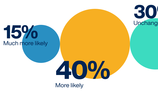
startline
used car tracker

August 2022

What drives consumers?

Question 1

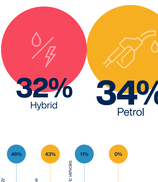
Do you feel more likely to buy a used car now than last month?

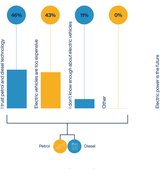


Quarterly buying trend (Jun–Aug)

Question 2

If you were buying a used car now, what fuel type would you choose





Quarterly fuel type trend (May–July)

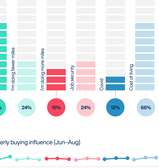
Question 3

Have used cars become more attractive purchases than new cars to you in the last month?

Used car attractiveness (Jun–Aug)

Question 4

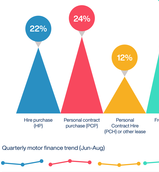
If you were buying a used car now, which factors would influence your choice?



Quarterly buying influence (Jun–Aug)

Question 5

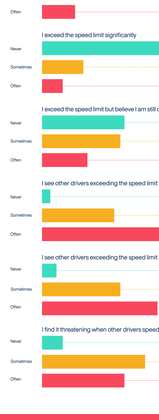
When buying your next used car, which finance method would you use?



Quarterly motor finance trend (Jun–Aug)

Question 6

Driver experience of speeding on UK roads?



Consumer data source is pre-qualified as being a used car user/owner but there will also be a qualifying question in case this has changed. We will also have source profile data which includes gender, age and location.

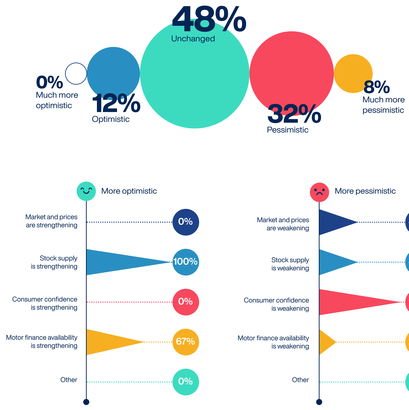
startline
used car tracker

August 2022

What drives dealers?

Question 1

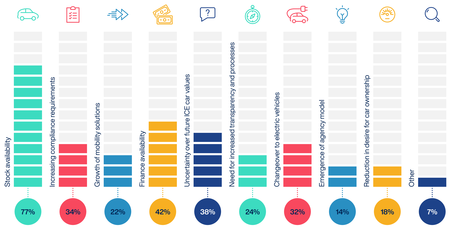
Do you feel more optimistic or pessimistic about the used car market than last month?



Quarterly optimism/pessimism trend (Jun–Aug)

Question 2

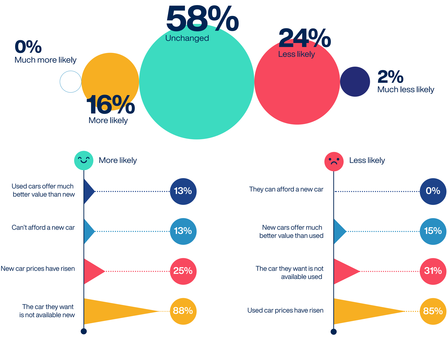
What do you see as the biggest challenge(s) for your future retailing of used cars (choose any 3)?



Quarterly challenges trend (Jun-Aug)

Question 3

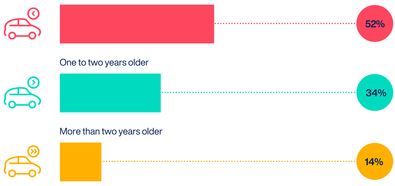
Do you feel customers have become more likely to buy a used car rather than new in the last month?



Quaterly buying likeliness trend (Jun-Aug)

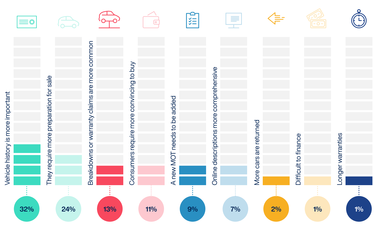
Question 4

Do stock shortages and high values mean you are selling older cars than three years ago?



Question 5

Does selling older cars create specific problems?



Consumer data source is pre-qualified as being a used car user/owner but there will also be a qualifying question in case this has changed. We will also have source profile data which includes gender, age, and location.