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poll.



## Car Buying

RD C 0608 CB DE

**Client:** CarNext

**Date:** 10<sup>th</sup>-14<sup>th</sup> August 2020

**Sample:** 500

**Demographic:** German drivers aged 25-50 (equal gender split)

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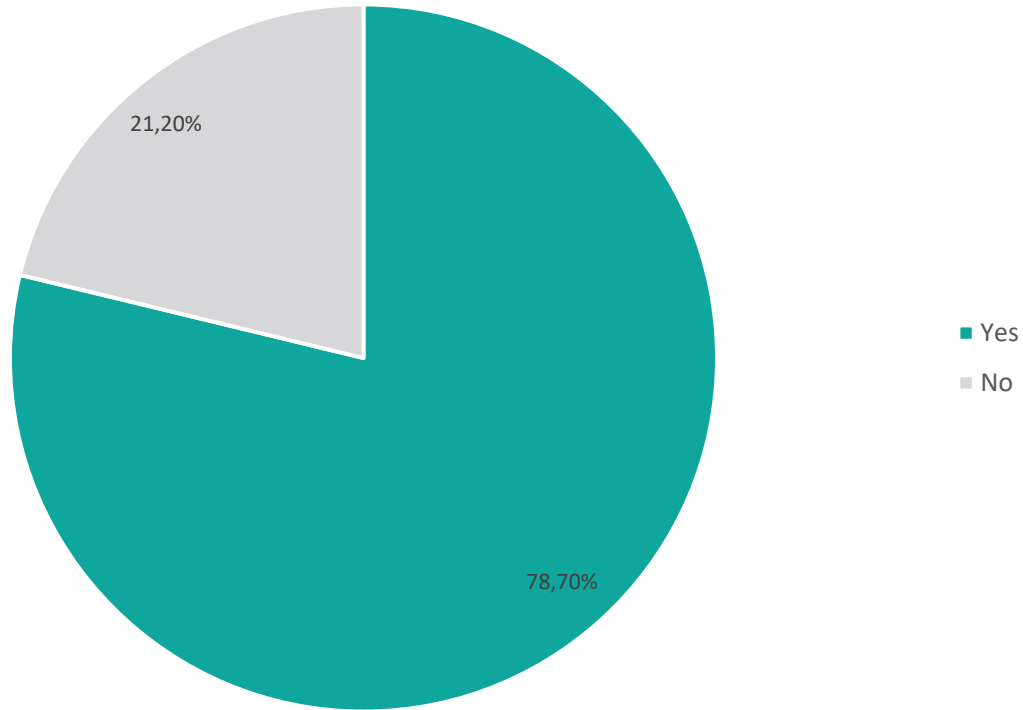
# CarNext

- More than three quarters (77%) of respondents polled in Germany admit that they are now **more likely to drive a car** than take public transport as a result of the coronavirus pandemic.
- When asked how safe they feel about using ride-hailing/car-sharing services in the context of the coronavirus pandemic, more than a half (57%) say they feel **unsafe**
  - With a quarter (24%) feeling **very unsafe**
  - Only 14% say they feel **very safe** doing it
- When it comes to their preferred size of car, two thirds (67%) said **their preference has not changed** as a result of the coronavirus pandemic
  - One in five (21%) would now like to buy **a bigger car**
  - Only 12% would now go for a smaller car



Question:

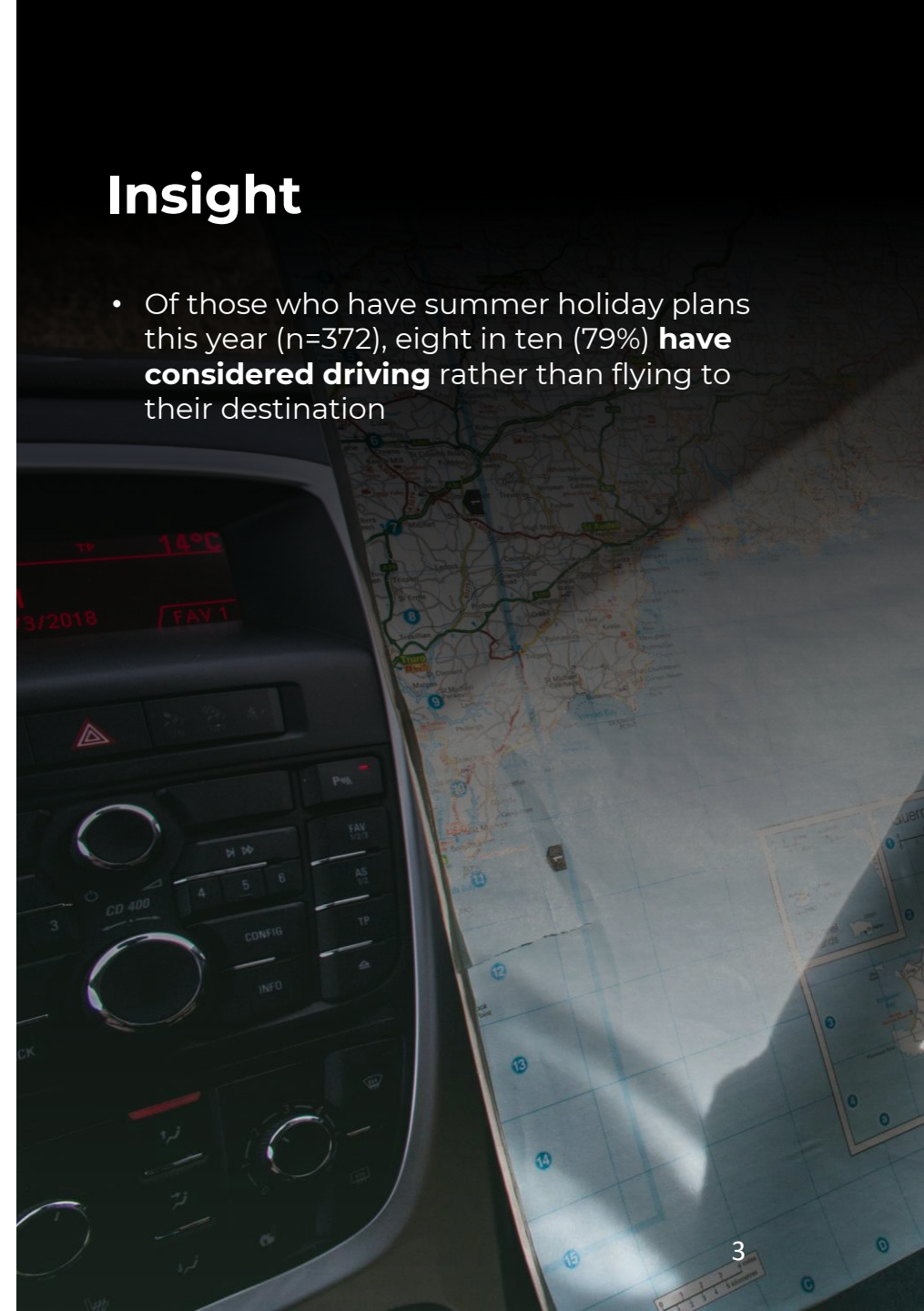
**Have you considered driving rather than flying to your summer holiday destination this year?**



Car Buying

## Insight

- Of those who have summer holiday plans this year (n=372), eight in ten (79%) **have considered driving** rather than flying to their destination

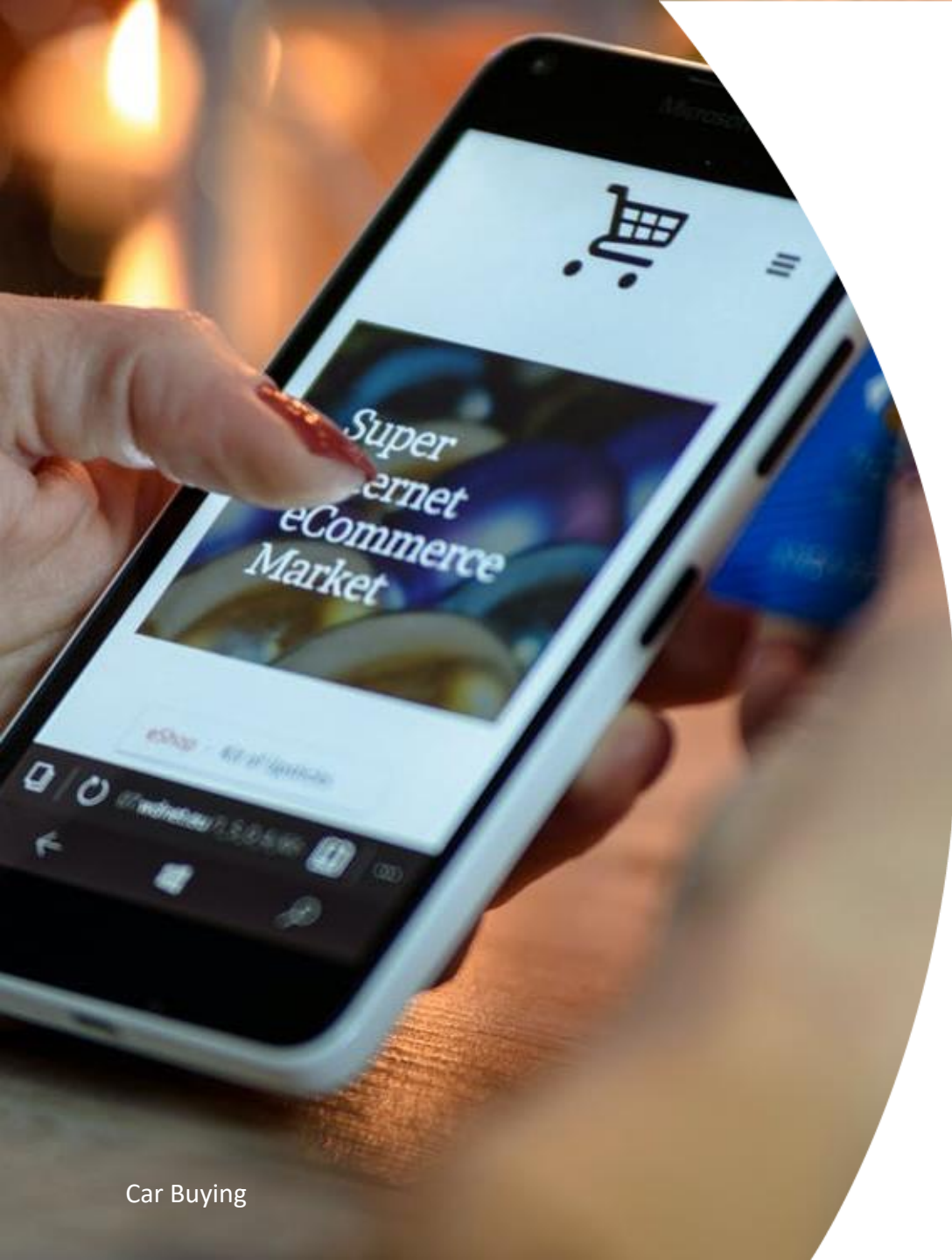




# Used cars

- Of those who would consider buying a used car (n=335) the most commonly given factor they would consider is **cost** (86%)
- **This was followed by:**
  - Full maintenance history and guarantees (72%)
  - Availability (51%)
  - Speed (26%)
- When asked what factors would *prevent* them from buying a used car, six in ten (62%) indicated a **fear of getting a bad deal**
- **This was followed by:**
  - Fear of reliability (59%)
  - Cost (48%)
  - Only 12% said traveling to car dealerships



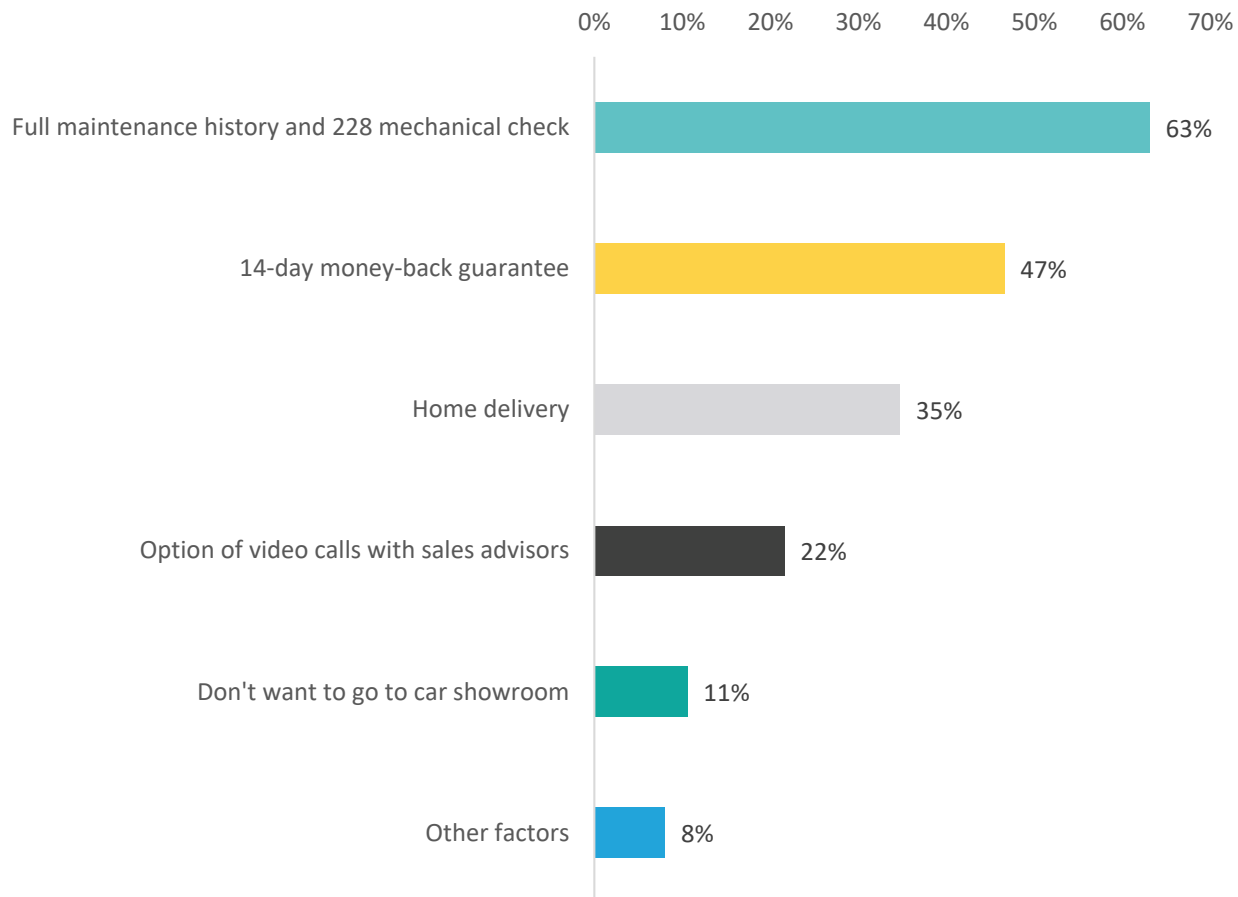


# Buying online

- Six in ten (58%) say the coronavirus pandemic **has not influenced their likelihood of buying a used car**
  - While 23% say they are now **more** likely to buy a used car
  - And 19% say they are less likely to buy one
- Of those who would consider buying a used car, a third would now be more likely to buy one online than before the pandemic (33%)

## Question:

# What factors would make you seriously consider buying a used car online?



## Insight

- Of those who would consider buying a car online (n=236), the factor those in Germany would consider most (63%) is **Full maintenance history and 228 mechanical check**
- **This was followed by:**
  - 14 day money back guarantee (47%)
  - Home delivery (35%)
  - Option of video calls with sales advisors (22%)

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## Any questions?

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A background image of an open report or magazine. The pages contain various data visualizations, including a pie chart with a 80% segment, a bar chart with 88% and 53% values, and a 50% figure. There are also small photos of people and text columns.

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**Conducting surveys with over...**

**2,500,000**

**consumers a year for clients in industries ranging from banking to media, charity to academic**

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- > We understand that it is **vital to connect with your audience** and understand their views and motivations but also to stay within your research budget. Whether it be quant or qual, online or face-to-face, we maximise the value of your research to achieve your insight objectives.
- > From Omnibus to Bespoke, single to multi-country projects, our researchers are on hand to consult and assist from questionnaire design through to **data analysis and interpretation.**
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- > For more information about how we can help, please contact Russ Budden:  
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