FLEXPATH™ DXP

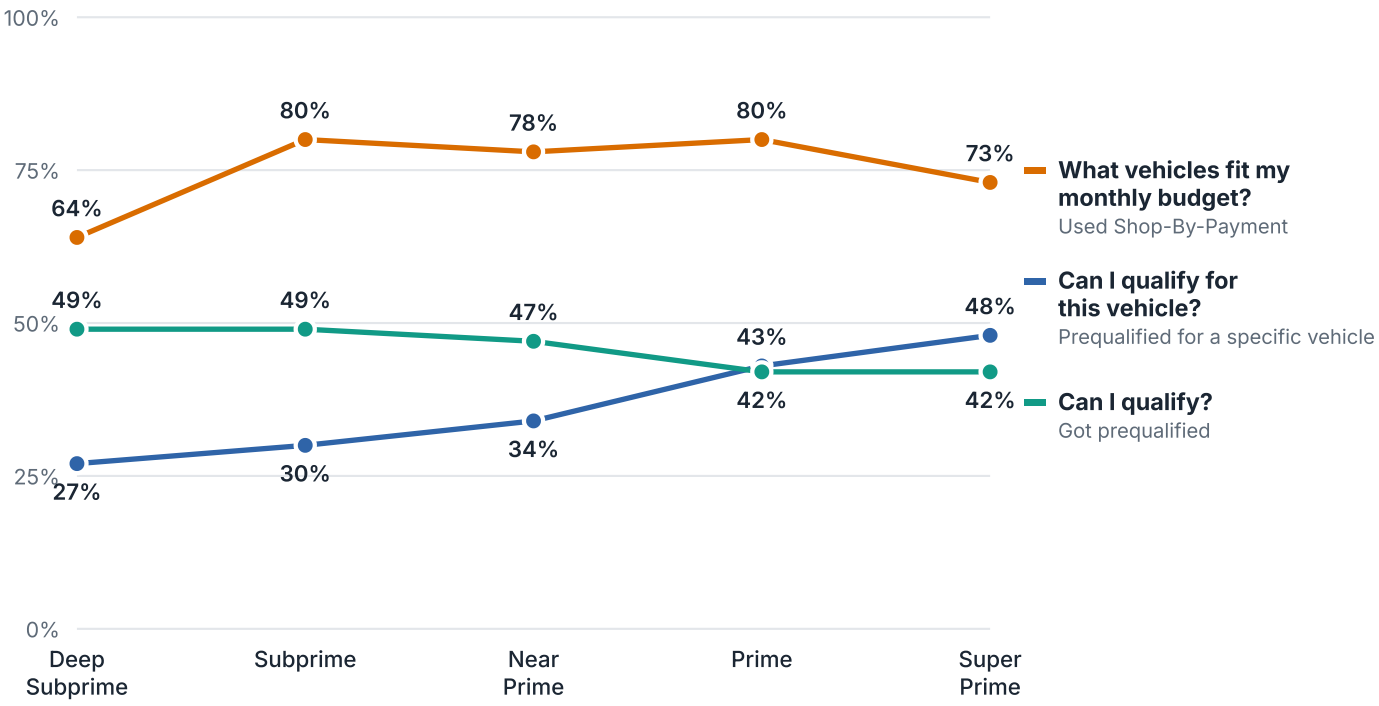
FlexPath DXP Automotive Shopper Credit & Payment Behavior Study

Q1–Q3 2026 · Published October 2026

Across Credit Tiers, Shoppers Want the Payment. What Changes Is the Question.

Observed behavior of verified vehicle shoppers at participating dealerships, January 1 – September 30, 2026

Share of verified shoppers in each credit tier who used each experience



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group: 4,773 verified shoppers with a credit tier. Shares of unique shoppers.

FlexPath DXP Research

An observed-behavior study of identity-verified automotive shoppers, powered by VeriQual™ data.
Results describe the study population and are not a nationally representative sample of U.S. vehicle shoppers.

EXECUTIVE SUMMARY

Shopping by monthly payment is not limited to Subprime shoppers

Car shoppers with strong credit are often assumed to care less about the monthly payment than shoppers with weaker credit. The behavior in this study does not support that assumption. Among verified shoppers at participating dealerships, interest in personalized payment information was as high for Prime and Super Prime shoppers as for Subprime shoppers. What changed with credit was the question shoppers asked.

8 in 10

Prime and Super Prime shoppers used Shop-By-Payment to shop by monthly budget, about the same rate as Subprime shoppers (78% vs. 80%).

Credit analysis group: Prime + Super Prime N = 862; Subprime N = 2,161

Nearly 1.5×

Prime and Super Prime shoppers were nearly 1.5 times as likely as Subprime shoppers to prequalify for a specific vehicle (44% vs. 30%).

Credit analysis group: Prime + Super Prime N = 862; Subprime N = 2,161

81%

of Prime and Super Prime single-vehicle prequalification requests started on search-results or vehicle-detail pages; 7.5% started on a finance page.

Prime + Super Prime single-vehicle prequalification requests: N = 389

1 in 4

payment-shopping sessions began between 9 PM and 8 AM dealer-local time.

Payment-shopping sessions: N = 16,680

WHO WE STUDIED

- Verified shoppers are identity-validated consumers, not anonymous website visitors.
- **4,773 verified shoppers with an assigned credit tier** form the basis of the study's credit-tier findings.
- A broader group of 17,218 verified shoppers is used separately for overall behavior and product-path analysis.
- **"Used"** means the shopper actually engaged with the experience during a verified session, not just saw it on the page.
- Results describe this study population, not all U.S. vehicle shoppers.

The 4,773 credit-tiered shoppers are the analytical base for credit comparisons; shoppers outside that group should not be interpreted as unqualified or bad leads.

This study analyzes observed behavior tied to identity-verified shoppers and credit data returned through the verification process, rather than anonymous website traffic, survey responses or self-reported credit scores.

KEY FINDINGS

Five findings

1

Good credit doesn't make shoppers less payment-conscious.

8 in 10 Prime and Super Prime shoppers used Shop-By-Payment to shop by monthly budget, about the same rate as Subprime shoppers (78% vs. 80%).

8 in 10

Credit analysis group: Prime + Super Prime N = 862; Subprime N = 2,161

2

Credit changes the payment question.

Prime and Super Prime shoppers were nearly 1.5 times as likely as Subprime shoppers to prequalify for a specific vehicle (44% vs. 30%), while use of Shop-By-Payment stayed high at every tier.

1.5×

Credit analysis group: Prime + Super Prime N = 862; Subprime N = 2,161

3

Shoppers prequalify for specific vehicles while browsing inventory.

81% of Prime and Super Prime single-vehicle prequalification requests started on search-results or vehicle-detail pages; 7.5% started on a finance page.

81%

Prime + Super Prime single-vehicle prequalification requests: N = 389

4

Single-vehicle prequalification doesn't end the search.

Among shoppers who began by prequalifying for a specific vehicle, 81.5% of Prime and Super Prime shoppers and 76.0% of Subprime shoppers went on to use Shop-By-Payment to shop by monthly budget.

81.5%

Began by prequalifying for a specific vehicle: Prime + Super Prime N = 281; Subprime N = 412

5

Payment shopping happens on the consumer's time.

1 in 4 payment-shopping sessions began between 9 PM and 8 AM dealer-local time.

1 in 4

Payment-shopping sessions: N = 16,680

"Credit tier did not predict whether shoppers wanted the payment. It predicted which payment question they asked."

Figures are shares of unique shoppers, except Finding 3 (requests) and Finding 5 (sessions). Prime and Super Prime are combined because the Super Prime group alone is small (N = 177). Every credit comparison was rechecked holding dealership constant and with each dealership removed in turn; every reported direction held. See Methodology.

THE FRAMEWORK

Three questions shoppers bring to the dealership website

Shoppers in this study showed three distinct financing intents. They coexisted rather than replacing one another, and their mix shifted with credit. They are complementary shopper intents, not competing alternatives.

Can I qualify?

Got prequalified: general prequalification (GPQ).

Can I qualify for this vehicle?

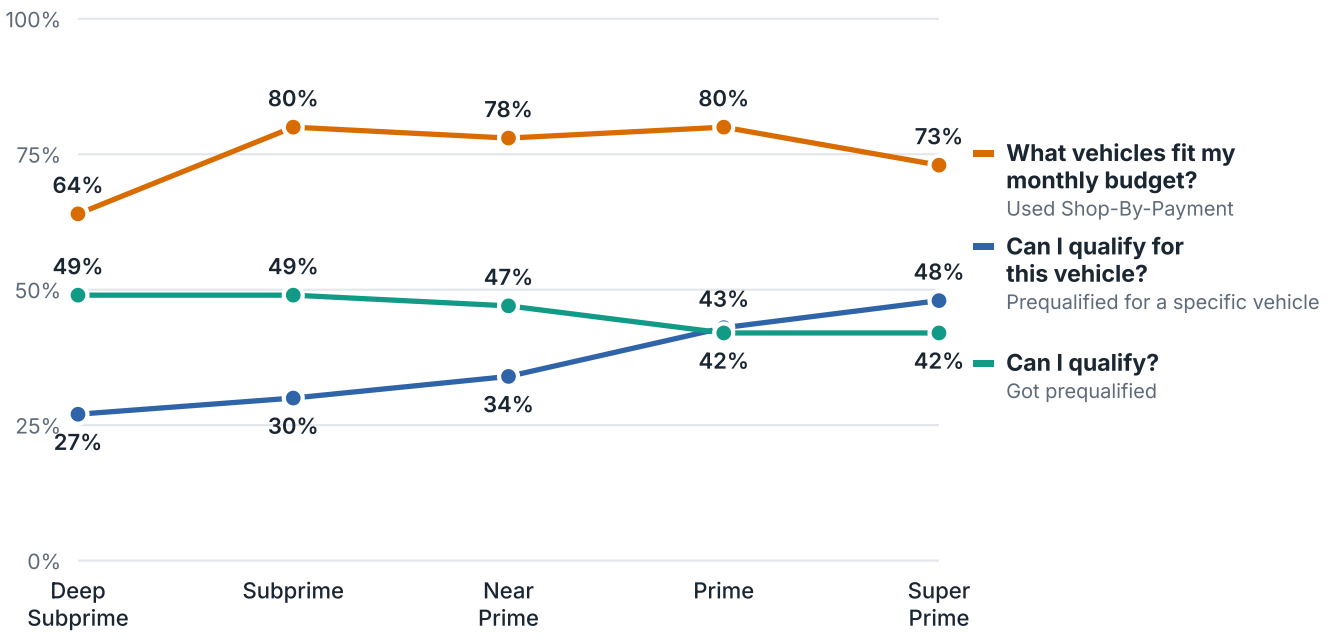
Prequalified for a specific vehicle and, after credit data was returned, saw a personalized payment for it: single-vehicle prequalification (SVP).

What vehicles fit my monthly budget?

Used Shop-By-Payment (SBP), a separate inventory-shopping experience: enter a monthly budget and explore vehicles that fit that payment.

Across credit tiers, shoppers want the payment. What changes is the question.

Share of verified shoppers in each credit tier who used each experience



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group: 4,773 verified shoppers with a credit tier (Deep Subprime N = 1,131; Subprime 2,161; Near Prime 619; Prime 685; Super Prime 177). Shares of unique shoppers; a shopper can use more than one experience, so shares add to more than 100%. Super Prime figures are directional.

Use of Shop-By-Payment held near 80% from Subprime through Prime. Prequalifying for a specific vehicle rose steadily with credit. Getting prequalified was lower among Prime and Super Prime shoppers. The two lines cross at Prime: that crossing is the study's central observation.

FINDING 1

Good Credit Doesn't Make Shoppers Less Payment-Conscious

8 in 10 Prime and Super Prime shoppers used Shop-By-Payment to shop by monthly budget, about the same rate as Subprime shoppers.

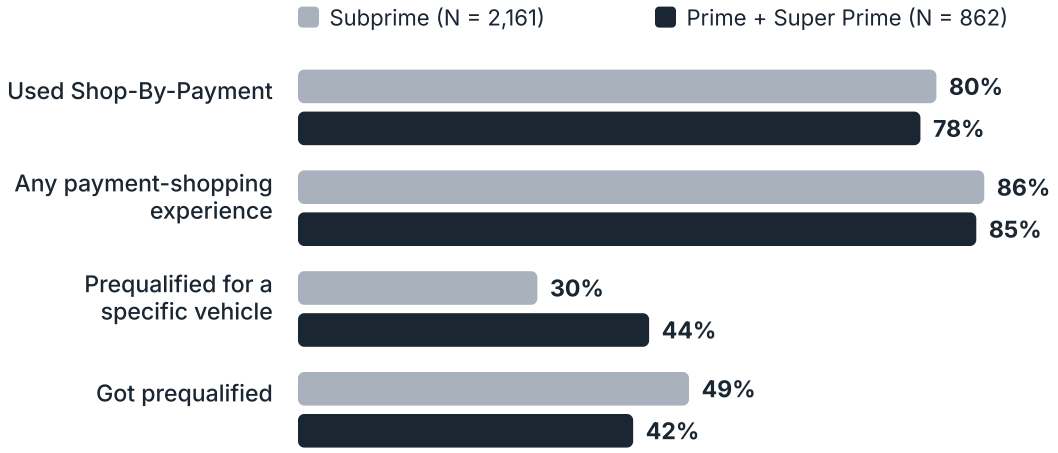
Unique shoppers. Credit analysis group: Prime + Super Prime N = 862; Subprime N = 2,161.

A common assumption in automotive retail is that monthly-payment shopping is mainly a subprime behavior: shoppers with strong credit focus on price, while shoppers with weaker credit focus on the payment. In this study population, the behavior did not divide that way.

Among verified shoppers, 78% of Prime and Super Prime shoppers used Shop-By-Payment to explore dealer inventory by monthly budget, compared with 80% of Subprime shoppers. Counting either Shop-By-Payment or single-vehicle prequalification, the rates were 85% and 86%. With dealership held constant, the 95% confidence interval for the difference ran from -5.9 to +5.5 percentage points: no meaningful difference.

Same interest in the payment. A different payment question.

Share of shoppers who used each experience, Subprime vs. Prime + Super Prime



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group. Shares of unique shoppers.

WHY IT MATTERS

Monthly payment is not a niche concern of credit-challenged buyers. In this population, shoppers with strong credit asked "What vehicles fit my monthly budget?" as often as anyone. That suggests payment information is a mainstream shopping need rather than a special-finance accommodation.

CHAPTER 2 · THE FIRST QUESTION

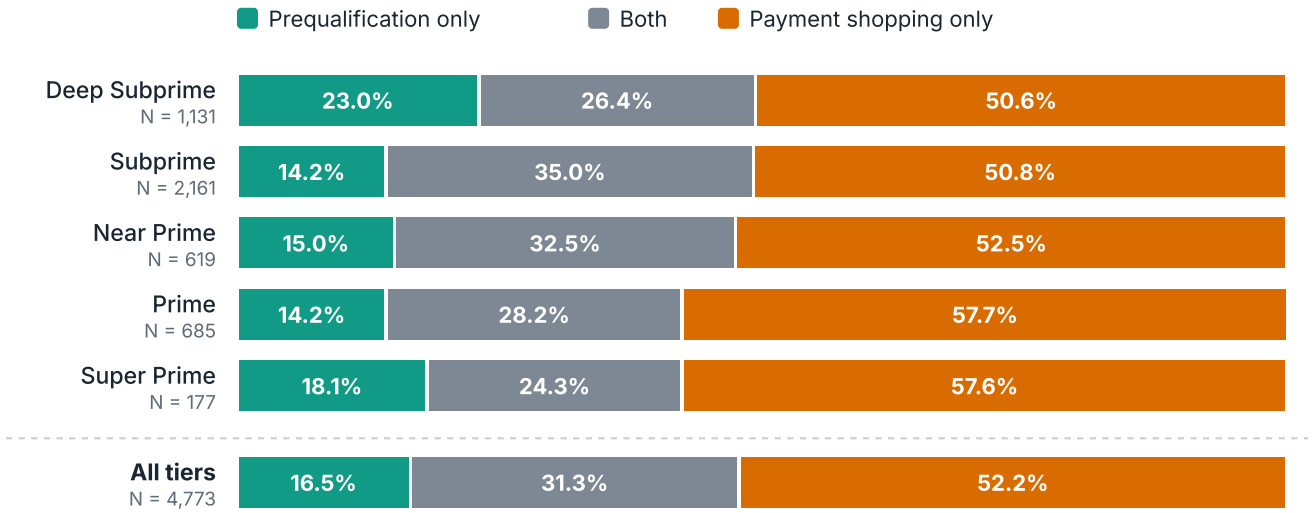
"Can I qualify?"

General prequalification was one part of the observed financing journey, not the whole of it. Some shoppers used only prequalification, some used only payment-shopping experiences, and many used both.

49% of Subprime shoppers used general prequalification, compared with 42% of Prime and Super Prime shoppers. With dealership held constant, the gap was −10.0 percentage points, and it stayed between −15.2 and −7.6 points with any one dealership removed. Higher-credit shoppers were less likely to use general prequalification and more likely to prequalify for a specific vehicle.

How shoppers combine prequalification and payment shopping

Share of shoppers in each credit tier who used prequalification only, a payment-shopping experience only, or both



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group: 4,773 verified shoppers with a credit tier; each shopper counted once in exactly one group. Prequalification only = got prequalified, with no Shop-By-Payment or single-vehicle prequalification use. Payment shopping only = used Shop-By-Payment and/or prequalified for a specific vehicle, without general prequalification. Both = general prequalification plus at least one payment-shopping experience.

Across every credit tier, more shoppers used payment-shopping experiences without general prequalification than used prequalification alone. Within the credit analysis group as a whole, 52.2% used a payment-shopping experience without general prequalification, while 16.5% used prequalification alone. From Subprime upward, the share who stopped at prequalification was stable at roughly 14–18%.

Shoppers who prequalify are invited to use Shop-By-Payment, so some co-use reflects the experience flow. Deep Subprime shoppers used prequalification only more often (23.0%); 88% of those shoppers were not prequalified, which is consistent with lender eligibility limits that restrict whether a personalized payment can be shown.

CHAPTER 3 · THE SECOND QUESTION

"Can I qualify for this vehicle?"

FINDING 2 · CREDIT CHANGES THE PAYMENT QUESTION

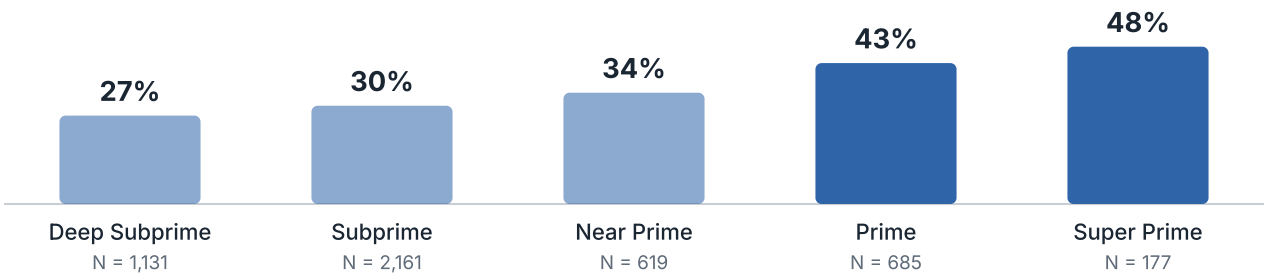
1.5× Prime and Super Prime shoppers were nearly 1.5 times as likely as Subprime shoppers to prequalify for a specific vehicle (44% vs. 30%).

Unique shoppers. Credit analysis group: Prime + Super Prime N = 862; Subprime N = 2,161.

If shoppers with strong credit want the payment as much as anyone, what does credit change? The data points to the kind of payment question. As credit improved, shoppers became steadily more likely to prequalify for a specific vehicle: from 27% of Deep Subprime shoppers to 43% of Prime and 48% of Super Prime shoppers. With dealership held constant, the 95% confidence interval for the Prime and Super Prime advantage over Subprime ran from +4.9 to +19.9 percentage points.

Prequalifying for a specific vehicle rose with credit

Share of shoppers in each credit tier who prequalified for a specific vehicle



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group. Shares of unique shoppers. Super Prime is directional.

Using Shop-By-Payment did not fall as this rose; it stayed near 80% from Subprime through Prime. Vehicle-specific prequalification was added to Shop-By-Payment, not substituted for it.

What "personalized" means here. Many dealer websites show an estimated payment on vehicle listings, based on default assumptions about credit, down payment and term. The behavior measured here is different: the shopper chose to verify and prequalify for a specific vehicle, and then saw a payment calculated from their own credit profile and the programs available to them.

"Stronger-credit shoppers were less likely to ask whether they'd qualify, and more likely to prequalify for the specific vehicle they wanted."

FINDING 3

Shoppers Prequalify for Specific Vehicles While Browsing Inventory

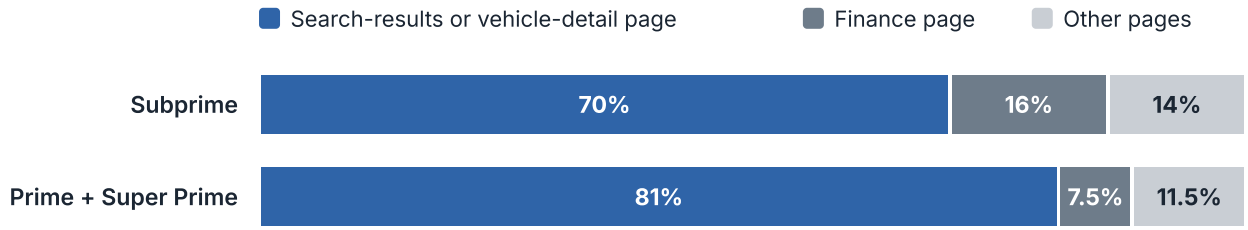
81% of Prime and Super Prime single-vehicle prequalification requests started on search-results or vehicle-detail pages. Only 7.5% started on a finance page.

Prime + Super Prime single-vehicle prequalification requests: N = 389.

Most stronger-credit shoppers who prequalified for a specific vehicle did so while browsing inventory, not from a finance page. The pattern is present at every credit level but sharpest at the top. For Subprime shoppers, 70% of single-vehicle prequalification requests came from inventory pages and 16% from a finance page. For Prime and Super Prime shoppers, inventory pages rose to 81% and finance pages fell to 7.5%.

Higher-credit shoppers prequalify for a vehicle where they browse inventory

Where single-vehicle prequalification requests started



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group; single-vehicle prequalification requests. Prime + Super Prime N = 389. "Other pages" is the remainder of each bar.

"Shoppers with strong credit mostly prequalified for a specific vehicle while browsing inventory, not from a finance page."

WHY IT MATTERS

Many dealer websites still place personalized financing behind a finance-page form or a "Get Approved" button. This finding suggests that for higher-credit shoppers especially, the moment affordability matters is during vehicle selection. Introducing a personalized payment only after a shopper reaches a finance page may come after much of the vehicle decision has been made.

Interpretation note: the option to prequalify for a specific vehicle appears on vehicle pages by design, so this finding describes where shoppers used it, not an independent page preference. The credit-tier difference in where requests originated is the observed behavior.

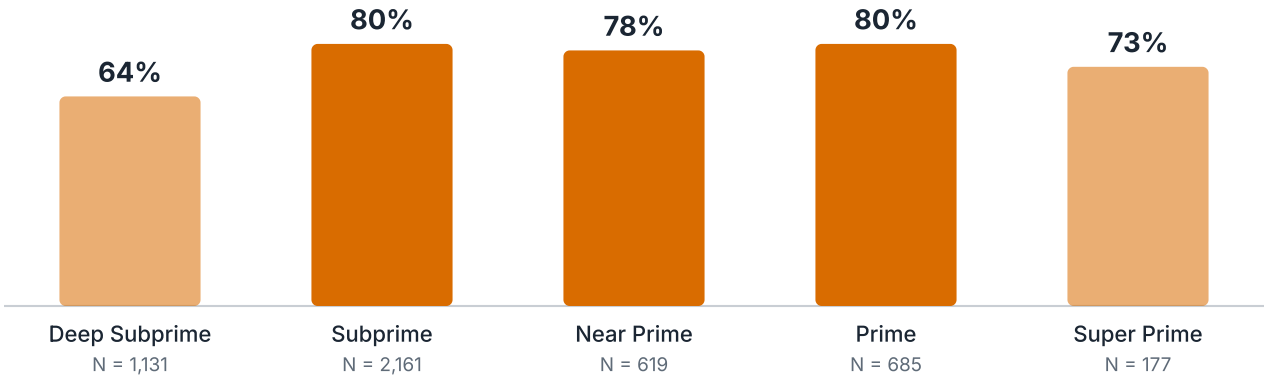
CHAPTER 4 · THE THIRD QUESTION

"What vehicles fit my monthly budget?"

The budget question was the most widely shared behavior in the study, and it did not fade as credit improved.

Use of Shop-By-Payment held near 80% from Subprime through Prime

Share of shoppers in each credit tier who used Shop-By-Payment to shop by monthly budget



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group. Shares of unique shoppers. Super Prime is directional.

Use of Shop-By-Payment held at 78–80% from Subprime through Prime. Among Prime and Super Prime shoppers combined it was 78%, compared with 80% of Subprime shoppers, a difference that disappears when dealership is held constant.

The lower rate among Deep Subprime shoppers is consistent with lender eligibility limits that restrict how often a personalized payment can be shown; many shoppers in that tier could not be shown one. The Super Prime figure rests on a small group and is directional.

Shop-By-Payment is a separate inventory-shopping experience: a verified shopper enters a monthly budget and explores the vehicles that fit it. Using it is a deliberate step, distinct from seeing estimated payments printed on search-results or vehicle-detail pages.

WHY IT MATTERS

Budget-based inventory discovery is not a special-finance tool. In this population it was the most common payment behavior at every credit tier from Subprime upward, which suggests that a shopper's monthly budget is a mainstream way of narrowing the inventory, not only the end point of a finance process.

FINDING 4

Single-Vehicle Prequalification Doesn't End the Search

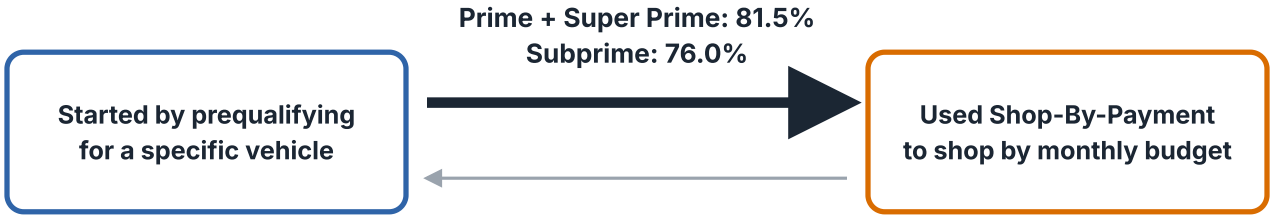
81.5% of Prime and Super Prime shoppers who began by prequalifying for a specific vehicle went on to use Shop-By-Payment to shop by monthly budget (76.0% of Subprime shoppers).

Unique shoppers who began by prequalifying for a specific vehicle: Prime + Super Prime N = 281; Subprime N = 412.

The vehicle that brings a shopper in isn't always the vehicle that ends the search. Most shoppers who started by prequalifying for one vehicle and seeing their personalized payment then went on to use Shop-By-Payment to see what else their monthly budget could buy. Nothing in the vehicle-prequalification experience prompts that step.

The vehicle that brings a shopper in isn't always the vehicle that ends the search

Share of shoppers who started with one experience and then used the other



Reverse path (started with Shop-By-Payment, then prequalified for a specific vehicle): Prime + Super Prime 17% · Subprime 14%

Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group; unique shoppers. Forward path: Prime + Super Prime N = 281; Subprime N = 412. Reverse path: Prime + Super Prime N = 259; Subprime N = 840.

The movement runs mostly one way. Among shoppers who used both experiences and whose order could be determined, the vehicle-specific prequalification came first for 84% of Prime and Super Prime shoppers and 72% of Subprime shoppers. Shoppers who began by budget were much less likely to subsequently prequalify for a separate vehicle.

"Prequalifying for one vehicle didn't end the search. Most shoppers went on to ask what else their budget could buy."

WHY IT MATTERS

Vehicle-specific prequalification and budget-based inventory discovery are different behaviors, and shoppers used them together rather than choosing one. For many shoppers, the first vehicle they priced was a starting point, not a final choice.

ACROSS ALL THREE QUESTIONS

FINDING 5

Payment Shopping Happens on the Consumer's Time

1 in 4 payment-shopping sessions began between 9 PM and 8 AM dealer-local time.

Payment-shopping sessions: N = 16,680.

Of 16,680 payment-shopping sessions, 25.6% began between 9 PM and 8 AM in the dealership's local time zone. About half of those (12.2% of all sessions) began between 9 PM and midnight; the rest came overnight and in the early morning. The pattern was consistent across participating dealership websites with sufficient session volume, ranging from 20% to 31% with a median of 25%.

When payment-shopping sessions began

Share of payment-shopping sessions by dealer-local start time

Share of payment-shopping sessions beginning 9 PM – 8 AM, by credit tier

Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Behavior analysis group: 16,680 payment-shopping sessions. Tier figures: payment-shopping sessions by verified shoppers in the credit analysis group.

Shoppers with stronger credit were somewhat less likely to start late at night or early in the morning, at about 1 in 5 for Prime and Super Prime combined. Still, evening and overnight shopping appeared at every credit level. Sunday is reported separately: 11.4% of payment-shopping sessions began on a Sunday.

WHY IT MATTERS

A meaningful share of shoppers look for personalized payment information in the evening and early morning, when few people are available to answer questions. Payment information that a verified shopper can get without waiting for a callback meets them where and when they are shopping.

A session's start time is when the shopper first verified with that dealership, recorded in the dealership's local time zone. The study doesn't claim that individual dealerships were closed at these times.

IMPLICATIONS FOR THE INDUSTRY

Three questions, not one

Taken together, the findings describe shoppers who treat the monthly payment as a shopping variable: something they want to see while choosing a vehicle, not only as the outcome of a finance process. That held for shoppers with strong credit as much as for anyone in this population.

The shopper's question	What we observed
"Can I qualify?"	Used by about half of Subprime shoppers, and less often among Prime and Super Prime shoppers (42%).
"Can I qualify for this vehicle?"	Rose steadily with credit, and usually led to Shop-By-Payment as well.
"What vehicles fit my monthly budget?"	The most common behavior, near 80% from Subprime through Prime.

For dealers and retail teams

Answer more than one question. A prequalification-only strategy addresses only one of the financing behaviors observed in the study. Among the 17,218 verified shoppers in the behavior analysis group, all of whom engaged with at least one experience at dealerships offering all three, 89.5% used a payment-shopping experience, while only 10.5% used prequalification alone. These shares describe verified shoppers who engaged, not all dealership website visitors. **Put vehicle-specific prequalification where shoppers browse:** higher-credit shoppers used it on search-results and vehicle-detail pages, not finance pages. **Offer budget-based shopping alongside it:** shoppers who prequalified for one vehicle usually went on to see what else fit their budget. **Plan for evenings and early mornings:** a quarter of payment-shopping sessions began between 9 PM and 8 AM.

For OEMs and captive finance

Shoppers with strong credit showed the same interest in the monthly payment as Subprime shoppers and were more likely to prequalify for a specific vehicle. Because manufacturer incentives, subsidized rates and lease programs shape what a vehicle costs each month, program-aware payment information is relevant at the point of vehicle selection, not only in the finance office.

For lenders

Credit tier shaped which question shoppers asked, not whether they wanted payment information. Lender programs and eligibility rules determine what payment can accurately be shown, as the lower Deep Subprime rates illustrate. Accurate, disclosed payment information is a need across the credit spectrum, not only in near-prime and subprime lending.

For agencies and digital-retail teams

Match the landing experience to the shopper's question. Campaigns that point only to a prequalification form answer one of the three questions shoppers bring, and the mix of questions shifts with credit.

CONSUMER PERSPECTIVE

Payment transparency is not payment selling

The findings should not be read as support for selling vehicles on monthly payment alone. "Payment selling" (steering a buyer toward a monthly number while obscuring price, rate, term or total cost) works against consumers. Payment transparency means giving a verified shopper an accurate, personalized view of what a vehicle would cost them each month, presented alongside the applicable transaction terms and required disclosures. A monthly payment should never be used to obscure price, APR, term, cash due, amount financed, total cost, or whether the deal is a lease or a purchase. All FlexPath payment experiences display the applicable required federal disclosures.

Monthly payment is one important piece of shopping information. It isn't the same as total affordability. Shoppers should still weigh vehicle price, APR, loan or lease term, cash due at signing, amount financed, total cost, and whether a lease or a purchase fits them. Nothing in this study suggests consumers should ignore any of them.

INDUSTRY CONTEXT: WHY PRICE ALONE IS AN INCOMPLETE PICTURE

Background, not a finding from this dataset.

A vehicle's sticker or advertised price doesn't capture everything that shapes what a shopper pays each month. Manufacturer incentives and rebates, subsidized rates from captive finance companies, lease programs and residual values, the shopper's own credit eligibility, the cash they have available, the amount financed and the length of the term can all materially change the monthly cost. As a result, two vehicles with similar prices can carry different monthly payments, and in some cases a higher-priced vehicle can cost less per month than a lower-priced one, particularly when incentives or lease programs differ. Seeing a personalized payment helps shoppers account for those differences. It doesn't replace understanding the full terms.

LOOKING AHEAD: AI-ASSISTED SHOPPING (DIRECTIONAL)

AI assistants are beginning to appear in automotive shopping journeys. We are now seeing ChatGPT and other AI-assistant referral signals in lead UTM and referral data from participating dealership websites. The volume is still too small to draw conclusions about these shoppers' credit profiles or behavior, but the trend is worth watching. As consumers increasingly ask AI tools questions such as "What can I get for $600 a month?", inventory and payment information that AI systems can discover may become more important. Future editions will continue tracking AI-referred shoppers as the sample grows.

METHODOLOGY

How the study was conducted

The FlexPath DXP Automotive Shopper Credit & Payment Behavior Study measures what shoppers did, not what they said. Each record reflects verified shopper activity on a participating dealership website during the study period.

Data and study period

VeriQual™ records of verified shopper activity on participating dealership websites from January 1 to September 30, 2026. The study population includes 27,720 shopper records. Excluded: non-automotive retailers (powersports, trailer and agricultural equipment), a credit-union member marketplace, and test records.

Two analysis groups

Behavior analysis group: participating dealership websites that offered all three experiences, each counted from the date the vehicle-specific and budget experiences went live there. 18,618 records; 17,218 unique shoppers. Dealerships offering only prequalification are excluded from behavior comparisons, because their shoppers had no other choice.

Credit analysis group: the behavior analysis group excluding certain non-prime-focused participating sites whose marketing intentionally targets non-prime consumers; including them would tilt credit comparisons toward a population selected by advertising rather than by shopping behavior. 5,660 unique shoppers, 4,773 with a credit tier.

Credit tiers

Credit tiers are based on credit data returned through the verification process, not consumer-reported scores, and are grouped into standardized score bands for analysis across the study population.

Definitions

- **Verified shopper:** a consumer whose mobile phone and identity are validated through VeriQual™ before personalized credit or payment information is returned. The process includes identity-validation and fraud-risk checks designed to reduce false, duplicate and synthetic-identity submissions.
- **Unique shopper:** identified by verified phone number. A shopper's activity is combined across all of their records; credit tier is the most recent, and the starting experience is the first record's.
- **Engagement ("used"):** the shopper used the experience during a verified session. An experience that opened automatically counts only if the shopper interacted with it.
- **General prequalification (GPQ):** a verified shopper checks whether they can prequalify for financing, without reference to a specific vehicle ("Can I qualify?").
- **Single-Vehicle Prequalification (SVP):** a shopper prequalifies for a specific vehicle and, after credit data is returned, sees a personalized payment for that vehicle ("Can I qualify for this vehicle?").
- **Shop-By-Payment (SBP):** a separate inventory-shopping experience that lets a verified shopper enter a monthly budget and explore vehicles that fit that payment ("What vehicles fit my monthly budget?").
- **Prime + Super Prime:** combined (N = 862) for statements in the text because the Super Prime group alone is small (N = 177).

Test records were excluded from the study population and from all analysis.

Credit tier	Deep Subprime	Subprime	Near Prime	Prime	Super Prime	*Prime + Super Prime*	Total with a tier
Shoppers (credit analysis group)	1,131	2,161	619	685	177	*862*	**4,773**

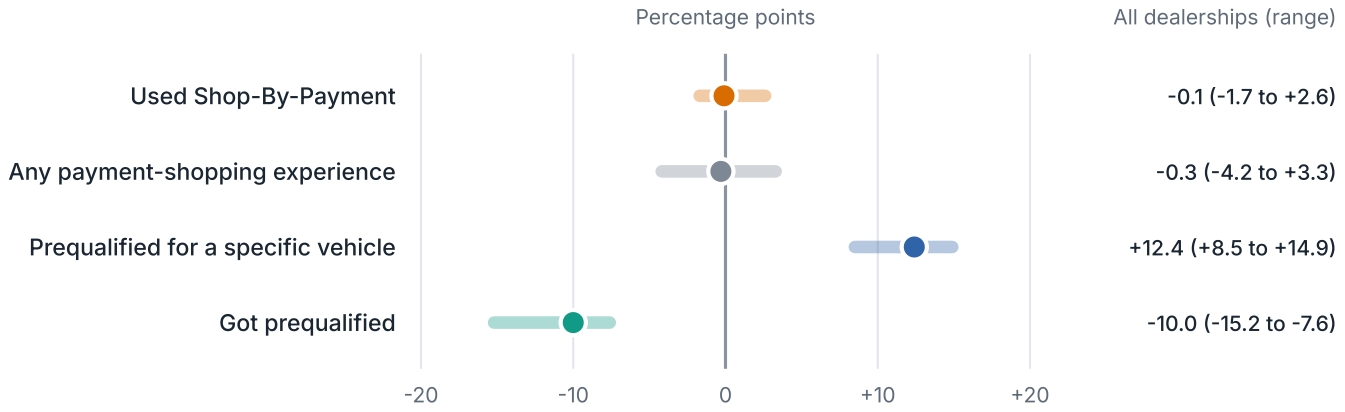
METHODOLOGY, CONTINUED

How results were checked

Reported figures are simple shares of unique shoppers (requests for Finding 3, sessions for Finding 5). Each credit comparison was rechecked with statistical models that hold dealership constant, using confidence intervals that account for shoppers being grouped within dealerships. Results were also rechecked with each dealership removed in turn, and with the excluded non-prime-focused dealerships added back. Every reported direction held.

The budget gap sits on zero; the vehicle-prequalification and prequalification gaps do not

Prime + Super Prime minus Subprime, holding dealership constant. Dot = all dealerships; bar = range with any one dealership removed.



Source: FlexPath DXP Automotive Shopper Credit & Payment Behavior Study, Q1–Q3 2026. Credit analysis group: Prime + Super Prime N = 862; Subprime N = 2,161. Percentage points.

Limitations

- **Not nationally representative.** The study analyzes observed behavior from verified consumers interacting with participating FlexPath dealerships. Results describe the study population and should not be interpreted as a nationally representative sample of all U.S. vehicle shoppers.
- **Dealer concentration.** The study population is concentrated among a limited number of participating dealer groups and dealership websites. Robustness checks confirm that the major directional findings were not driven by any single participant. Dealer-adjusted results are robustness checks; the figures in the body are simple shares.
- **Shoppers who engaged.** The study includes only shoppers who verified and used at least one experience. It doesn't observe site visitors who never engaged, so it can't measure what share of all shoppers want payment information.
- **Credit tiers and the two analysis groups.** Credit tiers exist only for shoppers whose verification returned a credit profile; 887 shoppers in the credit analysis group have no tier. Credit comparisons come from the credit analysis group; behavior figures not split by credit come from the behavior analysis group. The two groups overlap but are not identical.
- **Placement.** Dealers choose where each experience appears, and some experiences can open automatically on certain pages. Holding dealership constant addresses differences between dealers, but not every placement difference within a site.
- **Engagement, not purchase.** Using a payment or prequalification experience is not a purchase, an approval or a funded loan. The study doesn't measure appointments, sales or financing outcomes.
- **Small groups.** Super Prime results and AI-referred traffic are directional.

ABOUT THIS RESEARCH

About FlexPath DXP Research

FlexPath DXP Research publishes observed-behavior studies of automotive shoppers, powered by VeriQual™ verified-consumer data. The FlexPath DXP Automotive Shopper Credit & Payment Behavior Study is its inaugural edition and is intended as a recurring benchmark.

RESEARCH SOURCE AND RELATIONSHIP DISCLOSURE

This study was produced by FlexPath DXP. FlexPath DXP provides dealer digital-retailing experiences, including the prequalification, Shop-By-Payment and single-vehicle prequalification experiences observed in this study, and the data come from dealerships using those experiences. Readers should weigh the findings with that relationship in mind. No dealership, dealer group or lender is identified in this report.

Future editions

As data allow, future editions aim to extend the benchmark to new, used and lease shopping; appointment, sale and financing outcomes; traffic sources; and AI-referred shoppers.

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Media contact

Tarry Shebesta
CEO, FlexPath DXP
tarry@FlexPathDXP.com
513.200.5757

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