

Overall, does your dealership expect economic conditions to improve, stay the same, or decline in the auto industry over the next quarter?

	Q3	Q4	Q1
IMPROVE	36%	50%	42%
STAY SAME	58%	39%	48%
DECLINE	6%	11%	9%

Does your dealership plan to expand its business over the next quarter? (i.e. add new equipment, enhance your building/property)

	Q3	Q4	Q1
YES	30%	38%	34%
NO	70%	62%	66%

What percentage of the following categories makes up your total retail automobile sales?

	Q3	Q4	Q1
PRIME	39%	40%	36%
BHPH	33%	36%	40%
SUBPRIME	28%	24%	24%

Do you expect your dealership's credit availability to expand, stay the same or reduce over the next quarter?

	Q3	Q4	Q1
EXPAND	29%	31%	21%
STAY SAME	68%	67%	73%
REDUCE	3%	2%	6%

Do you anticipate your dealership's total expenses (cost of business) to increase, stay the same or decrease over the next quarter?

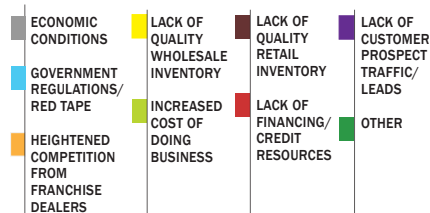
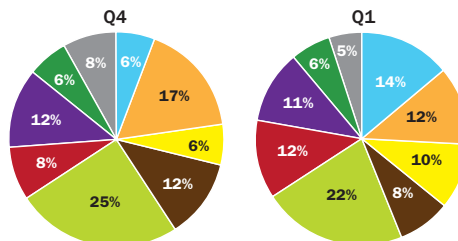
	Q3	Q4	Q1
INCREASE	45%	57%	66%
STAY SAME	46%	37%	29%
DECREASE	9%	9%	5%

Considering the following marketing channels, please indicate the level of investment your dealership plans to make over the next quarter.

*ONLINE AND MOBILE

	Increase	Hold	Decrease		Increase	Hold	Decrease
*DIGITAL	52%	45%	3%	NEWSPAPER	4%	58%	38%
TV	5%	62%	33%	OUTDOOR	6%	62%	32%
RADIO	11%	54%	35%	DIRECT MAIL	8%	64%	28%

What is the single most important problem facing your business today?



Do you anticipate your dealership's retail sales to grow, stay the same or decrease over the next quarter?

	Q3	Q4	Q1
GROW	55%	67%	50%
STAY SAME	34%	26%	40%
DECREASE	11%	7%	10%

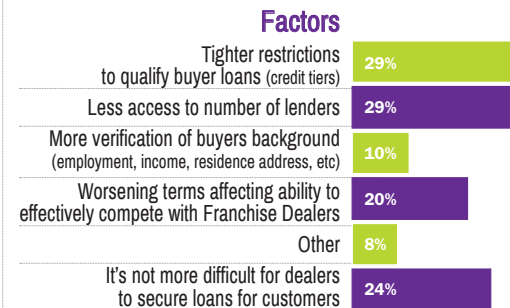
Do you see your dealership's cash flow improving, staying the same, or declining over the next quarter?

	Q3	Q4	Q1
IMPROVE	49%	56%	45%
STAY SAME	45%	33%	37%
DECLINE	6%	11%	18%

Does your dealership expect customer traffic to increase, stay the same or decrease over the next quarter?

	Q3	Q4	Q1
INCREASE	51%	63%	41%
STAY SAME	39%	28%	42%
DECREASE	10%	9%	17%

Which of the following factors are making it more difficult for dealers to secure loans for their customers?



Note: Numbers won't necessarily add up to 100% because dealers can choose more than one response.

In which department does your dealership anticipate hiring new staff over the next quarter?

	Q3	Q4	Q1
SALES	50%	50%	23%
FINANCE	15%	8%	7%
SERVICE	27%	29%	22%
OTHER	8%	13%	6%
DON'T ANTICIPATE HIRING			42%