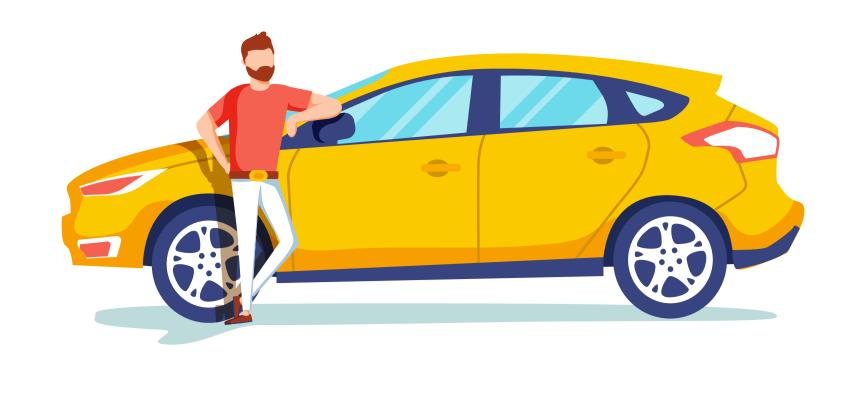
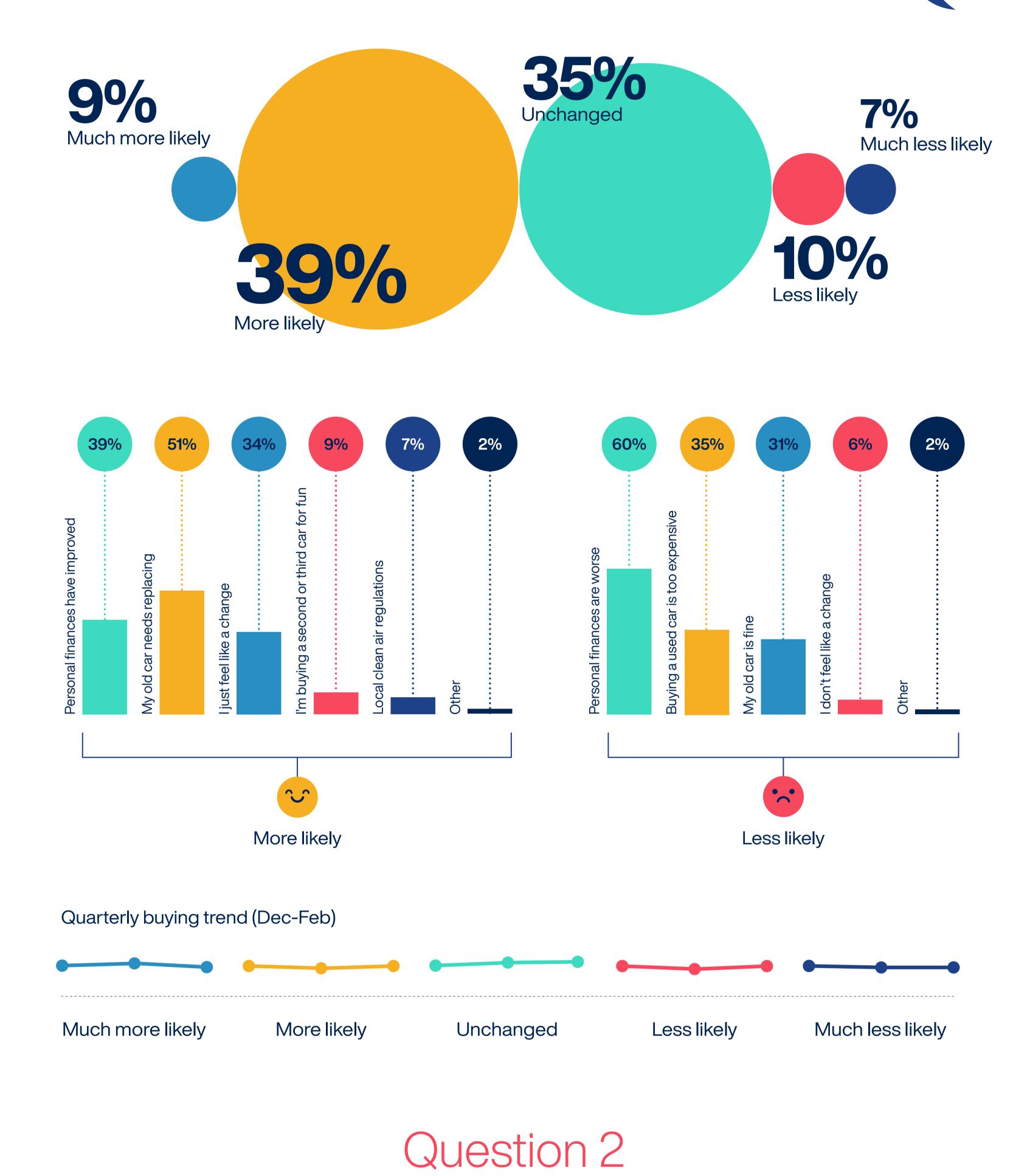


What drives consumers?



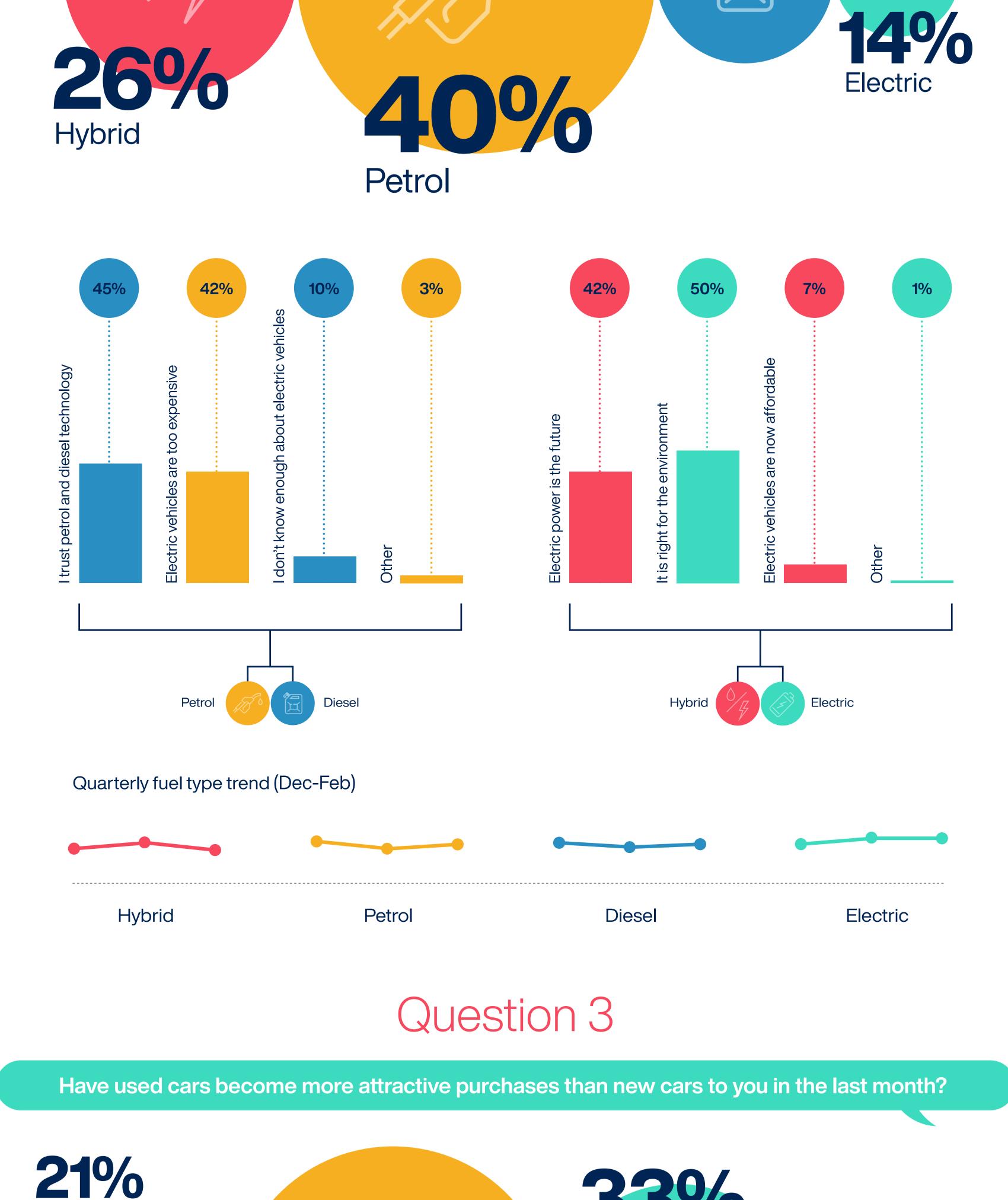
Do you feel more likely to buy a used car now than last month?

Question 1



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

Diesel



Unchanged

0%

Much less attractive

Much more attractive

Much more attractive

I'm doing fewe

23%

Quarterly buying influence (Dec-Feb)

Hire purchase

(HP)

Personal contract

purchase (PCP)

I'm doing more

12%

Job security

18%

Running costs

69%



Unchanged

Question 4

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

More attractive

Less attractive

Lifestyle prefe

15%

Inflation

41%

66%

Environmenta

22%

Improved pub

Bank loan

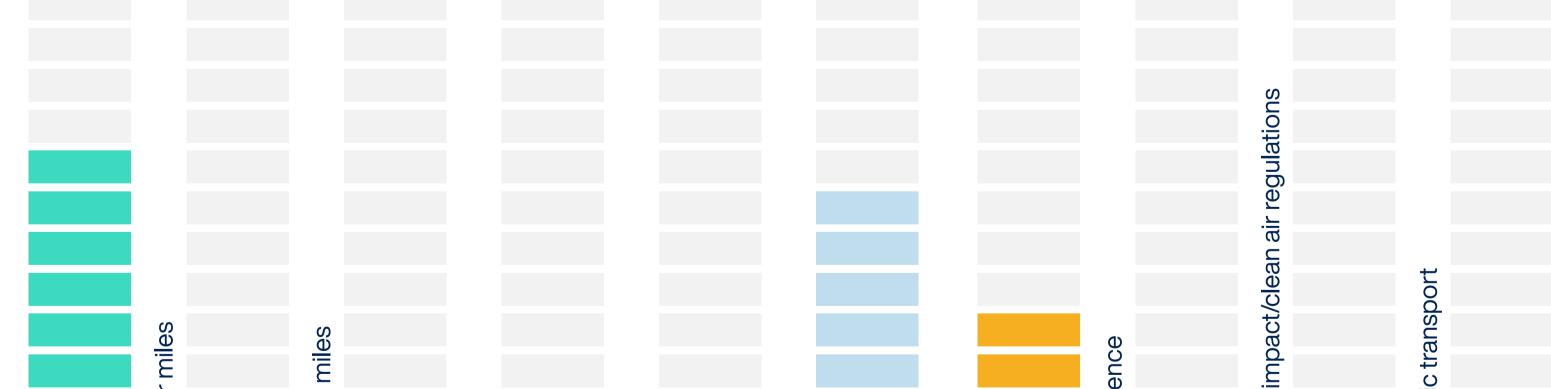
Borrow from

friend or relative

Other

0%

Much less attractive

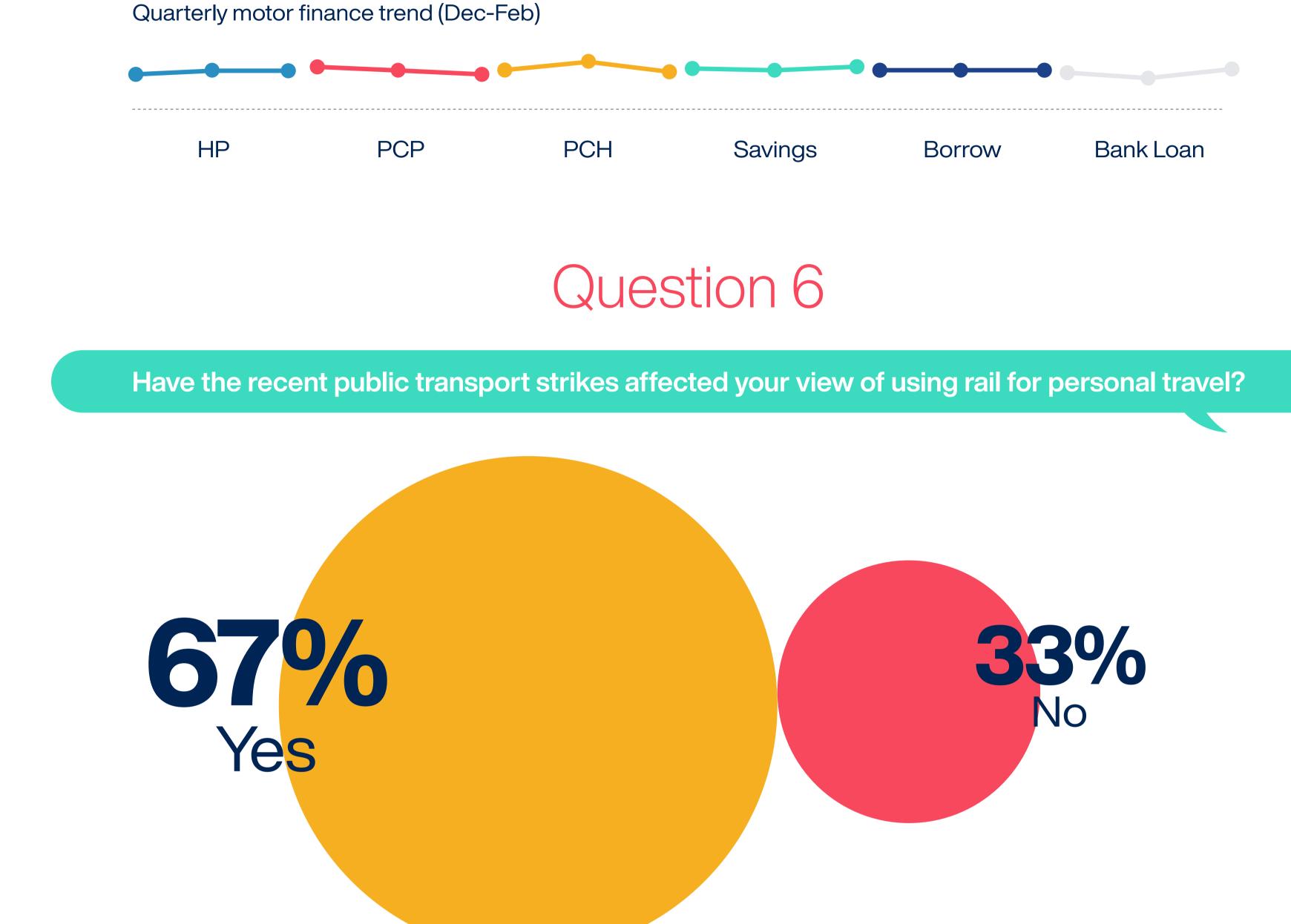


Cost of living

Covid



From savings



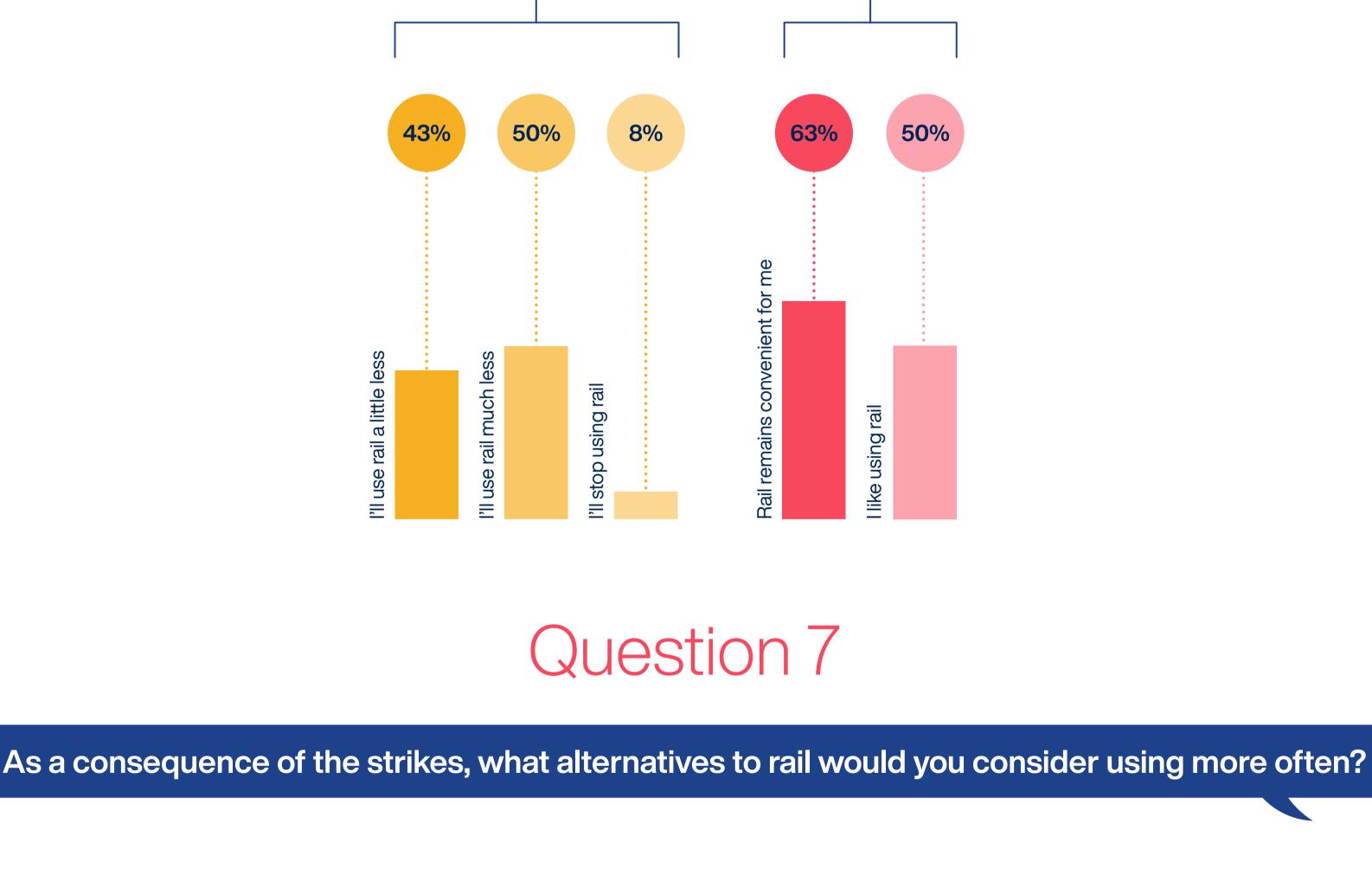
If Yes

I'll use rail a little less

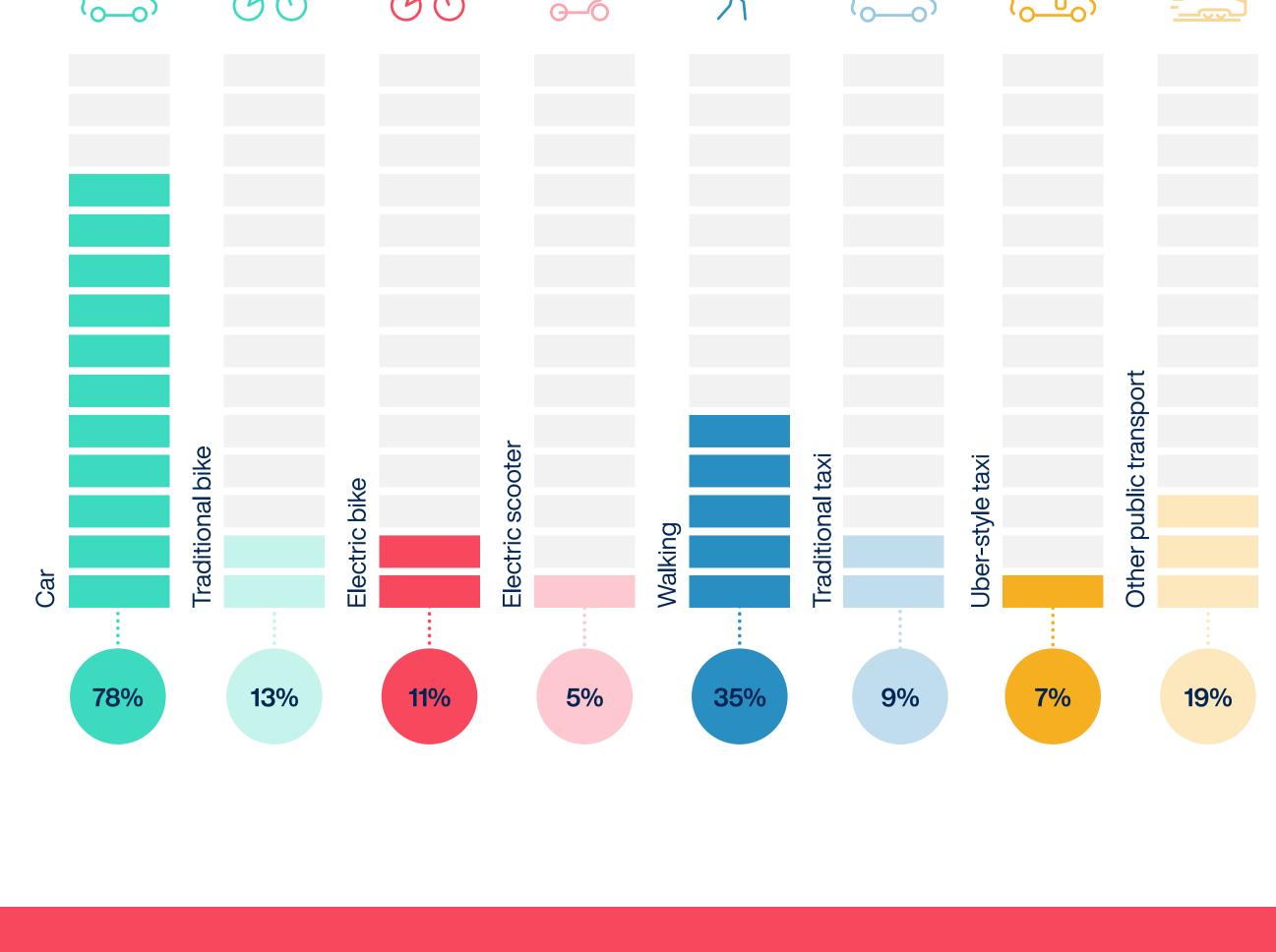
Personal

Contract Hire

(PCH) or other lease



If No



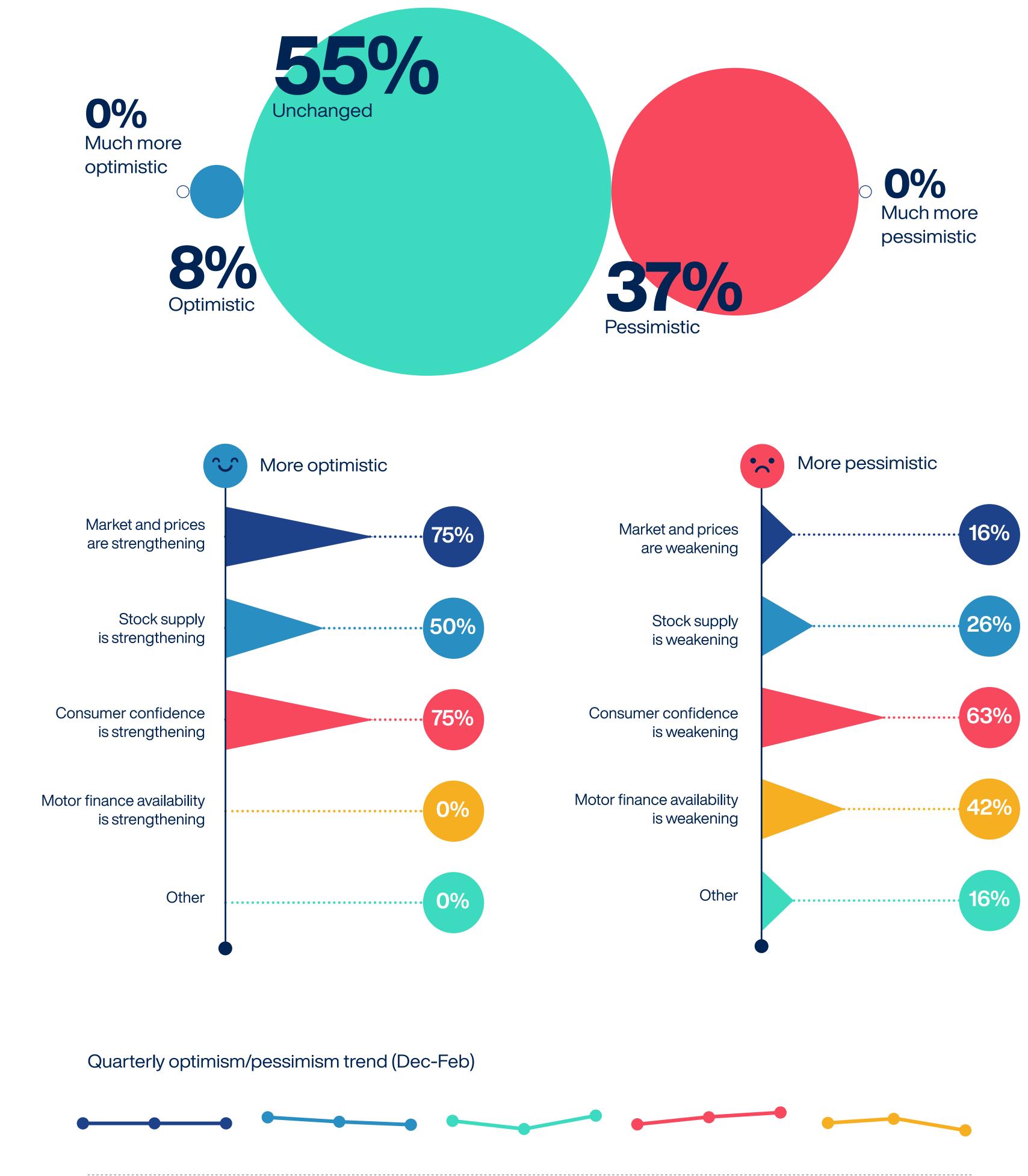


What drives dealers?



Question 1

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



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

Unchanged

Question 2

Pessimistic

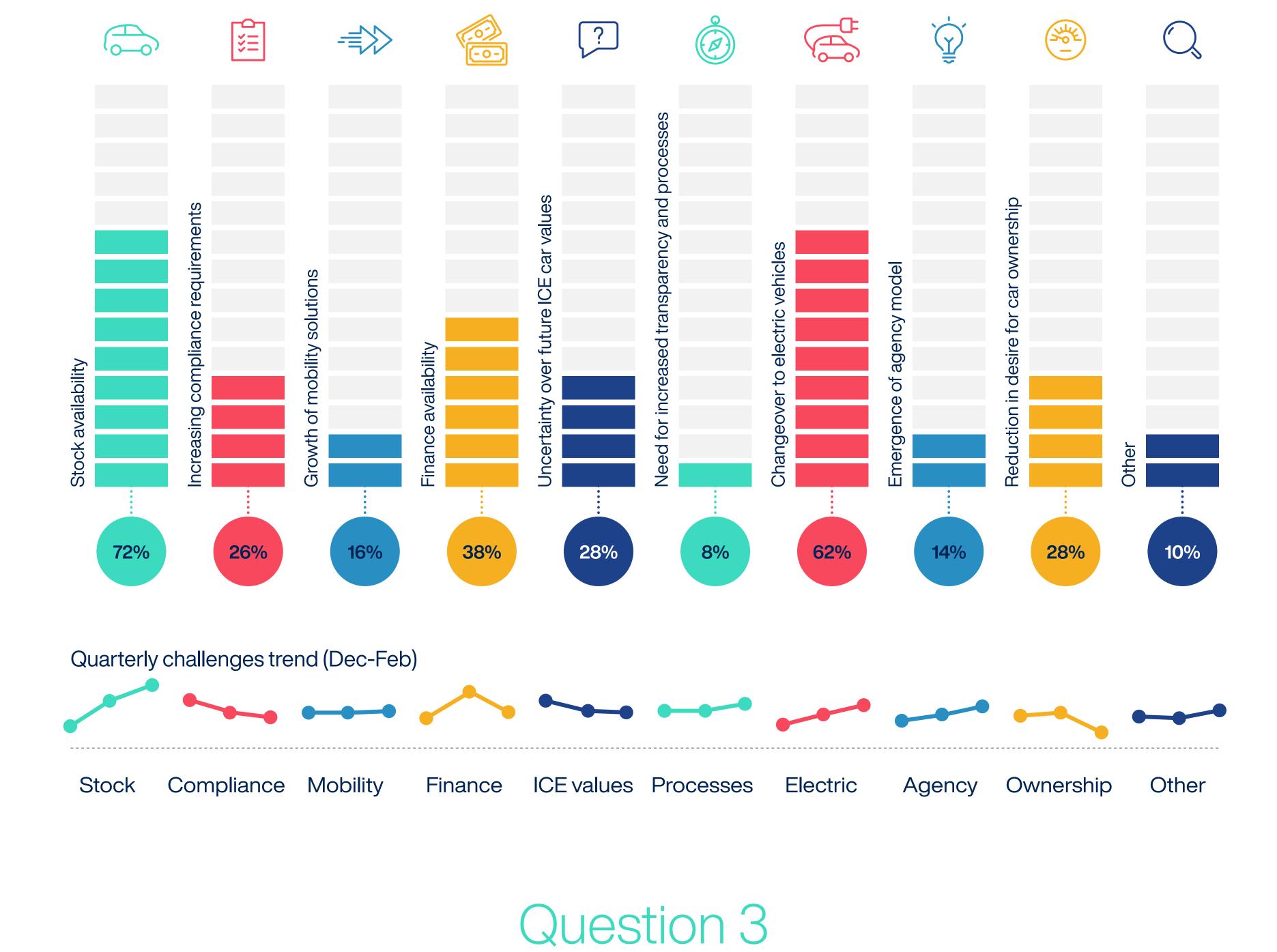
Much more

pessimistic

Optimistic

Much more

optimistic



490 Unchanged

14%

26%

21%

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

Less likely 0% Much more likely 6% Much less likely More likely More likely Less likely Used cars offer much They can afford a new car30% **75%** better value than new Can't afford a new car New cars offer much 38% better value than used New car prices have risen The car they want is not available used The car they want Used car prices have risen is not available new 0% Other Other Quarterly buying likeliness trend (Dec-Feb) More likely Unchanged Much more likely Less likely Much less likely Question 4 How is consumer behaviour changing as a result of the cost of living crisis?

Want more cars that are

Want cars that cost less to

economical to run

buy or lease

Want cars they expect to be more reliable

