

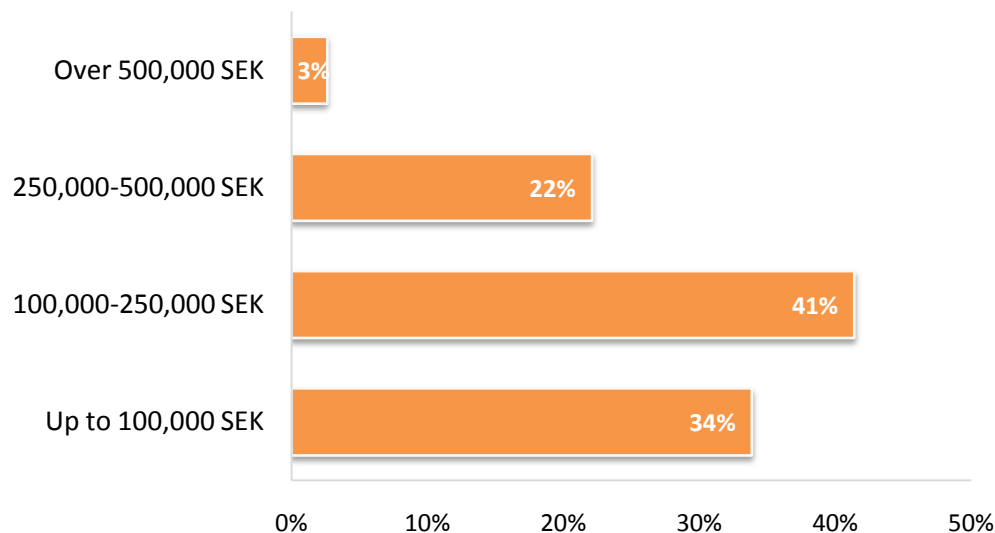
Our readers and their cars

49% own a car. **11%** own two or more cars.

55% will buy a new car in the next two years.

32% will go on a driving holiday this year.

Budget for readers buying a new car in the next two years:



38% have annual household income over 500 000 SEK.

44% have children.

54% have an iPhone or a Blackberry.

How readers will finance their next car purchase:

