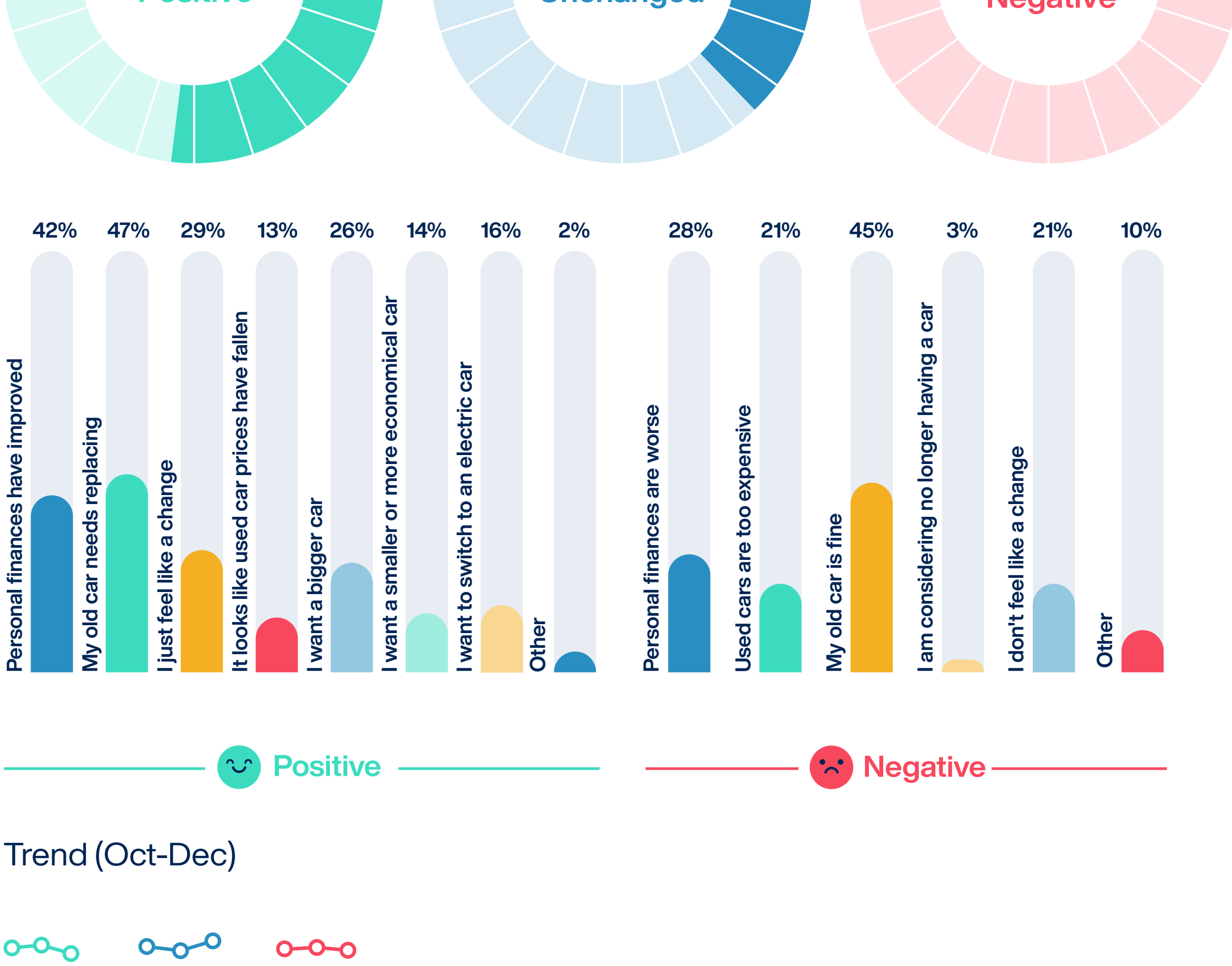


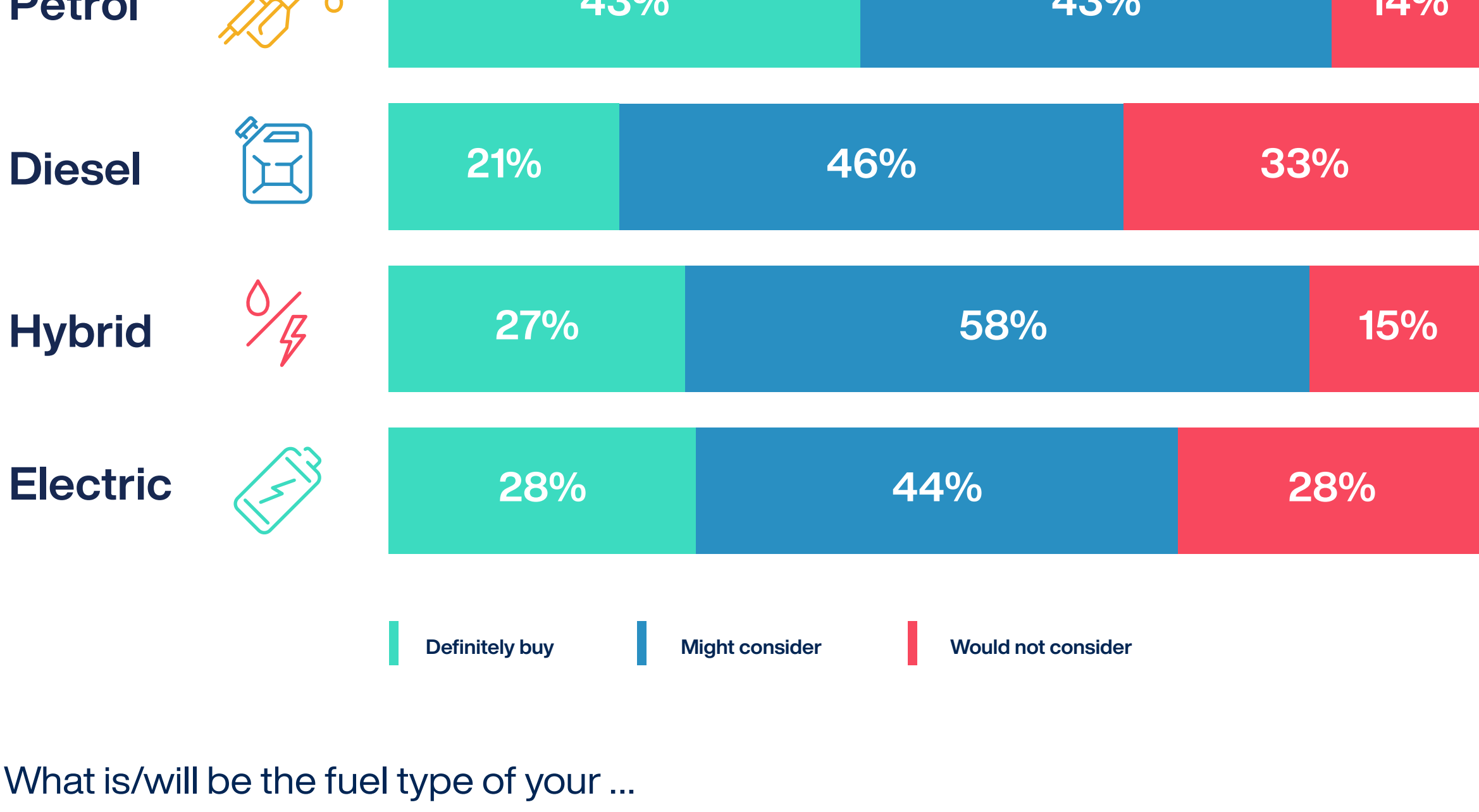
What drives consumers

December 2025

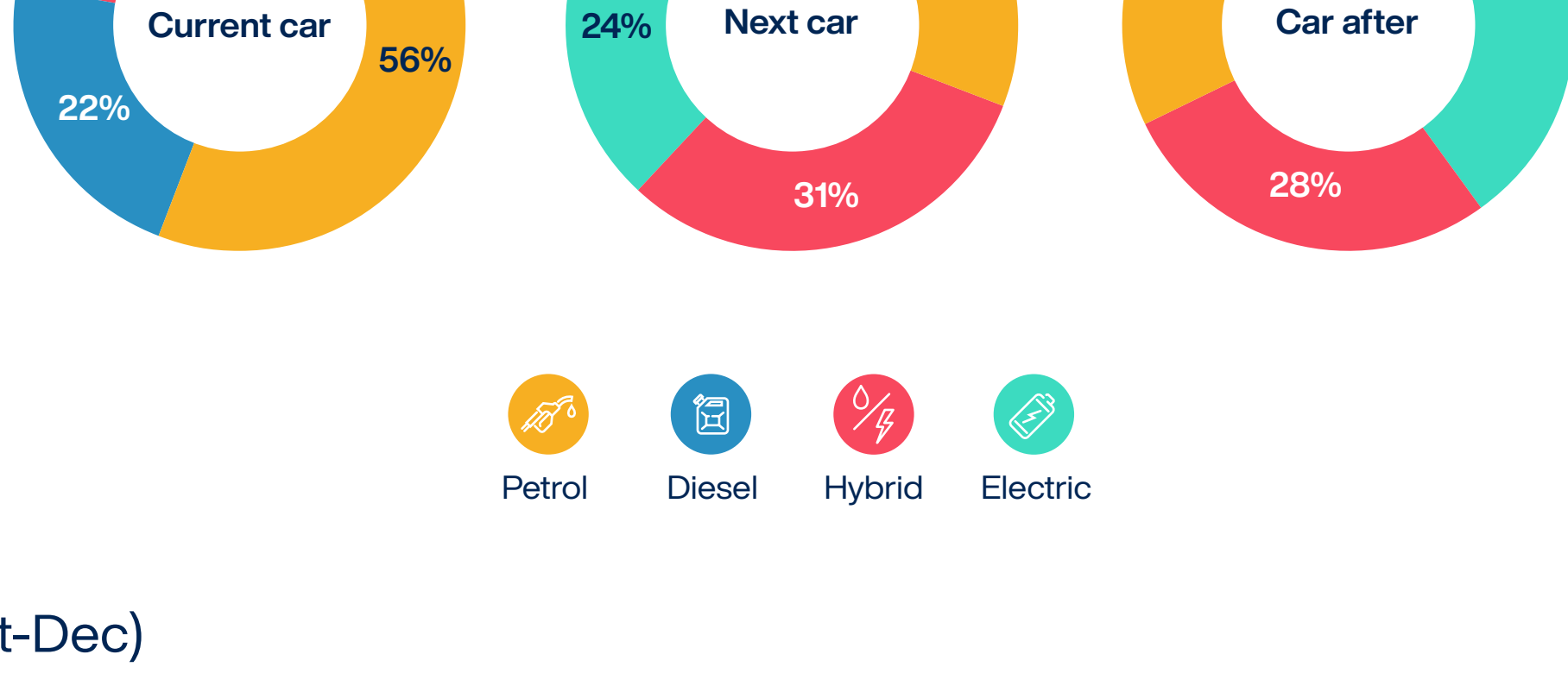
Q1 ➤ How do you feel about the idea of buying a used car this month?



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



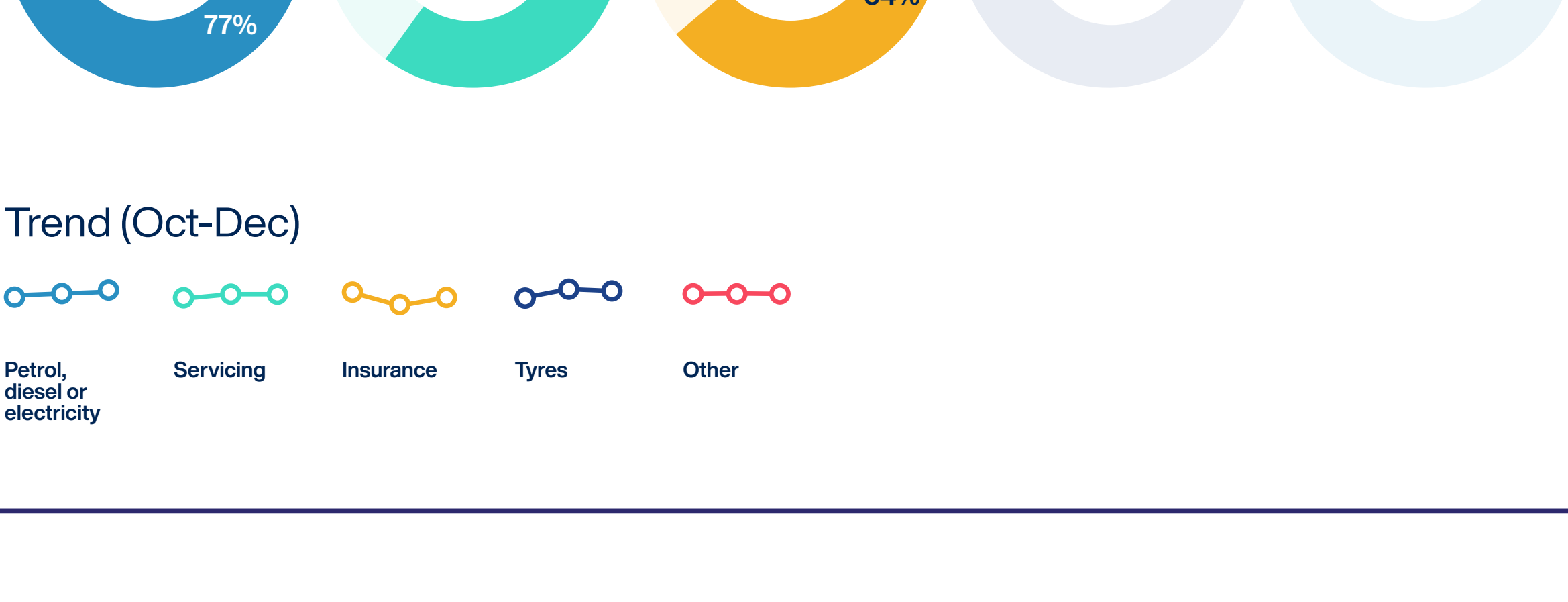
What is/will be the fuel type of your ...



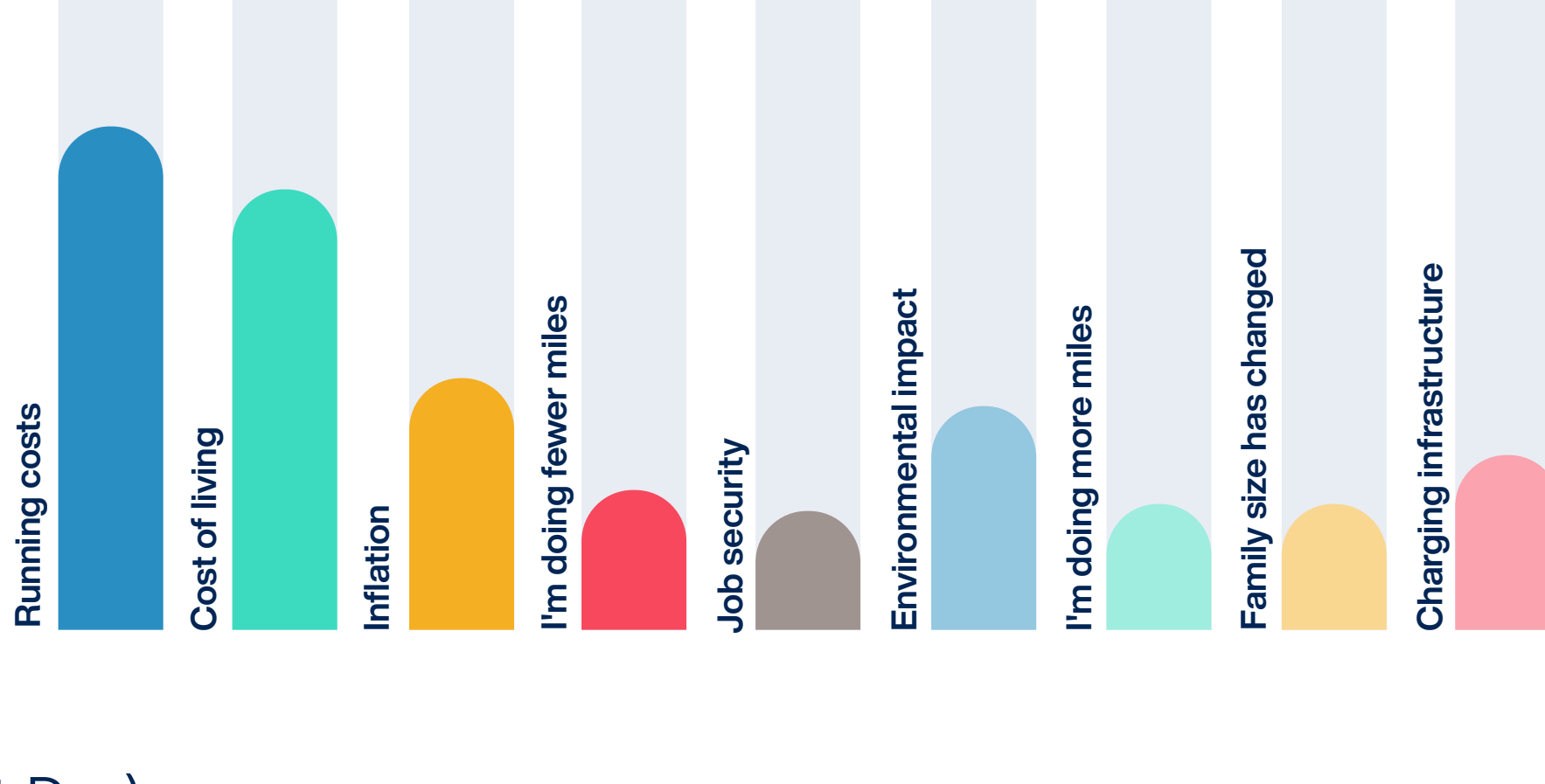
Trend (Oct-Dec)



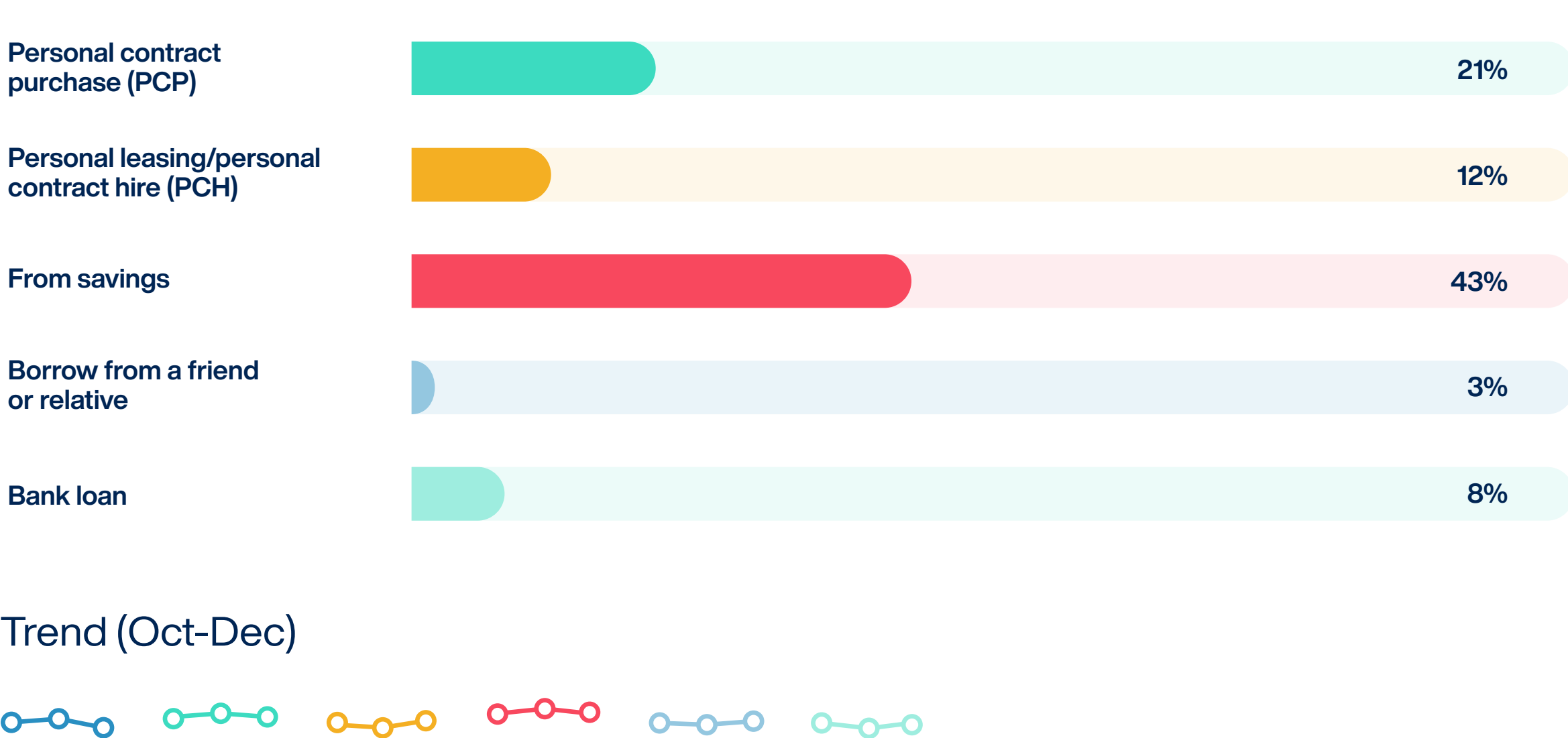
Q3 ➤ Which of these running costs would influence your choice of car? (choose as many as apply)



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

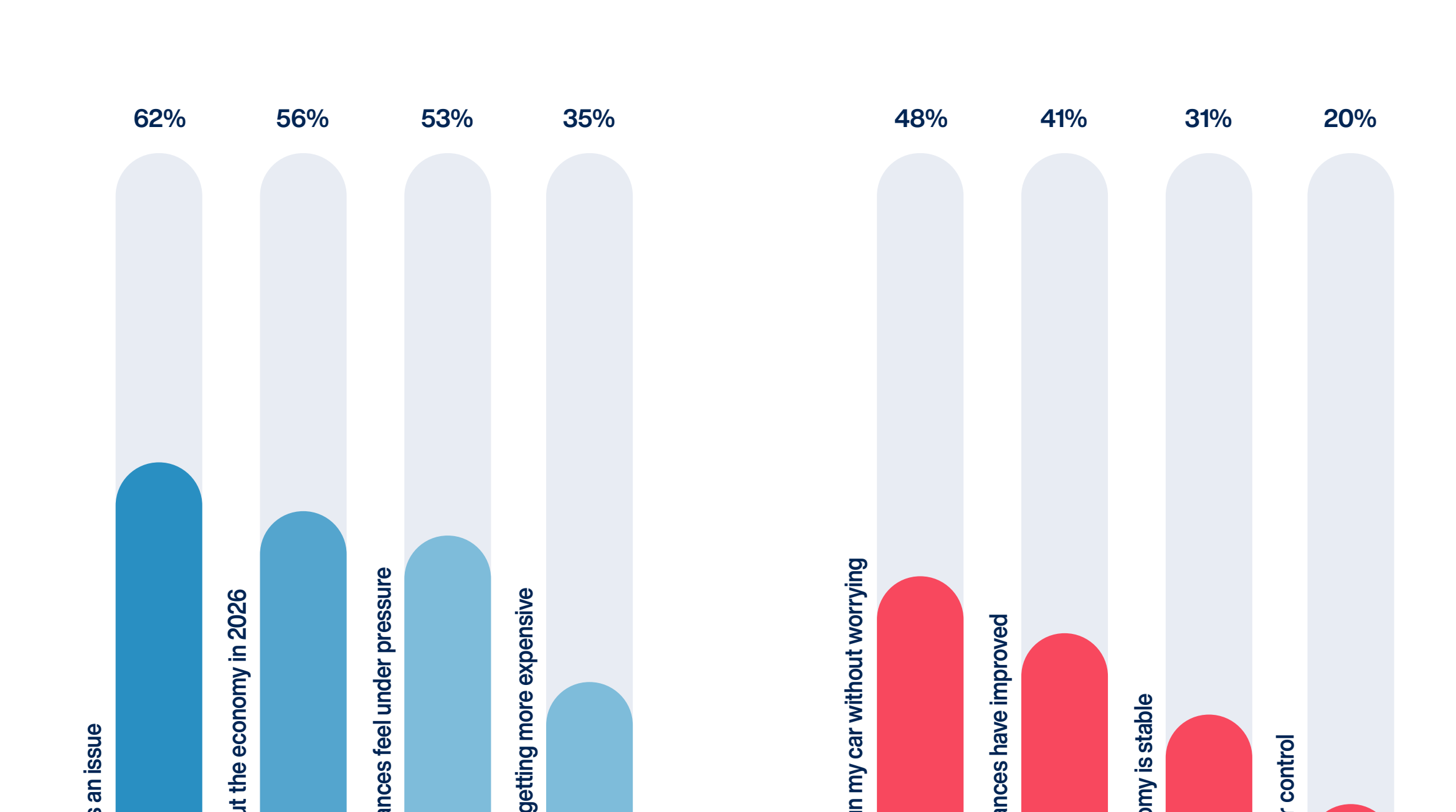
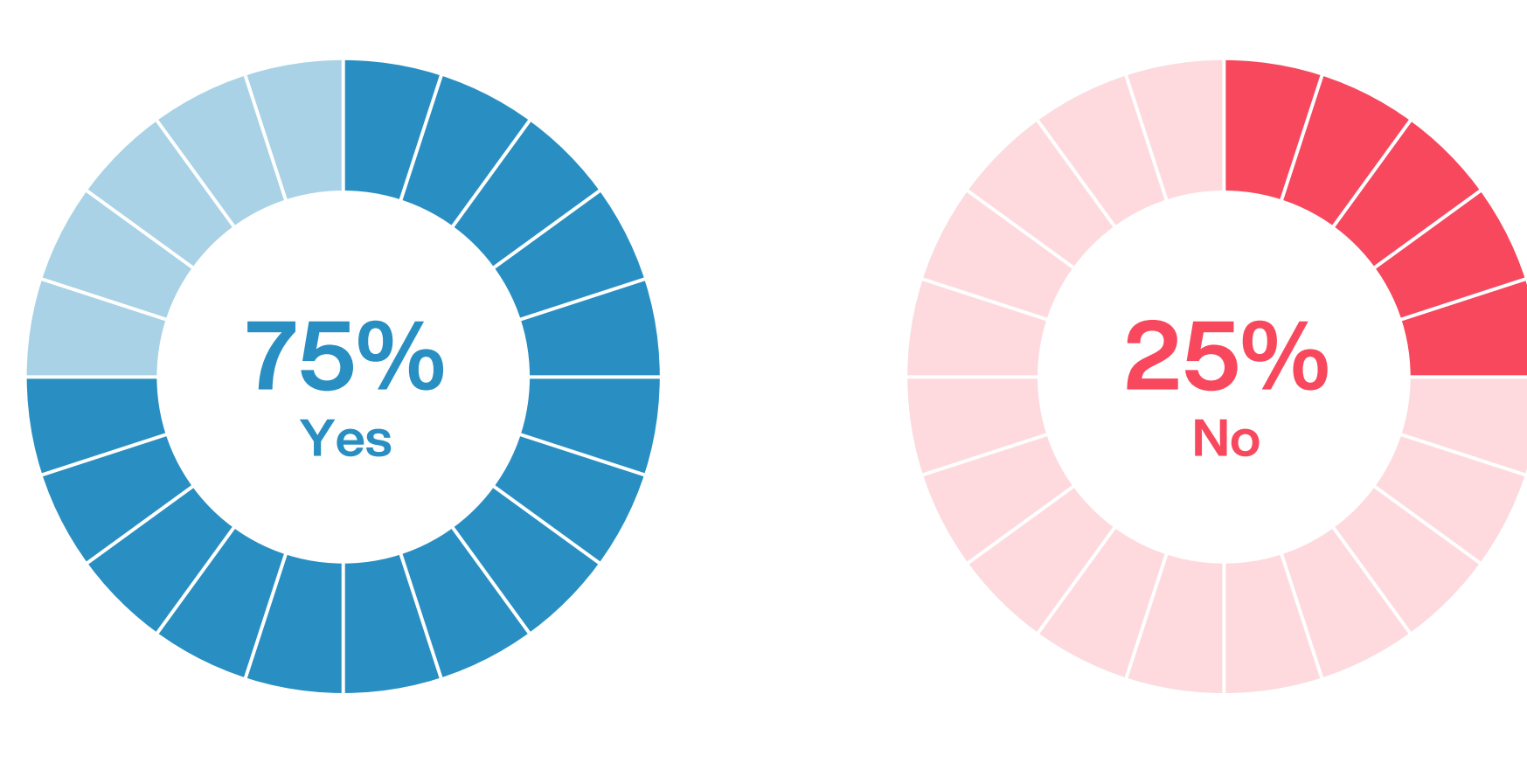


Q5 ➤ When buying your next used car, which finance method would you use? (choose as many as apply)



Topical Questions

Q6 ➤ Are you worried about motoring costs rising in 2026? (Choose as many as apply)



Q7 ➤ Which motoring costs are you most worried about in 2026? (choose as many as apply)



Q8 ➤ What would tempt you to buy a used car in 2026? (choose as many as apply)

