

# The average used-car buyer 2020



**31%**  
women

**69%**  
men

**41.6** years old  
**22.1** years as a driver  
**1.6** cars in household

**10%** considered buying a factory-new car too

**87%** used the internet in car purchase decision

**37%** are generally not firmly attached to one brand

**95%** would buy the same model again

**84%** replacement buyers

19% previously had a new car

81% previously had a used car

**12%** first-time buyers

**4%** additional-car buyers

▶ The used-car buyer had a monthly net household income of EUR 3,165

▶ The used-car buyer spent EUR 14,730 on his car