



The Guide to...Motoring (November 2009)

- *Three-quarters of adults in Northern Ireland have a full or provisional driving licence and 80% live in a car-owning household.*
- *In 2009 the average motorist drove 9,500 miles, down from 10,000 in 2008. In the Republic of Ireland average mileage has increased slightly to 12,000 per annum.*
- *The most widely-owned car brands are Ford, Vauxhall and Renault. 12% of adults have a Ford at home, 11% have a Vauxhall.*
- *More than half of adults (54%) plan to buy a car in the next 5 years. 10% plan to buy in the next 12 months.*
- *Of those planning to buy a car in the next 12 months, 32,000 (22%) intend to buy new and 88,000 plan to buy second hand (61%).*
- *46% of main drivers have personal breakdown cover. The most popular suppliers are the AA and RAC.*
- *A quarter of adults would choose a car mainly on the basis of its looks, but 40% say the car is only there to get them from A to B.*
- *18% of men and 3% of women are very interested in newspaper articles about cars and motoring, while 12% of men and 3% of women visit motoring websites.*
- *The proportion of motorists buying diesel has climbed steadily from 30% five years ago to 42% today. In the Republic of Ireland, the proportion has jumped from 21% in 2007 to 28% today.*
- *One-third of adults are worried about pollution and congestion caused by cars, down from 47% in 2006. 30% know a lot or a fair amount about the danger of CO2 emissions.*

Source: Northern Ireland TGI 2009. Base: Adults aged 15+.