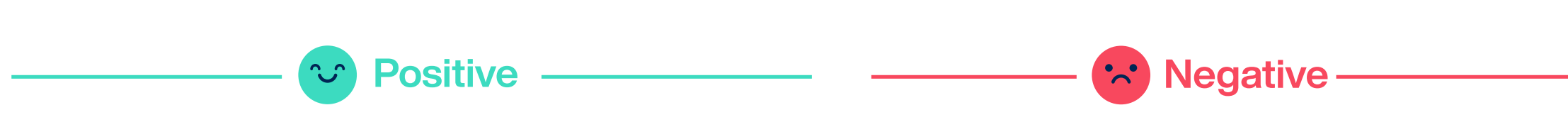
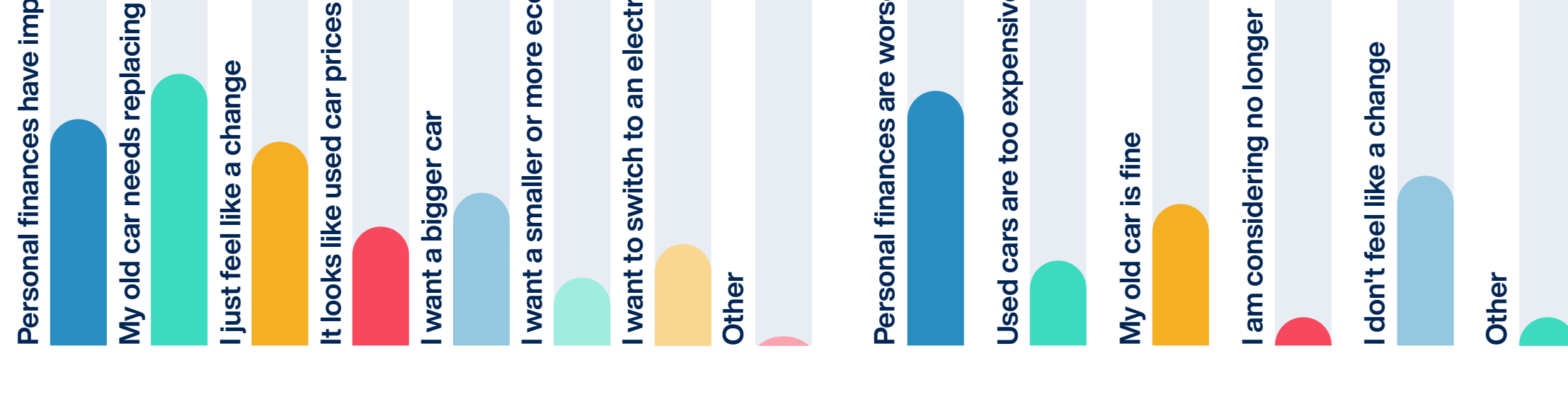
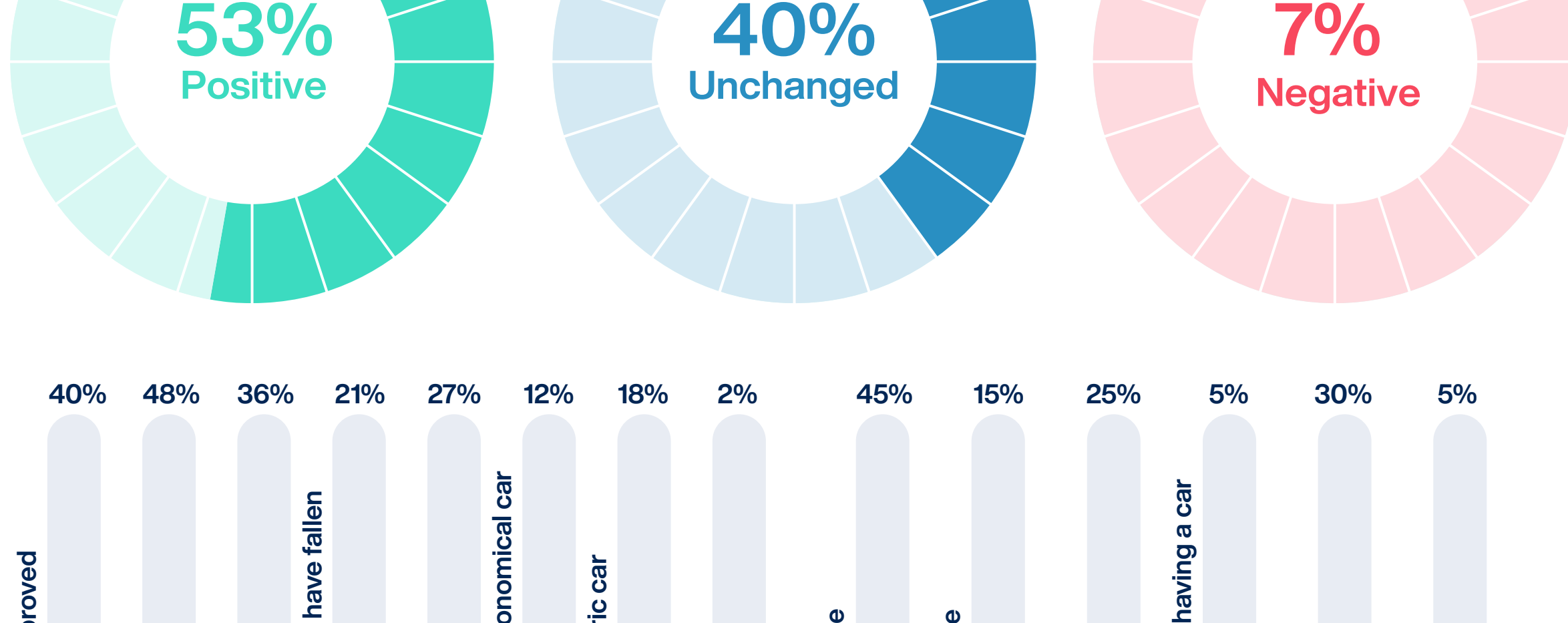


What drives consumers

February 2026

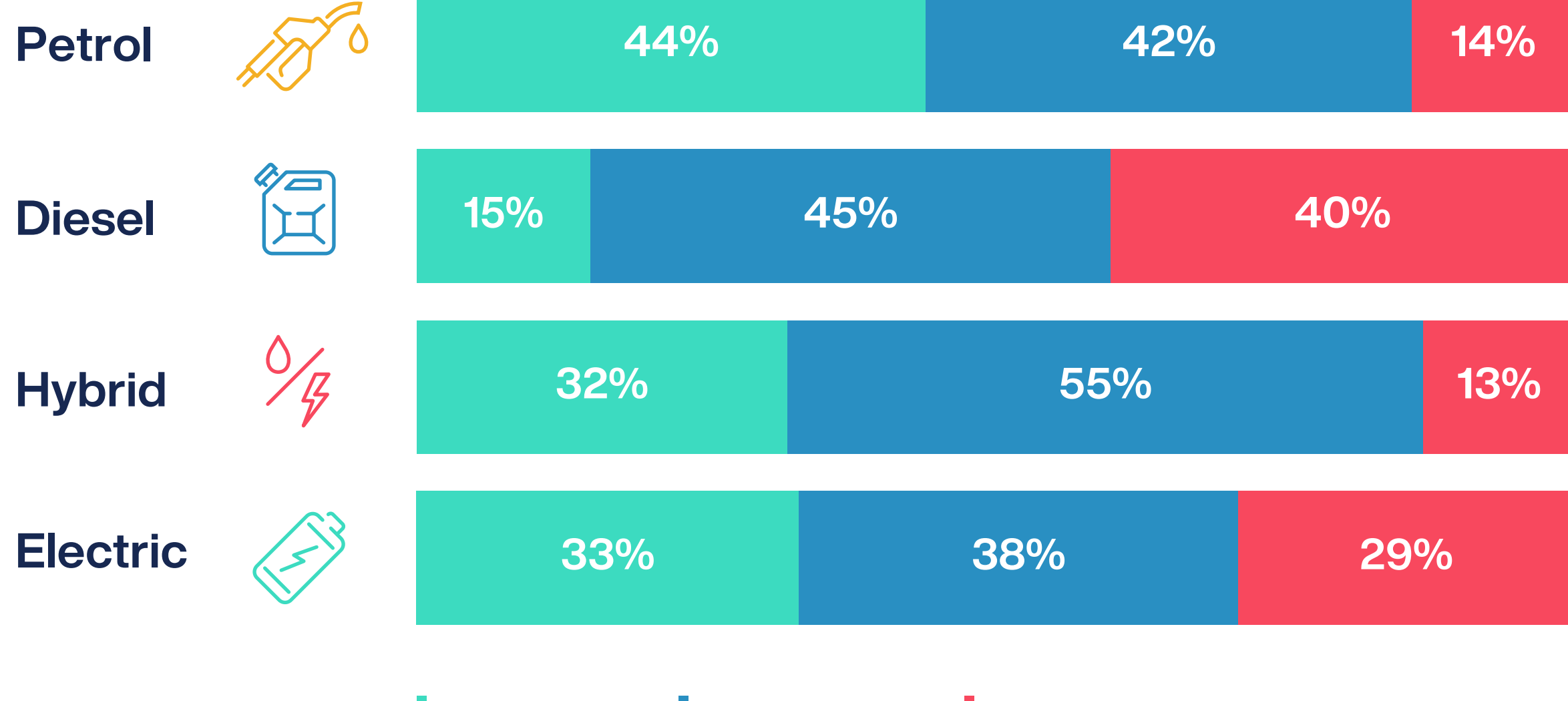
Q1 ➤ How do you feel about the idea of buying a used car this month?



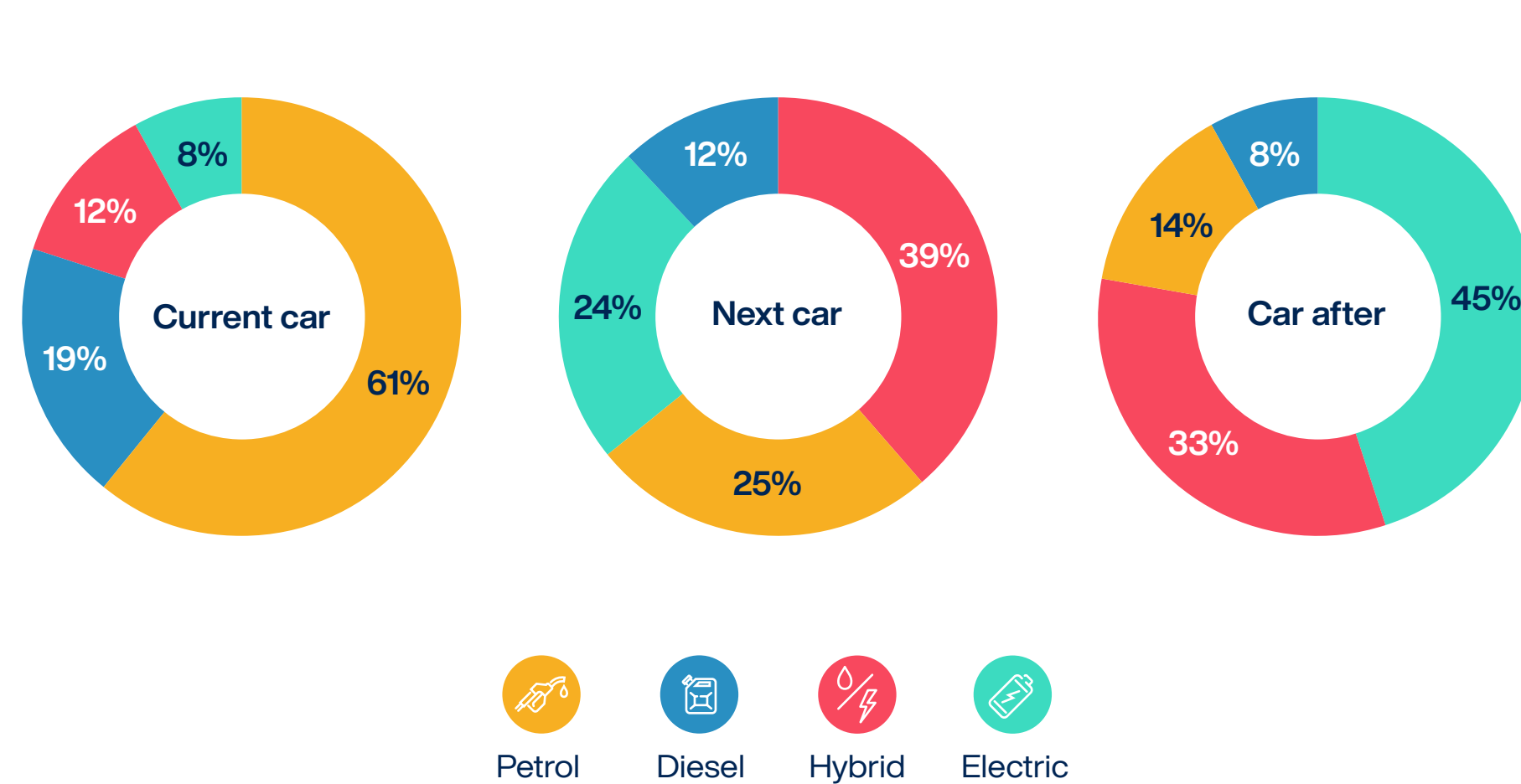
Trend (Dec-Feb)



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



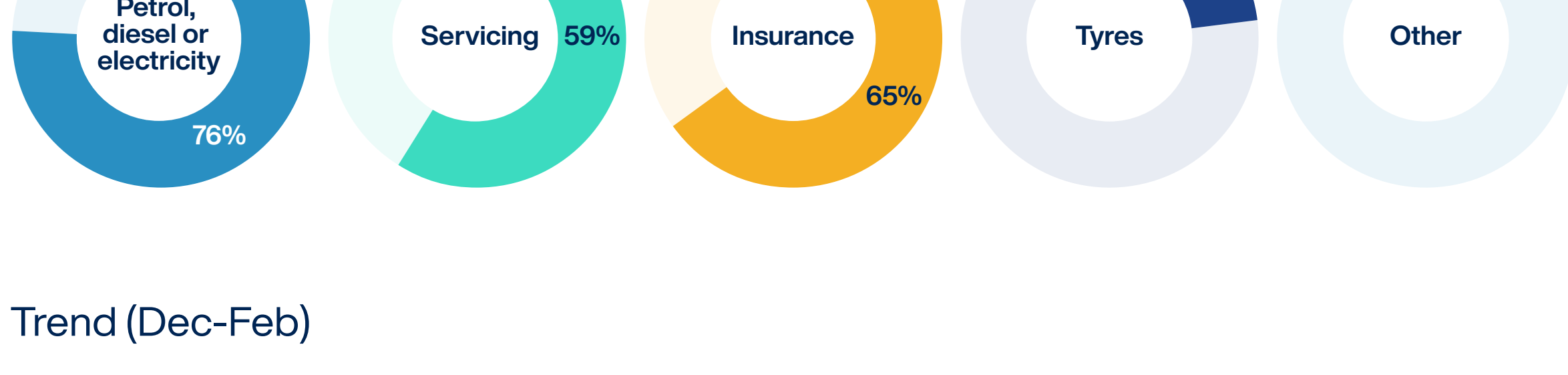
What is/will be the fuel type of your ...



Trend (Dec-Feb)



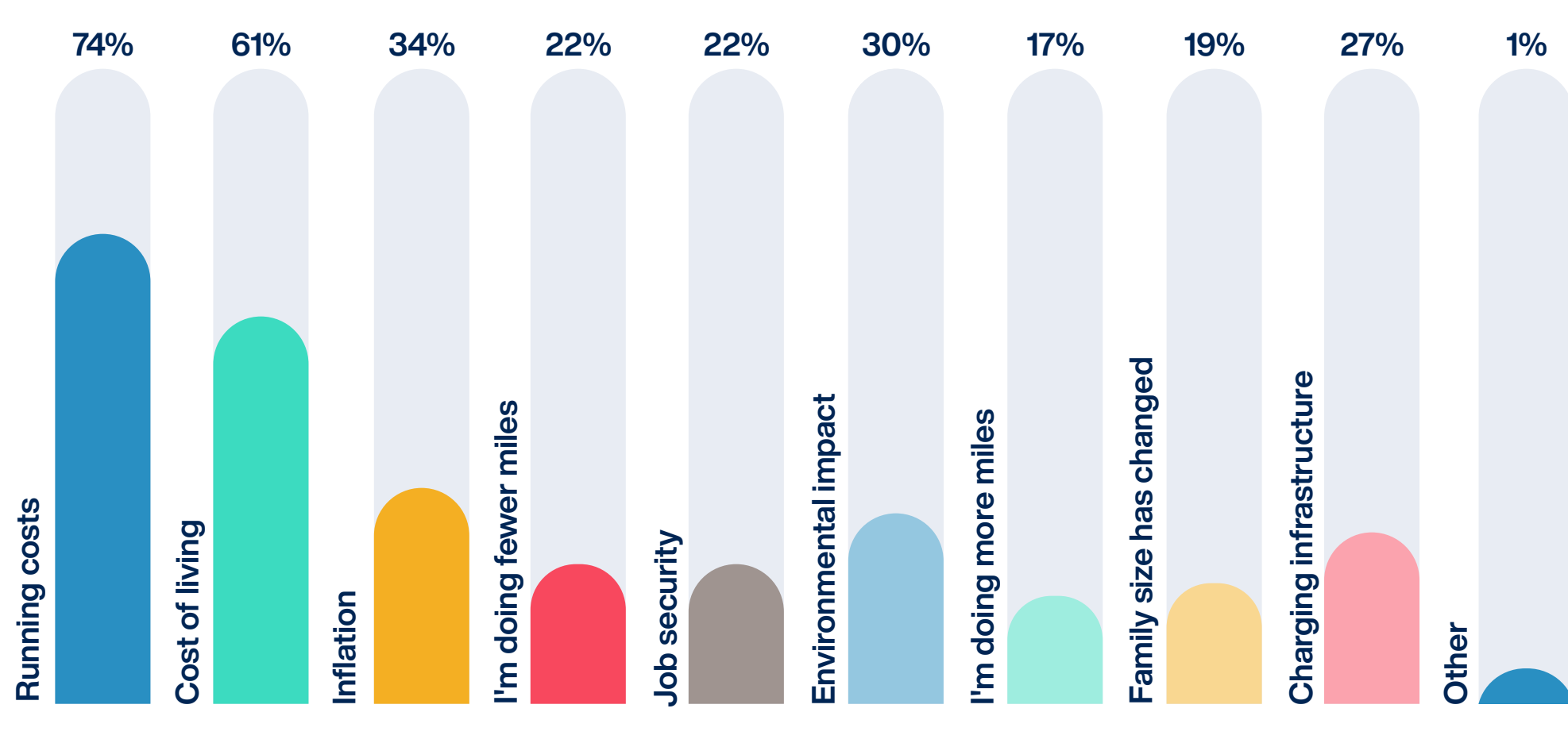
Q3 ➤ Which of these running costs would influence your choice of car? (choose as many as apply)



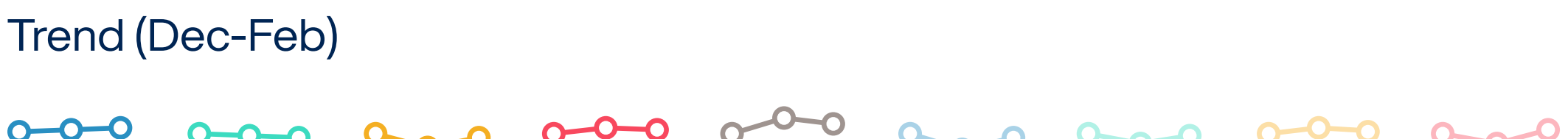
Trend (Dec-Feb)



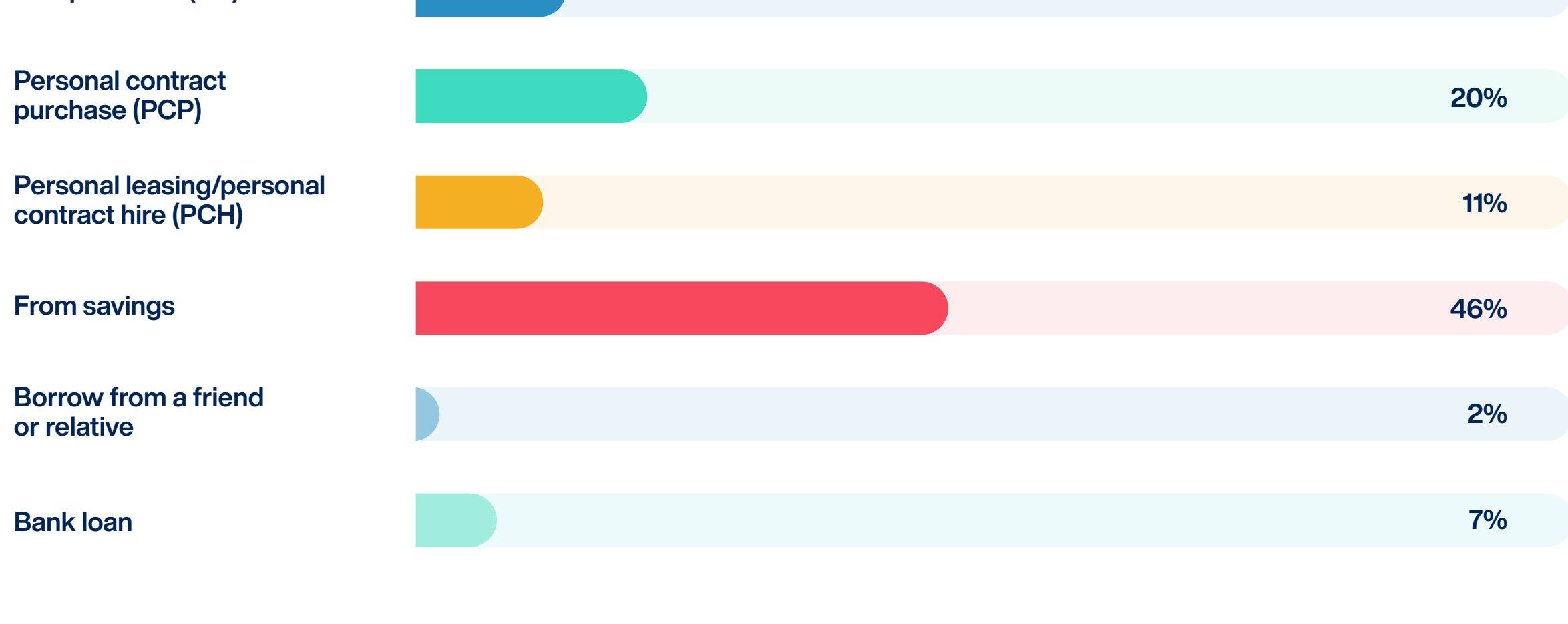
Q4 ➤ Which of these factors would influence your choice of car? (choose as many as apply)



Trend (Dec-Feb)



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

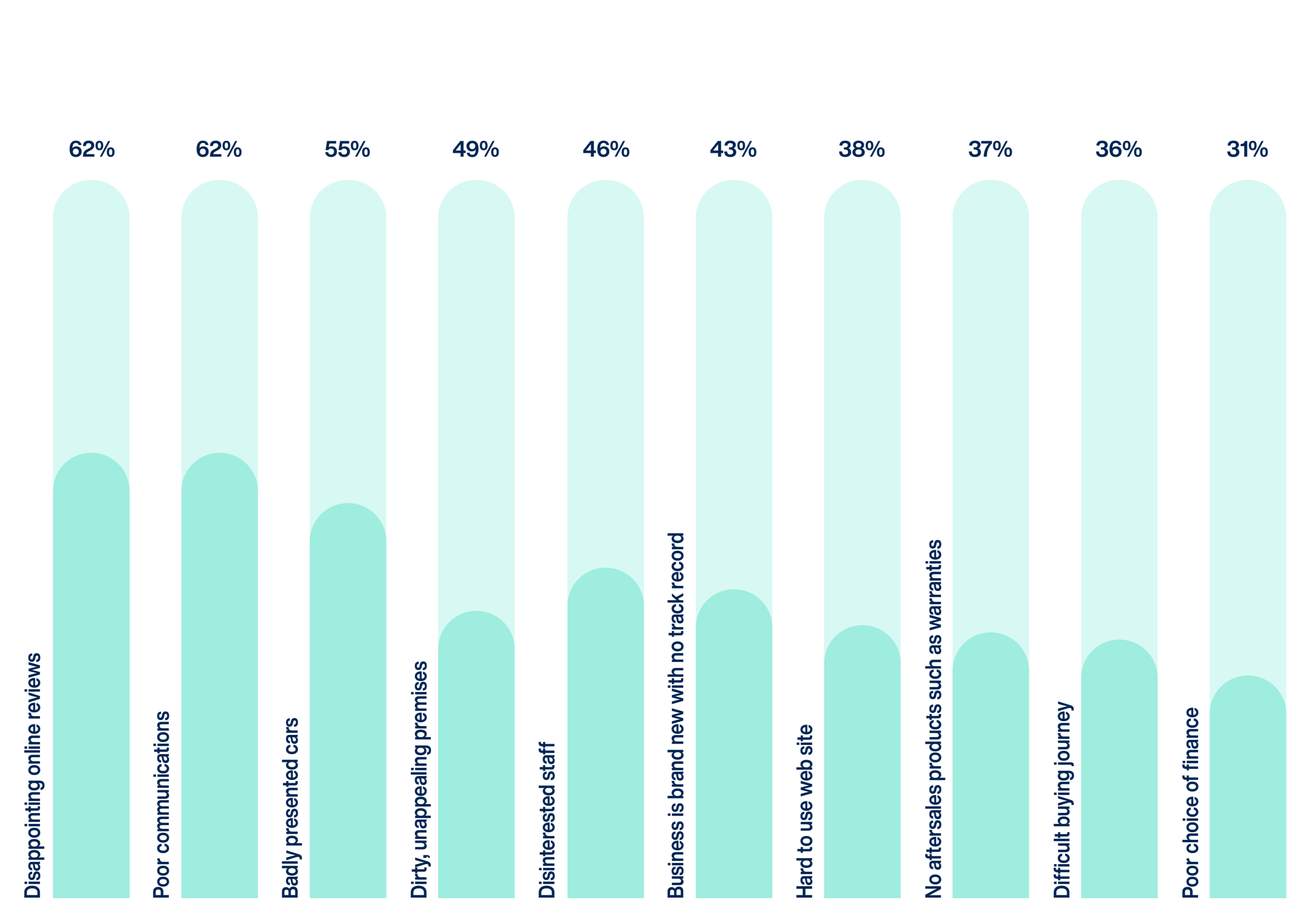


Trend (Dec-Feb)



Topical Questions

Q6 ➤ Imagine you've found a car you love online. Which of these 'red flags' would make you think twice about buying from that specific dealer? (choose as many as apply)



Q7 ➤ Dealers believe poor consumer confidence is the biggest issue stopping people swapping their used car in 2026. Which of these factors do you feel are affecting your confidence? (choose as many as apply)

