

Two large, stylized arrows pointing upwards and to the right. The front arrow is grey and the back arrow is blue. They are positioned on the right side of the page, partially overlapping the text area.

FINANCIAL CONDUCT AUTHORITY

Consumer Survey: Awareness of the relationship between vehicle dealerships and motor finance companies

Technical Annex

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1. Introduction

Critical Research ran the **Awareness of the relationship between vehicle dealerships and motor finance companies survey** for the FCA from 10 to 30 December 2025, under the direction of James Hopkins.

This technical note explains how we designed the survey – including sampling and data collection, data cleaning, and data weighting.

We were supported throughout by the FCA Market Research team, who delivered a first draft of the questionnaire.

Gary Bennett, a statistical consultant and MD of The Stats People, agreed the sampling and weighting approach with our own statistician, Dave Saville. The Stats People were well placed to advise on this, as they provide statistical consultancy for the FCA's [Financial Lives survey](#).

Both statisticians have confirmed that the details set out in this technical annex are correct.

2. Data collection method

A large-scale quantitative survey was conducted using an online self-completion questionnaire with audiences recruited from multiple online access panels.

2.1. Sampling approach and sample sizes

The main population of interest for this research was UK adults who had arranged motor finance (MF) from a dealership since 2007. Reliable profiling information for this specific population was not available, however, and it is likely to differ demographically from a nationally representative sample of all UK adults.

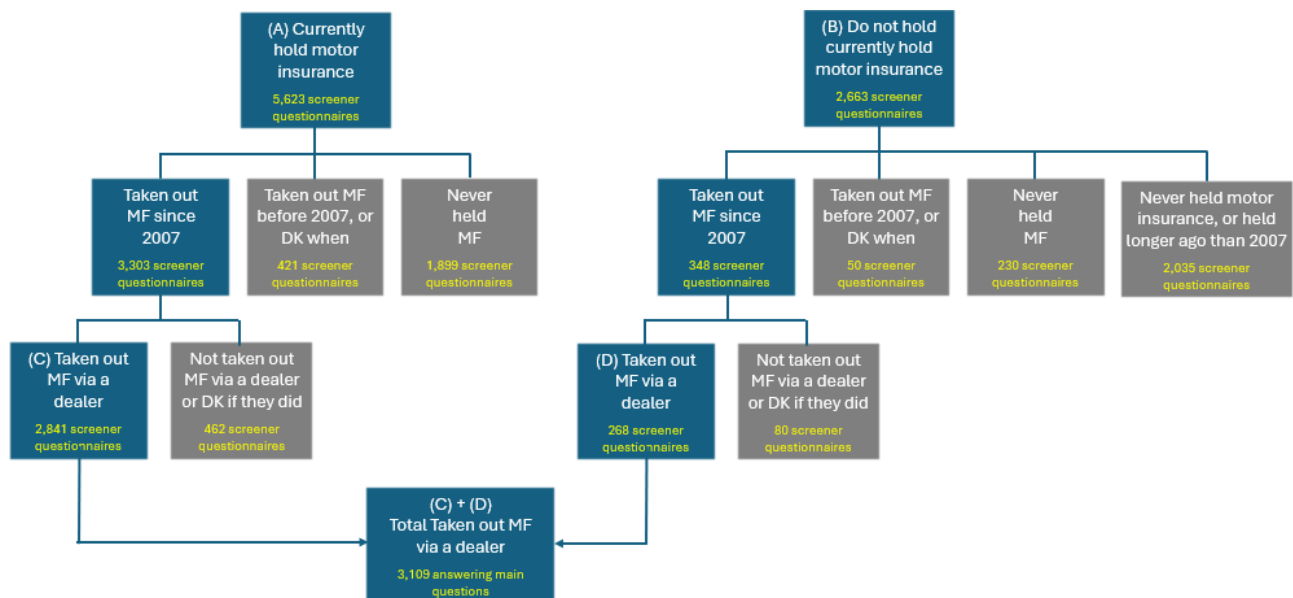
It was important to ensure these differences were represented in our sampling to ensure the final survey sample of interest was not biased. To overcome this, the survey sampled a population of motor insurance holders (i.e. vehicle owners who may or may not have used motor finance), within which our main population of interest sits. Good profiling data of this population exists within the Financial Lives 2024 survey (FLS) dataset, providing reliable targets for both quota control and weighting. More information about the FLS dataset and its quality can be found in the Financial Lives [Technical Report](#).

Motor insurance holders, past and present, were screened to ascertain who had had motor finance since 2007. Respondents who had motor insurance at the time of the survey (or had had it in the past) but had not taken motor finance from a dealership since 2007 were not taken through the full survey. However, their screening characteristics were retained to ensure the wider population of motor insurance holders was well represented by key demographics.

We screened for past holders of motor insurance, because some holders of motor finance since 2007 will not sit within the population of current motor insurance holders. Even though, proportionally, this number of holders of motor finance since 2007 would be small, including them in the survey is important, to achieve as wide and accurate a coverage as possible of the target audience.

The relevant populations and screening information is shown in Figure 1. ¹

Figure 1. Populations and screening information for qualification into the survey

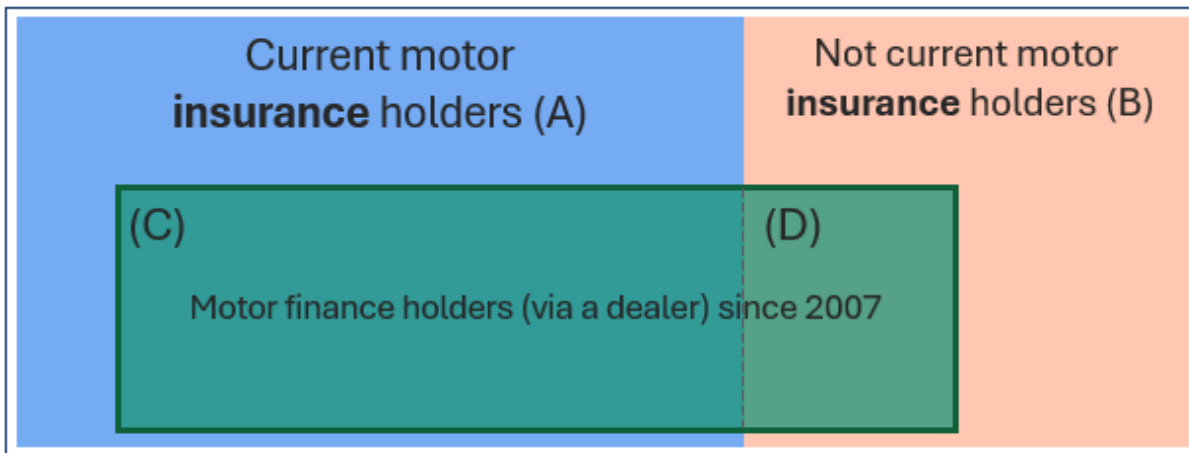


Populations A and B together represent all UK adults, among whom 8,286 screener interviews were conducted. 5,177 of these provided valuable information for weighting the results and did not complete the main questionnaire; 3,109 provided screening information and were taken through the main part of the questionnaire.

In summary, there are 4 populations that are relevant to the sample (and weighting) design of this research, which can also be visualised as shown in Figure 2.

¹ The sample size for the interviews taken through the main survey questions (3,109) is the size after data cleaning.

Figure 2. Populations and sub-populations of interest



2.2. Quota controls and interviews achieved

Invitations to the survey were sent out to a broadly nationally representative sample of individuals, using age and sex.

We did not set quotas for population (B), as it was expected (and indeed this proved to be the case) that most motor finance holders who had arranged their agreement through a dealer since 2007 would be found within the population (A). All qualifying interviews from population (B) were allowed into the survey (ie the 268 achieved interviews, after data cleaning).

Rather, quota-setting focused on the larger motor insurance population (A), with quotas set using FLS 2024 data. FLS 2024 shows that 64% of UK adults are current holders of motor insurance.

The population (A) primary quotas were age within sex, and two measures of affluence, i.e. housing tenure and working status – as set out in Table 1. A correct spread of interviews by English region and devolved nation was also included. Section 5 explains how weighting corrects for differences in the target and achieved number of interviews.

Table 1. Quota control applied to fieldwork and corresponding achieved number of screener interviews

Primary quotas – current motor insurance holders (A)	FLS 2024		
	Incidence	Target	Achieved
Male x 18-24	3.0%	168	169
Male x 25-34	6.7%	376	223
Male x 35-44	8.1%	455	298
Male x 45-54	8.8%	494	579
Male x 55-64	9.6%	539	615

Male x 65-74	8.3%	466	587
Male x 75+	6.1%	342	227
Female x 18-24	2.7%	152	201
Female x 25-34	7.3%	410	298
Female x 35-44	8.6%	483	358
Female x 45-54	8.6%	483	636
Female x 55-64	9.0%	505	662
Female x 65-74	8.7%	488	540
Female 75+	4.5%	253	221
Own outright	35.3%	1973	2,464
Mortgage	36.6%	2046	1,599
Renting	20.9%	1168	1,349
Rent free/ Sheltered housing/ Comes with job / Other	7.2%	402	177
Employed	58.1%	34	34
Self employed	7.2%	3267	3,027
Unemployed	1.9%	405	422
Retired	28.8%	107	124
Other (Semi-retired, Student, Sick, Other)	4.0%	1619	1,651
Total	100%	5,623	5,623

3. Questionnaire

The questionnaire was designed by the FCA with input from Critical Research. As well as questions about motor finance and the use of lenders, additional demographic questions were included for quota control and weighting, and to provide additional analysis groups. See Section 7 for a copy of the questionnaire.

3.1. Programming and quality control

The questionnaire was scripted and administered using bespoke survey software (Askia). Routing was checked using data flooding before the survey was piloted. Data-flooding involves randomly generating surveys which follow the programmed routing of the survey. Analysis of the flooding results, including base sizes at each question, can highlight any programming errors, or any questions and answer options which are unintentionally inaccessible.

3.2. Pilot

The questionnaire was trialled with 201 respondents completing a full survey, from 4 to 8 December 2025. This served to check whether questions were working as intended, including whether any unexpectedly high levels of 'don't know' responses at any question indicated that

the question was not being understood as intended. Answers to a standard closing pilot question “any other comments or difficulties completing” were also reviewed.

Results were analysed and some questions were modified and some new ones were added. These changes meant that the 201 pilot interviews were not included in the total number of completes.

4. Data cleaning

4.1. Quality control

A trap question was included in the questionnaire to ensure a human was responding, and that they were paying attention. An honesty question was also included, whereby respondents had to self-certify that they would read the questions thoroughly and answer truthfully. Respondents failing either the trap question (216 respondents) or the honesty question (13 respondents) were automatically removed from the entire survey, ie from the screener questionnaire and, if they completed it, from the main questionnaire.

Steps were then taken to remove speeders, duplicate responses and inconsistent responses, using a data cleaning (or quality control (QC)) process. This process allocated points to QC offences: main questionnaire respondents with 3 or more points were removed from the entire survey. The points-allocation process ensures that a mis-click or error is tolerated, but serious or multiple QC failing results in the respondent being removed fully from the data.

Points allocation, and the number of respondents to whom those points were allocated, are shown in Table 2. As offences totalling 2 points or less are tolerated, a total of 254 respondents were removed.

Hence, a total of 483 respondents were removed from the survey for failing either the trap question, the honesty question, or for a points-based offence.

Table 2. Quality control points allocation and removals

Quality control processes	Points	Count
Time taken to complete the questionnaire was less than 155 secs (45% of the median time of 344 seconds) (only applies to motor finance interviews, i.e. DV1=1)	3 points	204
Comments and data appeared duplicated from another data record, or other obvious 'cheating' (such as offensive text or pasting in unrelated text into open questions)	3 points	5
Review of open-ended responses at Q11 indicates respondent had used leasing or salary sacrifice, not motor finance	3 points	7
Time taken to complete the questionnaire was less than 240 secs (60% of the median time of 344 seconds) (only applies to motor finance interviews, i.e. DV1=1)	2 points	320
Inconsistent responses: D1 & Q2_Q7_DV (Took out motor finance >10 years ago, but is aged <25)	2 points	4
Inconsistent responses: Q4_Q9_DV & Q11 (Top-boxing, i.e. Audi and Advantage)	2 points	25
Comments at this open question were not an honest attempt to answer (Q21)	1 point	10

Inconsistent responses: D1, D4 & D6 (Aged <31, but Own Home Outright & HH income <£30k)	1 point	26
Inconsistent responses: D3 & D8 (London, but Rural)	1 point	25
Inconsistent responses: CD1=0 and CD3=1; CD1=10 and CD3=5 (not at all confident in managing money, but strongly agree to being a confident and savvy FS consumer (or very confident ... but strongly disagree))	1 point	10
Inconsistent responses: Q4_Q9_DV & Q11 (Odd combinations of lender and car brand)	1 point	204
Total removed from survey due to point scoring (3+ points)		254

4.2. Review of captive lender arrangements

Survey answers were reviewed line by line (i.e. respondent by respondent) for both make of car and name of lender, to establish whether each respondent was likely to have used a captive lender (one that is wholly or partly owned by the vehicle manufacturer) or not, including whether there was any doubt. Small adjustments to the data, compared to the respondents' own recollections, were made as a result:

- Respondents who named a captive lender, but that lender is not owned or not part-owned by the manufacturer of the vehicle they purchased, were recoded to '*Type of lender: unknown*'
- Respondents who could not recall the lender's name, but said they purchased a vehicle from a franchised dealership of a manufacturer who has a captive lender and they used the vehicle manufacturer's own lender, were recoded to '*Type of lender: Likely to have used a captive lender*' from '*unknown*'. In reporting, results for these respondents were combined with results for those respondents who named a captive lender
- Respondents who could not recall the lender's name and said they purchased a vehicle from an independent dealership were recoded to '*Type of lender: likely to have used other type of lender*' from '*unknown*'. In reporting, results for these respondents were combined with results for those respondents who used another type of lender (not a captive)
- Respondents who could not recall the lender's name and purchased a vehicle from a franchised dealership but said they used a different finance company (not the vehicle manufacturer's company) were recoded to '*Type of lender: likely to have used other type of lender*' from '*unknown*'. In reporting, results for these respondents were combined with results for those respondents who used another type of lender (not a captive)
- Respondents who could not recall the lender's name and purchased a vehicle from a franchised dealership and said they used the vehicle manufacturer's own lender - but that manufacturer does not have a captive lender - were recoded to '*Type of lender: likely to*

have used other type of lender' from 'unknown'. In reporting, results for these respondents were combined with results for those respondents who used another type of lender (not a captive)

- Respondents who gave other open-ended responses at Q11 were reviewed against their earlier responses (e.g. vehicle brand, dealership type, and whether they said they used the manufacturer's own finance company or not) and recoded accordingly

The resultant breakdown by lender type - of the 3,109 full interviews with adults who had taken out motor finance since 2007 - is shown in Table 3.

Table 3. Review of captive lender arrangements, showing the adjustments made

Sample sizes	Achieved interviews	
	Original	Adjusted
Captive lender	1,299	1,103
Likely to have used a captive lender	-	107
Other type of lender	1,143	1,208
Likely to have used other type of lender	-	336
Unknown type of lender	667	355
Total	3,109	3,109

5. Weighting

5.1. Using motor insurance profiles

Because data quality control and sampling processes mean that quota targets are not met precisely, additional corrections can be made with weighting. It is also an opportunity to correct for other geodemographic measures not quota-controlled at the sampling stage.

The primary population covered by the survey is motor finance holders who took out an agreement with a dealer since 2007 (populations C and D). This population sits within the wider population of current motor insurance holders and of those who are not current holders (A and B). These populations (A) and (B) each have reliable profiling information from FLS 2024. Hence, the **motor finance captive lenders survey** findings can be weighted to FLS 2024 profile information.

By weighting the populations of motor insurance holders (A) and of non-motor insurance holders (B) to known profiles from FLS 2024, when combined our sub-populations of motor finance holders (C) and (D) are likely to be representative too, i.e. of UK adults who took out motor finance from a dealership since 2007.

5.2. Weighting variables and efficiency

RIM weighting was used, whereby several dimensions are introduced into a weighting algorithm, and the best solution for meeting targets is calculated using specialist weighting software (Askia). The following key demographics were used, with targets sourced from FLS 2024

- Age x Sex (14 cells)
- Household tenure (5 cells)
- Employment status (5 cells)
- Ethnicity (5 cells)
- Nation/ region (12 cells)

A greater number of cells reduces weighting efficiency. The effectiveness of the weighting was monitored by balancing:

- Proximity of the achieved sample to the intended targets
- Achieving a high overall effective sample size for interviews (>70%)
- A reasonable distribution of weights so that the majority of cases receive a small weight
- Capping individual weights to ensure no weight is too extreme (the achieved range was 0.1 to 4.9)

Weighting efficiencies and effective sample sizes (i.e. the sample size used for any significance testing or confidence intervals) are shown in Table 4.

Table 4. Weighting efficiency and effective sample sizes

Sample sizes achieved	Weighting outcome		
	Un-weighted	Efficiency	ESS
Motor insurance holders (A)	5,623	74.6%	4,193
Motor finance holders through a dealership since 2007 (C)	2,841	74.5%	2,298
Do not currently hold motor insurance (B)	2,663	71.3%	1,900
- Motor finance holders through a dealership since 2007 (D)	268	72.4%	194
Total motor finance holders through a dealership since 2007 (C) + (D)	3,109	73.9%	2,298

5.3. Final adjustment to the weighting algorithm

A final adjustment was made to ensure the interviewed samples in population A (motor insurance current holders) and B (everyone else, i.e. not current holders of motor insurance) were included in the correct proportions. Weighted FLS 2024 data show these should be in the proportion of 64% and 36%, and this final weighting step adjusted the ratio from 68% and 32% observed in the unweighted data.

5.4. Weighting targets

For each weighting dimension included in the final algorithm, Tables 5 to 11 show the weighting targets (derived from FLS 2024), the interviews achieved, and therefore the average weights per cell, highlighted to show in which cells the weighting has greater emphasis (red) or less emphasis (blue).

Table 5. Weighting dimension: Age x Sex

Age	Currently hold motor insurance (A)			Do not currently hold motor insurance (B)		
	Target interviews	Achieved interviews	Average weight	Target interviews	Achieved interviews	Average weight
Male x 18-24	168	169	0.997	238	231	1.031
Male x 25-34	376	223	1.687	289	206	1.401
Male x 35-44	455	298	1.526	214	141	1.521
Male x 45-54	494	579	0.853	159	159	0.999
Male x 55-64	539	615	0.876	135	147	0.918
Male x 65-74	466	587	0.794	74	91	0.814
Male x 75+	342	227	1.509	58	30	1.941

Female x 18-24	152	201	0.754	246	362	0.68
Female x 25-34	410	298	1.375	286	273	1.047
Female x 35-44	483	358	1.349	230	257	0.896
Female x 45-54	483	636	0.759	191	216	0.882
Female x 55-64	505	662	0.763	193	210	0.92
Female x 65-74	488	540	0.904	175	240	0.728
Female x 75+	253	221	1.143	159	84	1.891
Unknown	9	9	1.000	16	16	1.000

Table 6. Weighting dimension: Individual household tenure

Individual household tenure	Currently hold motor insurance (A)			Do not currently hold motor insurance (B)		
	Target interviews	Achieved interviews	Average weight	Target interviews	Achieved interviews	Average weight
Own outright	1973	2464	0.801	385	604	0.638
Mortgage	2046	1599	1.279	419	418	1.002
Renting	1168	1349	0.866	1384	1243	1.113
Rent free/ Sheltered/ Other	402	177	2.273	398	321	1.241
Unknown	34	34	1.000	77	77	1.000

Table 7. Weighting dimension: Employment status

Employment status	Currently hold motor insurance (A)			Do not currently hold motor insurance (B)		
	Target interviews	Achieved interviews	Average weight	Target interviews	Achieved interviews	Average weight
Employed	3267	3027	1.079	1430	1241	1.152
Self employed	405	422	0.959	125	265	0.472
Unemployed	107	124	0.862	266	206	1.293
Retired	1619	1651	0.981	514	456	1.127
Other employment status	225	399	0.564	328	488	0.671

Table 8. Weighting dimension: Ethnicity

Ethnicity	Currently hold motor insurance (A)			Do not currently hold motor insurance (B)		
	Target interviews	Achieved interviews	Average weight	Target interviews	Achieved interviews	Average weight
White	5080	4962	1.024	1983	1978	1.003
Black & Black British	118	248	0.475	179	272	0.659
Asian & Asian British	297	264	1.126	324	226	1.435

Mixed / multiple ethnic groups	90	120	0.748	108	131	0.825
Other	22	13	1.725	42	30	1.406
Prefer not to say	16	16	1.000	26	26	1.000

Table 9. Weighting dimension: English region and nation

English region and nation	Currently hold motor insurance (A)			Do not currently hold motor insurance (B)		
	Target interviews	Achieved interviews	Average weight	Target interviews	Achieved interviews	Average weight
North West	602	571	1.054	314	267	1.177
North East	219	246	0.891	112	138	0.81
Yorkshire and The Humber	455	530	0.859	221	227	0.974
West Midlands	500	498	1.005	226	252	0.898
East Midlands	467	485	0.962	152	177	0.858
East of England	585	521	1.122	202	217	0.933
London	427	479	0.892	605	532	1.136
South West	562	533	1.055	170	182	0.936
South East	872	888	0.981	290	330	0.88
Scotland	461	442	1.043	218	184	1.187
Wales	298	333	0.895	99	116	0.849
Northern Ireland	174	97	1.797	53	34	1.566

Table 10. Weighting dimension: Household income

Household income	Currently hold motor insurance (A)			Do not currently hold motor insurance (B)		
	Target interviews	Achieved interviews	Average weight	Target interviews	Achieved interviews	Average weight
Less than £15k	487	459	1.062	710	651	1.091
£15k - <£30k	1142	1240	0.921	633	727	0.871
£30k - <£50k	1343	1624	0.827	483	581	0.832
£50k - <£70k	910	930	0.978	227	244	0.929
£70k - <£100k	661	670	0.986	174	140	1.246
£100k+	872	491	1.775	264	149	1.773
Unknown	209	209	1.000	171	171	1.000

Table 11. Weighting dimension: Motor insurance holders vs non holders

Motor insurance holding	Currently hold motor insurance (A)			Do not currently hold motor insurance (B)		
	Target interviews	Achieved interviews	Average weight	Target interviews	Achieved interviews	Average weight
Motor ins. holders vs non holders	5306	5623	0.944	2980	2663	1.119

6. Survey strengths and limitations

6.1. Strengths

Weighting results to reliable profile information from FLS

While profile information was not known about the specific population of interest (UK adults who have arranged motor finance from a dealership since 2007), FLS 2024 survey provides a reliable profile of the wider population within which this population sits.

By using a quota-controlled sample of current motor insurance holders and a non-quota-controlled sample of those who were not current holders of motor insurance, and by weighting these samples to known targets, the sub-sample of most interest (i.e. adults who have arranged motor finance from a dealership since 2007) is also reflective of the population it represents.

Including all sub-groups of interest

By identifying the small group of people who are not current motor insurance holders, but who have taken out motor finance from a dealership in the period of interest, ensures all relevant motor finance holders can be represented in the survey.

Large sample size

Having over 3,100 respondents complete the main questionnaire provides a very robust basis on which to draw conclusions. The impact of sampling and weighting reduces the effective sample size, but an effective sample size of just over 2,200 interviews still results in small margins of sampling error and small confidence intervals - which can be helpful when comparing sub-groups.

Data flooding and pilot corrections

A data flooding stage, ahead of the survey, was important to ensure the questionnaire programming was error-free.

The opportunity to review the results from the pilot highlighted questions that were open to misinterpretation. Introducing a short review period meant that question wording could be tightened, and where necessary additional questions and response options could be included. After the pilot, some reassurance text was also added to the script, indicating that it was acceptable for respondents to not know or to not recall specific information.

Robust data cleaning protocols

As detailed in Section 4.1, all respondents' answers were assessed, using tried and tested techniques. It is important to have a balanced approach and allow some leeway when assessing responses to self-completion questionnaires. Small mistakes are tolerated but rushing or answers which indicate low attention resulted in some respondents being removed from the final sample. Coupled with reminding respondents that "cannot recall" answers are allowable, the quality control processes have resulted in what we recommend as a reliable data set.

6.2. Limitations

Online panels as the sampling source

The research was conducted using blended online access panels drawn from several large UK panel providers. While this approach allows efficient access to a diverse sample and is standard practice for large-scale regulatory research, it relies on individuals who are willing and able to participate in online surveys. As a result, the sample may under-represent people who are less digitally engaged, despite weighting to known population benchmarks from FLS 2024.

Reliance on respondent recall

The survey asked respondents to reflect on their most recent dealer-arranged motor finance agreement since 2007. Although the questionnaire was designed to focus on the most recent agreement and included explicit encouragement to select "don't know" or "can't remember" where appropriate, survey findings still rely on self-reported recall. This recall may be imperfect, particularly for agreements entered into several years ago, and especially in relation to lender names, disclosure details, dealership branding, and other perceptions at the time of purchase. Whilst recall of this information is valuable in assessing consumer understanding and experience, the survey should not be interpreted as providing definitive evidence of what firms did or did not disclose in individual cases.

Effective sample sizes for some subgroups

The data were weighted to reflect the known profile of current motor insurance holders and of adults not currently holding motor insurance - using FLS 2024 targets across age, sex, region, employment status, household tenure, and household income. Whilst the sample size supports robust analysis of key subgroups (such as users of captive lender arrangements versus other types of arrangement), the sample size for some groups is small (for example, adults who used a captive lender AND had low financial capability).

7. Full questionnaire

7.1. Screener questions and opening demographics

Intro [ASK ALL]

Thank you for choosing to take part in this research for the Financial Conduct Authority (FCA).

The FCA is responsible for making sure the financial services industry is meeting the needs of everyone in the UK and protects people when it comes to money and using services like credit cards, bank accounts, insurance and home insurance.

Please rest assured, this is professional market research. Anything you say is confidential, held anonymously and used only for research purposes.

Please do bear in mind that, if you do not know or cannot recall something, that can be really useful information.

D1. [ASK ALL]

How old are you?

ENTER ACTUAL AGE. **CLOSE IF UNDER 18.**

Record numeric or Prefer not to say

D1A. [ASK D1 = PNTS]

Could you answer in the following age ranges?

1. Under 18 **[THANK AND CLOSE]**
2. 18-24
3. 25-29
4. 30-34
5. 35-39
6. 40-44
7. 45-49
8. 50-54
9. 55-59
10. 60-64
11. 65-69
12. 70-74
13. 75-79
14. 80-84
15. 85+
16. Prefer not to say **[THANK AND CLOSE]**

D2. [ASK ALL]

Are you...?

1. Male
2. Female
3. Prefer to self-define (write in)
4. Prefer not to say

D3. [ASK ALL]

In which of the following English regions or nations of the UK do you live?

1. North East
2. North West
3. Yorkshire and the Humber
4. West Midlands
5. East Midlands
6. East of England
7. London
8. South East (not London)
9. South West
10. Scotland
11. Wales
12. Northern Ireland

D4. [ASK ALL]

Which of the following best describes how you occupy the property you currently live in?

1. I own it outright (I have **no mortgage**, or have paid off my mortgage in full)
2. I own it with a **residential mortgage**
3. I own it, with a **lifetime mortgage** (also known as equity release) **INFO BUTTON:** This is a long-term loan secured on your property. The usual arrangement is that the loan is not typically repaid until death or moving into care. Do not include a home reversion plan. [IF D1= 55+ or D1A = 9-15 (AGED 55+)]
4. I pay part rent and part mortgage (**shared ownership**)
5. I **rent** it **INFO BUTTON:** e.g. rent privately from the council or a social landlord, or paying rent to parent/s, relative/s or friend/s (at full or a reduced rate). Also include renting the whole property, house/ flat shares, house of multiple occupancy, renting a room, lodger.
6. I live **rent-free**, e.g. with my parent/s, with my partner, or in another relative's or a friend's property
7. I occupy it in some other way (write in)
8. Don't know

D5. [ASK ALL]

Which of the following best describes your current working status?

INFO BUTTON: If you are currently on **maternity leave, paternity leave, or another kind of parental leave**, please count yourself as still working for an employer or self-employed. If you are temporarily away from your work ill or on holiday, please count yourself as still working for an employer or self-employed.

1. Working for an employer(s) full-time (30 or more hours per week)
2. Working for an employer(s) part-time (less than 30 hours per week)
3. Self-employed or freelance full-time (30 or more hours per week)
4. Self-employed or freelance part-time (less than 30 hours per week)
5. Unemployed - looking and available for work
6. Unemployed - not looking for work
7. Retired
8. Semi-retired (drawing a pension or other income but still working)
9. Student
10. Long-term sick or disabled
11. Temporarily sick (no job to go to)
12. Looking after the home or family (incl. being a carer for a close family member)
13. Other (write in)
14. Don't know

D6. [ASK ALL]

What is your **total annual household income** from all sources (including benefits) **before tax** and other deductions?

1. Less than £5,000 a year or per annum (pa)
2. £5,000 to £9,999 pa
3. £10,000 to £14,999 pa
4. £15,000 to £19,999 pa
5. £20,000 to £29,999 pa
6. £30,000 to £39,999 pa
7. £40,000 to £49,999 pa
8. £50,000 to £59,999 pa
9. £60,000 to £69,999 pa
10. £70,000 to £99,999 pa
11. £100,000 to £149,999 pa
12. £150,000 to £249,999 pa
13. £250,000 or more pa
14. Don't know
15. Prefer not to say

D7 [ASK ALL]

Which of the following best describes your ethnic group?

White

1. English/ Welsh/ Scottish/ Northern Irish/ British
2. Irish
3. Gypsy or Irish traveller
4. Roma
5. Any other white background

Mixed/multiple ethnic groups

6. White and Black Caribbean
7. White and Black African
8. White and Asian
9. Any other mixed/ multiple background

Asian/Asian British

10. Indian
11. Pakistani
12. Bangladeshi
13. Chinese
14. Any other Asian background

Black/African/Caribbean/Black British

15. African background
16. Caribbean
17. Any other Black/ Black British or Caribbean background

Other ethnic group

18. Arab
19. Any other ethnic group
20. Prefer not to say

D8. [ASK ALL]

Which of these best describe the place you live most of the time?

1. A city or large town (including suburbs)
2. A small town
3. A village, hamlet or isolated dwelling in the countryside

D9. [ASK ALL]

Which of these insurance policies do you currently hold **in your own name or in joint names?**

Include any policies that are provided via a third party, e.g. by your employer, or as part of a current account benefits package.

Do not include any policies held by someone else but which cover you, e.g. contents insurance held by someone else in your household.

Select all that apply.

RANDOMISE CODES 1-4

1. Home contents insurance
2. Pet insurance
3. Travel insurance, either annual or single-trip
4. Motor insurance [QUALIFIES]
5. None of the above

D10. [ASK IF D9 NE 4 (DO NOT CURRENTLY HOLD MOTOR INSURANCE IN OWN NAME OR JOINT NAMES)]

You said you do not currently hold the following insurance policies in your own name or in joint names...

Have you held any of these insurance policies previously – say in the last 15-20 years?

Select all that apply.

RANDOMISE CODES 1-4

- | | |
|---|--|
| 1. Home contents insurance | [SHOW IF D9 NE 1] |
| 2. Pet insurance | [SHOW IF D9 NE 2] |
| 3. Travel insurance, either annual or single-trip | [SHOW IF D9 NE 3] |
| 4. Motor insurance [SHOW IF D9 NE 4] | [ALSO QUALIFIES; ELSE
THANK - SCREEN OUT] |
| 5. None of the above | |

7.2. Motor finance taken out via a dealership

Q1. [ASK D9=4 OR D10=4 (CURRENT MOTOR INSURANCE HOLDERS OR DO NOT HOLD NOW BUT HAVE HELD PREVIOUSLY)]

Have you **ever taken out** any of the following **motor finance products for personal use** only (i.e. excluding vehicles for business use)?

If you are unsure, please select the option you think is most likely.

- Hire Purchase Agreements (HP) **INFO BUTTON:** A type of borrowing, where you don't own the car/vehicle until you have paid in full. You pay an initial deposit and then the remainder in equal monthly instalments. Once you have paid all the instalments, you have the option to own the vehicle outright, usually by paying a small fee to transfer ownership to you.
- Personal Contract Purchase (PCP) **INFO BUTTON:** Similar to hire purchase (HP), where you pay a deposit and then monthly instalments. Unlike HP, you don't pay the full value of the car/vehicle, but the amount the vehicle is predicted to lose in value over the length of the contract. At the end of the contract, you can choose to own the car/vehicle outright by paying a large 'balloon payment' or return the car to the dealer.
- Conditional Sale: **INFO BUTTON:** Similar to hire purchase (HP), except you automatically own the car/vehicle when all the instalments have been repaid.

REVERSE CODES 1-2 FOR ALTERNATE RESPONDENTS

1. Yes – I currently hold at least one of these types of motor finance
2. Yes – I have held motor finance in the past but don't currently
3. No – I have never taken out motor finance [THANK AND CLOSE – SHORT SCREENER INTERVIEW]
4. Don't know [THANK AND CLOSE – SHORT SCREENER INTERVIEW]

Q2 [ASK IF Q1=1,2 (HAVE EVER HELD MOTOR FINANCE)]

Approximately, when did you **most recently** take out a motor finance agreement?

1. Within the last 12 months (i.e. in 2025)
2. 1-3 years ago (i.e. 2023 or 2024)
3. 3-5 years ago (i.e. 2021 or 2022)
4. 5-10 years ago (i.e. 2016 to 2020)
5. More than 10 years ago, but since 2007 (i.e. 2007 to 2015)
6. Before 2007 [THANK AND CLOSE – SHORT SCREENER INTERVIEW]
7. Not sure, but since 2007 (i.e. 2007 to 2025)
8. Don't know [THANK AND CLOSE – SHORT SCREENER INTERVIEW]

Q2A [ASK IF Q2=1-5,7 (HAVE HELD ONE OR MORE MOTOR FINANCE AGREEMENTS SINCE 2007)]

And can you remember the **specific year** you **most recently** took out a motor finance agreement?

AUTOCODE CODE 1 IF Q2=1 (WITHIN THE LAST 12 MONTHS) AND DO NOT SHOW

AUTOCODE CODE 20 IF Q2=7 (NOT SURE, BUT SINCE 2007) AND DO NOT SHOW

- | | |
|----------------|-------------------------------------|
| 1. 2025 | [AUTOCODE IF Q2=1] |
| 2. 2024 | [SHOW IF Q2=2] |
| 3. 2023 | [SHOW IF Q2=2] |
| 4. 2022 | [SHOW IF Q2=3] |
| 5. 2021 | [SHOW IF Q2=3] |
| 6. 2020 | [SHOW IF Q2=4] |
| 7. 2019 | [SHOW IF Q2=4] |
| 8. 2018 | [SHOW IF Q2=4] |
| 9. 2017 | [SHOW IF Q2=4] |
| 10. 2016 | [SHOW IF Q2=4] |
| 11. 2015 | [SHOW IF Q2=5] |
| 12. 2014 | [SHOW IF Q2=5] |
| 13. 2013 | [SHOW IF Q2=5] |
| 14. 2012 | [SHOW IF Q2=5] |
| 15. 2011 | [SHOW IF Q2=5] |
| 16. 2010 | [SHOW IF Q2=5] |
| 17. 2009 | [SHOW IF Q2=5] |
| 18. 2008 | [SHOW IF Q2=5] |
| 19. 2007 | [SHOW IF Q2=5] |
| 20. Don't know | [SHOW IF Q2=2-5] [AUTOCODE IF Q2=7] |

Q3 [ASK IF Q2=1-5,7 (HAVE HELD ONE OR MORE MOTOR FINANCE AGREEMENTS SINCE 2007)]

Thinking about when you **most recently** took out motor finance....

Was this for a new or used car/vehicle?

REVERSE CODES 1-2 FOR ALTERNATE RESPONDENTS

1. New car/vehicle
2. Used car/vehicle

Q4 [ASK IF Q2=1-5,7 (HAVE HELD ONE OR MORE MOTOR FINANCE AGREEMENTS SINCE 2007)]

Which brand was this vehicle?

1. Audi
2. BMW/ MINI
3. Fiat
4. Ford
5. Honda
6. Hyundai
7. Kia
8. Land Rover/ Jaguar
9. Mercedes-Benz
10. MG
11. Nissan
12. Peugeot
13. Renault
14. SEAT
15. Skoda
16. Tesla
17. Toyota/ Lexus
18. Vauxhall/ Opel
19. Volkswagen
20. Volvo
21. Other (write in)
22. Don't know

Q5 [ASK IF Q2=1-5,7 (HAVE HELD ONE OR MORE MOTOR FINANCE AGREEMENTS SINCE 2007)]

What type of dealership did you buy the vehicle from?

If you are unsure, please select the response that you think is most likely to be correct.

REVERSE CODES 1-2 FOR ALTERNATE RESPONDENTS

1. Franchised/ manufacturer-affiliated dealership: A dealership linked to a manufacturer, selling mainly one car brand (e.g. Ford, BMW). The car brand's name and logo are usually displayed prominently inside and outside the premises, even when selling used cars (e.g. Lookers Ford, Sytner BMW). This includes online manufacturer-affiliated dealerships, which usually display prominently the car brand's name and logo across the website.
2. Independent dealership: A dealership that is not tied to a particular manufacturer and may sell a wide range of cars from different brands (e.g. Bristol Street Motors,

Arnold Clark, Motorpoint, or smaller local car dealers). This includes online-only marketplaces who sell cars directly to consumers (e.g. Cinch).

3. Bought privately (e.g. from a friend or private seller), not from a dealership

Q6 [ASK IF Q5=1,2 (HAVE HELD ONE OR MORE MOTOR FINANCE AGREEMENTS SINCE 2007 AND MOST RECENT AGREEMENT INVOLVED A VEHICLE BOUGHT FROM A DEALERSHIP)]

Who provided or arranged the motor finance agreement?

1. The dealership arranged it for me
2. A separate broker or finance intermediary arranged it
3. I arranged it myself directly with a finance company or lender
4. Don't know

Q6a [ASK IF Q6=2,4 (MOST RECENT MOTOR FINANCE WAS ARRANGED BY A BROKER OR FINANCE INTERMEDIARY OR DON'T KNOW HOW IT WAS ARRANGED)]

Was this finance arranged through a dealership, even if the dealership used a separate broker or finance company?

REVERSE CODES 1-2 FOR ALTERNATE RESPONDENTS

1. Yes - it was arranged through a dealership
2. No - it was arranged separately, not through a dealership

Q6b [ASK IF Q5=3 OR Q6=3 OR Q6a=2 (MOST RECENT MOTOR FINANCE AGREEMENT WAS FOR A VEHICLE BOUGHT PRIVATELY, OR THE VEHICLE WAS BOUGHT FROM A DEALERSHIP BUT THE FINANCE WAS ARRANGED SEPARATELY - NOT THROUGH THE DEALERSHIP)]

You mentioned that your most recent motor finance agreement was not arranged through a dealership.

Since 2007, have you ever taken out a motor finance agreement **that was arranged through a dealership** (for a new or used vehicle)?

INFO BUTTON: By 'motor finance agreement' we mean either a Hire Purchase (HP), Personal Contract Purchase (PCP) or Conditional Sale agreement that you took out for personal use since 2007 (i.e. excluding vehicles for business use)?

1. Yes
2. No [THANK AND CLOSE - SHORT SCREENER INTERVIEW]
3. Don't know [THANK AND CLOSE - SHORT SCREENER INTERVIEW]

Q7 [ASK IF Q6b=1 (MOST RECENT MOTOR FINANCE AGREEMENT WAS FOR A VEHICLE BOUGHT PRIVATELY, OR THE VEHICLE WAS BOUGHT FROM A DEALERSHIP BUT THE FINANCE WAS ARRANGED SEPARATELY - NOT THROUGH THE DEALERSHIP, BUT HAVE ARRANGED MOTOR FINANCE SINCE 2007 FROM A DEALERSHIP)]

From this point onwards, please answer all questions thinking about the motor finance agreement you told us you arranged through a dealership (at the previous question).

Approximately, when did you **most recently** take out a motor finance agreement from a **dealership**?

1. Within the last 12 months (i.e. in 2025)
2. 1-3 years ago (i.e. 2023 or 2024)
3. 3-5 years ago (i.e. 2021 or 2022)
4. 5-10 years ago (i.e. 2016 to 2020)
5. More than 10 years ago, but since 2007 (i.e. 2007 to 2015)
6. Not sure, but since 2007 (i.e. 2007 to 2025)

Q8 [ASK IF Q6b=1 (MOST RECENT MOTOR FINANCE AGREEMENT WAS FOR A VEHICLE BOUGHT PRIVATELY, OR THE VEHICLE WAS BOUGHT FROM A DEALERSHIP BUT THE FINANCE WAS ARRANGED SEPARATELY - NOT THROUGH THE DEALERSHIP, BUT HAVE ARRANGED MOTOR FINANCE SINCE 2007 FROM A DEALERSHIP)]

Thinking about when you most recently took out motor finance from a dealership....

Was this for a new or used vehicle?

REVERSE CODES 1-2 FOR ALTERNATE RESPONDENTS

1. New car/vehicle
2. Used car/vehicle

Q9 [ASK IF Q6b=1 (MOST RECENT MOTOR FINANCE AGREEMENT WAS FOR A VEHICLE BOUGHT PRIVATELY, OR THE VEHICLE WAS BOUGHT FROM A DEALERSHIP BUT THE FINANCE WAS ARRANGED SEPARATELY - NOT THROUGH THE DEALERSHIP, BUT HAVE ARRANGED MOTOR FINANCE SINCE 2007 FROM A DEALERSHIP)]

Which brand was this vehicle?

1. Audi
2. BMW/ MINI
3. Fiat
4. Ford
5. Honda
6. Hyundai
7. Kia
8. Land Rover/ Jaguar
9. Mercedes-Benz
10. MG
11. Nissan
12. Peugeot
13. Renault
14. SEAT
15. Skoda
16. Tesla
17. Toyota/ Lexus
18. Vauxhall/ Opel
19. Volkswagen
20. Volvo
21. Other (write in)
22. Don't know

Q10 [ASK IF Q6b=1 (MOST RECENT MOTOR FINANCE AGREEMENT WAS FOR A VEHICLE BOUGHT PRIVATELY, OR THE VEHICLE WAS BOUGHT FROM A DEALERSHIP BUT THE FINANCE WAS ARRANGED SEPERATELY - NOT THROUGH THE DEALERSHIP, BUT HAVE ARRANGED MOTOR FINANCE SINCE 2007 FROM A DEALERSHIP)]

What type of dealership did you buy the vehicle from?

If you are unsure, please select the response that you think is most likely to be correct.

REVERSE CODES 1-2 FOR ALTERNATE RESPONDENTS

1. Franchised/ manufacturer-affiliated dealership: A dealership linked to a manufacturer, selling mainly one car brand (e.g. Ford, BMW). The car brand's name and logo are usually displayed prominently inside and outside the premises, even when selling used cars (e.g. Lookers Ford, Sytner BMW). This includes online manufacturer-affiliated dealerships, which usually display prominently the car brand's name and logo across the website
2. Independent dealership: A dealership that is not tied to a particular manufacturer and may sell a wide range of cars from different brands (e.g. Bristol Street Motors, Arnold Clark, Motorpoint, or smaller local car dealers). This includes online-only marketplaces who sell cars directly to consumers (e.g. Cinch).

DV1 [CODE TO ALL]

Derived variable to summarise qualification for the survey.

1. **Qualified:** Have taken out one or more motor finance agreements from a dealership since 2007 [IF Q6=1 OR Q6a=1 OR Q6b=1]
2. **Not qualified:** Have not taken out a motor finance agreement from a dealership since 2007 or don't know if they have or not [ELSE]

Trap [CODE IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Attention check question.

Q2_Q7_DV [CODE IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Derived variable for when adults most recently arranged a motor finance agreement from a dealership since 2007.

1. Within the last 12 months [(IF ((Q6=1 OR Q6a=1) AND Q2=1) OR (Q6b=1 AND Q7=1))]
2. 1-3 years ago [(IF ((Q6=1 OR Q6a=1) AND Q2=2) OR (Q6b=1 AND Q7=2))]
3. 3-5 years ago [(IF ((Q6=1 OR Q6a=1) AND Q2=3) OR (Q6b=1 AND Q7=3))]
4. 5-10 years ago [(IF ((Q6=1 OR Q6a=1) AND Q2=4) OR (Q6b=1 AND Q7=4))]
5. More than 10 years ago (but since 2007) [(IF (Q6=1 OR Q6a=1) AND Q2=5) OR (Q6b=1 AND Q7=5)]
6. Not sure, but since 2007 [(IF (Q6=1 OR Q6a=1) AND Q2=7) OR (Q6b=1 AND Q7=6)]

Q3_Q8_DV [CODE IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Derived variable for whether the most recently arranged finance agreement from a dealership since 2007 was for a new or used vehicle.

1. New car/vehicle [IF ((Q6=1 OR Q6a=1) AND Q3=1) OR (Q6b=1 AND Q8=1)]
2. Used car/vehicle [IF ((Q6=1 OR Q6a=1) AND Q3=2) OR (Q6b=1 AND Q8=2)]

Q4_Q9_DV [CODE IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Derived variable for the car brand for the most recently arranged finance agreement from a dealership since 2007.

1. Audi	[IF ((Q6=1 OR Q6a=1) AND Q4=1) OR (Q6b=1 AND Q9=1)]
2. BMW/ MINI	[IF ((Q6=1 OR Q6a=1) AND Q4=2) OR (Q6b=1 AND Q9=2)]
3. Fiat	[IF ((Q6=1 OR Q6a=1) AND Q4=3) OR (Q6b=1 AND Q9=3)]
4. Ford	[IF ((Q6=1 OR Q6a=1) AND Q4=4) OR (Q6b=1 AND Q9=4)]
5. Honda	[IF ((Q6=1 OR Q6a=1) AND Q4=5) OR (Q6b=1 AND Q9=5)]
6. Hyundai	[IF ((Q6=1 OR Q6a=1) AND Q4=6) OR (Q6b=1 AND Q9=6)]
7. Kia	[IF ((Q6=1 OR Q6a=1) AND Q4=7) OR (Q6b=1 AND Q9=7)]
8. Land Rover/ Jaguar	[IF ((Q6=1 OR Q6a=1) AND Q4=8) OR (Q6b=1 AND Q9=8)]
9. Mercedes-Benz	[IF ((Q6=1 OR Q6a=1) AND Q4=9) OR (Q6b=1 AND Q9=9)]
10. MG	[IF ((Q6=1 OR Q6a=1) AND Q4=10) OR (Q6b=1 AND Q9=10)]
11. Nissan	[IF ((Q6=1 OR Q6a=1) AND Q4=11) OR (Q6b=1 AND Q9=11)]
12. Peugeot	[IF ((Q6=1 OR Q6a=1) AND Q4=12) OR (Q6b=1 AND Q9=12)]
13. Renault	[IF ((Q6=1 OR Q6a=1) AND Q4=13) OR (Q6b=1 AND Q9=13)]
14. SEAT	[IF ((Q6=1 OR Q6a=1) AND Q4=14) OR (Q6b=1 AND Q9=14)]
15. Skoda	[IF ((Q6=1 OR Q6a=1) AND Q4=15) OR (Q6b=1 AND Q9=15)]
16. Tesla	[IF ((Q6=1 OR Q6a=1) AND Q4=16) OR (Q6b=1 AND Q9=16)]
17. Toyota/ Lexus	[IF ((Q6=1 OR Q6a=1) AND Q4=17) OR (Q6b=1 AND Q9=17)]
18. Vauxhall/ Opel	[IF ((Q6=1 OR Q6a=1) AND Q4=18) OR (Q6b=1 AND Q9=18)]
19. Volkswagen	[IF ((Q6=1 OR Q6a=1) AND Q4=19) OR (Q6b=1 AND Q9=19)]
20. Volvo	[IF ((Q6=1 OR Q6a=1) AND Q4=20) OR (Q6b=1 AND Q9=20)]
21. Other (write in)	[IF ((Q6=1 OR Q6a=1) AND Q4=21) OR (Q6b=1 AND Q9=21)]
22. Don't know	[IF ((Q6=1 OR Q6a=1) AND Q4=22) OR (Q6b=1 AND Q9=22)]

Q5_Q10_DV [CODE IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Derived variable for type of dealership the vehicle was bought from for the most recently arranged finance agreement from a dealership since 2007.

1. Franchised/ manufacturer-affiliated dealership	[IF ((Q6=1 OR Q6a=1) AND Q5=1) OR (Q6b=1 AND Q10=1)]
2. Independent dealership	[IF ((Q6=1 OR Q6a=1) AND Q5=2) OR (Q6b=1 AND Q10=2)]

HON1. [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Thank you, you have qualified for the survey. We really appreciate thoughtful and honest answers to the next few questions. There are no right or wrong answers and it's fine to select that you do not know or cannot recall an answer, where that is the case.

Do you confirm you will provide thoughtful and honest answers?

1. Yes [CONTINUE]
2. No [DO NOT CONTINUE, QC FAILURE]

Q11A [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Still thinking about when you most recently took out motor finance from a dealership...

Do you recall the **name of finance company or lender** who provided your finance agreement?

RANDOMISE LIST

1. Yes, I recall the name of the finance company
2. No, I do not recall the name of the finance company

Q11B [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Was the finance company or lender...

Please select the option that best reflects what you remember. It's completely fine if you do not recall.

RANDOMISE LIST, EXCEPT CODE 3

1. The vehicle manufacturer's own finance company
2. A different finance company (not the vehicle manufacturer's)
3. Don't know/ Can't remember

Q11 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

[IF Q11A=1 (RECALL NAME OF FINANCE COMPANY): What was the name of the finance company or lender who provided the finance?]

[IF Q11A=2 (DO NOT RECALL NAME OF FINANCE COMPANY): Here are some of the finance companies or lenders people commonly use when buying from a dealership. Do any of these look familiar from your finance agreement?

Select one option, or choose "No, none look familiar"]

1. Advantage Finance
2. ALPHERA Finance
3. Black Horse (Land Rover Financial Services, Jaguar Financial Services)
4. Blue Motor Finance
5. BMW Financial Services (MINI Financial Services)
6. CA Auto Finance
7. Close Brothers Motor Finance
8. Ford Credit/ Ford Credit Europe (FCE)
9. Honda Financial Services
10. Hyundai Finance (Kia Finance)
11. Mann Island (MI Vehicle Finance)
12. Mercedes-Benz Financial Services
13. Mobilize Financial Services (RCI Financial Services, Nissan Financial Services, Renault Financial Services)
14. Moneybarn
15. MotoNovo Finance
16. Northbridge Finance (N.I.I.B Group/ Bank of Ireland)
17. Oodle Car Finance
18. Santander Consumer Finance
19. Secure Trust Bank (Moneyway V12 Vehicle Finance)
20. Startline Motor Finance
21. Stellantis Financial Services (PSA Finance, Peugeot Financial Services, Vauxhall Finance, Citroen Financial Services)
22. Tesla Financial Services
23. Toyota Financial Services (Lexus Financial Services)
24. Volkswagen Financial Services (Audi Financial Services, SEAT Financial Services, Skoda Financial Services)
25. Volvo Car Financial Services
26. Other (write in)
27. Q11A=1: Don't know Q11A=2: No, none look familiar

Q11_DV [CODE IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Derived variable for type of lender used for the most recently arranged finance agreement from a dealership since 2007.

1. Captive lender
[CODE IF Q11=5,8-10,12-13,21-25 OR (Q11A=2 AND Q11B=1 AND Q11=27) (BMW Financial Services, Ford Credit, Honda Financial Services, Hyundai Finance, Mercedes-Benz Financial Services, Mobilize Financial Services, Stellantis Financial Services, Tesla Financial Services, Toyota Financial Services, Volkswagen Financial Services, Volvo Car Financial Services, None look familiar and previously said they don't recall the lender name but used the vehicle manufacturer's own finance company)
2. Other type of lender
[CODE IF Q11=1-4,6,7,11,14-20 (Advantage Finance, ALPHERA Finance, Black Horse, Blue Motor Finance, CA Auto Finance, Close Brothers Motor Finance, Mann Island, Moneybarn, MotoNovo Finance, Northbridge Finance, Oodle Car Finance, Santander Consumer Finance, Secure Trust Bank, Startline Motor Finance)]
3. Other [CODE IF Q11=26 (Other)]
4. Unknown [ELSE]]

NOTE FOR QUALITY CONTROL: Respondents with odd combinations of vehicle brand and lender to be flagged and considered for deletion and/or marked as "Unknown". Data for respondents classified as "Other" or "Unknown" to be reviewed line-by-line to infer the most likely lender type based on answers at other survey questions and open-ended questions.

7.3. Main questions

Q18 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Thinking back to when you took out the finance, which of the following best describes how you felt about the **finance deal** you got?

REVERSE CODES 1-3 FOR ALTERNATE RESPONDENTS

1. I thought I was getting a particularly good deal or special offer (e.g. low or 0% interest, deposit contribution, or other incentive)
2. I thought I was getting the best deal available to me
3. I thought I might get a better deal elsewhere, but it was more convenient to arrange the finance through the dealer
4. I didn't think much about whether it was the best deal or not
5. Don't know/ Can't remember

Q12 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

At the time you took out the finance, from how many finance companies (lenders) did you think the dealership was able to offer you finance?

REVERSE CODES 1-3 FOR ALTERNATE RESPONDENTS

1. The dealership could only offer me finance from **one specific lender**
2. The dealership could offer me finance from a **small, limited number** of lenders
3. The dealership was **free to choose** from a **wide range** of different lenders
4. Don't know

Q13a [ASK IF Q12=1,2 (ALL WHO SAY THE DEALERSHIP COULD ONLY OFFER FINANCE FROM ONE SPECIFIC LENDER OR A SMALL, LIMITED NUMBER OF LENDERS)]

You said you believed the dealership could only offer you finance from **one or a limited number of lenders**. What made you think this?

Select all that apply.

RANDOMISE LIST EXCEPT CODES 8-9

1. It was mentioned in paperwork or documents
2. There were visible references at the point of sale (e.g. signage next to the vehicle or information on the website/app showing finance from the dealer or manufacturer)
3. The car dealer or salesperson mentioned one lender or offered me a quote from only one lender
4. The car dealer or salesperson explicitly told me they could only use a certain lender or certain lenders
5. The finance company had the same or a similar brand name to the dealership or vehicle manufacturer
6. I recognised the finance company as being owned by the vehicle manufacturer
7. I know from past experience of using the dealer
8. Other (write in)
9. Don't know

Q13b [ASK IF Q12=3 (ALL WHO SAY THAT THE LENDER WAS NOT PART OF THE SAME COMPANY AS THE DEALERSHIP OR SUSPECT IT WAS NOT)]

You said you believed the dealership could offer you finance from a **wide range of lenders**. What made you think this?

Select all that apply.

RANDOMISE LIST EXCEPT CODES 7-8

1. It was mentioned in the paperwork or documents
2. There were visible references at the point of sale (e.g. signage next to the vehicle or information on the website/app showing finance from different lenders)
3. The car dealer or salesperson mentioned a range of lenders or offered me quotes from a range of lenders
4. The car dealer or salesperson explicitly told me they could offer finance from a range of lenders
5. The finance company I was offered a deal with had a different brand name from the dealership or vehicle manufacturer
6. I know from past experience of using the dealer
7. Other (write in)
8. Don't know

Q14a [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

[IF Q12=1,2: **At the time you took out the finance**, do you recall being **explicitly told** (verbally or in writing) that the dealership could only offer finance from one or a limited number of lenders.]

[IF Q12=3: **At the time you took out the finance**, do you recall being **explicitly told** (verbally or in writing) that the dealership could offer you finance from a wide range of lenders.]

[IF Q12=4: **At the time you took out the finance**, do you recall being **explicitly told** (verbally or in writing) about the dealership's status regarding the lenders they could use? For example, being told they were limited to one or a small number of lenders, or being told they were free to search the market for quotes from a range of lenders?]

REVERSE CODES 1-2 FOR ALTERNATE RESPONDENTS

1. Yes, I recall being explicitly told something about this
2. No, I do not recall being explicitly told something about this

Q14b [ASK IF Q14a=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007 WHO RECALL BEING EXPLICITLY TOLD)]

And as far as you can recall, how certain are you that you were **explicitly told** something about this?

1. Definitely told
2. Think I was told
3. Not sure/ don't remember clearly

Q14c [ASK IF Q14a=2 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007 WHO DO NOT RECALL BEING EXPLICITLY TOLD)]

And as far as you can recall, how certain are you that you were **not explicitly told** anything about this?

1. Definitely **not** told
2. Think I was **not** told
3. Not sure/ don't remember clearly

Q20 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Still thinking back to when you took out the finance, how much do you agree or disagree with the following statements about the dealership and the finance company (lender)?

RANDOMISE STATEMENTS A-E

- a) It was clear to me which finance company the dealership was using or suggesting
- b) I noticed a connection or link between the dealership and finance company
- c) I assumed the dealership could offer finance from multiple companies
- d) I thought the dealership might prioritise one finance company over others
- e) I did not notice any particular finance company being promoted by the dealership

REVERSE CODES 1-5 FOR ALTERNATE RESPONDENTS

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree
6. Don't know

Q21 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Still thinking back to when you took out the finance, is there anything else you remember about the dealership, the finance company, or the way finance options were presented to you? Please describe in your own words.

(OPEN-ENDED RESPONSE)

Q17 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Thinking specifically about the finance company (lender) you used...

At the time you took out the finance, did you think the finance company was part of the dealership's own business (or group), or did you think it was a completely separate company?

RANDOMISE LIST, EXCEPT CODE 3

1. Part of the same business/group: I thought it was owned by, or part of the same company group as, the dealership or car manufacturer
2. Independent: I thought it was a completely separate, independent company
3. Don't know

Q19 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

If you were arranging motor finance again in future, how important would it be to you that the dealership was able to offer quotes from a range of different finance companies (lenders), rather than being tied to one finance company?

By 'tied to one finance company' we mean that the dealership has a contractual agreement to use a specific lender, such as the vehicle manufacturer's own finance provider or a single external finance company they always use.

REVERSE CODES 1-4 FOR ALTERNATE RESPONDENTS

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important
5. Don't know

XD2 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

And in general terms, how likely are you to take to a motor finance arrangement through a dealership in future?

REVERSE CODES 1-5 FOR ALTERNATE RESPONDENTS

1. Very likely
2. Fairly likely
3. Neither likely nor unlikely
4. Fairly unlikely
5. Very unlikely
6. Don't know

7.4. Closing demographics

CD1 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Lastly, just a few questions to put your earlier answers into context...

How confident do you feel **managing your money**?

Answer on a scale of 0 to 10, where 0 is 'not at all confident' and 10 is 'completely confident'.

0 - Not at all confident

1

2

3

4

5

6

7

8

9

10 - Completely confident

Don't know

CD2 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

How knowledgeable would you say you are about **financial matters**?

Answer on a scale of 0 to 10, where 0 is 'not at all knowledgeable' and 10 is 'very knowledgeable'.

0 - Not at all knowledgeable

1

2

3

4

5

6

7

8

9

10 - Very knowledgeable

Don't know

CD3 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

How much do you agree with the following statement?

"When it comes to financial services and products, I would consider myself to be a confident and savvy consumer"

REVERSE CODES 1-5 FOR ALTERNATE RESPONDENTS

1. Strongly agree
2. Slightly agree
3. Neither agree nor disagree
4. Slightly disagree
5. Strongly disagree
6. Don't know

CD4 [ASK IF DV1=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007)]

Do you have any **specific accessibility needs** that mean it is not that easy for you to contact your financial services providers or access their services?

By **“accessibility needs”** we mean needs arising from a disability or health condition (e.g. physical, visual, hearing or cognitive difficulties) where an adjustment by the provider would make it easier for you to use their services.

1. Yes
2. No
3. Prefer not to say

CD4a [ASK IF CD4=1 (ALL WHO HAVE TAKEN OUT ONE OR MORE MOTOR FINANCE AGREEMENTS FROM A DEALERSHIP SINCE 2007 WHO HAVE ACCESSIBILITY NEEDS)]

Which of these best describes your accessibility need?

RANDOMISE LIST, EXCEPT CODES 5-7

1. Physical disability
2. Hearing difficulties
3. Visual difficulties
4. Cognitive or memory difficulties (e.g. difficulty processing or remembering information)
5. Other (write in)
6. None of the above
7. Prefer not to say

CD5 [ASK IF Q2_Q7_DV=1 (MOST RECENTLY ARRANGED MOTOR FINANCE THROUGH A DEALERSHIP IN THE LAST 12 MONTHS (I.E. IN 2025))]

Finally, we just need to confirm one point about your previous motor finance arrangements...

Excluding the motor finance agreement you took out in the last 12 months (i.e. in 2025), have you ever taken out **another motor finance agreement** that was arranged **through a dealership** during the period **2007 to 2024**?

1. Yes
2. No
3. Don't know