

# National Consumer Agency

## Market Research: Economiser – Transport Section



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Research Conducted by

  
**amárach**  
research

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# Section 1: Travel Behaviour

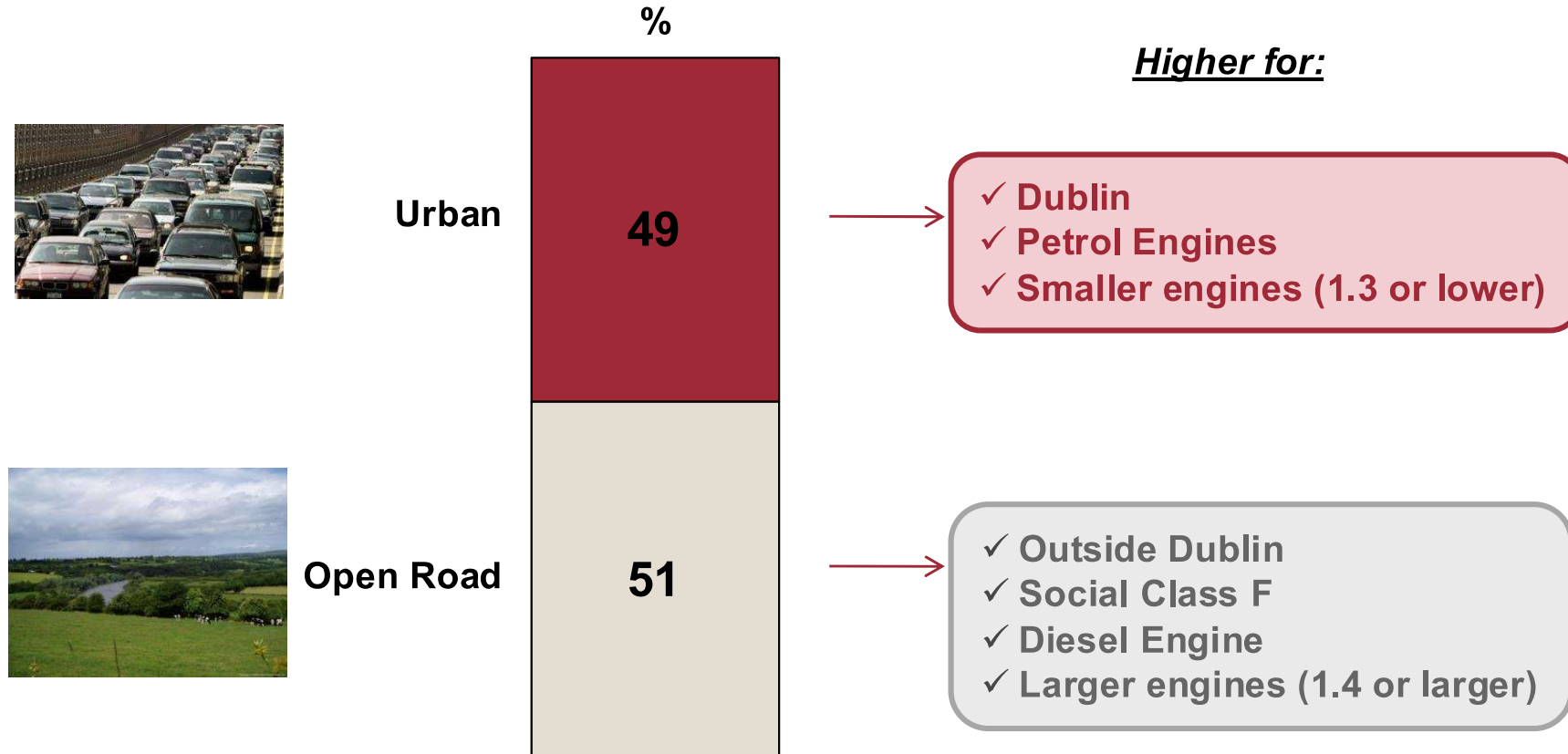
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# Type of Driving; Urban vs. Open Road



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(Base: All drivers who are responsible for driving costs – 65%)



Overall drivers have indicated that their driving is split half and half between Urban/City driving and open road driving. Obviously the geographic location plays a big part in the driving split with those in Dublin driving more in a Urban/Built up areas.

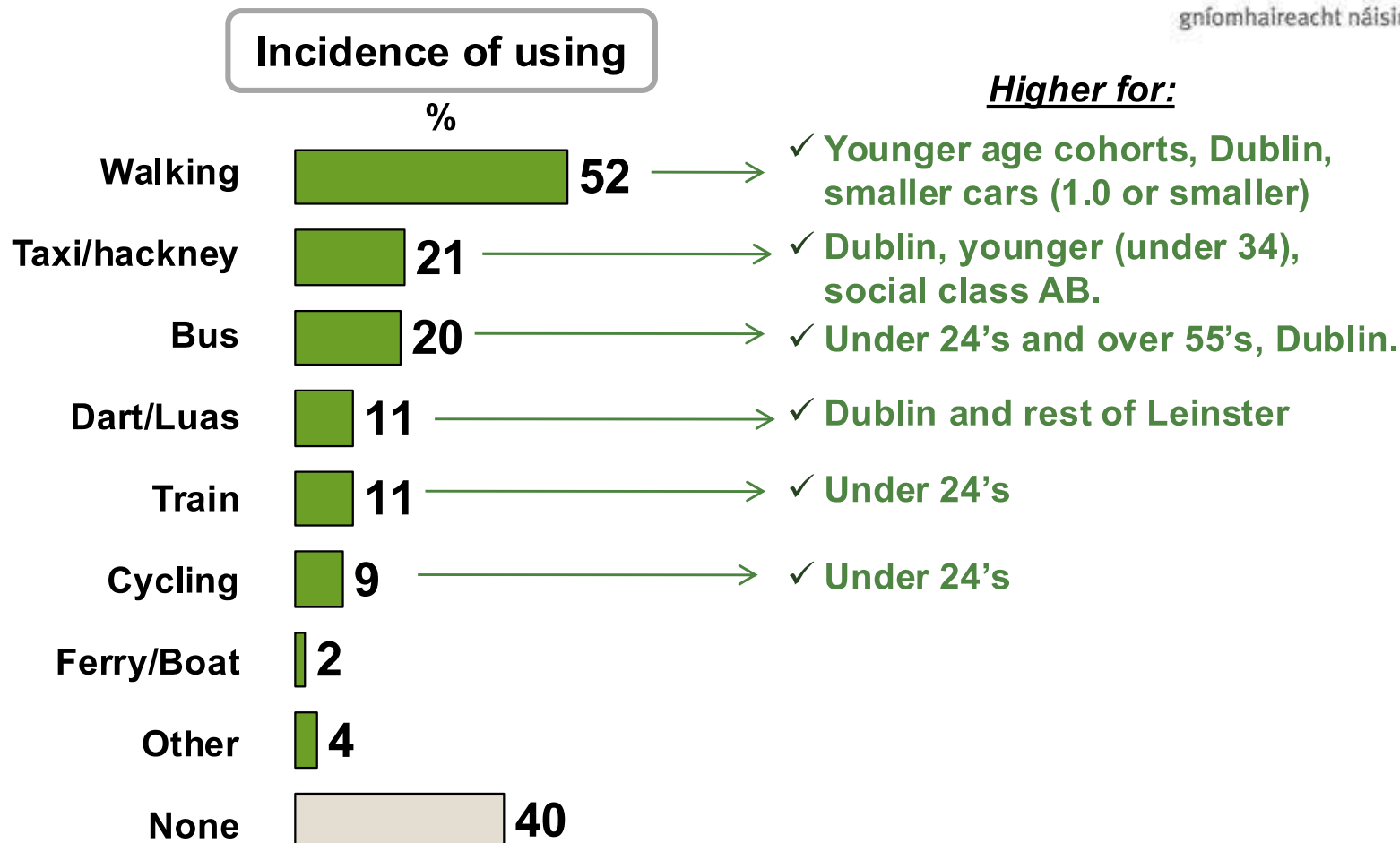
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# Alternative Transport Methods

(Base: All drivers who are responsible for driving costs – 65%)



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1 in 2 drivers claim to walk as an alternative transport method, 1 in 5 use taxis and buses, 1 in 10 use Dart, train, bicycle. The youngest age cohort and the Dublin region are most likely to utilise these alternatives; Dublin people potentially as distances are shorter and a full spectrum of options are available; The younger age group potentially due to costs.

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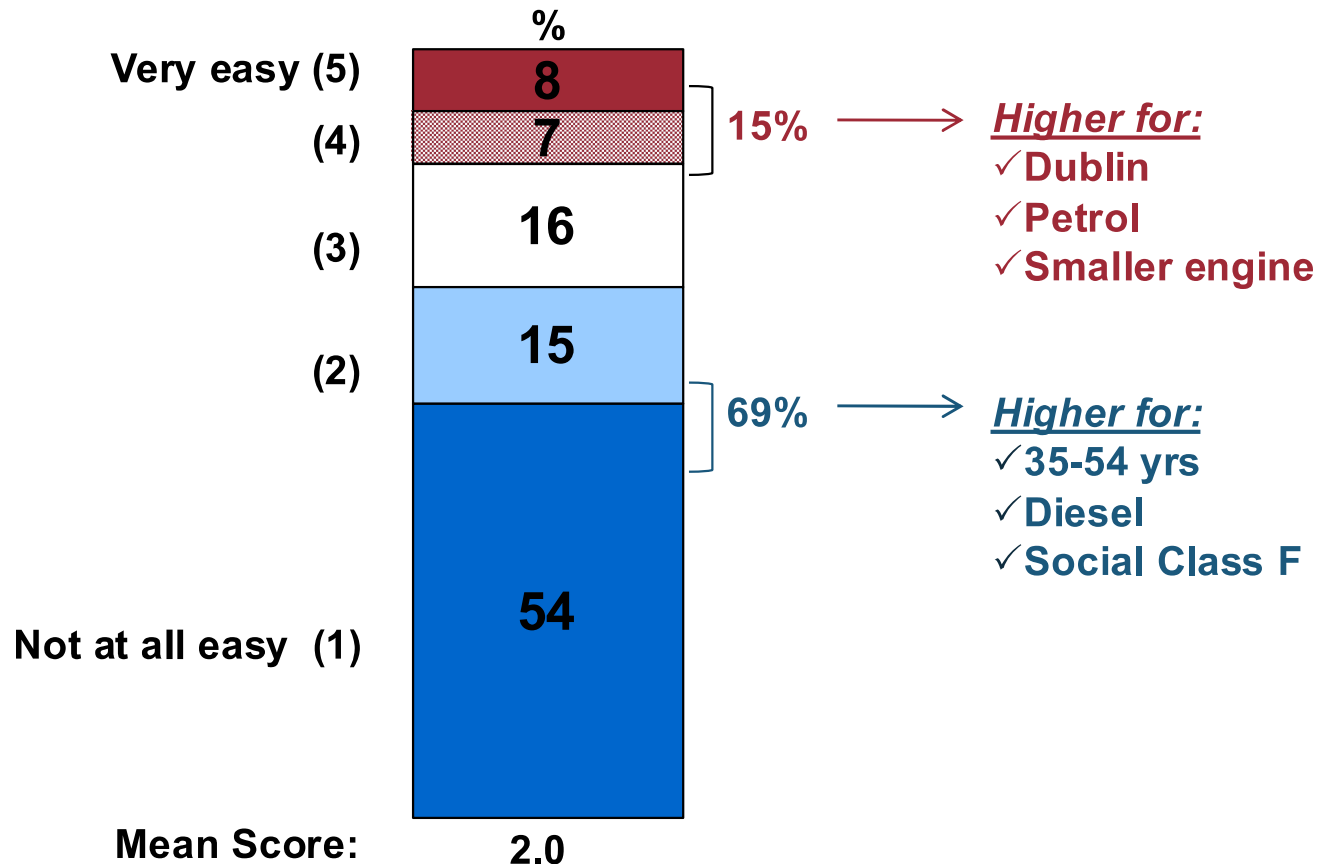
# Attitude to Alternative Transport

(Base: All drivers who are responsible for driving costs – 65%)



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*“How easy would it be for you to use other means of transport instead of your vehicle for most of the journeys you take?”*



7 in 10 drivers believe that their journeys would be difficult to accomplish without using their vehicles. Almost 3 in 10 Dublin drivers admit that it would be easy to use alternative transport methods. The F social class (farming households) are least likely to be able to use alternatives.

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## Section 2: Fuel Consumption

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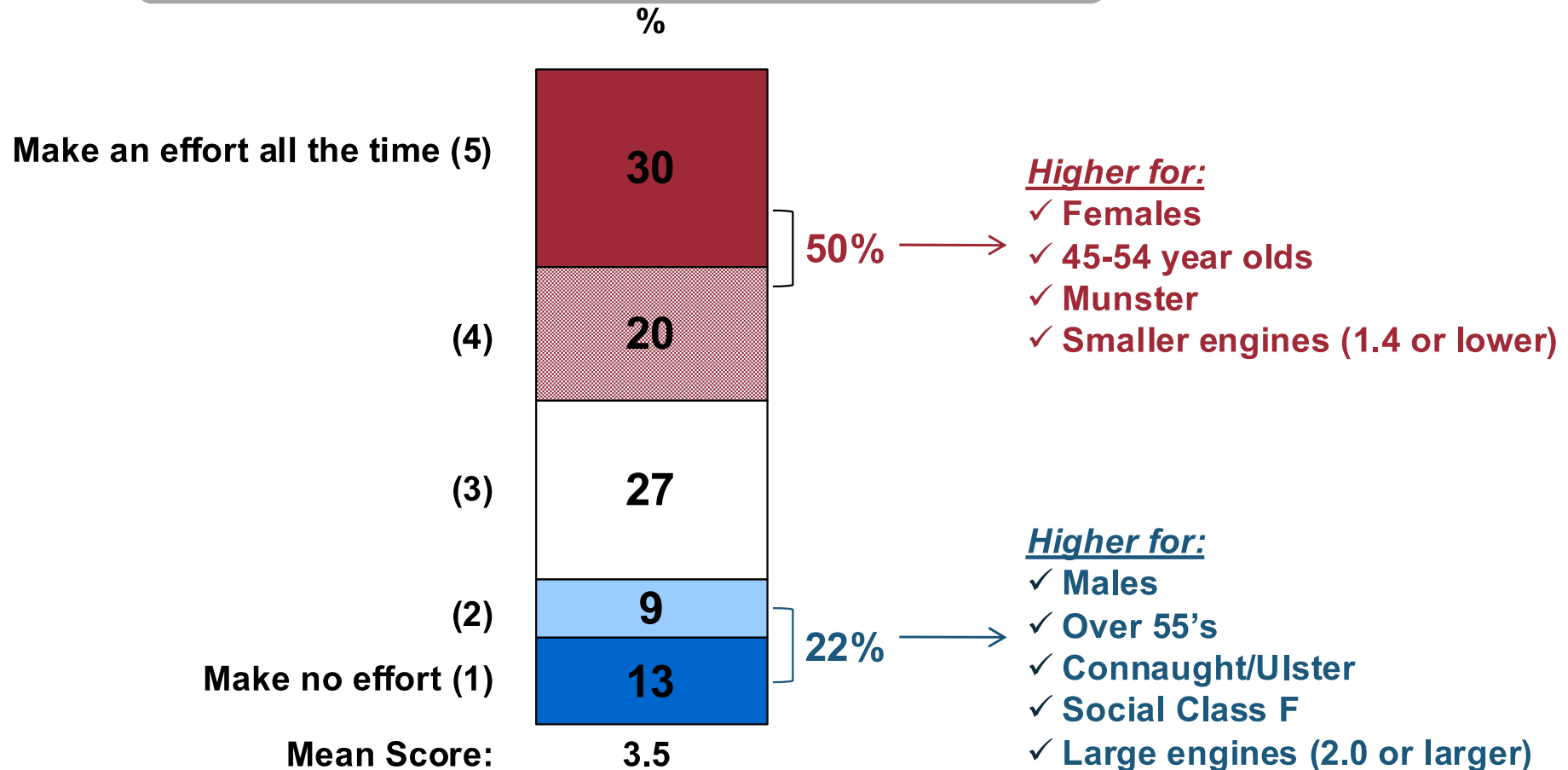
# Attitude to Fuel Efficiency

(Base: All drivers who are responsible for driving costs – 65%)



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*“Would you say you make an effort to combine trips in your vehicle in order to be more fuel efficient?”*



Half of all drivers claim to be grouping journeys in order to save money – women and the 45-54 year old age cohort most cognisant of this. Those in more rural areas (farming households and Connaught/Ulster region) were less likely to make an effort in this element.

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# Actions Taken to Improve Fuel Efficiency

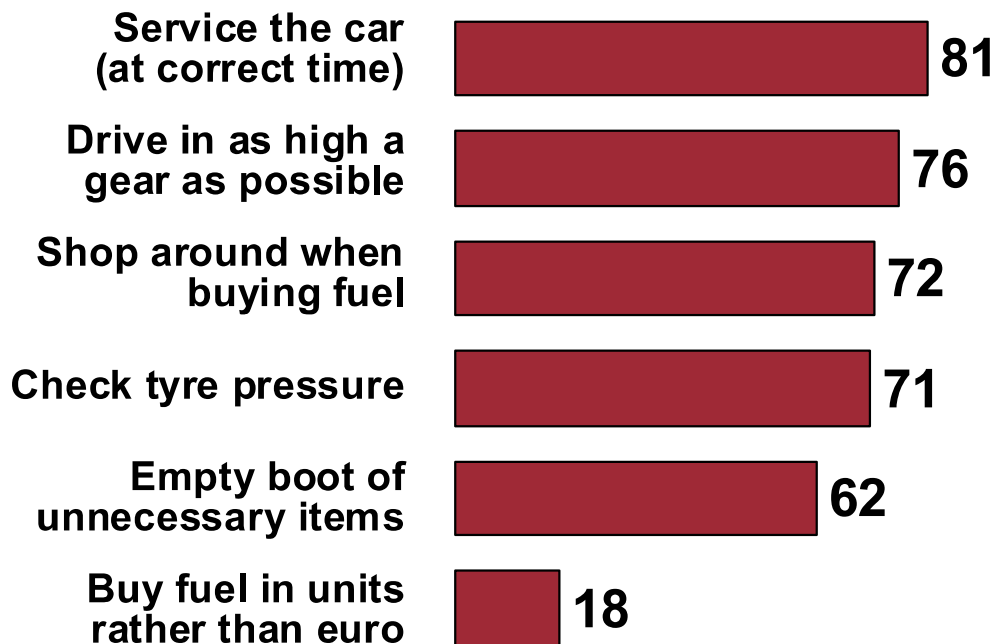


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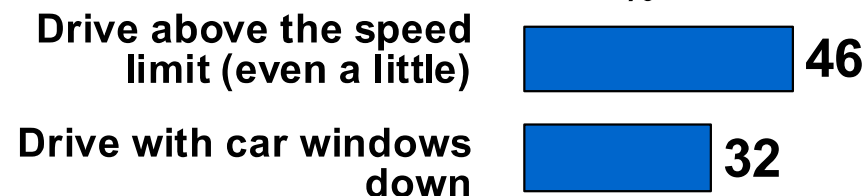
(Base: All drivers who are responsible for driving costs – 65%)



%



%



Drivers claim to be quite compliant with actions to improve fuel efficiencies, 4 in 5 servicing regularly, 3 in 4 drive in a high gear etc. 46% drive faster than they should increasing their fuel consumption.

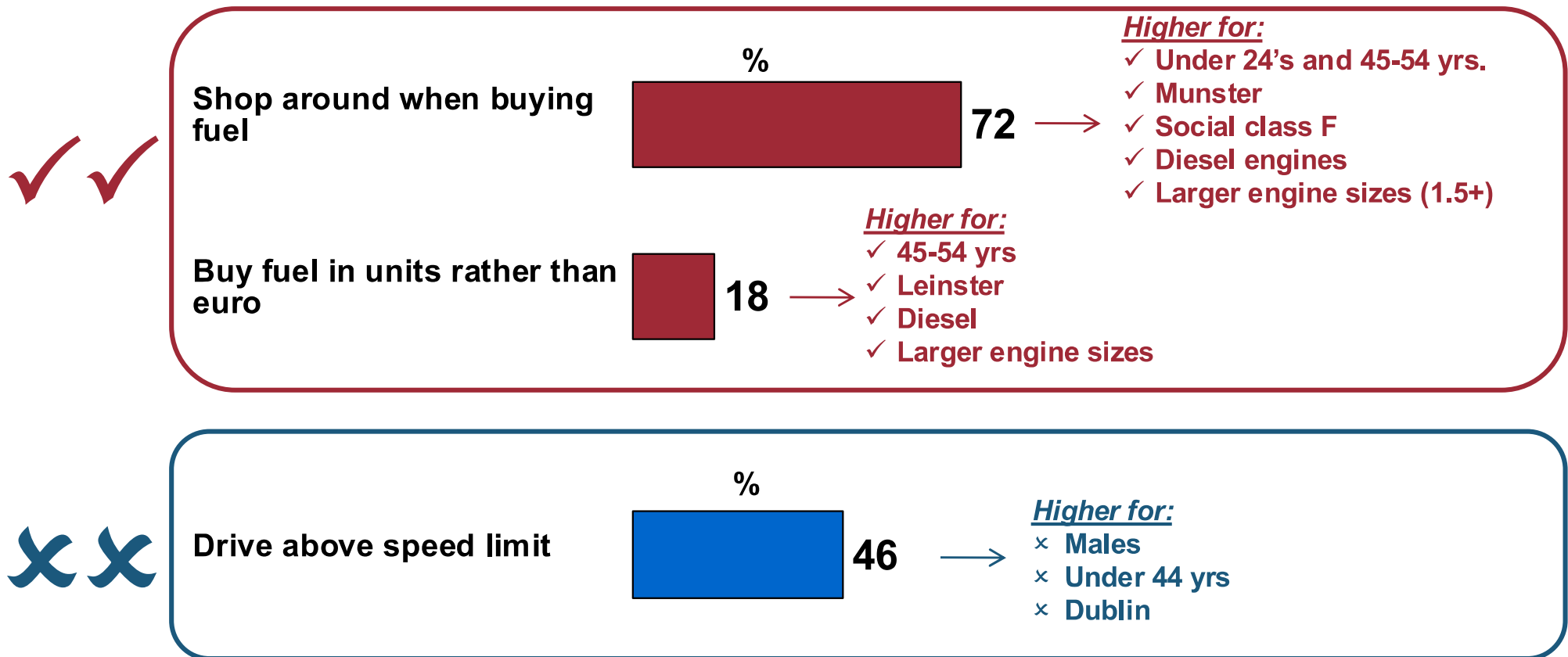
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# Actions Taken to Improve Fuel Efficiency



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(Base: All drivers who are responsible for driving costs – 65%)



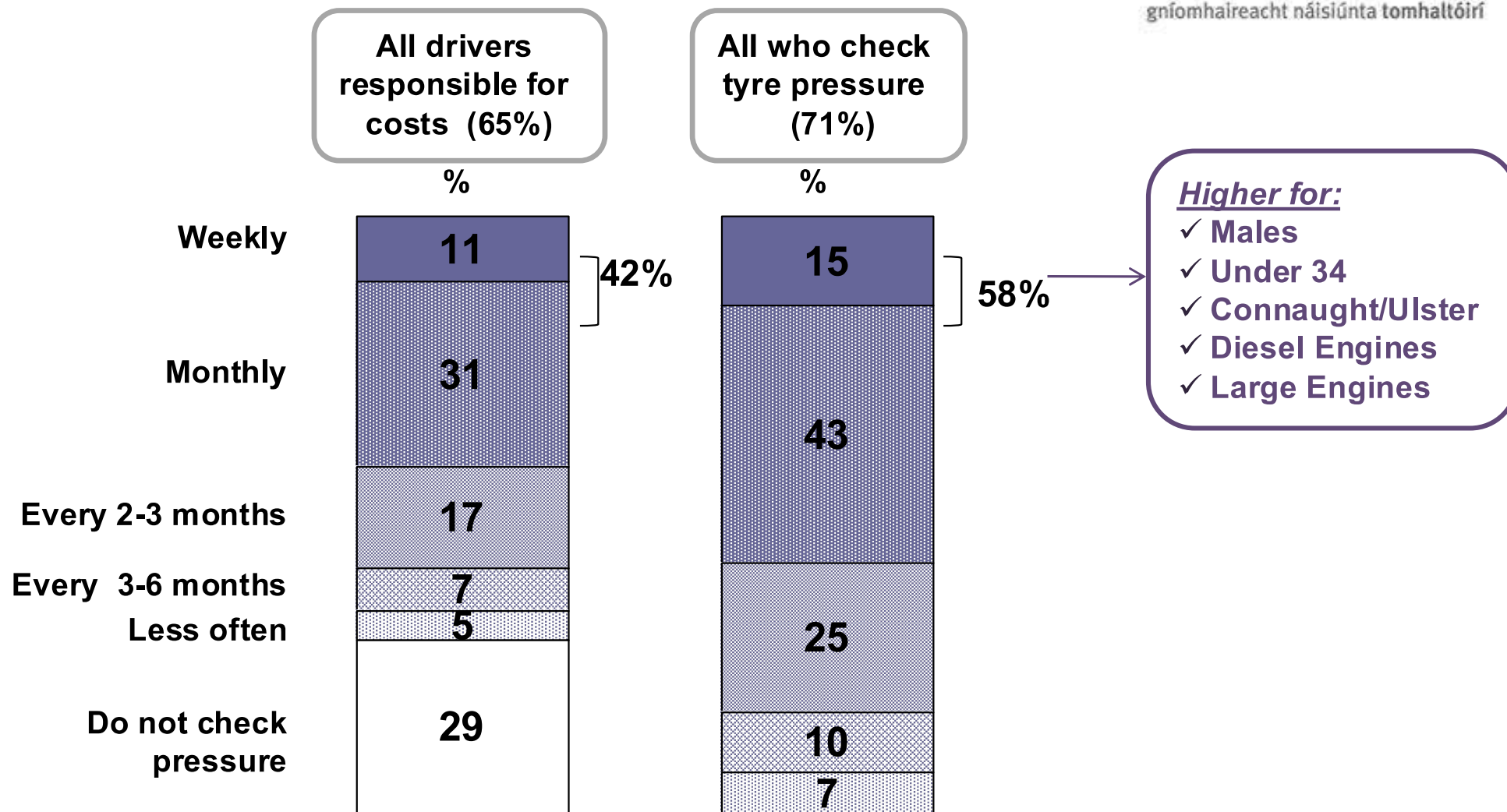
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# Frequency of Checking Tyre Pressure



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(Base: All drivers who are responsible for driving costs – 65%)



Of those who check their tyres 3 in 5 claim to check at least monthly. Those with Diesel and larger engine sizes are more likely to check more frequently.

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## Section 3: Vehicle Servicing

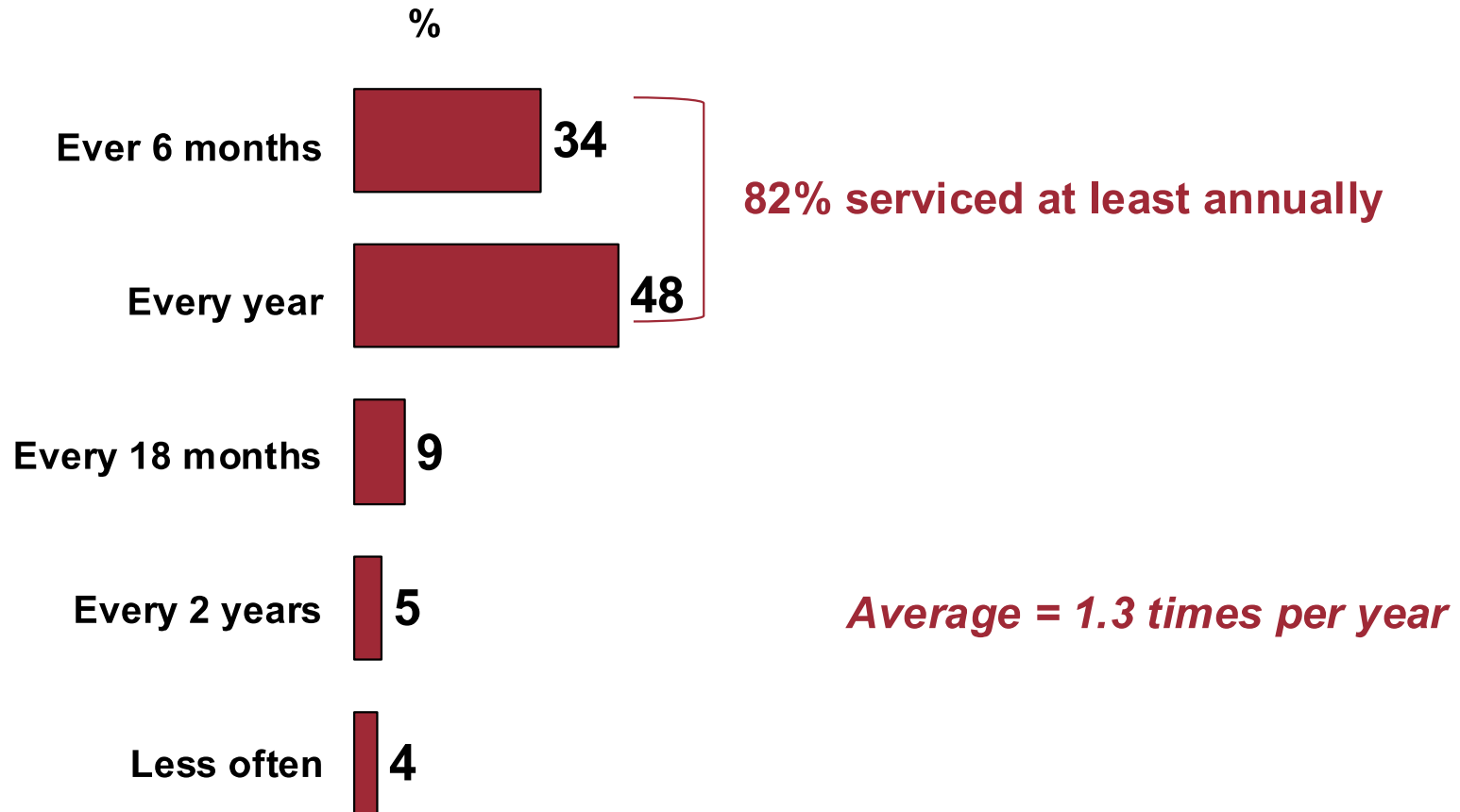
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# Frequency of Car Servicing

(Base: All drivers who are responsible for driving costs – 65%)



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4 in 5 drivers are servicing their cars at least annually, a third claim to be doing so every six months. From data not shown Dublin drivers service their vehicles less frequently, their average is once per year and 43% of diesel drivers are getting a service once every six months.

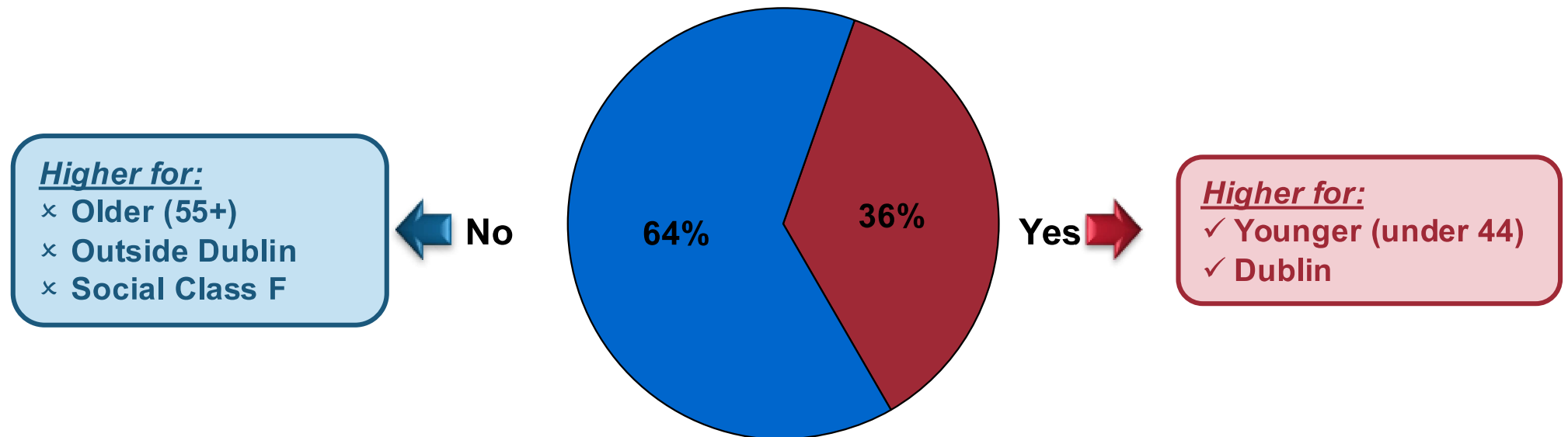
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# Incidence of Shopping Around for Service



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(Base: All drivers who are responsible for driving costs – 65%)



Only 1 in 3 drivers are actually shopping around for vehicle servicing – Dublin drivers' incidence is higher potentially due to wider choice available. Only 26% of the over 55's shop around – most likely to opt for one provider consistently.

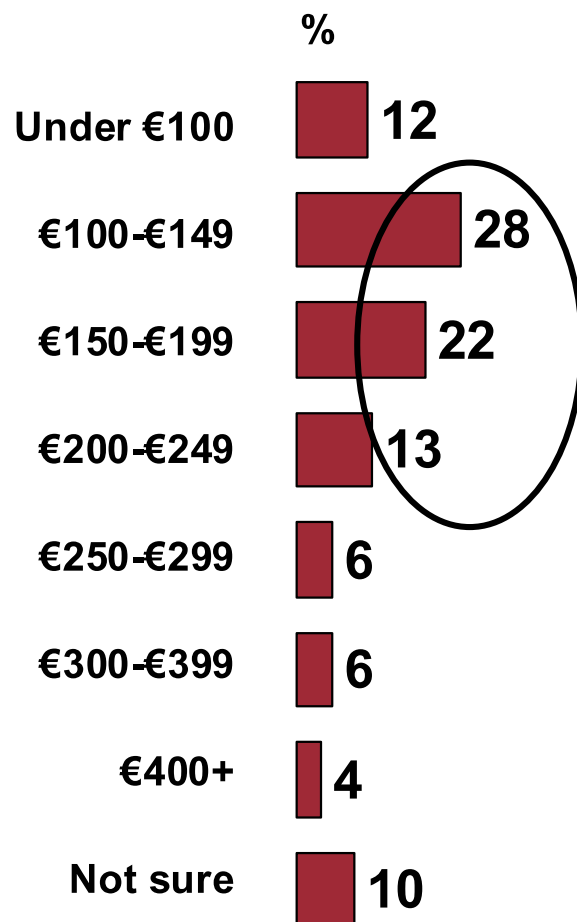
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# Cost of Last Standard Service

(Base: All drivers who are responsible for driving costs – 65%)



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## Average Service €184

Dublin €207

Petrol €178

Diesel €201

1.0 or smaller €127

2.0 or bigger €236

Two thirds of services are between €100 and €250, the average being €184. Understandably averages increase as the engine size does. Those in the Dublin region are paying more than outside Dublin.

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# Methodology and Profile of Car Owners and Cars

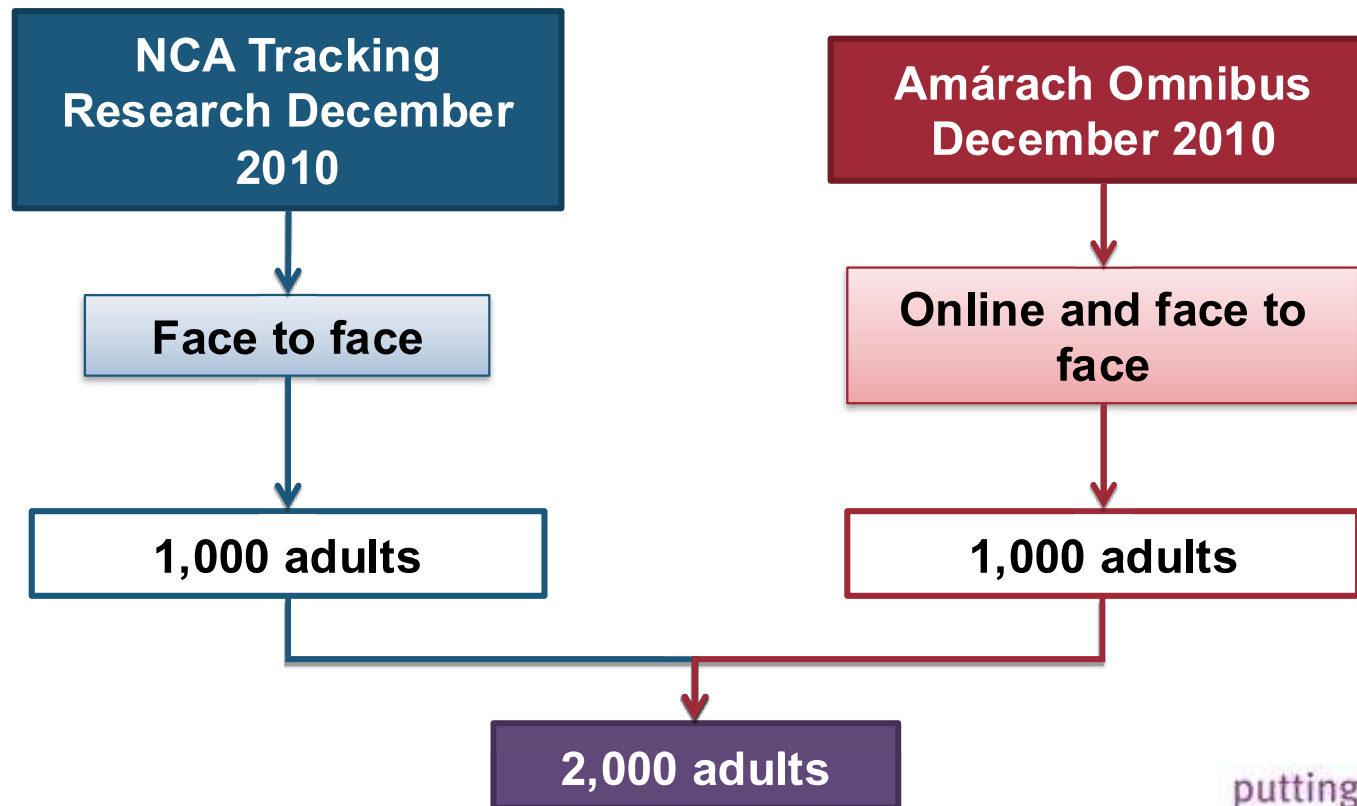
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# Methodology



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- A larger sample size than the usual 1000 was used as the data was collected for use in the transport section of the Economiser – an online budgeting tool.
- The data was collected using both the NCA Tracking Research (face to face) and Amárach Omnibus (face to face and online) to arrive at a total sample of 2,000 adults aged 16 and older.
- Both samples were quota controlled to provide a nationally representative sample of respondents.



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# Responsibility for Vehicle and Costs

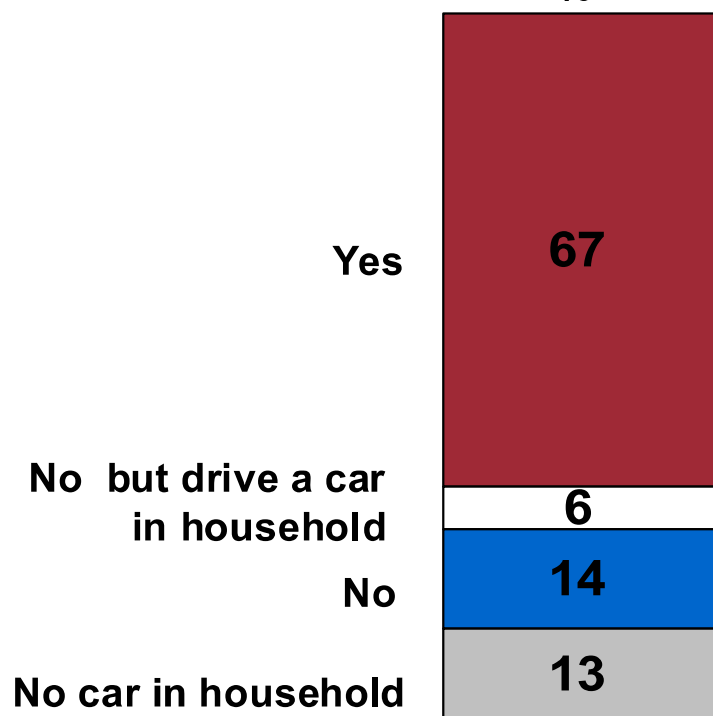


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(Base: All Adults 16+)

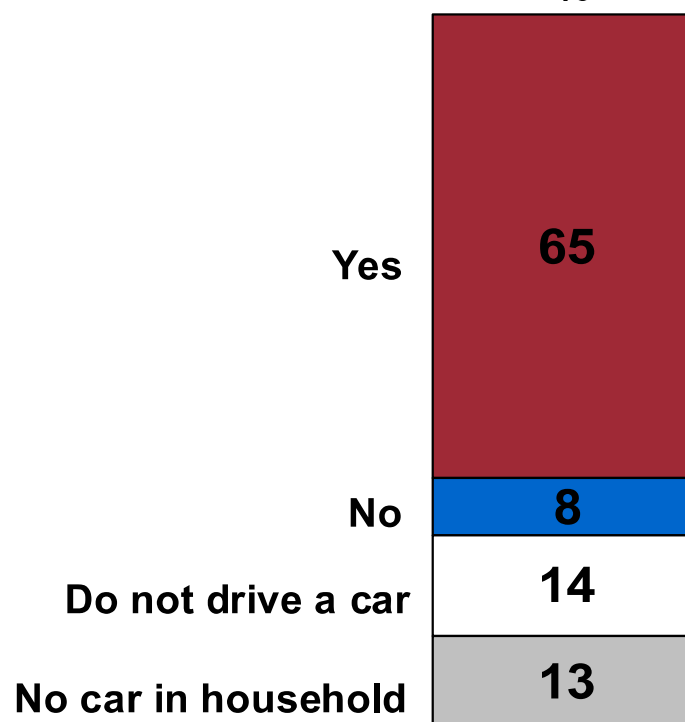
Personally or jointly own a car

%



Responsible for running costs

%



In order to speak to those responsible for costs, we firstly established if the household had a car (13% did not) then if the respondent drove (14% did not) and finally if they were responsible for driving costs (8% were not), this left us with 65% of adults surveyed who are drivers and are responsible for driving costs.

() = % of Total sample

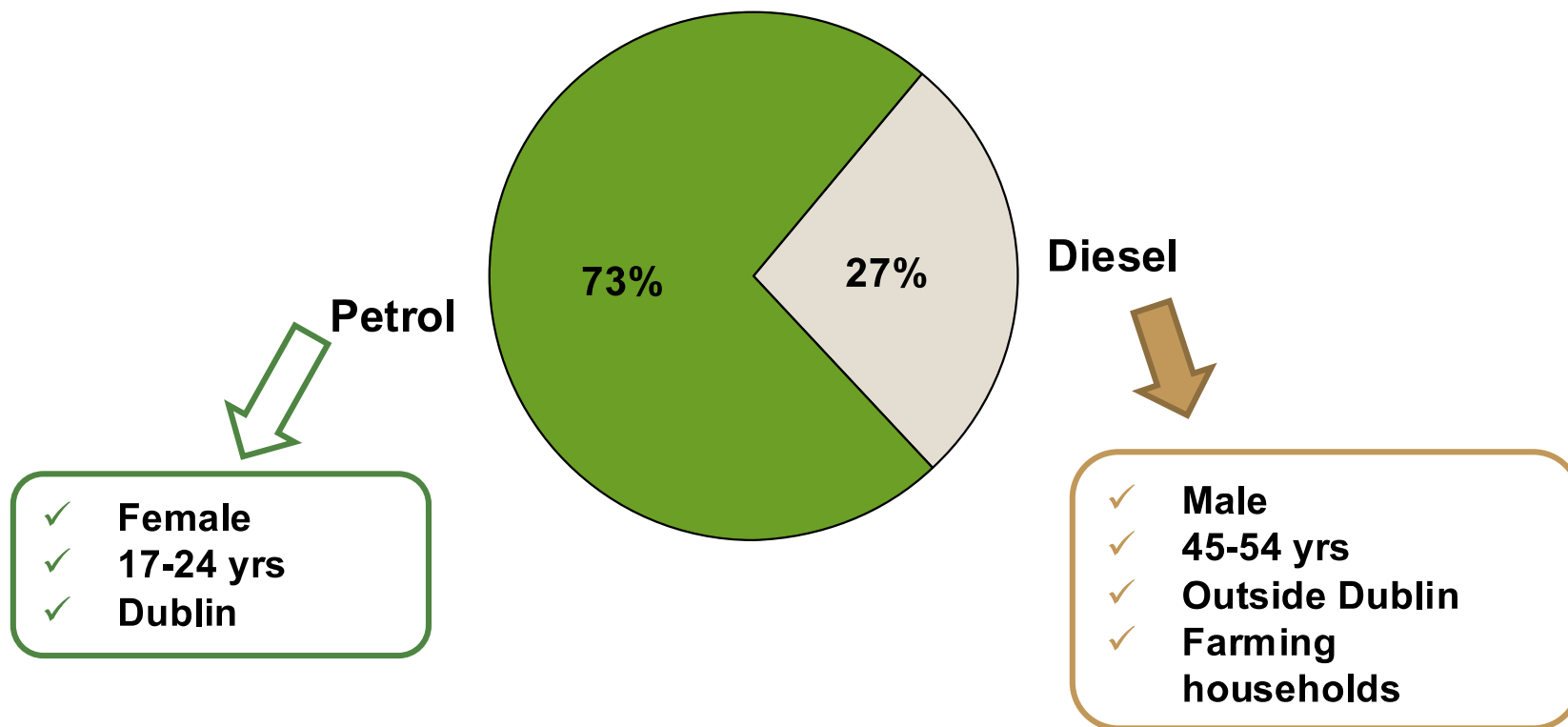
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# Engine Type

(Base: All drivers who are responsible for driving costs – 65%)



Almost three quarters of engines are petrol, this incidence is higher for the youngest age group, females and Dublin. Diesel accounts for just over a quarter and this is even more prevalent outside Dublin and for social class F.

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