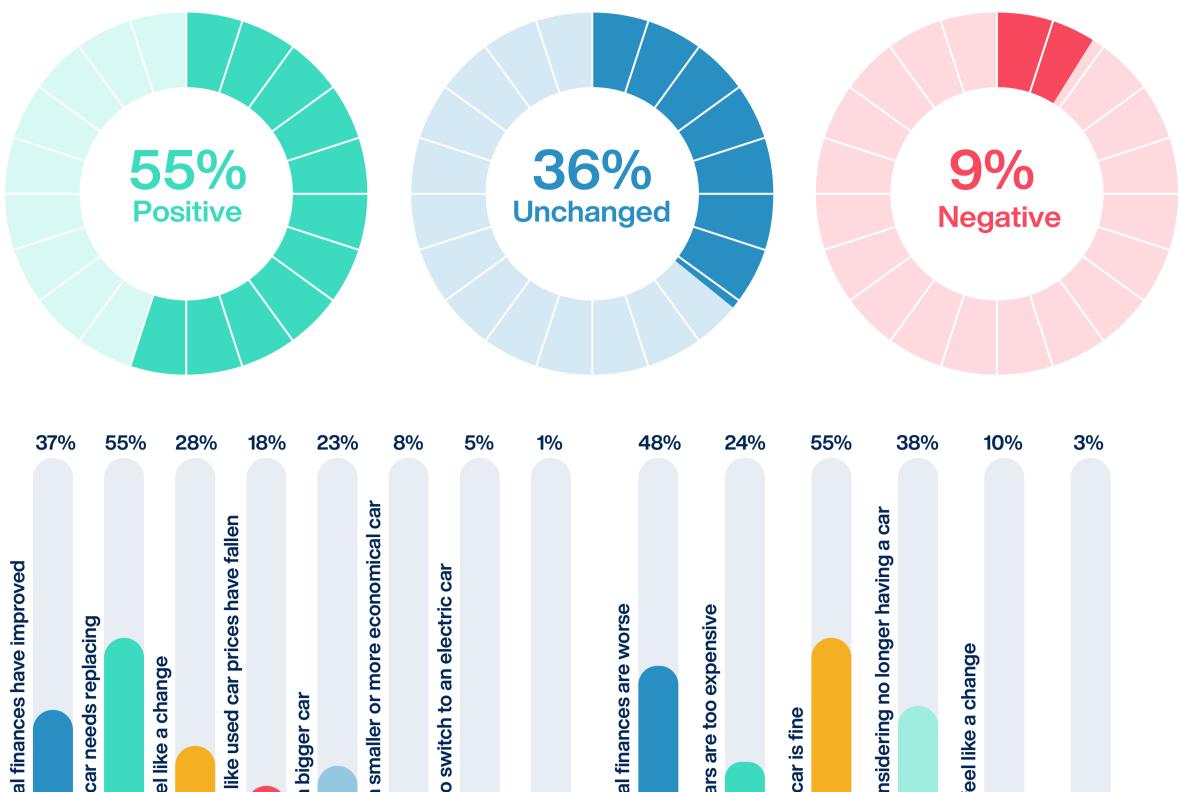


# What drives consumers

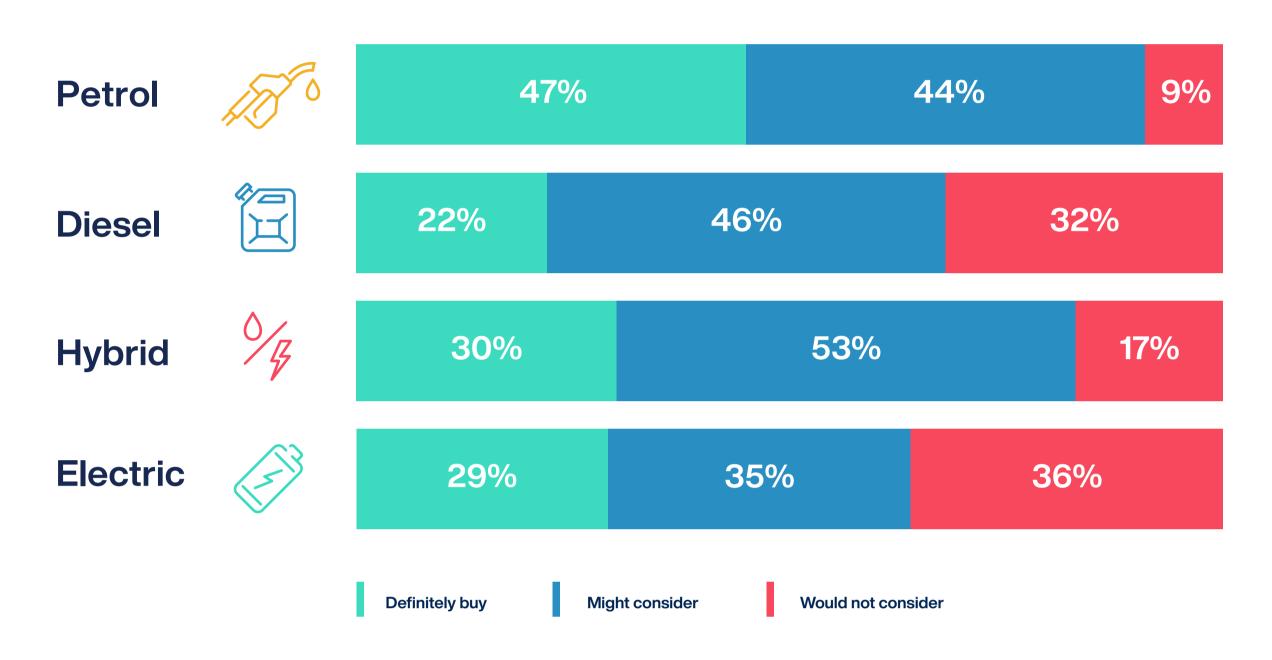
### December 2024

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

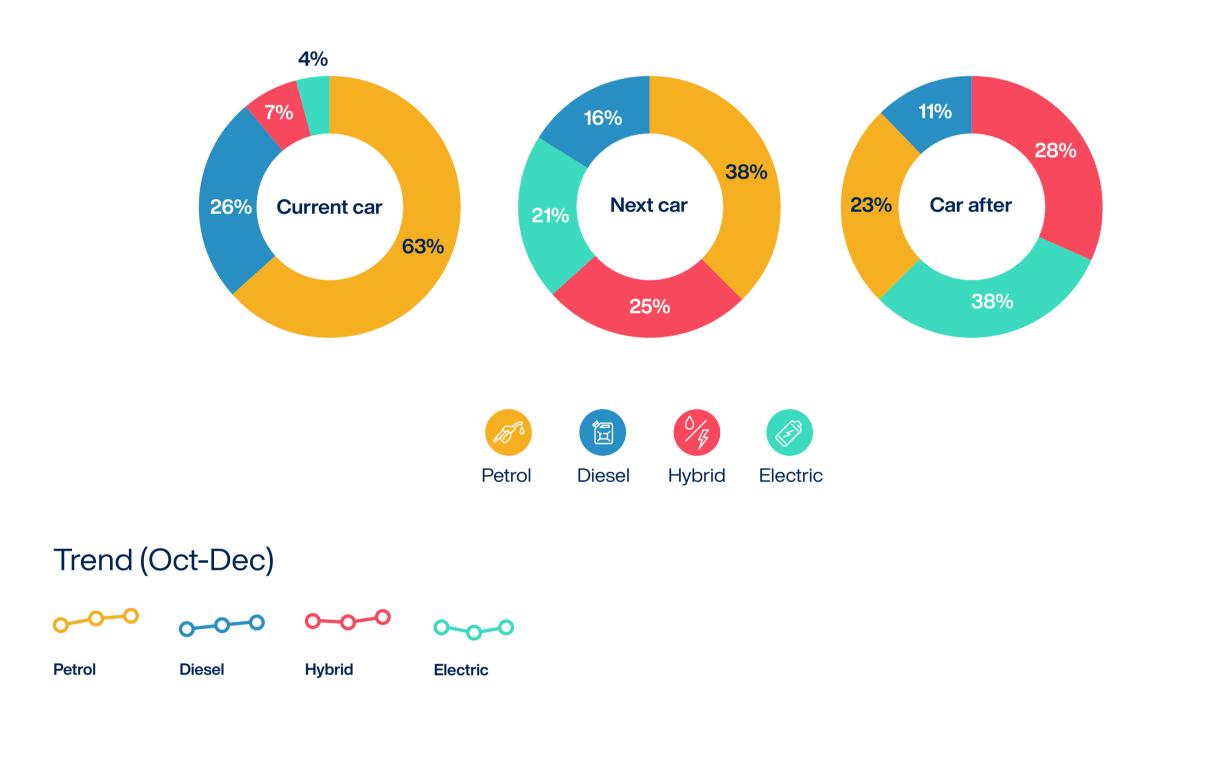


Personal f My old ca	l just feel l It looks lik	I want a bi I want a sr I want to s Other	Personal f Used cars My old car I am consi I don't fee Other	
	~~	Positive	Negative	
Trend (Oct-Dec)				
0-0-0	0-0-0	0-0-0		
Positive	Neutral	Negative		

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

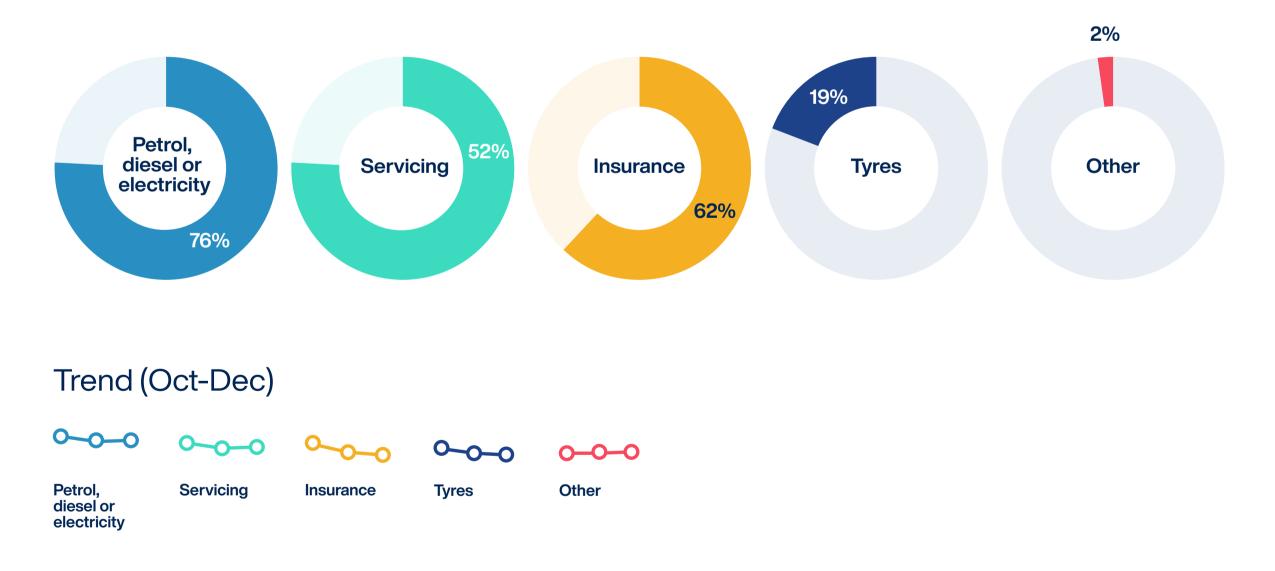


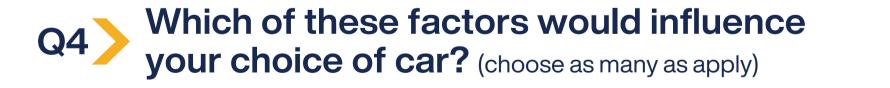
#### What is/will be the fuel type of your ...

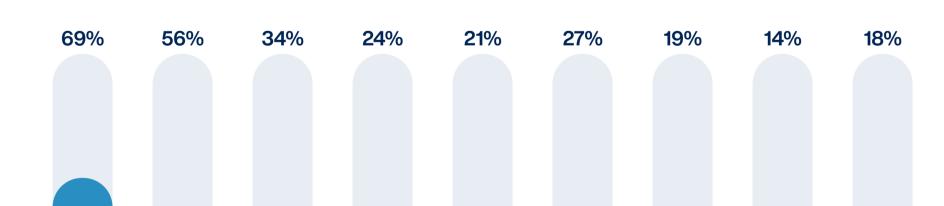


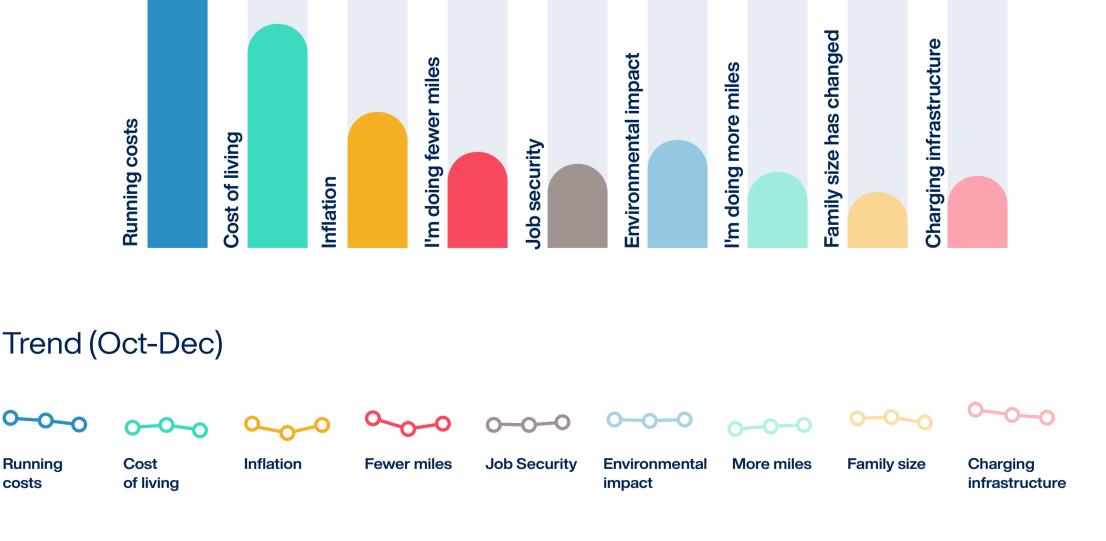
#### Which of these running costs would influence Q3











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



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.

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