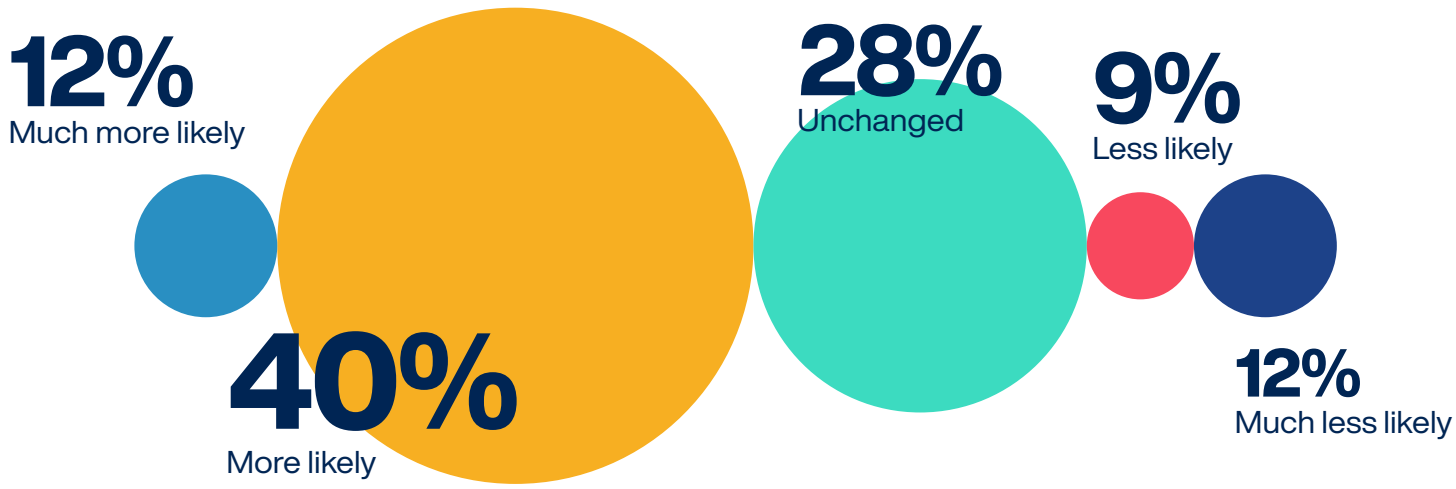
startline
used car tracker

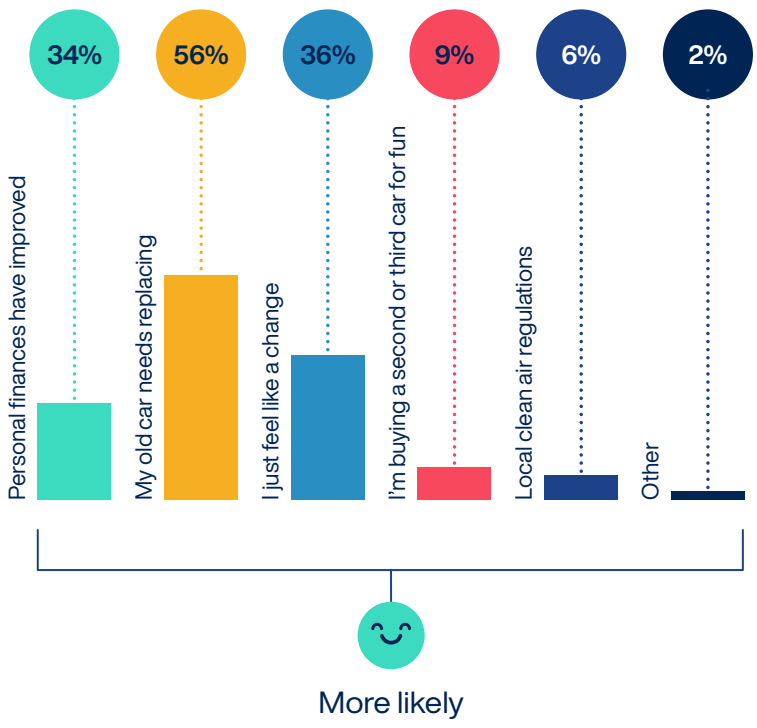
October 2022

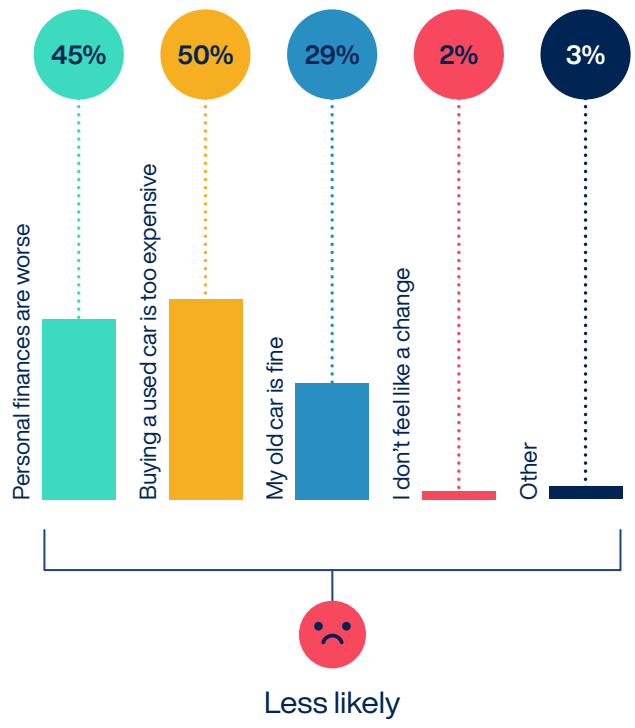
# What drives consumers?

## Question 1

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



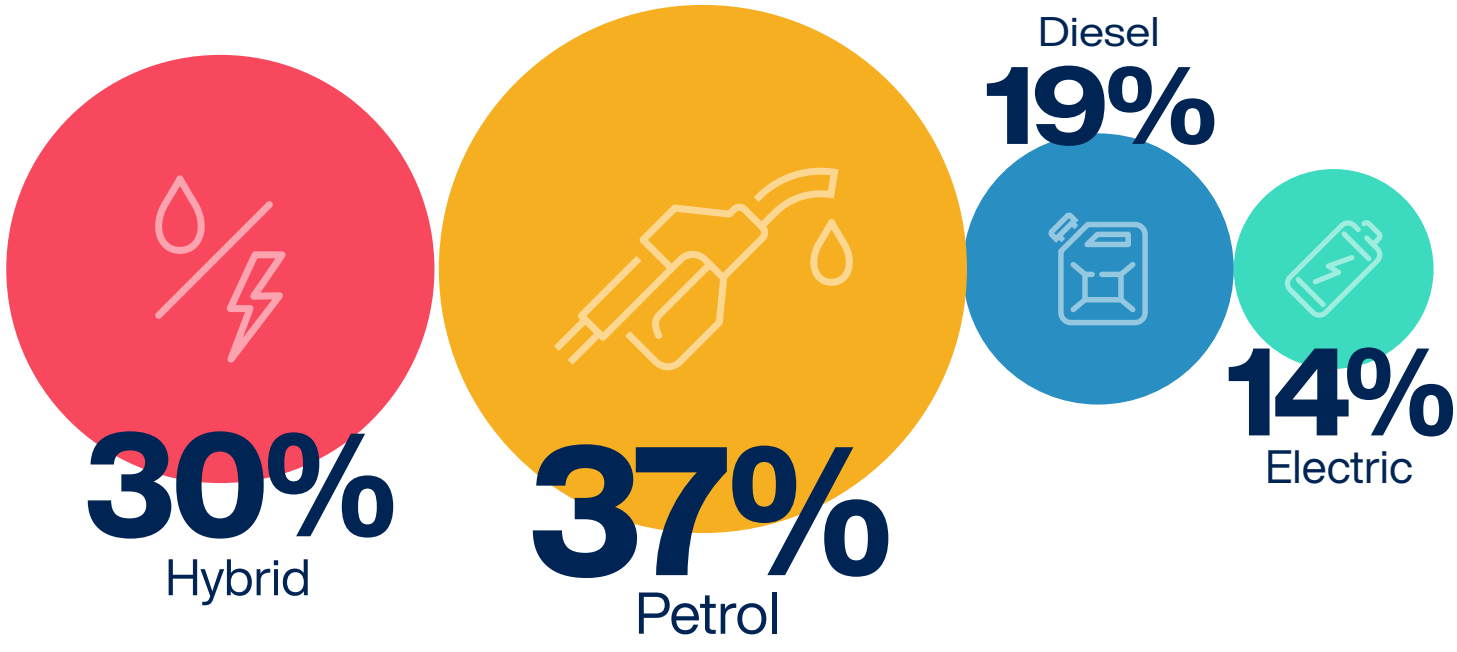



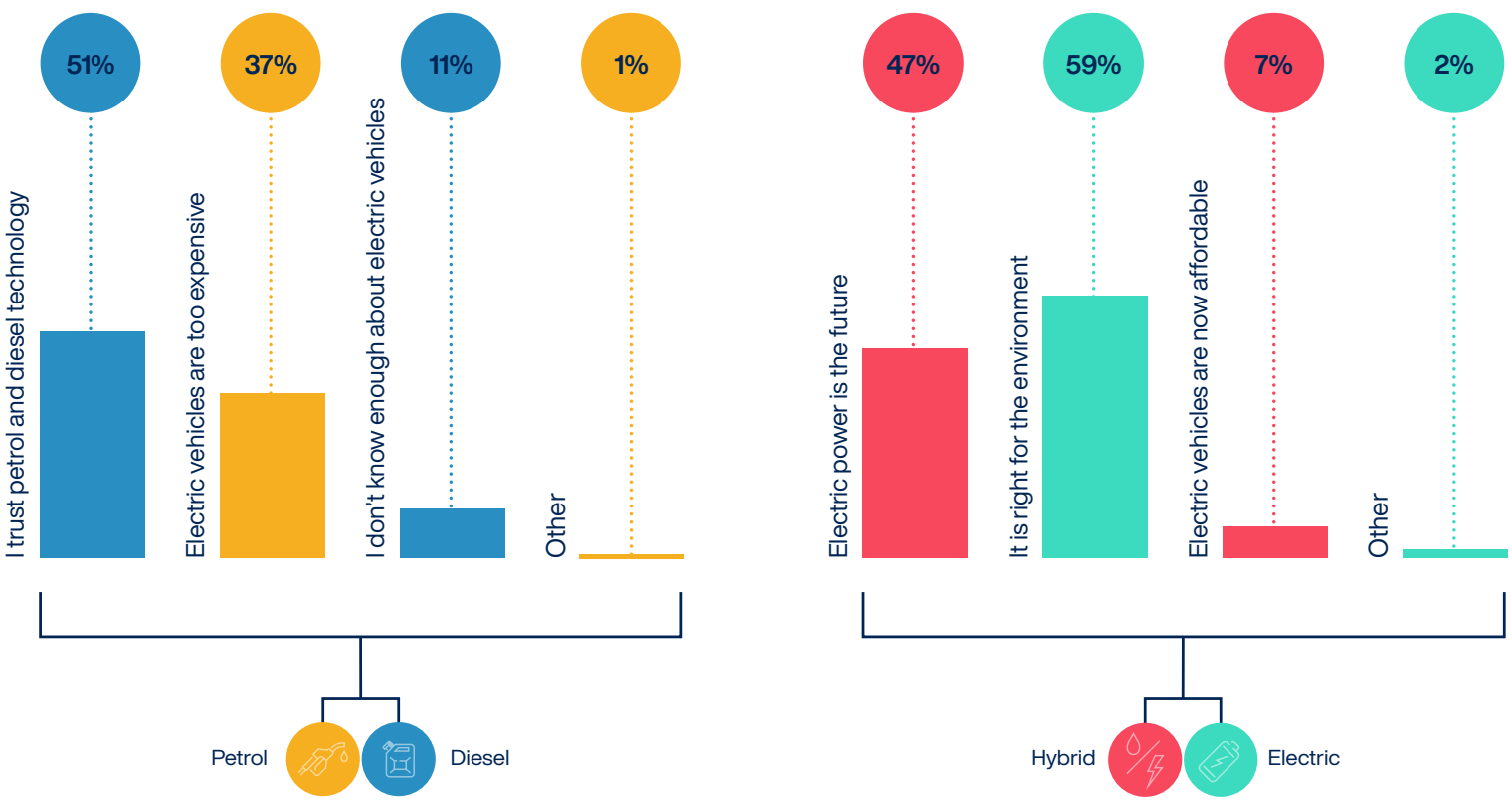




Quarterly buying trend (Aug-Oct)

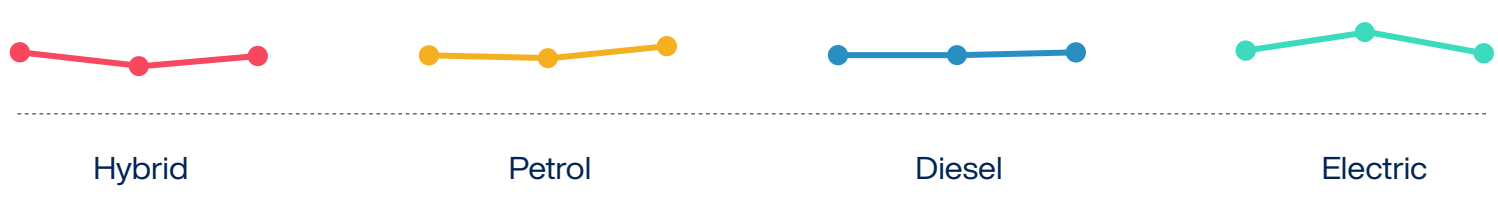
# Question 2

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



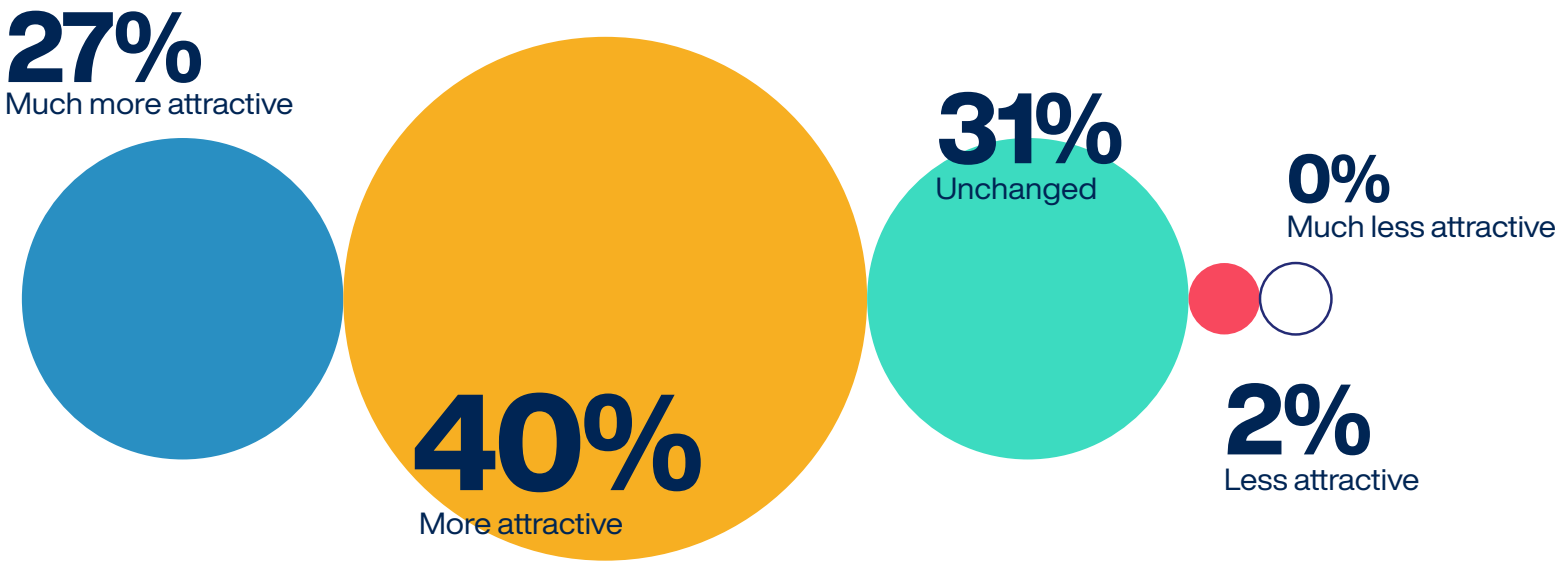



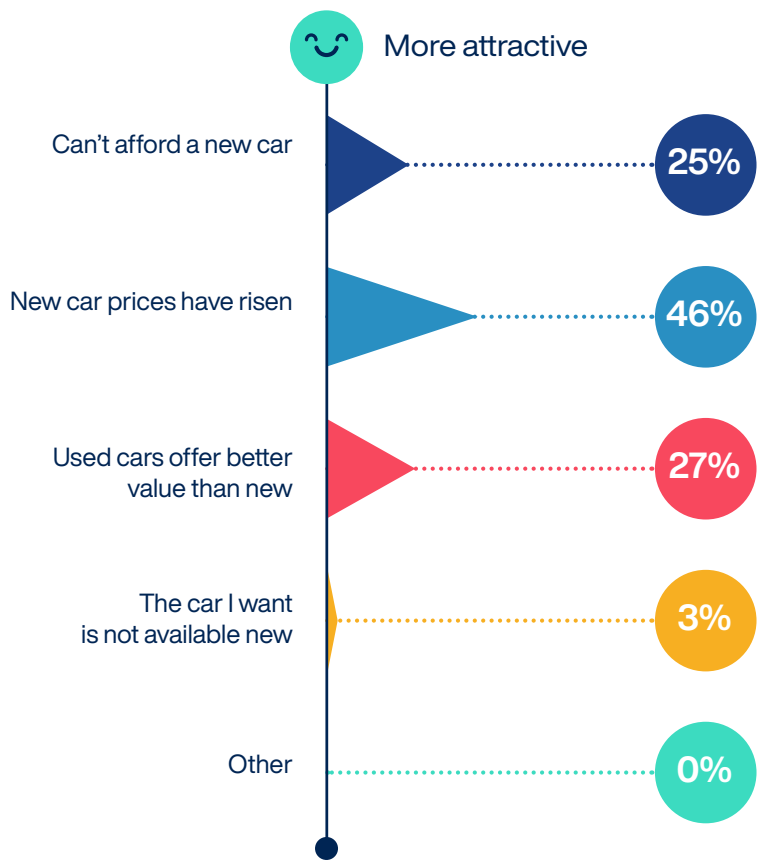

Quarterly fuel type trend (Aug-Oct)

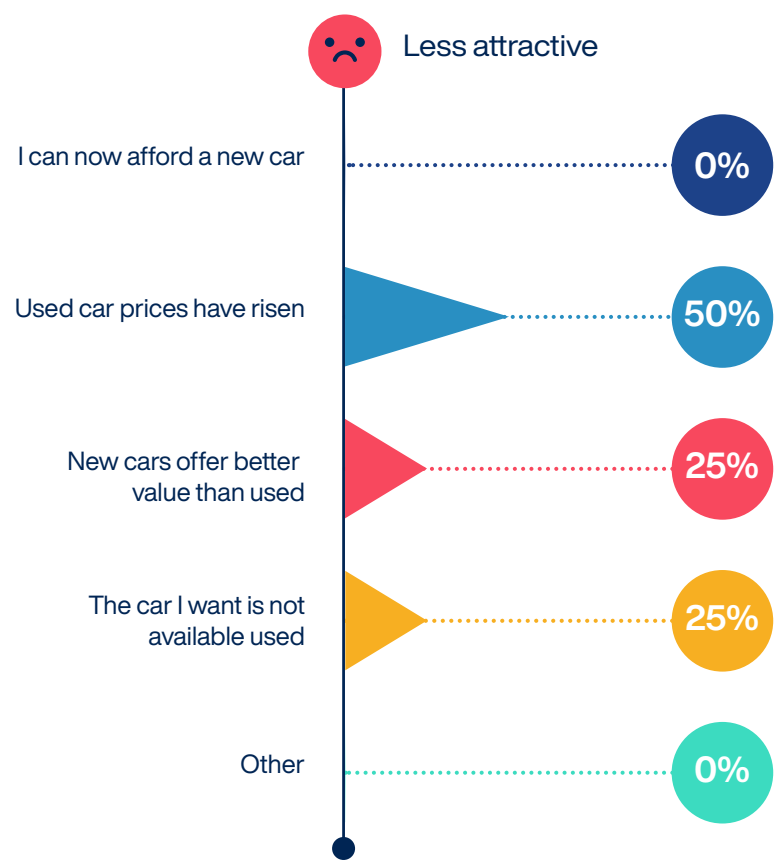


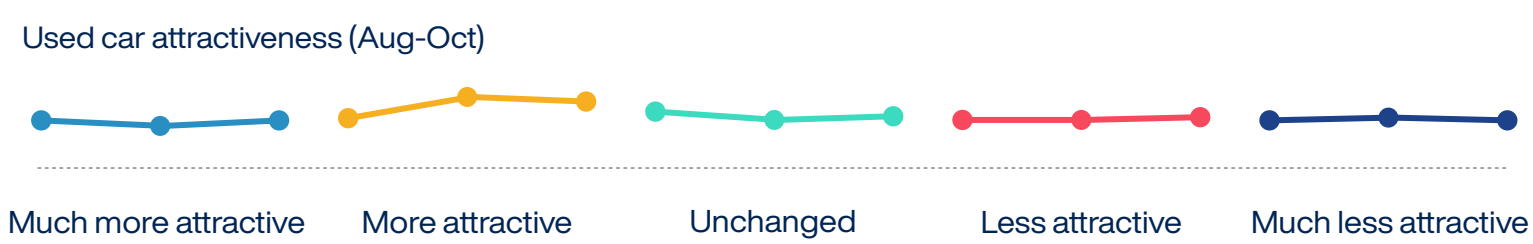
# Question 3

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



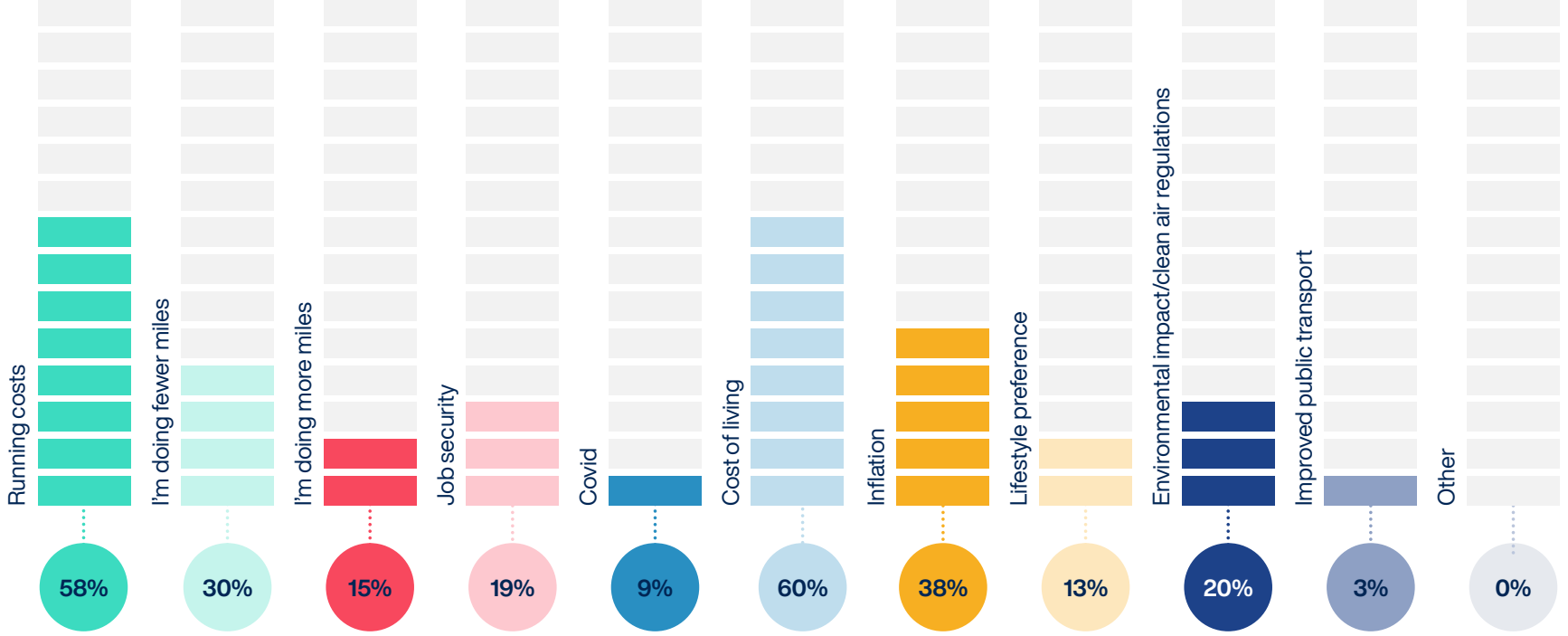



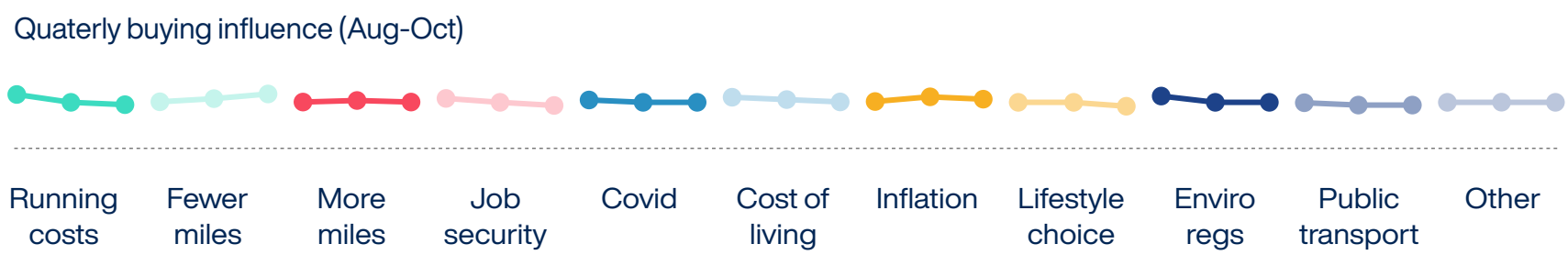




# Question 4

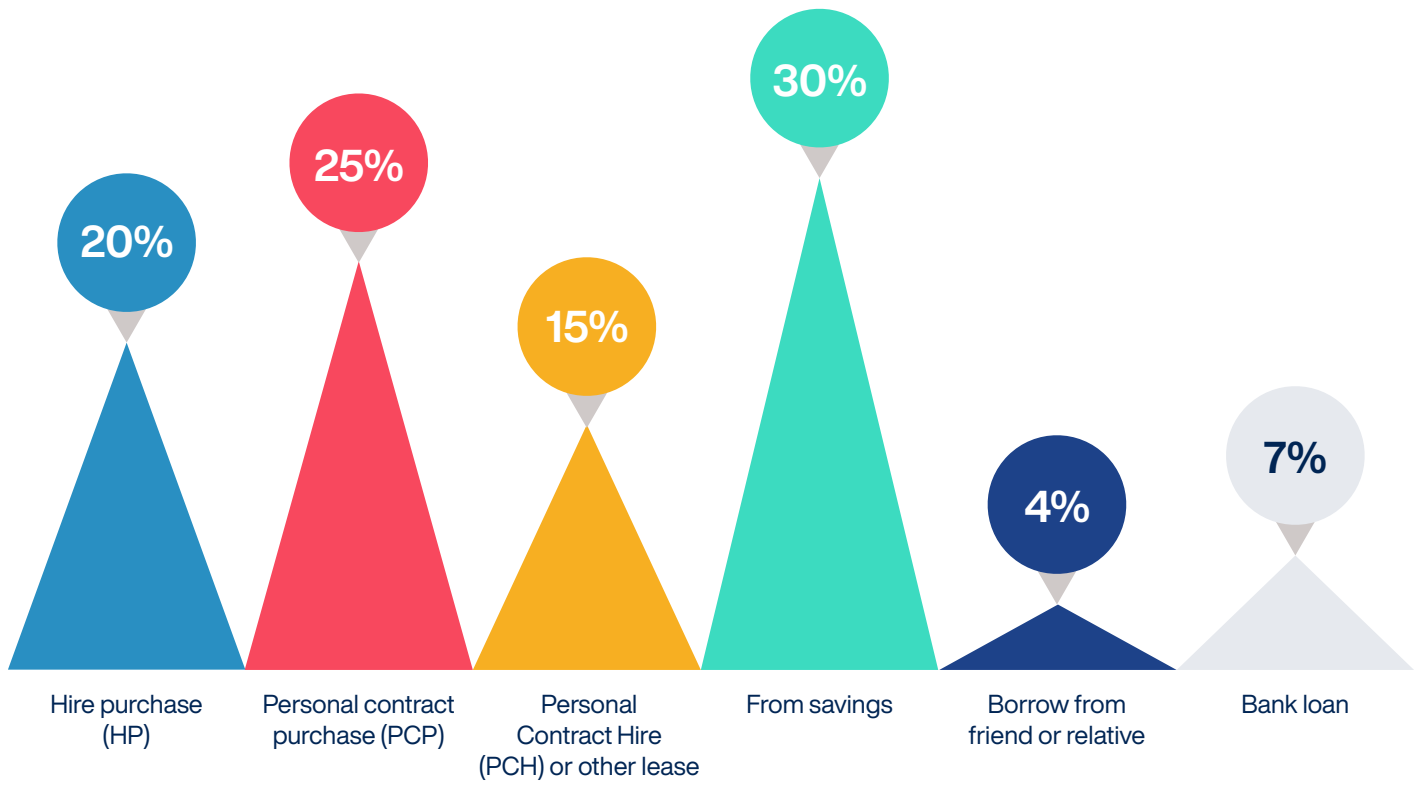
**If you were buying a used car now, which factors would influence your choice?**



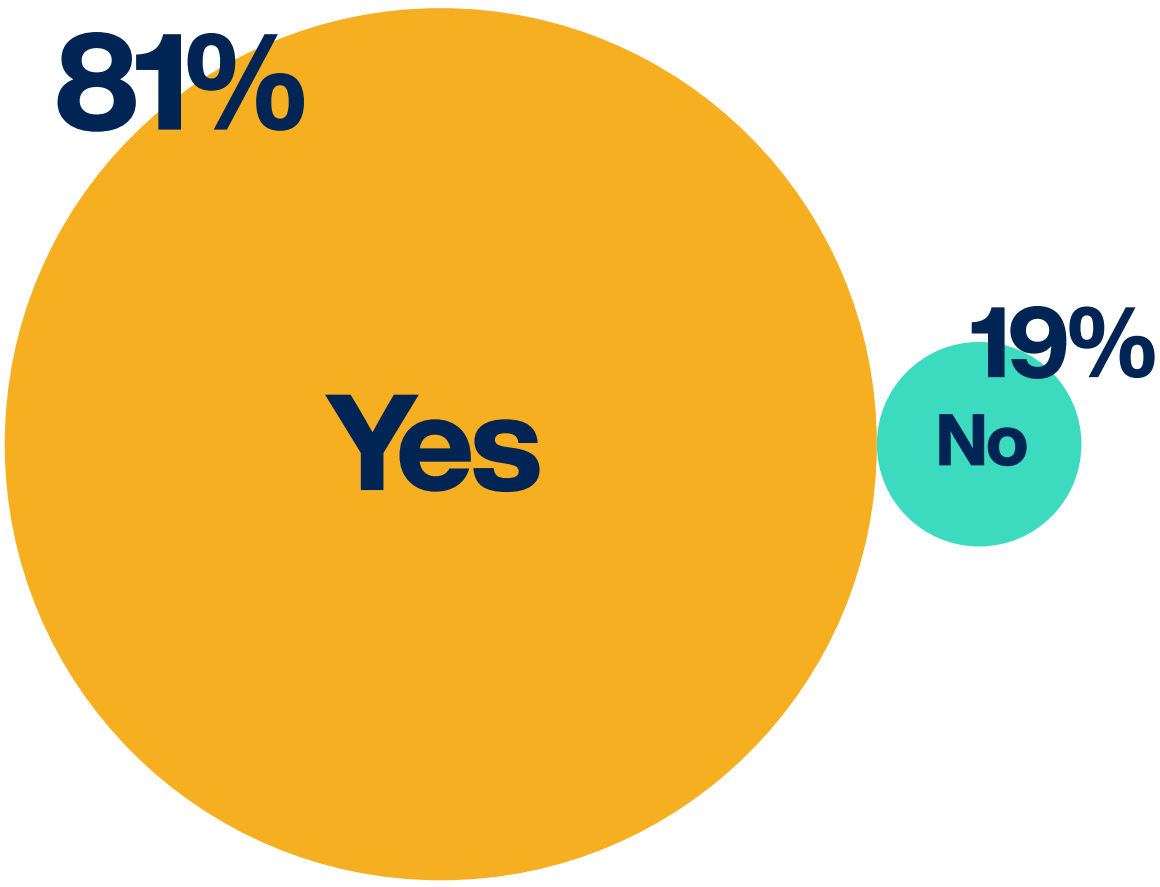

# Question 5

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

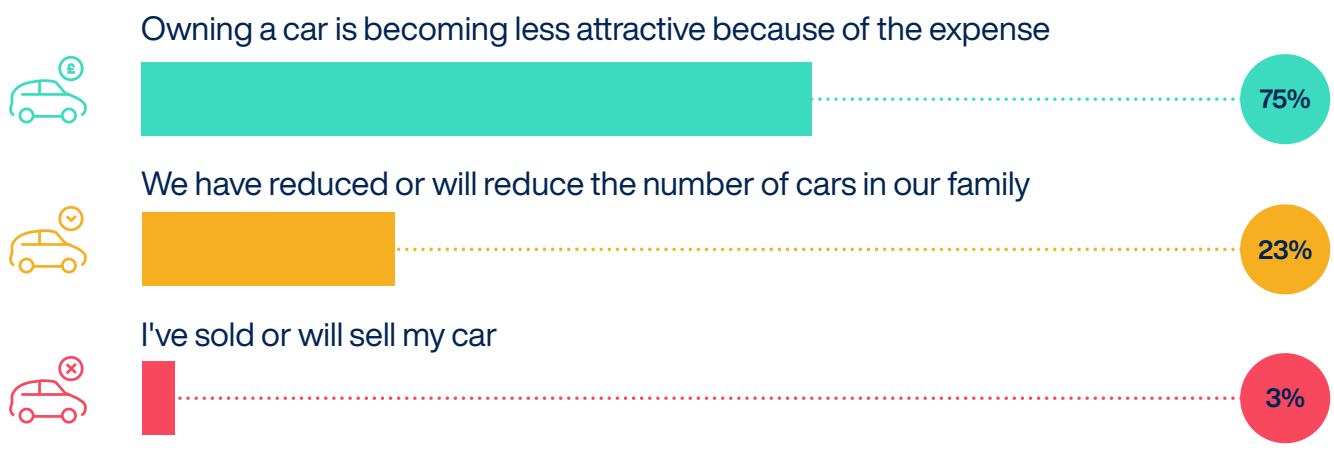


# Question 6

**Is the cost of living crisis changing your attitude to car ownership?**

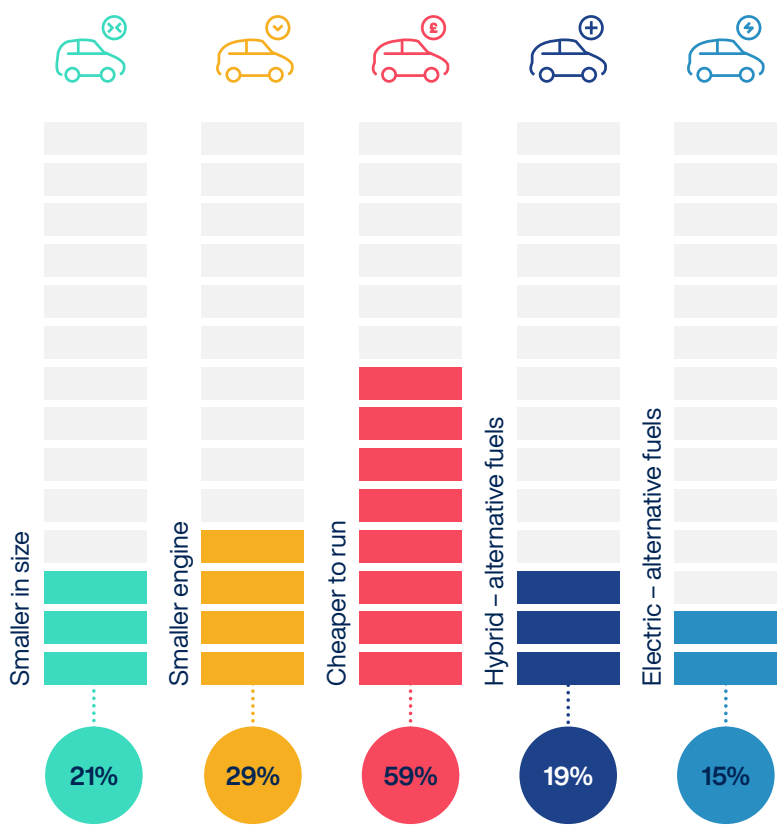



People who answered YES




# Question 7

**If you were to trade in your car in order to cut costs, would you look for one that is?**




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.

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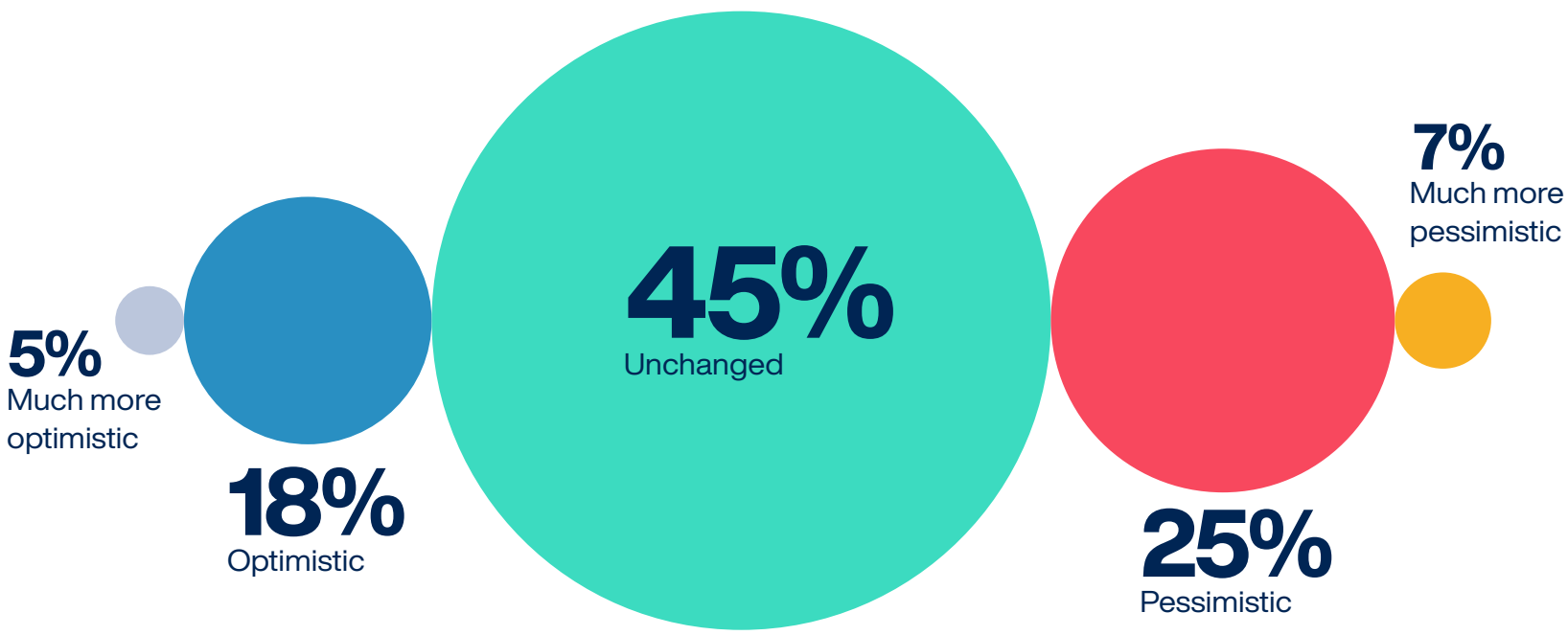
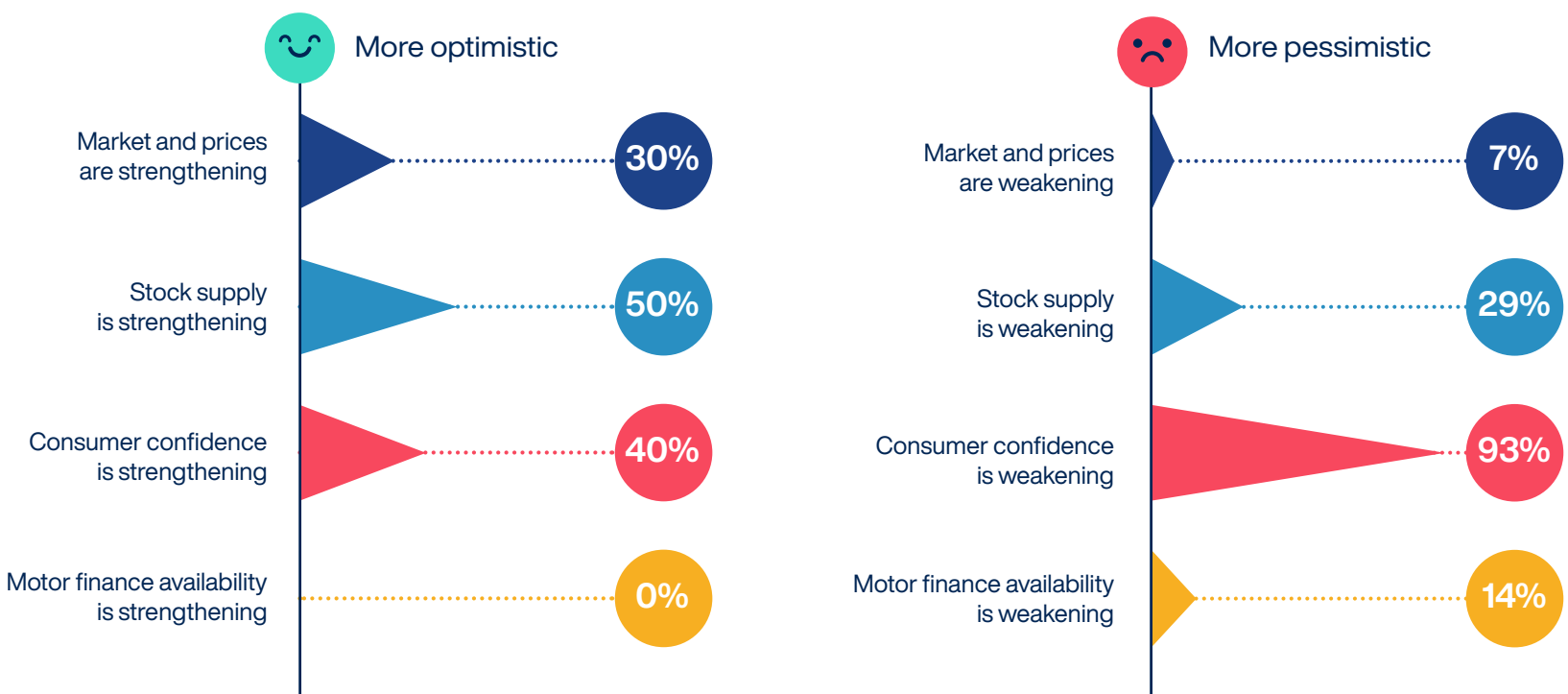
# What drives dealers?

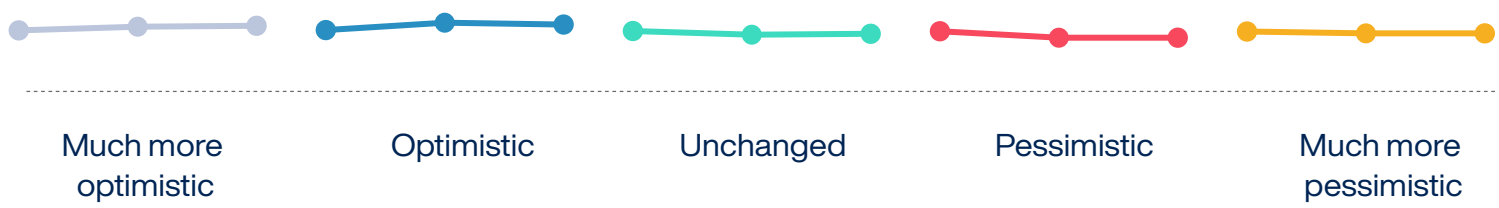
## Question 1

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



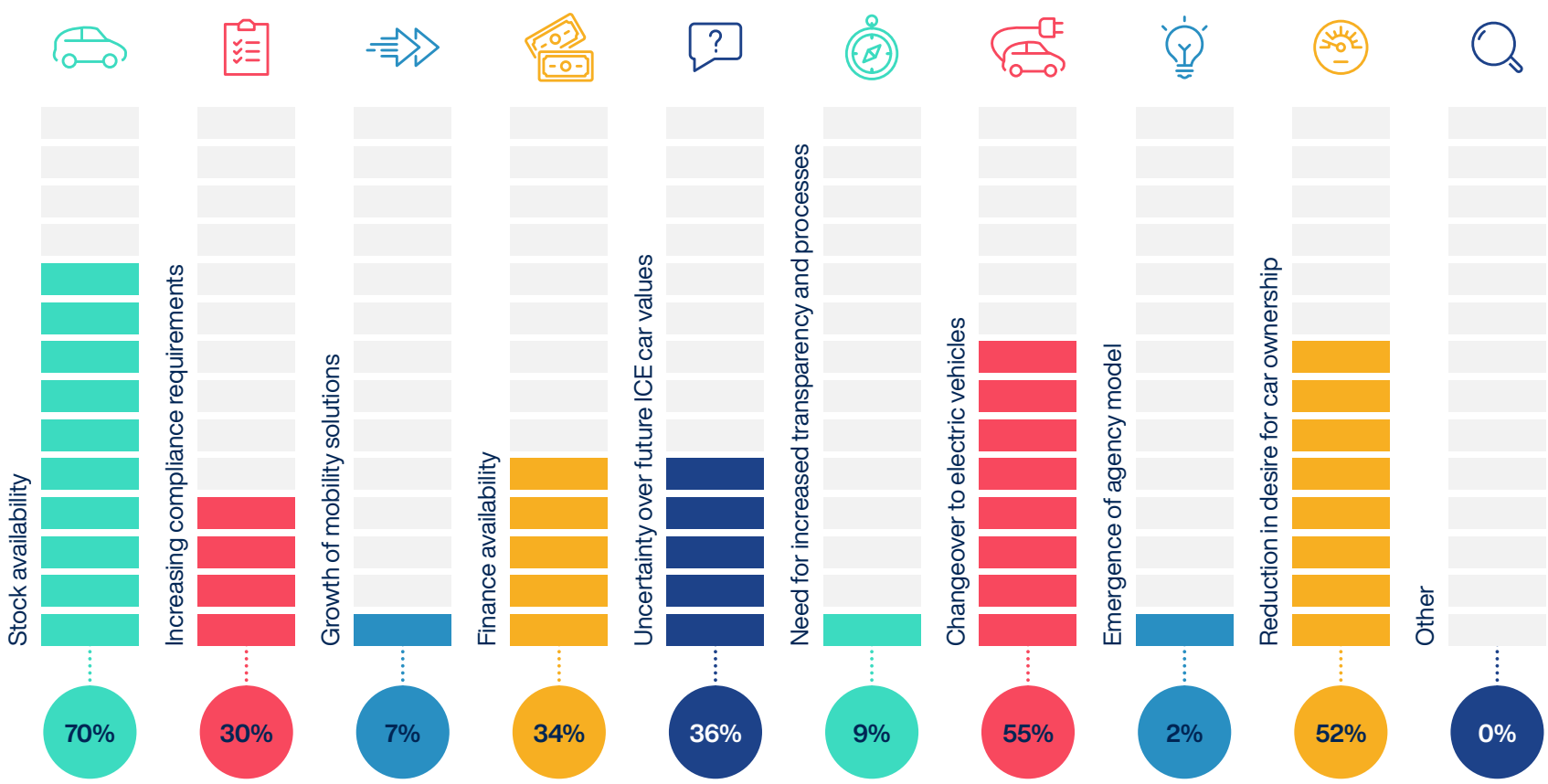



Quarterly optimism/pessimism trend (Aug-Oct)

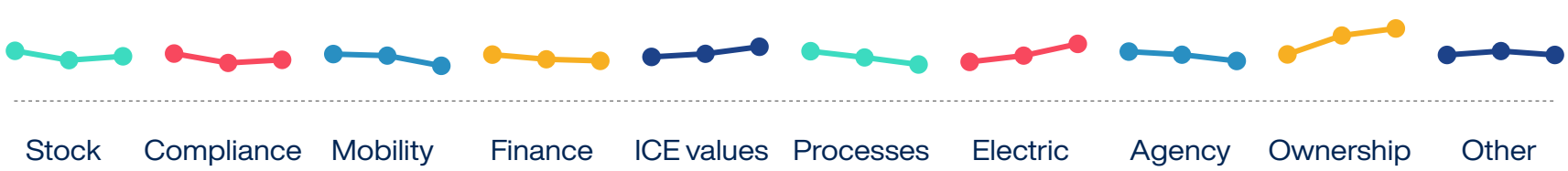



# Question 2

**What are the biggest challenge(s) for your future retailing of used cars (choose any three)?**

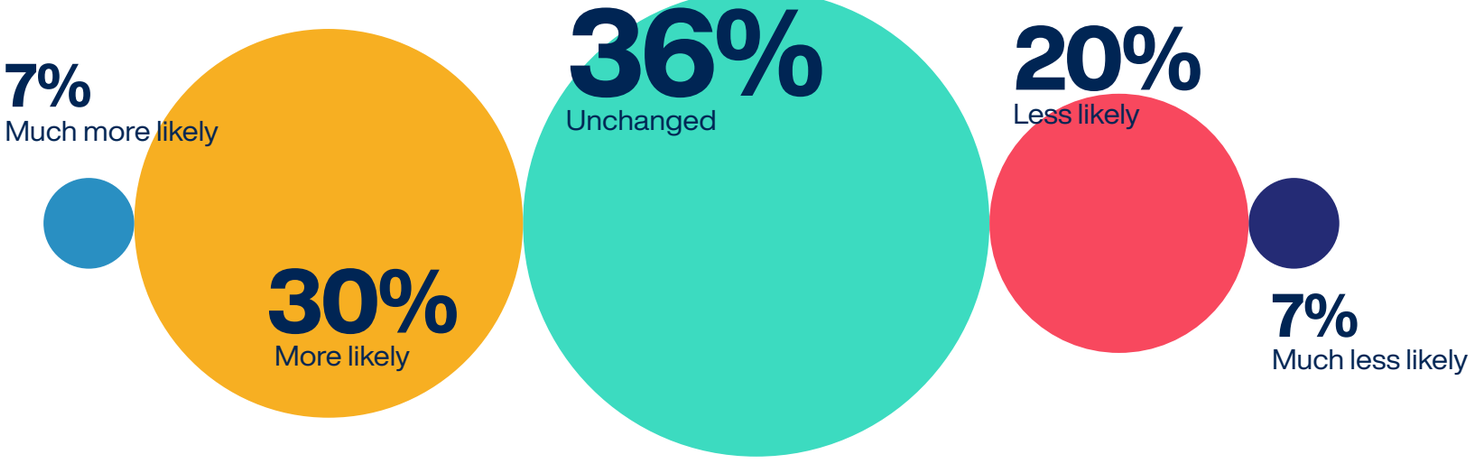


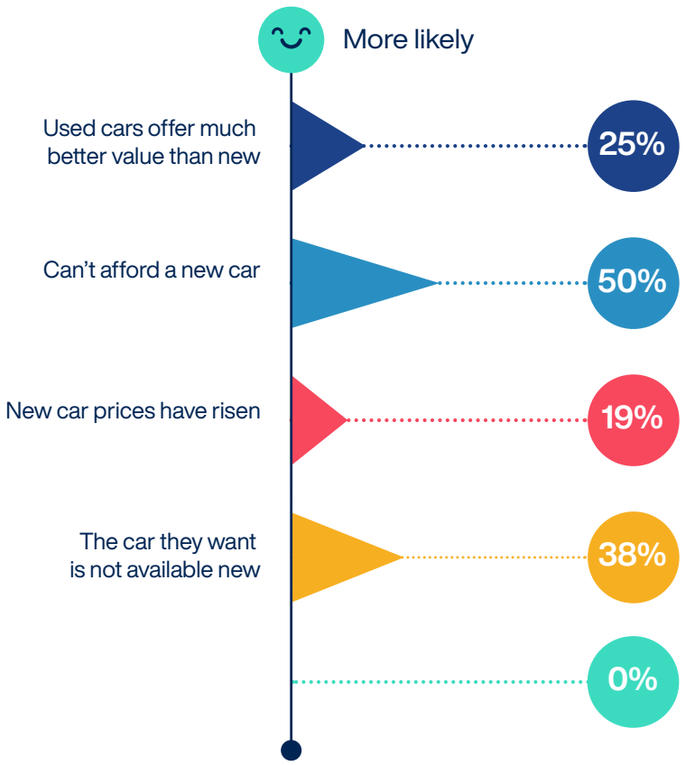

Quarterly challenges trend (Aug-Oct)

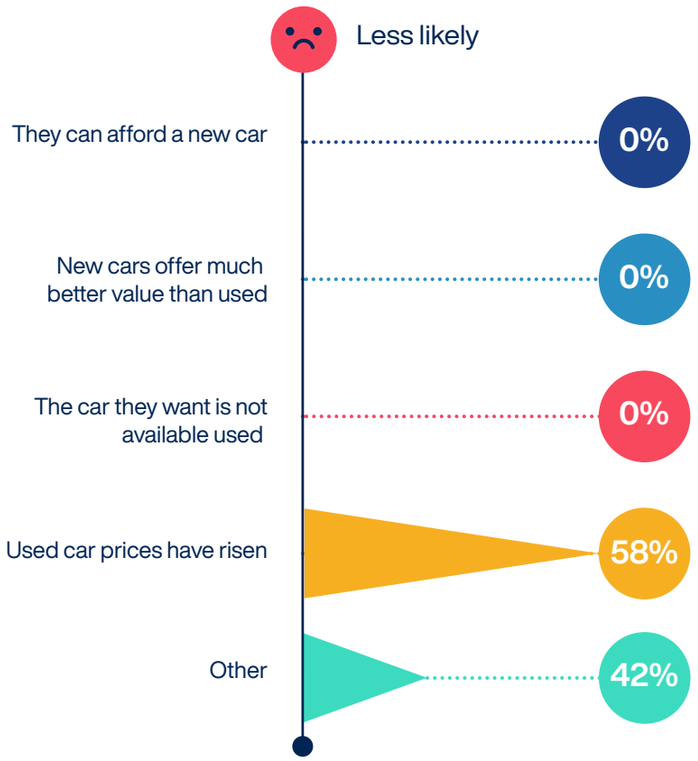



# Question 3

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



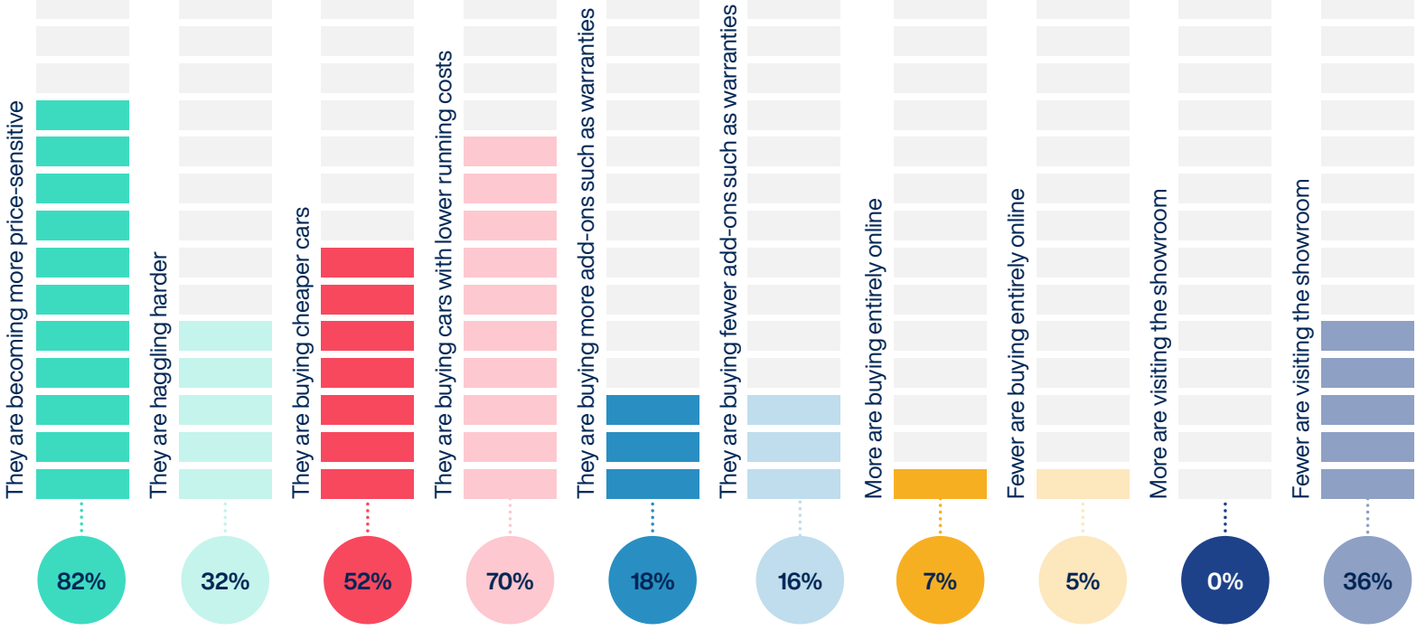




Quaterly buying likeliness trend (Aug-Oct)

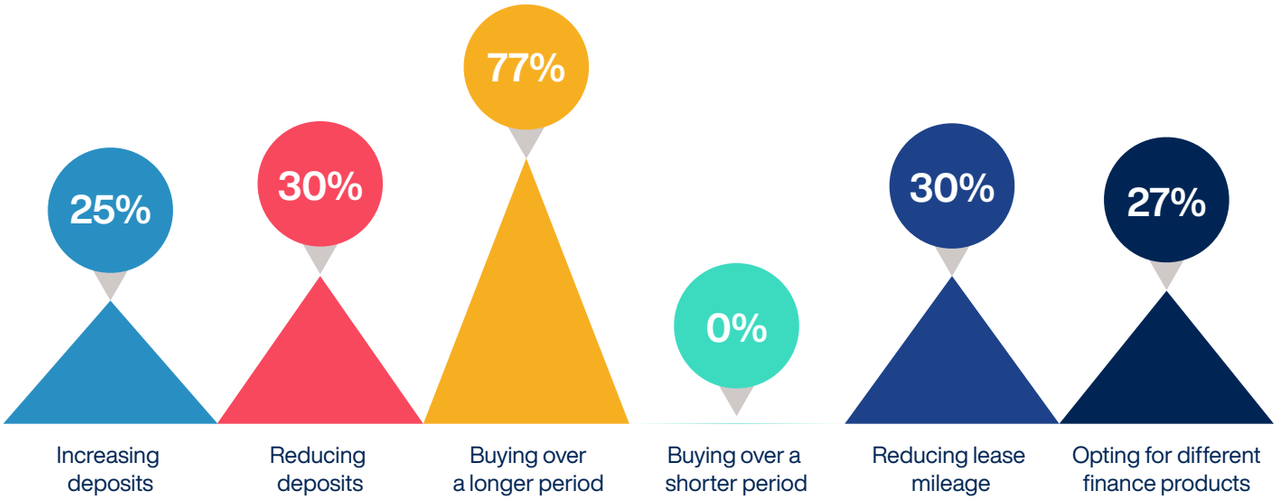
# Question 4

**How is the cost of living crisis affecting consumer car buying?**



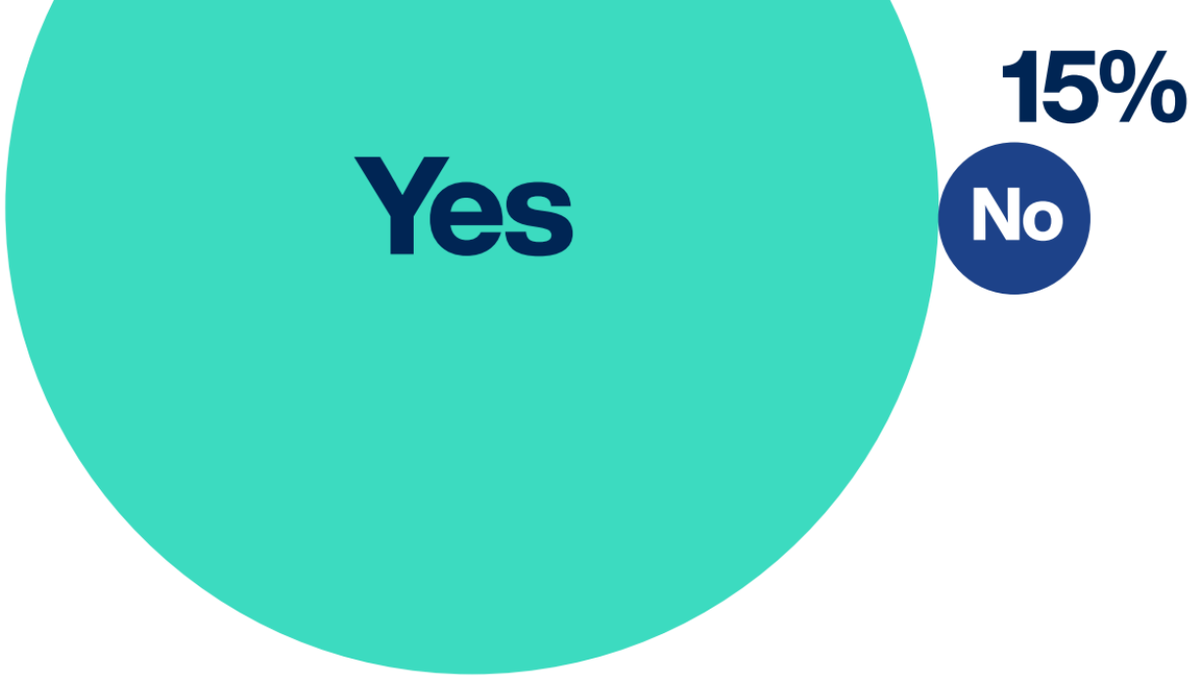

# Question 5

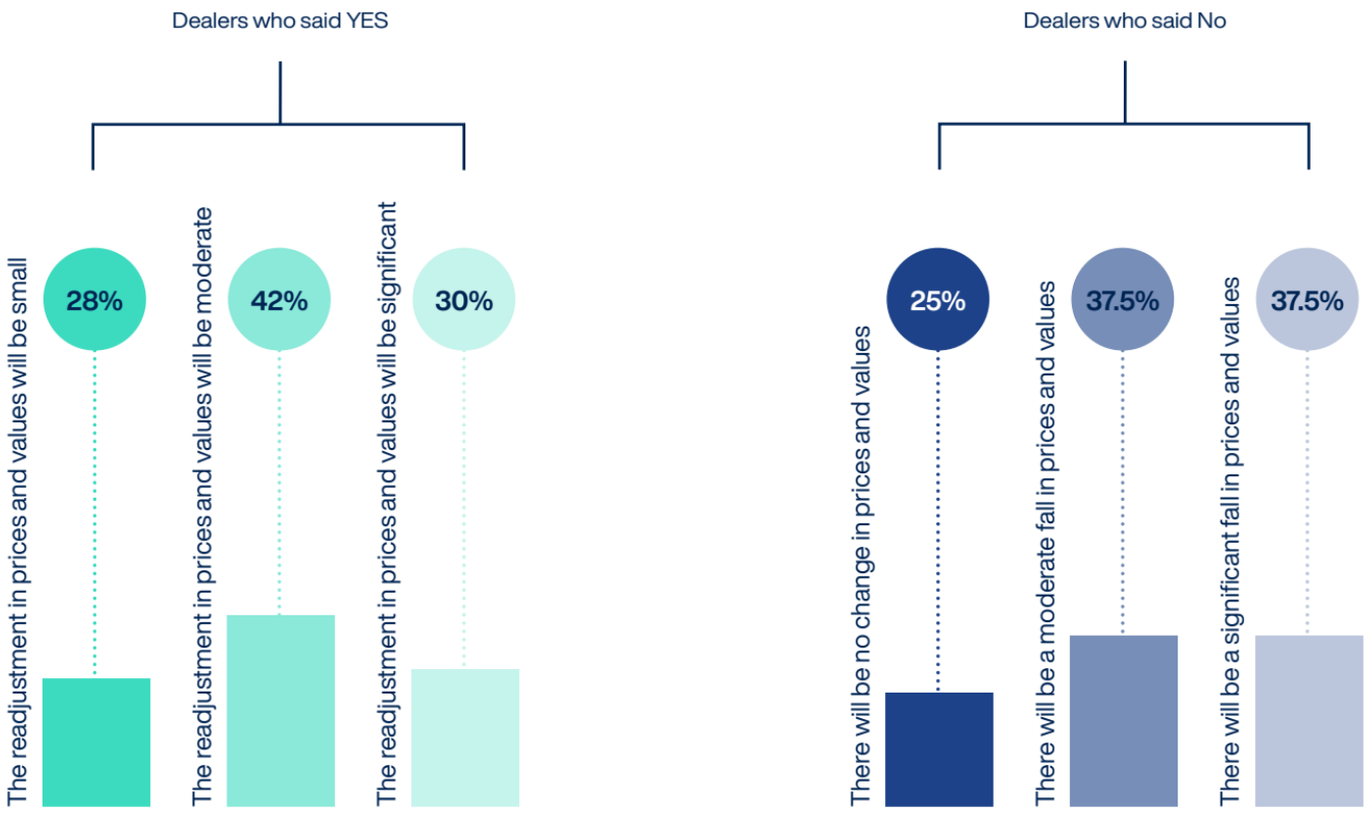
**How is the cost of living crisis affecting consumer attitudes to motor finance?**




# Question 6

**Is the worsening cost of living crisis going to negatively affect car prices and values in Q4 of 2022?**

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