

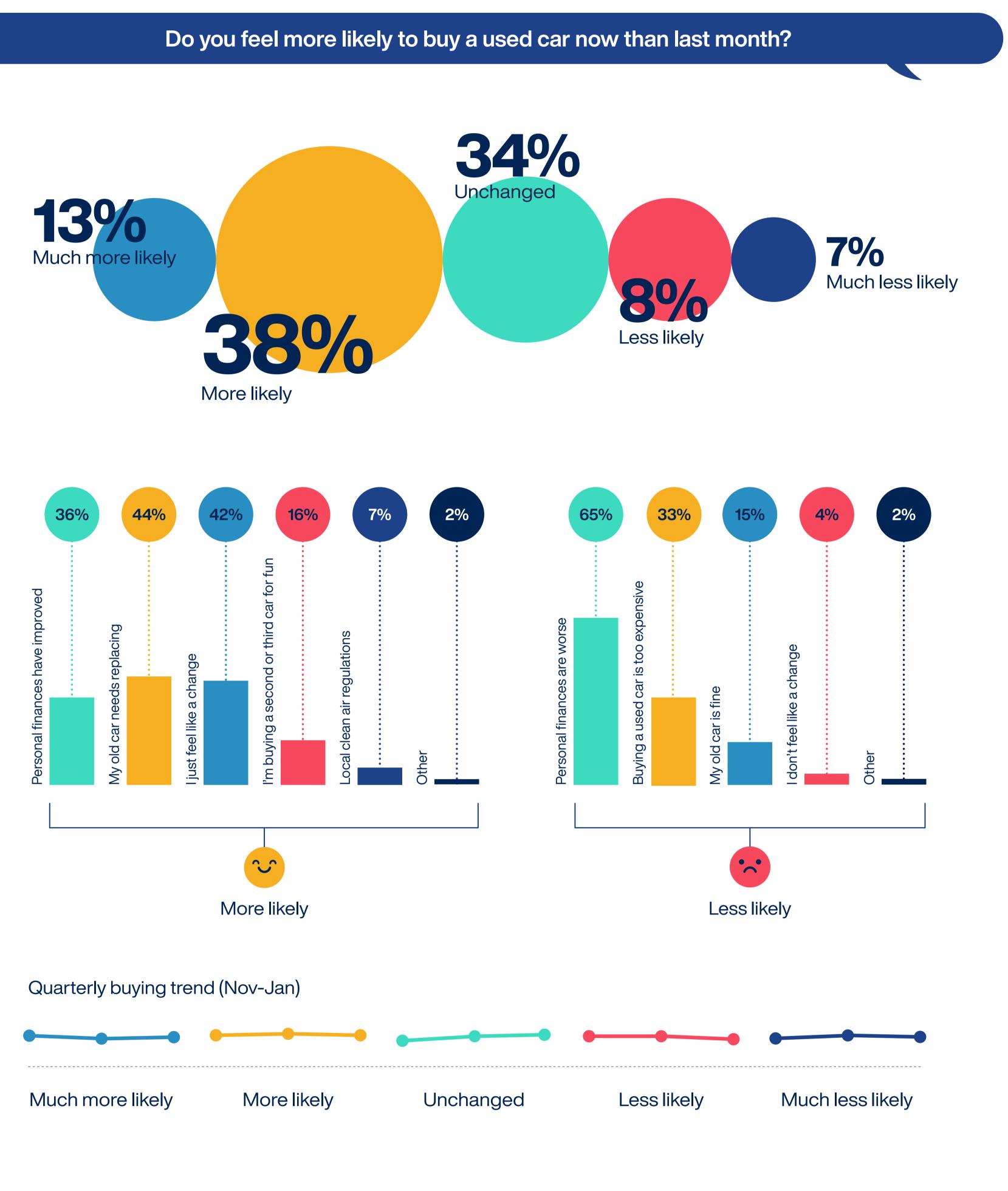
What drives

consumers?

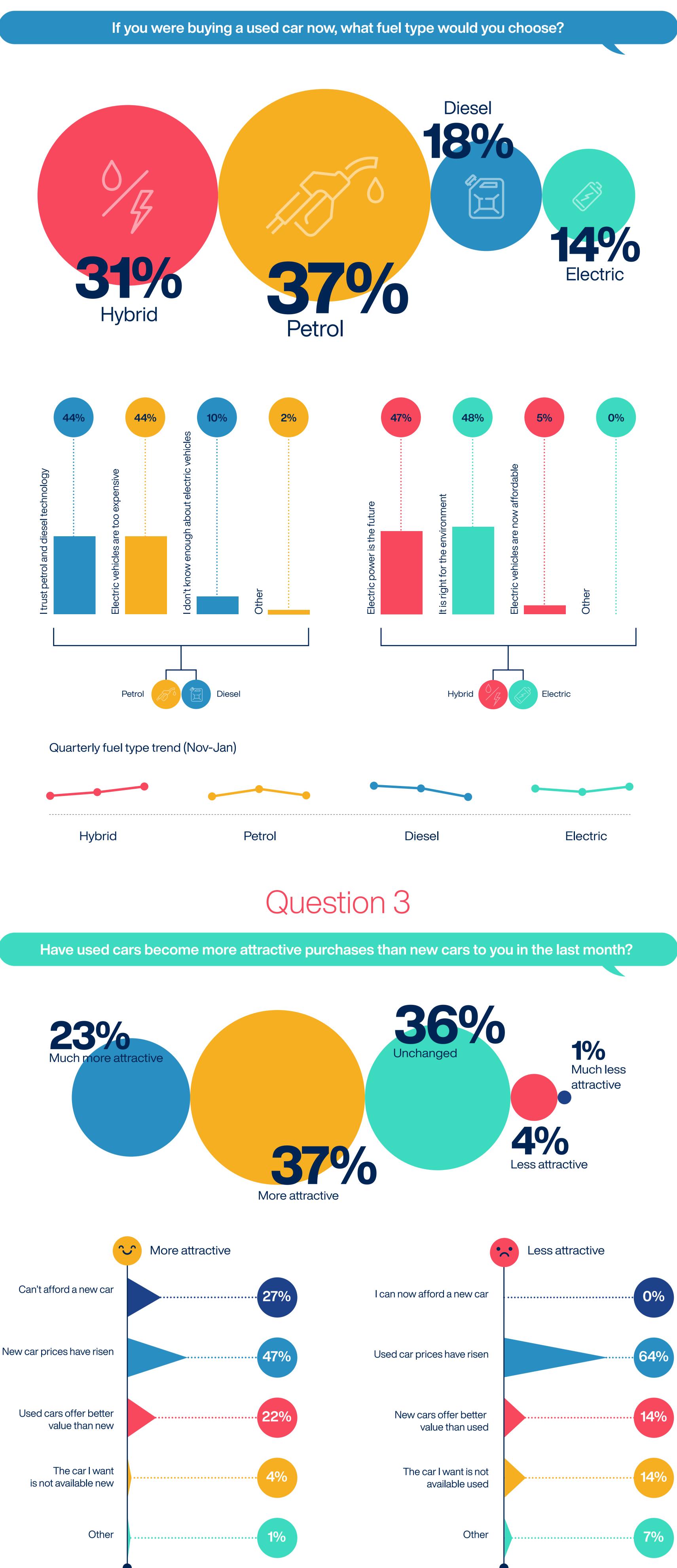
January 2023



Question 1



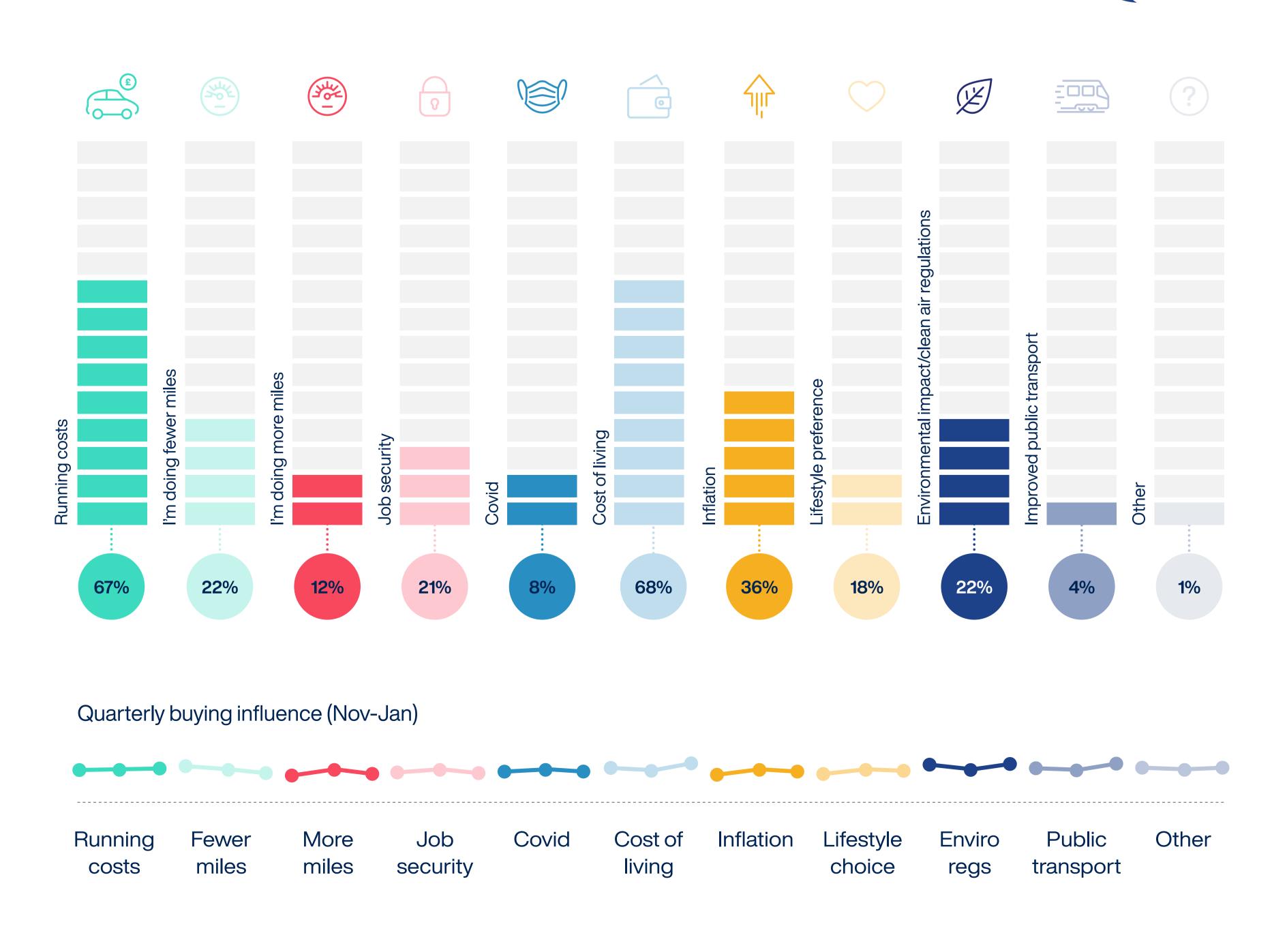
Question 2





Question 4

If you were buying a used car now, which factors would influence your choice?



Question 5

When buying your next used car, which finance method would you use? 30% 26% 20% 15% **6%** 3% Bank loan Hire purchase Personal contract From savings Borrow from Personal (HP) purchase (PCP) Contract Hire friend or relative (PCH) or other lease

Quarterly motor finance trend (Nov-Jan)

In the next month

In three months

In six months

By the end of 2023

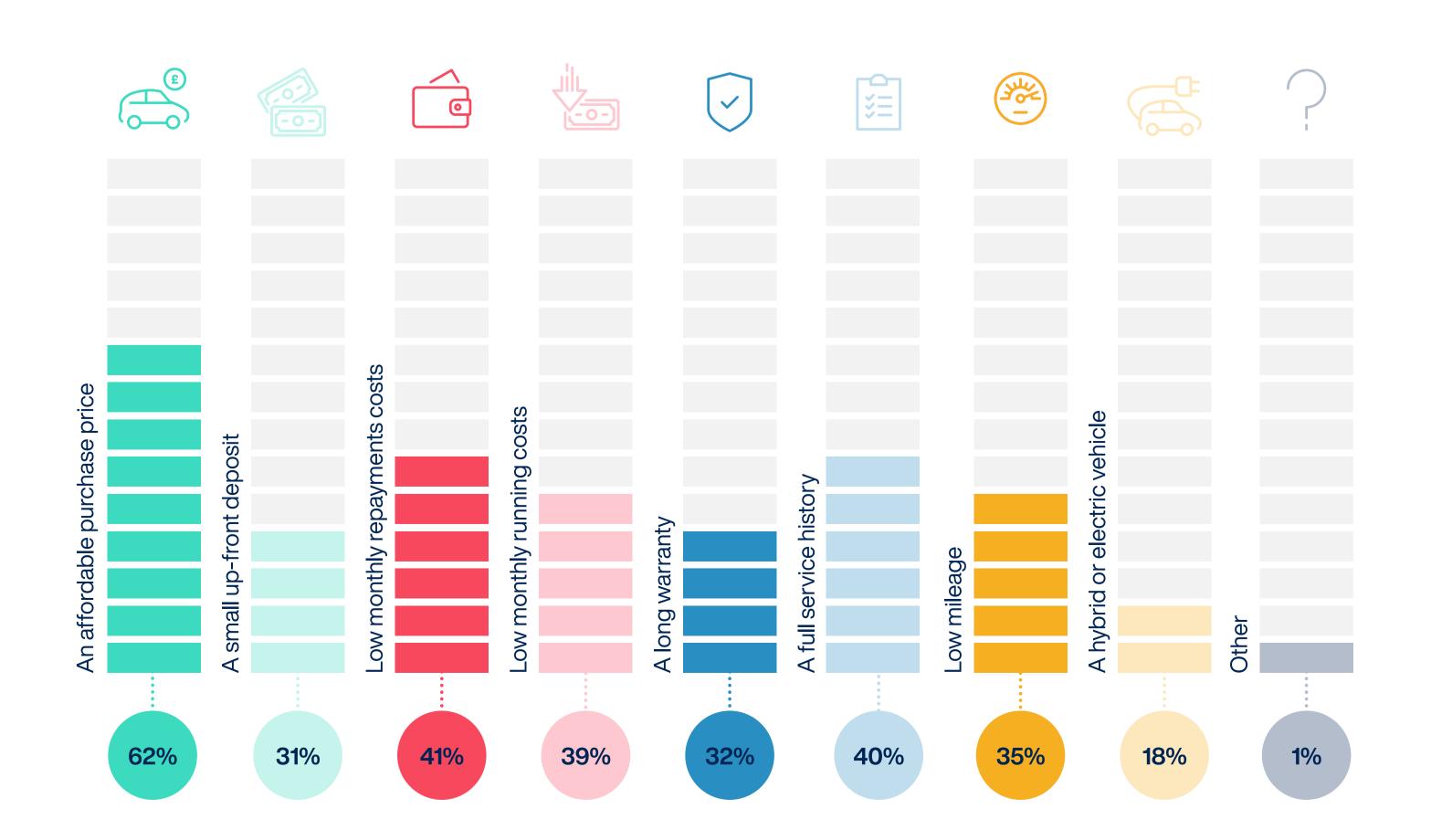


And when do you think the situation will improve?





If you buy a used car during 2023, what will you be looking for in your car choice?



6%

26%

8%

23%

37%



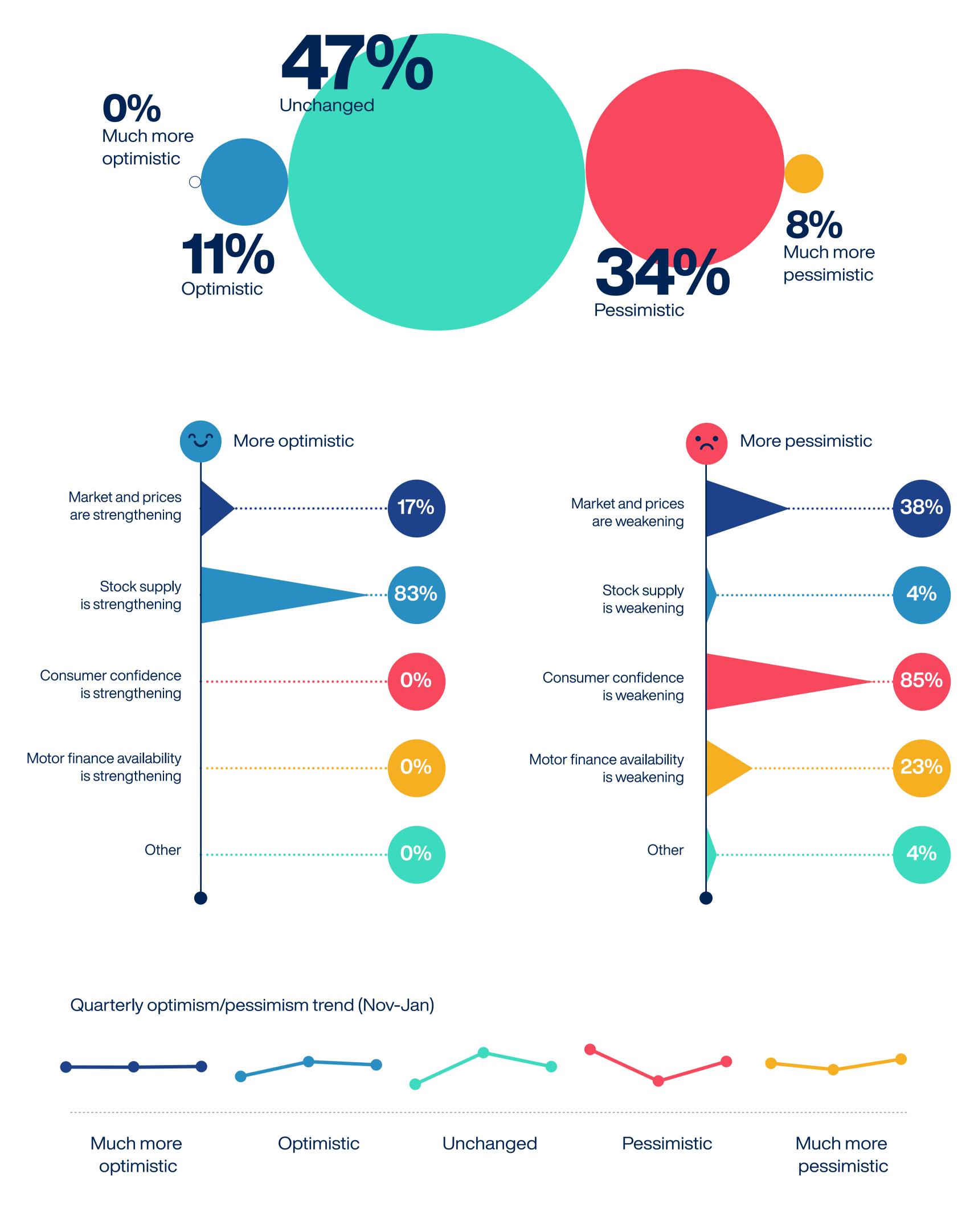
January 2023

What drives dealers?



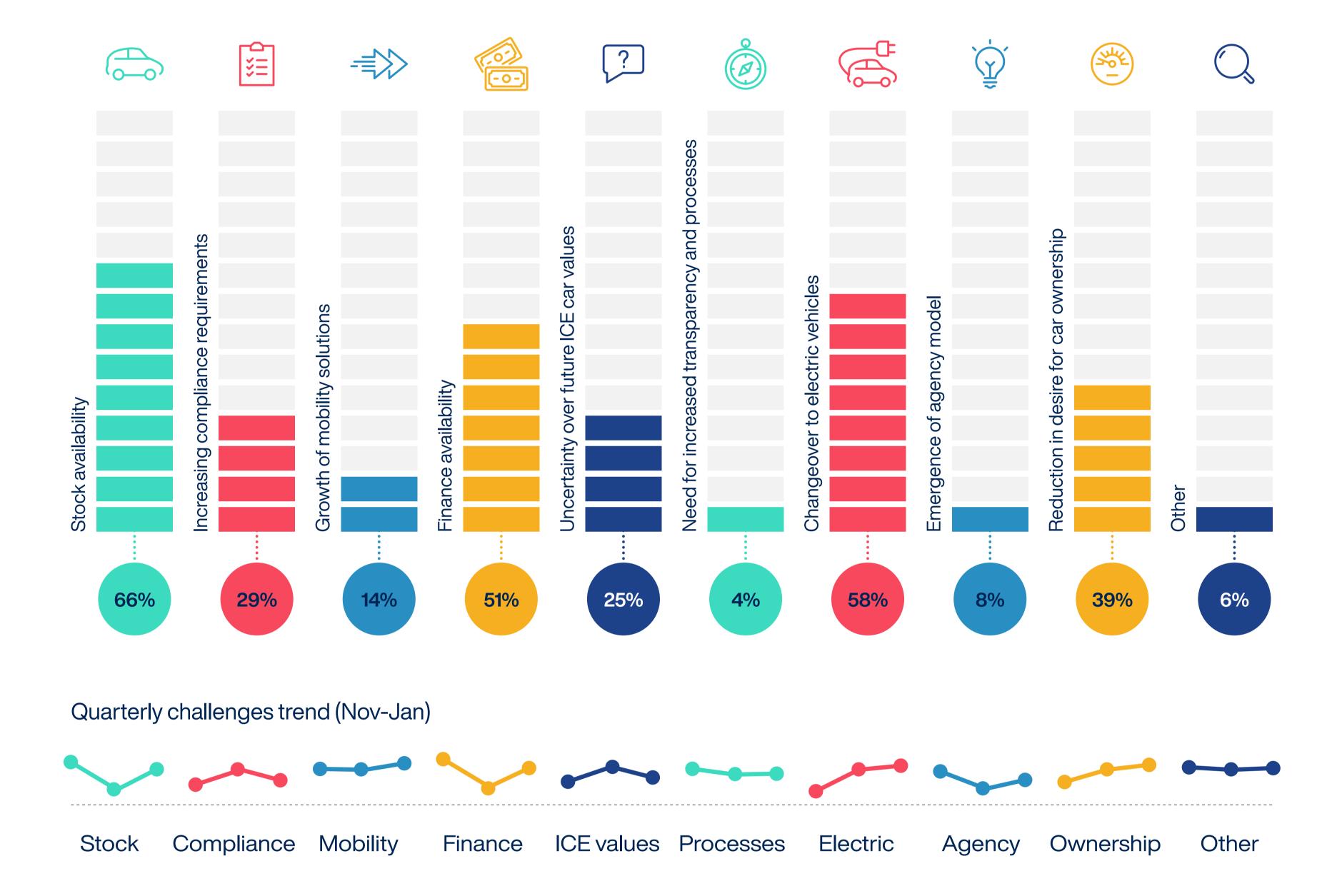
Question 1

Do you feel more optimistic or pessimistic about the used car market than last month?



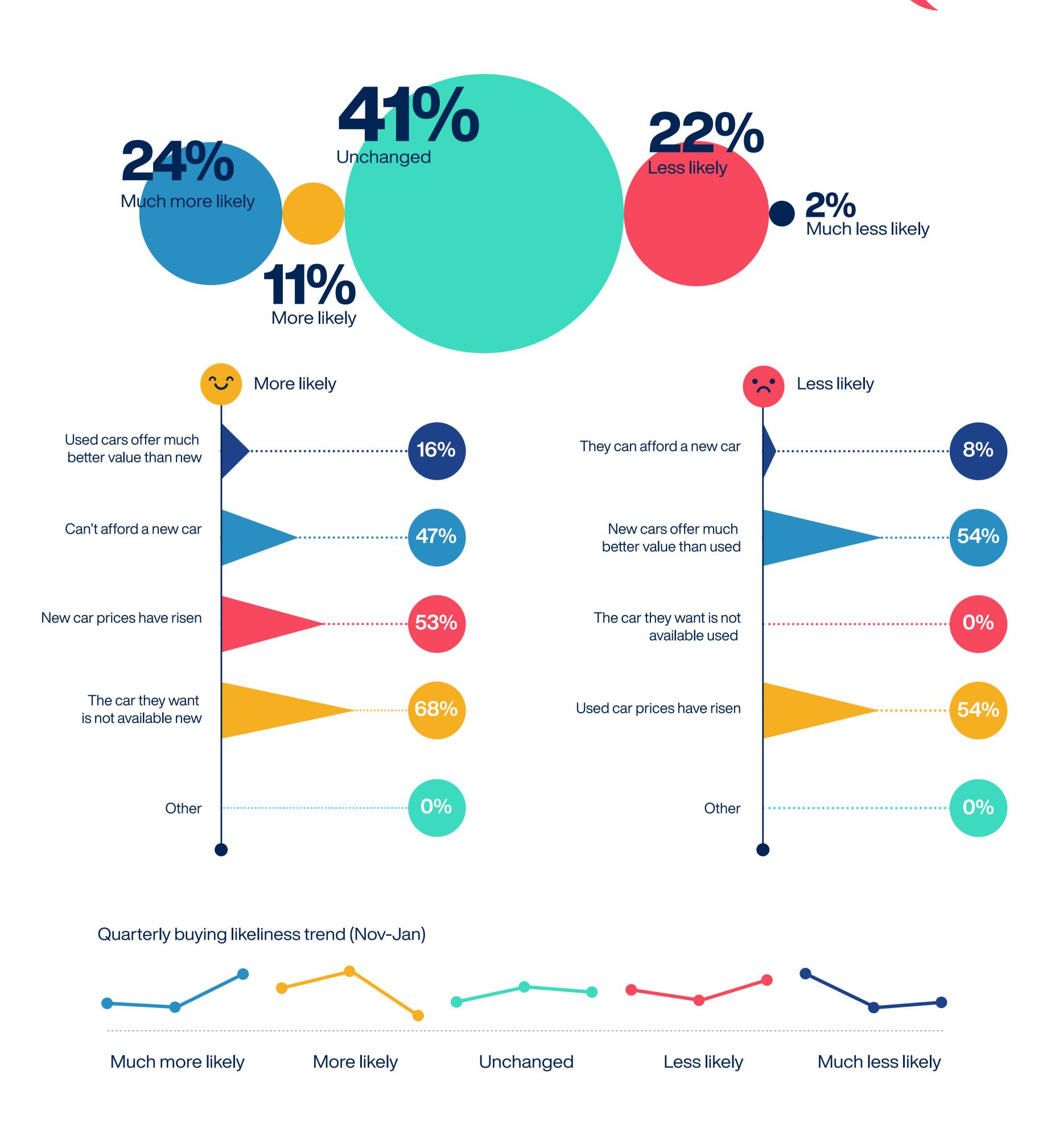
Question 2

What do you see as the biggest challenge(s) for your future retailing of used cars (choose any 3)?

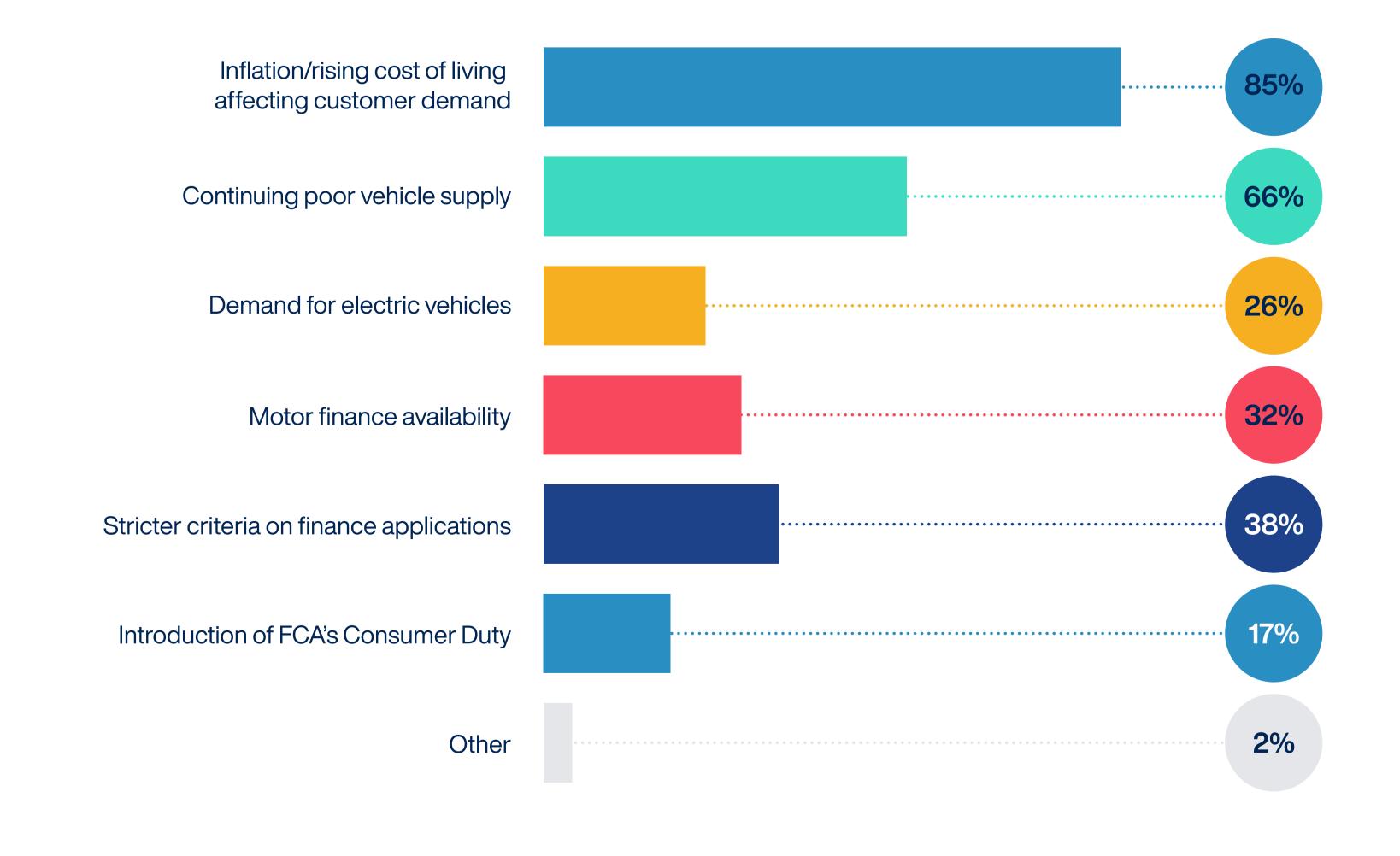


Question 3

Do you feel customers have become more likely to buy a used car rather than new in the last month?

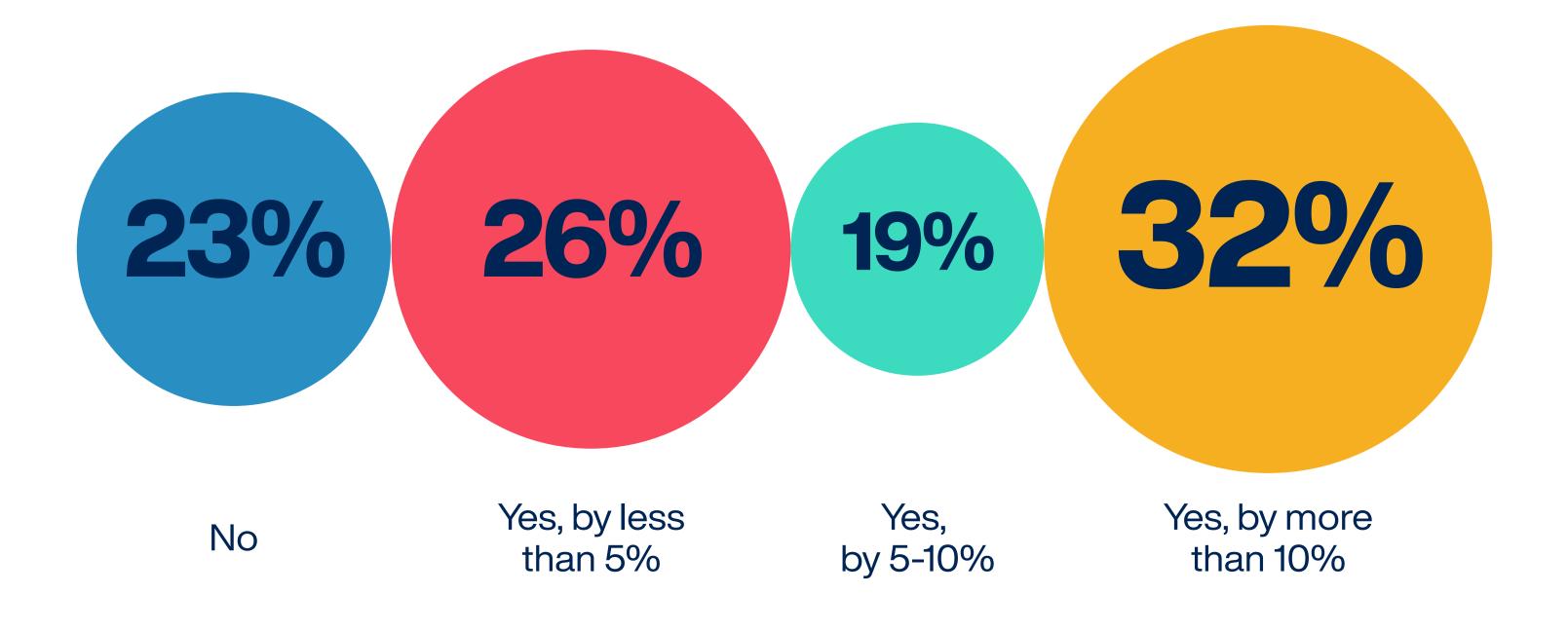


Question 4



Question 5

Do you think vehicle values and prices will fall during 2023?



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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