CNY Dealership Report
Syracuse DMA

2019

Better data.
Better decisions.
Better strategy.

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"Making business decisions without data is like driving with your eyes closed."

- Dan Zarella
Social Media Scientist at HubSpot

Objectives

Drive Research commissioned this **1st Annual 2019 Central New York Dealership Study**. The goal of the market research survey was to provide buying dealerships with comprehensive data on most recent vehicle purchases, budgeting behavior, likelihood to recommend dealers, drivers to satisfaction and dissatisfaction with dealers, familiarity with dealers, perception of dealers, brand associations of dealers, sources used for shopping for a vehicle, factors which matter most when purchasing, and distance consumers are willing to travel to purchase.

Approach

To address the objectives at-hand, Drive Research conducted an online survey with residents in the **Syracuse designated market area (DMA)**. These counties included Cayuga, Cortland, Madison, Oneida, Onondaga, Oswego, Seneca, and Tompkins.

The survey included **24 questions** and took respondents an **average of 8 to 10 minutes to complete**. The survey received a total of **1,000 responses**. Fieldwork for the survey was **conducted in the months of May and June 2019**.

Report

This comprehensive report includes a background and methodology and a full breakdown of the results by all Central New York respondents and key demographic breakdowns and categories. It includes over **250 pages of detailed data on competitive dealerships and prospective buyers in the market**. Throughout 2019, the report was customized for each purchasing dealership to also include a breakdown of past buyers and likely buyers specific to its brand.

Syracuse DMA

The image below details a dot density of 1,000 survey respondents for the 2019 Central New York Dealership Study.
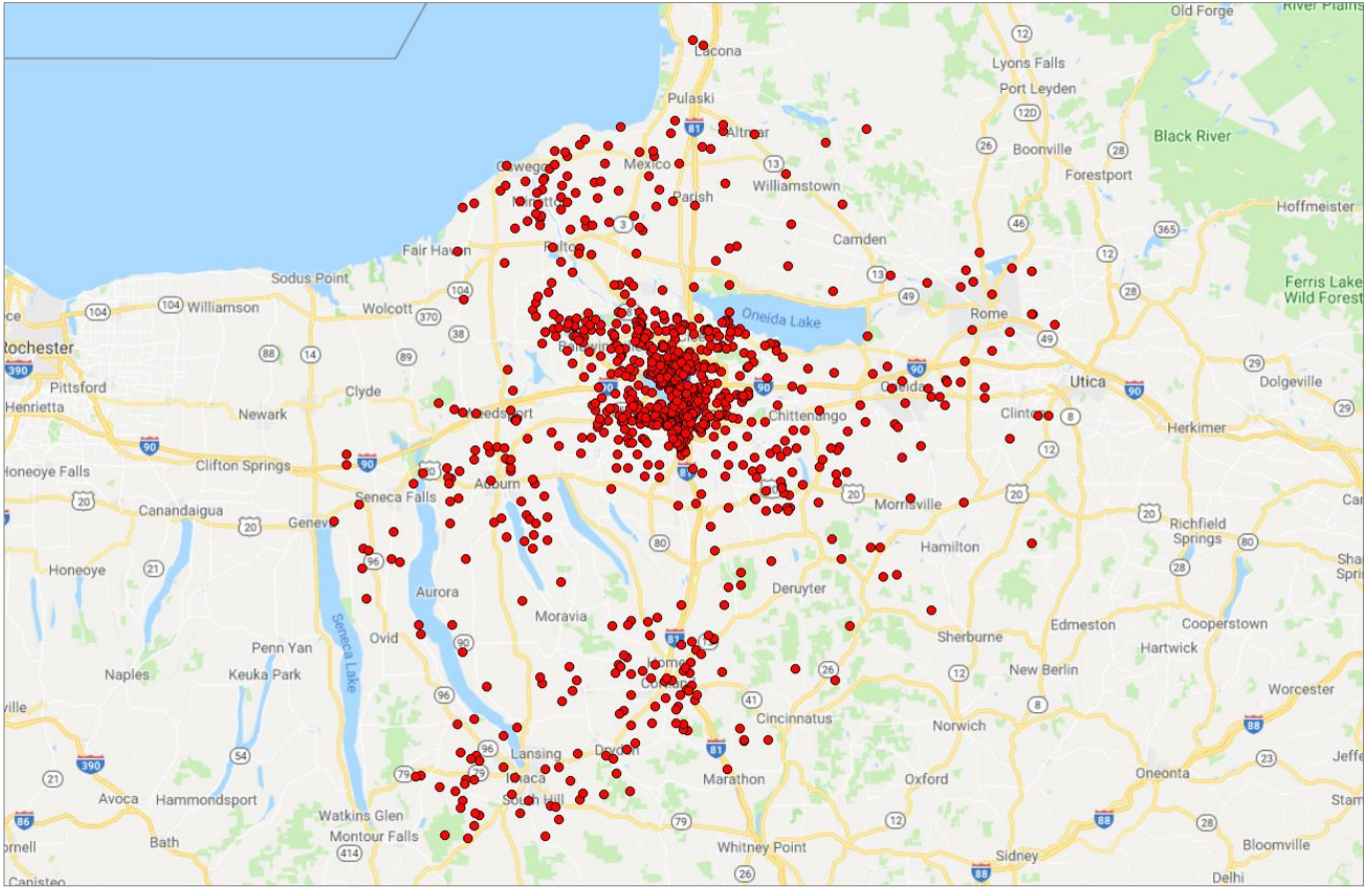
Respondent Grid		
County	Responses	Percent
Onondaga	603	60%
Oswego	117	12%
Cortland	72	7%
Cayuga	67	7%
Madison	58	6%
Tompkins	56	5%
Seneca	27	3%
Total	**1000**	**100%**

Survey Question Topics
1. County of residence.
2. Sole or shared decision-maker for vehicle purchases in household.
3. Last time purchased/leased a vehicle for household.
4. Type of most recent vehicle purchased for household.
5. Deciding on budget for most recent vehicle purchase.
6. Monthly budget for most recent vehicle purchase.
7. Total budget for most recent vehicle purchase.
8. Dealer where most recent vehicle was purchased or leased.
9. Likelihood to recommend this dealer.
10. Explaining the rating for this dealer.
11. Familiarity with list of top 15 dealers.
12. Perception of dealers familiar with.
13. Dealers most familiar with.
14. Word or phrases associated with each dealership.
15. Sources of information used when shopping for a new or used vehicle.
16. Main source of information when shopping for a new or used vehicle.
17. When the next vehicle will be purchased or leased for the household.
18. Type of vehicle most likely to purchase next for household.
19. Vehicle classes most likely to consider.
20. Factors which matter most for the next vehicle purchase.
21. How long respondents are willing to travel for a deal on the next vehicle.
22. Age.
23. Number of people living in the household.
24. Primary ZIP Code of residence.

Dealership Awareness & Perception

"Without data you're just another person with an opinion."

- W. Edwards Deming
Statistician and Professor

Q11: Dealership Awareness

Dealership	Awareness
Fuccillo	96.0%
Burdick	93.6%
Bill Rapp	92.7%
Romano	92.4%
Honda City	91.2%
Fox	91.0%
Sun Chevrolet	90.7%
East Syracuse Chevrolet	89.0%
Summit	87.2%
Lamacchia Honda	85.9%
Maguire	73.8%
Carbone	71.5%
Davidson	64.4%
Burritt Motors	55.8%
NYE	49.1%
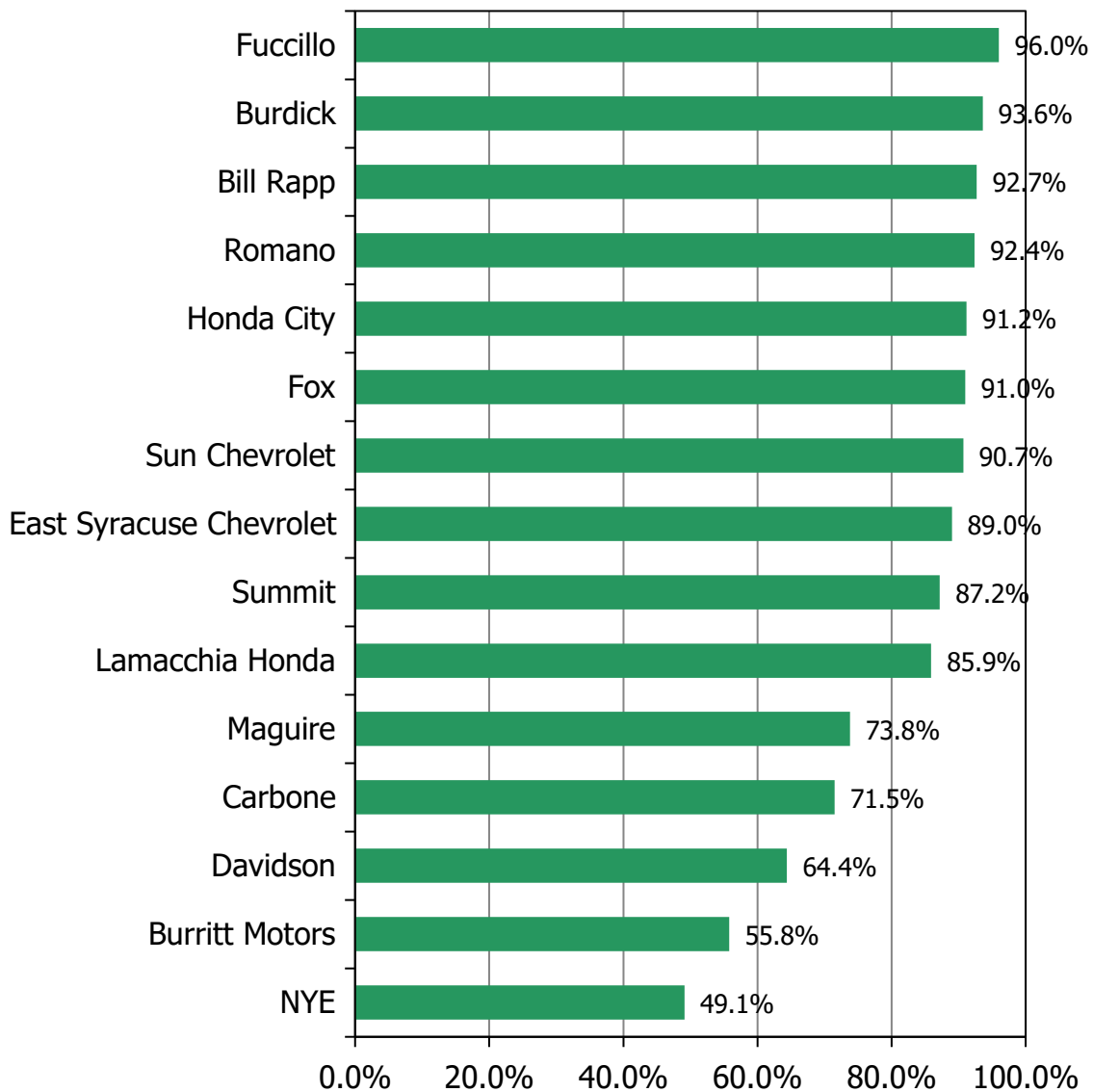
Unweighted Base: NYE (n=431), Burritt Motors (n=490), Davidson (n=565), Carbone (n=628), Maguire (n=648), Lamacchia Honda (n=754), Summit (n=766), East Syracuse Chevrolet (n=781), Sun Chevrolet (n=796), Fox (n=799), Honda City (n=801), Romano (n=811), Bill Rapp (n=814), Burdick (n=822), Fuccillo (n=843), Sample Size = 882

Q12: What is your perception of each of the following dealerships? Rate each dealership.

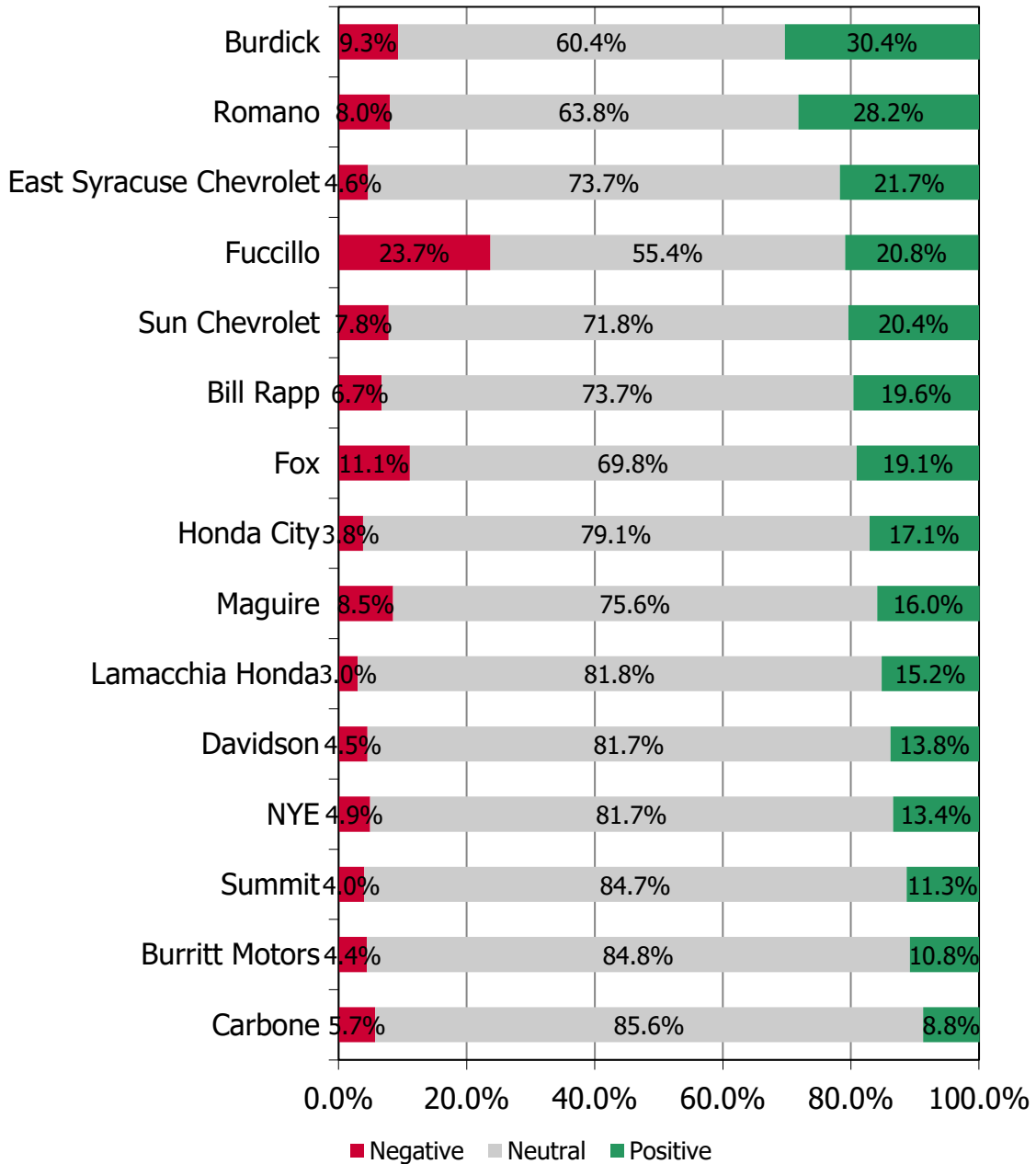| Dealership	Negative	Neutral	Positive
Burdick	9.3%	60.4%	30.4%
Romano	8.0%	63.8%	28.2%
East Syracuse Chevrolet	4.6%	73.7%	21.7%
Fuccillo	23.7%	55.4%	20.8%
Sun Chevrolet	7.8%	71.8%	20.4%
Bill Rapp	6.7%	73.7%	19.6%
Fox	11.1%	69.8%	19.1%
Honda City	3.8%	79.1%	17.1%
Maguire	8.5%	75.6%	16.0%
Lamacchia Honda	3.0%	81.8%	15.2%
Davidson	4.5%	81.7%	13.8%
NYE	4.9%	81.7%	13.4%
Summit	4.0%	84.7%	11.3%
Burritt Motors	4.4%	84.8%	10.8%
Carbone	5.7%	85.6%	8.8%

■ Negative   ■ Neutral   ■ Positive

Unweighted Base: Carbone (n=617), Burritt Motors (n=480), Summit (n=753), NYE (n=426), Davidson (n=556), Lamacchia Honda (n=741), Maguire (n=639), Honda City (n=788), Fox (n=786), Bill Rapp (n=802), Sun Chevrolet (n=783), Fuccillo (n=830), East Syracuse Chevrolet (n=768), Romano (n=798), Burdick (n=810), Sample Size = Variable

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Q12 Perception Score: What is your perception of each of the following dealerships? Rate each dealership.

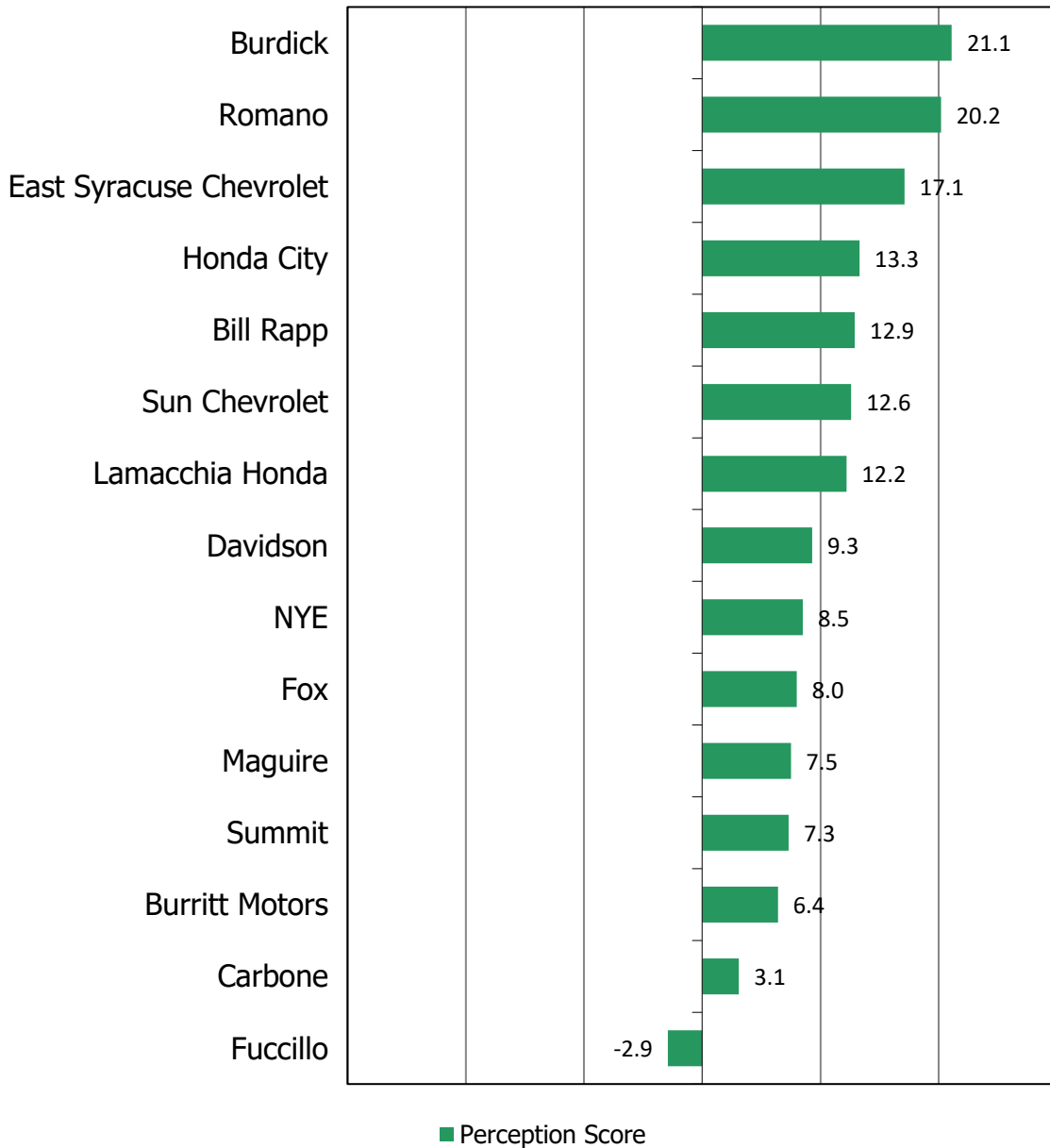| Dealership	Perception Score
Burdick	21.1
Romano	20.2
East Syracuse Chevrolet	17.1
Honda City	13.3
Bill Rapp	12.9
Sun Chevrolet	12.6
Lamacchia Honda	12.2
Davidson	9.3
NYE	8.5
Fox	8.0
Maguire	7.5
Summit	7.3
Burritt Motors	6.4
Carbone	3.1
Fuccillo	-2.9

■ Perception Score

Unweighted Base: Carbone (n=617), Burritt Motors (n=480), Summit (n=753), NYE (n=426), Davidson (n=556), Lamacchia Honda (n=741), Maguire (n=639), Honda City (n=788), Fox (n=786), Bill Rapp (n=802), Sun Chevrolet (n=783), Fuccillo (n=830), East Syracuse Chevrolet (n=768), Romano (n=798), Burdick (n=810), Sample Size = Variable

[1]Perception score is calculated by subtracting the negative from the positive perceptions.

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Q13: Which of the following dealerships are you most familiar with? Select up to 5.

Dealership	Percentage
Fuccillo	46.2%
Burdick	41.7%
Romano	34.7%
East Syracuse Chevrolet	30.1%
Bill Rapp	28.9%
Sun Chevrolet	28.8%
Fox	26.0%
Maguire	17.1%
Honda City	16.3%
Summit	11.6%
Lamacchia Honda	11.1%
Burritt Motors	7.9%
Davidson	7.7%
NYE	7.4%
Carbone	4.9%
None of the above	5.3%
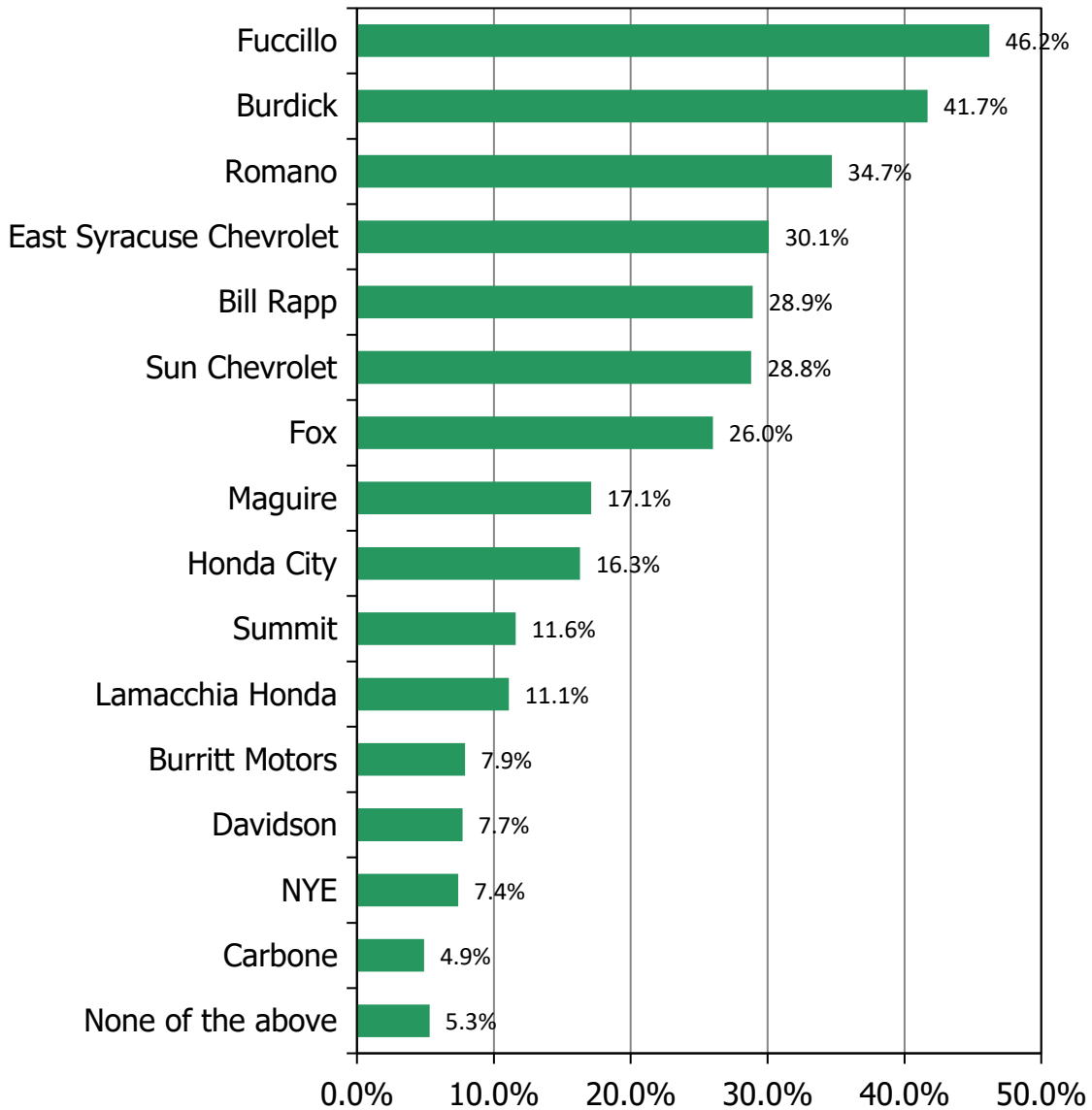
Unweighted Base: Carbone (n=42), None of the above (n=46), NYE (n=64), Davidson (n=67), Burritt Motors (n=68), Lamacchia Honda (n=96), Summit (n=100), Honda City (n=141), Maguire (n=148), Fox (n=225), Sun Chevrolet (n=249), Bill Rapp (n=250), East Syracuse Chevrolet (n=260), Romano (n=300), Burdick (n=361), Fuccillo (n=400), Sample Size = 865

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Bill Rapp

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Bill Rapp (Continued)

- 4-wheel, drive cars
- Around a long time.
- Awesome
- Awful
- Awful
- Awful, go elsewhere.
- Bad
- Been in business a long time
- Big dealership
- Big selection
- Bill Rapp Subaru
- Bought my first car there. Poor service.
- Brian
- Brian
- Buick
- Buick
- Buick and GMC
- Burnet Ave
- Burnet Ave
- Car
- Car Accident
- Cars
- Cars
- Cars
- Cheap
- Cheated a friend
- Chevy
- City
- Close
- Commercials
- Commercials
- Convenient
- Convenient
- Corner of Burnet & Thompson
- Corner of Thompson & Burnett
- Costly
- Dealer
- Deals
- Deals
- Decent
- Didn't get a good deal here.
- Dirty
- Dishonest salesman.
- Don't know
- Dorky spokes person
- Drive a mile, walk the rest
- Established
- Exceptional
- Fair
- Fair

- Fair
- Fair
- Family
- Family business
- Fast salesmen
- Father and son
- Fine
- Fine
- Ford
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good folks, especially Frank Signarelli.
- Good personnel
- Good products
- Good reputation
- Good service
- Gooood to go
- Great customer service
- Great used cars
- Helpful
- Helpful
- Helpful, were kind and funny
- His son is a greedy, selfish person
- Honest
- Honest
- Honest
- Honest
- Honest, and a good community member.
- Insulting and vulgar
- Inverter, not trustworthy
- Jaguars
- Jerks with over inflated egos
- Jim Boeheim
- Jim Boeheim
- Kia
- Knock
- Knowledgeable

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Bill Rapp (Continued)

- Local
- Local
- Local
- Local
- Long standing
- Long time
- Long time in business
- Longevity
- Long-time, trusted dealer.
- Milton Ave
- Modern
- Money suckers
- My parents bought here
- My spouse's car was purchased from here
- N/A
- Nice place
- Nissan.
- No answer
- None
- None
- None
- Not sure
- Not sure
- Not very honest
- Nothing
- Nothing
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Options
- Pleasant and helpful
- Pontiac
- Pontiac
- Pontiac
- Pontiac
- Pontiac
- Pontiac
- Poor facilities
- Poor trade in values

- Popular
- Pre-owned superstore
- Pushy
- Rapp
- Really good customer service and honesty.
- Reasonable
- Reliable
- Reliable
- Reliable
- Reputable
- Reputable
- Reputable and professional
- Reputation
- Respect
- Rip off
- Rip-off
- See on TV
- Service
- Service issue
- Silly advertisements
- Solid
- Somewhat attentive
- Staff turnover
- SU Basketball
- SU Scandal
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru.
- Subaru

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Bill Rapp (Continued)

- Super store
- Super store
- Superstars
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Superstore
- Syracuse
- The worst
- Trust
- TV
- TV
- TV
- TV commercials
- Uncomplicated sale and great customer service
- Unsure
- Used
- Used car
- Used cars
- Well known
- Well known
- Will work with you to get the deal
- Wonderful
- Worked there

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Burdick

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Burdick (Continued)

- Accessible staff
- Accommodating
- Always a bridesmaid, can't get it done
- Always accommodating
- Auto mall
- Auto mall
- Auto mall
- Average
- Average
- Bad service
- Becoming less appealing
- Best
- Best in town
- Best selection
- Better
- Big
- Big
- Big
- Big
- Big
- Big and reputable
- Big and well organized
- Buick
- Burdick
- Business before customers
- Buying a car can be stressful , they made me feel at ease
- Can be honest
- Car
- Car
- Cars
- Cars
- Central square
- Cheap
- Chevrolet
- Chevy
- Choices
- Christian
- Christian
- Christian
- Christian
- Church
- Church people
- Clean, friendly, and helpful
- Close
- Close
- Close by
- Close to home
- Commercial on TV
- Conglomerate
- Convenient

- Costly, but generally fair
- Crap service
- Critical
- Customer friendly
- Customer friendly and helpful
- Customer service
- Dave was a jerk to work for
- Dealership
- Didn't appreciate loyalty
- Difficult
- Diverse inventory
- Dodge
- Driven by profit and not customer service
- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
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- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
- Drivers Village
- Driver's Village
- Driver's Village
- Driver's Village
- Drivers Village
- Drivers Village
- Drivers village
- Driver's Village, large selection
- Drivers Village, massive
- DV offer
- Easy service
- Economical

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Burdick (Continued)

- Efficient
- Established
- Everywhere
- Excellent
- Excellent
- Excellent
- Excellent
- Excellent
- Excellent service
- Excellent service
- Expensive
- Expensive
- Expensive, good service
- Fair
- Fair
- Fair
- Fair
- Fair and honest
- Fair to deal with
- False statements
- Family
- Family
- Family
- Family and community minded
- Family dealership
- Family owned
- Fantastic
- Fine
- Flexibility
- Ford
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Generic
- Gigantic
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good and bad
- Good customer service
- Good deal

- Good Price
- Good product and staff
- Good service
- Good service
- Good service dept
- Good value
- Goofy people
- Great
- Great
- Great
- Great
- Great deal
- Great dealership
- Great dealership
- Great dealership easy to do business with
- Great deals
- Great salespeople
- Great service
- Great service
- Hard to work with
- Has everything
- Hectic
- Helpful
- Helpful
- High priced
- Holy
- Honest
- Honest
- Honest
- Honest
- Honest
- Honest
- Honest
- Honest, large selection.
- Honestly, customer care team!
- Hoodwinked
- Huge
- Huge
- Huge auto mall
- Huge, well run, large selection of vehicles
- Hyundai
- I been lied to and way over charge on service.
- I have a Hyundai they have worked on
- Incredible service.
- Integrity
- Inventory
- Jerks!
- Kia
- Large
- Large

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Burdick (Continued)

- Large inventory
- Large selection
- Large variety
- Large variety
- Large variety
- Large volume all in one car dealership.
- Large, Drivers Village
- Lease
- Lisa
- Local
- Local
- Local
- Local
- Long-time trusted dealer.
- Lots of advertising
- Lots of cars, not personalized service
- Lots of choices
- Lots of dealerships
- Love my car
- Mall
- Many choices
- Many different vehicles
- Mazda
- Mitsubishi land
- My second choice
- N/A
- Neutral
- Neutral
- Never again
- Nice
- Nice
- Nice
- Nice
- Nice car
- Nice Dealership
- Nice used vehicles
- No BS
- No pressure
- None
- None
- None
- None
- None
- Nope
- North Syracuse
- Not a great deal
- Not female friendly, lies, high prices, arrogant salesmen
- Not friendly
- Not good impression
- Not like they use to be

- Nothing
- Nothing
- Nothing hidden
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay, overall
- Options
- Oswego
- Outstanding
- Overpriced
- Overpriced
- Overwhelming
- Penn Can Mall
- Penn Can Mall
- Poor customer service
- Poor service
- Popular
- Professional
- Professional
- Professional and well run
- Pushy
- Quality cars
- Rambler city
- Reliable
- Reliable
- Reputable
- Right up the road from me
- Rip off
- Rip off
- Rip off driver's village
- Rude if you're comparing dealers
- Screwed me
- Selection
- Selection
- Service
- Sleazy, the worst, stay away
- Smooth
- Stingy
- Strives to please
- Syracuse
- Terrible
- Terrible service
- They are good

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Burdick (Continued)

- Too big
- Too big
- Too big now
- Too big to care
- Too big to care
- Too big.
- Too much
- Too stuffy
- Toyota
- Toyota
- Treated great when wife had accident
- Trucks
- Trust
- Trustworthy
- Trustworthy
- Trustworthy
- TV
- TV
- TV
- TV advertisements
- Undecided
- Unfriendly
- Used cars
- Used cars
- Variety
- Variety
- Variety
- Variety
- Variety Of vehicles
- Very large
- Very large
- Village
- Waste of time
- Well run

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Burritt Motors

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Burritt Motors (Continued)

- Annoying
- Best price
- Car dealership
- Chevy
- Chevy
- Close by
- Could have gotten a better deal, as well as the down payment.
- Crap service
- Deals
- Decent used vehicles
- Excellent
- Excellent service
- Expanding
- Fair
- False statements
- Family
- Family member bought vehicle there
- Family oriented
- Family owned
- Firm
- Friendly
- Friendly
- Generous
- Good dealings
- Great guys
- Great service and vehicles
- Great staff
- Hard to deal with
- Homey
- Honest
- Honest
- I know people who work there
- I live next to it
- Like, but called too much
- Local
- Local
- Local
- Never again
- No comment
- No good deals
- None
- None
- Not a fan
- Okay
- Okay
- Okay, but couldn't make a deal
- Oswego
- Reliable
- Repair shop

- Rip off
- Shady employees
- Snow
- Terrible staff!!
- Too far
- Truck
- Trucks
- Trustworthy
- Untrustworthy
- Very good

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Carbone

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Carbone (Continued)

- Chevrolet
- Criminals
- Crooked
- Efficient, fair
- Experience
- Fair
- Far away
- Fine
- First rate
- Generic
- Good deal
- Great service
- Great to work with
- Helpful
- Honda
- Horrible
- Large
- Like all the others
- Local
- Lots of people I know purchase from there
- None
- Not interested
- Nothing
- Nothing
- Okay
- Okay
- Pontiac
- Pontiac
- Pontiac
- Popular
- Scam
- Too far
- Trash
- Utica
- Utica
- Utica area
- Utica area - selection
- Won't buy a vehicle

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Davidson

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Davidson (Continued)

- A business
- Annoying
- Awesome
- Best around
- Biggest Ford dealer in area
- Convenient
- Crooked
- Dishonest
- Don't care about the person
- Emerging dealer
- Extravagant
- Ford
- Ford
- Ford
- Ford
- Ford store in Clay
- Friendly
- Friendly
- Friendly
- Friendly
- Good inventory
- Good service
- Good service
- Great
- Great
- Great
- Great people
- Great sales
- Great salespeople. Family that owns business wonderful.
- Horrible sales people
- It was so long ago we purchased from them, can't really comment.
- Jerks to employees
- Local
- Location unknown
- Lots of vehicles
- Motorcycle
- Motorcycle
- New
- New
- New
- New
- New dealership on Rt.31
- New employees
- New to area
- New to the area
- None
- None
- North country
- Not interested
- Not sure
- Okay
- Okay
- Okay
- Poor service team
- Questionable service.
- Route 31
- Sells cars
- Shafted my daughter. After getting a lawyer, she finally got it covered by the lemon law and had to be given a brand new F-150, since one she bought brand new was a true lemon.
- Style
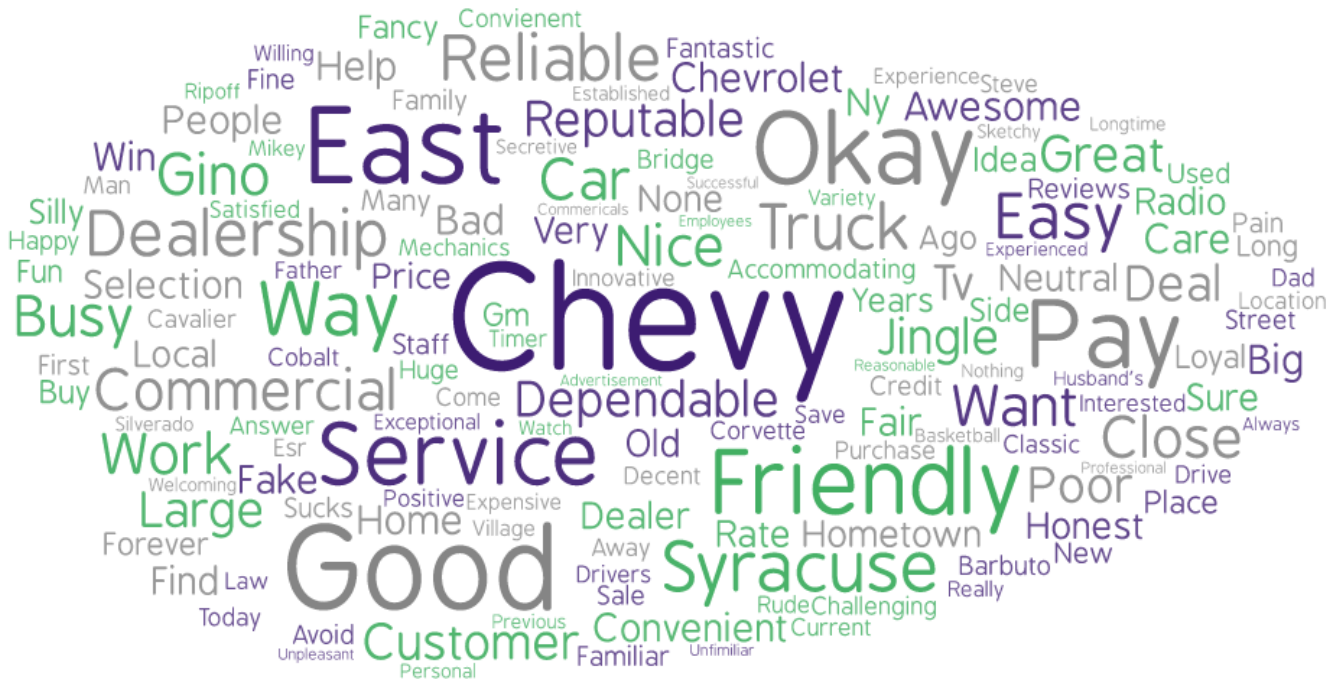- Totally see customers as 1st priorities!
- Well known

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

East Syracuse Chevrolet

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

East Syracuse Chevrolet (Continued)

- Accommodating
- Avoid, they are no help after the sale
- Awesome
- Awesome
- Bad credit
- Barbuto
- Big
- Big
- Bridge street
- Busy
- Busy
- Busy
- Car
- Cares about customers
- Cars
- Challenging
- Chevrolet
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy
- Chevy, Cavalier
- Chevy, close to home
- Classic
- Close
- Close by
- Close to home
- Cobalt
- Come drive away today
- Commercial
- Commercial on TV
- Commercials
- Convenient
- Convenient
- Convenient
- Corvette
- Dad was a Chevy man
- Dealership

- Decent service
- Dependable
- dependable
- Dependable
- East Syracuse Chevy
- Easy
- Easy purchase
- Easy to find
- Easy to work with
- Easy to work with
- ESR
- Exceptional experience
- Expensive
- Experienced
- Fair deals
- Fair. Didn't have what I wanted.
- Fake mechanics
- Familiar
- Family
- Fancy
- Fantastic
- Fine
- First rate
- Forever
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Fun
- Gino
- Gino
- Gino
- Gino
- GM
- Good
- Good
- Good
- Good
- Good
- Good deal and loyal
- Good dealership
- Good dealership
- Good reputation
- Good reviews
- Good selection

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

East Syracuse Chevrolet (Continued)

- Good service
- Good service
- Good service and price
- Got a good deal there many years ago
- Great dealership
- Great place
- Great reputation
- Happy people
- Has Chevy's
- Helpful
- Hometown
- Hometown dealer
- Honest
- Honest
- Huge variety
- I like Chevys
- I want to be your Chevy dealer, East Syracuse Chevy
- In it to win it
- Innovative
- Interested
- Jingle
- Large
- Large
- Large selection - Drivers Village
- Least at East
- Least at East
- Local
- Local
- Location
- Long established
- Longtime in East Syracuse
- Mikey
- My dealership
- My father-in-law used them
- My husband's current car
- N/A
- Neutral
- Neutral
- New car
- Nice
- Nice
- Nice and friendly
- Nice staff
- No answer
- No idea
- None
- None
- Not bad for a Chevy
- Not sure
- Not sure

- Not willing to work with people
- Nothing
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay, don't want to really work to find what I wanted
- Old
- Old timer
- Only Chevy in East side
- Pain
- Pay the least
- Pay the least
- Pay the least at East
- Pay the least at East
- Pay the least at East
- Pay the least at East
- Pay the least at East
- Pay the least.
- Personal service
- Poor service
- Poor service
- Poor service
- Positive
- Previous employees were very good
- Professional
- Radio advertisement
- Reasonable
- Reliable
- Reliable
- Reliable
- Reliable
- Reliable
- Reputable
- Rip-off
- Rude
- Satisfied customer
- Save
- Secretive
- Service sucks
- Silly jingle
- Silverado
- Sketchy

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

East Syracuse Chevrolet (Continued)

- Steve
- Successful
- Syracuse Basketball
- Syracuse NY
- Their jingle
- Their radio commercials
- They care about their customers
- Too busy
- Truck
- Truck
- Truck
- Trucks
- Trucks
- TV
- TV commercials
- Unfamiliar
- Very unpleasant
- Watch who you buy from
- Welcoming
- We're with you all the way
- We're with you all the way
- We're with you all the way
- We're with you all the way
- We're with you all the way
- We're with you all the way, East Syracuse Chevrolet
- With you all the way
- You pay the least at East
- You'll always pay the least
- You'll pay the least at East

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fox

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fox (Continued)

- 20 minutes from Syracuse
- A lot of TV ads
- Always meets customers needs!
- Amazing
- Angry
- Attentive
- Auburn
- Auburn
- Auburn
- Auburn
- Auburn
- Auburn
- Auburn
- Auburn
- Auburn
- Auburn
- Auburn
- Average
- Basic, stereotypical car salesmen
- Best Honda dealership
- Bill
- Brother
- Business
- Cars
- Cheap
- Cluster
- Come on down to Fox dealership
- Come on out
- Commercials
- Commercials
- Con-men
- Consistently horrible service
- Do not like
- Dodge
- Easy to deal with
- Excellent
- Expensive
- Expensive
- Experience
- Fair
- Fair
- Family oriented
- Family-owned
- Fantastic!!
- Far-far away land
- Fast, friendly
- Female businesses owner
- Fox cars!
- Fox difference
- Fox Honda
- Friendly
- Friendly

- Friendly
- Friendly
- Friendly atmosphere
- Garbage
- Good
- Good
- Good
- Good deals
- Good product; shady service
- Good reputation
- Good service
- Great
- Great
- Great deals
- Great place to do business with
- Great selection
- Great service
- Great to talk to
- Hard salesman
- Helpful
- Helpful
- Helpful
- Helpful
- Helpful
- Helpful. Made errors, but worked hard to overcome them.
- High priced, not willing to negotiate.
- History
- Home town
- Home town
- Honda
- Honda
- Honda
- Honda
- Honda?
- Hoodwink
- I just think of Jane Fox
- Incompetent
- Interest way too high
- Jane
- Jane
- Jane
- Jane
- Jane
- Jane
- Jane
- Jane Fox
- Jane Fox
- Jane Fox
- Jane Fox

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fox (Continued)

- Jane Fox, old
- Jeep
- Lady
- Lady owner
- Liars
- Local
- Local
- Local
- Local
- Local
- Local and large
- Long time establishment
- Lots of TV advertisements (years ago when I watched TV)
- Loud, pushy.
- Many different brands
- Medium dealer
- Narcissistic
- Needs a bit of makeover
- Negotiable
- Neutral
- Neutral
- Nice
- Nice
- Nice
- Nice truck
- Nice, quality, and good people
- No idea
- No pressure
- None
- None
- Not familiar
- Nothing in particular
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Old
- Old lady
- Old lady
- Personal
- Poor attitude
- Poor service
- Poor service department
- Popular
- Positive
- Positive ads
- Pushy
- Reasonable
- Recommend highly
- Reputable
- Rip off
- Rip-off
- Rude, overbearing sales people
- Scam
- Service
- Service
- Service for my past car
- Sharon
- Sharon
- Sharon tried to deny a warranty
- Short drive from Syracuse
- Silver Fox
- Sincere
- Sketchy
- Sleazy
- Sleazy
- Small town dealership
- Small, but friendly
- Small, but good
- Solid
- Subaru
- Subaru
- Subaru
- Sucks
- They are cute animals
- Too expensive. Sale people just push cars, no info etc..
- Too far away
- Toyota
- Treated me terrible when my new car's transmission leaked
- Tried to rip me off
- Trustworthy
- TV
- TV commercials
- TV commercials
- Uncomfortable
- Used cars
- White hair

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fuccillo

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fuccillo (Continued)

- "Huge," bad commercials
- Aggressive
- Always on TV
- Annoying
- Annoying
- Annoying
- Annoying
- Annoying
- Annoying
- Annoying
- Annoying
- Annoying advertisements
- Annoying commercials
- Appear to only care about image
- Auto mall
- Auto mall
- Auto mall
- Auto mall
- Awesome
- Awesome
- Awesome
- Awesome
- Bait and switch
- Bait and switch
- Bend over backwards just to get financed
- Big and cheap
- Big dealer
- Big mouth
- Billy
- Billy
- Billy
- Billy
- Billy
- Billy
- Billy Fuccillo
- Bought lots of car
- Car
- Carnie
- Cars
- Caution
- Cheap
- Cheap deals
- Cheap deals, mass quantities
- Cheap, bad service
- Cheap.
- Cheat
- Commercial on TV
- Commercials
- Community minded, generous.
- Connected to community
- Controls market
- Cooperative
- Crazy
- Crook
- Crooked
- Crooks
- Crooks
- Customers service
- Deal
- Deals
- Deals
- Decent
- Determination
- Don't like
- Excellence
- Excellent
- Excellent
- Excellent service
- Exceptional experience
- Ex-girlfriend
- Expensive
- Fair
- Fair
- Fake and superficial
- Financing everyone.
- Financing for everyone
- Fine
- Flashy
- Flashy adverts
- Food deal and service
- Frauds
- Friendly
- Friendly
- Friendly
- Friendly, knowledgeable service
- Fuccillo
- Fuccillo Ford in Seneca Falls
- Fun place , customer focused
- Good
- Good
- Good deals
- Good deals
- Good deals
- Good experience
- Good people
- Good prices
- Good service
- Good service
- Good starter Kia cars

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fuccillo (Continued)

- Great
- Great deals
- Great deals at time
- Great place and people
- Great service
- Greatest
- Hard sell
- Helpful
- Helpful and friendly
- High pressure
- High pressure sales
- High volume
- Honda
- Honda
- Honest
- Honest
- Hot garbage
- How much is the car? How much can you afford?
- Huge
- Huge
- HUGE
- Huge
- Huge
- Huge
- Huge
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- Huge

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fuccillo (Continued)

- HUGE
- Huge
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- Huge
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- Huge
- Huge
- Huge
- Huge
- Huge
- Huge
- Huge
- Huge - all jargon
- Huge and friendly
- Huge rip off
- HUGE rip-off
- Huge Tom Parks
- Huge!
- Huge!
- Huge, and annoying
- HUGE, genuinely nice guy
- Huge, what else?
- HUGEEEEEEE!
- HUGE-ly annoying
- huge
- Hyundai
- Huuge!
- Huuuuugggggeeeee
- Huuuuuugggggggeeeeeeee
- HUUUUUUUUUUUUUGE
- Hyundai
- Hyundai
- Hyundai
- Hyundai
- I don't know.
- I will never deal with them again.
- Impressive
- Inventory
- It's huge
- It's huge
- It's huge
- It's huge
- It's HUGE
- It's Huge
- It's huge
- It's huge
- It's huge
- It's huge
- It's Huge!
- It's huge.
- Jackass
- Jerk
- Joke
- Large
- Liars
- Liars and cheats
- Lied about getting a loaner
- Likeable
- Loads of TV advertisements, huge dealership
- Loans
- Lot of cars
- Loud
- Loud
- Loud mouth, crass
- Many advertisements
- Marketed
- My girlfriend's car is from there
- My sister had an unpleasant experience
- N/A
- N/A
- Neutral
- Never again
- Nice people
- None
- Not friendly
- Not good
- Not sure
- Not sure

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Fuccillo (Continued)

- Nothing
- Obnoxious advertising.
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Only care about money
- Outstanding
- Over priced interest rates
- Overpriced
- Poor
- Positive experience
- Pressure
- Price
- Price
- Price
- Professional
- Pushy
- Pushy
- Pushy
- Pushy
- Pushy
- Reasonable
- Reputable
- Rip off
- Rip-off
- Rip off
- Rude
- Sale
- Scam artists
- Scammers
- Shady
- Sleazy
- Slimy used car sales guy.
- Sneaky
- Sneaky
- Stupendous
- Stupid HUGE
- Terrible
- The "Huge" #1 Customer Team!
- The airbags in the vehicle saved the lives of me, my daughter, and two grandchildren!!
- They are good
- They lied to us
- Thief
- Too far
- Too many commercials
- Too many concerns
- Too much advertising - does not respond to requests for info

- Trustworthy
- Trustworthy
- TV
- TV advertisements
- TV commercials
- TV commercials
- TV commercials
- Unprofessional
- Very happy
- Widely known
- Wiley salespeople
- YYYYYuuuuggge

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Honda City

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Honda City (Continued)

- A bit pricey
- Affordable
- Amazing
- Arrogant
- Beautiful thing
- Cars
- Close by
- Close by
- Close to home
- Close to me
- Convenient
- CR-V
- CR-V
- Customer service
- Dealership
- Decent
- Established
- Excellent
- Expensive
- Fair
- Fair
- Fair
- Fair prices
- Friend
- Friendly
- Friendly
- Friendly
- Friendly service
- George Townsend
- Good
- Good
- Good
- Good
- Good
- Good customer service
- Good customer service
- Good feeling
- Good quality
- Good service work, but expensive
- Good solid dealer, Honda has good cars, but overpriced
- Great
- Great
- Great car
- Great cars
- Great deals
- Great dealership
- Great service
- Honda
- Honda
- Honda
- Honda

- Honda
- Honda
- Honda City
- Honest
- If you don't shop at Honda City
- Inconvenience
- Incredible service
- Inflexible
- Interesting
- Inventory
- It would be a pity if you don't shop at Honda City
- It would be a pity
- It would be a pity if you didn't shop at
- It would be a pity if you don't shop at Honda City
- It would be a pity if you don't shop at Honda City
- It would be a pity if you don't shop at Honda City
- It would be a pity if you don't shop at Honda City
- It would be a pity if you don't shop at Honda City.
- It would be a pity if you don't shop at....
- It would be a pity, if you don't shop at...
- It would be a pity...
- Legit
- Liars
- Liverpool
- Loyalty
- Mediocre
- Meh
- Motorcycle
- N/A
- New
- Nice
- No opinion
- No-nonsense
- Northern
- Not attentive
- Not competitive
- Nothing
- Okay
- Okay
- Okay
- Okay
- Okay
- Pity if you don't shop at Honda city
- Pleasant
- Pleasant atmosphere
- Poor service department
- Positive
- Positive
- Prelude
- Price

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Honda City (Continued)

- Quality
- Quality
- Quality
- Quality
- Radio Commercials
- Reliable
- Reliable
- Reliable
- Reliable
- Repair center
- Reputable
- Terrible service and staff
- Rip off
- Rude
- Selection
- Service
- Service
- Small
- Spectacular
- Straight forward
- The best
- The worst Honda dealership in the area
- Their commercial jingle
- They don't answer email
- Where I get my car serviced

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Lamacchia Honda

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Lamacchia Honda (Continued)

- Accommodating
- Amazing experience.
- Auto row
- Beautiful thing
- Beautiful thing
- Best Honda deals
- Better
- Big inventory. Last time I was there to look @ vehicles for potential purchase, it almost seemed like they didn't need to try and "sell!"
- Commercials
- Cooperative
- CPO
- Crunch
- CR-V
- CR-V
- Customer focused
- Dealership
- Deals
- Deals
- Decent
- Don't like Hondas
- Easy purchase
- Experience
- Family friend
- Family friend
- Family fun!
- Family owned
- Good
- Good
- Good
- Good deals
- Good people
- Good service
- Good to go
- Great
- Great cars
- Great sales and service
- Helpful
- Helpful for first time buyer
- Honda
- Honda
- Incredible service
- It's a beautiful Thing
- It's a beautiful thing
- It's a beautiful thing
- It's a beautiful thing
- Lease
- Legit
- Limited

- N/A
- Nice commercial
- No clue
- None
- None
- None
- Not good
- Nothing
- Nothing
- Okay
- Okay
- Overpriced
- Pleasant
- Poor staff
- Positive
- Power play
- Pressure
- Professional
- Professional
- Reasonable
- Reliable, nice
- Service
- Service is good. Sales are terrible.
- Slimy salesmen
- Solid
- Staple
- Steady
- Stupid commercial
- Their slogan
- Trading
- Trustworthy
- We take anything
- Well known
- Where I got my car
- Workable

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Maguire

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Maguire (Continued)

- Affordable
- Always lowest price
- Approachable
- Auto dealer
- Awful
- Awful and not customer centered
- Bad service center
- Bastards
- Biggest
- Busy
- Car
- Caring
- Close
- Con artists
- Conglomerate
- Convenient
- Country
- Crook
- Customer driven.
- Disgust
- Dodge
- Don't like dealing with them
- Easy going
- Easy to work with
- Excellent
- Excellent, honest, friendly, helped me with an issue that they had nothing to do with. I have given my loyalty to them and have sent five different people to their dealerships and they have all purchased from them as well.
- Expensive
- Expensive
- Fair
- Family
- Family
- Family
- Family business
- Family dealership
- Family dealerships
- Family oriented dealership.
- Family owned
- First rate
- Ford
- Ford
- Friendliness
- Friendly
- Friendly
- Friendly
- Genuine
- Good
- Good
- Good price, very fair deal on trade, but post sale follow up needs work.
- Good prices
- Good sales staff
- Good service
- Great customer service. Car shuttles.
- Greedy
- Greedy
- Helpful
- Honest
- Honest deals
- Horrible
- I should have bought a Nissan
- In person contact exceptional
- Internet pricing
- Ithaca
- Ithaca
- Jeep
- Like very picky
- Local
- Local
- Local
- Local
- Local monopoly
- Long established for hood reason
- Maguire
- Maguire
- Maguire way
- Management should all be fired
- Many brands
- Many businesses
- Many different locations
- Match any price
- Meh... I had a paint issue years ago and it took some leveraging for them to correct
- Monopoly
- Monopoly
- Monopoly
- Monopoly
- Monopoly
- Monopoly
- N/A
- Nearby
- Negative service
- Neighbor
- New
- Nissan
- Non-commission sales people
- None
- Not interested
- Not service oriented
- Nothing
- Of East Syracuse
- Okay
- Okay

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Maguire (Continued)

- Okay
- Old school
- Only dealership in Ithaca
- Over priced and poor service
- Poor
- Positive
- Price match
- Quality
- Reputable and fair
- Revulsion
- Rip off
- Rude
- Service
- Service
- Service
- Service was always great
- Shady, not customer oriented
- Sneaky
- Superb
- Suspicious.
- They lie and I think it's a monopoly....they own almost every car dealership in Ithaca and surrounding areas
- They worked for me
- Too big
- Too big
- Too big!
- Top notch
- Trustworthy
- Unknown
- Very friendly
- Website interaction
- Will match prices
- Would not recommend

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

NYE

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

NYE (Continued)

- Bill
- Cars
- Close by
- Close to where I grew up
- Convenient
- Dealership
- Different
- Disorganized and don't care
- Excellent
- Excellent
- Excellent body shop
- Fair
- Ford
- Ford
- Frat Party
- Friendly, helpful
- God's country
- Good
- Good deals
- Good selection
- Good service
- Great
- Great
- Great
- Great
- Great dealership to work with
- Great service department
- Hate the dead bear
- Helpful
- Honest
- Honest
- Honest, loyal, and totally respect their customers!
- It's got to be NYE
- Lies
- Local
- May consider
- Mostly very positive sales & service.
- Nearby
- Neutral
- Nothing
- NYE Ford
- Okay
- Okay
- Okay
- Over priced and not helpful
- Pleasant
- Positive
- Reliable
- Stuffed animals
- Terrible

- Terrible
- Toyota
- Toyota

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Romano

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Romano (Continued)

- 10 out of 10
- A lot of radio advertisements
- Advertisements
- Amazing service
- Annoying
- Annoying commercials
- Auto dealer
- Awesome
- Awesome service and caring
- Bad sales rep
- Best
- Best dealership I have ever met
- Best people
- Big selection, but no Acura
- Bill Nye
- Bought my truck
- Cars
- Cars
- Cars
- Cars
- Cheap
- Close
- Competent
- Crooks, rude, and sexist
- Customer service
- DA
- Dave Anthony
- Dealing but a bit shady
- Decent
- Decent
- Difficult
- Dishonest
- Dishonest
- Dishonest pricing
- Diversity
- Dodge
- Don't go there with me
- Easy
- Easy to deal with, good service
- Easy to deal with, in my experience.
- Easy to work with
- Excellent
- Excellent
- Excellent
- Expensive
- Fair
- Fair
- Fair
- Fair
- Fair and accommodating
- Familiar with the Subaru dealership. My experiences have been good.
- Family orientated
- Fayetteville
- Fayetteville
- Fayetteville
- Fayetteville
- Fayetteville
- Fayetteville-Manlius
- Felt like dealers were hurrying me up
- Fine
- First car
- First rate, excellent service departments.
- Ford
- Ford
- Foreign
- Franchises
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good
- Good cars
- Good deal
- Good deals
- Good experience
- Good parts people
- Good recommendation
- Good service
- Good service for price
- Good value
- Good value for money
- Good variety
- Good vehicle repair shop.
- Got a great deal recently
- Great
- Great
- Great
- Great

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Romano (Continued)

- Great customer service
- Great deal, honest
- Great deals
- Great deals
- Great sales experience and service
- Great selection
- Great service and low prices
- Great to work with
- Great value
- Hard dell
- Hello, Syracuse
- Hello, Syracuse. DA here!
- Helpful and honest
- High end
- High priced and not willing to negotiate
- Hyundai
- Inflexible
- Japanese cars
- Jeep
- Jeep
- Jeep
- Just a number
- Large selection
- Legit
- Like
- Listeners, honest, and reliable.
- Lots of business accounts in Syracuse area
- Lots of inventory
- Lots of locations
- Lots of locations
- Lots of locations
- Lots of options
- Love
- Loyal
- Loyalty
- Lucky
- Mazda
- Mazda
- Mazda
- Mazda
- Mediocre
- Mediocre
- Mercedes
- Money
- Mother-in-law
- Multiple dealerships
- Nearby
- Neighborhood
- Neutral
- Neutral
- Never bought anything , but have heard positive things.
- Nice radio promo!

- Nice! Helpful!
- Nima
- No BS. Made it easy.
- No comment
- No comment
- None
- None
- None
- Not flexible
- Not great people
- Not knowledgeable
- Nothing
- Offer all types of vehicles; specializing at each location. Family owned and operated.
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Old school.
- One chance
- On-line specialists
- Outstanding service sales and employees
- Perfect
- Personal
- Pleasant
- Pleased
- Poor experience
- Positive
- Positive, but have to haggle
- Price
- Price and service
- Price gauging
- Pricey
- Professional
- Professional
- Professional
- Professional, but pushy.
- Quality
- Quality
- Quality service
- Questionable
- Quick
- Randy from service
- Ray
- Reliable
- Reputable

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Romano (Continued)

- Rich
- Right and to the point
- Romano Subaru
- Sales good. Problems with the service department.
- Satisfaction
- Scammers
- Selection
- Service
- Shady
- Sincere
- Sleazy
- Snakes
- Sometimes attentive
- Sport cars
- Standard dealership; doesn't care.
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru
- Subaru, Dan Ludwig
- Syracuse
- Syracuse based
- Terrible
- Terrific
- They make things right.
- They stink!!
- Too far away
- Too important to be bothered
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota
- Toyota vehicles
- Transparency
- Trusted
- Trusted, dependable, caring, and top service.
- Trustworthy
- Uncertain
- Undependable
- Unknown
- Untrustworthy
- Value
- Variety of rooftops
- Very caring
- Very fair deals
- Very good, for fixing.
- Very nice
- Very nice
- Volkswagen
- Volkswagen
- Volkswagen and Mercedes Benz
- Well trusted
- Wonderful

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Summit

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Summit (Continued)

- A half a point better than Fox
- Annoying "dot com" girl
- Annoying.
- Arrogant
- Average
- Aware of, but never used
- Basic
- Cars
- Close by
- Dealer
- Deals
- Decent
- Decent
- Dishonest
- Dodge
- Domestic
- Dot com
- Dot com
- Dot com
- Douches
- Fair
- Fair
- Family business
- Ford
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly and good service
- Good
- Good
- Good choice of inventory
- Good deal
- Great
- Great
- Great service
- Great to work with
- Honest, hard working
- I knew someone that worked there.
- Idiots
- Infomercials
- Integrity and honesty
- Jeep
- Lack of following through.
- Lady with dark hair
- Local
- Local dealership
- Lots of deals
- Love these guys

- Maybe
- No dealing...take it or leave it!
- None
- None
- North
- Nothing
- Okay
- Okay
- Okay
- Okay- nothing special.
- Outdated
- Poor sales support
- Professional
- Quality
- Rip-off
- Shafted a different daughter over and over on a high end vehicle she purchased from them. They always said the issue was fixed, but it never was.
- Standard
- Summit cars DOT com
- Summitcars.com
- Summitcars.com
- The tagline
- Tracey
- Tracey
- Tracey
- Tracy
- Tracy!!!
- TV commercials
- Up and coming
- Used
- Very good
- Visit summit cars.com

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Sun Chevrolet

Note: Words that are larger were more frequently used by respondents. Words that are smaller were less frequently used by respondents.

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Sun Chevrolet (Continued)

- A lot of TV advertisements
- Advertises a lot
- Affordable
- Affordable
- Affordable
- Affordable pricing
- Auto-king
- Availability
- Average
- Bad cars, and treat staff poorly.
- Bad words
- Be careful
- Best benefits
- Big dealership
- Big outfit, lots of options.
- Big used car selection
- Caputo
- Car King
- Car King
- Car King
- Caring and friendly variety
- Cheap
- Cheap
- Chevy
- Chevy
- Chittenango
- Chittenango
- Chittenango
- Close by
- Commercial on TV
- Commercials
- Commercials
- Committed
- Convenient
- Convenient
- Crooked service recommendations
- Deal
- Deals
- Don't have a ton of confidence
- Early in the morning
- Easy
- Easy to work with
- Easy to work with and fair
- Expensive
- Expensive
- Fair
- Fair
- Fair
- Family
- Family
- Family business
- Florida flood cars
- Frictionless
- Friend had bad experience
- Friendly
- Friendly
- Friendly
- Friendly
- Friendly
- Generous, giving, community minded, and trusted.
- Good
- Good
- Good
- Good
- Good
- Good business
- Good deals
- Good deals
- Good people to deal with
- Good service
- Good service
- Good used cars
- Good value
- Great
- Great
- Great business and service
- Great place
- Great prices
- Great service
- Great used
- Great! Friendly! Very giving back!
- Green
- Gun carrier
- Helpful
- Helpful
- Hometown dealer
- Honest
- Honest
- How's your credit, Nicky?
- I don't know
- I don't know
- I like Chevys
- Infomercial
- Infomercials
- Inventory
- Josh
- King
- Large
- Large inventory
- Large selection

Q14: What word or phrase comes to mind when you think of each of the following dealerships? Enter a word or phrase for each dealership.

Sun Chevrolet (Continued)

- Large selection, easy to work with.
- Last option
- Lie and cheat king
- Local
- Local
- Local
- Local and good prices
- Love this place
- Low balled on trade in value without even looking it up
- Meh
- N/A
- Neutral
- Neutral
- Neutral
- Neutral
- New car king
- Nice
- Nice people
- None
- None
- None
- Not helpful
- Not impressed with the management
- Not sure
- Not up front with costumers
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay
- Okay, but too high in price
- Only bought there once, but it was a positive experience.
- Outrageous
- Overpriced
- Oz
- Philanthropy
- Polite
- Poor service!
- Positive
- Possibility
- Prays on lower income customers
- Pretty easy to get a deal done
- Pushy
- Pushy at times
- Rude
- Same as above

- Save
- Selection trumps price
- Service after the sale
- Simple and nice
- Snake in the grass
- So-so
- Straightforward
- Stuck paying for a vehicle forever
- Sun
- Sunny
- Terrible
- The best
- Their logo
- They will sell anything even junk
- Todd Caputo
- TV ads
- TV commercials
- Used
- Used auto king
- Used Car King
- Used Car King
- Used Car King
- Used Car King
- Used Car King
- Used Car King
- Used Car King
- Used Car King
- Used Car King
- Used Car King
- Used cars
- Used cars
- Used cars
- Used/new car king
- Value
- Value
- Value
- Variety of cars and trucks
- Very happy
- Very large
- Very reliable
- Warehouse
- Was very good, but lost good people
- Welcoming
- Welcoming
- Well known
- Where the old Jay's salesmen went

Dealership Satisfaction

"**Research is formalized curiosity. It's poking and prying with a purpose.**"

- Zora Neale Hurston
American Novelist

Q9 by Last Dealership Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

Top 15 Tested Dealerships
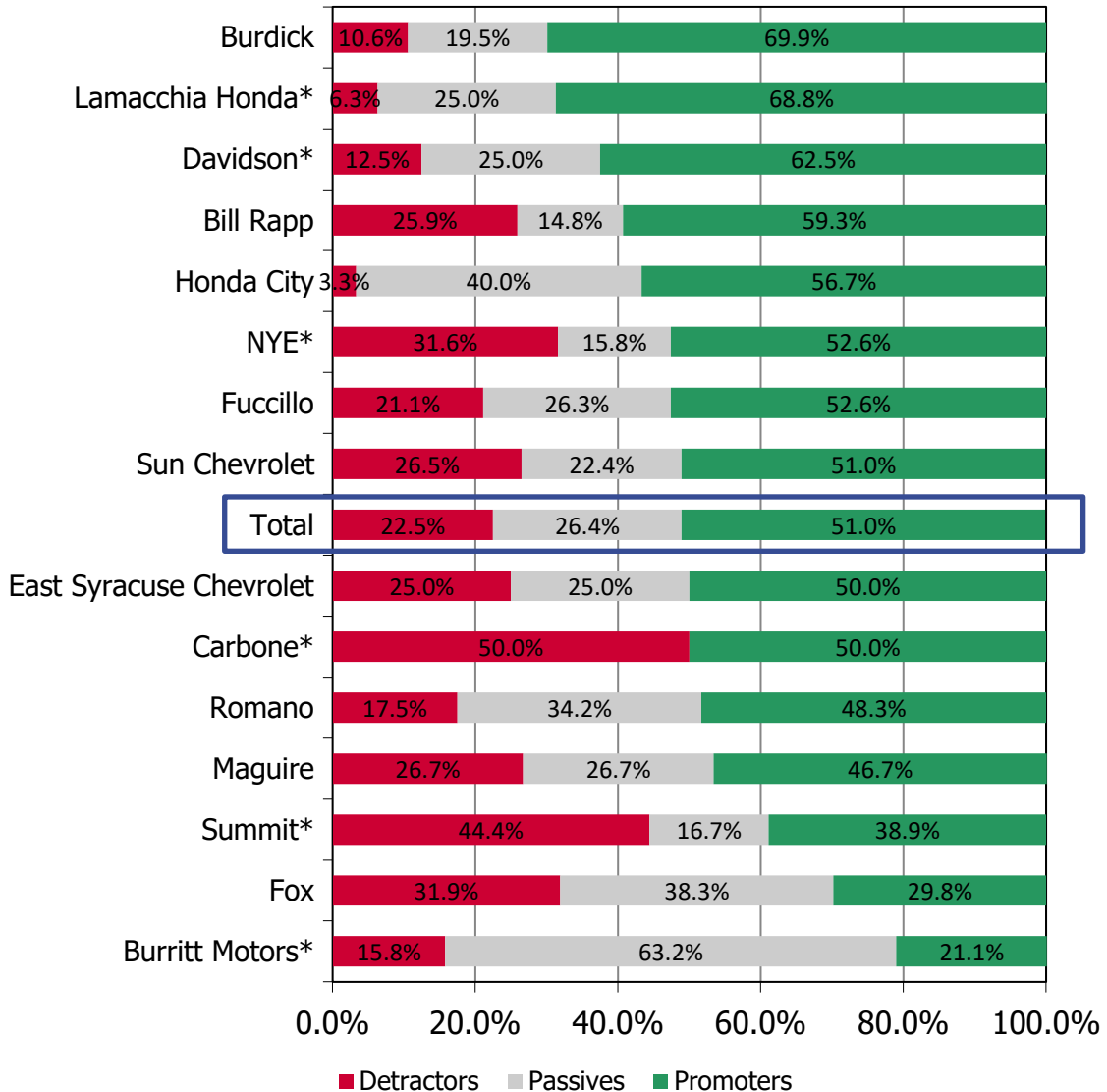
Dealership	Detractors	Passives	Promoters
Burdick	10.6%	19.5%	69.9%
Lamacchia Honda*	6.3%	25.0%	68.8%
Davidson*	12.5%	25.0%	62.5%
Bill Rapp	25.9%	14.8%	59.3%
Honda City	3.3%	40.0%	56.7%
NYE*	31.6%	15.8%	52.6%
Fuccillo	21.1%	26.3%	52.6%
Sun Chevrolet	26.5%	22.4%	51.0%
Total	**22.5%**	**26.4%**	**51.0%**
East Syracuse Chevrolet	25.0%	25.0%	50.0%
Carbone*	50.0%		50.0%
Romano	17.5%	34.2%	48.3%
Maguire	26.7%	26.7%	46.7%
Summit*	44.4%	16.7%	38.9%
Fox	31.9%	38.3%	29.8%
Burritt Motors*	15.8%	63.2%	21.1%

■ Detractors ■ Passives ■ Promoters

Unweighted Base: Burritt Motors (n=19), Fox (n=47), Summit (n=18), Other (Please specify) (n=267), Maguire (n=45), Romano (n=120), Carbone (n=2), East Syracuse Chevrolet (n=32), FX Caprara (n=10), Sun Chevrolet (n=49), Fuccillo (n=76), NYE (n=19), Honda City (n=30), Bill Rapp (n=27), Davidson (n=8), Royal Auto Group (n=19), Lamacchia Honda (n=16), Burdick (n=113), Simmons Rockwell (n=10), Sample Size = 927

*Small sample size; use data directionally

drive research

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Q9 by Last Dealership Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

Other Mentioned Dealerships

Simmons Rockwell*: Detractors 10.0%, Passives 10.0%, Promoters 80.0%
Royal Auto Group*: Detractors 5.3%, Passives 26.3%, Promoters 68.4%
FX Caprara*: Detractors 20.0%, Passives 30.0%, Promoters 50.0%
Other (Please specify): Detractors 30.0%, Passives 24.0%, Promoters 46.1%

■ Detractors   ■ Passives   ■ Promoters

Unweighted Base: Burritt Motors (n=19), Fox (n=47), Summit (n=18), Other (Please specify) (n=267), Maguire (n=45), Romano (n=120), Carbone (n=2), East Syracuse Chevrolet (n=32), FX Caprara (n=10), Sun Chevrolet (n=49), Fuccillo (n=76), NYE (n=19), Honda City (n=30), Bill Rapp (n=27), Davidson (n=8), Royal Auto Group (n=19), Lamacchia Honda (n=16), Burdick (n=113), Simmons Rockwell (n=10), Sample Size = 927

*Small sample size; use data directionally

Q9 NPS by Last Dealership Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

> NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

Top 15 Tested Dealerships

Dealership	NPS
Lamacchia Honda*	62.5
Burdick	59.3
Honda City	53.4
Davidson*	50.0
Bill Rapp	33.4
Fuccillo	31.5
Romano	30.8
Total	**28.5**
East Syracuse Chevrolet	25.0
Sun Chevrolet	24.5
NYE*	21.0
Maguire	20.0
Burritt Motors*	5.3
Carbone*	0.0
Fox	-2.1
Summit*	-5.5

■ NPS

Unweighted Base: Burritt Motors (n=19), Fox (n=47), Summit (n=18), Other (Please specify) (n=267), Maguire (n=45), Romano (n=120), Carbone (n=2), East Syracuse Chevrolet (n=32), FX Caprara (n=10), Sun Chevrolet (n=49), Fuccillo (n=76), NYE (n=19), Honda City (n=30), Bill Rapp (n=27), Davidson (n=8), Royal Auto Group (n=19), Lamacchia Honda (n=16), Burdick (n=113), Simmons Rockwell (n=10), Sample Size = 927

*Small sample size; use data directionally

Q9 NPS by Last Dealership Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

Other Mentioned Dealerships
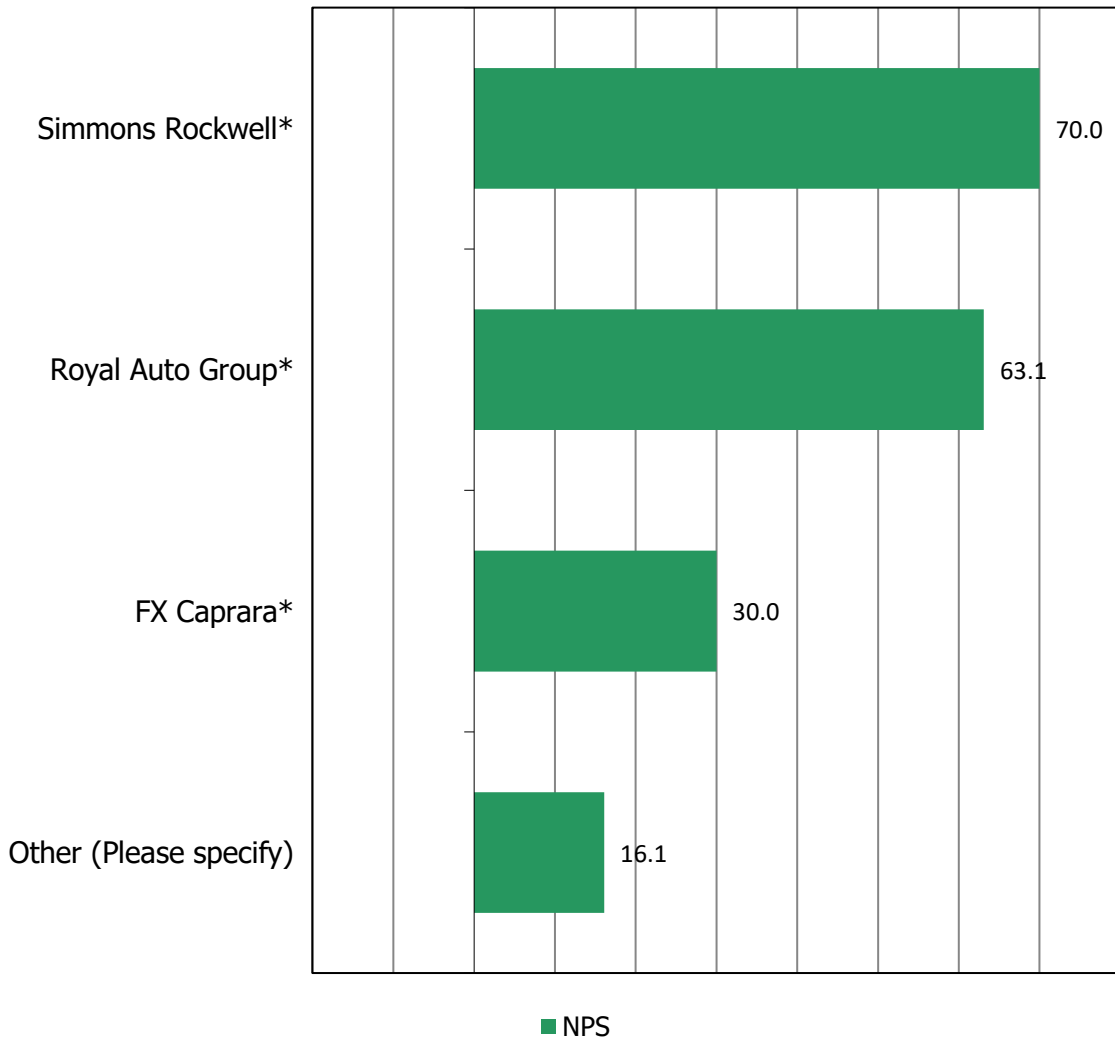
Dealership	NPS
Simmons Rockwell*	70.0
Royal Auto Group*	63.1
FX Caprara*	30.0
Other (Please specify)	16.1

■ NPS

Unweighted Base: Burritt Motors (n=19), Fox (n=47), Summit (n=18), Other (Please specify) (n=267), Maguire (n=45), Romano (n=120), Carbone (n=2), East Syracuse Chevrolet (n=32), FX Caprara (n=10), Sun Chevrolet (n=49), Fuccillo (n=76), NYE (n=19), Honda City (n=30), Bill Rapp (n=27), Davidson (n=8), Royal Auto Group (n=19), Lamacchia Honda (n=16), Burdick (n=113), Simmons Rockwell (n=10), Sample Size = 927

*Small sample size; use data directionally

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Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Bill Rapp | Detractors

0	They ripped us off.
0	Was treated terribly after the sale.
2	They painted a very pretty picture of how I would be treated in the service department and in the dealership in general. They lied to me, they screwed up the close out of the previous lease, and I took a 30-point hit on my FICO score. The service department treated me terribly. When I went to pick up my brand new leased vehicle it was not ready and it was filthy. I will never ever buy anything from this dealership again. I can't believe I've got two more years to go on this lease where I have to deal with these shysters.
5	Dealership is not friendly to customers, but the salesman was a friend.
5	I have had a good experience with my vehicle. However, my husband and I have had horrible service with his vehicle. We were charged for repairers and told "we took it for a drive and we didn't hear that sound." But, the mileage counter moved .3 miles. Then we worked with the manager. The Subaru folks have been fine. However, we will not be going to the GMC portion of Bill Rapp again.
6	Service was good, but I would have preferred a higher trade-in allowance. I will be more focused on that issue next time.
6	The service was weird. They messed up my finance and ended up refunding me part of my down payment.

Bill Rapp | Passives

7	Helpful, yet non-pushy salesman.
7	Mostly happy with the outcome and experience. Salesman a bit slick, but they are.
7	Quick and easy.
8	Purchase was good, but service is always booked.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Bill Rapp | Promoters

9	Great service and competitive pricing.
9	Sales person has left and become employed at another dealership.
10	Bill Rapp has been our dealership for our last 3 cars. They're always fair and upfront about purchasing and the sales people are not pushy.
10	Customer service!
10	Everyone there is friendly and willing to do what they have to to give you what you want.
10	Excellent customer service and enthusiasm.
10	Facility was clean and neat. The salesperson was professional, courteous, and personable. The process was quick and easy. One of the better experiences I've encountered.
10	Great customer service, very knowledgeable and long standing relationship with sales team.
10	No pressure sale; great deal on the price and got me the car I wanted, even though it was not on the lot at the time. Knowledgeable and friendly sales person.
10	Our salesperson, Jay Britt, worked hard to get the deal we wanted.
10	The salesperson was knowledgeable, explained everything about the different vehicles available, and answered all of our questions. We never felt pressured like we had at other dealerships in years past.
10	The salesperson we had went above and beyond to help us and to get us in the vehicle we wanted.
10	They had the best market value price for my car, which also had the least amount of miles and was the newest model. It was a no brainer and made me wonder what the other dealerships were doing (as in, where were their profits going/why were prices so gauged?).
10	They were more than accommodating to my needs. They treat you with respect.
10	They were really good at handling customers!

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Burdick | Detractors

0	I purchased extended warranty and the only thing that went wrong that was covered was the power steering. Finally after 4 times, they got it right. The windshield wiper motor was supposed to be covered, but they say it was caused by the transmission unit so it was not covered!
2	Unhappy with my certified used car. It had bad breaks two weeks after delivery.
3	
4	I don't like the bait and switch games that car dealers play. The cost of the vehicle should be the cost. I don't like the haggling and dealing. I always walk out feeling like I got ripped off.
4	Long process. Negotiation was heavy.
4	While they had the used car we wanted, they were very unwilling to negotiate prices, despite a long-standing relationship with the sales person. Based on market loan rates, we did not get a good deal on a loan either.
5	The dye came out of my leather seats, the service technician rubbed it off, and they refused to replace them. Plus, the seats stain easily. I paid $25,000 for cheap leather that ruins easily and can't be cleaned without losing the color.
5	
6	Expensive and takes time to work out a deal, but good service.
6	Good deal.
6	I would recommend them for service of a vehicle and a good place to "shop" and test drive as many dealerships are on property. But, many other dealerships are willing to give better deals. They try to make too much on the gross of the car.
6	They were okay.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Burdick | Passives

7	Good dealership but sales representatives are slightly pressuring and the quality of vehicles are satisfactory.
7	Good service.
7	Good service.
7	I found the vehicle online - the dealership and salesman weren't really a consideration.
7	I/we had made several inquiries to the dealership via phone and email and had to continue to reach out to get answers to our questions. They were not quick to respond at all.
7	It was a good experience. They worked with my budget to get me into a vehicle I wanted.
7	No BS.
7	No comment
7	People were helpful and honest.
7	Service.
7	There are a lot of cars to choose from.
7	They had the vehicle I was looking for.
8	Easy to deal with and close location.
8	Good experience.
8	Good selection, but lacked financial offers.
8	It was an easy transaction and they had what I was looking for
8	Not really a 10/10 amazing experience, but they were helpful and pretty easy to work with.
8	One service was less than satisfactory. Dealership is to big to give the personal service I like.
8	Pleasant and easy to work with. Would consider the deal I got as favorable, although like anything else you always feel you could have done better.
8	The salespeople were nice, not pushy. Willing to work on price and very helpful with the entire process.
8	Their service department takes forever.
8	There are a lot of dealerships to choose from, since I purchased my vehicle; although the service was excellent when I purchased mine.

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Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Burdick | Promoters

9	A little pricey.
9	Great service and friendly people.
9	I don't trust any car dealers, but Burdick was great to me in every way. If I have to buy a car, I'd go here.
9	I have bought 4 total cars with them, both new and used.
9	I've leased three vehicles in a row and have never had an issue.
9	Large selection of vehicles, convenient location, and quality of service.
9	Nice to deal with.
9	The prices are great and most employees are good.
9	The process was easy and our salesman was very helpful and did not pressure us.
9	The quality of service and variety of vehicles are great.
9	The sales associate was very expedient and worked with me on reducing the price to meet my budget. Fast and easy process.
9	Their flexibility.
9	They do a good job. No one is a ten. You can always improve. Things happen.
9	Very good service dept. and salespeople.
9	Very responsive to needs.
9	We really like the Lincoln Burdick dealership, but am not very impressed with the Lexus dealership.
10	Awesome family dealership that is highly reputable and great to do business with.
10	Because whenever I had an issue with my car, in which I purchased from them I would get in touch with them and they would make it right for me and fix it correctly the first time around every time. That's why I have trust in them to work on my car.
10	Best customer service.
10	Bigger selection and better deals.
10	Consistently superior service.
10	Customer service is the best!
10	Ease of sale, quick paper work, and delivery
10	Easy to work with.
10	Every thing has been good.
10	Everyone was very nice and patient. They took the time to explain the entire process.
10	Everything in one place and a professional staff. Need to have different channels in the service area. I end up leaving knowing every breaking story over the last 24 hours.
10	Excellent customer service and I am a prior customer.
10	Excellent service from the person selling us the car.
10	Excellent service.
10	Fair pricing. Excellent customer service.
10	Friendly and knowledgeable sales reps. Got a great deal on a new vehicle that was within my budget.
10	Friendly staff and many choices! Really worked with my budget to find the vehicle I was looking for! Showed me all my options for the vehicle I was interested in. Great service department.
10	Good deal and a helpful staff.
10	Good price on a great vehicle.
10	Good service and friendly employees.
10	Good service.
10	Good.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Burdick | Promoters (Continued)

10	Great deal. Came through with everything promised.
10	Great overall service! Worked with me to get the best deal and the lowest APR for my auto loan.
10	Great price and services.
10	Great price.
10	Great sales team and excellent service.
10	Great service and vehicle. No upselling of cars.
10	Great service, great value, no pushy sales guys, and a great overall experience.
10	Great service.
10	Great service.
10	Honest deal. No baloney.
10	I have always had truthful salesmen and reasonable prices when buying from the Burdick dealerships.
10	I have been dealing with them for a long time. They are a very good place to purchase an automobile from.
10	I have been with them for 8 years. Services are great.
10	I've always had a great relationship with the dealership and I recommend them to all of my friends.
10	No pressure and they treated me fairly.
10	No pressure there when shopping for a vehicle.
10	No pressure, there for you, smooth, and a good inventory.
10	Service after the sale is excellent for Burdick Hyundai.
10	Service, proximity, and choice.
10	The Burdick family is very patient in explaining every process of the car buying experience.
10	Their staff is always extremely professional and the maintenance department is top notch.
10	There are many auto companies available at Driver's Village. Very competent, friendly, and knowledgeable sales staff. Excellent service departments. We bought a 2017 Highlander and leased a 2017 LaCrosse the same month.
10	They answered all of my needs in a thorough manner.
10	They are good people to do business with. They don't push and seem to be honest. I didn't feel pressured at all in regards to buying a car.
10	They are very easy to do business with.
10	They did what was asked of them.
10	They do not hard sell. They listen to what you want and how much you can pay. We have bought our last three cars from Burdick.
10	They have been good to me and concerned.
10	They have followed through on deals and delivery. Service on warranty items great.
10	They have treated me so well from the time of purchase to any troubles I have had.
10	Top grade service.
10	Very professional. No hassle. Ninth vehicle from Burdick. Great sales and service experience.
10	We have dealt with Burdick for many years; a great place to do business with.
10	We like the values that they stand for.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Burritt Motors | Detractors

4	They're okay.
5	No reason.

Burritt Motors | Passives

7	Because.
7	I had great service. They helped us a lot.
7	They were nice to work with. They were the first place I looked and after looking elsewhere I returned. I did have to haggle quite a bit, but ended up with what I felt was fair in the end.
8	Everyone was very friendly.
8	Good price, good service.
8	Helpful staff who made the process easy.
8	It seems that when I would take the car in, that they would say that it needed work!
8	The salesman, Larry, who we had dealt with before. He was fair, flexible, and ready to make a deal. I feel the dealer services are always pricey so 8, not 9 or 10!
8	They were very easy to work with.
8	Very friendly.

Burritt Motors | Promoters

9	I have purchased my vehicles from them for the last several years with no problems.
10	Burritt's Motors is a local dealership to me and I always support local businesses.
10	Price and service.
10	We have bought many vehicles there.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Carbone | Detractors

2	Distance and they didn't fix an issue before I took it home, so I had to return back to be completed.

Carbone | Promoters

10	Great experience for my son's first car purchase. Good follow up from dealership.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Davidson | Detractors

3	The turnover of employees is high.

Davidson | Passives

8	I didn't have any problems with them. They helped me get the car I wanted for the money I could pay.
8	They were helpful.

Davidson | Promoters

10	From start to finish they provide excellent service. Great on line inventory, prompt email responses, friendly and knowledgeable staff, great service center. What more do you need?
10	I had a great purchase at Davidson and the dealership is just 2 miles from my home.
10	The customer service and the salesman treated me well. I wanted my new truck rust proof and the service department treated me very well. The truck had a recall I had to use customer service again. I worked with Christine; she is professional and nice.
10	Willingness to deal and the selection of vehicles.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

East Syracuse Chevrolet | Detractors

3	I felt they were quick to try and make a deal and did not try to get our payment down to where it was when we leased.
3	The salesman lied to me about a feature on the car, as he said it was on the car and it wasn't.
5	Price is a secret, service is not what I expected.
6	It was fine.
6	My car was back several times for major issues and they do not offer a loaner.
6	The lot was unattended a lot.

East Syracuse Chevrolet | Passives

7	The process was fairly easy and uneventful, although it was a bit unorganized when going over financials and loan details.
7	Very friendly staff. Helped me find the right car in my budget. Didn't try to push me to spend more.
8	Good staff and good customer service.
8	It's okay.
8	The service was okay, not great.
8	They were a second choice. I went to a Kia dealership down the street and they tried to hamstring me on the price of a new SUV.
8	Very good service and no pressure salesmen.
8	Was very helpful, not pushy, but informative. They let me make the decision and didn't try to push for more than I could afford.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

East Syracuse Chevrolet | Promoters

9	Quality of car, service availability, no pressure sales, and sales explanation.
9	They were upfront and had a very good, experienced salesman.
10	Excellent customer service in all departments. Salesman worked a great deal to meet my needs.
10	Friendliness!! The extras they do at no additional cost...... air in tires, oil change, car wash etc...
10	Great customer service. They work through pricing with you and do all they can to keep their customers satisfied.
10	Great service. Staff made the entire process easy and I got an incredible lease deal.
10	I have purchased my last four vehicles from them and have been satisfied with the quality of the cars and the maintenance department.
10	Staff-courtesy, vehicle supply, and financial planning assistance.
10	The deal they made and the no pressure sales.
10	They are responsive and low pressure - they worked with me on price and are also great for service.
10	They were better deal than Used Car King, and customer service was better and easy to talk to. Sun Auto group has caused me to really look hard at how to buy a car since I had a really bad experience with them.
10	They were extremely easy to work with.
10	They were very professional and accommodating to meet our needs.
10	We worked with Steve and he took his time with us. He explained the reasons to buy new instead of used. With the rebates on a new car, plus the interest rates are better on new, it cost me less to buy new than used. I have had several questions and he either answers when I call, or calls me back within a reasonable time. I referred a friend to him and he gave her an incentive on her car and sent me a check. We will deal with him from now on.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Fox | Detractors

0	Awful experience with service department.
1	Service department was horrible. High pressure sales.
1	Terrible customer relations.
1	We were not happy with salesperson.
3	Dishonest sales person. They would not adjust things found about the car from their misleading ad. They refused to fix Subaru problems and said it's not their job. They tried to lie about the warranty because I have it serviced for oil changes elsewhere. I will never return to Fox, ever. In fact, I wish I had gone somewhere else.
4	Expensive, did not end up with not what I wanted, and was talked into double higher payments.
4	Not great.
4	Too slick.
5	Not very good service! Don't backup their sales!
5	They didn't tell me about a couple dents in the rear bumper.
6	Good service, but nothing special.
6	I think I could have done better.
6	Purchasing is good but their service department sucks.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Fox | Passives

7	Good, but some problems .
7	Had a pretty good experience as far as used car buying goes.
7	I had a good experience, they weren't really in my face all the time which is something I hate!
7	The service was decent, but the car needed to be jumped before I could drive it. No one told me why the long wait.
7	Was told undercoating was free, but found out that I was charged. Fox did make it right.
8	A good deal.
8	Attentive without being overbearing.
8	Close, easy, and reasonable.
8	Good service.
8	Have had 4 cars from them and had a good experience with each one.
8	I got a good deal on my car but I needed to purchase brakes already and my headlight doesn't work correctly. Lots of scratches and dings they could've buffed it at least.
8	No reason- just do not particularly like car dealerships.
8	Sales was helpful. Good customer service. Negotiation was fair.
8	They sold me the vehicle after I gave them my price, which was well under the listed price. No pressure sales deal.
8	They were very helpful and easy to work with. Made things go smoothly.
8	We have bought 4 cars from them so far and they have always had good service.
8	We went back and forth for about a month and they finally gave me what I wanted.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Fox | Promoters

9	Easy to work with and friendly.
9	Have bought most of our vehicles from Fox and been happy with the service and sales person.
9	It all depends on the salesman that you deal with. Some of them can be really bad, but I had a good one.
9	Our own good experience with them.
10	Always satisfied with the service and how I am taken care of; they go out of their way to make sure everything is right.
10	Friendly and they want you to get the deal you want.
10	Friendly, good quality vehicles at a fair price.
10	I choose Fox (Chrysler, Jeep, Dodge, Ram) because through 3 vehicle purchases, the salesman has been upfront and honest about the deals. The service department is fabulous after the purchase for routine maintenance, and it is trouble free when there are problems. The body shop is top notch, which I experienced when a deer hit me. Granted labor fee is way too high, but otherwise, all around great staff.
10	Process.
10	Service and salesmanship.
10	Sharon Fox is a great dealership that really cares about people and their cars! The staff are pleasant and so helpful!
10	The sales staff was friendly and fast. I went home with a new car in under 2 hours.
10	Very friendly, patient, not pushy, and gave choices within my budget.
10	Very good experience.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Fuccillo | Detractors

0	The salesman lied to my face and when I went back to make it right, it took me to the Attorney General to file a complaint, as they would not make it right.
0	They sold me a piece of junk. I couldn't bring it home because it needed to be fixed and to this day the thing breaks more than my 2005 Chevy work van with 200,000 miles on it
0	When I went to lease a vehicle they lied to me. I took them to the Better Business Bureau and they settled the dispute. They are unethical and untrustworthy.
1	Was treated badly.
2	The sales person knew very little about the running of the car, what vehicles were available, and what deals were available. I was at the dealership for hours on more than one day. The financial person did not have correct payoff figures, which costed me unnecessary expenses and financial hardship. In addition, the sales person did not call me when he said he would.
3	Bad end of lease experience.
3	The car was a real lemon; nothing but problems.
4	Sales manager was insulting and rude. Service department is unorganized.
4	The service department is awful to work with.
5	All dealerships are the same. They only care about you before the purchase. Once money changes hands, you are nothing to them.
5	Because we are Chevy or GMC people, we only chose them because they had a Chevy.
5	Cheap.
5	I realized later that the price was too high.
6	Not thrilled with the quality of the car.
6	Price was not great, but service was very good.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Fuccillo | Passives

7	7. Pretty good, but they are better than other places
7	A great sales department, but so-so in the service department.
7	A little too pushy.
7	Good experience, but really no benefit from buying there.
7	Good salesmanship, not too pushy, and made the transaction easy.
7	Honesty and friendliness.
7	No comment.
7	They are great.
7	They worked hard to get me my car, but the sales person was a bit pushy and almost tried to force me into something I didn't want, but I stood my ground.
7	Too far for warranty issues or oil changes. I would rather stay local.
7	Very helpful.
8	Because that's what I feel is their rating out of 10.
8	Great service and the sales process went smoothly. Not enjoying my Rogue as much as I thought.
8	Sales staff is super friendly, accommodating, and not pushy. Welcome back feeling every time I go for oil changes.
8	The buying process is very good, but unfortunately the previous used vehicle they sold me only lasted 2 years, 8000 miles beyond warranty, and the transmission completely went.
8	The original sales person didn't make any attempt to work with my requests for my employer discounts.
8	They tried to change my payments by $28 a month after they took my trade in. I fought about it and they supposedly called Billy and he said to let it slide.
8	Was treated fairly.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Fuccillo | Promoters

9	Because they are worth the visit and they work with you .
9	Because we were very happy with the cost of the car and the lack of haggling!
9	Friendly sales staff. Completed deal in a short period of time with no runaround terms.
9	Great customer service and made my monthly payment to be affordable.
9	It was a good experience. They helped me get a great deal and made it possible for me to get the car.
9	Staff was very friendly, knowledgeable and was willing to work with me to get the vehicle I wanted in my price range.
9	The salesmen was great, just too far to go for servicing of vehicle.
9	They are amazing. I just wish I had a lower monthly payment.
9	They have good pricing.
9	They were helpful and knowledgeable about the vehicle and the ways I could save and the deals I would be getting. Very friendly.
9	Very good service, knowledgeable staff, and very attentive to customers.
10	Awesome sales and service.
10	Because I have always bought from them. They are very friendly, caring, and work with you to get as low of a price as they can.
10	Customer service was excellent and the employees went the extra mile to get me into a brand new car.
10	Easy to work with.
10	Ed Danoto goes above and beyond to help customers.
10	Excellent customer service.
10	Excellent customer service.
10	Excellent service and follow up. My year old car was totaled and they hooked me up with a replacement vehicle ASAP. Their service department is fabulous! Their pricing is also excellent.
10	Good cars, real nice sales personnel. Not pushy, works with you.
10	Great customer service. Easy process.
10	Great deal and the people there were very helpful.
10	Great deal, service, and excellent customer service. Had the vehicle I wanted fully loaded Armada.
10	Great service.
10	I have leased three vehicles with Fuccillo and have had a great experience each time. The last two times I was even able to use the same salesperson, who "remembered" me. Even if he really didn't, he made me feel comfortable and there was no pressure in his sales pitch.
10	I've used Fuccillo dealerships for 12 years, either buying or leasing 4 brand new vehicles. All of my experiences were excellent, which is why I continue to return to them.
10	Liked the deal.
10	Love my 2016 Sorento SUV. Any problem is all covered by warranty. Quick prompt service, same with recalls. Nice staff in the service department. Clean new waiting room with free coffee and a TV. Just an enjoyable experience if you need to wait. There are service and repair coupons. A nice experience.
10	Outstanding customer service.
10	Personnel are friendly, will work with you, no "hard sell," and things go smoothly and quickly.
10	They got me a good rate that included an extended warranty. I've used them for repairs and was very satisfied.
10	They have been good to me.
10	They have fantastic sales people, and you cannot beat the service.
10	They were very helpful in a very bad situation!
10	They worked with me to make the monthly payments work so I can make them, and they where very nice to work with. It was my first time getting a newer vehicle and they made my experience great .
10	This was our 2nd car we got from them and the staff was friendly and understanding about our budget.
10	Very nice to me and the person with me; great people to work with.
10	Very pleasant to work with, no pressure, and listened to my needs and thoughts.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

FX Caprara | Detractors

4	We found out through our insurance that our vehicle had been in an accident after the fact.
6	If asked, I would recommend them.

FX Caprara | Passives

7	Answered most of my questions. My sales person was not able to answer some.
7	I specifically told them I needed a 15k/yr. miles lease and mentioned it several times but when paperwork came out it was for 12k/yr. miles lease.
8	They are fair.

FX Caprara | Promoters

9	Great customer service and friendly dealers.
10	Courteous helpful staff, the ease of obtaining vehicle, and they worked with me on payment options.
10	The salesperson was excellent, the communication was great, and they made the purchase process a breeze. Worth the trip up North.
10	The salesperson.
10	Very friendly dealership. I have leased my 2 last vehicles there. They have always stayed within my budget and given me exactly what I wanted.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Honda City | Detractors

6	Good, average, nothing spectacular.

Honda City | Passives

7	Good price, accommodating, and acted like they really wanted my business.
7	Got an okay deal, nothing great.
7	It's a good car, but nothing special.
7	The service was very good, but the cost of the car was a lot.
7	They can work on some things.
8	Easy process.
8	Good customer service and didn't feel pressured to buy.
8	I have had better experiences at other dealerships.
8	Salesman was excellent. Gave us the deal we wanted. Place is clean and service seems good.
8	Very friendly, no nonsense sales people.
8	Very professional, good selection, and sales people try to work with you.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Honda City | Promoters

9	Comfort.
9	Convenient location and price.
9	Easy to deal with and a great service department.
9	Great luck and no issues.
9	Great place to buy a car.
9	Great service.
9	Reliability.
10	Great day today.
10	Honest, not pushy, and listened to my needs.
10	I have received excellent customer service from them.
10	Salesperson was very knowledgeable.
10	Service.
10	They are always willing to make a deal with you.
10	They deal fairly with buyers and give breaks to repeat buyers. I trust the service department.
10	They have been very honest, employee are friendly, and their service is the best.
10	They provide great service and have never charged me for things I don't need.
10	Very helpful- listened to my needs.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Lamacchia Honda | Detractors

0	They sold me a used vehicle that was in an accident and they painted over someone's business name, Nick Orso.

Lamacchia Honda | Passives

7	Got the deal we wanted. Was relatively easy to deal with. Could have been a little smoother.
7	I wish they would have worked with me more and I would have stayed with Honda.
8	Customer service and previous history.
8	Long time purchasing history.

Lamacchia Honda | Promoters

9	Good service.
9	They gave me the price I wanted.
9	Very good.
10	After 15 years, I see many of the same employees. I feel good when I need to go for regular maintenance.
10	Easy and great to work with.
10	Good deals, good service, and good cars.
10	Great deal, very easy to purchase a vehicle.
10	I have bought three Accords there: 2008, 2014, 2018
10	It's a Honda! The staff was friendly and helpful. Value and pricing.
10	No problems.
10	They are very helpful and pleasant, plus a good selection of cars.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Maguire | Detractors

0	When I purchased my CRV it was called Honda of Ithaca, so I should not pre-judge. However, if Maguire kept any of their staff it would be safe to say I will not do business with Maguire.
1	They lie and wouldn't do a recalled air bag.
4	It was an okay experience, but not great.
5	Car was clean and has been good as far as maintenance. We thought we got a good deal?
5	Neither good nor bad.
5	Nothing good or nothing bad happened.
6	Didn't help my son purchase a car.
6	Didn't return calls, not service oriented. The only reason I gave a 6 is because of one guy in the service department.
6	Never trust dealers.
6	Prices are generally too high, customer service is good, but often need to wait a long time for parts to be ordered.
6	Prices were high and the way they showed the payment felt shady. Found deal elsewhere.
6	Some of the sales people don't go the extra mile for your business. They don't seem to have any energy to discuss different options.

Maguire | Passives

7	Distance, did not have a model that was listed on website.
7	Some of the follow up info had to be chased down and followed up multiple times.
7	Very good place.
7	When I initially went in and bought a car, they had a 3 day no excuse return/exchange policy. What they don't tell you is there is a mile total you can't exceed. I feel the first dealer tried to take advantage of me by incorrectly entering the mileage, but when my 3rd day came and I wanted a different vehicle, they were accommodating, and gave me a better price and loan rate for the vehicle that I had purchased and drive to this day. So I would recommended them, but would tell buyers to be cautious.
8	Customer service was fair.
8	Good customer service.
8	Good service, made it easy, and a nice selection of vehicles. But, they were in Ithaca, so it was a drive to look and test drive.
8	Good, honest salesman.
8	Most people there are great, but two jerks worked there as well. One got fired other and transferred to another site if theirs.
8	They have good service.
8	They were pretty good.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Maguire | Promoters

9	Good customer service. Good price.
9	Good prices, good selection. However, they advertise a significant price discount, which you lose if you take the 0% (at the time) financing.
9	Great prices.
9	The salesman was easy to work with, there was a good selection of vehicles, and fast approval.
9	They were extremely helpful and weren't pushy at all. The prices were great and they worked with me to get me into the new car while staying in my budget.
10	Always have had good service before, during, and after the sale.
10	Fantastic customer service, up front pricing, and updated website.
10	Fantastic service and professional salespeople! Worked with me to make the payments fit my budget and get a great new vehicle!
10	Fantastic service.
10	Great people and great service.
10	Great service, honest, and best price.
10	I have gotten my last three new trucks from them.
10	Liked knowing what car would cost without negotiating.
10	Maguire has always worked with me to purchase vehicles that were affordable, yet my style of car and many other benefits.
10	My agent helped me find exactly what I wanted and was nice to my daughter, who kept making a mess.
10	Selection, and their sales staff is excellent.
10	They listened to what I wanted and were not pushy in any way. They worked hard for me to be able to leave with a vehicle that same day.
10	They went out of the way for me, especially when they owned a mistake they made.
10	They were good to me.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

NYE | Detractors

0	Customer service is terrible!
4	It's good and amazing.
4	The process was very aggravating. The salesman needed to go back and forth between me and the manager at least a half dozen times. The service department is usually pretty slow because the have too many cars at once or they are short staffed.
5	It was adequate.
6	Some sales people are not trusted.

NYE | Passives

7	I bought an off-branded used car and I can't get my warranty work done them. I have to go way out of my way to the nearest branded dealership. If I knew this beforehand, I would have bought one of their makes.
8	They were great.
8	Very good salesman, but long wait time when discussing price.

NYE | Promoters

9	Convenient, easy to deal with, and a good service department.
9	Good service.
9	Great salesmen, very helpful, and a wide range of vehicles to choose from with all different price ranges. They have something for everyone.
9	The sales staff was very helpful. Bad side, forgot to tell me about broken backup camera.
10	Bought our last 5 cars from NYE.
10	Dependable, best deal, honest salesperson, and a good price for trade in.
10	It's a good place to get a car.
10	NYE worked with me for great trade-in value for my old vehicle and great a monthly payment that was cheaper than competitors.
10	They have a good selection of vehicles and good sales people.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Romano | Detractors

0	I purchased a Ford Focus (which is now part of a class action and recall for a transmission issue. The transmission issue has been a major issue since I got it and Ford's customer service has been terrible. My sister also purchased a Focus a year newer than mine at the same time. She has the same issue and has had her car serviced near her home in Pittsburgh. The handling of the same problem has been apples to oranges.
0	Terrible service advisor.
3	They told me I was approved for the lease, so I signed paperwork. The day I was going to pick it up, they call to say I'm not approved and need a co-signer. I said forget it, went to another dealership to shop. Romano starts blowing up my phone, saying I'm approved and to come get my Jeep. I picked it up, have never heard from them since. I will be going elsewhere for my next lease.
4	97% of the dealers are simply trying to move inventory. I have yet to find one that exhibits concern for me and my welfare.
5	5.
5	Just won't lease again.
5	Long time ago. I don't know what it's like now.
5	The sales representative was not good when we picked up our car. We waited almost 3 hours for paperwork and we had an appointment for it. And then the representative spent no time to explain all the features of the car to us. 2 months later, I still don't know all the items on the steering wheel or have my phone hooked up. Phone mainly because I am too busy, but it would have been nice to do it in 5 minutes there. She also could not close the deal; Mr. Romano had to come out to do it. But, I got the price I wanted.
5	Very shifty, I don't trust them.
6	Great sales to buy my Toyota, but service after sales is poor. Service department is a lot more expensive than NYE. Service is poor and not reliable.
6	I would recommend, but depending on the person that is looking for the vehicle.
6	It was good.
6	Mediocre at best.
6	Service and follow up lacks.
6	The dealership was super friendly, but I didn't have many finance options to choose from.
6	The service is okay, but not outstanding.
6	They always seem like they are trying to get one over on you. When I purchased my lease, they were great, mainly because of the sales guy I worked with. But, when I went there recently, as my lease is almost up, they clearly do not care about loyalty to them. They quoted me higher than any other dealership.
6	Typical dealership. Only got a deal when I provided info from another dealership with a cheaper price.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Romano | Passives

7	Good experience. Good service.
7	Good service.
7	Guys were nice
7	Nobody is perfect.
7	Not happy with the time it took to come to agreement.
7	Purchase the 2012 New Prius V and met the sales rep at auto show. He showed me the car.
7	Service after the sale is great.
7	Smooth transaction.
7	The follow up customer service was spotty.
7	The service department only cares about selling services that I do not always need.
7	Their service department tried to sell me a brake job on a two year old car when I went in for a state inspection.
7	There seems to be "no service after a sale." Once you drive off lot, I don't feel that they really care for you as a customer.
7	They did all right. Salesman was okay.
7	They have treated me well, but the rep I had was less than great. I preferred to deal with the other sale associates.
7	They were good, but they like to try and charge for oil changes and such that are supposed to be free with leased cars.
8	Because they haven't screwed me over yet.
8	Enjoyable experience, but the advertised deals are not as clear as they should be.
8	Fair, reasonable, and reliable.
8	Friendly customer service and great perks after you buy the car.
8	Good help and good pricing. Primarily because of the salesperson I dealt with.
8	Good sales people and selection.
8	Good service.
8	Great price, good dealer, fast financing, and no hassles.
8	Great relationship with sales, and good with service dept., but not great with body shop due to a past situation.
8	Great service, never felt pressured.
8	I purchased my car in full with cash, but was not allowed to drive my car home after the sale because of a mistake by the dealership. The next day the dealership had the car delivered to my home. I would have much preferred being the first to drive my car. I felt a bit ripped off. I would have rated the dealership 10 if not for this.
8	It was a good experience but I hate the "let me go ask my manager."
8	Not sure.
8	Overall good experience. Tried to meet my needs. Did try to upsell warranty. Salesmen mostly knowledgeable.
8	The salesman I dealt with was knowledgeable, wasn't annoyingly pushy, and was a very pleasant.
8	They are pretty good in what they do.
8	They did well. I knew the vehicle I wanted and they had a share the love event going on through Subaru and I got some cool gear out of. They didn't do much on the price, though it was a very fair price that they had on the sticker. Salesmen weren't pushy they put me in the vehicle I wanted and that was it.
8	They got us to the price we wanted but we did hit the number we wanted for monthly payments.
8	Very efficient and friendly staff.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Romano | Promoters

9	Good experience.
9	Great deal on trade in. Car is still running well.
9	Great salespeople. Not pushy and genuine.
9	Great service.
9	I'm very happy with my purchase. Romano has always treated me well.
9	I've had no problems with Romano Ford, I just haven't turned in my first lease so giving a 9 for now.
9	Local, had the vehicle I wanted and competitively priced.
9	The sales person I have used twice is fantastic.
9	The service was good, however, they did not go below sticker price.
9	The staff was nice and they were recommended by a friend. The service department is awesome to deal with.
9	Very professional and willing to work with me on price.
9	We deal with one sales guy at Romano Subaru. He is knowledgeable, fair, and does not BS.
10	10.
10	All of the folks in sales and service are wonderful to work with and got me into an excellent car that fit into my budget.
10	Customer service and ease of lease process. Also, they gave me the best deal compared to other dealers.
10	Dave Yates makes the experience painless.
10	Everyone I came in contact with was very friendly and knowledgeable. They answered any of my questions and gave me time to decide.
10	Everyone was fantastic to work with and was willing to work with us to get the monthly payments within our budget.
10	Excellent customer service, competitive pricing.
10	Exceptional service and low pressure through the purchase process.
10	Fast negotiations and friendly staff.
10	Friendly staff, both sales and service.
10	Friendly, easy service appts.
10	Friendly, no pressure, convenient, and extremely sincere.
10	Good price for the value. I got a three year old car with 9,000 miles on it.
10	Good service and friendly.
10	Good service.
10	Good, honest people selling great cars at reasonable prices.
10	Great customer service, there is always a loaner car available for service visits, and always a follow up call to ensure your needs have been met.
10	Great customer service. Romano Mazda has very competitive prices for the quality of the vehicle. I am a repeat customer.
10	Great customer service. They care about you and the purchase; they were willing to help.
10	Great people to deal with!
10	Great people. Easy to deal with. I'm on my 3rd lease.
10	Great service and price of vehicle. I have been doing business with Romano for many years.
10	Great service.
10	Great.
10	Helpful and friendly salesperson, willing to work with our budget. Took car of minor issues before purchase.
10	I got the deal I wanted.
10	I had a very good experience and everyone was very helpful.
10	I have been a customer for 25 years.
10	I wanted a Subaru and they treated us well! We went in for a used car and learned that a new model was just as affordable, and we still have it 13 years later. It still looks and runs like a new car with 135,000 miles on it! They service well what they sell!

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Romano | Promoters (Continued)

10	Knowledgeable, not pushy, willing to deal, and pleasant to deal with.
10	Mazda and Volkswagen.
10	No muss and no fuss. I told them what I wanted and what the deal breakers would be. They gave me a great trade in on my 4 year old Impreza. They did not try to sell me something I did not want. And best yet, 0% financing.
10	No pressure, great sales staff.
10	Romano has always given me the best deals and cars; they never disappoint.
10	Staff, service, reputation, and attitude.
10	The negotiation process was fast and I was able to get the car in a reasonable timeframe.
10	The sales representative, Bill Delia, was outstanding and did everything possible to meet or surpass our needs. He introduced us to numerous employees and managers.
10	The staff is very nice and professional.
10	They are a very good dealer and the always send promotions.
10	They gave me a great price for my trade and treated me with great respect.
10	They weren't pushy.
10	Transparency in the lease process. Most dealers will not share information in the specifics of a lease, such as residual value and money factor, but Romano did. They were also willing to do so over the phone and through emails which is rare. Many times dealers try to sucker you into stopping by.
10	Very friendly staff and great customer service after the purchase.
10	We bought both our cars from Romano. Their sales and service people have been great.
10	Well trusted that they sell good used cars around here.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Royal Auto Group | Passives

7	Easy to work with.
8	I have had nothing but good service, good auto with few repairs. Have bought last 3 cars from them.
8	Previous experience.
8	Sales person was great and they even fed me lunch.
8	Went above and beyond to find the vehicle I wanted, not the one they wanted to sell.

Royal Auto Group | Promoters

9	Excellent service, friendly people, and they did not push and hurry us to make a decision.
9	Friendly, honest, and not a monopoly in the area.
9	Jason Allen was very friendly and helpful with getting us our van.
9	Local, fair, and good prices.
10	Always had good service.
10	Good manners and sales person.
10	Great Customer Service!!!! Salesman wasn't pushy and didn't push any cars on us. He wanted us to be happy. Great trade in value for our old vehicle.
10	Great service and great people.
10	Have always gotten good service.
10	I have always bought my vehicles through them. My parents do, too.
10	I love their service.
10	Royal Motors is friendly. The cars they sell at Subaru and Nissan hold their value and I got more for my trade in than was expected. That gave me a nice down payment on a brand new car.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Simmons Rockwell | Detractors

4	Overpaid for the year and was not happy at all with the "warranty." That was an extra 4,000 dollars, all said and done.

Simmons Rockwell | Passives

7	Good selection, but far away locations.

Simmons Rockwell | Promoters

9	Listened to what we wanted and got the right price.
9	They were helpful.
10	Because they were honest and the vehicle was a great price!
10	Friendly service, great salesman, and great follow-up on the sale.
10	Great customer service, worked with us on the price, and even reduced the price of the extended warranty
10	Great dealership, warm and friendly, but most importantly, honest people.
10	Sales and service combination is second to none.
10	The service.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Summit | Detractors

0	No longer there. Moved out of area.
5	Harder than heck to get service appointment. I shouldn't ever have to use service if the product was any good, but apparently, it is not a good product since everyone else is also trying to get their car fixed because it takes a week or more to get an appointment for service.
5	I don't have to explain.
5	I had a terrible salesman.
5	Not much to choose from.
5	Summit in Auburn is not in Onondaga County, so tax money goes there. I didn't get the color vehicle I wanted and I had to wait another 2 days to get vehicle when my car had broken down because they were too busy.
6	They are local, and the salesmen are generally pretty good to deal with. They are slightly pushy though, which I think is a turn-off.
6	They really are not local any longer.

Summit | Passives

7	Felt right.
7	Got a good car for a good price, but felt that the extended warranty was too much. Added too much to the total cost of the car.

Summit | Promoters

9	Friendly staff and a great inventory.
9	Location and inventory.
9	They were very easy to work with.
10	Great salesman, Phil, and love the service department. We have purchased several cars there.
10	I was treated with respect and courtesy. My opinion and desires were considered and acted upon.
10	They are the best. Friendly and take the time to talk to you. The service department is excellent and you can get in right away.
10	They have always done right for me.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Sun Chevrolet | Detractors

0	They are not honest.
0	They can't hold their word and promise perks that they then take away.
2	My salesperson did not last a week at Sun Auto. They got rid of the sales manager and he was the best in the area.
2	No pressure sale and they answered all of my questions.
3	Gave me a price and when the paperwork was presented to be signed, it was very different than what we had talked about. I didn't noticed on the paperwork until a few days later, which I should've checked before I signed.
4	Their VIP incentive program is a sham.
5	Didn't have the vehicle we were told was in stock actually in stock.
5	Great car sales service but terrible after sales service.
5	Not in the habit of recommending dealerships. People need to shop around and do their own homework.
5	They seem to be a fairly middle of the road dealership overall.
5	Too far away.

Sun Chevrolet | Passives

7	Not much room for negotiation, but we got the car for a fair price. I only had a few minor complaints.
7	They went out of their way to get me into the vehicle I wanted.
7	They were quick with paperwork and getting the vehicle ready, but they are not very quick to address issues after buying the vehicle. I probably should have given them a 6, as their customer service is pretty bad once they already have your money.
7	Wasn't perfect...
8	Great service.
8	Have done business with them for years.
8	I like the people there.
8	I've had several issues with my vehicle off the bat. Owned the vehicle for a week now and still bringing it back to be serviced.
8	Love the sales, but the service department tries to squeeze every last penny out of you.
8	The service was great. The quality and dependability of the vehicle were also great.
8	They were okay to work with.

Q10: Explain why you chose your rating of [Insert dealership from prior question] as [Insert rating from prior question] out of 10?

Sun Chevrolet | Promoters

9	Easy to deal with. Friendly.
9	Friendly, no push sales people. They have a great atmosphere, selection, and services.
9	Good salesmen.
9	Good service.
9	Great customer service and not pushy.
9	Great service, selection, and prices.
9	No pressure. I told the salesman what I wanted and how much I wanted to spend; it was a done deal.
9	One price and my salesman listened to my needs.
9	They are a great company.
9	They were good to deal with; this is the 5th vehicle I've purchased from them.
9	Very professional.
10	Purchased from them in the past. I like their no hassle program. They were up front in explaining everything; things have changed there, but it was an enjoyable experience. Erin was knowledgeable and made us feel comfortable.
10	Easy and no pressure. I got the vehicle I wanted at the price I wanted.
10	Good company.
10	Good deals.
10	Good service!
10	Great customer service.
10	Great service and selection.
10	Service.
10	The staff is knowledgeable, courteous and respond and rectify any complaints.
10	Very nice people.
10	Very nice. They gave me a reasonable trade in cost.
10	Very well at what they do, great service; after and always.

We suggest grabbing a fresh coffee.

There is so much to review, you might be here a while.

All Respondents

Q1: In which of the following New York counties do you primarily reside? Select one.

County	Percentage
Onondaga	60.3%
Oswego	11.7%
Cortland	7.2%
Cayuga	6.7%
Madison	5.8%
Tompkins	5.6%
Seneca	2.7%
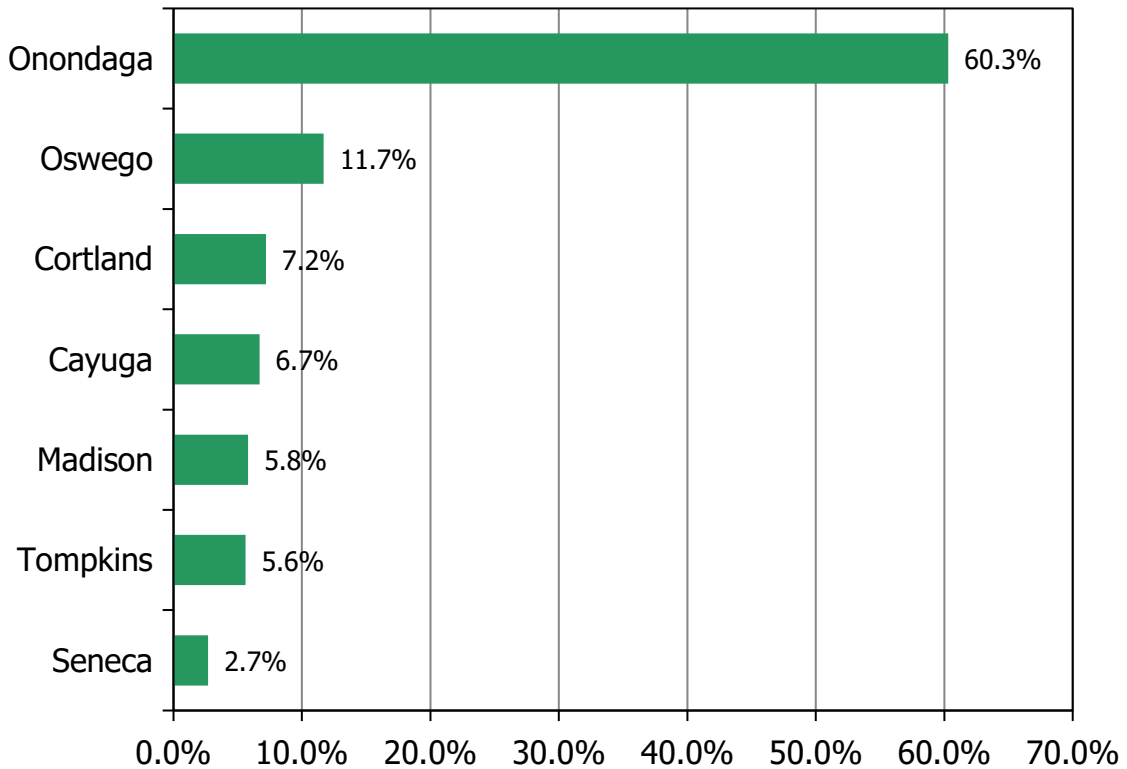
Unweighted Base: Seneca (n=27), Tompkins (n=56), Madison (n=58), Cayuga (n=67), Cortland (n=72), Oswego (n=117), Onondaga (n=603), Sample Size = 1,000

Q2: Which of the following best applies to you? Select one.

47.3%

52.7%
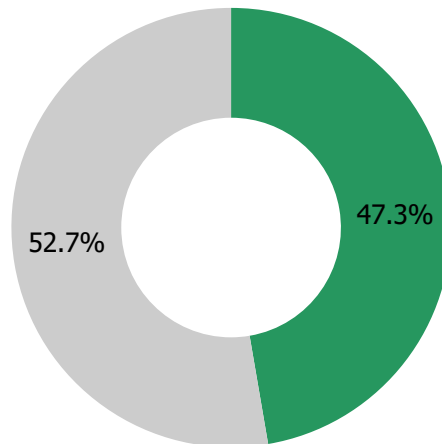
■ I am the sole decision-maker for auto/vehicle purchases in my household
■ I share decision-making responsibility for auto/vehicle purchases in my household

Unweighted Base: I am the sole decision-maker for auto/vehicle purchases in my household (n=473), I share decision-making responsibility for auto/vehicle purchases in my household (n=527), Sample Size = 1,000

Q3: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.

Within the past 3 months — 15.1%
Within the past year — 22.9%
Within the past 3 years — 33.8%
Longer than 3 years ago — 25.8%
Never — 2.4%
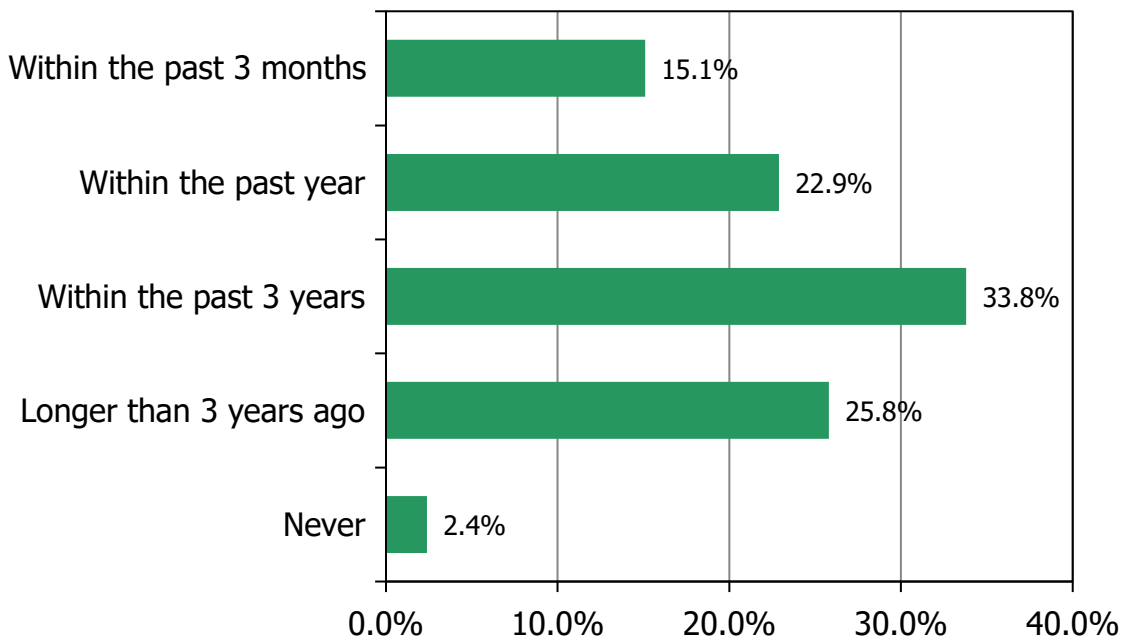
Unweighted Base: Within the past 3 months (n=151), Within the past year (n=229), Within the past 3 years (n=338), Longer than 3 years ago (n=258), Never (n=24), Sample Size = 1,000

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Q4: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.
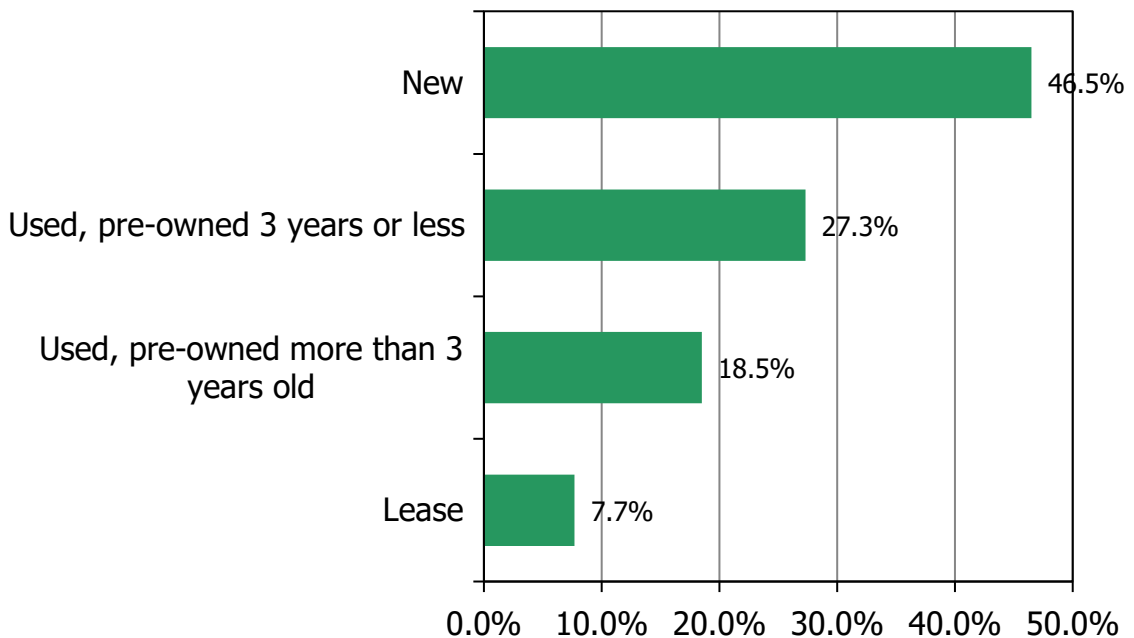
Unweighted Base: Lease (n=75), Used, pre-owned more than 3 years old (n=180), Used, pre-owned 3 years or less (n=266), New (n=452), Sample Size = 973

Q5: When you purchased/leased a vehicle from the dealership, how did you decide your budget? Select one.

Monthly payments — 47.0%
Total cost of the vehicle — 24.9%
Both — 28.1%

Unweighted Base: Monthly payments (n=456), Total cost of the vehicle (n=242), Both (n=273), Sample Size = 971

Q6 (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	Percentage
Under $200	9.4%
$200 to $299	30.1%
$300 to $399	33.7%
$400 to $499	16.4%
$500 to $599	6.9%
$600 to $699	1.8%
$700 to $799	0.7%
$800 to $899	0.4%
$900 to $999	0.3%
$1,000 or more	0.3%

Unweighted Base: Under $200 (n=68), $200 to $299 (n=217), $300 to $399 (n=243), $400 to $499 (n=118), $500 to $599 (n=50), $600 to $699 (n=13), $700 to $799 (n=5), $800 to $899 (n=3), $900 to $999 (n=2), $1,000 or more (n=2), Sample Size = 721

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Q7 (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	Percent
Less than $5,000	5.4%
$5,000 to $9,999	7.4%
$10,000 to $14,999	12.2%
$15,000 to $19,999	13.9%
$20,000 to $24,999	18.5%
$25,000 to $29,999	13.7%
$30,000 to $34,999	11.6%
$35,000 to $39,999	7.2%
$40,000 to $44,999	5.4%
$45,000 to $49,999	1.4%
$50,000 or more	3.4%

Unweighted Base: Less than $5,000 (n=27), $5,000 to $9,999 (n=37), $10,000 to $14,999 (n=61), $15,000 to $19,999 (n=70), $20,000 to $24,999 (n=93), $25,000 to $29,999 (n=69), $30,000 to $34,999 (n=58), $35,000 to $39,999 (n=36), $40,000 to $44,999 (n=27), $45,000 to $49,999 (n=7), $50,000 or more (n=17), Sample Size = 502

Q15: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	Percentage
Dealer websites	61.8%
Online search	58.9%
Car manufacturer websites	36.6%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	36.1%
Call to a dealership	15.6%
Television	13.0%
Newspaper	11.8%
Facebook	11.5%
Email to a dealership	10.8%
Craigslist	6.9%
YouTube	5.4%
Radio	5.4%
Word-of-mouth	3.7%
Other	8.2%
None of the above	8.7%

Unweighted Base: Other (n=67), None of the above (n=71), Word-of-mouth (n=30), Radio (n=44), YouTube (n=44), Craigslist (n=56), Email to a dealership (n=88), Facebook (n=94), Newspaper (n=96), Television (n=106), Call to a dealership (n=127), Inventory sites (TrueCar, AutoTrader, Cars com, etc..) (n=294), Car manufacturer websites (n=298), Online search (n=480), Dealer websites (n=504), Sample Size = 815

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Q16: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Source	Percentage
Online search	29.8%
Dealer websites	28.7%
Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)	12.1%
Car manufacturer websites	10.5%
Call to a dealership	3.5%
Word-of-mouth	3.3%
Other	12.1%
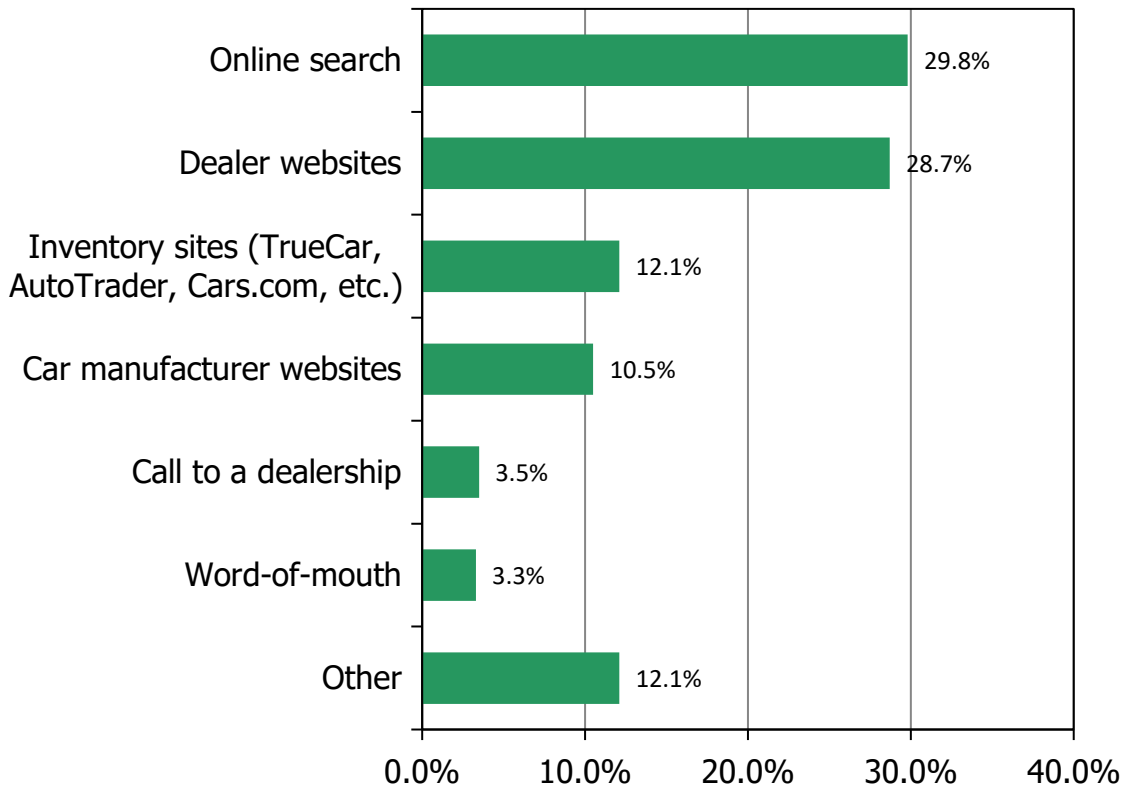
Unweighted Base: Other (n=76), Word-of-mouth (n=21), Call to a dealership (n=22), Car manufacturer websites (n=66), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=76), Dealer websites (n=181), Online search (n=188), Sample Size = 630

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Q17: When are you likely to purchase/lease your next vehicle for your household? Select one.

Category	Percentage
Within the next 3 months	8.1%
Within the next year	25.0%
Longer than 1 year from now	63.6%
Will not purchase/lease a vehicle again	3.2%
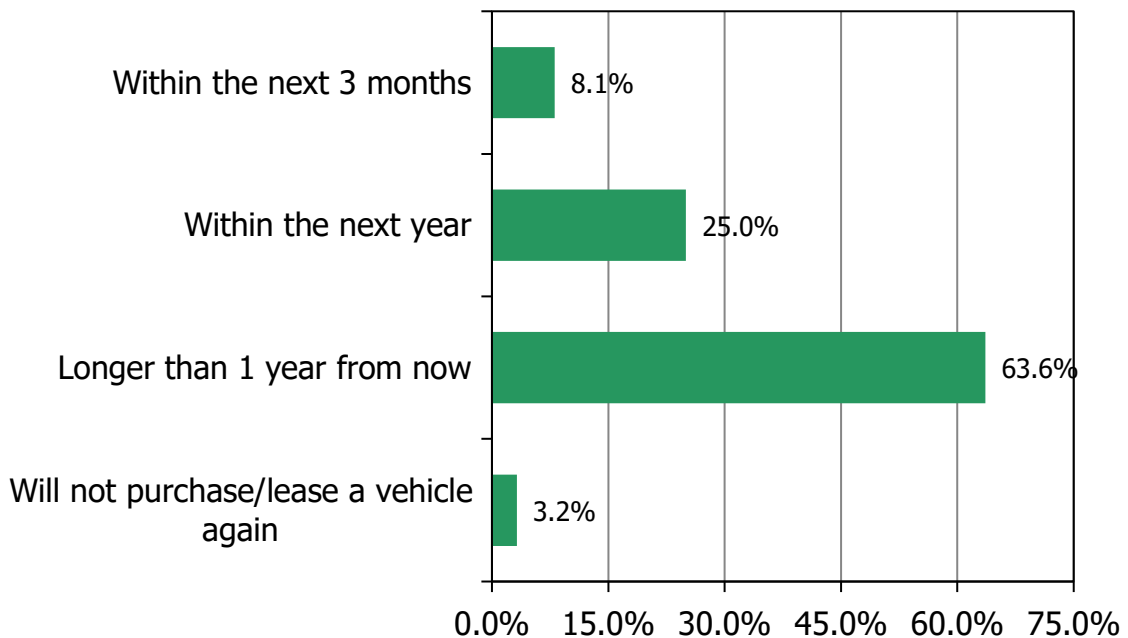
Unweighted Base: Within the next 3 months (n=66), Within the next year (n=203), Longer than 1 year from now (n=516), Will not purchase/lease a vehicle again (n=26), Sample Size = 811

Q18: What type of vehicle are you most likely to purchase next for your household? Select one.

Category	Percentage
New	35.3%
Used, pre-owned 3 years or less	30.8%
Used, pre-owned more than 3 years	10.1%
Lease	8.3%
Unsure	15.5%

Unweighted Base: New (n=277), Used, pre-owned 3 years or less (n=242), Used, pre-owned more than 3 years (n=79), Lease (n=65), Unsure (n=122), Sample Size = 785

Q19: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

Class	Percentage
SUV	67.6%
Sedan (4-door)	35.0%
Truck	23.5%
Hatchback	13.2%
Van	10.0%
Luxury	6.6%
Wagon	5.9%
Coupe (2-door)	5.1%
Convertible	2.0%
Other(s) (Please specify)	2.2%
Unsure	6.3%
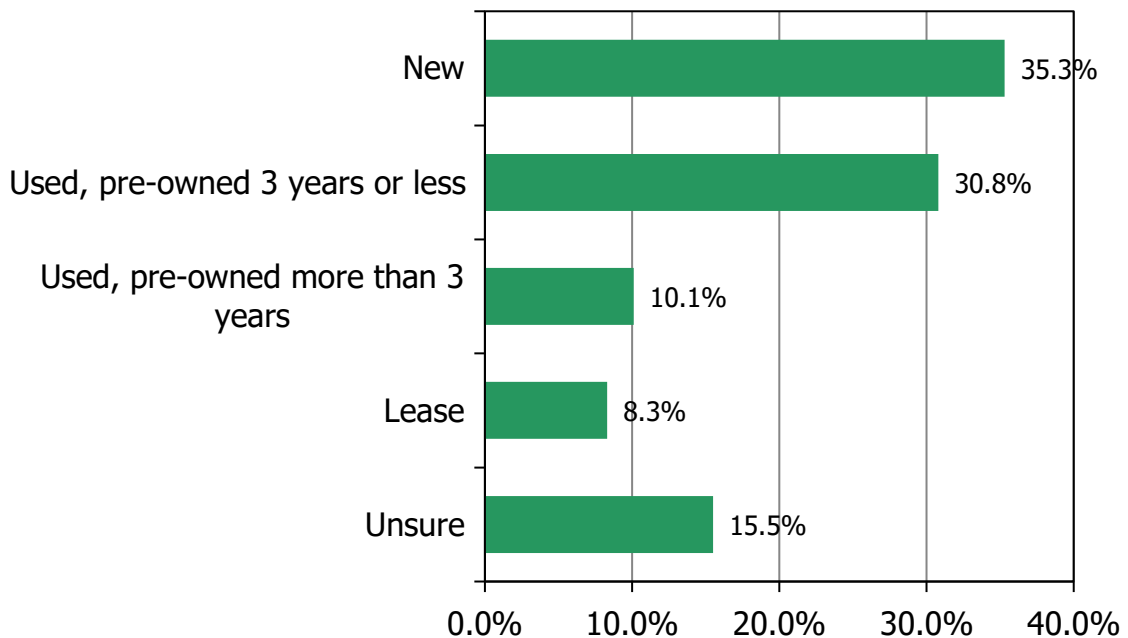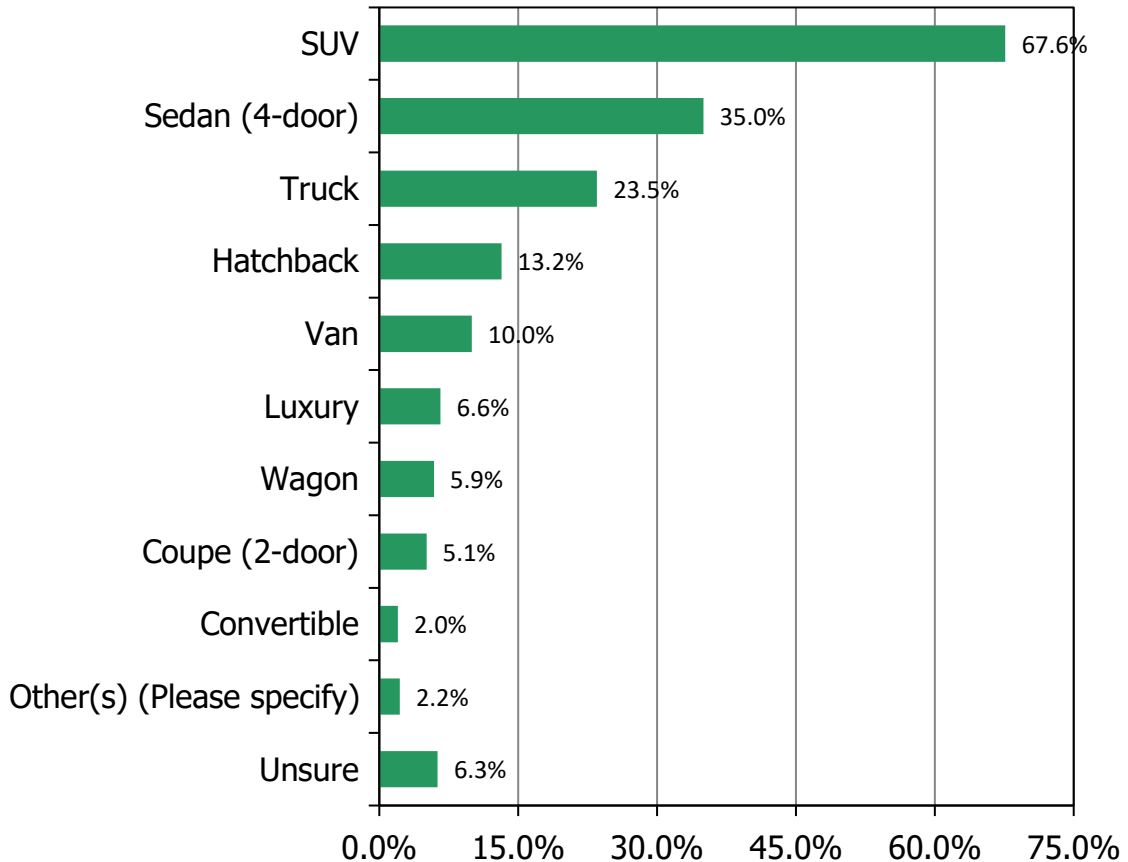
Unweighted Base: Convertible (n=16), Other(s) (Please specify) (n=17), Coupe (2-door) (n=40), Wagon (n=46), Unsure (n=49), Luxury (n=52), Van (n=78), Hatchback (n=103), Truck (n=184), Sedan (4-door) (n=274), SUV (n=529), Sample Size = 783

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Q20: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Factor	Percentage
Price	86.8%
Reliability	71.4%
Safety	60.2%
Fuel economy	57.6%
Performance	44.4%
Brand	41.6%
Exterior style	30.6%
Seating capacity	30.4%
Technology	28.0%
Interior design	27.3%
Eco-friendly	18.1%
Other(s) (Please specify)	3.3%
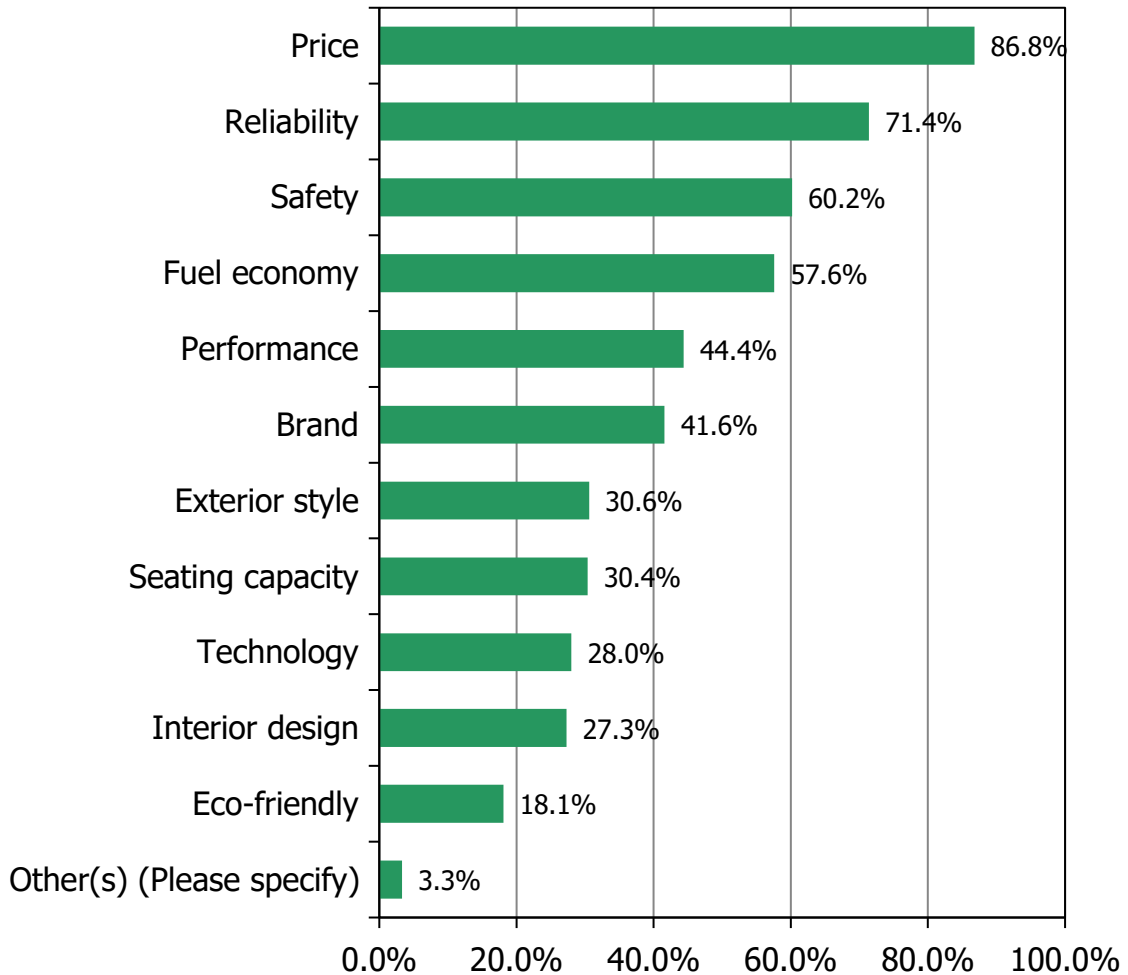
Unweighted Base: Other(s) (Please specify) (n=26), Eco-friendly (n=141), Interior design (n=213), Technology (n=218), Seating capacity (n=237), Exterior style (n=238), Brand (n=324), Performance (n=346), Fuel economy (n=449), Safety (n=469), Reliability (n=556), Price (n=676), Sample Size = 779

Q21: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.

Category	Percentage
Less than 30 minutes	11.8%
30 to 59 minutes	37.4%
1 to 1.5 hours	35.2%
More than 1.5 hours	15.6%
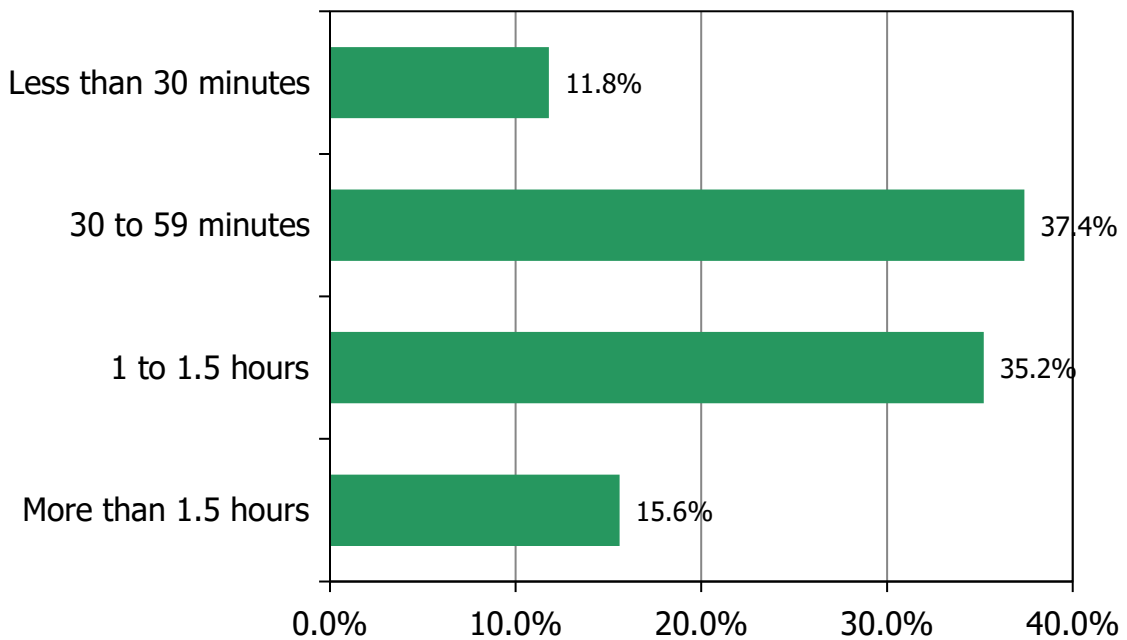
Unweighted Base: Less than 30 minutes (n=92), 30 to 59 minutes (n=291), 1 to 1.5 hours (n=274), More than 1.5 hours (n=121), Sample Size = 778

Q22: What is your age? Select one.
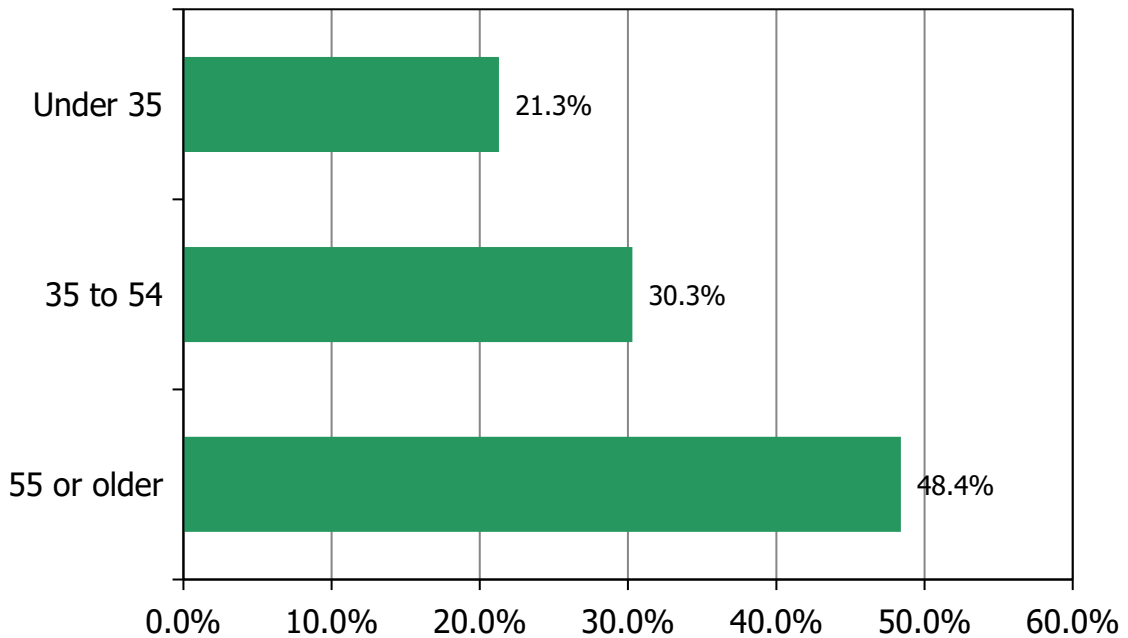
Unweighted Base: Under 35 (n=171), 35 to 54 (n=243), 55 or older (n=389), Sample Size = 803

Q23: Including you, how many people live in your household? Select one from drop-down.

Number in Household	Percentage
1	19.2%
2	43.3%
3	17.9%
4	11.5%
5	5.4%
6 or more	2.7%
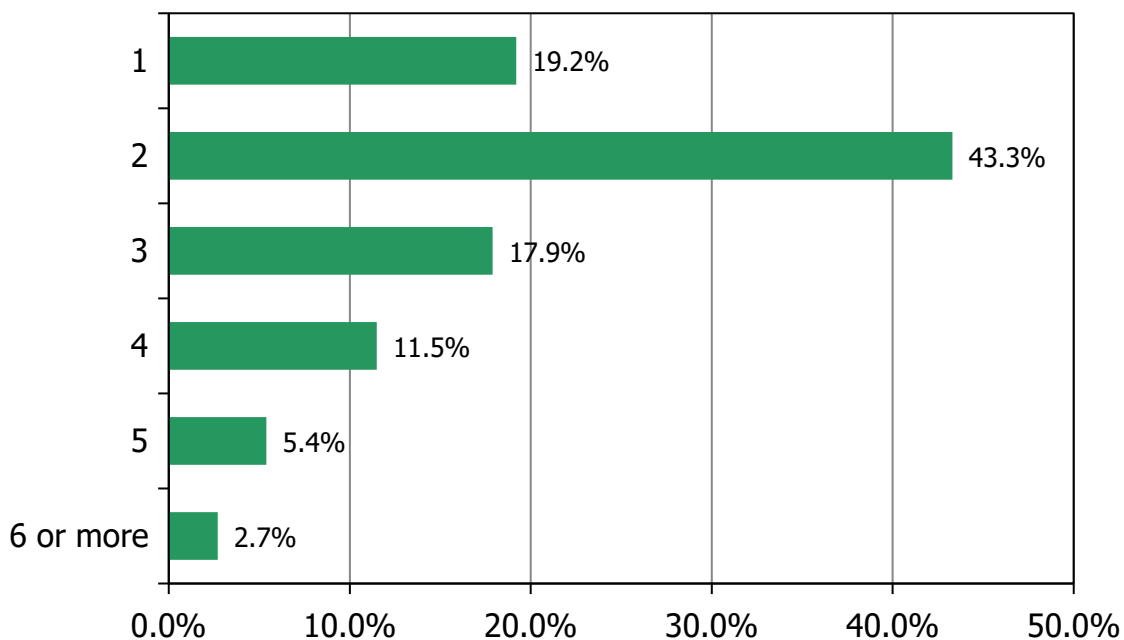
Unweighted Base: 1 (n=154), 2 (n=348), 3 (n=144), 4 (n=92), 5 (n=43), 6 or more (n=22), Sample Size = 803

Age

Q3 by Age: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.

Within the past 3 months
- 18.1%
- 14.0%
- 15.4%

Within the past year
- 28.1%
- 19.8%
- 21.6%

Within the past 3 years
- 31.6%
- 38.7%
- 33.2%

Longer than 3 years ago
- 16.4%
- 25.5%
- 28.8%

Never
- 5.8%
- 2.1%
- 1.0%

Legend: ■ Under 35 ■ 35 to 54 ■ 55 or older
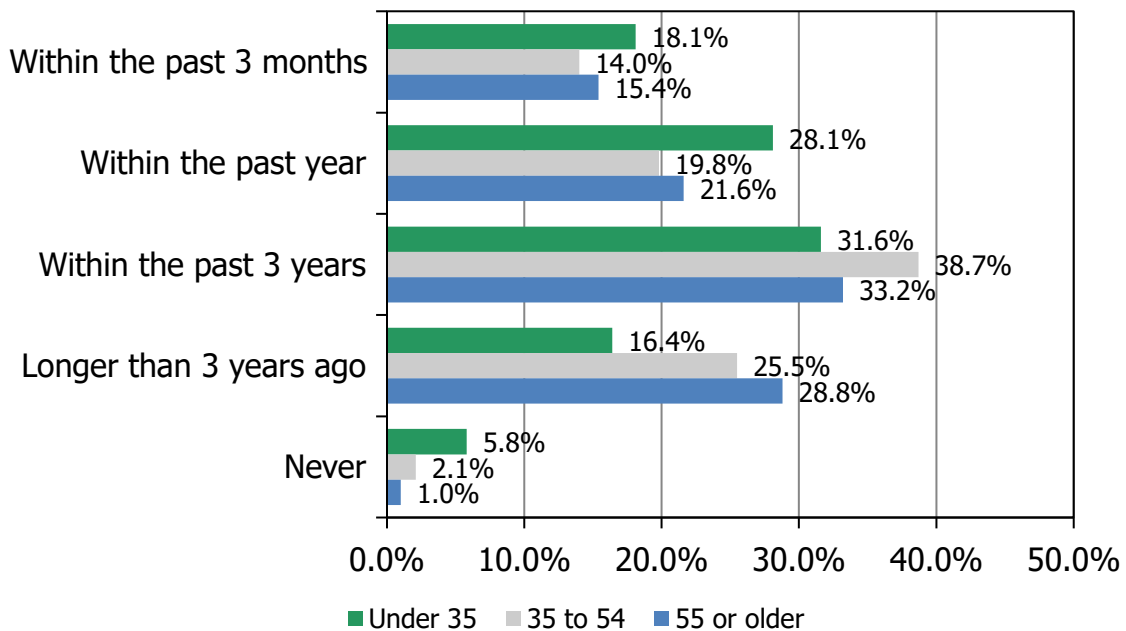
Unweighted Base: Within the past 3 months (n=125), Within the past year (n=180), Within the past 3 years (n=277), Longer than 3 years ago (n=202), Never (n=19), Sample Size = 803

Q4 by Age: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.

New
- Under 35: 30.9%
- 35 to 54: 39.1%
- 55 or older: 55.3%

Used, pre-owned 3 years or less
- Under 35: 32.1%
- 35 to 54: 35.3%
- 55 or older: 22.6%

Used, pre-owned more than 3 years old
- Under 35: 22.2%
- 35 to 54: 18.5%
- 55 or older: 15.8%

Lease
- Under 35: 14.8%
- 35 to 54: 7.1%
- 55 or older: 6.2%

Legend: ■ Under 35 ■ 35 to 54 ■ 55 or older
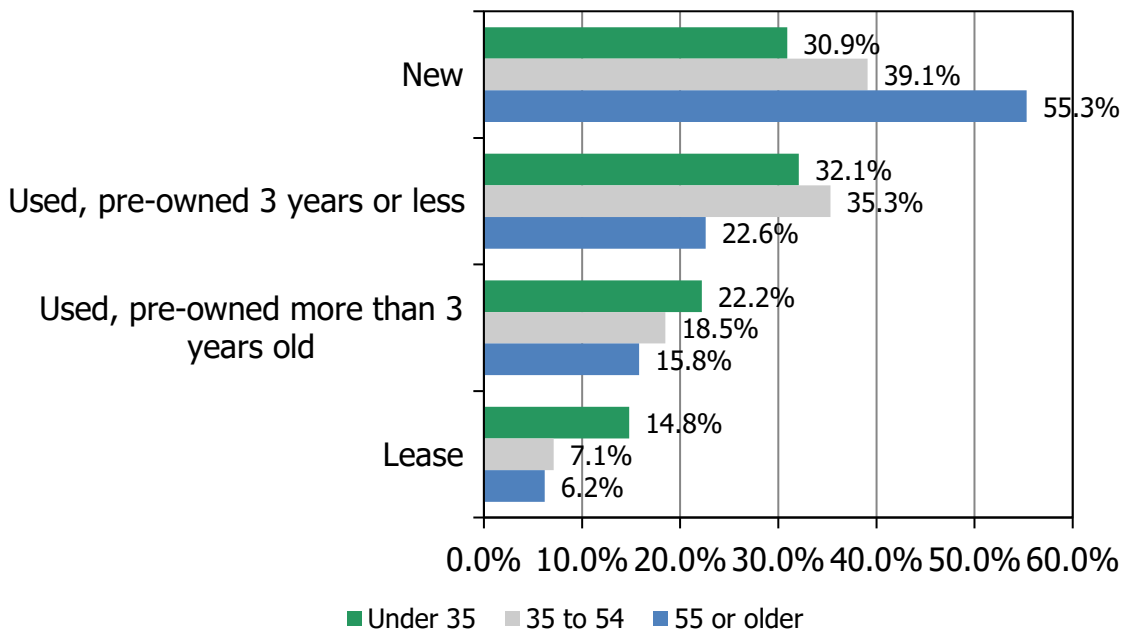
Unweighted Base: New (n=356), Used, pre-owned 3 years or less (n=223), Used, pre-owned more than 3 years old (n=141), Lease (n=65), Sample Size = 785

Q5 by Age: When you purchased/leased a vehicle from the dealership, how did you decide your budget? Select one.

Monthly payments
- Under 35: 58.0%
- 35 to 54: 50.8%
- 55 or older: 40.5%

Total cost of the vehicle
- Under 35: 20.4%
- 35 to 54: 18.9%
- 55 or older: 31.2%

Both
- Under 35: 21.6%
- 35 to 54: 30.3%
- 55 or older: 28.3%

■ Under 35   ■ 35 to 54   ■ 55 or older
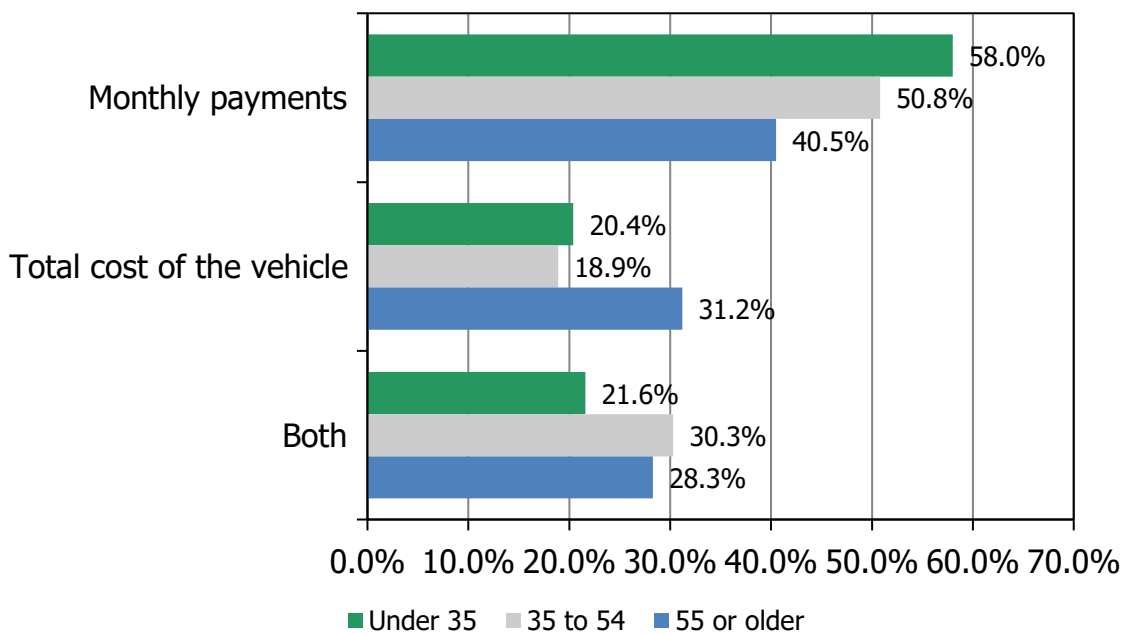
Unweighted Base: Monthly payments (n=371), Total cost of the vehicle (n=198), Both (n=216), Sample Size = 785

Q6 by Age (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Monthly Budget	Under 35	35 to 54	55 or older
Under $200	12.4%	6.7%	10.2%
$200 to $299	35.7%	29.0%	29.8%
$300 to $399	33.3%	32.6%	33.2%
$400 to $499	11.6%	18.7%	17.0%
$500 to $599	3.9%	7.8%	7.2%
$600 to $699	0.8%	3.1%	1.1%
$700 to $799	0.8%	0.0%	1.1%
$800 to $899	1.6%	0.0%	0.4%
$900 to $999	0.0%	1.0%	0.0%
$1,000 or more	0.0%	1.0%	0.0%

■ Under 35   ■ 35 to 54   ■ 55 or older
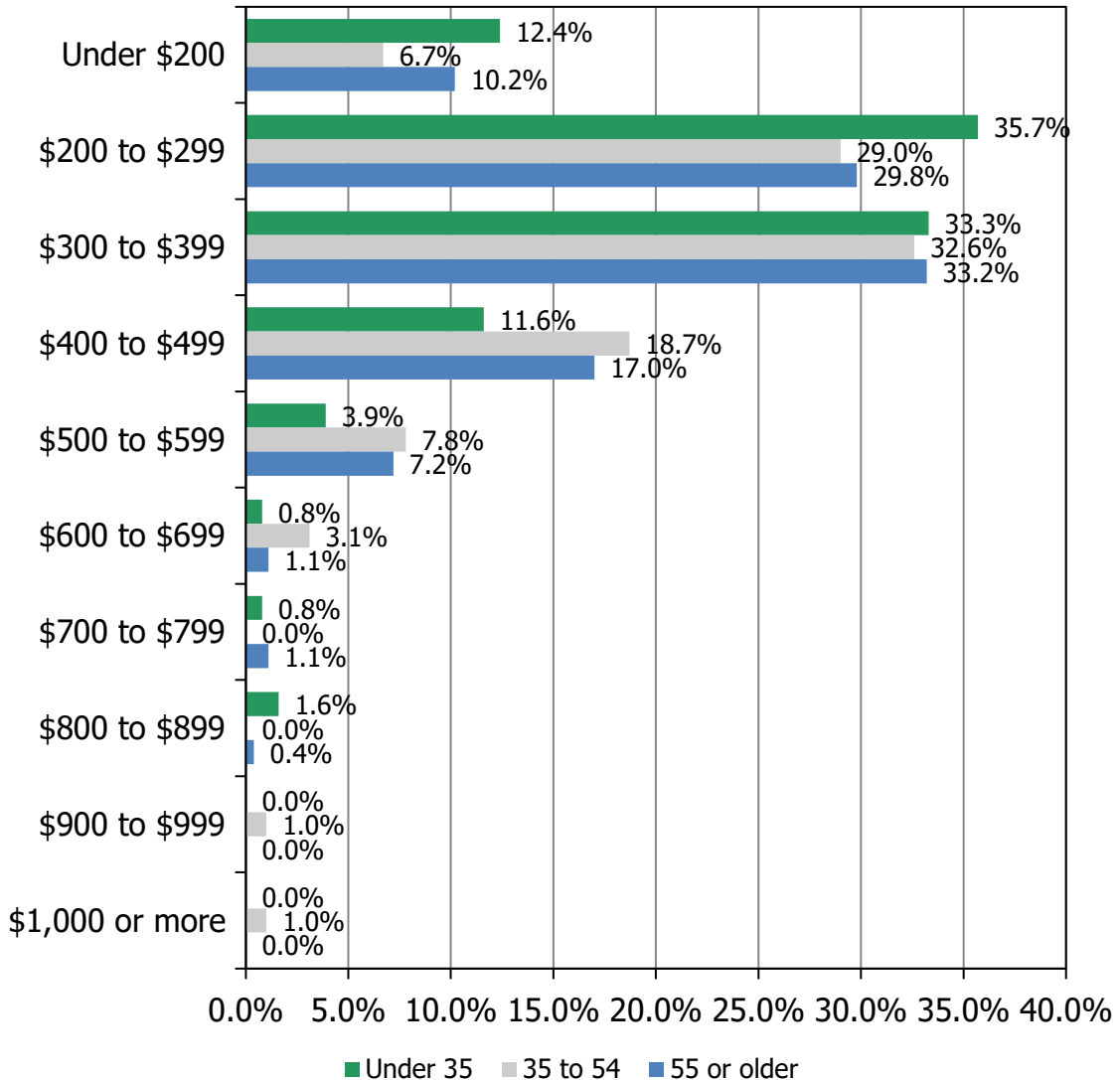
Unweighted Base: Under $200 (n=56), $200 to $299 (n=181), $300 to $399 (n=194), $400 to $499 (n=96), $500 to $599 (n=39), $600 to $699 (n=10), $700 to $799 (n=4), $800 to $899 (n=3), $900 to $999 (n=2), $1,000 or more (n=2), Sample Size = 587

Q7 by Age (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	Under 35	35 to 54	55 or older
Less than $5,000	7.4%	6.0%	2.6%
$5,000 to $9,999	7.4%	10.3%	4.4%
$10,000 to $14,999	19.1%	12.0%	12.2%
$15,000 to $19,999	14.7%	16.2%	10.9%
$20,000 to $24,999	22.1%	12.8%	21.4%
$25,000 to $29,999	5.9%	12.0%	17.9%
$30,000 to $34,999	11.8%	8.5%	14.0%
$35,000 to $39,999	8.8%	9.4%	6.1%
$40,000 to $44,999	1.5%	9.4%	5.2%
$45,000 to $49,999	1.5%	1.7%	0.9%
$50,000 or more	0.0%	1.7%	4.4%

■ Under 35   ■ 35 to 54   ■ 55 or older

Unweighted Base: Less than $5,000 (n=18), $5,000 to $9,999 (n=27), $10,000 to $14,999 (n=55), $15,000 to $19,999 (n=54), $20,000 to $24,999 (n=79), $25,000 to $29,999 (n=59), $30,000 to $34,999 (n=50), $35,000 to $39,999 (n=31), $40,000 to $44,999 (n=24), $45,000 to $49,999 (n=5), $50,000 or more (n=12), Sample Size = 414

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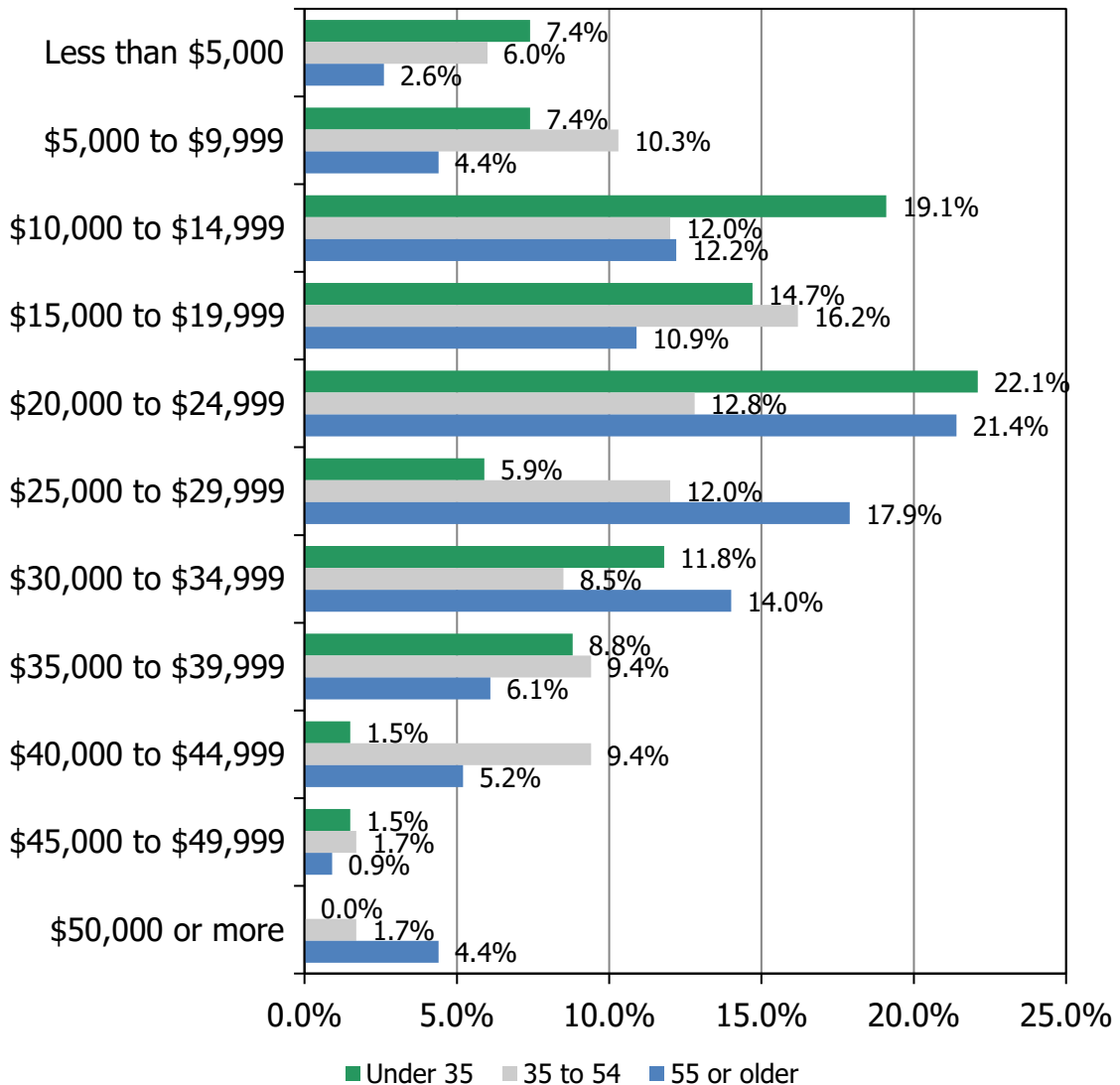
All Dealerships

Q9 by Age: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

Unweighted Base: Under 35 (n=162), 35 to 54 (n=238), 55 or older (n=385), Sample Size = 785

All Dealerships

Q9 NPS by Age: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

Age	NPS
Under 35	21.0
35 to 54	21.9
55 or older	36.9

■ NPS

Unweighted Base: Under 35 (n=162), 35 to 54 (n=238), 55 or older (n=385), Sample Size = 785

Q11 by Age: Dealership Awareness

Dealership	Under 35	35 to 54	55 or older
Fuccillo	93.0%	95.7%	96.6%
Burdick	93.0%	94.2%	93.3%
Romano	91.2%	93.8%	91.7%
Bill Rapp	90.1%	93.4%	93.0%
Honda City	91.2%	93.4%	89.4%
Sun Chevrolet	87.1%	94.6%	89.9%
Fox	84.8%	92.5%	92.5%
East Syracuse Chevrolet	88.9%	91.7%	86.8%
Summit	87.1%	88.8%	84.8%
Lamacchia Honda	76.0%	87.6%	88.4%
Maguire	76.6%	73.4%	72.6%
Carbone	61.4%	68.5%	78.8%
Davidson	69.0%	64.7%	62.3%
Burritt Motors	45.6%	55.6%	58.7%
NYE	36.3%	42.3%	58.7%

■ Under 35   ▨ 35 to 54   ■ 55 or older

Unweighted Base: Fuccillo (n=766), Burdick (n=747), Romano (n=737), Bill Rapp (n=739), Honda City (n=727), Sun Chevrolet (n=725), Fox (n=726), East Syracuse Chevrolet (n=709), Summit (n=691), Lamacchia Honda (n=683), Maguire (n=589), Carbone (n=575), Davidson (n=515), Burritt Motors (n=439), NYE (n=391), Sample Size = 803

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125

Q13 by Age: Which of the following dealerships are you most familiar with? Select up to 5.

Fuccillo
- 49.1%
- 53.1%
- 38.6%

Burdick
- 40.4%
- 44.0%
- 40.9%

Romano
- 48.0%
- 33.3%
- 29.8%

East Syracuse Chevrolet
- 29.8%
- 30.9%
- 29.8%

Bill Rapp
- 27.5%
- 32.1%
- 27.0%

Sun Chevrolet
- 22.2%
- 33.3%
- 26.5%

Fox
- 27.5%
- 25.9%
- 23.9%

Maguire
- 16.4%
- 19.8%
- 17.0%

Honda City
- 21.6%
- 17.3%
- 13.9%

Lamacchia Honda
- 11.7%
- 11.1%
- 9.5%

Summit
- 10.5%
- 11.1%
- 10.5%

Davidson
- 7.6%
- 5.8%
- 8.7%

Burritt Motors
- 7.0%
- 7.0%
- 8.0%

NYE
- 8.2%
- 5.3%
- 7.5%

Carbone
- 5.3%
- 5.3%
- 4.6%

None of the above
- 2.3%
- 3.7%
- 8.2%

■ Under 35   ▨ 35 to 54   ■ 55 or older

Unweighted Base: Fuccillo (n=363), Burdick (n=335), Romano (n=279), East Syracuse Chevrolet (n=242), Bill Rapp (n=230), Sun Chevrolet (n=222), Fox (n=203), Maguire (n=142), Honda City (n=133), Lamacchia Honda (n=84), Summit (n=86), Davidson (n=61), Burritt Motors (n=60), NYE (n=56), Carbone (n=40), None of the above (n=45), Sample Size = 803

Q15 by Age: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Dealer websites
- Under 35: 67.3%
- 35 to 54: 70.4%
- 55 or older: 54.2%

Online search
- Under 35: 69.0%
- 35 to 54: 66.3%
- 55 or older: 50.1%

Inventory sites (TrueCar, AutoTrader, Cars com, etc)
- Under 35: 53.8%
- 35 to 54: 40.7%
- 55 or older: 25.2%

Car manufacturer websites
- Under 35: 39.8%
- 35 to 54: 43.2%
- 55 or older: 31.1%

Call to a dealership
- Under 35: 21.6%
- 35 to 54: 12.8%
- 55 or older: 14.9%

Facebook
- Under 35: 17.0%
- 35 to 54: 15.2%
- 55 or older: 6.7%

Television
- Under 35: 9.9%
- 35 to 54: 13.2%
- 55 or older: 13.6%

Newspaper
- Under 35: 10.5%
- 35 to 54: 7.4%
- 55 or older: 14.9%

Email to a dealership
- Under 35: 10.5%
- 35 to 54: 9.9%
- 55 or older: 10.8%

Craigslist
- Under 35: 13.5%
- 35 to 54: 9.5%
- 55 or older: 2.1%

YouTube
- Under 35: 11.1%
- 35 to 54: 6.6%
- 55 or older: 2.1%

Radio
- Under 35: 6.4%
- 35 to 54: 3.7%
- 55 or older: 5.4%

Word-of-mouth
- Under 35: 1.2%
- 35 to 54: 6.2%
- 55 or older: 3.3%

Other
- Under 35: 10.5%
- 35 to 54: 4.1%
- 55 or older: 9.8%

None of the above
- Under 35: 4.1%
- 35 to 54: 5.3%
- 55 or older: 12.9%

■ Under 35   ■ 35 to 54   ■ 55 or older

Unweighted Base: Dealer websites (n=497), Online search (n=474), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=289), Car manufacturer websites (n=294), Call to a dealership (n=126), Facebook (n=92), Television (n=102), Newspaper (n=94), Email to a dealership (n=84), Craigslist (n=54), YouTube (n=43), Radio (n=41), Word-of-mouth (n=30), Other (n=66), None of the above (n=70), Sample Size = 803

Q16 by Age: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Online search
- Under 35: 34.0%
- 35 to 54: 35.9%
- 55 or older: 23.5%

Dealer websites
- Under 35: 26.5%
- 35 to 54: 30.3%
- 55 or older: 29.6%

Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)
- Under 35: 14.3%
- 35 to 54: 9.6%
- 55 or older: 12.3%

Car manufacturer websites
- Under 35: 9.5%
- 35 to 54: 10.6%
- 55 or older: 10.1%

Call to a dealership
- Under 35: 5.4%
- 35 to 54: 2.0%
- 55 or older: 3.6%

Word-of-mouth
- Under 35: 0.0%
- 35 to 54: 4.5%
- 55 or older: 4.3%

Other
- Under 35: 10.2%
- 35 to 54: 7.1%
- 55 or older: 16.6%

■ Under 35 ■ 35 to 54 ■ 55 or older

Unweighted Base: Online search (n=186), Dealer websites (n=181), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=74), Car manufacturer websites (n=63), Call to a dealership (n=22), Word-of-mouth (n=21), Other (n=75), Sample Size = 622

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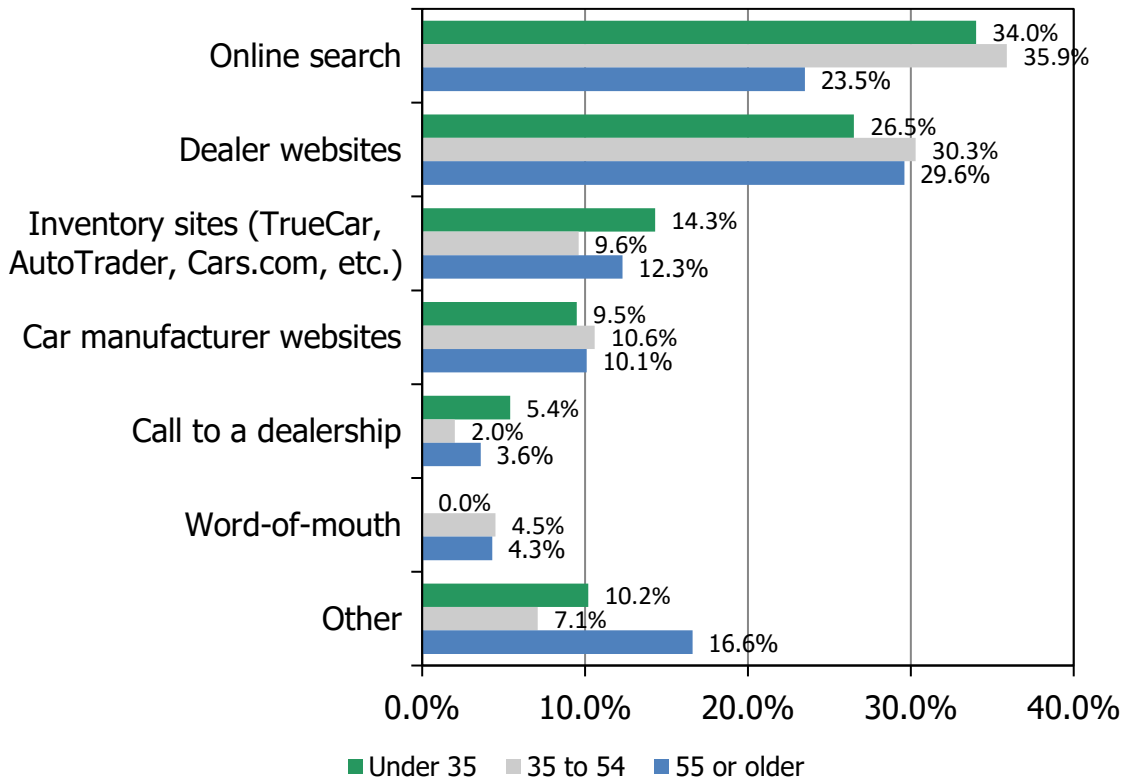
Q17 by Age: When are you likely to purchase/lease your next vehicle for your household? Select one.
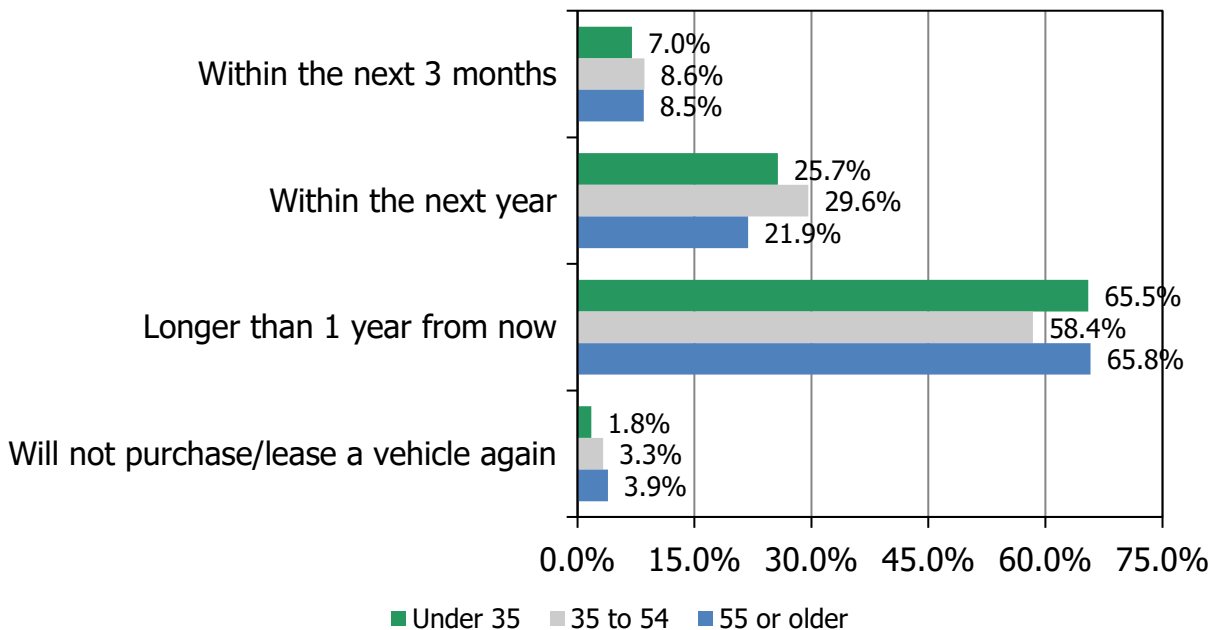
Within the next 3 months
- 7.0%
- 8.6%
- 8.5%

Within the next year
- 25.7%
- 29.6%
- 21.9%

Longer than 1 year from now
- 65.5%
- 58.4%
- 65.8%

Will not purchase/lease a vehicle again
- 1.8%
- 3.3%
- 3.9%

■ Under 35 ■ 35 to 54 ■ 55 or older

Unweighted Base: Within the next 3 months (n=66), Within the next year (n=201), Longer than 1 year from now (n=510), Will not purchase/lease a vehicle again (n=26), Sample Size = 803

Q18 by Age: What type of vehicle are you most likely to purchase next for your household? Select one.

Category	Under 35	35 to 54	55 or older
New	29.2%	29.8%	41.7%
Used, pre-owned 3 years or less	34.5%	37.9%	24.3%
Used, pre-owned more than 3 years	12.5%	11.5%	8.0%
Lease	12.5%	7.2%	7.0%
Unsure	11.3%	13.6%	19.0%

Unweighted Base: New (n=275), Used, pre-owned 3 years or less (n=238), Used, pre-owned more than 3 years (n=78), Lease (n=64), Unsure (n=122), Sample Size = 777

Q19 by Age: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

	Under 35	35 to 54	55 or older
SUV	66.1%	74.0%	63.9%
Sedan (4-door)	44.6%	37.4%	29.7%
Truck	17.9%	26.4%	23.8%
Hatchback	25.0%	11.1%	9.4%
Van	12.5%	14.9%	5.9%
Luxury	9.5%	8.5%	4.3%
Wagon	8.9%	7.2%	3.7%
Coupe (2-door)	7.1%	6.0%	3.7%
Convertible	1.8%	0.4%	3.2%
Other(s) (Please specify)	1.8%	3.4%	1.3%
Unsure	2.4%	5.5%	8.6%

Under 35   35 to 54   55 or older

Unweighted Base: SUV (n=524), Sedan (4-door) (n=274), Truck (n=181), Hatchback (n=103), Van (n=78), Luxury (n=52), Wagon (n=46), Coupe (2-door) (n=40), Convertible (n=16), Unsure (n=49), Other(s) (Please specify) (n=16), Sample Size = 777

Q20 by Age: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Factor	Under 35	35 to 54	55 or older
Price	86.9%	91.1%	84.0%
Reliability	76.2%	68.5%	70.9%
Safety	63.7%	60.9%	58.3%
Fuel economy	57.7%	55.3%	59.1%
Performance	43.5%	40.4%	47.1%
Brand	42.3%	40.4%	41.7%
Seating capacity	33.3%	38.3%	24.1%
Exterior style	30.4%	33.6%	28.9%
Technology	32.7%	28.1%	25.4%
Interior design	25.6%	30.6%	26.2%
Eco-friendly	25.6%	14.9%	16.6%
Other(s) (Please specify)	3.0%	2.1%	4.3%

■ Under 35   ■ 35 to 54   ■ 55 or older

Unweighted Base: Price (n=674), Reliability (n=554), Safety (n=468), Fuel economy (n=448), Performance (n=344), Brand (n=322), Seating capacity (n=236), Exterior style (n=238), Technology (n=216), Interior design (n=213), Eco-friendly (n=140), Other(s) (Please specify) (n=26), Sample Size = 777

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Q21 by Age: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.

Less than 30 minutes
- 7.1% (Under 35)
- 9.8% (35 to 54)
- 15.2% (55 or older)

30 to 59 minutes
- 33.9% (Under 35)
- 35.7% (35 to 54)
- 40.1% (55 or older)

1 to 1.5 hours
- 33.3% (Under 35)
- 37.9% (35 to 54)
- 34.5% (55 or older)

More than 1.5 hours
- 25.6% (Under 35)
- 16.6% (35 to 54)
- 10.2% (55 or older)

■ Under 35   ■ 35 to 54   ■ 55 or older

Unweighted Base: Less than 30 minutes (n=92), 30 to 59 minutes (n=291), 1 to 1.5 hours (n=274), More than 1.5 hours (n=120), Sample Size = 777

drive research

Last Time Vehicle Purchased

Q4 by Last Time Vehicle Was Purchased: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.

Legend: ■ 1 year or less ■ Longer than 1 year

Category	1 year or less	Longer than 1 year
New	46.2%	45.9%
Used, pre-owned 3 years or less	26.4%	28.8%
Used, pre-owned more than 3 years old	16.6%	23.7%
Lease	10.8%	1.6%
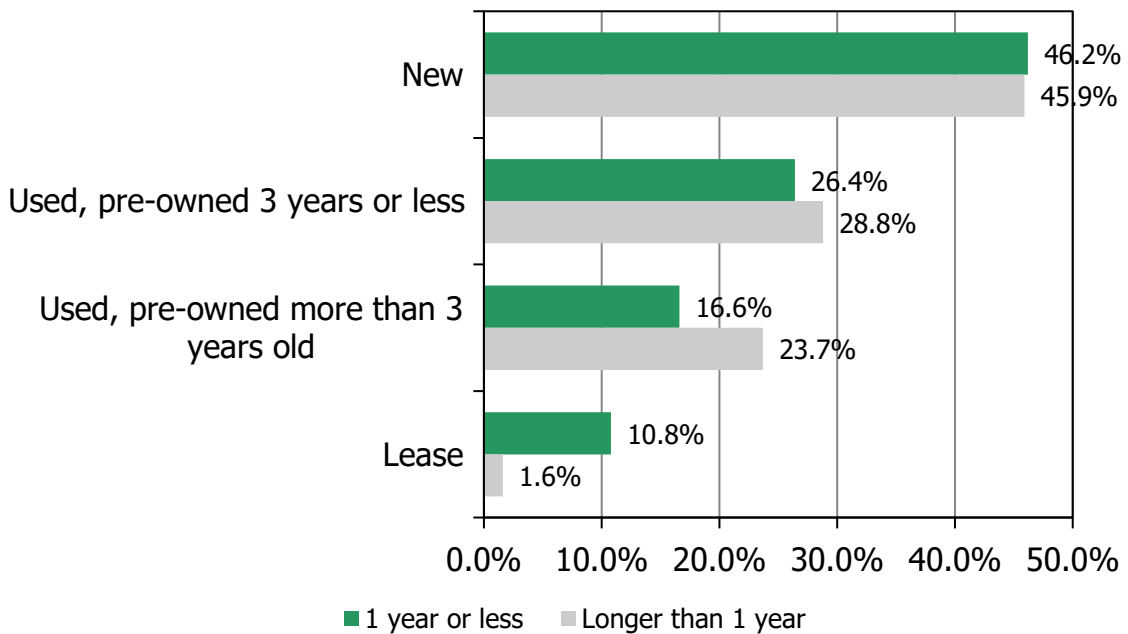
Unweighted Base: New (n=293), Used, pre-owned 3 years or less (n=174), Used, pre-owned more than 3 years old (n=124), Lease (n=45), Sample Size = 636

Q5 by Last Time Vehicle Was Purchased: When you purchased/leased a vehicle from the dealership, how did you decide your budget? Select one.

Category	1 year or less	Longer than 1 year
Monthly payments	46.7%	43.4%
Total cost of the vehicle	24.0%	28.9%
Both	29.3%	27.7%
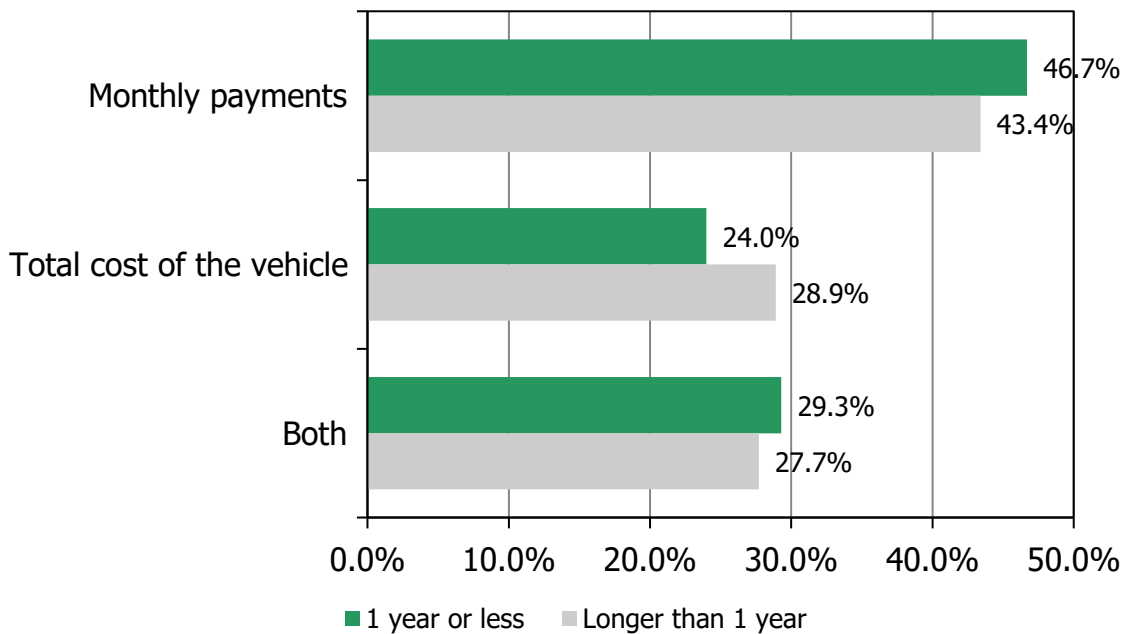
Unweighted Base: Monthly payments (n=288), Total cost of the vehicle (n=165), Both (n=182), Sample Size = 635

Q6 by Last Time Vehicle Was Purchased (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	1 year or less	Longer than 1 year
Under $200	6.3%	12.3%
$200 to $299	26.1%	33.5%
$300 to $399	37.3%	30.7%
$400 to $499	19.0%	11.7%
$500 to $599	8.1%	7.8%
$600 to $699	1.4%	2.2%
$700 to $799	0.7%	1.1%
$800 to $899	0.7%	0.6%
$900 to $999	0.0%	0.0%
$1,000 or more	0.4%	0.0%

■ 1 year or less   ■ Longer than 1 year
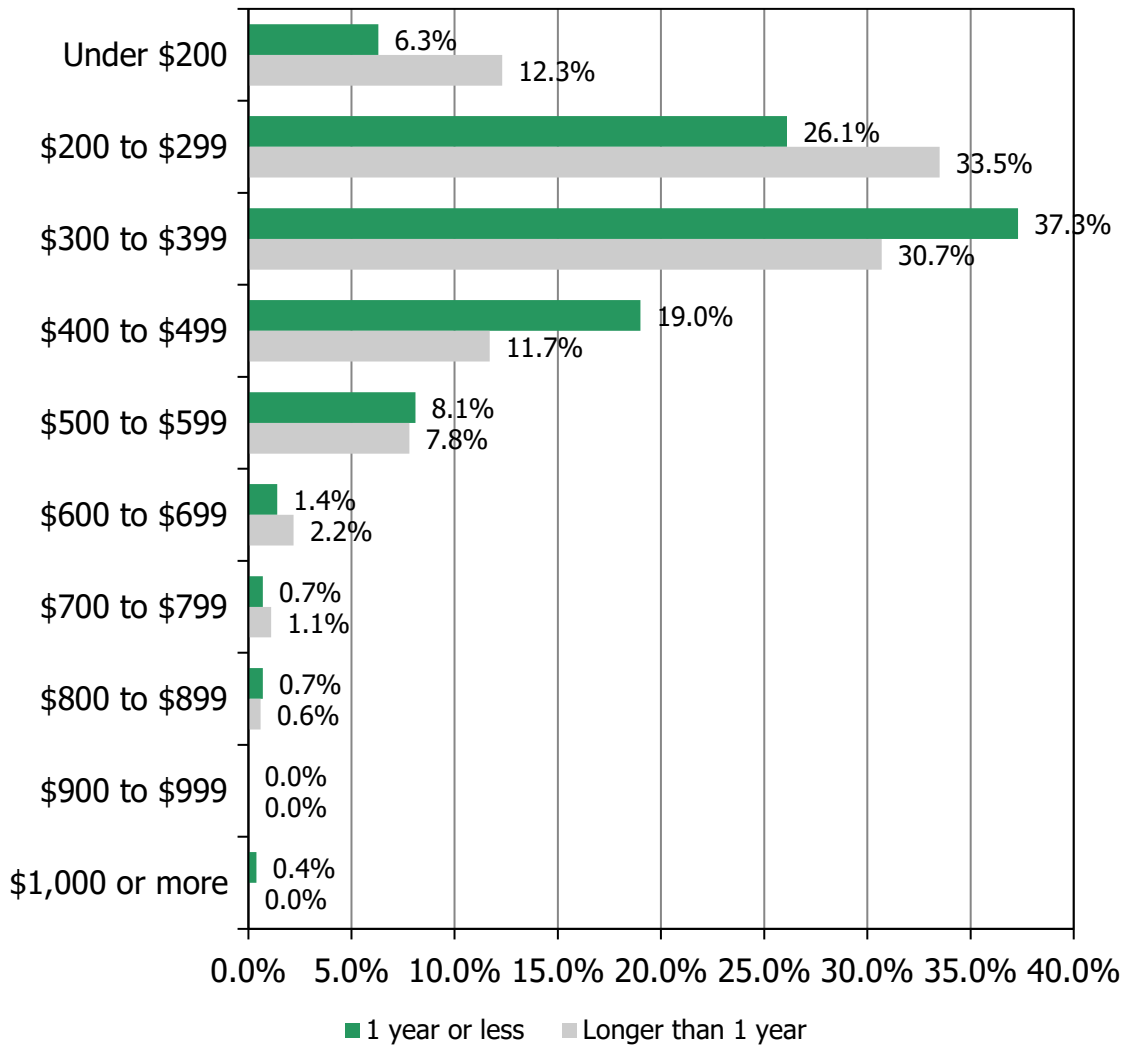
Unweighted Base: Under $200 (n=40), $200 to $299 (n=134), $300 to $399 (n=161), $400 to $499 (n=75), $500 to $599 (n=37), $600 to $699 (n=8), $700 to $799 (n=4), $800 to $899 (n=3), $900 to $999 (n=0), $1,000 or more (n=1), Sample Size = 463

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Q7 by Last Time Vehicle Was Purchased (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	1 year or less	Longer than 1 year
Less than $5,000	4.6%	6.3%
$5,000 to $9,999	7.7%	7.0%
$10,000 to $14,999	10.7%	12.7%
$15,000 to $19,999	10.7%	17.6%
$20,000 to $24,999	20.9%	16.9%
$25,000 to $29,999	12.8%	14.8%
$30,000 to $34,999	11.7%	12.0%
$35,000 to $39,999	8.2%	7.0%
$40,000 to $44,999	5.1%	4.9%
$45,000 to $49,999	2.0%	0.0%
$50,000 or more	5.6%	0.7%
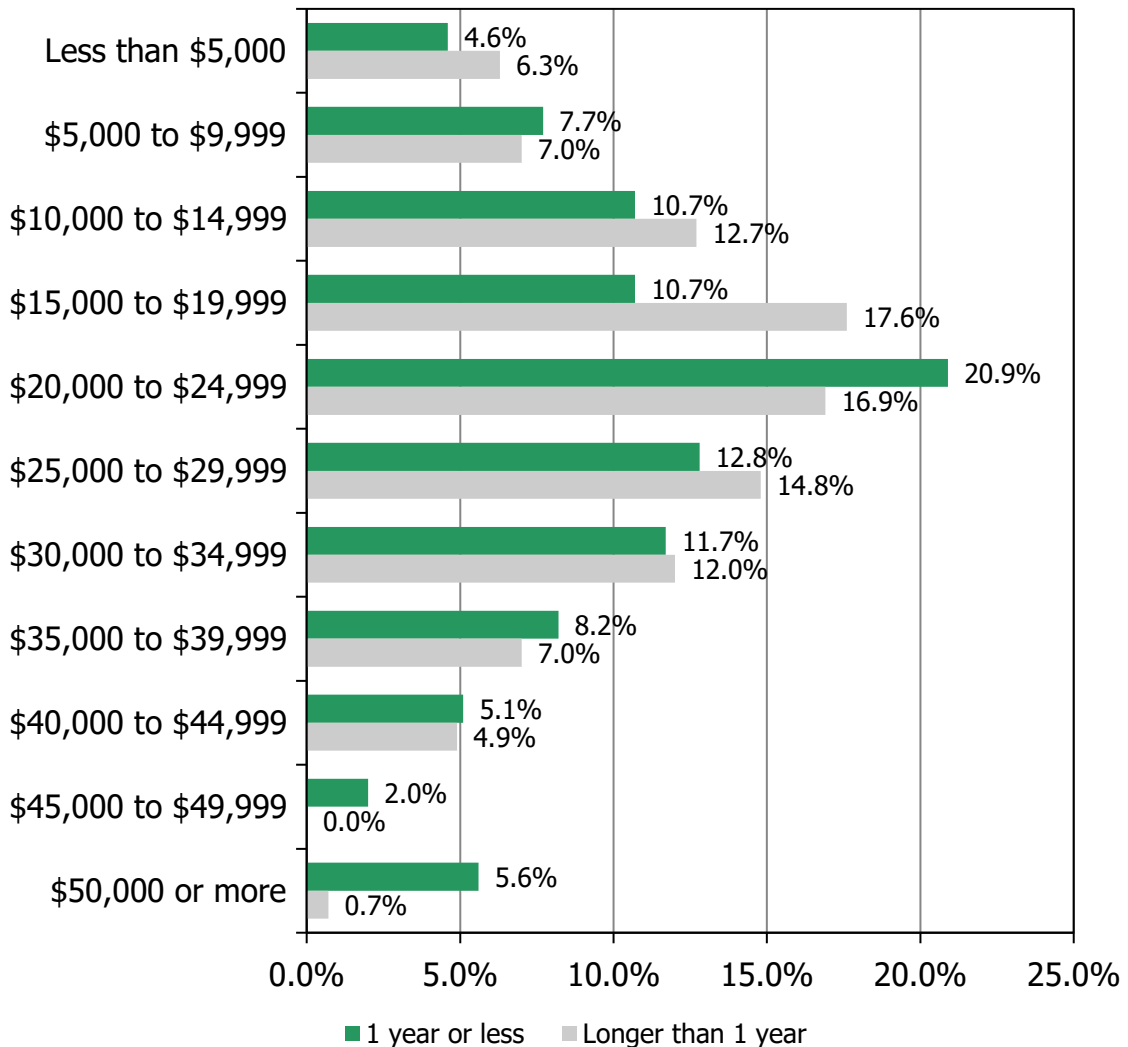
Unweighted Base: Less than $5,000 (n=18), $5,000 to $9,999 (n=25), $10,000 to $14,999 (n=39), $15,000 to $19,999 (n=46), $20,000 to $24,999 (n=65), $25,000 to $29,999 (n=46), $30,000 to $34,999 (n=40), $35,000 to $39,999 (n=26), $40,000 to $44,999 (n=17), $45,000 to $49,999 (n=4), $50,000 or more (n=12), Sample Size = 338

All Dealerships

Q9 by Last Time Vehicle Was Purchased: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

	Detractors	Passives	Promoters
1 year or less	16.9%	24.4%	58.7%
Longer than 1 year	33.2%	26.6%	40.2%

■ Detractors ■ Passives ■ Promoters
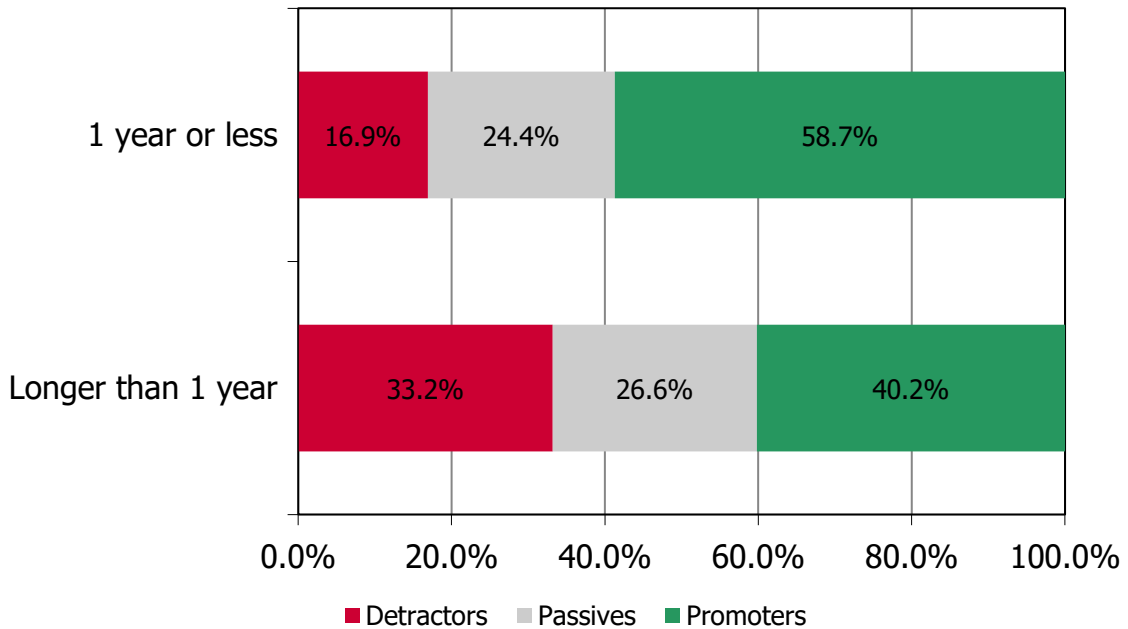
Unweighted Base: 1 year or less (n=361), Longer than 1 year (n=241), Sample Size = 602

All Dealerships

Q9 NPS by Last Time Vehicle Was Purchased: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

■ NPS

Unweighted Base: 1 year or less (n=361), Longer than 1 year (n=241), Sample Size = 602

Q11 by Last Time Vehicle Was Purchased: Dealership Awareness

Dealership	1 year or less	Longer than 1 year
Fuccillo	96.4%	95.9%
Burdick	94.6%	94.1%
Bill Rapp	92.0%	94.1%
Romano	93.5%	90.5%
Honda City	91.7%	90.9%
Fox	91.1%	89.5%
Sun Chevrolet	91.1%	89.1%
Summit	90.2%	85.5%
East Syracuse Chevrolet	89.0%	86.4%
Lamacchia Honda	86.3%	85.9%
Maguire	79.2%	70.5%
Carbone	71.1%	69.5%
Davidson	65.2%	61.8%
Burritt Motors	54.5%	54.5%
NYE	50.9%	50.0%

■ 1 year or less   ■ Longer than 1 year
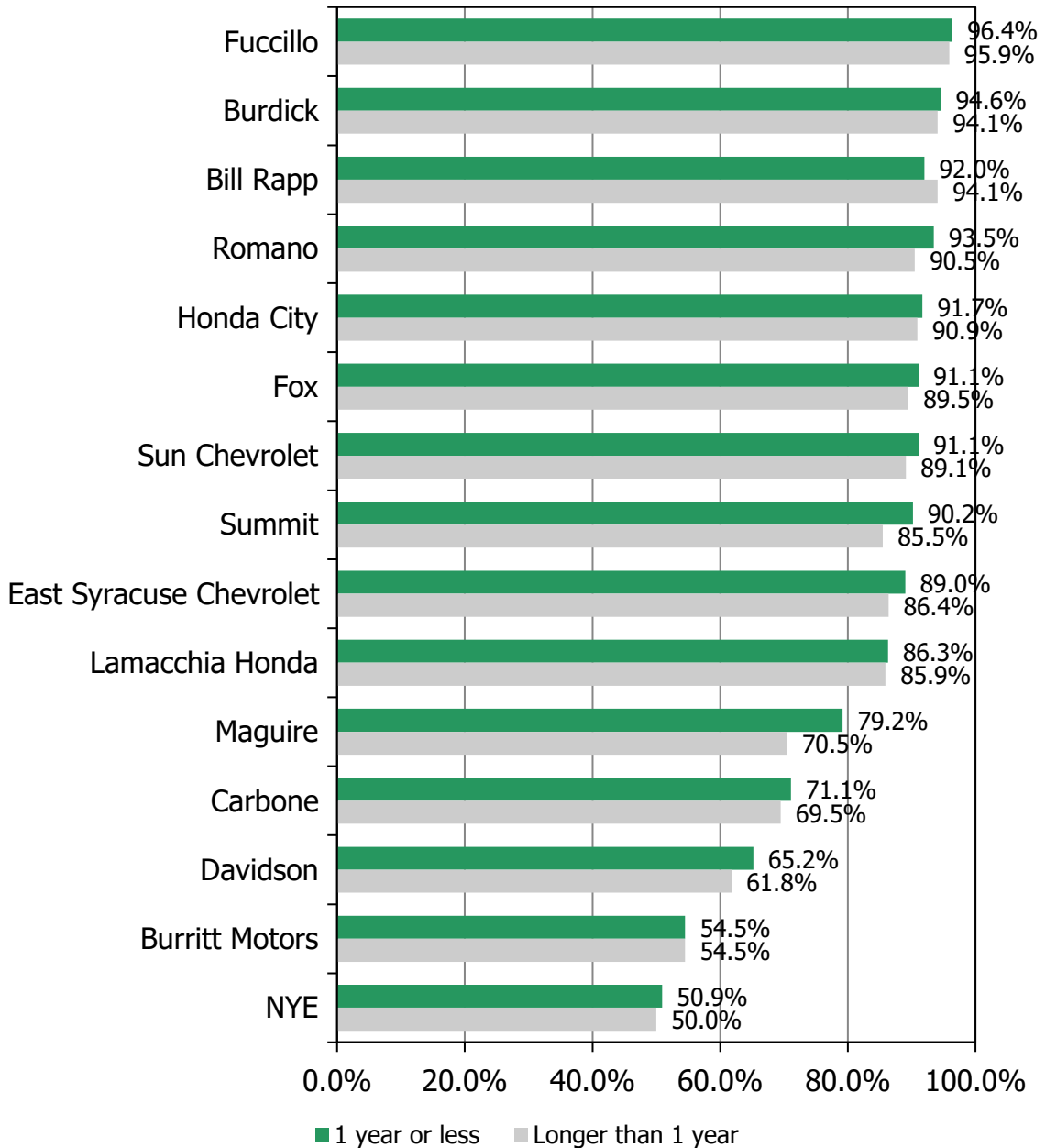
Unweighted Base: Fuccillo (n=535), Burdick (n=525), Bill Rapp (n=516), Romano (n=513), Honda City (n=508), Fox (n=503), Sun Chevrolet (n=502), Summit (n=491), East Syracuse Chevrolet (n=489), Lamacchia Honda (n=479), Maguire (n=421), Carbone (n=392), Davidson (n=355), Burritt Motors (n=303), NYE (n=281), Sample Size = 559

Q13 by Last Time Vehicle Was Purchased: Which of the following dealerships are you most familiar with? Select up to 5.

Dealership	1 year or less	Longer than 1 year
Fuccillo	44.4%	42.5%
Burdick	45.0%	40.2%
Romano	39.3%	24.7%
East Syracuse Chevrolet	33.8%	26.0%
Sun Chevrolet	27.8%	30.1%
Bill Rapp	28.1%	26.0%
Fox	26.3%	22.4%
Maguire	18.4%	15.5%
Honda City	16.3%	15.1%
Summit	11.2%	12.8%
Lamacchia Honda	10.6%	12.3%
NYE	7.9%	10.0%
Burritt Motors	6.6%	8.7%
Davidson	9.7%	2.7%
Carbone	7.9%	1.8%
None of the above	4.5%	8.7%
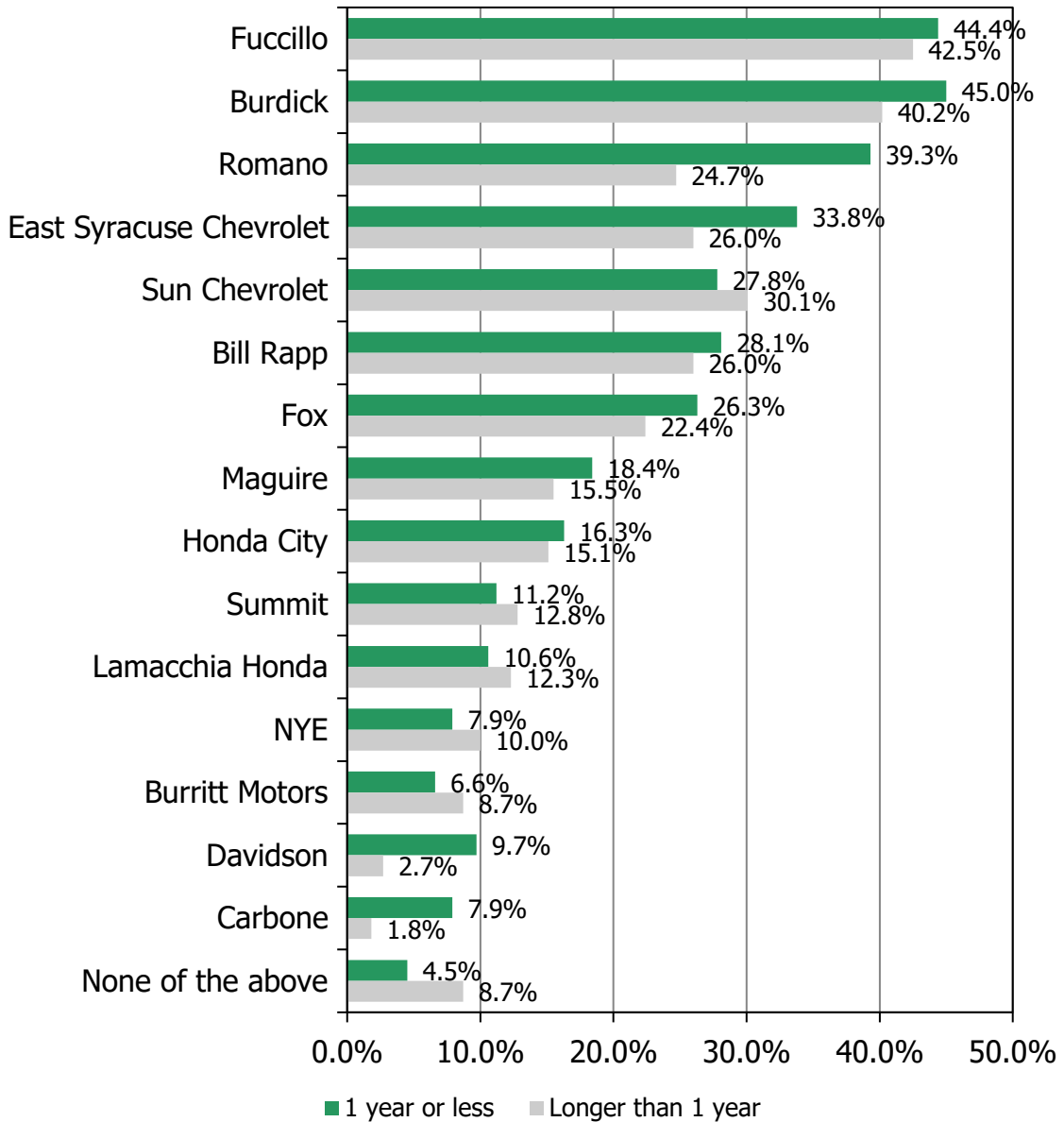
Unweighted Base: Fuccillo (n=240), Burdick (n=237), Romano (n=184), East Syracuse Chevrolet (n=169), Sun Chevrolet (n=158), Bill Rapp (n=150), Fox (n=136), Maguire (n=95), Honda City (n=87), Summit (n=65), Lamacchia Honda (n=62), NYE (n=48), Burritt Motors (n=41), Davidson (n=38), Carbone (n=30), None of the above (n=34), Sample Size = 550

Q15 by Last Time Vehicle Was Purchased: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	1 year or less	Longer than 1 year
Dealer websites	67.1%	53.4%
Online search	59.7%	58.7%
Car manufacturer websites	41.0%	31.1%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	35.2%	33.5%
Call to a dealership	18.1%	12.1%
Television	12.9%	14.1%
Newspaper	11.6%	10.7%
Facebook	11.3%	10.7%
Email to a dealership	14.2%	5.3%
Craigslist	6.8%	7.3%
Radio	6.5%	4.9%
YouTube	7.4%	2.9%
Word-of-mouth	3.5%	4.9%
Other	9.4%	8.3%
None of the above	5.2%	15.0%

■ 1 year or less   ■ Longer than 1 year
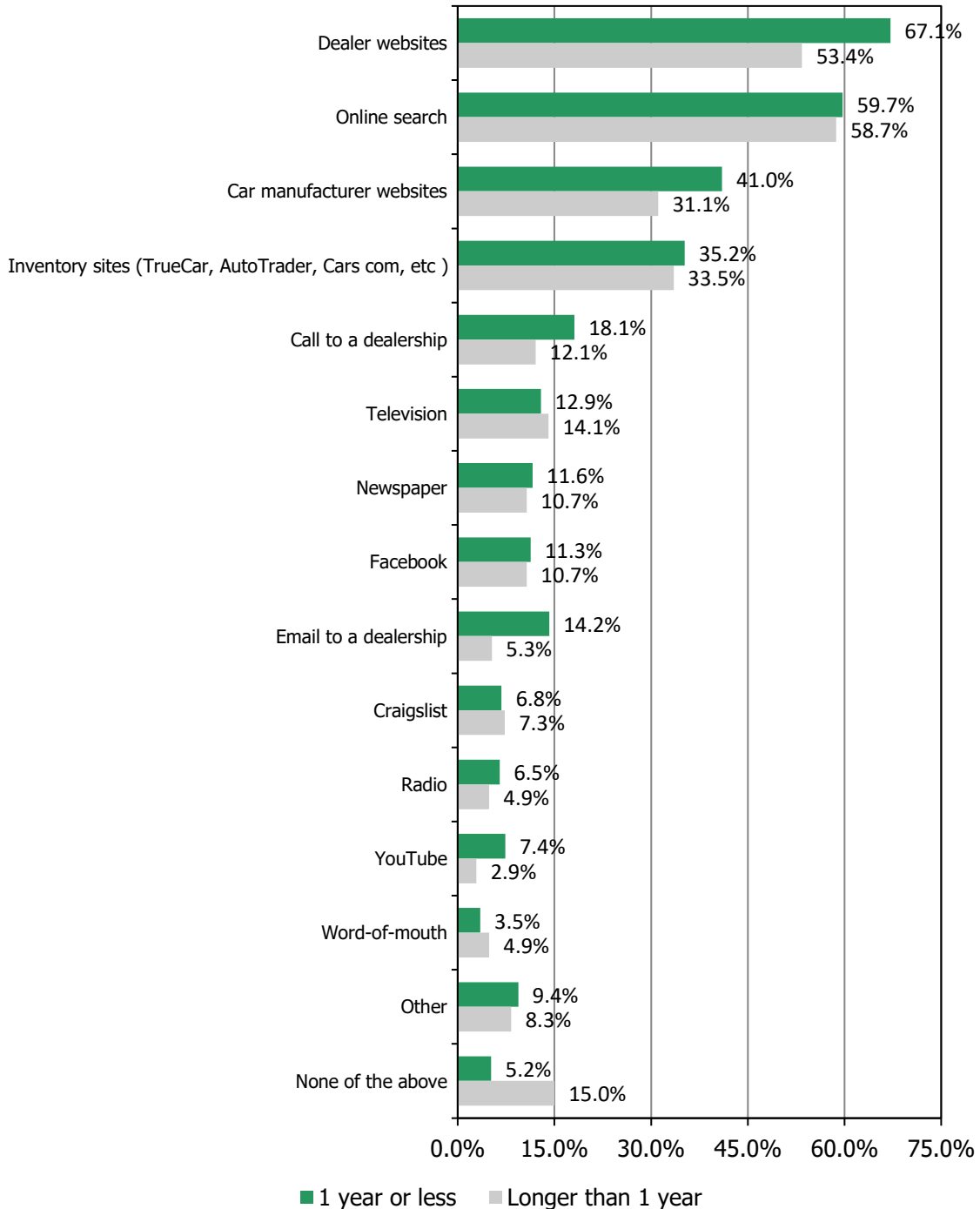
Unweighted Base: Dealer websites (n=318), Online search (n=306), Car manufacturer websites (n=191), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=178), Call to a dealership (n=81), Television (n=69), Newspaper (n=58), Facebook (n=57), Email to a dealership (n=55), Craigslist (n=36), Radio (n=30), YouTube (n=29), Word-of-mouth (n=21), None of the above (n=47), Other (n=46), Sample Size = 516

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Q16 by Last Time Vehicle Was Purchased: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Source	1 year or less	Longer than 1 year
Online search	26.8%	31.8%
Dealer websites	32.7%	23.6%
Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)	11.4%	11.5%
Car manufacturer websites	8.7%	10.8%
Call to a dealership	5.5%	3.4%
Word-of-mouth	2.8%	6.1%
Other	12.2%	12.8%

■ 1 year or less   ■ Longer than 1 year
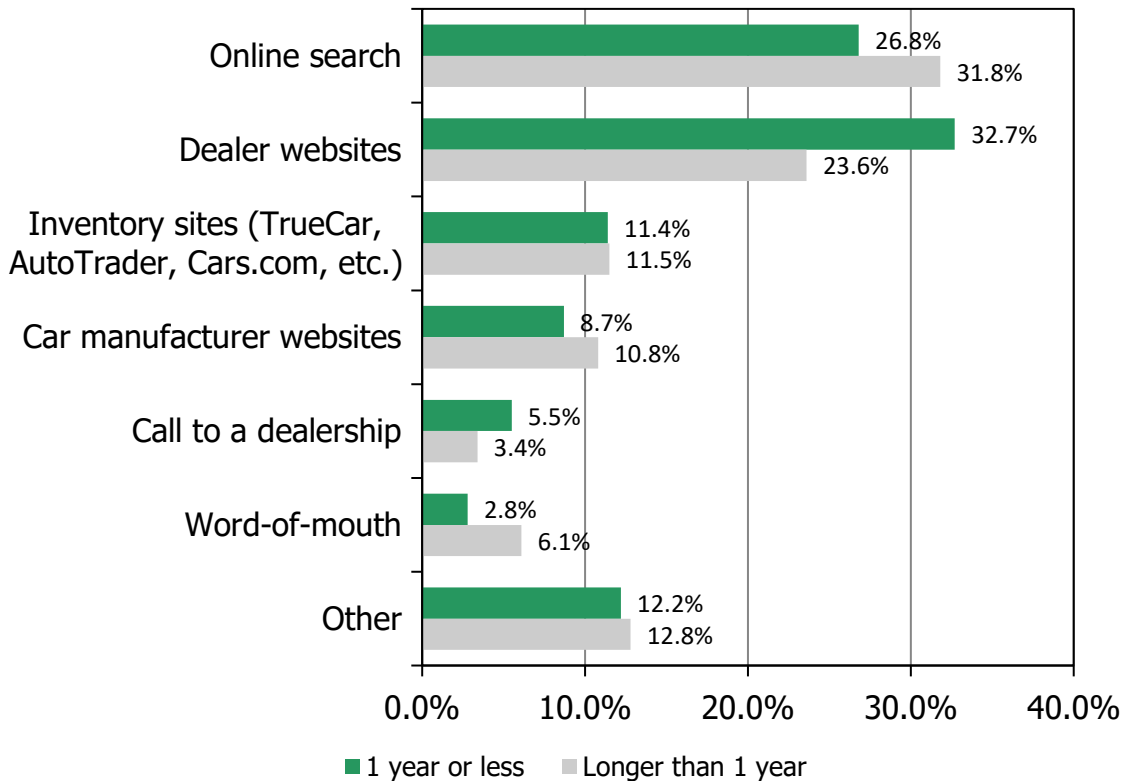
Unweighted Base: Online search (n=115), Dealer websites (n=118), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=46), Car manufacturer websites (n=38), Call to a dealership (n=19), Word-of-mouth (n=16), Other (n=50), Sample Size = 402

Q17 by Last Time Vehicle Was Purchased: When are you likely to purchase/lease your next vehicle for your household? Select one.

Within the next 3 months
- 6.5%
- 8.8%

Within the next year
- 17.4%
- 27.9%

Longer than 1 year from now
- 73.5%
- 59.3%

Will not purchase/lease a vehicle again
- 2.6%
- 3.9%

Legend: ■ 1 year or less ■ Longer than 1 year
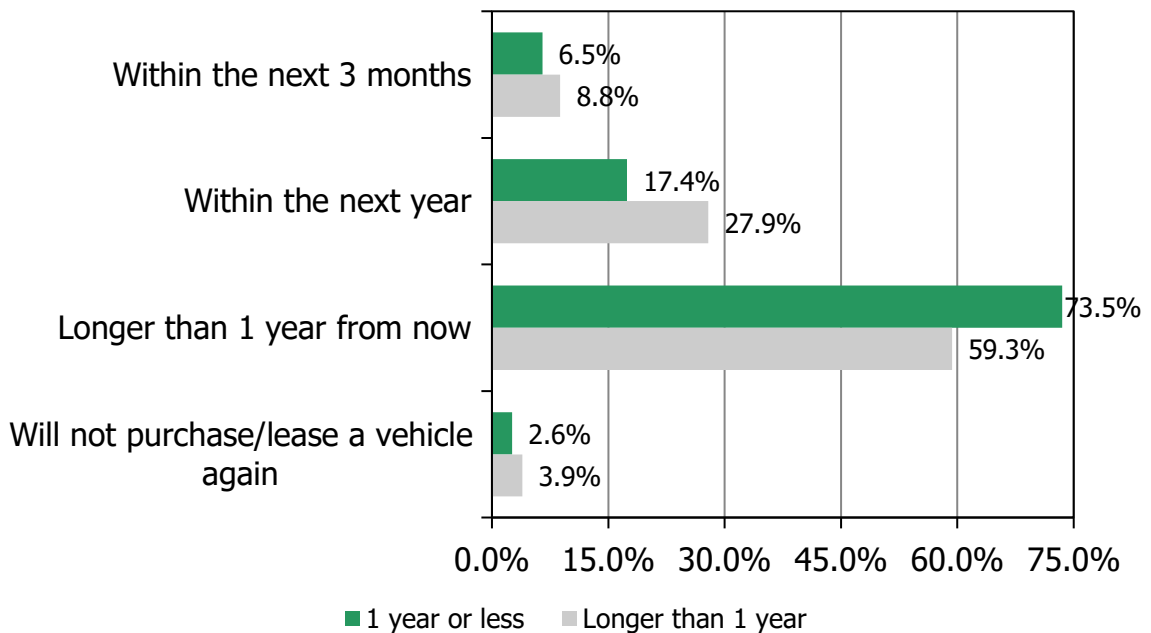
Unweighted Base: Within the next 3 months (n=38), Within the next year (n=111), Longer than 1 year from now (n=349), Will not purchase/lease a vehicle again (n=16), Sample Size = 514

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145

Q18 by Last Time Vehicle Was Purchased: What type of vehicle are you most likely to purchase next for your household? Select one.

	1 year or less	Longer than 1 year
New	36.1%	36.7%
Used, pre-owned 3 years or less	29.8%	34.7%
Used, pre-owned more than 3 years	7.9%	12.8%
Lease	10.3%	1.5%
Unsure	15.9%	14.3%

■ 1 year or less   ■ Longer than 1 year
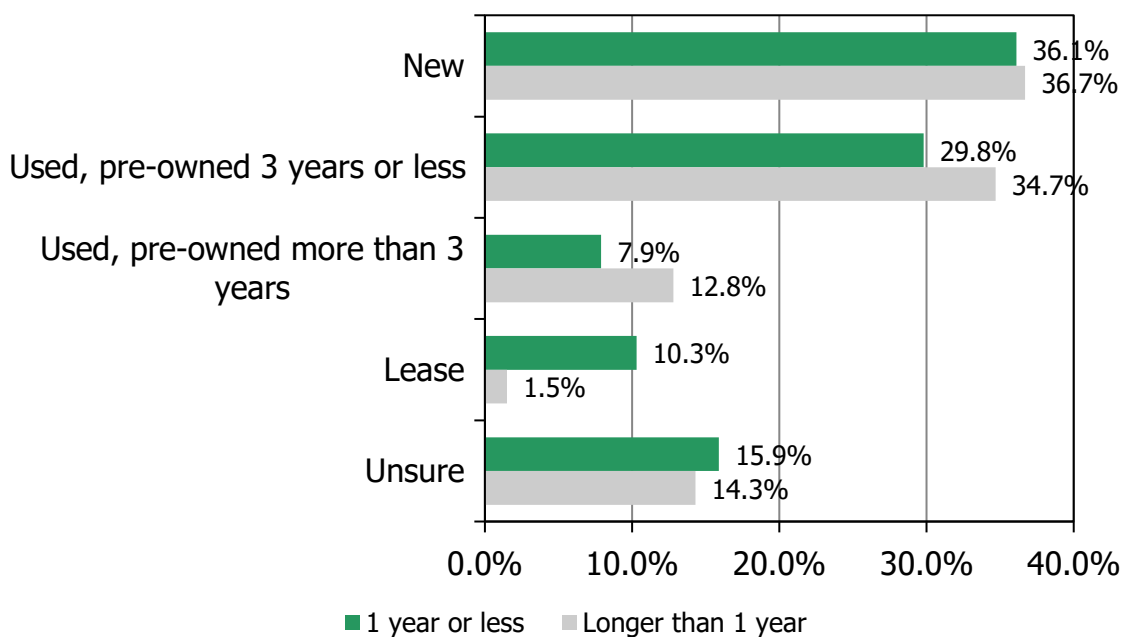
Unweighted Base: New (n=181), Used, pre-owned 3 years or less (n=158), Used, pre-owned more than 3 years (n=49), Lease (n=34), Unsure (n=76), Sample Size = 498

driveresearch

Q19 by Last Time Vehicle Was Purchased: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

Vehicle Class	1 year or less	Longer than 1 year
SUV	69.7%	63.8%
Sedan (4-door)	32.0%	40.3%
Truck	26.0%	19.9%
Hatchback	11.7%	15.3%
Van	9.7%	8.7%
Luxury	8.0%	4.1%
Coupe (2-door)	4.7%	5.6%
Wagon	4.7%	5.1%
Convertible	2.7%	2.0%
Other(s) (Please specify)	2.0%	2.0%
Unsure	6.0%	6.6%
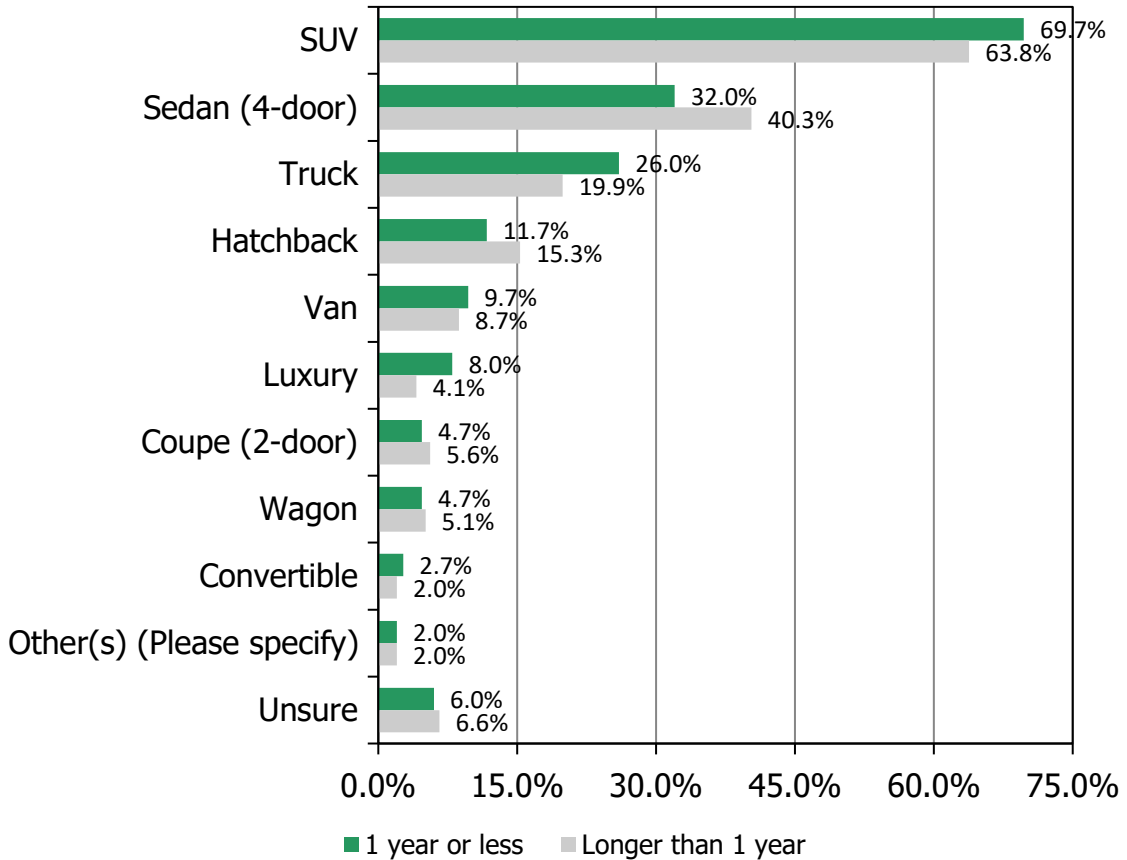
Unweighted Base: SUV (n=334), Sedan (4-door) (n=175), Truck (n=117), Hatchback (n=65), Van (n=46), Unsure (n=31), Luxury (n=32), Coupe (2-door) (n=25), Wagon (n=24), Convertible (n=12), Other(s) (Please specify) (n=10), Sample Size = 496

Q20 by Last Time Vehicle Was Purchased: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Factor	1 year or less	Longer than 1 year
Price	84.2%	89.7%
Reliability	73.7%	73.3%
Safety	63.3%	56.4%
Fuel economy	59.9%	57.9%
Performance	46.1%	44.1%
Brand	43.4%	41.0%
Exterior style	33.7%	28.7%
Seating capacity	34.3%	26.2%
Interior design	30.3%	24.6%
Technology	27.9%	23.1%
Eco-friendly	18.5%	16.9%
Other(s) (Please specify)	3.7%	3.6%

■ 1 year or less ■ Longer than 1 year
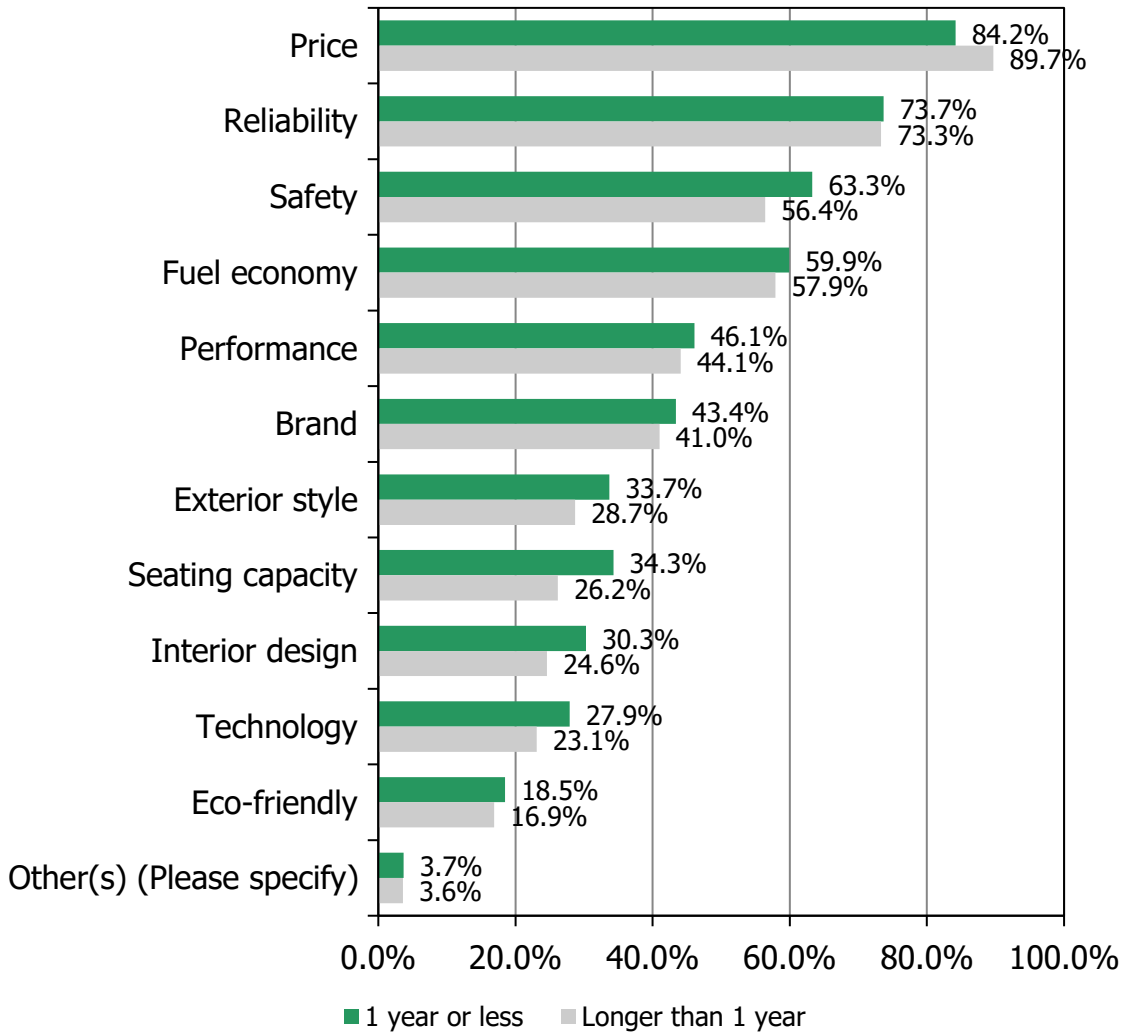
Unweighted Base: Price (n=425), Reliability (n=362), Safety (n=298), Fuel economy (n=291), Performance (n=223), Brand (n=209), Exterior style (n=156), Seating capacity (n=153), Interior design (n=138), Technology (n=128), Eco-friendly (n=88), Other(s) (Please specify) (n=18), Sample Size = 492

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148

Q21 by Last Time Vehicle Was Purchased: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.
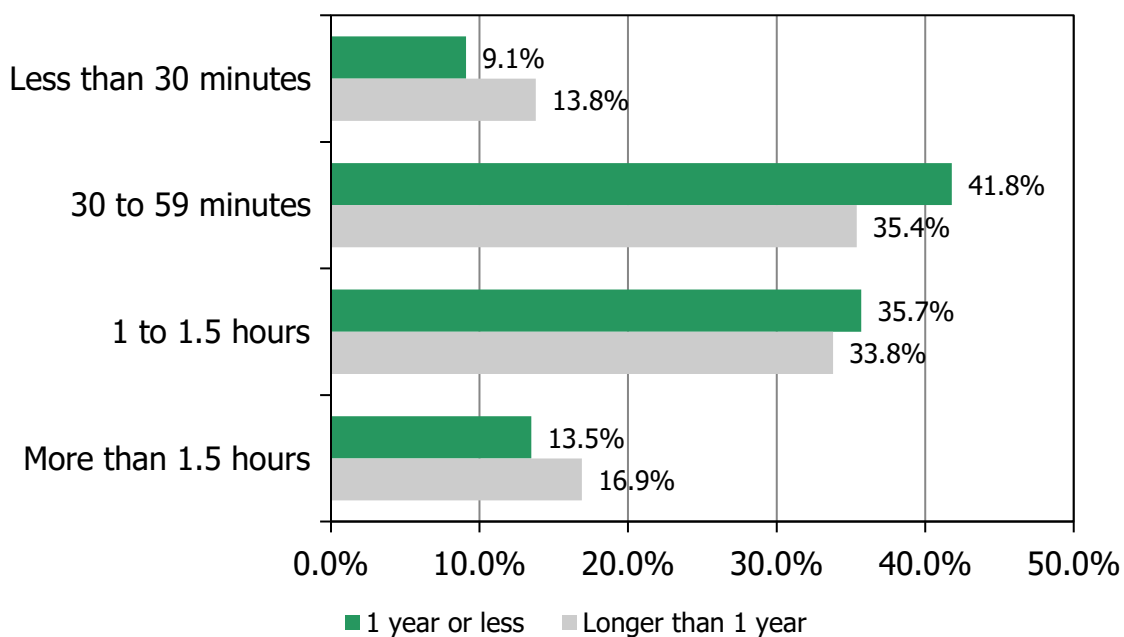
Unweighted Base: Less than 30 minutes (n=54), 30 to 59 minutes (n=193), 1 to 1.5 hours (n=172), More than 1.5 hours (n=73), Sample Size = 492

Last Type of Vehicle Purchased

Q3 by Last Type of Vehicle Purchased: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.

Last Purchased	New	Used	Lease
Within the past 3 months	15.9%	14.1%	21.3%
Within the past year	22.8%	22.4%	33.3%
Within the past 3 years	35.0%	33.2%	40.0%
Longer than 3 years ago	26.1%	30.3%	5.3%
Never	0.2%	0.0%	0.0%

■ New   ■ Used   ■ Lease
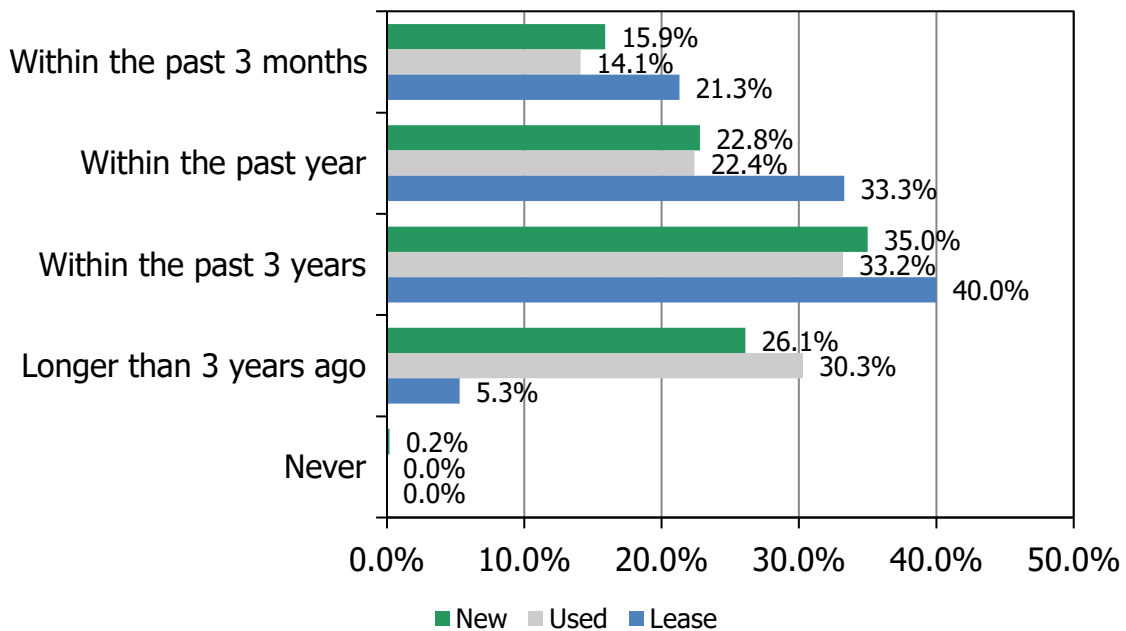
Unweighted Base: Within the past 3 months (n=151), Within the past year (n=228), Within the past 3 years (n=336), Longer than 3 years ago (n=257), Never (n=1), Sample Size = 973

Q5 by Last Type of Vehicle Purchased: When you purchased/leased a vehicle from the dealership, how did you decide your budget? Select one.

Monthly payments
- New: 47.6%
- Used: 43.9%
- Lease: 61.3%

Total cost of the vehicle
- New: 27.4%
- Used: 25.7%
- Lease: 5.3%

Both
- New: 25.0%
- Used: 30.4%
- Lease: 33.3%

■ New ■ Used ■ Lease

Unweighted Base: Monthly payments (n=456), Total cost of the vehicle (n=242), Both (n=273), Sample Size = 971

Q6 by Last Type of Vehicle Purchased (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Under $200
- New: 5.9%
- Used: 13.5%
- Lease: 7.0%

$200 to $299
- New: 25.4%
- Used: 33.6%
- Lease: 35.2%

$300 to $399
- New: 33.1%
- Used: 32.1%
- Lease: 43.7%

$400 to $499
- New: 20.1%
- Used: 14.1%
- Lease: 9.9%

$500 to $599
- New: 9.9%
- Used: 4.9%
- Lease: 2.8%

$600 to $699
- New: 2.5%
- Used: 1.2%
- Lease: 1.4%

$700 to $799
- New: 1.2%
- Used: 0.3%
- Lease: 0.0%

$800 to $899
- New: 0.9%
- Used: 0.0%
- Lease: 0.0%

$900 to $999
- New: 0.6%
- Used: 0.0%
- Lease: 0.0%

$1,000 or more
- New: 0.3%
- Used: 0.3%
- Lease: 0.0%

■New ■Used ■Lease

Unweighted Base: Under $200 (n=68), $200 to $299 (n=217), $300 to $399 (n=243), $400 to $499 (n=118), $500 to $599 (n=50), $600 to $699 (n=13), $700 to $799 (n=5), $800 to $899 (n=3), $900 to $999 (n=2), $1,000 or more (n=2), Sample Size = 721

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Q7 by Last Type of Vehicle Purchased (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	New	Used	Lease
Less than $5,000	1.7%	9.0%	3.7%
$5,000 to $9,999	0.9%	14.3%	0.0%
$10,000 to $14,999	2.2%	21.6%	11.1%
$15,000 to $19,999	11.7%	17.6%	0.0%
$20,000 to $24,999	21.7%	17.1%	3.7%
$25,000 to $29,999	18.7%	7.3%	29.6%
$30,000 to $34,999	15.7%	7.3%	14.8%
$35,000 to $39,999	11.3%	2.9%	11.1%
$40,000 to $44,999	7.0%	2.0%	22.2%
$45,000 to $49,999	2.6%	0.4%	0.0%
$50,000 or more	6.5%	0.4%	3.7%

■ New   ■ Used   ■ Lease

Unweighted Base: Less than $5,000 (n=27), $5,000 to $9,999 (n=37), $10,000 to $14,999 (n=61), $15,000 to $19,999 (n=70), $20,000 to $24,999 (n=93), $25,000 to $29,999 (n=69), $30,000 to $34,999 (n=58), $35,000 to $39,999 (n=36), $40,000 to $44,999 (n=27), $45,000 to $49,999 (n=7), $50,000 or more (n=17), Sample Size = 502

drive research

All Dealerships

Q9 by Last Type of Vehicle Purchased: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

Unweighted Base: New (n=428), Used (n=428), Lease (n=71), Sample Size = 927

155
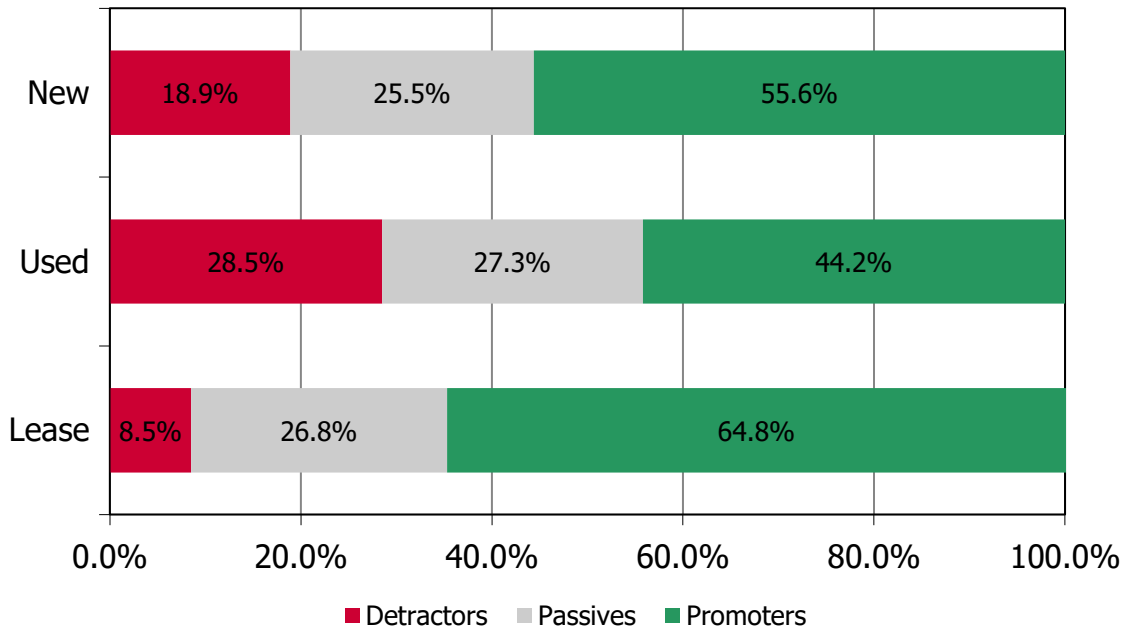
All Dealerships

Q9 NPS by Last Type of Vehicle Purchased: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

Type	NPS
New	36.7
Used	15.7
Lease	56.3

■ NPS

Unweighted Base: New (n=428), Used (n=428), Lease (n=71), Sample Size = 927

Q11 by Last Type of Vehicle Purchased: Dealership Awareness

Dealer	New	Used	Lease
Fuccillo	95.7%	96.2%	100.0%
Burdick	94.9%	92.4%	97.1%
Romano	93.9%	89.8%	98.5%
Bill Rapp	94.7%	90.9%	95.6%
Sun Chevrolet	89.1%	91.1%	98.5%
Honda City	92.7%	88.8%	97.1%
Fox	92.7%	89.1%	95.6%
East Syracuse Chevrolet	88.9%	87.8%	97.1%
Summit	86.1%	88.1%	95.6%
Lamacchia Honda	89.4%	82.2%	91.2%
Maguire	72.4%	74.6%	85.3%
Carbone	71.9%	69.8%	85.3%
Davidson	64.8%	63.2%	76.5%
Burritt Motors	55.7%	55.6%	58.8%
NYE	52.7%	46.7%	54.4%

■ New ■ Used ■ Lease
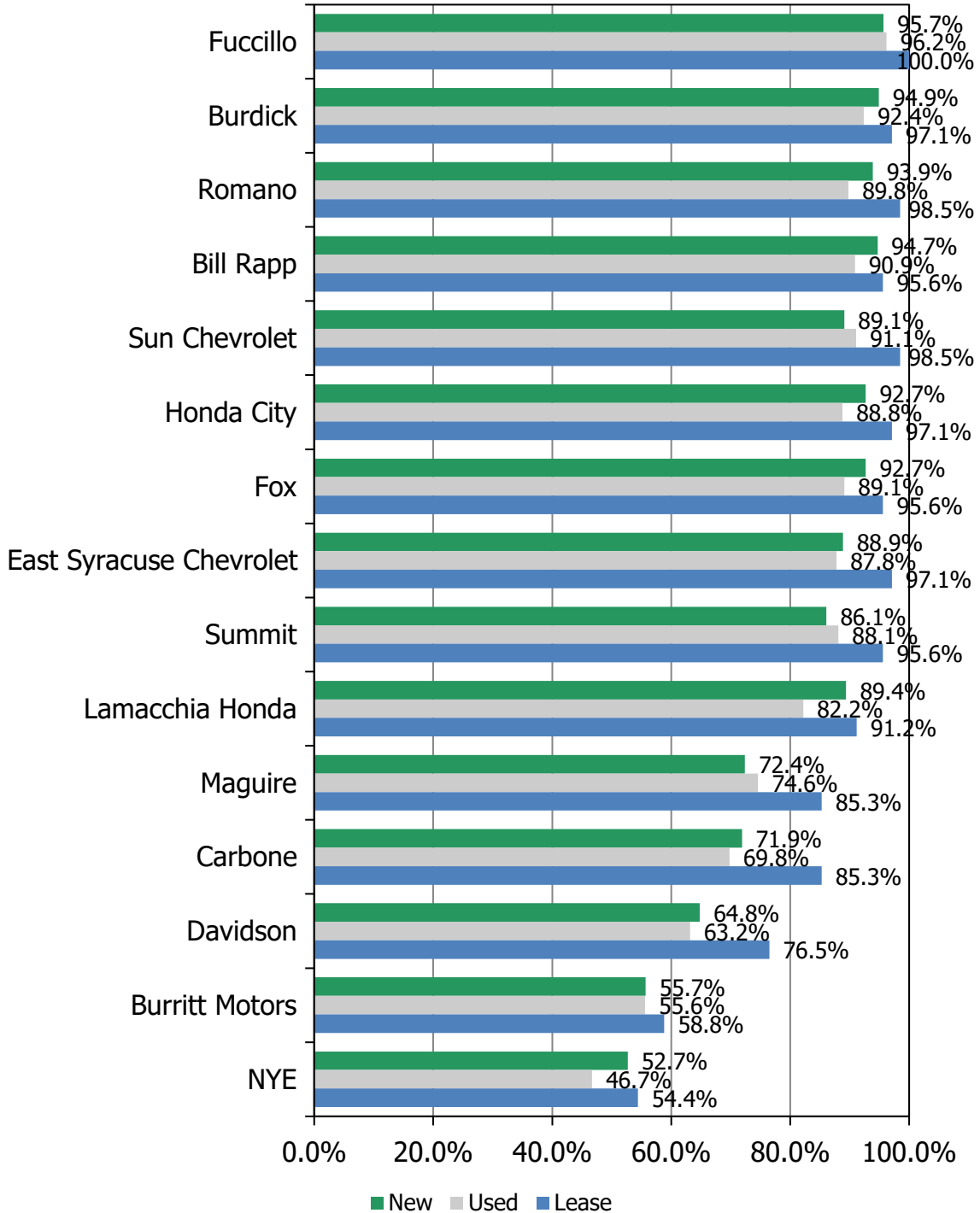
Unweighted Base: Fuccillo (n=825), Burdick (n=805), Romano (n=792), Bill Rapp (n=797), Sun Chevrolet (n=778), Honda City (n=782), Fox (n=782), East Syracuse Chevrolet (n=763), Summit (n=752), Lamacchia Honda (n=739), Maguire (n=638), Carbone (n=617), Davidson (n=557), Burritt Motors (n=479), NYE (n=429), Sample Size = 861

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Q13 by Last Type of Vehicle Purchased: Which of the following dealerships are you most familiar with? Select up to 5.

Fuccillo
- New: 42.6%
- Used: 49.1%
- Lease: 52.9%

Burdick
- New: 44.6%
- Used: 36.7%
- Lease: 63.2%

Romano
- New: 37.9%
- Used: 28.7%
- Lease: 54.4%

East Syracuse Chevrolet
- New: 28.7%
- Used: 30.2%
- Lease: 39.7%

Sun Chevrolet
- New: 22.8%
- Used: 34.6%
- Lease: 33.8%

Bill Rapp
- New: 31.0%
- Used: 26.9%
- Lease: 32.4%

Fox
- New: 26.7%
- Used: 26.1%
- Lease: 22.1%

Maguire
- New: 13.8%
- Used: 21.2%
- Lease: 14.7%

Honda City
- New: 17.9%
- Used: 14.5%
- Lease: 16.2%

Lamacchia Honda
- New: 12.6%
- Used: 9.0%
- Lease: 11.8%

Summit
- New: 10.8%
- Used: 13.2%
- Lease: 8.8%

NYE
- New: 6.9%
- Used: 7.8%
- Lease: 10.3%

Davidson
- New: 9.2%
- Used: 6.5%
- Lease: 8.8%

Burritt Motors
- New: 6.9%
- Used: 9.8%
- Lease: 2.9%

Carbone
- New: 4.6%
- Used: 6.2%
- Lease: 0.0%

None of the above
- New: 3.6%
- Used: 6.7%
- Lease: 4.4%

Legend: ■ New ■ Used ■ Lease
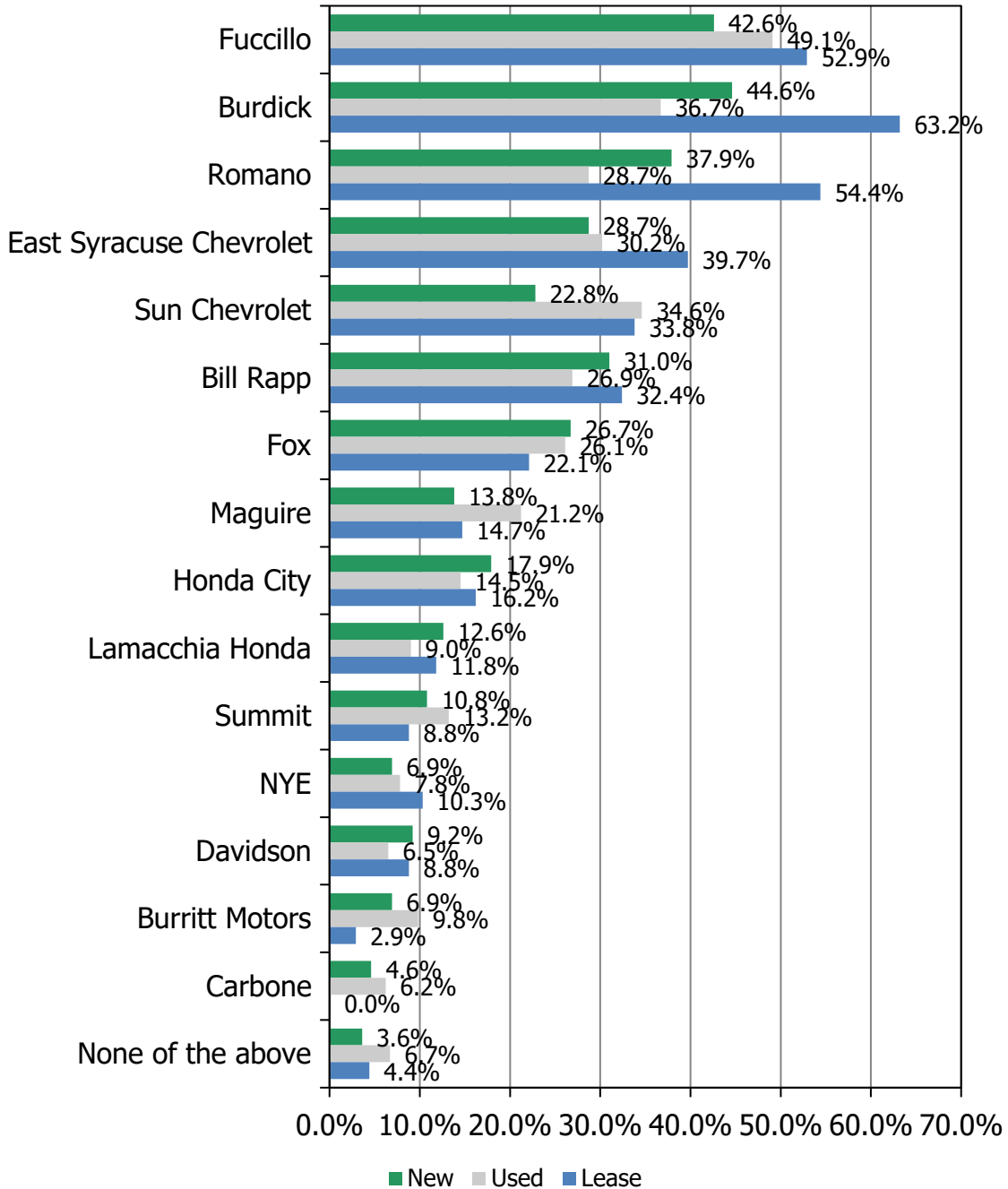
Unweighted Base: Fuccillo (n=392), Burdick (n=359), Romano (n=296), East Syracuse Chevrolet (n=256), Sun Chevrolet (n=246), Bill Rapp (n=247), Fox (n=220), Maguire (n=146), Honda City (n=137), Lamacchia Honda (n=92), Summit (n=99), NYE (n=64), Davidson (n=67), Burritt Motors (n=67), Carbone (n=42), None of the above (n=43), Sample Size = 845

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Q15 by Last Type of Vehicle Purchased: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	New	Used	Lease
Dealer websites	61.3%	61.6%	73.8%
Online search	53.0%	63.5%	63.1%
Car manufacturer websites	44.5%	26.5%	47.7%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	27.3%	44.3%	35.4%
Call to a dealership	16.6%	13.8%	21.5%
Television	13.3%	13.2%	12.3%
Email to a dealership	9.9%	11.1%	15.4%
Newspaper	13.5%	10.3%	10.8%
Facebook	7.5%	15.1%	7.7%
YouTube	6.6%	3.2%	9.2%
Radio	5.2%	5.4%	6.2%
Craigslist	2.8%	10.5%	1.5%
Word-of-mouth	2.8%	4.3%	4.6%
Other	9.4%	7.6%	6.2%
None of the above	10.2%	8.1%	3.1%

■ New ■ Used ■ Lease
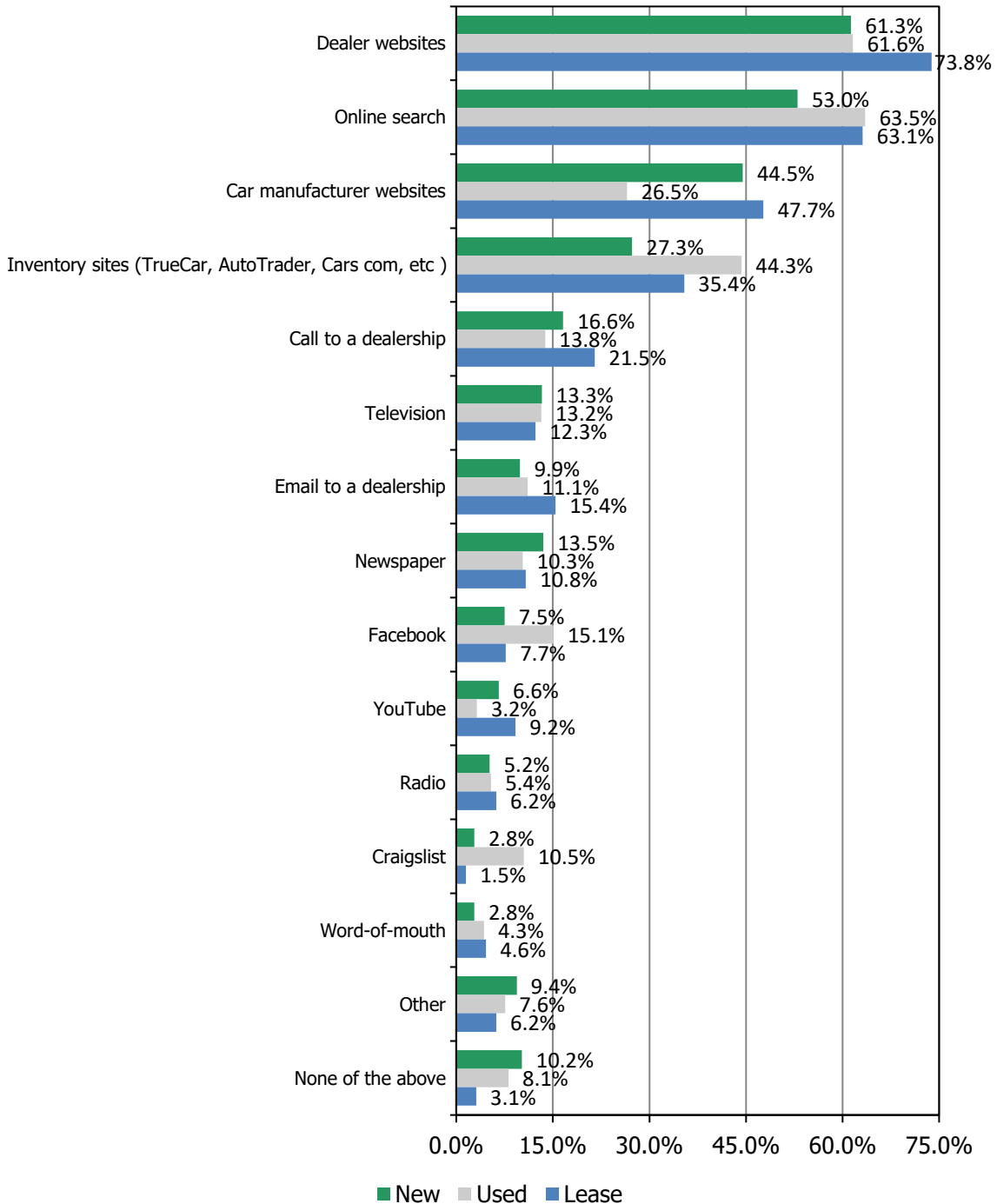
Unweighted Base: Dealer websites (n=498), Online search (n=468), Car manufacturer websites (n=290), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=286), Call to a dealership (n=125), Television (n=105), Email to a dealership (n=87), Newspaper (n=94), Facebook (n=88), YouTube (n=42), Radio (n=43), Craigslist (n=50), Word-of-mouth (n=29), Other (n=66), None of the above (n=69), Sample Size = 797

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Q16 by Last Type of Vehicle Purchased: Which of the following would be your main source of information prior to visiting the dealership? Select one.

	New	Used	Lease
Online search	27.4%	30.1%	37.0%
Dealer websites	25.9%	32.5%	27.8%
Car manufacturer websites	17.9%	1.7%	14.8%
Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)	7.3%	18.2%	5.6%
Call to a dealership	4.7%	2.4%	3.7%
Word-of-mouth	2.6%	4.2%	3.7%
Other	14.2%	10.8%	7.4%

■New ■Used ■Lease
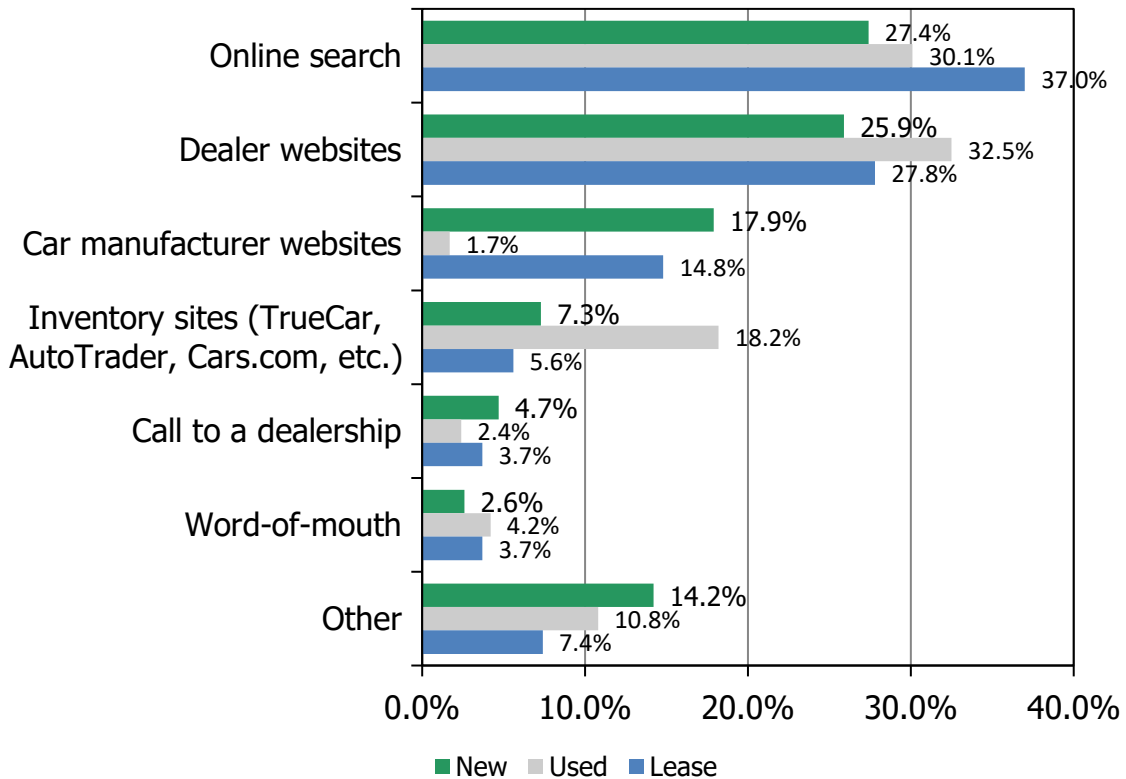
Unweighted Base: Online search (n=181), Dealer websites (n=179), Car manufacturer websites (n=62), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=75), Call to a dealership (n=22), Word-of-mouth (n=21), Other (n=74), Sample Size = 614

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Q17 by Last Type of Vehicle Purchased: When are you likely to purchase/lease your next vehicle for your household? Select one.

Within the next 3 months
- New: 8.6%
- Used: 7.1%
- Lease: 13.8%

Within the next year
- New: 26.1%
- Used: 23.6%
- Lease: 29.2%

Longer than 1 year from now
- New: 62.5%
- Used: 66.0%
- Lease: 56.9%

Will not purchase/lease a vehicle again
- New: 2.8%
- Used: 3.3%
- Lease: 0.0%

Legend: ■ New ■ Used ■ Lease
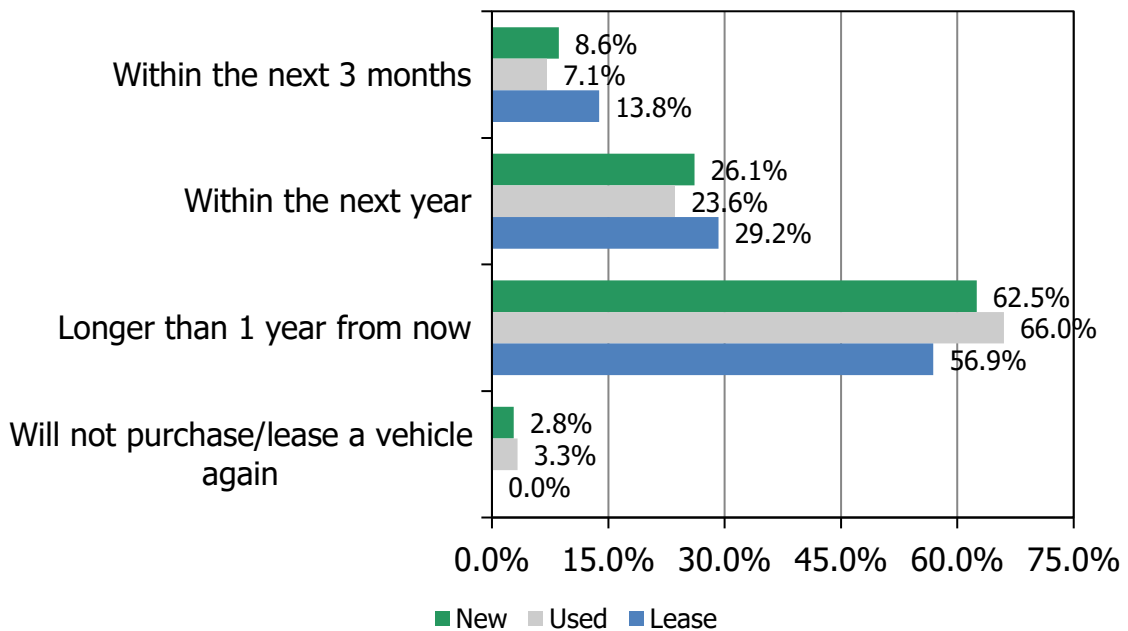
Unweighted Base: Within the next 3 months (n=66), Within the next year (n=200), Longer than 1 year from now (n=505), Will not purchase/lease a vehicle again (n=22), Sample Size = 793

Q18 by Last Type of Vehicle Purchased: What type of vehicle are you most likely to purchase next for your household? Select one.

	New	Used	Lease
New	65.7%	10.7%	10.8%
Used, pre-owned 3 years or less	12.6%	52.2%	12.3%
Used, pre-owned more than 3 years	2.6%	17.7%	3.1%
Lease	6.9%	2.5%	47.7%
Unsure	12.3%	16.9%	26.2%

■New ■Used ■Lease
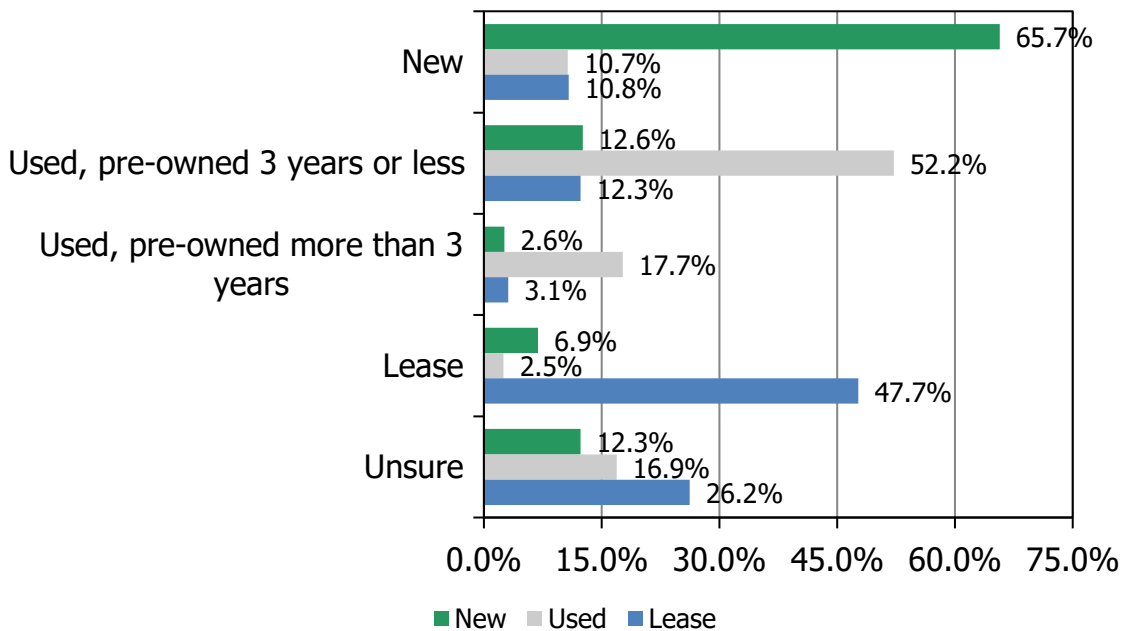
Unweighted Base: New (n=275), Used, pre-owned 3 years or less (n=238), Used, pre-owned more than 3 years (n=74), Lease (n=64), Unsure (n=120), Sample Size = 771

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Q19 by Last Type of Vehicle Purchased: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.
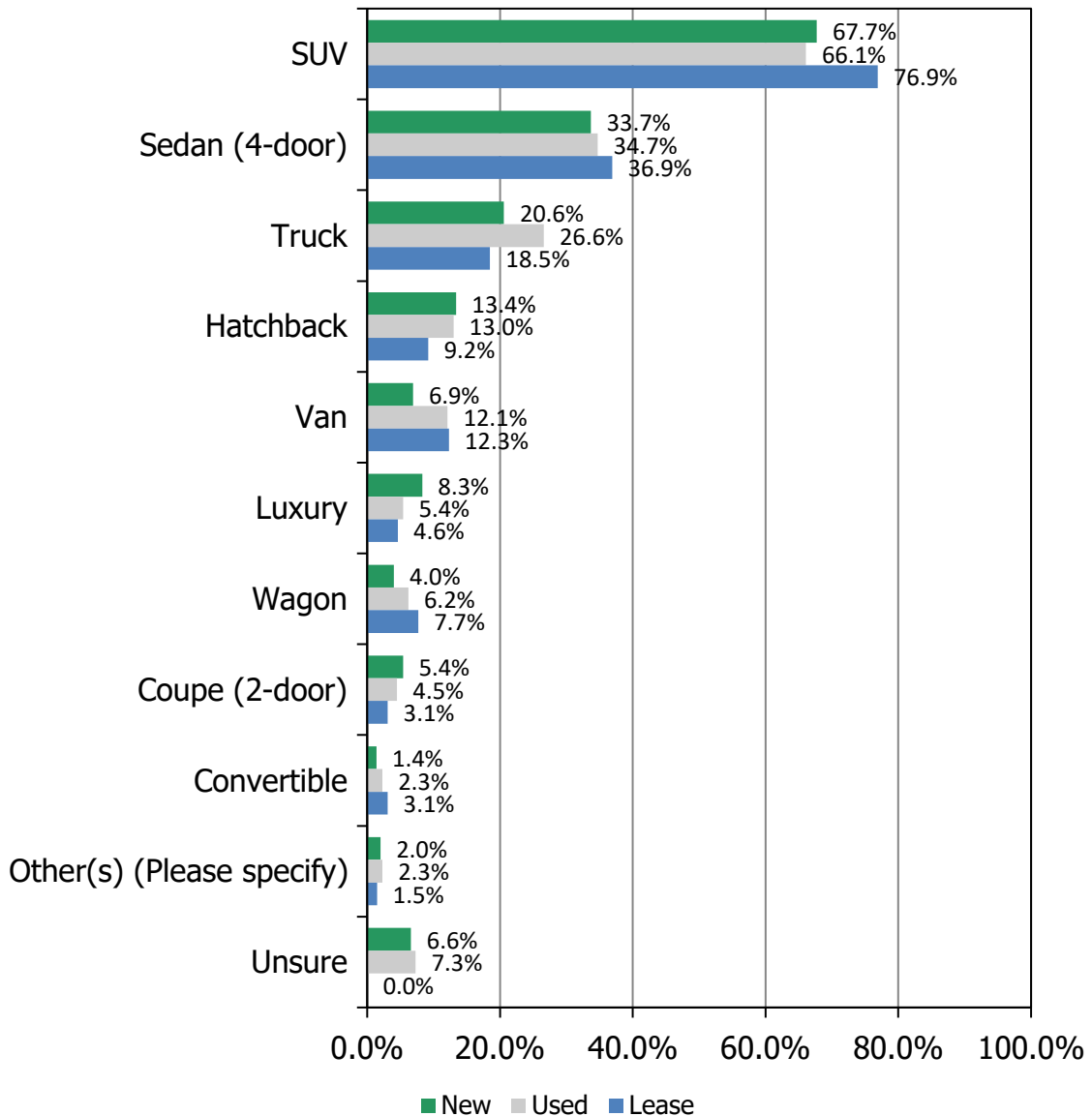
Unweighted Base: SUV (n=521), Sedan (4-door) (n=265), Truck (n=178), Hatchback (n=99), Van (n=75), Luxury (n=51), Wagon (n=41), Unsure (n=49), Coupe (2-door) (n=37), Convertible (n=15), Other(s) (Please specify) (n=16), Sample Size = 769

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Q20 by Last Type of Vehicle Purchased: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Price
- 83.0%
- 89.5%
- 90.8%

Reliability
- 68.3%
- 73.4%
- 75.4%

Safety
- 60.2%
- 58.9%
- 64.6%

Fuel economy
- 56.5%
- 59.2%
- 53.8%

Performance
- 44.4%
- 45.9%
- 40.0%

Brand
- 42.4%
- 41.4%
- 43.1%

Exterior style
- 33.1%
- 26.3%
- 41.5%

Seating capacity
- 25.9%
- 35.7%
- 29.2%

Interior design
- 28.0%
- 25.5%
- 36.9%

Technology
- 32.6%
- 23.2%
- 30.8%

Eco-friendly
- 17.3%
- 19.3%
- 13.8%

Other(s) (Please specify)
- 3.5%
- 4.0%
- 0.0%

■ New   ■ Used   ■ Lease
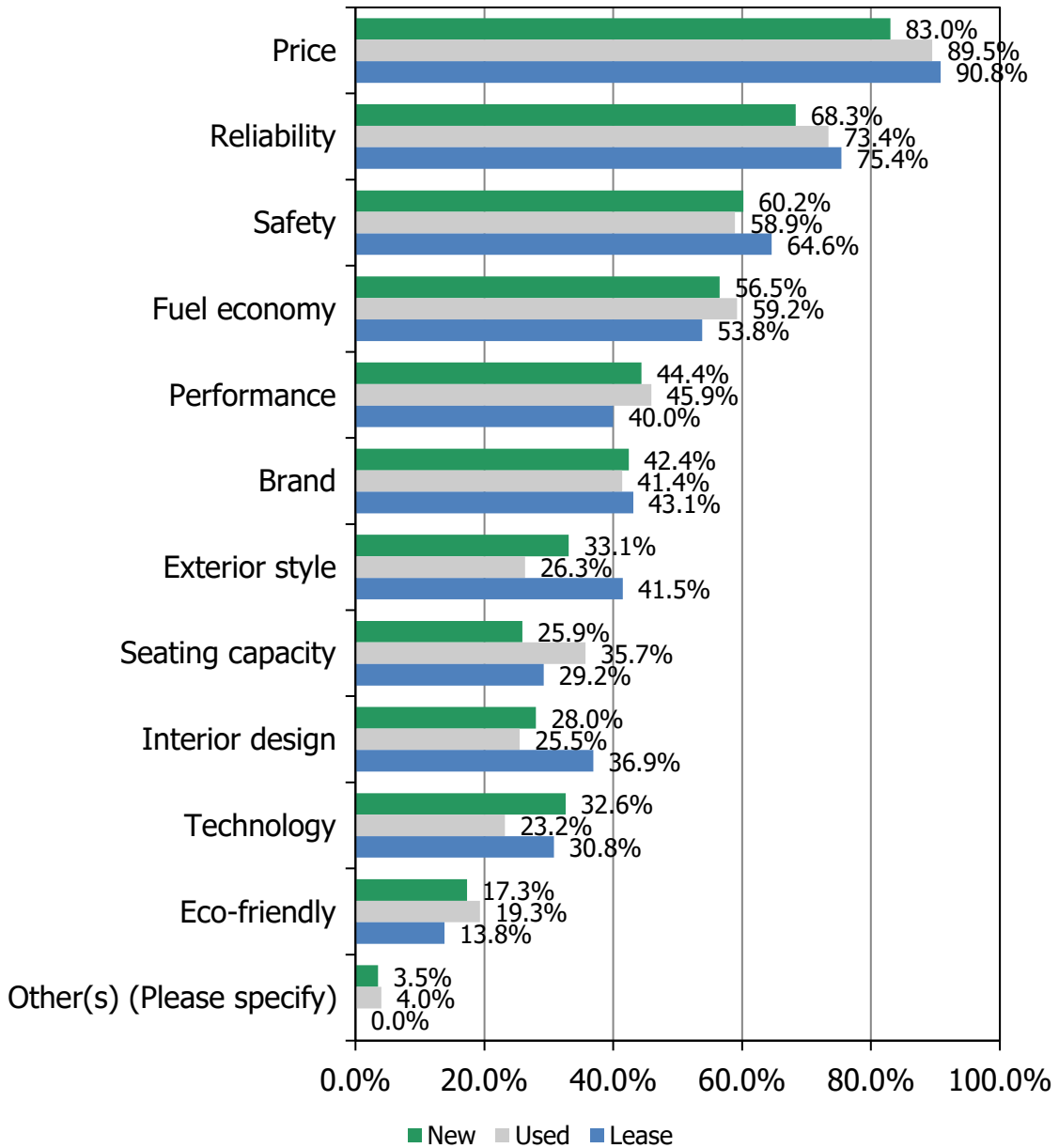
Unweighted Base: Price (n=663), Reliability (n=545), Safety (n=459), Fuel economy (n=440), Performance (n=342), Brand (n=321), Exterior style (n=235), Seating capacity (n=235), Interior design (n=211), Technology (n=215), Eco-friendly (n=137), Other(s) (Please specify) (n=26), Sample Size = 765

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Q21 by Last Type of Vehicle Purchased: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.

Less than 30 minutes
- New: 14.1%
- Used: 10.2%
- Lease: 9.2%

30 to 59 minutes
- New: 40.9%
- Used: 32.7%
- Lease: 44.6%

1 to 1.5 hours
- New: 32.6%
- Used: 38.4%
- Lease: 33.8%

More than 1.5 hours
- New: 12.4%
- Used: 18.8%
- Lease: 12.3%

■ New   ■ Used   ■ Lease
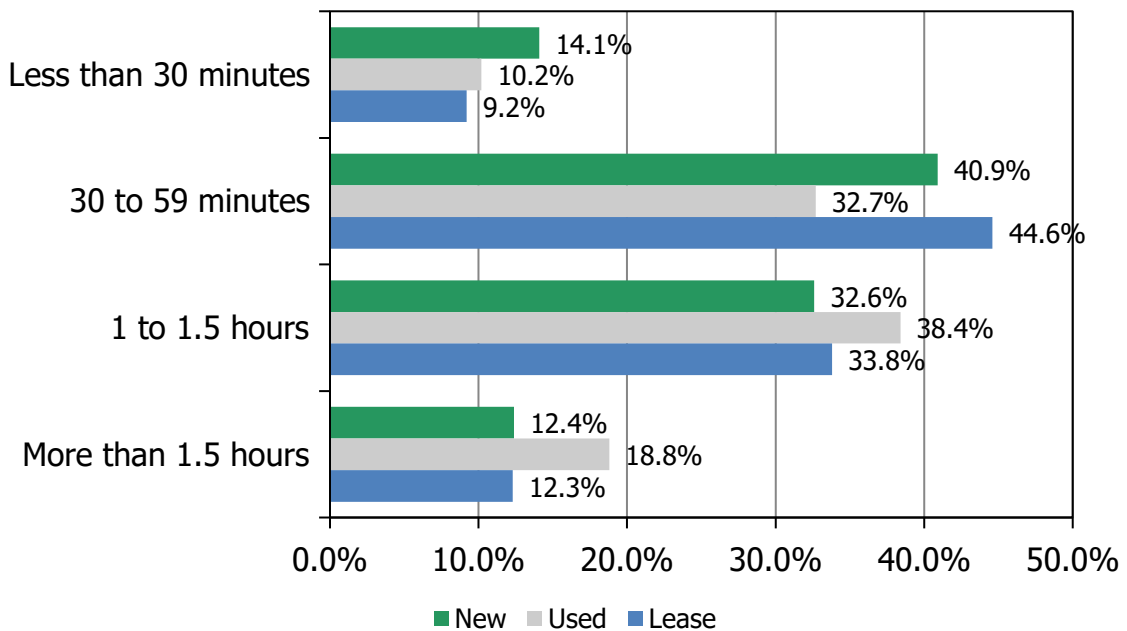
Unweighted Base: Less than 30 minutes (n=91), 30 to 59 minutes (n=286), 1 to 1.5 hours (n=270), More than 1.5 hours (n=117), Sample Size = 764

Monthly Budget

Q3 by Monthly Budget: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.
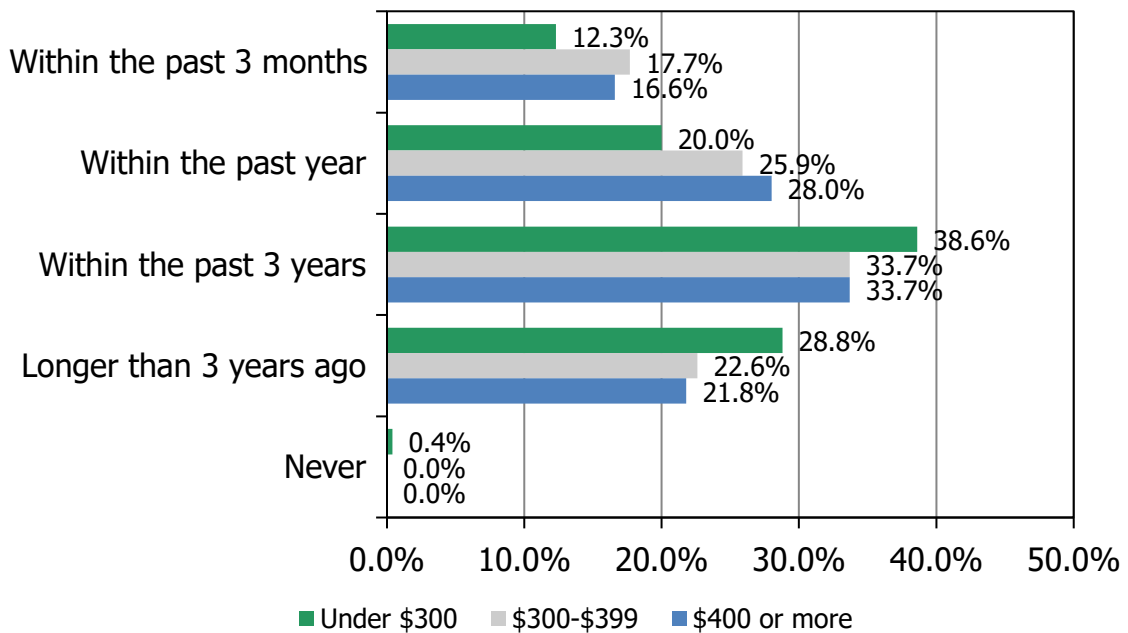
Unweighted Base: Within the past 3 months (n=110), Within the past year (n=174), Within the past 3 years (n=257), Longer than 3 years ago (n=179), Never (n=1), Sample Size = 721

Q4 by Monthly Budget: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.

New
- Under $300: 35.4%
- $300-$399: 44.0%
- $400 or more: 59.6%

Used, pre-owned 3 years or less
- Under $300: 28.4%
- $300-$399: 28.4%
- $400 or more: 31.1%

Used, pre-owned more than 3 years old
- Under $300: 25.6%
- $300-$399: 14.8%
- $400 or more: 4.1%

Lease
- Under $300: 10.5%
- $300-$399: 12.8%
- $400 or more: 5.2%

■ Under $300   ■ $300-$399   ■ $400 or more
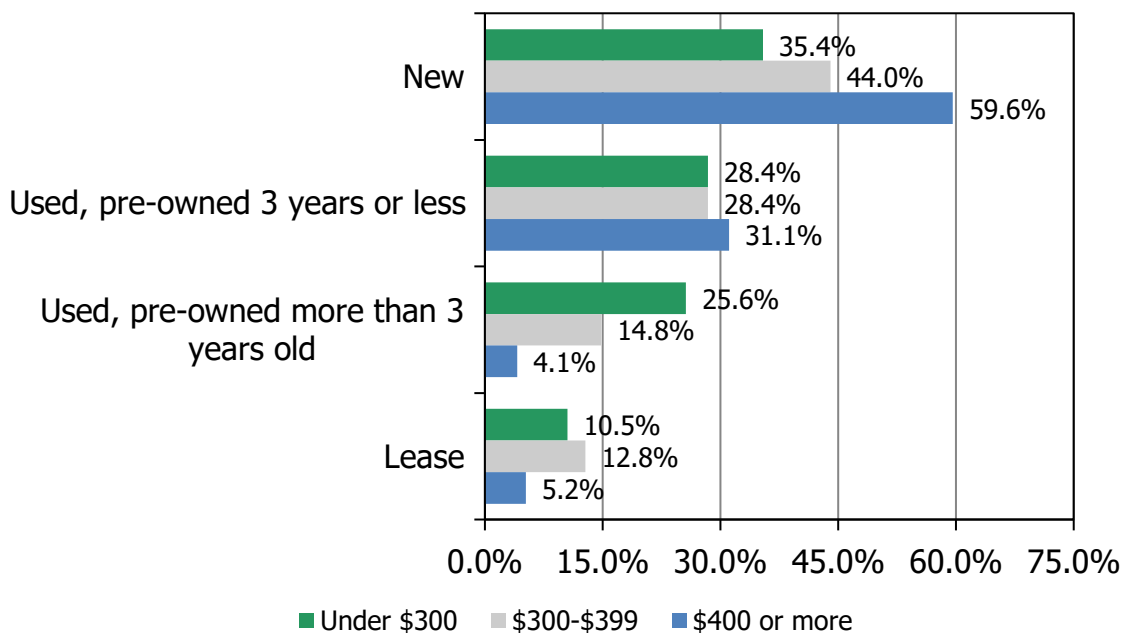
Unweighted Base: New (n=323), Used, pre-owned 3 years or less (n=210), Used, pre-owned more than 3 years old (n=117), Lease (n=71), Sample Size = 721

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Q7 by Monthly Budget (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Monthly Budget	Under $300	$300-$399	$400 or more
Less than $5,000	8.0%	1.2%	0.0%
$5,000 to $9,999	10.0%	2.4%	1.3%
$10,000 to $14,999	28.0%	6.0%	0.0%
$15,000 to $19,999	24.0%	14.3%	5.3%
$20,000 to $24,999	20.0%	28.6%	15.8%
$25,000 to $29,999	9.0%	14.3%	19.7%
$30,000 to $34,999	1.0%	16.7%	19.7%
$35,000 to $39,999	0.0%	7.1%	13.2%
$40,000 to $44,999	0.0%	9.5%	13.2%
$45,000 to $49,999	0.0%	0.0%	5.3%
$50,000 or more	0.0%	0.0%	6.6%

■ Under $300   ■ $300-$399   ■ $400 or more
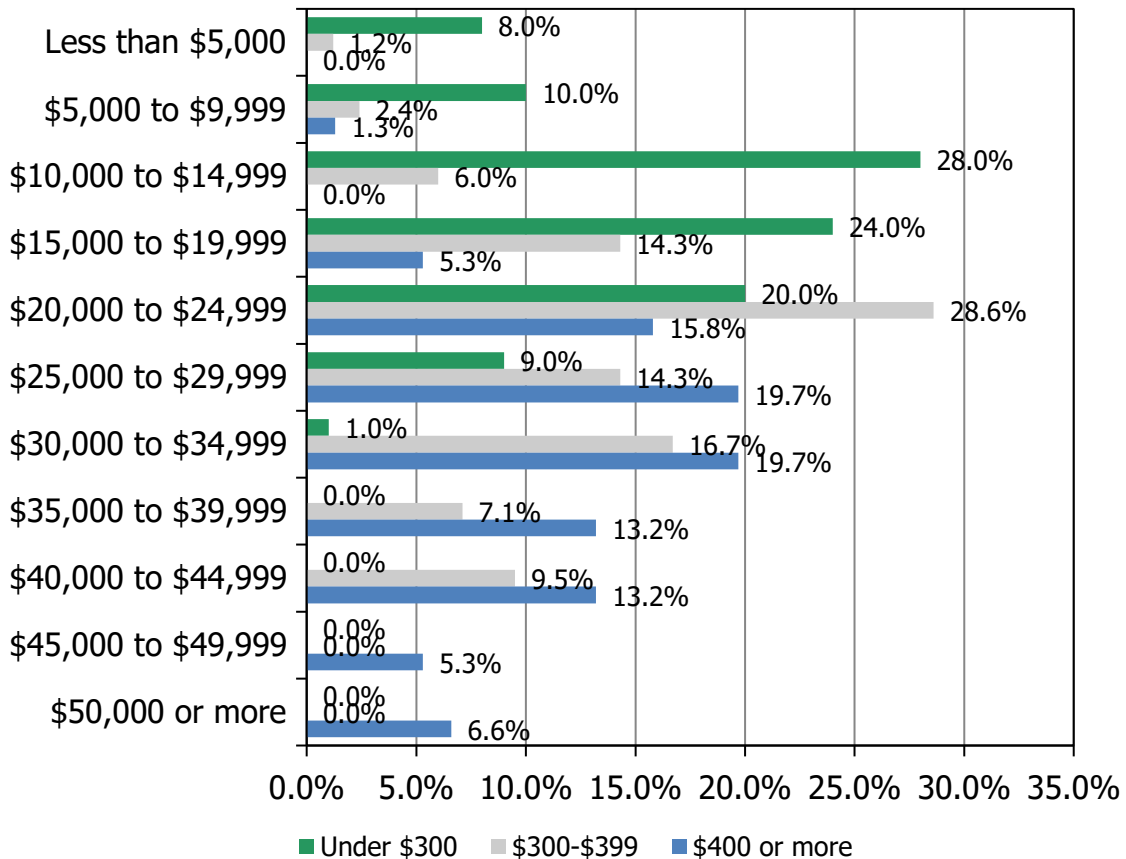
Unweighted Base: Less than $5,000 (n=9), $5,000 to $9,999 (n=13), $10,000 to $14,999 (n=33), $15,000 to $19,999 (n=40), $20,000 to $24,999 (n=56), $25,000 to $29,999 (n=36), $30,000 to $34,999 (n=30), $35,000 to $39,999 (n=16), $40,000 to $44,999 (n=18), $45,000 to $49,999 (n=4), $50,000 or more (n=5), Sample Size = 260

driveresearch

169

All Dealerships

Q9 by Monthly Budget: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.
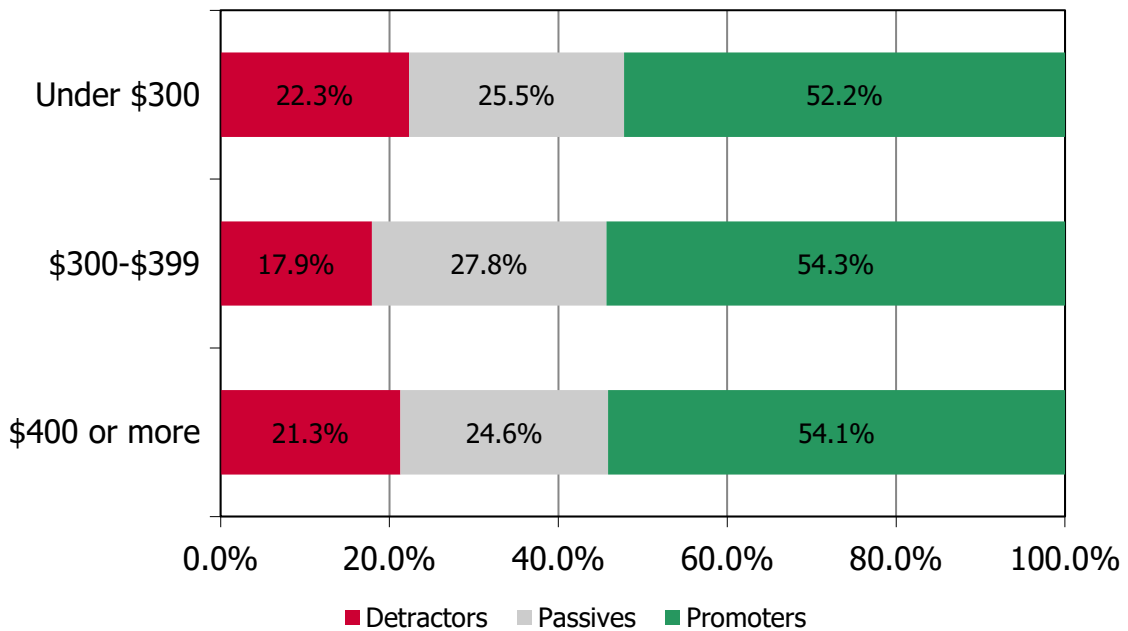
Unweighted Base: Under $300 (n=278), $300-$399 (n=234), $400 or more (n=183), Sample Size = 695

All Dealerships

Q9 NPS by Monthly Budget: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

> NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

Monthly Budget	NPS
Under $300	29.9
$300-$399	36.4
$400 or more	32.8

■ NPS

Unweighted Base: Under $300 (n=278), $300-$399 (n=234), $400 or more (n=183), Sample Size = 695

Q11 by Monthly Budget: Dealership Awareness

Dealer	Under $300	$300-$399	$400 or more
Fuccillo	94.9%	96.8%	98.2%
Burdick	94.1%	95.5%	94.7%
Bill Rapp	92.5%	95.0%	94.1%
Romano	92.1%	96.4%	92.9%
Honda City	88.1%	95.5%	95.9%
Sun Chevrolet	92.1%	94.1%	92.9%
Fox	90.1%	93.2%	92.4%
East Syracuse Chevrolet	89.3%	93.2%	89.4%
Summit	85.8%	91.4%	94.1%
Lamacchia Honda	83.4%	88.2%	91.8%
Maguire	72.7%	81.4%	74.1%
Carbone	69.6%	79.2%	71.8%
Davidson	59.3%	66.1%	74.7%
Burritt Motors	51.8%	57.0%	62.4%
NYE	44.3%	56.1%	53.5%

■ Under $300   ■ $300-$399   ■ $400 or more
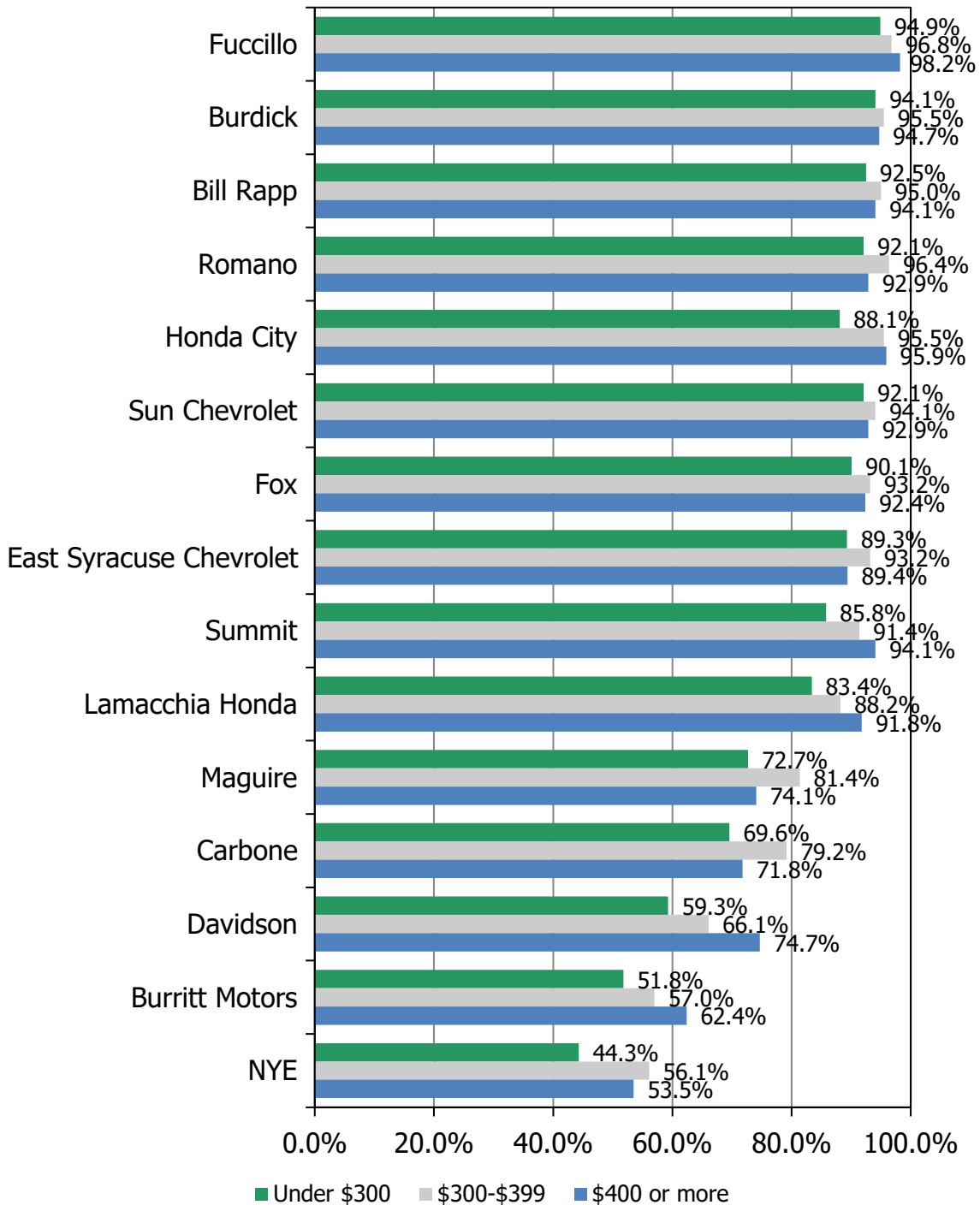
Unweighted Base: Fuccillo (n=621), Burdick (n=610), Bill Rapp (n=604), Romano (n=604), Honda City (n=597), Sun Chevrolet (n=599), Fox (n=591), East Syracuse Chevrolet (n=584), Summit (n=579), Lamacchia Honda (n=562), Maguire (n=490), Carbone (n=473), Davidson (n=423), Burritt Motors (n=363), NYE (n=327), Sample Size = 647

drive research

Q13 by Monthly Budget: Which of the following dealerships are you most familiar with? Select up to 5.

Dealer	Under $300	$300-$399	$400 or more
Fuccillo	45.8%	54.5%	52.1%
Burdick	39.8%	43.2%	47.9%
Romano	30.3%	35.2%	42.0%
East Syracuse Chevrolet	28.3%	38.0%	30.8%
Sun Chevrolet	29.5%	34.7%	31.4%
Bill Rapp	29.9%	33.3%	30.2%
Fox	24.3%	24.9%	26.6%
Maguire	15.9%	19.2%	17.2%
Honda City	15.1%	19.2%	13.6%
Summit	9.2%	13.6%	13.6%
Lamacchia Honda	11.6%	13.1%	7.7%
Davidson	6.4%	8.9%	10.7%
Burritt Motors	8.4%	8.5%	7.7%
NYE	4.8%	9.9%	6.5%
Carbone	3.2%	6.6%	5.9%
None of the above	8.0%	1.9%	4.1%

■ Under $300   ■ $300-$399   ■ $400 or more
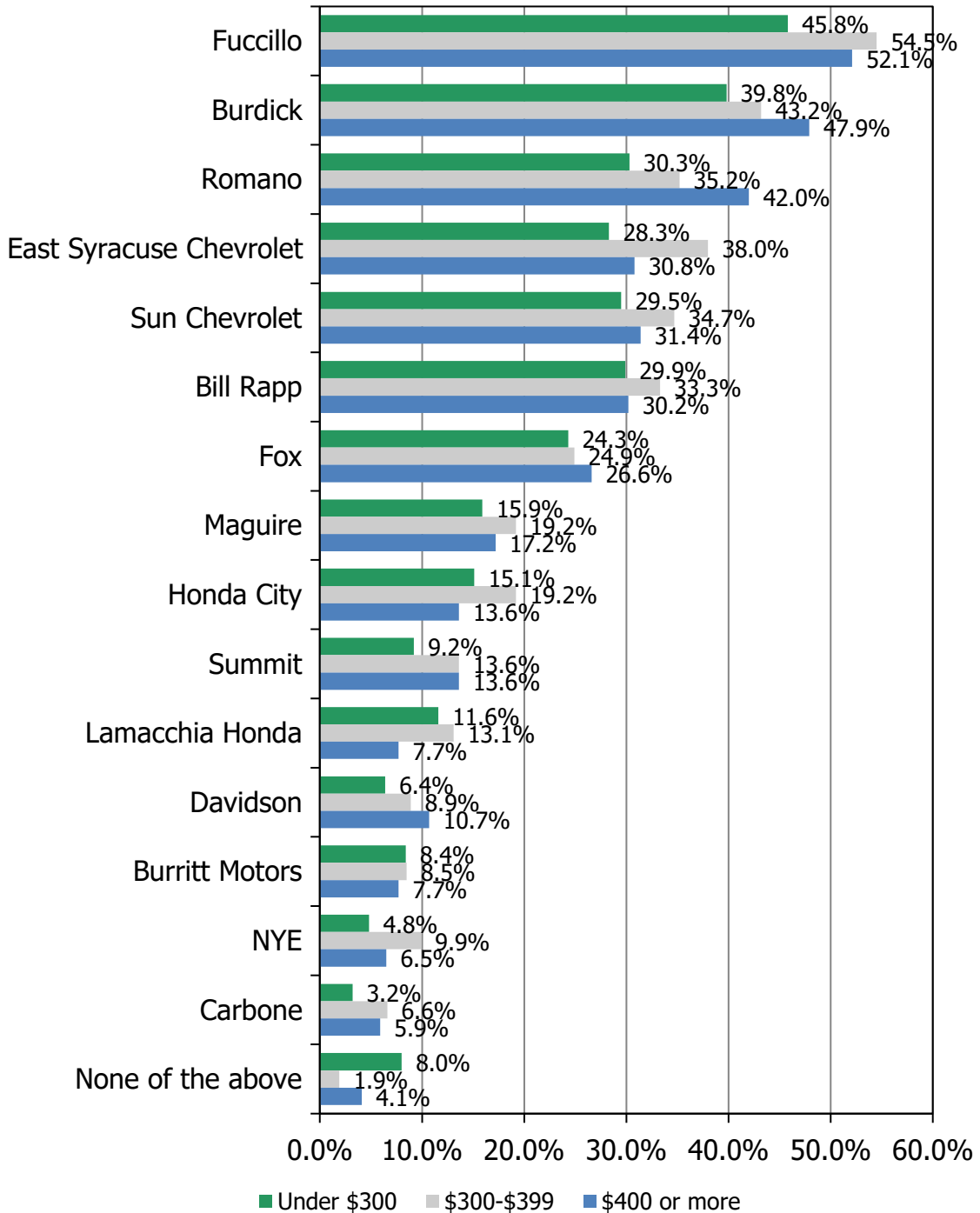
Unweighted Base: Fuccillo (n=319), Burdick (n=273), Romano (n=222), East Syracuse Chevrolet (n=204), Sun Chevrolet (n=201), Bill Rapp (n=197), Fox (n=159), Maguire (n=110), Honda City (n=102), Summit (n=75), Lamacchia Honda (n=70), Davidson (n=53), Burritt Motors (n=52), NYE (n=44), Carbone (n=32), None of the above (n=31), Sample Size = 633

Q15 by Monthly Payment Budget: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	Under $300	$300-$399	$400 or more
Dealer websites	57.7%	67.8%	63.1%
Online search	61.8%	54.8%	54.8%
Car manufacturer websites	27.4%	33.2%	45.2%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	32.8%	34.7%	31.8%
Call to a dealership	16.2%	11.6%	14.6%
Television	14.5%	12.6%	11.5%
Newspaper	13.7%	11.6%	8.9%
Facebook	14.9%	10.6%	7.6%
Email to a dealership	9.1%	9.0%	9.6%
Radio	6.2%	4.5%	6.4%
YouTube	2.9%	6.0%	7.6%
Craigslist	8.7%	3.5%	2.5%
Word-of-mouth	4.1%	2.5%	5.1%
Other	7.5%	5.5%	9.6%
None of the above	11.2%	8.5%	5.7%

■ Under $300   ■ $300-$399   ■ $400 or more
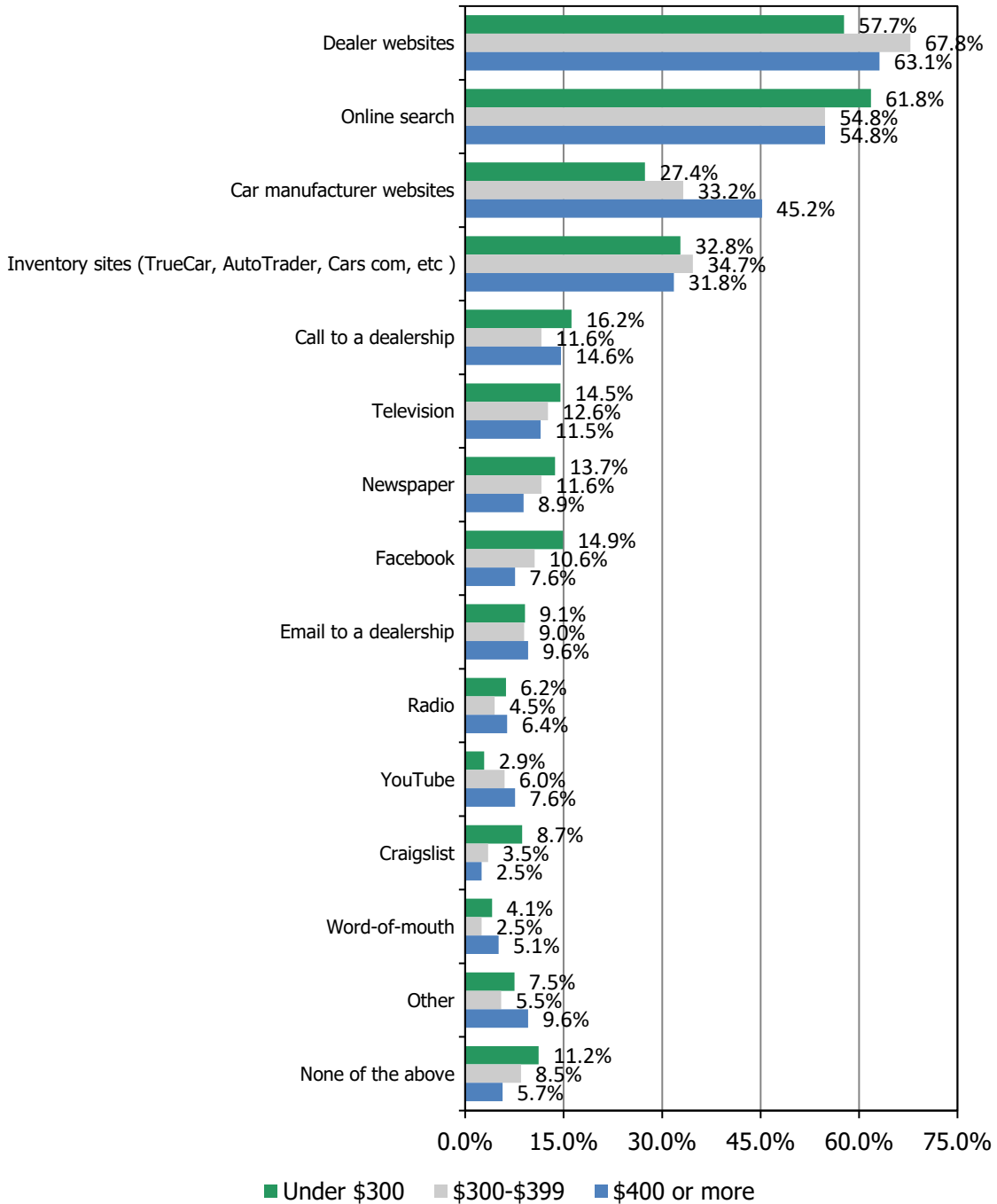
Unweighted Base: Dealer websites (n=373), Online search (n=344), Car manufacturer websites (n=203), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=198), Call to a dealership (n=85), Television (n=78), Newspaper (n=70), Facebook (n=69), Email to a dealership (n=55), Radio (n=34), YouTube (n=31), Craigslist (n=32), Word-of-mouth (n=23), None of the above (n=53), Other (n=44), Sample Size = 597

Q16 by Monthly Payment Budget: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Source	Under $300	$300-$399	$400 or more
Dealer websites	30.8%	32.2%	32.8%
Online search	34.1%	30.9%	24.0%
Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)	12.1%	12.8%	8.0%
Car manufacturer websites	7.7%	9.4%	12.0%
Call to a dealership	2.7%	3.4%	6.4%
Word-of-mouth	3.8%	2.0%	4.0%
Other	8.8%	9.4%	12.8%

■ Under $300 ■ $300-$399 ■ $400 or more
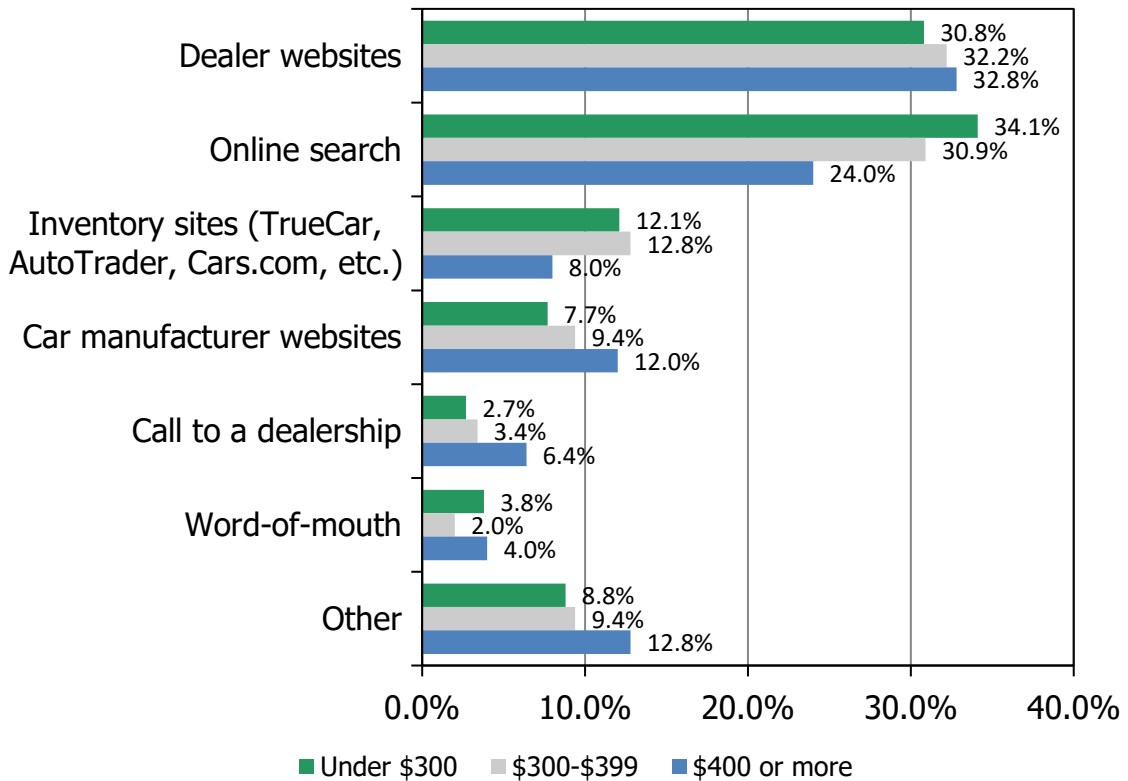
Unweighted Base: Dealer websites (n=145), Online search (n=138), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=51), Car manufacturer websites (n=43), Call to a dealership (n=18), Word-of-mouth (n=15), Other (n=46), Sample Size = 456

Q17 by Monthly Budget: When are you likely to purchase/lease your next vehicle for your household? Select one.

Within the next 3 months
- 10.0%
- 7.1%
- 7.7%

Within the next year
- 22.9%
- 27.9%
- 28.2%

Longer than 1 year from now
- 65.4%
- 62.9%
- 60.9%

Will not purchase/lease a vehicle again
- 1.7%
- 2.0%
- 3.2%

■ Under $300   ■ $300-$399   ■ $400 or more
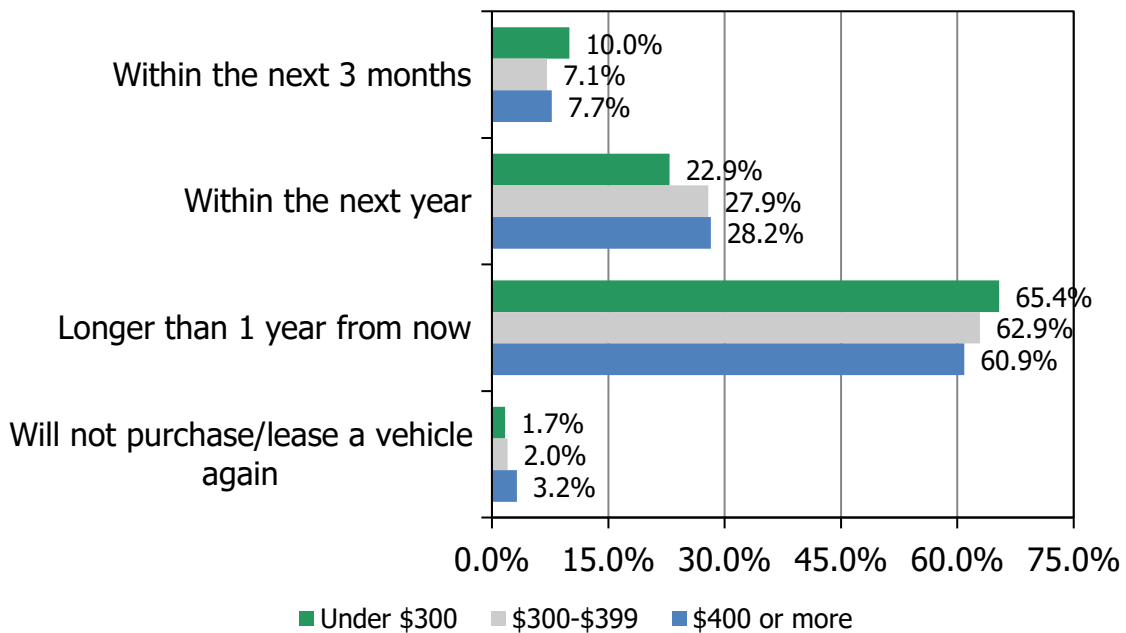
Unweighted Base: Within the next 3 months (n=50), Within the next year (n=154), Longer than 1 year from now (n=376), Will not purchase/lease a vehicle again (n=13), Sample Size = 593

Q18 by Monthly Budget: What type of vehicle are you most likely to purchase next for your household? Select one.

New
- Under $300: 25.0%
- $300-$399: 37.8%
- $400 or more: 39.7%

Used, pre-owned 3 years or less
- Under $300: 30.9%
- $300-$399: 28.0%
- $400 or more: 33.8%

Used, pre-owned more than 3 years
- Under $300: 15.7%
- $300-$399: 5.7%
- $400 or more: 3.3%

Lease
- Under $300: 10.6%
- $300-$399: 11.9%
- $400 or more: 7.3%

Unsure
- Under $300: 17.8%
- $300-$399: 16.6%
- $400 or more: 15.9%

■ Under $300   ■ $300-$399   ■ $400 or more
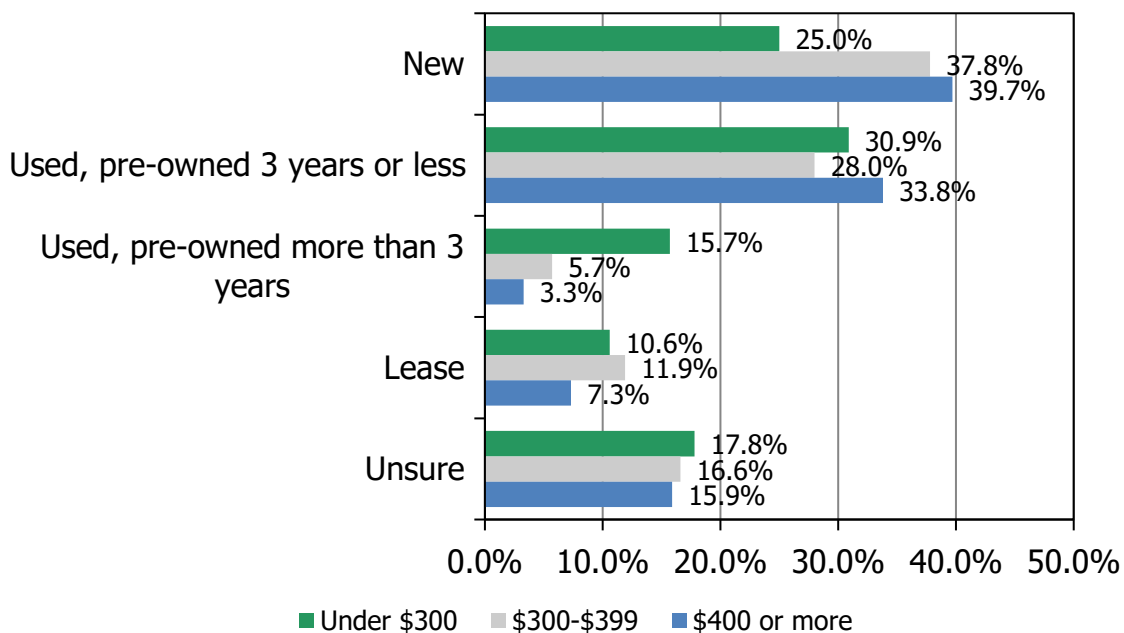
Unweighted Base: New (n=192), Used, pre-owned 3 years or less (n=178), Used, pre-owned more than 3 years (n=53), Lease (n=59), Unsure (n=98), Sample Size = 580

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Q19 by Monthly Budget: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

Vehicle Class	Under $300	$300-$399	$400 or more
SUV	64.8%	72.4%	68.9%
Sedan (4-door)	43.6%	29.7%	22.5%
Truck	21.2%	23.4%	32.5%
Hatchback	17.8%	8.3%	9.9%
Van	7.2%	10.9%	13.9%
Luxury	2.1%	5.2%	12.6%
Wagon	3.8%	5.7%	4.6%
Coupe (2-door)	5.5%	3.6%	4.6%
Convertible	0.8%	3.1%	1.3%
Other(s) (Please specify)	1.3%	1.6%	1.3%
Unsure	8.5%	6.3%	4.0%

■ Under $300   ▨ $300-$399   ■ $400 or more
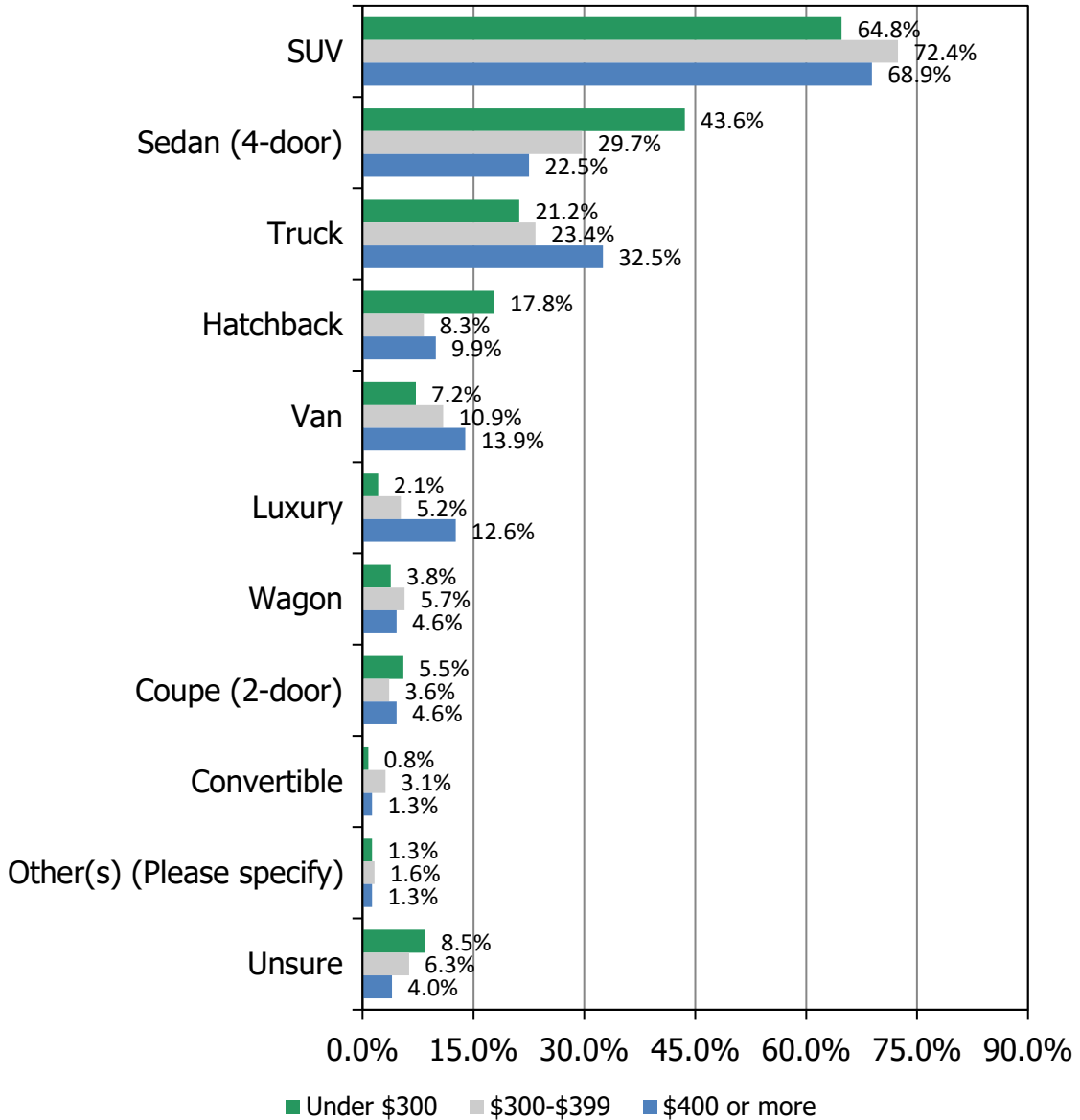
Unweighted Base: SUV (n=396), Sedan (4-door) (n=194), Truck (n=144), Hatchback (n=73), Van (n=59), Luxury (n=34), Unsure (n=38), Wagon (n=27), Coupe (2-door) (n=27), Convertible (n=10), Other(s) (Please specify) (n=8), Sample Size = 579

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Q20 by Monthly Budget: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Factor	Under $300	$300-$399	$400 or more
Price	92.3%	87.9%	83.4%
Reliability	71.8%	74.2%	62.9%
Safety	60.7%	63.2%	59.6%
Fuel economy	61.1%	55.3%	54.3%
Performance	37.6%	52.1%	47.7%
Brand	32.5%	47.4%	47.0%
Seating capacity	27.8%	36.3%	34.4%
Exterior style	20.1%	29.5%	43.0%
Interior design	18.4%	29.5%	37.1%
Technology	20.5%	28.4%	33.1%
Eco-friendly	14.5%	17.9%	17.9%
Other(s) (Please specify)	2.1%	1.6%	7.3%

■ Under $300 ▢ $300-$399 ■ $400 or more
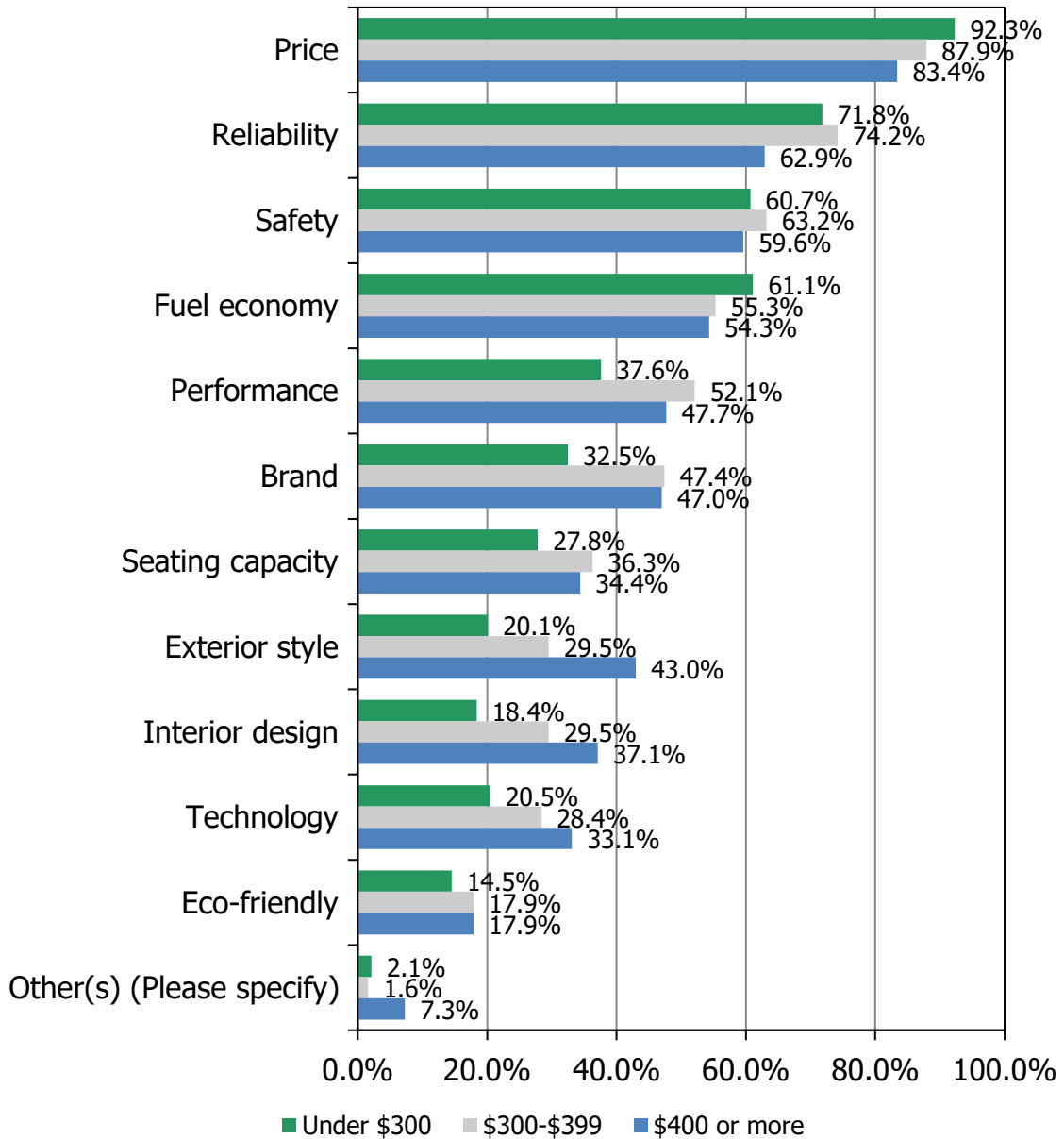
Unweighted Base: Price (n=509), Reliability (n=404), Safety (n=352), Fuel economy (n=330), Performance (n=259), Brand (n=237), Seating capacity (n=186), Exterior style (n=168), Interior design (n=155), Technology (n=152), Eco-friendly (n=95), Other(s) (Please specify) (n=19), Sample Size = 575

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Q21 by Monthly Budget: How long are you willing to travel to get the best deal on your next vehicle?
Enter a number in minutes.

Less than 30 minutes
- 14.2%
- 10.0%
- 11.9%

30 to 59 minutes
- 40.3%
- 40.5%
- 35.1%

1 to 1.5 hours
- 32.6%
- 37.4%
- 34.4%

More than 1.5 hours
- 12.9%
- 12.1%
- 18.5%

Legend: ■ Under $300   ■ $300-$399   ■ $400 or more
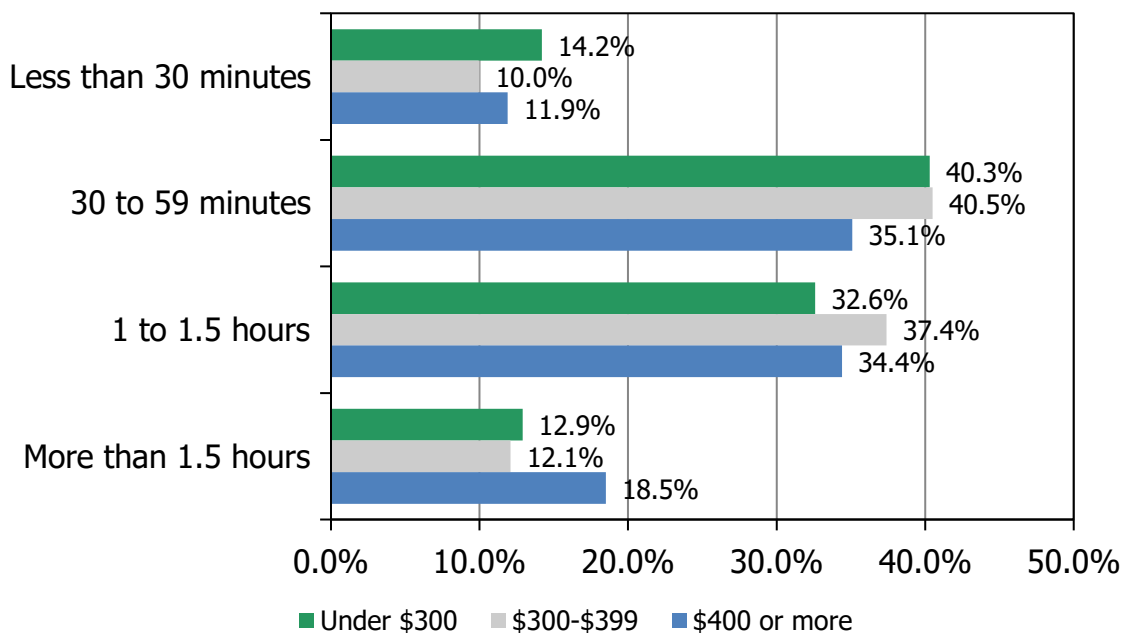
Unweighted Base: Less than 30 minutes (n=70), 30 to 59 minutes (n=224), 1 to 1.5 hours (n=199), More than 1.5 hours (n=81), Sample Size = 574

Total Cost Budget

"Data really should power everything a business does."

- Jeff Weiner
Chief Executive Officer of LinkedIn

Q3 by Total Cost Budget: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.

Within the past 3 months
- 13.8%
- 17.3%
- 17.2%

Within the past year
- 20.0%
- 23.2%
- 29.9%

Within the past 3 years
- 34.4%
- 31.4%
- 32.2%

Longer than 3 years ago
- 31.8%
- 28.2%
- 20.7%

Never
- 0.0%
- 0.0%
- 0.0%

■ Under $20k ■ $20k to $34k ■ $35k or more
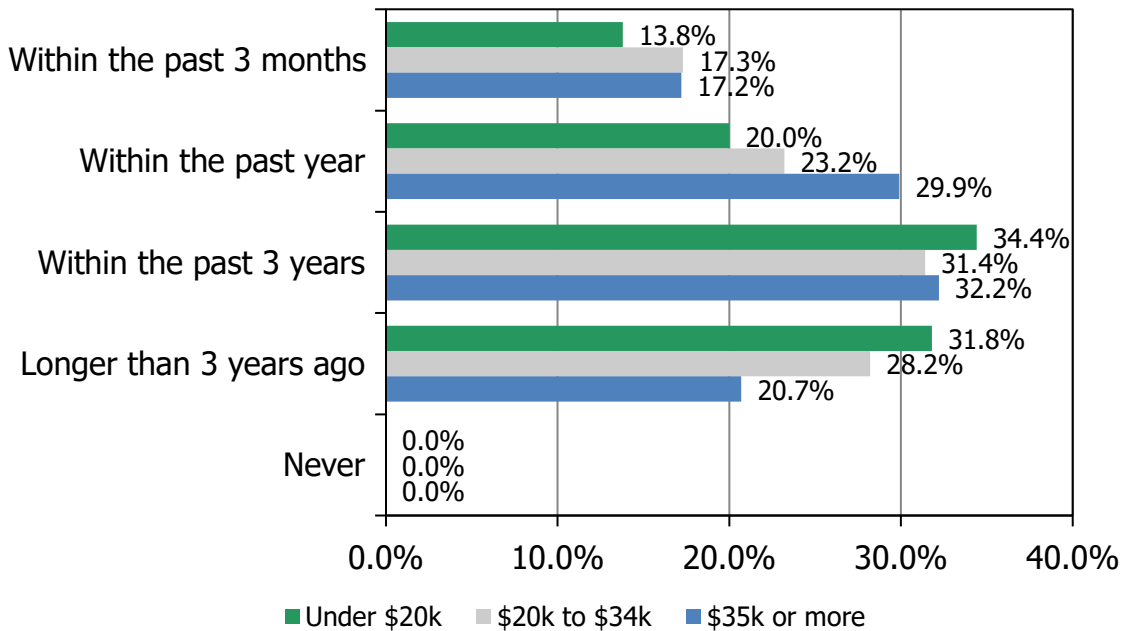
Unweighted Base: Within the past 3 months (n=80), Within the past year (n=116), Within the past 3 years (n=164), Longer than 3 years ago (n=142), Never (n=0), Sample Size = 502

Q4 by Total Cost Budget: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.

New
- 19.5%
- 58.6%
- 72.4%

Used, pre-owned 3 years or less
- 30.8%
- 30.5%
- 13.8%

Used, pre-owned more than 3 years old
- 47.7%
- 5.0%
- 2.3%

Lease
- 2.1%
- 5.9%
- 11.5%

0.0% 15.0% 30.0% 45.0% 60.0% 75.0% 90.0%

■ Under $20k   ■ $20k to $34k   ■ $35k or more
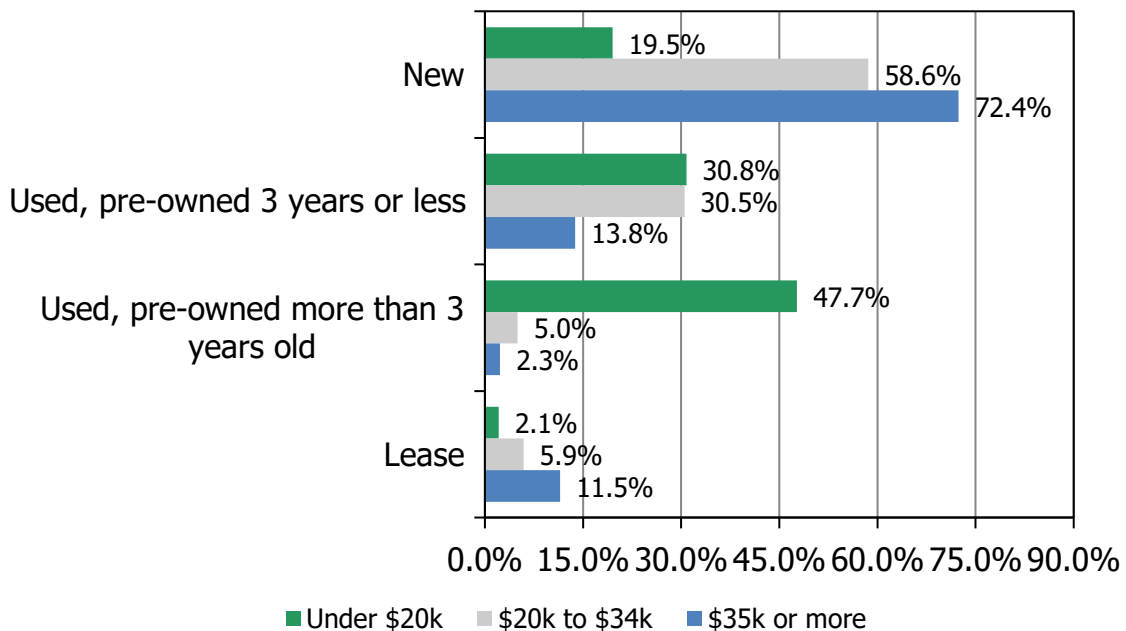
Unweighted Base: New (n=230), Used, pre-owned 3 years or less (n=139), Used, pre-owned more than 3 years old (n=106), Lease (n=27), Sample Size = 502

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184

Q6 by Total Cost Budget (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Under $200
- Under $20k: 18.9%
- $20k to $34k: 4.1%
- $35k or more: 0.0%

$200 to $299
- Under $20k: 54.7%
- $20k to $34k: 20.5%
- $35k or more: 0.0%

$300 to $399
- Under $20k: 21.1%
- $20k to $34k: 41.0%
- $35k or more: 32.6%

$400 to $499
- Under $20k: 5.3%
- $20k to $34k: 23.0%
- $35k or more: 27.9%

$500 to $599
- Under $20k: 0.0%
- $20k to $34k: 9.0%
- $35k or more: 23.3%

$600 to $699
- Under $20k: 0.0%
- $20k to $34k: 2.5%
- $35k or more: 9.3%

$700 to $799
- Under $20k: 0.0%
- $20k to $34k: 0.0%
- $35k or more: 0.0%

$800 to $899
- Under $20k: 0.0%
- $20k to $34k: 0.0%
- $35k or more: 0.0%

$900 to $999
- Under $20k: 0.0%
- $20k to $34k: 0.0%
- $35k or more: 2.3%

$1,000 or more
- Under $20k: 0.0%
- $20k to $34k: 0.0%
- $35k or more: 4.7%

Legend: ■ Under $20k ■ $20k to $34k ■ $35k or more

Unweighted Base: Under $200 (n=23), $200 to $299 (n=77), $300 to $399 (n=84), $400 to $499 (n=45), $500 to $599 (n=21), $600 to $699 (n=7), $700 to $799 (n=0), $800 to $899 (n=0), $900 to $999 (n=1), $1,000 or more (n=2), Sample Size = 260

driveresearch

All Dealerships

Q9 by Total Cost Budget: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

	Detractors	Passives	Promoters
Under $20k	28.3%	23.9%	47.8%
$20k to $34k	20.5%	30.2%	49.3%
$35k or more	26.5%	22.9%	50.6%
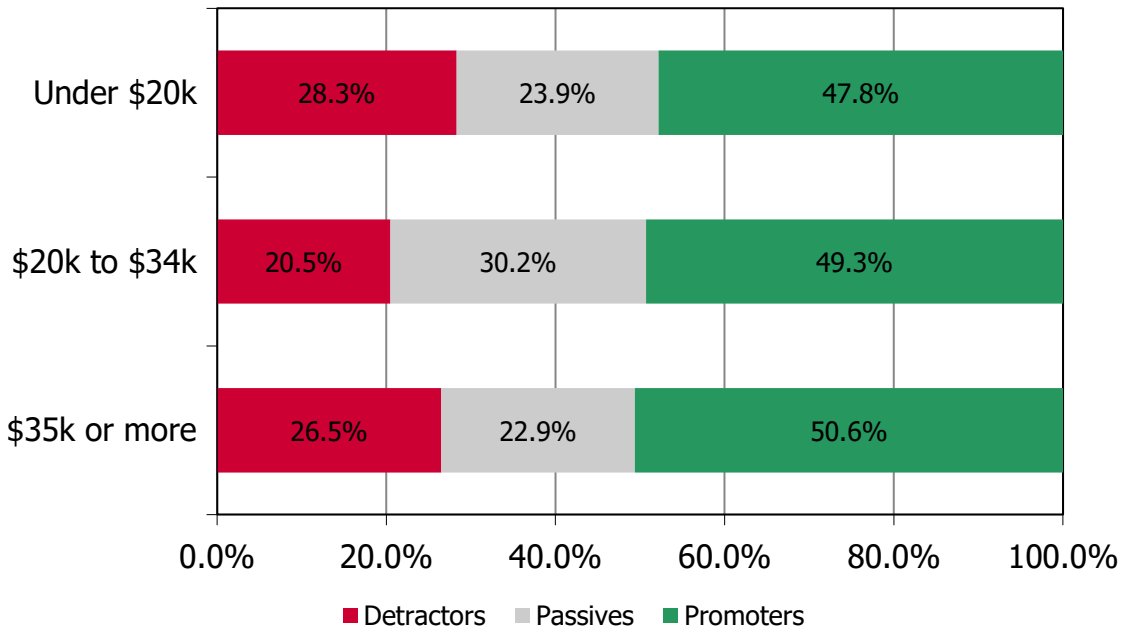
Unweighted Base: Under $20k (n=184), $20k to $34k (n=215), $35k or more (n=83), Sample Size = 482

All Dealerships

Q9 NPS by Total Cost Budget: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

> NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

Category	NPS
Under $20k	19.5
$20k to $34k	28.8
$35k or more	24.1

■ NPS

Unweighted Base: Under $20k (n=184), $20k to $34k (n=215), $35k or more (n=83), Sample Size = 482

Q11 by Total Cost Budget: Dealership Awareness

Dealer	Under $20k	$20k to $34k	$35k or more
Fuccillo	96.3%	97.1%	97.4%
Bill Rapp	88.4%	96.6%	98.7%
Burdick	90.2%	94.6%	97.4%
Fox	89.0%	95.1%	94.8%
Romano	86.0%	94.6%	94.8%
Honda City	86.6%	92.2%	96.1%
Sun Chevrolet	88.4%	87.8%	92.2%
Lamacchia Honda	82.9%	88.8%	93.5%
East Syracuse Chevrolet	84.1%	87.3%	92.2%
Summit	84.8%	85.9%	90.9%
Maguire	73.2%	74.6%	72.7%
Carbone	64.0%	72.7%	77.9%
Davidson	61.0%	64.4%	67.5%
Burritt Motors	47.6%	61.5%	63.6%
NYE	42.7%	53.2%	59.7%

■ Under $20k   ■ $20k to $34k   ■ $35k or more

Unweighted Base: Fuccillo (n=432), Bill Rapp (n=419), Burdick (n=417), Fox (n=414), Romano (n=408), Honda City (n=405), Sun Chevrolet (n=396), Lamacchia Honda (n=390), East Syracuse Chevrolet (n=388), Summit (n=385), Maguire (n=329), Carbone (n=314), Davidson (n=284), Burritt Motors (n=253), NYE (n=225), Sample Size = 449

Q13 by Total Cost Budget: Which of the following dealerships are you most familiar with? Select up to 5.
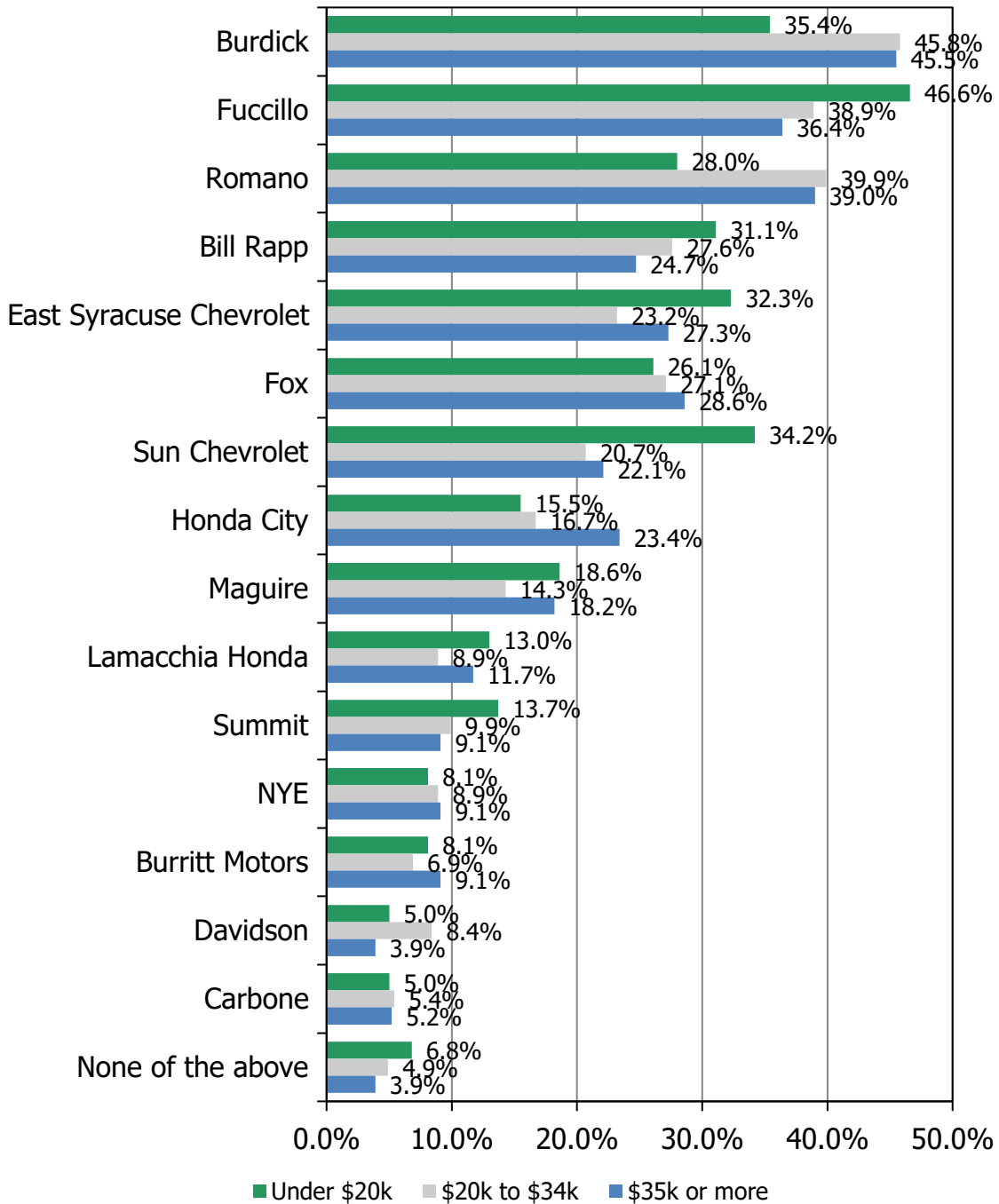
Unweighted Base: Burdick (n=185), Fuccillo (n=182), Romano (n=156), Bill Rapp (n=125), East Syracuse Chevrolet (n=120), Fox (n=119), Sun Chevrolet (n=114), Honda City (n=77), Maguire (n=73), Lamacchia Honda (n=48), Summit (n=49), NYE (n=38), Burritt Motors (n=34), Davidson (n=28), Carbone (n=23), None of the above (n=24), Sample Size = 441

Q15 by Total Cost Budget: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	Under $20k	$20k to $34k	$35k or more
Dealer websites	59.6%	64.7%	75.0%
Online search	60.9%	60.0%	61.1%
Car manufacturer websites	29.5%	45.3%	52.8%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	44.9%	40.5%	40.3%
Call to a dealership	14.7%	20.5%	11.1%
Email to a dealership	10.9%	15.8%	13.9%
Television	12.2%	17.4%	8.3%
Newspaper	12.2%	16.3%	6.9%
Facebook	13.5%	9.5%	5.6%
Craigslist	13.5%	2.6%	4.2%
YouTube	3.8%	6.3%	6.9%
Radio	5.8%	6.8%	2.8%
Word-of-mouth	4.5%	3.7%	1.4%
Other	9.6%	12.6%	5.6%
None of the above	7.7%	9.5%	6.9%

■ Under $20k ■ $20k to $34k ■ $35k or more
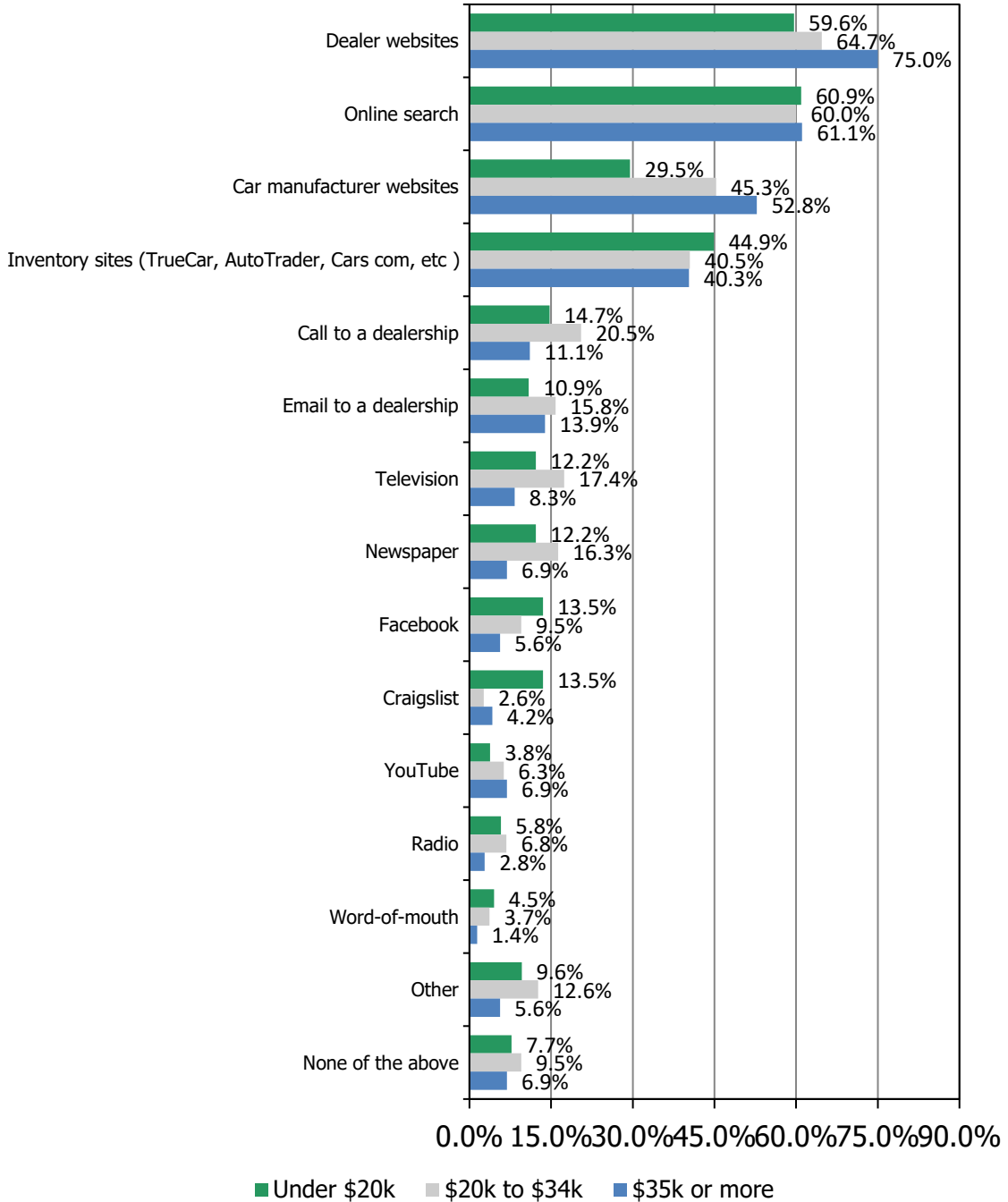
Unweighted Base: Dealer websites (n=270), Online search (n=253), Car manufacturer websites (n=170), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=176), Call to a dealership (n=70), Email to a dealership (n=57), Television (n=58), Newspaper (n=55), Facebook (n=43), Craigslist (n=29), YouTube (n=23), Radio (n=24), Word-of-mouth (n=15), Other (n=43), None of the above (n=35), Sample Size = 418

driveresearch

Q16 by Total Cost Budget: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Online search
- 32.5%
- 27.0%
- 28.6%

Dealer websites
- 26.0%
- 28.9%
- 21.4%

Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)
- 18.7%
- 9.9%
- 16.1%

Car manufacturer websites
- 3.3%
- 11.8%
- 19.6%

Word-of-mouth
- 4.9%
- 3.3%
- 1.8%

Call to a dealership
- 1.6%
- 2.6%
- 3.6%

Other
- 13.0%
- 16.4%
- 8.9%

■ Under $20k   ■ $20k to $34k   ■ $35k or more
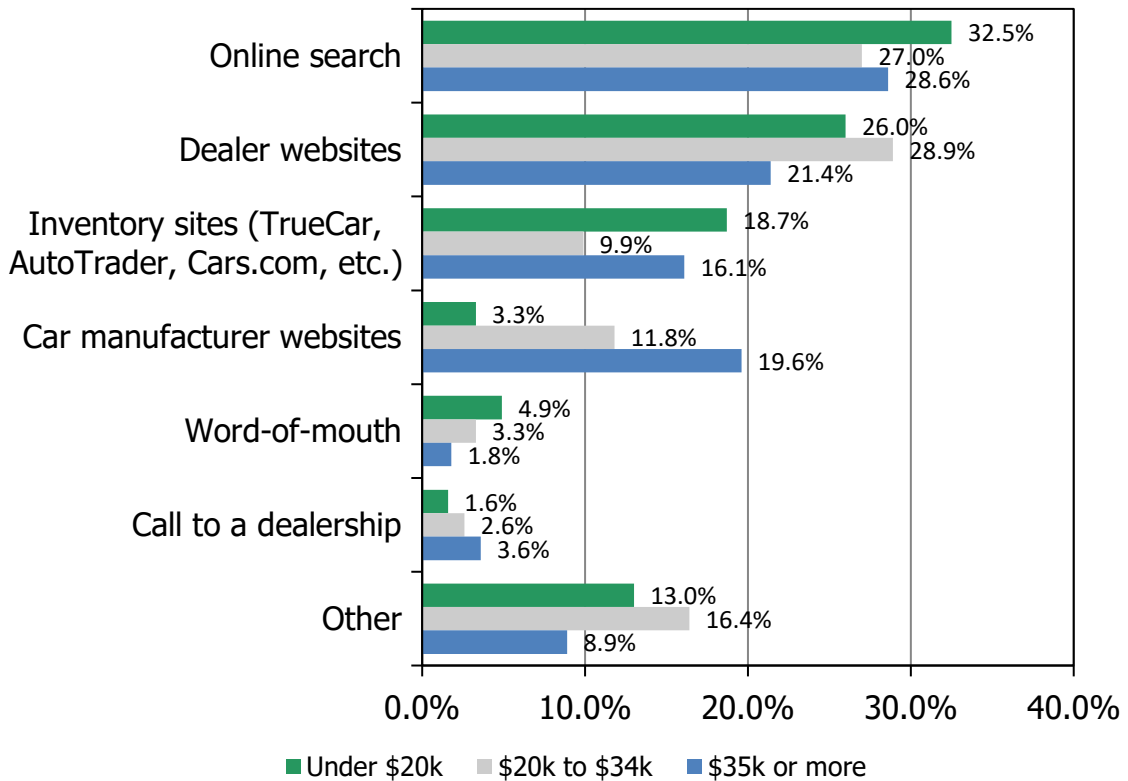
Unweighted Base: Online search (n=97), Dealer websites (n=88), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=47), Car manufacturer websites (n=33), Word-of-mouth (n=12), Call to a dealership (n=8), Other (n=46), Sample Size = 331

Q17 by Total Cost Budget: When are you likely to purchase/lease your next vehicle for your household? Select one.

Within the next 3 months
- 6.4%
- 5.8%
- 12.5%

Within the next year
- 22.4%
- 23.8%
- 27.8%

Longer than 1 year from now
- 66.7%
- 66.7%
- 56.9%

Will not purchase/lease a vehicle again
- 4.5%
- 3.7%
- 2.8%

Legend: ■ Under $20k ■ $20k to $34k ■ $35k or more
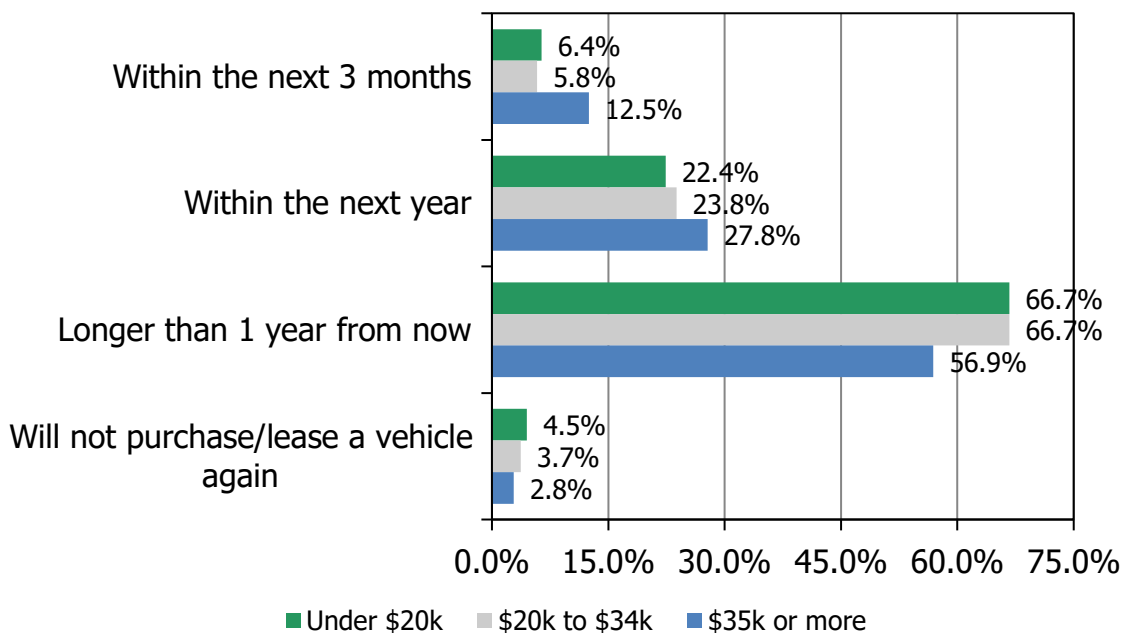
Unweighted Base: Within the next 3 months (n=30), Within the next year (n=100), Longer than 1 year from now (n=271), Will not purchase/lease a vehicle again (n=16), Sample Size = 417

drive research

Q18 by Total Cost Budget: What type of vehicle are you most likely to purchase next for your household? Select one.

New
- 18.1%
- 44.0%
- 55.7%

Used, pre-owned 3 years or less
- 44.3%
- 28.0%
- 20.0%

Used, pre-owned more than 3 years
- 19.5%
- 3.3%
- 4.3%

Lease
- 5.4%
- 6.6%
- 7.1%

Unsure
- 12.8%
- 18.1%
- 12.9%

0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%

■ Under $20k   ■ $20k to $34k   ■ $35k or more
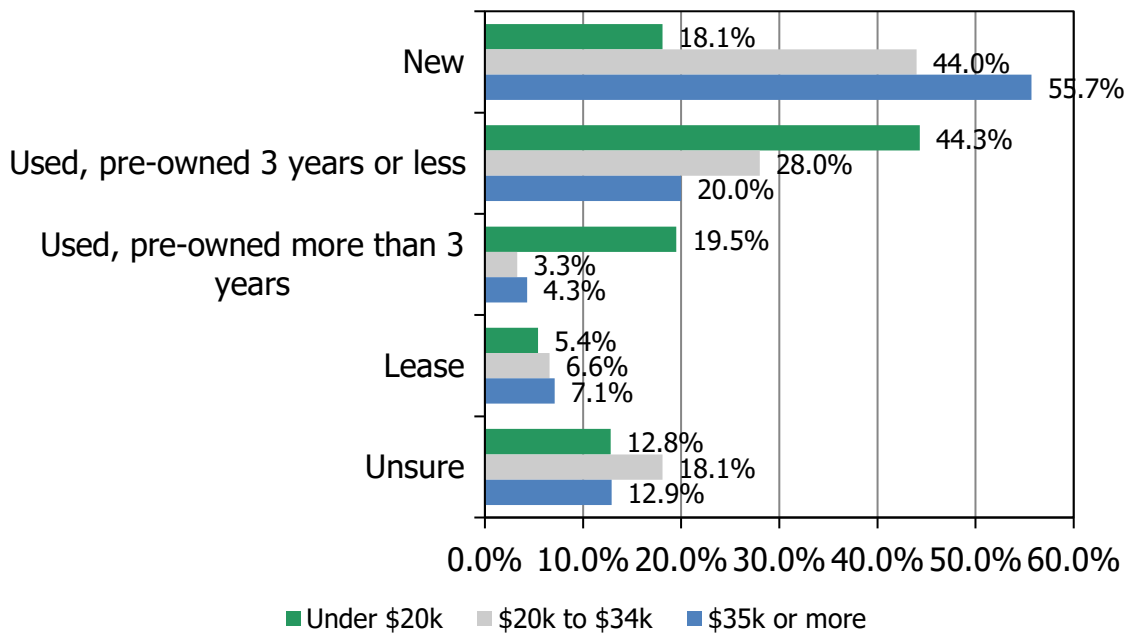
Unweighted Base: New (n=146), Used, pre-owned 3 years or less (n=131), Used, pre-owned more than 3 years (n=38), Lease (n=25), Unsure (n=61), Sample Size = 401

Q19 by Total Cost Budget: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

	Under $20k	$20k to $34k	$35k or more
SUV	59.5%	72.0%	72.9%
Sedan (4-door)	42.6%	36.3%	18.6%
Truck	18.2%	19.2%	35.7%
Hatchback	16.9%	13.7%	8.6%
Luxury	6.1%	4.9%	17.1%
Van	12.2%	8.8%	4.3%
Wagon	9.5%	4.4%	7.1%
Coupe (2-door)	7.4%	3.3%	2.9%
Convertible	2.0%	1.6%	5.7%
Other(s) (Please specify)	5.4%	2.2%	0.0%
Unsure	6.8%	6.0%	4.3%

■ Under $20k ■ $20k to $34k ■ $35k or more
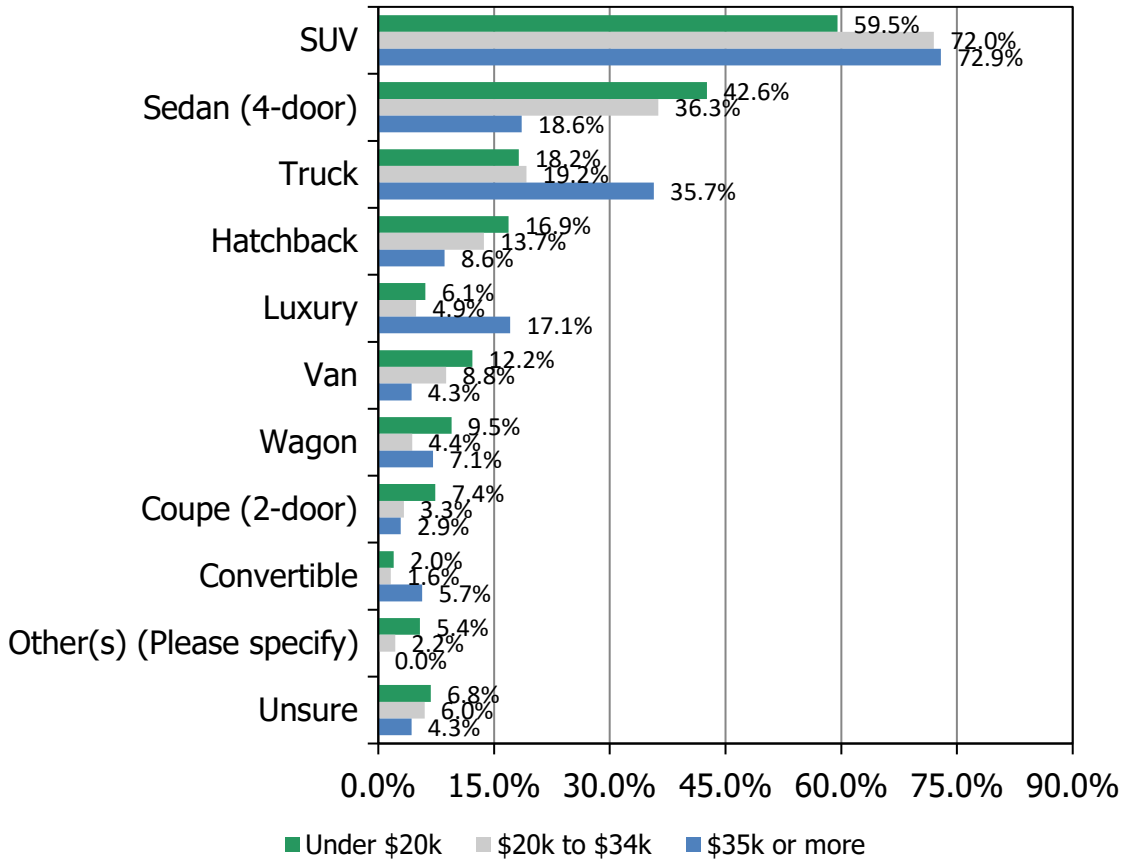
Unweighted Base: SUV (n=270), Sedan (4-door) (n=142), Truck (n=87), Hatchback (n=56), Luxury (n=30), Van (n=37), Wagon (n=27), Unsure (n=24), Coupe (2-door) (n=19), Convertible (n=10), Other(s) (Please specify) (n=12), Sample Size = 400

Q20 by Total Cost Budget: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Factor	Under $20k	$20k to $34k	$35k or more
Price	89.8%	84.1%	74.3%
Reliability	72.8%	73.6%	67.1%
Safety	59.9%	64.3%	51.4%
Fuel economy	62.6%	59.9%	42.9%
Performance	36.7%	50.0%	47.1%
Brand	36.1%	45.6%	51.4%
Exterior style	26.5%	34.1%	42.9%
Technology	21.1%	30.8%	47.1%
Seating capacity	30.6%	29.7%	28.6%
Interior design	21.8%	29.1%	37.1%
Eco-friendly	17.0%	24.7%	21.4%
Other(s) (Please specify)	2.7%	4.9%	1.4%

■ Under $20k   ■ $20k to $34k   ■ $35k or more
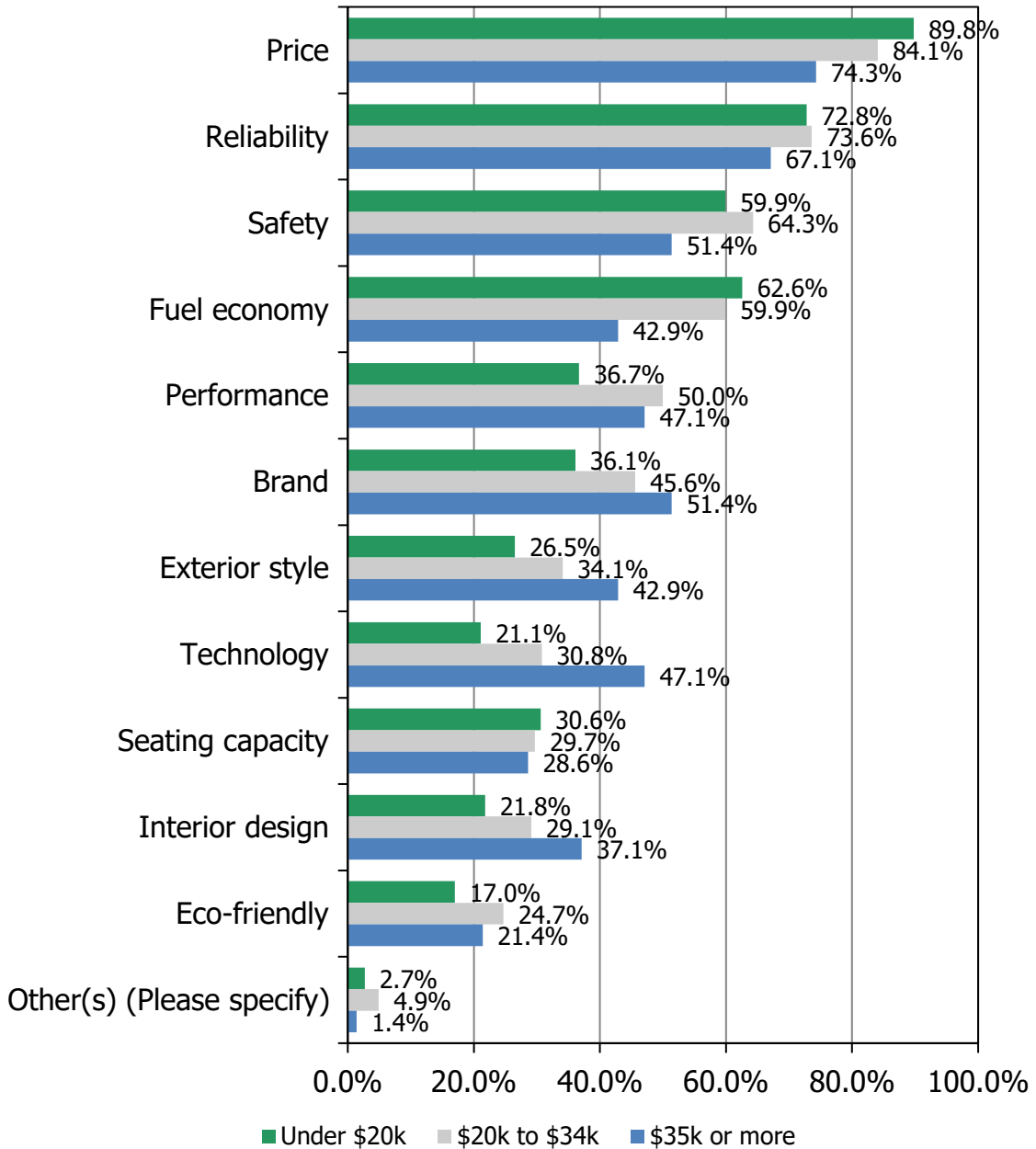
Unweighted Base: Price (n=337), Reliability (n=288), Safety (n=241), Fuel economy (n=231), Performance (n=178), Brand (n=172), Exterior style (n=131), Technology (n=120), Seating capacity (n=119), Interior design (n=111), Eco-friendly (n=85), Other(s) (Please specify) (n=14), Sample Size = 399

driveresearch

Q21 by Total Cost Budget: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.

Category	Under $20k	$20k to $34k	$35k or more
Less than 30 minutes	8.8%	10.4%	8.6%
30 to 59 minutes	41.5%	38.5%	30.0%
1 to 1.5 hours	34.7%	35.7%	30.0%
More than 1.5 hours	15.0%	15.4%	31.4%

■ Under $20k   ■ $20k to $34k   ■ $35k or more
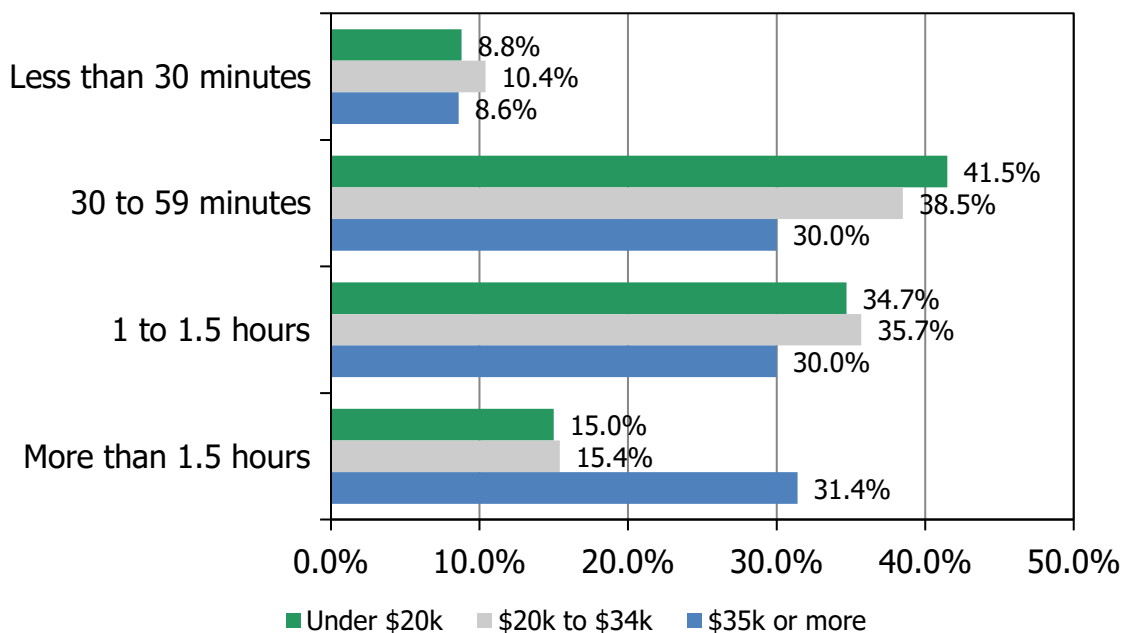
Unweighted Base: Less than 30 minutes (n=38), 30 to 59 minutes (n=152), 1 to 1.5 hours (n=137), More than 1.5 hours (n=72), Sample Size = 399

driveresearch

People in Household

Q3 by People in Household: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.

	1 to 2	3 or more
Within the past 3 months	13.7%	18.6%
Within the past year	18.9%	28.2%
Within the past 3 years	36.1%	31.9%
Longer than 3 years ago	28.1%	20.3%
Never	3.2%	1.0%

■ 1 to 2 ■ 3 or more

Unweighted Base: Within the past 3 months (n=125), Within the past year (n=180), Within the past 3 years (n=277), Longer than 3 years ago (n=202), Never (n=19), Sample Size = 803

drive research

198
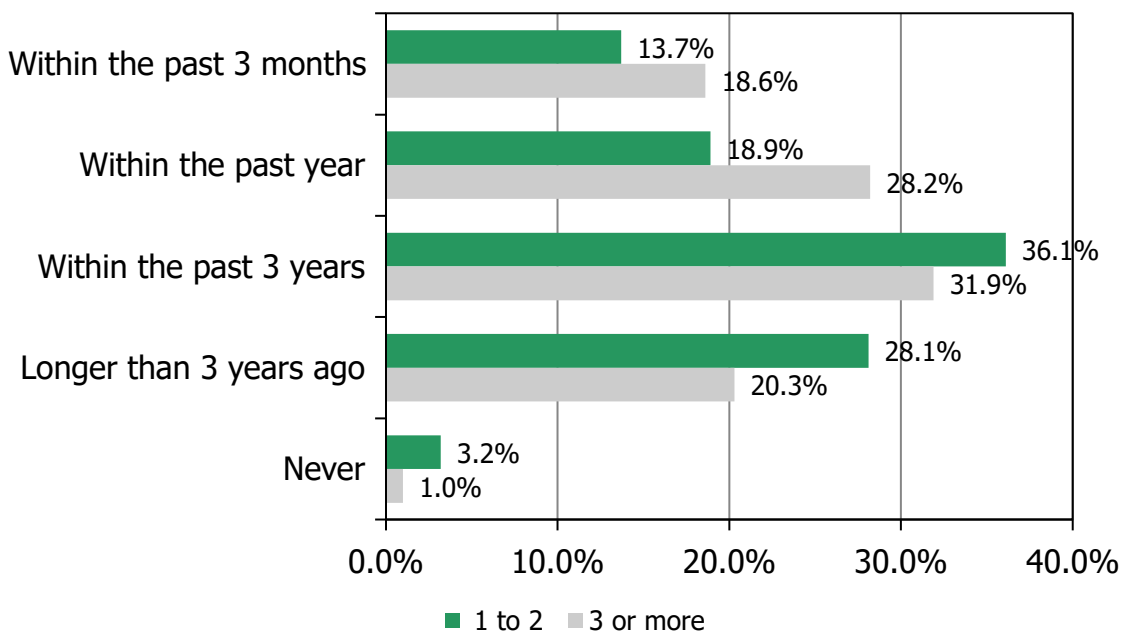
Q4 by People in Household: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.
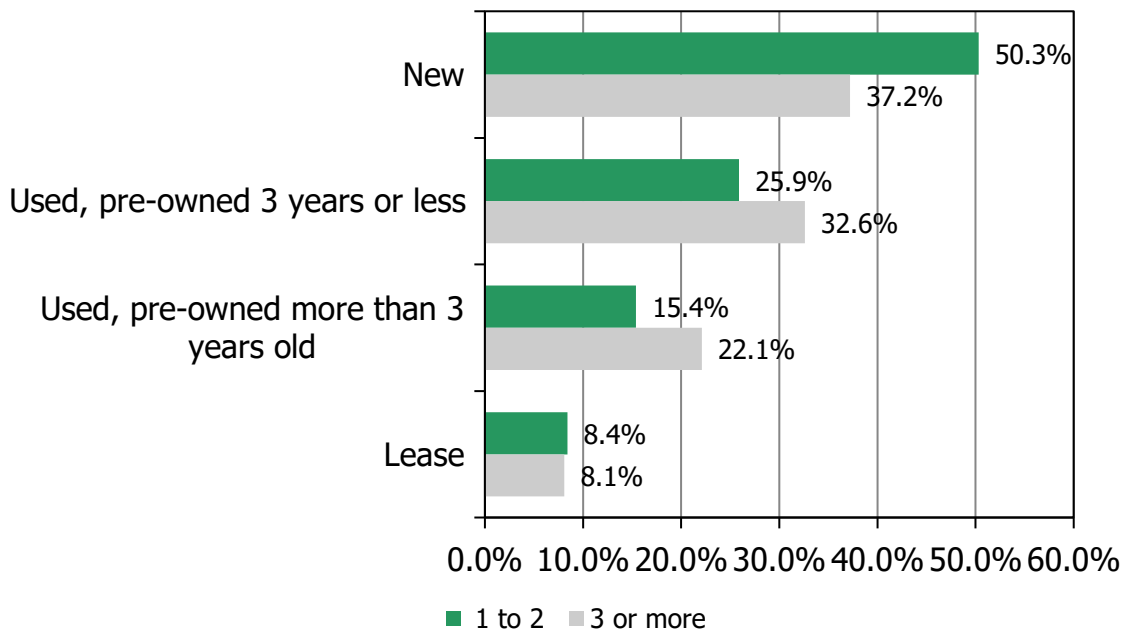
Unweighted Base: New (n=356), Used, pre-owned 3 years or less (n=223), Used, pre-owned more than 3 years old (n=141), Lease (n=65), Sample Size = 785

Q5 by People in Household: When you purchased/leased a vehicle from the dealership, how did you decide your budget? Select one.

Monthly payments
- 1 to 2: 42.9%
- 3 or more: 54.4%

Total cost of the vehicle
- 1 to 2: 28.3%
- 3 or more: 20.1%

Both
- 1 to 2: 28.7%
- 3 or more: 25.5%

X-axis: 0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0%

■ 1 to 2 ■ 3 or more
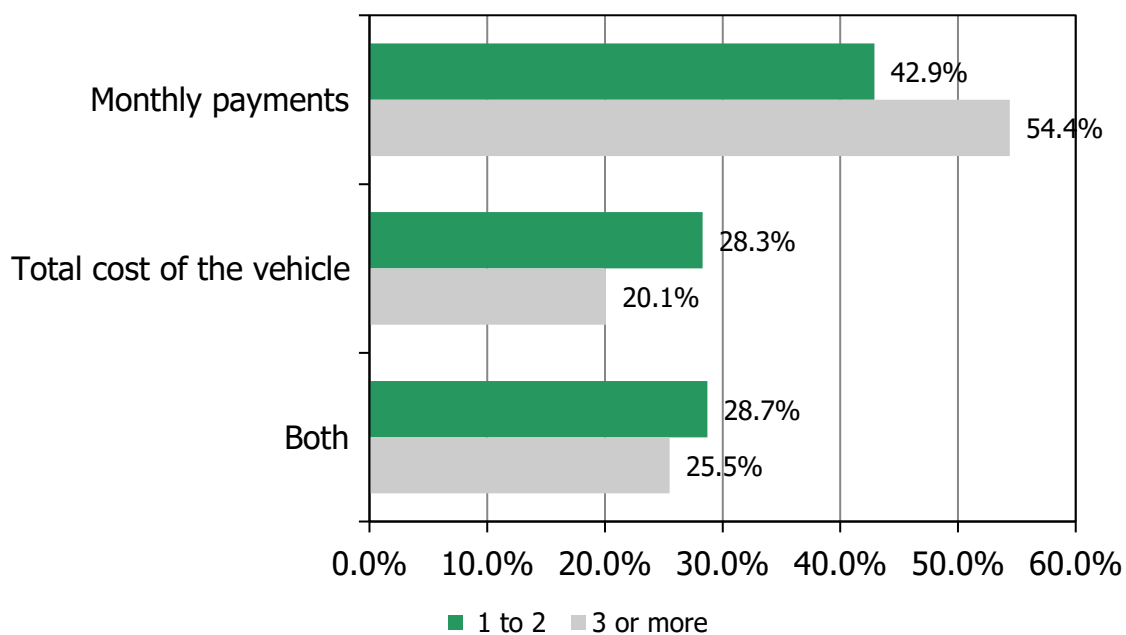
Unweighted Base: Monthly payments (n=371), Total cost of the vehicle (n=198), Both (n=216), Sample Size = 785

Q6 by People in Household (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Monthly Budget	1 to 2	3 or more
Under $200	10.6%	8.0%
$200 to $299	33.8%	26.5%
$300 to $399	29.8%	37.8%
$400 to $499	16.6%	16.0%
$500 to $599	5.7%	8.0%
$600 to $699	1.4%	2.1%
$700 to $799	0.9%	0.4%
$800 to $899	0.6%	0.4%
$900 to $999	0.0%	0.8%
$1,000 or more	0.6%	0.0%

■ 1 to 2   ■ 3 or more
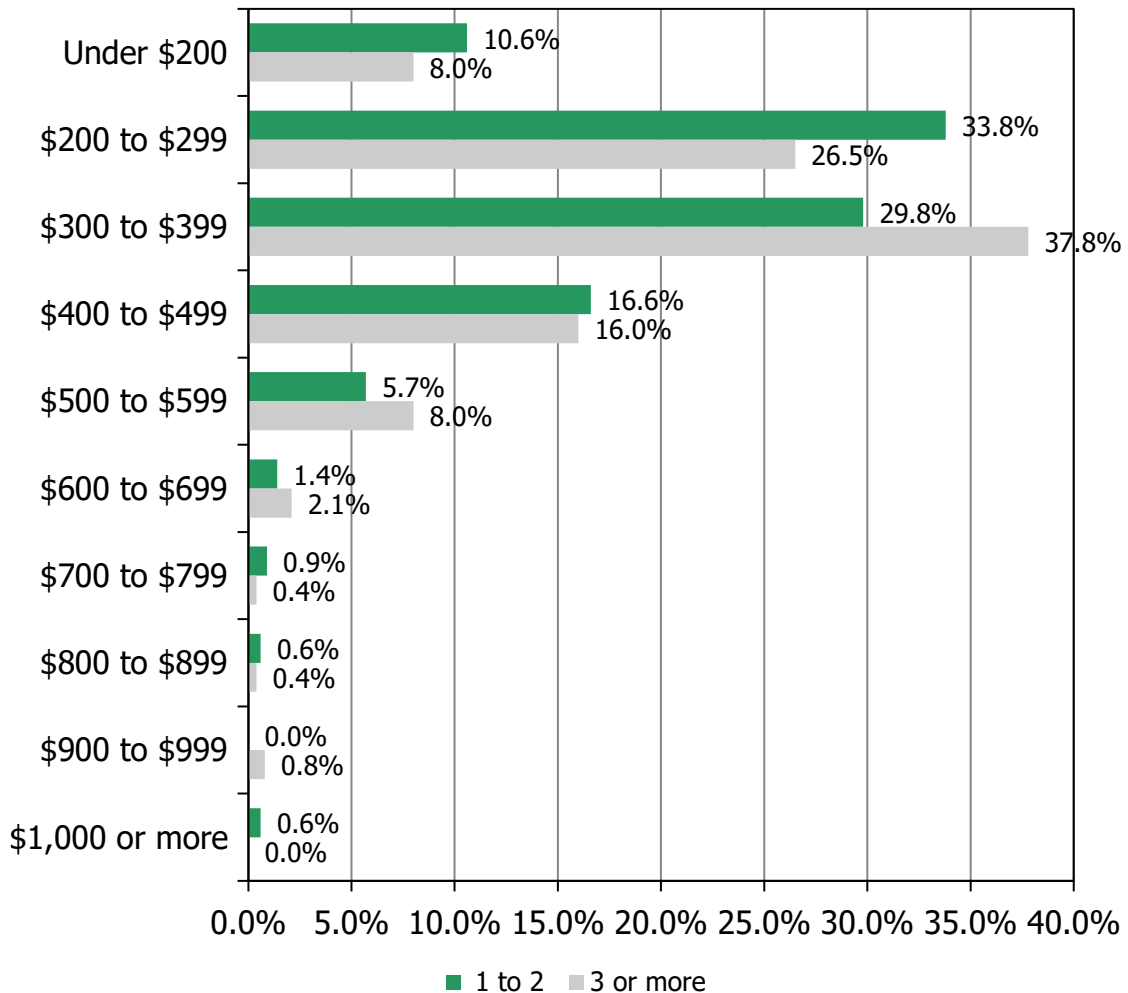
Unweighted Base: Under $200 (n=56), $200 to $299 (n=181), $300 to $399 (n=194), $400 to $499 (n=96), $500 to $599 (n=39), $600 to $699 (n=10), $700 to $799 (n=4), $800 to $899 (n=3), $900 to $999 (n=2), $1,000 or more (n=2), Sample Size = 587

Q7 by People in Household (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	1 to 2	3 or more
Less than $5,000	4.7%	3.7%
$5,000 to $9,999	4.0%	11.8%
$10,000 to $14,999	15.1%	9.6%
$15,000 to $19,999	11.9%	15.4%
$20,000 to $24,999	19.4%	18.4%
$25,000 to $29,999	15.5%	11.8%
$30,000 to $34,999	13.3%	9.6%
$35,000 to $39,999	5.8%	11.0%
$40,000 to $44,999	5.8%	5.9%
$45,000 to $49,999	1.1%	1.5%
$50,000 or more	3.6%	1.5%

■ 1 to 2 ■ 3 or more
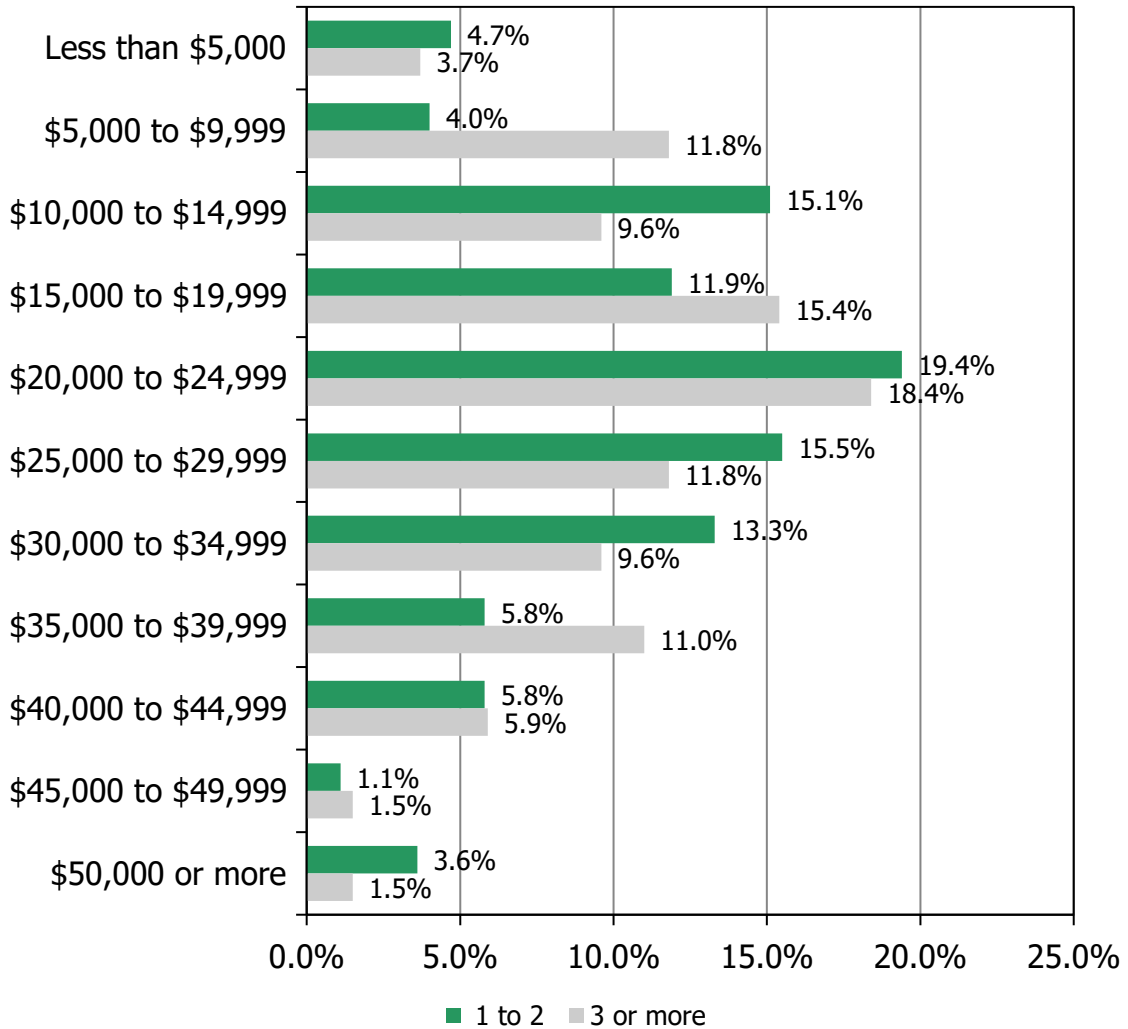
Unweighted Base: Less than $5,000 (n=18), $5,000 to $9,999 (n=27), $10,000 to $14,999 (n=55), $15,000 to $19,999 (n=54), $20,000 to $24,999 (n=79), $25,000 to $29,999 (n=59), $30,000 to $34,999 (n=50), $35,000 to $39,999 (n=31), $40,000 to $44,999 (n=24), $45,000 to $49,999 (n=5), $50,000 or more (n=12), Sample Size = 414

All Dealerships

Q9 by People in Household: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.
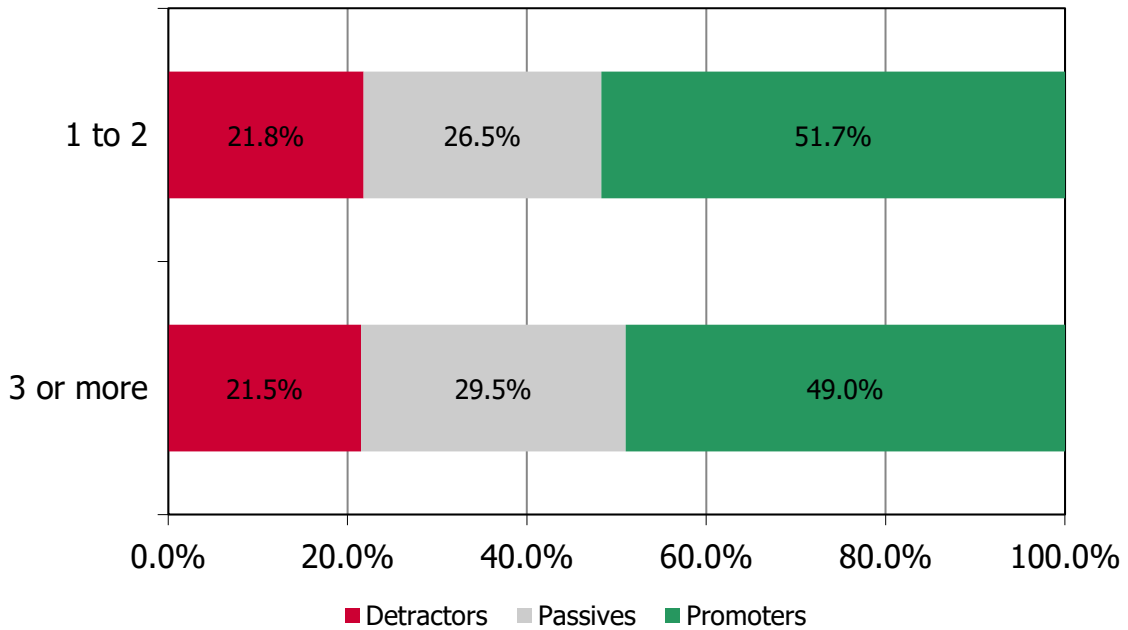
Unweighted Base: 1 to 2 (n=487), 3 or more (n=298), Sample Size = 785

All Dealerships

Q9 NPS by People in Household: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.

Category	NPS
1 to 2	29.9
3 or more	27.5

■ NPS

Unweighted Base: 1 to 2 (n=487), 3 or more (n=298), Sample Size = 785

Q11 by People in Household: Dealership Awareness

Dealer	1 to 2	3 or more
Fuccillo	95.0%	97.3%
Burdick	91.8%	96.3%
Romano	90.2%	95.7%
Bill Rapp	91.6%	94.0%
Honda City	89.2%	94.0%
Sun Chevrolet	88.8%	94.0%
Fox	89.8%	92.7%
East Syracuse Chevrolet	86.3%	92.7%
Summit	83.1%	92.0%
Lamacchia Honda	84.9%	86.4%
Maguire	72.5%	75.7%
Carbone	73.1%	70.1%
Davidson	64.7%	64.1%
Burritt Motors	56.0%	53.2%
NYE	49.6%	47.8%

■ 1 to 2   ■ 3 or more

Unweighted Base: Fuccillo (n=766), Burdick (n=747), Romano (n=737), Bill Rapp (n=739), Honda City (n=727), Sun Chevrolet (n=725), Fox (n=726), East Syracuse Chevrolet (n=709), Summit (n=691), Lamacchia Honda (n=683), Maguire (n=589), Carbone (n=575), Davidson (n=515), Burritt Motors (n=439), NYE (n=391), Sample Size = 803

drive research

Q13 by People in Household: Which of the following dealerships are you most familiar with? Select up to 5.

Dealer	1 to 2	3 or more
Fuccillo	41.8%	50.8%
Burdick	39.0%	46.2%
Romano	32.5%	38.5%
East Syracuse Chevrolet	26.5%	36.2%
Bill Rapp	27.1%	31.2%
Sun Chevrolet	24.7%	32.6%
Fox	25.5%	24.9%
Maguire	17.7%	17.6%
Honda City	14.7%	19.6%
Lamacchia Honda	9.6%	12.0%
Summit	10.8%	10.6%
Davidson	7.6%	7.6%
Burritt Motors	7.4%	7.6%
NYE	6.0%	8.6%
Carbone	4.0%	6.6%
None of the above	7.4%	2.7%

■ 1 to 2   ■ 3 or more

Unweighted Base: Fuccillo (n=363), Burdick (n=335), Romano (n=279), East Syracuse Chevrolet (n=242), Bill Rapp (n=230), Sun Chevrolet (n=222), Fox (n=203), Maguire (n=142), Honda City (n=133), Lamacchia Honda (n=84), Summit (n=86), Davidson (n=61), Burritt Motors (n=60), NYE (n=56), Carbone (n=40), None of the above (n=45), Sample Size = 803

drive research

Q15 by People in Household: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	1 to 2	3 or more
Dealer websites	59.4%	66.1%
Online search	56.6%	63.1%
Car manufacturer websites	34.7%	39.9%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	33.7%	39.9%
Call to a dealership	15.1%	16.6%
Television	12.7%	12.6%
Facebook	10.0%	14.0%
Newspaper	12.2%	11.0%
Email to a dealership	8.6%	13.6%
Craigslist	6.2%	7.6%
YouTube	3.4%	8.6%
Radio	4.6%	6.0%
Word-of-mouth	3.6%	4.0%
Other	8.6%	7.6%
None of the above	11.2%	4.7%

■ 1 to 2 ■ 3 or more

Unweighted Base: Dealer websites (n=497), Online search (n=474), Car manufacturer websites (n=294), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=289), Call to a dealership (n=126), Television (n=102), Facebook (n=92), Newspaper (n=94), Email to a dealership (n=84), Craigslist (n=54), YouTube (n=43), Radio (n=41), Word-of-mouth (n=30), Other (n=66), None of the above (n=70), Sample Size = 803

driveresearch

Q16 by People in Household: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Online search
- 30.2%
- 29.5%

Dealer websites
- 27.8%
- 31.1%

Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)
- 11.3%
- 12.7%

Car manufacturer websites
- 10.8%
- 9.2%

Call to a dealership
- 3.2%
- 4.0%

Word-of-mouth
- 3.5%
- 3.2%

Other
- 13.2%
- 10.4%

■ 1 to 2 ■ 3 or more

Unweighted Base: Online search (n=186), Dealer websites (n=181), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=74), Car manufacturer websites (n=63), Call to a dealership (n=22), Word-of-mouth (n=21), Other (n=75), Sample Size = 622

driveresearch
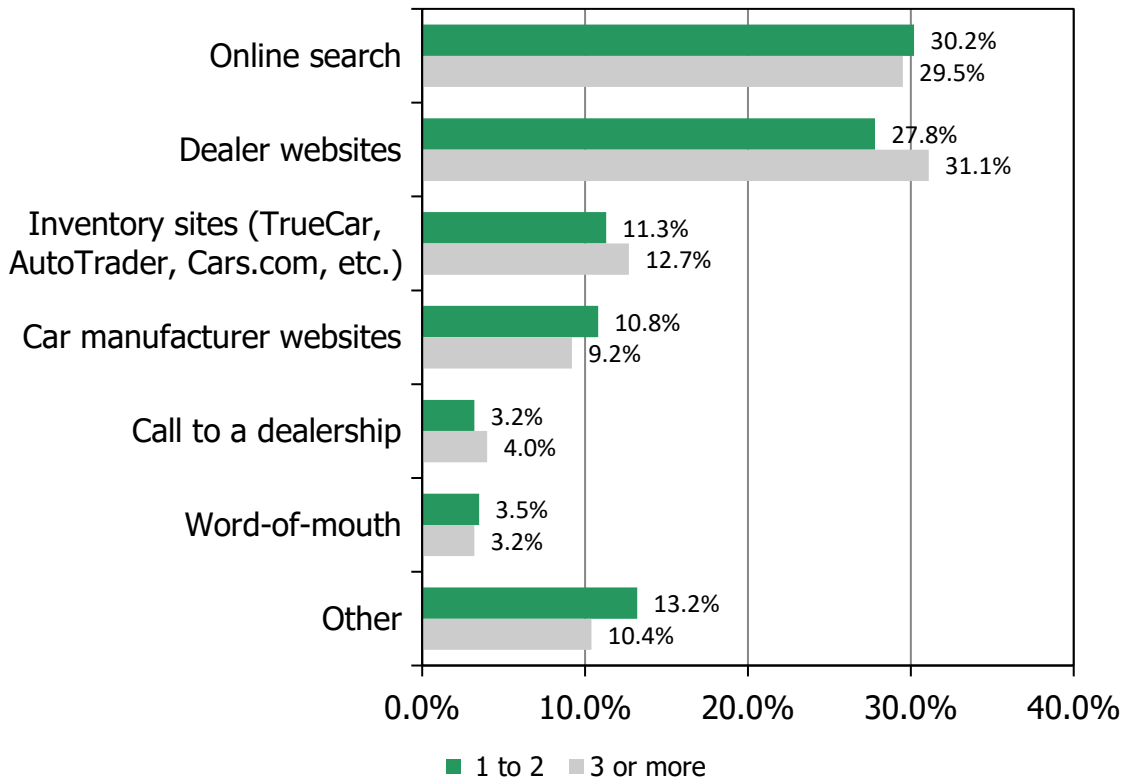
Q17 by People in Household: When are you likely to purchase/lease your next vehicle for your household? Select one.
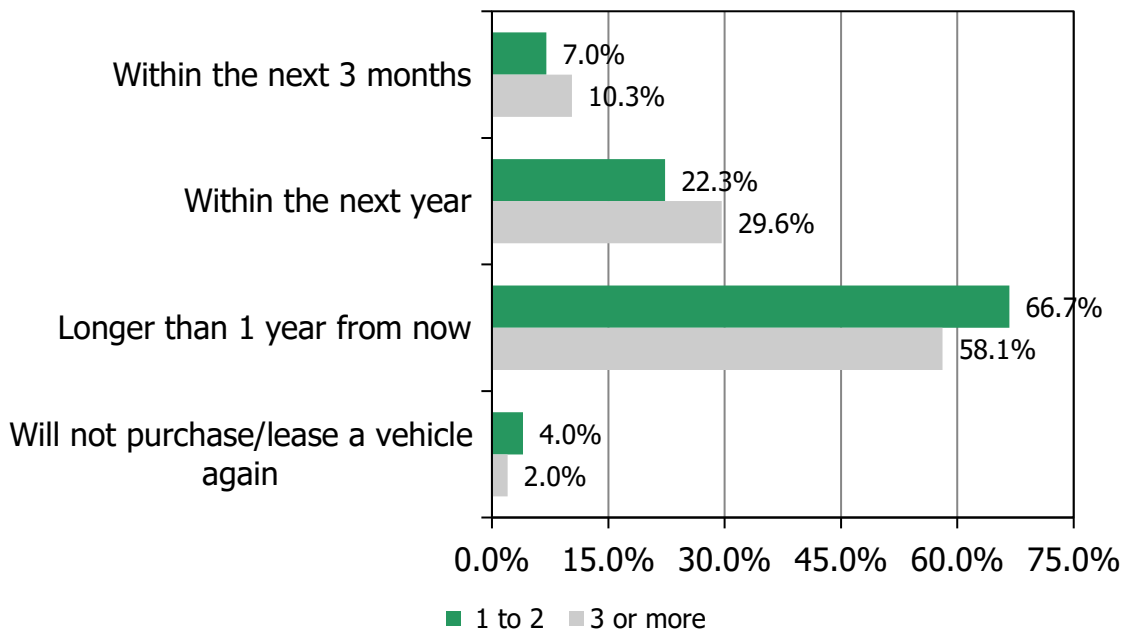
Within the next 3 months
- 1 to 2: 7.0%
- 3 or more: 10.3%

Within the next year
- 1 to 2: 22.3%
- 3 or more: 29.6%

Longer than 1 year from now
- 1 to 2: 66.7%
- 3 or more: 58.1%

Will not purchase/lease a vehicle again
- 1 to 2: 4.0%
- 3 or more: 2.0%

■ 1 to 2 ■ 3 or more

Unweighted Base: Within the next 3 months (n=66), Within the next year (n=201), Longer than 1 year from now (n=510), Will not purchase/lease a vehicle again (n=26), Sample Size = 803

Q18 by People in Household: What type of vehicle are you most likely to purchase next for your household? Select one.
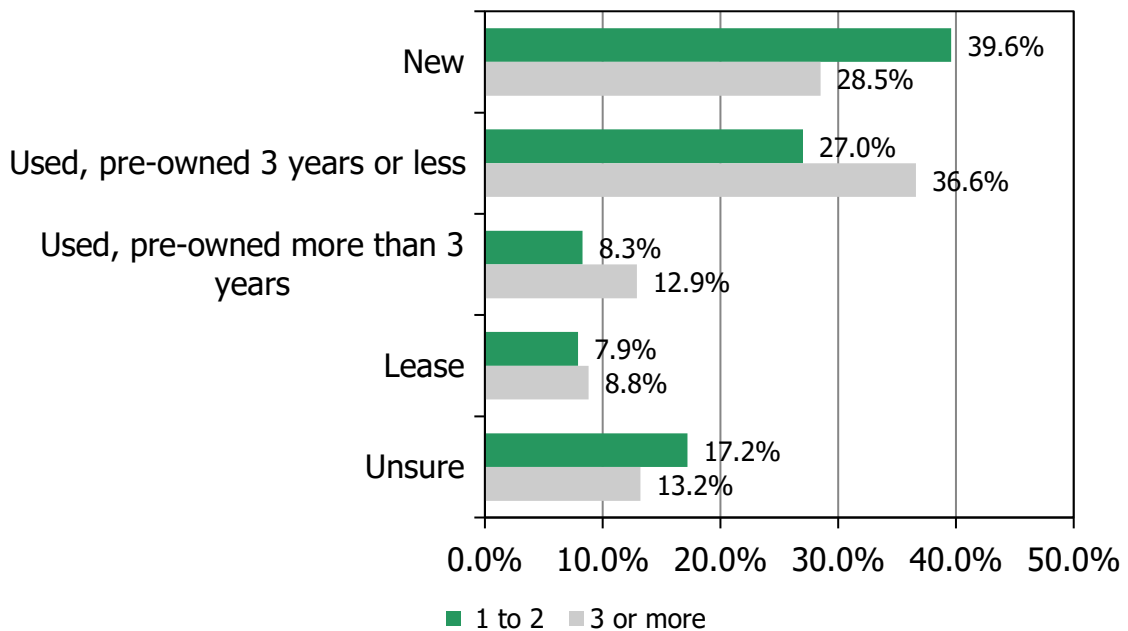
New
- 1 to 2: 39.6%
- 3 or more: 28.5%

Used, pre-owned 3 years or less
- 1 to 2: 27.0%
- 3 or more: 36.6%

Used, pre-owned more than 3 years
- 1 to 2: 8.3%
- 3 or more: 12.9%

Lease
- 1 to 2: 7.9%
- 3 or more: 8.8%

Unsure
- 1 to 2: 17.2%
- 3 or more: 13.2%

■ 1 to 2 ■ 3 or more

Unweighted Base: New (n=275), Used, pre-owned 3 years or less (n=238), Used, pre-owned more than 3 years (n=78), Lease (n=64), Unsure (n=122), Sample Size = 777

Q19 by People in Household: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

1 to 2

Vehicle Class	1 to 2	3 or more
SUV	64.9%	71.5%
Sedan (4-door)	34.9%	35.9%
Truck	21.2%	26.8%
Hatchback	14.3%	11.5%
Van	4.1%	19.7%
Luxury	5.0%	9.5%
Wagon	4.4%	8.5%
Coupe (2-door)	5.4%	4.7%
Convertible	2.3%	1.7%
Other(s) (Please specify)	1.2%	3.4%
Unsure	7.5%	4.4%

■ 1 to 2 ■ 3 or more

Unweighted Base: SUV (n=524), Sedan (4-door) (n=274), Truck (n=181), Hatchback (n=103), Van (n=78), Luxury (n=52), Wagon (n=46), Unsure (n=49), Coupe (2-door) (n=40), Other(s) (Please specify) (n=16), Convertible (n=16), Sample Size = 777

driveresearch

211

Q20 by People in Household: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.
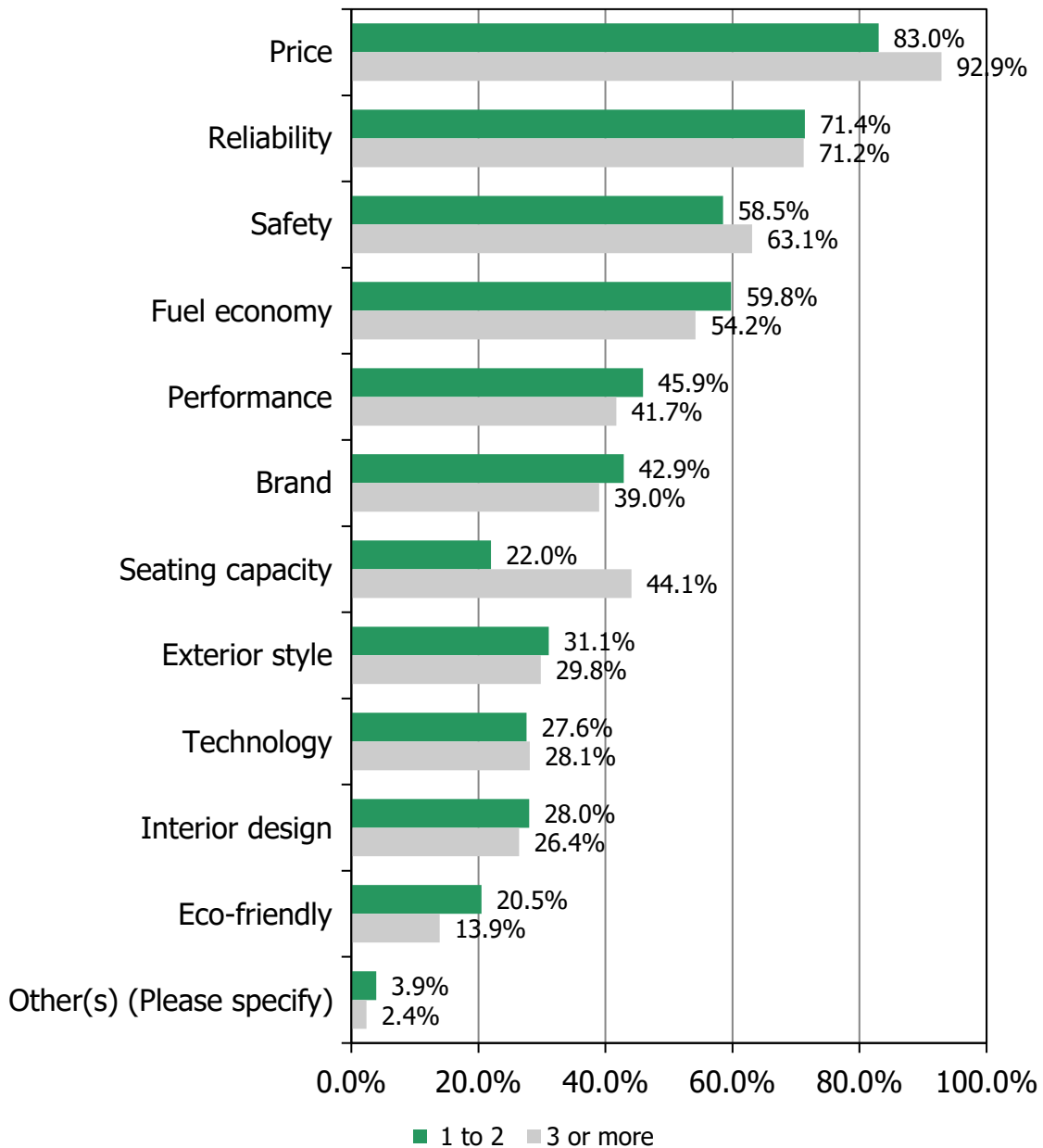
Factor	1 to 2	3 or more
Price	83.0%	92.9%
Reliability	71.4%	71.2%
Safety	58.5%	63.1%
Fuel economy	59.8%	54.2%
Performance	45.9%	41.7%
Brand	42.9%	39.0%
Seating capacity	22.0%	44.1%
Exterior style	31.1%	29.8%
Technology	27.6%	28.1%
Interior design	28.0%	26.4%
Eco-friendly	20.5%	13.9%
Other(s) (Please specify)	3.9%	2.4%

■ 1 to 2   ■ 3 or more

Unweighted Base: Price (n=674), Reliability (n=554), Safety (n=468), Fuel economy (n=448), Performance (n=344), Brand (n=322), Seating capacity (n=236), Exterior style (n=238), Technology (n=216), Interior design (n=213), Eco-friendly (n=140), Other(s) (Please specify) (n=26), Sample Size = 777

drive research

Q21 by People in Household: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.

Less than 30 minutes
- 1 to 2: 12.9%
- 3 or more: 10.2%

30 to 59 minutes
- 1 to 2: 36.7%
- 3 or more: 38.6%

1 to 1.5 hours
- 1 to 2: 35.3%
- 3 or more: 35.3%

More than 1.5 hours
- 1 to 2: 15.1%
- 3 or more: 15.9%

Legend: ■ 1 to 2   ■ 3 or more

Unweighted Base: Less than 30 minutes (n=92), 30 to 59 minutes (n=291), 1 to 1.5 hours (n=274), More than 1.5 hours (n=120), Sample Size = 777

drive research
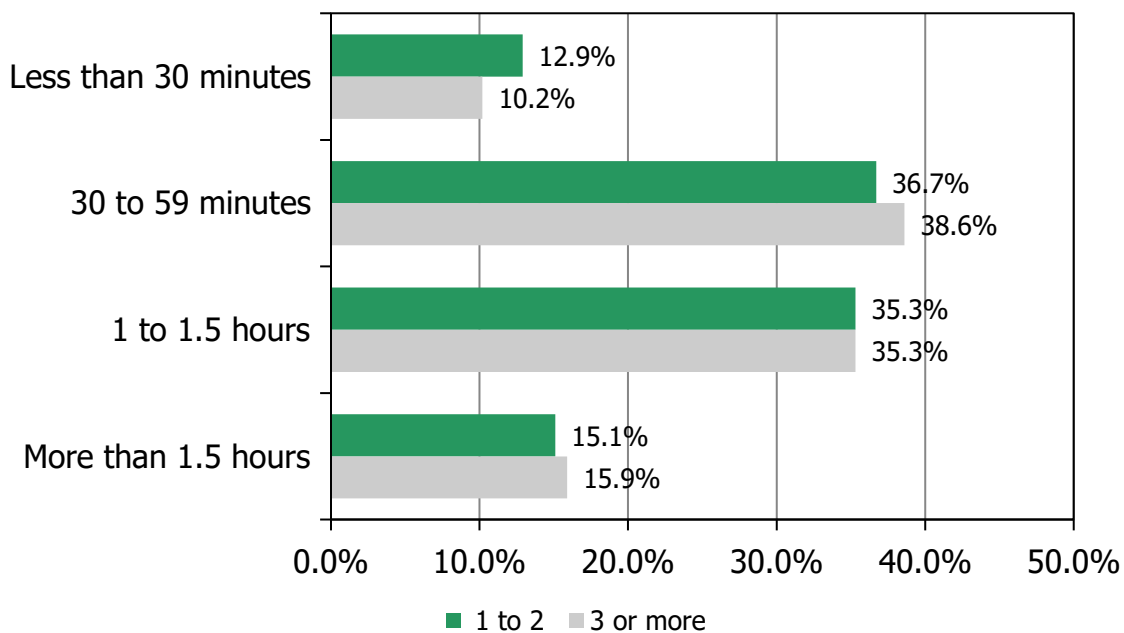
Timing of Next Vehicle Purchase

Q3 by Timing of Next Vehicle Purchase: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.

Within the past 3 months
- 1 year or less: 12.3%
- Longer than 1 year: 17.4%

Within the past year
- 1 year or less: 15.2%
- Longer than 1 year: 26.7%

Within the past 3 years
- 1 year or less: 43.5%
- Longer than 1 year: 30.0%

Longer than 3 years ago
- 1 year or less: 27.9%
- Longer than 1 year: 23.4%

Never
- 1 year or less: 1.1%
- Longer than 1 year: 2.3%

■ 1 year or less   ■ Longer than 1 year
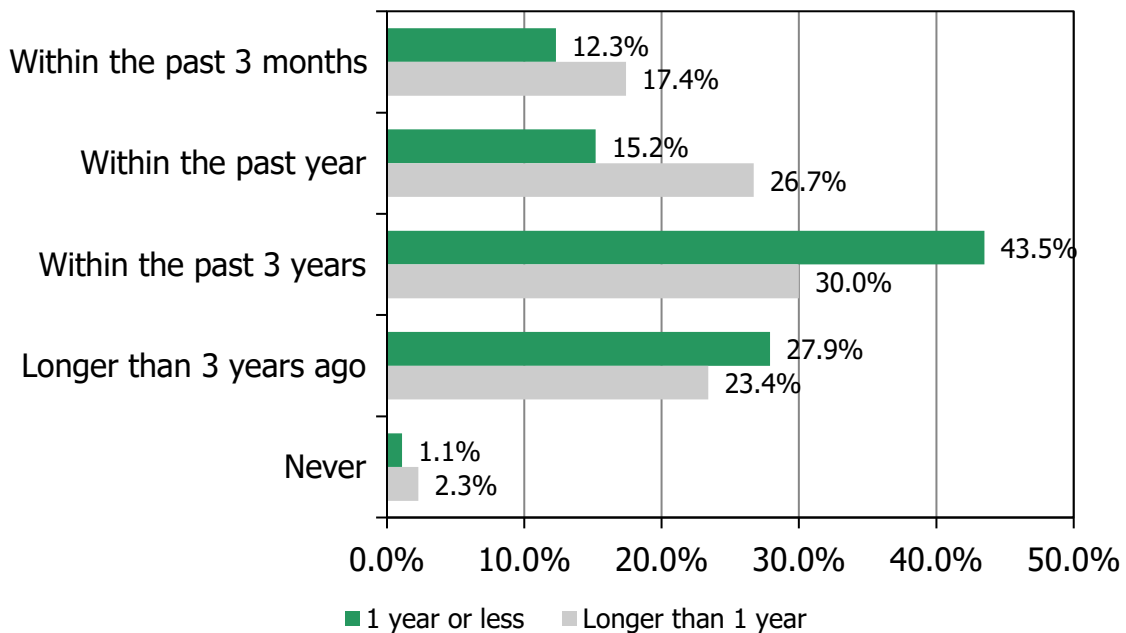
Unweighted Base: Within the past 3 months (n=123), Within the past year (n=179), Within the past 3 years (n=272), Longer than 3 years ago (n=196), Never (n=15), Sample Size = 785

driveresearch

Q11 by Timing of Next Vehicle Purchase: Dealership Awareness

Dealer	1 year or less	Longer than 1 year
Fuccillo	95.9%	96.1%
Burdick	95.5%	93.0%
Bill Rapp	95.2%	92.0%
Romano	93.7%	92.2%
Sun Chevrolet	94.8%	88.7%
Honda City	92.9%	89.9%
Fox	91.4%	91.2%
East Syracuse Chevrolet	89.6%	88.3%
Summit	87.0%	86.8%
Lamacchia Honda	89.2%	83.5%
Maguire	76.2%	73.2%
Carbone	75.5%	70.0%
Davidson	71.0%	61.5%
Burritt Motors	59.1%	52.5%
NYE	55.4%	46.3%

■ 1 year or less   ■ Longer than 1 year
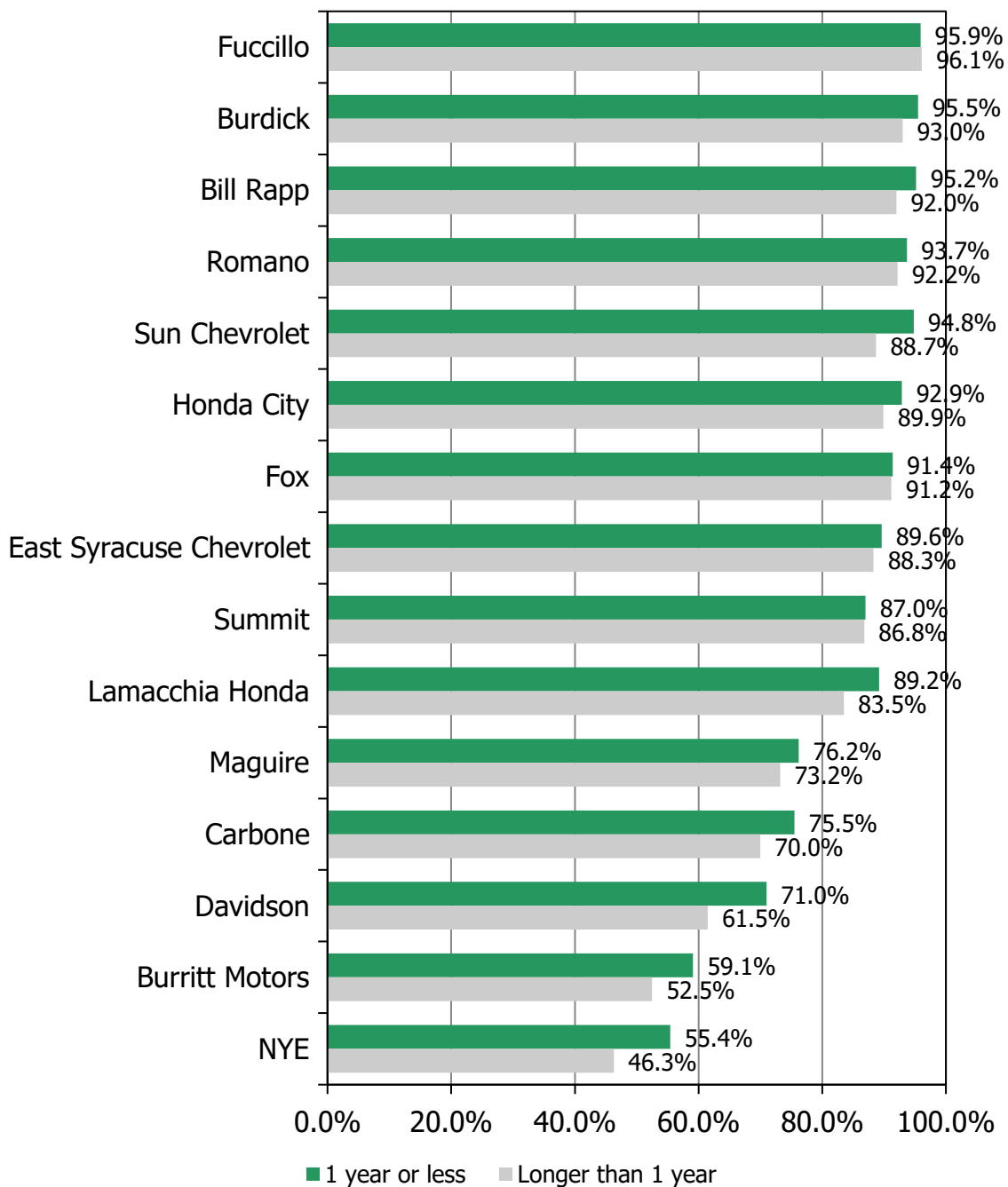
Unweighted Base: Fuccillo (n=752), Burdick (n=735), Bill Rapp (n=729), Romano (n=726), Sun Chevrolet (n=711), Honda City (n=712), Fox (n=715), East Syracuse Chevrolet (n=695), Summit (n=680), Lamacchia Honda (n=669), Maguire (n=581), Carbone (n=563), Davidson (n=507), Burritt Motors (n=429), NYE (n=387), Sample Size = 785

driveresearch

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Q13 by Timing of Next Vehicle Purchase: Which of the following dealerships are you most familiar with? Select up to 5.

Dealership	1 year or less	Longer than 1 year
Fuccillo	50.2%	43.2%
Burdick	48.0%	39.5%
Romano	37.9%	34.1%
East Syracuse Chevrolet	34.9%	27.9%
Bill Rapp	31.2%	28.5%
Sun Chevrolet	32.0%	25.4%
Fox	24.5%	26.6%
Maguire	18.6%	17.6%
Honda City	18.6%	15.5%
Summit	11.9%	10.5%
Lamacchia Honda	12.3%	9.5%
Davidson	10.4%	6.4%
Burritt Motors	7.4%	7.4%
NYE	8.2%	6.2%
Carbone	3.7%	5.6%
None of the above	2.2%	6.4%

■ 1 year or less   ■ Longer than 1 year
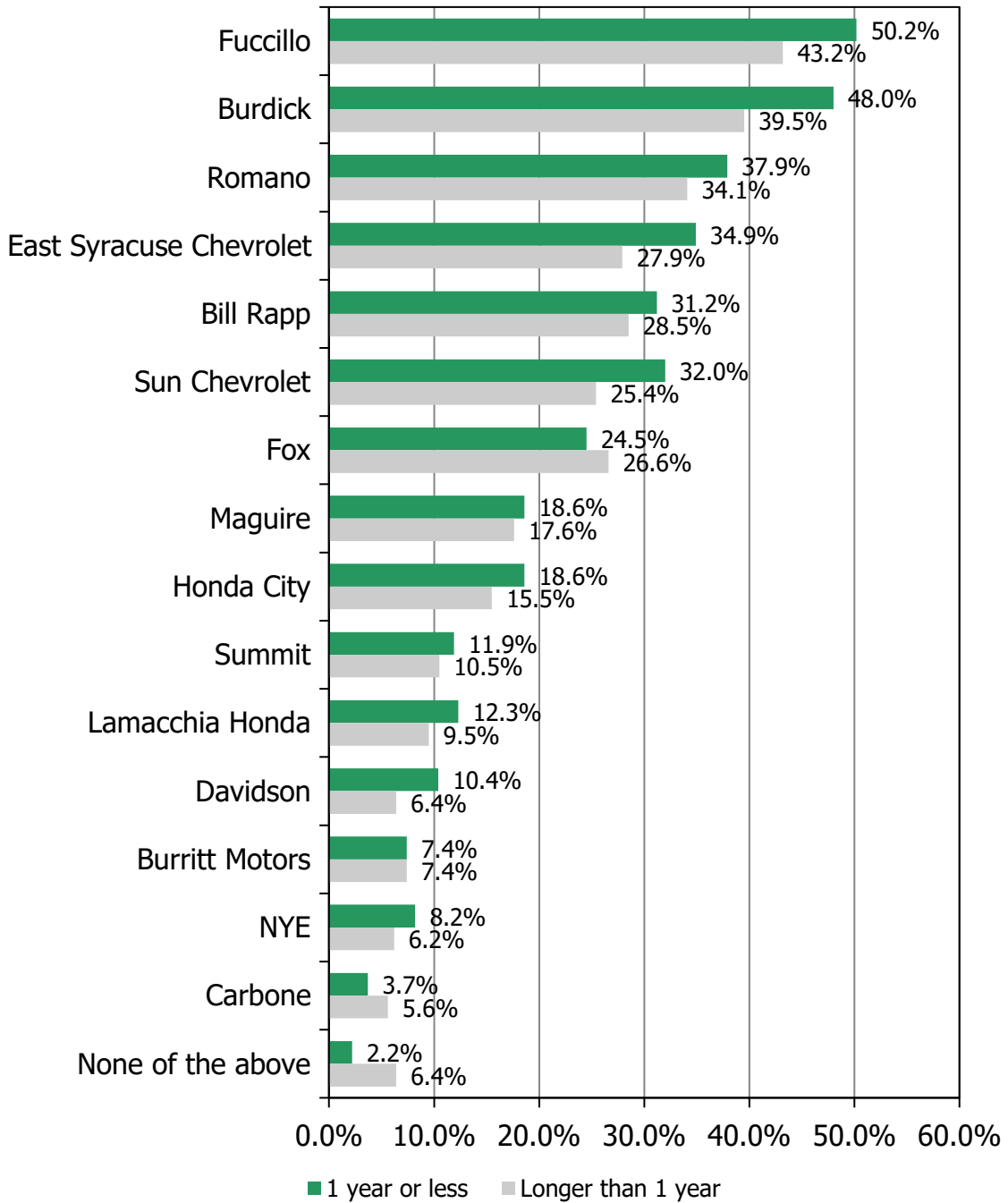
Unweighted Base: Fuccillo (n=358), Burdick (n=333), Romano (n=278), East Syracuse Chevrolet (n=238), Bill Rapp (n=231), Sun Chevrolet (n=217), Fox (n=203), Maguire (n=141), Honda City (n=130), Summit (n=86), Lamacchia Honda (n=82), Davidson (n=61), Burritt Motors (n=58), NYE (n=54), Carbone (n=39), None of the above (n=39), Sample Size = 785

driveresearch

Q15 by Timing of Next Vehicle Purchase: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	1 year or less	Longer than 1 year
Dealer websites	64.3%	62.0%
Online search	55.8%	62.0%
Car manufacturer websites	42.0%	34.9%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	40.5%	34.3%
Call to a dealership	18.6%	14.3%
Television	16.0%	11.4%
Newspaper	13.0%	11.0%
Facebook	13.0%	10.5%
Email to a dealership	14.1%	9.1%
Craigslist	6.3%	7.0%
YouTube	10.0%	2.9%
Radio	5.9%	4.7%
Word-of-mouth	3.7%	3.5%
Other	6.3%	9.3%
None of the above	7.1%	9.1%

■ 1 year or less ■ Longer than 1 year
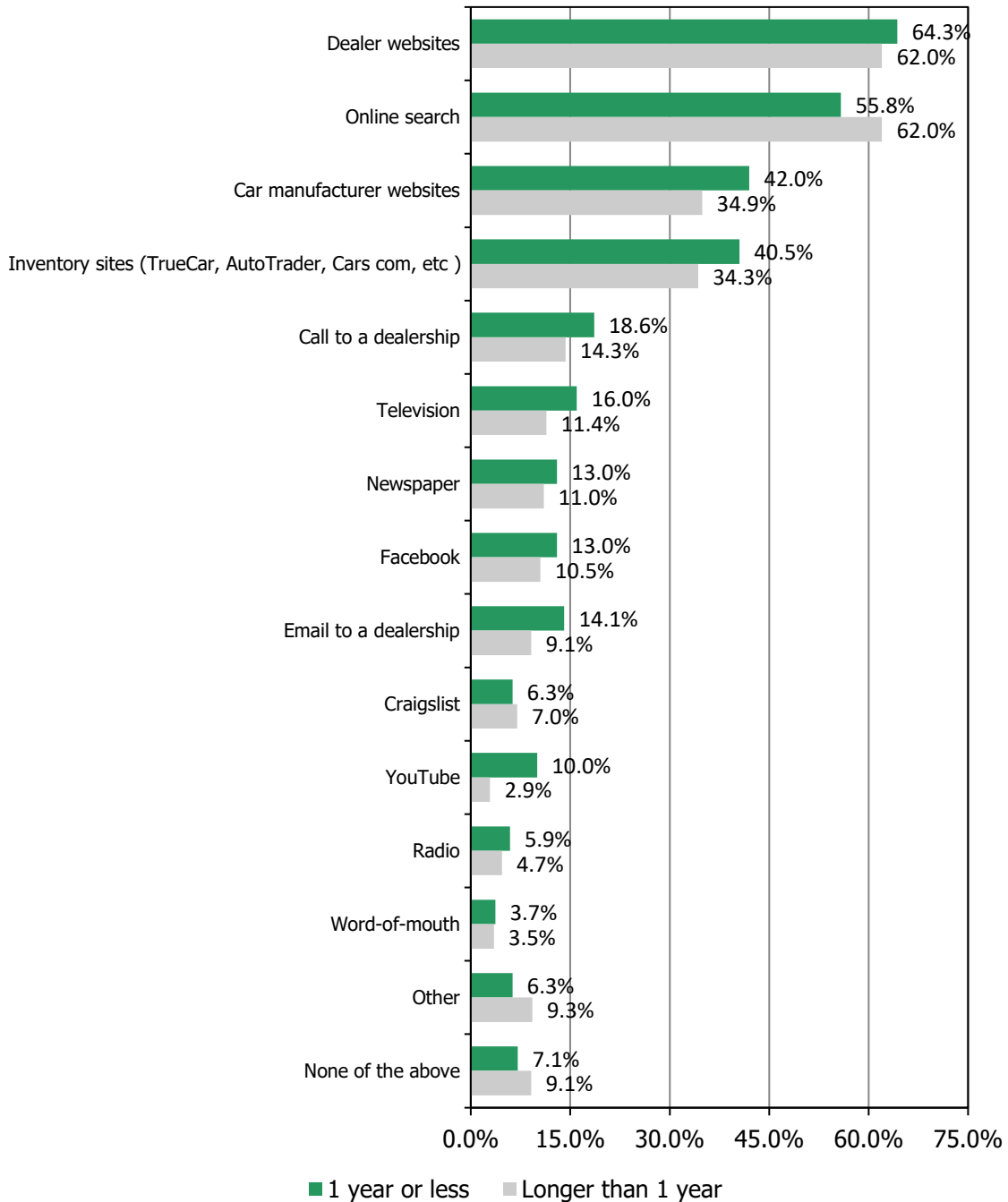
Unweighted Base: Dealer websites (n=493), Online search (n=470), Car manufacturer websites (n=293), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=286), Call to a dealership (n=124), Television (n=102), Newspaper (n=92), Facebook (n=89), Email to a dealership (n=85), Craigslist (n=53), YouTube (n=42), Radio (n=40), Word-of-mouth (n=28), None of the above (n=66), Other (n=65), Sample Size = 785

driveresearch

Q16 by Timing of Next Vehicle Purchase: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Source	1 year or less	Longer than 1 year
Online search	31.0%	29.3%
Dealer websites	27.3%	30.1%
Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)	12.5%	11.8%
Car manufacturer websites	12.5%	9.3%
Call to a dealership	3.2%	3.5%
Word-of-mouth	3.2%	3.0%
Other	10.2%	13.0%

■ 1 year or less   ■ Longer than 1 year
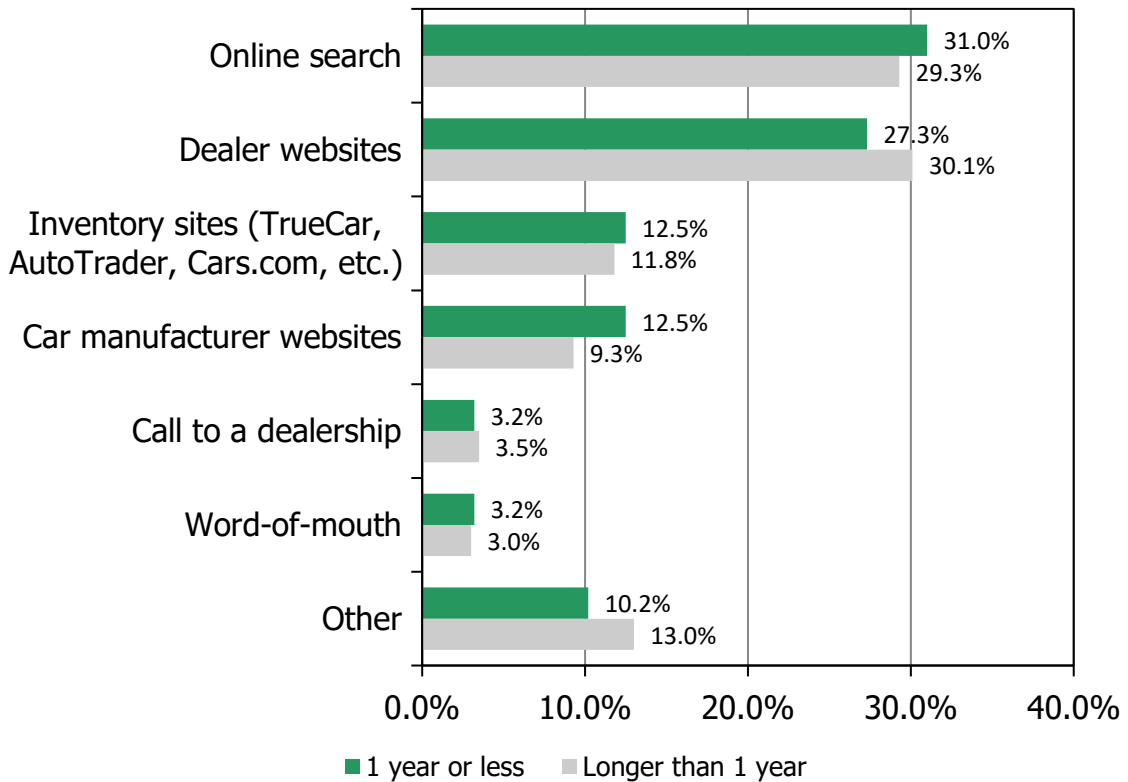
Unweighted Base: Online search (n=184), Dealer websites (n=179), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=74), Car manufacturer websites (n=64), Call to a dealership (n=21), Word-of-mouth (n=19), Other (n=74), Sample Size = 615

Q18 by Timing of Next Vehicle Purchase: What type of vehicle are you most likely to purchase next for your household? Select one.
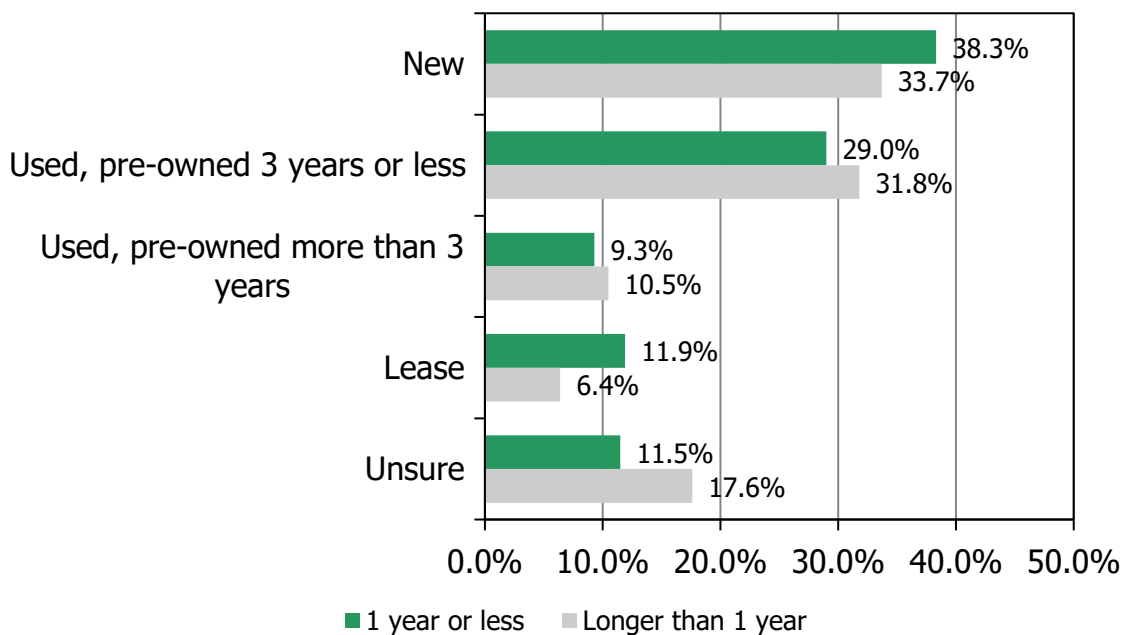
Unweighted Base: New (n=277), Used, pre-owned 3 years or less (n=242), Used, pre-owned more than 3 years (n=79), Lease (n=65), Unsure (n=122), Sample Size = 785

Q19 by Timing of Next Vehicle Purchase: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

Class	1 year or less	Longer than 1 year
SUV	70.1%	66.2%
Sedan (4-door)	32.8%	36.1%
Truck	22.0%	24.3%
Hatchback	11.9%	13.8%
Van	8.6%	10.7%
Luxury	7.8%	6.0%
Wagon	6.3%	5.6%
Coupe (2-door)	5.6%	4.9%
Convertible	0.4%	2.9%
Other(s) (Please specify)	2.6%	1.9%
Unsure	4.5%	7.2%

■ 1 year or less   ■ Longer than 1 year
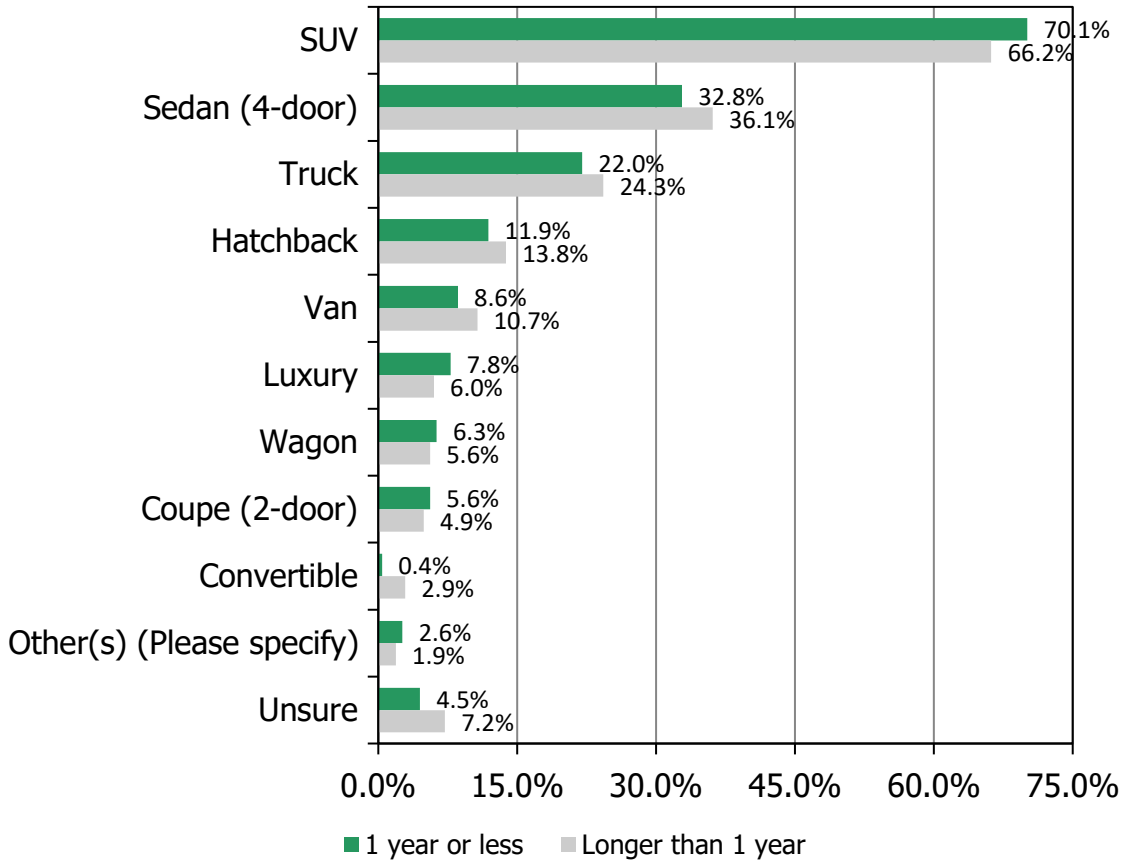
Unweighted Base: SUV (n=529), Sedan (4-door) (n=274), Truck (n=184), Hatchback (n=103), Van (n=78), Luxury (n=52), Wagon (n=46), Coupe (2-door) (n=40), Convertible (n=16), Unsure (n=49), Other(s) (Please specify) (n=17), Sample Size = 783

drive research

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Q20 by Timing of Next Vehicle Purchase: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Factor	1 year or less	Longer than 1 year
Price	84.7%	87.9%
Reliability	67.9%	73.2%
Safety	58.6%	61.1%
Fuel economy	56.0%	58.5%
Performance	40.7%	46.4%
Brand	41.4%	41.7%
Exterior style	31.7%	29.9%
Seating capacity	31.7%	29.7%
Technology	30.6%	26.6%
Interior design	32.1%	24.9%
Eco-friendly	17.9%	18.2%
Other(s) (Please specify)	2.2%	3.9%

■ 1 year or less   ■ Longer than 1 year
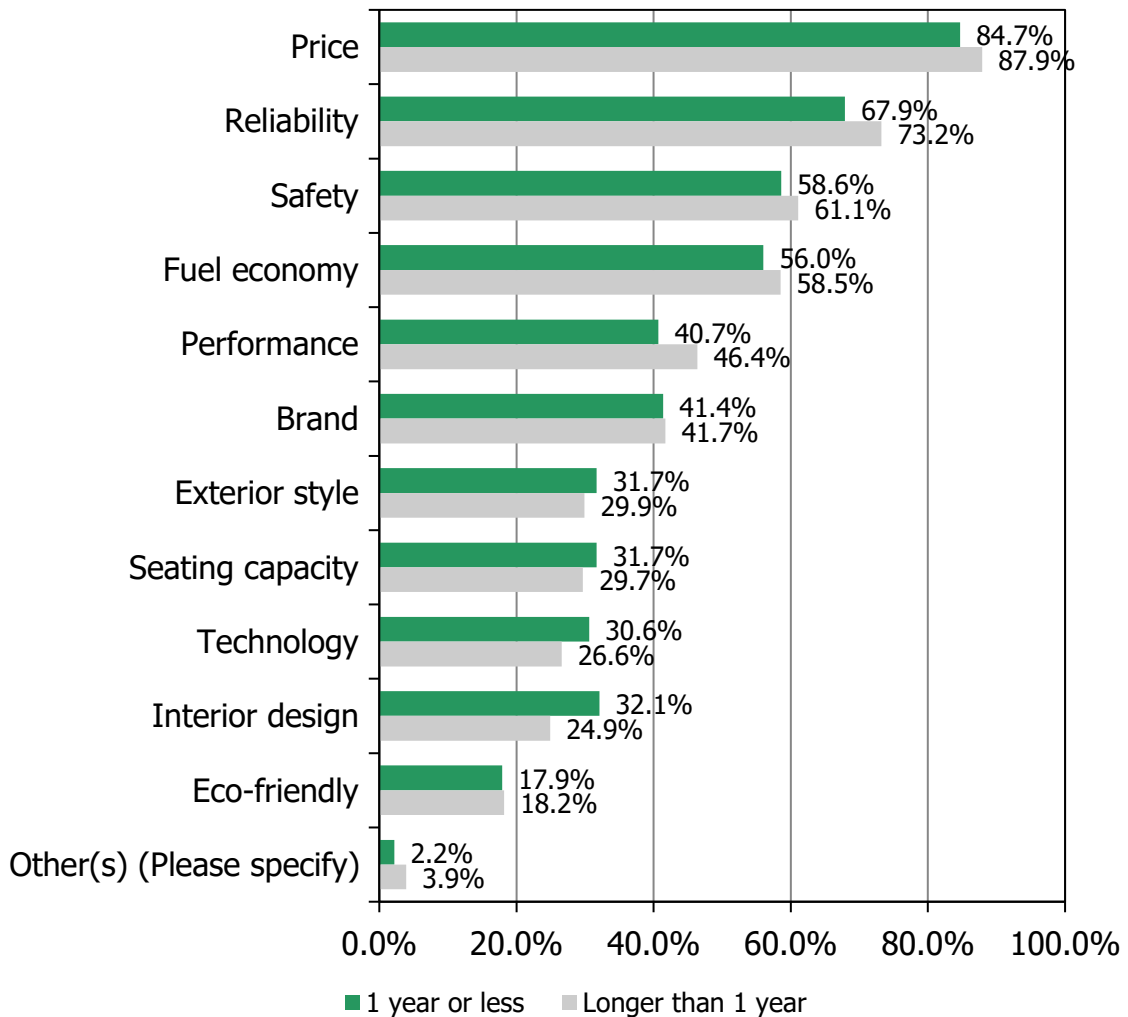
Unweighted Base: Price (n=676), Reliability (n=556), Safety (n=469), Fuel economy (n=449), Performance (n=346), Brand (n=324), Exterior style (n=238), Seating capacity (n=237), Technology (n=218), Interior design (n=213), Eco-friendly (n=141), Other(s) (Please specify) (n=26), Sample Size = 779

driveresearch

Q21 by Timing of Next Vehicle Purchase: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.

Less than 30 minutes
- 1 year or less: 13.4%
- Longer than 1 year: 11.0%

30 to 59 minutes
- 1 year or less: 37.7%
- Longer than 1 year: 37.3%

1 to 1.5 hours
- 1 year or less: 31.3%
- Longer than 1 year: 37.3%

More than 1.5 hours
- 1 year or less: 17.5%
- Longer than 1 year: 14.5%

■ 1 year or less   ■ Longer than 1 year
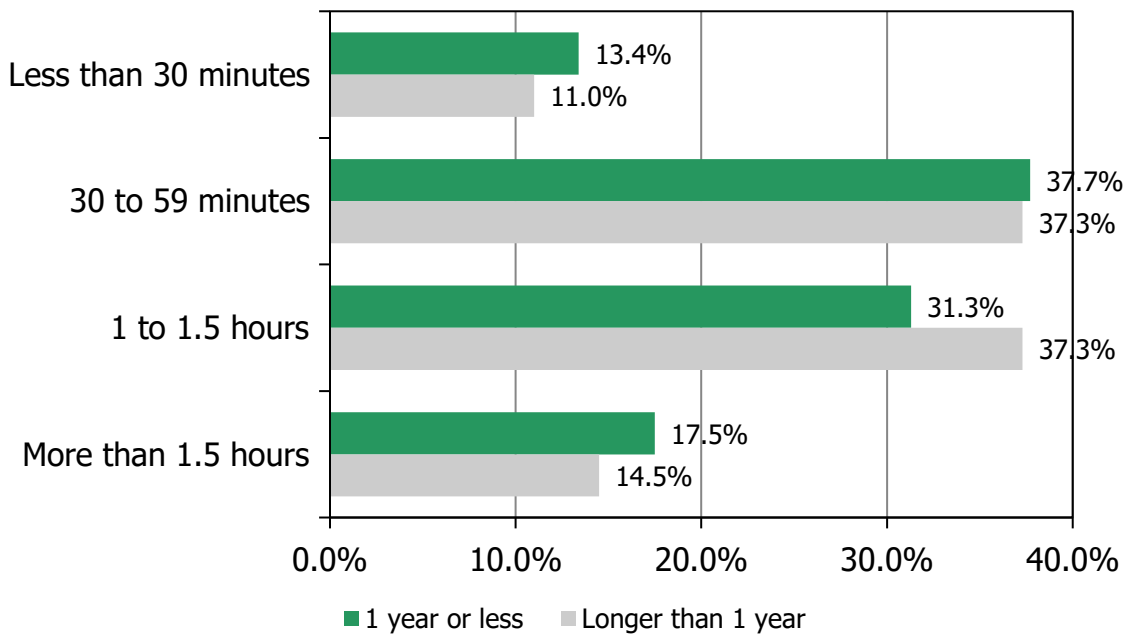
Unweighted Base: Less than 30 minutes (n=92), 30 to 59 minutes (n=291), 1 to 1.5 hours (n=274), More than 1.5 hours (n=121), Sample Size = 778

Type of Next Vehicle Purchase

Q4 by Type of Next Vehicle Purchase: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.

Category	New	Used	Lease
New	83.6%	17.0%	37.5%
Used, pre-owned 3 years or less	9.1%	50.6%	3.1%
Used, pre-owned more than 3 years old	4.7%	29.2%	10.9%
Lease	2.5%	3.2%	48.4%

■ New ■ Used ■ Lease
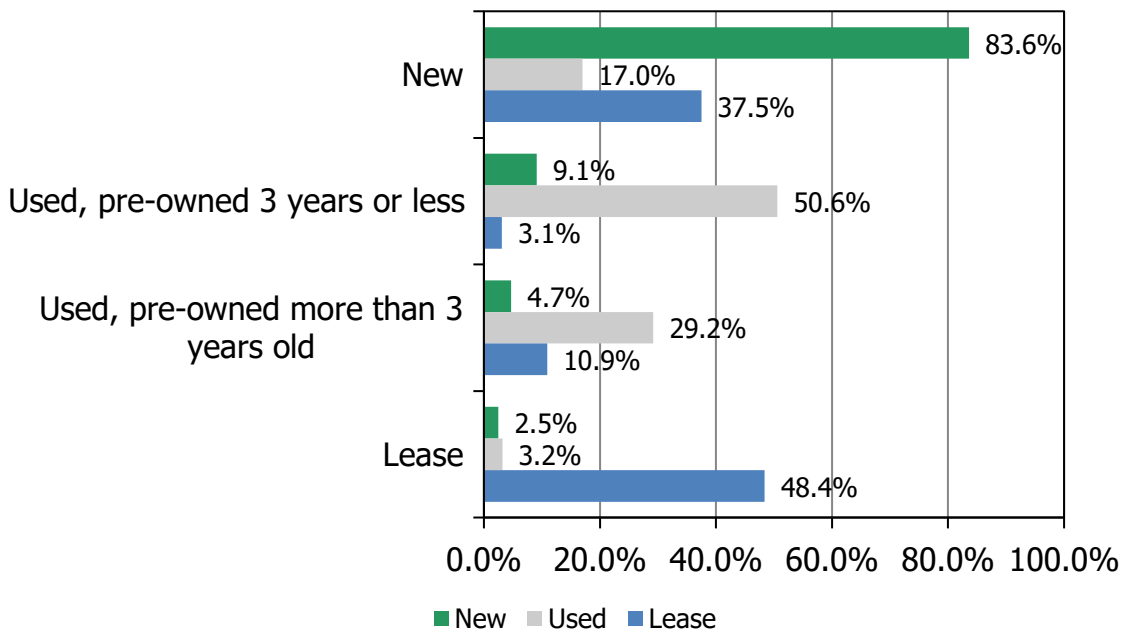
Unweighted Base: New (n=307), Used, pre-owned 3 years or less (n=185), Used, pre-owned more than 3 years old (n=111), Lease (n=48), Sample Size = 651

Q5 by Type of Next Vehicle Purchase: When you purchased/leased a vehicle from the dealership, how did you decide your budget? Select one.

Category	New	Used	Lease
Monthly payments	46.9%	45.8%	60.9%
Total cost of the vehicle	30.2%	26.0%	7.8%
Both	22.9%	28.2%	31.3%

■ New ■ Used ■ Lease
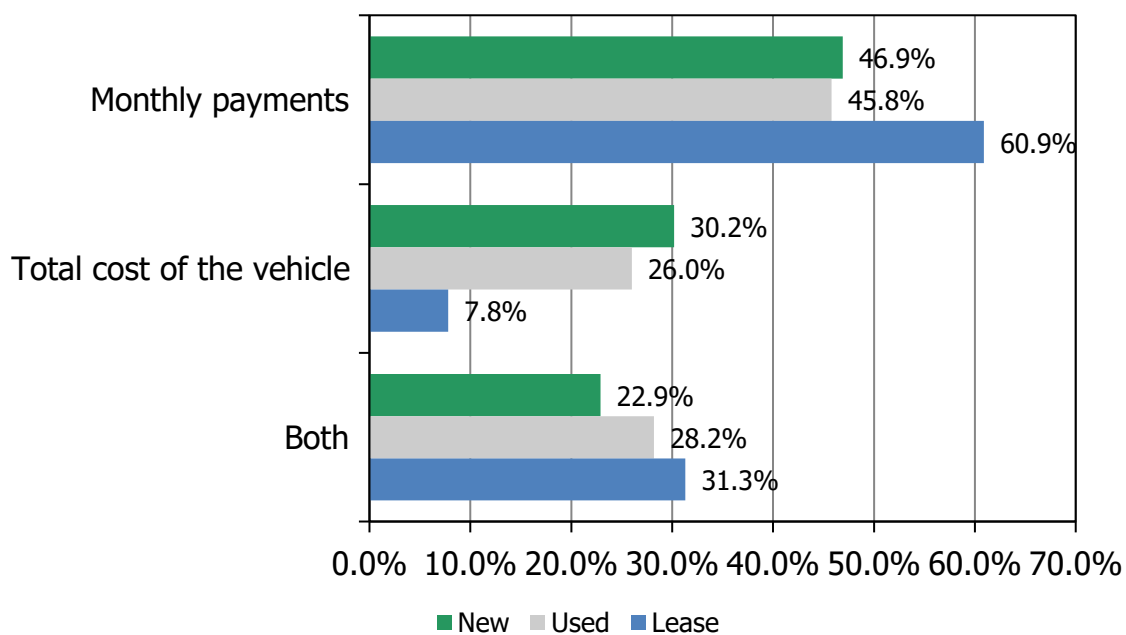
Unweighted Base: Monthly payments (n=311), Total cost of the vehicle (n=169), Both (n=171), Sample Size = 651

drive research

Q6 by Type of Next Vehicle Purchase (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	New	Used	Lease
Under $200	4.7%	13.0%	6.8%
$200 to $299	26.0%	34.6%	35.6%
$300 to $399	38.0%	28.1%	39.0%
$400 to $499	18.2%	15.6%	8.5%
$500 to $599	8.9%	6.1%	6.8%
$600 to $699	1.6%	1.3%	1.7%
$700 to $799	1.0%	0.9%	0.0%
$800 to $899	0.5%	0.0%	0.0%
$900 to $999	0.5%	0.0%	1.7%
$1,000 or more	0.5%	0.4%	0.0%

■ New   ■ Used   ■ Lease
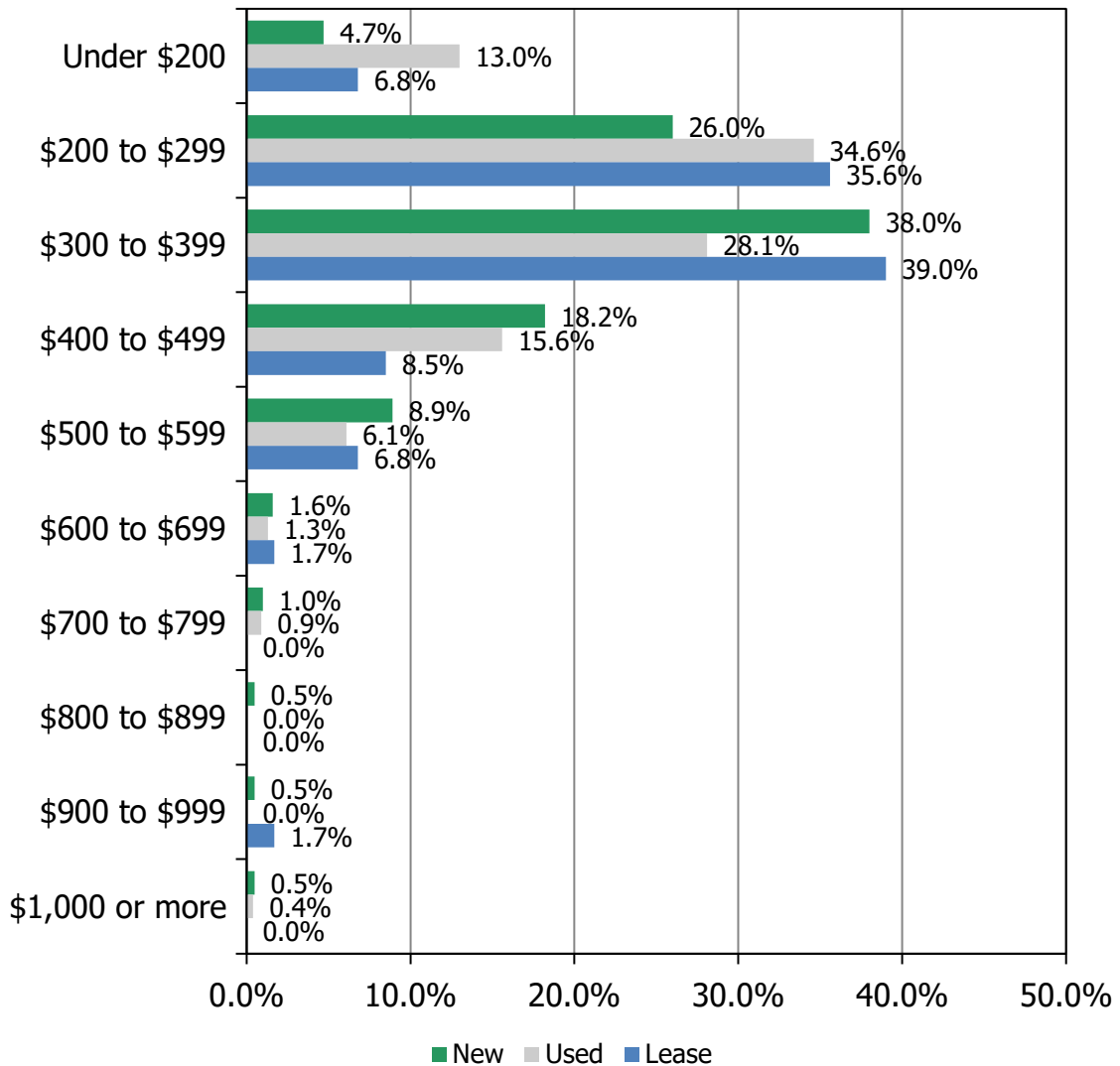
Unweighted Base: Under $200 (n=43), $200 to $299 (n=151), $300 to $399 (n=161), $400 to $499 (n=76), $500 to $599 (n=35), $600 to $699 (n=7), $700 to $799 (n=4), $800 to $899 (n=1), $900 to $999 (n=2), $1,000 or more (n=2), Sample Size = 482

Q7 by Type of Next Vehicle Purchase (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	New	Used	Lease
Less than $5,000	2.1%	5.9%	8.0%
$5,000 to $9,999	2.7%	10.1%	0.0%
$10,000 to $14,999	4.1%	20.7%	20.0%
$15,000 to $19,999	9.6%	19.5%	4.0%
$20,000 to $24,999	21.2%	15.4%	0.0%
$25,000 to $29,999	15.8%	8.9%	20.0%
$30,000 to $34,999	17.8%	9.5%	28.0%
$35,000 to $39,999	10.3%	5.9%	8.0%
$40,000 to $44,999	8.2%	2.4%	8.0%
$45,000 to $49,999	2.1%	0.6%	4.0%
$50,000 or more	6.2%	1.2%	0.0%

■ New ■ Used ■ Lease
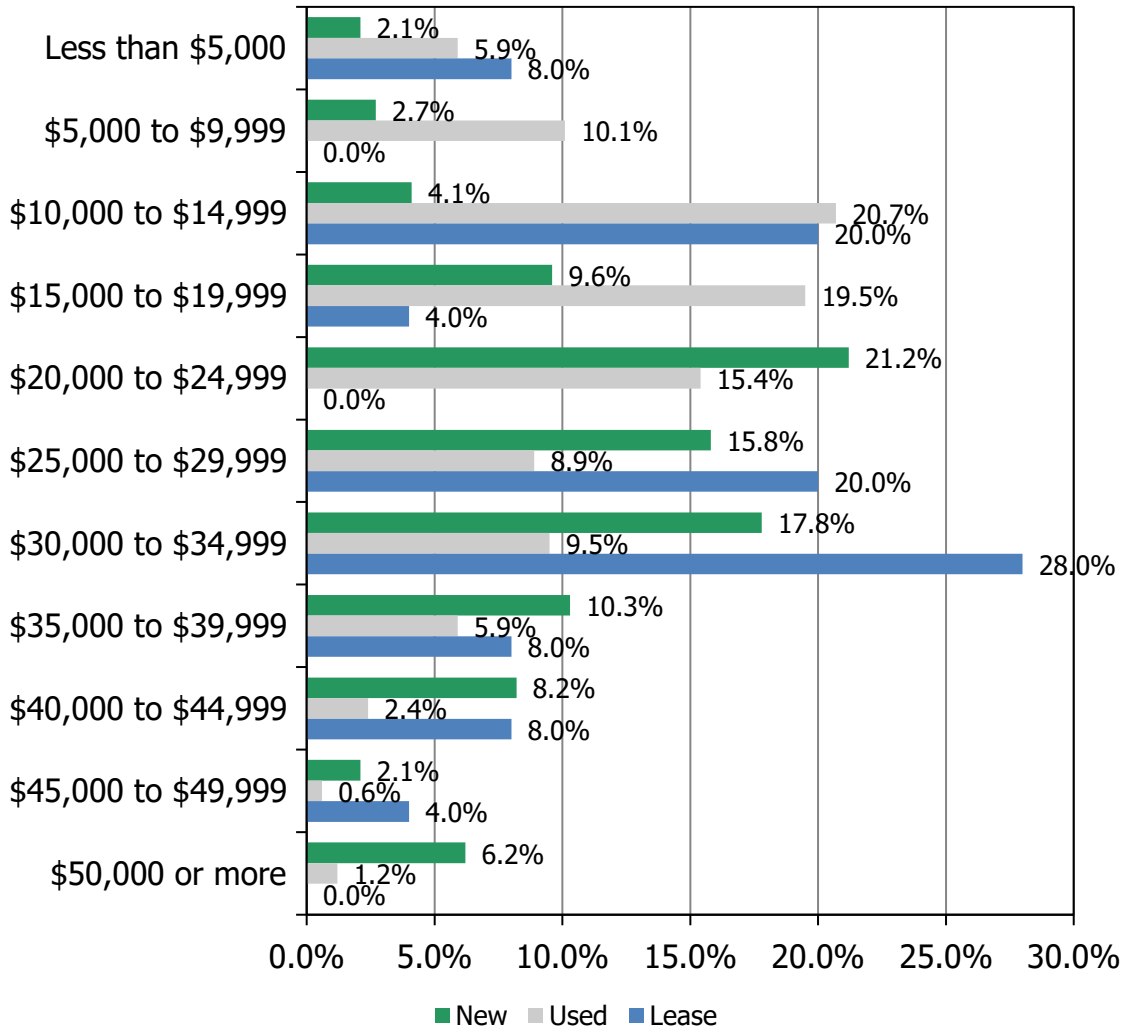
Unweighted Base: Less than $5,000 (n=15), $5,000 to $9,999 (n=21), $10,000 to $14,999 (n=46), $15,000 to $19,999 (n=48), $20,000 to $24,999 (n=57), $25,000 to $29,999 (n=43), $30,000 to $34,999 (n=49), $35,000 to $39,999 (n=27), $40,000 to $44,999 (n=18), $45,000 to $49,999 (n=5), $50,000 or more (n=11), Sample Size = 340

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All Dealerships

Q9 by Type of Next Vehicle Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

Type	Detractors	Passives	Promoters
New	20.7%	24.7%	54.5%
Used	24.0%	32.4%	43.6%
Lease	20.3%	15.6%	64.1%

■ Detractors ■ Passives ■ Promoters

Unweighted Base: New (n=275), Used (n=312), Lease (n=64), Sample Size = 651

drive research
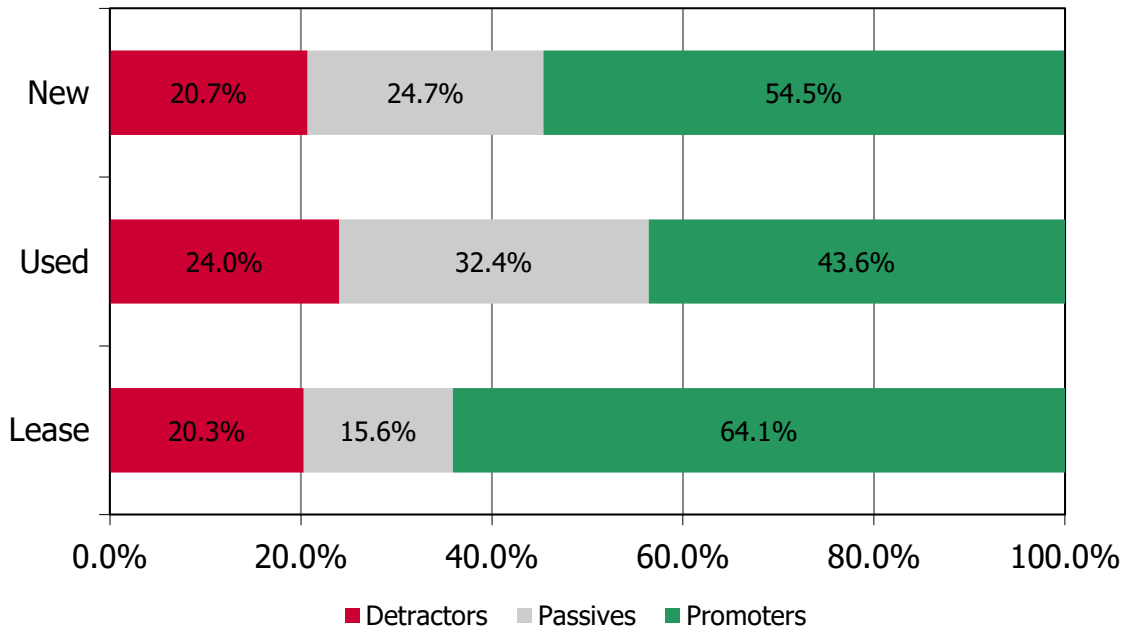
All Dealerships

Q9 NPS by Type of Next Vehicle Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

> NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.
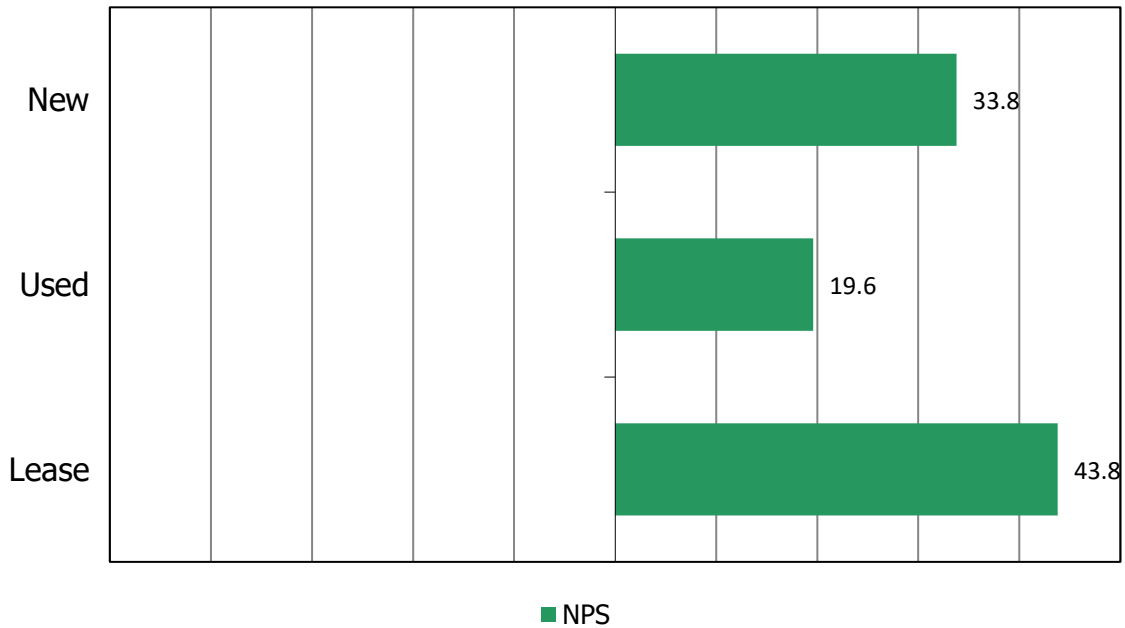

Type	NPS
New	33.8
Used	19.6
Lease	43.8

■ NPS

Unweighted Base: New (n=275), Used (n=312), Lease (n=64), Sample Size = 651

Q11 by Type of Next Vehicle Purchase: Dealership Awareness

Dealer	New	Used	Lease
Fuccillo	94.6%	95.9%	100.0%
Burdick	94.2%	92.5%	96.9%
Bill Rapp	95.7%	91.5%	95.4%
Romano	93.5%	89.7%	96.9%
Honda City	92.1%	89.0%	96.9%
Fox	92.1%	90.0%	93.8%
East Syracuse Chevrolet	89.5%	85.9%	96.9%
Sun Chevrolet	89.2%	90.6%	92.3%
Lamacchia Honda	88.4%	80.9%	95.4%
Summit	85.2%	85.6%	93.8%
Maguire	68.6%	76.5%	86.2%
Carbone	72.6%	67.4%	84.6%
Davidson	65.7%	61.4%	76.9%
Burritt Motors	57.0%	49.8%	61.5%
NYE	50.5%	44.8%	60.0%

■ New ■ Used ■ Lease

Unweighted Base: Fuccillo (n=633), Burdick (n=619), Bill Rapp (n=619), Romano (n=608), Honda City (n=602), Fox (n=603), East Syracuse Chevrolet (n=585), Sun Chevrolet (n=596), Lamacchia Honda (n=565), Summit (n=570), Maguire (n=490), Carbone (n=471), Davidson (n=428), Burritt Motors (n=357), NYE (n=322), Sample Size = 663

drive research

Q13 by Type of Next Vehicle Purchase: Which of the following dealerships are you most familiar with?
Select up to 5.

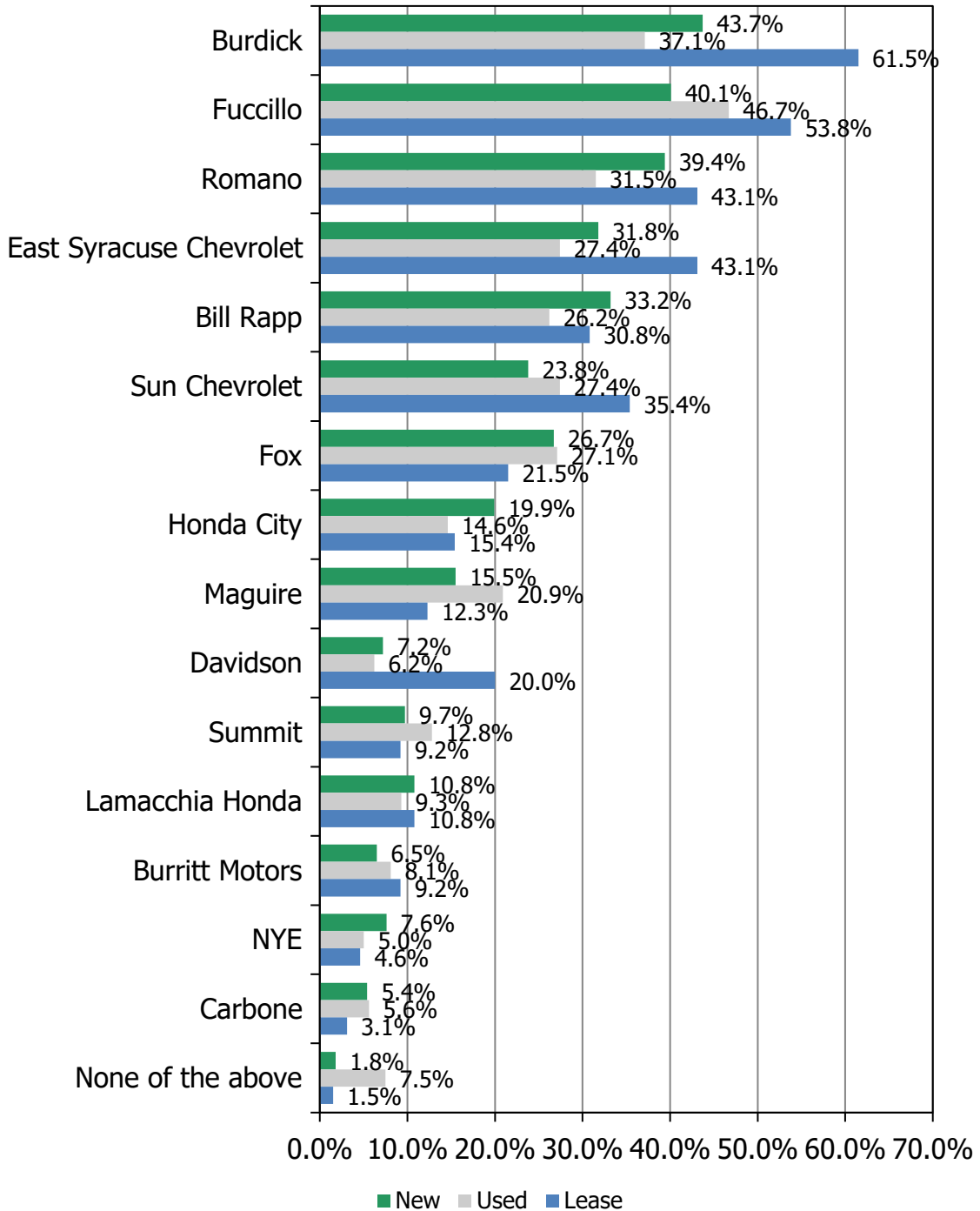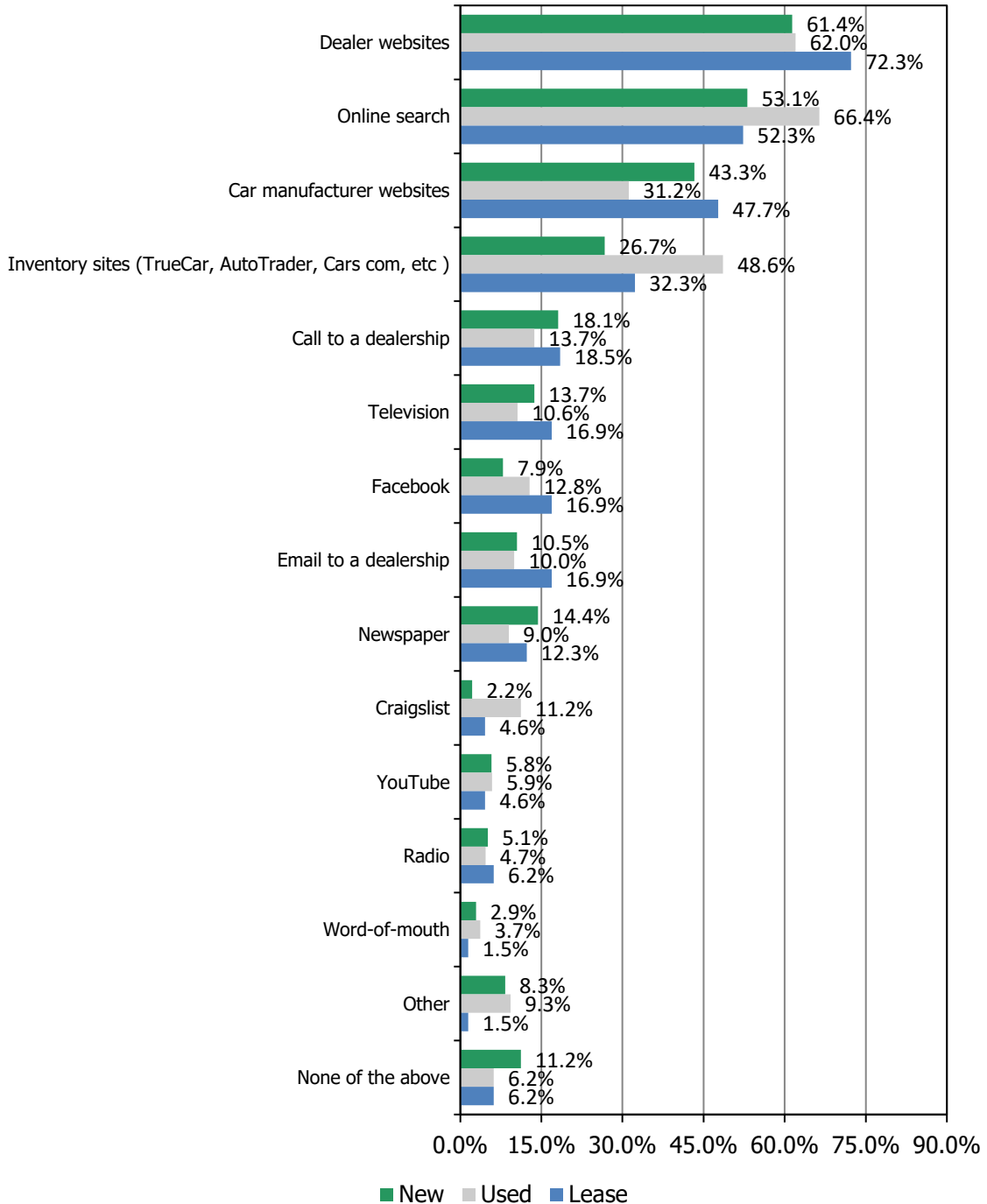| Dealer	New	Used	Lease
Burdick	43.7%	37.1%	61.5%
Fuccillo	40.1%	46.7%	53.8%
Romano	39.4%	31.5%	43.1%
East Syracuse Chevrolet	31.8%	27.4%	43.1%
Bill Rapp	33.2%	26.2%	30.8%
Sun Chevrolet	23.8%	27.4%	35.4%
Fox	26.7%	27.1%	21.5%
Honda City	19.9%	14.6%	15.4%
Maguire	15.5%	20.9%	12.3%
Davidson	7.2%	6.2%	20.0%
Summit	9.7%	12.8%	9.2%
Lamacchia Honda	10.8%	9.3%	10.8%
Burritt Motors	6.5%	8.1%	9.2%
NYE	7.6%	5.0%	4.6%
Carbone	5.4%	5.6%	3.1%
None of the above	1.8%	7.5%	1.5%

■ New ■ Used ■ Lease

Unweighted Base: Burdick (n=280), Fuccillo (n=296), Romano (n=238), East Syracuse Chevrolet (n=204), Bill Rapp (n=196), Sun Chevrolet (n=177), Fox (n=175), Honda City (n=112), Maguire (n=118), Davidson (n=53), Summit (n=74), Lamacchia Honda (n=67), Burritt Motors (n=50), NYE (n=40), Carbone (n=35), None of the above (n=30), Sample Size = 663

driveresearch

Q15 by Type of Next Vehicle Purchase: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	New	Used	Lease
Dealer websites	61.4%	62.0%	72.3%
Online search	53.1%	66.4%	52.3%
Car manufacturer websites	43.3%	31.2%	47.7%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	26.7%	48.6%	32.3%
Call to a dealership	18.1%	13.7%	18.5%
Television	13.7%	10.6%	16.9%
Facebook	7.9%	12.8%	16.9%
Email to a dealership	10.5%	10.0%	16.9%
Newspaper	14.4%	9.0%	12.3%
Craigslist	2.2%	11.2%	4.6%
YouTube	5.8%	5.9%	4.6%
Radio	5.1%	4.7%	6.2%
Word-of-mouth	2.9%	3.7%	1.5%
Other	8.3%	9.3%	1.5%
None of the above	11.2%	6.2%	6.2%

■ New ■ Used ■ Lease

Unweighted Base: Dealer websites (n=416), Online search (n=394), Car manufacturer websites (n=251), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=251), Call to a dealership (n=106), Television (n=83), Facebook (n=74), Email to a dealership (n=72), Newspaper (n=77), Craigslist (n=45), YouTube (n=38), Radio (n=33), Word-of-mouth (n=21), None of the above (n=55), Other (n=54), Sample Size = 663

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Q16 by Type of Next Vehicle Purchase: Which of the following would be your main source of information prior to visiting the dealership? Select one.

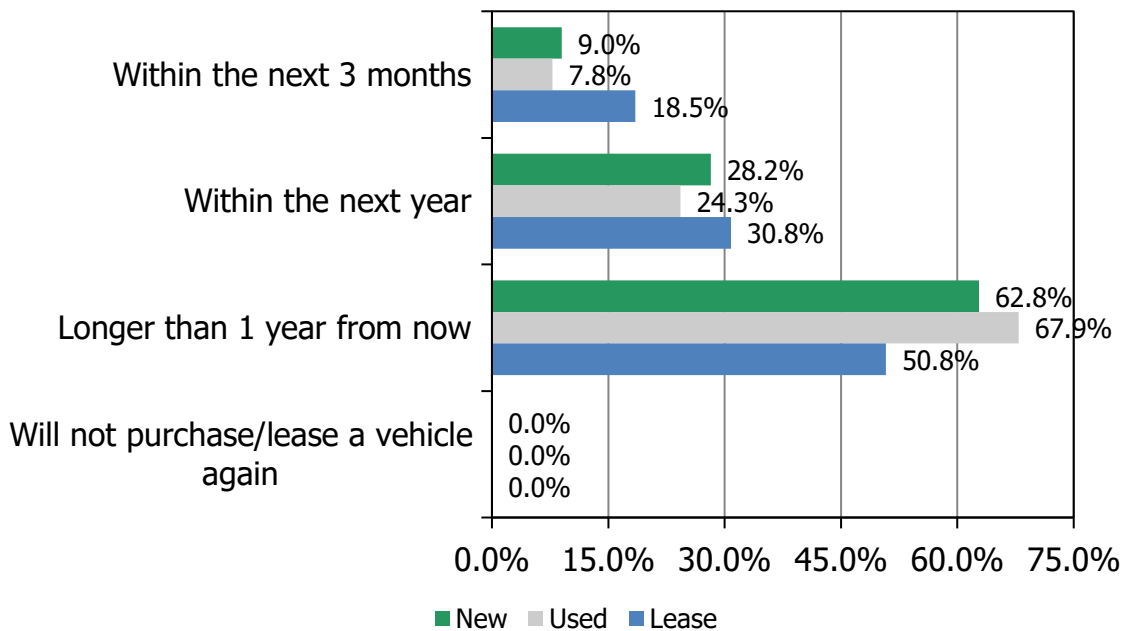|	New	Used	Lease
Online search	31.7%	30.8%	31.4%
Dealer websites	24.9%	26.5%	35.3%
Car manufacturer websites	16.6%	4.2%	17.6%
Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)	5.9%	20.0%	3.9%
Call to a dealership	4.4%	3.1%	2.0%
Word-of-mouth	3.4%	3.1%	2.0%
Other	13.2%	12.3%	7.8%
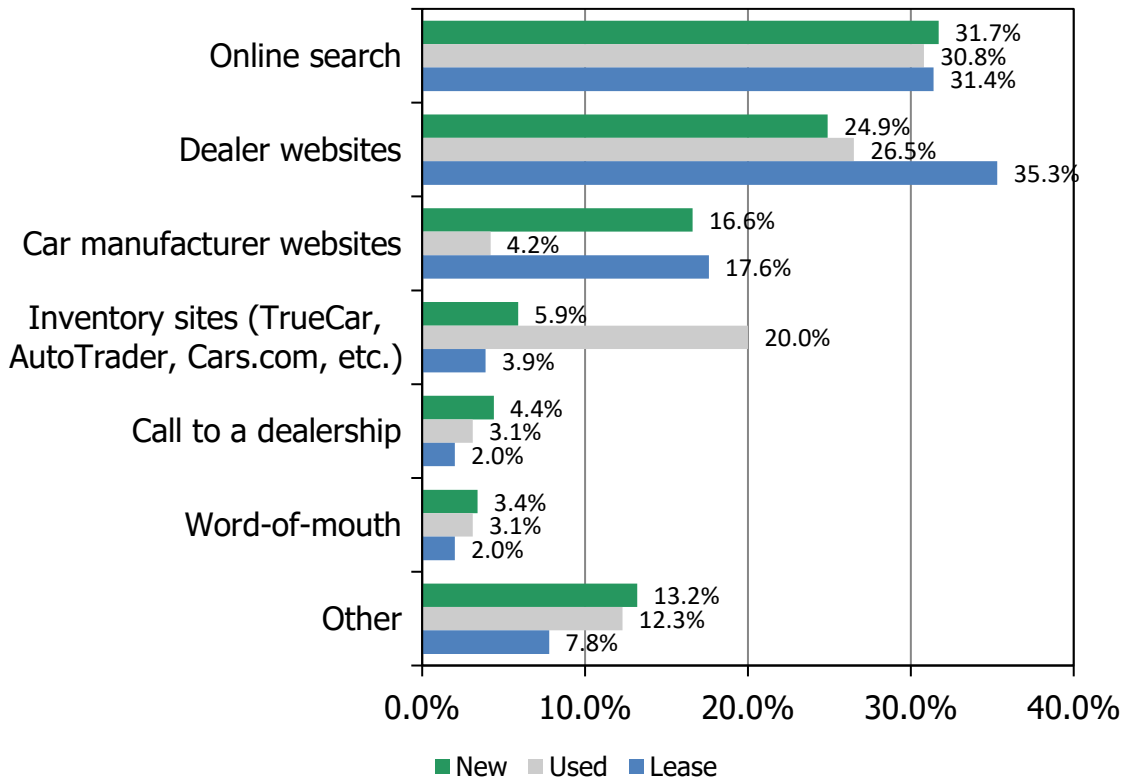
Unweighted Base: Online search (n=161), Dealer websites (n=138), Car manufacturer websites (n=54), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=66), Call to a dealership (n=18), Word-of-mouth (n=16), Other (n=63), Sample Size = 516

Q17 by Type of Next Vehicle Purchase: When are you likely to purchase/lease your next vehicle for your household? Select one.

Within the next 3 months
- New: 9.0%
- Used: 7.8%
- Lease: 18.5%

Within the next year
- New: 28.2%
- Used: 24.3%
- Lease: 30.8%

Longer than 1 year from now
- New: 62.8%
- Used: 67.9%
- Lease: 50.8%

Will not purchase/lease a vehicle again
- New: 0.0%
- Used: 0.0%
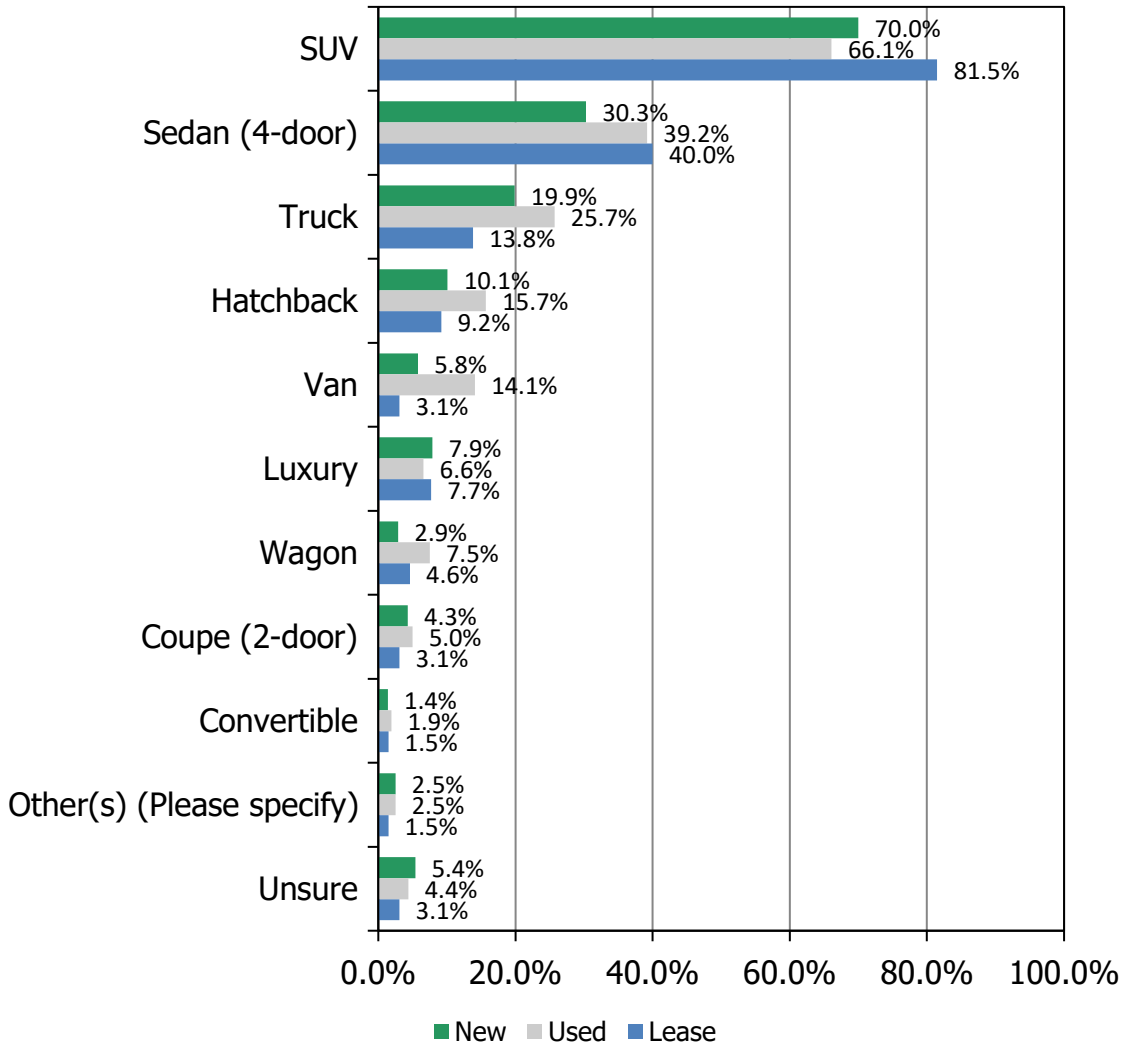- Lease: 0.0%

■ New ■ Used ■ Lease

Unweighted Base: Within the next 3 months (n=62), Within the next year (n=176), Longer than 1 year from now (n=425), Will not purchase/lease a vehicle again (n=0), Sample Size = 663

Q19 by Type of Next Vehicle Purchase: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

Class	New	Used	Lease
SUV	70.0%	66.1%	81.5%
Sedan (4-door)	30.3%	39.2%	40.0%
Truck	19.9%	25.7%	13.8%
Hatchback	10.1%	15.7%	9.2%
Van	5.8%	14.1%	3.1%
Luxury	7.9%	6.6%	7.7%
Wagon	2.9%	7.5%	4.6%
Coupe (2-door)	4.3%	5.0%	3.1%
Convertible	1.4%	1.9%	1.5%
Other(s) (Please specify)	2.5%	2.5%	1.5%
Unsure	5.4%	4.4%	3.1%

■ New ■ Used ■ Lease

Unweighted Base: SUV (n=458), Sedan (4-door) (n=235), Truck (n=146), Hatchback (n=84), Van (n=63), Luxury (n=48), Wagon (n=35), Coupe (2-door) (n=30), Convertible (n=11), Unsure (n=31), Other(s) (Please specify) (n=16), Sample Size = 661

driveresearch

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Q20 by Type of Next Vehicle Purchase: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

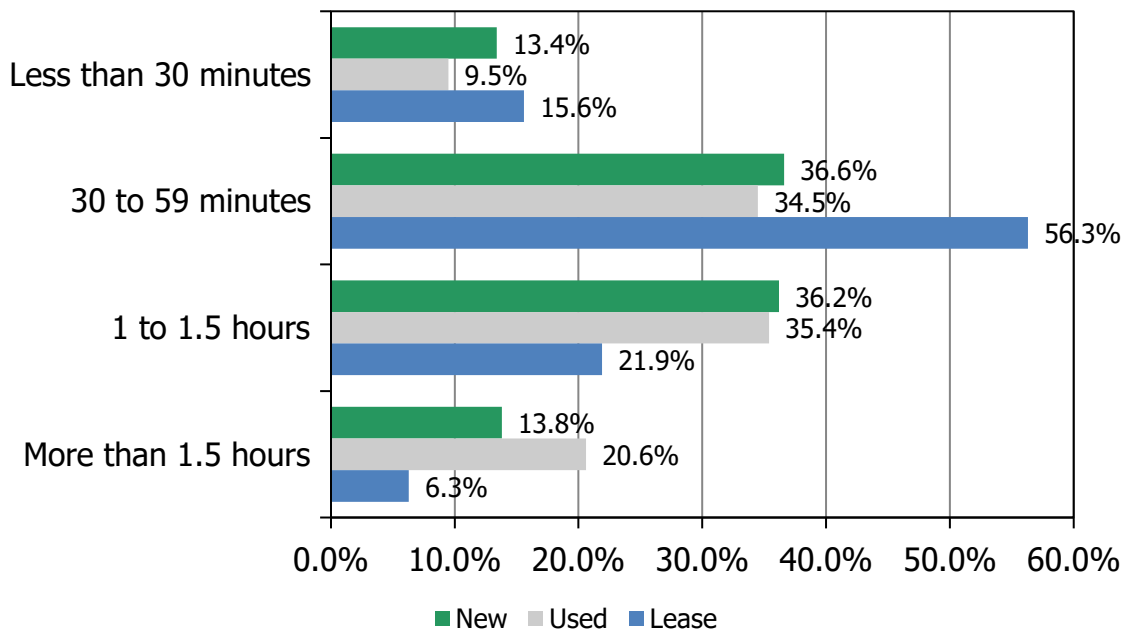| Factor	New	Used	Lease
Price	82.2%	89.6%	85.9%
Reliability	71.7%	71.9%	60.9%
Safety	64.5%	59.3%	56.3%
Fuel economy	59.4%	57.7%	48.4%
Brand	47.5%	39.4%	45.3%
Performance	51.1%	40.7%	32.8%
Exterior style	37.3%	23.7%	42.2%
Interior design	35.1%	22.4%	35.9%
Seating capacity	27.9%	31.9%	32.8%
Technology	33.3%	22.1%	35.9%
Eco-friendly	18.8%	18.3%	15.6%
Other(s) (Please specify)	2.9%	5.0%	0.0%

■ New   ■ Used   ■ Lease
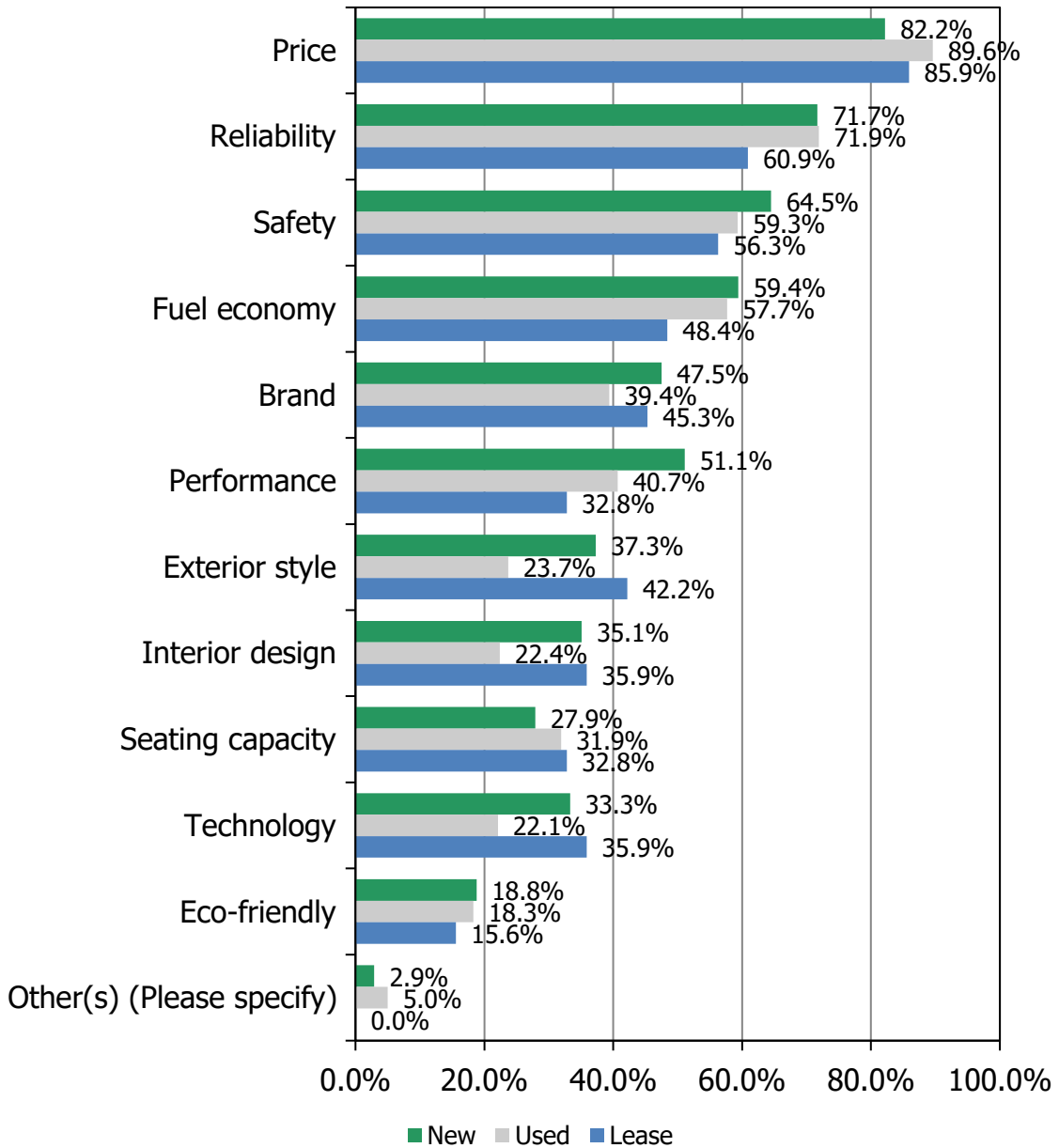
Unweighted Base: Price (n=566), Reliability (n=465), Safety (n=402), Fuel economy (n=378), Brand (n=285), Performance (n=291), Exterior style (n=205), Interior design (n=191), Seating capacity (n=199), Technology (n=185), Eco-friendly (n=120), Other(s) (Please specify) (n=24), Sample Size = 657

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Q21 by Type of Next Vehicle Purchase: How long are you willing to travel to get the best deal on your next vehicle? Enter a number in minutes.

Less than 30 minutes
- New: 13.4%
- Used: 9.5%
- Lease: 15.6%

30 to 59 minutes
- New: 36.6%
- Used: 34.5%
- Lease: 56.3%

1 to 1.5 hours
- New: 36.2%
- Used: 35.4%
- Lease: 21.9%

More than 1.5 hours
- New: 13.8%
- Used: 20.6%
- Lease: 6.3%

■ New ■ Used ■ Lease

Unweighted Base: Less than 30 minutes (n=77), 30 to 59 minutes (n=246), 1 to 1.5 hours (n=226), More than 1.5 hours (n=107), Sample Size = 656
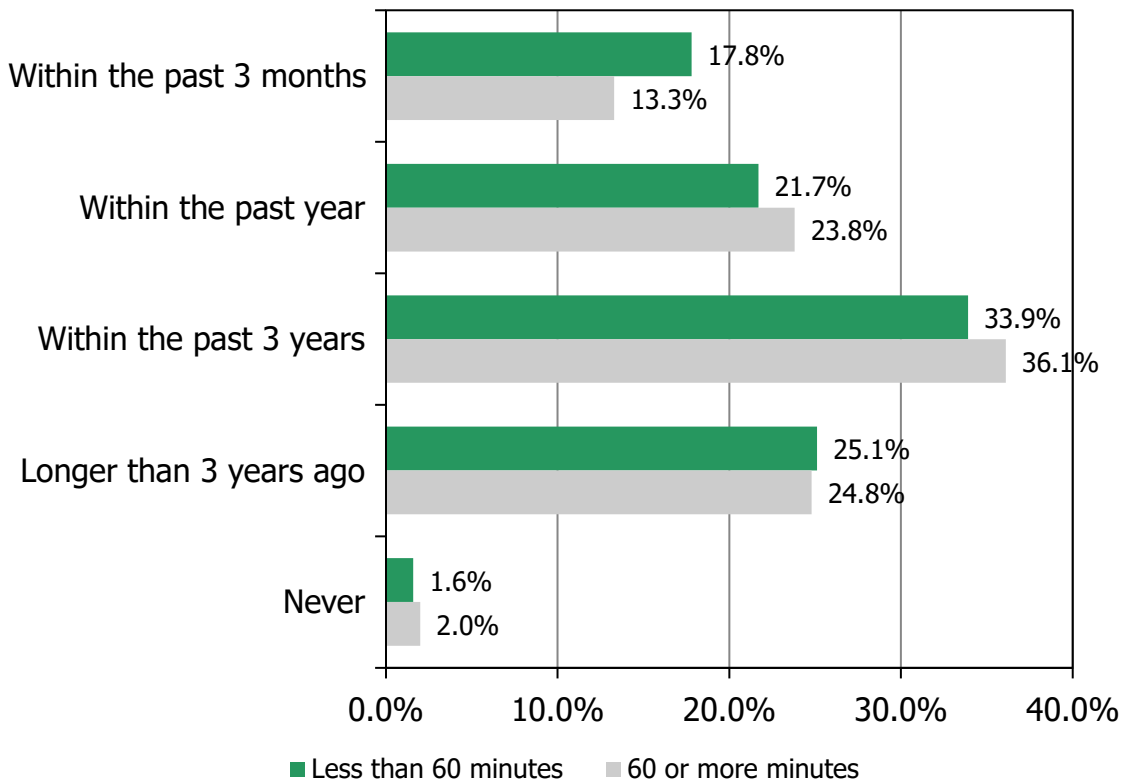
Travel Time to Purchase

Q3 by Travel Time to Purchase: When was the last time you purchased/leased a vehicle for your household from a dealership? Select one.

Category	Less than 60 minutes	60 or more minutes
Within the past 3 months	17.8%	13.3%
Within the past year	21.7%	23.8%
Within the past 3 years	33.9%	36.1%
Longer than 3 years ago	25.1%	24.8%
Never	1.6%	2.0%

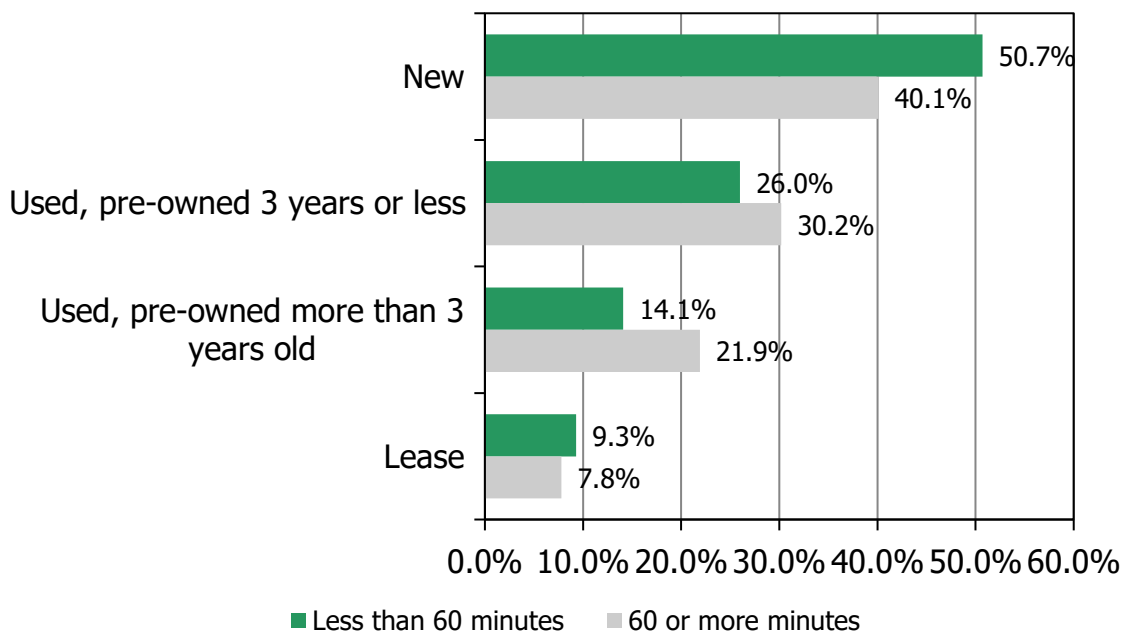■ Less than 60 minutes   ■ 60 or more minutes

Unweighted Base: Within the past 3 months (n=120), Within the past year (n=176), Within the past 3 years (n=271), Longer than 3 years ago (n=193), Never (n=14), Sample Size = 774

Q4 by Travel Time to Purchase: Was the most recent vehicle you purchased/leased for your household from a dealership new or used? Select one.

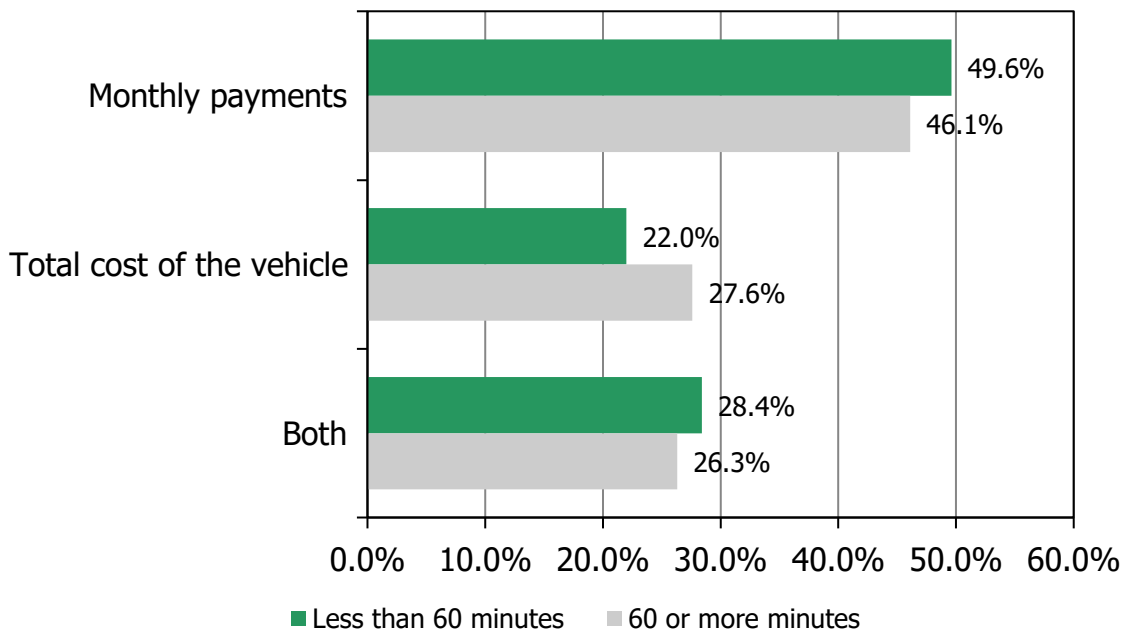|	Less than 60 minutes	60 or more minutes
New	50.7%	40.1%
Used, pre-owned 3 years or less	26.0%	30.2%
Used, pre-owned more than 3 years old	14.1%	21.9%
Lease	9.3%	7.8%

Unweighted Base: New (n=345), Used, pre-owned 3 years or less (n=214), Used, pre-owned more than 3 years old (n=137), Lease (n=65), Sample Size = 761

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Q5 by Travel Time to Purchase: When you purchased/leased a vehicle from the dealership, how did you decide your budget? Select one.

Monthly payments
- Less than 60 minutes: 49.6%
- 60 or more minutes: 46.1%

Total cost of the vehicle
- Less than 60 minutes: 22.0%
- 60 or more minutes: 27.6%

Both
- Less than 60 minutes: 28.4%
- 60 or more minutes: 26.3%
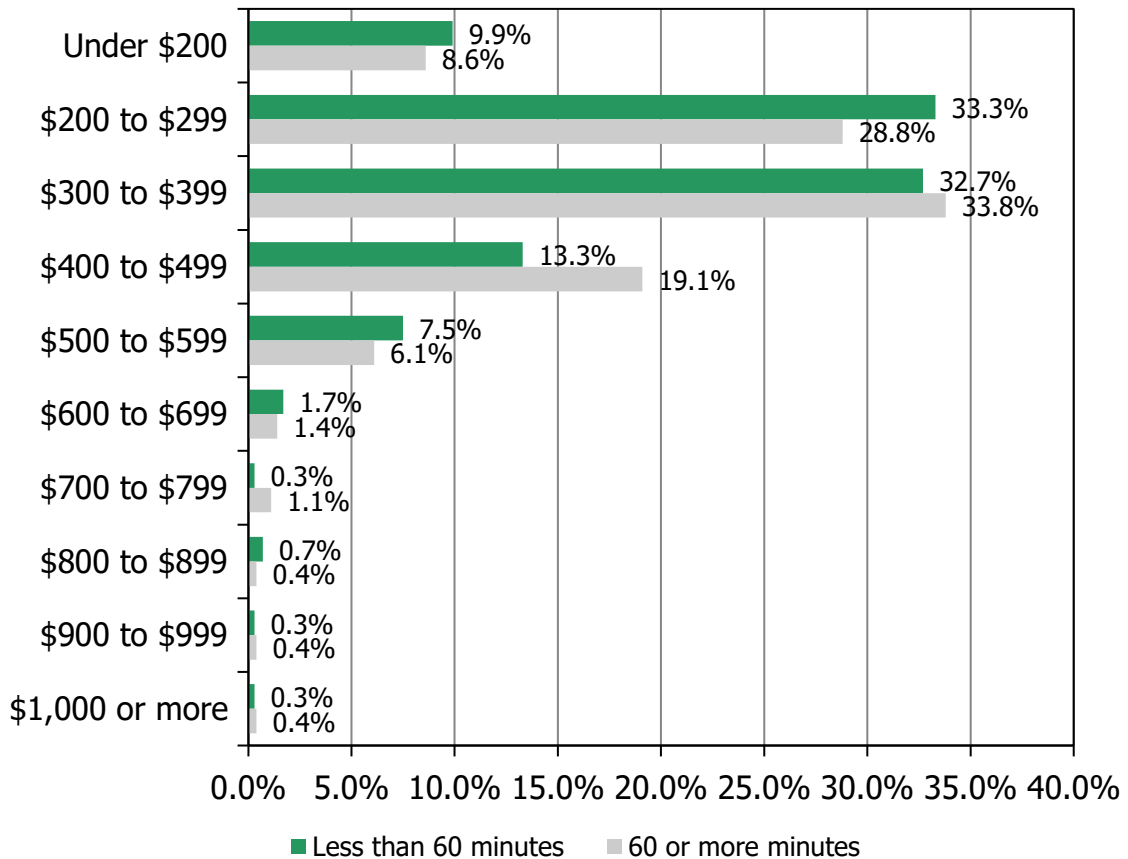
■ Less than 60 minutes ▢ 60 or more minutes

Unweighted Base: Monthly payments (n=364), Total cost of the vehicle (n=189), Both (n=208), Sample Size = 761
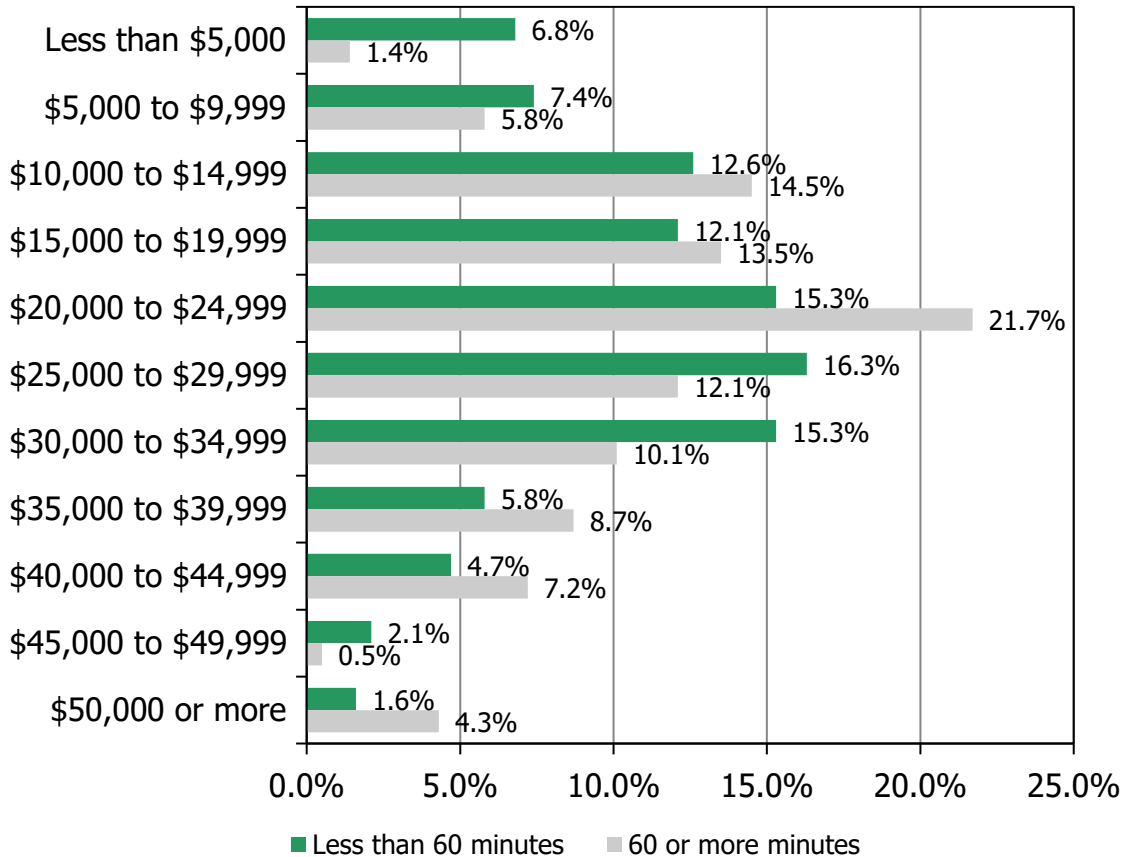
Q6 by Travel Time to Purchase (If monthly payments/both): What was your monthly budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	Less than 60 minutes	60 or more minutes
Under $200	9.9%	8.6%
$200 to $299	33.3%	28.8%
$300 to $399	32.7%	33.8%
$400 to $499	13.3%	19.1%
$500 to $599	7.5%	6.1%
$600 to $699	1.7%	1.4%
$700 to $799	0.3%	1.1%
$800 to $899	0.7%	0.4%
$900 to $999	0.3%	0.4%
$1,000 or more	0.3%	0.4%

■ Less than 60 minutes   ■ 60 or more minutes

Unweighted Base: Under $200 (n=53), $200 to $299 (n=178), $300 to $399 (n=190), $400 to $499 (n=92), $500 to $599 (n=39), $600 to $699 (n=9), $700 to $799 (n=4), $800 to $899 (n=3), $900 to $999 (n=2), $1,000 or more (n=2), Sample Size = 572
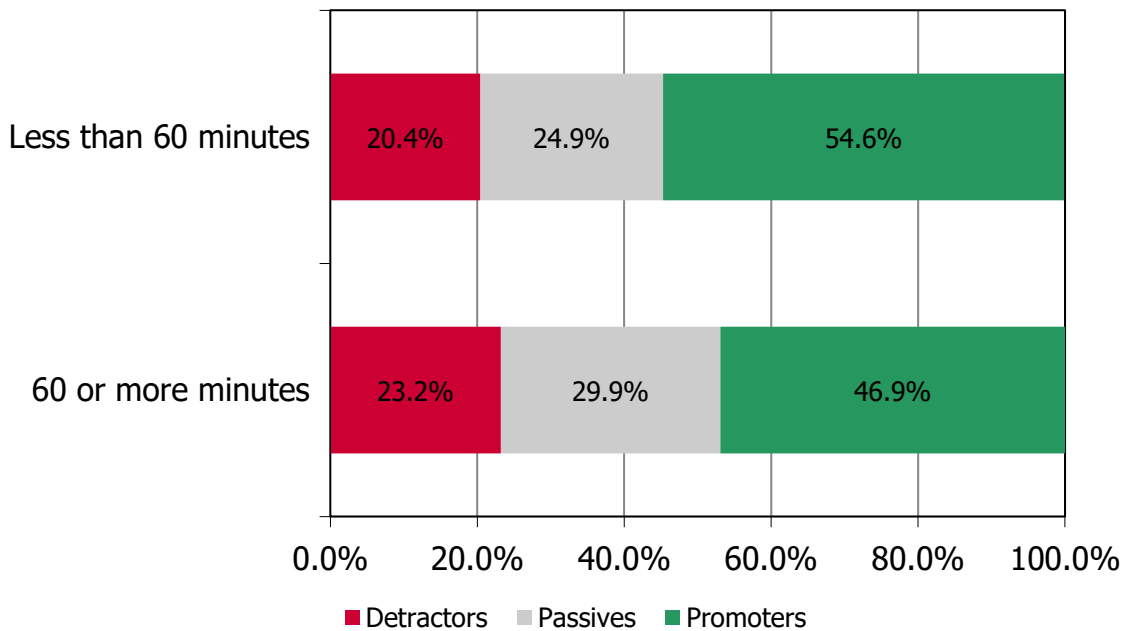
Q7 by Travel Time to Purchase (If total cost of the vehicle/both): What was your total budget for your most recent vehicle purchased/leased from a dealership? Select one.

Budget	Less than 60 minutes	60 or more minutes
Less than $5,000	6.8%	1.4%
$5,000 to $9,999	7.4%	5.8%
$10,000 to $14,999	12.6%	14.5%
$15,000 to $19,999	12.1%	13.5%
$20,000 to $24,999	15.3%	21.7%
$25,000 to $29,999	16.3%	12.1%
$30,000 to $34,999	15.3%	10.1%
$35,000 to $39,999	5.8%	8.7%
$40,000 to $44,999	4.7%	7.2%
$45,000 to $49,999	2.1%	0.5%
$50,000 or more	1.6%	4.3%

■ Less than 60 minutes　■ 60 or more minutes

Unweighted Base: Less than $5,000 (n=16), $5,000 to $9,999 (n=26), $10,000 to $14,999 (n=54), $15,000 to $19,999 (n=51), $20,000 to $24,999 (n=74), $25,000 to $29,999 (n=56), $30,000 to $34,999 (n=50), $35,000 to $39,999 (n=29), $40,000 to $44,999 (n=24), $45,000 to $49,999 (n=5), $50,000 or more (n=12), Sample Size = 397

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Q9 by Travel Time to Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.

Less than 60 minutes
- Detractors: 20.4%
- Passives: 24.9%
- Promoters: 54.6%

60 or more minutes
- Detractors: 23.2%
- Passives: 29.9%
- Promoters: 46.9%

■ Detractors ■ Passives ■ Promoters

Unweighted Base: Less than 60 minutes (n=377), 60 or more minutes (n=384), Sample Size = 761

All Dealerships

Q9 NPS by Travel Time to Purchase: How likely would you be to recommend [Insert dealership from prior question] to a friend or family member? Select a rating.
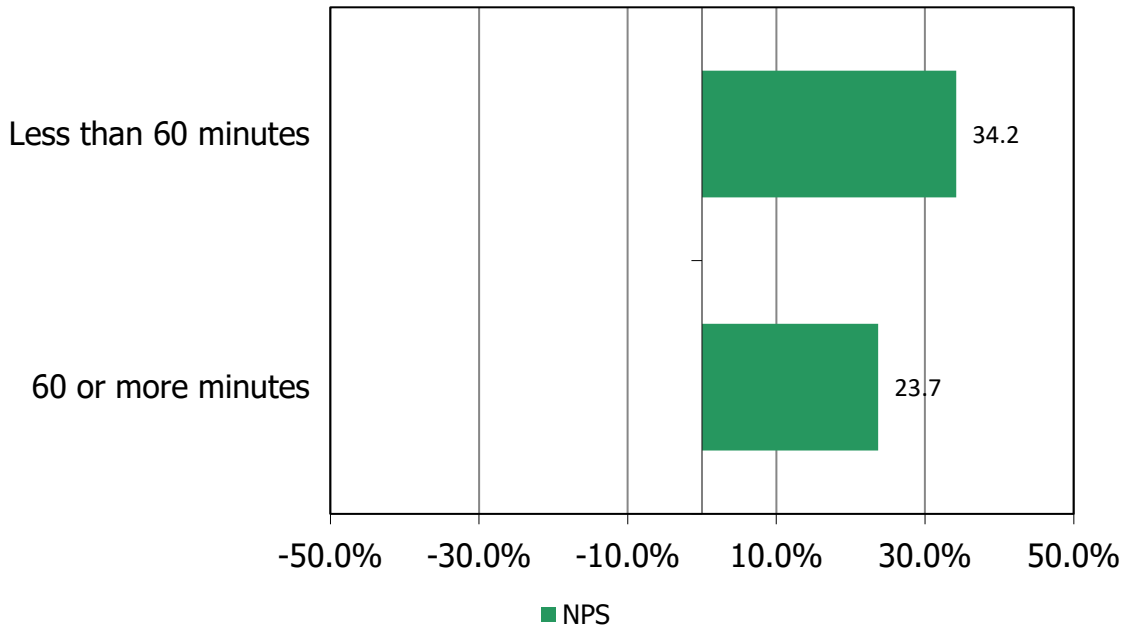
NPS is calculated using a 0 to 10 scale with "10" being very likely to recommend. The score is calculated by subtracting the percentage of detractors (those who rate a company 0 to 6) from the promoters (those who rate a company 9 or 10). Passives, or those who could be swayed to being a promoter or a detractor, are those who rate a company a 7 or 8. NPS scores range from -100 to +100.
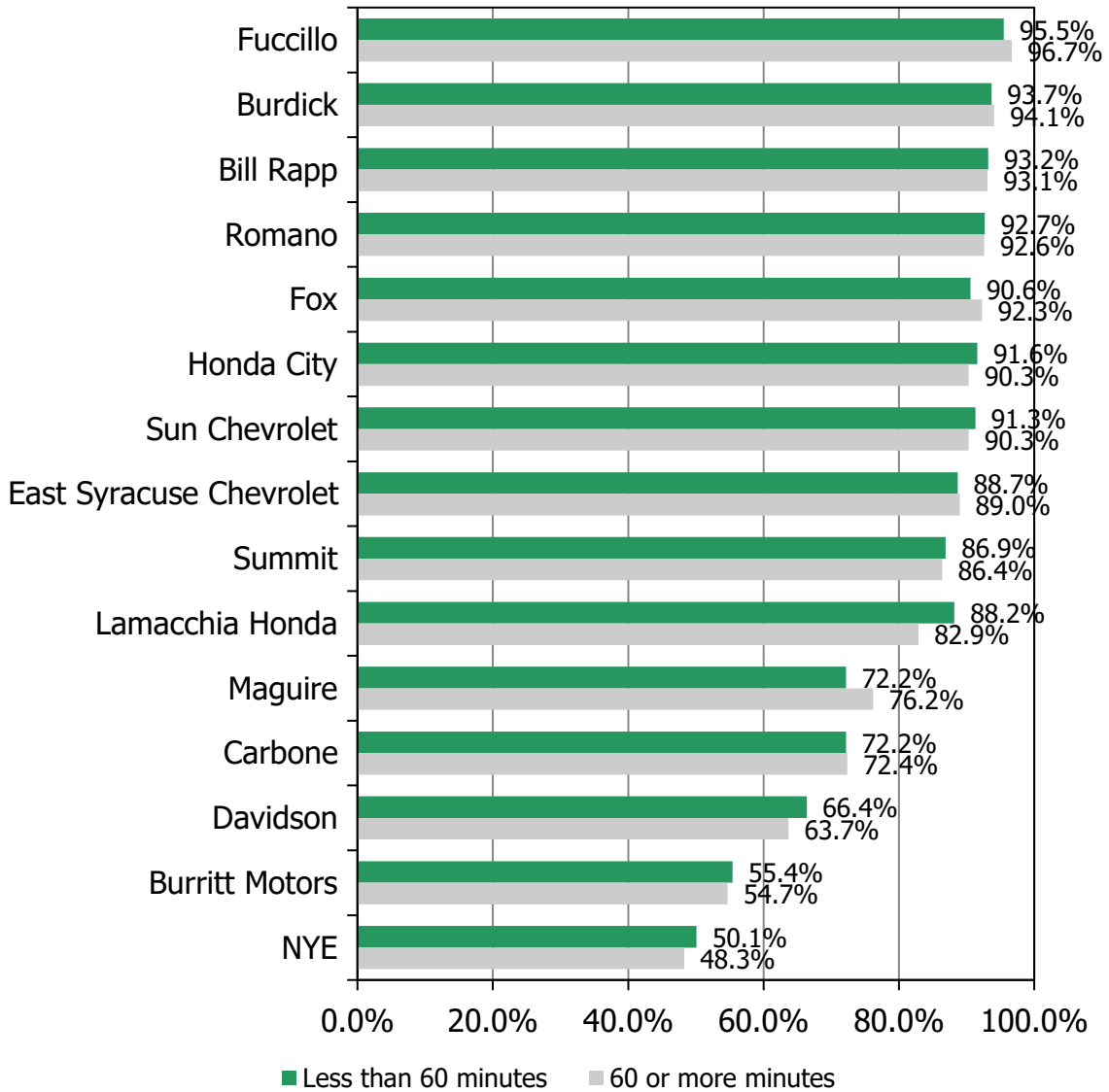

Less than 60 minutes: 34.2

60 or more minutes: 23.7

-50.0% -30.0% -10.0% 10.0% 30.0% 50.0%

■ NPS

Unweighted Base: Less than 60 minutes (n=377), 60 or more minutes (n=384), Sample Size = 761

Q11 by Travel Time to Purchase: Dealership Awareness

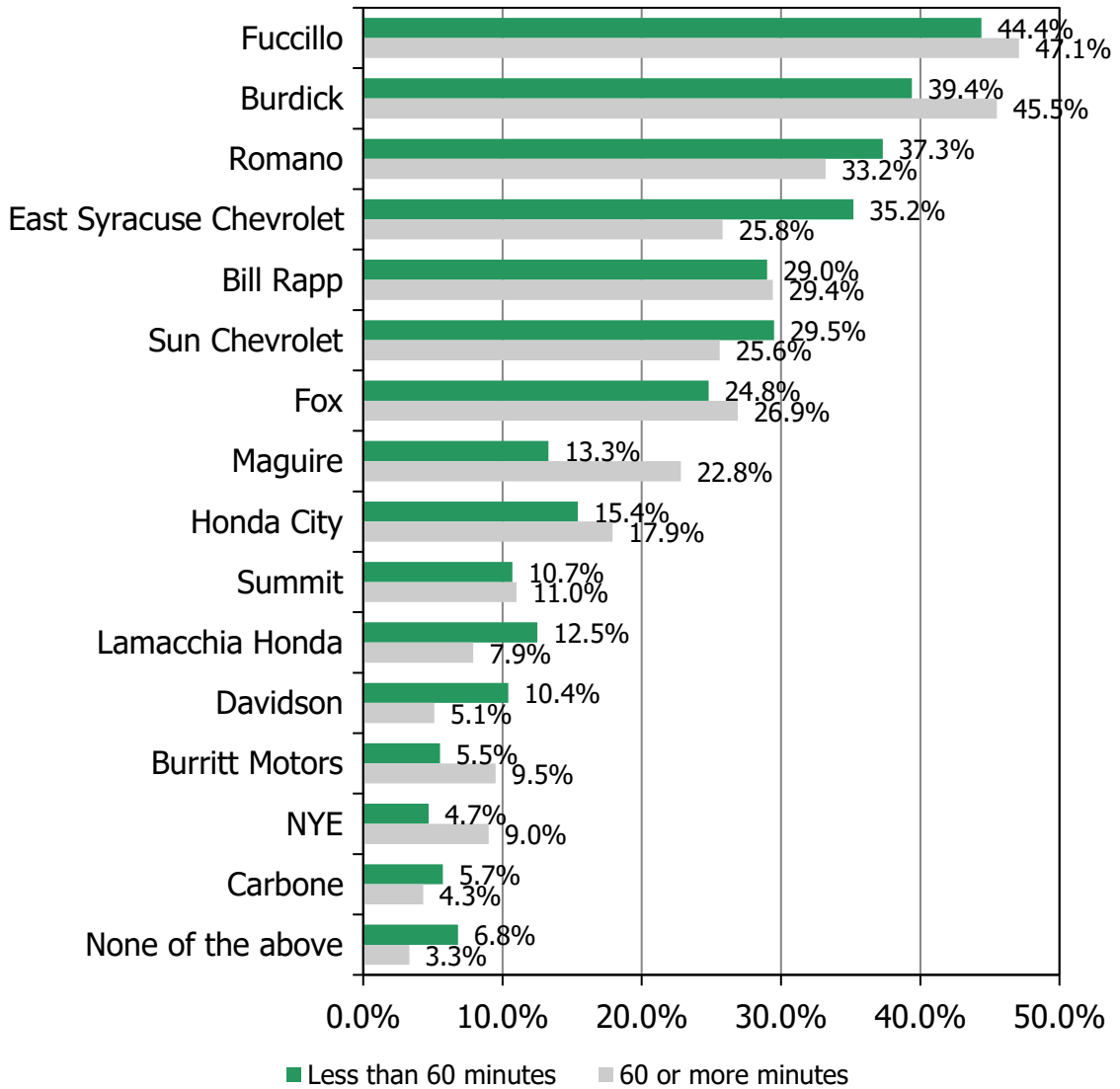

Dealer	Less than 60 minutes	60 or more minutes
Fuccillo	95.5%	96.7%
Burdick	93.7%	94.1%
Bill Rapp	93.2%	93.1%
Romano	92.7%	92.6%
Fox	90.6%	92.3%
Honda City	91.6%	90.3%
Sun Chevrolet	91.3%	90.3%
East Syracuse Chevrolet	88.7%	89.0%
Summit	86.9%	86.4%
Lamacchia Honda	88.2%	82.9%
Maguire	72.2%	76.2%
Carbone	72.2%	72.4%
Davidson	66.4%	63.7%
Burritt Motors	55.4%	54.7%
NYE	50.1%	48.3%

■ Less than 60 minutes   ▢ 60 or more minutes

Unweighted Base: Fuccillo (n=742), Burdick (n=725), Bill Rapp (n=719), Romano (n=715), Fox (n=706), Honda City (n=702), Sun Chevrolet (n=701), East Syracuse Chevrolet (n=686), Summit (n=669), Lamacchia Honda (n=660), Maguire (n=573), Carbone (n=558), Davidson (n=502), Burritt Motors (n=425), NYE (n=380), Sample Size = 774
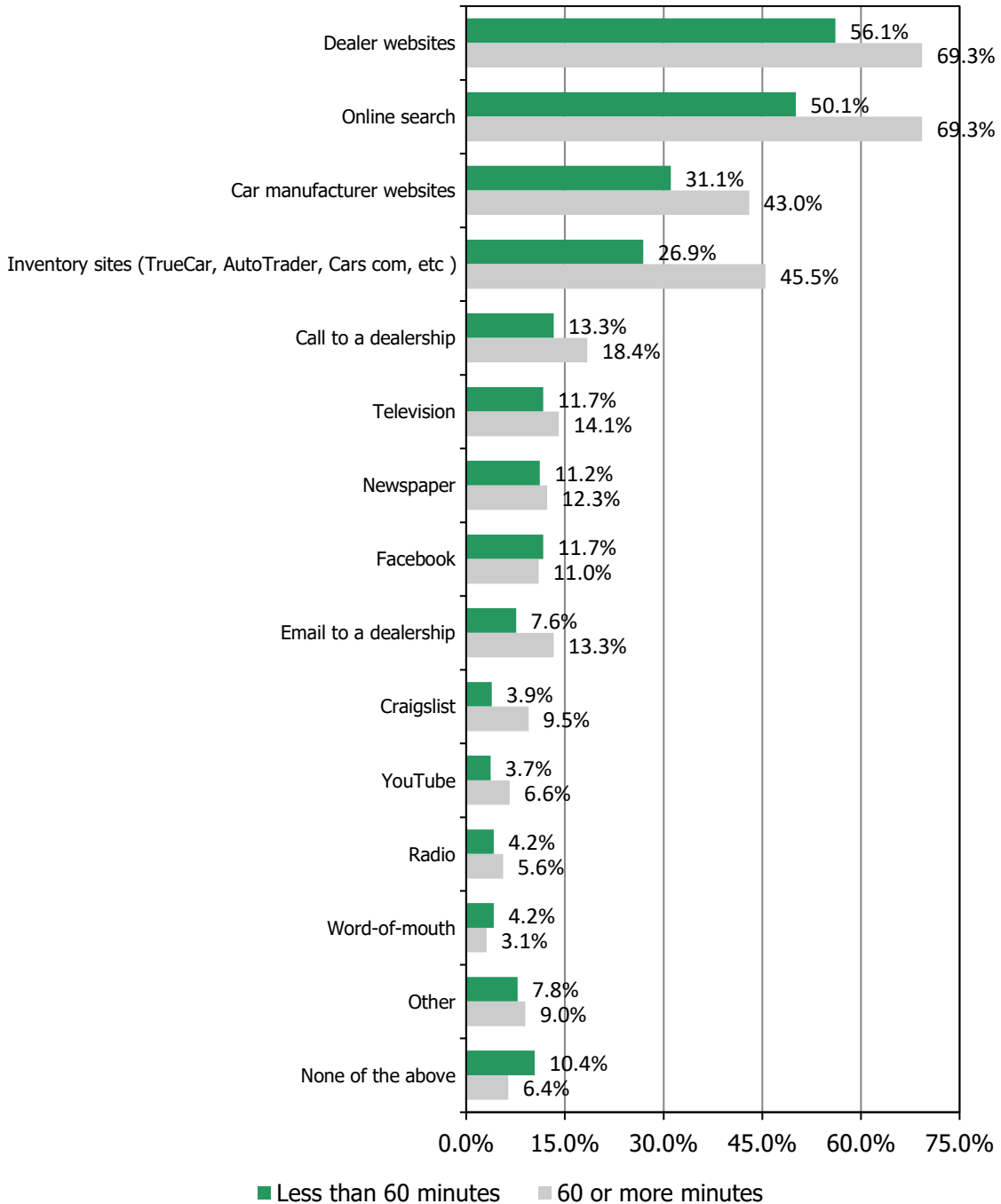
Q13 by Travel Time to Purchase: Which of the following dealerships are you most familiar with? Select up to 5.

Dealership	Less than 60 minutes	60 or more minutes
Fuccillo	44.4%	47.1%
Burdick	39.4%	45.5%
Romano	37.3%	33.2%
East Syracuse Chevrolet	35.2%	25.8%
Bill Rapp	29.0%	29.4%
Sun Chevrolet	29.5%	25.6%
Fox	24.8%	26.9%
Maguire	13.3%	22.8%
Honda City	15.4%	17.9%
Summit	10.7%	11.0%
Lamacchia Honda	12.5%	7.9%
Davidson	10.4%	5.1%
Burritt Motors	5.5%	9.5%
NYE	4.7%	9.0%
Carbone	5.7%	4.3%
None of the above	6.8%	3.3%

■ Less than 60 minutes   ■ 60 or more minutes

Unweighted Base: Fuccillo (n=354), Burdick (n=329), Romano (n=273), East Syracuse Chevrolet (n=236), Bill Rapp (n=226), Sun Chevrolet (n=213), Fox (n=200), Maguire (n=140), Honda City (n=129), Summit (n=84), Lamacchia Honda (n=79), Davidson (n=60), Burritt Motors (n=58), NYE (n=53), Carbone (n=39), None of the above (n=39), Sample Size = 774
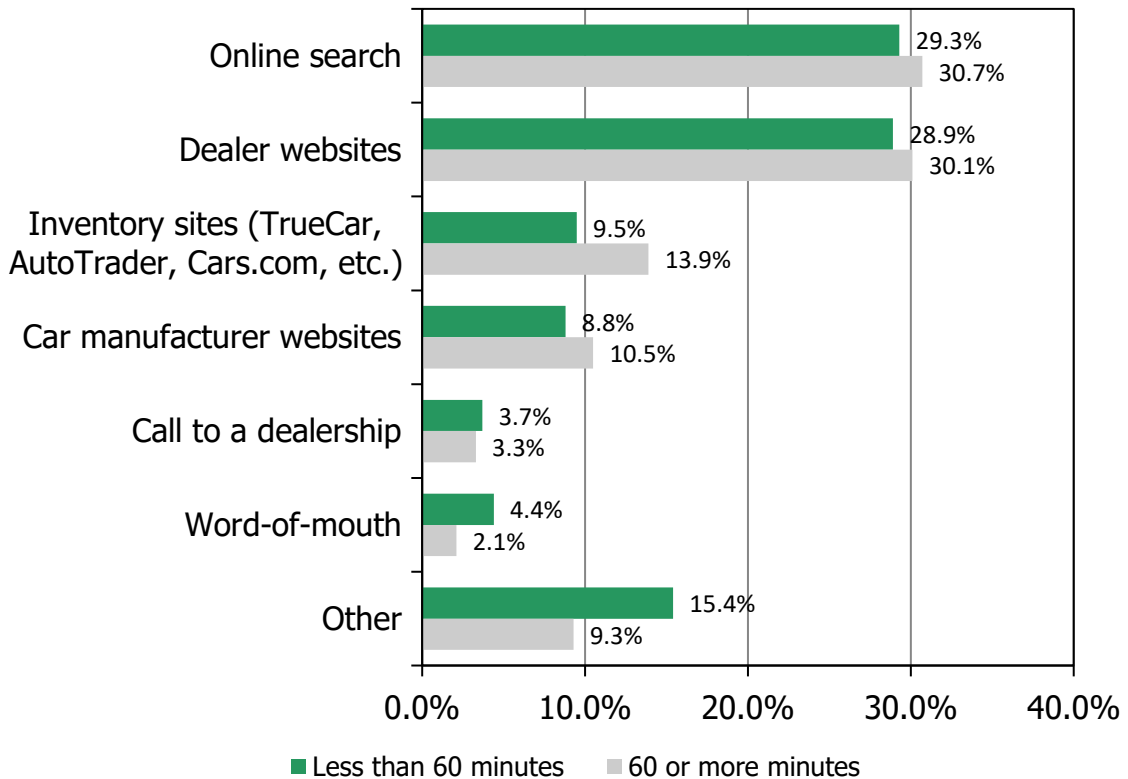
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Q15 by Travel Time to Purchase: When you are shopping for a new or used vehicle, which of the following sources do you use prior to visiting the dealership? Select all that apply.

Source	Less than 60 minutes	60 or more minutes
Dealer websites	56.1%	69.3%
Online search	50.1%	69.3%
Car manufacturer websites	31.1%	43.0%
Inventory sites (TrueCar, AutoTrader, Cars com, etc)	26.9%	45.5%
Call to a dealership	13.3%	18.4%
Television	11.7%	14.1%
Newspaper	11.2%	12.3%
Facebook	11.7%	11.0%
Email to a dealership	7.6%	13.3%
Craigslist	3.9%	9.5%
YouTube	3.7%	6.6%
Radio	4.2%	5.6%
Word-of-mouth	4.2%	3.1%
Other	7.8%	9.0%
None of the above	10.4%	6.4%

■ Less than 60 minutes   ■ 60 or more minutes

Unweighted Base: Dealer websites (n=486), Online search (n=463), Car manufacturer websites (n=287), Inventory sites (TrueCar, AutoTrader, Cars com, etc.) (n=281), Call to a dealership (n=123), Television (n=100), Newspaper (n=91), Facebook (n=88), Email to a dealership (n=81), Craigslist (n=52), YouTube (n=40), Radio (n=38), Word-of-mouth (n=28), None of the above (n=65), Other (n=65), Sample Size = 774

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Q16 by Travel Time to Purchase: Which of the following would be your main source of information prior to visiting the dealership? Select one.

Source	Less than 60 minutes	60 or more minutes
Online search	29.3%	30.7%
Dealer websites	28.9%	30.1%
Inventory sites (TrueCar, AutoTrader, Cars.com, etc.)	9.5%	13.9%
Car manufacturer websites	8.8%	10.5%
Call to a dealership	3.7%	3.3%
Word-of-mouth	4.4%	2.1%
Other	15.4%	9.3%

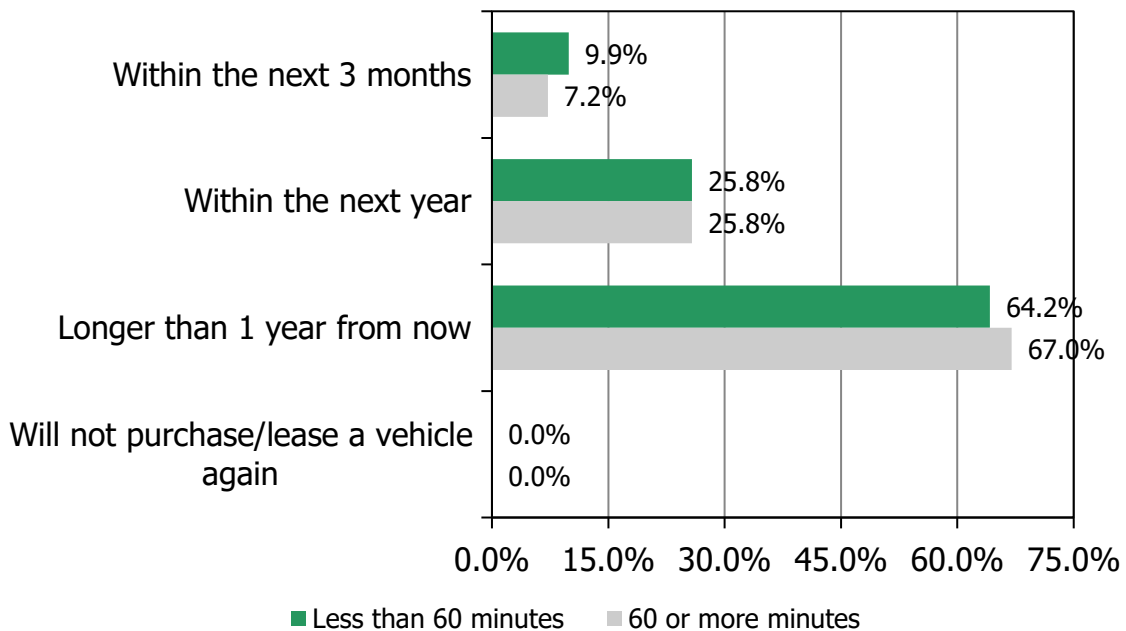■ Less than 60 minutes   ■ 60 or more minutes

Unweighted Base: Online search (n=182), Dealer websites (n=179), Inventory sites (TrueCar, AutoTrader, Cars.com, etc..) (n=72), Car manufacturer websites (n=59), Call to a dealership (n=21), Word-of-mouth (n=19), Other (n=73), Sample Size = 605

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Q17 by Travel Time to Purchase: When are you likely to purchase/lease your next vehicle for your household? Select one.

Within the next 3 months
- 9.9%
- 7.2%

Within the next year
- 25.8%
- 25.8%

Longer than 1 year from now
- 64.2%
- 67.0%

Will not purchase/lease a vehicle again
- 0.0%
- 0.0%

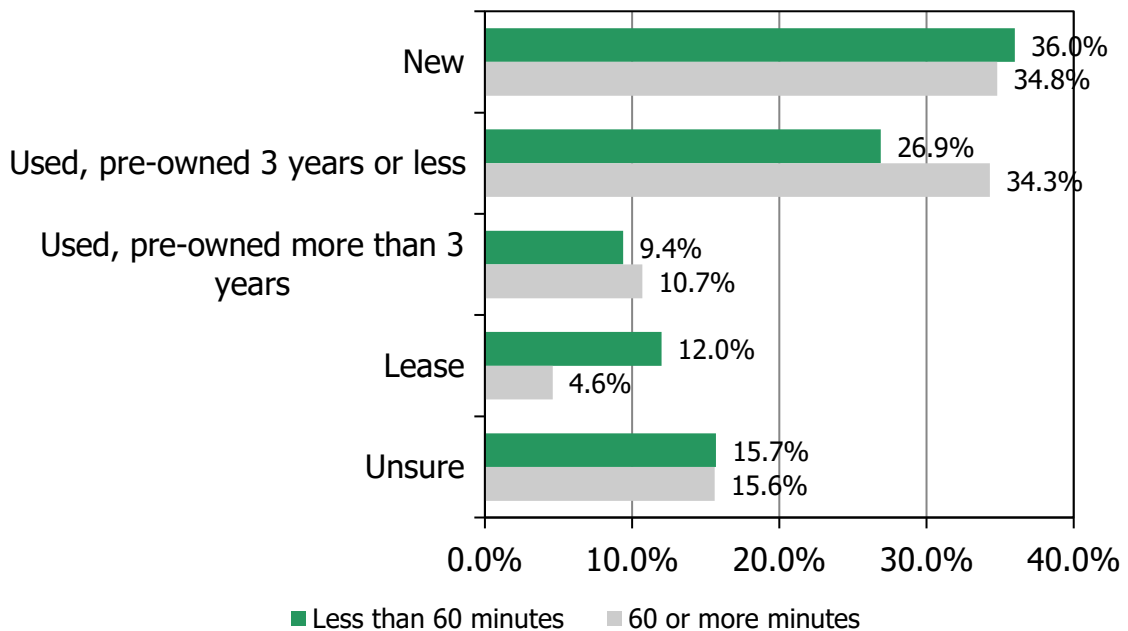■ Less than 60 minutes   ■ 60 or more minutes

Unweighted Base: Within the next 3 months (n=66), Within the next year (n=200), Longer than 1 year from now (n=508), Will not purchase/lease a vehicle again (n=0), Sample Size = 774

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Q18 by Travel Time to Purchase: What type of vehicle are you most likely to purchase next for your household? Select one.

	Less than 60 minutes	60 or more minutes
New	36.0%	34.8%
Used, pre-owned 3 years or less	26.9%	34.3%
Used, pre-owned more than 3 years	9.4%	10.7%
Lease	12.0%	4.6%
Unsure	15.7%	15.6%

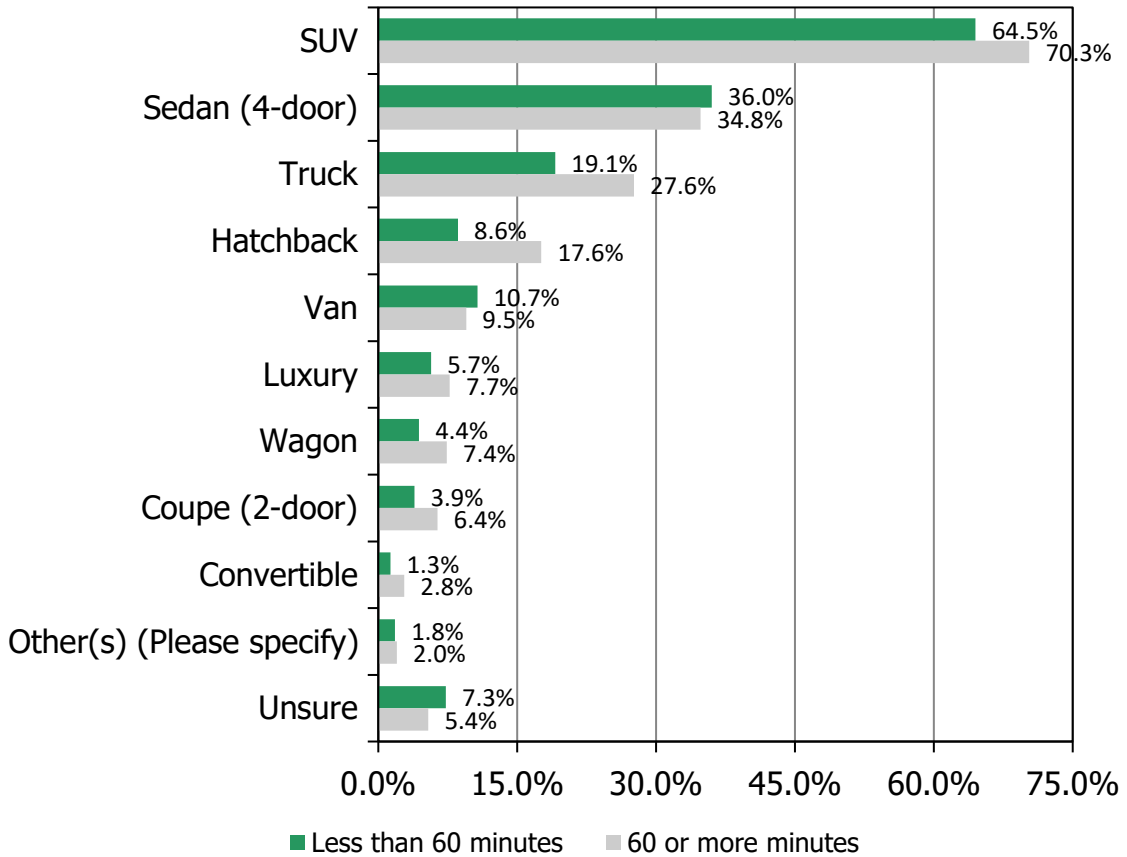■ Less than 60 minutes　■ 60 or more minutes

Unweighted Base: New (n=274), Used, pre-owned 3 years or less (n=237), Used, pre-owned more than 3 years (n=78), Lease (n=64), Unsure (n=121), Sample Size = 774

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Q19 by Travel Time to Purchase: Which of the following vehicles classes would you consider for your next vehicle purchase? Select all that apply.

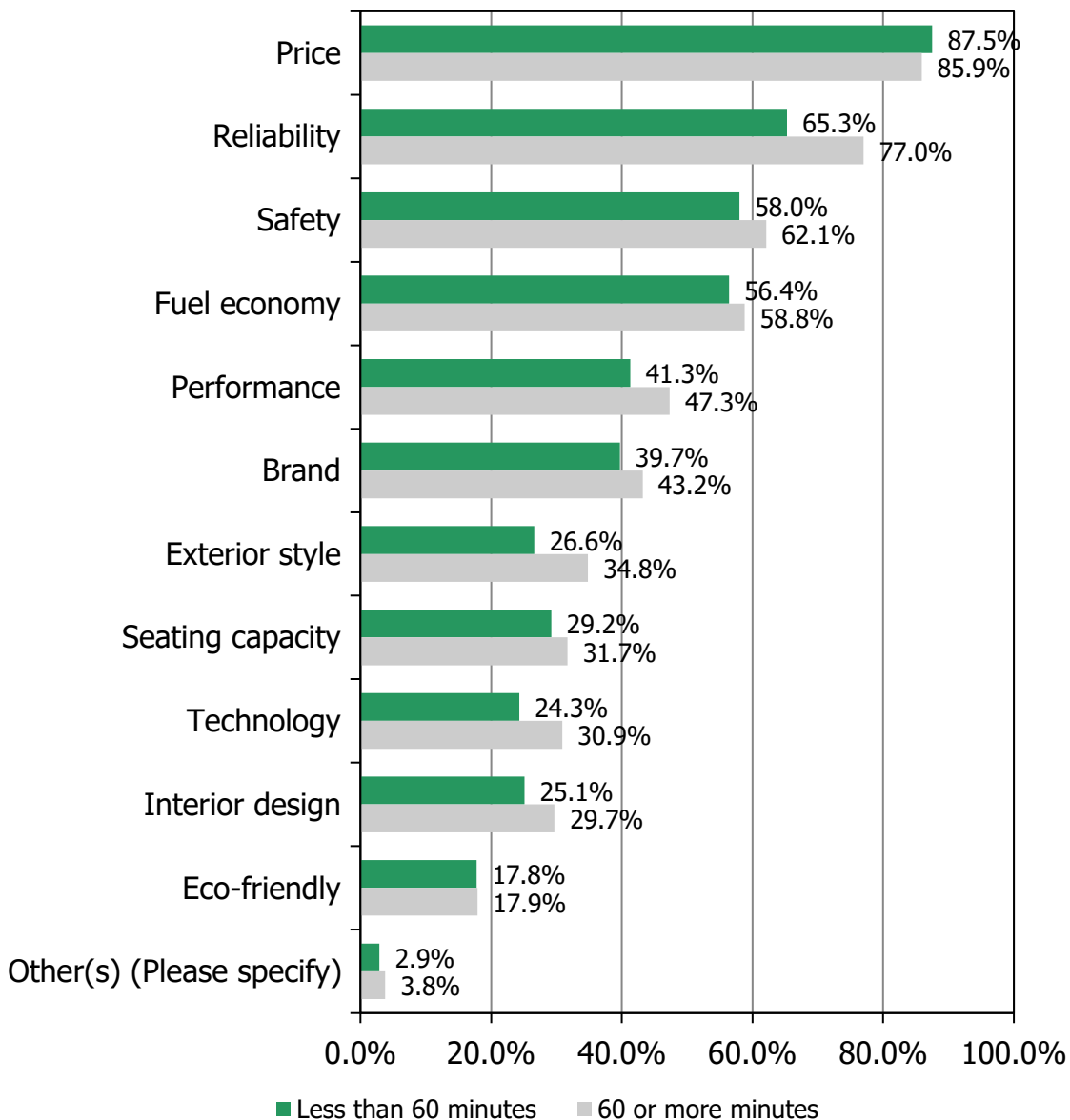| Vehicle Class	Less than 60 minutes	60 or more minutes
SUV	64.5%	70.3%
Sedan (4-door)	36.0%	34.8%
Truck	19.1%	27.6%
Hatchback	8.6%	17.6%
Van	10.7%	9.5%
Luxury	5.7%	7.7%
Wagon	4.4%	7.4%
Coupe (2-door)	3.9%	6.4%
Convertible	1.3%	2.8%
Other(s) (Please specify)	1.8%	2.0%
Unsure	7.3%	5.4%

■ Less than 60 minutes ■ 60 or more minutes

Unweighted Base: SUV (n=522), Sedan (4-door) (n=274), Truck (n=181), Hatchback (n=102), Van (n=78), Luxury (n=52), Unsure (n=49), Wagon (n=46), Coupe (2-door) (n=40), Convertible (n=16), Other(s) (Please specify) (n=15), Sample Size = 774

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Q20 by Travel Time to Purchase: What factor(s) will matter most to you for your next vehicle purchase? Select all that apply.

Factor	Less than 60 minutes	60 or more minutes
Price	87.5%	85.9%
Reliability	65.3%	77.0%
Safety	58.0%	62.1%
Fuel economy	56.4%	58.8%
Performance	41.3%	47.3%
Brand	39.7%	43.2%
Exterior style	26.6%	34.8%
Seating capacity	29.2%	31.7%
Technology	24.3%	30.9%
Interior design	25.1%	29.7%
Eco-friendly	17.8%	17.9%
Other(s) (Please specify)	2.9%	3.8%

■ Less than 60 minutes   ▢ 60 or more minutes

Unweighted Base: Price (n=671), Reliability (n=551), Safety (n=465), Fuel economy (n=446), Performance (n=343), Brand (n=321), Exterior style (n=238), Seating capacity (n=236), Technology (n=214), Interior design (n=212), Eco-friendly (n=138), Other(s) (Please specify) (n=26), Sample Size = 774

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