

**Project:** Vehicles  
**Date:** 9.12.16  
**Location:** Boston, MA

M: Thank you. My name is Jane and I will be your moderator. We will be discussing vehicles, how you shop and what you look for. There are no sales involved; we are only interested in your opinions. Introduce yourself. John, let's start with you. Your name, occupation, who you live with and any hobbies.

R: My name is John and I am a retired Physics teacher. I live with my wife and have four daughters, who are grown and out of the house. I have six grandkids; my youngest is just six months old. I have a lot of hobbies: old cars, old radios, brewing beer – just to name a few.

R: I'm Tim. I work for a waste water management firm and live with my wife and three kids: ages 5, 3 and 18 months. I like to play golf, but most of my time is spent with my kids right now. Hopefully there will be more golf, as they get older [LAUGHTER].

R: My name is Julie. My husband is in the army and I am due with our third child next month. I am currently a stay at home mom. I also enjoy travel and exercising.

M: Tell me what car you currently drive and what type of car you're looking to purchase next. Have you starting research for your next car yet? What have you done?

R: I drive a red Ford Focus. I am looking to buy a new car within the next 3 months. I love my Focus, but it's older and I want something with more modern conveniences, like Bluetooth and a USB connection. I might buy another Focus, but I'm also looking at other compact cars. I've looked on Kelley Blue Book and talked to friends.

R: I have a Toyota Tacoma. It's great, but I need something more friendly with the kids. My wife drives a minivan, so I don't need anything that big. I'm looking at a compact car or a sedan – something that can fit five people comfortably. I've looked online and went to the Toyota dealership and CarMax.

R: My current car is a Jeep Liberty, but I want something easier to drive. I haven't done much research thus far, but my husband can't stop looking online at cars. I prefer to go to the dealer to see what's out there and what the deals are. We went to a used car dealer near us and we plan to go to a few dealers over the weekend. I dread going to the dealerships because you can be there for hours, but looking online can drive me crazy, as well. I find the sites are outdated and don't represent their current inventory, which is frustrating. I want to know what I can buy right now.

M: You all said online research. What sites are you using?