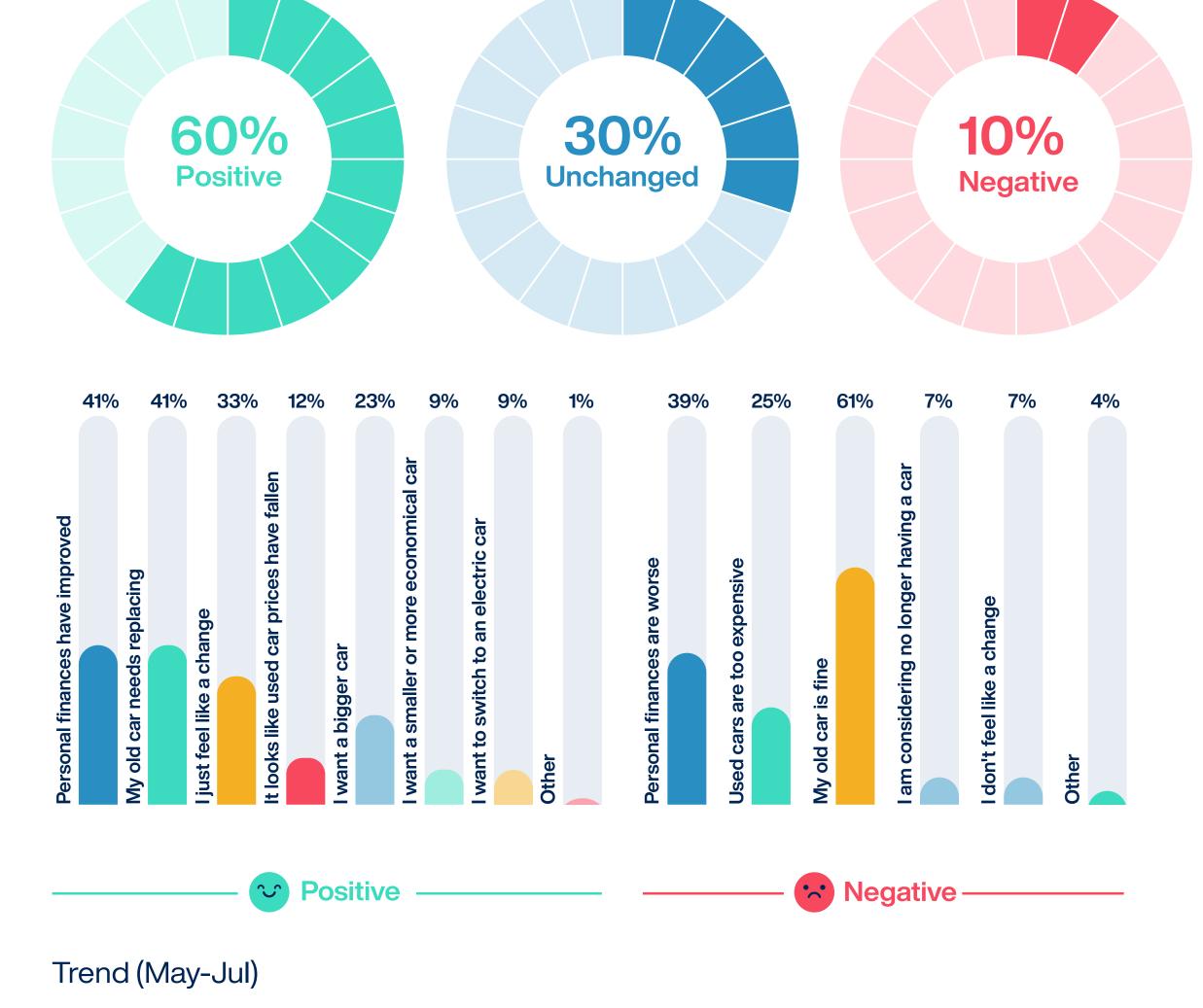


What drives consumers

July 2025

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



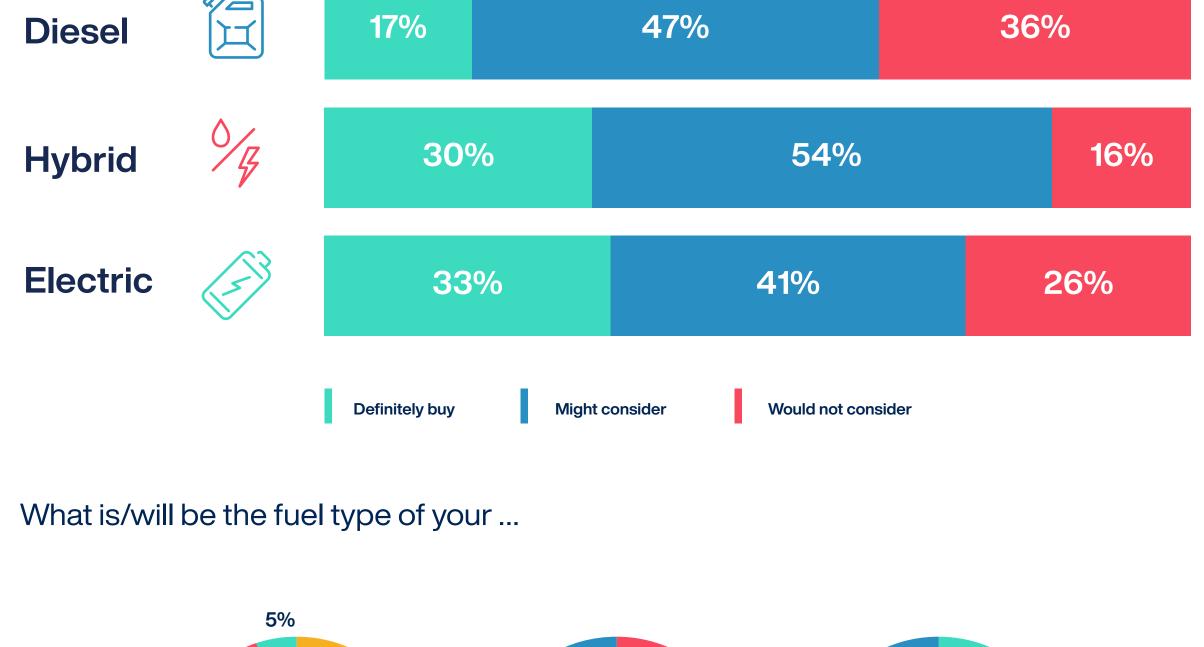
Positive

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

Negative

Neutral

Petrol 46% 45%



17%

Next car

34%

12%

19.3%

Tyres

Family size has changed

Family size

Charging infrastructure

Charging

11%

25%

12%

44%

1%

7%

35%

32%

32%

21%

19%

49%

34%

29%

27%

26%

4%

Car after

20%

37%

1.3%

Other

9%

Current car 25% 61%

9%

Petrol

Petrol, diesel or

electricity

Trend (May-Jul)

Cost

Personal leasing/personal

contract hire (PCH)

Borrow from a friend

Trend (Apr-Jun)

There are too many SUVs on UK roads

People should be allowed to drive what they want, including SUVs

SUVs should be restricted in pedestrian-heavy areas on safety grounds

SUVs should be taxed more because of their threat to safety

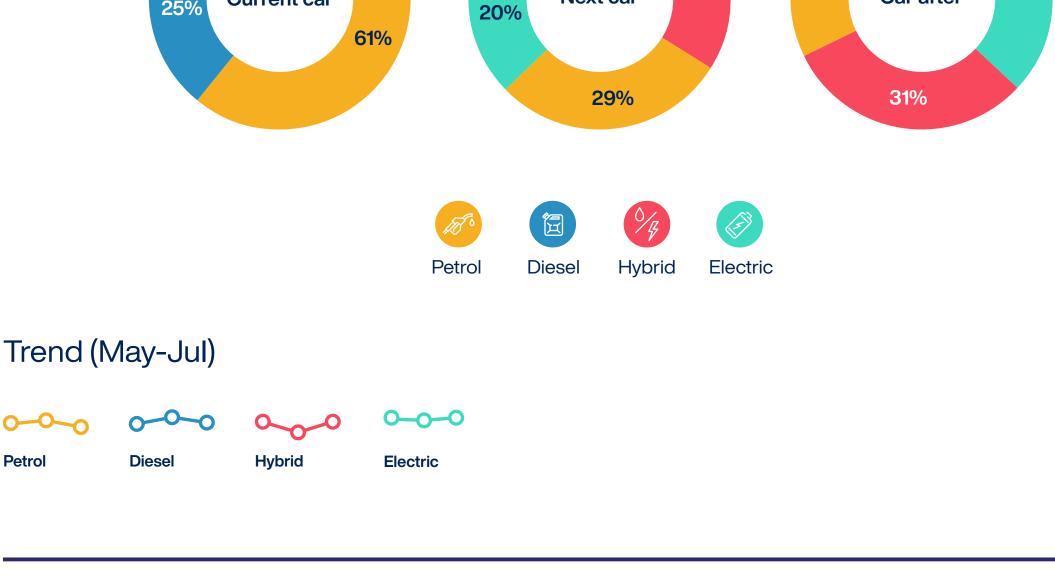
From savings

or relative

Bank loan

Running

costs

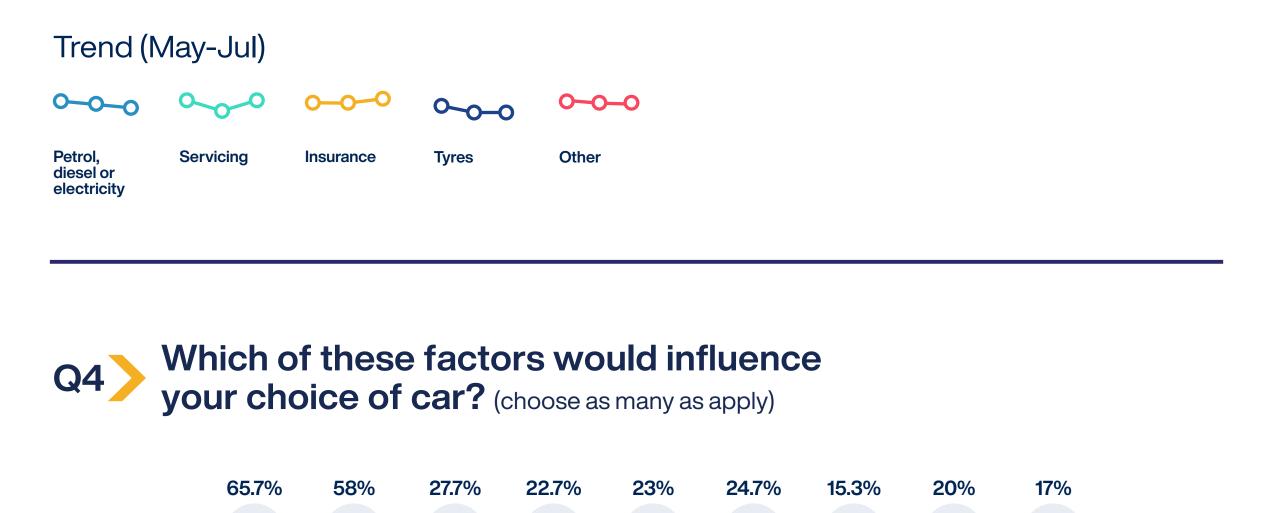


65% 58.7% 70%

Servicing

your choice of car? (choose as many as apply)

Which of these running costs would influence

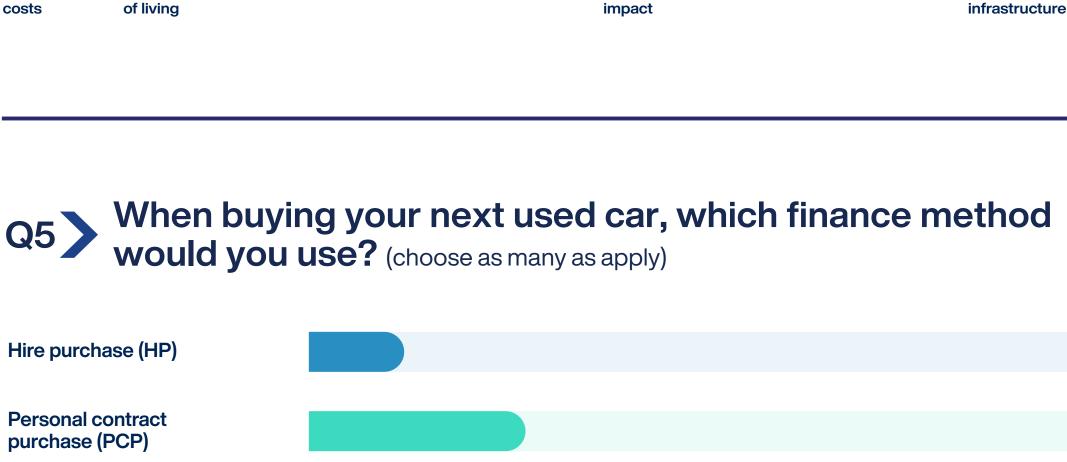


Insurance

Environmental impact I'm doing fewer miles I'm doing more miles Running costs Cost of living Job security Inflation

Fewer miles

Inflation



Job Security

Environmental

More miles

Savings Friend / **Bank loan HP** Relative

Topical Questions

New research shows the likelihood of death is 44% higher

if pedestrians or road users are hit by SUVs compared to

other cars - rising to 82% for children. Which of these

statements do you agree with? (choose as many as apply)

Laws or regulations are needed to enforce safer SUV designs I understand why cyclists feel unsafe around SUVs

| The motor industry should promote more non-SUV cars | |
|--|-----|
| | 18% |
| SUVs are an unacceptable threat to pedestrians | |
| | 12% |
| SUVs are driven more carelessly than other car types | |
| | 10% |
| | |
| Q7 The UK has delayed the launch of driverless car trials on UK roads until 2027. How do you feel about this? (choose as many as apply) | |

2027 sounds too soon for the technology to be sufficiently safe The UK is falling behind other countries in developing driverless technology

Driverless cars will never be as safe as a human driver, so delays in introducing the technology should be expected

It's good the government is taking time before putting these vehicles on our roads

I wouldn't feel safe riding in a driverless car

I'm sure the technology is already safe

The delay holds back the benefits that driverless cars could bring to the public 18% I'm worried by stories in the news about driverless car accidents 16% I'd use the technology now if it was available 11%

in case this has changed. We will also have source profile data which includes gender, age, and location.