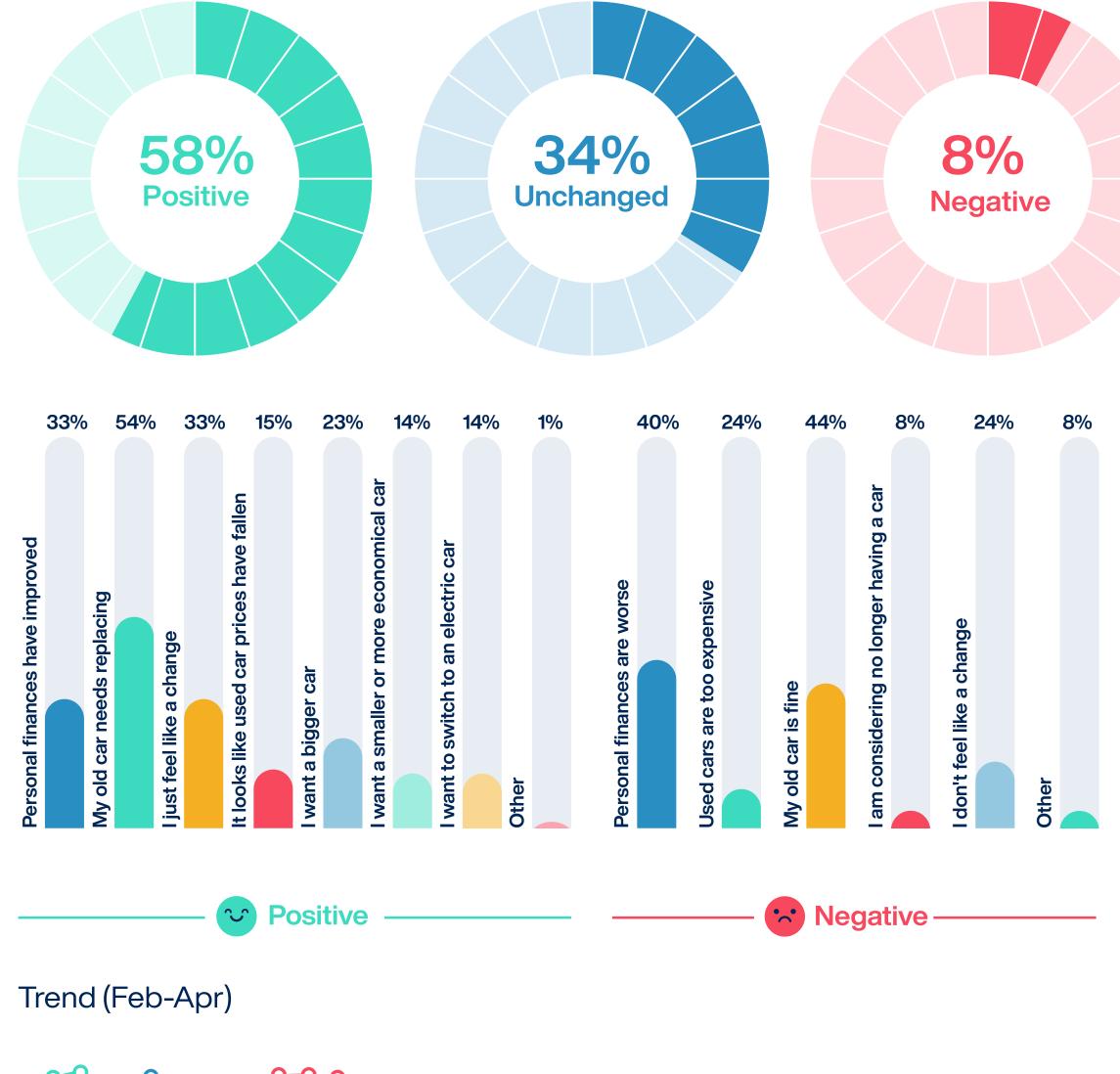




**April 2025** 







**Positive** 

**Petrol** 



**Neutral** 

**Negative** 

## 44% 17% **Diesel**

38%

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

49%

16%

Car after

33%

24%

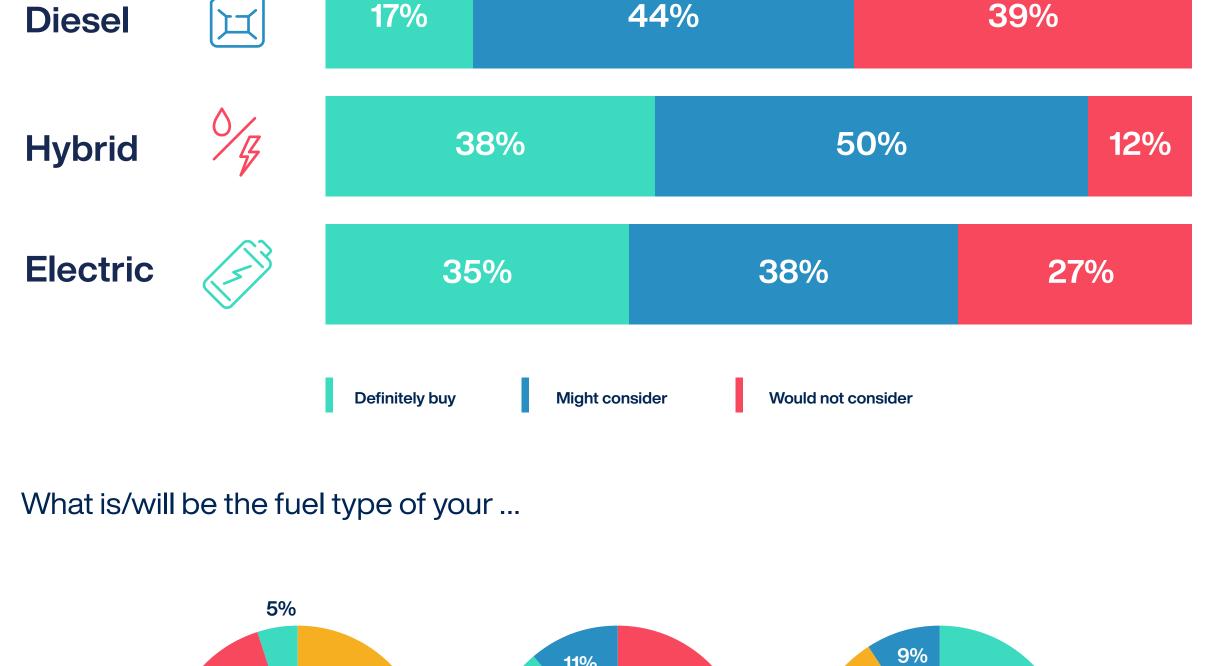
**Tyres** 

**42**%

2%

**Other** 

13%



11%

**Next car** 

30%

20%

39%

**63**%

**Current car** 

**12%** 

20%

Petrol, diesel or

electricity

76%

71%

Running costs

Cost

Borrow from a friend

Trend (Feb-Apr)

or relative

**Bank loan** 

HP

Q6

of living

Running

costs

Cost of living

Inflation

58%

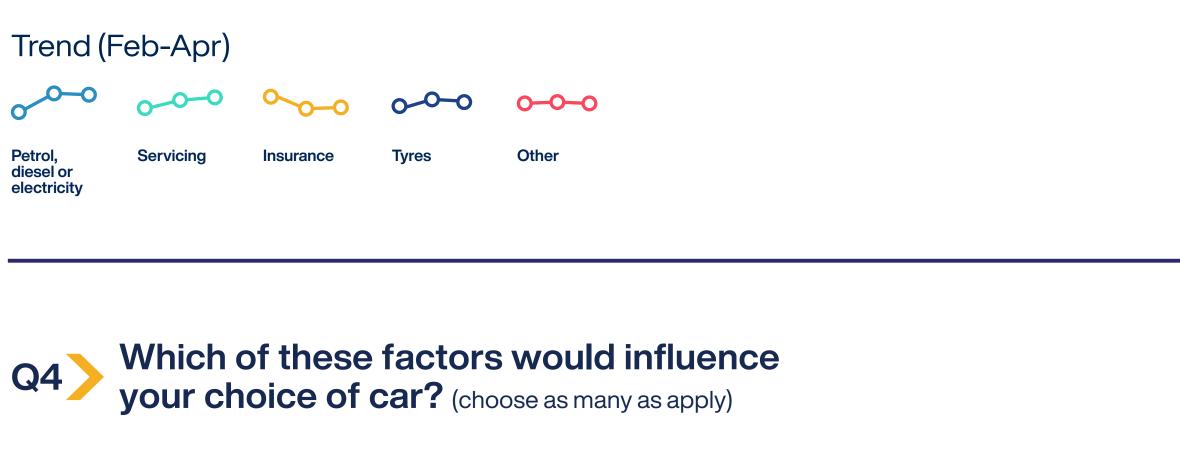
32%

26%



57%

Servicing



19%

30%

**Environmental impact** 

**Environmental** 

impact

Job security

**Job Security** 

I'm doing more miles

More miles

**16%** 

15%

Family size has changed

Family size

Charging infrastructure

Charging

infrastructure

2%

6%

**27%** 

Insurance

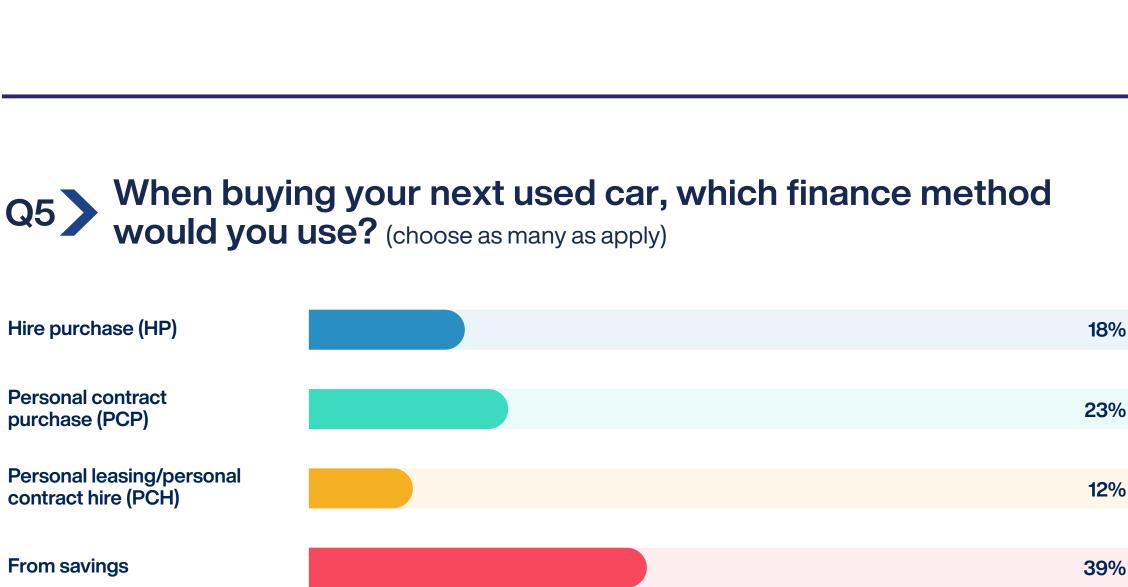
**65%** 

## Trend (Feb-Apr)

**Fewer miles** 

Inflation

I'm doing fewer miles



# **Topical Questions**

Friend /

Relative

**Bank loan** 

Research shows a historically high proportion of people

income at the moment, are you likely to save it or spend

it, for example on a new car? (choose as many as apply)

36%

**Spend** 

**53**%

**54%** 

that country's goods

A good way to fight back against tariffs is not to buy

41%

31%

27%

38%

no effect on tariffs

Not buying goods from a particular country will have

Tariffs are unlikely to seriously affect UK car sales ab

36%

23%

14%

in the UK think now is a good time to save. If you had spare

64% Save

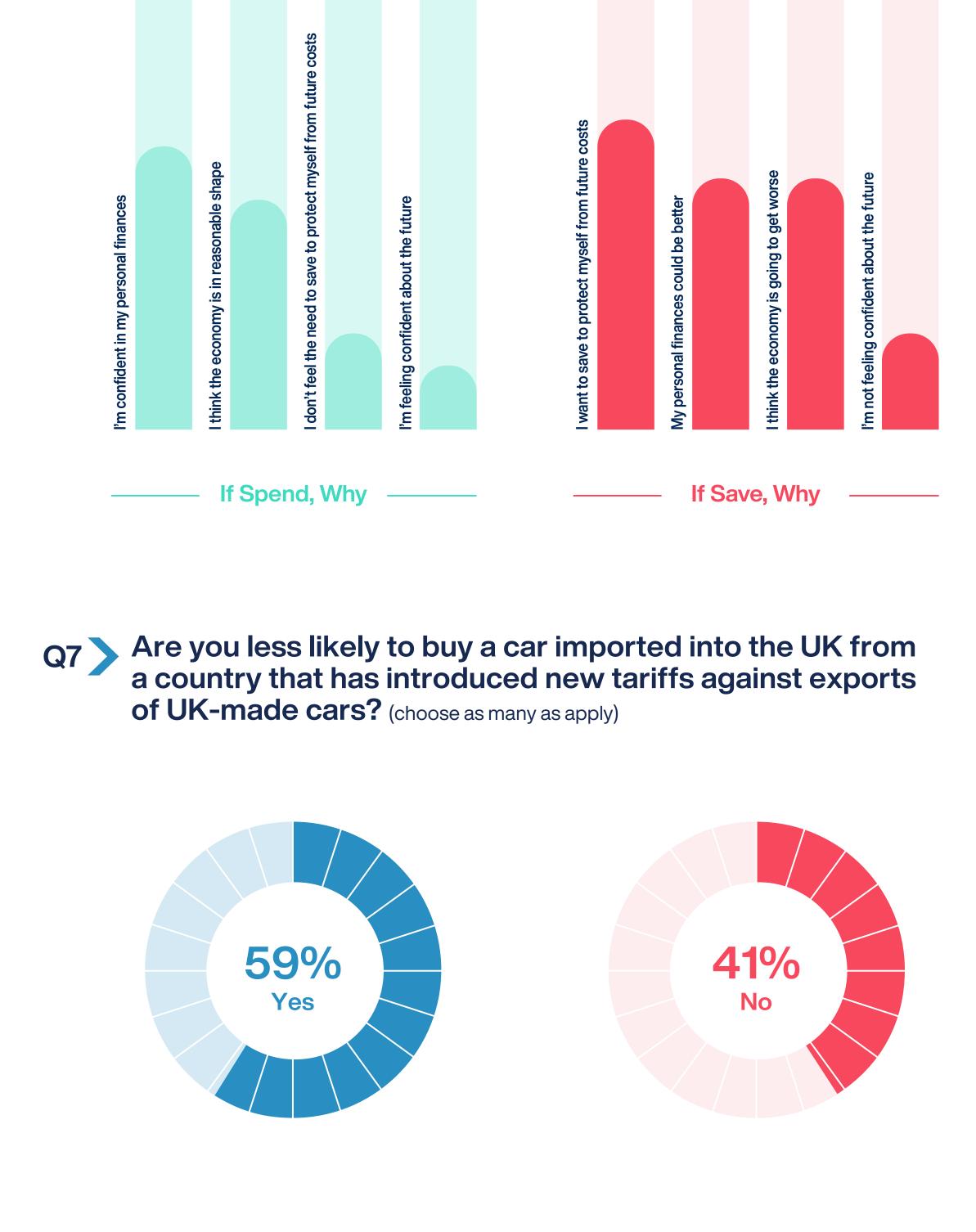
**47**%

47%

**18**%

Savings

### **18**% **12**% **58**% 43%



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.

Tariffs could badly affect UK car sales abroad

Tariffs are a bad idea

I always want to support UK manufacturers

startlinemotorfinance.com

I don't feel the need to support UK manufacturers

Tariffs are a good idea

If No, Why