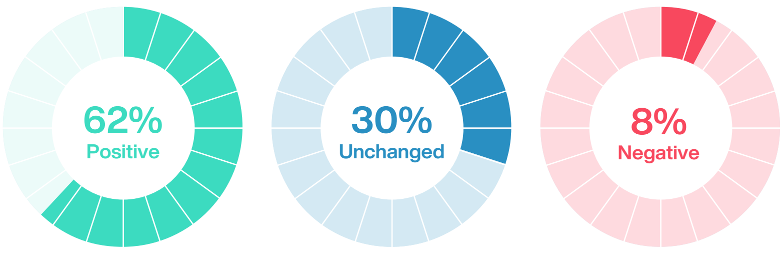
startline
used car tracker

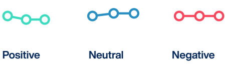
What drives dealers

November 2026

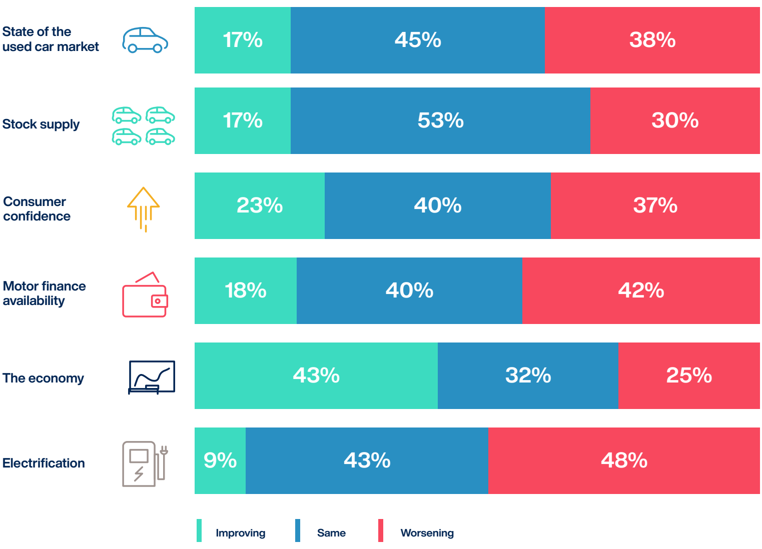
Q1 Do you feel more positive or negative about the used car market than last month?



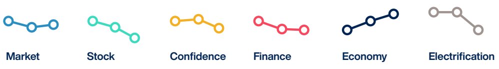
Trend (Sep-Nov)



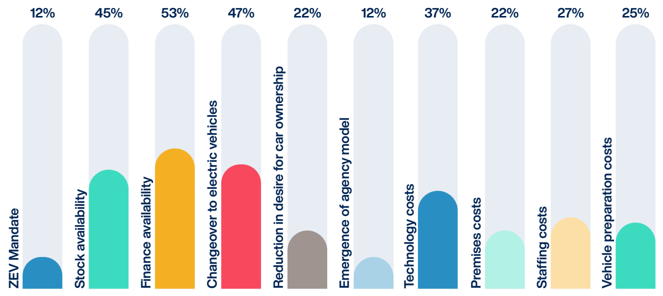
Q2 How do you feel about the following factors compared to last month?



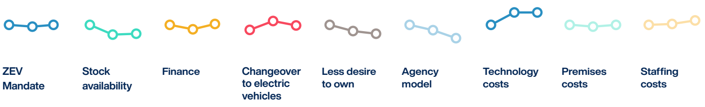
Trend (Sep-Nov)



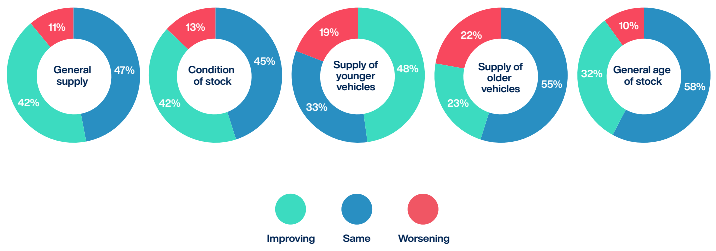
Q3 What do you see as the biggest challenge(s) for your future retailing of used cars?



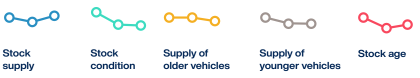
Trend (Sep-Nov)



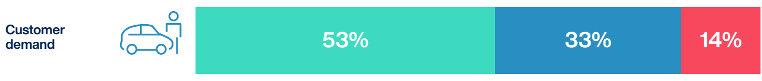
Q4 What is your current experience of stock supply? (choose any)

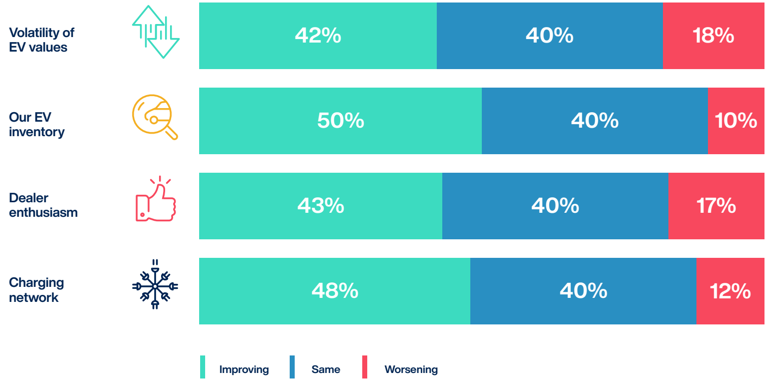


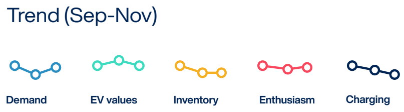
Trend (Sep-Nov)



Q5 What is your attitude to retailing EVs this month? (choose any)

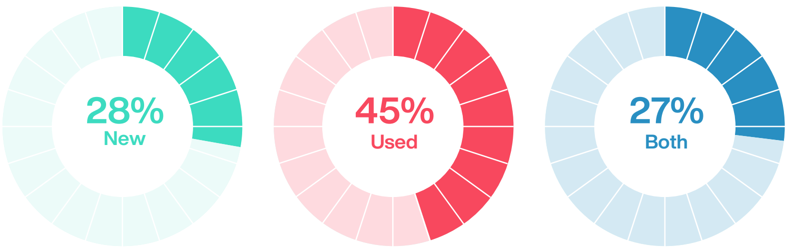




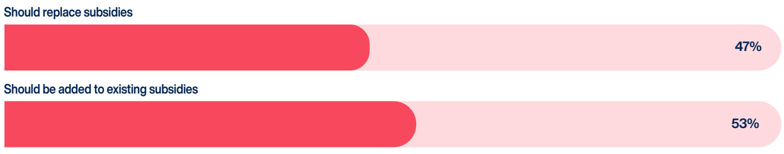


Topical Questions

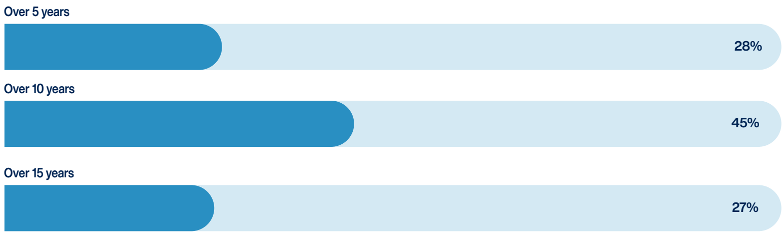
Q6 Recent research showed that dealers overwhelmingly back the introduction of a government scrappage scheme for electric cars. What do you think the scheme should look like? Which electric cars should the scheme apply to?
(Choose one)



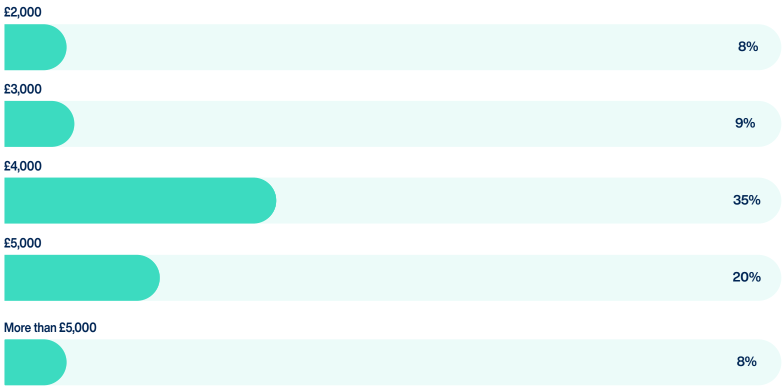
Should it replace the existing new car government subsidies?



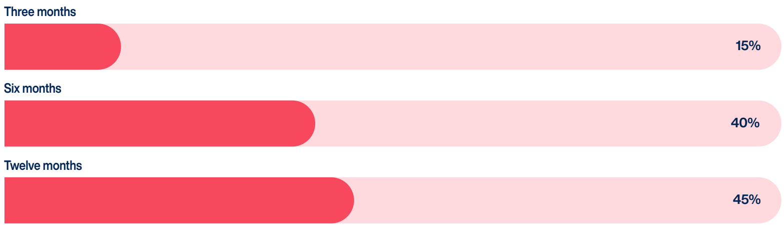
What kind of cars should be traded in for scrappage in terms of age? (Choose one)



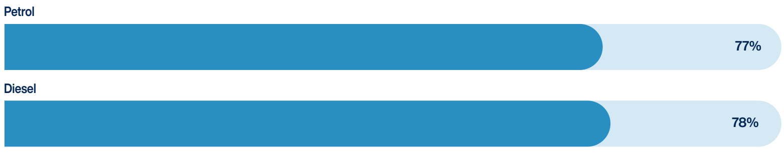
What level of allowance is needed for new cars for a scrappage scheme to work?

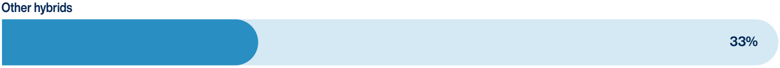


How long should the scrappage scheme run for? (Choose one)

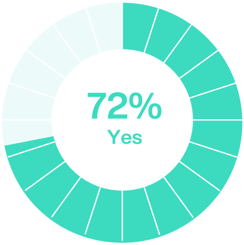


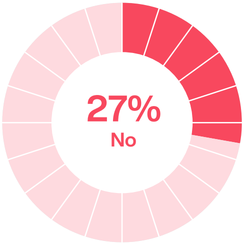
What kind of cars should be traded in for scrappage in terms of fuel (Choose one)

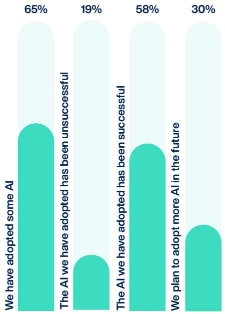




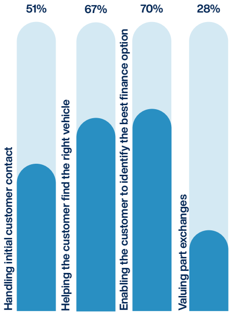
Q7 Have you adopted any AI technology in your dealership?



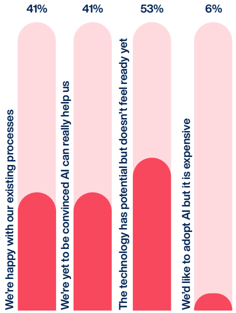




If Yes, choose as many as apply



If Yes, For which processes have you adopted AI?



If No, choose as many as apply

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.