

YouGov Survey Results

Sample size: 2093 UK adults (18+), 1541 UK Adults who have previously bought a car

Fieldwork: 21st - 22nd March 2016

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, we would like you to think about car search websites (e.g. AutoTrader or Motors.co.uk)...

Still thinking about the most recent time you bought a car...

How easy or difficult did you find it to access useful information on car search websites? (If you did not use car search websites the last time you purchased a car, please select the 'Not applicable' option)

	Unweighted base	1541	767	774	62	194	258	341	686
Base: All UK Adults online who have previously bought a car		1504	752	751	72	212	263	331	625
Very easy	20%	24%	17%	34%	17%	19%	24%	18%	
Fairly easy	35%	37%	34%	30%	43%	41%	40%	28%	
Fairly difficult	5%	5%	6%	3%	11%	7%	7%	2%	
Very difficult	1%	1%	1%	-	-	2%	0%	1%	
Don't know/ can't recall	7%	5%	10%	7%	8%	7%	9%	6%	
Not applicable - I did not use car search websites the last time I purchased a car	30%	27%	33%	26%	20%	23%	19%	44%	

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Total	Social Grade		Region						
	ABC1	C2DE	North	Midlands	East	London	South	England	Wales

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	Unweighted base	1541	1006	535	377	235	128	187	334	1261	73
Base: All UK Adults online who have previously bought a car		1504	912	592	359	247	145	166	342	1259	70
Very easy	20%	18%	24%	20%	24%	26%	18%	18%	21%	21%	
Fairly easy	35%	37%	33%	34%	35%	41%	39%	35%	36%	26%	
Fairly difficult	5%	6%	4%	7%	6%	4%	8%	3%	6%	7%	
Very difficult	1%	1%	1%	0%	1%	2%	3%	1%	1%	1%	
Don't know/ can't recall	7%	7%	7%	7%	6%	6%	7%	9%	7%	7%	
Not applicable - I did not use car search websites the last time I purchased a car	30%	31%	30%	32%	28%	22%	25%	33%	30%	38%	

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Total	Working status								
	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

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Still thinking about the most recent time you bought a car...

How easy or difficult did you find it to access useful information on car search websites? (If you did not use car search websites the last time you purchased a car, please select the 'Not applicable' option)

Unweighted base	1541	167	40	732	220	952	36	404	34	115
Base: All UK Adults online who have previously bought a car	1504	133	41	713	215	928	44	379	36	116
Very easy	20%	19%	21%	20%	20%	20%	38%	16%	22%	29%
Fairly easy	35%	36%	38%	43%	34%	41%	22%	25%	41%	27%
Fairly difficult	5%	5%	1%	8%	6%	8%	1%	2%	-	2%
Very difficult	1%	-	2%	1%	2%	1%	7%	1%	-	-
Don't know/ can't recall	7%	7%	4%	7%	11%	8%	7%	5%	13%	9%
Not applicable - I did not use car search websites the last time I purchased a car	30%	33%	34%	21%	26%	22%	25%	51%	24%	32%