

CCPC VEHICLE HISTORY RESEARCH



Coimisiún um
Iomaíocht agus
Cosaint Tomhaltóirí

Competition and
Consumer Protection
Commission



Ipsos MRBI
GAME CHANGERS

CONTENTS

1. INTRODUCTION

2. FINDINGS

OBJECTIVES & METHODOLOGY



2,000 interviews conducted with adults aged 15+



Survey conducted via syndicated telephone *Omnipoll*, with fieldwork between 1st – 31st January 2020.



Mix of landline and mobile numbers called using random digit dialling (RDD), with quota controls. Ensures fresh, nationally representative audience.



Data is then weighted in line with the most up-to-date CSO estimates of the population.

Objectives

To measure behaviour, awareness, perceptions, and attitudes relating to used vehicle purchases and their history.

Questionnaire designed in consultation with the CCPC

EXECUTIVE SUMMARY

1



EXECUTIVE SUMMARY

- Just under half of respondents (49%) have bought a used vehicle in the last five years. This was highest amongst those aged 25-44.
 - Over two thirds (68%) of those who bought a used vehicle in the past five years did so through a vehicle dealership or garage.
- The majority (87%) of those who bought a used vehicle took it for a test drive.
- Almost 9 in 10 (87%) were informed about the number of previous owners before buying the vehicle. Of these, almost half (46%) said it had a significant influence on their purchasing decision.
 - 57% of those who found out about the number of previous owners the vehicle did so by being told verbally by the owner/dealer.
 - Just 1% of respondents who purchased a used vehicle in the last five years discovered that the vehicle they purchased had a different number of owners than they had previously thought.
- Of those who checked the mileage before buying their vehicle, two thirds (66%) said that it had a significant influence on their decision to purchase the vehicle.
 - The vast majority (94%) checked the vehicles mileage before purchasing with 7 in every 10 of those using the vehicle's odometer to do so.
 - Just 2% of those who checked the mileage before purchasing thought that it was not accurate.

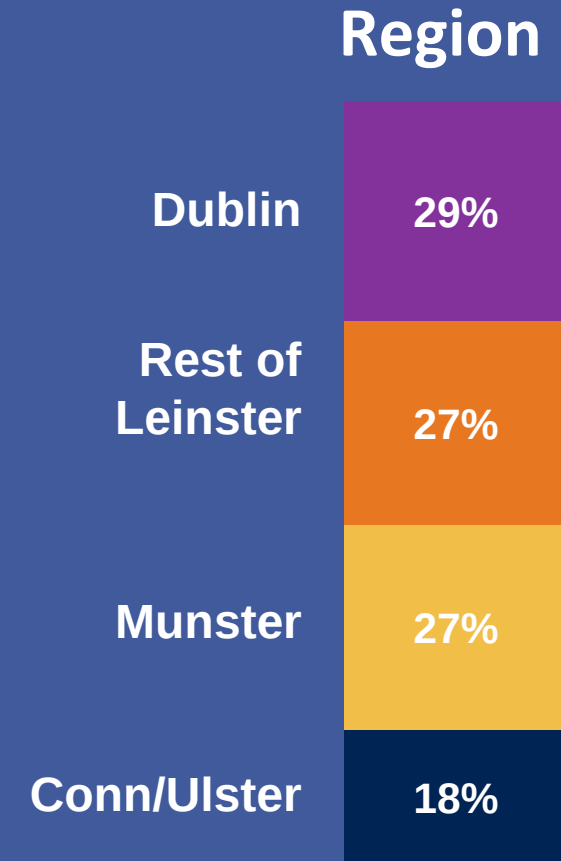
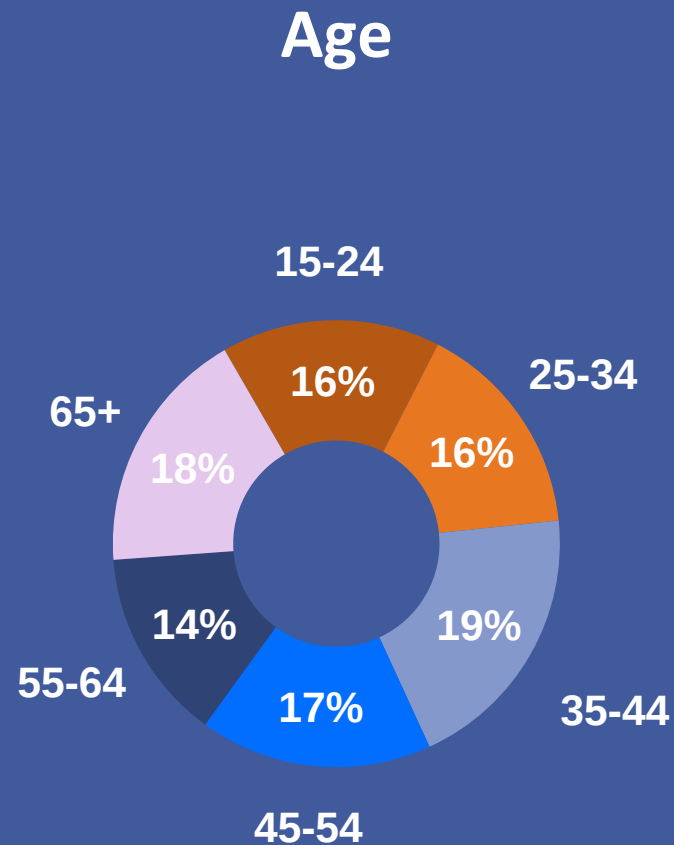
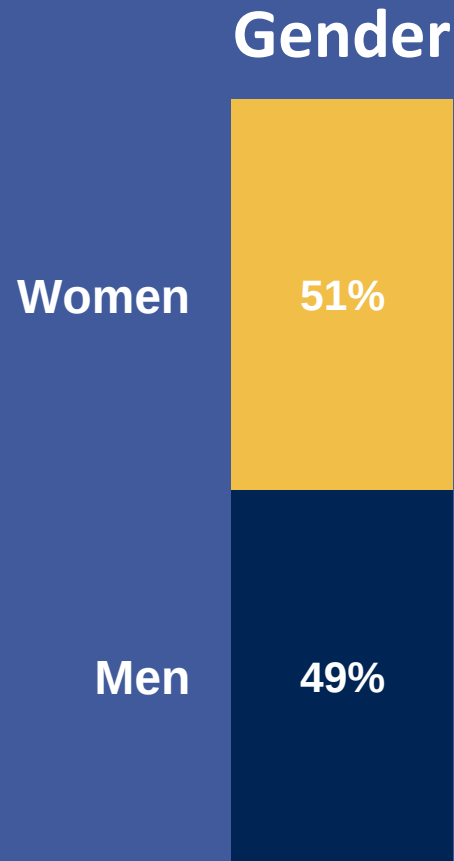
EXECUTIVE SUMMARY

- Just over half (53%) of respondents who purchased a used vehicle in the last five years found out whether or not it had been crashed or seriously damaged before they bought it.
 - Among those who found out whether or not their vehicle had been crashed or seriously damaged before they bought it, 30% used a paid vehicle history website to do so.
 - 2% of those that purchased a used vehicle in the last five years became aware that their vehicle had been in a previous crash or had serious damage that they were not aware of at the time of purchase.
- Over half (54%) of those who bought a used vehicle in past five years received a copy of the vehicle's NCT results before purchasing.
 - Of those that received a copy of the vehicle's most recent NCT results, 57% said it had a significant influence on their decision to purchase.
- Vehicles imported from another country make up just under a third (32%) of used vehicles purchased in the last five years.
 - Of those whose purchased vehicle was imported into Ireland from another country, 98% were aware it was an import.
 - Of those whose purchased vehicle was imported into Ireland from another country, 59% received information on the vehicle's history from the country it was imported from.
- Mileage, crash/damage history, and previous owners were the most cited pieces of information respondents would want to know if they were to buy a second-hand vehicle.

FINDINGS

2

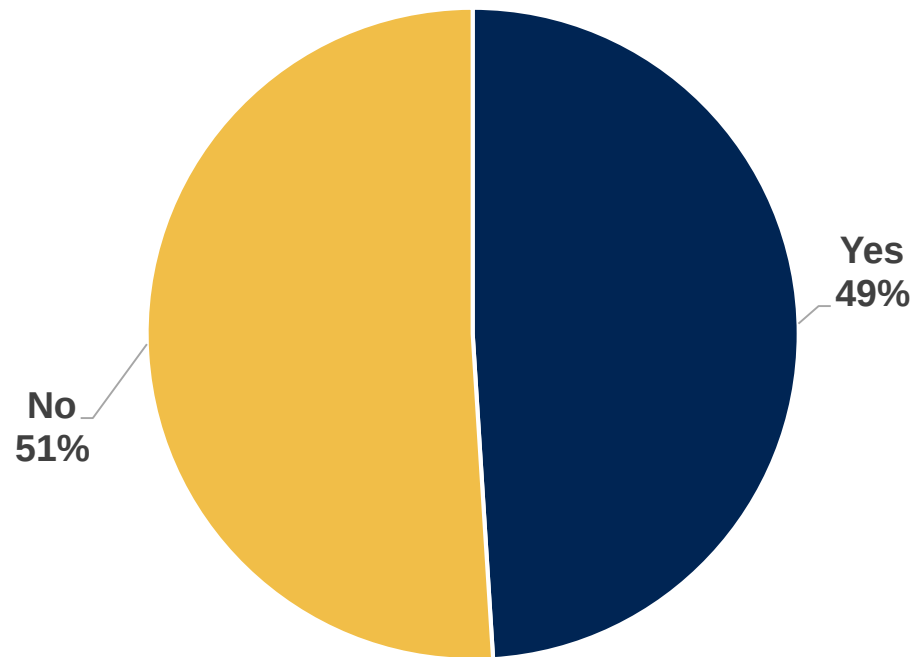
SAMPLE PROFILE – DEMOGRAPHICS



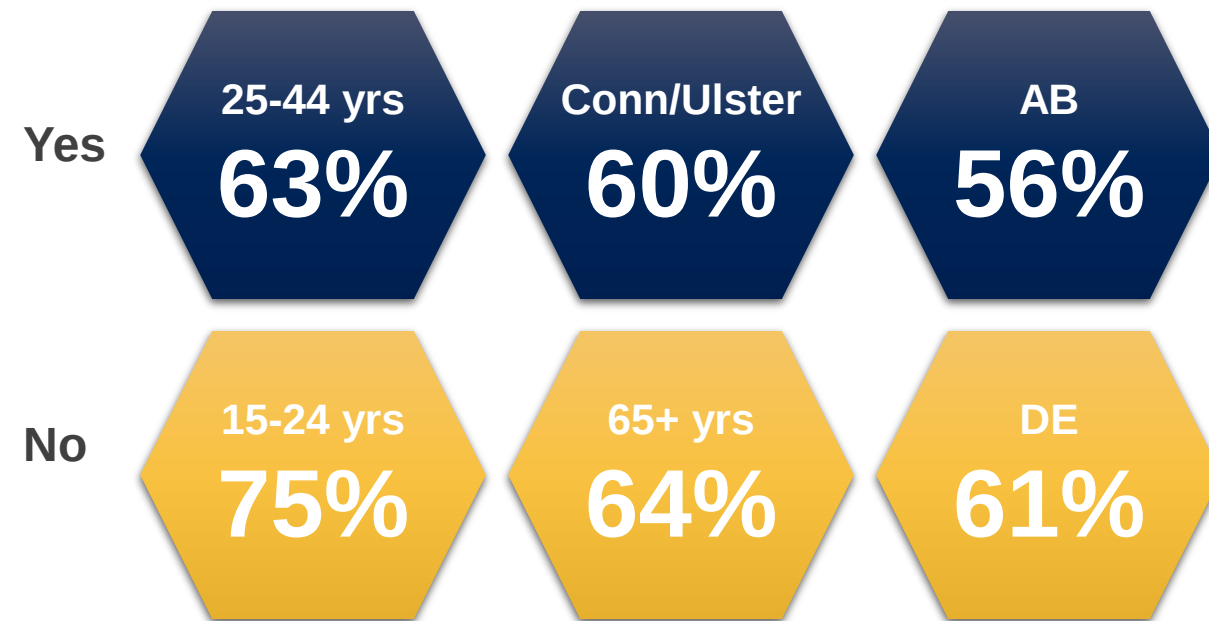
Base: All Respondents: 2015

JUST UNDER HALF OF RESPONDENTS (49%) HAVE BOUGHT A USED VEHICLE IN THE LAST FIVE YEARS. THIS WAS HIGHEST AMONGST THOSE AGED 25-44.

Used vehicle bought in past five years



Highest amongst:

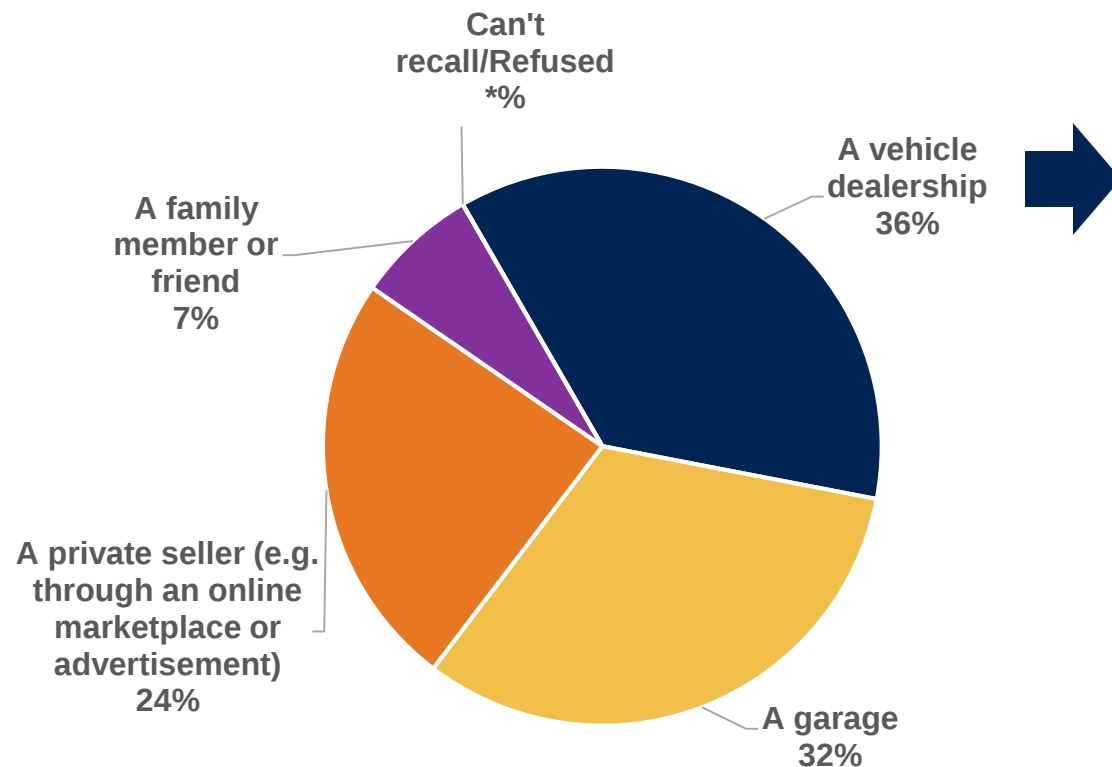


Q.1 During the past five years, have you bought a used vehicle?
Base: All Respondents: 2015

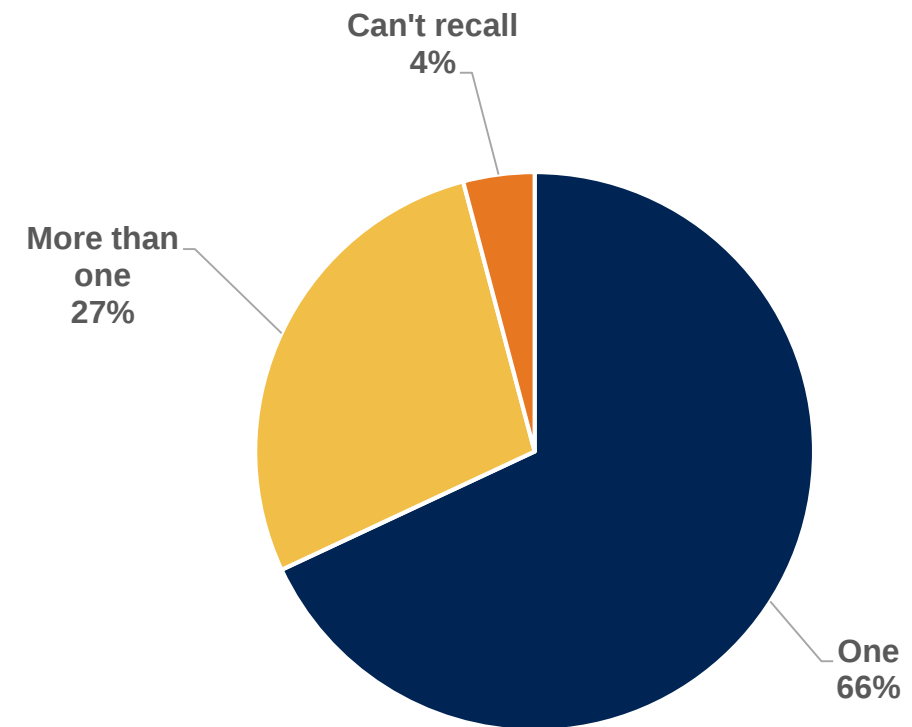
OVER TWO THIRDS (68%) OF THOSE WHO BOUGHT A USED VEHICLE IN THE PAST FIVE YEARS DID SO THROUGH A VEHICLE DEALERSHIP OR GARAGE.

From where vehicle was purchased

Vehicle bought from



No. of vehicles private seller had



Q.2 From whom did you buy the vehicle?

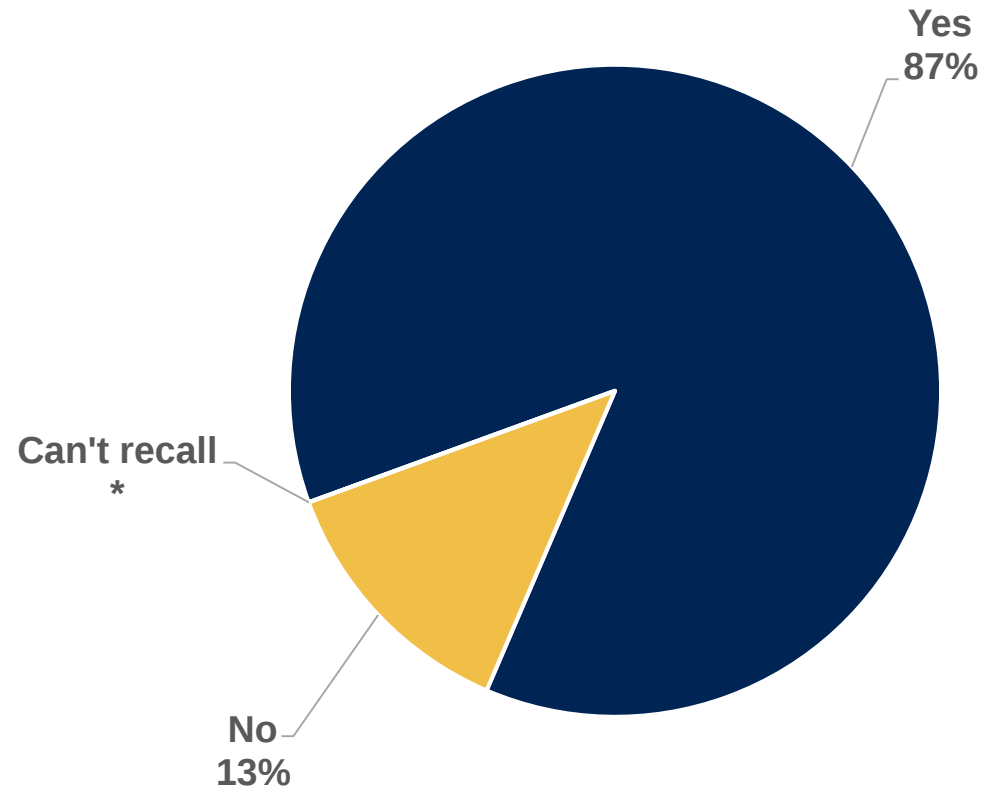
Base: All who bought used vehicle in past 5 years: 983

Q.3 As far as you are aware, did the person selling the vehicle have just one vehicle for sale, or more than one?

Base: All who bought used vehicle through private seller: 240

THE MAJORITY (87%) OF THOSE WHO BOUGHT A USED VEHICLE TOOK IT FOR A TEST DRIVE.

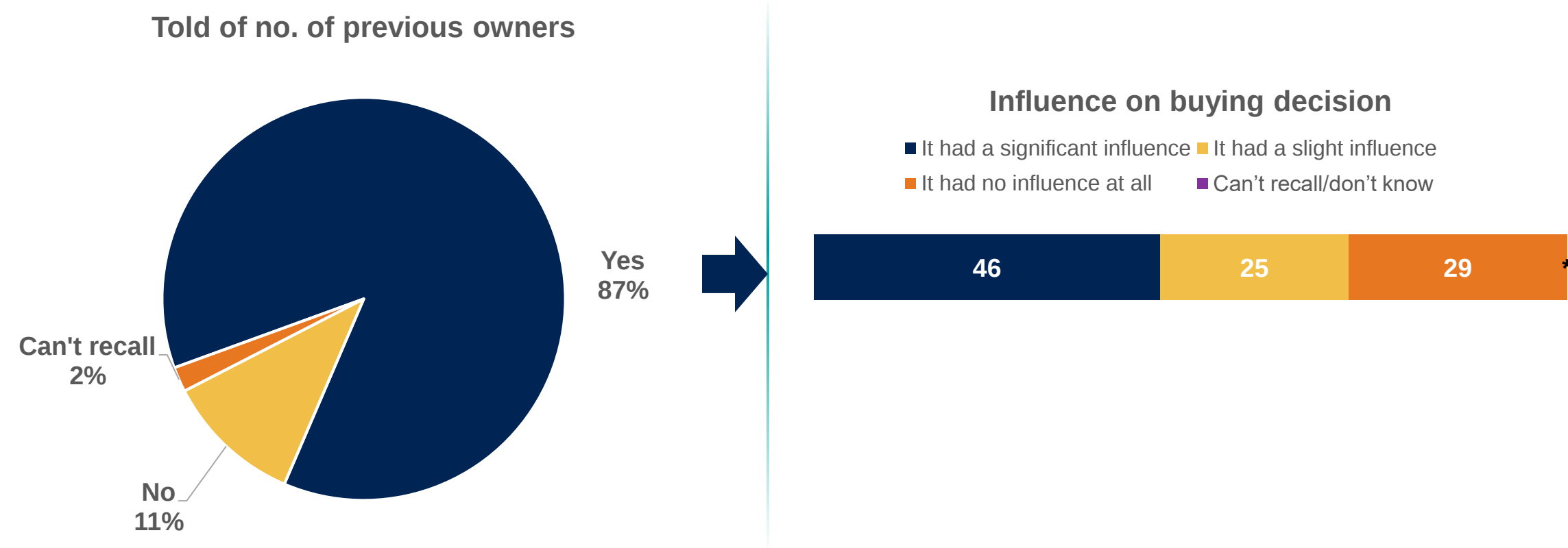
Brought for a test drive



Q.5 Did you take the vehicle for a test drive?
Base: All who bought used vehicle in past 5 years: 983

ALMOST 9 IN 10 (87%) WERE INFORMED ABOUT THE NUMBER OF PREVIOUS OWNERS BEFORE BUYING THE VEHICLE. OF THESE, ALMOST HALF (46%) SAID IT HAD A SIGNIFICANT INFLUENCE ON THEIR PURCHASING DECISION.

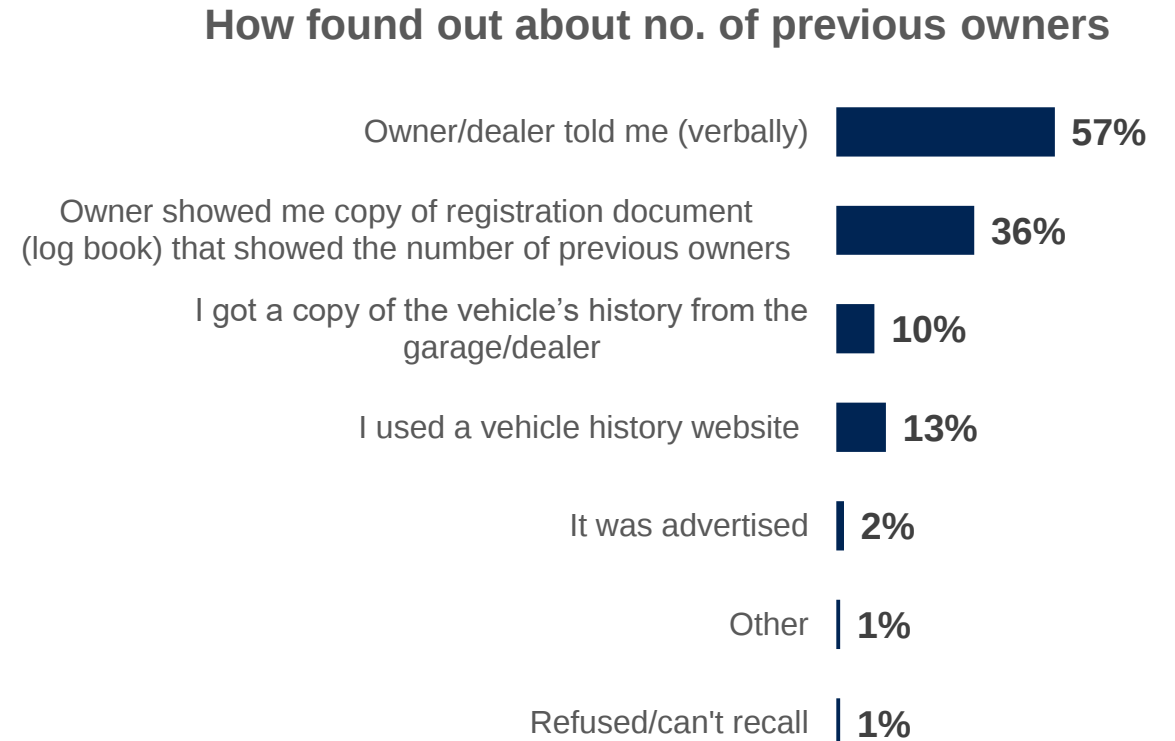
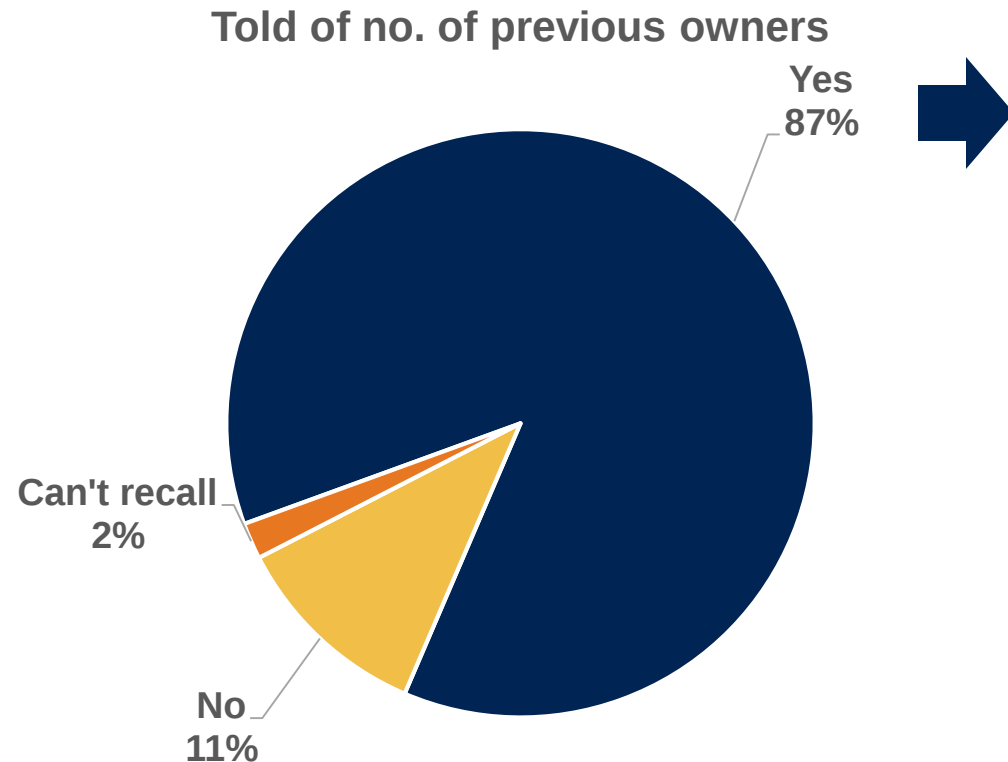
Previous owners



Q.6 Before buying the vehicle, were you informed how many previous owners the vehicle had?
Base: All who bought used vehicle in past 5 years: 983
Q.7 To what extent did this influence your decision to purchase this vehicle?
Base: All who were informed of previous buyers: 856

57% OF THOSE WHO FOUND OUT ABOUT THE NUMBER OF PREVIOUS OWNERS THE VEHICLE DID SO BY BEING TOLD VERBALLY BY THE OWNER/DEALER.

Previous owners



Q.6 Before buying the vehicle, were you informed how many previous owners the vehicle had?

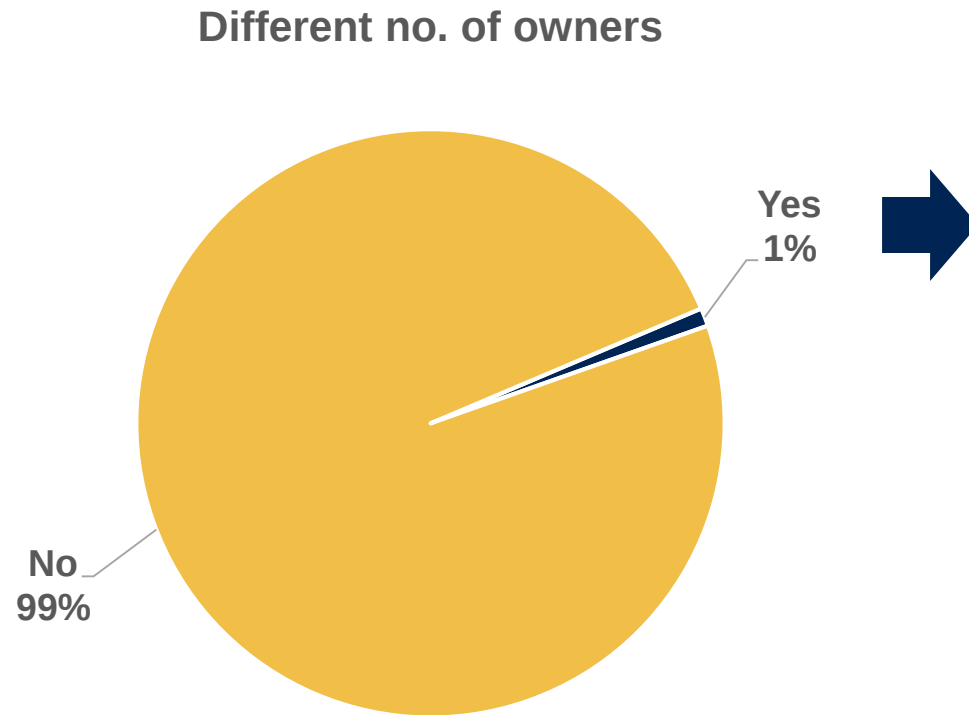
Base: All who bought used vehicle in past 5 years: 983

Q.8 How did you find out how many previous owners the vehicle had?

Base: All who bought used vehicle in past 5 years: 983

JUST 1% OF RESPONDENTS WHO PURCHASED A USED VEHICLE IN THE LAST FIVE YEARS DISCOVERED THAT THE VEHICLE THEY PURCHASED HAD A DIFFERENT NUMBER OF OWNERS THAN THEY HAD PREVIOUSLY THOUGHT.

Different number of previous owners than previously thought



“There was a discrepancy between the logbook and what the dealer said.”



“I went to get it serviced and was told it was an English car. The speedometer was in miles.”

Q.9 After buying the vehicle, did you find out that the vehicle had a different number of owners to what you previously thought?

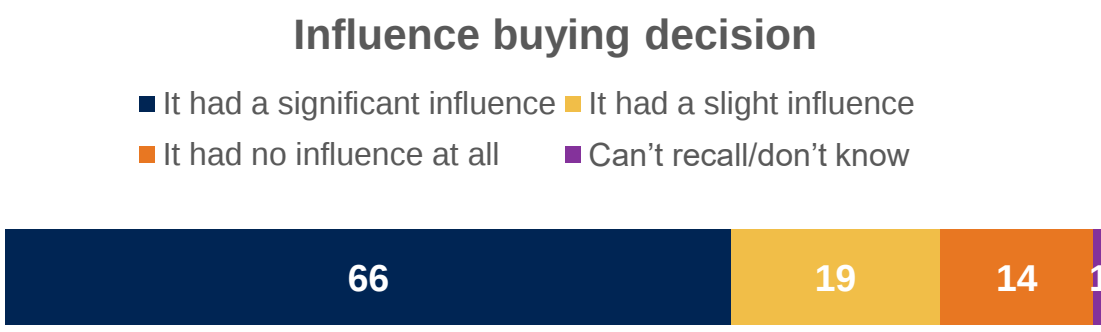
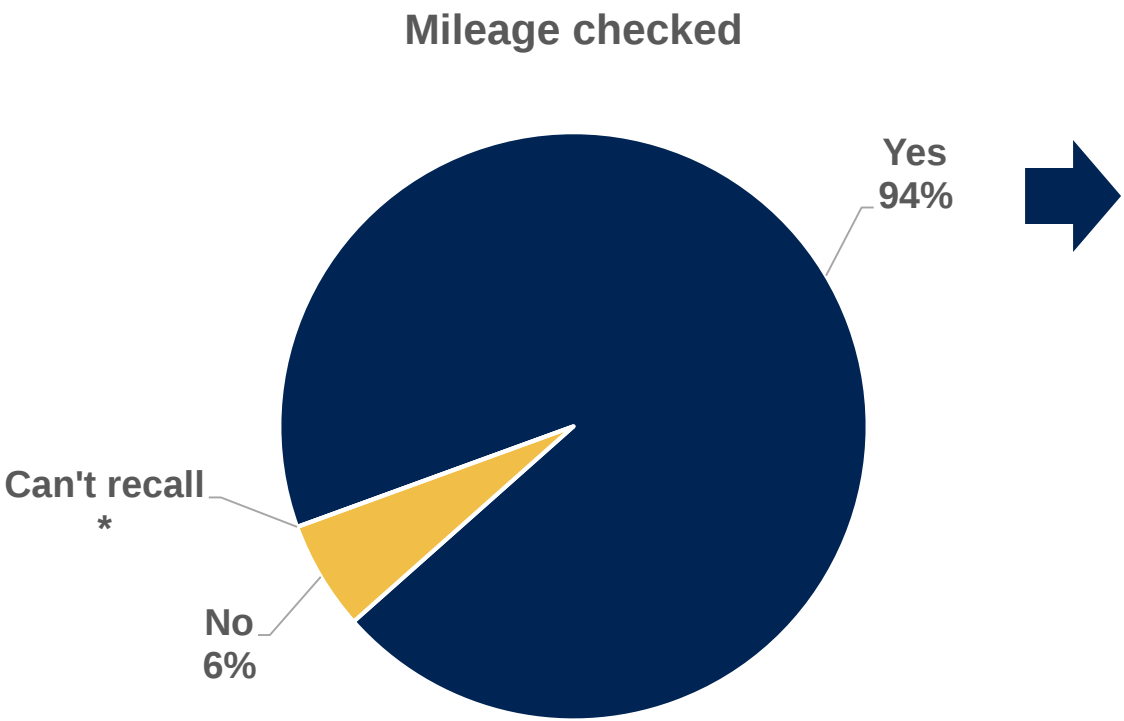
Base: All who answered Q.6 except can't recall: 964

Q.10 How did you find this out?

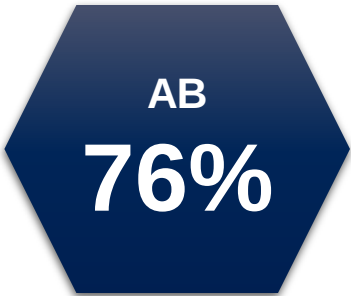
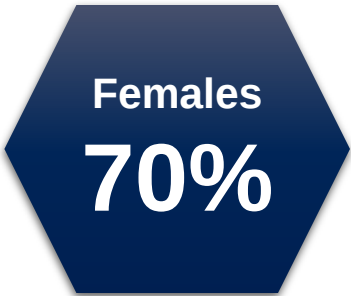
Base: All who, after buying the vehicle, found out that the vehicle had a different number of owners to what they previously thought: 11* (Caution: very low base size)

OF THOSE WHO CHECKED THE MILEAGE BEFORE BUYING THEIR VEHICLE, TWO THIRDS (66%) SAID THAT IT HAD A SIGNIFICANT INFLUENCE ON THEIR DECISION TO PURCHASE THE VEHICLE.

Mileage



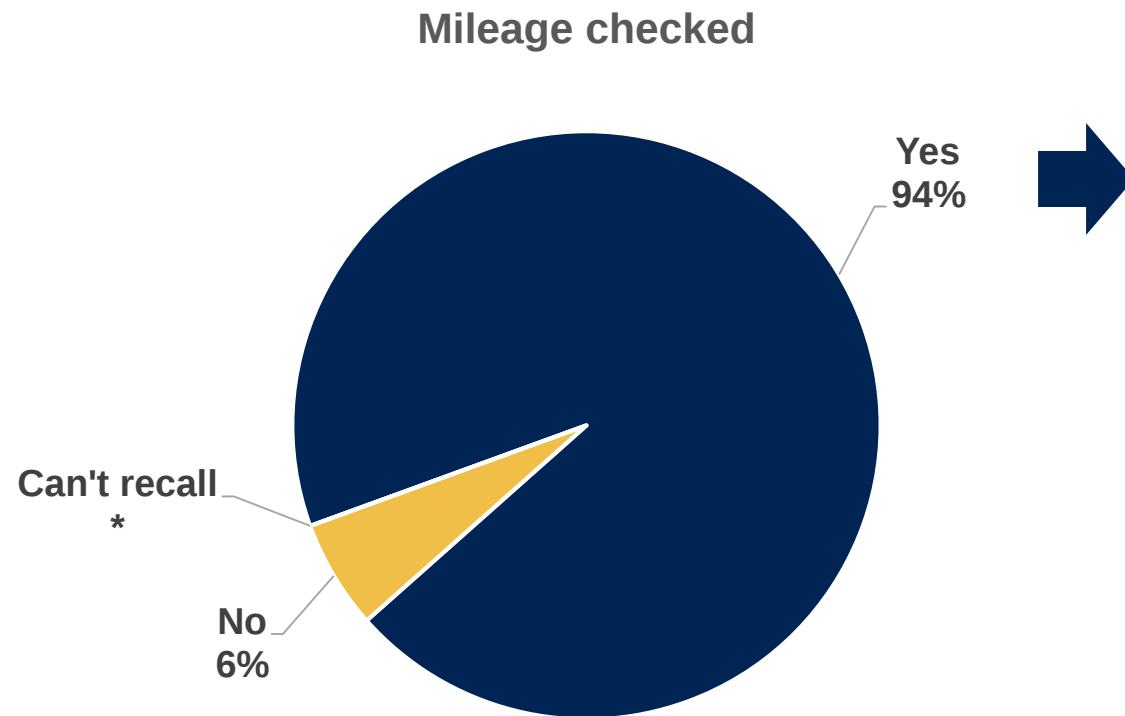
Highest amongst:



Q.11 Before buying the vehicle, did you check what the mileage was?
Base: All who bought used vehicle in past 5 years: 983
Q.12 To what extent did this influence your decision to purchase this vehicle?
Base: All those who checked mileage before purchasing: 920

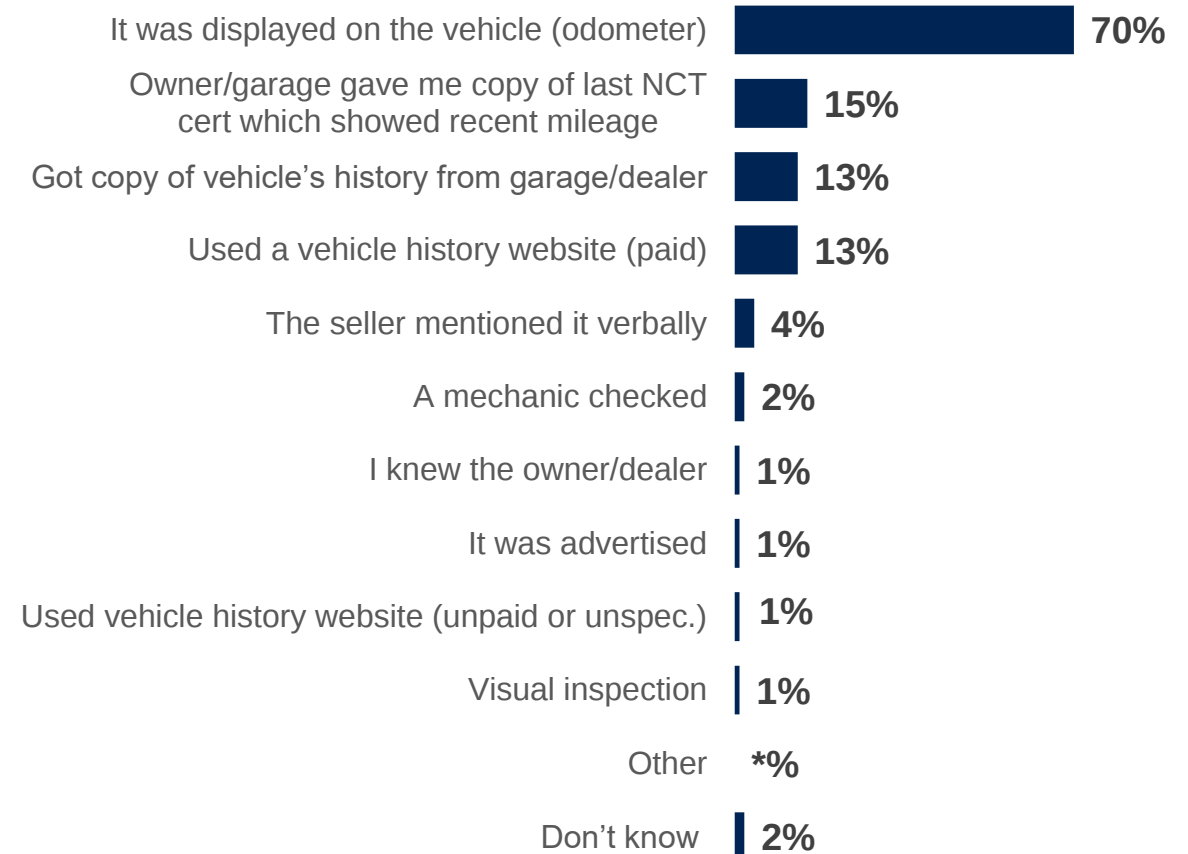
THE VAST MAJORITY (94%) CHECKED THE VEHICLES MILEAGE BEFORE PURCHASING WITH 7 IN EVERY 10 OF THOSE USING THE VEHICLE'S ODOMETER TO DO SO.

Mileage checked



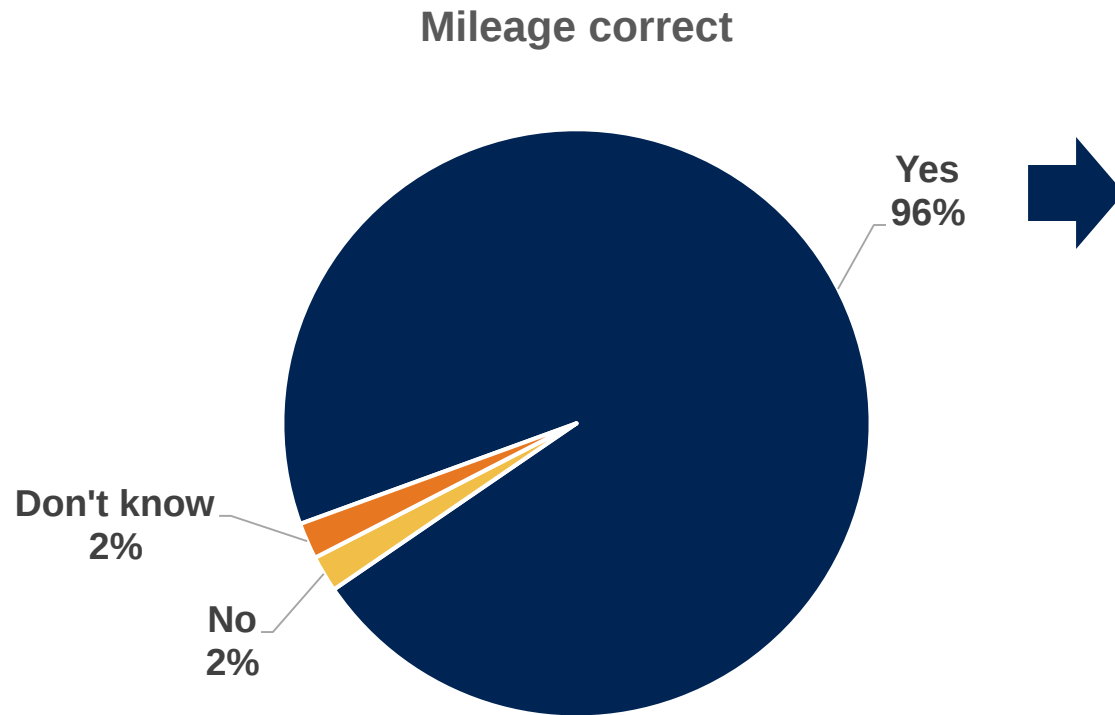
Q.11 Before buying the vehicle, did you check what the mileage was?
Base: All who bought use vehicle in past 5 years: 983
Q.13 How did you check the mileage?
Base: All those who checked mileage before purchasing: 920

How mileage was checked



JUST 2% OF THOSE WHO CHECKED THE MILEAGE BEFORE PURCHASING THOUGHT THAT IT WAS NOT ACCURATE.

Correct mileage



“There were some discrepancies between the NCT results and what was recorded.”

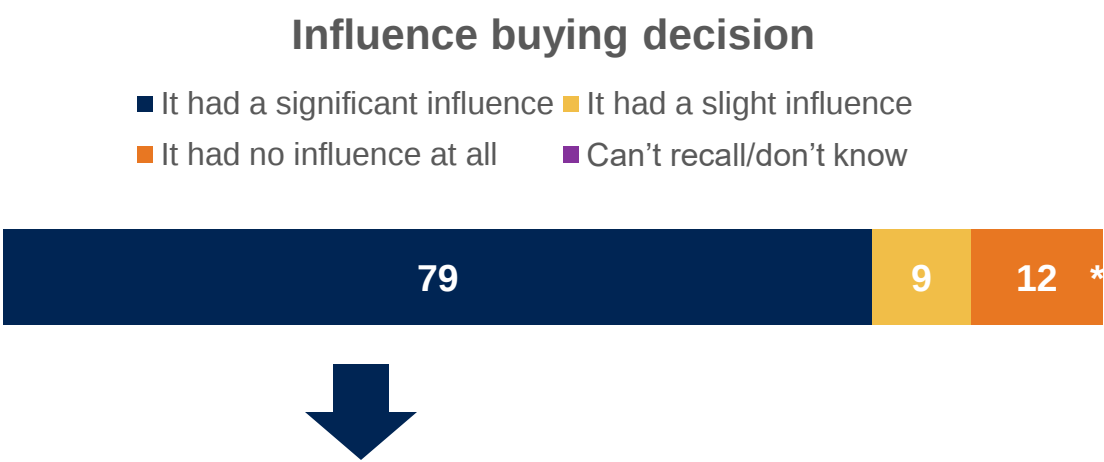
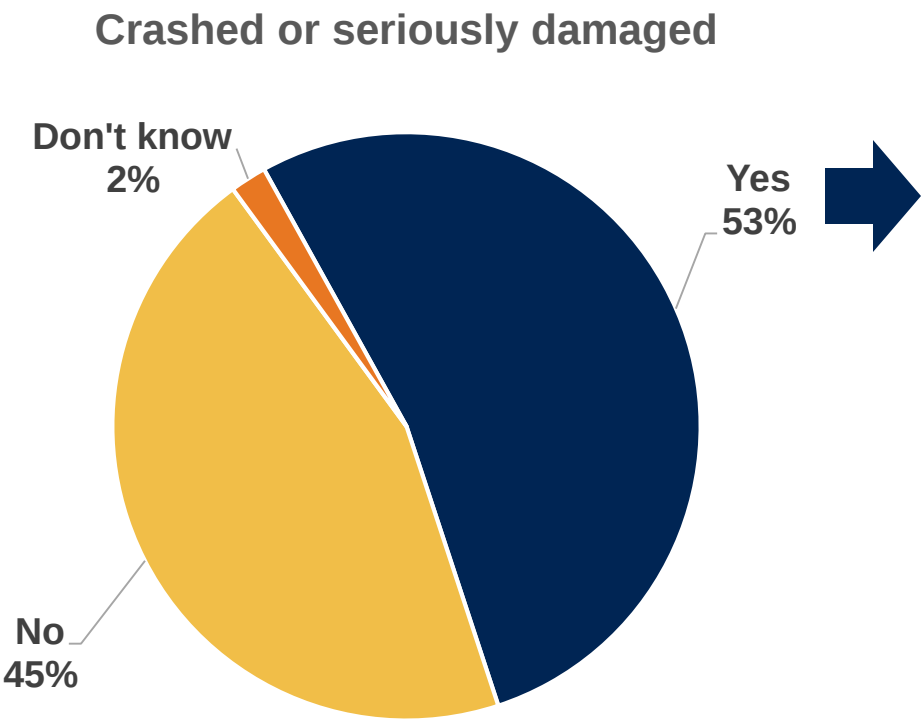


“Because after some time (4 to 5 months) I took my car to the garage when there was a problem. The mechanic opened the dashboard and the meter was totally changed.”

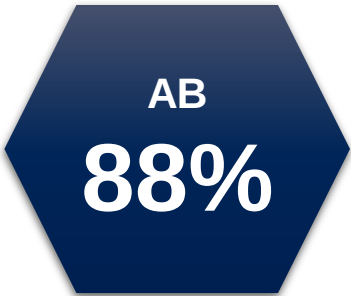
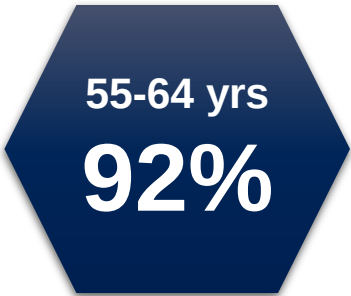
Q.14 Do you think that the mileage on the vehicle was accurate when you bought it?
Base: All who checked mileage before purchasing : 920
Q.15 Why do you think that?
Base: All those who didn't think the mileage on the car was accurate: 17* (*Caution:very low base size)

JUST OVER HALF (53%) OF RESPONDENTS WHO PURCHASED A USED VEHICLE IN THE LAST FIVE YEARS FOUND OUT WHETHER OR NOT IT HAD BEEN CRASHED OR SERIOUSLY DAMAGED BEFORE THEY BOUGHT IT.

Car crashed/damaged history



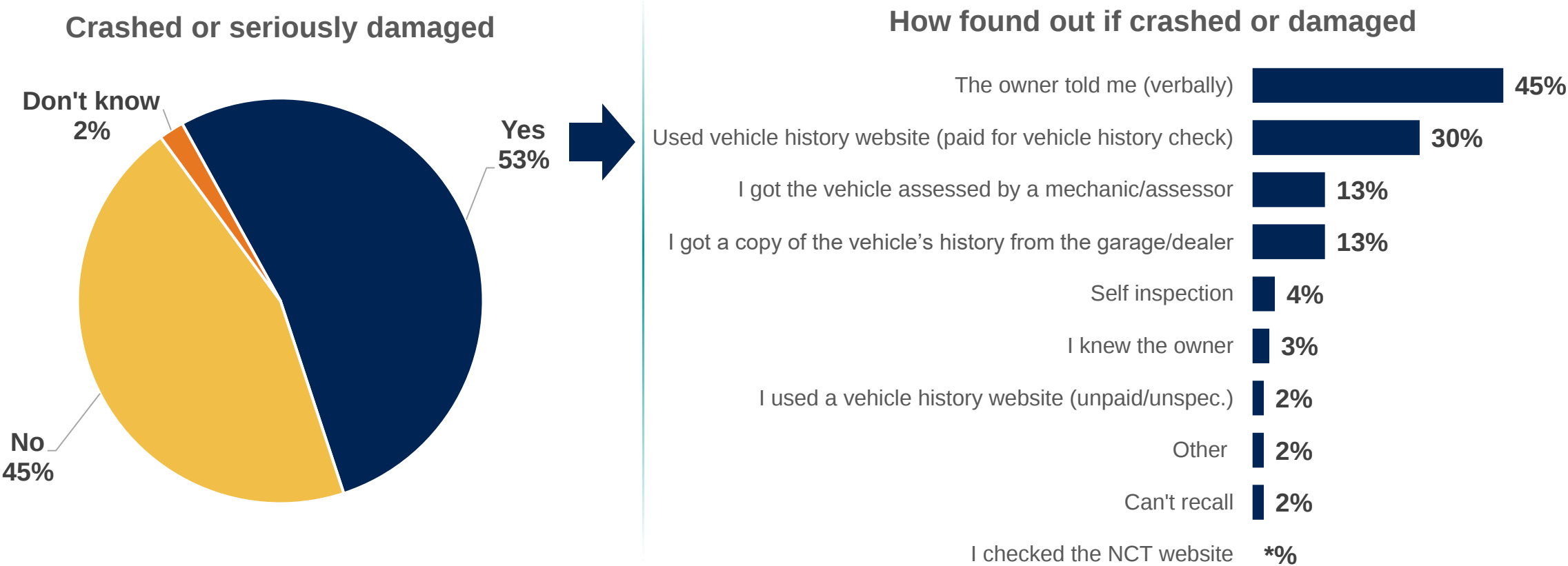
Highest amongst:



Q.16 Before buying the vehicle, did you find out whether or not the vehicle had previously been crashed or seriously damaged before you bought it?
Base: All who bought use vehicle in past 5 years: 983
Q.17 To what extent did this influence your decision to purchase this vehicle?
Base: All those that found out crash history: 523

AMONG THOSE WHO FOUND OUT WHETHER OR NOT THEIR VEHICLE HAD BEEN CRASHED OR SERIOUSLY DAMAGED BEFORE THEY BOUGHT IT, 30% USED A PAID VEHICLE HISTORY WEBSITE TO DO SO.

Car crashed/damaged history

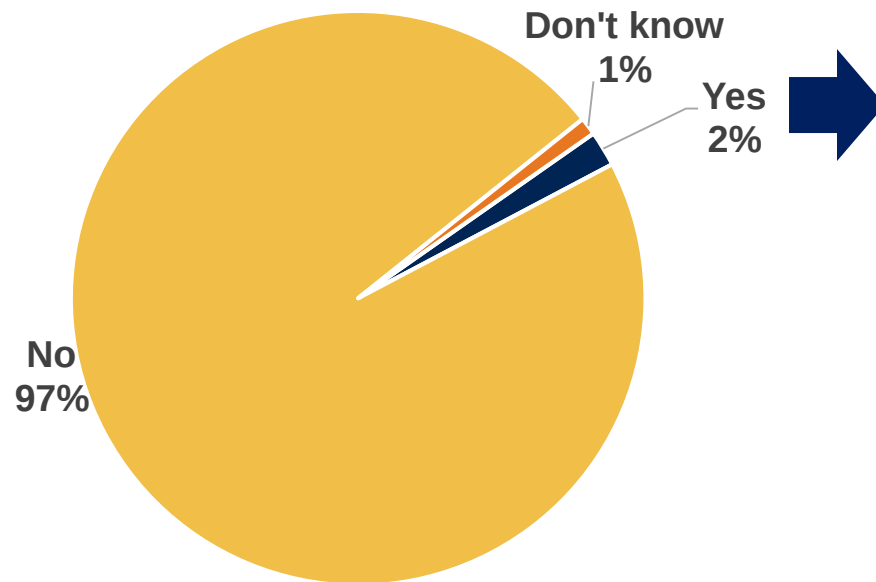


Q.16 Before buying the vehicle, did you find out whether or not the vehicle had previously been crashed or seriously damaged before you bought it?
Base: All who bought use vehicle in past 5 years: 983
Q.18 How did you find out whether it had been crashed or damaged?
Base: All those who found crash history before purchase: 523

2% OF THOSE THAT PURCHASED A USED VEHICLE IN THE LAST FIVE YEARS BECAME AWARE THAT THEIR VEHICLE HAD BEEN IN A PREVIOUS CRASH OR HAD SERIOUS DAMAGE THAT THEY WERE NOT AWARE OF AT THE TIME OF PURCHASE.

Car crashed/damaged history

Became aware of previous crash or serious damage



“By using the car and discovering the rear window didn't work. I then had it assessed in a garage.”



“A mechanic pointed it out when I brought it to the garage regarding an unrelated crash.”

Q.19 After buying the vehicle, did you become aware of a previous crash or serious damage that you were not aware of at the time you bought it?

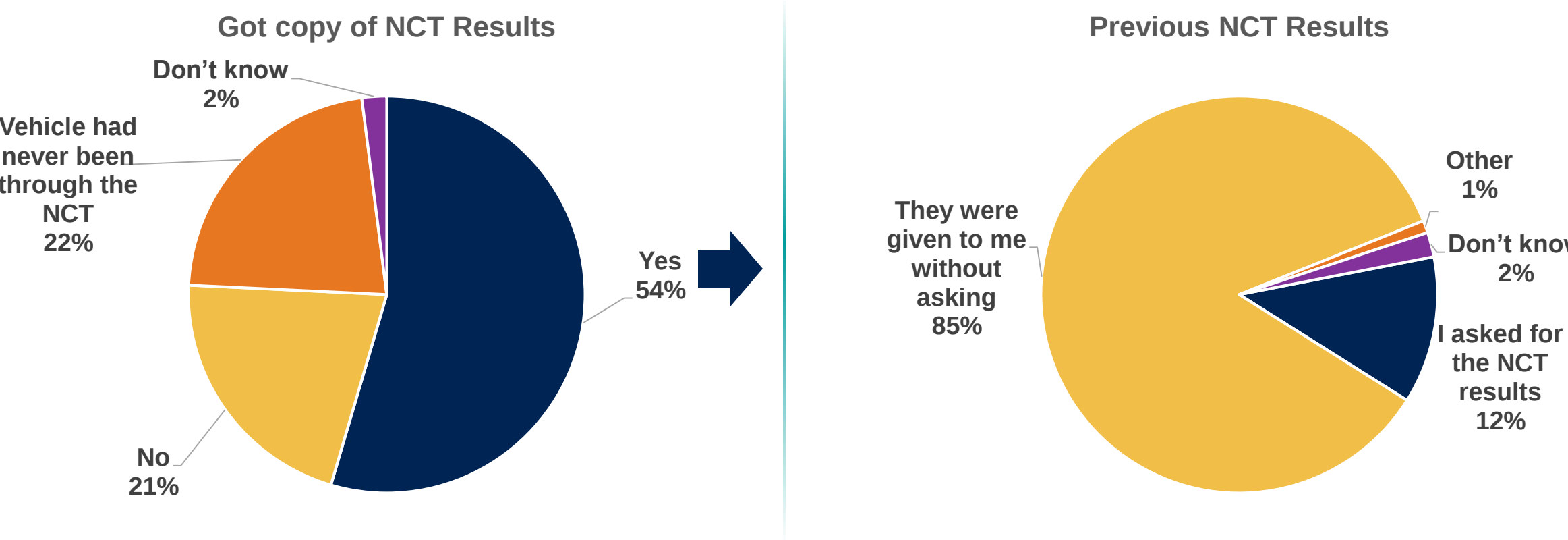
Base: All who bought use vehicle in past 5 years: 983

Q.20 How did you become aware of this?

Base: All those who found out crash history they were unaware of: 19* (*Caution: very low base size)

OVER HALF (54%) OF THOSE WHO BOUGHT A USED VEHICLE IN PAST 5 YEARS RECEIVED A COPY OF THE VEHICLE’S NCT RESULTS BEFORE PURCHASING.

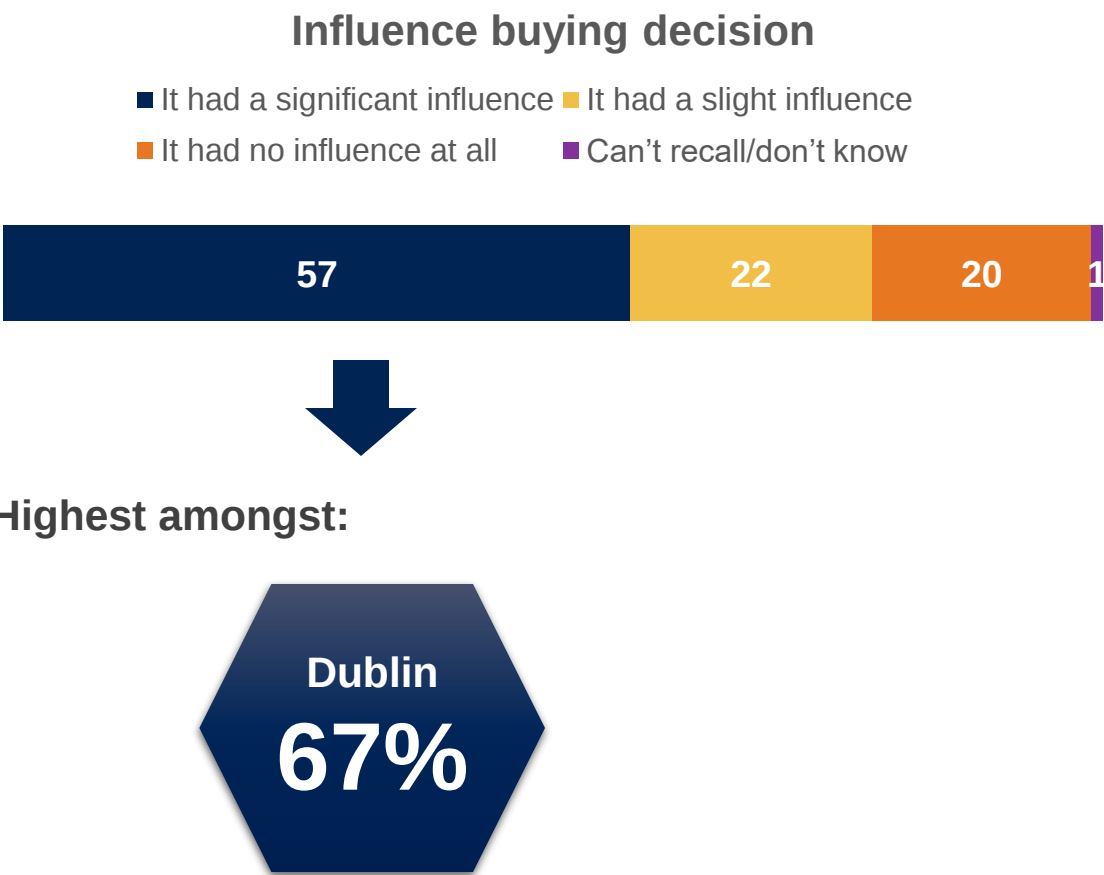
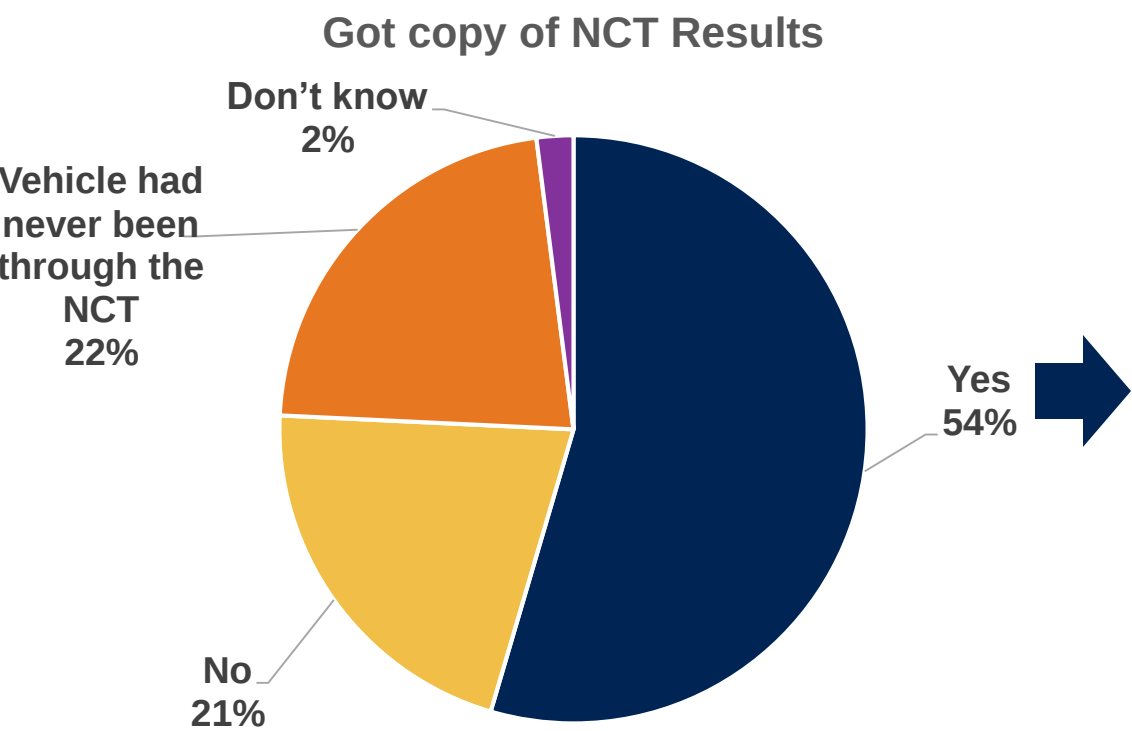
NCT results



Q.21 Before buying the vehicle, did you get a copy of the most recent NCT results?
Base: All who bought used vehicle in past 5 years: 983
Q.22 Did you ask for the previous NCT results or were they given to you without you asking?
Base: All those who got a copy of NCT results before purchase: 535

OF THOSE THAT RECEIVED A COPY OF THE VEHICLE'S MOST RECENT NCT RESULTS, 57% SAID IT HAD A SIGNIFICANT INFLUENCE ON THEIR DECISION TO PURCHASE.

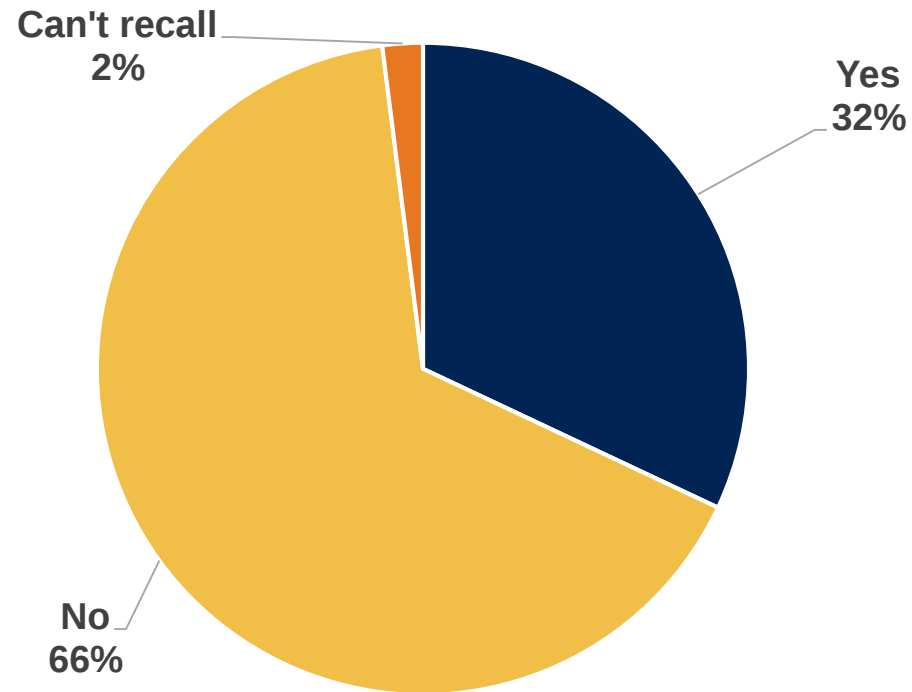
NCT results



Q.21 Before buying the vehicle, did you get a copy of the most recent NCT results?
Base: All who bought use vehicle in past 5 years: 983
Q.23 To what extent did this influence your decision to purchase this vehicle?
Base: All those who got a copy of NCT results before purchase: 535

VEHICLES IMPORTED FROM ANOTHER COUNTRY MAKE UP JUST UNDER A THIRD (32%) OF USED VEHICLES PURCHASED IN THE LAST FIVE YEARS.

Vehicle imported into Ireland from another country



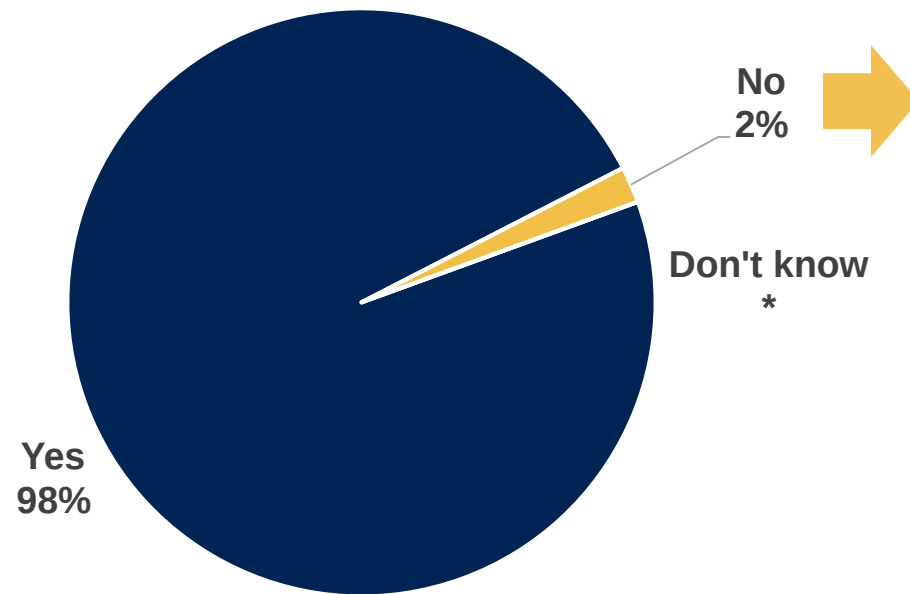
Q.24 Was the vehicle imported into Ireland from another country?

Base: All who bought used vehicle in past 5 years: 983

OF THOSE WHOSE PURCHASED VEHICLE WAS IMPORTED INTO IRELAND FROM ANOTHER COUNTRY, 98% WERE AWARE IT WAS AN IMPORT.

Vehicle imported into Ireland from another country

Aware if car was imported or not



“The GPS was speaking Japanese.”

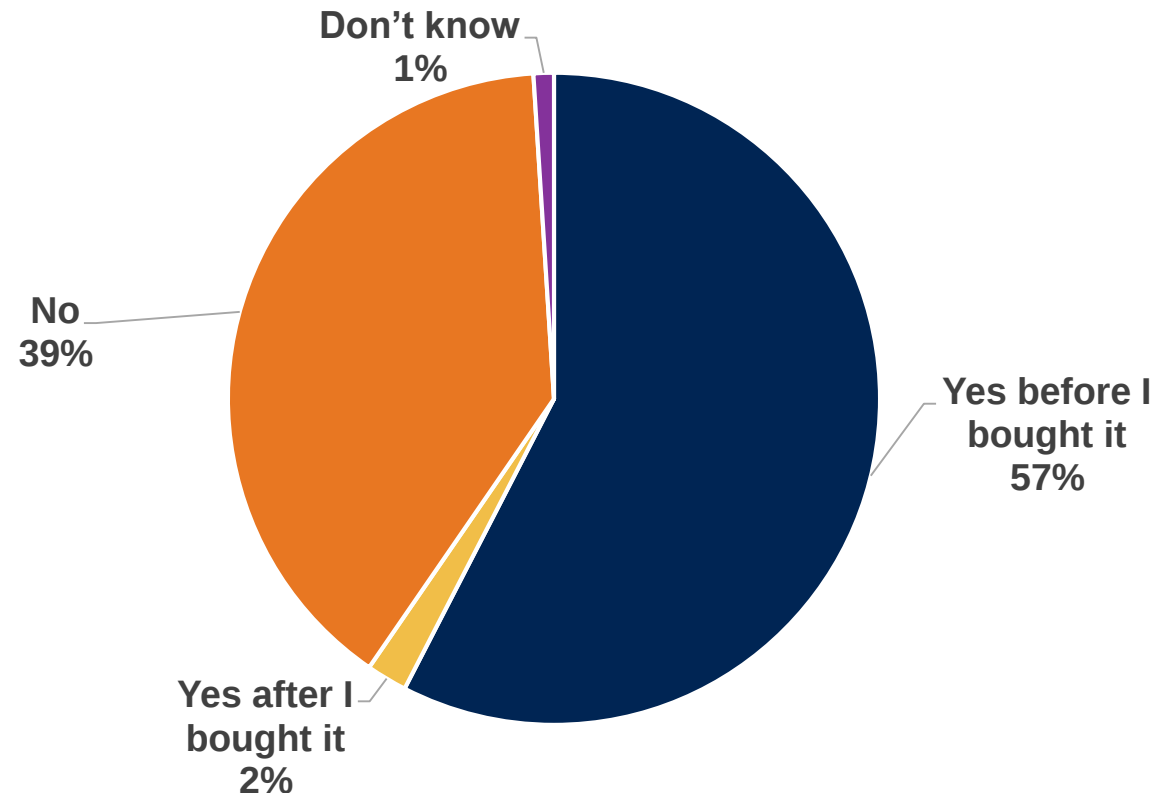


“The readings were in miles.”

Q.25 Did you know the vehicle was an import before you bought it?
Base: All those whose vehicle was imported: 315
Q.26 How did you later become aware that the vehicle was an import?
Base: All those unaware their vehicle was an import: 7* (*Caution: very low base size)

OF THOSE WHOSE PURCHASED VEHICLE WAS IMPORTED INTO IRELAND FROM ANOTHER COUNTRY, 59% RECEIVED INFORMATION ON THE VEHICLE'S HISTORY FROM THE COUNTRY IT WAS IMPORTED FROM.

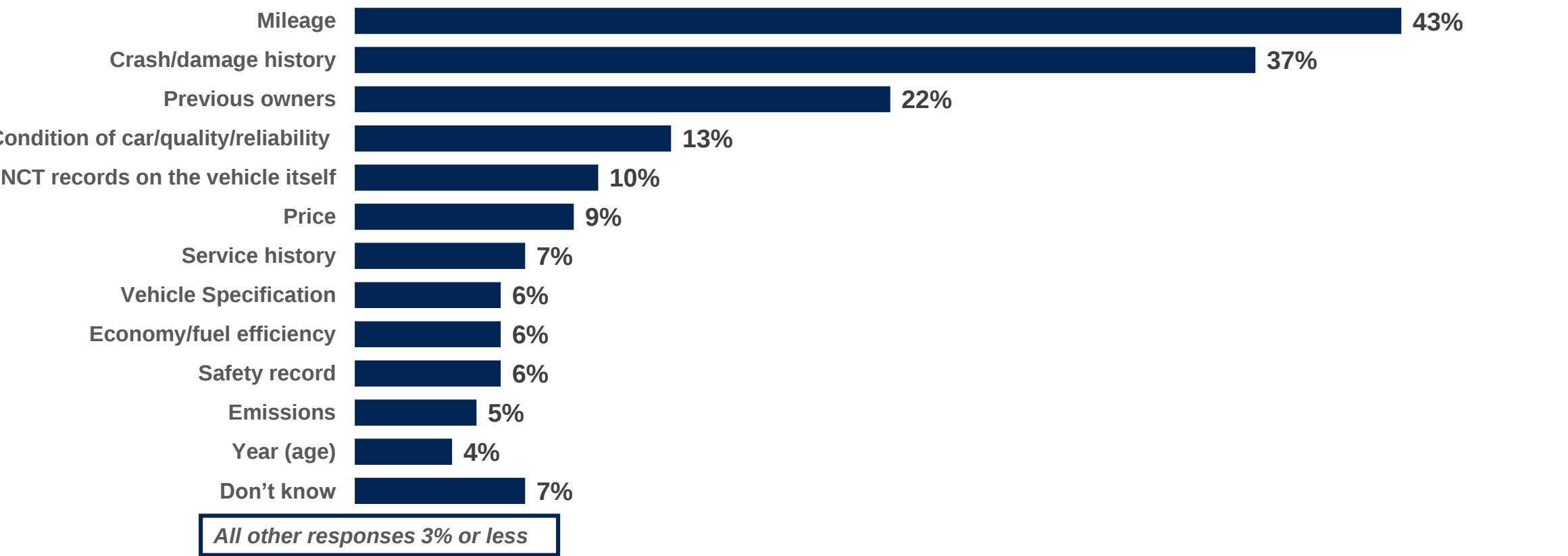
Vehicle imported into Ireland from another country



Q.27 Did you get any information on the vehicle's history from the country it was imported from?
Base: All those whose vehicle was imported: 315

MILEAGE, CRASH/DAMAGE HISTORY, AND PREVIOUS OWNERS WERE THE MOST CITED PIECES OF INFORMATION RESPONDENTS WOULD WANT TO KNOW IF THEY WERE TO BUY A SECOND-HAND VEHICLE.

Most important pieces of information to know about a second-hand vehicle



Q.28 Thinking about if you were to buy a second-hand vehicle in the future, what would be most important pieces of information that you would want to know about the vehicle?
Base: All Respondents: 2015

THANK YOU



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SURE.
MOVE
FASTER.**