



Generational 'Car Confidence'



Generation Z

18 - 26 years of age

Need most help finding a trusted car seller

A quarter need more information on car buying

Rely on social media to stay up to 'stay in the know'

Least confident in topping up tyres or oil

Least comfortable negotiating on price

Generation Y

27 - 42 years of age

Most confident an EV would be right for them

Two thirds would need help buying a car

Self-belief would be impacted by social media for 1 in 10

More hesitant to negotiate with a salesperson

Most likely to use online resources to build knowledge

Generation X

43 - 58 years of age

Most likely to ask for help with car buying

Most comfortable choosing an EV

7 in 10 are happy to do basic car maintenance

Modern cars can be hard to understand for 3 in 10

Least confident in diagnosing common car issues

Baby Boomers

59 - 77 years of age

Happiest to navigate the car-buying process alone

Most assured in their choice of a petrol or diesel car

Most reliant on garage advice for repairs

Least influenced by what is posted on social media

Most comfortable negotiating the price of a car