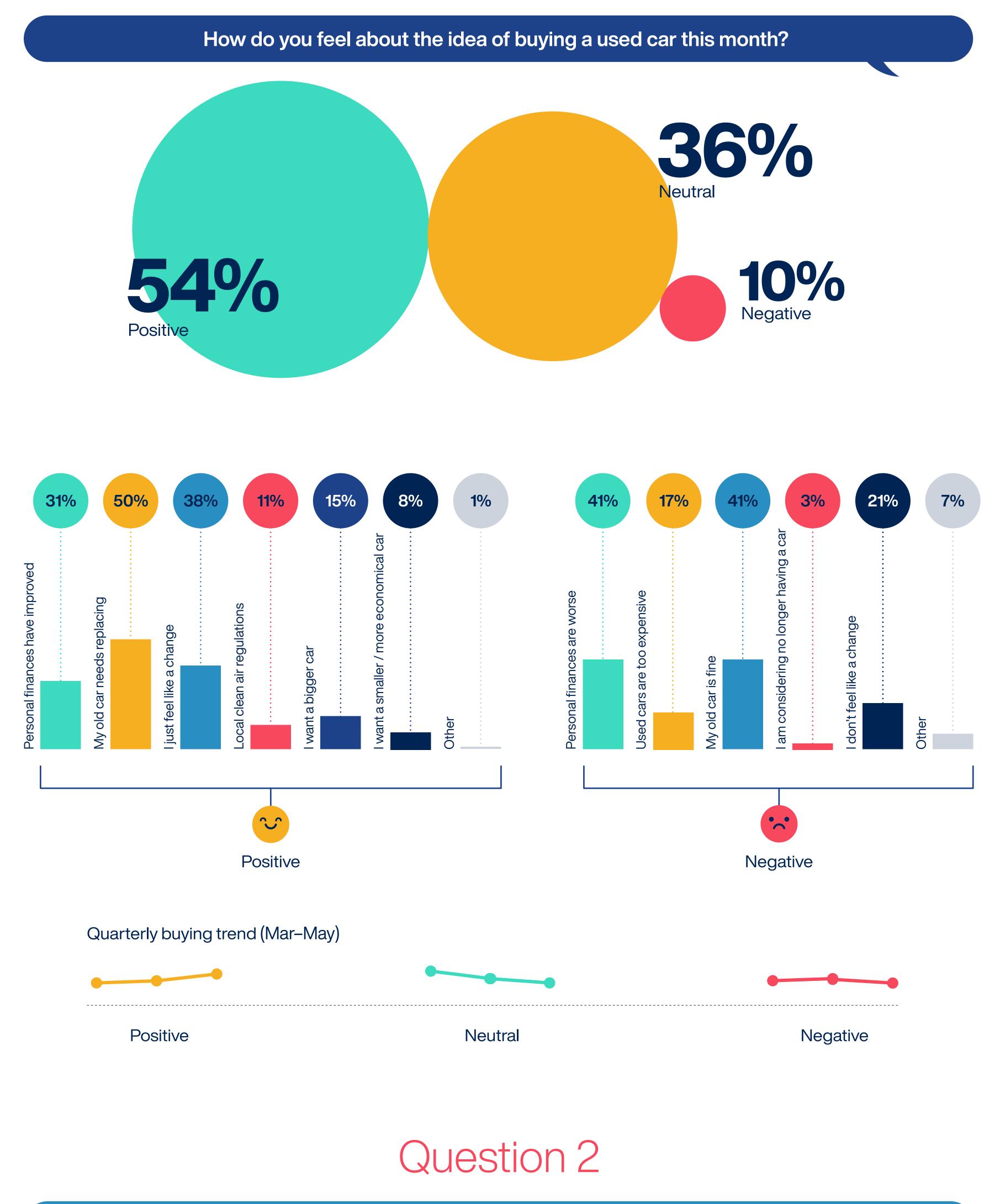


May 2024

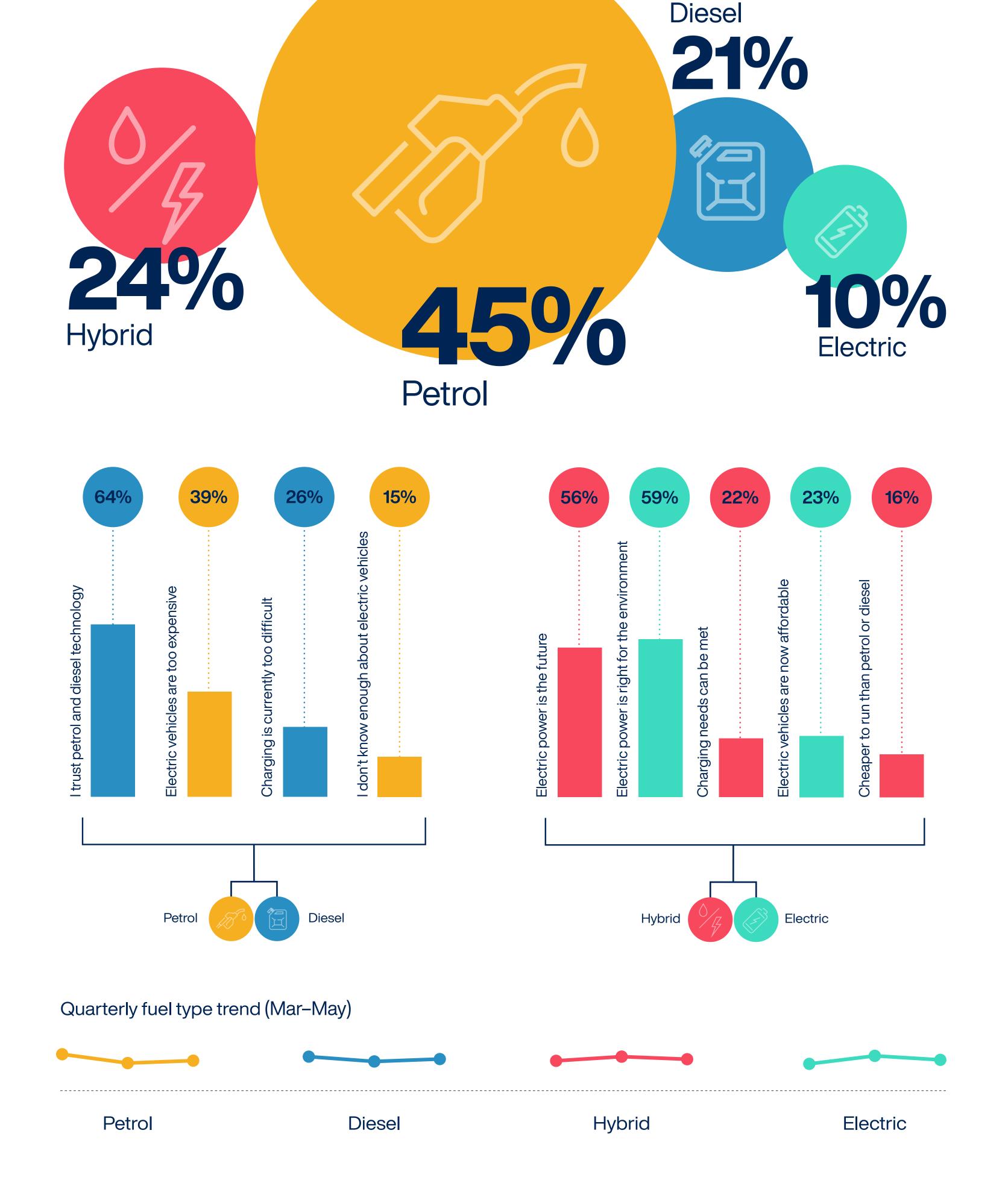
What drives consumers?



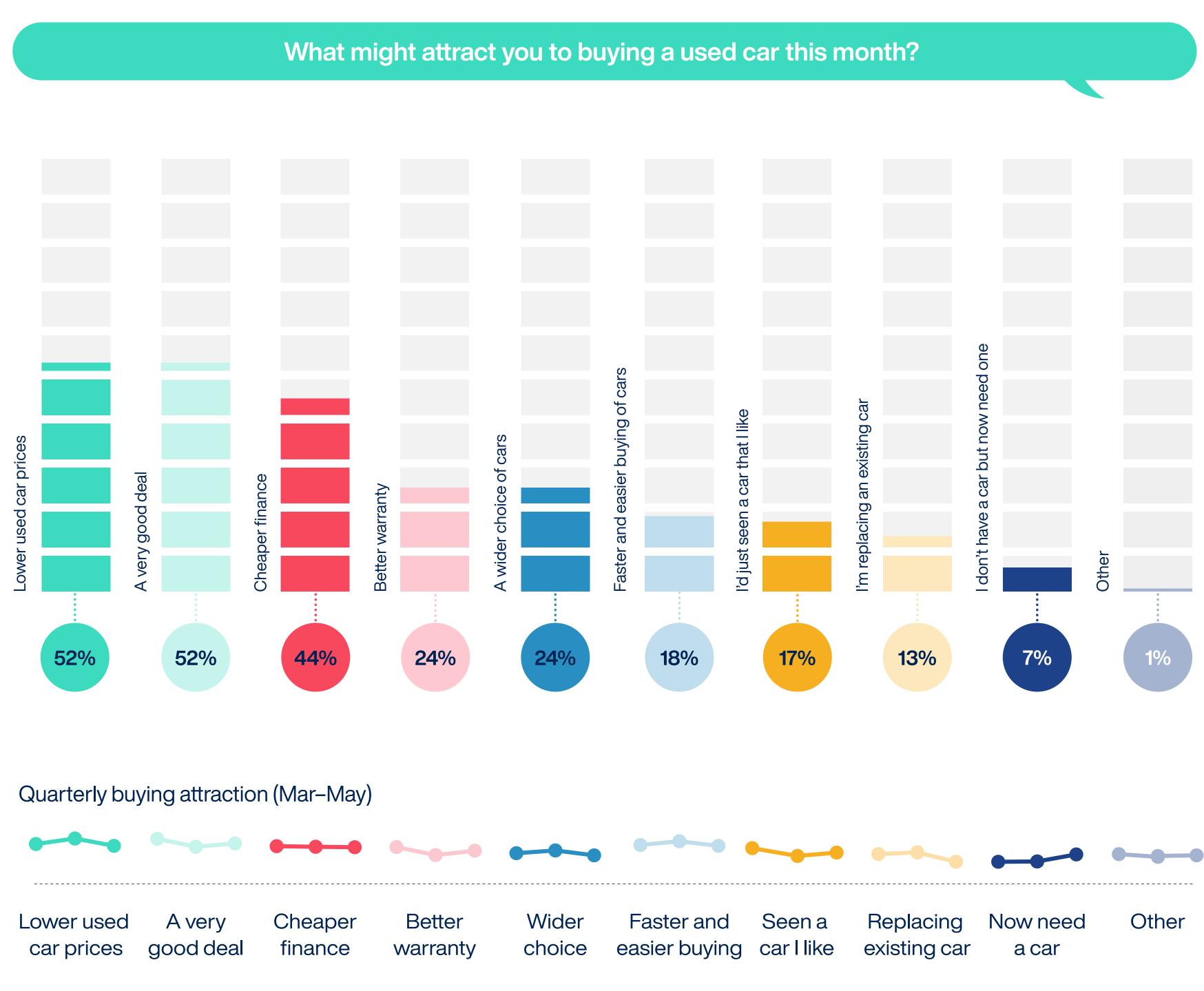
Question 1



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

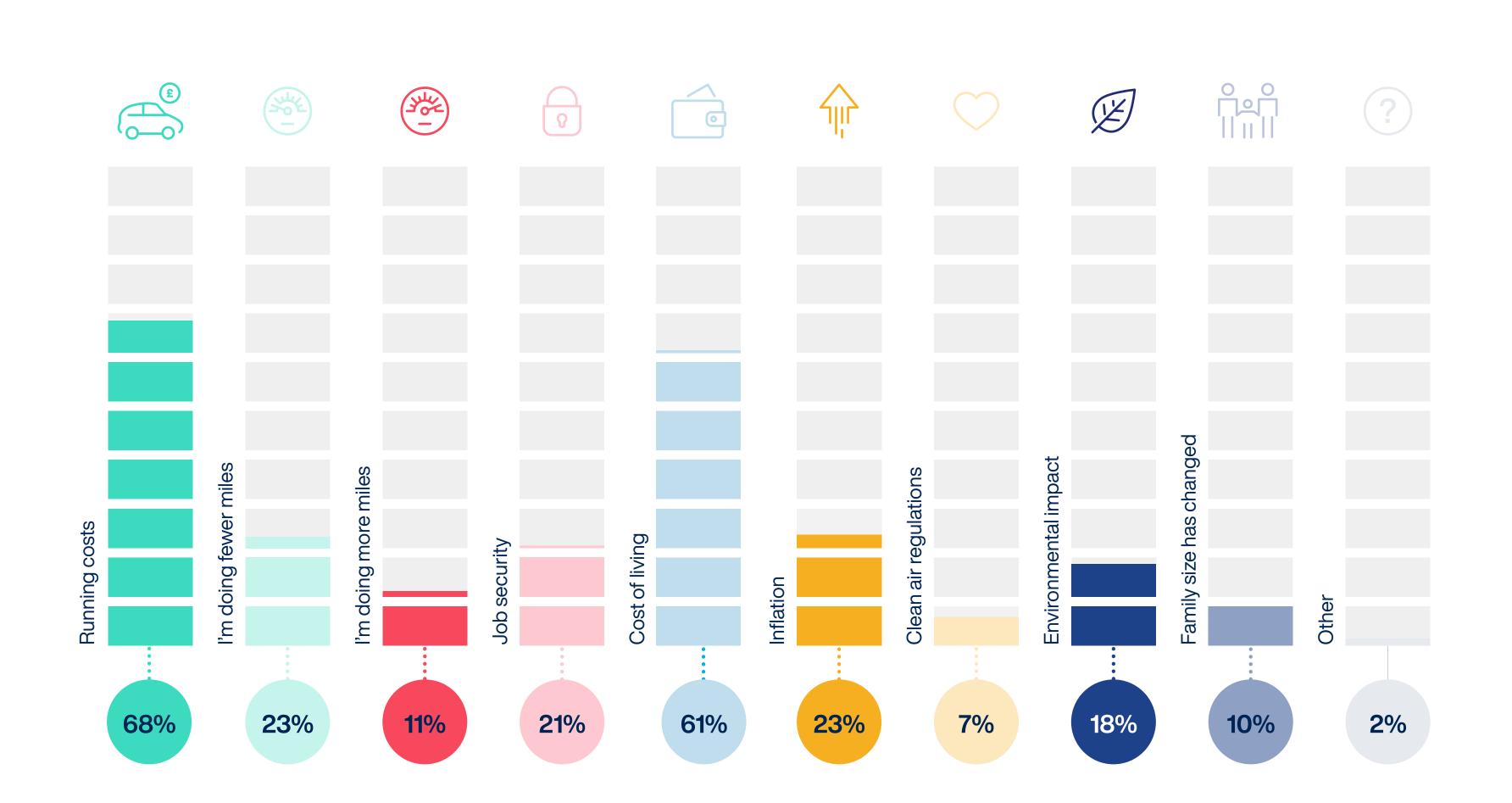


Question 3



Question 4

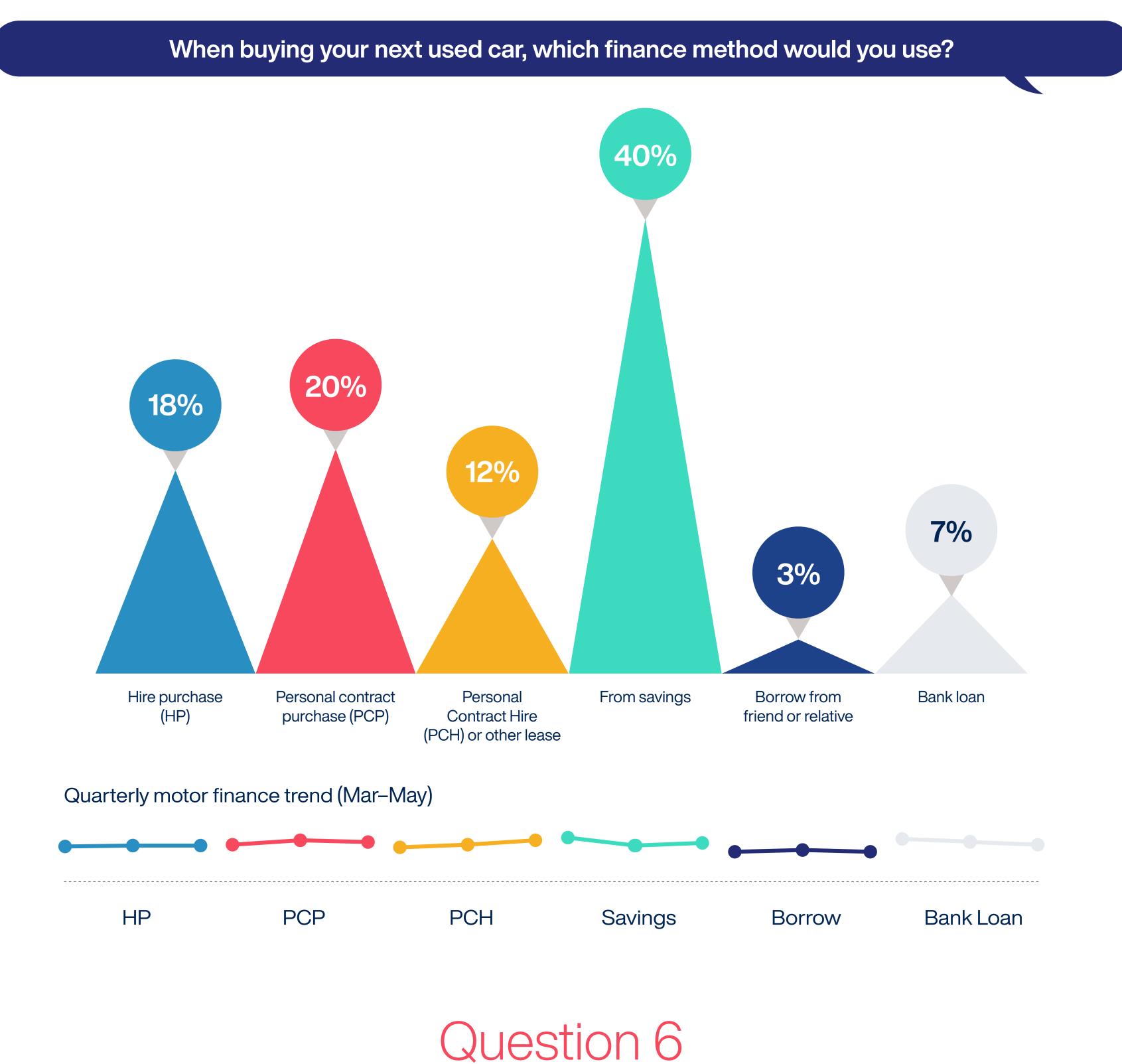
Which of these factors would influence your choice of car?



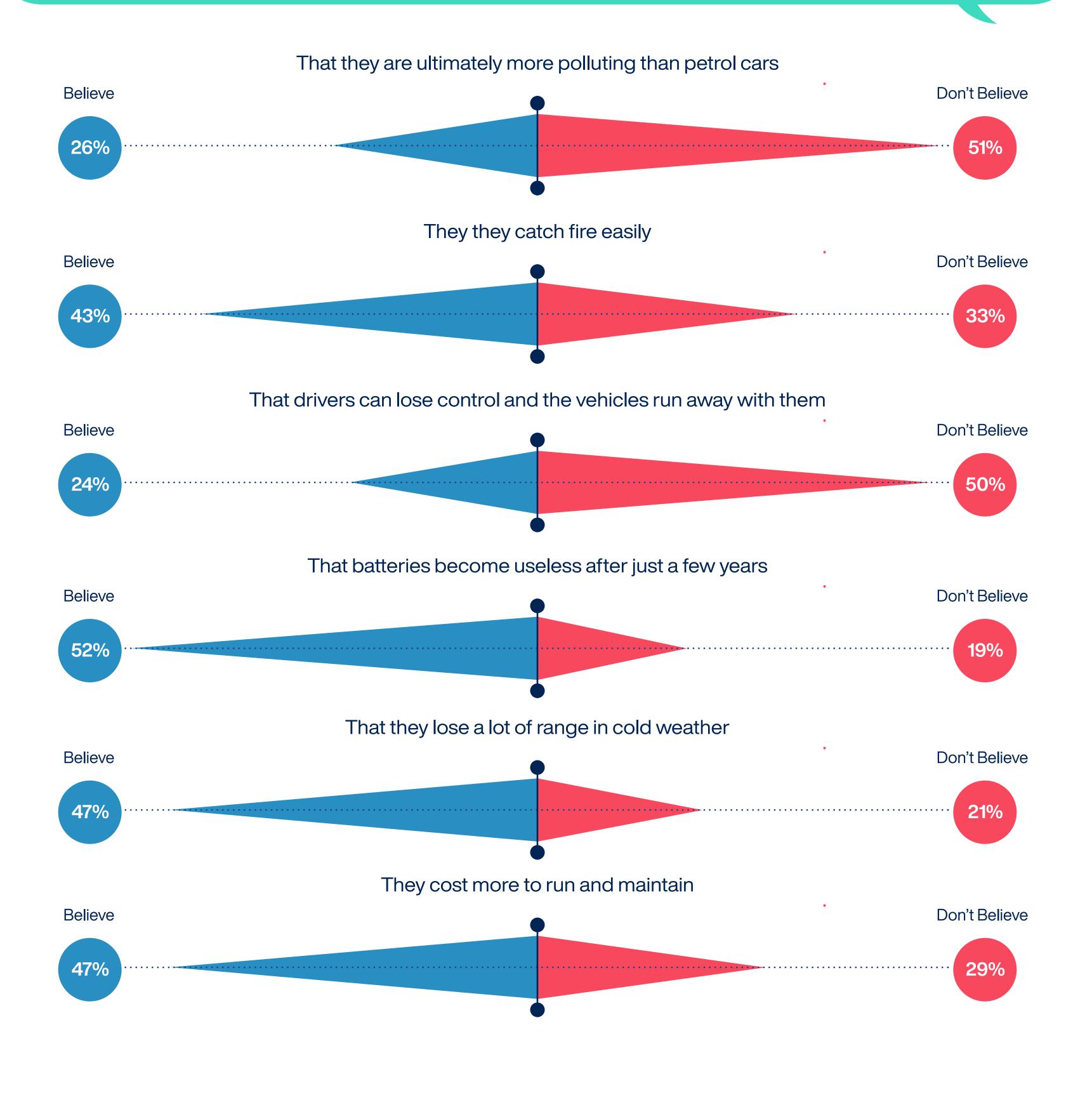
Quarterly buying influence (Mar–May)

		••	••••		••••	••••			• •
Running costs	Fewer miles	More miles	Job security	Cost of living	Inflation	Clean air regs	Enviro impact	Family size	Other

Question 5



Have you see any of the following stories in the press or on social media about electric cars - and how do you feel about them?



Question 7

Police have being alerted in new training to the dangers of drivers making hands-free phone calls. How do you feel about drivers using phones hands-free while driving?

's safe to make hands-free calls while driving		
		26%
make hands-free calls when driving but my concentration on driving	is worse	
		16%
Other drivers appear to be concentrating less when making a hands-f	free call	
		22%
don't make hands-free calls because I don't think they are safe		
		36%
ve nearly had an accident during a hands-free phone call		
he law should make hands-free calls while driving illegal		
		···· 18%
he current law on hands-free driving is fine		
		19%



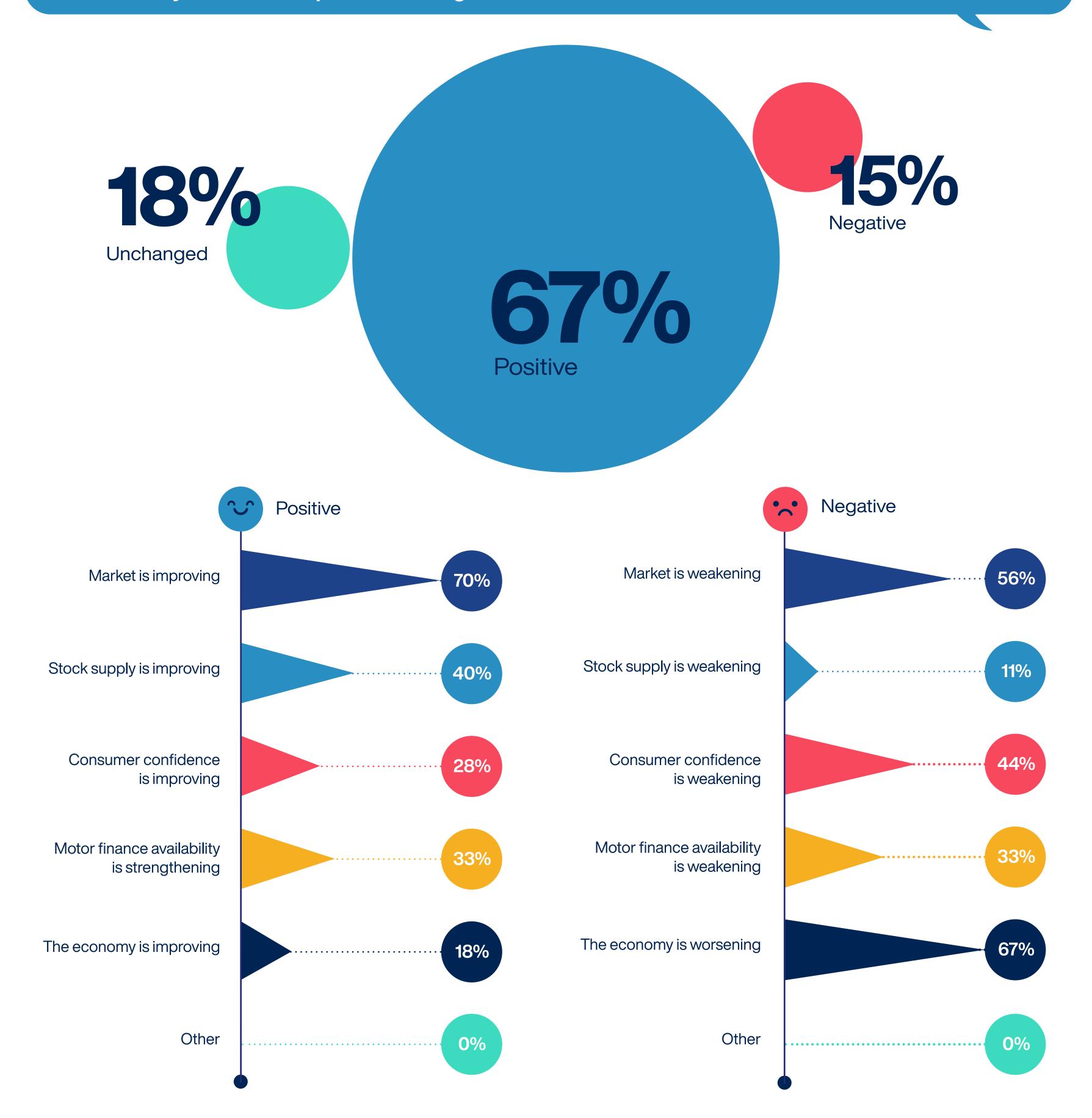
May 2024

What drives dealers?

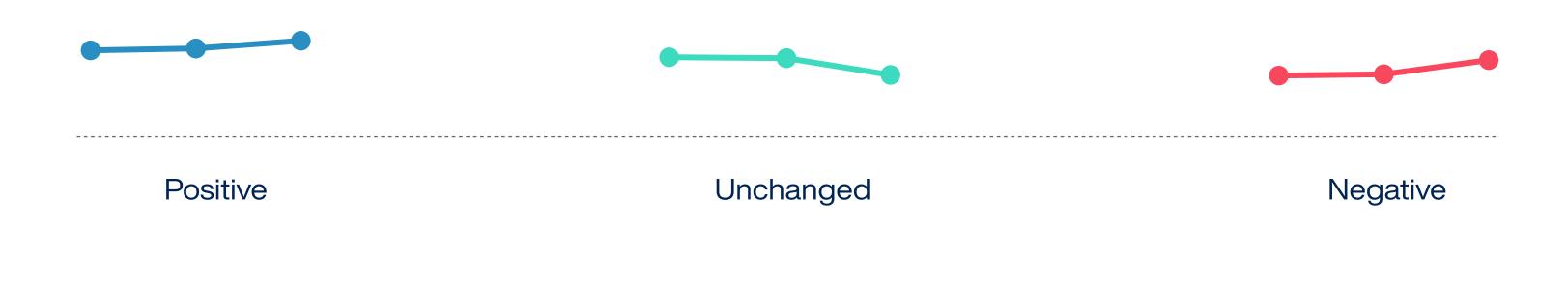


Question 1

Do you feel more positive or negative about the used car market than last month?

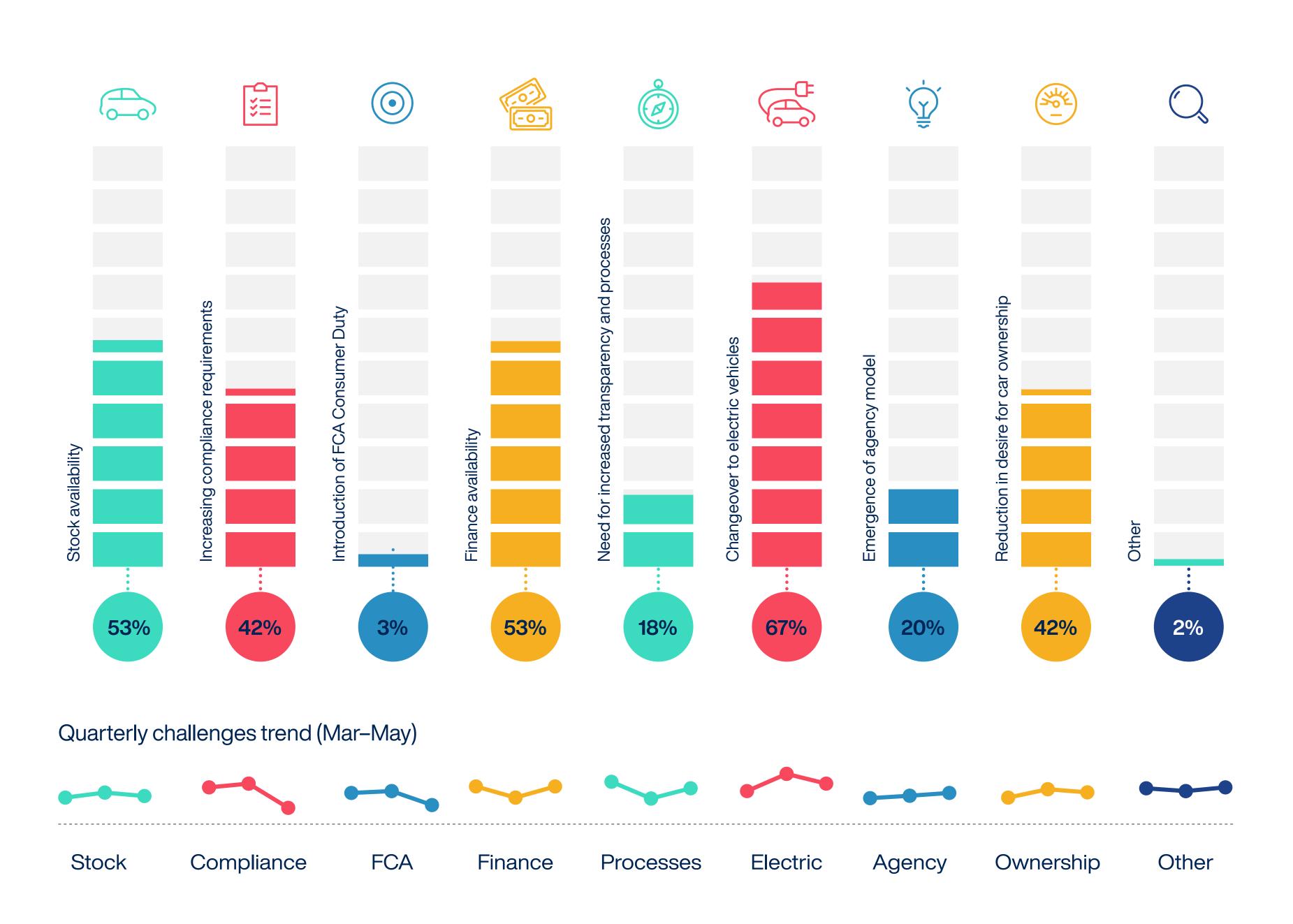


Quarterly positive/negative trend (Mar–May)



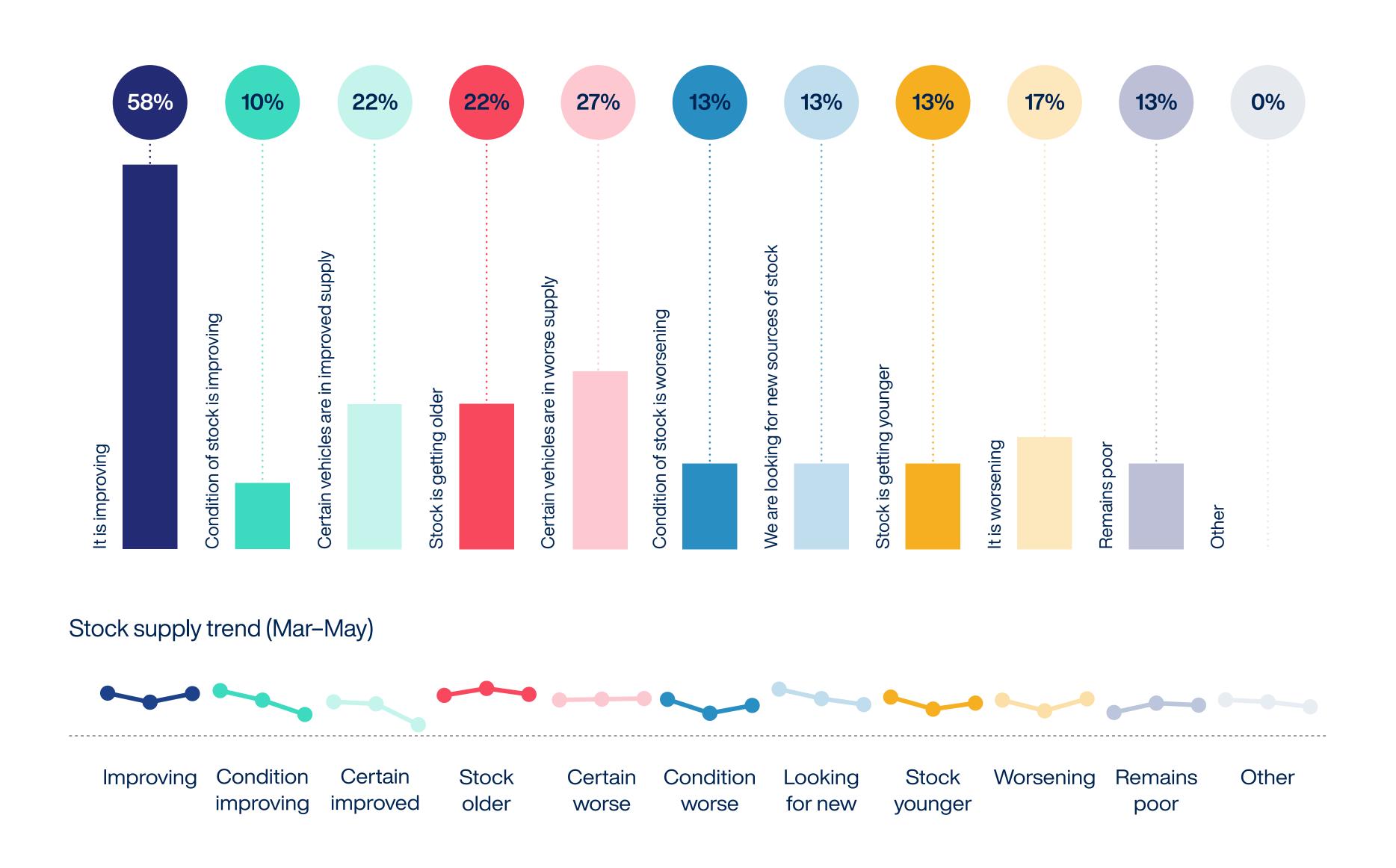
Question 2

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

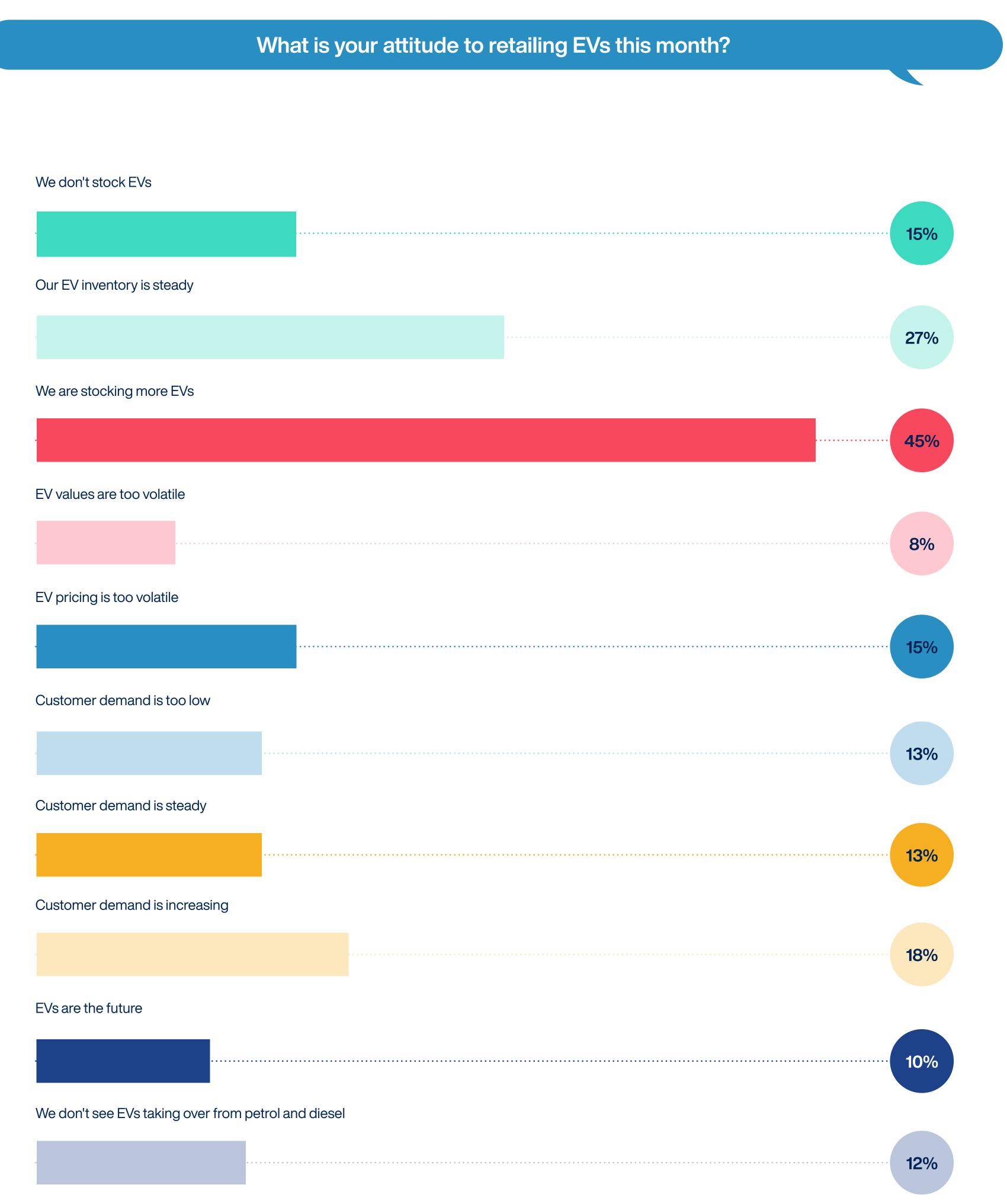


Question 3

What is your current experience of stock supply (choose any of the following)?

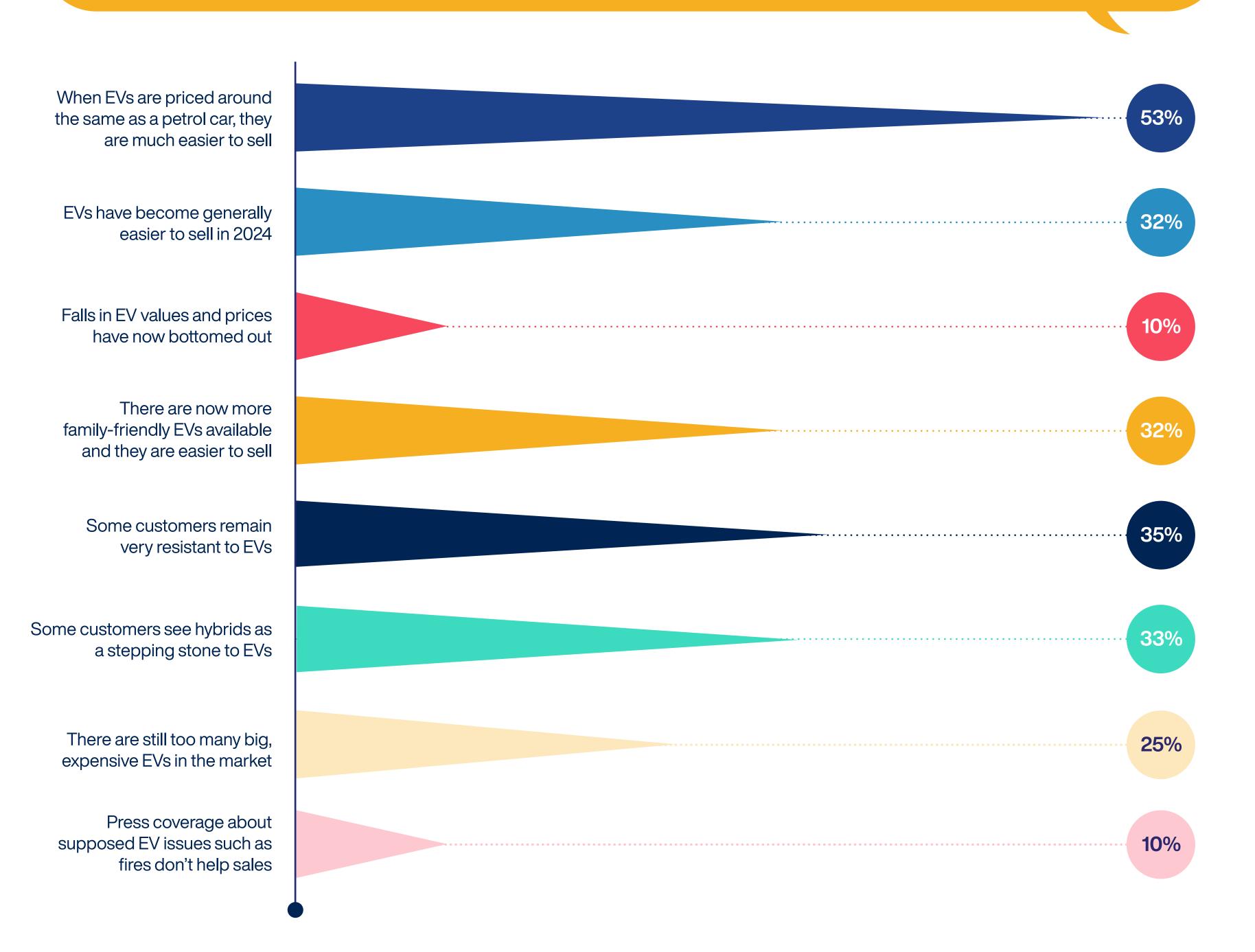


Question 4



Question 5

Recent data suggests used EVs become much easier to sell when they reach price parity with an equivalent petrol car. Which of these statements do you think is true?



Question 6

Which objections do you hear most often from buyers who might consider buying an electric car?

