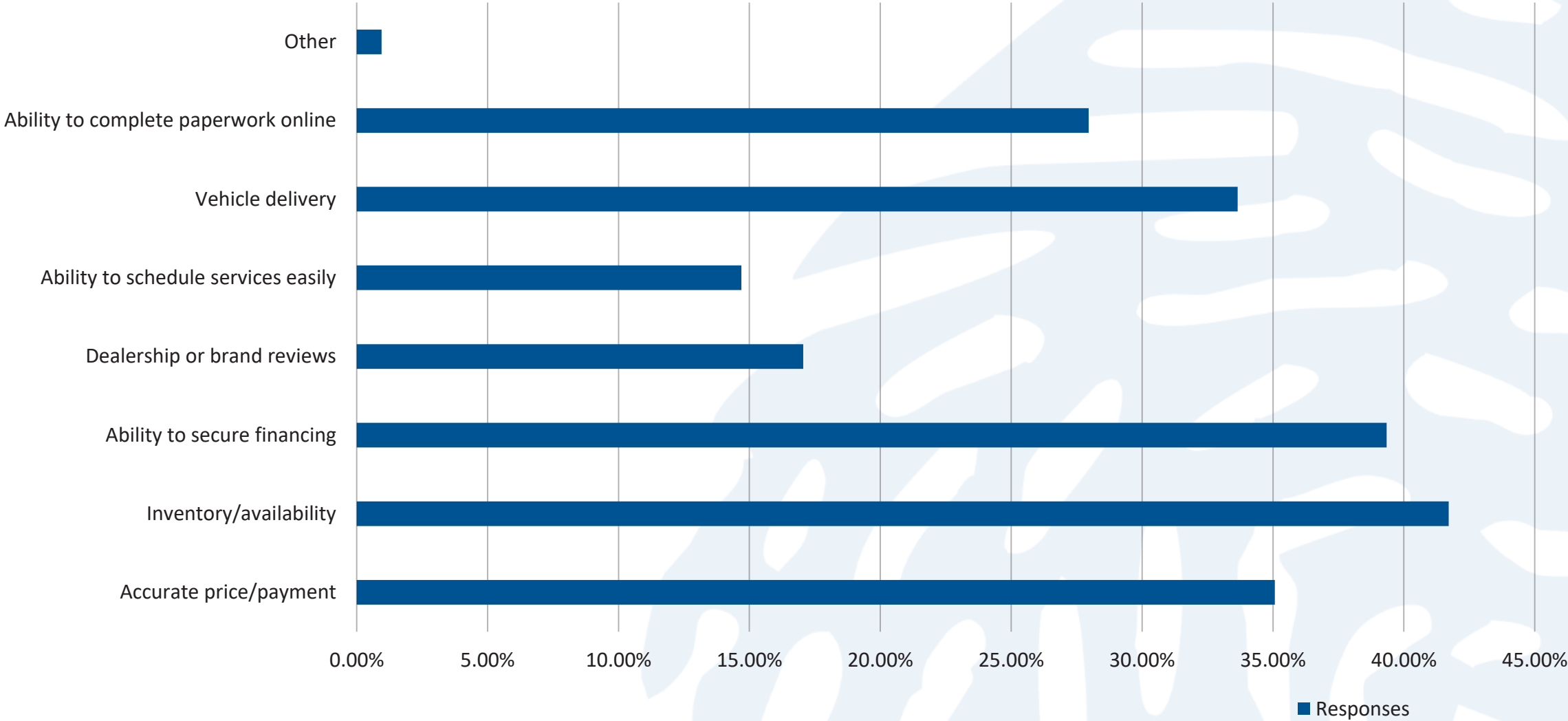
# Which aspects of online vehicle shopping matter to you the most? (select all that apply)



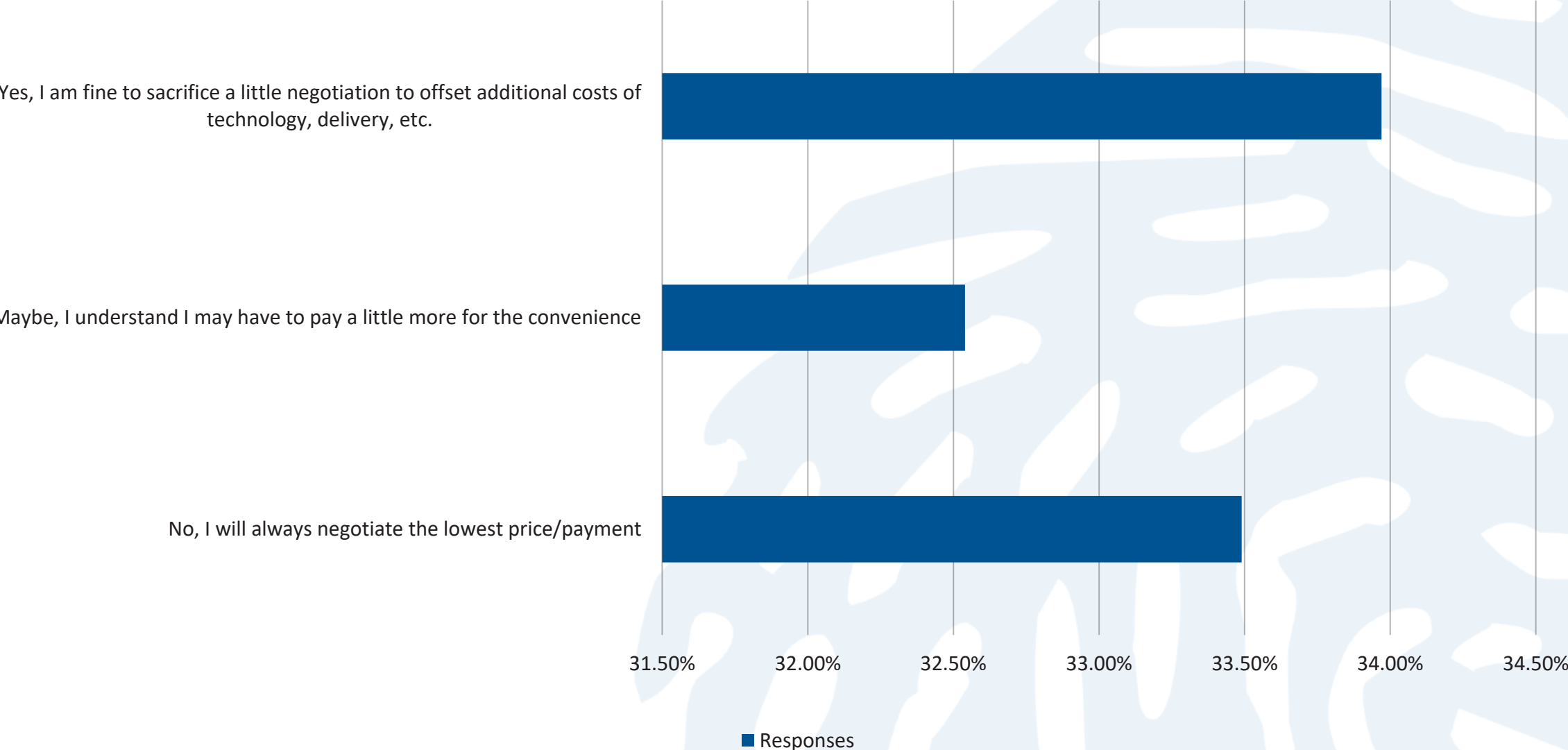
# What do you feel are the biggest frustrations in the process of online shopping for a vehicle? (select all that apply)



# Which of the following factors would most likely motivate you to complete a transaction online for a vehicle? (select all that apply)

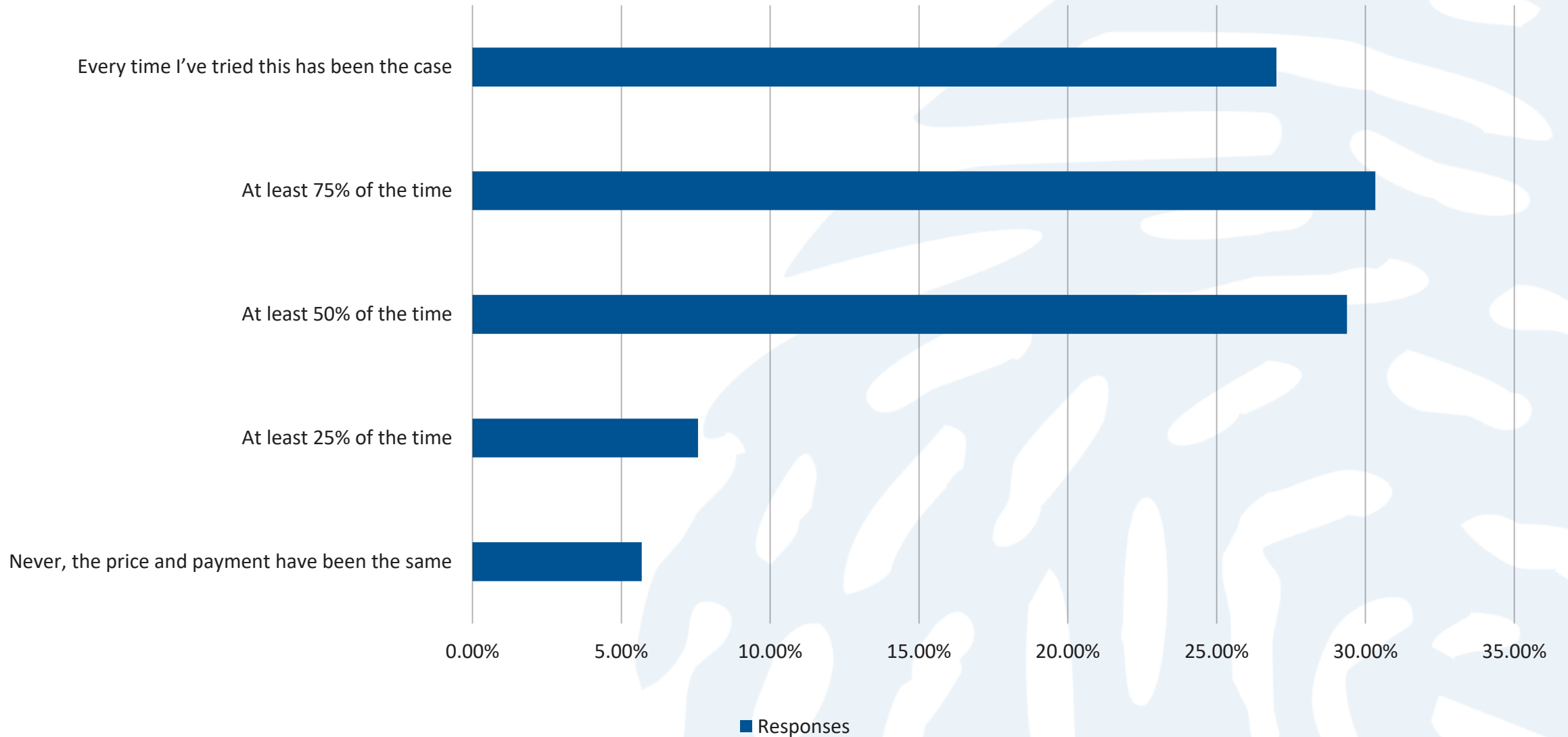


# Would you be willing to settle for a slightly higher monthly payment if it meant the online shopping process made it easier for you to purchase a vehicle?

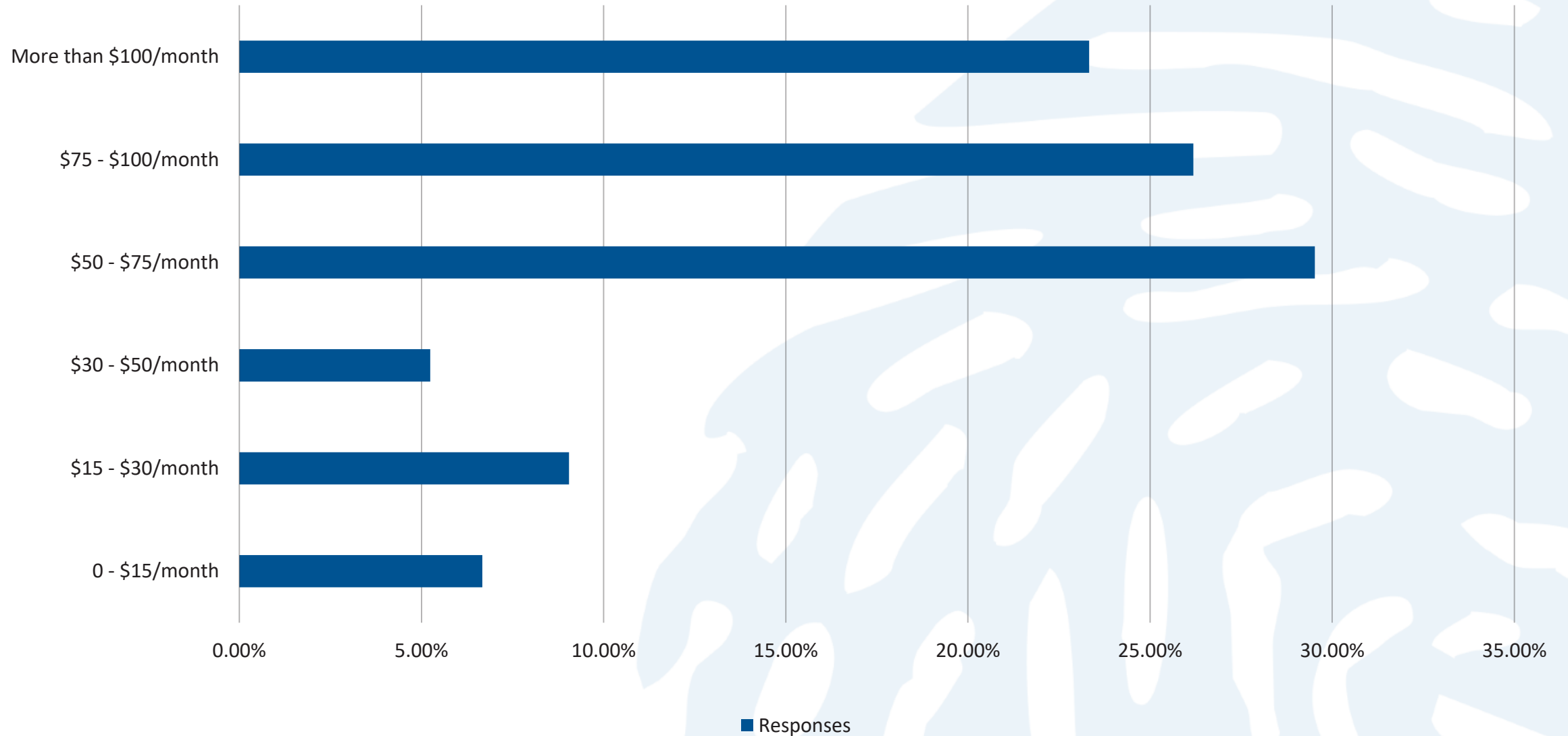




# How often have you been presented with a different vehicle price/payment at the dealership after researching your vehicle online?



# How much variance in this payment does it take for you to lose your trust in the dealer?



# How much variance in this payment does it take for you to walk away from the offer or deal?

