

**FIRST  
CAR<sup>®</sup>**

**NEW DRIVER  
INSIGHTS  
2023**





# UNDERSTANDING THE NEW DRIVER

**FIRSTCAR HAS BEEN AROUND FOR ALMOST TWO DECADES NOW** and we've come a very long way since an initial idea to start FirstCar in my sixth form common room.

We're most famous for providing award-winning educational resources to every new driver at two key milestones in their learning-to-drive journey – the theory and driving tests. Through reader engagement within our FirstCar Theory and FirstCar Practical magazines, published in conjunction with DVSA, we've been able to understand the wants, needs and concerns of new drivers on an unparalleled scale.

Around one million learner drivers take to our roads each year with most progressing to pass their driving test – a key milestone in life. Whilst the process of learning to drive is a relatively short one, many key, necessary decisions are made during this time. Those who wish to efficiently market their products and services to this conveyor belt of new drivers must understand a young driver's buying behaviour.

We're publishing this report to share the knowledge gained from our most recent research to help you shape your marketing strategies to better engage with today's new driver.

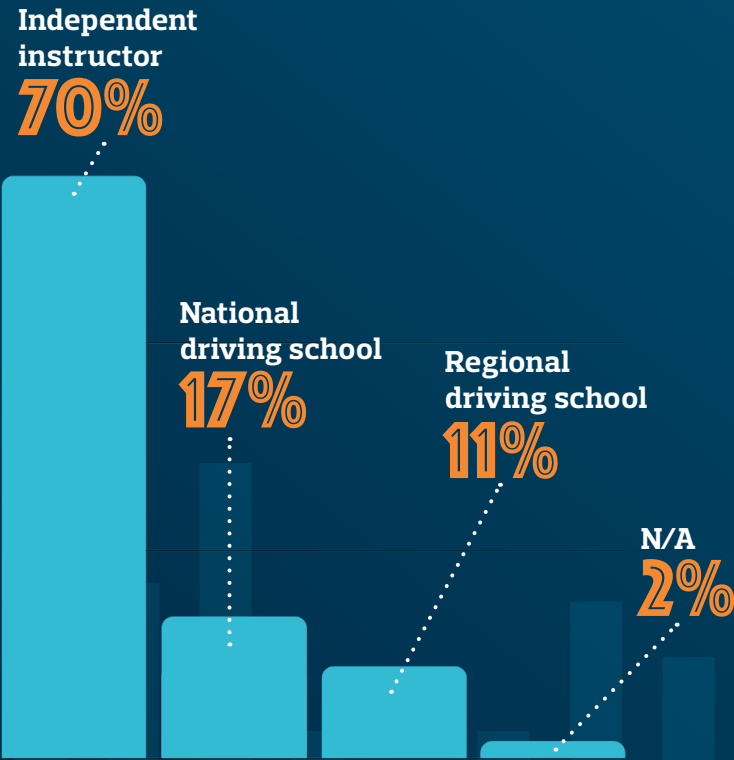
**James Evans**

Founder, FirstCar

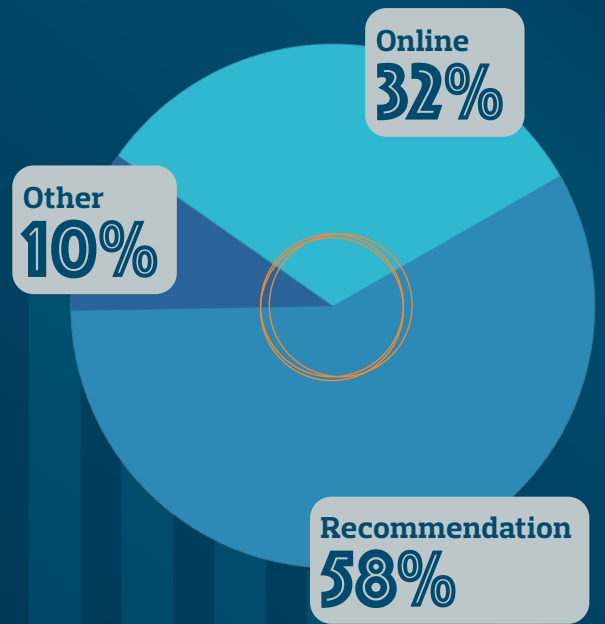
[james@firstcar.co.uk](mailto:james@firstcar.co.uk)



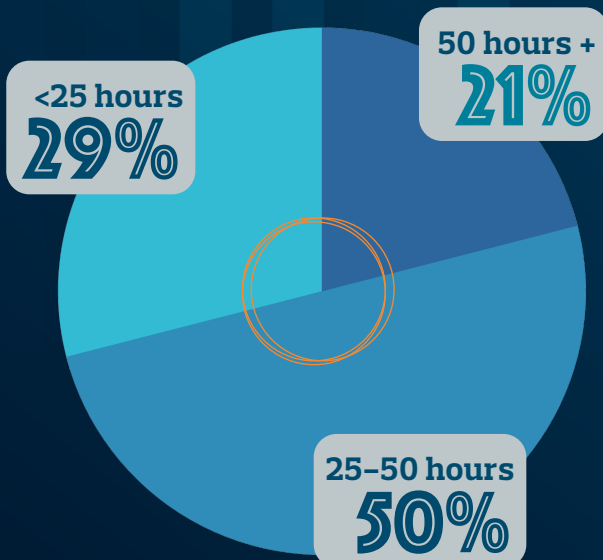
## WHO TEACHES LEARNERS TO DRIVE?



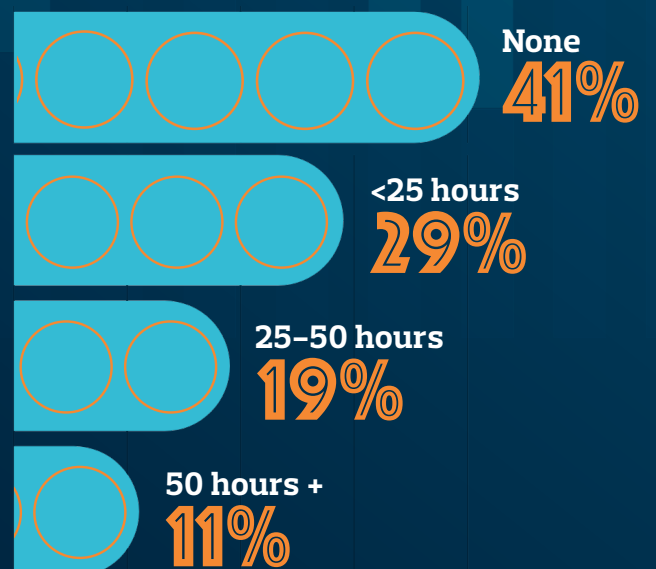
## HOW DO LEARNERS FIND AN INSTRUCTOR?



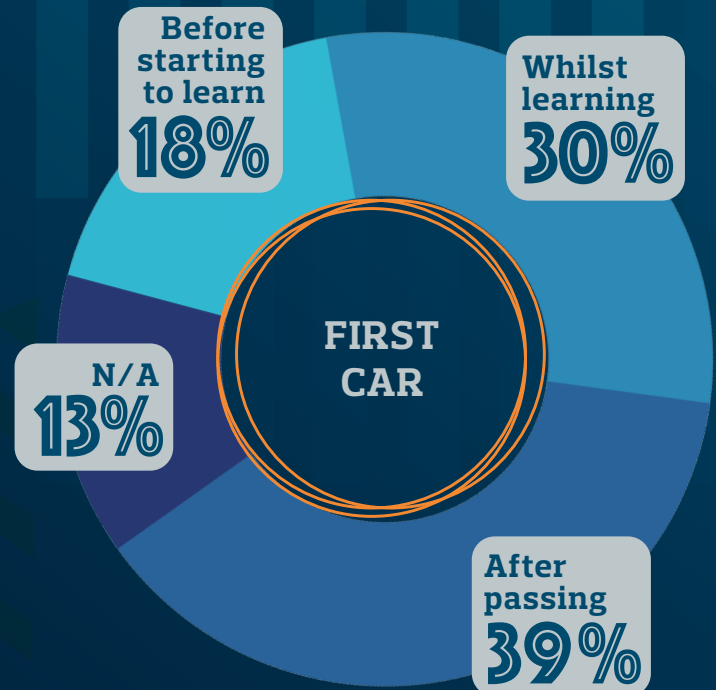
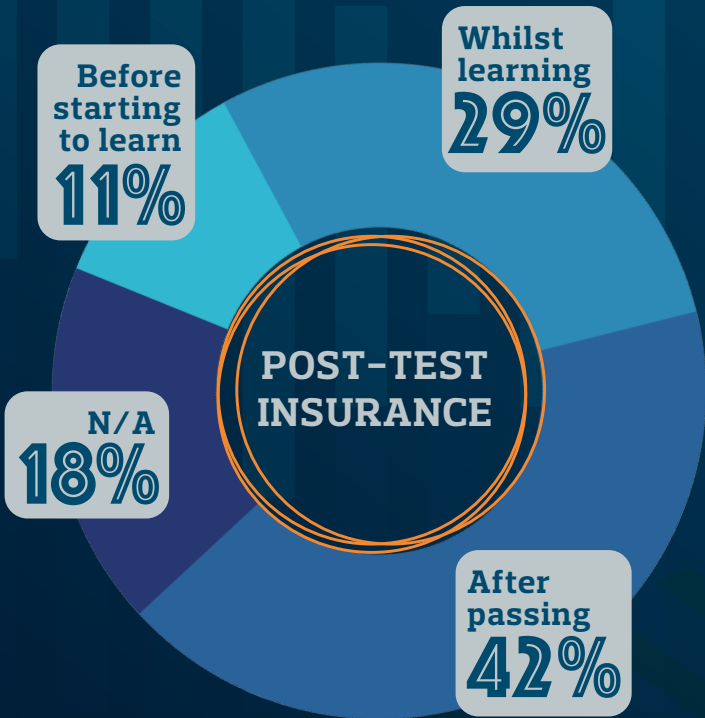
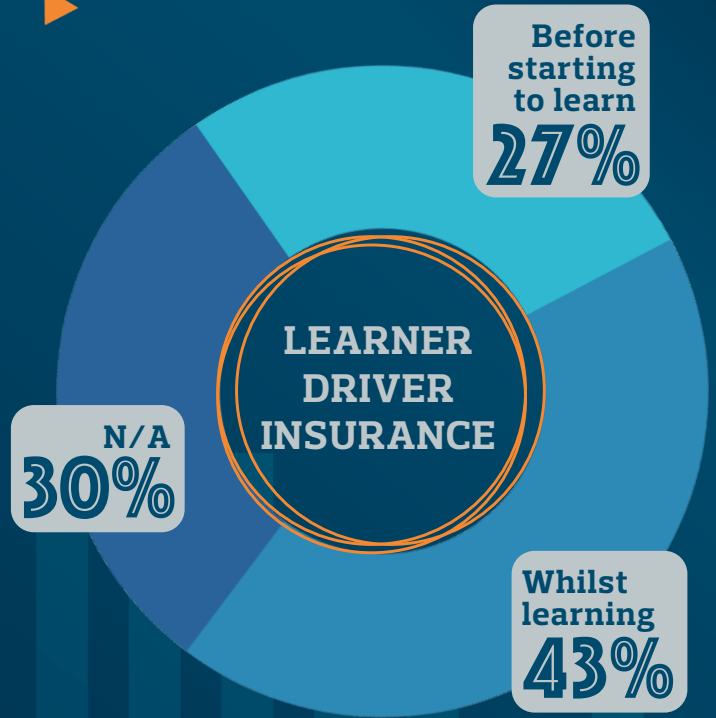
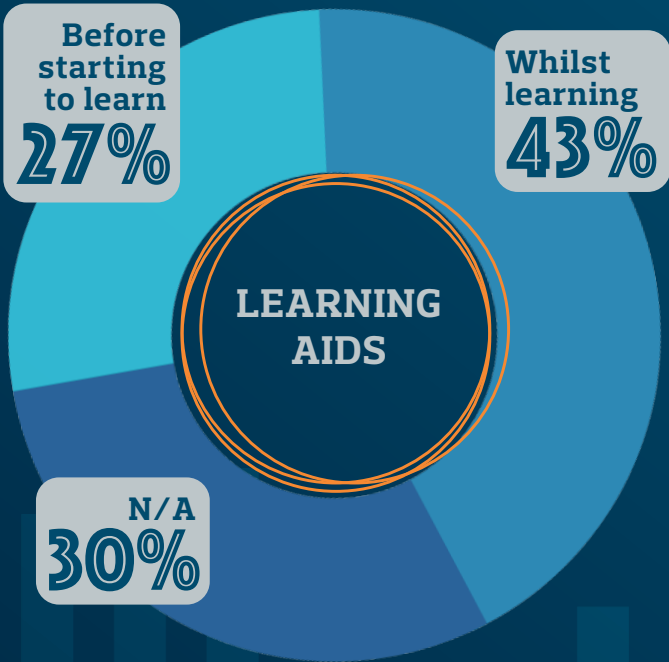
## HOW MUCH TIME DO THEY SPEND WITH THEIR INSTRUCTOR?



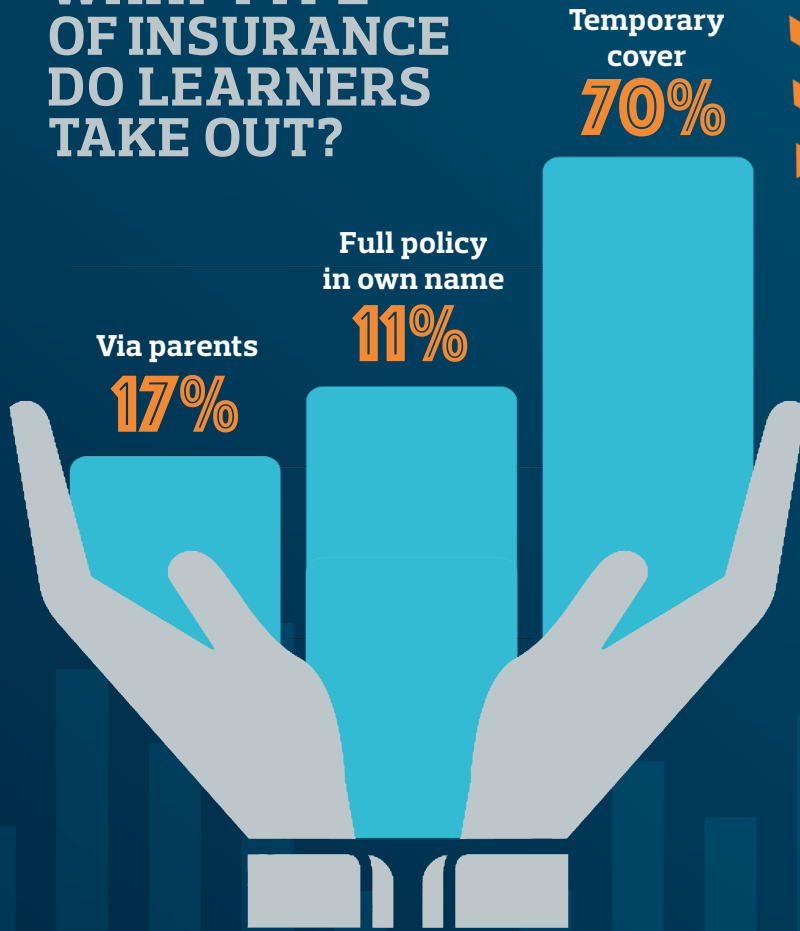
## ...AND HOW MUCH TIME DO THEY SPEND ON PRIVATE PRACTICE?



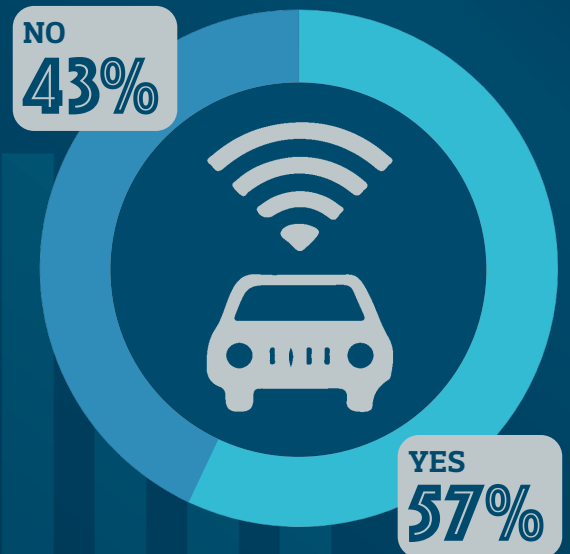
## AT WHAT POINT DO LEARNERS RESEARCH THE FOLLOWING?



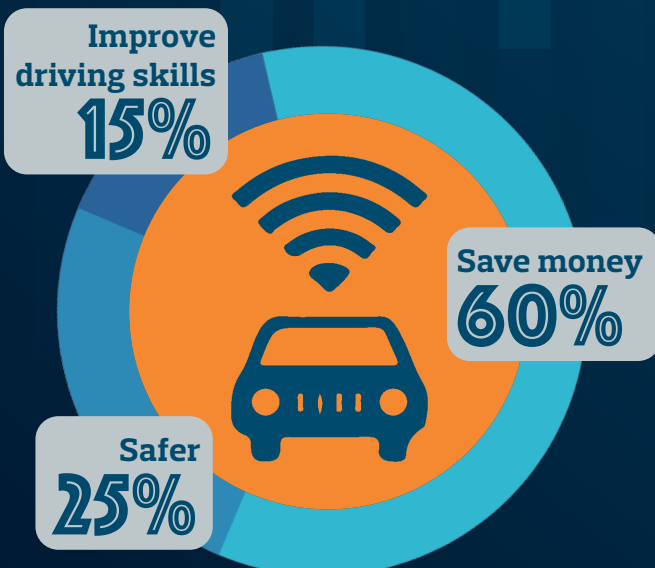
## WHAT TYPE OF INSURANCE DO LEARNERS TAKE OUT?



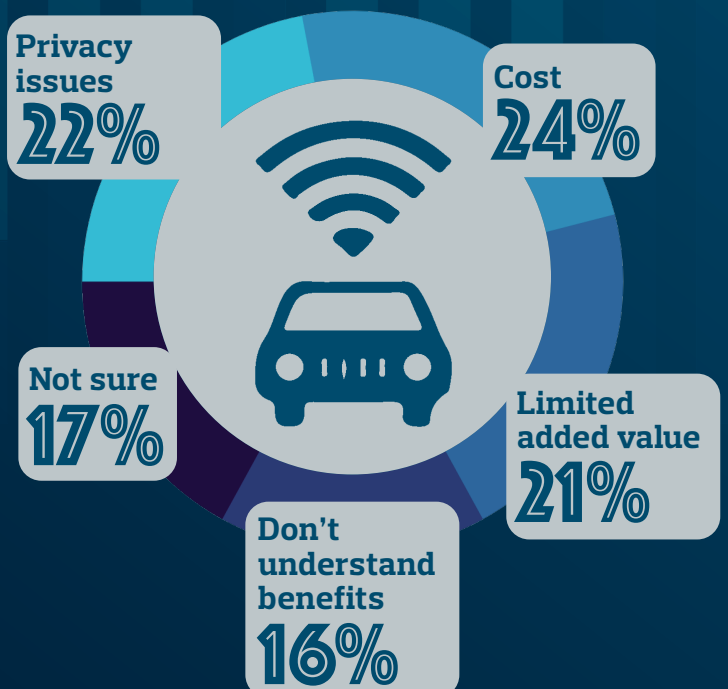
## DO NEWLY QUALIFIED DRIVERS CONSIDER TELEMATIC POLICIES?



## WHAT BENEFITS DO TELEMATICS OFFER NEW DRIVERS?

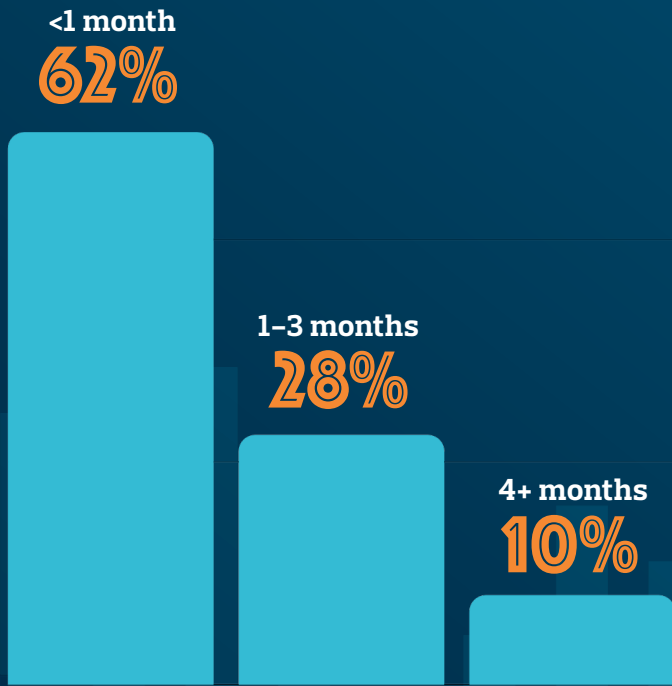


## ...AND WHAT ARE THE CONCERNS?



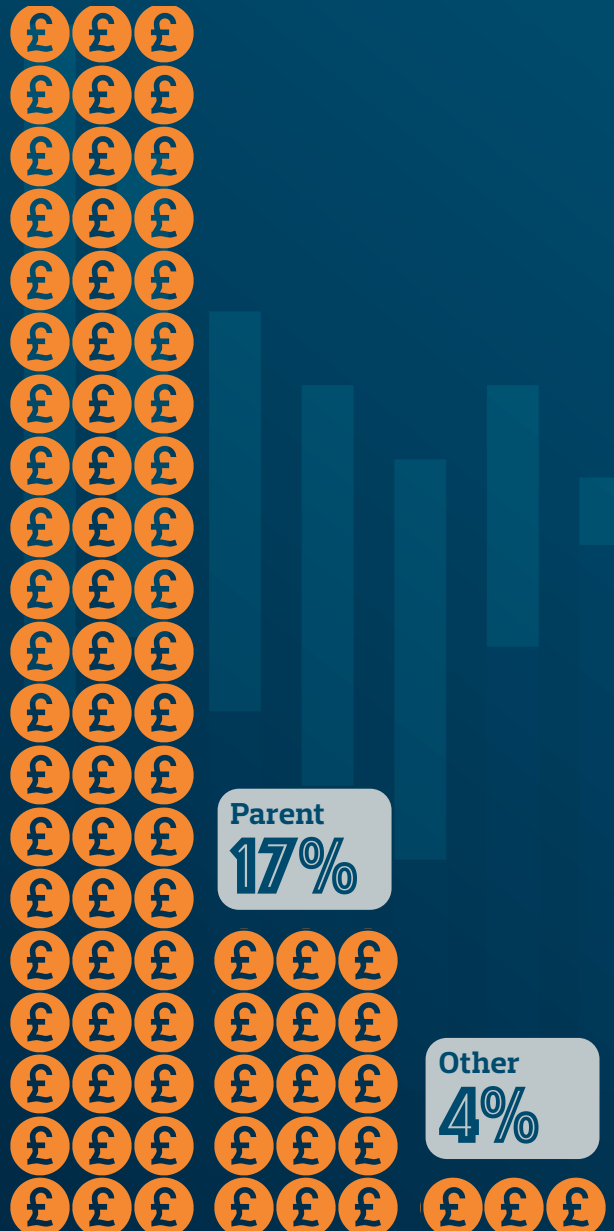


## HOW SOON AFTER QUALIFYING DO NEW DRIVERS BUY CAR INSURANCE?

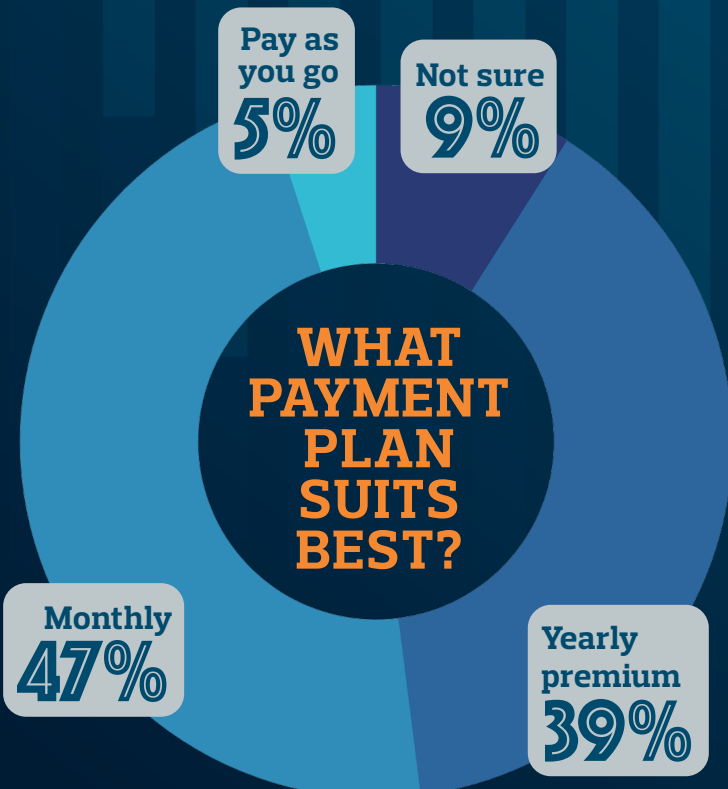


The new driver  
**79%**

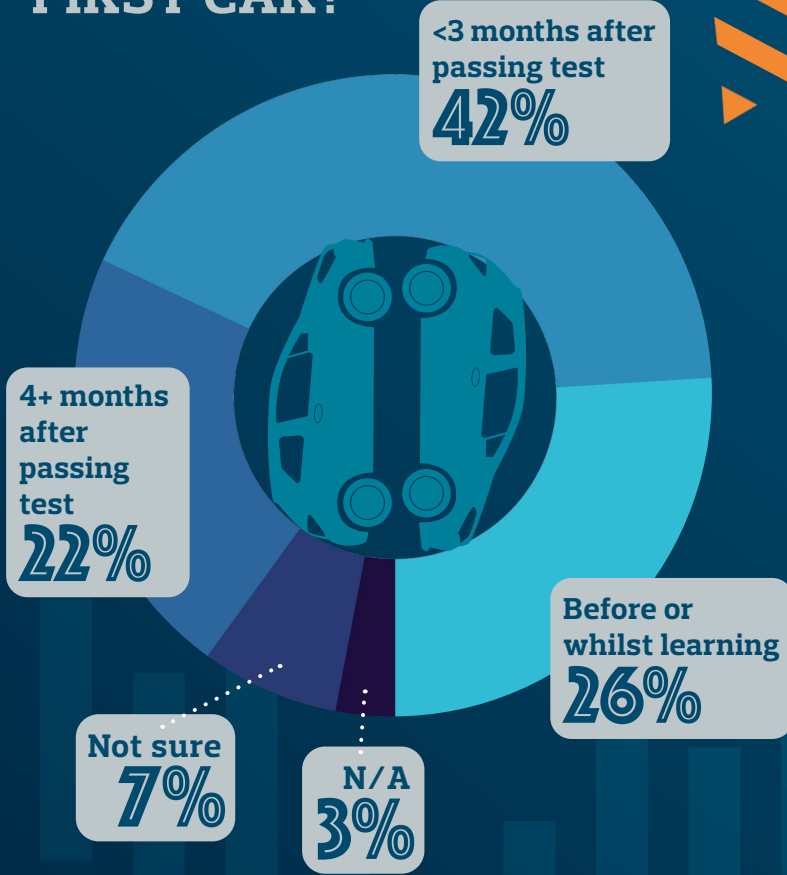
## ...AND WHO PAYS FOR THIS?



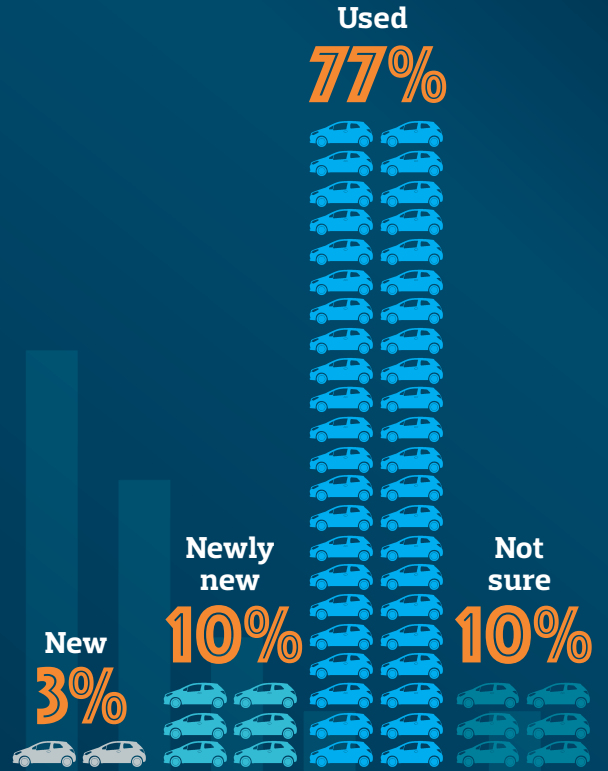
## WHAT PAYMENT PLAN SUITS BEST?



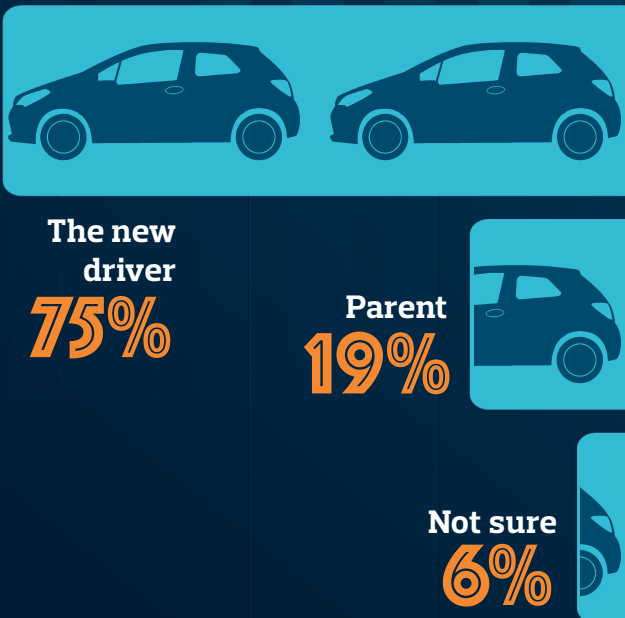
## WHEN WILL A NEW DRIVER BUY THEIR FIRST CAR?



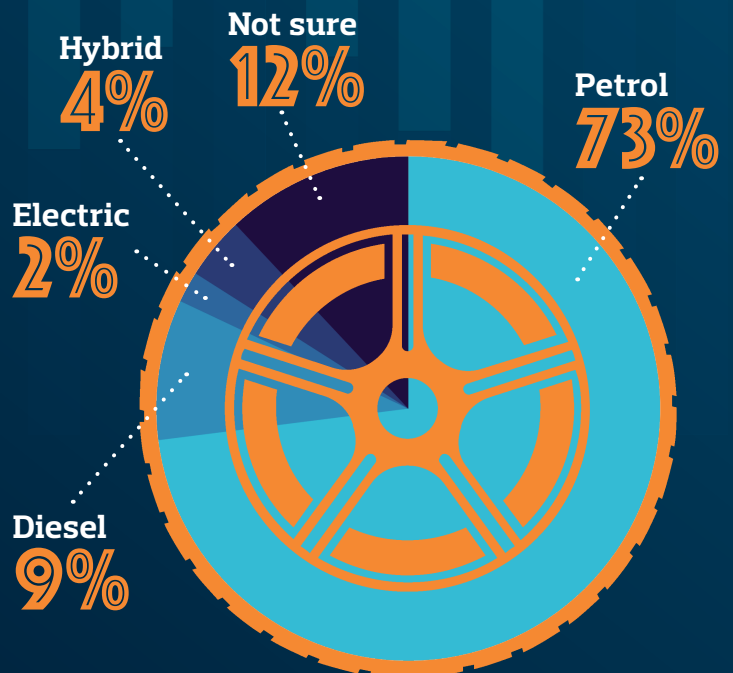
## WHAT CAR WILL THEY BUY?



## WHO'LL PAY FOR THE CAR?



## HOW WILL THE CAR BE POWERED?



FIRST CAR

AUTOMATIC  
22%

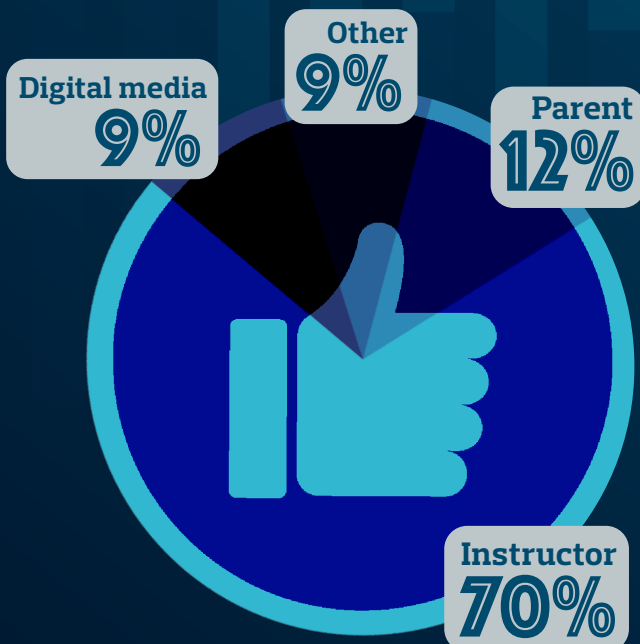
NOT SURE  
5%

WHAT TYPE OF CAR WILL IT BE?

MANUAL  
73%

GENERAL

WHO DO NEW DRIVERS TRUST MOST FOR DRIVING ADVICE?



THE AGE PROFILE OF THE NEW DRIVERS SURVEYED?

