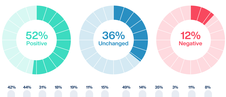
startline
used car tracker

What drives consumers

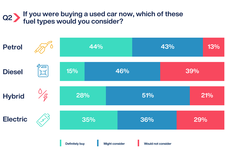
May 2026

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



Trend (Mar-May)

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 ...

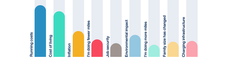
Trend (Mar-May)

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

Trend (Mar-May)

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

Trend (Mar-May)



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

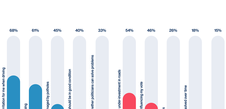
Trend (Mar-May)

Topical Questions

Q6 The RAC says it has been called out to three times the number of pothole-related incidents compared to last year thanks to poor weather. Does the state of the roads affect your likelihood to vote to keep existing local and national politicians in power? (Choose as many as apply)

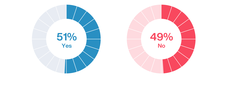
Are you confident that local and national government will have noticeably improved the pothole situation by the end of this decade?

Q7 Several new Chinese car brands are entering the UK market. Would you consider buying a car from them? (Choose as many as apply)



If Yes, which of the following brands are you aware of?

Would you buy a car from a brand you'd never heard of if the quality appeared to be good, it met your needs and the price was right?



Consumer data based on our qualified survey panel of customers who have recently or are in the process of purchasing a used car from Startline Finance. Results are based on the data collected between April 1st and May 31st 2026.
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