

# NEW vs USED



One of the most basic decisions any car shopper needs to make is whether to buy new or used. According to the [Edmunds.com/Added Value survey](http://Edmunds.com/Added Value survey)...

43%

Of car shoppers say they will  
only consider  
NEW



24%

Of car shoppers say they will  
only consider  
USED



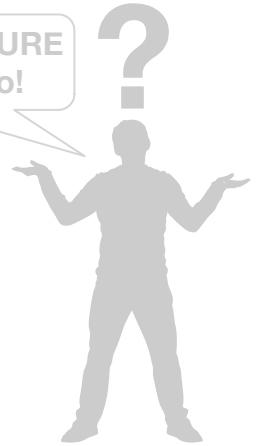
# NEW vs USED



Of car shoppers say they are

open to  
**BOTH**  
OPTIONS

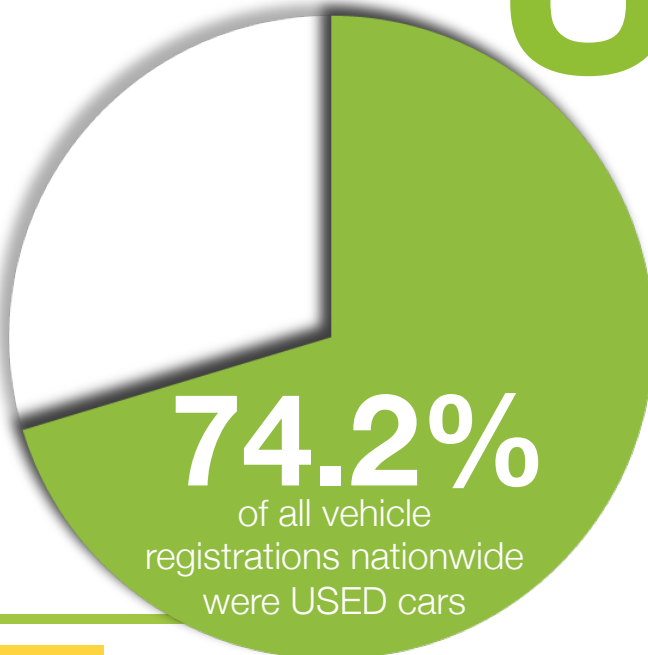
3% of us are **UNSURE**  
which way to go!



**However...**

actual data skews more toward

# USED



**(ALTHOUGH  
THIS WAS LOWEST  
RATE OF USED CAR  
REGISTRATIONS  
in the last five years)**

Source: Polk

# NEW vs USED

Used car buyers are  
**4** YEARS YOUNGER  
than new car buyers

Source: Polk



**That gap has narrowed since 2009**

when the average age of a new car buyer spiked to **6.5 years** older than the average age of a used car buyer at the height of the recession.



Source: Polk