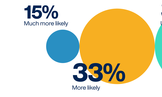
startline
used car tracker

March 2023

What drives consumers?

Question 1

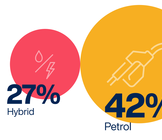
Do you feel more likely to buy a used car now than last month?

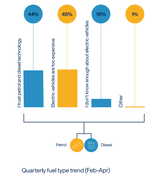


Quarterly buying trend (Feb-Apr)

Question 2

If you were buying a used car now, what fuel type would you choose?

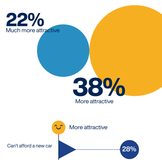




Quarterly fuel type trend (Feb-Apr)

Question 3

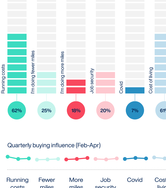
Have used cars become more attractive purchases than new cars to you in the last month?



Used car attractiveness (Feb-Apr)

Question 4

If you were buying a used car now, which factors would influence your choice?



Quarterly buying influence (Feb-Apr)

Question 5

When buying your next used car, which finance method would you use?

Quarterly motor finance trend (Feb-Apr)

Question 6

Has the cost of living crisis made it more or less likely that you'd buy a car entirely online?

Question 7

How much do you think the range of an electric car battery reduces after five years of typical use?

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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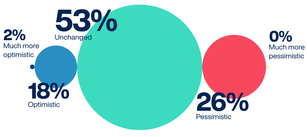
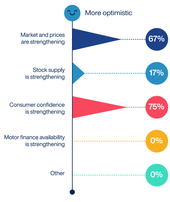
What drives dealers?

Question 1

Do you feel more optimistic or pessimistic about the used car market than last month?

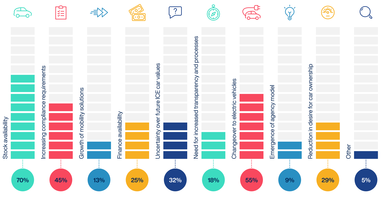




Quarterly optimism/pessimism trend (Feb-Apr)

Question 2

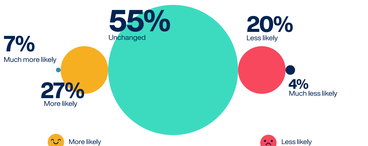
What do you see as the biggest challenge(s) for your future retailing of used cars (choose any 3)?

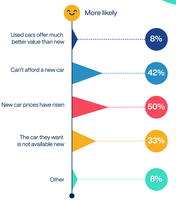


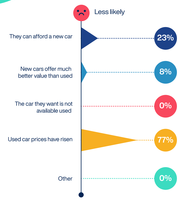
Quarterly challenges trend (Feb-Apr)

Question 3

Do you feel customers have become more likely to buy a used car rather than new in the last month?



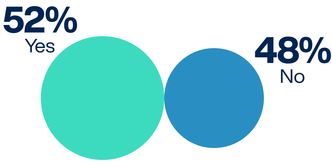


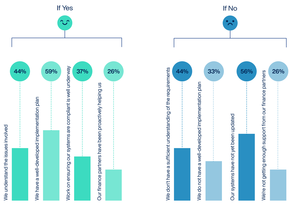


Quarterly buying likeliness trend (Feb-Apr)

Question 4

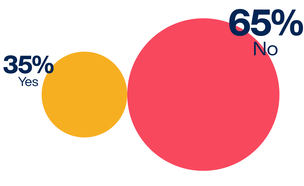
Is your business ready for the FCA's new Consumer Duty responsibility?

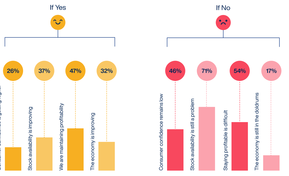




Question 5

Our recent research shows dealer optimism is rising. Is 2023 turning out better than expected?





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