

National Consumer Agency

Market Research Findings: Second Hand Car Sales



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Research Conducted by


amárach
research

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Key Findings

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Key Findings - I



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- In the past 7 years 40% of consumers have purchased a second hand car, of these:
 - 35% bought from an independent garage/dealer
 - 33% bought from an authorised dealership
 - 28% purchasing from a private individual sale
- 15-24 year olds tend to buy more from independent garages/dealers (39%) and private sales (39%)
- 55+ age group are more likely to buy from an authorised dealer (43%)

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Key Findings - II



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- **Car Checks Prior to Purchase**
- **11%** of purchasers **did not perform any checks** before buying the car.
- 29% did not check all documentation/service history
- 45% did not check/ask if the car was crashed
- 46% did not have a mechanic check the car
- 62% did not check/ask if odometer reading was genuine
- 63% did not check if there was any outstanding finance on the car
- 83% did not complete background checks (motorcheck.ie etc.)

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Second Hand Car Sales

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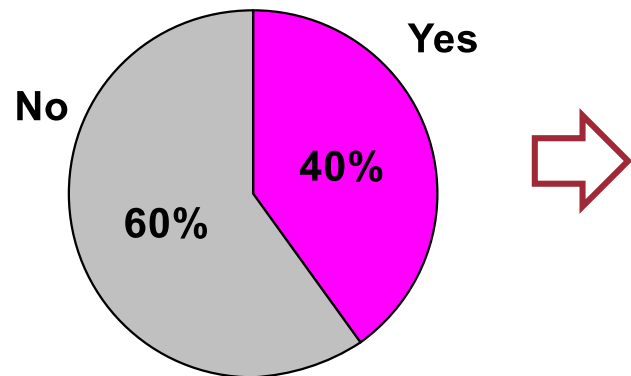
Experience of Purchasing Used Cars



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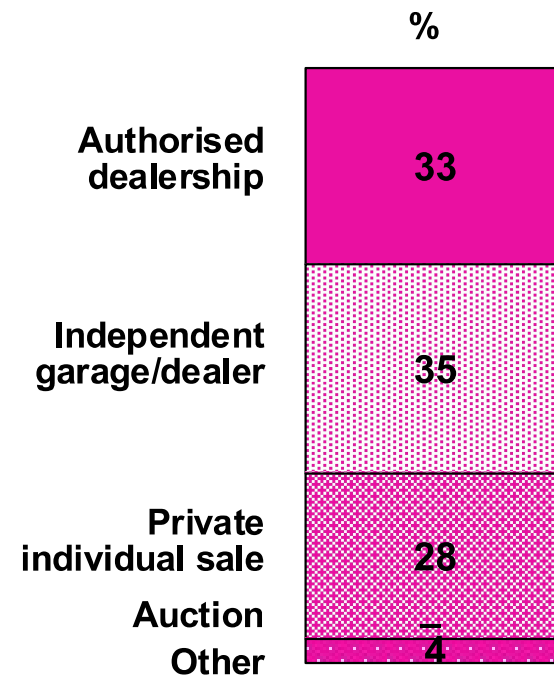
Incidence of purchasing within the Past 7 years?

(Base: All aged 15-74, 1,000)



Where Purchased From?

(Base: All who purchased a used car within the past 7 years - 397)



2 in 5 have purchased a used car within the past 7 years; of which almost 7 in 10 purchased through either a dealer or an independent garage. It was found that the younger age group 15-24 year olds tend to buy more from independent garages/dealers (39%) and private sales (39%) with the 55+ age group more likely to buy from an authorised dealer (43%).

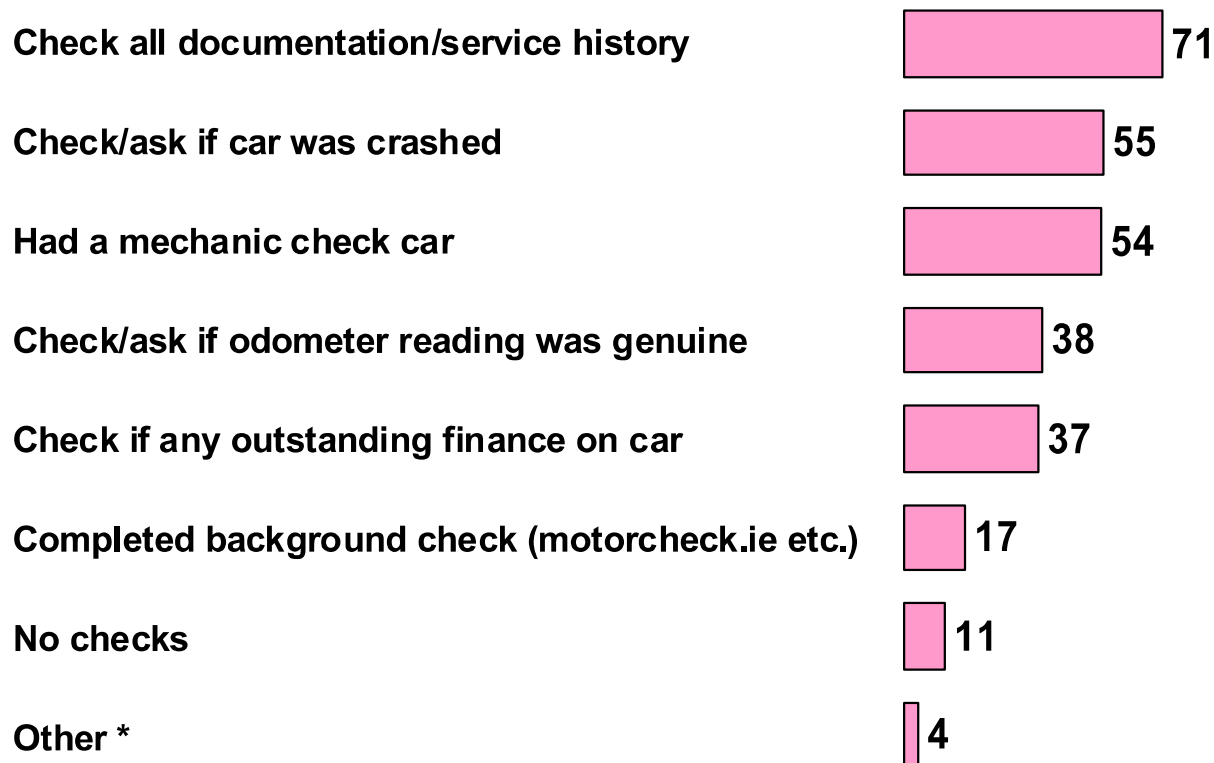
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Checks Completed Before Purchase



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(Base: All who purchased a used car within the past 7 years - 397)



One in ten (11%) did not perform any checks prior to purchasing a second hand car. Consumers are most likely to check documentation and service history (71%). 55% checked if the car was crashed and 54% had a mechanic check the car.

* All other mentions 2% or less

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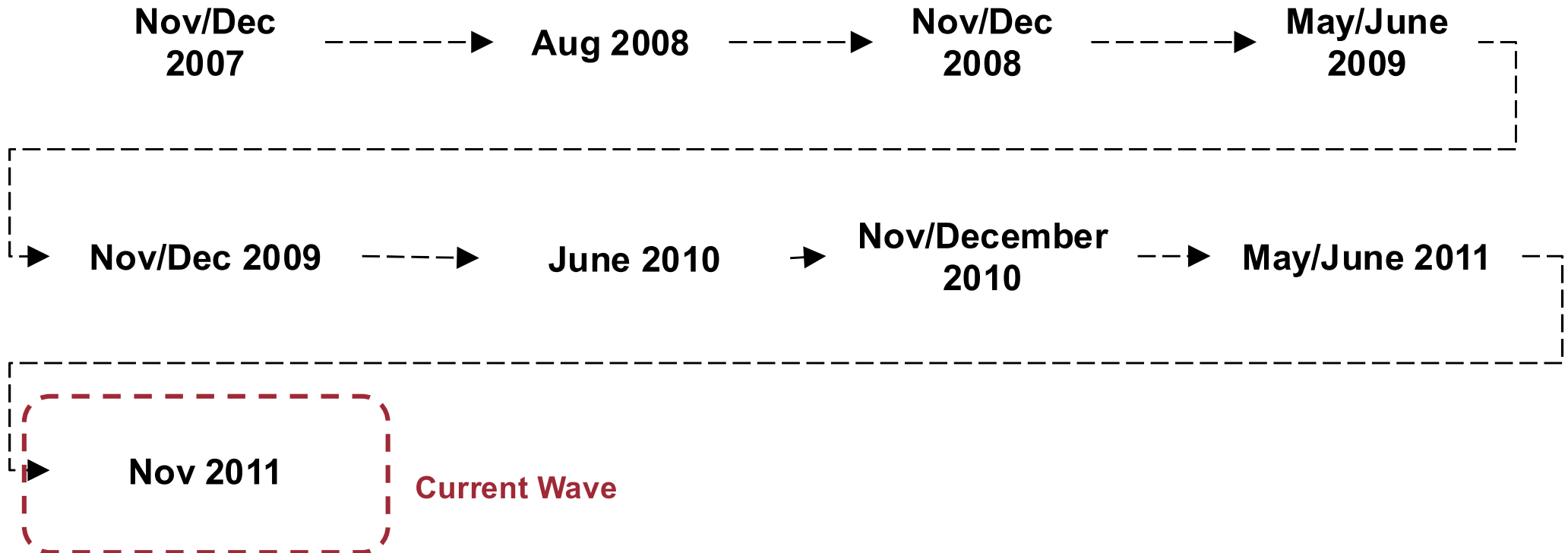
Research Background and Methodology

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Research Background and Methodology



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- The research was conducted by means of face-to-face interviewing with 1,000 people between the ages of 15-74.
- To ensure that the data is nationally representative, quotas were applied on the basis of age, gender and social class.
- Interviewing was conducted over a four week period in November 2011.

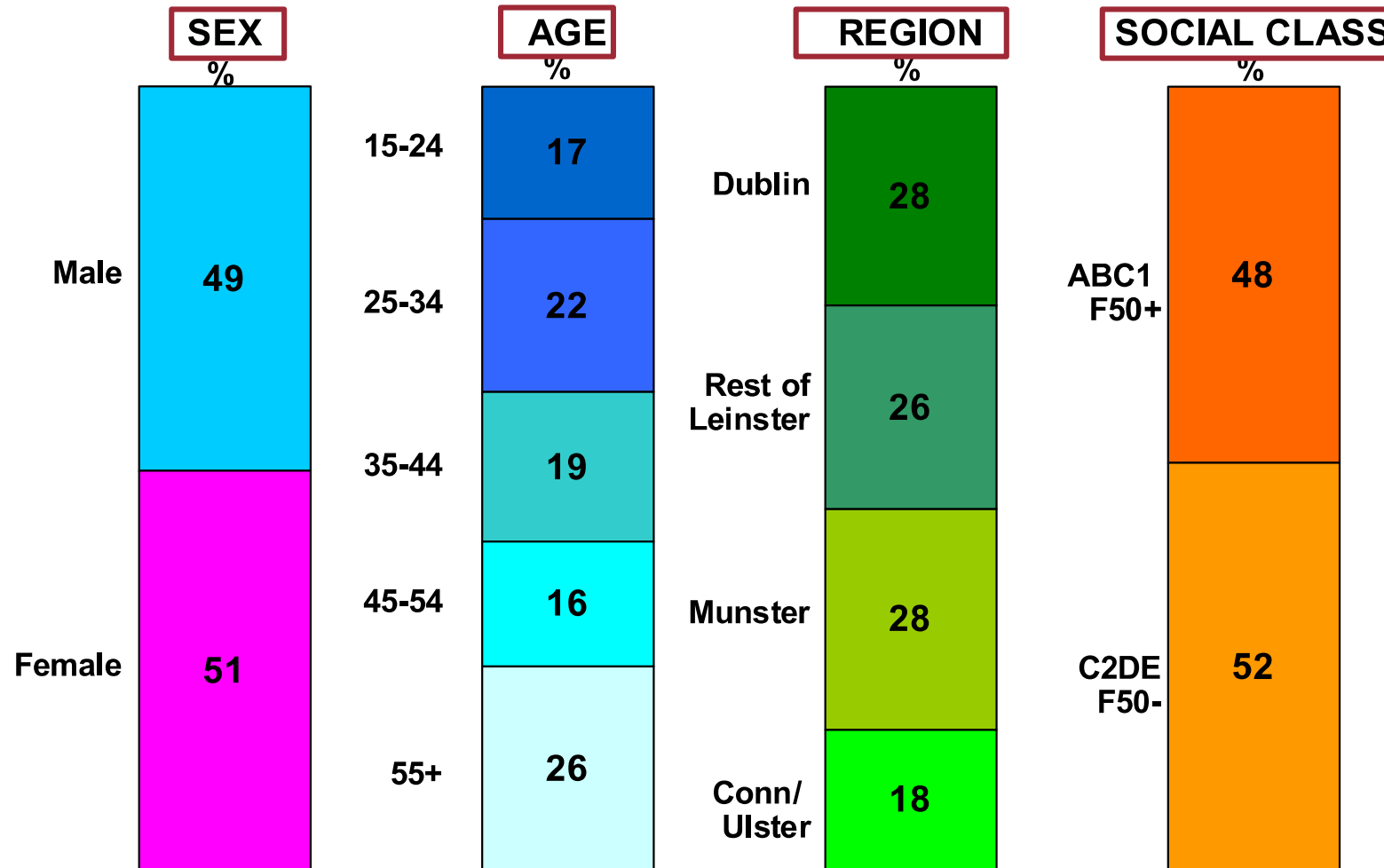
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Profile of Sample



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(Base: All aged 15-74 – 1,000)



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