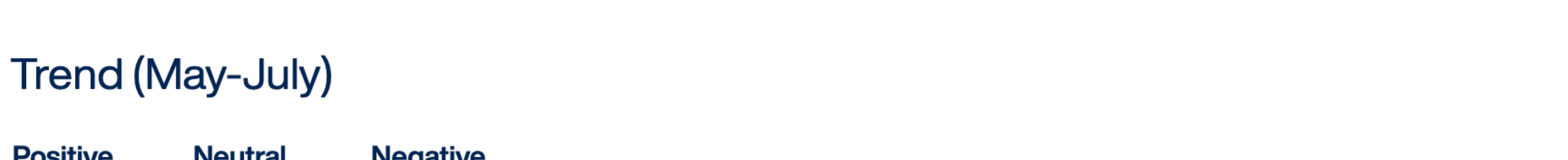
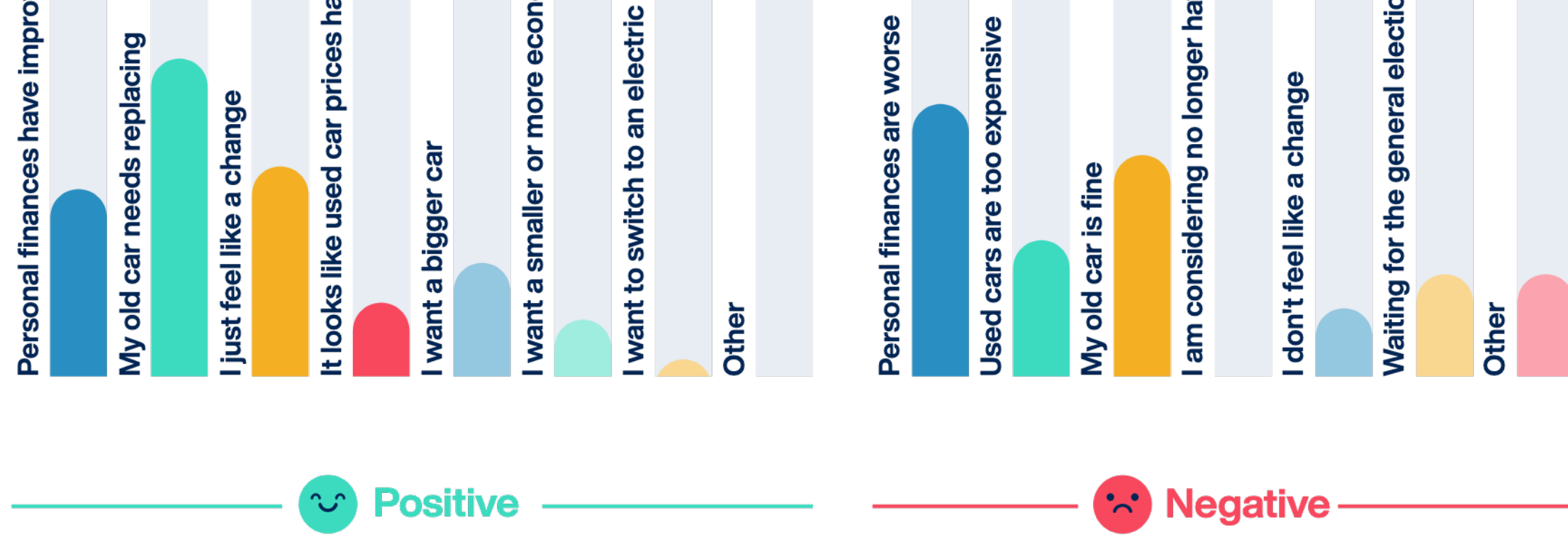
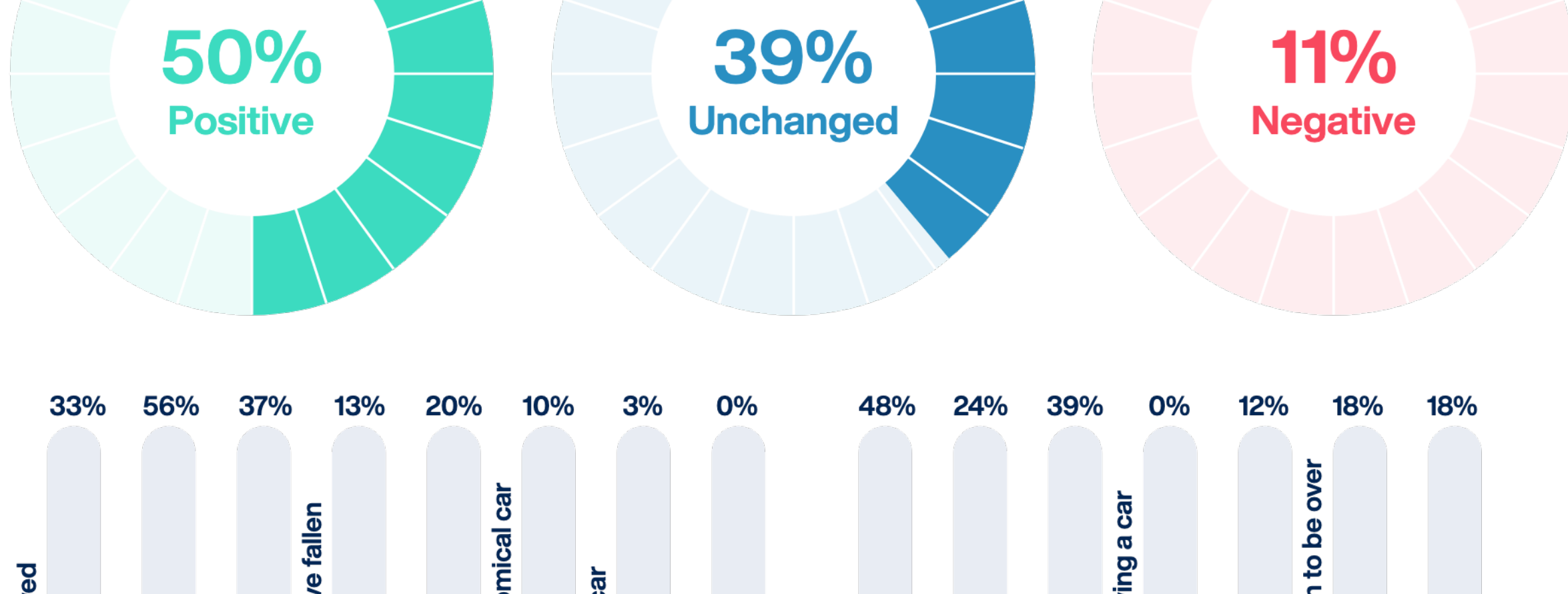


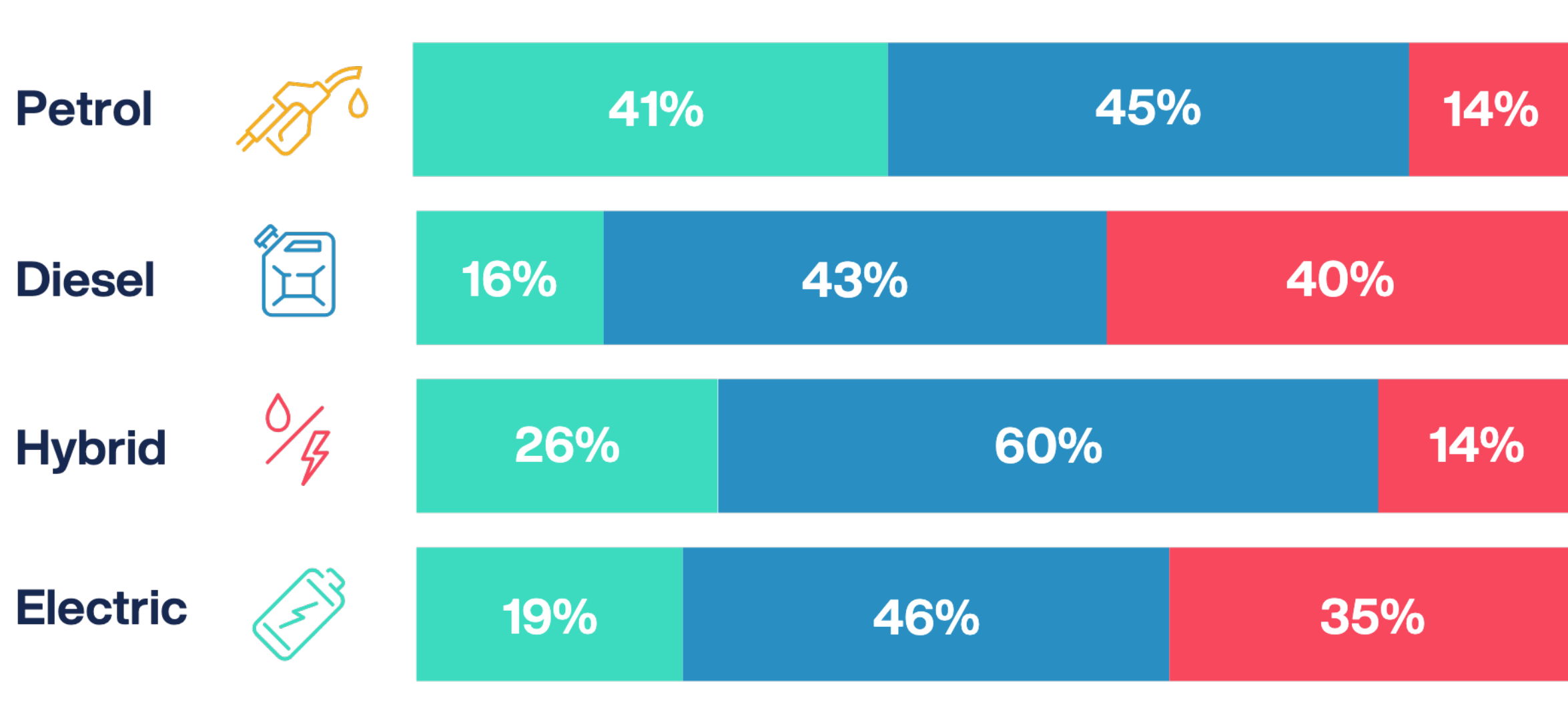
What drives consumers

July 2024

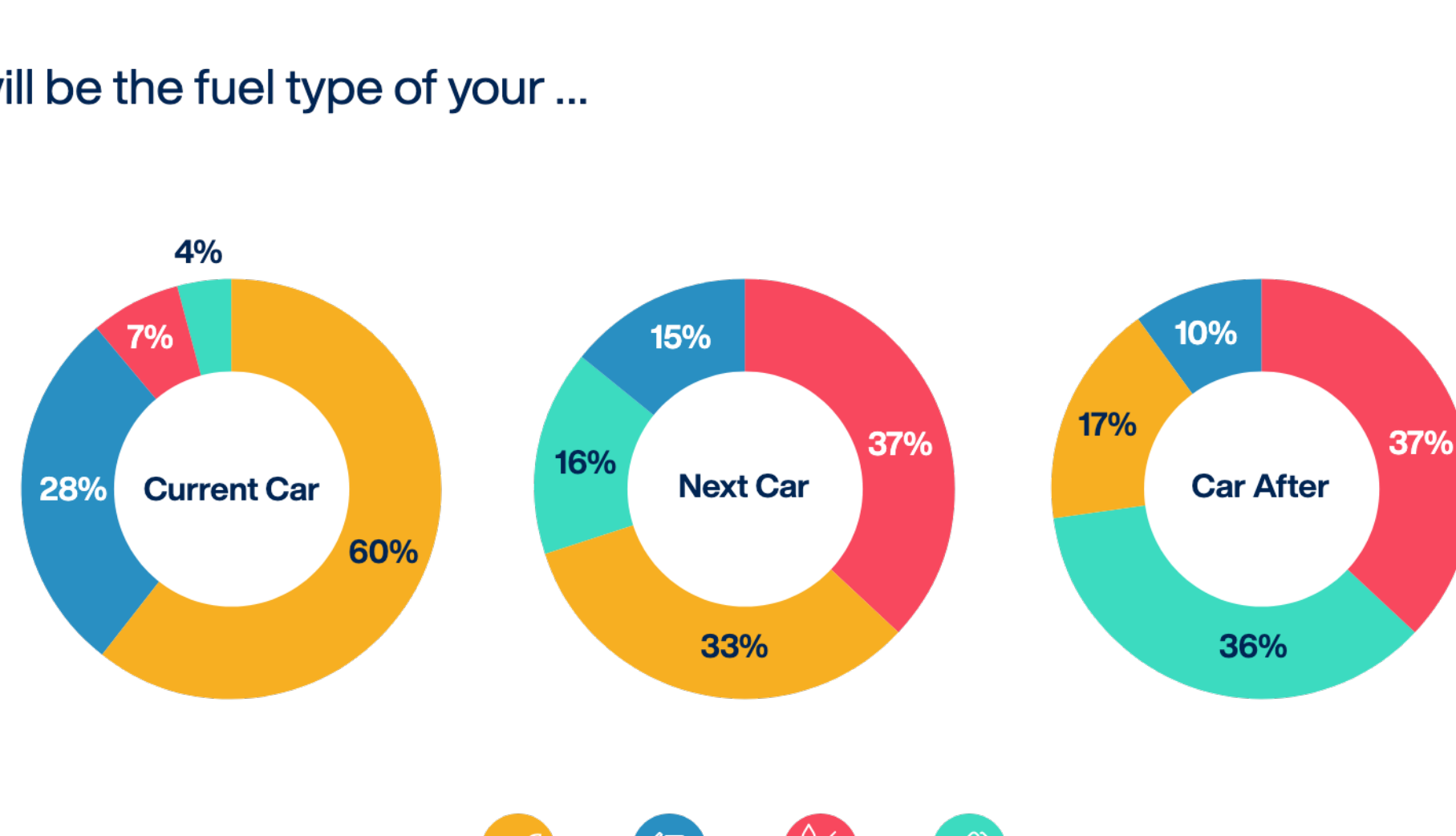
Q1 > How do you feel about the idea of buying a used car this month?



Q2 > If you were buying a used car now, which of these fuel types would you consider?



What is/will be the fuel type of your ...



Trend (May-July)

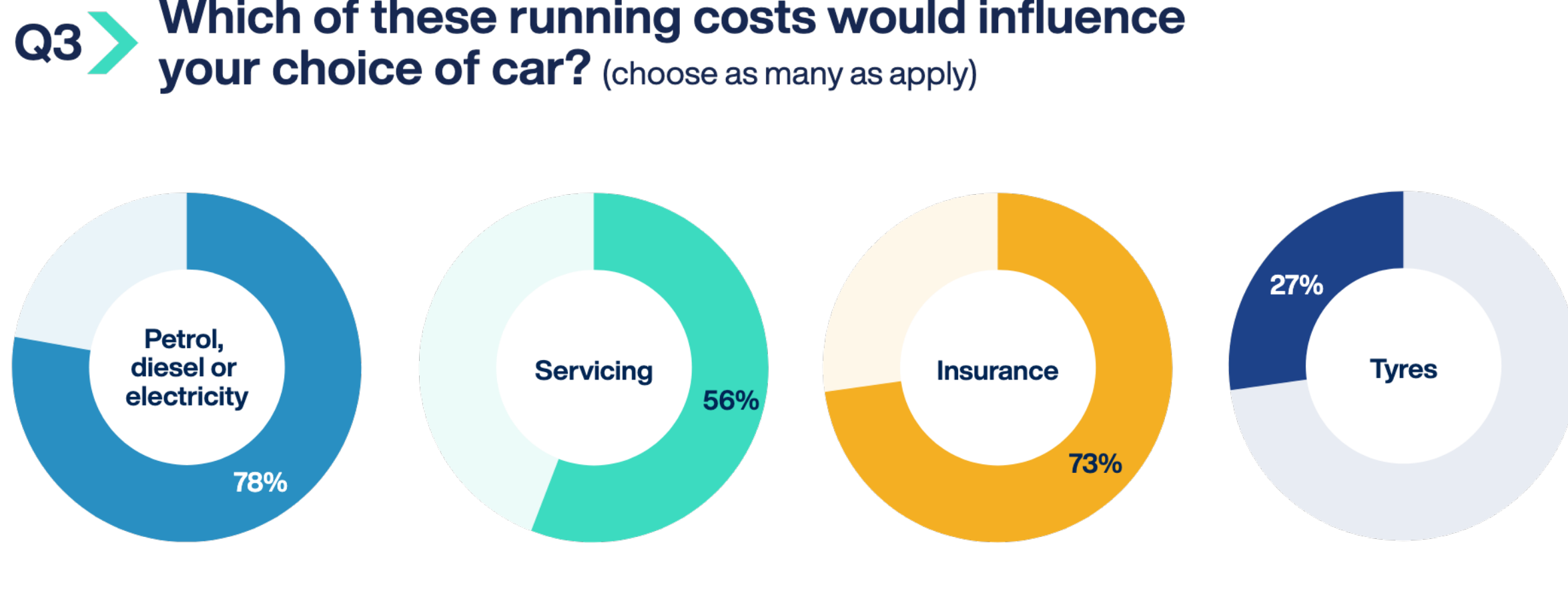
Petrol: 28% (Yellow line)

Diesel: 15% (Blue line)

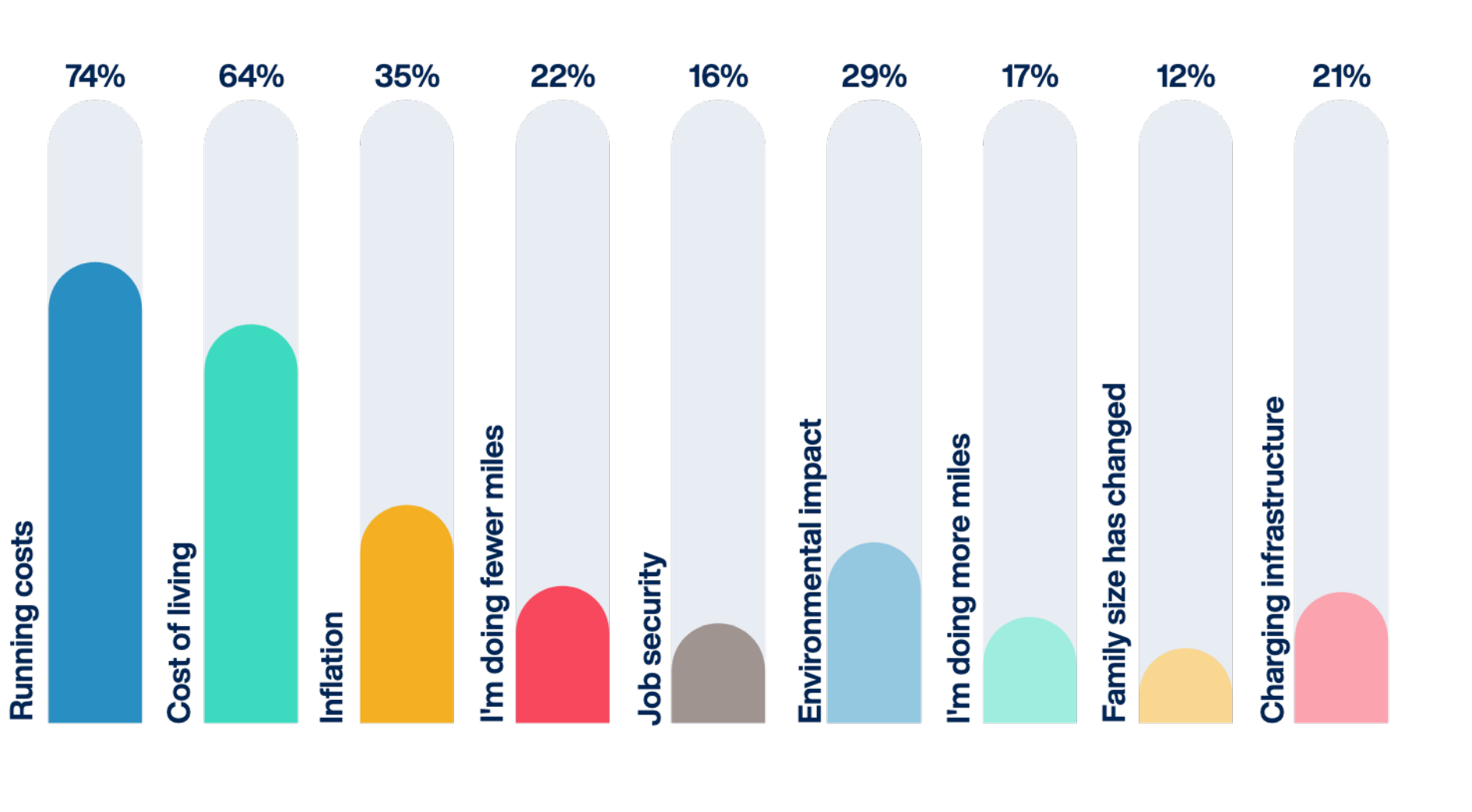
Hybrid: 37% (Red line)

Electric: 36% (Green line)

Q3 > Which of these running costs would influence your choice of car? (choose as many as apply)



Q4 > Which of these running costs would influence your choice of car? (choose as many as apply)



Trend (May-July)

Running costs: 74% (Blue line)

Cost of living: 64% (Green line)

Inflation: 35% (Yellow line)

Fewer miles: 22% (Red line)

Job Security: 16% (Grey line)

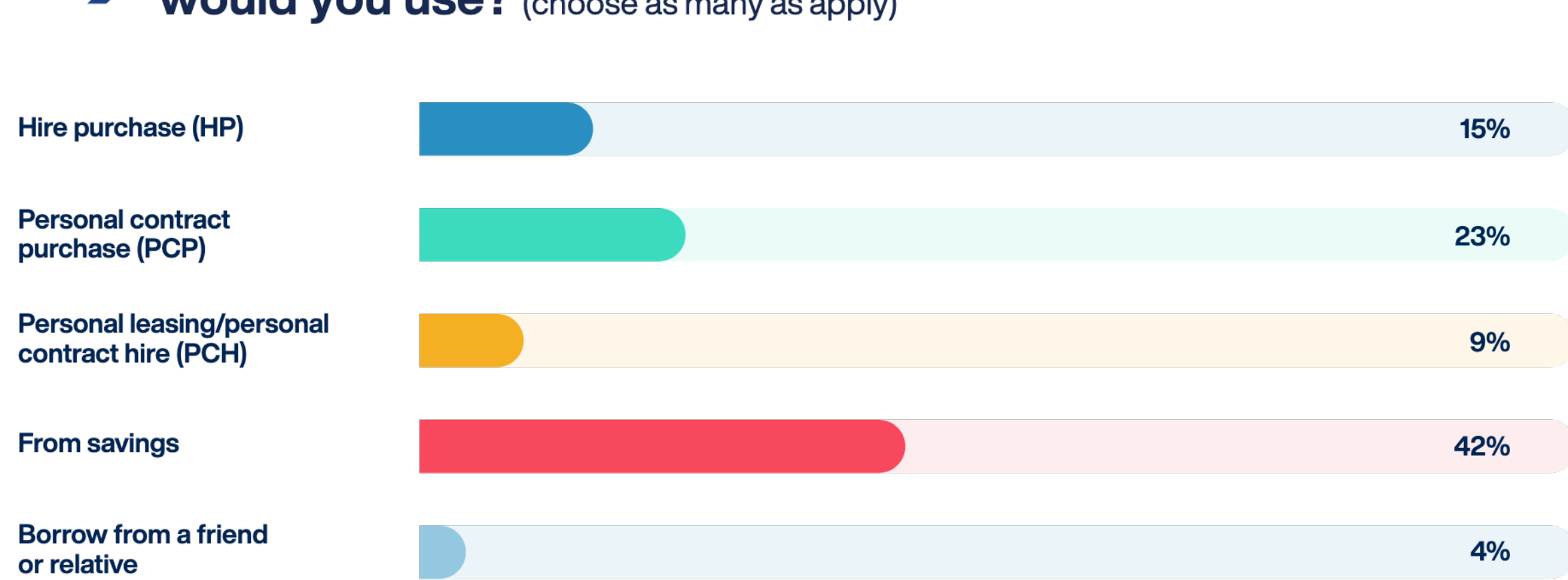
Environmental impact: 29% (Blue line)

More miles: 17% (Teal line)

Family size: 12% (Yellow line)

Charging infrastructure: 21% (Pink line)

Q5 > When buying your next used car, which finance method would you use? (choose as many as apply)



Trend (May-July)

HP: 15% (Blue line)

PCP: 23% (Green line)

PCH: 9% (Yellow line)

Savings: 42% (Red line)

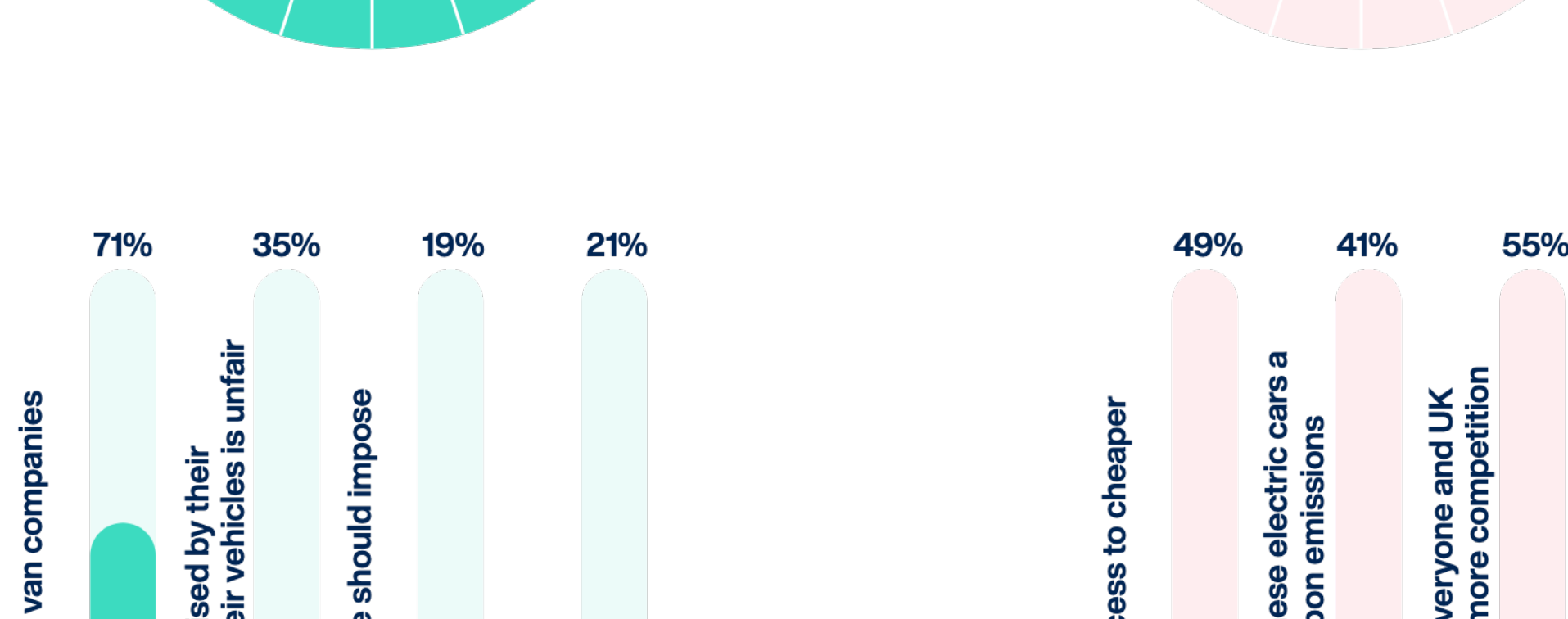
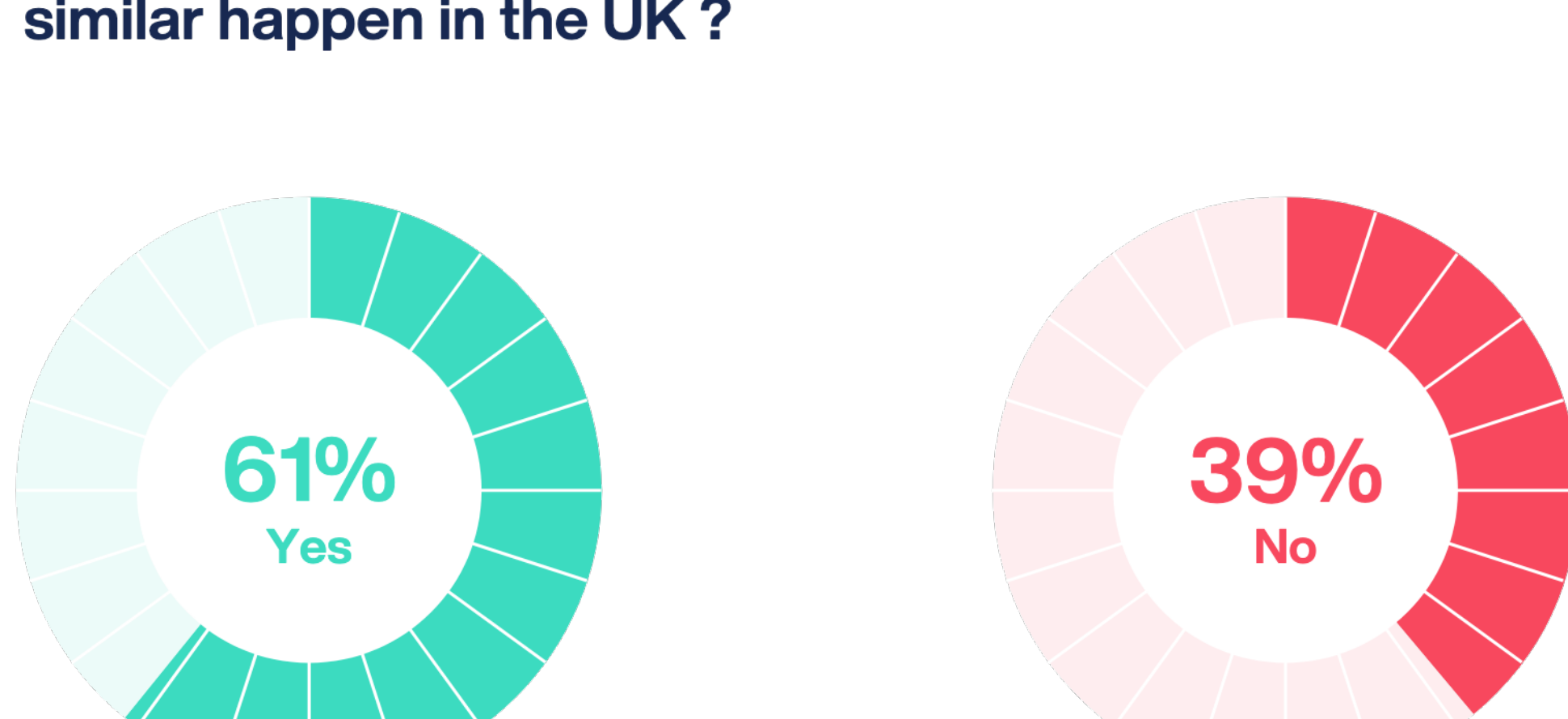
Friend / Relative: 4% (Grey line)

Bank loan: 7% (Teal line)

Topical Questions

Electric vehicle tariffs

Q6 > The US government has imposed 100% tariffs on Chinese electric cars and vans being sold in the US. Should something similar happen in the UK?



Graduated driving licences

Q7 > Plans are in place to introduce a bill in Parliament creating something called graduated driving licences. These will put controls on new drivers in order to reduce the currently high chance of them being involved in an accident. Which measures do you think should be included? (choose as many as apply)

