



**CarGurus Family Driving Survey
September, 2016**

The CarGurus Family Driving survey gathered online responses from 1400 parents with children 18 or younger on their family driving behaviors and vehicle needs.

Which of the following best describes your current primary family car (defined as the car you use primarily when driving with your children)?

- SUV - 36%
- Sedan - 20%
- Minivan – 16%
- Crossover – 9%
- Pickup Truck – 7%
- Wagon/hatchback - 7%
- Other - 6%
- We do not have a car – 0%

Does your current primary family car meet the needs of your family?

- Yes, our primary family car meets the needs of our family – 88%
- No, our primary family car is lacking and does not meet our family's needs – 12%

Which of the following activities influenced your choice of family car? (Check all that apply)

- Transporting kids' sports equipment – 45%
- Transporting infant stroller – 33%
- Transporting pets – 31%
- Regular travel to a vacation home – 29%
- Family camping – 27%
- Carpooling with other families – 23%
- Transporting kids' musical instruments – 16%
- Family skiing – 6%

On a scale of 1 (not important) to 7 (very important), please rate the relative importance of the following features if you were considering a family car purchase today.

	1 (not important)	2	3	4	5	6	7 (very important)
Safety record for the vehicle	1%	1%	1%	5%	13%	22%	57%
Price	1%	1%	2%	7%	13%	17%	59%
Fuel Efficiency	1%	1%	3%	13%	22%	25%	35%
High capacity cargo storage/trunk space	2%	1%	3%	15%	25%	26%	28%
Safety technology features (such as video back up camera, air bags)	3%	3%	7%	13%	18%	21%	35%
Driving enjoyment	4%	3%	5%	16%	25%	20%	27%
Seating capacity of greater than 5 seats	12%	8%	10%	14%	13%	15%	28%
Resale value	9%	8%	12%	20%	23%	14%	14%
Sized to fit in our garage or other parking spot	18%	6%	9%	15%	17%	14%	21%
Impact on the environment	13%	9%	12%	21%	20%	11%	14%
Entertainment technology features (such as blue tooth or video screens)	19%	9%	12%	19%	16%	12%	12%
Convenience features (such as automatic tail gate lift)	18%	12%	14%	21%	18%	8%	9%

What are the ages of your children (aged 17 or younger only)?

	Infant	1 - <5 years old	5 - <10 years old	10 - <14 years old	14 - <18 years old
Child 1	4%	19%	21%	23%	33%
Child 2	4%	20%	27%	28%	21%
Child 3	6%	23%	28%	26%	17%
Child 4	5%	27%	36%	20%	12%
Child 5	16%	16%	40%	20%	8%
Child 6	7%	27%	33%	13%	20%

Which of the following best describes where you live?

- Suburb of a city with public transportation - 32%
- Rural area – 28%
- City – 22%
- Suburb of a city without public transportation - 18%

How often do you (or your spouse/co-parent) drive your children to/from school or extracurricular activities during the school year?

- 0 days a week – 12%
- 1-2 days a week – 18%
- 3-4 days a week - 20 %
- 5 or more days a week – 50%

How many miles a week do you estimate you cover driving your children to and from school, extracurricular activities and family errands?

- Less than 50 miles per week – 47%
- 50-100 miles per week - 30%
- 101-150 miles per week – 13%
- 151-200 miles per week – 6%
- 201 or more miles per week – 4%

How much time do you estimate you spend driving your children to and from school, extracurricular activities and family errands?

- Less than 1 hour per week – 16%
- 1-2 hours per week – 25%
- 2-4 hours per week – 31%
- 4-6 hours per week – 17%
- More than 6 hours per week – 11%

Which of the following things do you allow your children to do while driving with you in your car? (Please check all that apply)

- Eat food – 78%
- Read – 72%
- Use their mobile devices – 68%
- Choose the radio station or music we play – 59%
- Watch videos on our vehicle's entertainment system – 28%

When are you most likely to have a conversation with your children about their day?

- At the dinner table – 45%
- While driving with them in the car – 45%
- At their bed time – 10%

Contact:

Brian Kramer

CarGurus

617-949-2826

pr@cargurus.com

###