

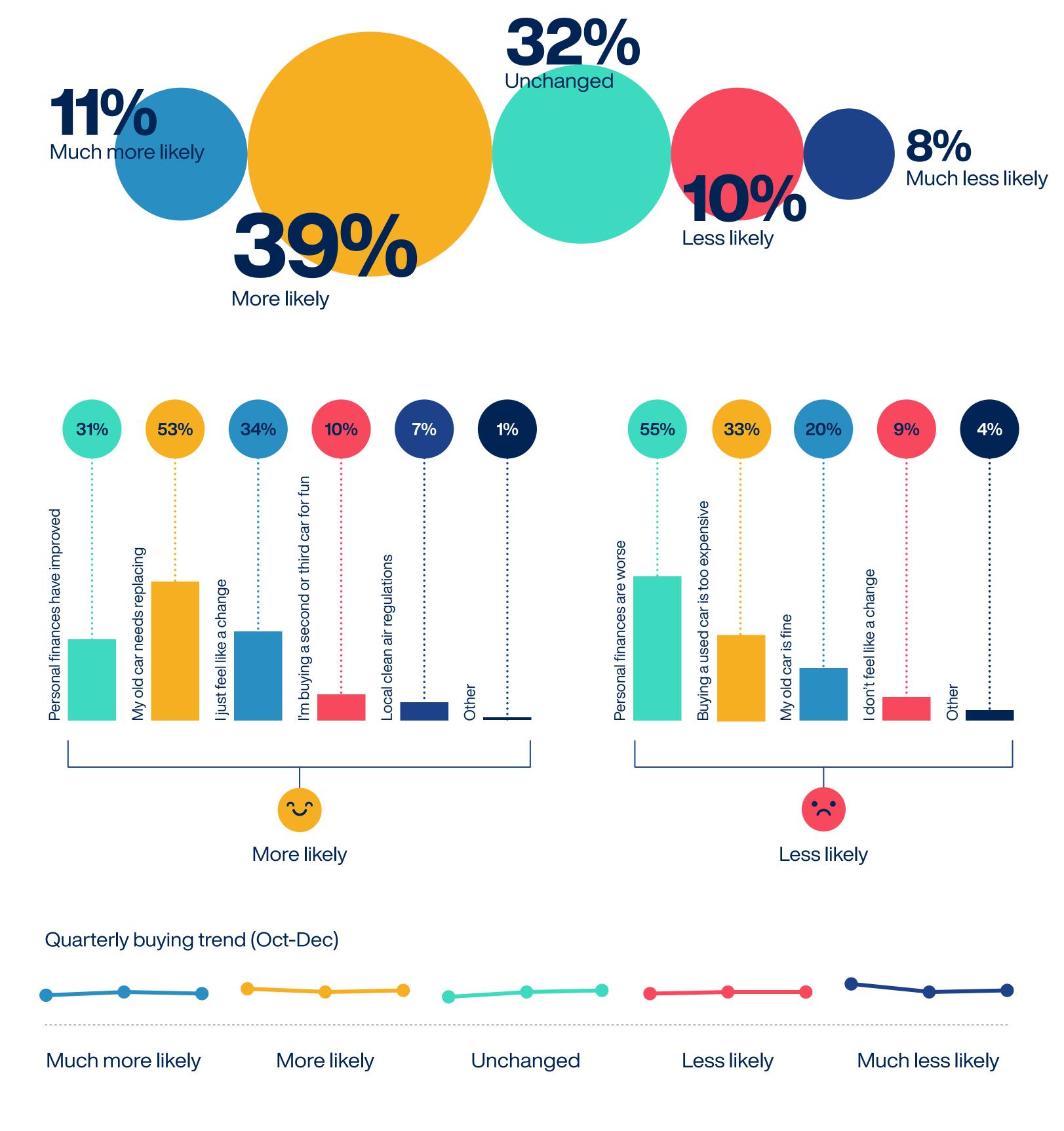
What drives consumers?



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

Question 1

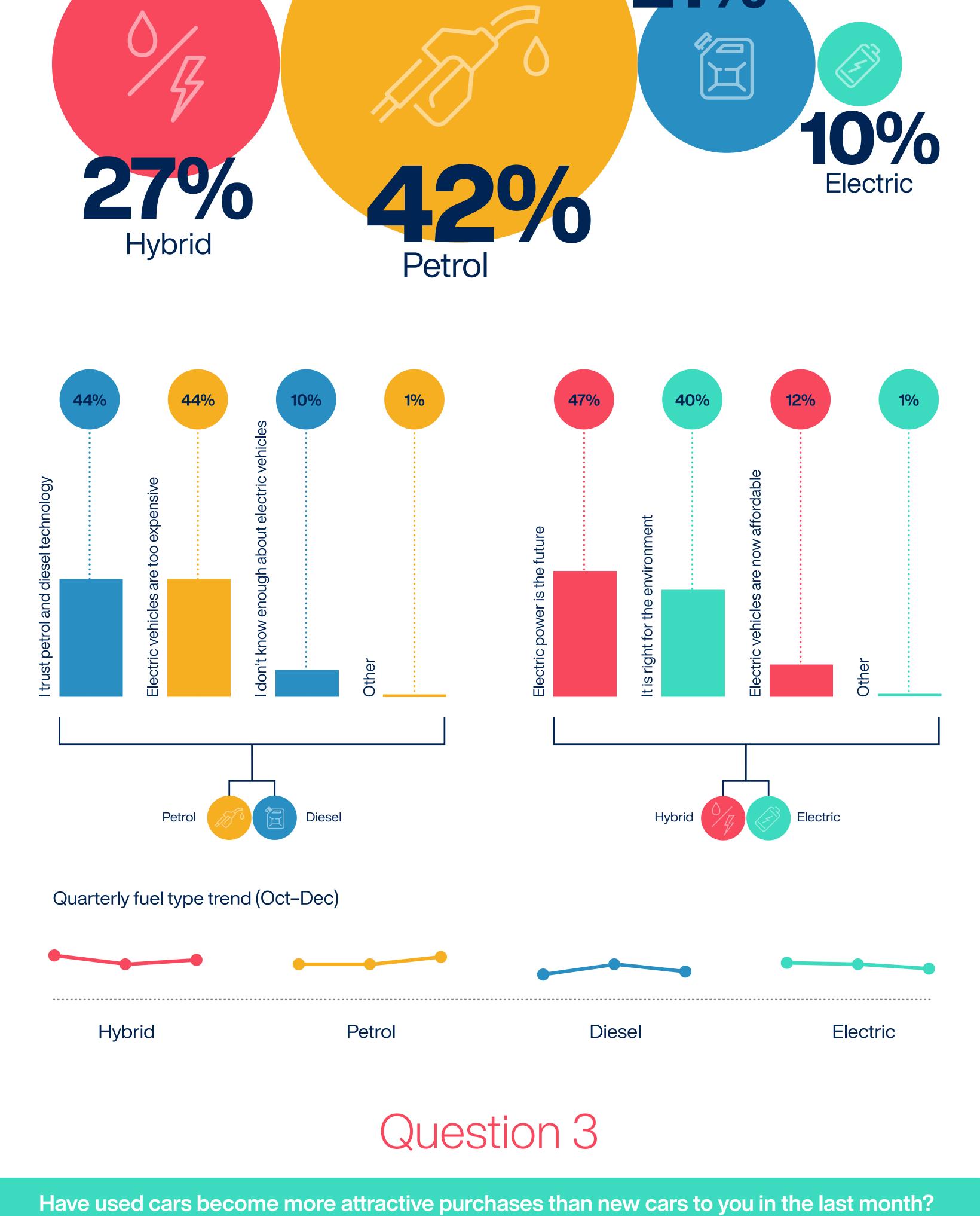




Diesel

Question 2

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



21%

Running costs

66%

I'm doing fewe

24%

Quaterly buying influence (Oct-Dec)

18%

£500

£750

£1,000

£1,000+

I'm doing more

15%

Job security

23%

28%

Covid

Much more attractive



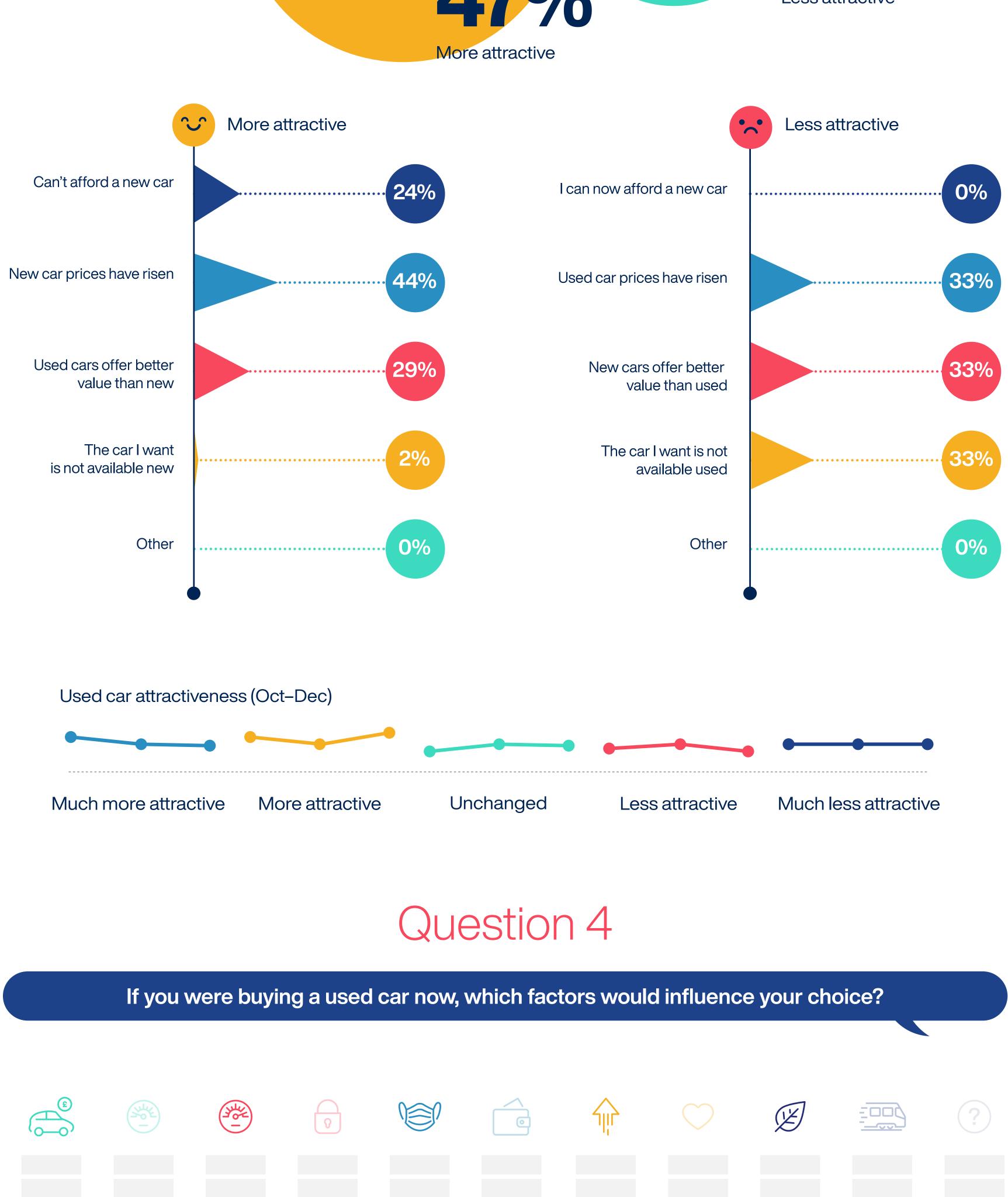
31%

Unchanged

0%

Much less

attractive



Cost of living Inflation

63%

impact/clean air regulations

Environmenta

17%

Improved pub

9%

34%

11%

3%

Other

0%

Lifestyle prefe

16%

37%

Running	Fewer miles	More miles	Job security	Covid	Cost of living	Inflation	Lifestyle choice	Enviro regs	Public transport	Other
Question 5										
When buying your next used car, which finance method would you use?										

10%

31%

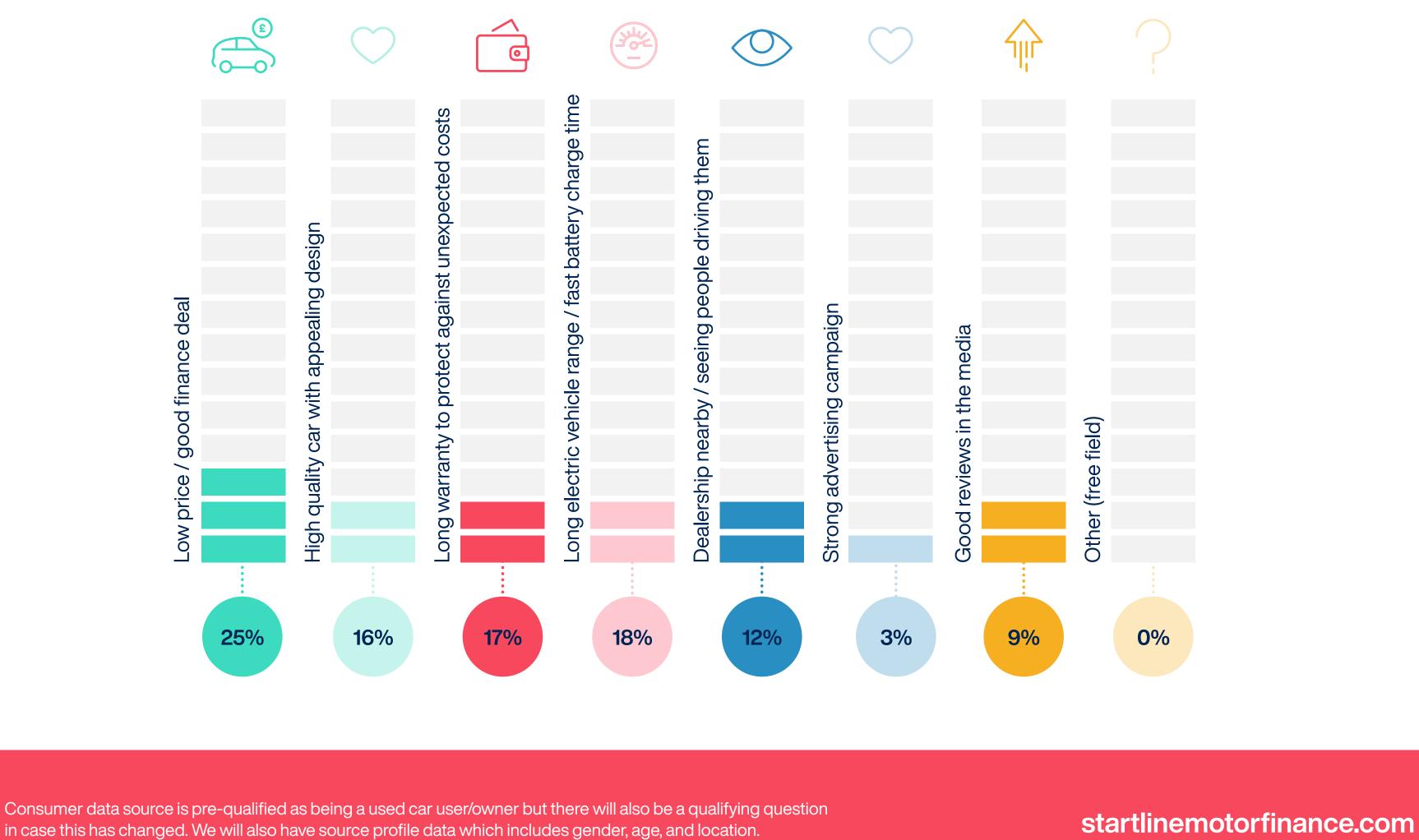


Question 7

What would help you feel comfortable in buying one of these EVs? (as many as apply)

I would keep hold of my car even if costs rose more than £1,000

How would you feel about new electric cars from manufacturers with unfamiliar names?



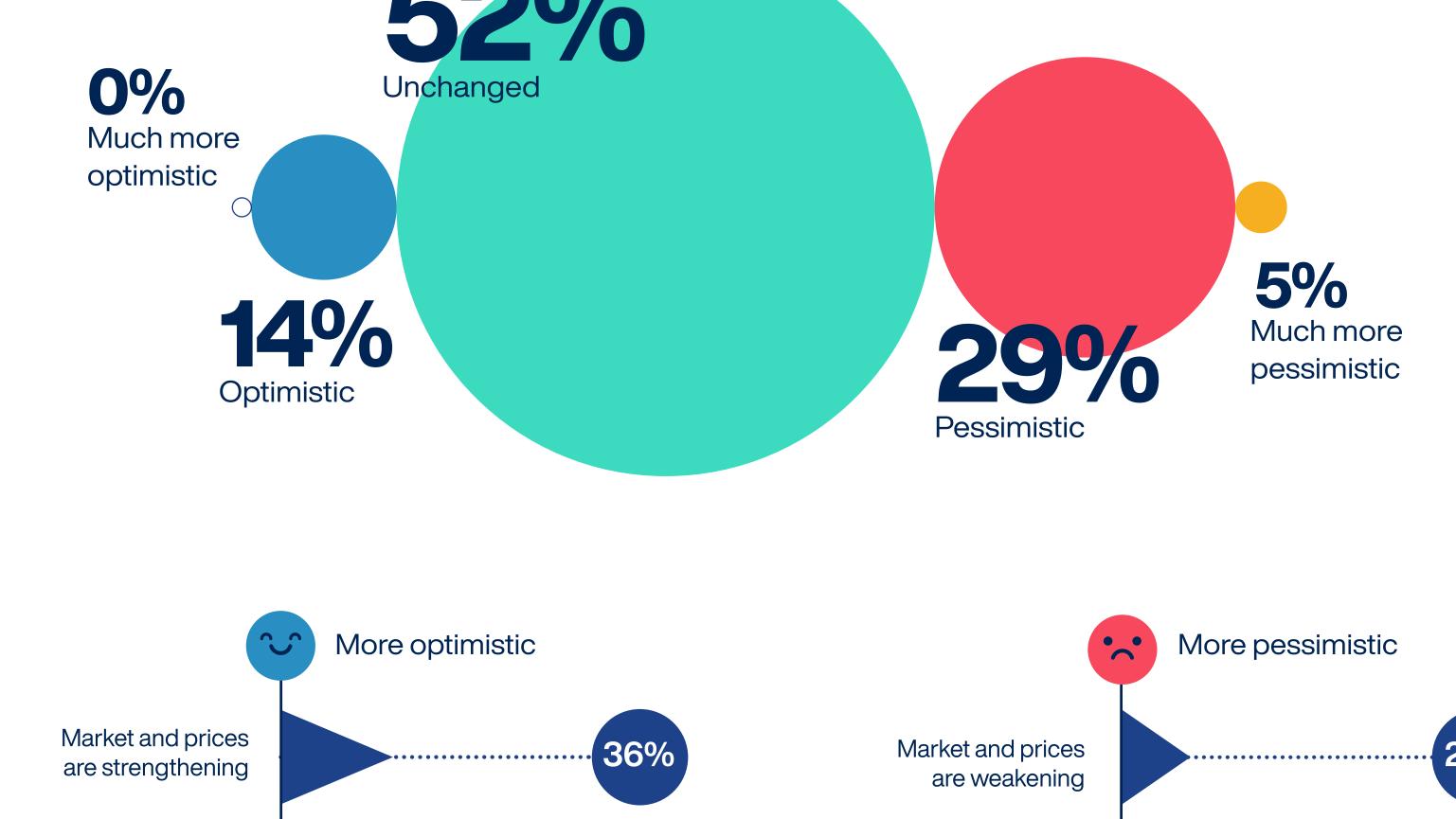


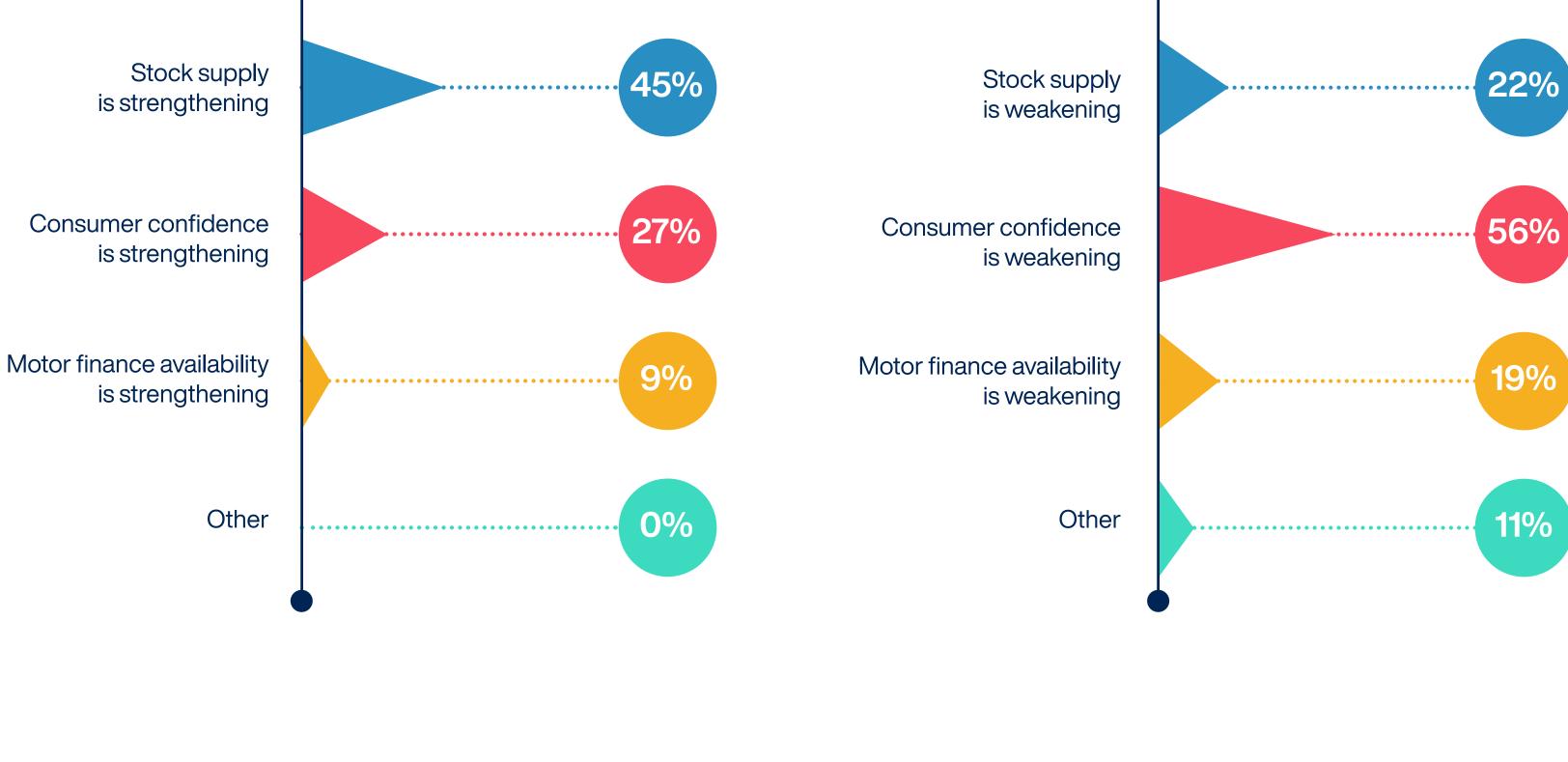
What drives dealers?

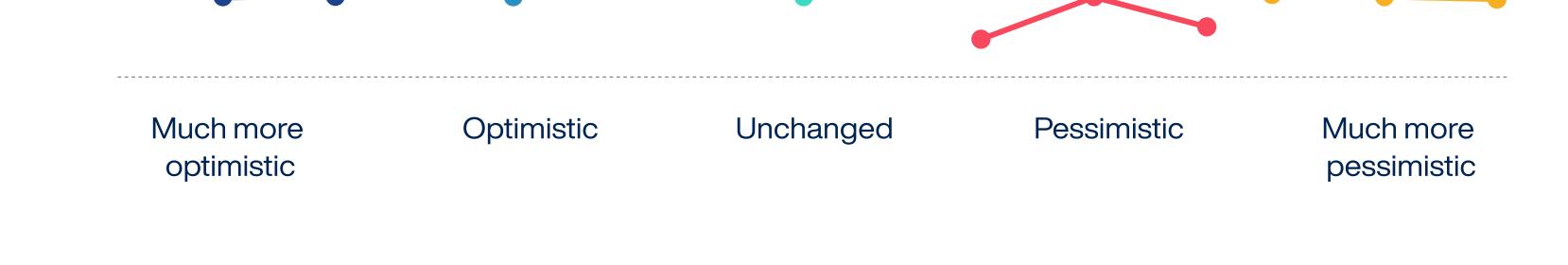


Question 1

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



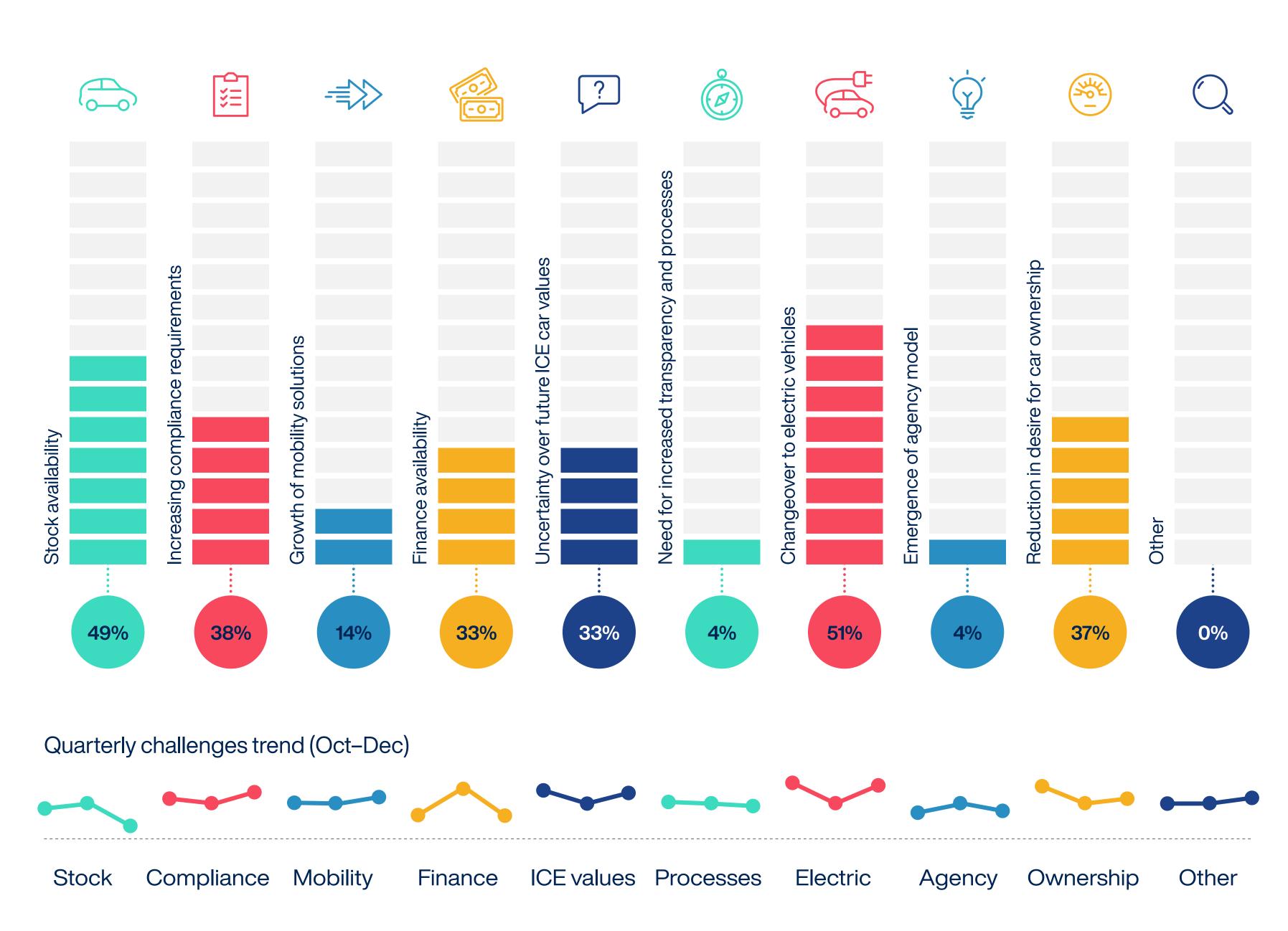




Quarterly optimism/pessimism trend (Oct-Dec)

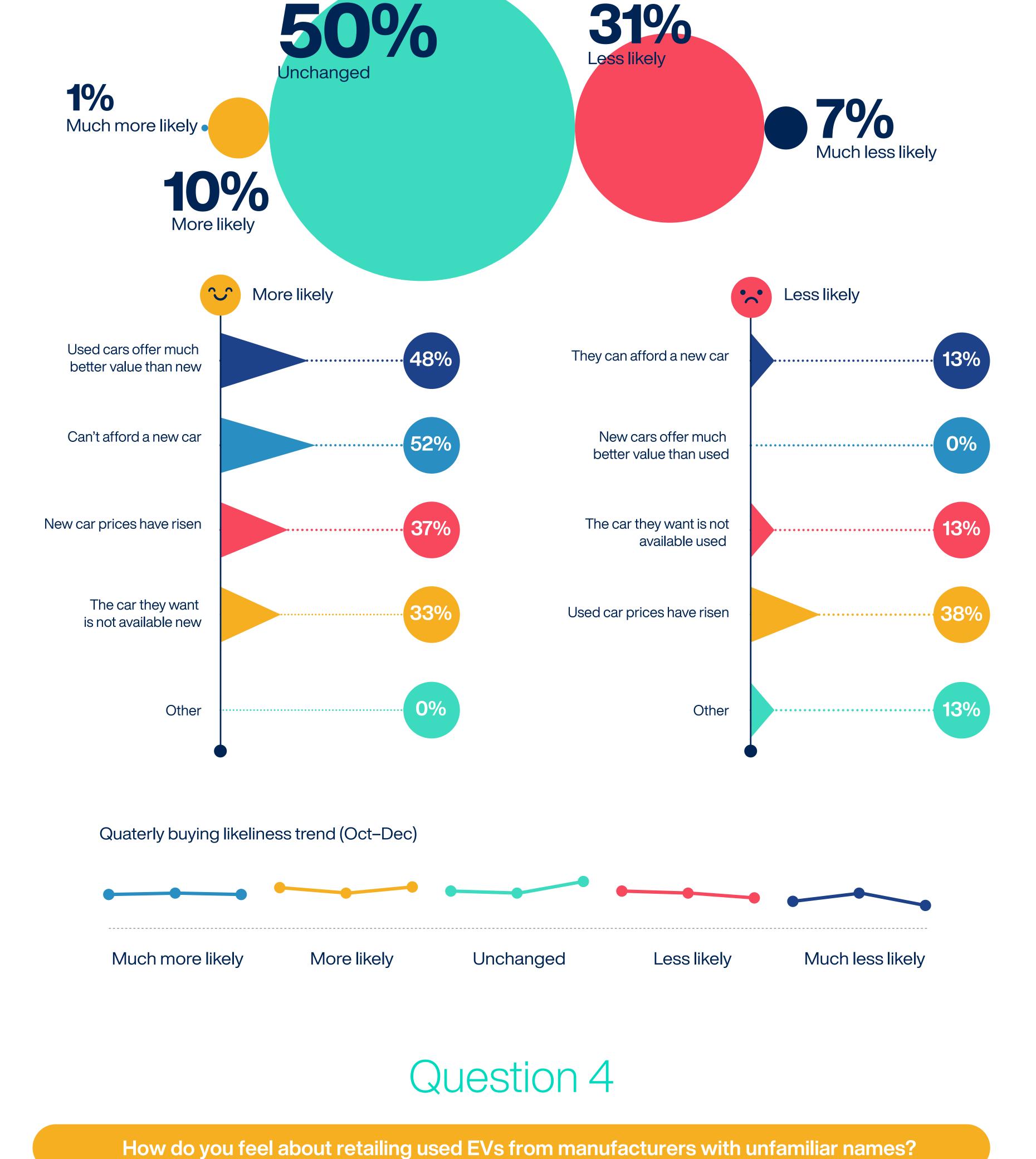
What do you see as the biggest challenge(s) for your future retailing of used cars (choose any 3)?

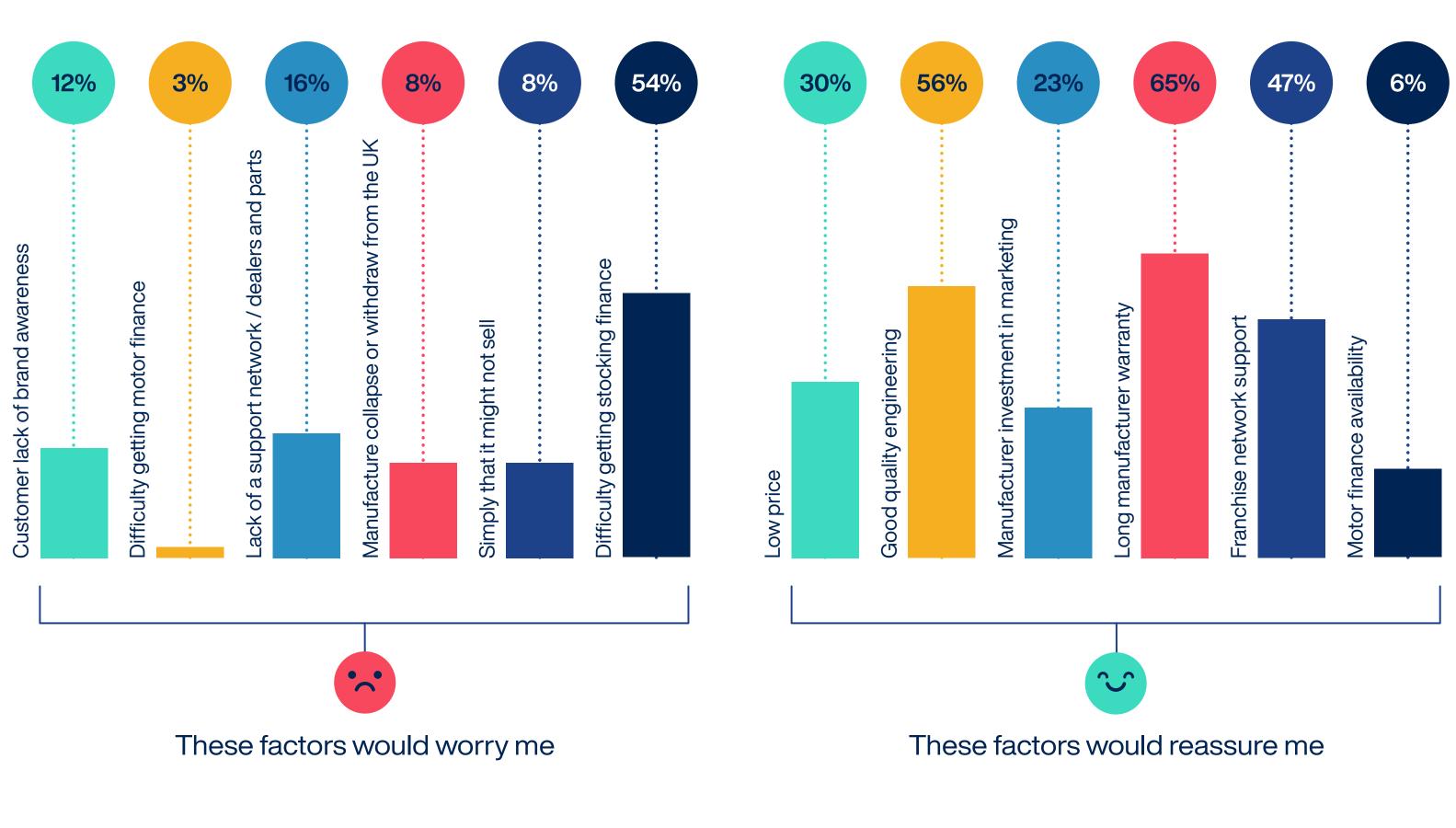
Question 2



Question 3

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





in case this has changed. We will also have source profile data which includes gender, age, and location.