OFFICE OF FAIR TRADING

A report on the findings of a survey of second hand car buyers

Research undertaken for the OFT's second-hand cars market study

December 2009

OFT1152c

This report was prepared for the OFT by Marketing Sciences

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1 INTRODUCTION

1.1 Last year, more than 68,000 consumers complained to Consumer Direct about issues regarding second-hand car sales, with those relating to independent dealers topping the complaints list at 41,880. Defective vehicles, servicing and potentially misleading selling were consistently amongst the top complaints.

1.2 In addition, given the size of the second-hand car market, with sales of approximately £35 billion in 2008, the level of financial harm could be substantial.

1.3 In 1997 the Office of Fair Trading (OFT) published the responses to a consultation paper on the second-hand car market, and made a number of recommendations. Not all of these were implemented and it appears that there are still numerous problems in the market. This, together with significant changes since 1997 both to the market and to the enforcement landscape, led to the OFT launching a market study into the sale of second-hand cars across the UK. The purpose of the study is to increase understanding of the causes of the high levels of consumer complaints and to determine whether existing consumer protection legislation in this sector is sufficient and effective.

1.4 As part of this study, the OFT commissioned a survey of 1,000 consumers in the UK who had bought a second-hand car from a dealer (both franchised[1] and independent[2]) or auction in the last 12 months. The main objectives of this survey were to:

- improve understanding of the car buying process
- assess the types, scale and frequency of consumer detriment that arise
- understand how problems are typically resolved

[1] Defined as a dealer tied to one or more named car manufacturers.

[2] Defined as a dealer not tied to a car manufacturer.

- highlight potential solutions to the problems, for example by identifying what would improve the process for buyers.

1.5 In reviewing the survey findings it should be borne in mind that the legal obligations of dealers and auctioneers differ. Though the Sale of Goods Act 1979 (as amended) generally applies to cars sold at auction, in relation to second hand goods, where the consumer has the opportunity to attend the auction in person, auction houses are allowed to exclude its main conditions (such as being of satisfactory quality, as described and fit for the purpose etc) if they put a notice or exclusion clause on display in the catalogue and the auctioneer can show that this was reasonable. When a consumer buys at auction, their rights are against the seller, not the auction house.

2 EXECUTIVE SUMMARY

Cars bought - source, age, mileage, cost

2.1 Buying a second-hand car from a dealer was far more common than via an auction (93 per cent and seven per cent of respondents respectively). It should be kept in mind that these figures do not include private sales of second-hand vehicles.[3]

2.2 Independent dealers were slightly more often used than franchises (independent 51 per cent, franchise 42 per cent).

2.3 Auctions sold vehicles that were significantly older and had higher mileage than those bought from a dealer, and independent dealers were trading in significantly older/higher mileage cars than franchises. Allied to this, auction-bought cars were the cheapest, followed by those from independents.

2.4 Those buyers who had post-sale problems with their car had bought significantly older cars than those who did not have problems (average age six years versus four and a half years respectively). Their cars also had significantly higher mileage (average 56,000 miles compared to 40,000 for cars with no problems). However, there was not a significant difference in the average purchase price between those who had problems and those who did not.

2.5 Amongst buyers who had problems, two-thirds had bought from an independent dealer as opposed to a franchise or auction.

2.6 Younger people tended to buy older cars with a higher mileage, for a lower cost, plus they favoured independent dealers. Those aged 17 to 34 were also significantly more likely to experience problems.

2.7 Men were significantly more likely to be an auction buyer, to buy a higher mileage car, or to buy a more expensive vehicle, compared to women.

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[3] In 2008 dealerships accounted for 54 per cent of all second-hand car sales by volume, private sales for 40 per cent and other sales channels for six per cent Source BCA Report 2009.

2.8 Although a majority of consumers had bought cars previously, for a third of 17 - 24 year olds it was the first car they had bought. Those who had problems were twice as likely to say it was their first car purchase.

Buying from a dealer

2.9 The choice of dealer was motivated largely by them having a suitable car. Selecting the dealer first, then the car, was significantly more common amongst franchise buyers compared to those who bought from an independent, who were more likely to concentrate on finding the car they wanted.

2.10 Twice as many of those who did **not** experience post-sale problems decided firstly on the dealership compared to the problem group, who more often decided firstly on the car.

2.11 Consumers who had problems were significantly more likely to have considered more than one dealer. Hence looking at several dealers is not in itself a solution to avoiding post-sale issues.

2.12 Very few consumers said the dealer they chose was **not** a trade association member, but four in 10 did not know whether this was the case or not. Not knowing about membership was significantly higher amongst the problem group and buyers who used an independent dealer.

Advice/help

2.13 A third of buyers had sought advice or help from a family member or close friend with experience in buying second-hand cars, rising to six in 10 of 17 - 24 year olds. However, doing so does not necessarily lead to a lack of post-sale problems, as significantly more of those in the problem group **had** sought assistance from a family member or close friend.

2.14 Before purchasing, four in 10 buyers got general information about buying a second-hand car, most often from a website.

Information, checks and inspections

2.15 Three-quarters of buyers were told by the seller that the car had a full service history. If the buyer had a car that subsequently developed problems, the full service history had been mentioned significantly less often.

2.16 A third of sellers claimed the previous owner was female/careful/elderly. Significantly more female buyers were told this.

2.17 A majority of buyers did basic checks prior to purchase, such as looking over the exterior or interior, taking a test drive, checking under the bonnet or looking at the log book. This was true regardless of age, although men tended to do more checks than women.

2.18 Those whose cars were problem free were significantly more likely to have looked over the exterior or taken the car for a test drive.

2.19 Fifteen per cent of buyers had a mechanical inspection done on the car before they bought it. 58 per cent said they did not have an inspection done but that the dealer had said it had already been done. Twenty-eight per cent of buyers did not have a mechanical inspection done and said the dealer/auction did not indicate that one had been done. This figure was substantially lower for auction-bought cars, half of which had **no** mechanical inspection at all.

2.20 Eleven per cent of buyers organised a vehicle check from a source such as HPI or the DVLA and 39 per cent did not organise a check as the dealer said it had already been done. Half of the buyers did not organise a vehicle check and were not told that such a check had been done. Women were significantly more likely than men **not** to have organised a vehicle check.

2.21 A fifth (18 per cent) of buyers had done specific checks to verify that the mileage of the vehicle was correct before they bought it and 29 per cent said they did not do such checks because the dealer said they had already done them. Again, women were significantly more likely than men to **not** undertake any specific checks to verify the mileage.

2.22 When buyers were asked in more detail about the specific mileage verification checks they had undertaken (unprompted), or whether they had undertaken any of a number of specific checks read out to them (prompted) nine in 10 buyers had carried out their own mileage check(s). Two-thirds ensured it tallied with the log book and the same proportion that it equated to the figure in the service and repair record. If a buyer had problems they were twice as likely to say they had **not** done any mileage checks themselves. Those without problems were significantly more likely to have undertaken one or both of the checks mentioned previously.

2.23 When the car had been bought at an independent dealer significantly more mileage checks were done by the buyer compared to when it came from a franchise.

2.24 The seller was unlikely to volunteer information about whether they had checked to see if the vehicle was an insurance write-off (seven in 10 buyers said the dealer/auction did **not** say if this had been done). The same was true regarding checking whether there was outstanding finance on the car. Additionally, eight in 10 buyers said the dealer/auction did **not** say whether they had done a stolen vehicle check. Sixty four per cent of buyers said the dealer/auction did **not** say whether they had checked that the mileage was accurate. However, for seven in 10 buyers the dealer told them they had checked the mechanical condition of the car and 45 per cent had been shown written evidence of this check.

2.25 In hindsight, most buyers felt they had received enough information about all aspects of the car, particularly if the vehicle came from a franchise. However, on every aspect asked about, there were substantially fewer in the problem car group who felt this way. For example, whilst 91 per cent of those who had a problem-free car said sufficient information had been given regarding mechanical condition, this fell to 56 per cent amongst those who had a problem car. Similarly, whilst 84 per cent of those who had a problem-free car said sufficient information had been given regarding the car's history, this fell to 57 per cent amongst those who had a problem car. And whilst 82 per cent of those who had a problem-free car said sufficient information had been given regarding any checks or inspections that had been carried out this fell to 55 per cent amongst those who had a problem car.

Warranties

2.26 Eight in 10 buyers received or purchased a warranty with the car. This was most often a warranty through the dealer, but some had the original manufacturer's warranty. The majority (97 per cent) of those with a warranty had received a free warranty with the car.

2.27 If the car was bought from a franchise it was significantly more likely to have a warranty compared to those bought from independents (91 per cent versus 77 per cent respectively). Auction cars were highly **unlikely** to have a warranty (only 25 per cent did so).

2.28 Almost half of those with a warranty said it had been made **completely** clear to them that it did not affect their legal statutory rights. A quarter believed that it had not been mentioned at all. Franchised dealers were significantly more likely than independents to make the situation totally clear.

Post-sale problems

2.29 A fifth (19 per cent) of those buying a second-hand car from a dealer or auction had experienced problems with it after the sale.

2.30 As seen previously, younger buyers (aged 17 to 34) were significantly more likely to experience problems compared to older purchasers (aged 45 or over). There was no gender difference in whether problems had been experienced.

2.31 Compared to franchises, independent dealers significantly more often sold a car that subsequently developed a problem (23 per cent versus 14 per cent of franchise dealerships).

2.32 Half of those experiencing a problem said it was something mechanical (for example, the brakes or engine) and a quarter had a problem with the electrics/battery. Most problems arose within a month of purchase (68 per cent) and a further 18 per cent came to light one to three month's after sale. Only a tiny proportion of buyers who experienced problems had been forewarned that the problem might occur (three per cent).

2.33 Successfully re-contacting the seller was significantly more common when the problem car was bought from a franchise compared to an independent dealer or auction (88 per cent versus 70 per cent and 10 per cent respectively). In fact, most auction buyers did not bother trying to contact the auction again when a problem arose (84 per cent).

2.34 Almost half of those who made contact with the dealer about the problem said the problem was completely rectified (47 per cent). A complete resolution was significantly more common when the dealer was a franchise (61 per cent versus 38 per cent of independents). When there was a full resolution it was most likely to have been a repair done under warranty (62 per cent). If not, the dealer generally paid for the repair to be undertaken. A small number (five per cent) refunded the purchase price.

2.35 On the other hand, twenty nine per cent said the problem had not been rectified at all by the dealer. Independent dealers were more likely **not** to rectify the problem **at all** (36 per cent versus 18 per cent of franchises). Ten per cent of respondents were still attempting to resolve the issue with the dealer.

2.36 Over half of those with a problem said it had not cost them anything to (try to) sort it out (55 per cent). This rose to seven in 10 of the franchise buyers but dropped to 15 per cent if the car came from an auction.

2.37 Amongst those who paid to resolve the problem, the average cost was £465. There was no significant difference between the average amount paid to fix cars bought from franchise or independent dealers (£376 versus £439 respectively), but the average cost of rectifying the problem was significantly higher if the car had been bought at auction (£752[4]).

2.38 The average percentage of the purchase price paid to resolve the problem was 22 per cent. The average increased significantly from

[4] Please treat this estimate with caution as it is based on just 36 responses.

franchise to independent, and from independent to auction (eight per cent to 19 per cent to 65 per cent respectively).

Profile of buyers with problems

2.39 Those who had post-sale problems with their car had bought significantly older cars than those who did not have problems (average age six years versus four and a half years respectively). Their cars also had significantly higher mileage (average 56,000 miles compared to 40,000 for cars with no problems). However, there was not a significant difference in the average purchase price between those who had problems and those who did not.

2.40 Amongst buyers who had problems, two-thirds had bought from an independent dealer, as opposed to a franchise or auction.

2.41 Younger people tended to buy older cars with a higher mileage, for a lower cost, plus they favoured independent dealers. Those aged 17 to 34 were also significantly more likely to experience problems.

2.42 Those who had problems were twice as likely to say it was their first car purchase.

3 RESEARCH METHOD

3.1 It was decided that a telephone survey was the best methodology for contacting and interviewing 1,000 consumers who had bought a second-hand car from a dealer or auction in the last year.

3.2 In designing the approach, it was necessary to overcome the following hurdles:

- the low incidence of the target group amongst the population in general (with the maximum incidence of second-hand car buying thought to be 15 per cent and up to 40 per cent of those thought to be private sales)

- the need to interview at least 500 second-hand car buyers who had experienced problems so that there would be enough respondents to answer the more detailed questions about their particular experiences, when the incidence of buyers experiencing problems was unknown

- the need to establish the demographic profile of second-hand car buyers (in order to apply appropriate weightings to the data) at the same time as interviewing the target group.

3.3 In order to provide more accurate incidence rates and design the most cost-effective approach, questions were placed on a telephone omnibus (of 1,000 nationally representative adults) to establish:

- percentage who had bought a second-hand car in the last 12 months

- percentage of those who bought privately

- percentage of those who bought from a dealer or auction, and percentage who had problems.

3.4 As a result it was decided that the most cost-effective approach was to:

- use random digit dialling to reach 500 people who had bought a second-hand car from a dealer or auction within the last 12 months (who may or may not have experienced problems)

- use a targeted list to find 500 second-hand car buyers (who bought from a dealer or auction in the last 12 months) **and** who experienced problems

  - compiled using data supplied by insurers, from customer/enquirer contacts

  - comprised of people who had bought a second-hand car in the last 12 months (thus requiring less filtering to reach those who bought from a dealer/auction and had problems).

3.5 In order to apply robust weighting factors to make the results as representative as possible of the population of second-hand car buyers buying from a dealer/auction who had experienced problems and those who had not, the questions initially placed on the omnibus were re-run over numerous waves so in total were asked of over 13,000 people. These results were used to apply weightings (on gender, age, social class, region and whether experienced problems) to the data at analysis.

3.6 For both samples, the following eligibility criteria applied:

- the respondent must have bought a second-hand car in the last 12 months

- if the respondent had purchased more than one second-hand car in the last 12 months, they were asked to think about the most recent one purchased when answering subsequent questions

- the respondent must have bought their (last) second-hand car from a dealer or auction

- the respondent did not have to still own the car at the time of interview

- the respondent had not bought a second-hand car specifically for the purpose of reselling

- the respondent could have purchased a small van if buying as a consumer (even if the vehicle was to be used for business as well as personal use).

3.7 If a couple had bought the car together, interviewers were instructed to interview the person who had most involvement in the sales process.

3.8 Fieldwork ran from 22 July to 9 August 2009.

3.9 Throughout the report percentages are quoted for the total sample of 1,009 second-hand car buyers. The total sample was also broken down into sub-groups during the analysis, to see whether there were differences between the answers given by different groups of buyers - for example:

- those who experienced problems compared to those who did not

- those who bought from an independent dealer compared to those who bought from a franchised dealer.

3.10 Where the total sample size, or the size of a sub-group, differs between questions (and there is no filtering) this is due to excluding from the base anyone who was meant to answer the question but for some reason did not do so. All bases are quoted as unweighted figures.

3.11 Where there are statistically significant[5] differences between sub-groups these are outlined in the text.

Sample sizes and confidence intervals

3.12 The smaller the achieved sample, the greater the difference that is needed when comparing two percentages for them to be statistically

[5] Calculated at the 95 per cent level of confidence.

significant. Table 3.1 shows the size of confidence intervals depending on the size of the achieved sample (based on a confidence level of 95 per cent).

Table 3.1 Confidence limits for various percentage answers

ACHIEVED SAMPLE SIZE	10% and 90%	30% and 70%	50%
200	+/-4.2%	+/-6.4%	+/-6.9%
400	+/-2.9%	+/-4.5%	+/-4.9%
600	+/-2.4%	+/-3.7%	+/-4.0%
800	+/-2.1%	+/-3.2%	+/-3.5%
1000	+/-1.9%	+/-2.8%	+/-3.1%

3.13 So, for example, if 70 per cent of respondents in a sample of 400 give a particular answer we can be 95 per cent certain that the 'true' value of the population as a whole lies between +/- 4.5 per cent of this (that is, between 65.5 and 74.5 per cent: a range of 9.0 per cent).

3.14 If we were comparing that sample of 400 to another sample of the same size, a value of 73 per cent giving the same answer would **not** be significantly different to the 70 per cent in the first sample, as the confidence limits of (66 per cent, 74 per cent) and (69 per cent, 77 per cent) for these two estimates overlap. To be significantly different (at the 95 per cent level of confidence) the two confidence intervals must not overlap.

3.15 Table 3.2 shows the confidence limits for 50 per cent of the achieved sample sizes for this survey.

Table 3.2 Confidence limits for various percentage answers

SAMPLE	ACHIEVED SAMPLE	50%
Those who experienced problems	611	+/-4.0%
Those who did not experience problems	398	+/-4.9%

3.16 The variance, standard deviation and standard error for the total sample have been calculated as if the two separate groups (that is, the problem and no problem groups) are a stratified sample. Thus the **effective**[6] sample size for all 1,009 respondents in Table 3.2 is actually 586. The 95 per cent confidence interval about an estimate of 50 per cent for a sample of 586 is +/-4.0 per cent. Confidence intervals for sub-group estimates presented in this report should use the unweighted base count (all base counts in this report are unweighted and the weighting factors are presented in the annexe).

3.17 Where the percentages add to 99 or 101 instead of 100 this is due to the effect of rounding. For questions where more than one answer was allowed the total percentage can exceed 100.

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[6] When certain sub-groups are over-represented in a sample – rather than using a 'natural' sample - the sample must be weighted to their true population proportions at data processing. The effect of applying weights reduces the statistical reliability of the overall sample size. This is called effective sample size and can be calculated as $\frac{\left(\sum_i n_i w_i\right)^2}{\sum_i n_i w_i^2}$

where *w* is the weight and *n* is the sample size.

4 CAR PURCHASED

Where purchased from

4.1 Purchasing a second-hand car from a dealer was far more prevalent than buying at an auction (93 per cent and seven per cent of respondents respectively). Auctions were more popular in the South West (16 per cent) and amongst those aged 35 - 44 years (12 per cent). Men were significantly more likely to be auction purchasers compared to women (eight per cent versus four per cent respectively).

4.2 Independent dealers were used slightly more often than franchised outlets (55 per cent versus 45 per cent respectively). Young people aged 17 - 24, and the 35 - 44 age group, were significantly more likely to buy from an independent dealer compared to older age groups (55 - 64 and 65+ years).

4.3 Amongst buyers who had problems, two-thirds had bought from an independent dealer.

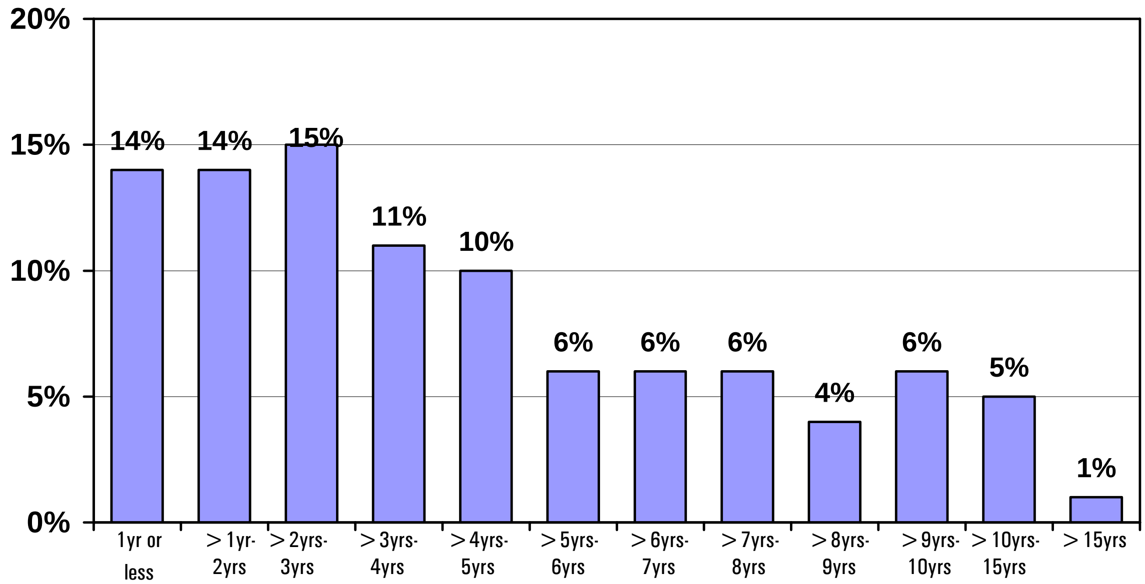
Table 4.1 Type of dealer bought from

		Age						Problems	
	All	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**
	%	%	%	%	%	%	%	%	%
Franchised dealer	45	36	49	36	48	54	54	34	48
Independent dealer	55	**63**	51	**64**	52	46	46	**66**	52
Base: All buying from dealer	(943)	(186)	(219)	(241)	(148)	(83)	(65)	(570)	(373)

Age of car when bought

4.4 There was a lot of variation in the age of the car when it was bought, from 14 per cent being a year old or less, to six per cent that were over 10 years old. However, there was a tendency for the cars to be relatively new. The average age was four years 10 months. Forty three per cent of cars purchased by respondents were three years old or less, rising to 65 per cent in the five years or less group.

Chart 4.2 Age of car when bought



Base: All respondents (998)

4.5 Cars bought at auction tended to be older than those purchased from a dealer, with the average age being significantly higher (seven years four months versus four years eight months respectively). Independent dealers tended to sell older cars than franchised dealerships, with a significant difference of almost three years in the average car age.

4.6 As respondent age increased, the age of the car bought decreased. On average, buyers aged up to 34 bought a car that was 18 months older than those bought by buyers aged 55+.

4.7 There was a significant difference in average car age between those who had problems and those who did not, with the former tending to buy an older car (six years versus four years six months respectively).

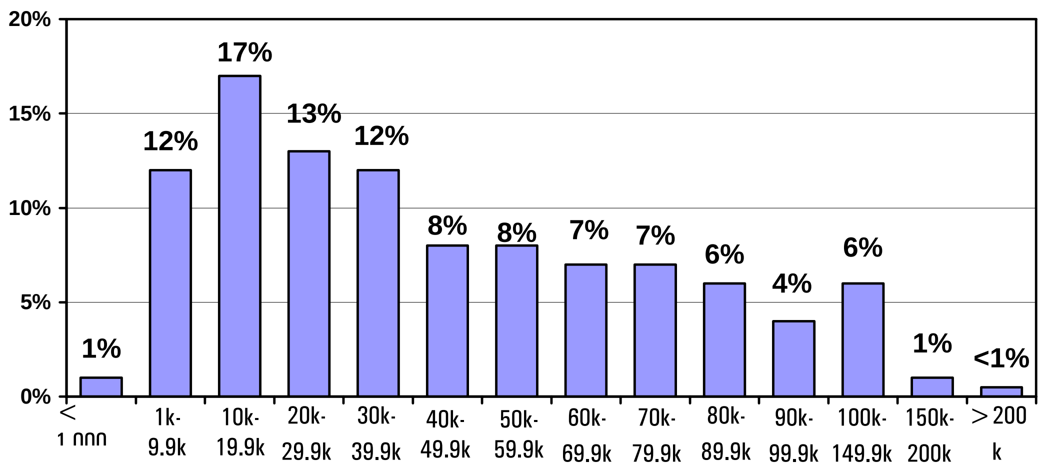
Table 4.3 Average age of car bought

		Age						**Problems**		**Where bought**		
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
Average age	4y 10m	5y 6m	5y 5m	5y 1m	4y 6m	3y 10m	3y 11	**6y 0m**	4y 6m	3y 2m	5y 11m	**7y 4m**
Base: All respondents	(998)	(193	(235)	(263)	(152)	(87)	(67)	(605)	(393)	(360)	(573)	(64)

Mileage of car when bought

4.8 Average mileage was 42,790 miles, with a range from less than 1,000 miles (one per cent) to 150,000 or more (one per cent).

Chart 4.4 Mileage of car when bought



Base: All respondents (967)

4.9 Allied to older cars being more prevalent at auction, the average mileage of an auction-bought car was also significantly higher compared to those bought from a dealer. However, independent dealers were selling cars with an average mileage twice that of franchised dealers (which was a significant difference).

4.10 Older respondents tended to buy cars with a lower mileage, which fits with them buying newer cars than younger buyers.

4.11 The average mileage for cars with problems was almost 50 per cent greater than that for cars that did not subsequently have problems (over and above normal wear and tear). Again, this is a significant difference.

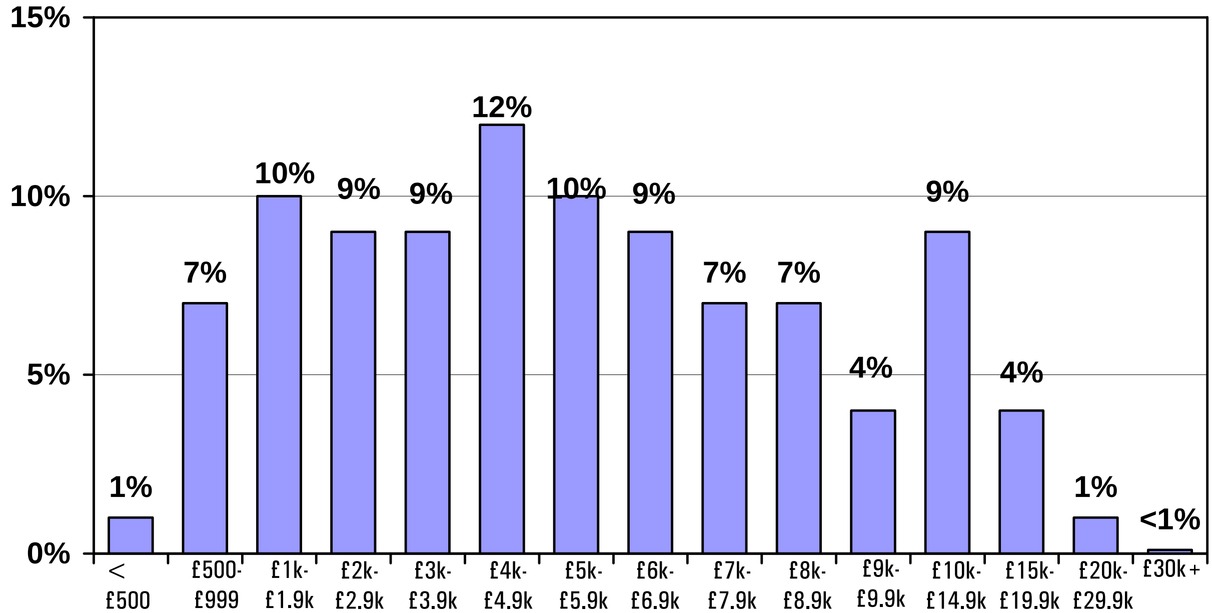
Table 4.5 Average mileage of car bought (1,000 miles)

		Age						Problems		Where bought		
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
Average mileage	42.79	44.08	52.21	47.63	38.36	30.93	33.72	**55.85**	39.70	26.07	53.62	**67.44**
Base: All respondents	(967)	(187)	(228)	(256)	(145)	(84)	(66)	(586)	(381)	(351)	(552)	(64)

Cost of car bought

4.12 A small number paid a large amount for their second-hand car (one per cent paid £20,000+) and at the other end of the scale the same proportion paid very little (one per cent under £500). The average price paid by respondents for their second-hand car was £5,726.

Chart 4.6 Cost of car bought



Base: All respondents (977)

4.13 Franchises had a significantly higher average price than independents, and all dealer-sold cars cost significantly more on average than those sold at auction. This ties in with auction cars being generally older and higher mileage, plus cars from independent dealers being significantly older and higher mileage compared with those bought at franchises.

4.14 As buyer age increased the average cost of the car increased, which is in line with older buyers tending to favour newer cars with lower mileage.

4.15 There was **not** a significant difference in the average cost of the car between those who experienced problems and those who did not.

Table 4.7 Average cost of car bought

		Age						**Problems**		**Where bought**		
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
Average	5,726	4,857	4,994	5,414	6,226	6,727	**6,859**	5,384	5,807	**7,573**	4,526	3,382
Base: All	(977)	(189)	(230)	(263)	(146)	(84)	(64)	(596)	(381)	(345)	(568)	(63)

Men versus women

4.16 Although there was no significant difference between the genders in the average age of the car bought, men were significantly more likely to buy a higher mileage car for a greater cost compared to women.

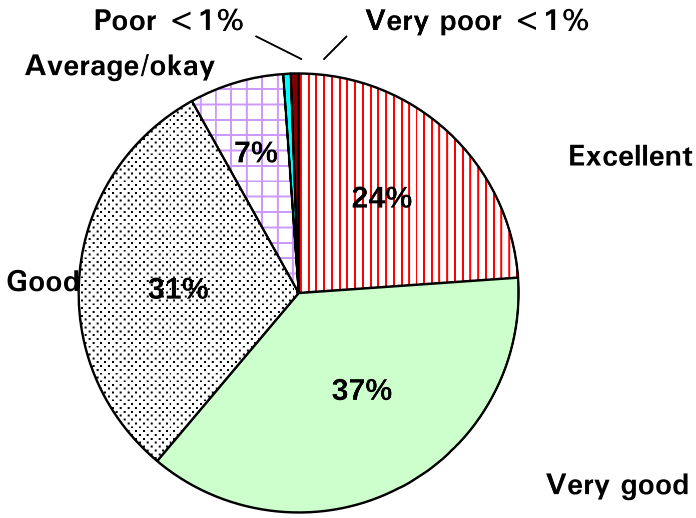
Table 4.8 Men versus women

		Gender	
	Total	**Men**	**Women**
Average age	4y 10m	4y 10m	4y 9m
Average mileage (x 1,000)	42.79	**45.13**	39.56
Average cost (£)	5,726	**6,035**	5,310
Base: All respondents	(998)	(579)	(419)

Assessment of car condition

4.17 Respondents almost unanimously had a positive view of the condition of the car at the time of purchase, even if it was only 'average/okay'. As some spontaneously added when asked to rate the condition: 'I wouldn't have bought it otherwise'. Six in 10 went as far as saying condition was: 'very good' or 'excellent'.

Chart 4.9 Assessment of car condition



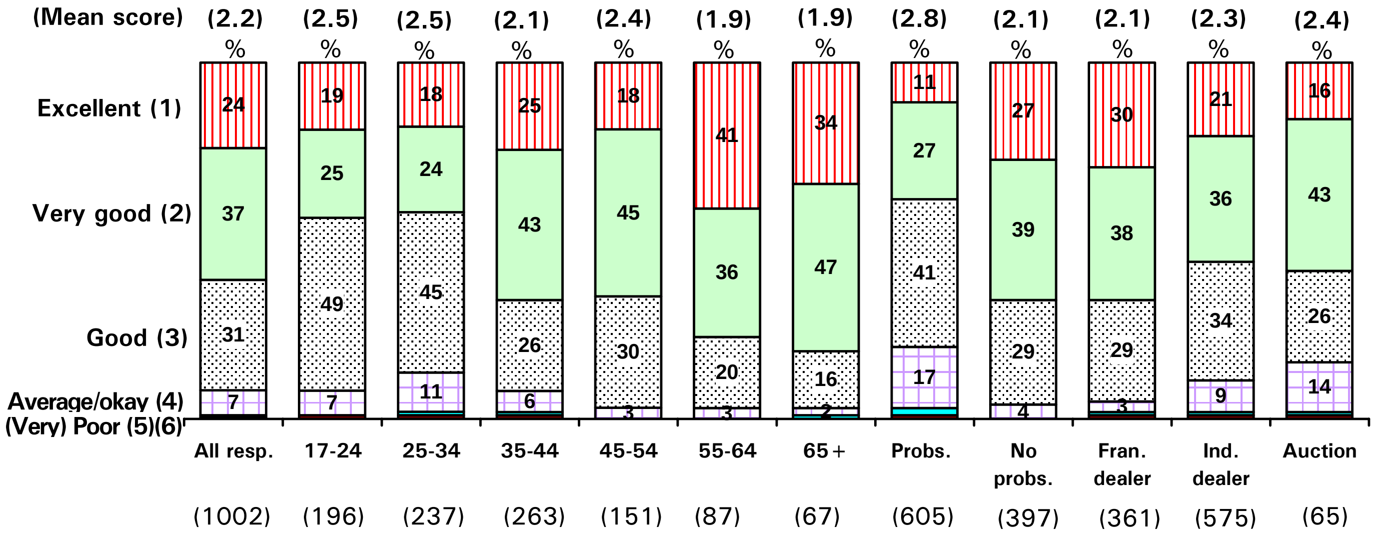
Base: All respondents (1,002)

4.18 Cars bought at auction and those from independent dealers had a significantly less positive average score for condition compared to cars bought from franchised dealers. This may reflect that cars bought at auction and from independent dealers tend to be significantly older and of higher mileage.

4.19 The older the buyer, the more positively they tended to view condition, which must at least in part be due to the fact that they were often buying newer cars with a lower mileage. Consumers aged 17 - 34 had significantly lower average condition scores compared to those aged 35 - 44 and 55+. Conversely, those aged 55+ had significantly higher average condition scores compared to all the other age bands. There were no significant differences in the condition ratings given by men and women.

4.20 Those buying a car who subsequently experienced problems were less effusive in their praise of its condition, significantly more often saying it was 'good' or 'average/okay', and concomitantly less often rating it as 'excellent' or 'very good', compared to those who did not encounter problems post sale.

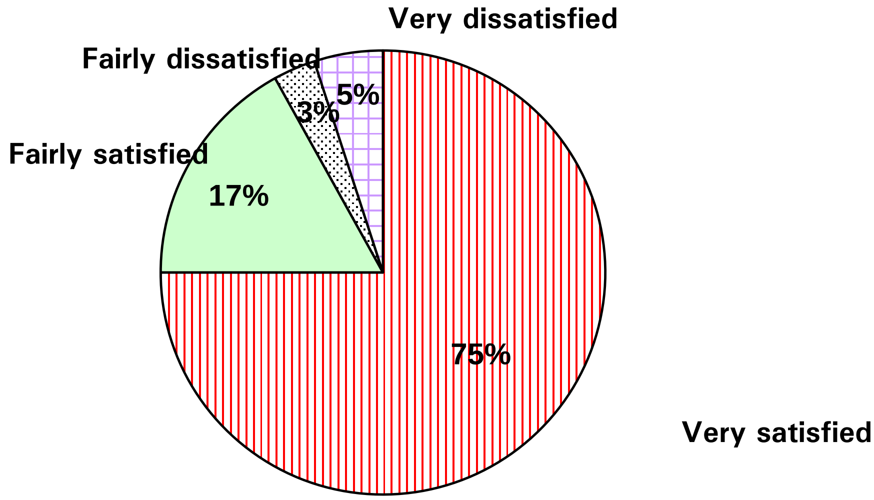
Chart 4.10 Assessment of car condition



Overall satisfaction with car within first six months of ownership (or since bought, if less than six months ago)

4.21 After the first six months of ownership three-quarters of buyers were 'very' satisfied with their car, and a further 17 per cent were fairly satisfied. This left relatively few dissatisfied (eight per cent).

Chart 4.11 Overall satisfaction with car within first six months of ownership (or since bought, if less than six months ago)



Base: All respondents (1,005)

4.22 Satisfaction was highest amongst the two oldest age groups, which had mean scores significantly better than the two youngest groups. Women were 'very' satisfied significantly more often than men.

4.23 Based on mean scores, satisfaction (after six months of ownership) was significantly higher amongst those who bought from a franchise dealer than elsewhere (independent or auction). Buyers from franchises were also significantly more likely to be 'very' satisfied than buyers from independent dealers (82 per cent versus 72 per cent respectively).

4.24 Not surprisingly, those who experienced problems were far less likely to say they were satisfied with their purchase.

Table 4.12 Overall satisfaction with car within first six months of ownership (or since bought, if less than six months ago)

		Age						Gender		Problems		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Yes	No	Fran. dealer	Ind. dealer	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very satisfied (4)	76	70	63	72	79	93	88	73	**79**	31	**86**	**82**	72	68
Fairly satisfied (3)	17	20	22	20	17	5	10	**19**	14	**34**	13	13	20	19
Fairly dissatisfied (2)	3	4	6	2	2	1	1	3	2	**13**	<1	2	3	7
Very dissatisfied (1)	5	6	9	5	2	2	1	4	5	**22**	<1	3	6	6
Mean score	3.6	**3.5**	**3.4**	3.6	3.7	**3.9**	**3.9**	3.6	3.7	2.8	3.9	**3.7**	3.6	3.5
Base: All respondents	(1,005)	(195)	(238)	(266)	(151)	(87)	(67)	(578)	(427)	(609)	(396)	(361)	(577)	(66)

Current ownership

4.25 Most respondents still owned the car they had bought (98 per cent). Those who no longer owned it[7] gave the following main reasons:

- sold (39 per cent)

[7] Small base of 47 unweighted, 20 weighted.

- written off (21 per cent)
- returned to dealer (14 per cent)
- scrapped (four per cent).

4.26 Amongst those who sold or scrapped the car,[8] the main reasons were that it broke down/kept breaking down (40 per cent) and that the buyer could no longer afford to run it (18 per cent).

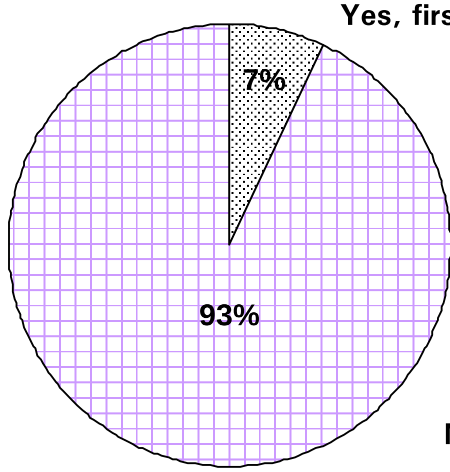
[8] Small base of 22 unweighted, nine weighted.

5 BUYER PROFILE

Whether or not this was first car ever bought

5.1 Most respondents were experienced car buyers. Only seven per cent of the sample said this was the first car they had ever bought.

Chart 5.1 Whether or not this was first car ever bought



Base: All respondents (1,009)

5.2 The proportion of first-time buyers rose to 34 per cent amongst 17 - 24 year olds (significantly greater than the six per cent or less in every other age group).

5.3 Those who had problems were twice as likely to say it was their first car purchase (12 per cent versus six per cent of those **not** experiencing problems is a significant difference).

Number of previous second-hand cars bought

5.4 Many respondents had a substantial level of experience in the second-hand car market, with 47 per cent having bought six or more second-hand cars. The number bought was closely related to age, with older consumers more likely to have bought more. Men were more frequent past purchasers than women.

Table 5.2 Number of previous second-hand cars bought

		Age						Problems		Gender	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Men**	**Women**
	%	%	%	%	%	%	%	%	%	%	%
One	8	22	16	7	1	3	0	**12**	7	6	11
Two	9	15	16	7	4	5	7	11	9	7	12
Three	9	10	9	8	12	9	4	10	9	8	10
Four	7	6	11	7	8	3	3	8	7	5	9
Five	9	4	15	10	5	8	7	8	9	7	11
Six or more	**47**	6	26	54	64	59	**73**	37	**50**	**58**	33
None	3	3	2	2	3	8	4	2	4	3	4
Not bought car before	7	**34**	6	4	3	4	2	**12**	6	6	10
Base: All respondents	(1007)	(195)	(238)	(266)	(153)	(88)	(66)	(611)	(398)	(580)	(427)

Number of previous brand new cars bought

5.5 In addition to the seven per cent who had never bought a car before, six in 10 had no experience of buying a **brand new** car, that is, all their experience was in the second-hand car market. The figure was not significantly different between men and women, but decreased significantly as age increased (that is, older respondents were more likely to have bought at least one brand new car).

5.6 The only significant difference between those with problems and those without was simply that more in the first category had never bought **any** car.

Table 5.3 Number of previous brand new cars bought

		Age						Problems		Gender	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Men**	**Women**
	%	%	%	%	%	%	%	%	%	%	%
One	12	6	9	17	10	17	11	12	13	13	12
Two	9	2	8	8	11	11	14	8	9	8	10
Three	4	1	4	2	8	7	5	3	5	5	4
Four	2	0	0	3	4	2	8	2	3	2	3
Five	2	0	1	2	2	2	4	1	2	3	<1
Six or more	4	0	<1	<1	4	15	13	2	5	6	2
None	**59**	58	72	64	58	42	44	62	58	58	60
Not bought car before	7	34	6	4	3	4	2	**12**	6	6	10
Base: All respondents	(1009)	(196)	(238)	(266)	(153)	(88)	(67)	(611)	(398)	(581)	(428)

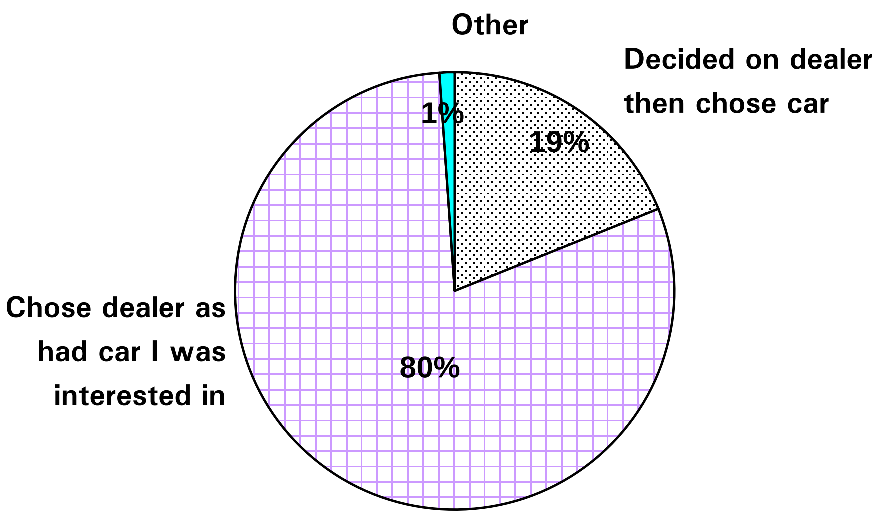
6 BUYING FROM A DEALER

6.1 As seen in Chapter 4, amongst consumers buying from a dealer, 55 per cent bought from an independent dealer and 45 per cent from a franchised outlet.

Deciding on the dealer to buy from

6.2 The choice of dealer was motivated largely by them having a suitable car. Eighty per cent of dealer purchasers found the car they wanted, and simply used the dealer selling it by default. Most of the remainder (19 per cent) made a conscious decision to use a specific dealer, and subsequently selected a suitable car.

Chart 6.1 How decided on dealer used



Base: All buying from a dealer (943)

6.3 Selecting the dealer first, then the car, was significantly more common amongst franchise buyers compared to those who bought from an independent dealer (23 per cent versus 16 per cent respectively). Consumers using an independent outlet were more likely to concentrate on finding the car they wanted (84 per cent versus 76 per cent of franchise buyers).

6.4 Those aged 17 - 24 were significantly less likely to choose the dealer first compared to the 35 - 44 and 65+ age bands.

6.5 Of the buyers who had experienced a problem, nine in 10 decided firstly on the car, leaving one in 10 choosing the dealership and then the car. These figures show a significant difference to those for non-problem car buyers (21 per cent).

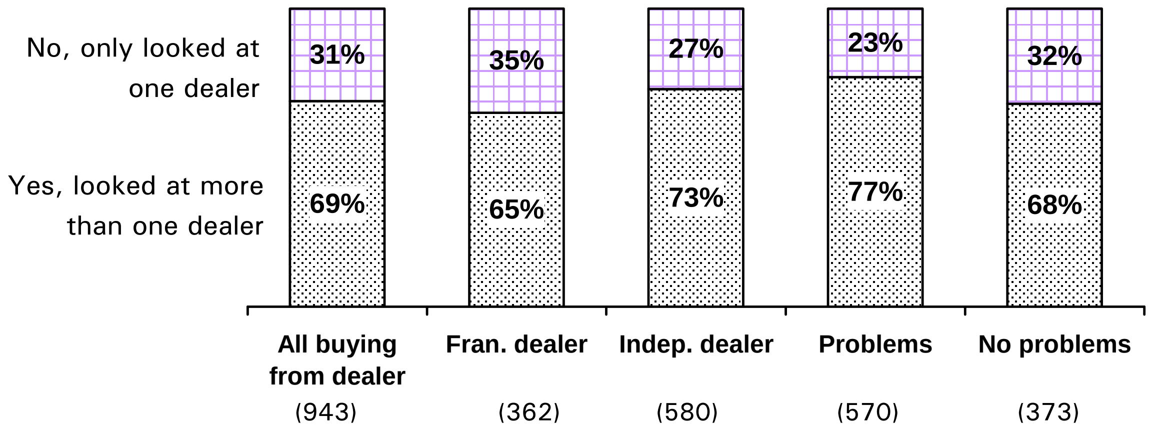
Table 6.2 How decided on dealer used

		Age						Problems		Where bought	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**
	%	%	%	%	%	%	%	%	%	%	%
Decided on dealer then chose car	19	**12**	14	**23**	18	23	**25**	10	**21**	**23**	16
Chose dealer as had car interested	80	86	86	77	81	77	**75**	**89**	78	76	**84**
Other	1	2	0	0	1	0	0	<1	1	1	0
Base: All buying from a dealer	(943)	(186)	(219)	(241)	(148)	(83)	(65)	(570)	(373)	(362)	(580)

Whether looked at more than one dealer

6.6 Two thirds of dealer purchasers had looked at more than one dealer (69 per cent). This figure rose significantly amongst those ultimately buying from an independent dealer (to 73 per cent). Consumers who experienced problems were significantly more likely to have considered more than one dealer compared to buyers who did not have any problems (77 per cent versus 68 per cent).

Chart 6.3 Whether looked at more than one dealer

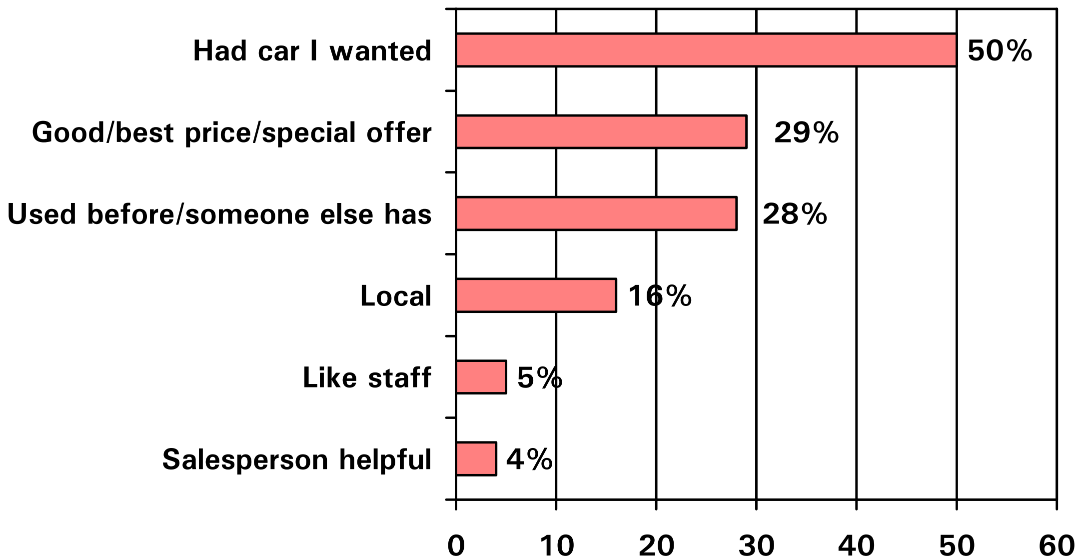


Base: Shown in brackets

Why chose that particular dealer

6.7 Reasons for choosing the dealer were led by a simple 'they had the car I wanted' (50 per cent). Price came second (29 per cent) along with having used the dealership before, or knowing someone who had done so, which was mentioned as a deciding factor by 28 per cent. Locality was important for 16 per cent. Some were influenced by liking the staff (five per cent) and four per cent had been swayed by the salesperson's helpfulness. All other reasons were given by three per cent or less.

Chart 6.4 Why chose that particular dealer

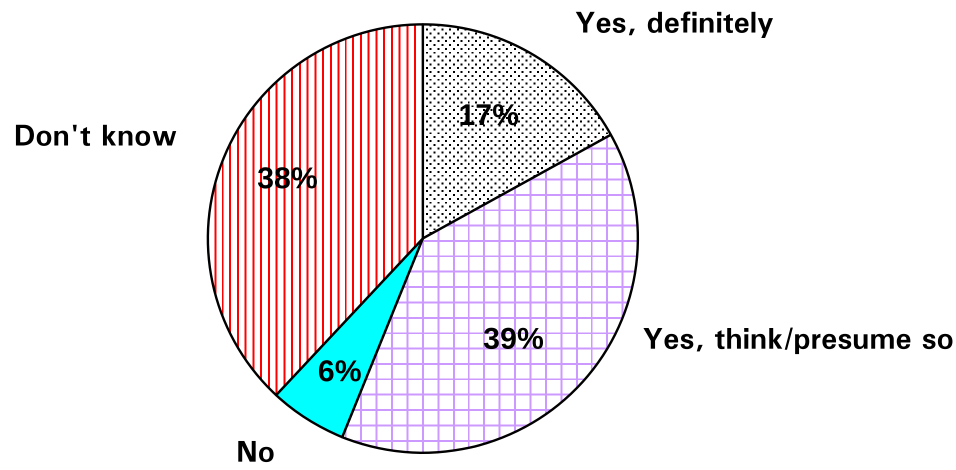


Base: All buying from dealer (942)

Whether dealer was member of motor trade association

6.8 Only 17 per cent definitely knew that the dealer they used was a member of a motor trade association. Some simply assumed that this would be the case (39 per cent) while a similar number did not know (38 per cent).

Chart 6.5 Whether dealer was member of motor trade association



Base: All buying from a dealer (943)

6.9 If the car had been bought from a franchise, respondents were significantly more confident that the outlet definitely was, or presumed would be, a member of a trade association. Half of those who bought from an independent dealer said they did not know about trade association membership.

6.10 Awareness also grew with age, with the level of 'don't know' answers significantly lower amongst the age groups 55 years and over. Men gave significantly fewer 'don't know' responses compared to women (34 per cent versus 44 per cent respectively).

6.11 Lack of awareness was higher amongst consumers experiencing problems, who were significantly more likely to say they did not know whether their dealer was a trade association member compared to those who did not have problems post-sale (44 per cent versus 37 per cent respectively).

Table 6.6 Whether dealer was member of motor trade association

		Age						Problems		Where bought	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**
	%	%	%	%	%	%	%	%	%	%	%
Yes, definitely	17	6	10	17	24	15	28	15	17	**22**	12
Yes, think/ presume so	39	28	41	35	35	53	42	33	40	**49**	30
No	6	14	5	3	6	7	8	8	6	4	9
Don't know	38	52	44	46	34	**25**	**22**	**44**	37	26	**49**
Base: All buying from a dealer	(943)	(186)	(219)	(241)	(148)	(83)	(65)	(570)	(373)	(362)	(580)

Whether influenced by dealer being member of motor trade association

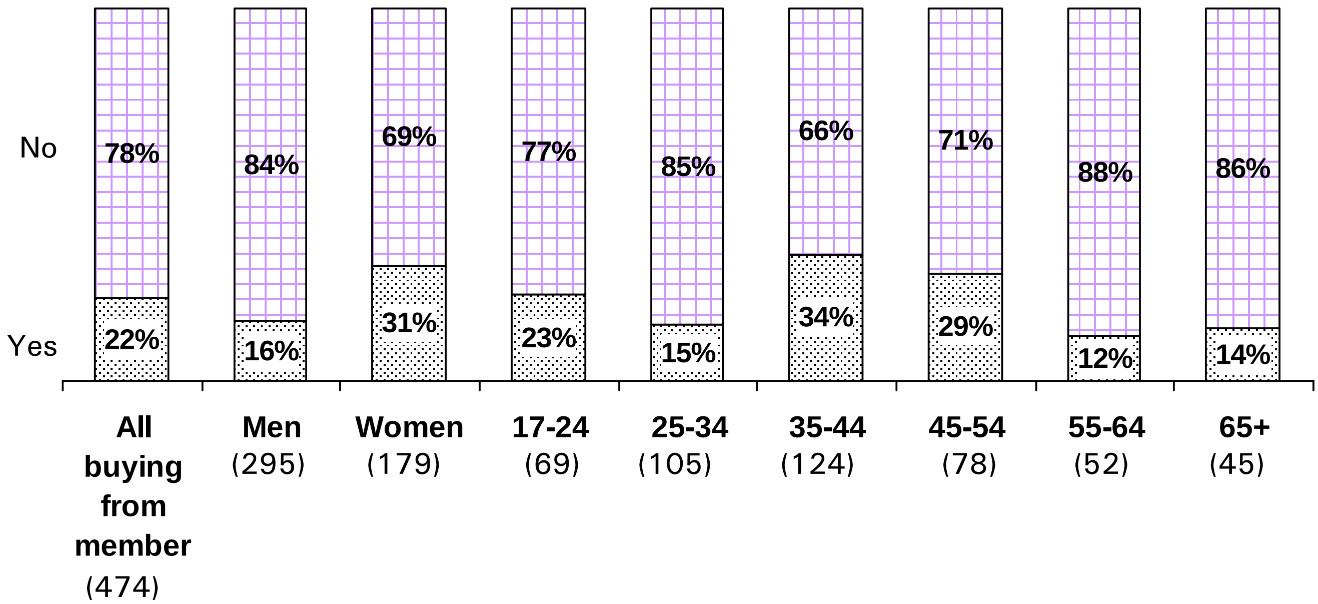
6.12 Consumers who knew, or assumed, that the dealer was a member of a motor trade association were asked whether that knowledge had influenced their decision to buy from that particular outlet. For most the answer was 'no' (78 per cent).

6.13 Answers did not vary significantly between the types of dealer (franchise and independent) and there were also no significant differences between those who had problems and those who did not.

6.14 The main difference arose for gender, with women significantly more likely than men to be influenced by the dealer being a trade association member. Even so, it was still a minority who said it had some bearing on their choice (31 per cent).

6.15 Those aged 35 - 44 were significantly more often influenced by trade association membership than some of the younger and older buyers.

Chart 6.7 Whether influenced by dealer being member of motor trade association

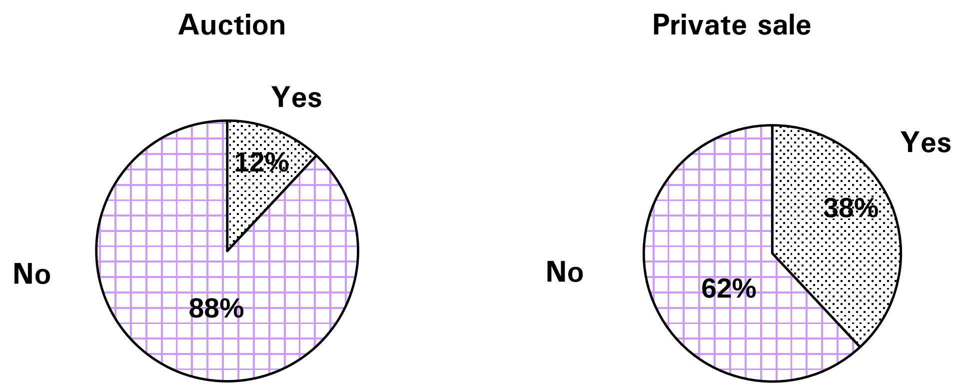


Base: Shown in brackets

Whether considered auction or private sale

6.16 Not many of the dealer buyers had considered buying from an auction (12 per cent), but a reasonable proportion had given consideration to a private purchase (38 per cent). Sixty per cent had not thought about either of these alternatives to a dealer.

Chart 6.8 Whether considered auction or private sale



Base: All buying from a dealer (943)

6.17 Men appear to give consideration to more options than women. Men were significantly more likely to have considered an auction, although it was still a minority who did so (15 per cent). They were also more likely to have thought about buying privately (42 per cent versus 32 per cent of women).

6.18 Younger respondents were also more likely to have thought about buying privately. The three age groups under 45 were significantly more likely to consider this option than all three age groups from 45 upwards.

6.19 There was a less well defined age pattern when it came to an auction. The 25 - 34 years group were significantly more likely to consider it than the two oldest age groups from 55 upwards (20 per cent). On the other hand consumers aged 55 - 64 were significantly less likely to do so compared to **all** younger age groups.

6.20 The only significant difference between consumers buying from a franchise and those who bought from an independent dealer was in considering a private sale. Only 23 per cent of franchise buyers had considered a private sale, while 50 per cent of those who got their car from an independent dealer had done so.

6.21 Those who experienced problems were significantly more likely than the consumers who did not do so to say they had considered an auction (21 per cent versus 10 per cent respectively) and also significantly more likely to say they had considered a private sale (47 per cent versus 35 per cent respectively).

Table 6.9 Whether considered auction or private sale

		Age						Gender		Problems		Where bought	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Men**	**Women**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**
	%	%	%	%	%	%	%	%	%	%	%	%	%
Auction													
Yes	12	11	**20**	16	11	1	8	**15**	9	**21**	10	10	14
No	88	89	80	84	89	**99**	92	85	91	79	90	90	86
Private sale													
Yes	38	**56**	**45**	**46**	30	19	22	**42**	32	**47**	35	**23**	**50**
No	62	44	55	54	70	81	78	58	68	53	65	77	50
Base: All buying from a dealer	(943)	(186)	(219)	(241)	(148)	(83)	(65)	(538)	(405)	(570)	(373)	(362)	(580)

Why did not buy from an auction or private sale

6.22 Consumers who considered an auction and/or private sale were asked why they ultimately did not buy through that/those channel(s). Chart 6.10 shows the answers, grouped by:

- those considering an auction **and/or** a private sale
- those considering an auction **only**
- those considering a private sale **only**.

6.23 For almost half it was a simple case of not finding the car they wanted (45 per cent). This was less often true for those who only considered an auction (35 per cent).

6.24 A fifth felt a private seller or an auction might be less trustworthy, and the transaction less secure (19 per cent).

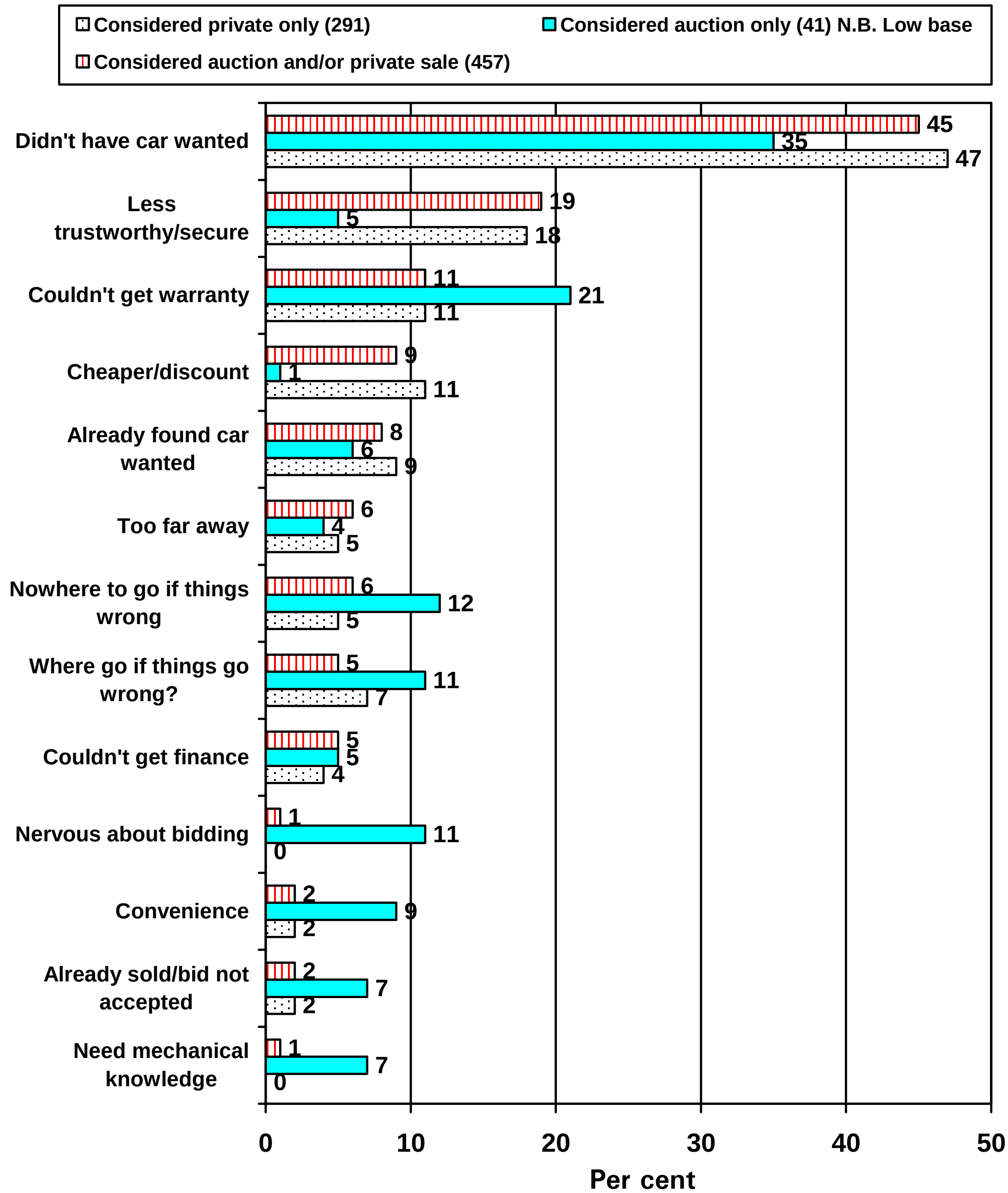
6.25 Not being able to get a warranty was off-putting for 21 per cent of consumers who had only considered an auction, compared to 11 per cent of the buyers who had only considered a private sale.

6.26 One in 10 of those who had considered any alternative source said they decided not to use it as the dealer they bought from was cheaper or gave them a discount. This comment was more prevalent amongst buyers who had considered only a private sale compared to those who had only considered an auction (11 per cent versus one per cent respectively).

6.27 Auctions elicited more comments of 'where would I go if things went wrong?' and 'there would be nowhere to go if things went wrong' compared to private sales.

6.28 One in 10 of the 26 people who had only considered an auction said they would be nervous about bidding (11 per cent). A similar proportion thought an auction was less convenient (nine per cent). Some felt a degree of mechanical knowledge would be needed in order to decide on which car to buy at an auction (seven per cent). Readers should note the small base count for this result and use these results with caution.

Chart 6.10 Why did not buy from an auction or private sale



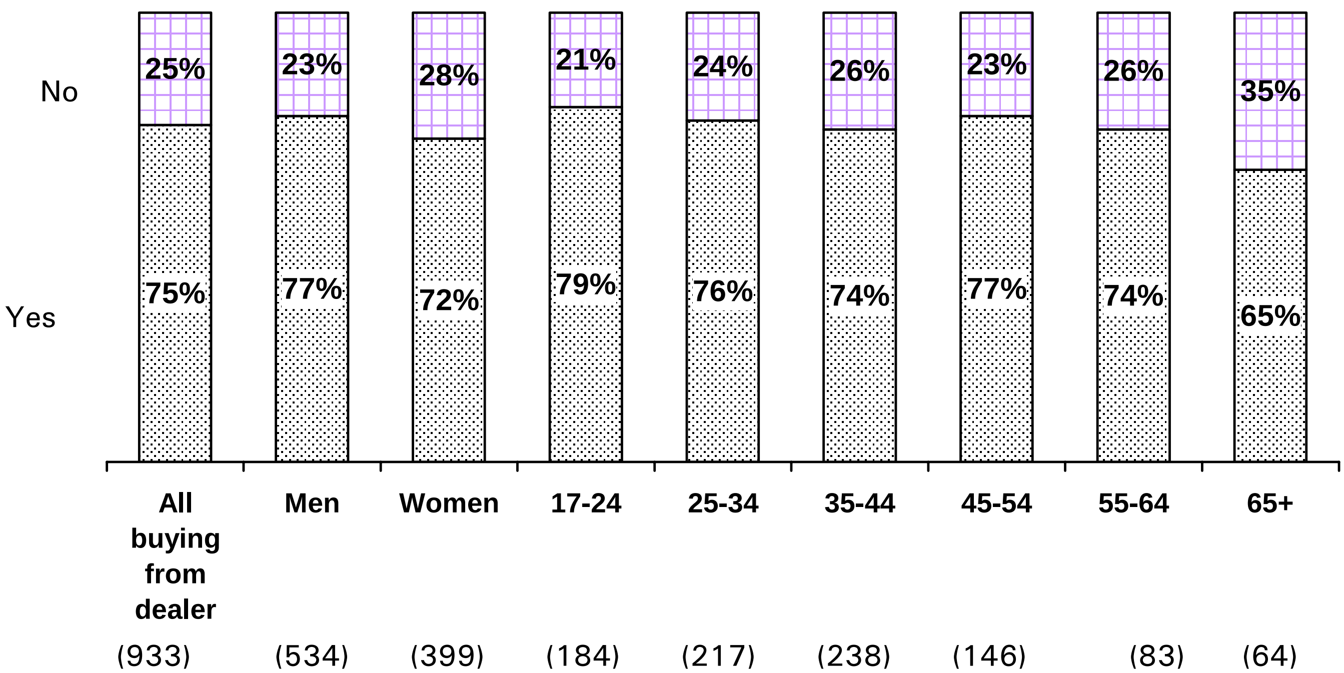
Base: Shown in brackets

Whether negotiated with dealer on anything

6.29 Three quarters of consumers buying from a dealer had negotiated something during the sale, such as price, warranty or extras. There were no significant differences between the genders or age groups in whether negotiated.

6.30 Negotiation level also did not vary significantly by dealer type (franchise or independent) nor by whether the buyer had post-sale problems with the car.

Chart 6.11 Whether negotiated with dealer on anything



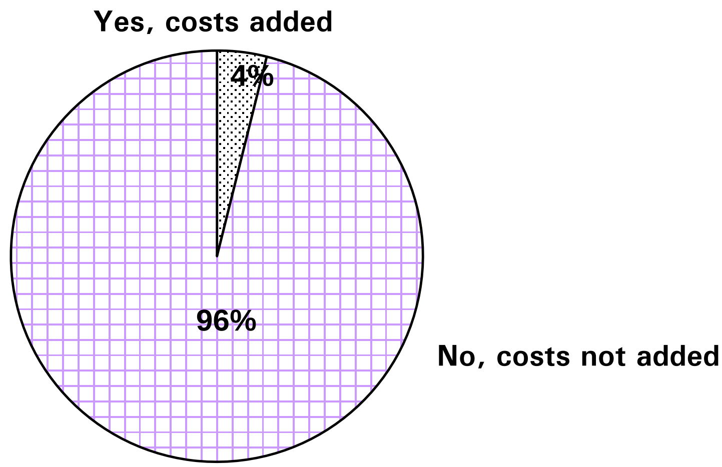
Base: Shown in brackets

Whether hidden or unexpected costs were added to price of car at the point of sale

6.31 Very few of those who bought their car from a dealer said there were any hidden or unexpected costs added to the price of the car at the point of sale (four per cent).

6.32 The only significant difference of note was between those who had subsequent problems with their vehicle and those who did not, with 10 per cent of the former group having hidden or unexpected extras added compared to only two per cent of those who did not experience any problems.

Chart 6.12 Whether hidden or unexpected costs were added to price of car at the point of sale

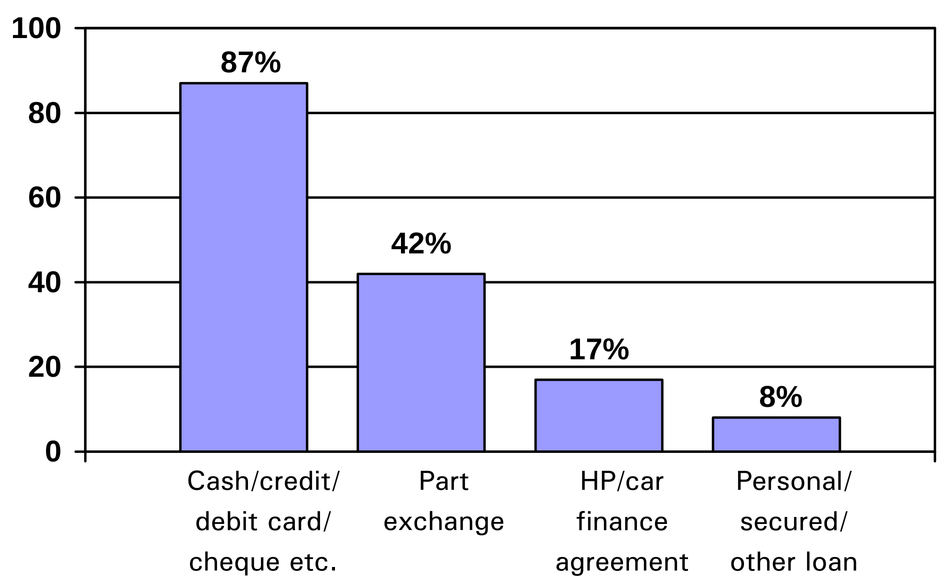


Base: All buying from a dealer (943)

How paid for car bought from dealer, excluding any deposit

6.33 The most popular means of paying for a dealer-bought car was using cash, a cheque, credit card, etc. (87 per cent). Four in 10 did a part exchange with their existing car. HP or a car finance agreement was only used by 17 per cent, and personal/secured/other loans by eight per cent.

Chart 6.13 How paid for car bought from dealer



Base: All buying from a dealer (943)

6.34 If the car was bought from an independent dealer the buyer was significantly more likely to use cash/cheque/credit card (91 per cent versus 83 per cent amongst those buying from a franchise). Part exchange and HP/car finance were more popular forms of payment to a franchised dealer (52 per cent and 25 per cent respectively) compared to an independent (33 per cent and 11 per cent respectively). Buyers used a combination of payment methods (hence why the results in Chart 6.13 sum to more than 100 per cent).

6.35 Young buyers aged 17 - 24 were significantly less often using part exchange compared to the 35 or over age groups. They were also significantly less likely to get a personal/secured loan than some of the older groups. Those aged 55 and over were significantly less likely to use HP/car finance than most of the younger buyers.

6.36 There were no significant differences in payment means between male and female consumers.

6.37 Those who had subsequent problems with the car were significantly more often using HP/car finance (24 per cent versus 15 per cent of those who did not have any issues).

Table 6.14 How paid for car bought from dealer

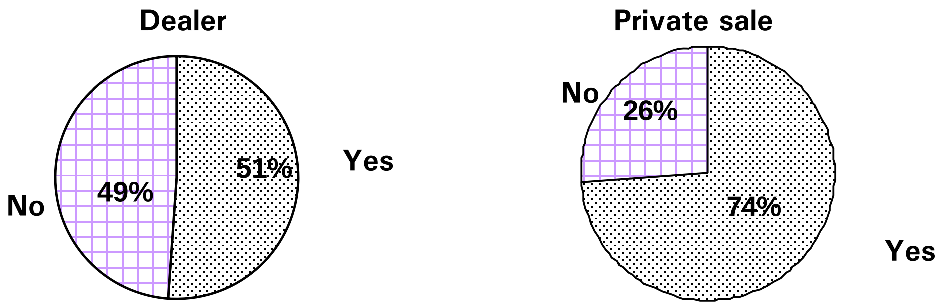
		Age						**Gender**		**Problems**		**Where bought**	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Men**	**Women**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**
	%	%	%	%	%	%	%	%	%	%	%	%	%
Cash/ credit/ debit card/ cheque	87	81	85	89	89	87	90	88	85	83	**88**	83	**91**
Part exchange	42	**24**	35	44	43	54	49	38	46	40	42	**52**	33
HP /car finance	17	29	16	18	21	**8**	**5**	17	16	**24**	15	**25**	11
Personal/secured/ other loan	8	**14**	10	9	7	6	4	7	10	11	8	10	7
Base: All buying from a dealer	(943)	(186)	(219)	(241)	(148)	(83)	(65)	(538)	(405)	(570)	(373)	(362)	(580)

7 BUYING FROM AN AUCTION

Whether considered dealer or private sale

7.1 Auction buyers were very likely to have thought about a private sale (74 per cent) and half had considered buying through a dealer (51 per cent). Only 13 per cent had not considered either. There were no statistically significant differences between sub-groups.

Chart 7.1 Whether considered dealer or private sale

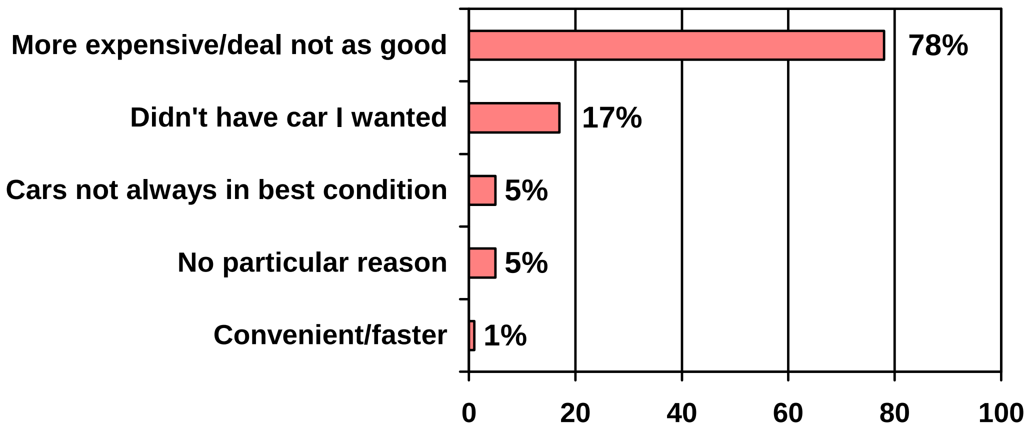


Base: All buying from an auction (66)

Why did not buy from a dealer or private sale

7.2 The primary reason for not buying from a dealer or private seller was cost. Eight in 10 said the cars were more expensive or they got a better deal at the auction (78 per cent). Seventeen per cent of auction buyers said the dealers/private sellers did not have the car they wanted.

Chart 7.2 Why did not buy from a dealer or private sale

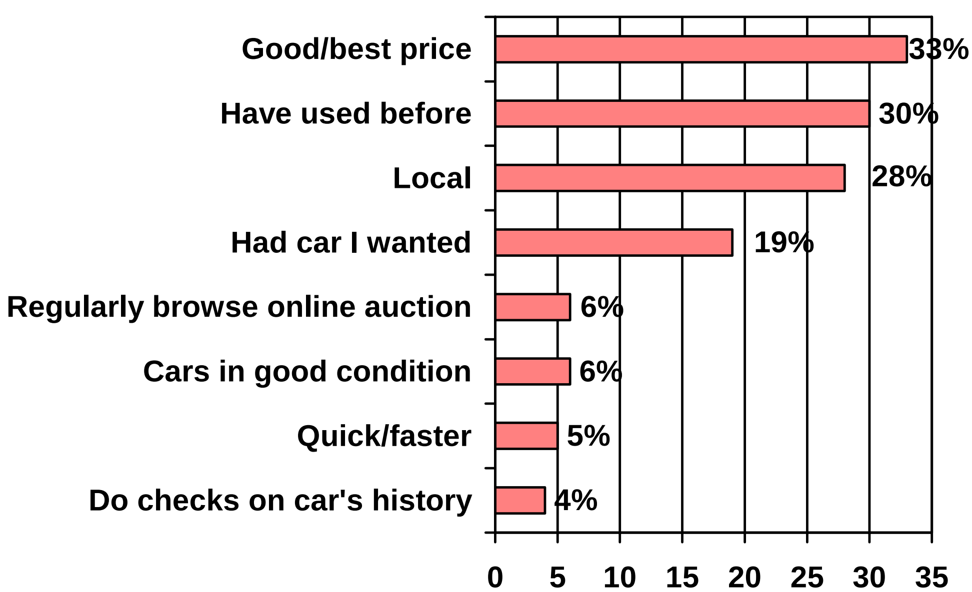


Base: Auction buyers who considered buying from dealer or private sale (56)

Why chose that particular auction

7.3 Price was a driver of auction choice for a third (33 per cent). For 30 per cent a deciding factor had been their own or someone else's previous experience with that particular outlet. Locality mattered to 28 per cent. A fifth decided on the auction simply because it had the car they wanted (19 per cent).

Chart 7.3 Why chose that particular auction

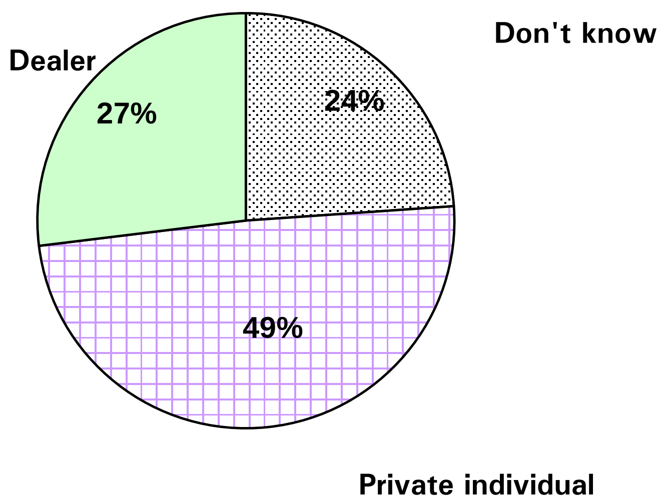


Base: All buying from an auction (66)

Whether (through auction) seller was private individual or dealer

7.4 A quarter of the auction buyers did not know whether, through the auction, the seller was a private individual or a dealer (24 per cent). Half knew it was a private individual (49 per cent) and 27 per cent said it was a dealer.

Chart 7.4 Whether seller was private individual or dealer

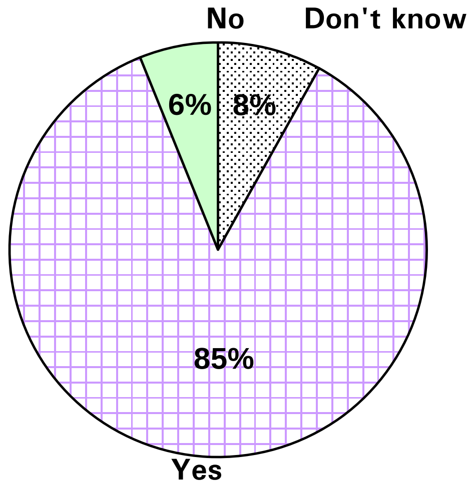


Base: All buying from an auction (66)

7.5 Auction buyers who thought the seller was a private individual[9] were asked whether the seller's name was on the logbook, (also known as the 'V5'), as the car's last registered keeper. Most answered in the affirmative (85 per cent) but for six per cent the seller's name was not on the logbook.

[9] Small base of 35 unweighted, 33 weighted.

Chart 7.5 Whether seller's name was on logbook or V5



Base: All buying from an auction where seller was private individual (35)

8 SOURCES OF GENERAL INFORMATION/HELP

Whether respondent or close family member/friend works in car industry as trader/dealer

8.1 In a small number of cases (eight per cent) the respondent or a close family member/friend worked in the car industry as a trader or dealer.

8.2 Compared to some of the older age groups, those aged 17 - 24 were significantly more likely to have a close friend in the car trade (nine per cent versus two per cent or less for other age groups).

Table 8.1 Whether respondent or close family member/friend works in car industry as trader/dealer

		Age						**Where bought**	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Dealer**	**Auction**
	%	%	%	%	%	%	%	%	%
No, none	92	86	90	95	92	92	94	92	85
Yes, any	**8**	14	10	5	8	8	6	8	15
Yes, respondent	2	0	1	1	3	2	2	1	4
Yes, family member	4	4	8	3	4	2	4	**4**	1
Yes, close friend	4	**9**	5	2	1	4	0	3	10
Base: All respondents	(1,009)	(196)	(238)	(266)	(153)	(88)	(67)	(943)	(66)

Whether at any stage involved family member/close friend with experience in buying second-hand cars

8.3 At some stage before or during the purchase of their car, a third of the respondents had got advice or help from a family member/close friend with experience in buying second-hand cars (35 per cent).

8.4 The younger the respondent the more likely it was that they had involved someone else, culminating in 63 per cent of 17 - 24 year olds doing so. Women were significantly more likely to seek help than men (47 per cent versus 25 per cent respectively).

8.5 Involving a family member of close friend does not, in itself, necessarily lead to a lack of post-sale problems, as significantly more of those in the problem group had sought advice or help (41 per cent versus 33 per cent of those without problems).

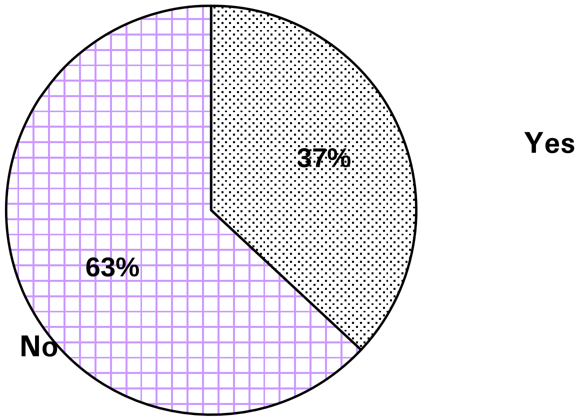
Table 8.2 Whether at any stage involved family member/close friend with experience in buying second-hand cars

		Age						Gender		Problems		Where bought	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Men**	**Women**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**
	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes, involved someone	**35**	**63**	46	35	20	18	24	25	**47**	**41**	33	30	38
No, did not involve anyone	65	37	54	65	80	82	76	75	53	59	67	70	62
Base: All respondents	(1,009)	(196)	(238)	(266)	(153)	(88)	(67)	(581)	(428)	(611)	(398)	(362)	(580)

Prior to purchase, whether got any general information about buying a second-hand car

8.6 Before purchasing, 37 per cent of respondents got general information about buying a second-hand car. The only significant difference of note was that the oldest group (65+ years) was significantly less likely to do so than most of the other age groups (24 per cent 'yes' versus 30 per cent plus for the others).

Chart 8.3 Prior to purchase, whether got any general information about buying a second-hand car



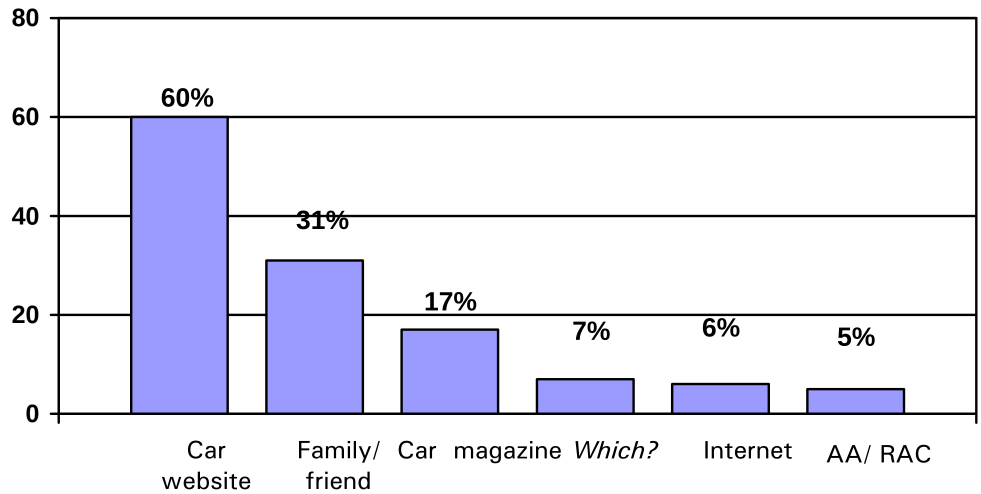
Base: All respondents (1,009)

Where the general information came from

8.7 Those who had obtained general information were asked where it came from. By far the most common answer was a car website (60 per cent). Six per cent had used the internet but did not specify the site.

8.8 Family/friends gave information to 31 per cent of respondents. Seventeen per cent had read a car magazine and seven per cent had looked at *Which?* Five per cent had obtained information from the AA/RAC.

Chart 8.4 Where got general information about buying a second-hand car



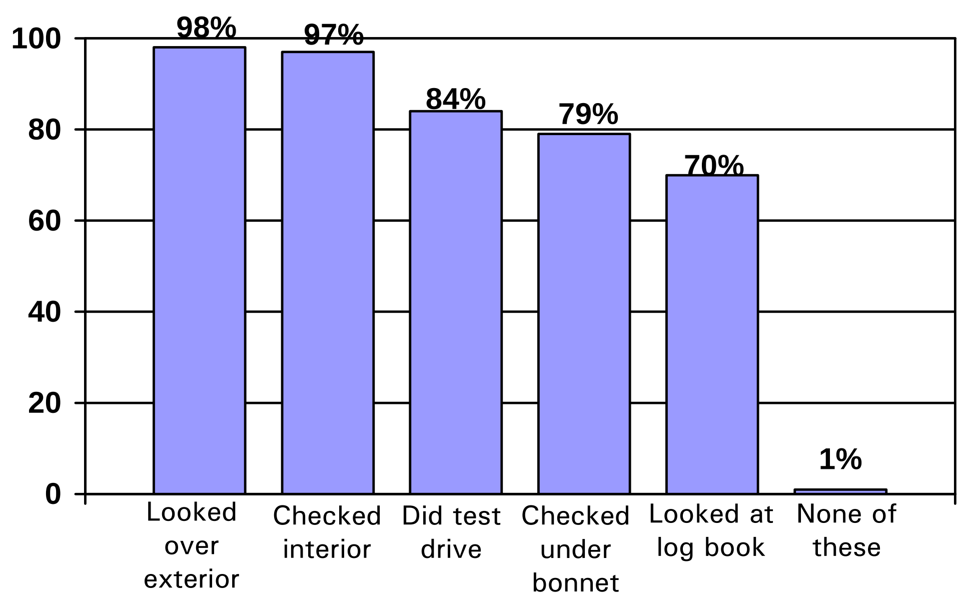
Base: All who got general information (374)

9 CHECKS AND INSPECTIONS CARRIED OUT

What checks and inspections were done before bought the car

9.1 Buyers were read a list of basic checks and inspections, and asked which they had done before purchasing their car. Virtually all buyers did at least one of them (99 per cent). Most common were looking over the exterior and checking the interior (98 per cent and 97 per cent respectively). Many took the car for a test drive (84 per cent). Eight in 10 looked under the bonnet and seven in 10 looked at the log book.

Chart 9.1 What checks and inspections were done before bought the car



Base: All respondents (1,009)

9.2 The only significant difference in checks carried out between genders, was that men were more likely to check under the bonnet (87 per cent versus 70 per cent of females). Table 9.2 shows the detailed analysis of this question.

9.3 The main difference between the age groups was 17 - 24 year olds being significantly more likely to look at the log book compared to older buyers aged 45 or over (80 per cent versus 65 per cent or less).

9.4 Dealer buyers tended to do more checks than auction buyers, with the following being significantly more common amongst buyers from dealers in comparison to auctions:

- checked interior (97 per cent versus 88 per cent)
- looked at log book (72 per cent versus 52 per cent)
- took car for test drive (88 per cent versus 34 per cent).

9.5 Those buying from an independent dealer significantly more often checked under the bonnet and looked at the log book compared to those buying from a franchised dealer.

9.6 Those whose cars were problem-free were significantly more likely to have looked over the exterior or taken the car for a test drive.

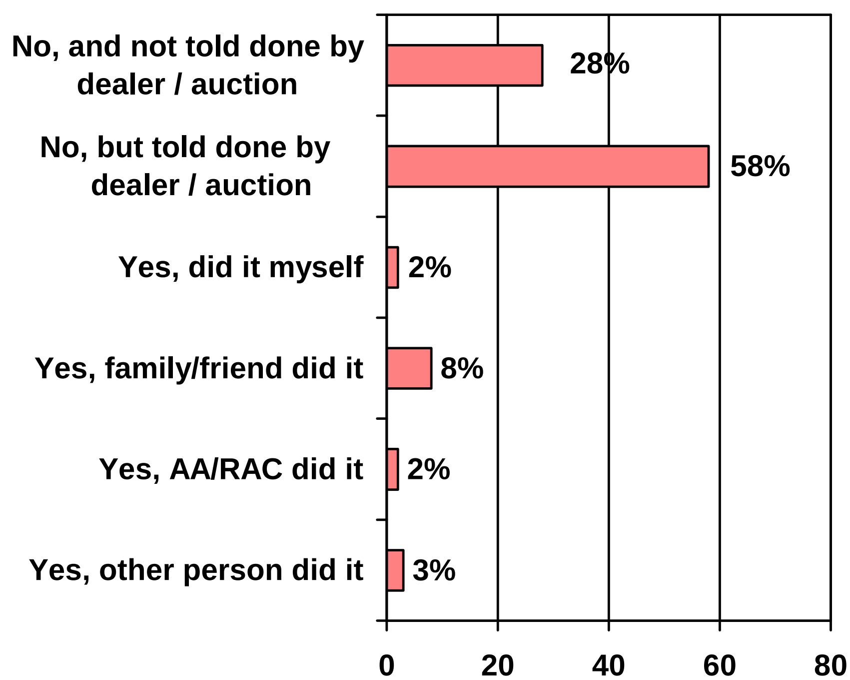
Table 9.2 What checks and inspections were done before bought the car

		Age						Gender		Problems		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Yes	No	Fran. dealer	Ind. dealer	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Checked exterior	98	98	95	99	100	99	100	99	97	96	**99**	99	99	93
Checked under bonnet	79	82	79	82	73	78	83	**87**	70	80	79	72	**86**	80
Checked interior	97	98	95	97	99	97	96	98	96	96	97	97	98	**88**
Looked at log book	70	**80**	72	73	65	65	64	73	66	68	71	67	**75**	**52**
Test drive	84	80	85	83	87	87	79	82	87	78	**86**	88	87	**34**
None of these	1	2	2	1	0	<1	0	<1	1	2	<1	1	0	6
Base: All respondents	(1,009)	(196)	(238)	(266)	(153)	(88)	(67)	(581)	(428)	(611)	(398)	(362)	(580)	(66)

Whether had a mechanical inspection before bought the car

9.7 When asked whether they undertook a mechanical inspection of the vehicle six in 10 respondents said they did not do so but that the dealer/auction had said they had already done one (58 per cent). Fifteen per cent either did one themselves or asked someone else to do it. This left 28 per cent who did not get a mechanical inspection and, as far as they were aware, one had not already been done by the dealer or auction.

Chart 9.3 Whether had a mechanical inspection before bought car



Base: All respondents (1,009)

9.8 Those who bought from a franchise were significantly more likely to say that the dealer had told them a mechanical inspection had been done than those who bought from an independent dealer. All who bought from a dealer were more likely to say that they had been told that a mechanical inspection had been done than those who bought from an auction. A respondent was twice as likely to have been told that a mechanical inspection had carried out by the seller (dealer/auction) if they bought a vehicle from a franchised dealer as opposed to an auction (65 per cent versus 31 per cent respectively).

9.9 Over half of the auction buyers did not have a mechanical inspection at all (53 per cent).

9.10 Women were significantly more likely than men to enlist the help of a close friend/relative to carry out the inspection (11 per cent versus six per cent).

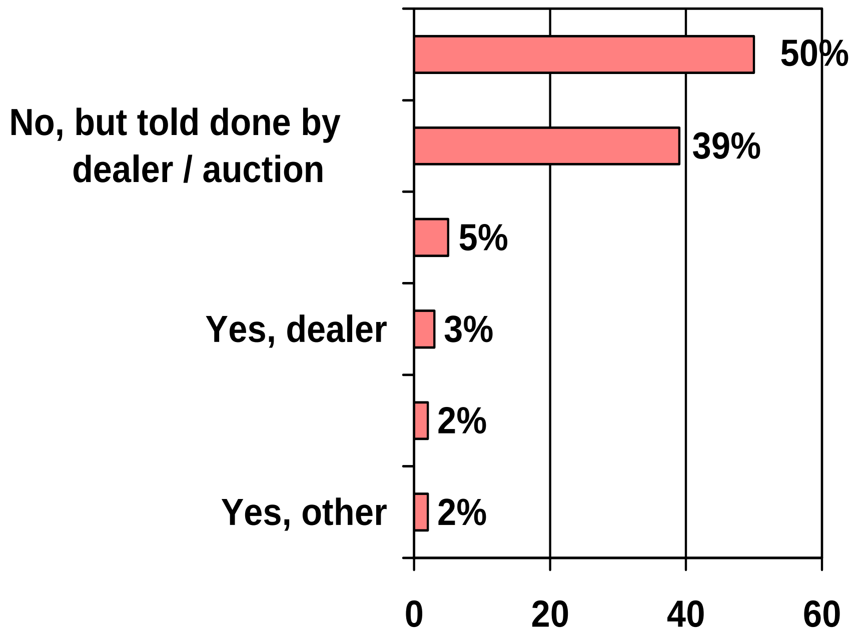
Table 9.4 Whether had a mechanical inspection before bought car

		Age						Gender		Problems		Where bought		
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65 +**	**Men**	**Wom en**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No, and not told done by dealer/	28	25	28	25	35	21	33	29	26	31	27	25	27	**53**
No, but was told done by dealer/	58	56	54	56	56	72	61	58	58	56	58	**65**	**56**	**31**
Yes, did it myself	2	2	4	3	1	1	0	3	1	3	2	1	3	3
Yes, friend/ family did	8	12	9	10	5	5	6	6	**11**	7	9	5	11	11
Yes, AA/RAC did it	2	2	2	2	1	1	2	2	1	1	2	1	2	0
Yes, other person did it	3	4	5	4	1	0	0	2	3	3	3	5	2	5
Base: All respondents	(1,00	(196)	(238)	(266)	(153)	(88)	(67)	(581)	(428)	(611)	(398)	(362)	(580)	(66)

Whether paid for vehicle check before bought the car

9.11 Eleven per cent of respondents organised a vehicle check from a source such as HPI (five per cent), the dealer (three per cent) or the DVLA (two per cent). Four in 10 (39 per cent) did not pay for a vehicle check because they were told by the dealer/auction that one had already been done. Half of all second-hand car buyers did not pay for a vehicle check before buying the car, and had not been told by the dealer/auction that one had already been done.

Chart 9.5 Whether paid for vehicle check before bought car



Base: All respondents (980)

9.12 Substantially more women than men had **not** done a vehicle check (58 per cent versus 44 per cent). Franchises were more likely to say they had already carried out a check compared to independent dealers (46 per cent versus 33 per cent). Young people aged 17 to 34 were significantly more often using HPI compared to the older age groups.

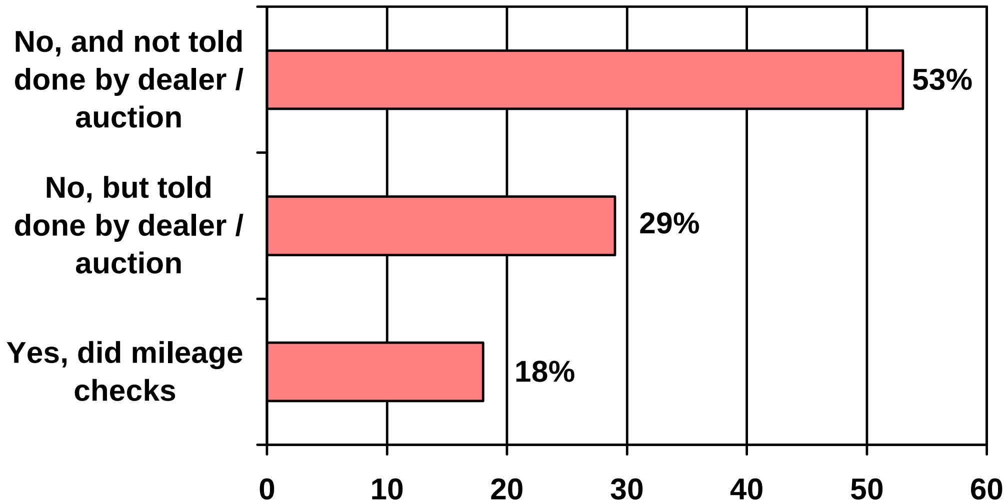
Table 9.6 Whether paid for vehicle check before bought car

		Age						Gender		Problems		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65 +	Men	Women	Yes	No	Fran. deal	Ind. deal	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
No, and not told done by dealer/	50	47	49	50	57	44	47	44	**58**	46	51	47	53	46
No, but was told done by dealer/ auction	39	32	32	42	35	47	47	41	35	41	38	**46**	32	40
Yes, HPI	5	**8**	**10**	3	3	2	0	6	3	6	4	3	7	0
Yes, dealer	3	4	5	2	2	2	5	1	0	3	3	3	4	0
Yes, DVLA	2	3	3	1	3	0	0	2	1	3	1	1	2	6
Yes, other	2	5	1	2	<1	6	0	4	1	3	2	1	3	9
Base: All respondents	(980)	(189)	(229)	(260)	(149)	(86)	(66)	(566)	(414)	(590)	(390)	(358)	(557)	(65)

Whether did any specific checks to verify mileage was correct before bought car

9.13 Eighteen per cent of buyers carried out mileage verification checks, and a further 29 per cent did not carry out such checks because they were told by the dealer/auction that it had already been done. This left 53 per cent of buyers who did **not** carry out a mileage check and were **not** told that one had been done.

Chart 9.7 Whether did any specific checks to verify mileage was correct before bought car



Base: All respondents (990)

9.14 Women were significantly more likely to have not undertaken checks to verify the mileage compared to men (62 per cent versus 46 per cent). A third of franchises said they had done their own check(s), compared to only a quarter of independent dealers (a significant difference of 35 per cent versus 25 per cent respectively). However, respondents who bought cars from independent dealers were significantly more likely to carry out mileage checks themselves (22 per cent) compared to buyers from franchises (13 per cent).

Table 9.8 Whether did any specific checks to verify mileage was correct before bought car

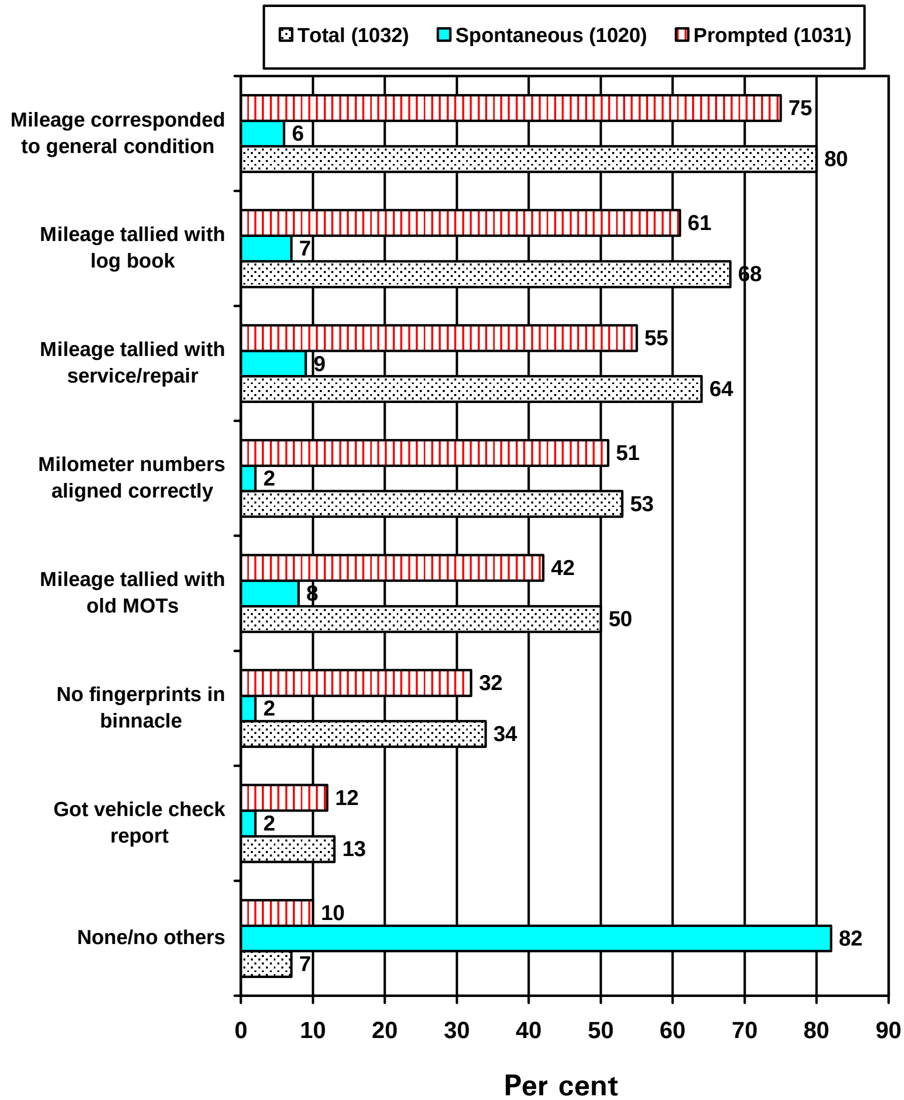
		Gender		Problems		Where bought		
	Total	**Men**	**Women**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%	%	%	%	%
No, and not told done by dealer/ auction	53	46	**62**	49	54	52	53	59
No, but told done by dealer/	29	**32**	26	31	29	**35**	25	26
Yes, did mileage checks	18	**22**	12	20	17	13	**22**	14
Base: All respondents	(990)	(573)	(417)	(597)	(393)	(359)	(566)	(64)

Mileage checks carried out by respondent

9.15 Those who said they had undertaken checks to verify the mileage of the car before they bought it were asked what these were. All respondents were then read a list of checks which had formed the unread pre-codes for the previous question. The results of these spontaneous and prompted responses were then combined to create the following results. Chart 9.9 also illustrates the results for the spontaneous and prompted questions.

9.16 The most common mileage check carried out by respondents was to assess whether the mileage shown corresponded to the general condition of the car (80 per cent). Two-thirds ensured that the mileage tallied with the log book (68 per cent). A similar proportion checked the mileage against the service and repair record (64 per cent) and half checked it against old MOT certificates (50 per cent). Only seven per cent did not do any mileage checks at all.

Chart 9.9 Checks carried out by respondent



Base: All respondents (1,009)

9.17 For each check, with the exception of checking that the mileage tallied with the log book and with old MOT certificates, men were significantly more likely than women to say they had done it. Only three per cent of men had **not** checked anything, compared to 11 per cent of women (which is a significant difference). Young buyers on occasion did significantly more checks than older ones (aged 45 or over), in particular that the mileage tallied with the old MOTs and there were no fingerprints in the dashboard binnacle.

9.18 When the car had been bought at an independent dealer significantly more mileage checking was done compared to buying from a franchise. Those buying from an auction were significantly less likely to have carried out any mileage checks compared to those buying from a dealer, particularly a franchise (three per cent of auction buyers versus seven per cent of dealer buyers did **not** check anything).

9.19 If a buyer had had problems with the car they were twice as likely to say they had not done any mileage checks (12 per cent versus five per cent). Those without problems were significantly more likely to have checked the mileage tallied with the log book and/or the service and repair history.

Table 9.10 Checks carried out by respondent (total)

		Age						Gender		Problems		Where bought		
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Men**	**Women**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Mileage matched general condition	80	79	79	75	82	88	83	**88**	70	76	81	77	83	73
Mileage tallied with log	68	71	66	65	67	70	72	70	64	59	**70**	63	**72**	64
Mileage tallied with service	64	66	58	65	60	64	74	**69**	57	57	**65**	58	**68**	67
Milometer aligned correctly	53	65	52	58	44	44	56	**58**	47	49	54	46	**58**	60
Mileage tallied with old	50	**62**	51	54	45	42	44	53	47	54	50	34	**62**	66
No finger-prints in binnacle	34	**47**	36	37	26	31	27	**39**	28	38	33	27	**39**	40
Got vehicle check	13	20	17	12	14	6	12	**16**	10	17	13	11	16	13
Did not check anything	7	5	6	8	8	6	6	3	**11**	**12**	5	7	7	**3**
Base: All respondents	(1,009)	(196)	(238)	(266)	(153)	(88)	(67)	(581)	(428)	(611)	(398)	(362)	(580)	(66)

Whether dealer/auction said they had checked various items and, if so, whether buyer saw written evidence

9.20 Respondents were asked if the dealer/auction had told them that certain items had been checked and if so, whether they were shown written evidence supporting this check (chart 9.11):

- For seven in 10 buyers, the dealer/auction told them they had checked the mechanical condition of the car (71 per cent). Forty-five per cent of respondents had been shown written evidence of this check.

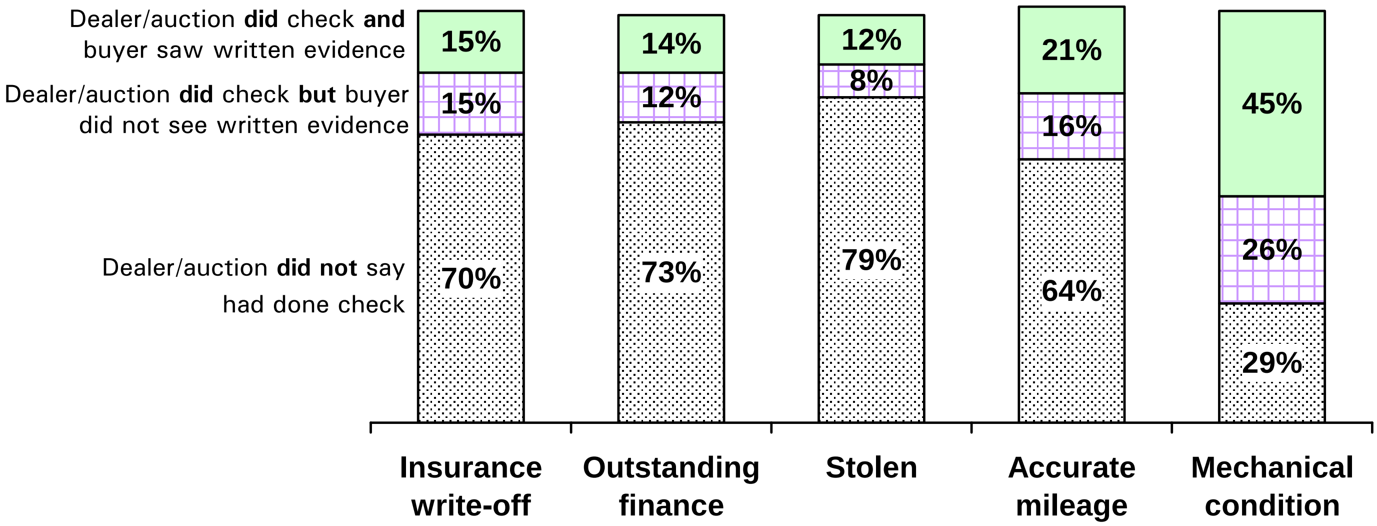
- Thirty-six per cent said the dealer/auction had told them they had checked the mileage was accurate. Twenty one per cent of respondents had seen written evidence of this check.

- Thirty per cent of respondents were told by the dealer/auction that they had checked whether the vehicle was an insurance write-off and half of these (15 per cent of all respondents) had seen written evidence of this check.

- A quarter of respondents were told by their dealer/auction that they had done an outstanding finance check (26 per cent). Fourteen per cent of respondents had seen written evidence of this check.

- A fifth were told by the dealer/auction they bought their car from that they had checked to see whether the vehicle was stolen (20 per cent). Twelve per cent of respondents saw written evidence of this check.

Chart 9.11 Whether dealer/auction said they had checked various items and, if so, whether buyer saw written evidence



Base: All respondents (1,009)

Insurance write-off check

9.21 Young buyers aged 17 - 24 were significantly more likely than buyers aged 45 or over to have bought a car for which the dealer/auction said they **had** done an insurance write-off check (43 per cent versus 28 per cent or less). They were also significantly more likely to have also been given written evidence compared to buyers aged 55 or over.

Outstanding finance check

9.22 Saying they had done an outstanding finance check was significantly less common amongst dealers (franchise 26 per cent and independent 25 per cent) compared to auctions (46 per cent).

9.23 Sellers were significantly less likely to say they had checked for outstanding finance on the car when the buyer was a woman (21 per cent versus 31 per cent for men). Female buyers were also significantly less likely to have also been given written evidence of this check.

Check whether stolen

9.24 As already seen for the outstanding finance check, significantly fewer sellers said they checked whether the car was stolen when the buyer was female compared to when the buyer was male (15 per cent versus 25 per cent respectively).

9.25 The check was significantly **more** often said to be done for buyers aged 17 - 24 compared to most other age groups (34 per cent versus 21 per cent or less).

Check whether mileage accurate

9.26 Whilst overall there were no significant differences in the likelihood of sellers saying they had checked whether the mileage was accurate between male and female buyers, significantly more men were both told it had been checked **and** were given written evidence than females (25 per cent versus 15 per cent).

9.27 Those who had post-sale problems with their car were significantly less likely to say the dealer/auction told them a mileage check had been done (30 per cent versus 38 per cent of buyers without problems).

Check mechanical condition

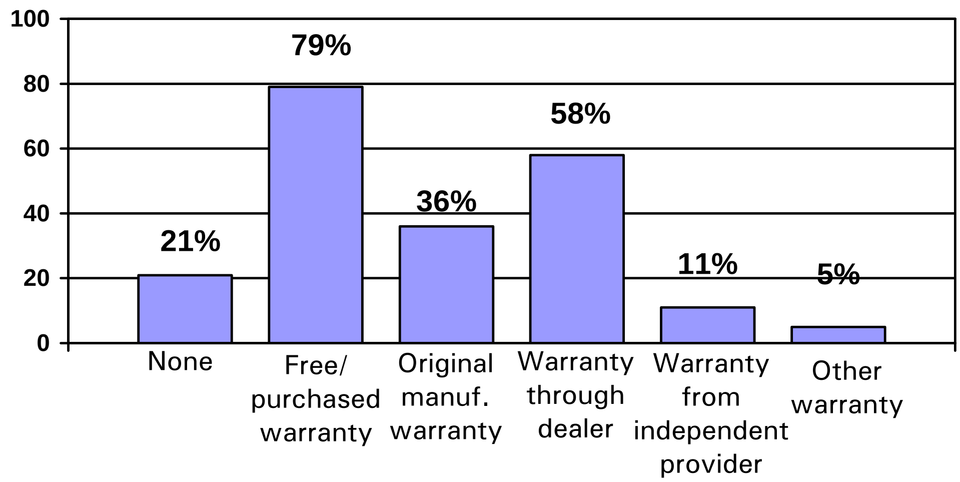
9.28 Significantly fewer auctions said they had checked the mechanical condition of the car compared to the proportion of dealers doing so (auctions 47 per cent versus dealers 72 per cent).

10 WARRANTIES

Warranties received free and/or purchased with car

10.1 The majority of respondents received or purchased a warranty with the car (79 per cent). For six in 10 this was a warranty through the dealer (58 per cent) while over a third had the original manufacturer's warranty (36 per cent).

Chart 10.1 Warranties received free and/or purchased with car



Base: All respondents (1,009)

10.2 Those buying from a franchised dealer were significantly more likely to have a warranty compared to an independent dealer purchase (91 per cent and 77 per cent respectively). Warranties were significantly less common for auction cars (25 per cent).

10.3 Those who experienced problems after the sale were significantly less likely to have a warranty.

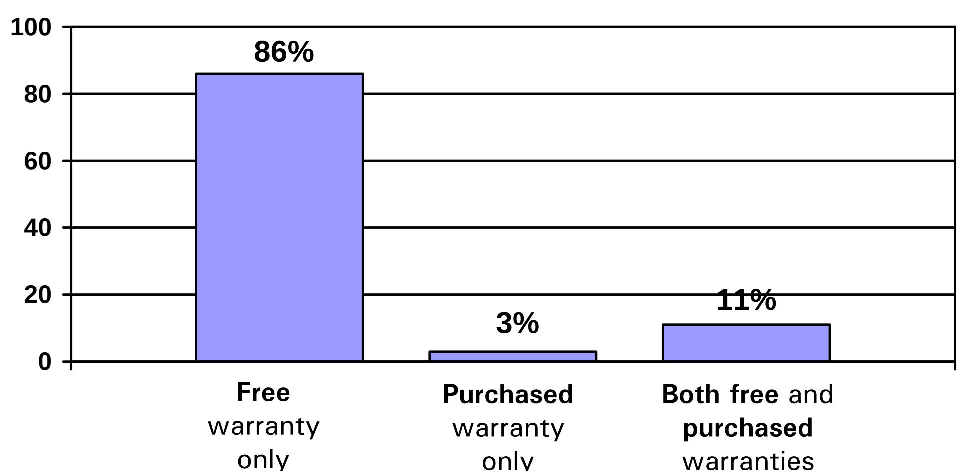
10.4 Consumers aged 25 - 34 were significantly more likely to **not** have any warranty than those in all other age groups. Those aged 55 or over were significantly more likely to have the original manufacturer's warranty than all age groups under 45, which fits with them buying newer cars than younger buyers.

Table 10.2 Warranties received free and/or purchased with car

		Age						Problems		Where bought		
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%	%	%	%	%	%	%	%	%
None / no warranty	21	17	**35**	22	18	12	9	**27**	19	9	23	**75**
Any warranty	79	83	65	78	82	88	91	73	**81**	**91**	**77**	25
Original manufacturer's warranty	36	29	32	29	38	**52**	**48**	23	**39**	**58**	20	19
Warranty through dealer	58	68	49	58	56	64	65	57	59	62	62	11
Warranty from independent provider	11	15	8	11	15	11	7	12	11	8	14	7
Warranty from other source	5	7	1	4	9	1	9	6	5	4	6	3
Base: All respondents	(1009)	(196)	(238)	(266)	(153)	(88)	(67)	(611)	(398)	(362)	(579)	(66)

10.5 The majority of those with a warranty had one only and it was free (86 per cent). One in 10 had received a free warranty **and** bought one (11 per cent). The remaining three per cent had a purchased warranty only.

Chart 10.3 Warranties received free and/or purchased with car

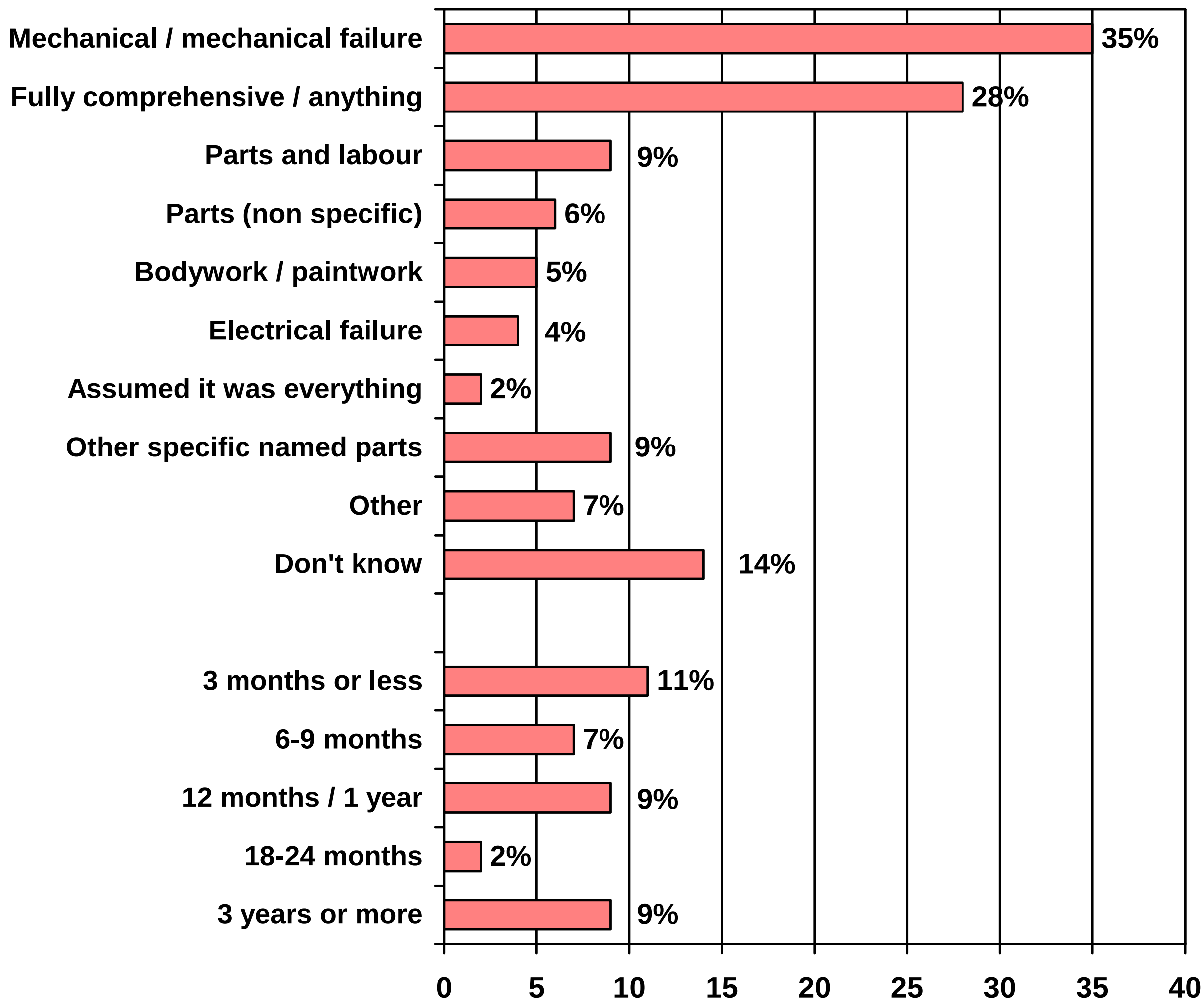


Base: All with warranty (762)

What covered by warranty

10.6 Those with a warranty were asked what it covered. More than one in 10 did not know (14 per cent), rising to a quarter of females (24 per cent, which was significantly higher than amongst males). The most common answer was that it covered mechanical problems or failure (35 per cent). Three in 10 (28 per cent) said the warranty was fully comprehensive or covered everything/all problems. Both these answers were significantly more likely to have been given by males (41 per cent and 32 per cent respectively) compared to females (28 per cent and 23 per cent).

Chart 10.4 What covered by warranty



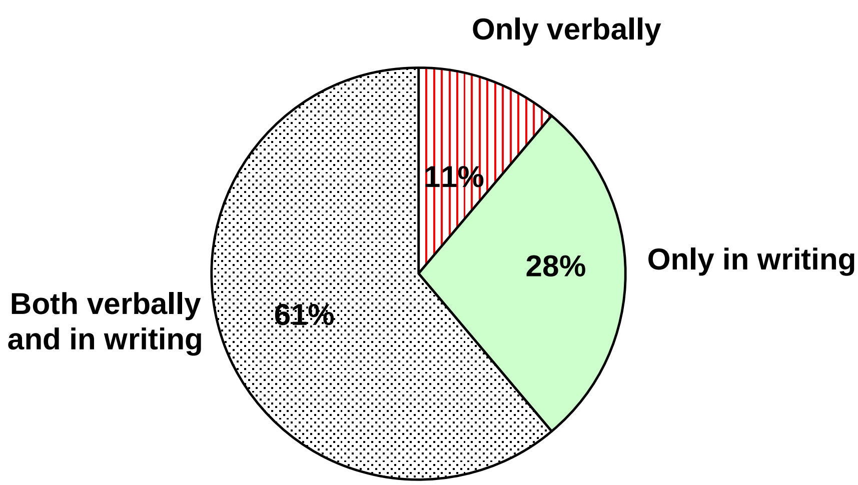
Base: All with warranty (762)

10.7 Although respondents were not asked what period of time their warranty covered, 28 per cent of second-hand car buyers spontaneously mentioned the length of cover. Of these, 40 per cent said their warranty was for three months or less, 24 per cent said it covered six to nine months, six per cent said it covered 18-24 months and 31 per cent said it covered three years or more. Those who experienced problems were significantly more likely than the 'no problem' group to have a warranty lasting three months or less, and conversely less likely to have at least three years cover.

How given warranty

10.8 Many of those who received or purchased a warranty were given it both verbally and in writing (61 per cent).

Chart 10.5 How given warranty



Base: All with warranty (763)

10.9 Independent dealers were three times more likely to only give the warranty verbally than franchises (16 per cent and five per cent respectively).

10.10 Women were significantly more likely to have only received a verbal warranty (14 per cent versus nine per cent of men). Conversely, a significantly higher proportion of men only received the warranty in writing (33 per cent compared to 22 per cent of women).

10.11 Whilst younger buyers aged 17-24 were significantly more likely to be given the warranty both verbally and in writing than those aged 55 or more, conversely fewer were only given it in writing.

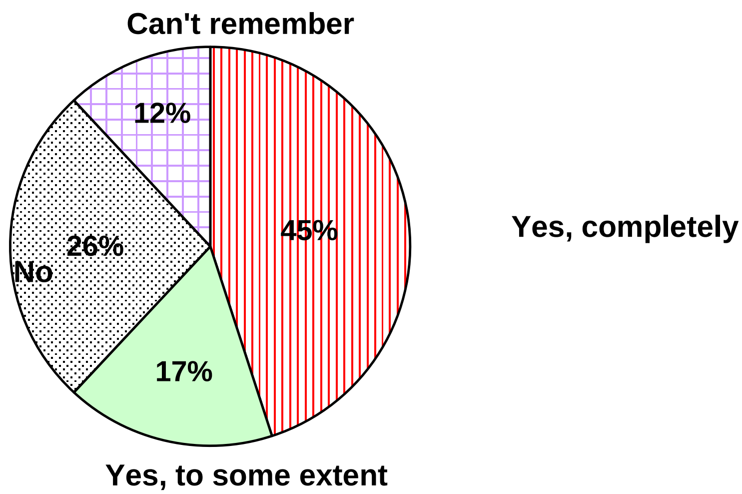
Table 10.6 How given warranty

		Age						Gender		Problems		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Yes	No	Fran. dealer	Ind. dealer	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Only verbally	11	7	14	14	8	14	7	9	**14**	**16**	10	5	**16**	33
Only writing	28	20	27	21	23	**37**	**52**	**33**	22	24	29	29	27	32
Both	61	**72**	60	65	69	49	41	58	64	60	61	66	57	35
Base: All with warranty	(763)	(153)	(157)	(198)	(123)	(71)	(61)	(433)	(330)	(441)	(322)	(330)	(423)	(9)

Effect of warranty on statutory legal rights

10.12 Of those with a warranty, 45 per cent said it was made completely clear that the warranty did not affect their legal statutory rights. A further 17 per cent said it did to some extent. For a quarter this was not made at all clear whilst one in 10 (12 per cent) either did not know or could not remember.

Chart 10.7 Whether made clear that warranty did not affect legal statutory rights



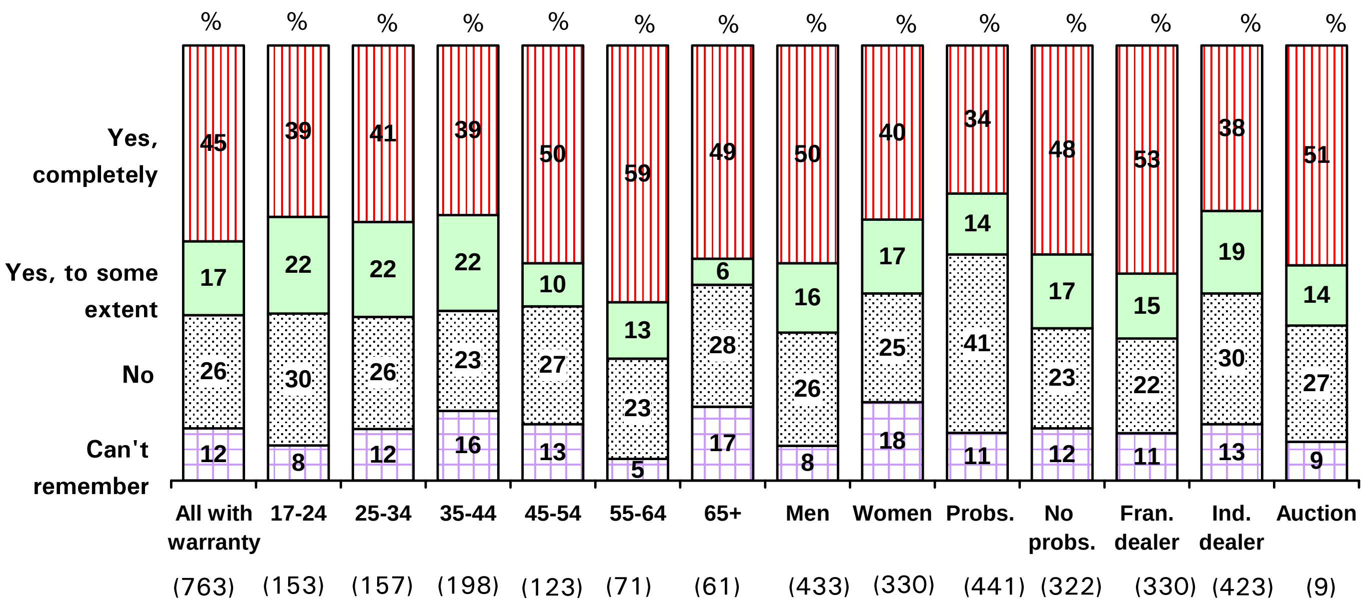
Base: All with warranty (763)

10.13 Franchised dealers were significantly more likely than independent dealers to make it totally clear to buyers that the warranty did not affect their legal statutory rights (53 per cent versus 38 per cent respectively).

10.14 Consumers who experienced a problem after the sale were more likely than those who had no problems to say that this was **not** made at all clear to them (41 per cent).

10.15 Women were significantly less likely to give a 'yes completely' answer than men, and concomitantly more likely to be unsure (18 per cent 'don't know/can't remember').

Chart 10.8 Whether made clear that warranty did not affect legal statutory rights



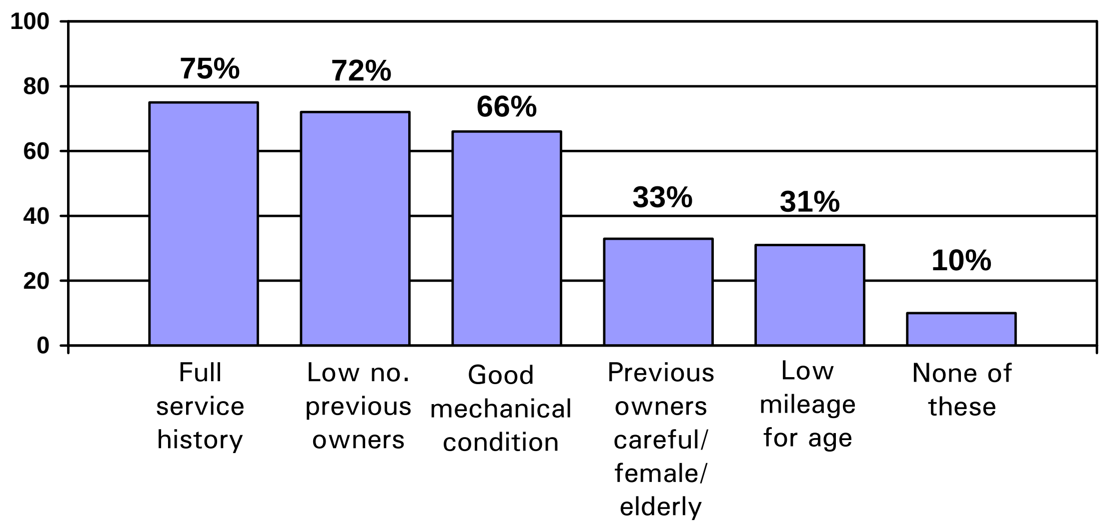
11 INFORMATION GIVEN BY DEALER/AUCTION

What, if anything, was mentioned or written on sales material about the car

11.1 When respondents were asked what information they were given by the dealer/auction, sellers were very likely to have mentioned that the car had 'a full service history' (75 per cent). A low number of previous owners was also commonly mentioned (72 per cent). Two-thirds of the vehicles were said to be 'in good mechanical condition' by the seller (66 per cent).

11.2 Fewer sellers claimed the previous owner was female/elderly/careful (33 per cent) or that the car had a low mileage for its age (31 per cent).

Chart 11.1 What, if anything, was mentioned or written on sales material about the car



Base: All respondents (1,002)

11.3 Those who bought a car that they subsequently had problems with were significantly less often told it had a full service history (67 per cent versus 77 per cent of those who did not have problems).

11.4 Franchised dealers were significantly more likely to say the car had a full service history compared to independent dealers, and also that there had been a low number of previous owners. This may reflect the fact that franchises tend to sell newer cars.

11.5 Significantly more female buyers were told the previous owner was elderly/female/careful compared to male buyers (38 per cent versus 29 per cent respectively).

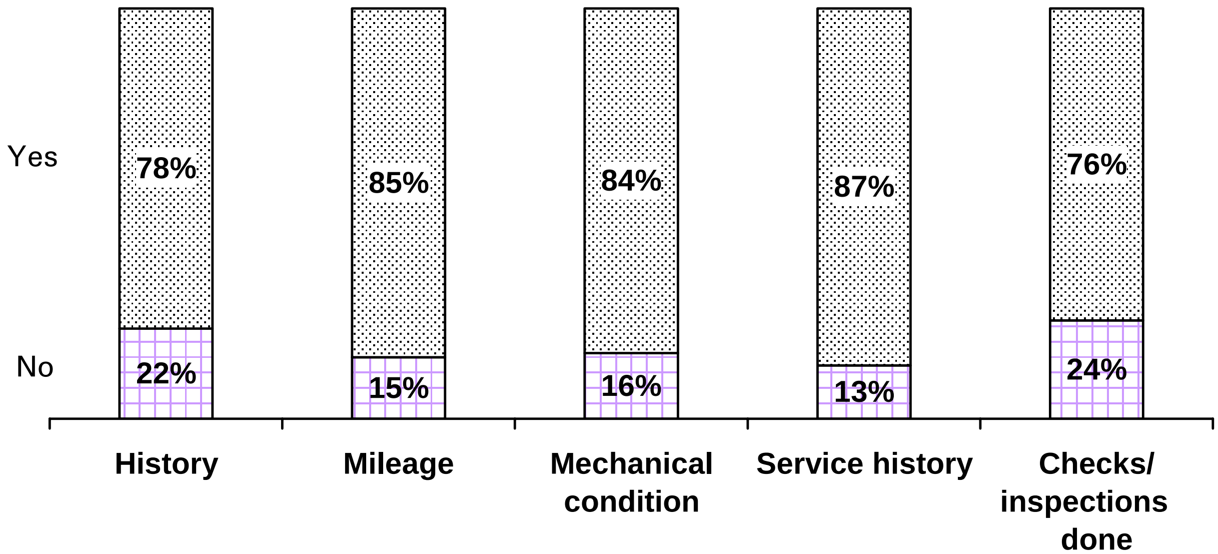
Table 11.2 What, if anything, was mentioned or written on sales material about the car

		Age						Gender		Problems		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Yes	No	Fran. dealer	Ind. dealer	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Full service history	75	78	72	69	71	86	82	74	76	**67**	**77**	**80**	72	65
Low no. previous owners	72	79	66	73	68	80	75	71	74	68	73	**77**	70	65
Good mechanical condition	66	77	63	63	58	77	72	66	67	65	67	63	69	66
Previous owners careful/ female/ elderly	33	46	26	32	24	41	38	29	**38**	31	33	33	32	35
Low mileage for age	31	37	27	31	26	41	29	31	31	28	32	34	29	33
None of these	10	3	11	12	11	7	6	9	10	10	9	11	8	11
Base: All respondents	(1,002)	(194)	(237)	(263)	(153)	(88)	(66)	(579)	(423)	(607)	(395)	(360)	(575)	(66)

Whether, in hindsight, was given enough information about various items

11.6 In hindsight, most respondents felt they had received enough information about all aspects of the car, from 76 per cent agreeing they knew enough about the checks/inspections done to 87 per cent feeling they had sufficient information on the service history.

Chart 11.3 Whether, in hindsight, was given enough information about various items



Base: All respondents (1,009)

11.7 Women were significantly more likely than men to have wanted more information on the car's mileage (see Table 11.4).

11.8 On all the items, those buying from an independent dealer were significantly less likely to feel they received enough information compared to those buying from a franchise.

11.9 On all the items asked about – history, mileage, mechanical condition, service history, and checks and inspections done, significantly more of those who had problems said they did not get sufficient information.

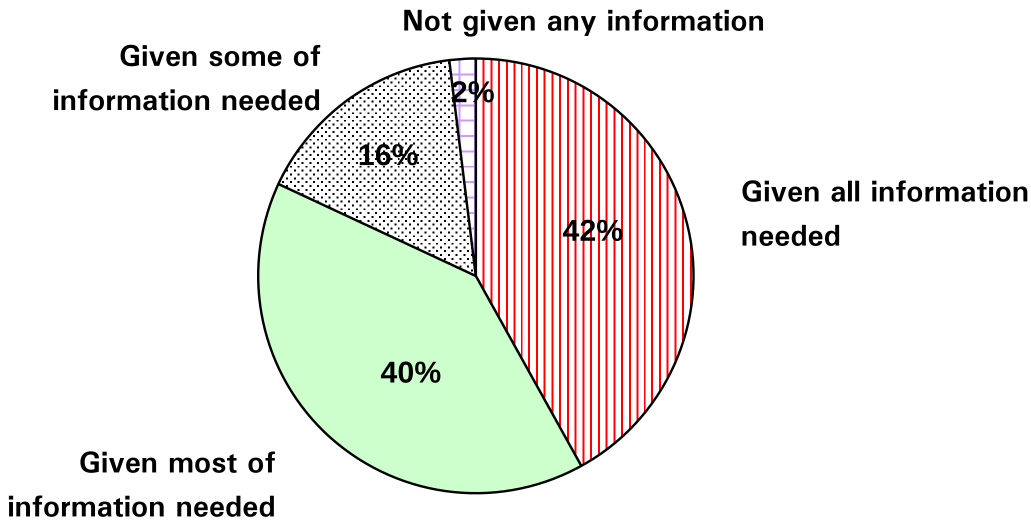
Table 11.4 Whether, in hindsight, was given enough information about various items

		Age						Gender		Problems		Where bought		
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Men**	**Women**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
History														
Yes	78	74	68	75	82	89	90	81	75	55	84	82	75	76
No	22	26	32	25	18	11	10	19	25	**45**	16	18	**25**	24
Mileage														
Yes	85	83	78	81	89	94	94	88	82	68	89	88	82	89
No	15	17	22	19	11	6	6	12	**18**	**32**	11	12	**18**	11
Mechanical condition														
Yes	84	86	77	80	89	934	87	86	82	56	91	**90**	81	75
No	16	14	23	20	11	7	13	14	18	**44**	9	10	**19**	25
Service history														
Yes	87	85	80	88	90	93	90	88	86	67	92	91	86	79
No	13	15	20	12	10	7	10	12	14	**33**	8	9	**14**	21
Checks/inspections done														
Yes	76	75	68	76	80	79	78	78	73	54	81	**82**	72	66
No	24	25	32	24	20	21	22	22	27	**46**	19	18	**28**	34
Base: All respondents	(1,009)	(196)	(238)	(266)	(153)	(88)	(67)	(581)	(428)	(611)	(398)	(362)	(580)	(66)

How much information was given before purchased car

11.10 Four in 10 respondents said they were given all the information they needed before they bought the car (42 per cent) and the same proportion got 'most' of it (40 per cent).

Chart 11.5 How much information was given before purchased car



Base: All respondents (1,007)

11.11 Up to age 44, around three in 10 respondents said they were given all the information they needed, while from 45 onwards the proportion was substantially higher (half to two-thirds). Table 11.6 contains the detailed analysis of this question.

11.12 Problem cars more often had buyers who felt information had been lacking to some extent. Franchises were better than independent outlets for information provision, and independents were better than auctions.

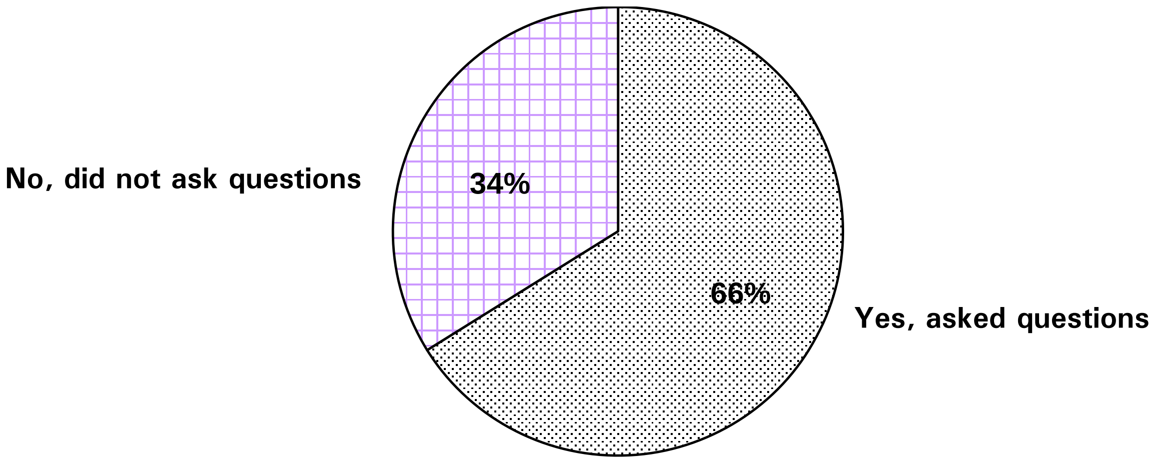
Table 11.6 How much information was given before purchased car

		Age						Gender		Problems		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Yes	No	Fran. deal	Ind. deal	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Alll info. (1)	42	30	33	32	**53**	**66**	**51**	43	40	20	47	**51**	**37**	**17**
Most info. (2)	40	53	39	46	37	25	37	40	41	38	41	35	43	51
Some info. (3)	16	16	25	21	9	8	11	16	17	**35**	12	12	18	28
No info (4)	2	1	3	1	2	1	2	2	2	**8**	<1	2	2	3
Mean score	1.8	1.9	2.0	1.9	1.6	1.4	1.6	1.8	1.8	2.3	1.6	1.6	1.8	2.2
Base: All resps.	1,007	196	238	265	153	88	66	579	428	611	398	362	578	66

Whether asked dealer/auction any questions

11.13 Two-thirds had asked the dealer/auction some questions. A third claimed they did **not** do so.

Chart 11.7 Whether asked dealer/auction any questions



Base: All respondents (947)

11.14 Asking questions was a lot more common amongst buyers using a dealership compared to those buying via an auction (franchise buyers 70 per cent, independent buyers 67 per cent and auction buyers 29 per cent).

11.15 If the car had subsequent problems buyers were also significantly more likely to have asked questions about it during the sales process (76 per cent versus 63 per cent of those whose cars did not develop problems).

Table 11.8 Whether asked dealer/auctioneer any questions

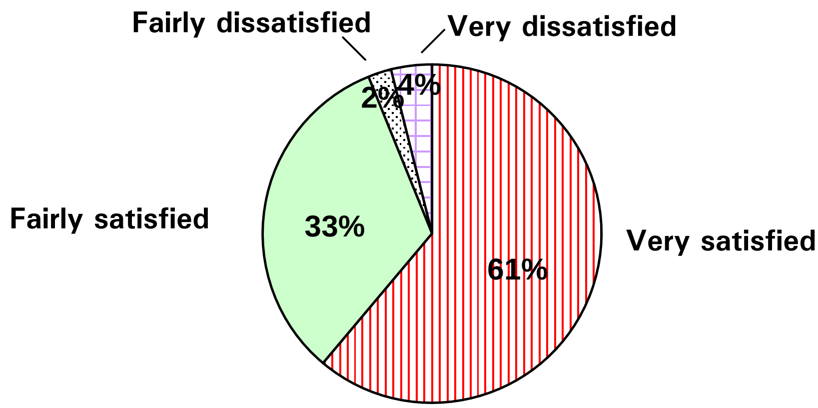
		Problems		**Where bought**		
	Total	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%	%	%
Yes, asked questions	66	**76**	63	**70**	**67**	29
No, did not ask questions	34	24	37	30	33	71
Base: All respondents	(947)	(576)	(371)	(340)	(544)	(62)

12 SALES PROCESS

Satisfaction with sales process

12.1 The vast majority were satisfied with the sales process (94 per cent) and being 'very' satisfied was substantially more common than being just 'fairly' happy with it (61 per cent versus 33 per cent respectively).

Chart 12.1 Satisfaction with sales process



Base: All respondents (1,009)

12.2 Being 'very' satisfied was significantly more likely if the buyer was aged 55+, had not had post-sale problems with the car, or had bought from a franchised dealer as opposed to an auction.

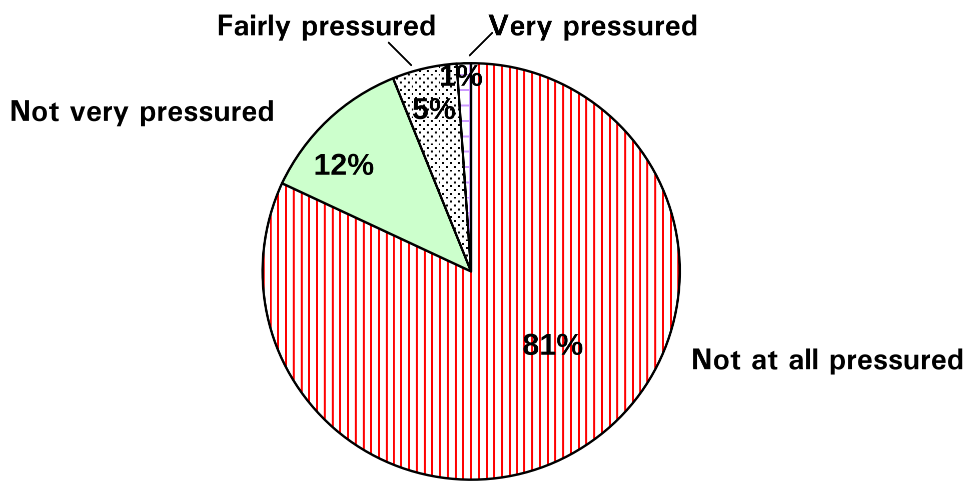
Table 12.2 Satisfaction with sales process

		Age						Gender		Problems		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Yes	No	Fran. deal	Ind. deal	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Very satisfied (4)	61	56	56	54	60	**74**	**78**	61	61	26	**69**	**65**	59	47
Fairly satisfied (3)	33	39	36	39	36	24	14	33	33	51	29	30	34	42
Fairly dissatisfied (2)	2	3	5	5	2	1	5	2	2	10	<1	1	3	2
Very dissatisfied (1)	4	3	5	5	2	1	5	4	4	13	2	3	4	8
Mean	3.5	3.5	3.4	3.4	3.5	3.7	3.7	3.5	3.5	2.9	3.7	3.6	3.5	3.3
Base: All respondents	1,009	196	238	266	153	88	67	581	428	611	398	362	580	66

To what extent felt pressured during the sales process

12.3 Eight in 10 buyers responding to the survey did not feel at all pressured during the sales process. Where there **had** been any degree of pressure exerted, it was most often minimal (12 per cent 'not very pressured' versus six per cent 'fairly' or 'very').

Chart 12.3 To what extent felt pressured during the sales process



Base: All respondents (1,006)

12.4 Feeling pressured was significantly more common at an auction (where 19 per cent felt 'fairly' pressured). This could simply be due to the competitive bidding situation, as opposed to being pressured by a salesperson (Table 12.4).

12.5 The older the buyer the less pressured they felt. The proportion saying 'not at all pressured' increased steadily from 71 per cent of 17 - 24 year olds to 91 per cent amongst those aged 65+. Buyers aged 45 or over were significantly more likely to 'not at all' feel pressured than those younger.

12.6 Consumers with post-sale problems were significantly more likely to have felt pressured during the sale, although they were still in a minority.

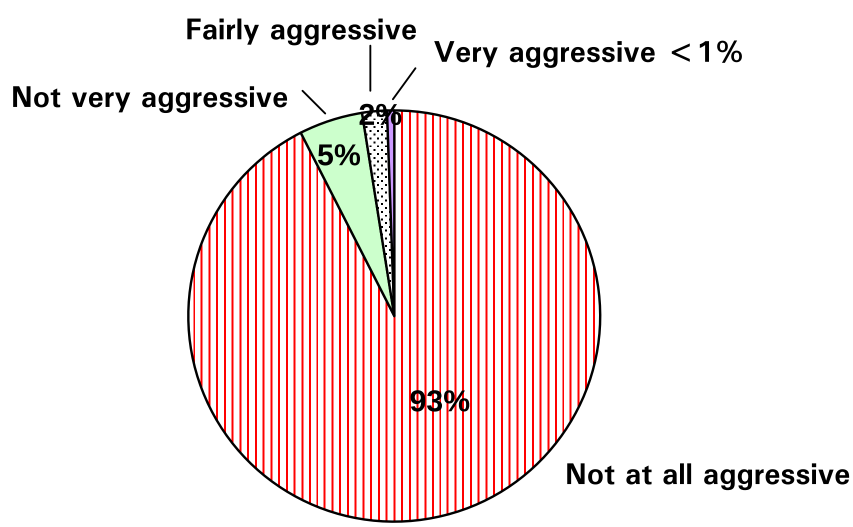
Table 12.4 To what extent felt pressured during the sales process

	Total	Age						Gender		Problems		Where bought		
		17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Yes	No	Fran. dealer	Ind. dealer	Auction
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Not at all	81	**71**	**74**	**82**	**87**	**88**	**91**	81	82	65	85	80	84	75
Not very	12	16	18	9	10	9	8	12	11	**17**	11	13	12	6
Fairly pressured	5	9	6	8	1	2	2	5	5	**13**	3	6	3	**19**
Very pressured	1	3	3	1	1	0	0	1	2	**4**	<1	1	1	1
Mean	3.7	3.6	3.6	3.7	3.8	3.9	3.9	3.7	3.7	3.4	3.8	3.7	3.8	3.5
Base: All	(1,006)	(196)	(238)	(266)	(152)	(86)	(67)	(578)	(428)	(611)	(398)	(361)	(578)	(66)

Extent to which the salesperson was aggressive

12.7 Aggressive sales techniques were rare, with 93 per cent of buyers saying the salesperson was 'not at all aggressive'.

Chart 12.5 Extent to which the salesperson was aggressive



Base: All respondents (1,006)

12.8 There was some indication that 17 to 34 year olds found the salesperson more aggressive than older buyers. If there had not been a post-sale problem with the car the buyer was more likely to rate the salesperson as 'not at all aggressive' (95 per cent versus 84 per cent of those who had subsequent problems).

Table 12.6 Extent to which the salesperson was aggressive

		Age						Gender		Problems		Where bought		
	Total	**17-24**	**25-34**	**35-44**	**4554**	**55-64**	**65+**	**Men**	**Women**	**Yes**	**No**	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Not at all aggressive (4)	93	91	**84**	95	97	97	96	94	92	**84**	**95**	92	94	93
Not very aggressive (3)	5	4	**13**	4	2	1	3	4	7	9	4	7	4	3
Fairly aggressive (2)	2	**5**	1	1	<1	2	1	2	1	5	1	1	2	3
Very aggressive (1)	<1	0	1	<1	0	0	0	<1	<1	2	0	<1	1	0
Mean	3.9	3.8	3.8	3.9	4.0	3.9	3.9	3.9	3.9	3.7	3.9	3.9	3.9	3.9
Base: All	1,006	196	238	265	151	88	67	578	428	611	398	362	577	66

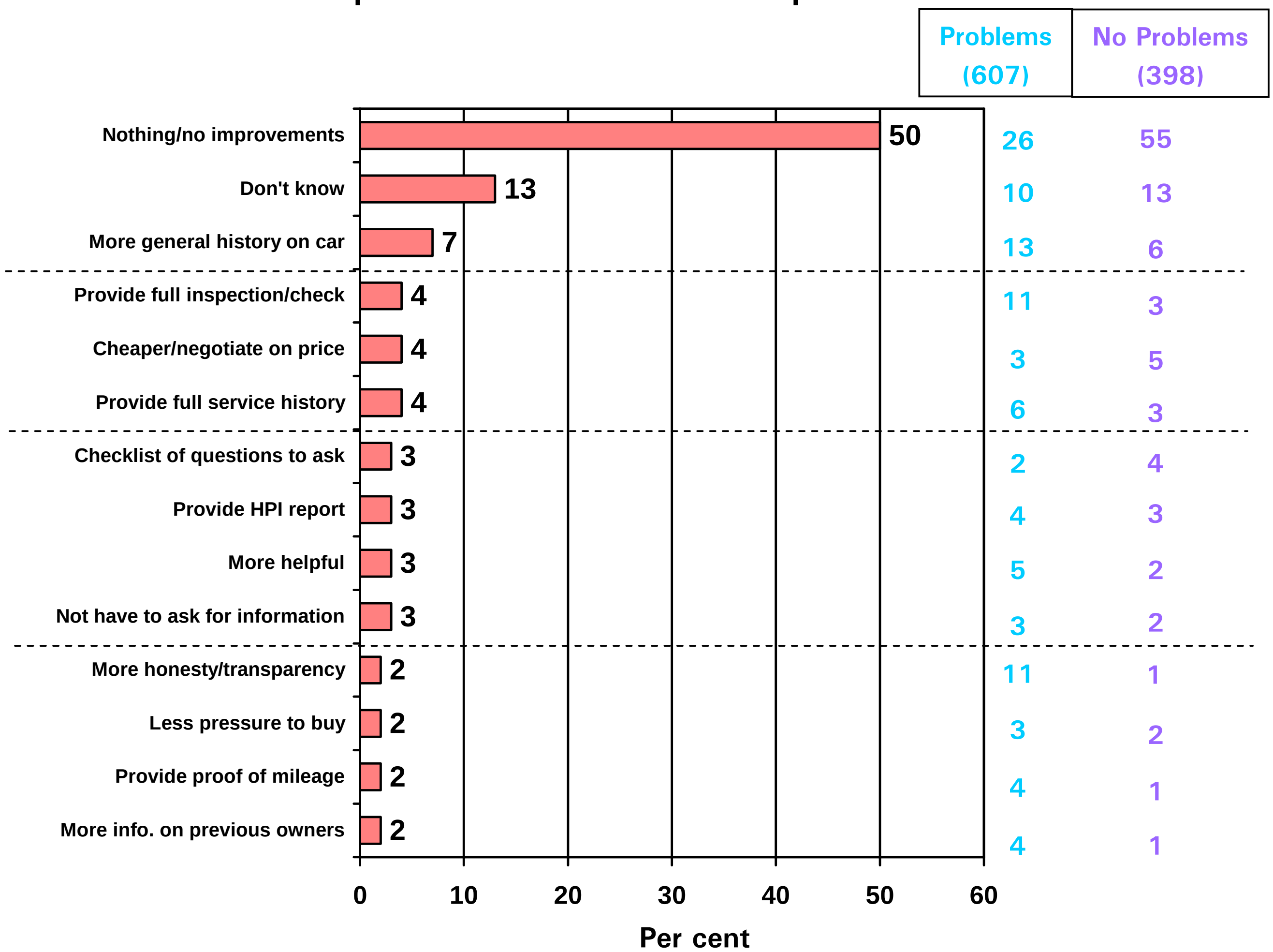
13 HOW PROCESS COULD HAVE BEEN IMPROVED

13.1 Half of respondents could not think of a way in which the process of buying could have been improved (50 per cent). Those who had post-sale problems were far less likely to give this answer (26 per cent).

13.2 A range of improvements were suggested, but no one improvement was mentioned by a majority. Most improvements were stated by less than five per cent of respondents. Top of the list was simply having more general history on the car (seven per cent overall, rising to 13 per cent if there were problems).

13.3 A full inspection/check on the car was wanted by 11 per cent of those whose car turned out to have a problem. This group also wanted more honesty/transparency in the deal (11 per cent). Chart 13.1 outlines these results in more detail.

Chart 13.1 How the process could have been improved



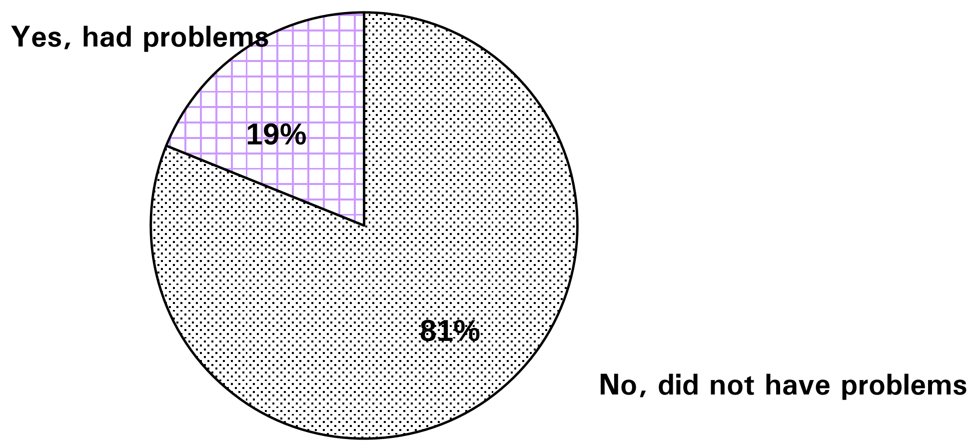
Base: All respondents (1,005)

14 PROBLEMS ARISING POST SALE

Whether had any problems with car after the sale

14.1 A fifth of those buying a second-hand car from a dealer or auction had experienced problems with it after the sale (19 per cent).

Chart 14.1 Whether had any problems with car after the sale



Base: All respondents (1,009)

14.2 Younger buyers (aged 17 to 34) were significantly more likely to experience problems compared to older purchasers (aged 45+). For those aged 55 and over problems were only applicable for one in 10 buyers. There was no gender difference in whether problems had been experienced.

14.3 Within the dealer category, independent outlets significantly more often sold a car that subsequently had a problem (23 per cent versus 14 per cent of franchise dealerships).

Table 14.2 Whether had any problems with car after the sale

		Age						Gender		Where bought		
	Total	17-24	25-34	35-44	45-54	55-64	65+	Men	Women	Fran. dealer	Ind. dealer	Auction
	%	%	%	%	%	%	%	%	%	%	%	%
Problems	19	**25**	**28**	20	16	**9**	**10**	20	18	14	**23**	19
None	81	75	72	80	84	91	90	80	82	86	77	81
Base: All respondents	(1,009	(196	(238	(266)	(153)	(88)	(67)	(581)	(428)	(362)	(580	(66)

Type of problem experienced

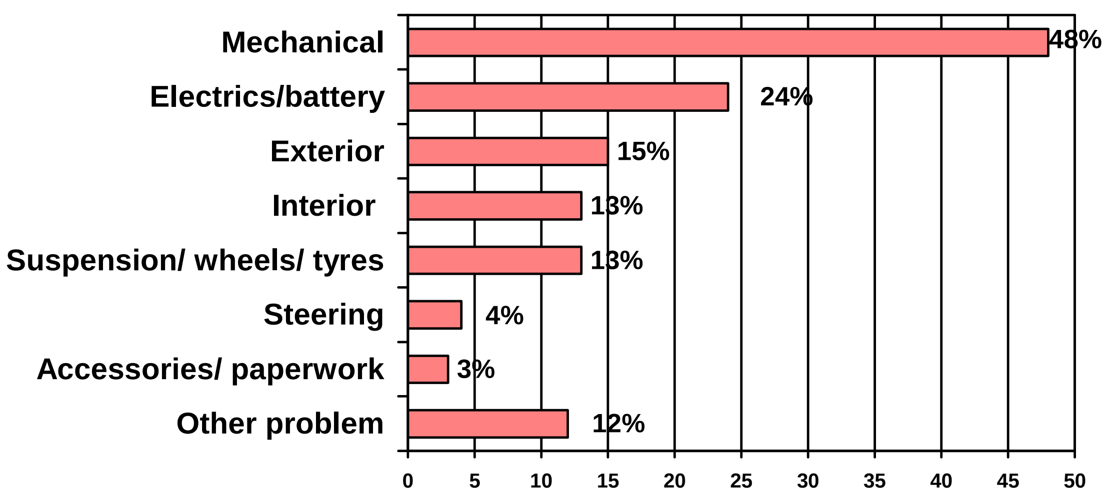
14.4 Half of those experiencing a problem said it was something mechanical (48 per cent). A problem with the electrics or battery had occurred for a quarter (24 per cent).

14.5 The most prevalent mechanical faults were:

- brakes (eight per cent)
- engine fault (eight per cent)
- clutch (seven per cent)
- exhaust (six per cent)
- gear box/gears (six per cent).

14.6 An exterior problem (for example, a paintwork issue) was the problem in 15 per cent of cases while interior problems had arisen for 13 per cent. Thirteen per cent found a problem with the suspension/wheels/tyres.

Chart 14.3 Type of problem experienced

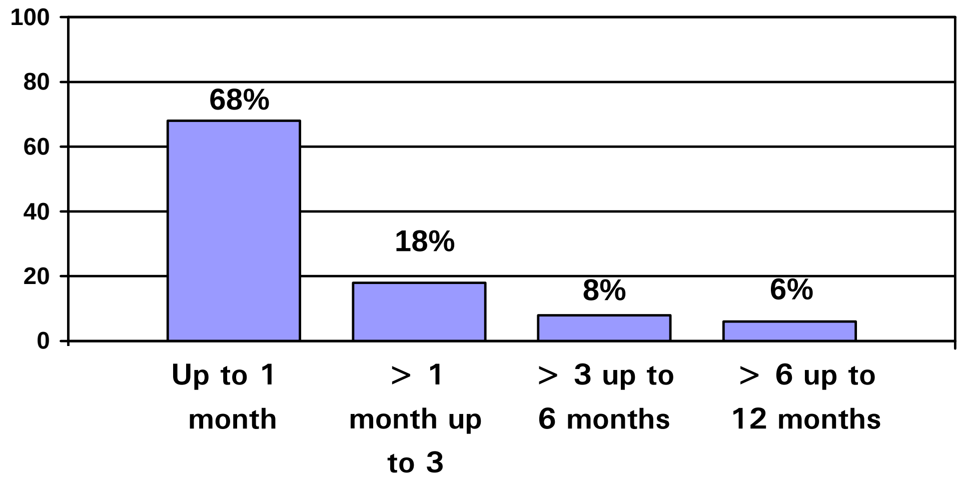


Base: All experiencing problem (611)

How soon after purchase the problem occurred

14.7 Most problems arose in the month following the sale (68 per cent). A fifth came to light one to three months post-sale (18 per cent).

Chart 14.4 How soon after purchase did the problem occur

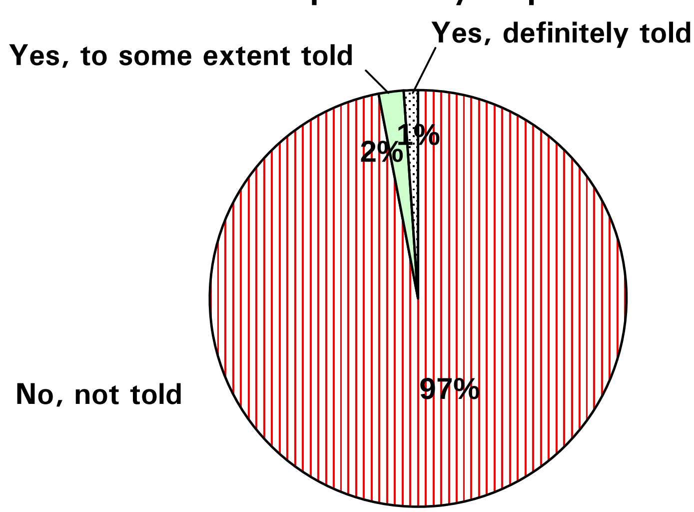


Base: All experiencing problem (611)

Whether told of possibility of problem before buying car

14.8 In only a handful of cases had the buyer been told there was a possibility of the problem occurring (three per cent). Hence for most it would be a complete surprise.

Chart 14.5 Whether told of possibility of problem before buying car



Base: All experiencing problem (609)

Whether contacted dealer/auctioneer about problem

14.9 Most (76 per cent) of respondents who bought their car from a dealer had successfully contacted the seller. Successfully re-contacting the seller was significantly more common when the car was bought from a franchise compared to an independent dealer or auction (88 per cent versus 70 per cent and 10 per cent respectively). In fact, most auction buyers did not bother trying to contact the auction again when a problem arose (84 per cent).[10]

Table 14.6 Whether contacted dealer/auction about problem

		Where bought		
	Total	**Fran. dealer**	**Ind. dealer**	**Auction**
	%	%	%	%
Yes, contacted	72	**88**	**70**	**10**
No, did not contact	25	10	26	**84**
Tried to contact but unable	3	2	4	6
Weighted base: All experiencing problems	(611)	(185)	(384)	(41)

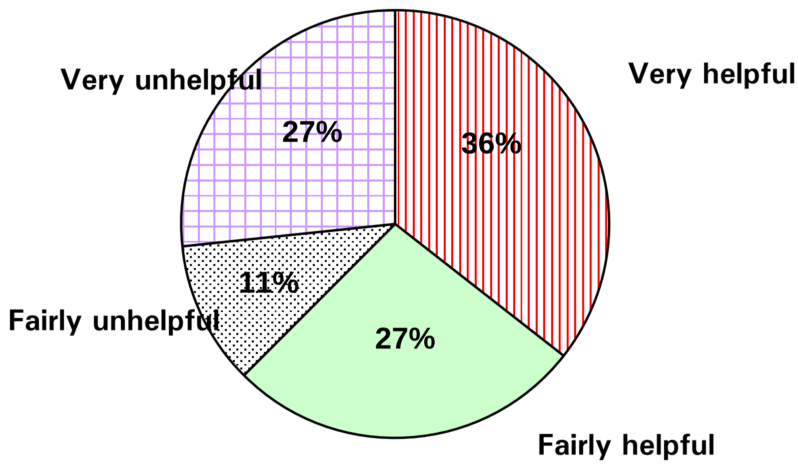
14.10 Results for respondents who bought a car from an auction are excluded from the following analysis until paragraph 14.29 because of the very small number of respondents within this subgroup: there are typically only zero to five unweighted responses. It would be potentially misleading to suggest that the results for those who bought from a dealer accurately reflect the experience of someone who bought at auction.

How helpful was dealer about problem

14.11 The dealer was described as helpful by 62 per cent of respondents who bought their car from a dealer. However, if dealers were not helpful, they were more likely to be **very** unhelpful (27 per cent) as opposed to just **fairly** unhelpful (11 per cent).

[10] Small base of 41 unweighted, 13 weighted.

Chart 14.7 How helpful was dealer about problem



Base: All who bought from dealer experiencing problem(s) and made contact with seller (426)

14.12 The 67 per cent of men who found the dealer helpful is significantly greater than the 56 per cent of women who did so. Women were concomitantly more likely to rate the dealer as **un**helpful about the problem (44 per cent versus 33 per cent of men).

14.13 Franchise dealers were substantially more likely to be helpful than independent dealers (74 per cent versus 55 per cent respectively).

Chart 14.8 How helpful was dealer about problem

		Gender		Where bought	
	Total	Men	Women	Fran. dealer	Ind. dealer
	%	%	%	%	%
Very helpful (4)	36	**38**	32	**45**	30
Fairly helpful (3)	26	**29**	24	**29**	25
Fairly unhelpful (2)	11	8	14	8	12
Very unhelpful (1)	28	25	30	18	33
Mean score	2.7	2.8	2.6	3.0	2.5
Weighted base: Contact with seller about problem	(426)	(255)	(171)	(160)	(265)

How dealer responded

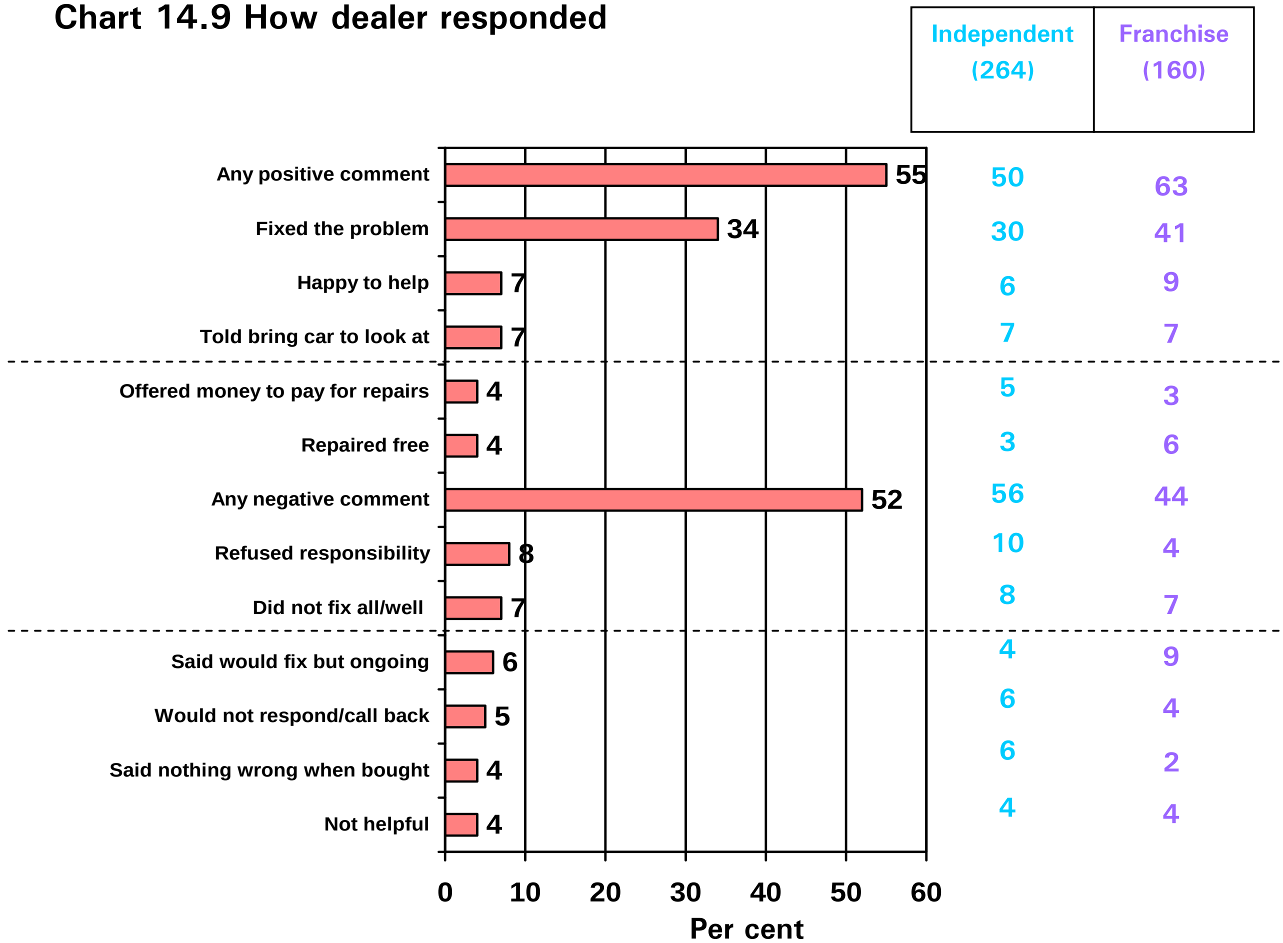
14.14 When asked how the dealer responded to the problem, respondents were fairly evenly split between those giving a positive comment (55 per cent) and those giving a negative comment (52 per cent). Positive comments were more likely for franchise dealers (63 per cent versus 50 per cent for independents). Chart 14.9 illustrates how dealers responded to the buyers when contacted about problems experienced with the second-hand car.

14.15 The main positive comment was simply that the dealer fixed the problem (34 per cent). Again, franchises were given more praise in this regard than independents (41 per cent versus 30 per cent).

14.16 Other positive comments (made by seven per cent or less) included the seller being happy to help resolve the problem (seven per cent), the repair was free (four per cent) or the buyer was offered money to pay for it (four per cent).

14.17 No one negative comment was given by a majority. They centred round the unwillingness of the dealer to take responsibility for the problem, or doing an unsatisfactory/partial repair.

Chart 14.9 How dealer responded

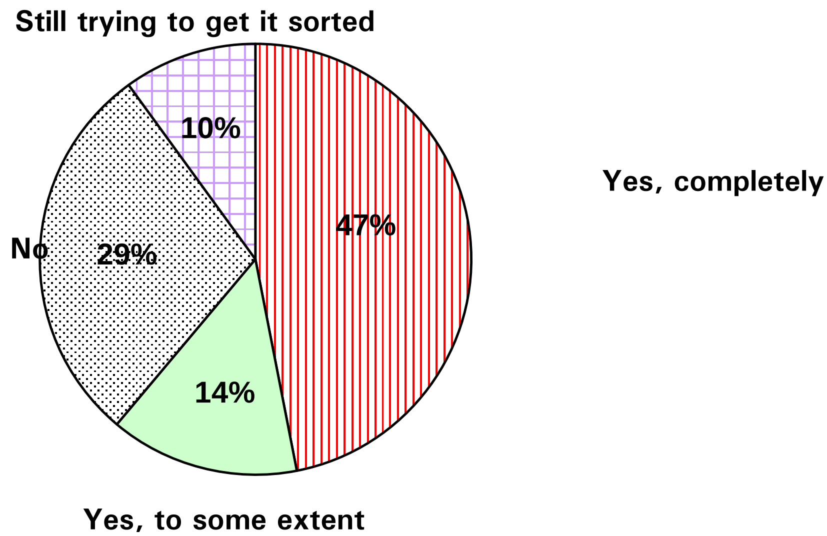


Base: All who bought from dealer and contacted seller about problem (425)

Whether dealer rectified the problem(s)

14.18 Almost half of those who made contact with the dealer about the problem said the problem was completely rectified (47 per cent). On the other hand, 29 per cent said the problem had not been rectified at all and 10 per cent were still attempting to resolve the issue with the dealer.

Chart 14.10 Whether dealer rectified the problem



Base: All who had bought from dealer experiencing problem and making contact with seller (426)

14.19 A complete resolution was significantly more common when the dealer was a franchise (61 per cent versus 38 per cent of independents). Independent dealers were more likely **not** to rectify the problem **at all** (36 per cent versus 18 per cent of franchises).

Table 14.11 Whether dealer rectified the problem

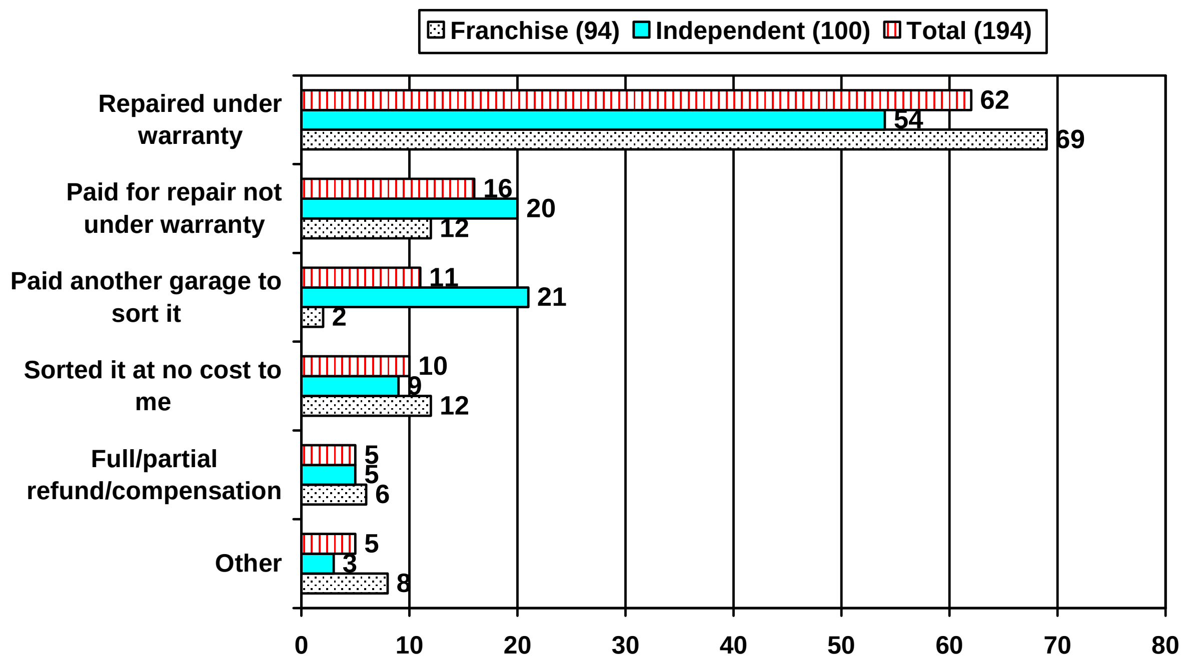
		Where bought	
	Total	**Fran. dealer**	**Ind. dealer**
	%	%	%
Yes, completely	47	**61**	38
Yes, to some extent	14	12	16
No	29	18	**36**
Still trying to get sorted	10	9	10
Base: All experiencing problem and making contact with	(426)	(160)	(265)

How dealer rectified the problem

14.20 When the problem had been completely rectified by the seller the most likely scenario was that the repair had been done under warranty (62 per cent). This was significantly less likely at an independent dealer (54 per cent versus 69 per cent of franchises).

14.21 Sometimes the dealer agreed to pay for the repair if it was not covered by a warranty (16 per cent). On other occasions the dealer paid a garage to do the repair (11 per cent) - significantly more independent dealers did this compared to the franchises (21 per cent versus two per cent).

Chart 14.12 How dealer rectified problem

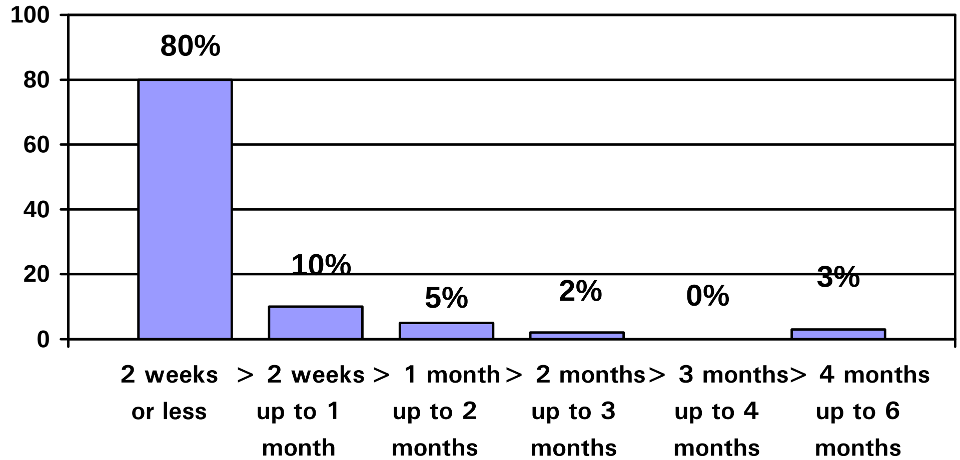


Base: All experiencing problem and making contact with dealer and problem completely rectified (194)

How long took to rectify the problem

14.22 When respondents reported that the problem was completely resolved it was usually done within two weeks of the buyer contacting the dealer (80 per cent). This was true of both franchises and independents (74 per cent and 86 per cent respectively).

Chart 14.13 How long took to rectify problem

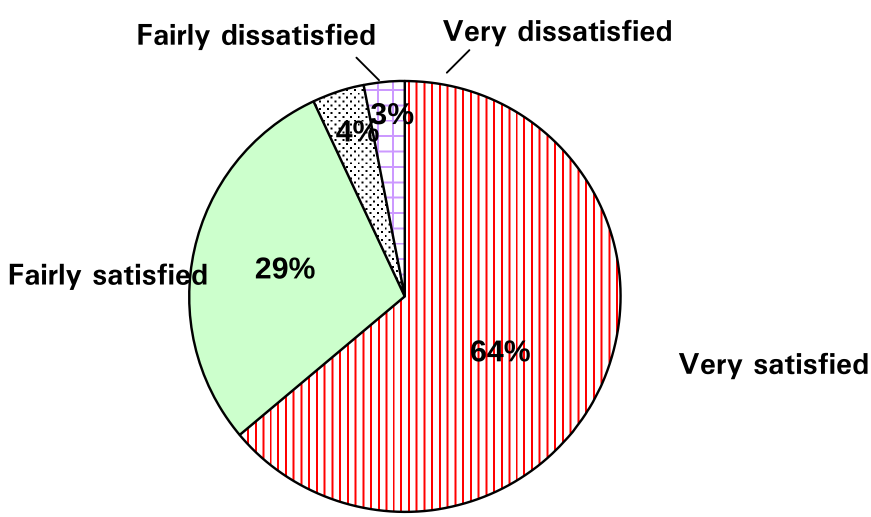


Base: All experiencing problem and making contact with dealer and problem completely rectified (189)

Satisfaction with outcome

14.23 When the problem was completely rectified satisfaction was high (93 per cent). Again, this was true of both franchises and independents (93 per cent and 92 per cent respectively).

Chart 14.14 Satisfaction with outcome



Base: All experiencing problem and making contact with dealer and problem completely rectified (192)

Why dealer did not (completely) resolve problem

14.24 In chart 14.10 we saw that the dealer did not (completely) rectify the problem for 43 per cent of the buyers who contacted them about it. Three in 10 (29 per cent) respondents said the reason was simply a lack of interest from the dealer - once the sale was made they did not feel any obligation to help.

14.25 Eleven per cent said the dealer had done some work, but not fixed the problem properly/fully. Some buyers had gone elsewhere to get the problem sorted or fixed it themselves (eight per cent).

14.26 Six per cent were unable to resolve the problem fully as the dealer was unwilling to return their calls about it. Five per cent were in the unfortunate situation of having bought from an outlet that they considered too far away to drive back to.

Chart 14.15 Why dealer did not (completely) resolve problem

Base: All experiencing problem and making contact with dealer and problem not (completely) rectified (198)

What buyer did next to sort problem

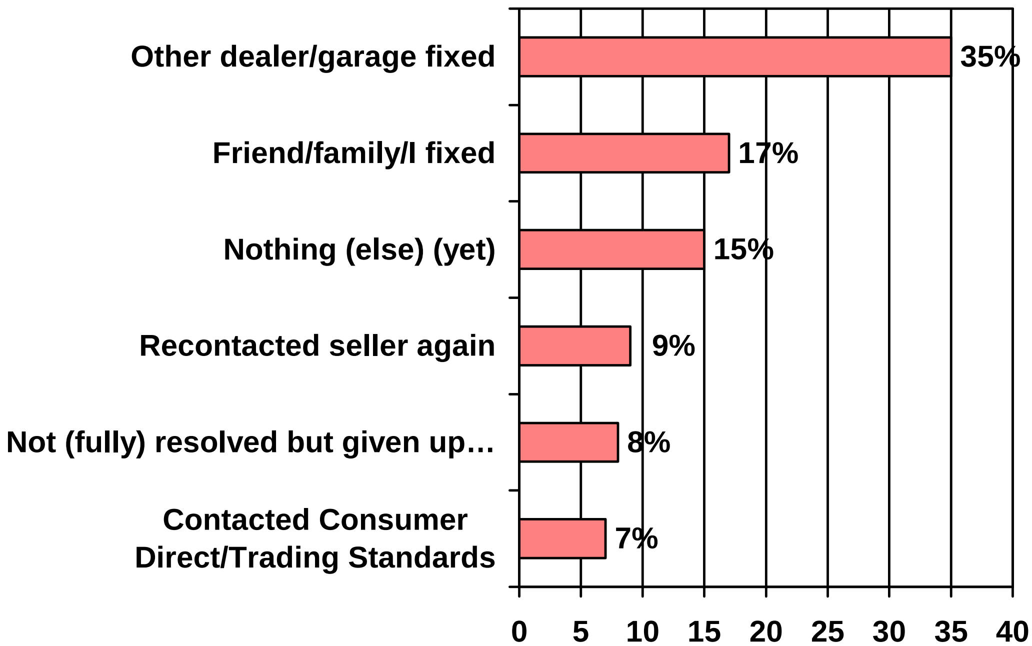
14.27 The next question in the interview was asked of three groups, all of whom had experienced a problem:

- made contact with dealer but problem not (completely) rectified (183 people)
- tried to make contact with dealer but were unable to (21 people)
- did not try to make contact with dealer about the problem (127 people).

The question was 'What did you then do to try to get the problem sorted?'

- Thirty-five per cent had taken the car to another dealer/garage to be fixed. Some carried out the repair themselves or a friend/family member had done it (17 per cent).
- Nine per cent said their next step was to contact the dealer again. Seven per cent went further and contacted Consumer Direct or Trading Standards.
- Fifteen per cent had not done anything (else) at the time of the interview. A further eight per cent had decided to give up, even though there were still outstanding issues.

Chart 14.16 What buyer did next to sort out problem

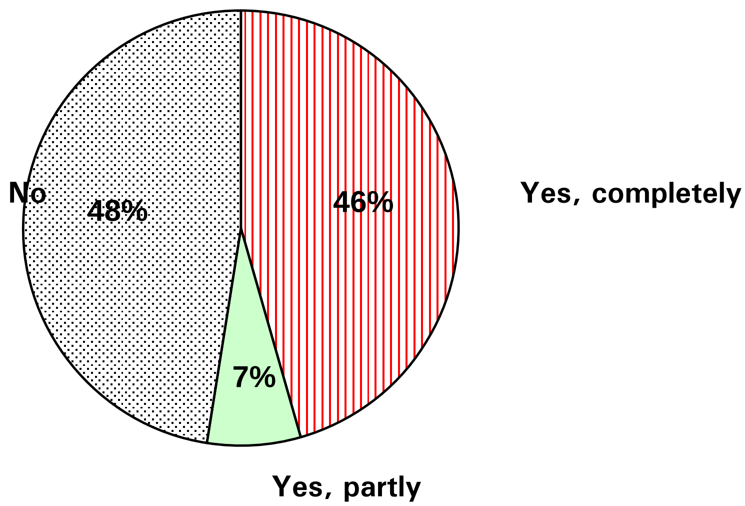


Base: All making contact with dealer and problem not (completely) rectified (183) + all unable to contact dealer (21) + all who did not try to contact dealer (127 people)

Whether problem was covered by warranty

14.28 In Chapter 10 we saw that 27 per cent of those with problems did **not** have a warranty. Buyers with problems **and** a warranty were fairly equally split between those whose warranty completely covered it (46 per cent) and those whose warranty did not cover it at all (48 per cent).

Chart 14.17 Whether problem was covered by warranty



Base: All experiencing problem and having warranty (440)

14.29 The problem was significantly more likely to be fully covered by the warranty when the dealer was a franchise (57 per cent versus 38 per cent for independents). Those buying from independent dealers more often found the problem was not covered **at all** (54 per cent versus 39 per cent franchise).

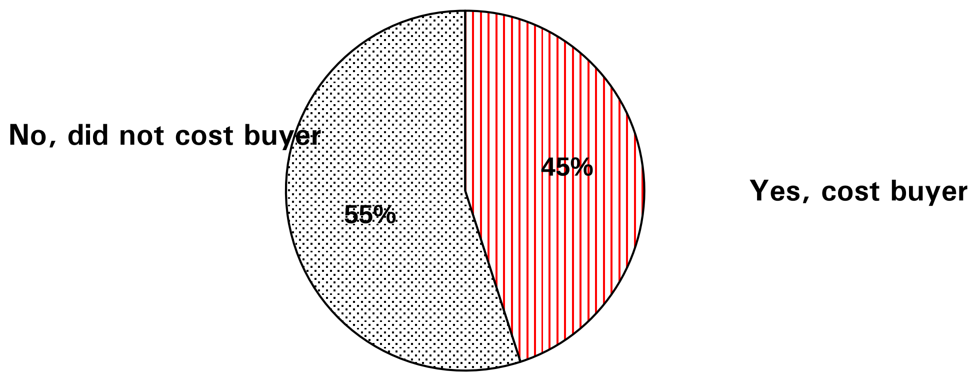
Table 14.18 Whether problem was covered by warranty

		Where bought	
	Total	Fran. dealer	Ind. dealer
	%	%	%
Yes, completely	46	**57**	38
Yes, partly	7	5	8
No	48	39	**54**
Base: All experiencing problem and having	(440)	(170)	(269)

Whether cost buyer anything to sort out problem

14.30 Over half of those with a problem said it had not cost them anything to (try to) sort it out (55 per cent).

Chart 14.19 Whether cost buyer anything to sort out problem



Base: All experiencing problem (611)

14.31 Buying from a franchise meant consumers were significantly less likely to incur a cost (72 per cent 'no cost' versus 50 per cent of independents and 15 per cent of auctions).

14.32 If a car bought at an auction subsequently developed a problem there was an 85 per cent chance that the buyer would pay to rectify it.[11] This was significantly higher than both dealer categories.

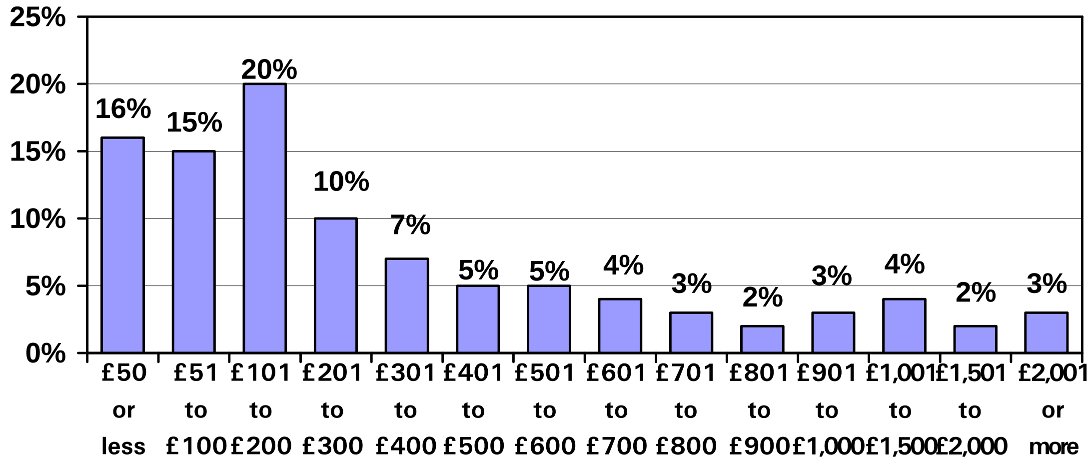
Table 14.20 Whether cost buyer anything to sort out problem

		Where bought		
	Total	Fran. dealer	Ind. dealer	Auction
	%	%	%	%
Yes, cost buyer	45	28	50	**85**
No, did not cost buyer	55	72	50	15
Base: All experiencing problem	(611)	(185)	(384)	(41)

14.33 Amongst those who paid, the average cost to sort out the problem (so far) was £465, with a range from £50 or less (16 per cent) to over £2,000 (three per cent).

[11] Small base of 41 unweighted, 13 weighted.

Chart 14.21 Cost of sorting out problem



Base: All paying to rectify problem(s) (285)

14.34 There was no significant difference between the amount paid to fix cars bought from franchise or independent dealers, but the average cost of rectifying the problem was significantly more expensive if the car had been bought at auction (£752).

Table 14.22 Average cost of sorting out problem

		Where bought[12]		
	Total	Fran. dealer	Ind. dealer	Auction
Average cost £	£465	£376	£439	**£752**
Base: All paying to rectify	(285)	(54)	(195)	(36)

14.35 When looked at as a percentage of the amount initially paid for the car, a third had paid a relatively small proportion (one to five per cent) and one in 10 had paid even less (less than one per cent). However, another one in 10 had paid 50 per cent or more of the purchase price to remedy the problem. In fact, a few (four per cent) had actually paid 100 - 300 per cent of the purchase price to fix their vehicle.

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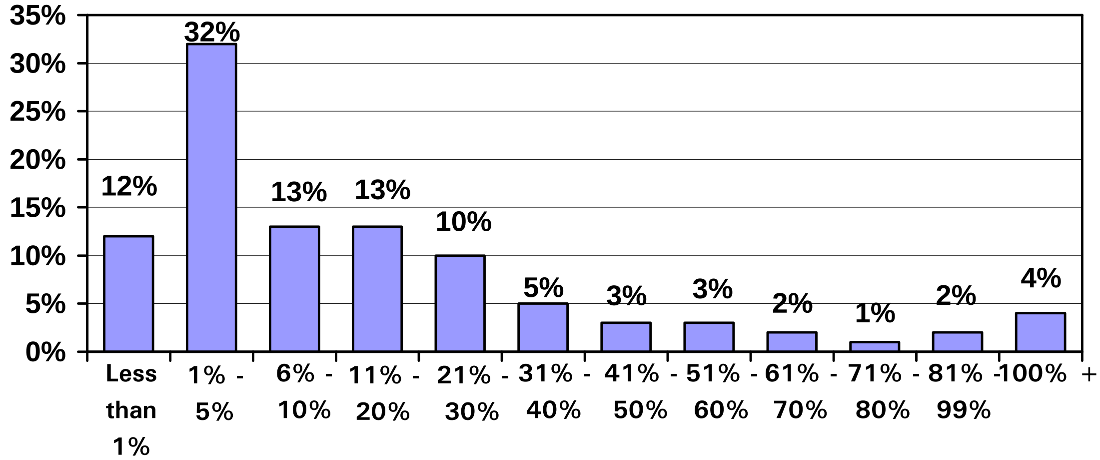
[12] Small bases for franchise (54 unweighted and 17 weighted) and auction (36 unweighted, 11 weighted).

Chart 14.23 Cost of sorting out problem as percentage of amount initially paid for car



Base: All paying to rectify problem(s) (281)

14.36 Where they had to pay to resolve problems the average price paid by respondents was equivalent to 22 per cent of the purchase price. The average increased significantly from franchise to independent, and from independent to auction (eight per cent to 19 per cent to 65 per cent respectively).

Table 14.24 Average percentage of purchase price it cost buyer to sort out problem

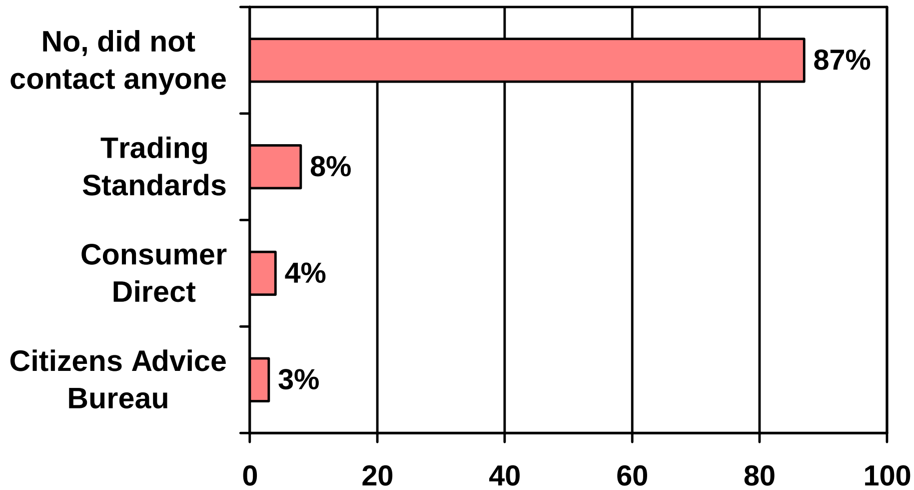
		Where bought[13]		
	Total	**Fran. Dealer**	**Ind. dealer**	**Auction**
Average per cent	22	8	19	65
Base: All paying to rectify problem	(281)	(52)	(194)	(35)

Contacting organisations for help/advice

14.37 The majority of buyers with a problem did not contact anyone for help/advice (87 per cent). Some went to Trading Standards (eight per cent). Consumer Direct was mentioned by four per cent and three per cent had spoken to a Citizens Advice Bureau.

[13] Small bases for franchise (52 unweighted,16 weighted) and auction (35 unweighted, 11 weighted).

Chart 14.25 Whether contacted any organisations for help/advice at any stage regarding the problem

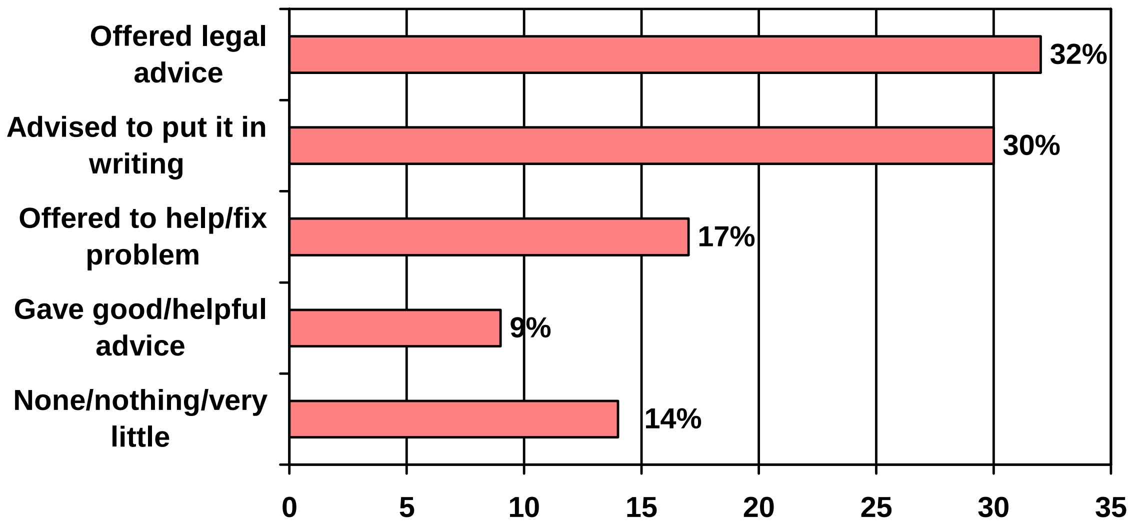


Base: All experiencing problem (611)

14.38 The small number contacting a professional organisation[14] were asked what help/advice was given. A third were offered legal advice (32 per cent). Three in 10 were told to put their complaint in writing (30 per cent). Seventeen per cent were offered help to resolve the problem.

[14] Small base of 83 unweighted, 26 weighted.

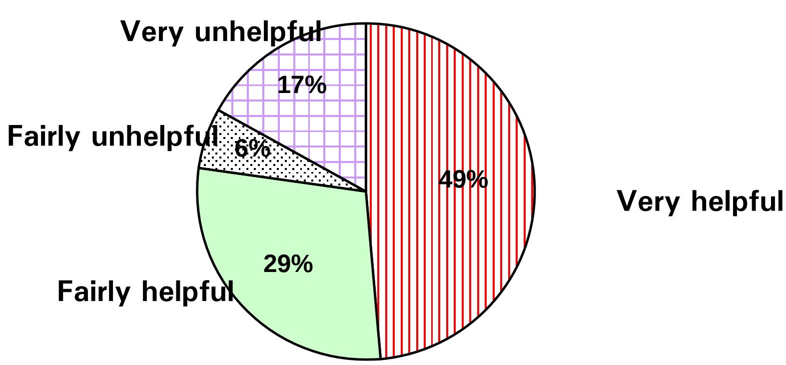
Chart 14.26 What help or advice given



Base: All seeking professional advice (83)

14.39 Eight in 10 found the advice helpful, with an emphasis on 'very' as opposed to 'fairly' helpful (49 per cent versus 29 per cent respectively).[15]

Chart 14.27 How helpful advice/help was



Base: All seeking professional help for problem (83)

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[15] Small base of 83 unweighted, 26 weighted.

Use of dispute resolution system/court

14.40 A very small minority of those experiencing problems had used a dispute resolution system, such as conciliation, arbitration or mediation (three per cent).

14.41 Even fewer had taken legal action, for example in the Small Claims Court (one per cent). Of the six consumers who did so:

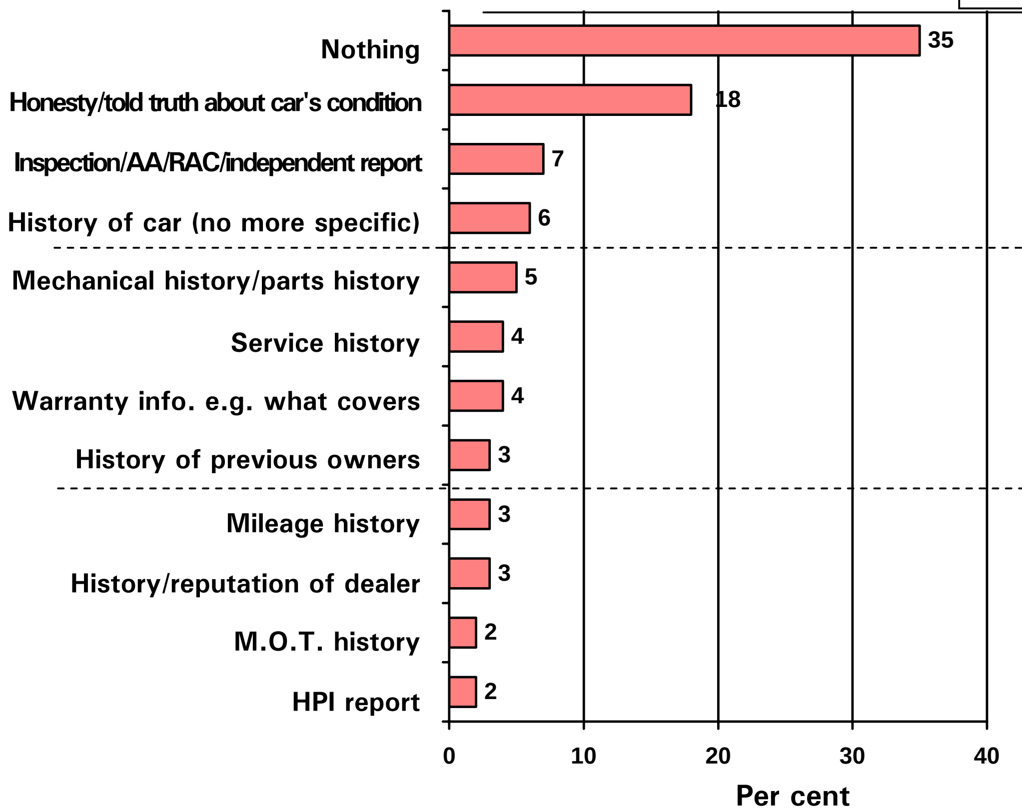
- three respondents' cases were ongoing
- one respondent said the legal action had been completely successful
- one respondent said the case had been successful to some extent
- one respondent reported that the legal action had not been successful.

Additional information would have liked before buying

14.42 When asked in hindsight if there was any additional information they would have liked before purchasing the car, a third of respondents who had experienced problem cars did not feel they had needed additional information before buying (35 per cent). This figure was substantially reduced when the car was bought at auction (16 per cent) and significantly increased when the car came from a franchised dealer (46 per cent). See Chart 14.28 for an illustration of the result to this question.

14.43 Regardless of the source of the car, buyers who had experienced problems with the second-hand car they had bought most often cited being told the truth about the car's condition as the additional information they would have liked (18 per cent of all with problems). This was particularly pertinent for auction buyers (30 per cent). All other items of additional information were mentioned by seven per cent or less of problem buyers.

Chart 14.28 Additional information would have liked before buying[16]



	Independent (381)	Franchise (184)	Auction (41)
Nothing	32	46	16
Honesty/told truth about car's condition	18	14	30
Inspection/AA/RAC/independent report	8	6	10
History of car (no more specific)	8	3	8
Mechanical history/parts history	5	3	16
Service history	5	2	4
Warranty info. e.g. what covers	4	5	0
History of previous owners	4	2	3
Mileage history	4	1	0
History/reputation of dealer	3	1	0
M.O.T. history	2	1	2
HPI report	2	1	3

Base: All experiencing problem (607)

[16] Small auction base of 41 unweighted, 13 weighted.

15 SCOTLAND VERSUS REST OF UK

Positive licensing schemes

15.1 Many local authorities in Scotland operate positive licensing schemes for second-hand car dealers. In this section we look at the Scottish results in relation to the rest of the UK, to highlight any significant differences which could have arisen as a result of the positive licensing scheme.

Where bought car

15.2 Scottish buyers were significantly more likely to purchase their car from a dealer compared to those in England (99 per cent versus 93 per cent respectively) and concomitantly less often buying from an auction (one per cent versus seven per cent England).

15.3 Additionally, more respondents had used franchise dealers in Scotland compared to England and Wales (59 per cent versus 45 per cent and 34 per cent respectively).

Age, mileage and cost of car

15.4 In Scotland the average age and mileage of the car purchased was significantly lower than in England. The average cost of a second-hand car bought in Scotland was significantly higher than in **all** other parts of the UK.

Table 15.1 Average cost of car bought

		Country			
	Total	**England**	**Wales**	**NI**	**Scotland**
Average cost £	5,726	5,697	4,737	4,242	**7,176**
Base: All	(997)	(819)	(48)	(32)	(78)

Whether or not this was first car ever bought

15.5 Significantly fewer buyers in Scotland said this was the first car they had ever bought than in England (three per cent versus eight per cent respectively).

How paid for car bought from dealer, excluding any deposit

15.6 Scottish respondents buying from dealers were significantly more likely to have paid for their car using part exchange than **such buyers in the rest of** the UK (62 per cent compared to 40 per cent or less).

General information prior to purchase

15.7 Scottish consumers were the least likely to get any general information about buying a second-hand car prior to purchase, with the 20 per cent doing so being significantly lower than the 40 per cent in Wales and 39 per cent in England.

Whether dealer was member of motor trade association

15.8 In Scotland, buyers were significantly less likely to say they did not know whether the dealer was a member of a motor trade association (26 per cent) compared to England (39 per cent) and Northern Ireland (52 per cent). Awareness of the dealer **definitely** being a member was higher in Scotland than elsewhere (28 per cent), significantly so in relation to Wales (six per cent).

Checks/inspections carried out before buying the car

15.9 In relation to buyers in the rest of the UK, Scottish buyers were significantly less likely to carry out the following checks/inspections prior to purchase:

- check under bonnet
- look at log book
- test drive.

Information given by dealer/auction

15.10 Scottish consumers were more likely than buyers in England to feel they were given enough information about the car's service history from dealer/auction (94 per cent versus 87 per cent).

Asking questions

15.11 In Scotland buyers were significantly less likely to ask questions compared to in England (52 per cent versus 67 per cent respectively).

Extent to which salesperson was aggressive

15.12 There were indications of a more aggressive sales approach in Scotland compared to England (five per cent compared to two per cent respectively.

How warranty given

15.13 Scottish buyers were significantly more likely than those in England and Wales to have received warranty details **both** verbally and in writing (78 per cent versus 60 per cent and 56 per cent respectively).

Post-sale problems

15.14 The incidence of problems arising after the sale was significantly lower in Scotland compared to the rest of the UK. However, Scottish buyers with a problem were significantly less likely than those in England to:

- have been told that the problem might occur
- use a dispute resolution service.

Chart 15.2 Whether had problems with car after sale

		Country			
	Total	**England**	**Wales**	**NI**	**Scotland**
	%	%	%	%	%
Problems	19	19	20	18	15
No problems	81	81	80	82	**85**
Base: All respondents	(1,009)	(845)	(51)	(33)	(80)

16 PRIVATE SELLERS

Background/methodology

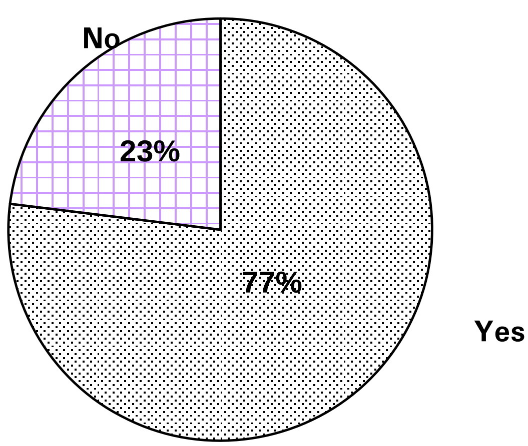
16.1 The focus of this study was to look at the purchase of second-hand cars from dealers and auctions. However, during the screening questions to establish eligibility, those discovered to have bought a second-hand car from a **private seller** were also asked a few questions. This was to potentially highlight whether the sale may, in fact, have been from a dealer pretending to be a private seller.

16.2 During main stage fieldwork, a total of 1,864 contacts were found to be private buyers. These were weighted to the known profile of consumers purchasing a second-hand car in the last year from a private seller (obtained from the omnibus referred to in Section 3). This part of the report looks at the information obtained from those buying from a private seller.

Log book (or V5C registration form)

16.3 Of those who bought from a private seller, just over three quarters looked at the log book (or V5C registration form) before buying the car.

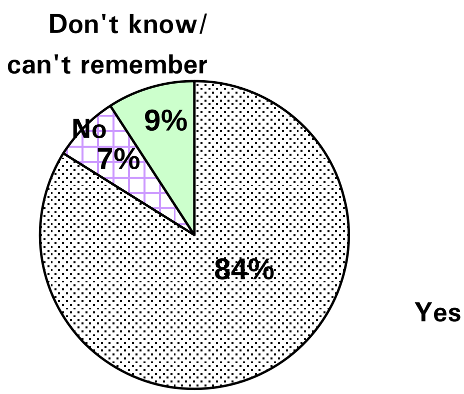
Chart 16.1 Whether looked at the log book (or V5C registration form) before buying the car



Base: All respondents who bought from a private seller (1,920)

16.4 Those who looked at the log book were asked if the seller's name was in it as the car's last registered keeper. The majority (83 per cent) said it was. Seven per cent said it was not, whilst nine per cent either did not know or could not remember.

Chart 16.2 Whether seller's name was on the log book (or V5C registration form) as the car's last registered keeper

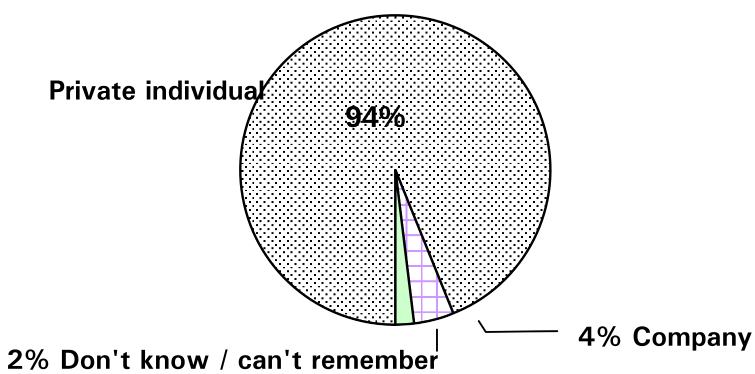


Base: All who bought from a private seller and looked at the log book (1,474)

Last registered keeper

16.5 For the vast majority of those who bought from a private seller the last registered keeper was a private individual (94 per cent). For four per cent it was a company whilst two per cent did not know.

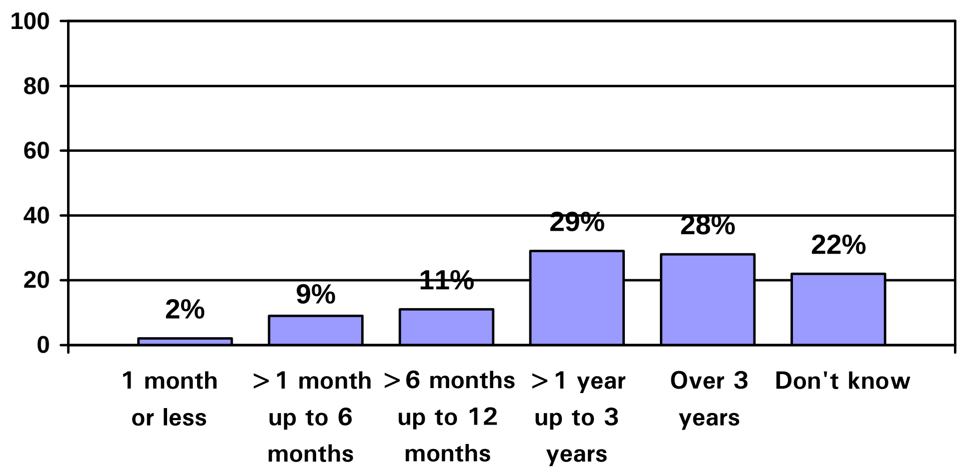
Chart 16.3 Car's last registered keeper



Base: All who bought from a private seller (1,920)

16.6 All who bought privately were asked how long the seller had been the registered keeper. A fifth did not know (22 per cent). For three in 10, the seller had been the registered keeper for a substantial period (over three years) and the same proportion said previous ownership had been between a year and three years. One in 10 of the previous owners had sold the car within six months of buying it.

Chart 16.4 Length of time seller had been registered keeper

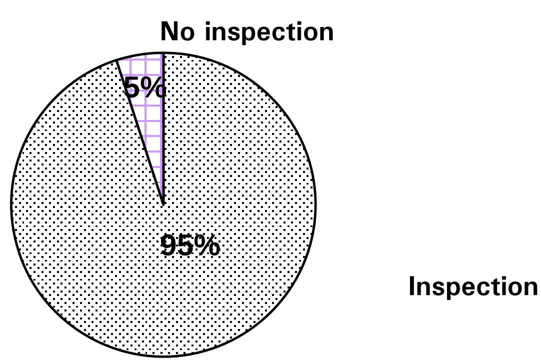


Base: All who bought from a private seller (1,920)

Inspection

16.7 Ninety-five per cent of respondents who bought from a private seller either physically inspected the car themselves or had someone else do it on their behalf.

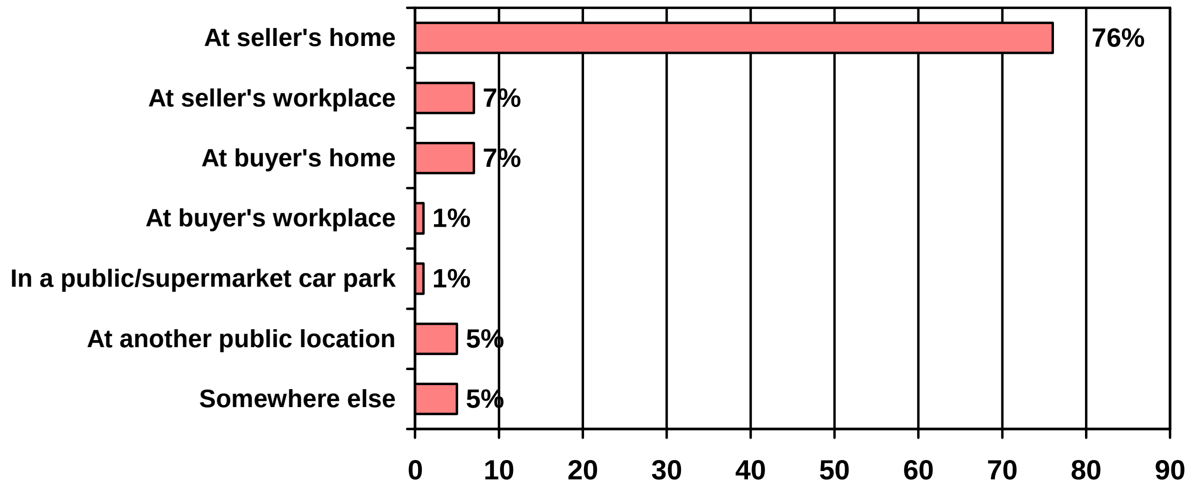
Chart 16.5 Whether carried out inspection



Base: All who bought from a private seller (1,920)

16.8 The most common place for the inspection to take place was at the seller's home (76 per cent). No other location had more than seven per cent of inspections.

Chart 16.6 Where physically inspected the car

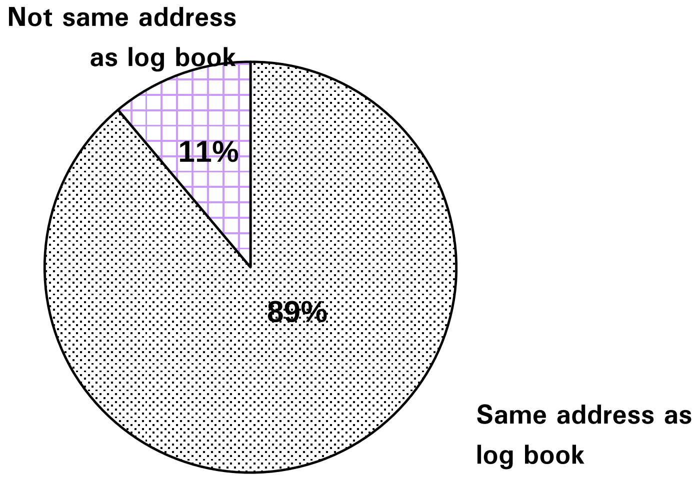


Base: All who bought from a private seller and either physically inspected car themselves, or had someone do so on their behalf (1,820)

16.9 Of those who physically inspected the car at the seller's home, a small number could not remember whether it was the same address as the one in the log book (six per cent).

16.10 Amongst the remaining 94 per cent of private buyers, the majority confirmed the address **was** the same as the one in the log book (89 per cent). For 11 per cent the address was different.

Chart 16.7 Address of inspection same as in log book

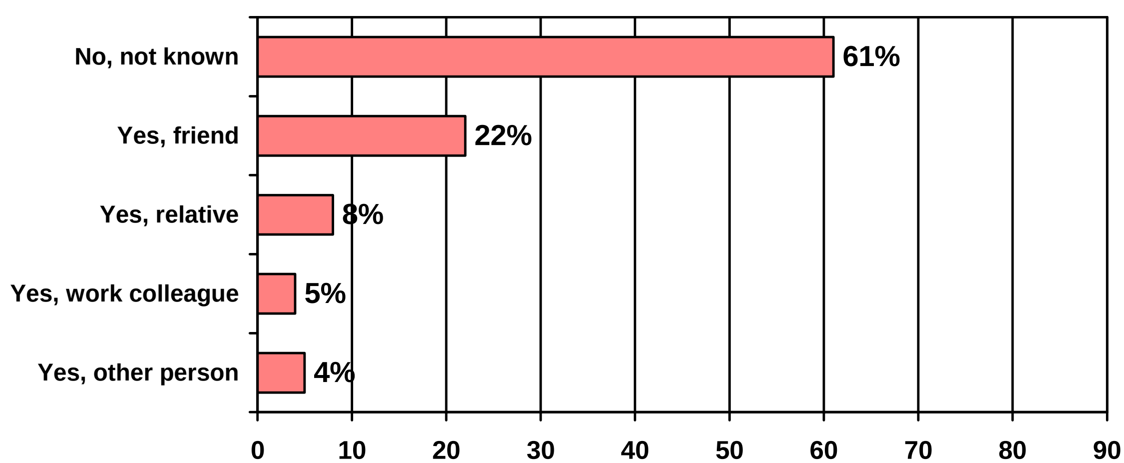


Base: All who bought from a private seller, inspected car at seller's home, and could remember whether was same address as in log book (1,308)

Whether buyer knew seller

16.11 In 61 per cent of cases the seller was someone **not** known to the buyer. The remaining 39 per cent had mainly bought from a friend.

Chart 16.8 Whether buyer knew seller[17]



Base: All who bought from a private seller (1,237)

[17] Question inserted after start of fieldwork and hence not asked of all buying privately.

Number of commercial traders posing as private sellers

16.12 By defining the combination of answers that **might** reveal a private seller to in reality be a commercial dealer, it was possible to get an indication of how widespread this problem might be. The first step was to count the number of private sector respondents fulfilling one or more of the following five criteria:

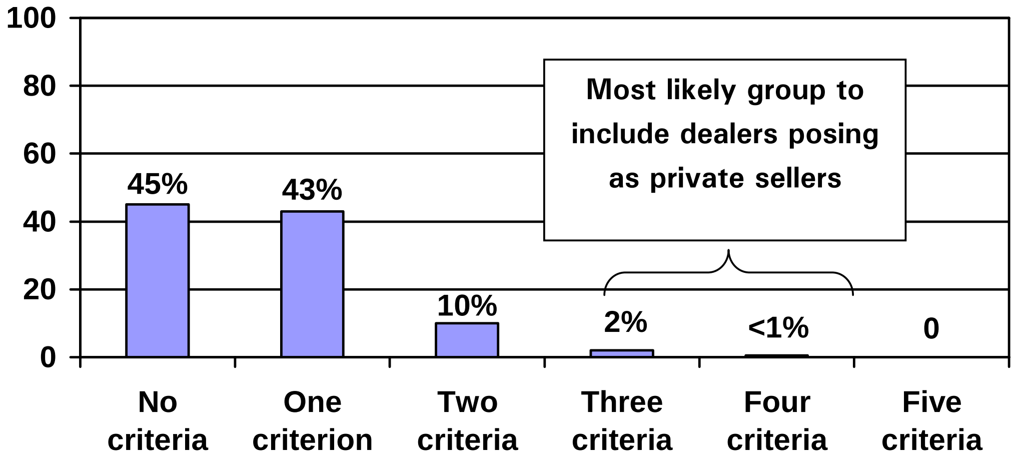
Table 16.9 Questions and answers defining a potential commercial trader posing as a private seller

Question	Answer
Was the seller's name on the log book as the car's last registered keeper?	No
Was the last registered keeper a private individual or a company?	Company
Where did you, or someone on your behalf, physically inspect the car?	At buyer's home At buyer's workplace Public/supermarket car park Other public location
If inspected car at seller's home: Thinking about when you inspected the car at the seller's home, was this the same address as the address on the log book?	No
Was the person you bought the car from someone you knew, such as a family member, friend or work colleague?	No

16.13 The count showed that 45 per cent did **not** fulfil **any** of the above criteria, and hence we can be fairly certain that they were genuine private sellers. A further 43 per cent only fulfilled one of the above, and again we can be reasonably certain they were true private sellers.

16.14 No-one fulfilled all five criteria. Two per cent gave three or four of the necessary answers. This group is the most likely to include dealers masquerading as private sellers.

Chart 16.10 Percentage of respondents fulfilling the criteria for defining a potential commercial trader posing as a private seller



Base: All who bought from a private seller (1,920)

16.15 Table 16.11 compares those buying from a potential dealer (that is, those buying from a source fulfilling three or four of the above criteria) against those who bought from someone who is highly likely to be a genuine private seller (that is, someone who did not fulfil **any** of the criteria).

16.16 There were no statistically significant differences between men and women in this result.

16.17 Young buyers aged 17 - 24 were significantly more likely to buy from a 'true' private seller compared to those aged 35 - 44. There were no other significant differences between the age groups.

Table 16.11 Percentage of respondents fulfilling the criteria for defining a potential commercial trader posing as a private seller (1)

		Age						Gender	
	Total	**17-24**	**25-34**	**35-44**	**45-54**	**55-64**	**65+**	**Men**	**Women**
	%	%	%	%	%	%	%	%	%
'True' private seller	96	98	95	94	97	93	100	95	97
Possible trader posing as private	4	2	5	6	3	7	0	5	3
Base: Those fulfilling none, three or four criteria	(894)	(210)	(201)	(210)	(121)	(98)	(52)	(466)	(428)

16.18 Scotland had significantly more 'true' private sellers than London, the East Midlands, Wales and the North East. The eight per cent in the possible dealer category in the East Midlands was significantly greater than the corresponding figure in the West Midlands, the South West and Scotland.

Table 16.12 Percentage of respondents fulfilling the criteria for defining a potential commercial trader posing as a private seller (2)

		Region											
	Total	LO	SE	SW	EM	WM	EE	YH	NE	NW	WA	SC	NI
	%	%	%	%	%	%	%	%	%	%	%	%	%
'True' private seller	96	93	95	99	92	99	96	96	94	95	93	100	90
Possible trader	4	7	5	1	8	1	4	4	6	5	7	0	10
Base: Those fulfilling none, three or four criteria	(894)	(72)	(117)	(106)	(74)	(96)	(70)	(60)	(29)	(10	(63)	(83)	(22)

ANNEXES

A SAMPLE PROFILE (WEIGHTED AND UNWEIGHTED)

Table A.1 Government Region

	Unweighted	Weighted
	%	%
London	8	6
South East	11	12
South West	10	12
East Midlands	9	8
West Midlands	11	11
Eastern England	9	10
Yorkshire and Humberside	8	8
North East	5	4
North West	12	12
Wales	5	6
Scotland	8	9
Northern Ireland	3	3
Base: All respondents	(1009)	(1032)

Table A.2 Gender and age of respondent (at time of interview)

	Unweighted	Weighted
	%	%
Gender		
Male	58	57
Female	42	43
Age		
17-24	19	12
25-34	24	19
35-44	26	27
45-54	15	18
55-64	9	13
65+	7	11
Refused	<1	<1
Base: All respondents	(1009)	(1032)

Table A.3 Social class

	Unweighted	Weighted
	%	%
A	6	7
B	19	21
C1	25	33
C2	27	22
D	13	7
E	7	7
Refused	2	2
Base: All respondents	(1009)	(1032)

Table A.4 Working status of respondent

	Unweighted	Weighted
	%	%
Working full-time	64	61
Working part-time	14	15
Not working but seeking work or temporarily unemployed/sick	6	4
Not working and not seeking work	4	3
Retired	9	14
Student	4	2
Other	<1	1
Refused	<1	<1
Base: All respondents	(1009)	(1032)

Table A.5 Ethnic group

	Unweighted	Weighted
	%	%
White	91	95
Mixed	1	<1
Asian or Asian British	3	2
Black or Black British	3	2
Chinese or Other ethnic group	1	<1
Refused	1	1
Base: All respondents	(1009)	(1032)

Table A.6 Bought a second hand-car in last 12 months

	Unweighted	Weighted
	%	%
Yes, one	88	91
Yes, more than one	12	9
Base: All respondents	(1009)	(1032)

Table A.7 Where bought the car from

	Unweighted	Weighted
	%	%
Dealer	93	93
Auction	7	7
Base: All respondents	(1009)	(1032)

Table A.8 Type of dealer bought from

	Unweighted	Weighted
	%	%
Franchised dealer (a dealer tied to one or more named car manufacturers)	38	45
Independent dealer (a dealer not tied to a car manufacturer)	62	55
Don't know / not sure	<1	0
Base: Those buying from a dealer	(943)	(964)

Table A.9 Experienced problems after the sale

	Unweighted	Weighted
	%	%
Experienced problems	61	19
Did not experience any problems	39	81
Base: All respondents	(1009)	(1032)

Table A.10 Whether this was the first car respondent has ever bought

	Unweighted	Weighted
	%	%
Yes	11	7
No	89	93
Base: All respondents	(1009)	(1032)

Table A.11 Number of cars previously bought

	Unweighted	Weighted
	%	%
Number of other second hand cars previously bought		
None	2	3
One	12	9
Two	12	10
Three	11	10
Four	9	8
Five	9	10
Six or more	45	51
Refused	<1	<1
Number of brand new cars ever bought		
None	69	63
One	13	13
Two	8	10
Three	4	5
Four	2	3
Five	1	2
Six or more	3	4
Base: Those who have previously bought another car	(896)	(955)

B THE QUESTIONNAIRE

MS 10060	PROJECT SECOND Final MAIN STAGE QUESTIONNAIRE	JULY 2009

SAMPLE CODE:	
RDD	1
Targeted problem sample	2

INTRODUCTION:

IF PROBLEM SAMPLE: ASK TO SPEAK TO NAMED CONTACT
IF RDD SAMPLE: ASK TO SPEAK TO THE HOMEOWNER OR THEIR SPOUSE/PARTNER:
Good morning/afternoon/evening. My name is....from ICM / Marketing Sciences, an independent research company. We're carrying out a survey for the Office of Fair Trading amongst people who have bought a second hand car within the last 12 months, to find out about their experience of purchasing a second-hand car and whether they experienced any problems.
Can I ask you a few quick questions? **(ASK SCREENER QUESTIONS**)

SCREENER QUESTIONS:

QA GOVERNMENT REGION - CODED AUTOMATICALLY FROM SAMPLE

London	09	CHECK QUOTAS
South East	10	
South West	11	
East Midlands	05	
West Midlands	06	
Eastern England	08	
Yorks & Humberside	04	
North East	02	
North West	03	
Wales	07	
Scotland	01	
Northern Ireland	12	

QB INTERVIEWER CODE GENDER

Male	1	CHECK QUOTAS
Female	2	

QC What was your age at your last birthday? **ENTER EXACT AGE (YEARS)**

17-24	1	CHECK QUOTAS
25-34	2	
35-44	3	
45-54	4	
55-64	5	
65+	6	

QD In order that we interview a cross-section of people from all walks of life, please can you tell me the occupation of the chief wage earner is? **CODE SOCIAL GRADE**

A	1	**CHECK QUOTAS**
B	2	
C1	3	
C2	4	
D	5	
E	6	

QE Have you bought a second-hand car in the last 12 months?
IF YES, ASK: Have you bought one or more than one in the last 12 months?

Yes, one	1 **CONTINUE**
Yes, more than one	2 **CONTINUE**
No	3 **THAND & CLOSE**

<u>IF CODED 2 AT QE, READ OUT:</u> From now on I'd like you to think about the <u>most recent</u> second-hand car you bought.

QF Did you buy the car from a...?
INTERVIEWER NB: If says 'bought over internet', ask: Was this from a...

	...Private seller	1	**SKIP TO P1**
	...Dealer	2	**ASK QG**
or	...Auction	3	**GO TO QH**
	(Refused)	REF	**THANK & CLOSE**

QG And was that...
...a dealer tied to one or more named car manufacturers (that is, franchised dealer) 1
...an independent dealer (that is, not tied to a car manufacturer)
2
(Don't know/not sure - **ASK NAME & LOCATION OF DEALER & WRITE IN*)** 3

**NB: We will then do an Internet search to establish and code type of dealer*

QH Did you experience any problems after the sale, beyond expected wear and tear or normal servicing?

Yes	1 **CONTINUE**
No	2 **ASK QJ**

QJ Can I just check, did you experience any problems after the sale that were a result of the sales process, that is, problems that weren't of a mechanical nature?

Yes	1
No	2

IF ELIGIBLE (CODED 1 OR 2 AT QF): We are interested in hearing about your experience of buying a second-hand car, would you be willing to participate in a more detailed interview? It will take up to 20 minutes. All the information you provide will be held in the strictest confidence and the results will not identify individuals.
(CONTINUE WITH INTERVIEW NOW / MAKE APPT TO CALL BACK)

ASK ALL
NQ1 Do you still own the car?

Yes	1	**GO TO Q1b**
No	2	**ASK NQ2**

NQ2 What happened to it?

Sold	1	**ASK NQ3**
Scrapped	2	
Written-off	3	**GO TO Q1b**
Other (WRITE IN)	4	

NQ3 Why did you…sell/scrap…it?
LEAVE OPEN

IF 'PRIVATE SALE' IN LAST 12 MONTHS (QE/QF), ASK P1

P1 Did you look at the log book (or V5C registration form) before you bought the car?

Yes	1	**ASK P2**
No	2	**GO TO P3**

P2 Was the seller's name on the log book as the car's last registered keeper?

Yes	1
No	2
Don't know / Can't remember	DK

P3 Was the last registered keeper …? **SINGLE CODE ONLY**

…a private individual	1
…or, a company?	2
(Don't know)	DK
(Refused)	REF

P4 How long had the seller been the registered keeper? **SINGLE CODE ONLY**

1 month or less	1
Over 1 month up to 6 months	2
Over 6 months up to 12 months	3
Over 1 year up to 3 years	4
Over 3 years	5
(Don't know)	DK

P5 Where did you, or someone on your behalf, physically inspect the car? **DO NOT READ OUT, CODE ALL THAT APPLY** *(except if coded 01, as may have viewed it more than once)*

(I did not physically inspect the car & nor did someone on my behalf)	01
At the seller's home	02 *
At the seller's workplace	03
At your home	04
At your workplace	05
In a public/supermarket car park	06
At another public location	07
Somewhere else **(PLEASE SPECIFY & WRITE IN)**	08

* IF CODED 02 AT P5, ASK P6

P6 **IF MULTI-CODED AT P5, ASK:** Thinking about when you inspected the car at the seller's home, was this the same address as the address on the log book?

IF SINGLE-CODED AT P5, ASK: Was this the same address as the address on the log book?

Yes	1
No	2
Don't know/can't remember	3

P7 Was the person you bought the car from someone you knew, such as a family member, friend or work colleague?

Yes, family member/relative	1
Yes, friend	2
Yes, work colleague	3
Yes, other person (NO NEED TO SPECIFY)	4
No, was not someone I knew	5

<u>ALL 'PRIVATE SALE' RESPONDENTS – NOW SKIP TO CLASSIFICATION QUS (C1-C4) THEN THANK & CLOSE</u> NB: These must not count towards the main quota of interviews

<u>IF BOUGHT FROM 'DEALER' OR 'AUCTION' IN LAST 12 MONTHS (QE/QF):-</u>

READ OUT: Firstly I want to ask you some general questions about the (last) second-hand car you bought.

Q1b How old was the car when <u>you bought it</u>?
ENTER AGE OF CAR IN YEARS & MONTHS (e.g. 03 years 06 months)
IF DON'T KNOW / CAN'T REMEMBER – ASK FOR ROUGH ESTIMATE
REFUSED = REF

Q1c Approximately, what was the mileage on the car when <u>you bought it</u>?
ENTER MILEAGE (NB: allow up to 6 digits, e.g. 101,245)
IF DON'T KNOW / CAN'T REMEMBER – ASK FOR ROUGH ESTIMATE
REFUSED = REF

Q1d Approximately, how much did you pay for the car, including any deposit and finance, but excluding any additional costs such as car insurance, road tax, and warranties?
ENTER AMOUNT IN POUNDS (NB: allow up to 6 digits, e.g. 010,565)
IF DON'T KNOW / CAN'T REMEMBER – ASK FOR ROUGH ESTIMATE
REFUSED = REF

Q1e What was your assessment of the condition of the car?

Excellent	1
Very good	2
Good	3
Average/Okay	4
Poor	5
Very poor	6

Q2 Was this the first car <u>you</u> have ever bought?

Yes	1 **SKIP TO Q5**
No	2 **ASK Q3**

Q3 Before this one, how many other second-hand cars have you ever bought?

None	7
One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6
(Refused)	8

Q4 And how many brand new cars have you ever bought?

None	7
One	1
Two	2
Three	3
Four	4
Five	5
Six or more	6
(Refused)	8

Q5 Do you or a close member of your family or a close friend work in the car industry, either as a trader or dealer? **CODE ALL MENTIONED (UNLESS CODED 4)**

Yes – respondent	1
Yes – close family member	2
Yes – close friend	3
No	4
(Refused)	REF

Q6 At any stage before or during the purchase of your second-hand car, did you involve the help of or ask advice from a family member or close friend who has experience in purchasing a second-hand car?

Yes	1
No	2

Q7a Prior to purchase, did you get any general information about buying a second-hand car?

Yes	1 **ASK Q7b**
No	2 **SKIP TO INSTRUCTION ABOVE Q9**

ASK IF CODED 1 AT Q7a

Q7b From whom did you get this information? **CODE ALL MENTIONED READ OUT IF NECESSARY**

…Consumer Direct	03
…Citizen's Advice Bureaux	04
…Which?	05
…a family member or close friend	06
…a motor trade association	09
…another consumer body	10
…car magazine	11
…car website	12
…(Local Authority)Trading Standards Service / (LA)TSS	13
…the AA/RAC	14
…Other **(PLEASE SPECIFY & WRITE IN)**	15

IF BOUGHT FROM 'DEALER' IN LAST 12 MONTHS (QE/QF):-

Q9 Which of the following best describes your search for a second hand car? **SINGLE CODE**

I decided which dealer I wanted to buy a car from, and then chose a car that I was interested in buying 1
I chose the dealer because they had a car that I was interested in buying
2
Other **(PLEASE SPECIFY & WRITE IN)** 3

Q10 Did you consider buying a second-hand car…?

READ OUT & CODE YES OR NO FOR EACH	Yes	No
a) …from an auction	1	2
b) …through a private sale?	1	2

NQ4 Why did you decide not to buy through **(READ OUT AS APPROPRIATE DEPENDING ON ANSWERS AT Q10** an auction or a private sale)?

Couldn't get part exchange	01
Couldn't get finance	02
Nowhere to go if things go wrong	03
Wouldn't know where to go if things went wrong	04
Couldn't get a warranty	05
Less trustworthy/secure	06
They know less about cars compared to dealer	07
Didn't have the car I wanted	08
Too far to travel/dealer is close by	09
Nervous about bidding at auction	10
Used that dealer before	11
Other **WRITE IN**	12
Don't know	13

Q13 Did you look at more than one dealer before buying the car?

Yes, more than one	1
No, one only	2

Q16 Thinking about the dealer who you bought your car from, why did you choose to buy from that particular dealer?
PROBE FULLY & WRITE IN

Q17 Was the dealer a member of a motor trade association?

Yes, definitely	1 **ASK Q19**
Yes, think/presume so	2 **ASK Q19**
No	3 **SKIP TO Q20**
Don't know	4 **SKIP TO Q20**

Q19 And, did belonging to a trade association influence your decision to buy a car from the dealer?

Yes	1
No	2

Q20 During the sale, did you negotiate with the dealer on anything, for example price, warranty or extras?

Yes	1
No	2
Can't remember	3

Q21 Which of the following did you use to pay for the car, excluding any deposit?
READ OUT & CODE ALL MENTIONED

Cash / debit card / cheque / credit card / bankers draft	1
Hire Purchase (HP) or car finance agreement	2 *
Personal, secured or other loan	3
Part exchange with existing car	4
Other (**PLEASE SPECIFY & WRITE IN**)	5

Q24a Were there any hidden or unexpected costs added to the price of the car at the point of sale?

Yes	1
No	2

NOW SKIP TO Q31a

IF BOUGHT FROM 'AUCTION' IN LAST 12 MONTHS (QE/QF):-

Q25 Did you consider buying a second-hand car…?

READ OUT & CODE YES OR NO FOR EACH	Yes	No
a) …from a dealer	1	2
b) …through a private sale?	1	2

NQ5 Why did you decide not to buy from **(READ OUT AS APPROPRIATE DEPENDING ON ANSWERS AT Q25)** a dealer or through a private sale)?

Was more expensive/deal not as good	1
Other **WRITE IN**	2

Q28 Why did you choose the auction you chose? **PROBE FULLY & WRITE IN**

Q29 Through the auction, was the seller…

…a private individual?	1 **ASK Q30**
…or dealer (either independent or tied to a named car manufacturer)	2 **SKIP TO Q31a**
(Don't know / can't remember)	3 **SKIP TO Q31a**

IF CODED 1 AT Q29 (PRIVATE SALE), ASK Q30
REST SKIP TO Q31a

Q30 Was the seller's name on the log book, or V5, as the car's last registered keeper?

Yes	1
No	2
(Don't know / Can't remember)	3

ASK ALL CODED 'DEALER' OR 'AUCTION' AT Q2:-

Q31a Which, if any, of the following checks or physical inspections did you carry out before buying the car? Did you... **READ OUT & CODE ALL MENTIONED (UNLESS CODED 6)**

Look over the exterior of the car, such as paintwork	1
Check under the bonnet	2
Check the interior of the car	3
Look at the log book	4
Take the car for test drive	5
(None of above)	6

Q31b Before buying the car, did you carry out or arrange for someone else to carry out a mechanical inspection? **IF YES, ASK:** And who was that? **READ OUT IF NECESSARY & CODE ALL MENTIONED (UNLESS CODED 1).**

No	1	**ASK NQ6**
Yes, carried out a mechanical inspection myself	2	**GO TO Q31c**
Yes, by a close friend or family member	5	
Yes, by someone else (**PLEASE SPECIFY & WRITE IN**)	6	
Yes, by AA/RAC	7	
Other **(PLEASE SPECIFY AND WRITE IN)**	8	

NQ6 Did the dealer/auction tell you a mechanical inspection had been done already? **CODE 1 OR 2 AS APPROPRIATE**

Dealer/auction said had been done already	1
Dealer/auction did not say had been done already	2

Q31c Before buying the car, did you pay for a vehicle check report, to check the car's history?
IF YES, ASK: And who did you buy it from? **READ OUT IF NECESSARY & CODE ALL MENTIONED (UNLESS CODED 1)**

No	1	**ASK NQ7**
Yes - HPI	2	**GO TO Q32**
Yes - DVLA	3	
Yes - Experian	4	
Yes – the dealer	5	
Yes – another source (**PLEASE SPECIFY & WRITE IN**)	6	

NQ7 Why did you not pay for a vehicle check report? **READ OUT**

Dealer/auction said had been done already	1
Dealer/auction did not say had been done already	2

Q32 And, before buying the car, did you do any specific checks to verify that the mileage of the vehicle was correct?

Yes	1	**GO TO Q33a**
No	2	**ASK NQ8 THEN GO TO Q33b**

NQ8 Why did you not do any specific checks to verify that the mileage of the vehicle was correct? **READ OUT**

Dealer/auction said had been done already	1
Dealer/auction did not say had been done already	2

Q33a What did you do? **(SPONTANEOUS RECALL) DO NOT READ OUT, CODE ALL MENTIONED BELOW**

Q33b (Can I just check) Did you do any of the following? (**PROMPTED RECALL) READ OUT, CODE ALL MENTIONED (ICM NB: IF CODED 1 AT Q32, ONLY SHOW ANSWERS 1-7 NOT ALREADY MENTIONED AT Q33a)**

	Q33a	**Q33b**
Check(ed) that the mileage on the odometer/milometer…		
…corresponded to general condition of car (e.g. wear of brake pedals/driver's seat/carpet)	01	01
…tallies with that in the log book (unspecific)	02	02
…tallies with old MOT certificates	03	03
…tallies with the service & repair history	04	04
If car older & does not have an electronic milometer, check(ed) that…		
…the dashboard binnacle (the bit which houses the speedometer & other dials) does not have fingerprints inside	05	05
…the numbers are aligned correctly	06	06
Check(ed) mileage by getting a vehicle check report	07	07
Other (**PLEASE SPECIFY & WRITE IN**)	08	08
(Don't know / can't remember)	-	09
(None (IF CODED 2 AT Q32) / No others (IF CODED 1 AT Q32))	-	10

Q34 Before you bought the car, were any of the following points mentioned or written on any sales material…**READ OUT** & **CODE ALL MENTIONED**

…the car had low mileage for its age	1
…the car was in good mechanical condition	2
…the car had a full service history	3
…low number of previous owners	4
…previous owners were careful, female and/or elderly	5
(none of above)	6
(Don't know / can't remember)	7

Q35 Did the (dealer/auction) say that they had checked…(**READ OUT**) **CODE YES OR NO FOR EACH**

IF 'YES' AT Q35a)–d), ASK Q36

Q36 Was written evidence of the results of this check shown or given to you?

READ OUT…	Q35	IF YES AT Q35, ASK Q36
a) …whether the car was an insurance write-off?	Yes 1 No 2	Yes 1 No 2
b) …whether there was outstanding finance on it?	Yes 1 No 2	Yes 1 No 2
c) …whether it had been stolen?	Yes 1 No 2	Yes 1 No 2
d) …whether the mileage was accurate?	Yes 1 No 2	Yes 1 No 2
f) …the mechanical condition of the car?	Yes 1 No 2	Yes 1 No 2

Q37 Thinking about what the (dealer/auction) told you, in hind-sight do you feel you were given enough information about …(READ OUT)…by the (dealer/auction) before purchasing the car?

READ OUT…	
a) …the car's history	Yes 1 No 2
b) …the car's mileage	Yes 1 No 2
c) …the car's mechanical condition	Yes 1 No 2
d) …the car's service history	Yes 1 No 2
e) …any checks or inspections that had been carried out	Yes 1 No 2

Q38 And which of the following best describes how much information you were given before you purchased the car?

I was given all the information I needed	1
I was given most of the information I needed	2
I was given some of the information I needed	3
I was not given any information	4
(Don't know/can't remember)	5

Q39 Did you ask the dealer/auction any questions?

Yes	1
No	2
Can't remember	3

Q41 Overall how satisfied were you with the sales process?

Very dissatisfied	1
Fairly dissatisfied	2
Fairly satisfied	3
Very satisfied	4
(Don't know)	5

Q42 Thinking about the (dealer/auction) you bought the car from, to what extent did you feel pressured during the sales process? **READ OUT**

Very pressured	1
Fairly pressured	2
Not very pressured	3
Not at all pressured	4
(Don't know/can't remember)	5

Q43 And to what extent was the salesperson aggressive? Was he or she…

Very aggressive	1
Fairly aggressive	2
Not very aggressive	3
Not at all aggressive	4
(Don't know/can't remember)	5

Q44 Overall, how satisfied were you with your car within the first 6 months of ownership (**INTERVIEWER NB**: If bought less than 6 months ago – since you bought it, or, if owned for less than 6 months – in the time you owned it)?

Very dissatisfied	1
Fairly dissatisfied	2
Fairly satisfied	3
Very satisfied	4
(Don't know)	5

Q45 How, if at all, could the process of buying a second-hand car through [a dealer / an auction] have been improved? **WRITE IN. PROBE FULLY**

READ OUT: I'm now going to ask about warranties. By warranties, I mean contracts either from the manufacturer, dealer or independent provider, that cover the repair or replacement of specified parts over a specified period of time.

Q46a Which, if any, of the following warranties did you receive free with the car? **READ OUT. CODE ALL MENTIONED (UNLESS CODED 5)**

ASK Q46b ONLY OF THOSE ITEMS NOT CODED AT Q46a

Q46b Which, if any, of the following warranties did you purchase with the car? **READ OUT. CODE ALL MENTIONED (UNLESS CODED 5)**

	Q46a	**Q46b**	
Original manufacturer's warranty*	1	1	
Warranty through dealer		2	2
Warranty from independent provider (e.g. Warranty Direct, Warrantywise & Tesco)		3	3
Warranty from elsewhere	4	4	
Other (PLEASE SPECIFY & WRITE IN)	6	6	
(None – no warranty received free / purchased)		5	5

* **(INTERVIEWER NB:** depending on manufacturer, likely to apply to cars less than 3 years old)

- **IF CODED 5 AT BOTH Q46a&b AND HAD PROBLEM (CODED 1 AT QH OR QJ), SKIP TO Q50**
- **IF CODED 5 AT BOTH Q46a & b AND NO PROBLEM (CODED 2 AT BOTH QH & QJ), SKIP TO C1**
- **IF NOT CODED 5 AT BOTH Q46a & b, ASK Q47-Q49**

Q47 What did the warranty cover? **PROBE FULLY, WRITE IN**

Q48 Was the warranty…

..only given verbally?	1
..only given in writing?	2
..or both (given verbally & in writing)?	3

Q49 Was it made clear that the warranty did not affect your legal statutory rights?

Yes, completely	1
Yes, to some extent	2
No	3
(Can't remember)	4
(Don't know)	5

<u>IF EXPERIENCED A PROBLEM (CODED 1 AT QH/QJ IN SCREENER), ASK Q50</u>
<u>REST, SKIP TO C1</u>

Q50 You said earlier that you did experience problems after you bought the car, beyond expected wear and tear and normal servicing. What was the nature of the problem?
WRITE IN

Q51 How soon after buying the car did the problem occur?

Up to 1 month	1
More than 1 month but not more than 3 months	2
More than 3 month but not more than 6 months	3
More than 6 month but not more than 12 months	4

(NB: CAN'T BE OVER 12 MONTHS AS HAD TO HAVE BOUGHT CAR IN LAST 12 MONTHS)

Q52 At any point prior to the purchase of the car, were you told there was any possibility that this problem <u>may</u> arise?

Yes, definitely	1
Yes, to some extent	2
No, as far as I'm aware, not at all	3
(Don't know/Can't remember)	4

Q55 Did you contact the (dealer/auction) about the problem?

Yes, tried to but wasn't able to make contact	1	**SKIP TO Q65**
Yes, and made contact	2	**ASK Q56**
No	3	**SKIP TO Q65**

Q56 How did the (dealer/auction) respond? **WRITE IN. PROBE FULLY**

Q57 How helpful was the (dealer/auction)? **READ OUT**

Very helpful	1
Fairly helpful	2
Fairly unhelpful	3
Very unhelpful	4

Q58 Did the (dealer/auction) rectify the problem?

Yes, completely	1	**ASK Q59**
Yes, to some extent	2	**SKIP TO Q62**
No	3	**SKIP TO Q62**
Still trying to get it sorted out	4	**SKIP TO INSTRUCTION ABOVE Q66**

Q59 How did the (dealer/auction) rectify the problem?
PROBE FULLY & WRITE IN

Full refund	1
Partial refund	2
Compensation	3
Dealer/auction paid another garage to sort it	4
Repair under warranty	5
Dealer/auction paid for repair not under warranty	6
Dealer/auction replaced the car	7
Other (WRITE IN)	8

Q60 From when you first identified the problem, how long did it take the (dealer/auction) to rectify it?

2 weeks or less	1
Over 2 weeks up to 1 month	2
Over 1 month up to 2 months	3
Over 2 months up to 3 months	4
Over 3 months up to 4 months	5
Over 4 months up to 6 months	6
Over 6 months up to 1 year	7

Q61 How satisfied were you with the outcome?

Very dissatisfied	1 **SKIP TO Q66**
Fairly dissatisfied	2 **SKIP TO Q66**
Fairly satisfied	3 **SKIP TO Q66**
Very satisfied	4 **SKIP TO Q66**

IF DEALER DID NOT COMPLETELY RECTIFY PROBLEM (IF CODED 2 OR 3 AT Q58) ASK Q62

Q62 Why did the (dealer/auction) not (completely) resolve the problem?
WRITE IN. PROBE FULLY

IF CODED 1 OR 3 AT Q55, OR ANSWERED Q62, ASK Q65

Q65 What did you then do to try to get the problem sorted out?
WRITE IN. PROBE FULLY

ASK ALL WITH PROBLEM, UNLESS CODED 6 AT BOTH Q46a & Q46b (THAT IS, NO WARRANTY FREE OR PURCHASED)

Q66 Was/Is the problem covered by any warranty you had?

Yes, completely	1
Yes, partly	2
No	3

Q68a Has it cost you anything to sort out, or try to sort out, the problem (so far)?

Yes	1 **ASK Q68b**
No	2 **SKIP TO Q69**

Q68b Approximately how much has it cost (so far) to fix the problem? **ENTER AMOUNT IN POUNDS (TO NEAREST WHOLE POUND). WHEN FIGURE GIVEN CHECK:** Can I just check, that figure does not include the value of the car? **IF THEY SAY IT DOES, OBTAIN COST EXCLUDING CAR VALUE, UNLESS THE CAR WAS A COMPLETE WRITE-OFF IN WHICH CASE IT CAN BE INCLUDED. AMEND COST AS APPROPRIATE**

Q69 At any point, did you contact any of the following for help or advice?
READ OUT, CODE ALL MENTIONED (UNLESS CODED 6)

Consumer Direct	01
Citizens Advice Bureaux	02
Trading Standards	03
a motor trade association (e.g. RMIF, SMMT, SMTA)	04
Another organisation (**PLEASE SPECIFY & WRITE IN**)	05
(No, no-one)	06

IF CODED 01-05 AT Q69, ASK Q70 & Q71
REST SKIP TO Q72a

Q70 What help or advice did they give? **WRITE IN**

Q71 How helpful was this?

Very helpful	1
Fairly helpful	2
Fairly unhelpful	3
Very unhelpful	4

Q72a Did you use a dispute resolution system, such as conciliation, arbitration or mediation with the (dealer/auction) to try to resolve the problem?

Yes	1
No	2

Q73a Did you take legal action, for example in the Small Claims Court?

Yes	1 **ASK Q73b**
No	2 **SKIP TO Q74**

Q73b Was it successful?

Yes, completely	1
Yes, to some extent	2
No	3
(Still ongoing)	4

Q74 In hind-sight, what additional information would you have liked to have had before you purchased the car? **WRITE IN**

READ OUT FOR ALL: Finally, I need to ask some classification questions, which will be used in the analysis of the results, to see if there are any differences in the experiences of different groups of people.

C2 Which of the following best describes your working status…**READ OUT**

Working full-time	1
Working part-time	2
Not working but seeking work or temporarily unemployed/sick	3
Not working and not seeking work	4
Retired	5
Student	6
Other (**SPECIFY & WRITE IN**)	7
(Refused)	8

C3 To which of these ethnic groups would you say you belong?
CODE ONE ONLY

White	1
Mixed	2
Asian or Asian British	3
Black or Black British	4
Chinese or Other ethnic group	5
(Refused)	6

THANK & CLOSE