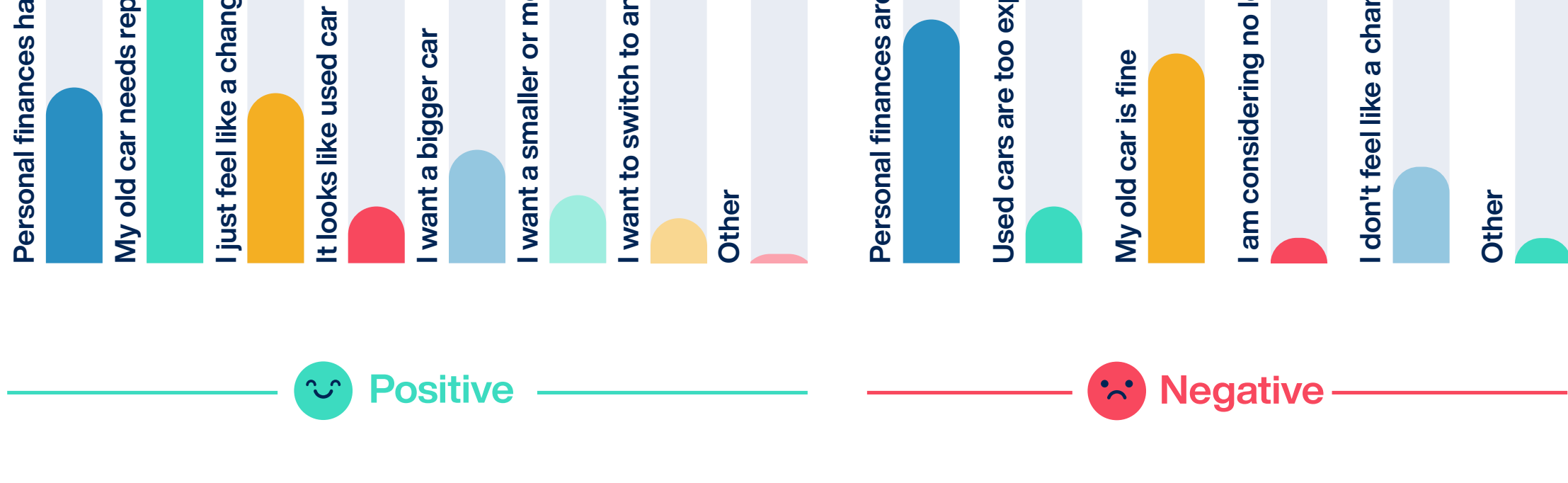
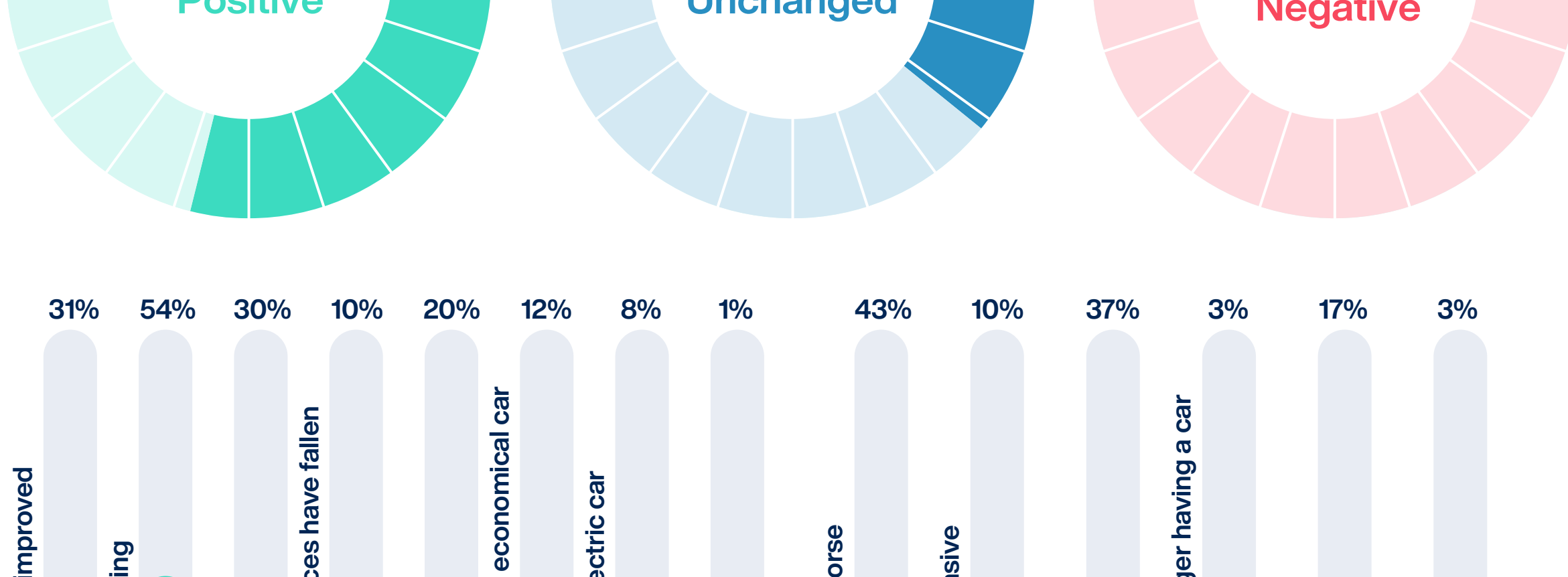


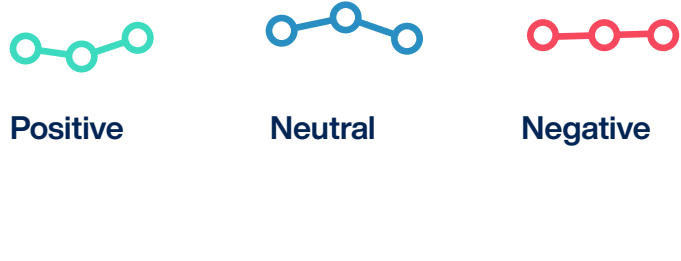
What drives consumers

March 2025

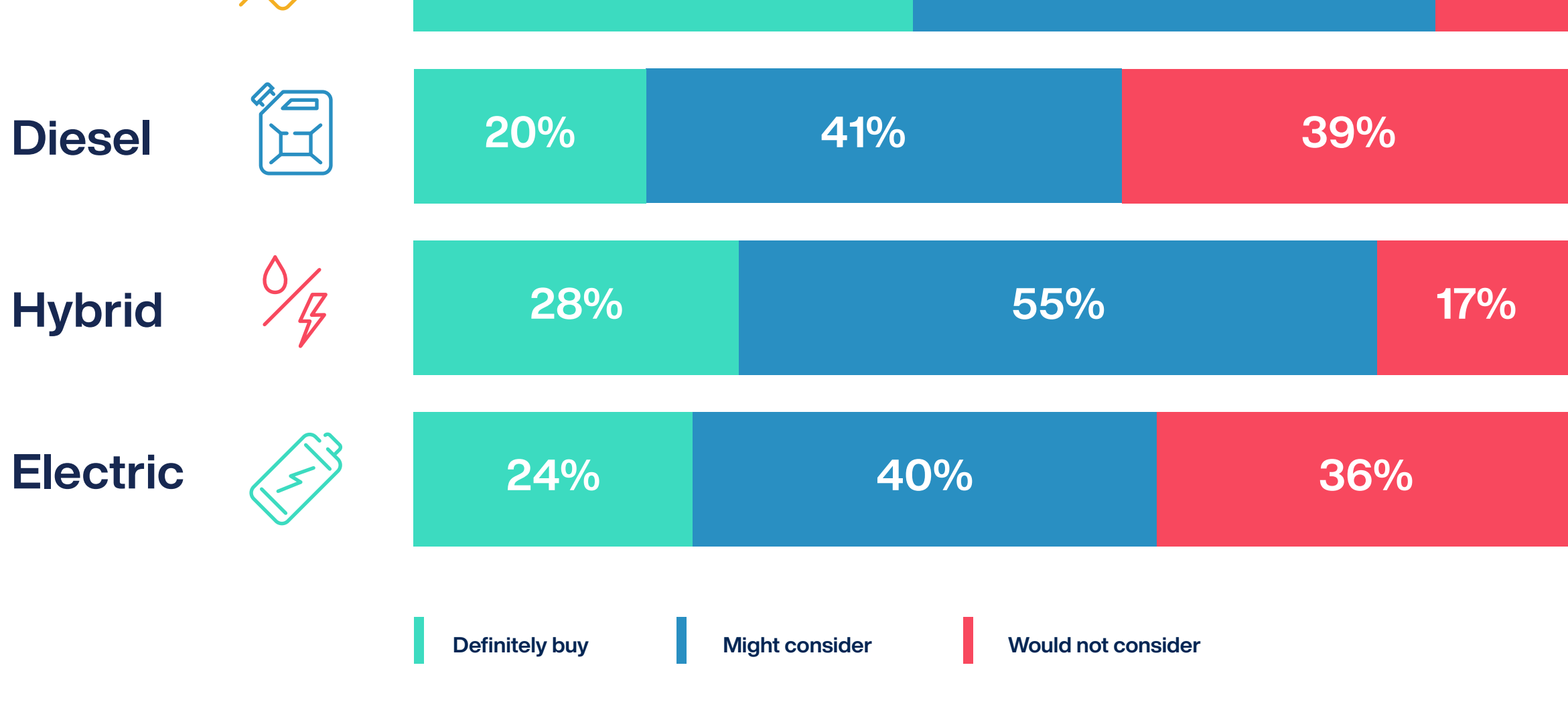
Q1 > How do you feel about the idea of buying a used car this month?



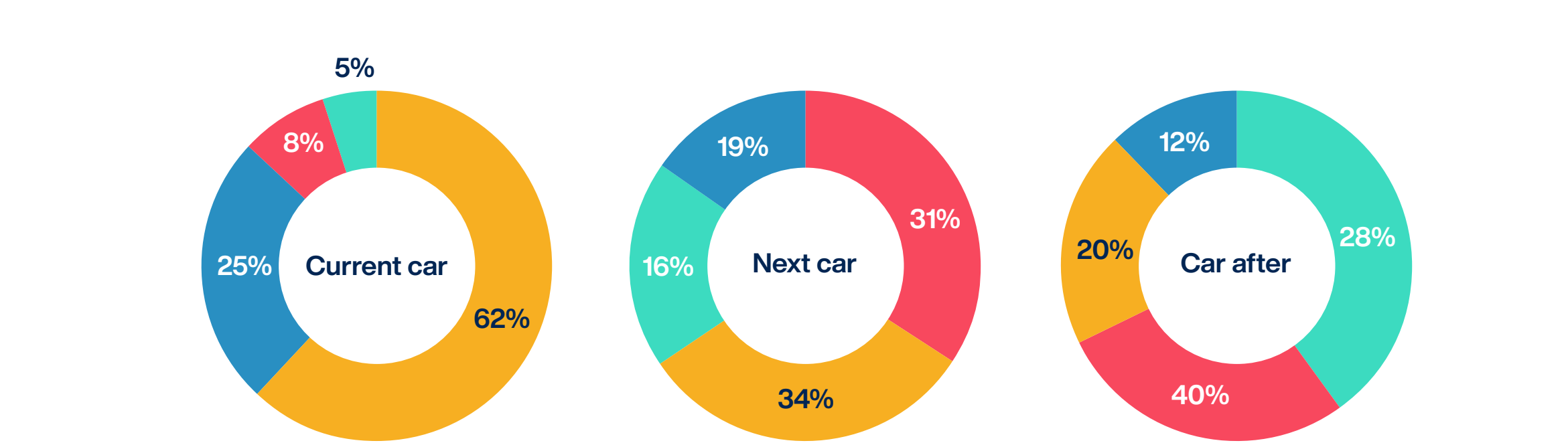
Trend (Jan-Mar)



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



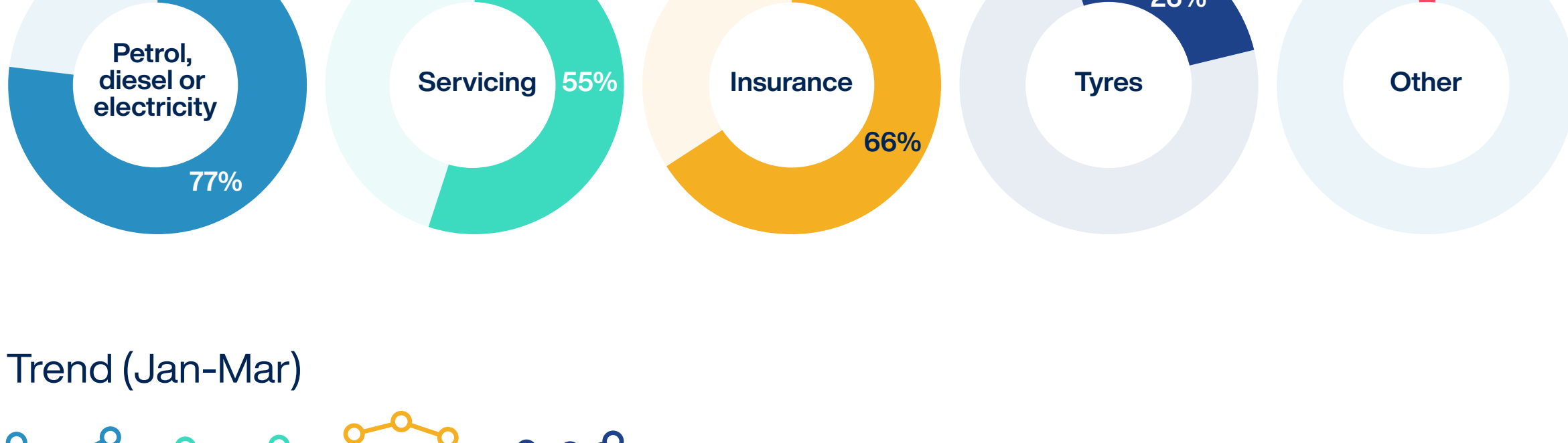
What is/will be the fuel type of your ...



Trend (Jan-Mar)



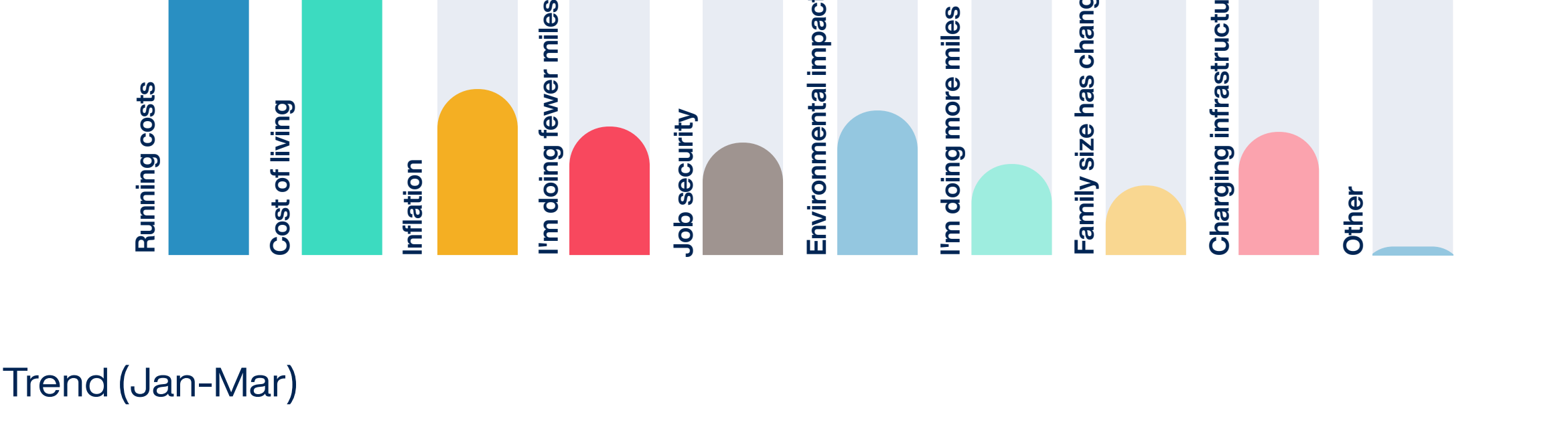
Q3 > Which of these running costs would influence your choice of car? (choose as many as apply)



Trend (Jan-Mar)



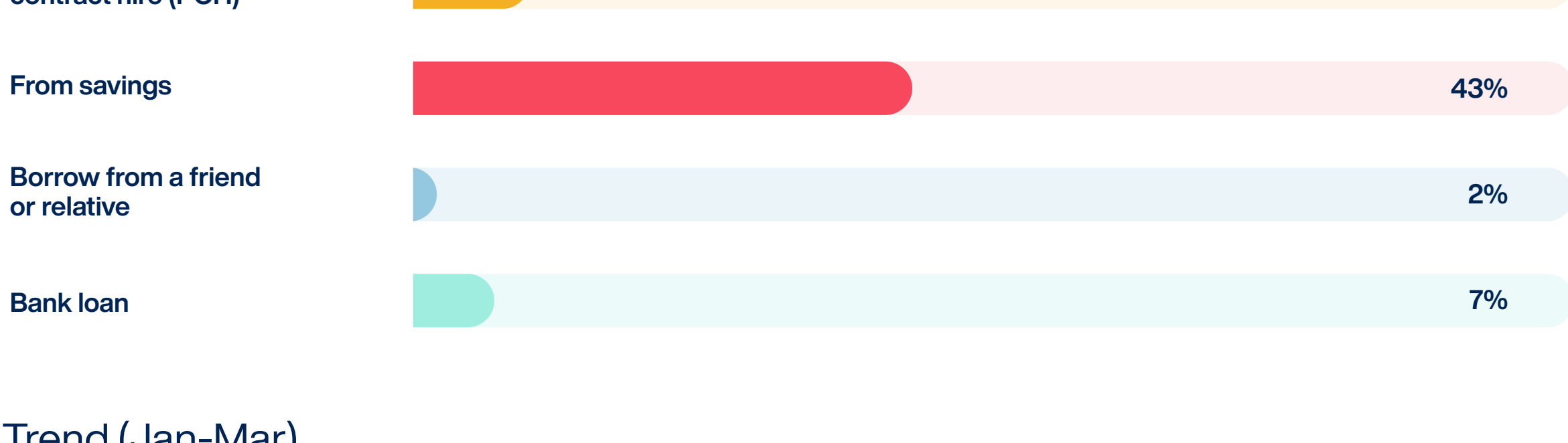
Q4 > Which of these factors would influence your choice of car? (choose as many as apply)



Trend (Jan-Mar)



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

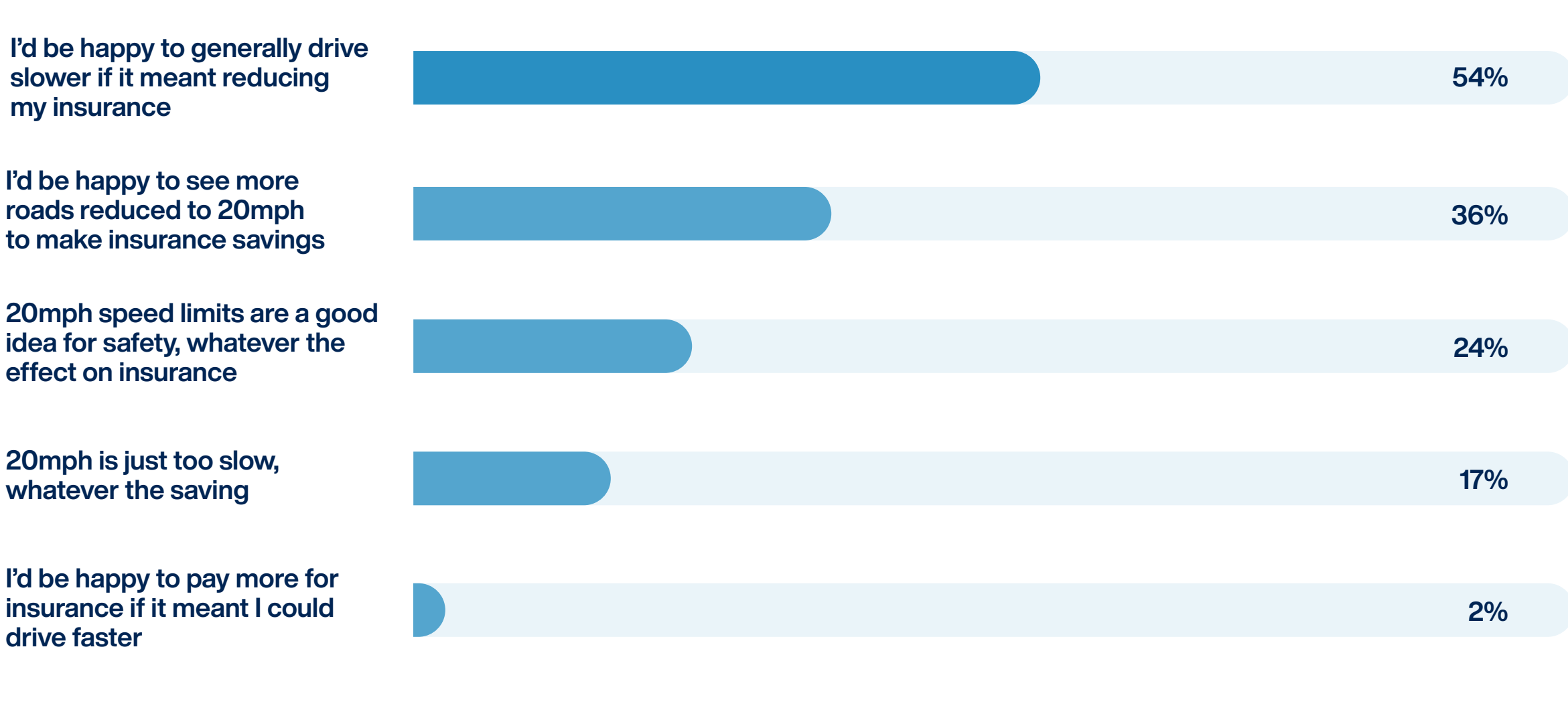


Trend (Jan-Mar)

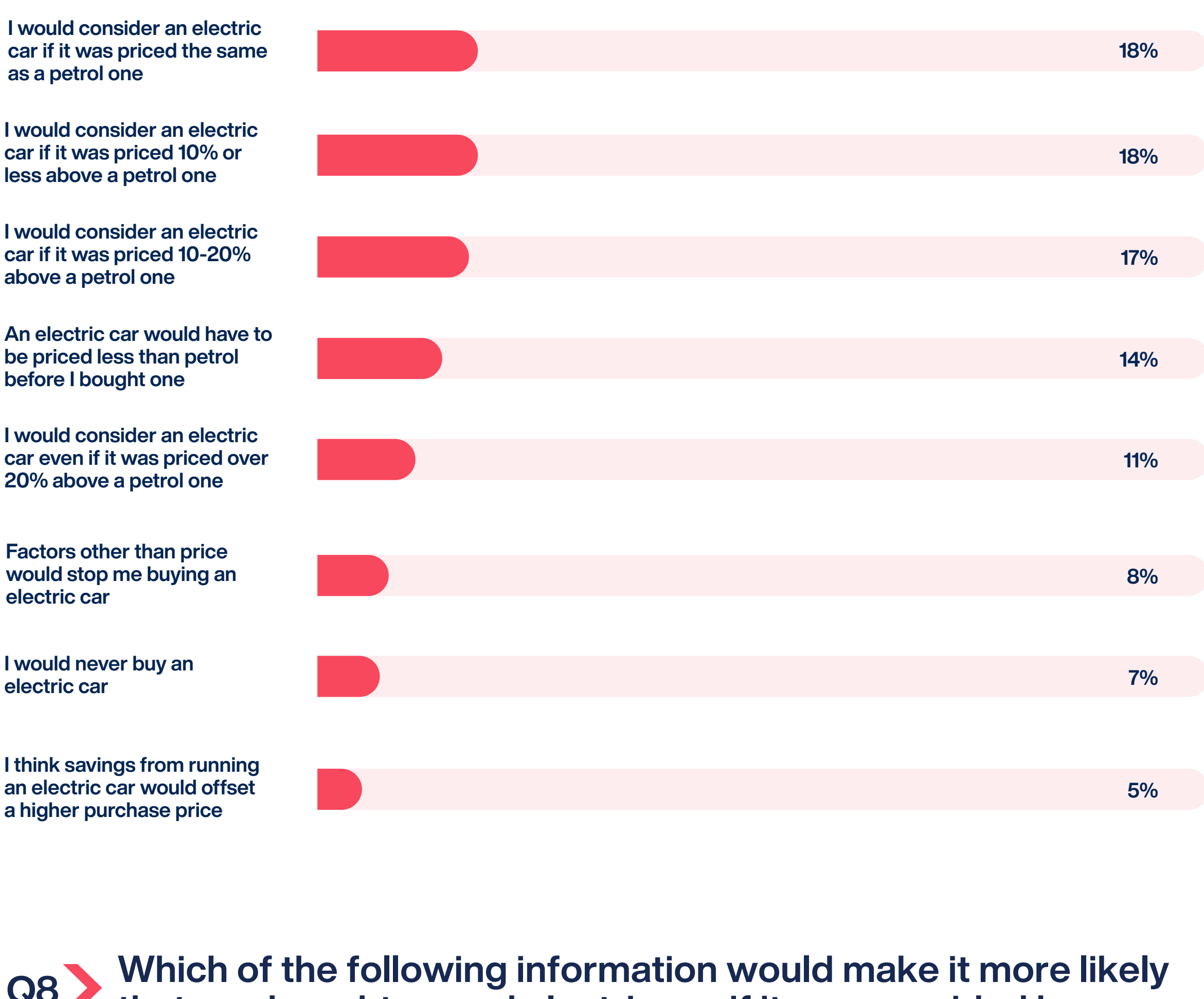


Topical Questions

Q6 > New evidence shows that recently-introduced 20mph speed limits are helping cut car insurance bills. Would you be happy to see speed limits reduced if it meant you paid less for insurance? (Choose as many as apply)



Q7 > New data shows that the price difference between petrol and electric cars has fallen from 51% to 18% in the last six years. How small would this gap have to be before you considered buying an electric car?



Q8 > Which of the following information would make it more likely that you bought a used electric car if it was provided by the dealer. (Choose as many as apply)

