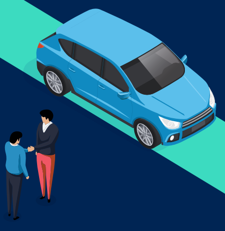
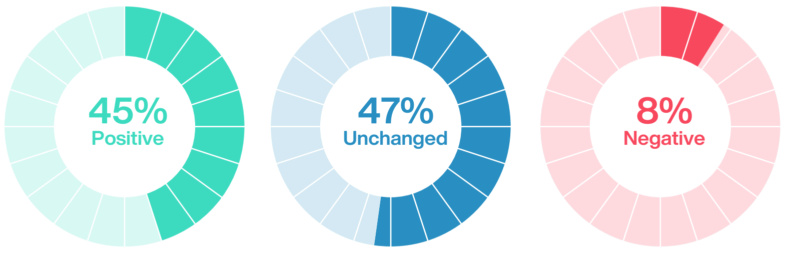
startline
used car tracker

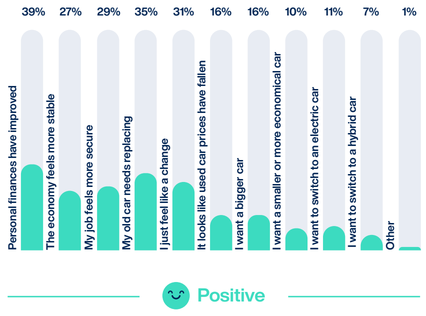
What drives consumers

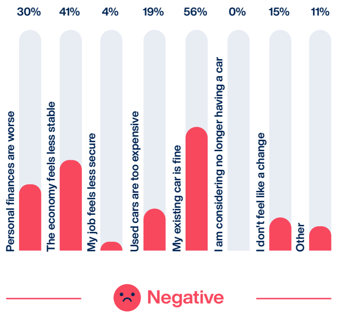
November 2026



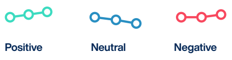
Q1 How do you feel about the idea of buying a used car this month?



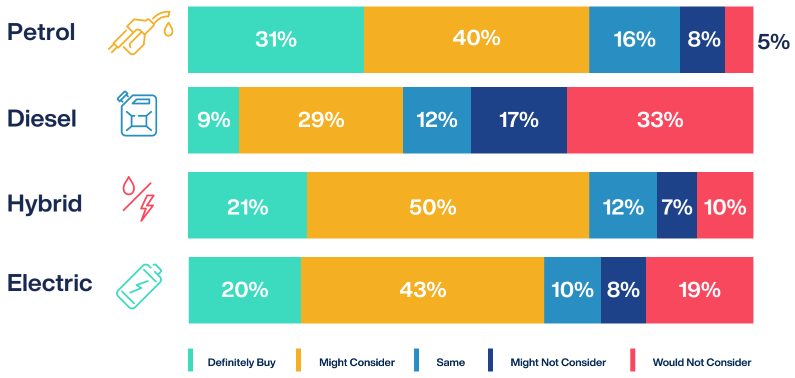




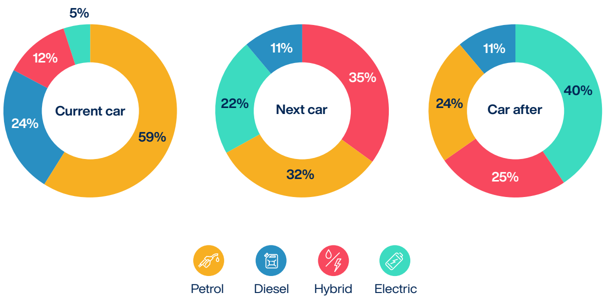
Trend (Sep-Nov)



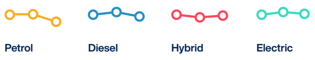
Q2 If you were buying a used car now, which of these fuel types would you consider?



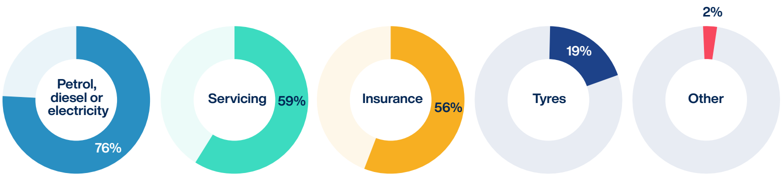
What is/will be the fuel type of your ...



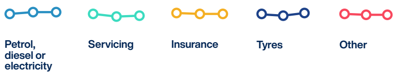
Trend (Sep-Nov)



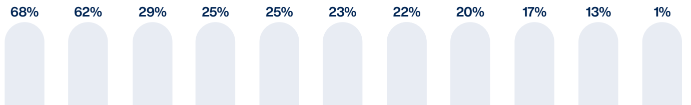
Q3 Which of these running costs would influence your choice of car? (choose as many as apply)

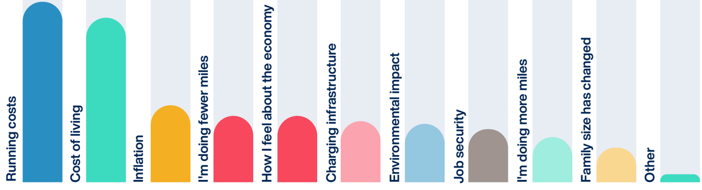


Trend (Sep-Nov)



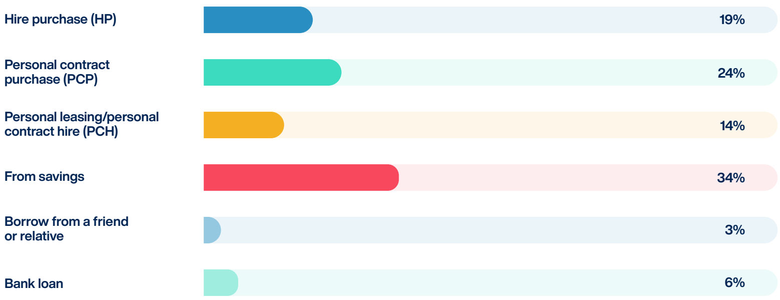
Q4 Which of these factors would influence your choice of car? (choose as many as apply)



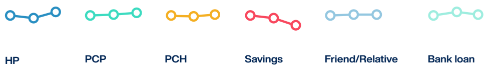


Trend (Sep-Nov)

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



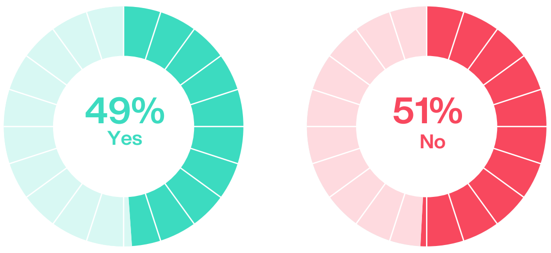
Trend (Sep-Nov)

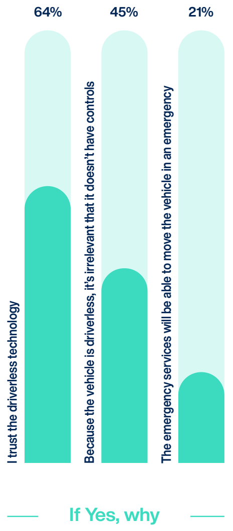


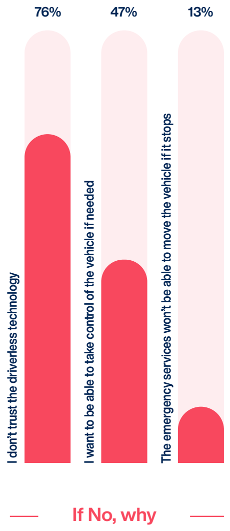
Topical Questions

Q6 The Tesla Cybercab is a driverless robotaxi that has entered trial service in Texas which has no steering wheel or other manual controls. Would you be happy to ride in such a vehicle?

(Choose as many as apply)

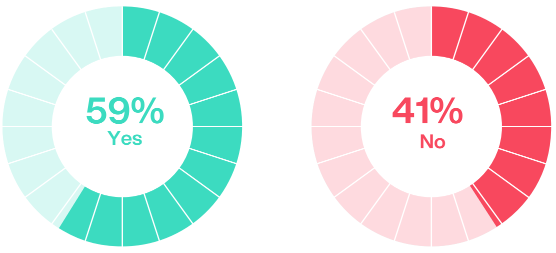






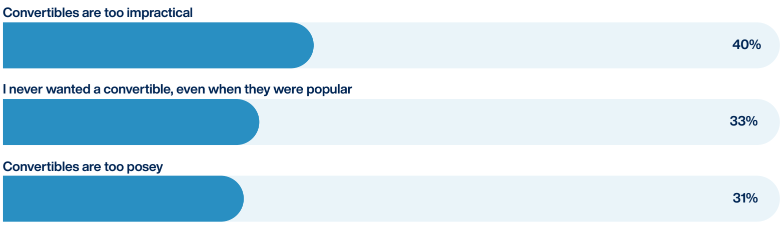
If the Tesla Cybercab had a steering wheel and other controls, would you be more likely to use it for a taxi ride?

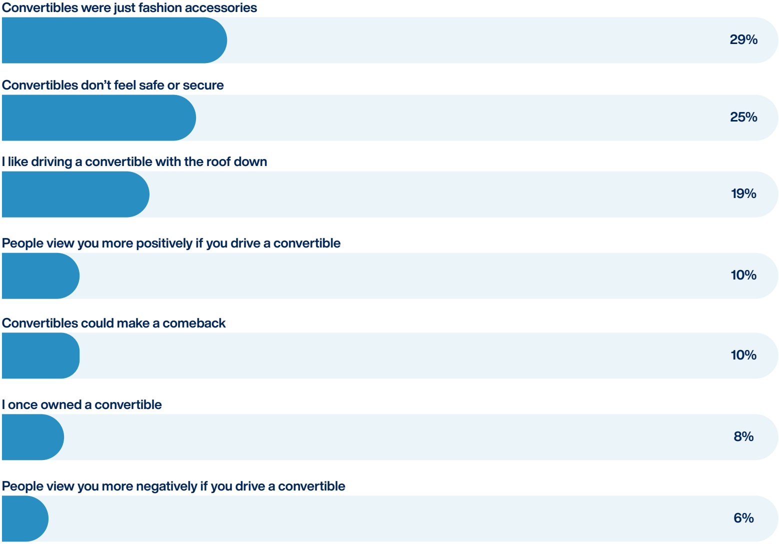
(Choose as many as apply)



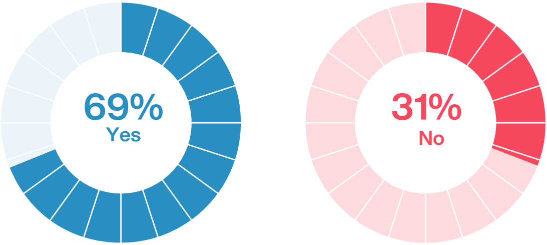
Q7 UK sales of convertibles have dropped 90% over the last 20 years. Which of these statements do you agree with?

(Choose as many as apply)





Do you feel it is significant that convertibles, which open the driver up to the world, have been largely replaced by SUVs, which close off the driver?



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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