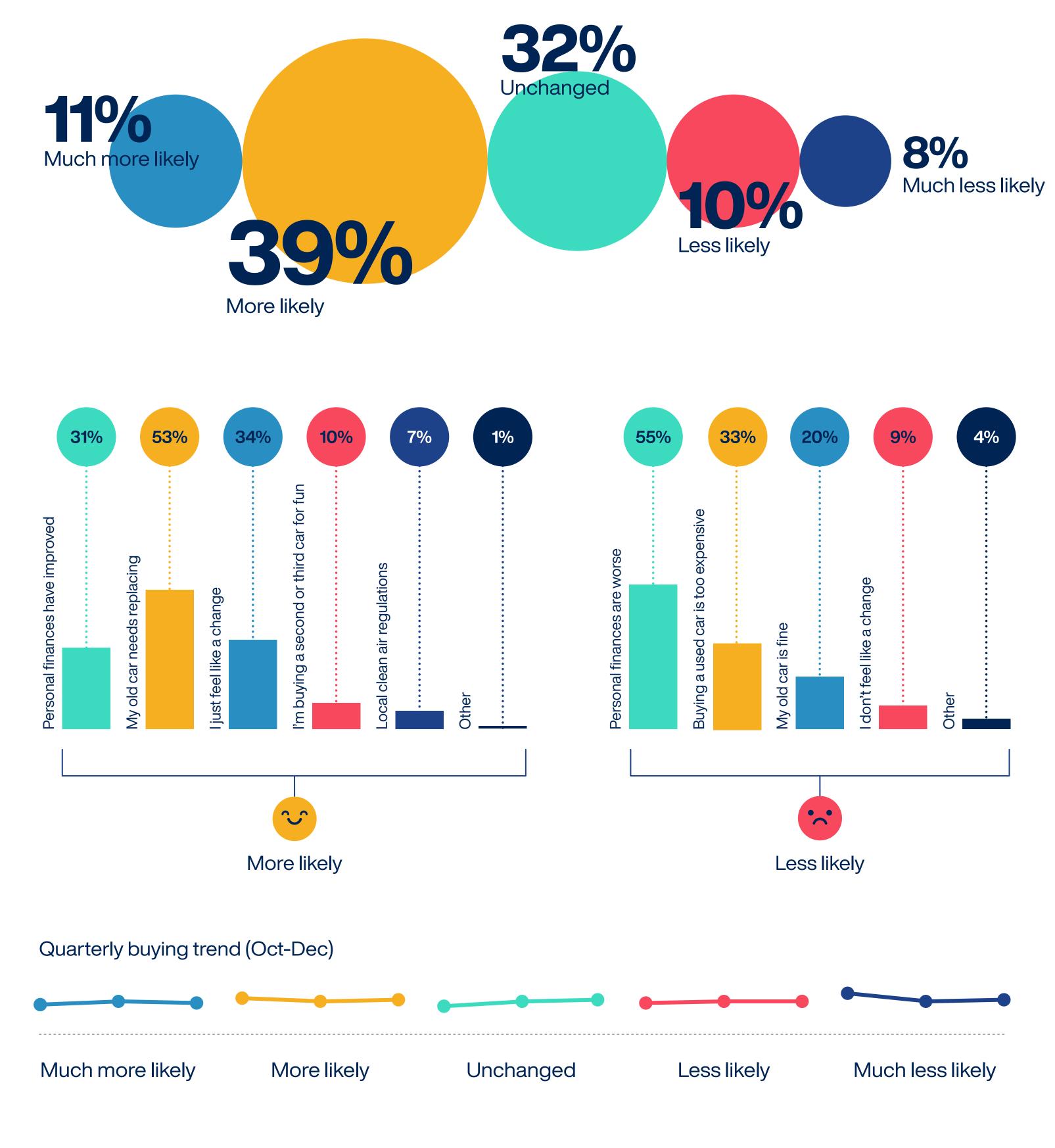


What drives consumers?



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

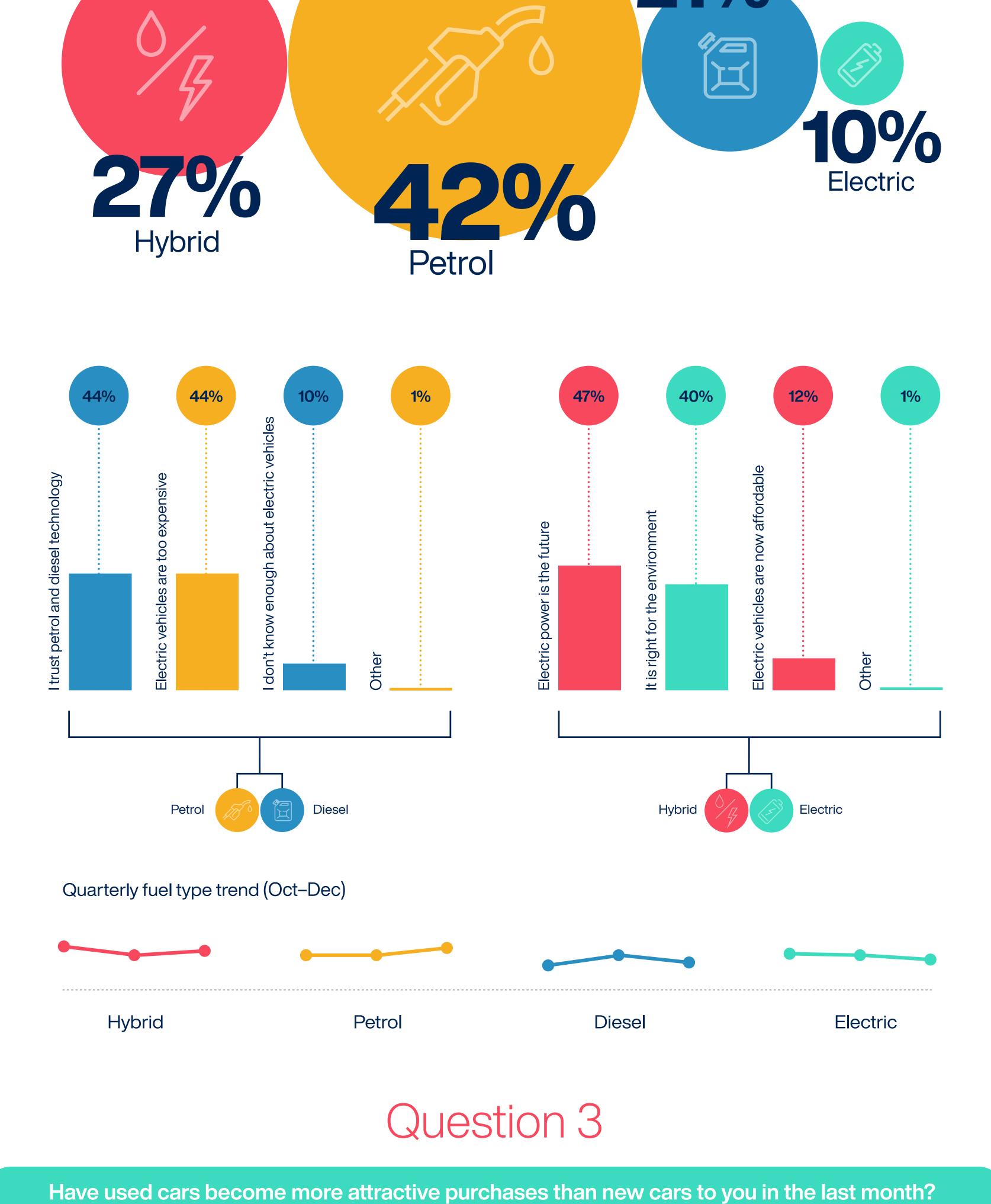
Question 1



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%

HP

£500

'm doing more

15%

Job security

23%

28%

PCP

Much more attractive

Less attractive

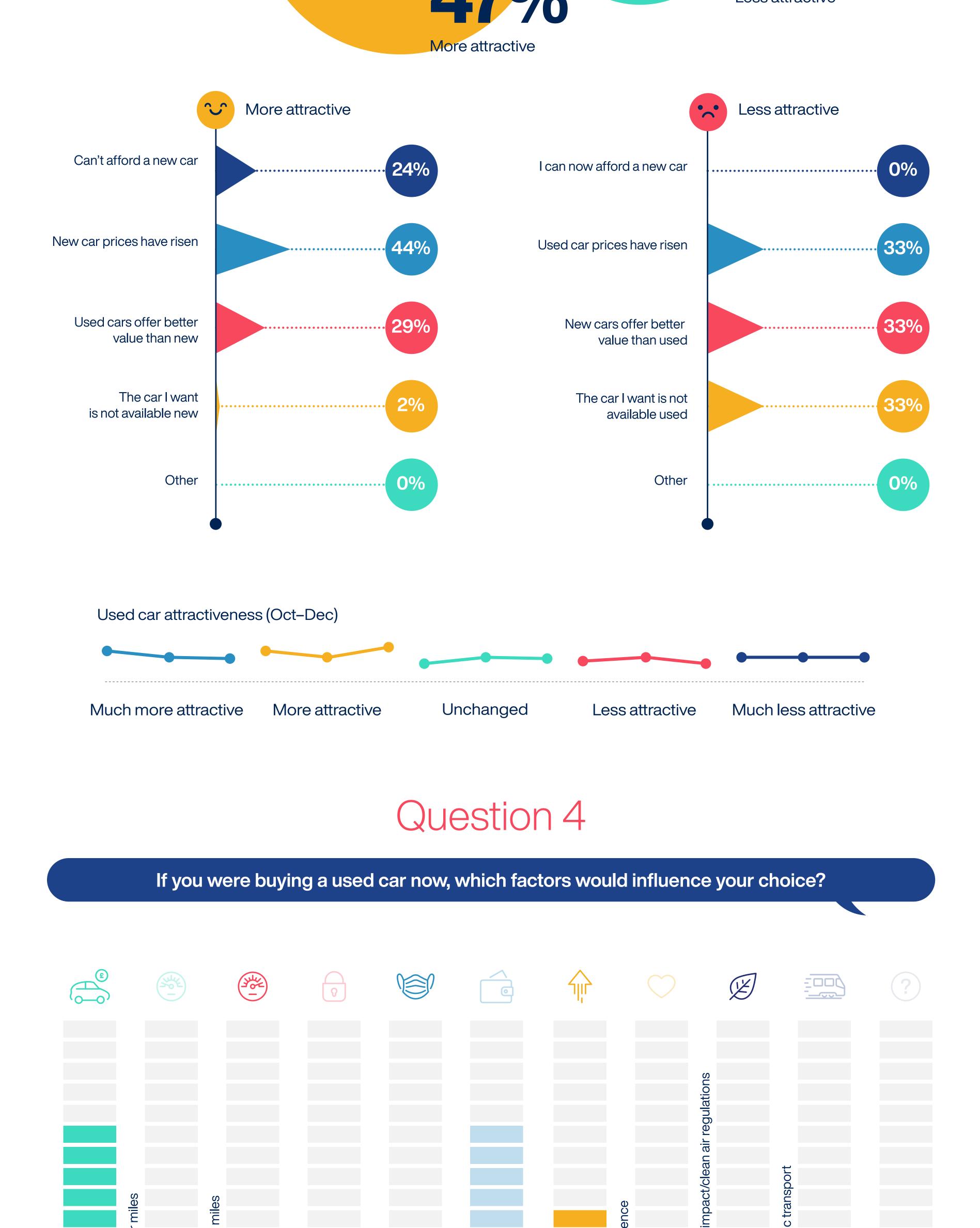
31%

Unchanged

0%

Much less

attractive



Sost of living Inflation

63%

Lifestyle prefe

16%

37%

Environmenta

17%

Improved pub

9%

Bank loan

Bank Loan

34%

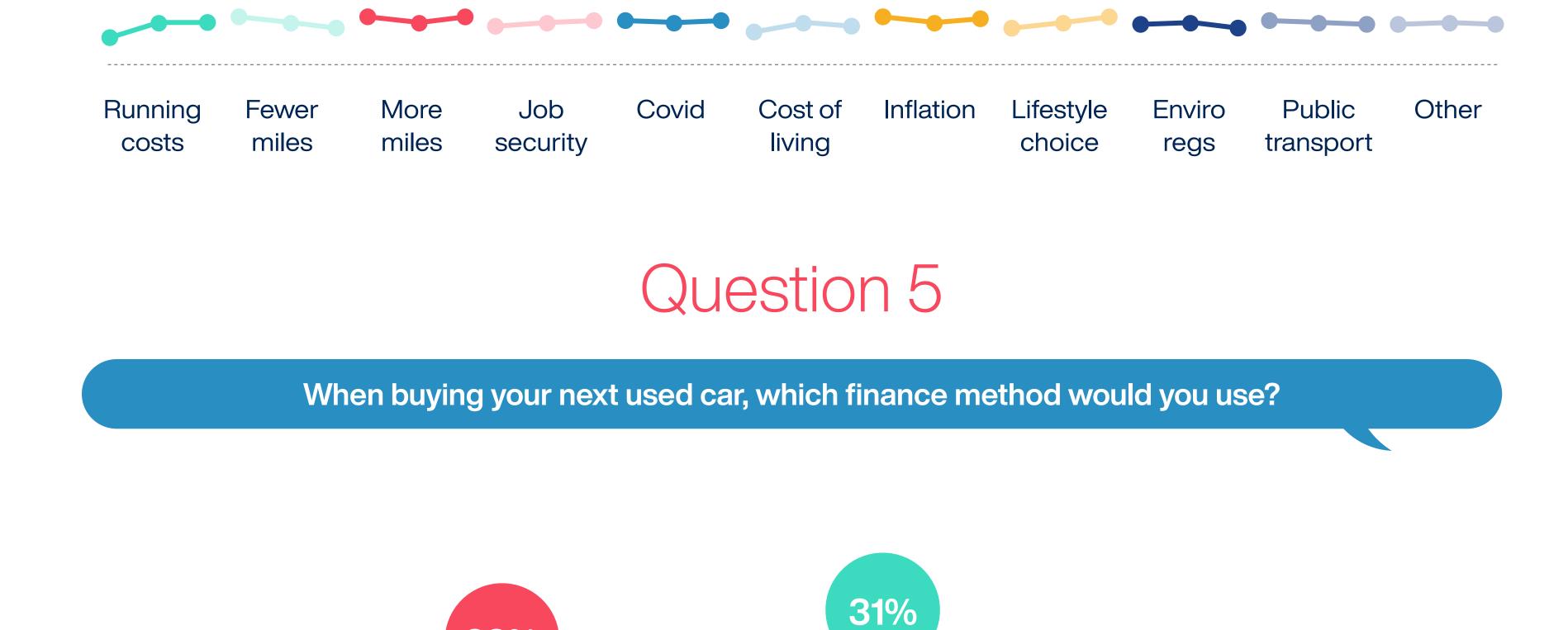
3%

Borrow

Other

1%

0%





PCH

10%

How much would your monthly living costs have to increase by before selling your car?

uestion 6

Savings

£100 £250 29%



18%

12%

Long electric vehicle range / fast battery charge time Dealership nearby / seeing people driving them

3%

17%

16%

-ong warranty to protect against unexpected costs

High quality car with appealing design

Low price / good finance deal

25%

Other (free field)

0%

9%

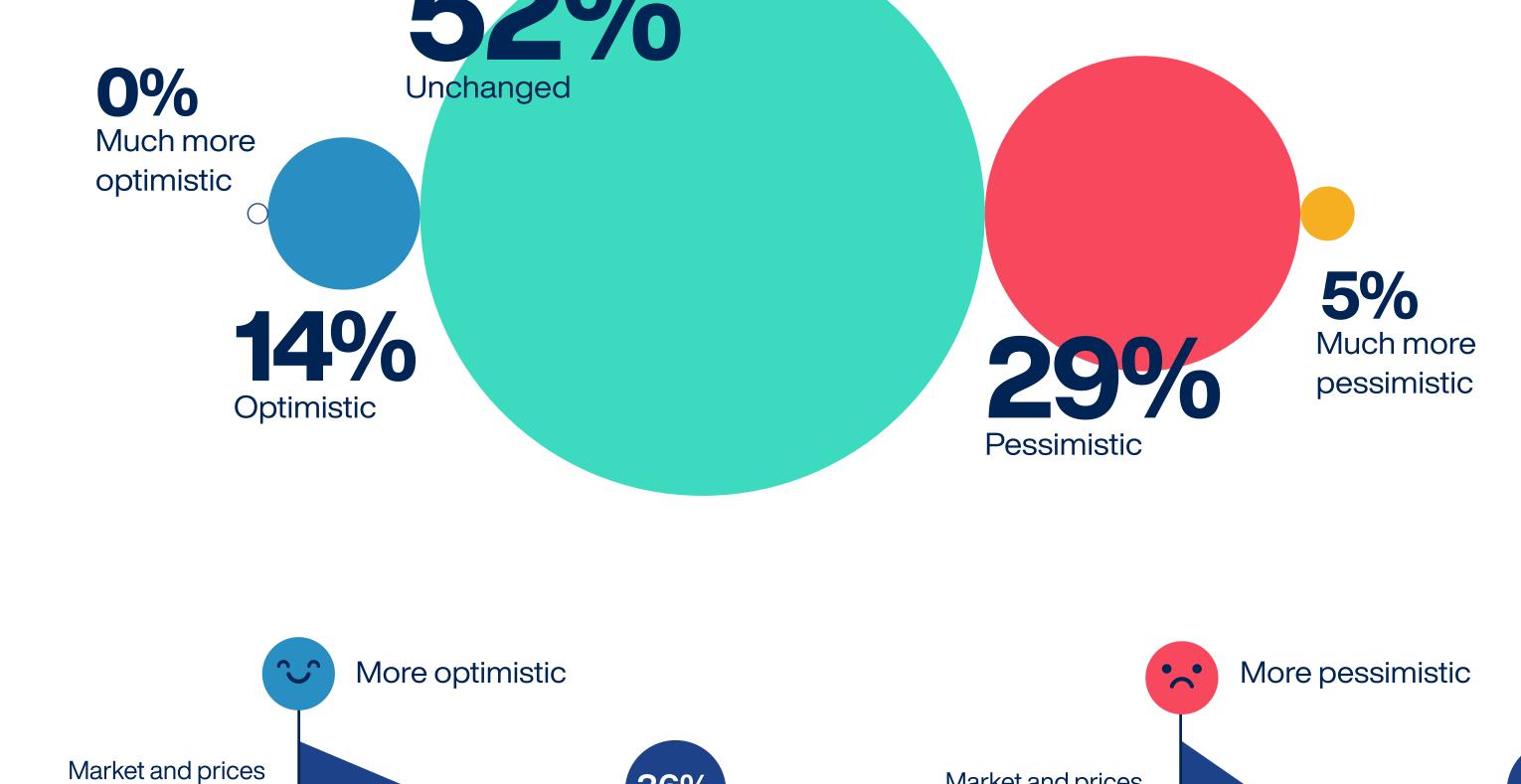


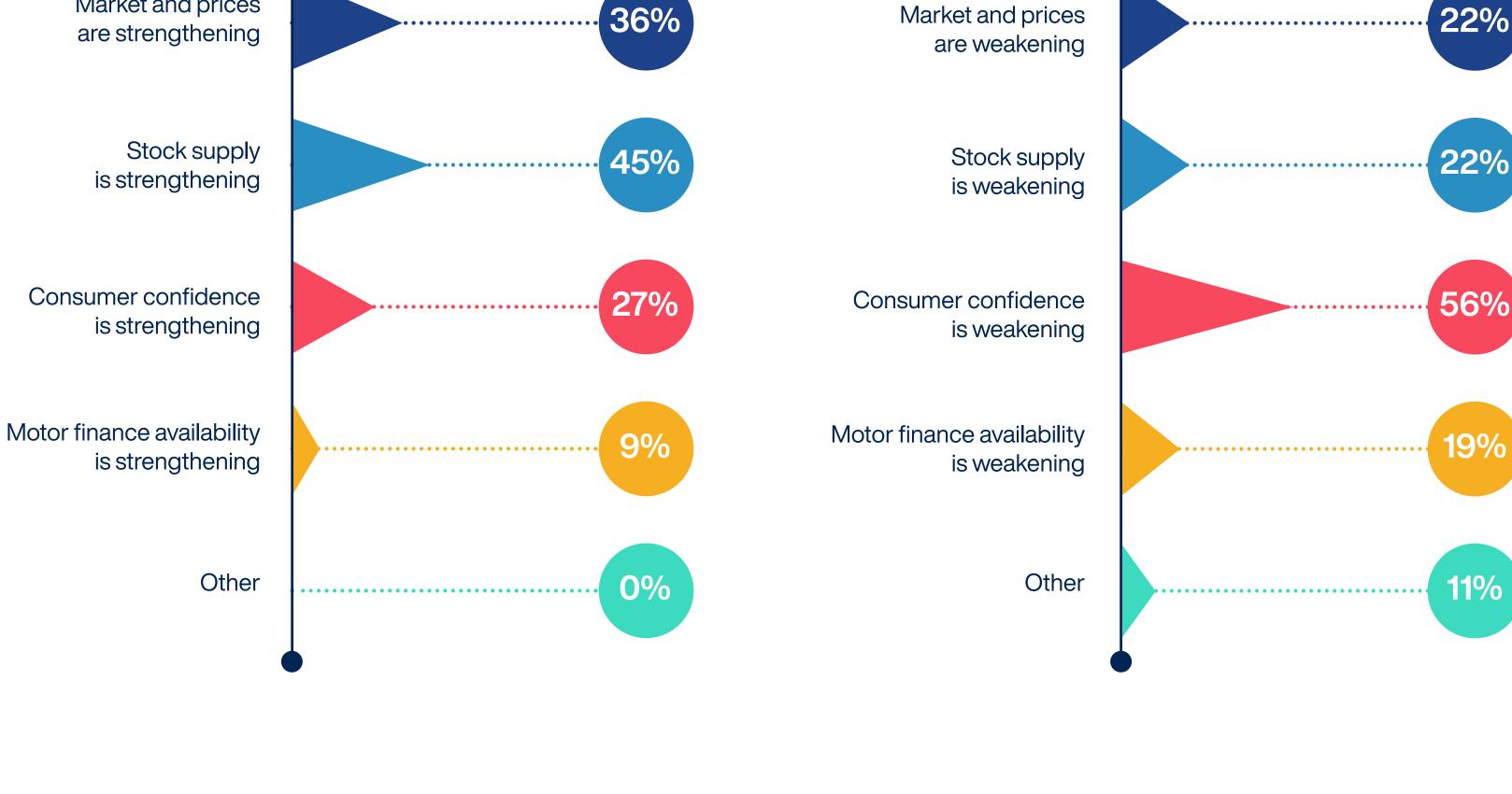
What drives dealers?



Question 1

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



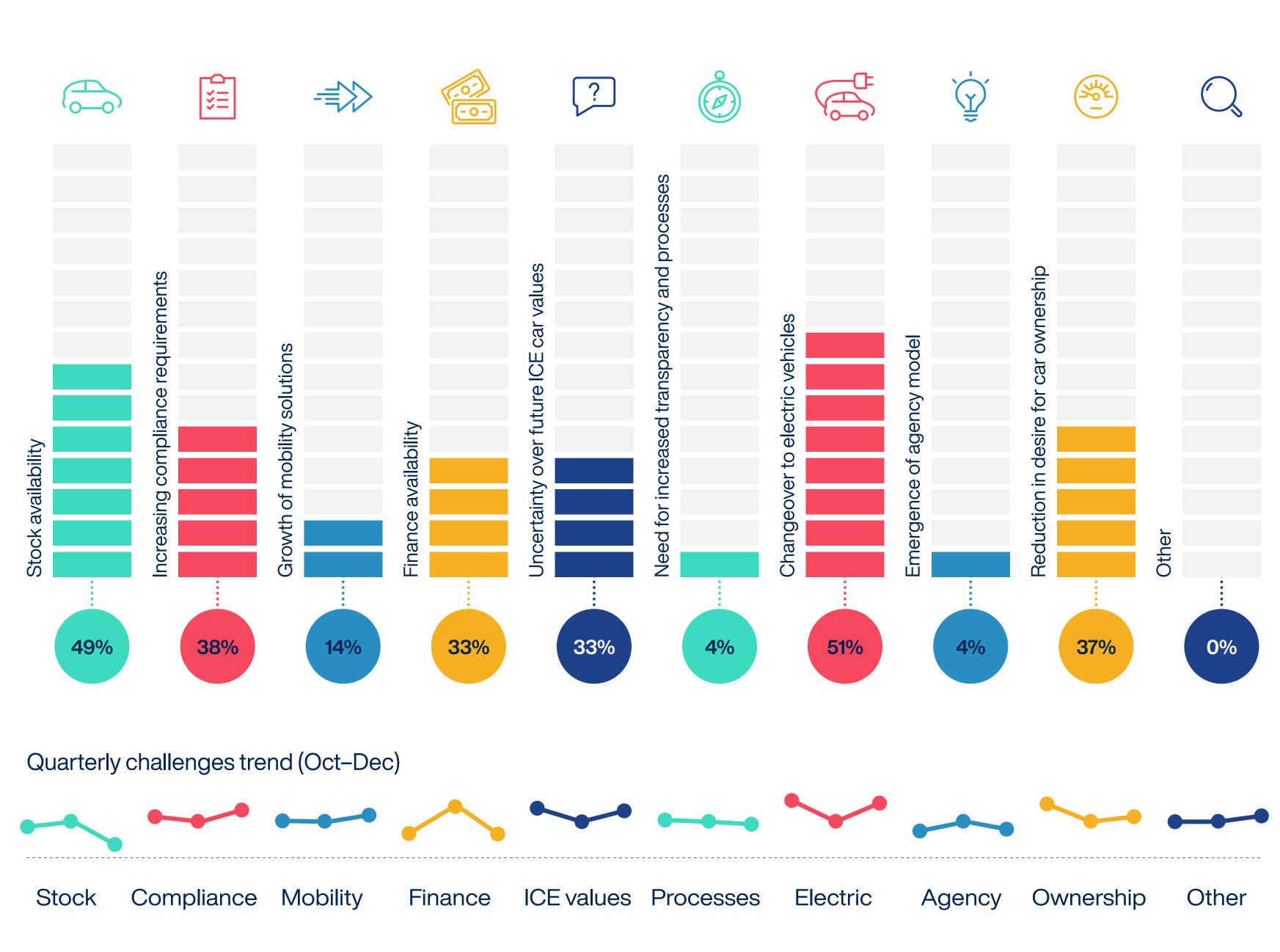




Quarterly optimism/pessimism trend (Oct-Dec)

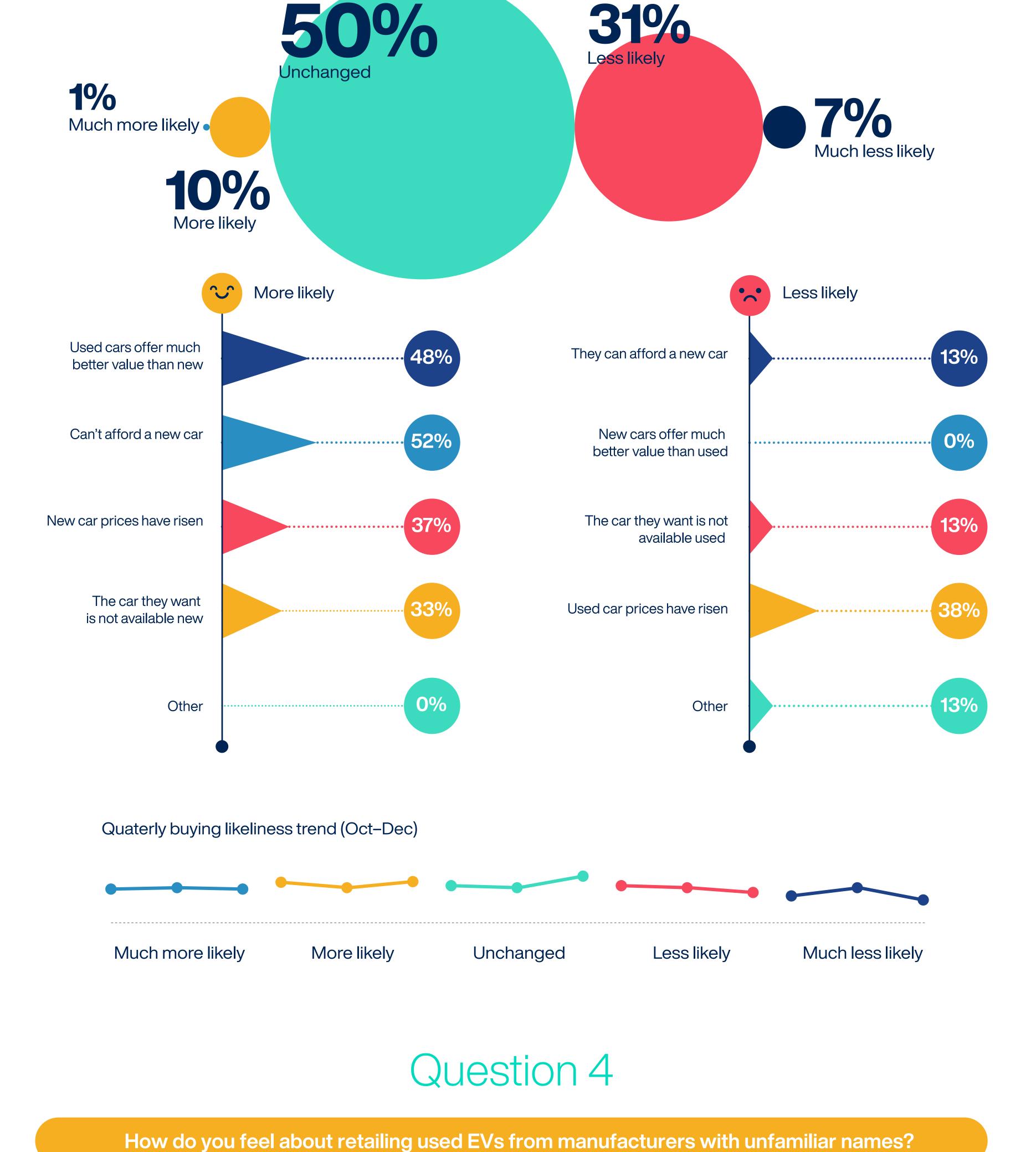


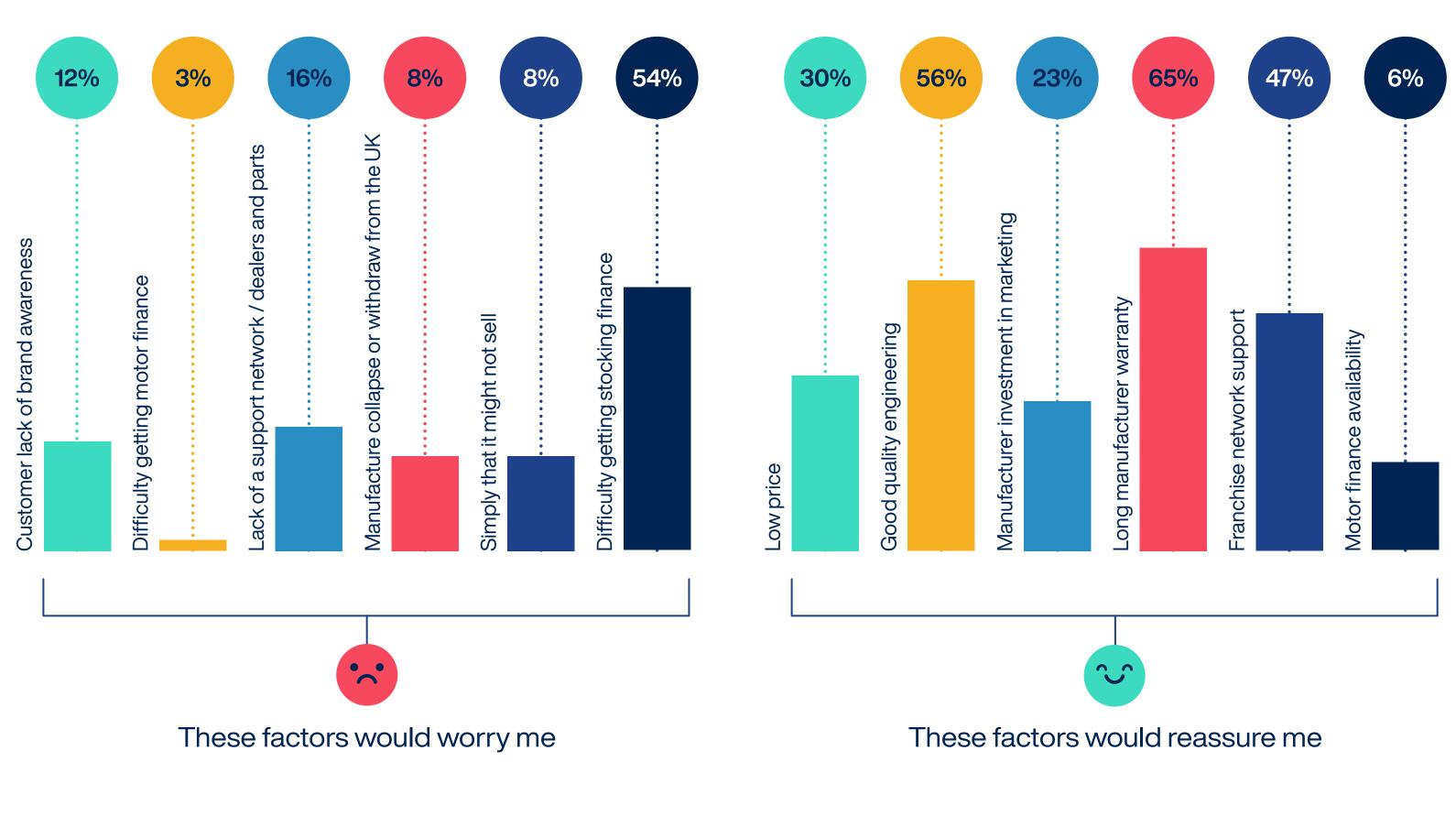
What do you see as the biggest challenge(s) for your future retailing of used cars (choose any 3)?



Question 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.