

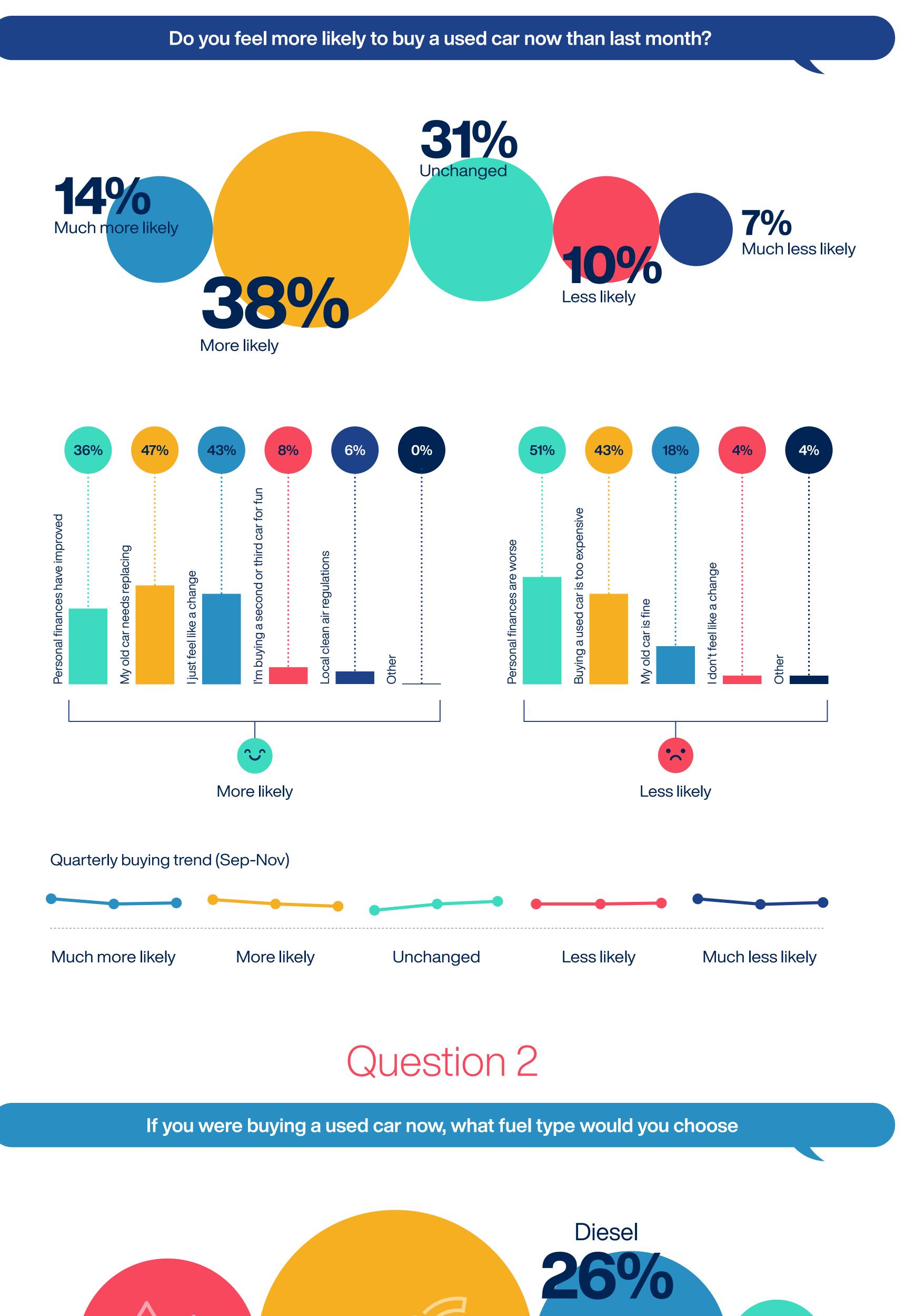
What drives

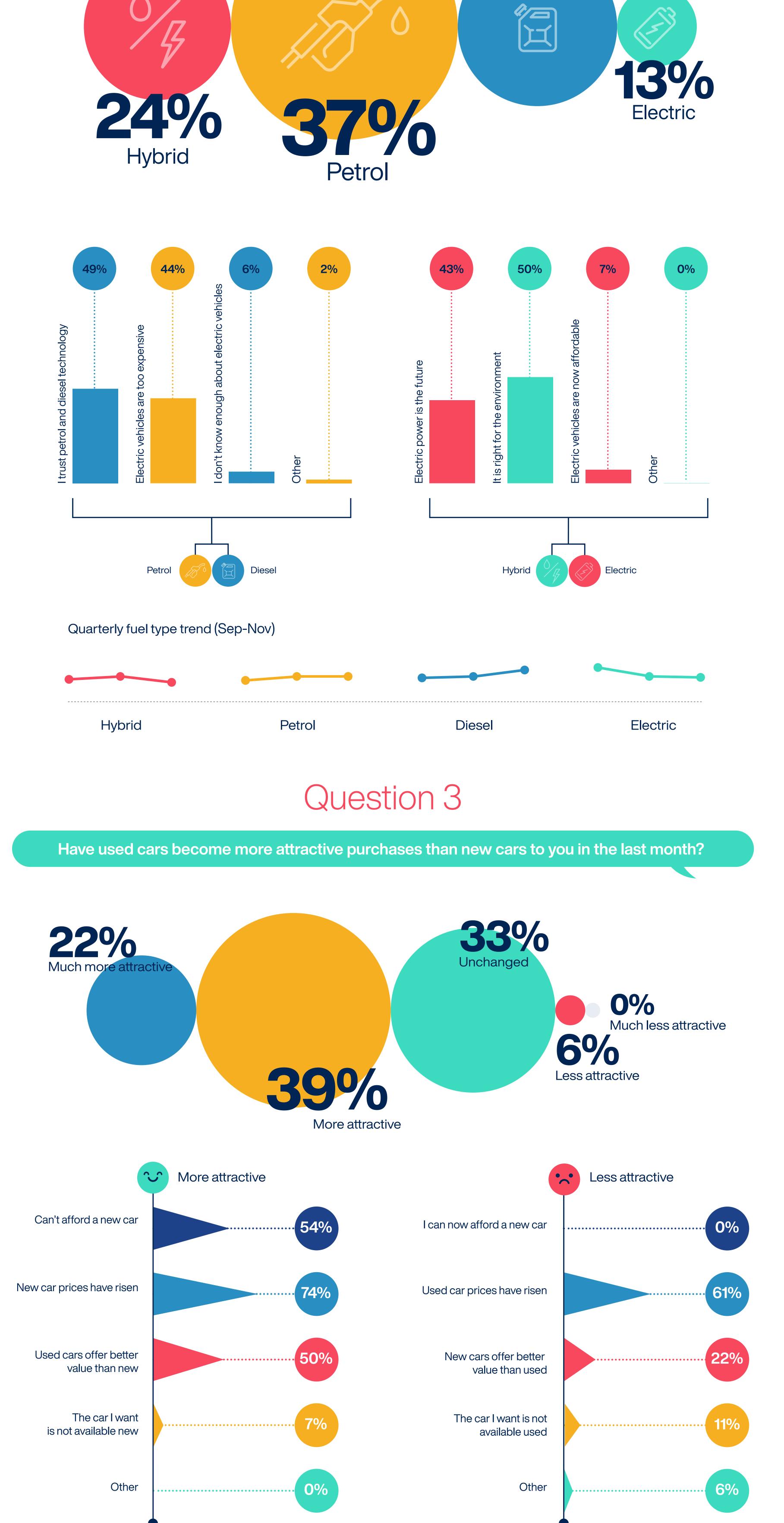
consumers?

### November 2022



# Question 1





Used car attractiveness (Sep-Nov)

Much more attractive More attractive

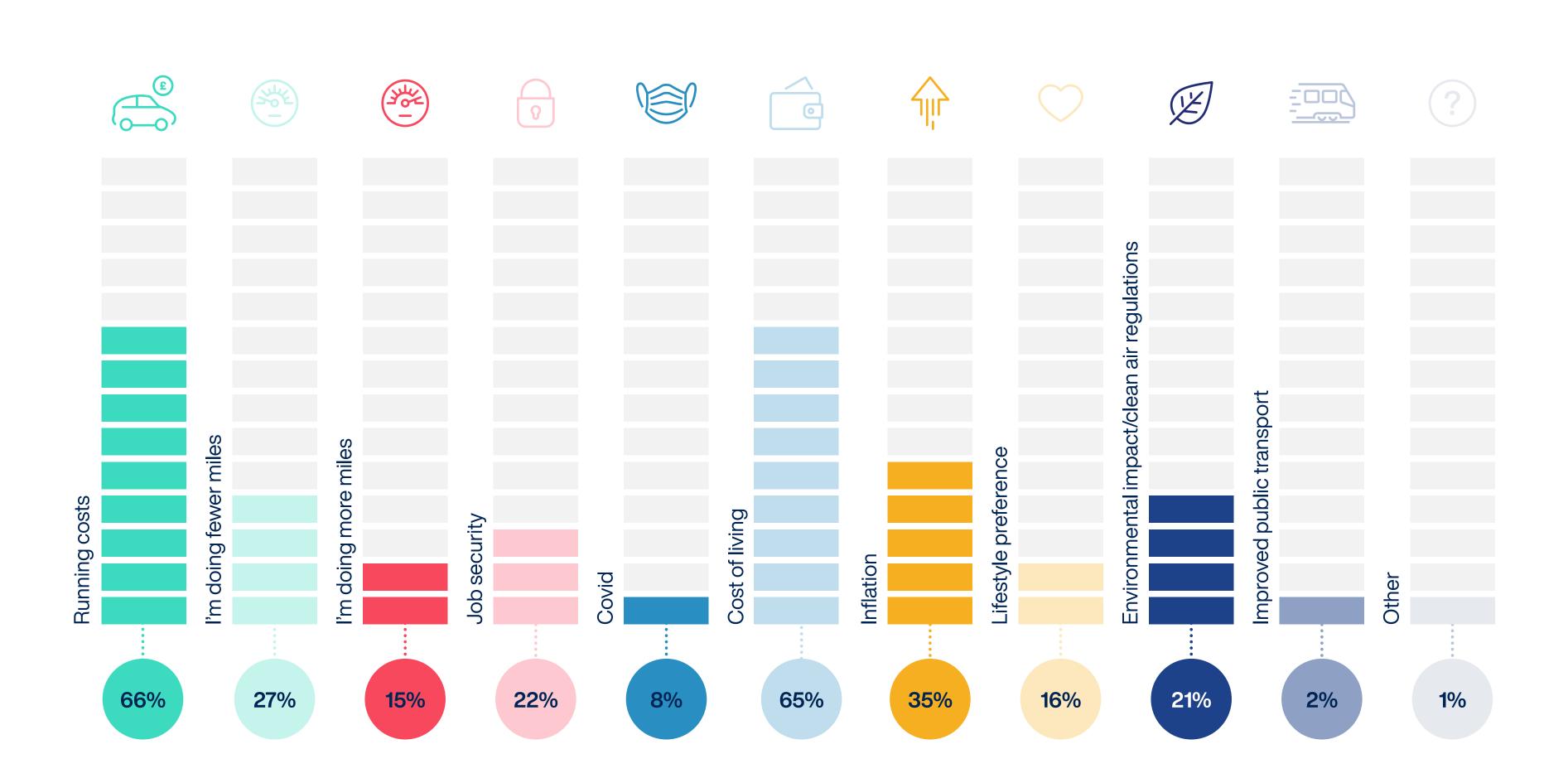
Unchanged

anged Le

Less attractive Much less attractive

# Question 4

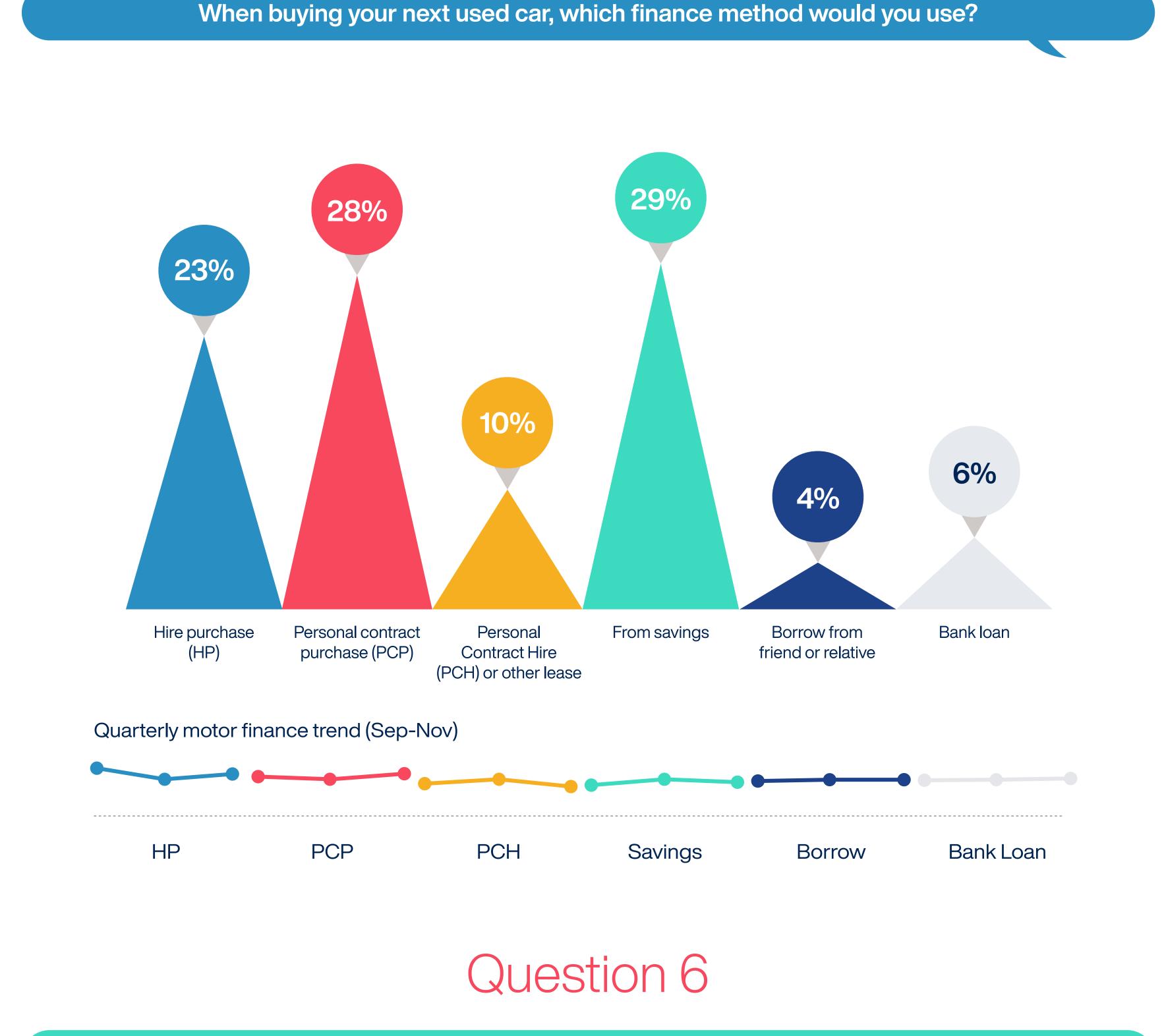
### If you were buying a used car now, which factors would influence your choice?



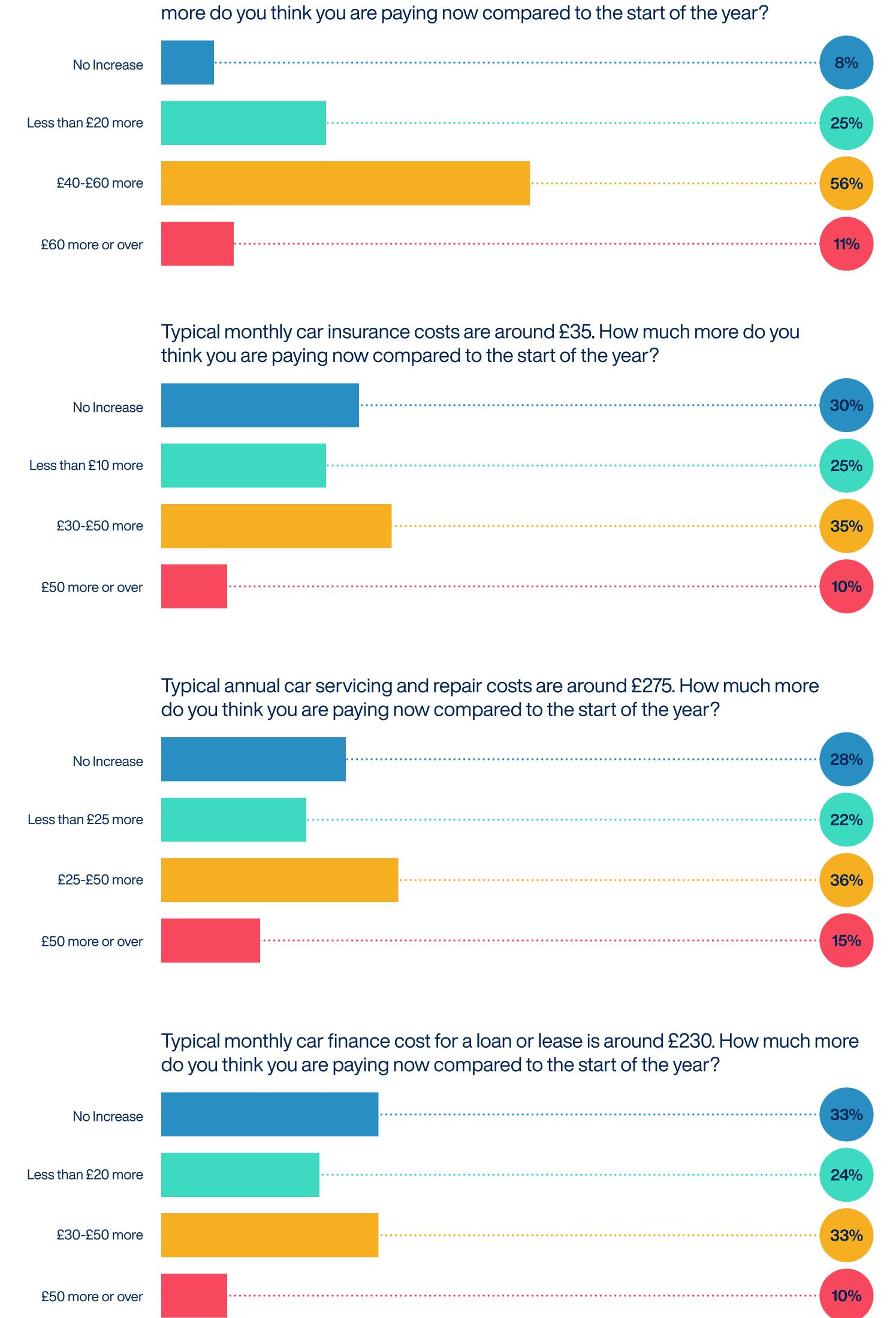
Quaterly buying influence (Sep-Nov)

				••••				• • • •		
Running costs	Fewer miles	More miles	Job security	Covid	Cost of living	Inflation	Lifestyle choice	Enviro regs	Public transport	Other

# Question 5



How much more are you paying for motoring compared to the start of this year?



## Question 7

What's the most frustrating thing about driving in winter?

Other drivers not taking enough care for the road conditions X 3% Q 6 a dirty, icy windscreen car on a dark morning Snow down in the cold Having to clear ice off the windscreen sing your ice scraper and de-icer wash again Р of or ice Car not starting in the morning Not being able to see well out about skidding screen Getting into a freezing ssibility of breaking unning out of /orrying ( Š Б Ы **54%** 20% **49% 41% 49% 24**% 30% 24% 7%



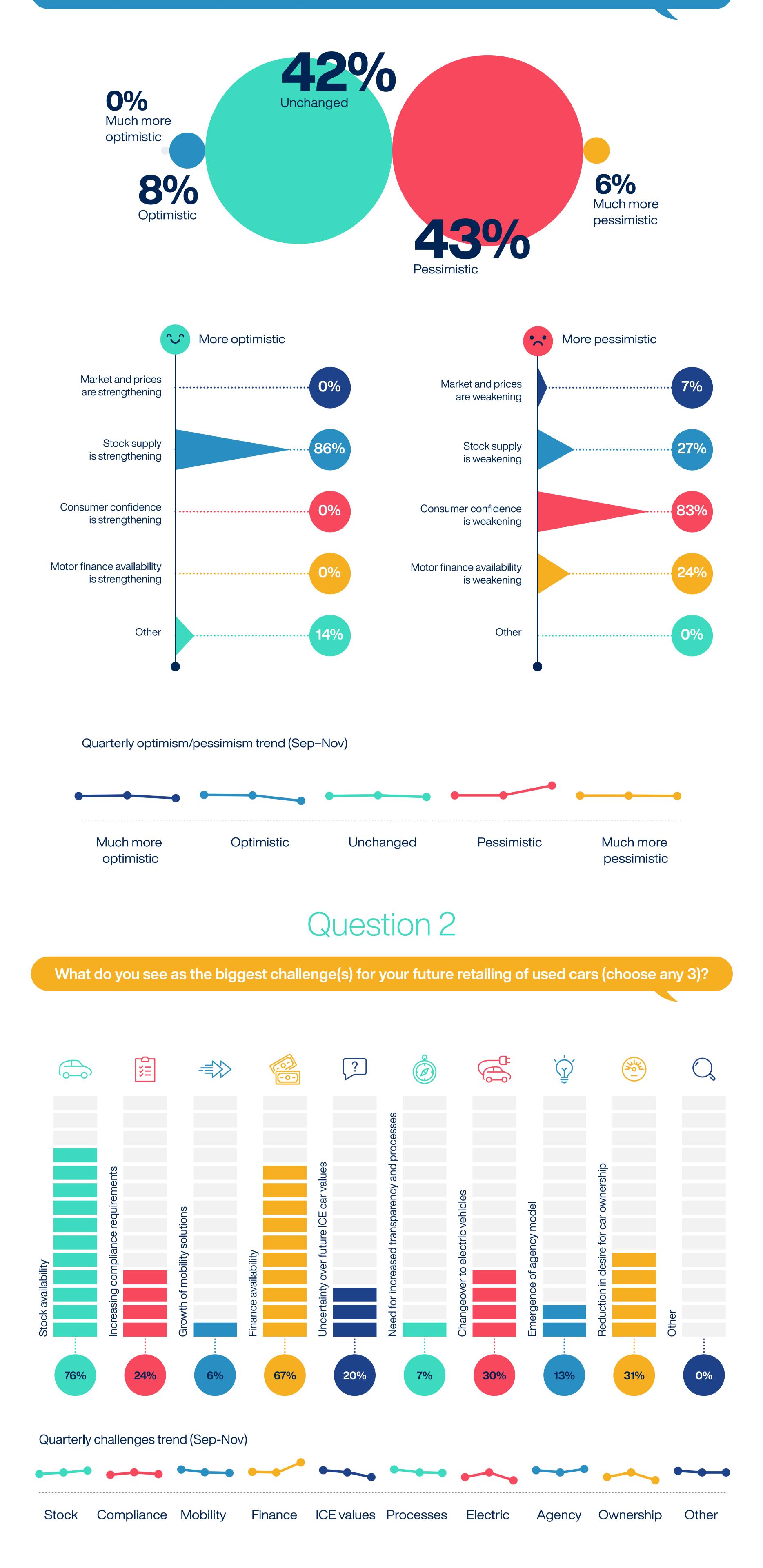
## November 2022

# What drives dealers?



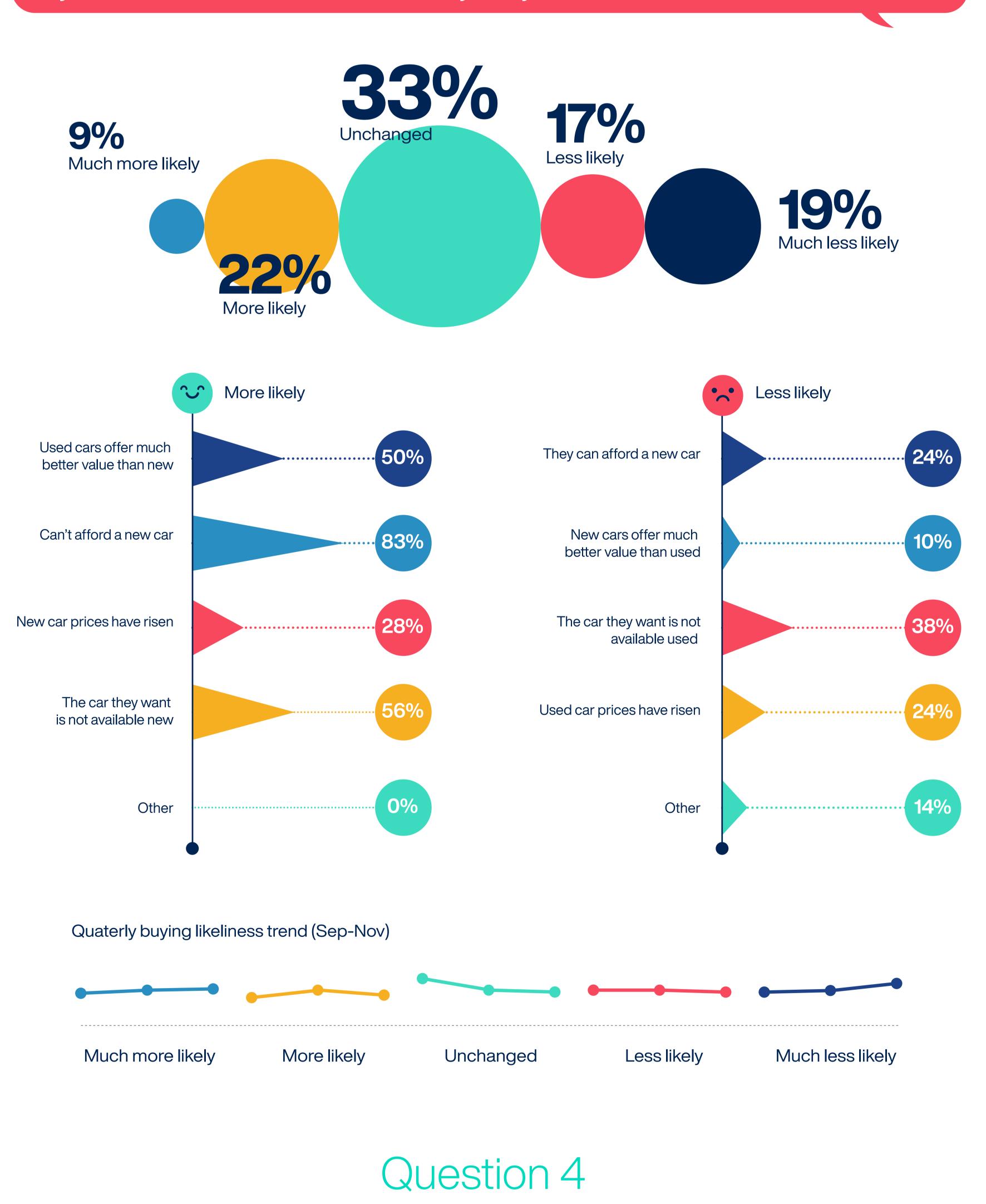
# Question 1

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



### Question 3

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

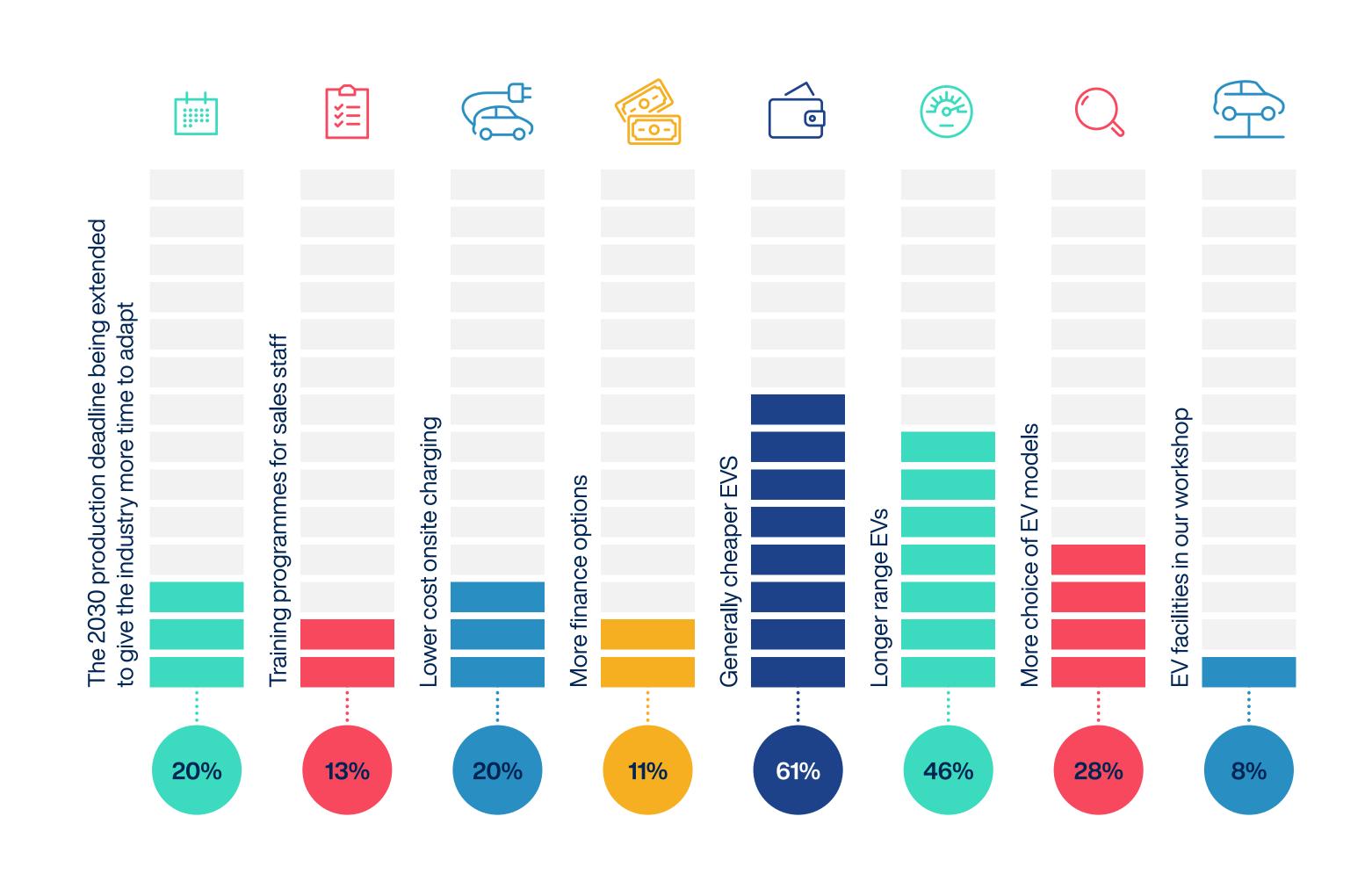


What worries you most about retailing used electric vehicles?



## Question 5

### What would help you most to adapt to retailing EVs?



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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