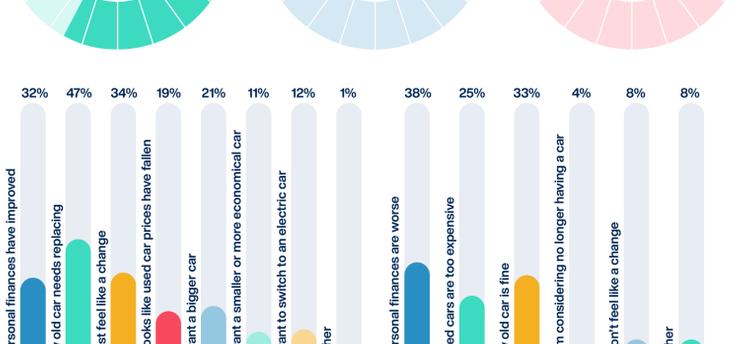


What drives consumers

March 2026

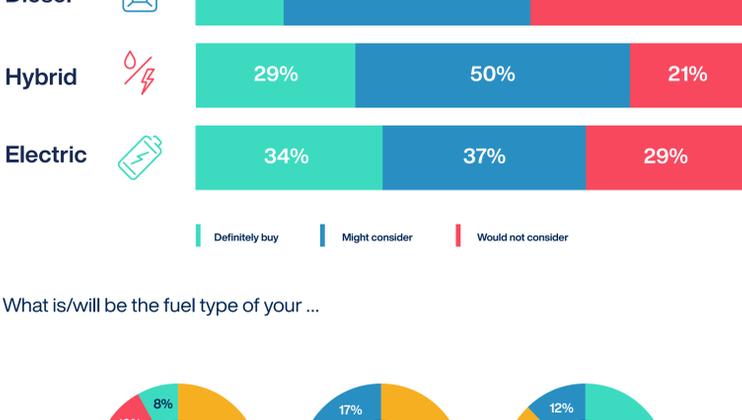
Q1 > How do you feel about the idea of buying a used car this month?



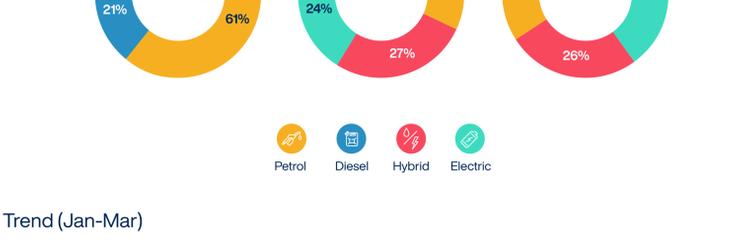
Trend (Jan-Mar)



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 (Jan-Mar)



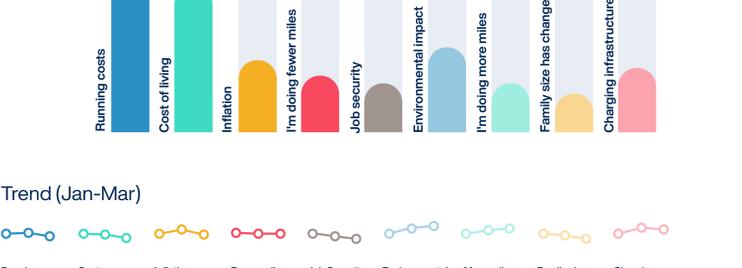
Q3 > Which of these running costs would influence your choice of car? (choose as many as apply)



Trend (Jan-Mar)



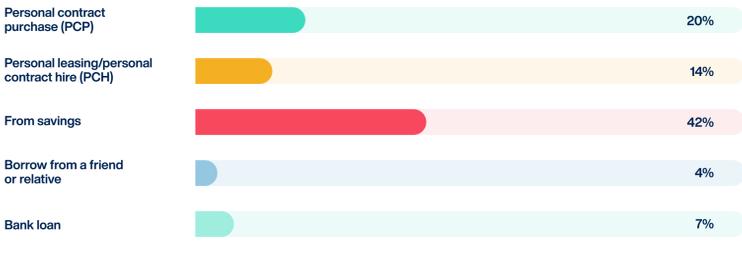
Q4 > Which of these factors would influence your choice of car? (choose as many as apply)



Trend (Jan-Mar)



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

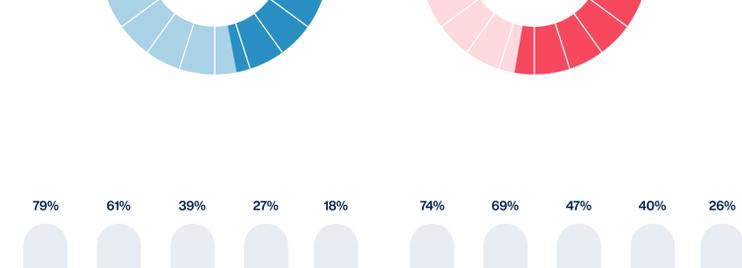


Trend (Jan-Mar)



Topical Questions

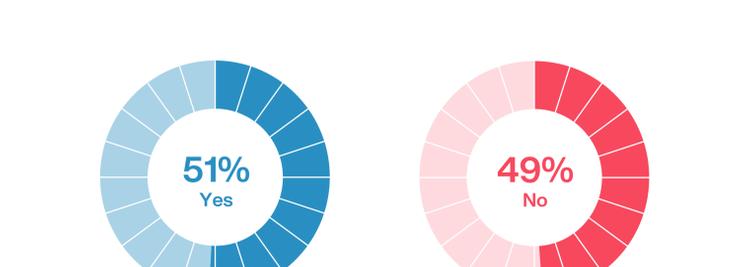
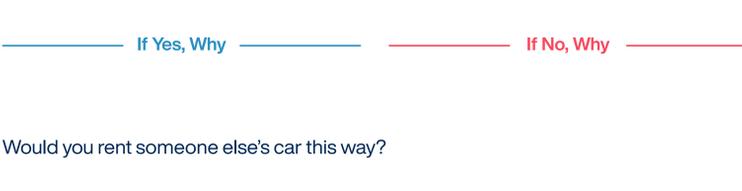
Q6 > An "Air BnB" for cars has been launched by a company in London, offering motorists the opportunity to rent out their car to other people when it is not in use. Would you allow your car to be rented? (Choose as many as apply)



Would you rent someone else's car this way?



Q7 > Do you ever drive your car somewhere just for the fun of driving? (Choose as many as apply)



Is driving the same, more or less fun than it used to be?

