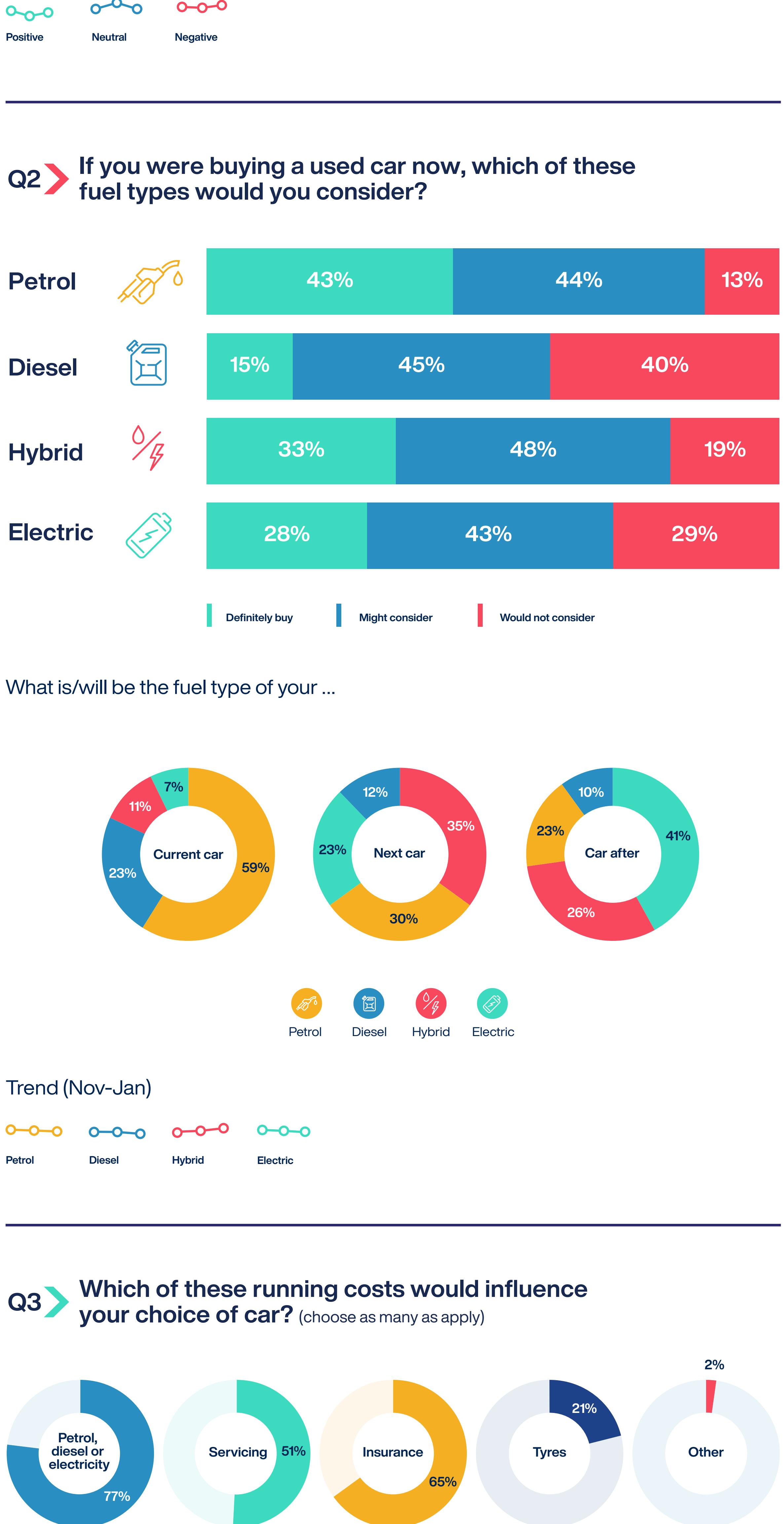


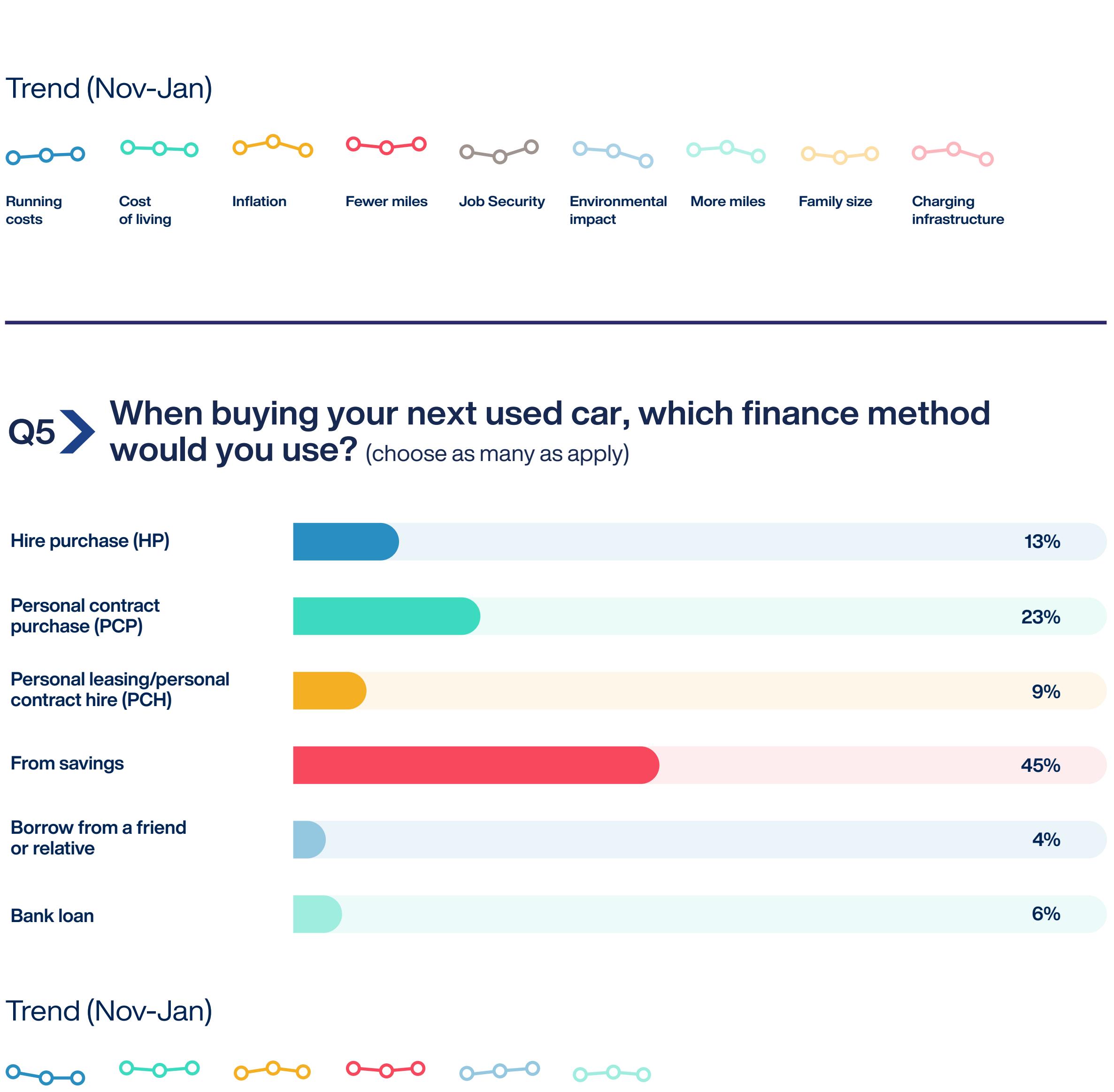
What drives consumers

January 2026

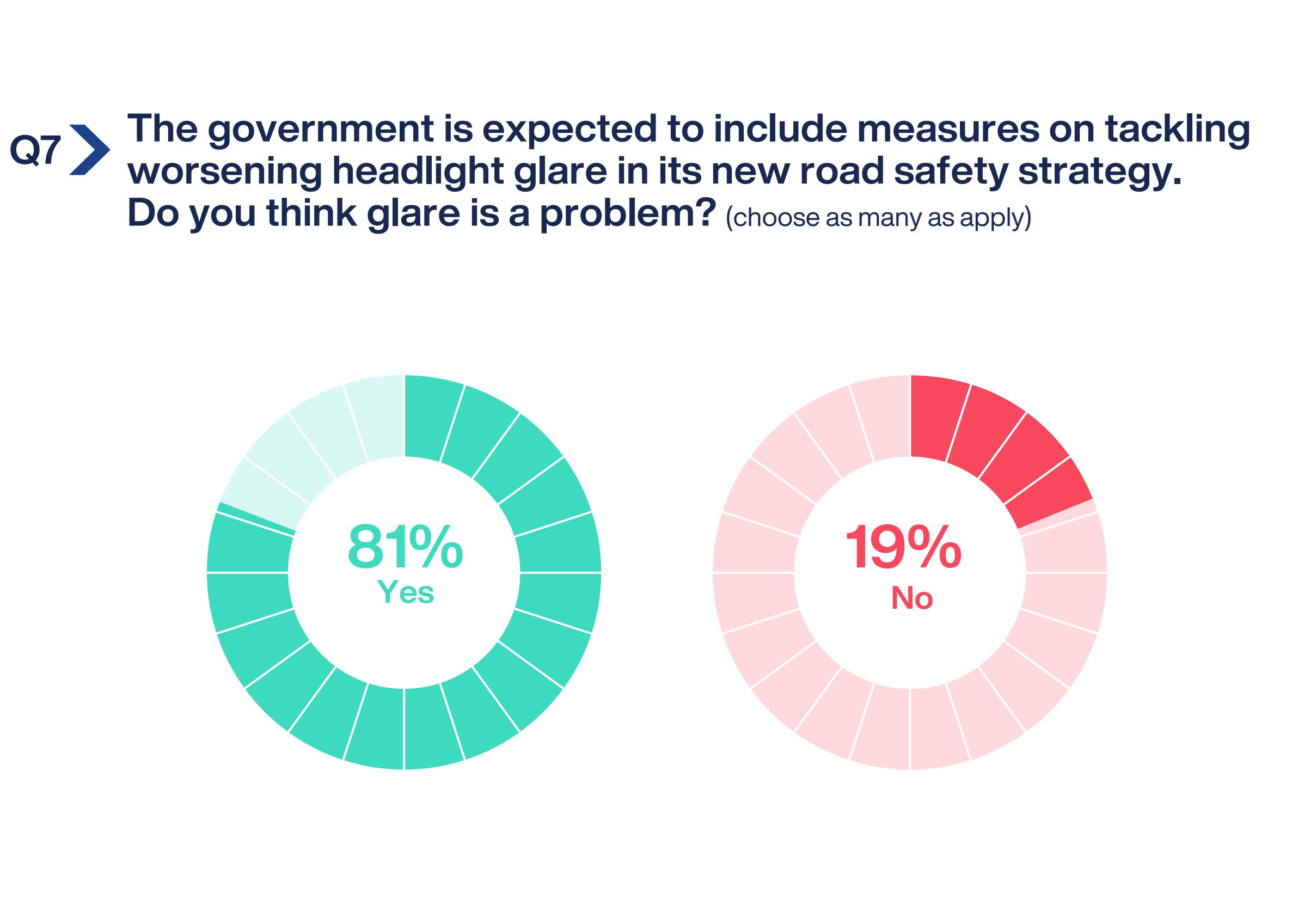
Q1 > How do you feel about the idea of buying a used car this month?



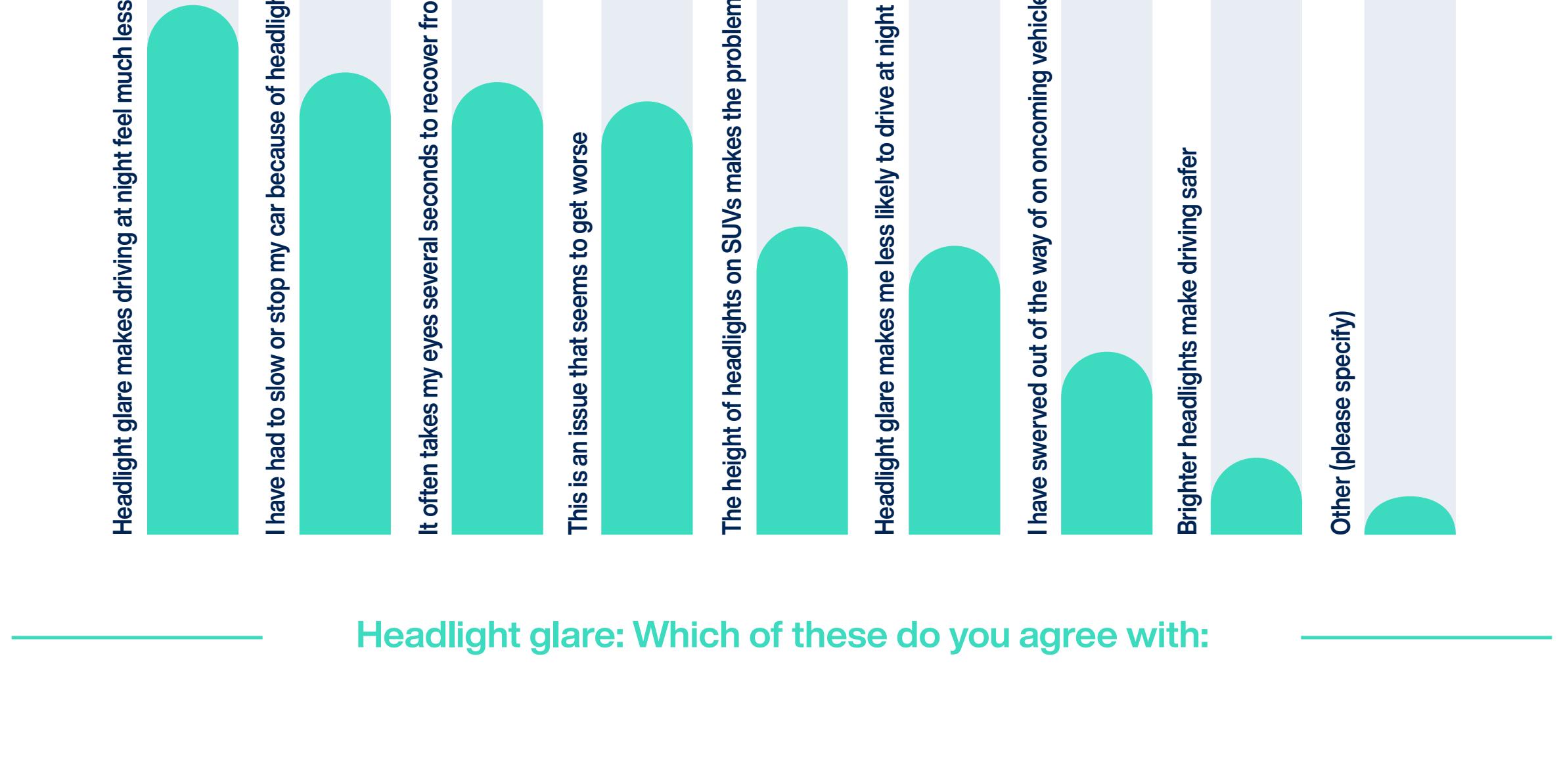
Q2 > If you were buying a used car now, which of these fuel types would you consider?



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)



In case this data is sourced, we will also have a used car user ID which will be a qualifying question.

startlinemotorinsure.com

Topical Questions

Q6 > Which factors do you expect to get better or worse for motorists in 2026? (choose as many as apply)

Having read the list above, do you value having a car?

Q7 > The government is expected to include measures on tackling worsening headlight glare in its new road safety strategy. Do you think glare is a problem? (choose as many as apply)

Q6 > Headlight glare: Which of these do you agree with?

startlinemotorinsure.com