



METHODOLOGY

What this study measures

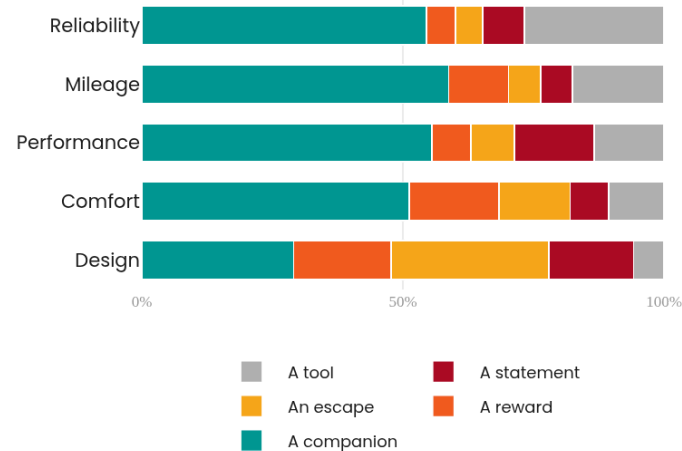
Every respondent answered five questions covering how they use a vehicle, what they prioritise when choosing one, how they research, what books a test drive, and how they describe what a vehicle should feel like.

Findings are drawn from how these behaviours relate to one another and to gender and location. The eight psychographic archetypes are applied on page 2, where they separate buyers more sharply than behaviour alone.

RATIONAL PRIORITY AND EMOTIONAL FRAMING

How buyers describe a vehicle, by what they prioritise

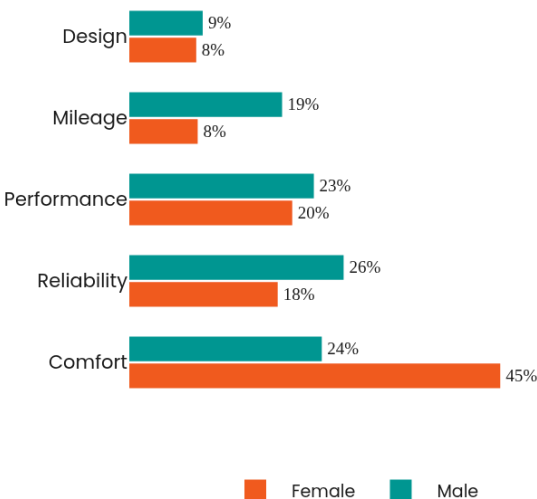
100% stacked view of response composition within each priority



GENDER AND PURCHASE PRIORITIES

What matters most when choosing a vehicle

% of Female vs Male respondents citing each priority



30%

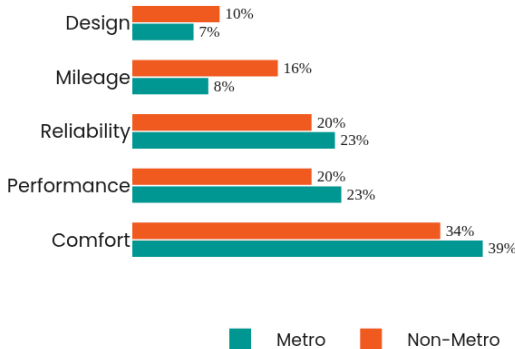
Design-led buyers call a vehicle an escape at nearly three times the sample rate

Across the sample 11% describe a vehicle as an escape. Among buyers who rank design first that rises to 30%, with a further 16% calling it a statement. Reliability-led buyers move the opposite way, with 27% describing a vehicle as a tool against a 15% sample rate. The emotional register of a campaign should follow the rational claim it leads with.

LOCATION AND PURCHASE PRIORITIES

Priorities in metros compared with everywhere else

% within each location type citing each priority



Comfort divides the category by gender

Comfort leads for 45% of women against 24% of men, the widest gap in the study. Men distribute across **reliability** at 26% and **mileage** at 19%, the latter more than double the female rate. Two separate propositions can be sold into one category without competing for the same buyer.

Mileage is a running-cost lever outside the metros

Mileage leads for 16% of non-metro buyers against 9% in metros. Comfort moves the other way, reaching 39% in metros against 34% elsewhere. Running cost carries real weight in non-metro messaging, where it competes directly with comfort for first place.

REFERENCE: THE EIGHT MINDLINK ARCHETYPES

Geek 22.6% Tech-curious and comfort-led. Values stability over status.	Explorer 21.4% Pragmatic and relationship-driven. Open to new experience.	Trailblazer 19.7% Early adopter. Researches hardest before committing.	Reformer 13.1% Purpose-driven. Hard work over status signalling.
Free-Spirited 8.0% Authenticity first. Experience over accumulation.	Ambitious 6.6% Disciplined striver. Treats life as a growth project.	Believer 5.7% Routine-seeking traditionalist. Most change-averse.	Mediator 2.8% Harmony and long-term stability over quick wins.

60%

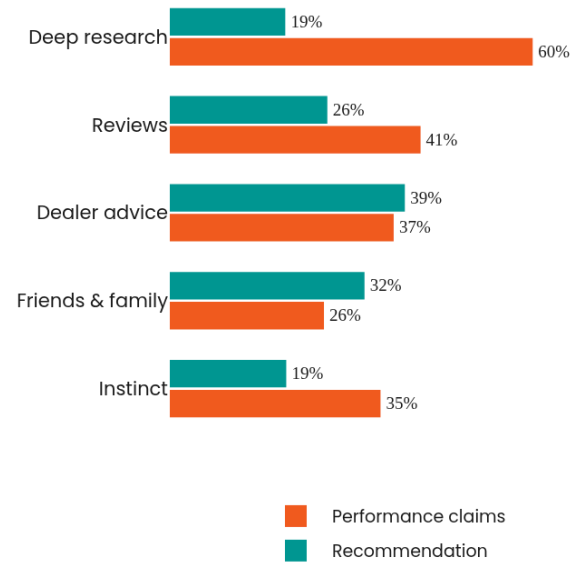
Deep researchers book test drives on performance evidence, the highest rate of any research path

Half the sample researches thoroughly before buying. Within that group performance claims trigger 60% of test drives while recommendation reaches only 19%. Buyers who rely on friends and family reverse the pattern, with recommendation at 32% and performance claims at 26%.

RESEARCH PATH AND CONVERSION

What books a test drive, by how the buyer researches

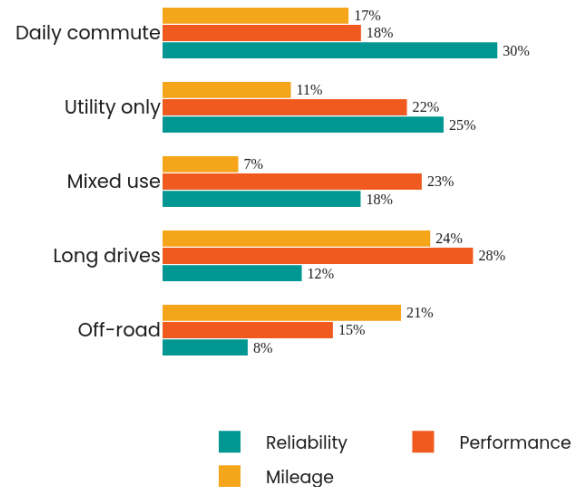
% within each research path selecting each trigger



USAGE OCCASION AND PRIORITIES

What matters most, by how the vehicle is used

% within each usage type citing each priority



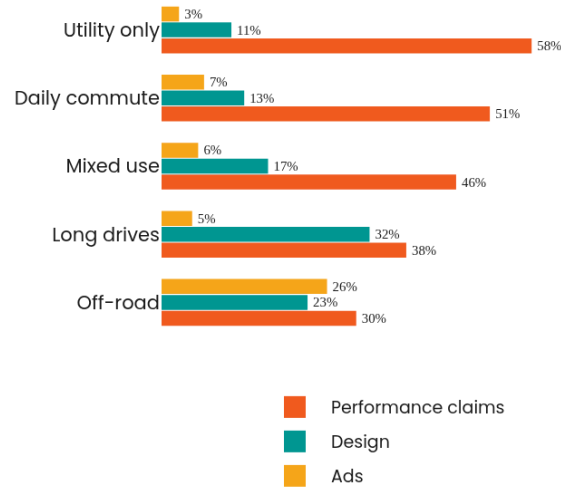
Performance claims attract the long-term owner

Among buyers triggered by performance claims, 60% describe a vehicle as a companion and only 6% as an escape. Buyers triggered by advertising or offers describe it as an escape at 27% and 24%. Promotional entry points draw a more transactional buyer than proof-led ones.

USAGE OCCASION AND CONVERSION

What books a test drive, by how the vehicle is used

% within each usage type selecting each trigger



Usage occasion rewrites which channel converts

Advertising books 26% of test drives among off-road users against 7% across the sample, the largest single lift in the study. Long-drive buyers respond to **design** at 32%, roughly double the sample rate, while utility and commute buyers concentrate on performance claims at 58% and 51%.

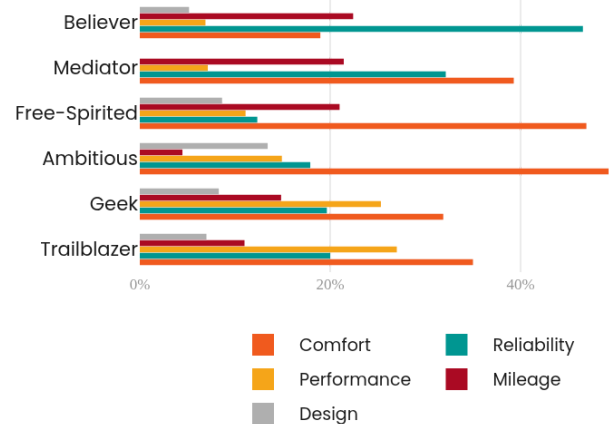
Reliability and performance trade against each other by usage

Reliability leads for 30% of daily commuters and falls to 8% among off-road users. Performance inverts, peaking at 28% for long-drive buyers. Mileage tracks distance rather than frequency, reaching 24% for long drives and 21% off-road against 7% for mixed use.

WHERE PSYCHOGRAPHICS ADD NUANCE

Purchase priority by psychographic archetype

% within each archetype citing each priority, six most distinctive shown



Believers separate further than any behavioural cut achieves

Believers name reliability first at 47% against a 21% sample rate, and 69% use their vehicle purely for daily commuting against 27% overall. At the other pole, Trailblazers research deeply before 61% of purchases while Ambitious buyers act on instinct in 24% of cases and lead on comfort at 49%. No usage, gender or location split in this study isolates groups this sharply.