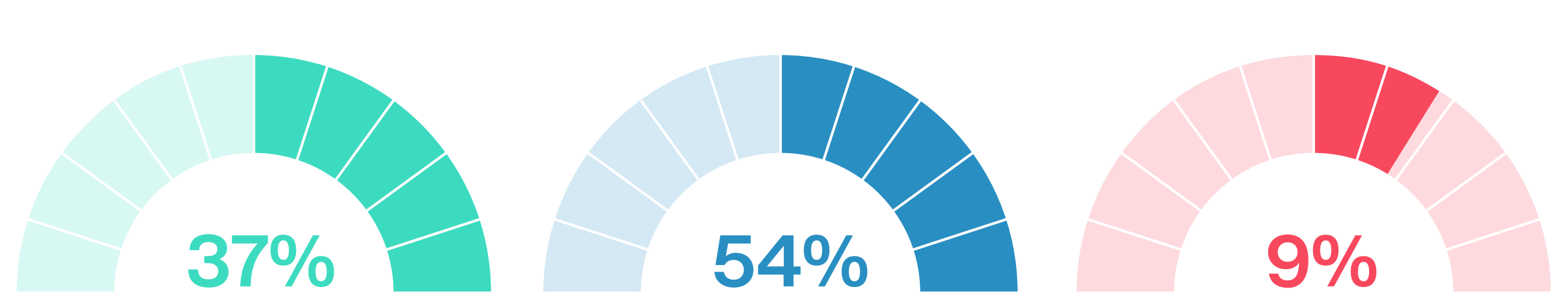
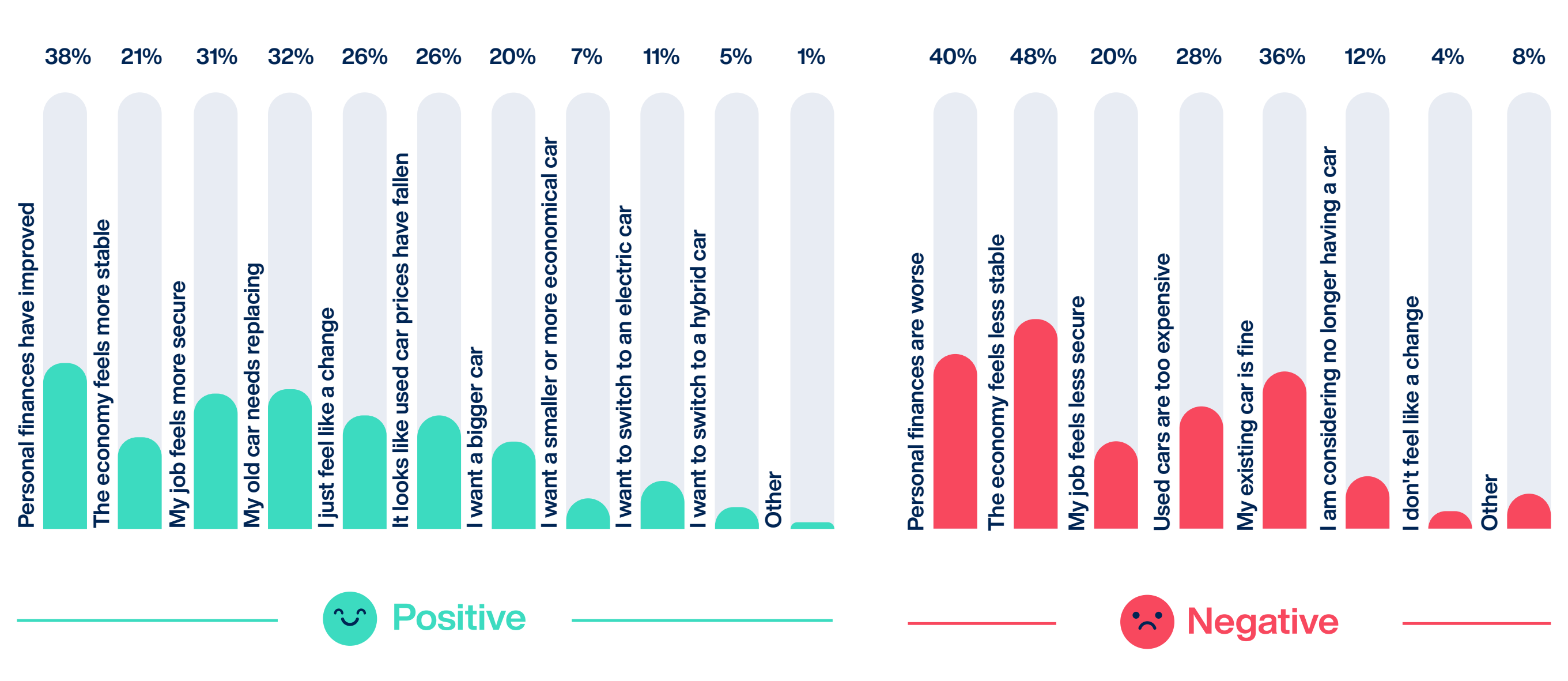
startline›
used car tracker

What drives consumers

December 2026

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

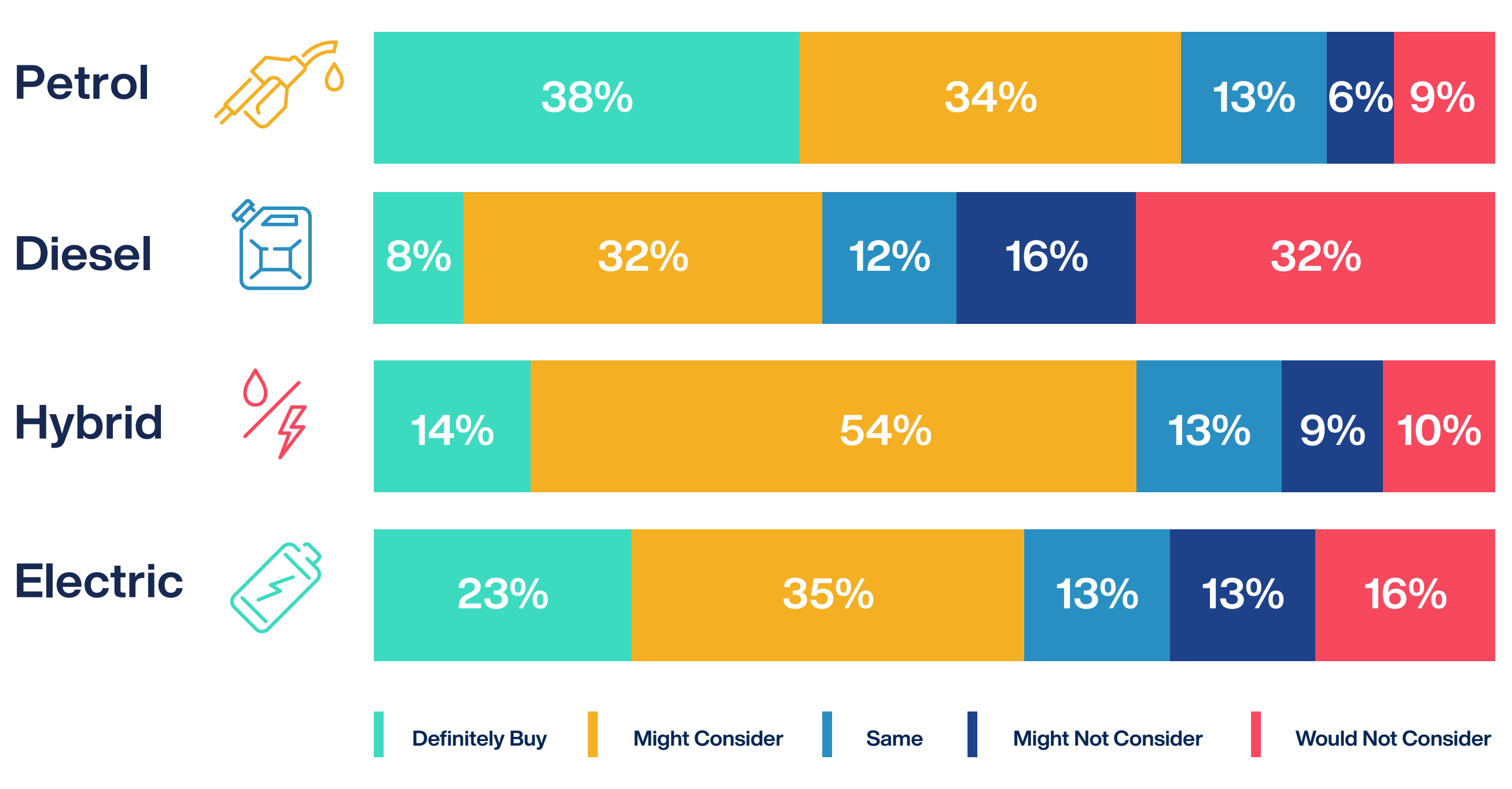




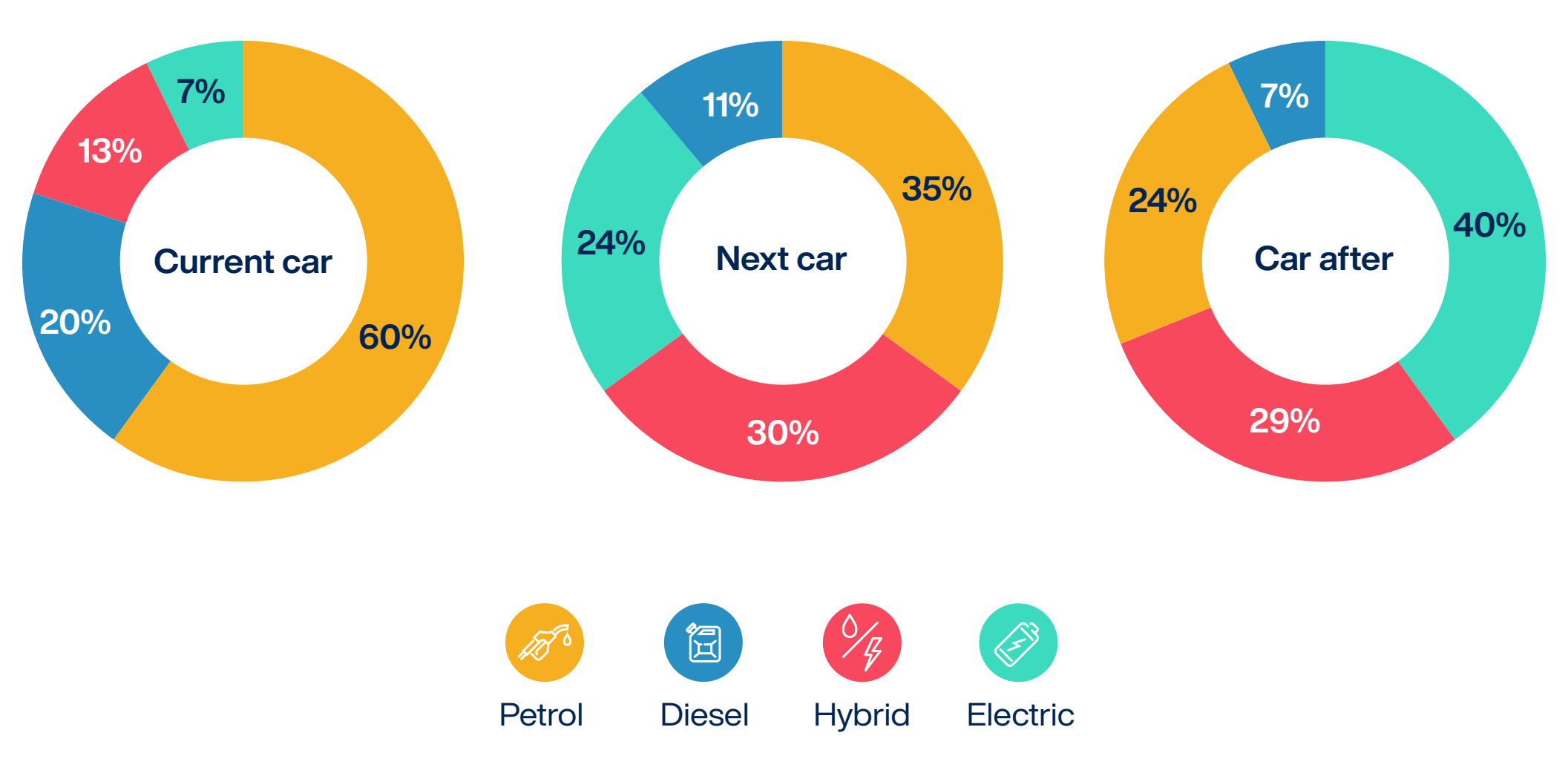
Trend (Oct-Dec)

Positive
Neutral
Negative

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



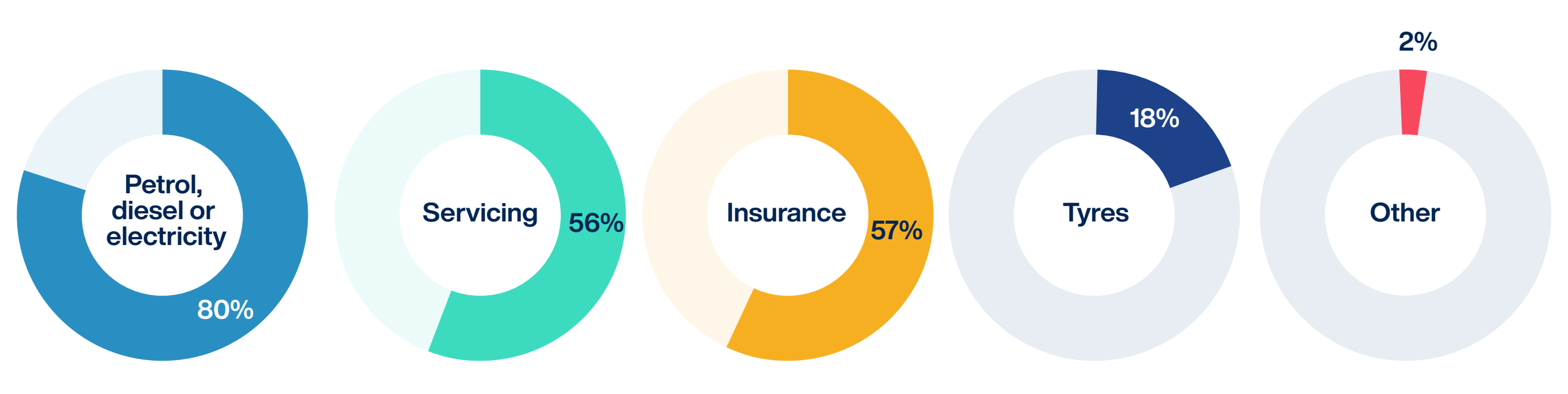
What is/will be the fuel type of your …



Trend (Oct-Dec)

Petrol
Diesel
Hybrid
Electric

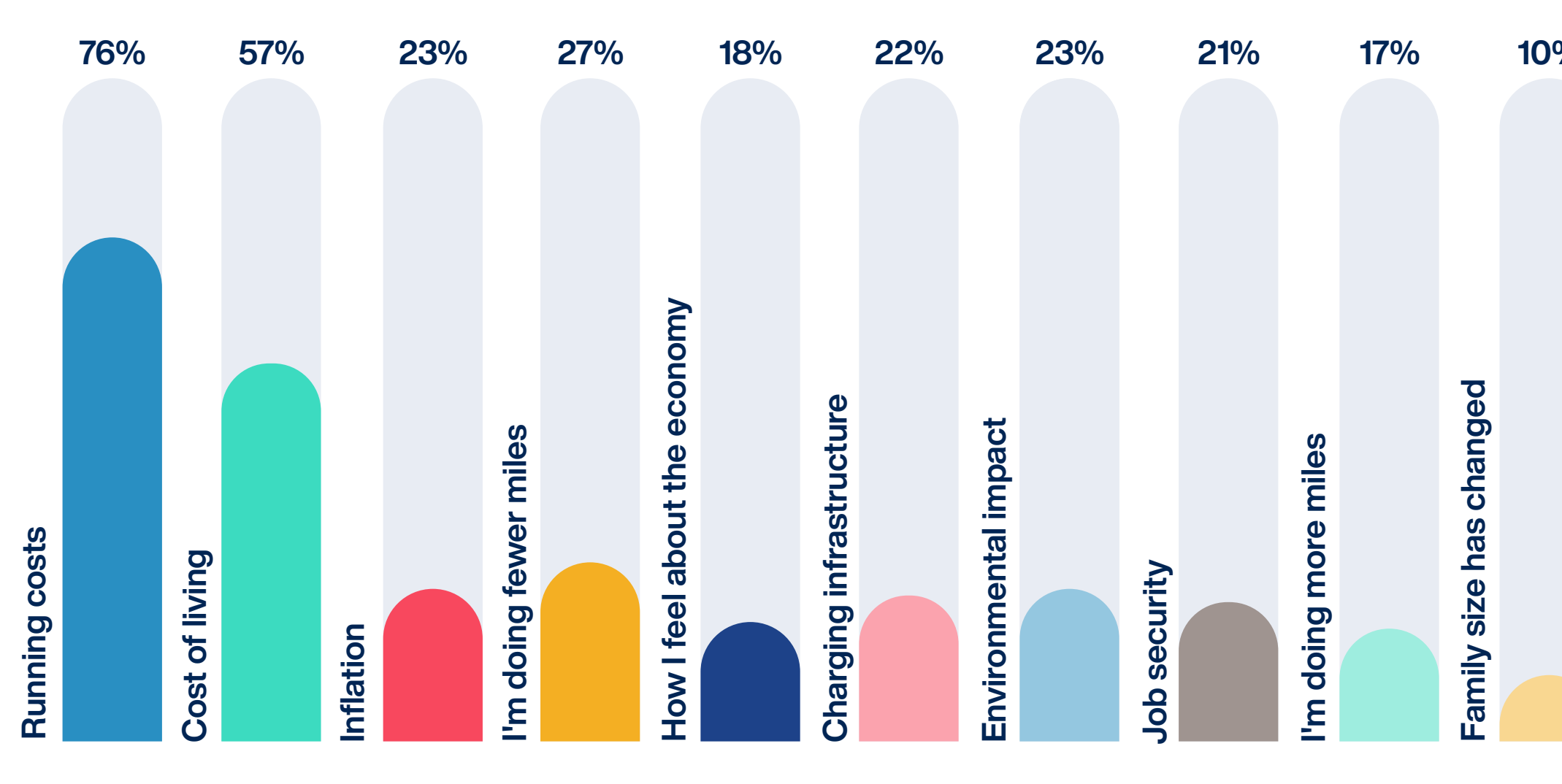
Q3 Which of these running costs would influence your choice of car? (choose as many as apply)



Trend (Oct-Dec)

Petrol, diesel or electricity
Servicing
Insurance
Tyres
Other

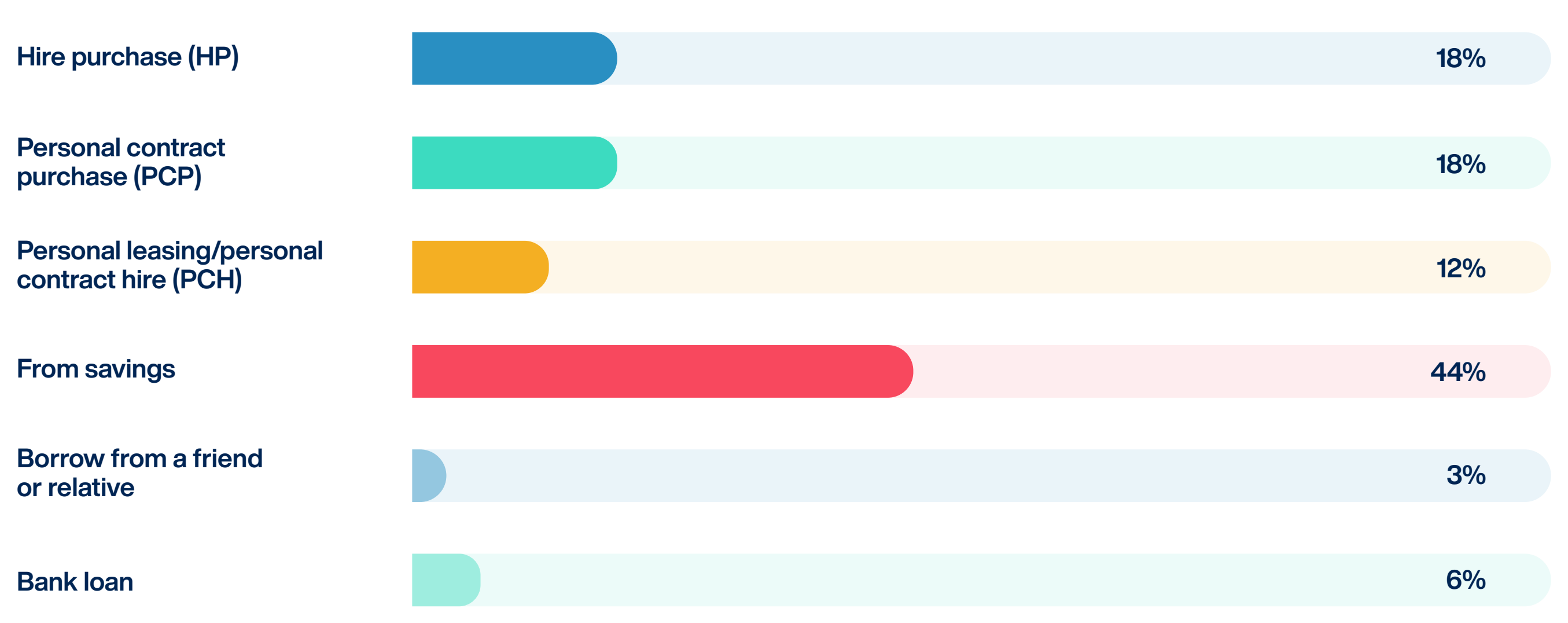
Q4 Which of these factors would influence your choice of car? (choose as many as apply)



Trend (Oct-Dec)

Running costs
Cost of living
Inflation
Fewer miles
Economy
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)



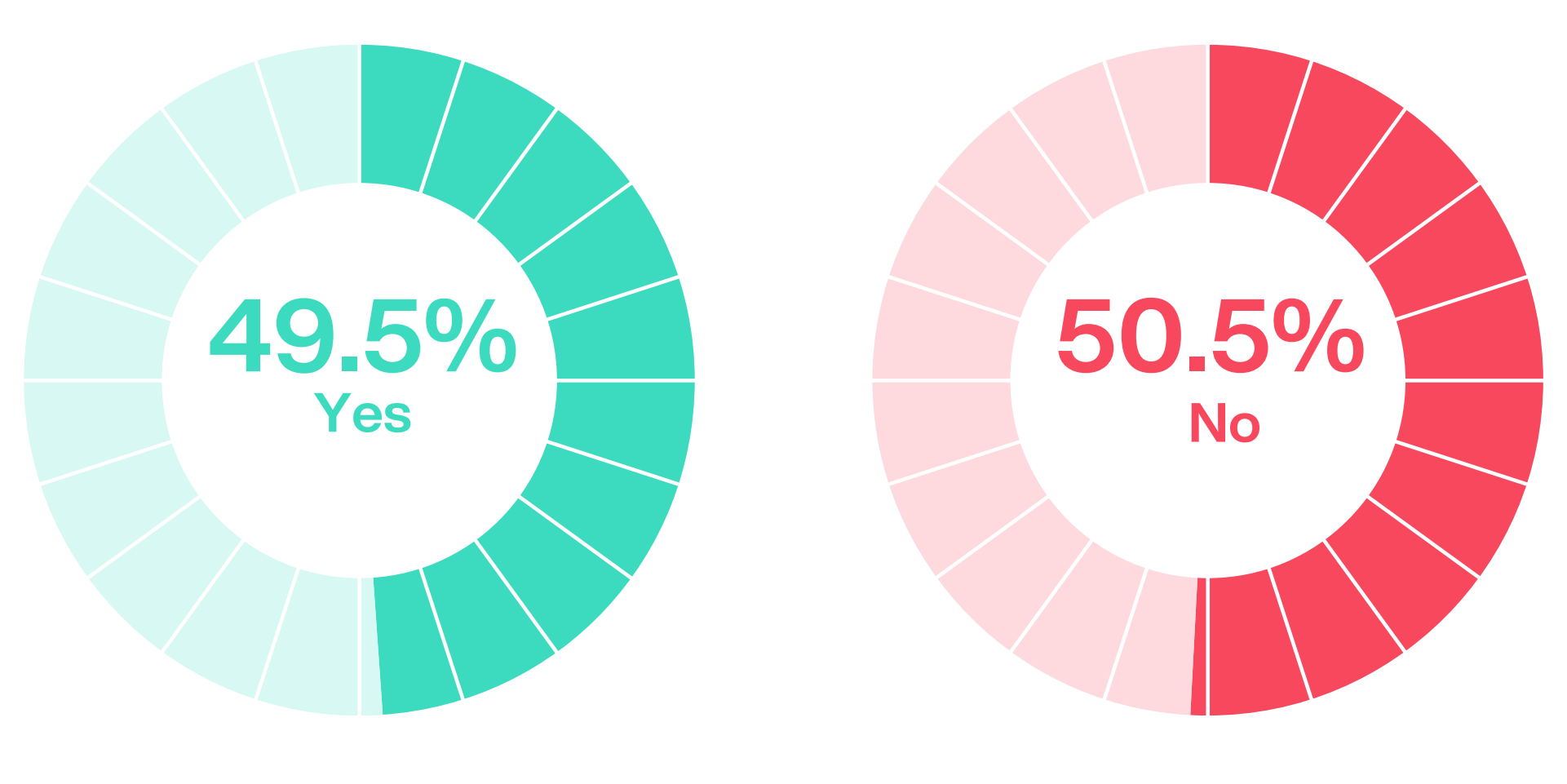
Trend (Oct-Dec)

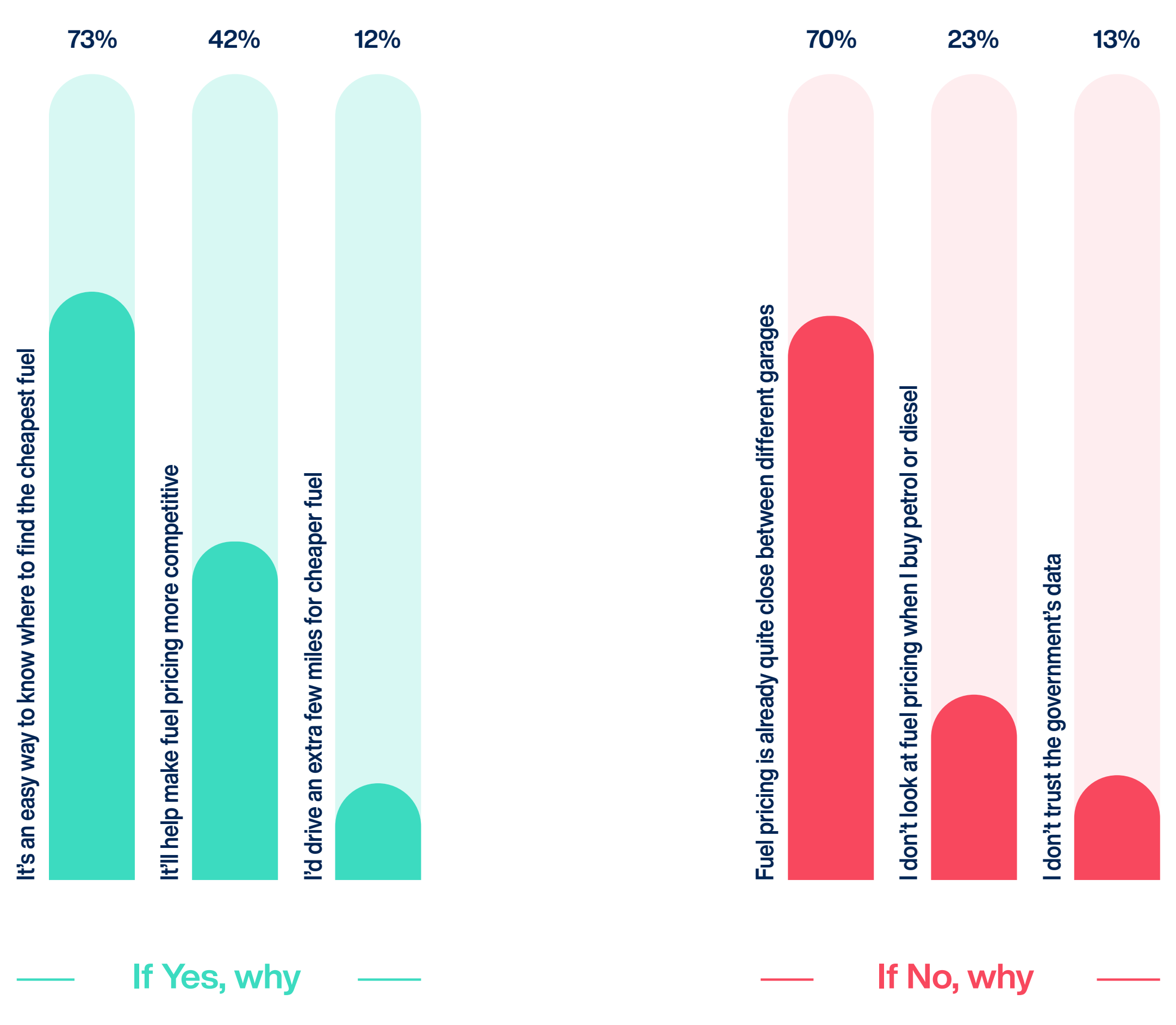
HP
PCP
PCH
Savings
Friend/Relative
Bank loan

Topical Questions

Q6 Google Maps has added fuel price information using live government data to show the cheapest petrol and diesel available on nearby forecourts. Will this affect your fuel buying?

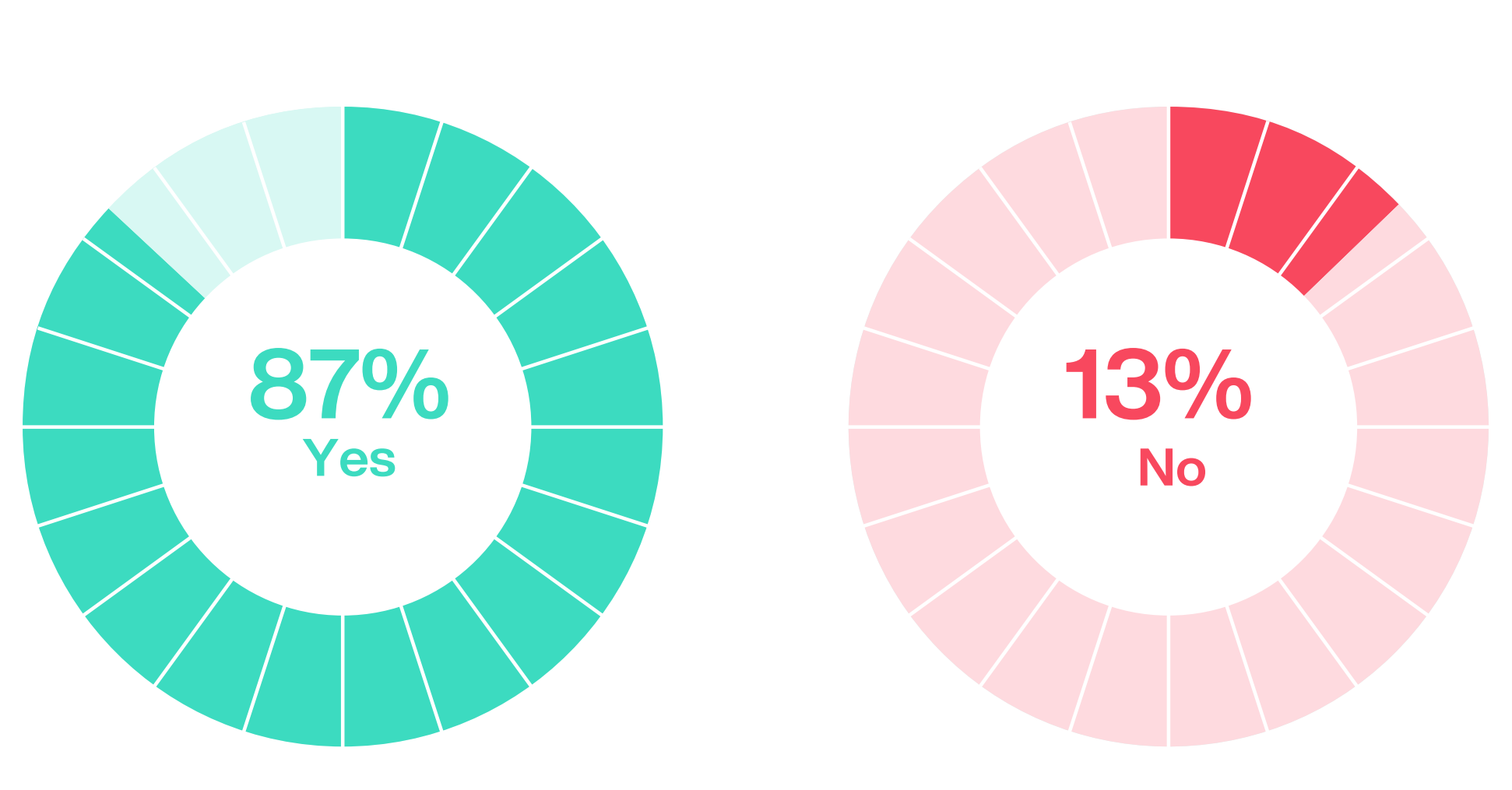
(Choose as many as apply)





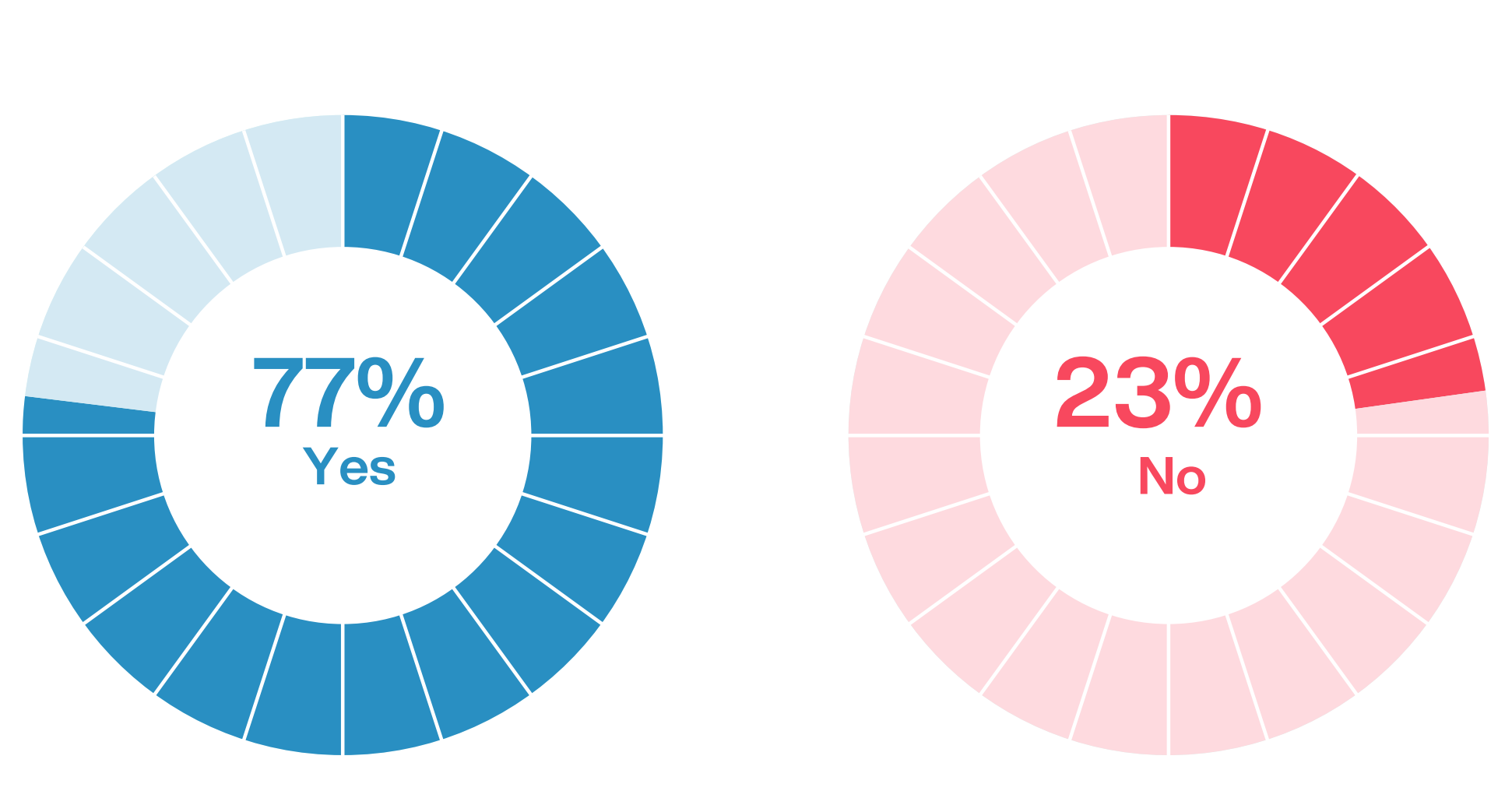
Should fuel price information be made available on all popular route and traffic apps such as Waze and Apple Maps?

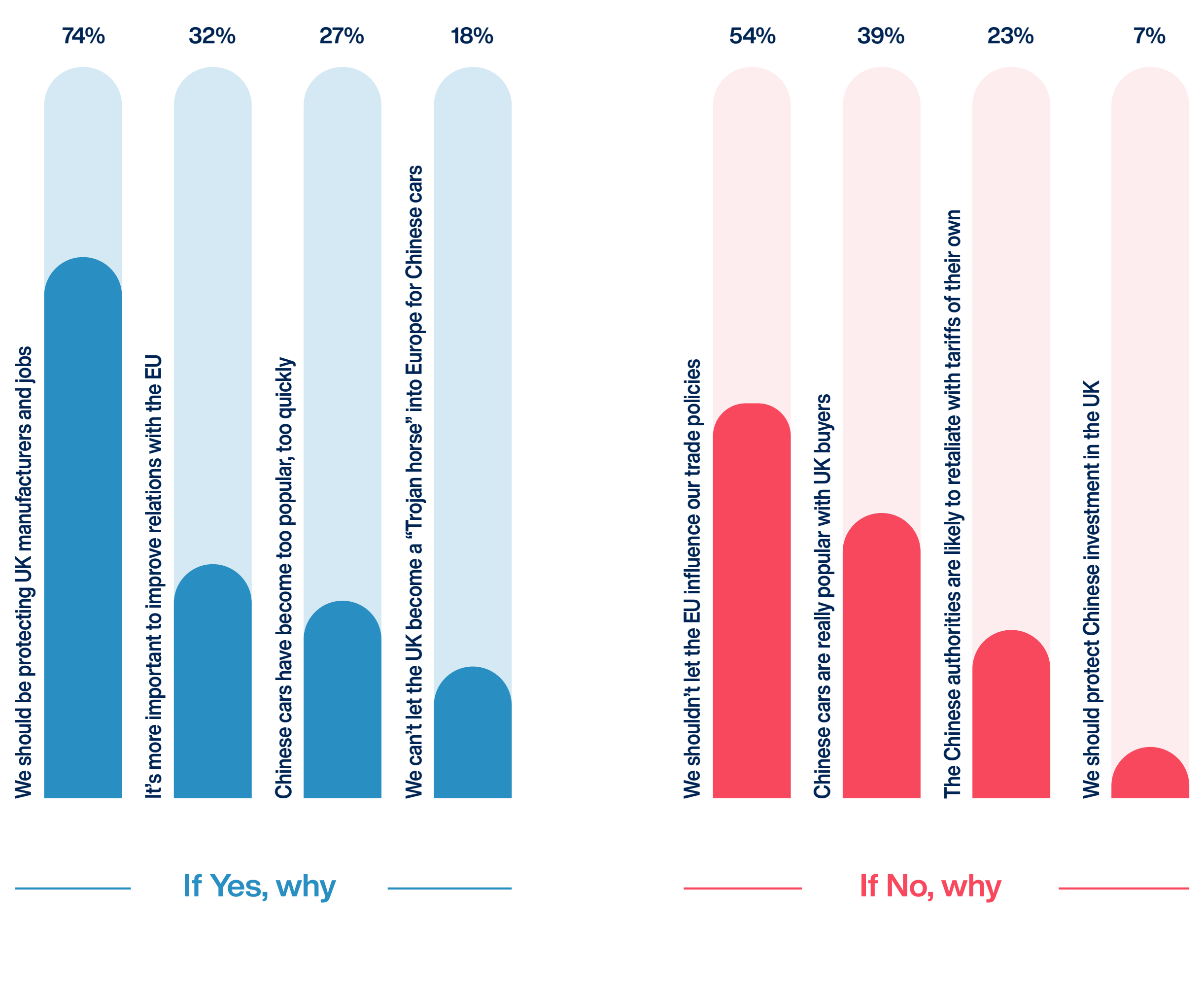
(Choose as many as apply)



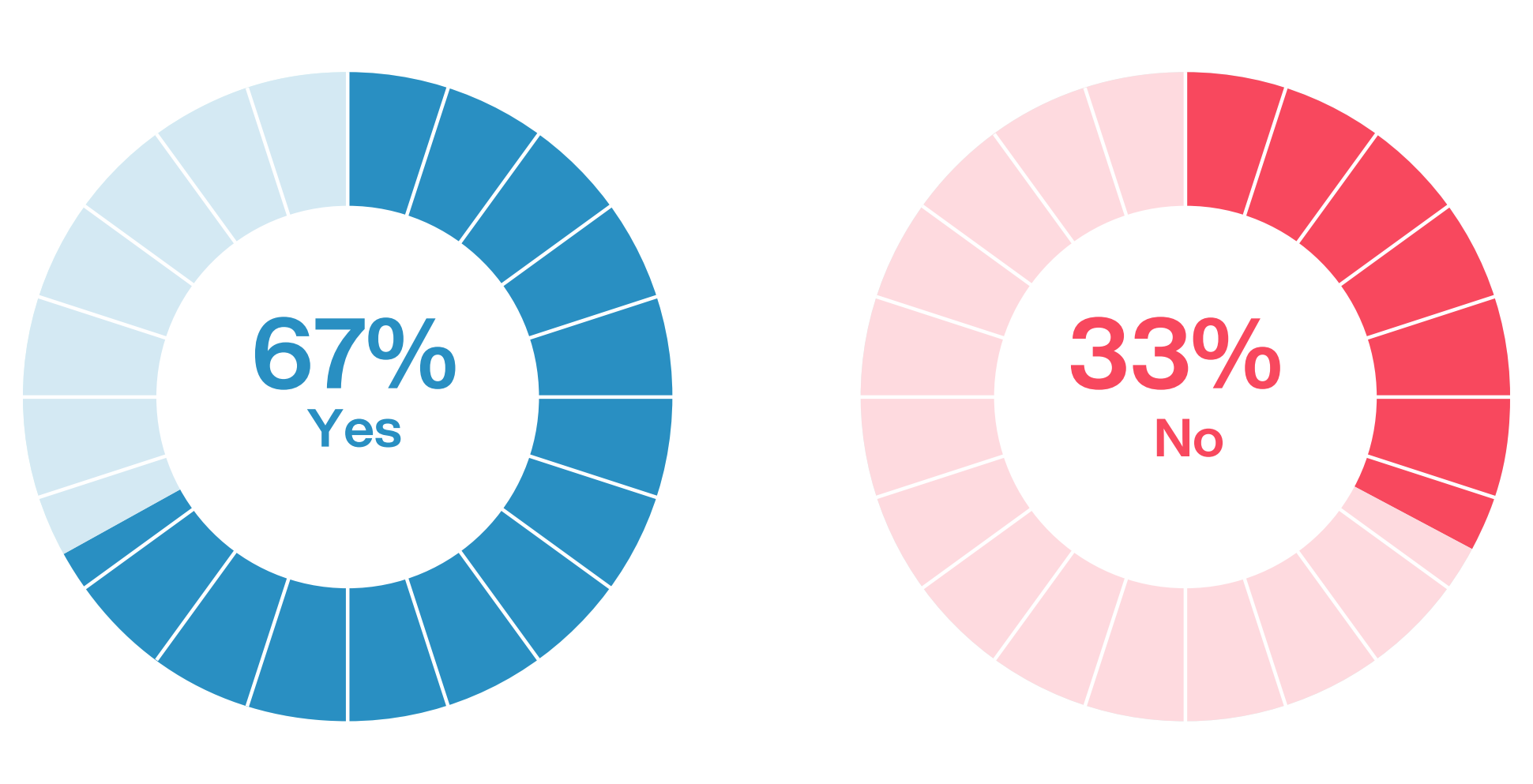
Q7 The UK government is examining the introduction of tariffs on Chinese cars in order to align with the EU and protect UK car exports to Europe. Is this a good idea?

(Choose as many as apply)





Do you think the arrival of Chinese cars in the UK has helped to make new car pricing more competitive and better for consumers?



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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