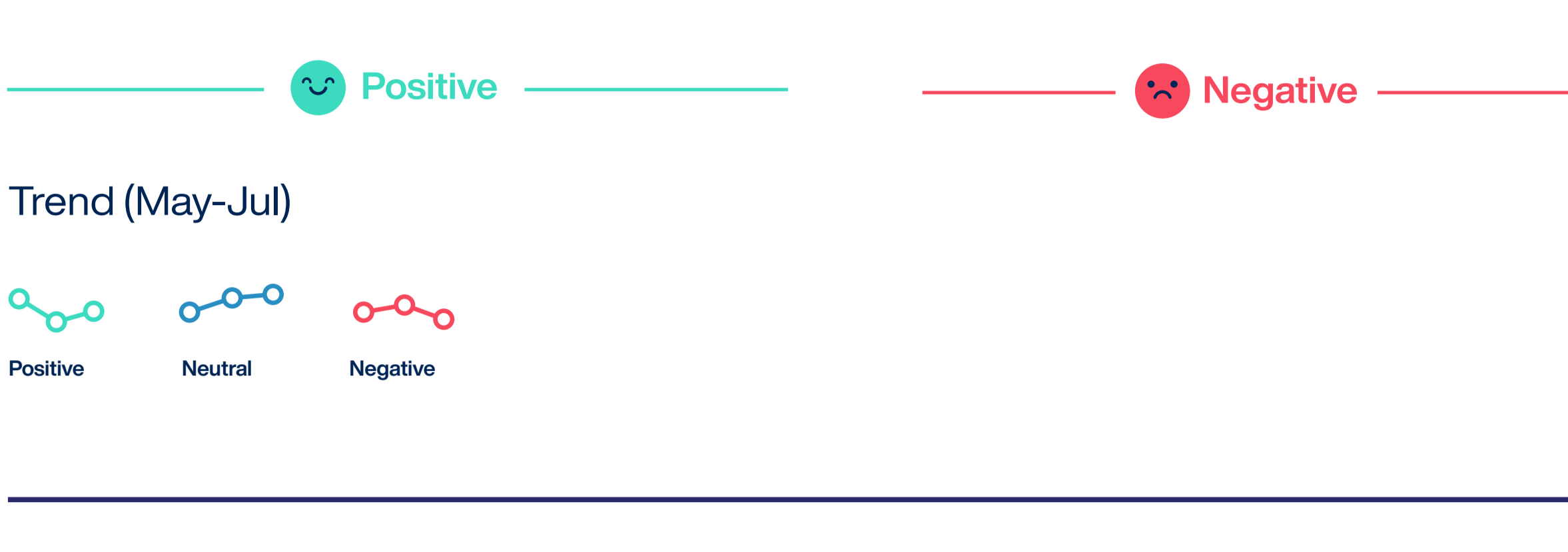
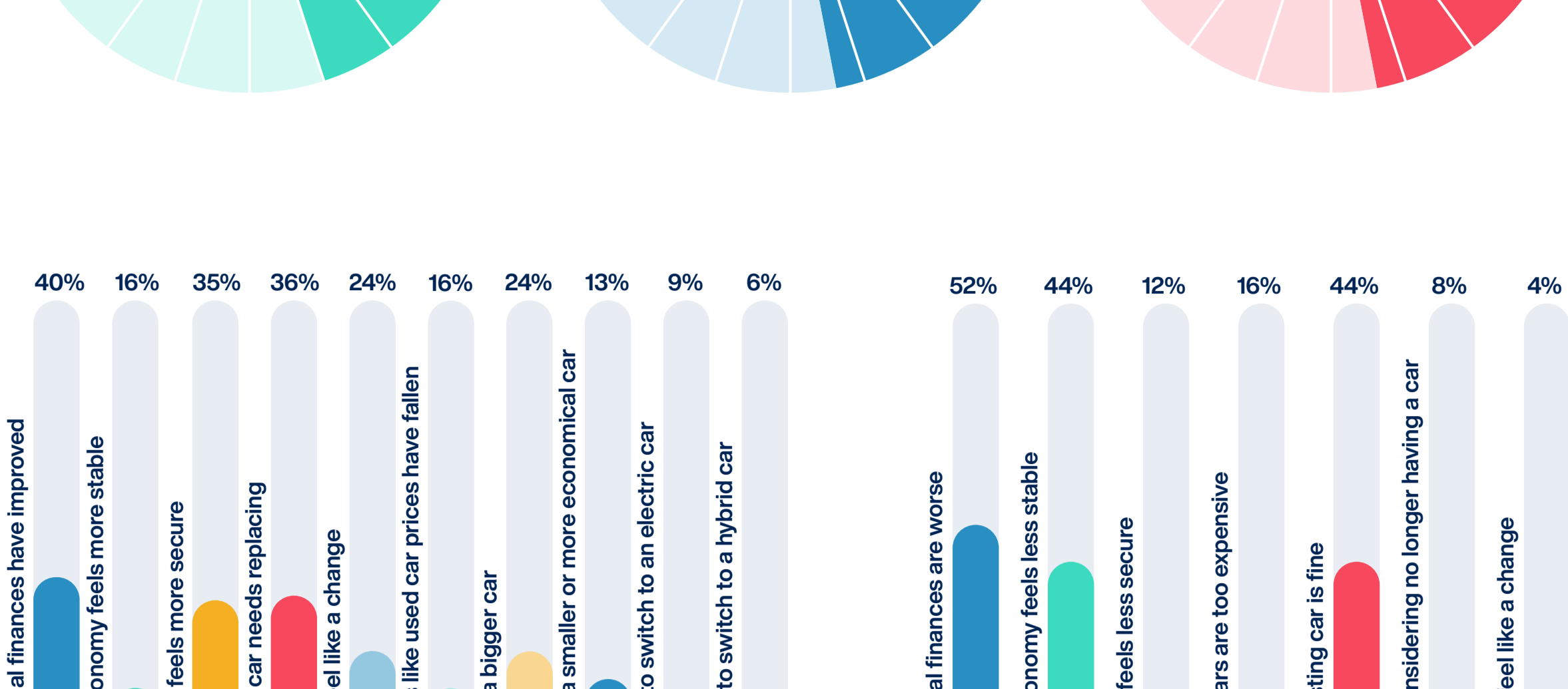


What drives consumers

July 2026

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

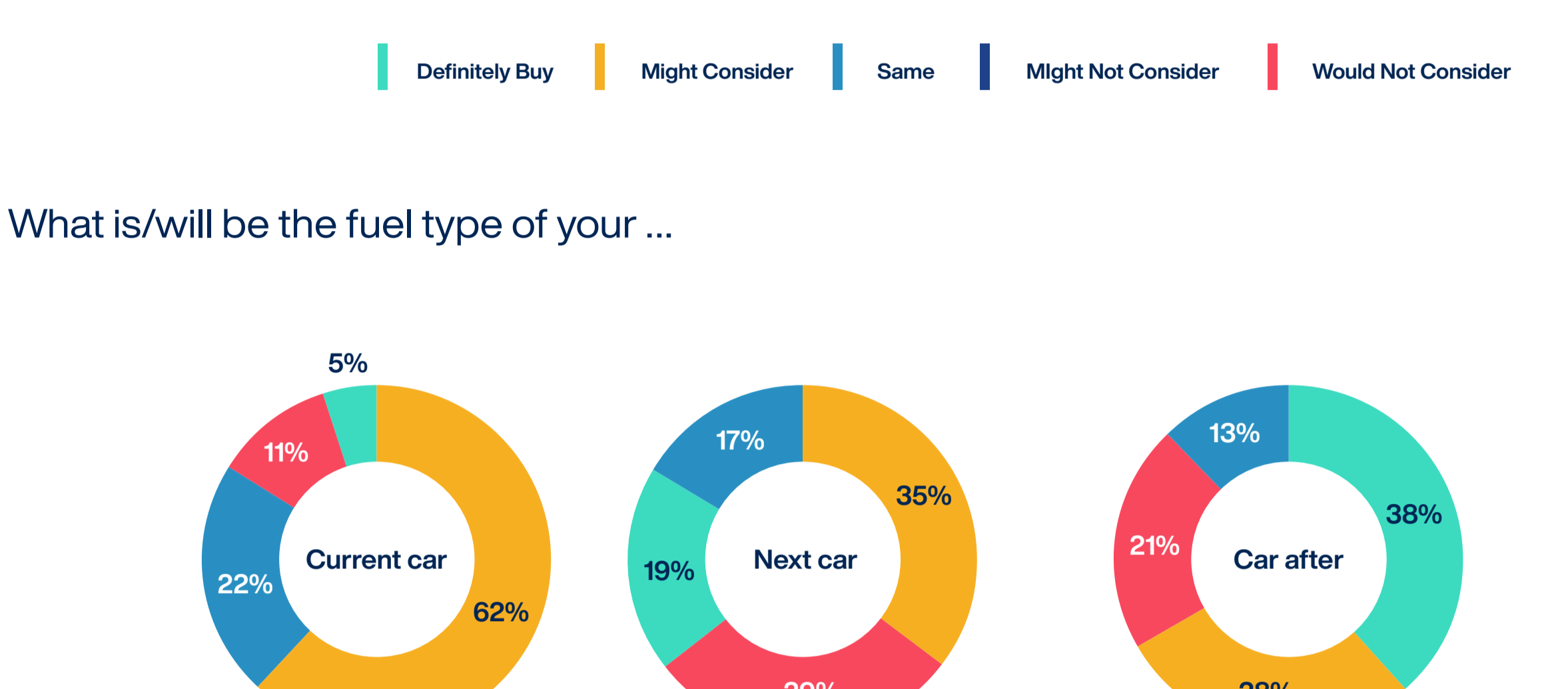


Trend (May-Jul)



Positive Neutral Negative

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 ...

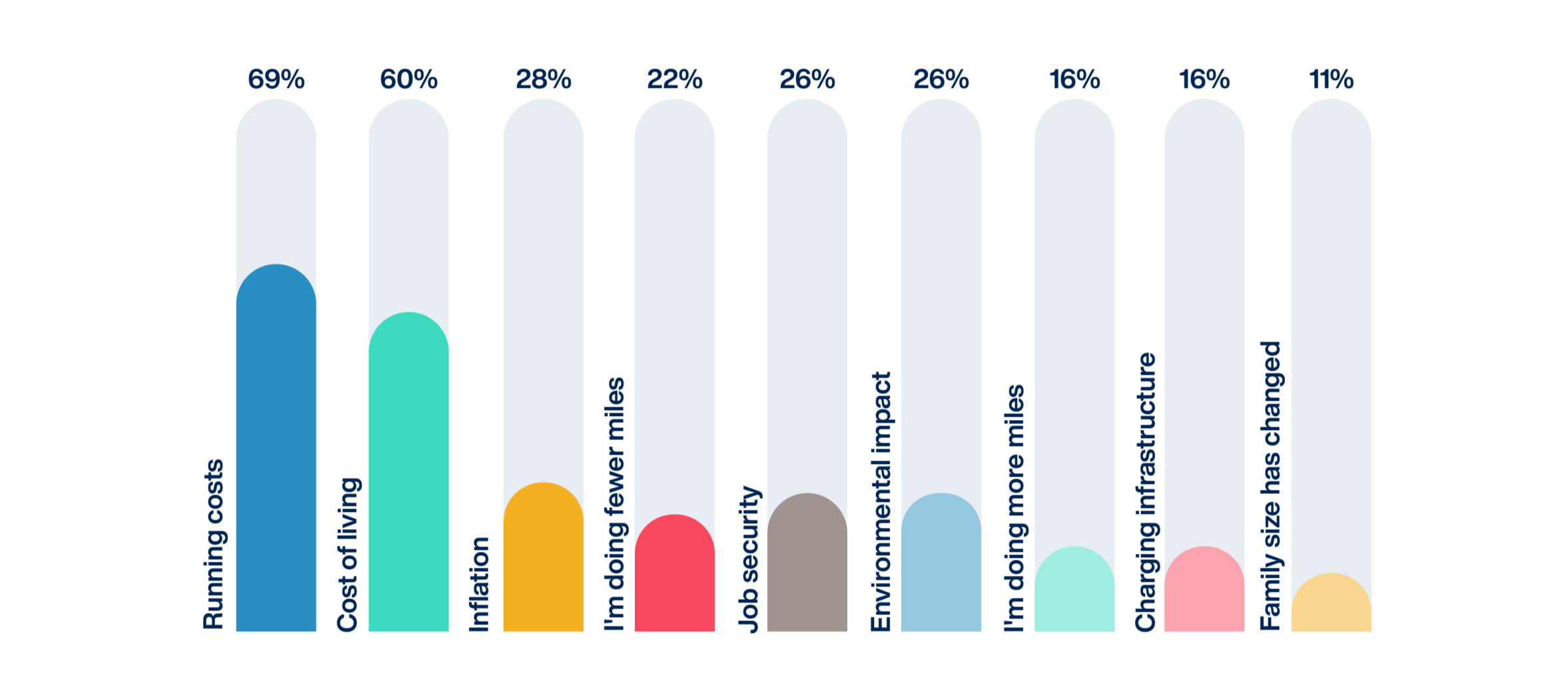


Trend (May-Jul)



Petrol Diesel Hybrid Electric

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

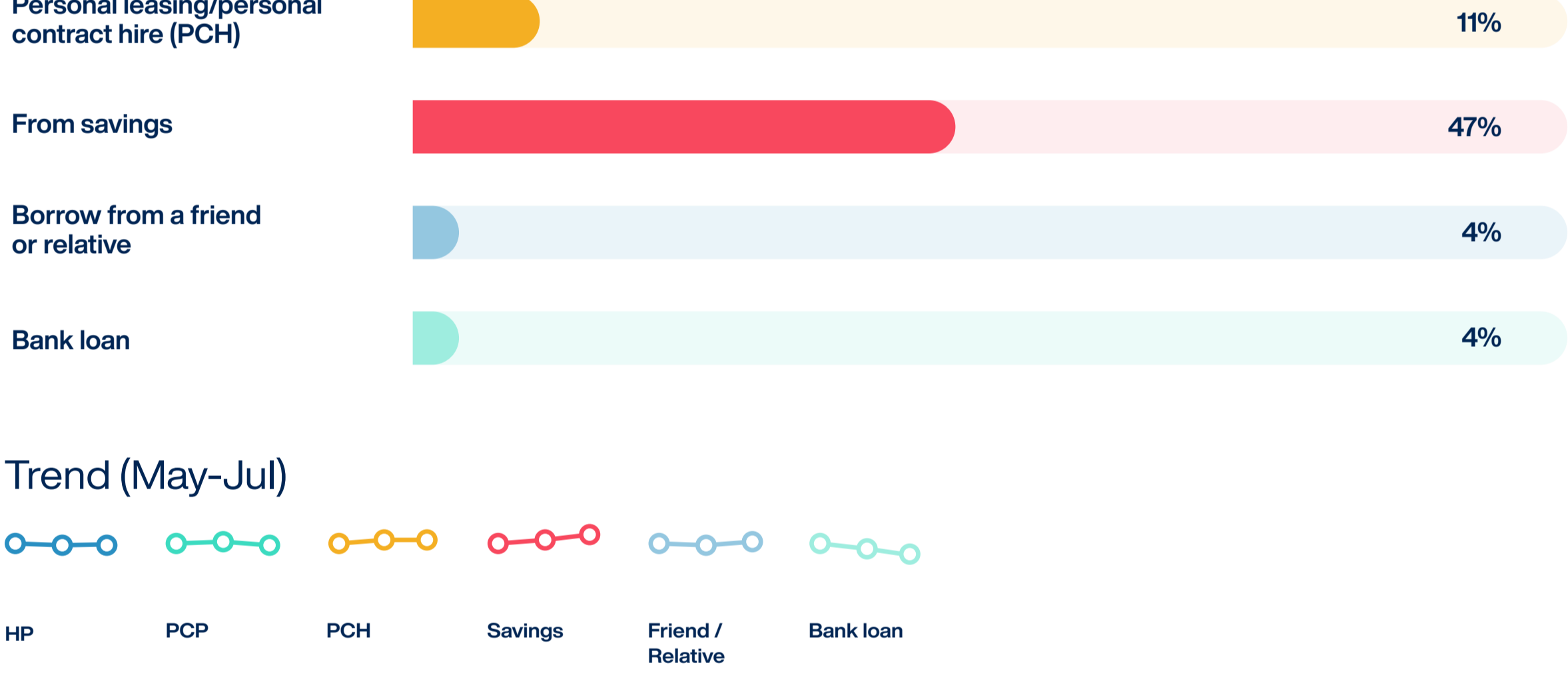


Trend (May-Jul)



Petrol, diesel or electricity Servicing Insurance Tyres Other

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

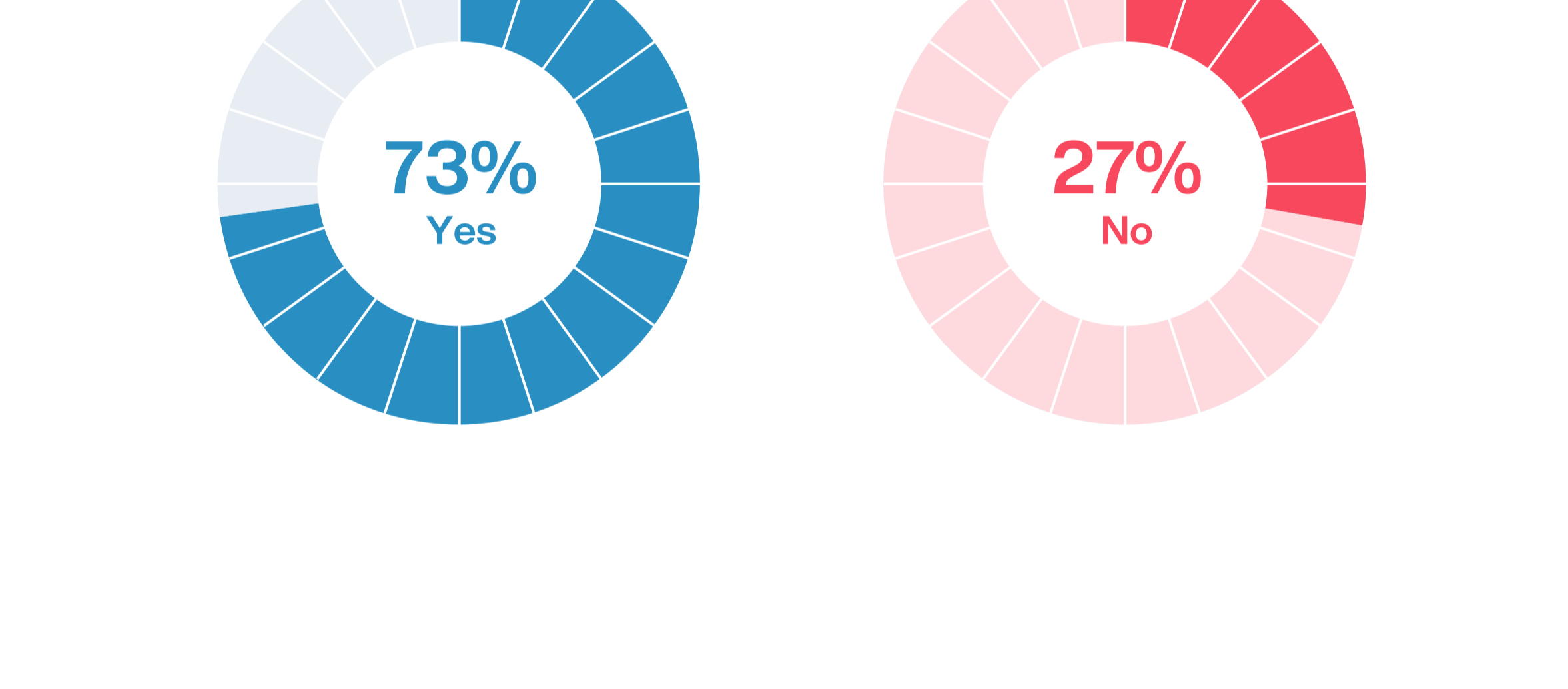


Trend (May-Jul)



Running costs Cost of living Inflation Fewer miles Job Security Environmental impact More miles Charging infrastructure Family size

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



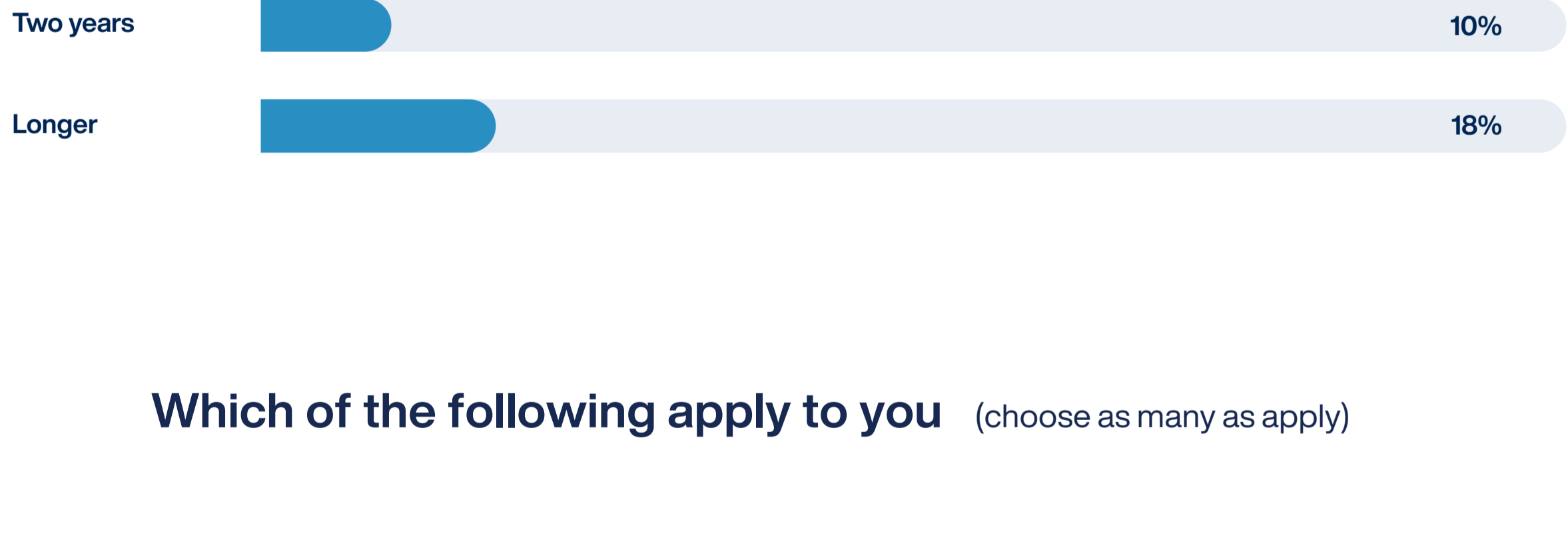
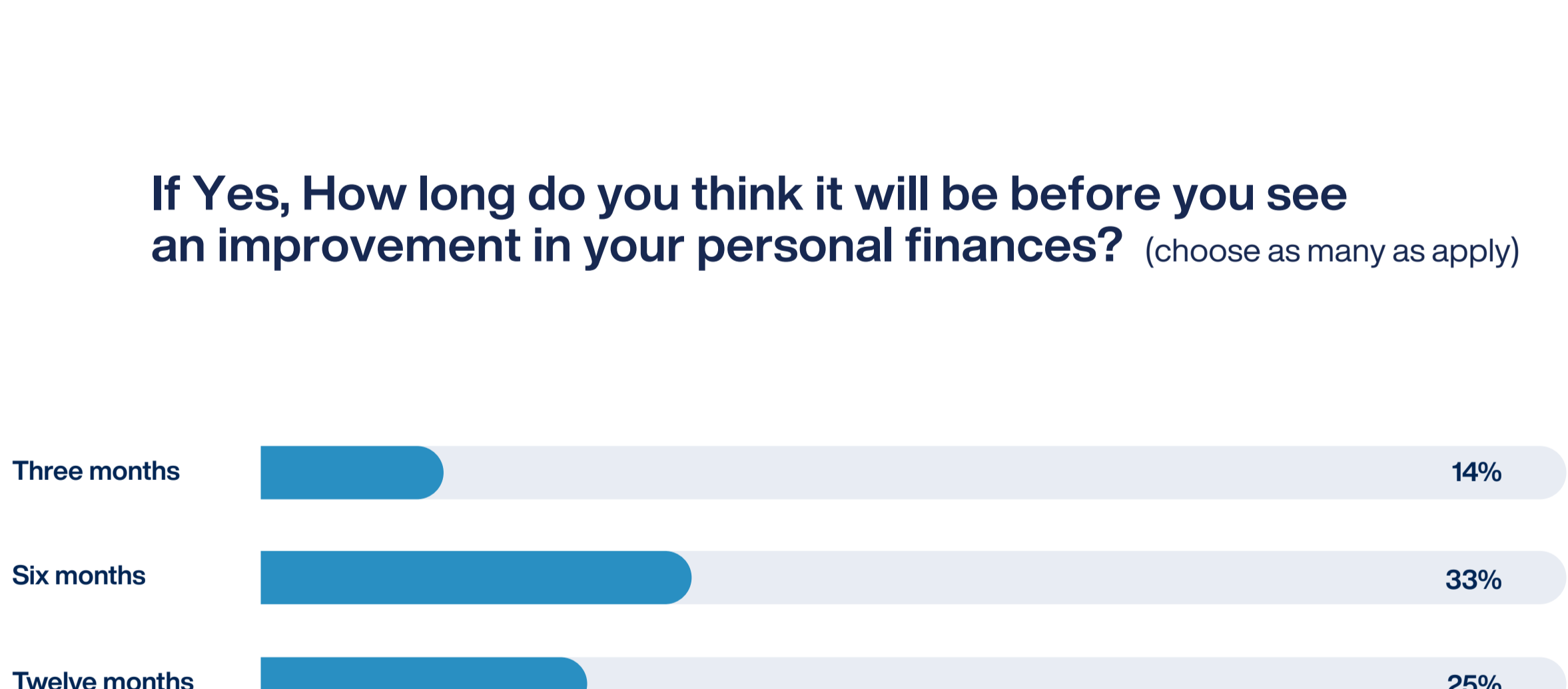
Trend (May-Jul)



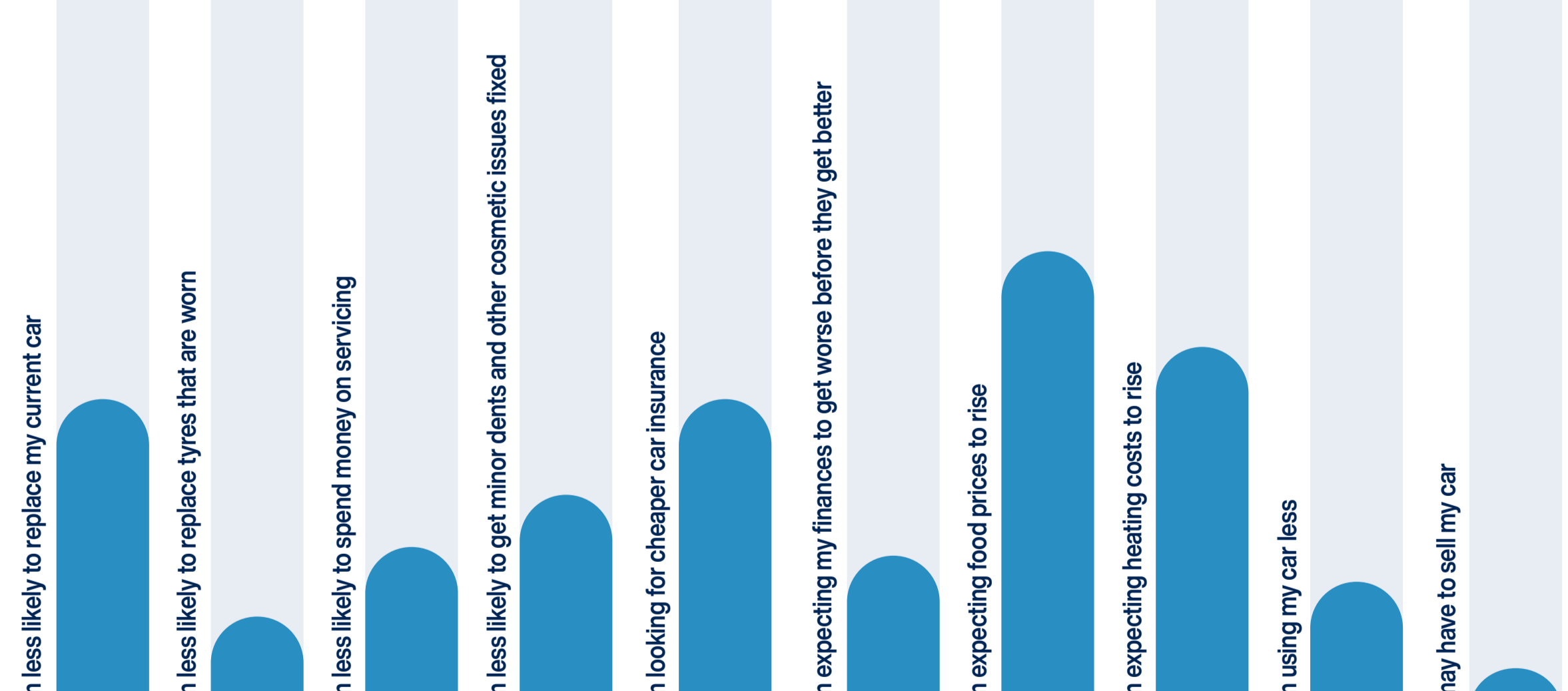
HP PCP PCH Savings Friend / Relative Bank loan

Topical Questions

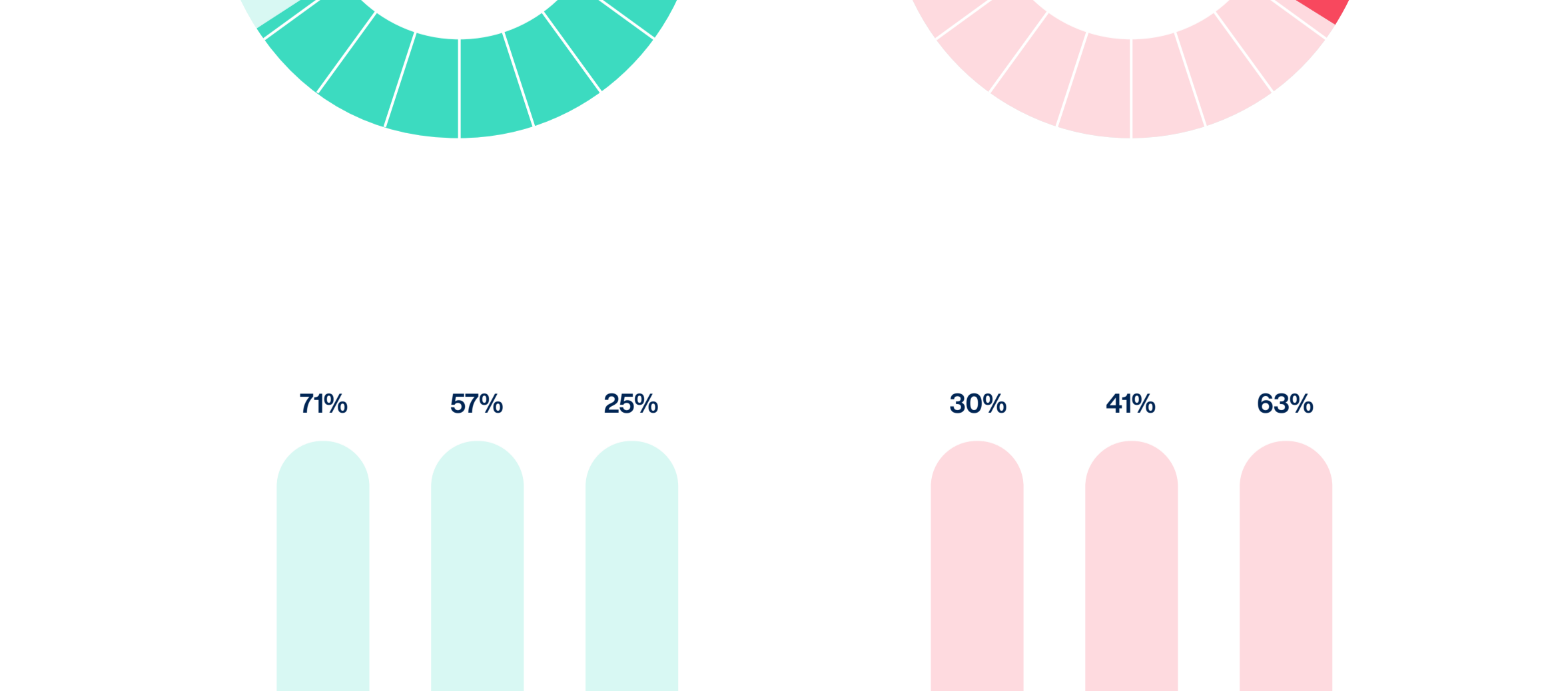
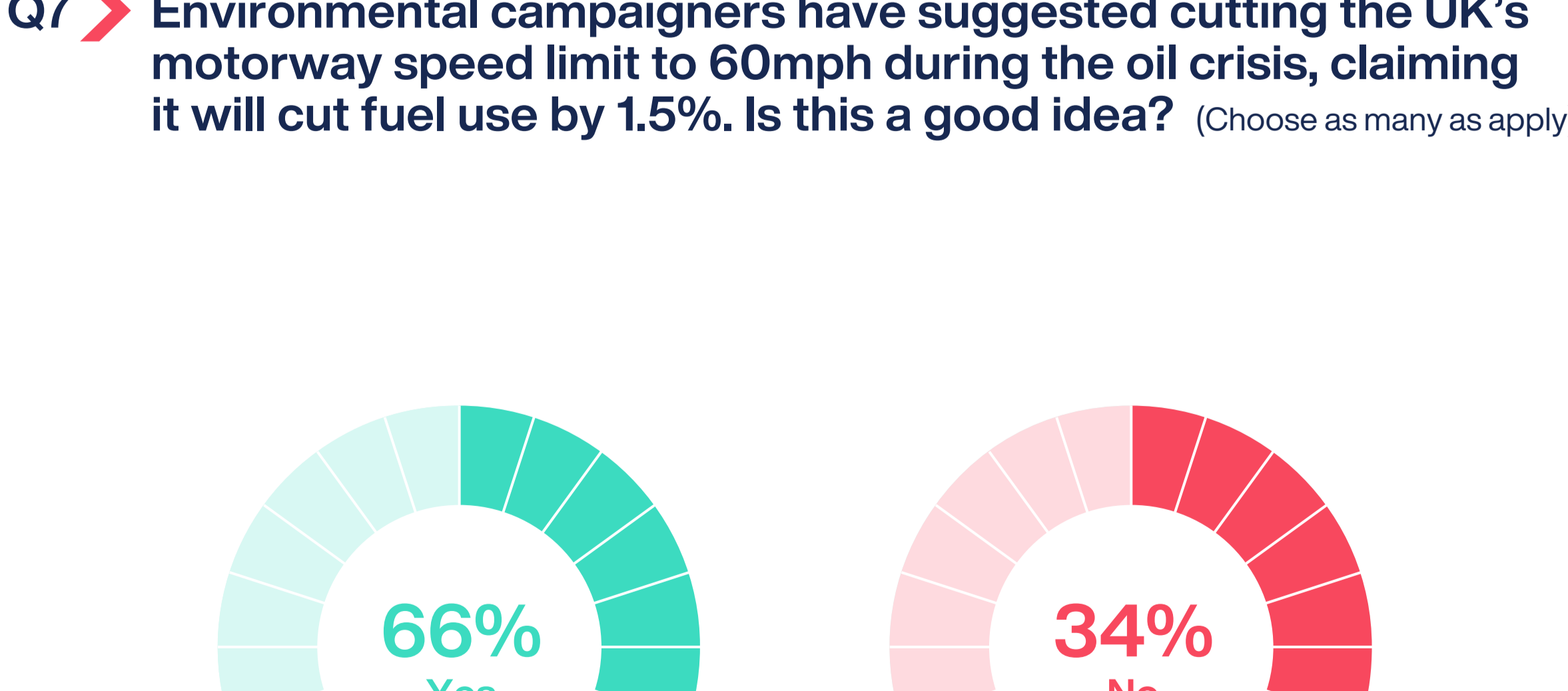
Q6 > Have your personal finances become stretched in recent months? (Choose as many as apply)



Which of the following apply to you (choose as many as apply)



Q7 > Environmental campaigners have suggested cutting the UK's motorway speed limit to 60mph during the oil crisis, thinking it will cut fuel use by 1.5%. Is this a good idea? (Choose as many as apply)



If Yes, Why

If No, Why