

CCPC CAR HISTORY RESEARCH

June 2021

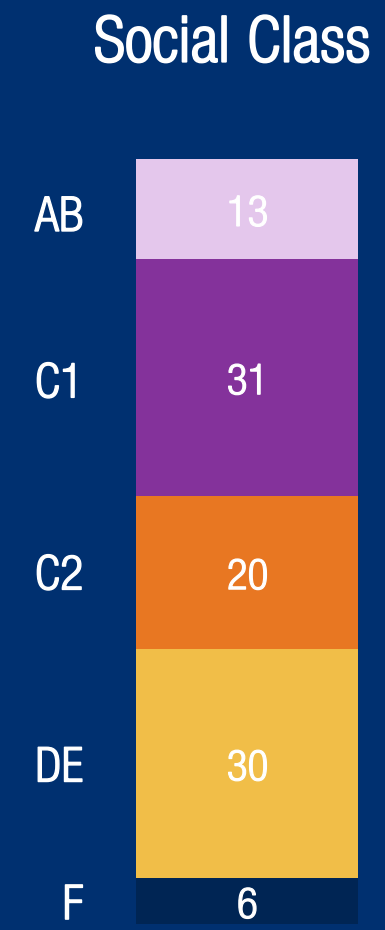
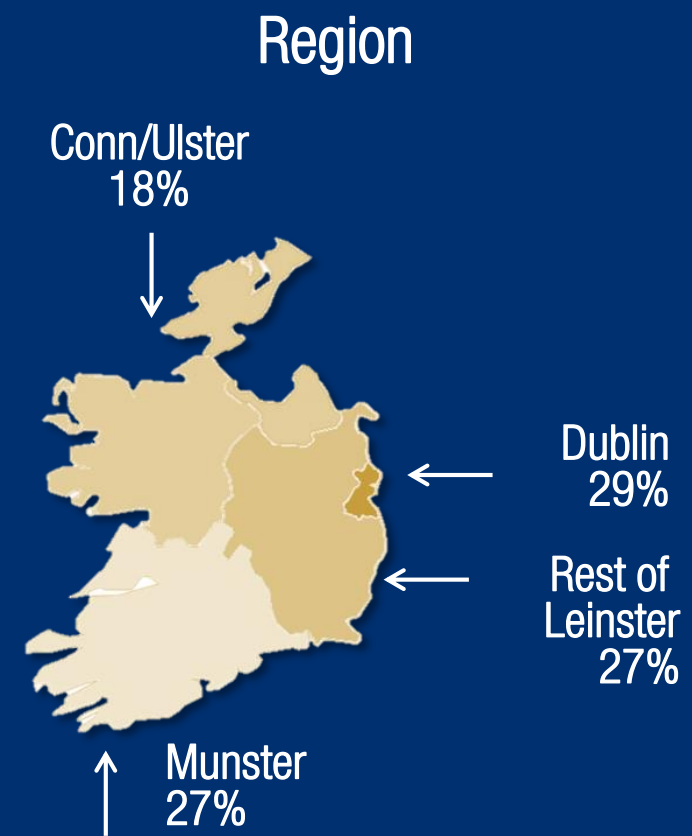
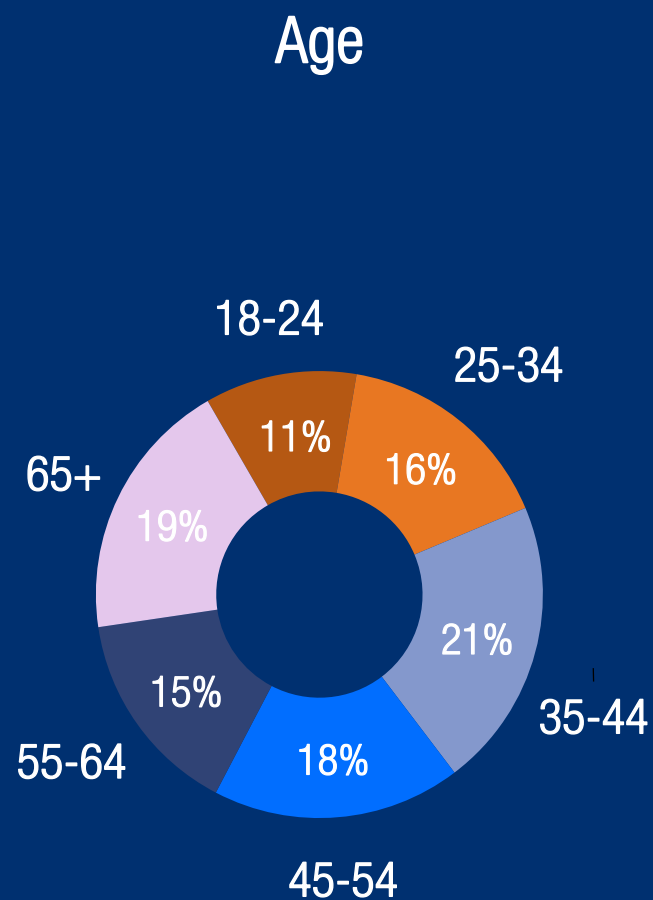
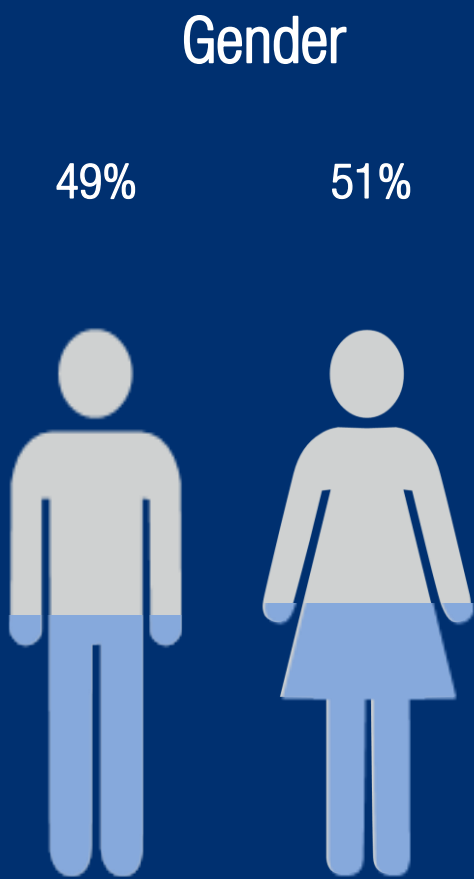
OBJECTIVES & METHODOLOGY

The main objective of this research is to measure experiences when buying a used vehicle

- This research was carried out using Omnipoll, Ipsos MRBI's telephone omnibus service. Omnipoll interviews a fresh, nationally representative sample of 1,000 adults aged 18+, every fortnight.
- The sampling approach used is RDD (random digit dialling) to ensure that both listed and unlisted phone numbers have the same probability of being contacted. Interviews are conducted with respondents via landlines and mobile phones.
- The sample size achieved on Omnipoll is robust at 1,000 respondents. Approximate margin of error of +/-3%
- Fieldwork was conducted between 30th April – 11th May 2021.



SAMPLE PROFILE – DEMOGRAPHICS



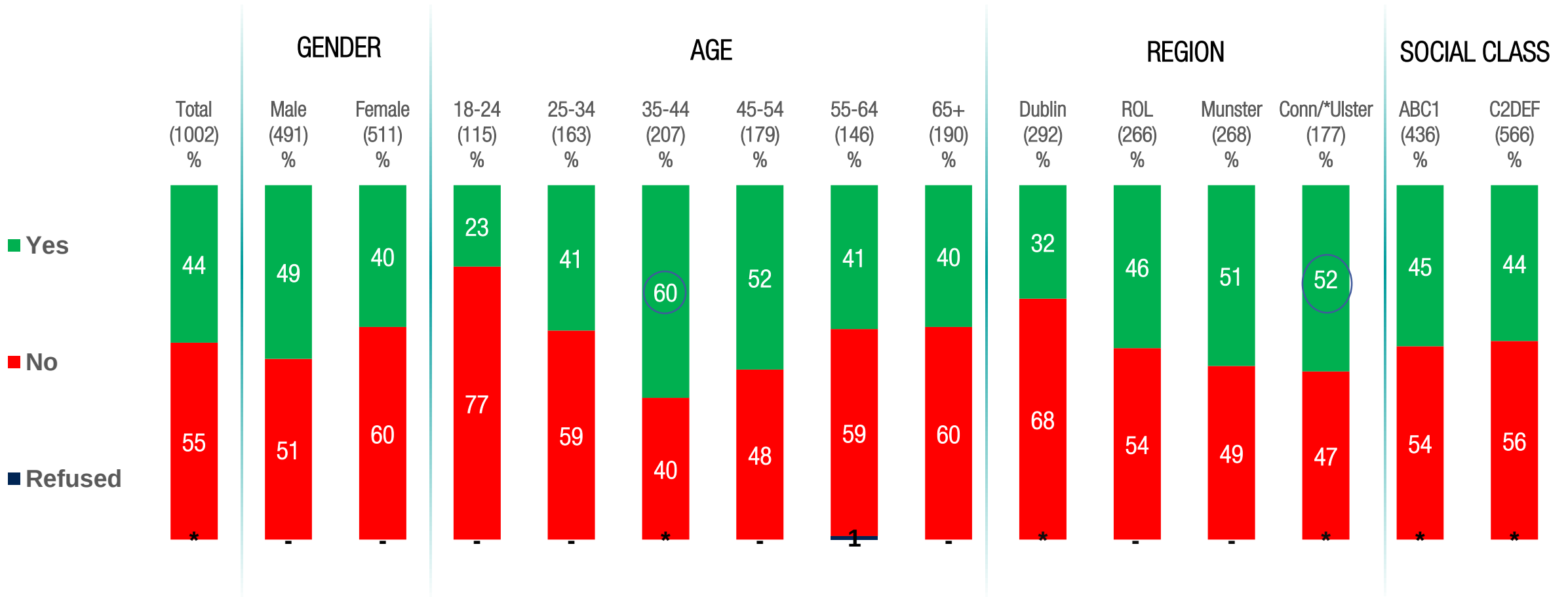
Base: All Respondents: 1002

EXECUTIVE SUMMARY

- 4 in 10 (44%) adults have bought a second hand car in the last five years, this increases to 6 in 10 (60%) among those aged 35-44.
- Over half (51%) of adults bought their second hand vehicle in a car dealership, increasing to 61% in Dublin and falling to 35% in the Connacht/Ulster region.
- Almost a quarter (23%) of second hand sales were from a private seller, increasing to 33% in the Connacht/Ulster region.
- Nearly 8 in 10 (78%) adults who bought a second hand vehicle carried out checks, with 'checked the documentation/service history' the most common at 59%.
- 45% of adults checked if the vehicle had been previously crashed or seriously damaged before purchasing.
- 1 in 5 carried out no checks before buying their second hand car.

SECOND HAND VEHICLES

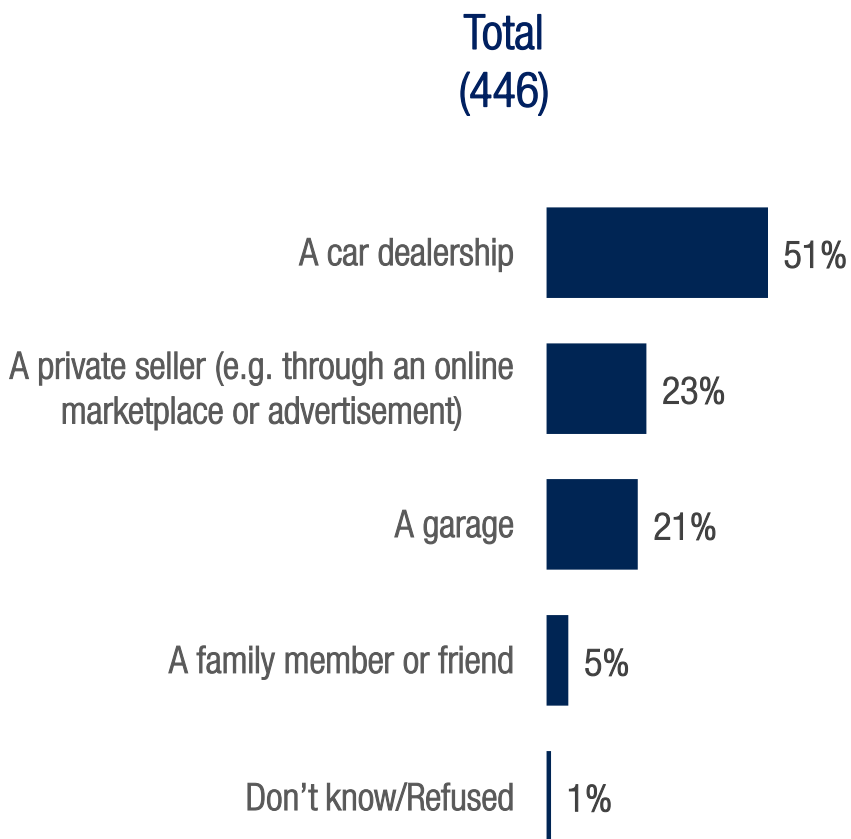
44% of adults have bought a second hand vehicles in the last five years – slightly down from 49% in the previous measurement in January 2020. Those aged 35-44 are most likely to have bought a second hand car (60%).



Q.1 During the past five years, have you bought a used/ 2nd hand vehicle?
Base: All Respondents: 1002

WHERE VEHICLE BOUGHT (PROMPTED)

Over half (51%) of adults bought their second hand car in a car dealership, followed by 23% from a private seller.



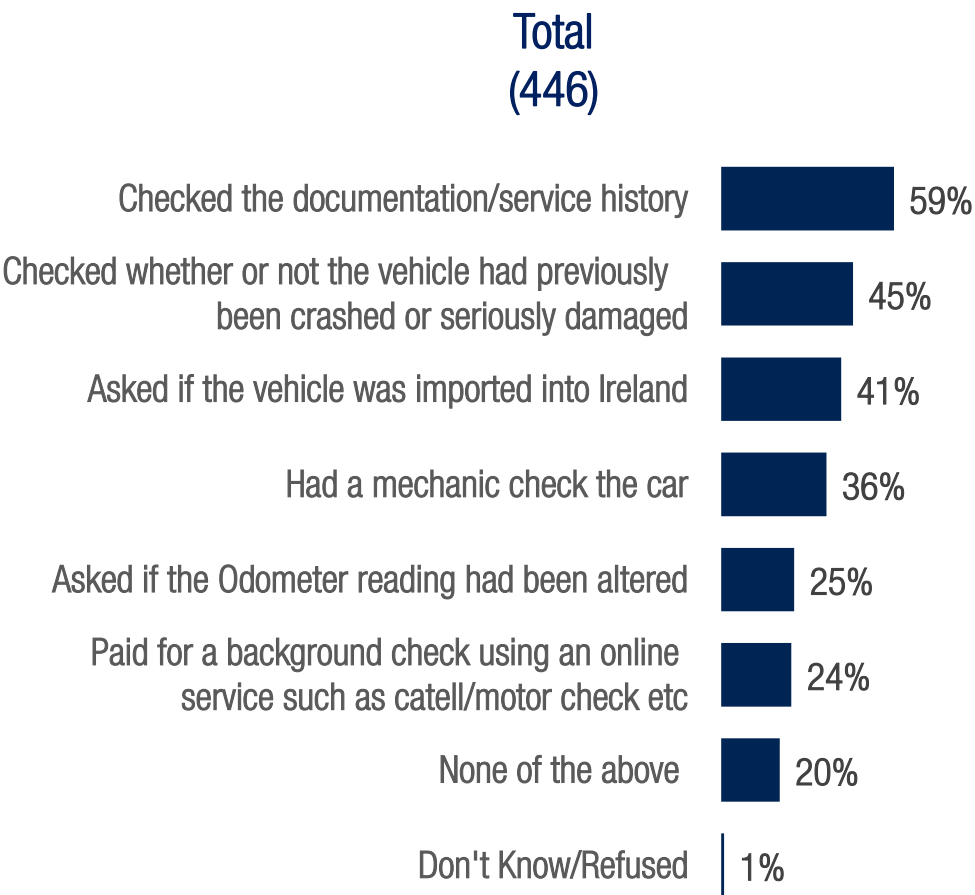
GENDER		AGE						REGION				SOCIAL CLASS	
Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munster	Conn/ *Ulster	ABC1	C2DEF
(243)	(203)	(26)*	(67)	(124)	(93)	(60)	(77)	(95)	(122)	(136)	(93)	(198)	(248)
48%	54%	50%	45%	50%	56%	49%	53%	61%	48%	57%	35%	56%	47%
26%	19%	20%	34%	23%	19%	26%	15%	19%	24%	17%	33%	20%	25%
19%	23%	22%	15%	21%	19%	23%	26%	17%	19%	22%	25%	18%	23%
6%	4%	8%	6%	7%	3%	2%	7%	3%	9%	3%	7%	5%	5%
*	1%	-	-		3%	-	-	-	1%	1%	-	1%	-

*caution small base size

Q.3 Which if any of the following checks did you do before buying the vehicle?
Base: All who past five years have you bought a used/ 2nd hand vehicle:446

CHECKS BEFORE BUYING A SECOND HAND VEHICLE

Nearly 8 in 10 (78%) adults who bought a second had vehicle carried out checks, with ‘checked the documentation/service history’ the most common at 59%.



GENDER		AGE						REGION				SOCIAL CLASS	
Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munster	Conn/ *Ulster	ABC1	C2DEF
(243)	(203)	(26)*	(67)	(124)	(93)	(60)	(77)	(95)	(122)	(136)	(93)	(198)	(248)
59%	58%	83%	67%	58%	50%	58%	54%	57%	67%	52%	58%	62%	56%
48%	42%	54%	58%	42%	49%	48%	31%	45%	44%	49%	42%	45%	45%
40%	42%	58%	50%	41%	44%	31%	32%	34%	43%	39%	49%	43%	39%
36%	36%	50%	52%	33%	25%	41%	31%	28%	35%	41%	38%	35%	36%
24%	27%	29%	31%	23%	25%	25%	25%	22%	31%	21%	28%	22%	28%
24%	25%	20%	33%	30%	28%	17%	10%	21%	18%	29%	29%	26%	23%
20%	22%	4%	15%	21%	23%	24%	25%	23%	19%	22%	17%	19%	22%
1%	2%	-	-	2%	1%	-	1%	2%	-	1%	1%	1%	1%

Q.3 Which if any of the following checks did you do before buying the vehicle?
Base: All who past five years have you bought a used/ 2nd hand vehicle: 446

*caution small base size

CONTACTS

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