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# Lex Report on Motoring



Driving for the future





Lex Service PLC is a public company, incorporated in 1928, and quoted on the London Stock Exchange. It employs 7,500 people.

Lex is the leading automotive services company in the UK. It provides a wide range of distribution, financial, logistic and outsourcing services to both private and commercial customers who operate cars, trucks, lift trucks and other mechanical handling equipment. For private motorists, Lex's aim is to provide trustworthy, value for money motoring services. For commercial and industrial customers, Lex's goal is to provide transport, financial and mechanical handling services to help their businesses to run more efficiently and more profitably. In both cases, Lex will achieve these aims by understanding the needs of its customers and through the commitment of its employees to delivering an outstanding quality of service.

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**Lex Transfleet** in the UK and **Seltra** in France, both jointly owned with Lombard, provide contract hire and rental of trucks as well as advising companies on their logistic problems.

Lex provides contract hire, rental and maintenance of lift trucks and other mechanical handling equipment through **Lex Harvey** in the UK, and **Lex Manutention** in France, both jointly owned with Lombard.

**Multipart's** logistic skills and warehousing capabilities are used by truck, van and car manufacturers to distribute parts to their dealers and other users.

**Lex Retail's** car dealerships represent a range of specialist car manufacturers supplying both private and fleet customers with cars, servicing and replacement parts. **Lex Commercial's** is the largest truck and van distribution group in the UK.

Lex's marketing and distribution skills are represented by **Hyundai Car (UK)** which imports Hyundai cars and sells them through a network of 150 dealers. Lex also imports and distributes **Isuzu** trucks and **Komatsu** and **Daewoo** lift trucks.

### **Enquiries:**

David Leibling, Lex Service PLC

Telephone: (01628) 843888. E-mail: Lex @lex.co.uk Web site: www.lex.co.uk

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# 1998 Lex Report on Motoring

Driving for the future

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Lex Service PLC  
Lex House  
Boston Drive  
Bourne End, Bucks  
SL8 5YS  
(01628) 843888  
E-mail: [Lex@lex.co.uk](mailto:Lex@lex.co.uk)  
Web site: [www.lex.co.uk](http://www.lex.co.uk)

Figures from this Report may be freely quoted (except for commercial purposes and uses in commercial press releases) provided reference is made to the 1998 Lex Report on Motoring 'Driving for the Future' published by Lex Service PLC, with research by MORI.

This report was compiled for Lex Service by Jon Francis of Market Dynamics Ltd.

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The 1998 Lex Report on Motoring presents the analysis of two surveys conducted by Market & Opinion Research International (MORI) on behalf of Lex Service PLC.

For the main car drivers survey, MORI interviewed a sample of 1,287 car drivers (defined as driving at least once a month) between 1 October and 6 November 1997. This sample included a boosted quota of company car drivers (380) and a boosted Scottish quota (111), which was predominantly company car drivers. These quotas were set according to the managerial/professional incidence of each of the 102 constituencies where interviewing took place. The data have been weighted to reflect the actual GB incidence of company and private car drivers and to reflect the number of drivers in each region.

The report also includes the (unweighted) results of a separate survey of 152 truck drivers, conducted across Great Britain at the same time and in the same 102 constituency sampling points as the main car drivers survey.

A series of econometric models and demographic models of the car market were prepared for this report by Market Dynamics Limited.

## TERMS

Where sub-group bases are given in the tables and charts these are unweighted i.e. the actual number of people interviewed in that group.

In the text we have used the term 'company car driver' to mean anyone for whom the car they drive most often is either provided by their company or bought as a business expense. Those whose car is provided by their company are referred to in the text as 'company provided car drivers'.

In places, the results from the survey have been grossed up to millions of drivers or millions of vehicles, by multiplying the results from the survey by the appropriate number. There are approximately 27 million drivers in Great Britain and 26 million vehicles.

It should be noted that fieldwork for each year's report took place in the preceding year e.g. the research for the 1990 report was carried out in late 1989. The dates quoted throughout the report refer to the year in which the research was undertaken.

## STATISTICAL RELIABILITY AND DEFINITIONS

The appendix gives details of the statistical reliability of the research and definitions and should be consulted for more information. 'Don't know' responses are not shown in the report unless this was a significant and/or meaningful response. Where comparisons are being made between different samples, answers have, where appropriate, been repercentaged excluding 'don't knows' in order to give directly comparable results.



FROM THE RT HON GAVIN STRANG  
MINISTER FOR TRANSPORT



DEPARTMENT OF THE ENVIRONMENT,  
TRANSPORT AND THE REGIONS

ELAND HOUSE  
BRESSENDEN PLACE  
LONDON SW1E 5DU

TEL: 0171 890 3000

These are challenging times in the transport world. But one thing is for certain - continuing as we have been is not an option. Current traffic forecasts suggest a rise which will produce traffic levels 38% higher than at present in 20 years time if there is no change in current policies. We cannot stand by and watch as growth in car use continues to accelerate resulting in worsening congestion and pollution.

One of the first things the Government did after it swept into power in May was to bring Environment, Transport and the Regions together into one department. A move which demonstrated our clear determination to put environmental considerations at the heart of transport policy.

Since then we have embarked on the most far reaching review of transport policy for decades. In August the Government urged people to have their say and over 4,500 individuals and 2,000 organisations took the opportunity to put their views forward. We are now working towards our next landmark, the publication next spring of the first Transport White Paper in twenty years.

There is one thing I can tell you in advance - the Government will lead by example. We are looking at how cars can be made even more environmentally-friendly. The *Foresight Vehicle Initiative* - run by the DTI - is working with industry to develop greener vehicles. Building on this, the *Cleaner Vehicles Task Force* which I spearhead with Ian McAllister of the SMMT, was set up by the Prime Minister in November. It aims to promote environmentally-friendly vehicles people actually want to drive and buy.

We all must challenge the way we think. The car should not be the automatic choice for all journeys. Transport planners and providers must "think the unthinkable" to devise better and more imaginative use of the existing infrastructure and capacity.

I believe the Lex report provides a valuable insight into transport needs and expectations. It also demonstrates how cars will remain an integral part of our society and proposes just the kind of practical solutions we are keen to encourage.

If we take action now, the UK can have a sustainable transport network fit for a modern nation in the twenty-first century.

**GAVIN STRANG**  
**Minister for Transport**



**T**his is a special year for the Lex Report on Motoring as it is the tenth annual report we have produced. We have taken this opportunity to stand back and look at how life for the British motorist has changed over the past decade and assessed how it is likely to change into the future. We have done this by looking back at the results of the last ten years' research and then, through new research specially undertaken for Lex by MORI, probed the attitudes and expectations of both car drivers and truck drivers for the future. We have also taken this opportunity to produce our own forecasts of future demand for car ownership and thus new car sales and estimated how the number of drivers will change over the coming years.

The picture that emerges is very clear. We are becoming more and more dependent on road travel and the car has become woven into the everyday fabric of the lives of drivers and non-drivers, both at work and in our home lives. There is no evidence that this will change and whilst motorists would like to use public transport more, the reality is that public transport is impractical, uncomfortable, inconvenient and expensive for many journeys.

As we have seen dependence on the car increase (to a point where doubling public transport would only reduce the miles we cover in our cars by 13%), we have seen investment by government on transport fall by a third.

We urge the government to recognise the reality of drivers' attachment to their cars. Public transport and rail freight are important, but to deal with these as the priority is to ignore the main issue. The problems of congestion and pollution can more easily be solved by maintaining and improving our roads, by scrapping older, high polluting cars and by using technology to get greater capacity from our existing roads. We would also support taxing road users in a more equitable and green way through petrol duties rather than road tax, provided the money raised goes back in to transport.

The other key transport initiatives we urge the government to examine and invest in are: more school buses to reduce congestion and increase road safety, better provision of inter-modal exchange points, including park and ride schemes, and inter-modal timetables and other information systems. These will help persuade drivers to use public transport in the most congested areas and at the most congested times of day.

Company cars are an essential part of our commercial life in Britain. They are not a fat cat perk, but are a working tool for four out of five company car drivers. To tax them off the road raises revenue but does not deal with any of the problems industry faces or congestion. A change we would support is to tax company car drivers on their private mileage rather than the current basis related to business mileage.

Whilst car sales have grown steadily in the last five years, we have not seen the huge upswing of 1988/89. It is probable that the market will fall slightly in the next two or three years, but underlying demand for car ownership and new cars remains strong. It is critical that everyone in the industry continues to improve the services and products we offer the motorist even if the market slows down. We hope that by making the results from the Lex Report on Motoring widely available, we can help our industry deal with the key issues facing it. We also hope we can encourage policy makers to seize the great opportunities that lie ahead, to make the car economically efficient and as environmentally benign as possible.

I hope you find the report helpful and useful.

A handwritten signature in black ink, appearing to read "Trevor Chinn".

Sir Trevor Chinn  
CHAIRMAN, LEX SERVICE PLC





### **1 CAR-BORNE BRITAIN: The last ten years**

Car ownership has continued to rise over the past ten years and accounts for a rising percentage of total mileage travelled in Britain. Drivers and non-drivers alike are reliant on cars, both practically and emotionally. Motorists would use public transport more if standards were better, but at the moment there are few alternatives to the car for most people in many situations. Motorists are enjoying their motoring more than ever, but at the same time are taking a more pragmatic and less romantic view of their cars.

### **2 CAR-BORNE BRITAIN: Into the future**

All predictions suggest continued strong growth for the car. The car parc is set to rise by 10% in the next five years, with no indication of any turning points in car ownership. Combining government predictions of demographic change with assumptions on the continued increase in the proportion of women having driving licences suggests strong future growth in the number of car drivers. Government predicts traffic growth of 38% in the next 20 years. Models and forecasts prepared by Market Dynamics for the Lex Report predict a short term drop in new car sales in the next two years, followed by good growth - based on the assumption that there is no change in company car tax.

### **3 THE UPS AND DOWNS OF LIVING WITH THE CAR**

Motorists are increasingly concerned about problems of congestion, both in town and on major trunk roads. Many believe these issues have reached a crisis point where immediate action is needed. Motorists are reporting no worse local congestion now than they have in the past, but find unexpected local congestion the most frustrating. Many drivers are concerned about environmental problems associated with the car, but attitudes have changed little over the past ten years. The most pressing environmental concern is local air pollution.

### **4 SCENARIOS OF THE FUTURE: Motorists' responses to rising congestion and pollution**

The impact of further rises in congestion will cause motorists to respond differently on different types of journey. Motorists would change the timing and destination of their trip where there is flexibility, such as for shopping. On school runs, where there is little flexibility in time and destination but where the car is less necessary, a significant number would start to walk or cycle, although very few would use public transport. On commuting or travelling for work there is little opportunity to change time or destination and most people would just leave more time or seek an alternative route. Congestion impacts most on travel for work and costs the economy at least £10 billion a year. Whereas further congestion would make little impact on the number of trips made by car - people will just grin and bear it - rising pollution would cause people to consider other modes of travel, although very few would give up their car.

### **5 SEEKING SOLUTIONS TO CONGESTION AND POLLUTION**

Motorists believe the best (and most popular) ways of dealing with congestion are to invest in public transport and to manage the road network more efficiently. They do not want restrictions on travel or car ownership, but many would welcome petrol tax replacing road tax. Motorists believe many policies that would reduce congestion would also deal with the problem of pollution, although in addition they would like the government to encourage the production of more fuel efficient cars. Motorists would welcome a stricter MOT to rid the country of high polluting cars. The majority want any money raised through road charging to be put back into transport.

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**6**  
**ATTITUDES  
TOWARDS  
TRANSPORT  
TELEMATICS**

*Transport telematics is the application of information and communications technology to transport problems.*

Motorists welcome information/telematics innovations that provide them with useful information and warnings on weather, congestion, speed limits and safe driving practice. They reject intrusive telematics that take control away from the driver. They support the introduction of road-side devices that can track stolen cars and report overweight lorries, but not ones that automatically report them if they are speeding. They also strongly support intelligent road signs giving real time advice and believe this will help control congestion. Motorists expect rapid progress of telematics into their cars.

---

**7**  
**THE TRUCK  
DRIVERS'  
PERSPECTIVE**

Truck drivers believe that congestion and pollution should be dealt with by investing in better roads, combined with more emphasis on rail freight and keeping traffic out of town centres. They are against higher charges or taxes for road users, but if they should be raised they want the money spent on transport and in particular the road network. Many would welcome in-cab telematics that enhance their control through providing them with better information and warnings, and they expect these features to make rapid progress into their cabs. They are more far sighted than car drivers in welcoming traffic management schemes that help to keep traffic moving smoothly. Truck drivers are loyal to their firms and take pride in being public representatives of their employers.

---

**8**  
**CAR OWNERSHIP  
AND CAR SALES**

Car ownership in Britain continues to rise faster than population growth or household formation, and consumer expectations are for further growth. Car ownership reflects economic wealth and levels are converging across Europe. New car sales in Britain have been relatively strong in 1997, particularly in the corporate sector, even though car replacement cycles remain unresponsive to prevailing economic conditions. Proposed changes to the timing of new registration letter for cars are expected to increase the concentration of sales into two peak months. Smaller and more exclusive manufacturers continue to take market share from more mainstream marques.

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**9**  
**CAR BUYING  
AND SERVICING**

Even with the average price being paid for cars rising, an increasing proportion of people are paying for their cars with cash. The use of contract purchase and contract hire to buy new cars is also rising. Increasing numbers of used cars are being bought through specialist used car dealers and franchise dealers, rather than being bought privately. Used car buyers choose cars on the basis of factors that reduce risk, such as full service history and the trustworthiness of the seller. They tend to rely on their own views and the views of their friends in assessing the value of a car they are buying. The trend away from DIY servicing and the trend towards using garages, workshop and new car dealers continues. Satisfaction with servicing remains high.

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**10**  
**DRIVER AND  
CAR PROFILES**

The profile of car drivers is becoming more middle aged and more up market. All of the increase in new car sales over the past ten years can be accounted for by the increase in the number of women buyers. Company car drivers are predominantly male and middle aged. The company car is an essential tool of work for four in five company car drivers and on average they drive twice as far each year as private car drivers. Some 10% of cars on the road are company cars. Average mileage covered each year per driver has remained broadly static over the past ten years. The average age of cars on the road is increasing.





# 1 CAR-BORNE BRITAIN: The last ten years

## Summary

Car ownership has continued to rise over the past ten years and accounts for a rising percentage of total mileage travelled in Britain. Drivers and non-drivers alike are reliant on cars, both practically and emotionally. Motorists would use public transport more if standards were better, but at the moment there are few alternatives to the car for most people in many situations. Motorists are enjoying their motoring more than ever, but at the same time are taking a more pragmatic and less romantic view of their cars.

<b>1.1. The increasing dominance of the car in Britain</b>	<b>10</b>	<b>▶</b>
<b>1.2. The reliance of motorists on the car</b>	<b>12</b>	<b>▶</b>
<b>1.3. Attitudes to public transport</b>	<b>13</b>	<b>▶</b>
<b>1.4. Attitudes to the car</b>	<b>15</b>	<b>▶</b>
<b>Lex Comment</b>	<b>16</b>	<b>▶</b>

## 1.1 The increasing dominance of the car in Britain

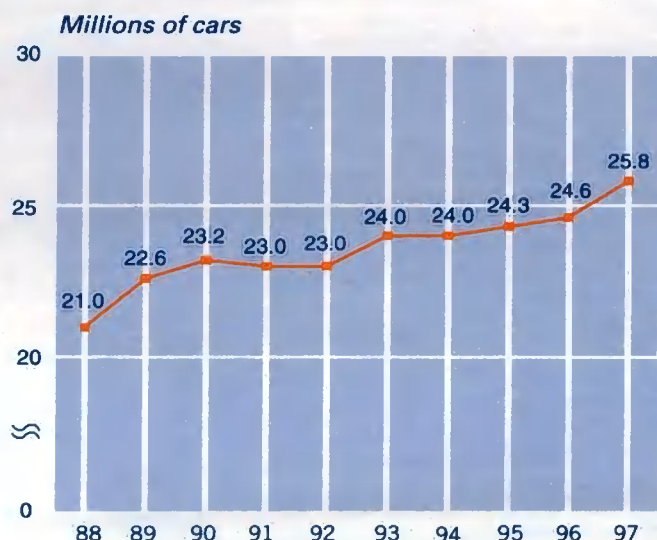
The rising dominance of the car over the course of this century is well documented. Over the ten years of the Lex Report a consolidation of this position has been seen with further growth, both in the number of cars on the road and in the number of miles being travelled.

In 1988, the year of the first Lex Report, there were 21.0 million cars on the roads of Britain. There has been a rise of over 20% or 4.8 million since that time, despite a small fall during the recession of the early 1990s.

### The car increases its dominance of the British travel market

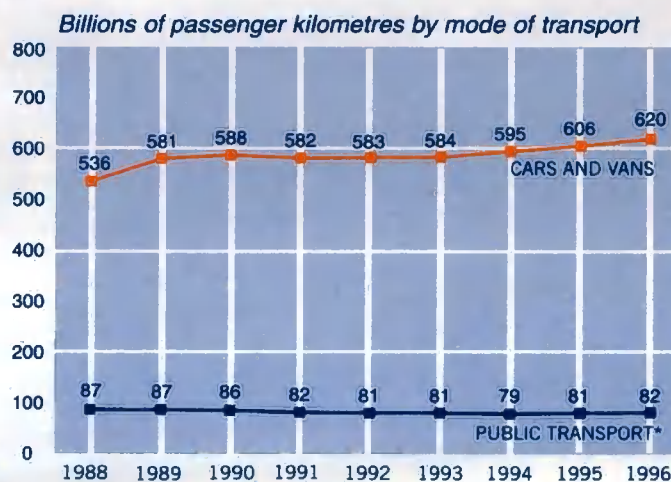
The total mileage covered by cars has risen by 15% and now accounts for 86% of all passenger miles, a rise of 2.5 percentage points. During this time there has been significant and rising investment in public transport (the government spent £3.5 billion on public transport in 1994/5), but passenger miles travelled on public transport have actually fallen 6% in the last ten years, reaching a 50 year low in 1994.

Figure 1.1. Car ownership in Britain



Base: All drivers  
Source: Lex Report on Motoring/MORI

Figure 1.2. The increasing dominance of the car in Britain



\* Buses, coaches and rail

Source: Transport Statistics GB 1997, The Department of the Environment, Transport and the Regions





Fewer motorists are now using public transport than were in the first survey in 1988. In 1988, 65% of motorists never used buses, compared with 69% now, whilst 58% never used trains compared with 66% now. This trend is not universal, however, with an increasing number of motorists using buses and trains to go to leisure venues. Shopping and leisure trips are the journeys on which motorists are most likely to use public transport - the vast majority use their car however.

Car usage is becoming more common across all social groups, although men remain more likely to be motorists than women. Only in the DE socio-economic group are less than half drivers. This group is predominantly made up of the unemployed and pensioners. Older people are less likely to be drivers, partly a reflection of their economic circumstances but also due to less of them having ever passed their driving test. This will change as the high proportion of middle aged people who are currently drivers, retire in the early years of the next century.

**Car owners using public transport less**

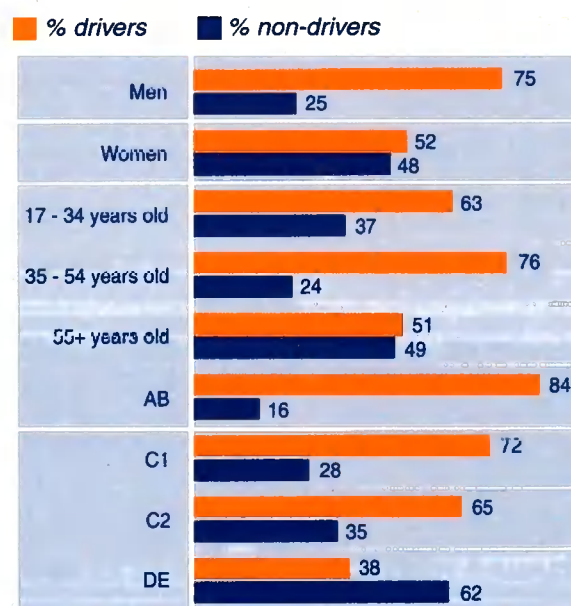
**Figure 1.3. Motorists' use of public transport**

	% use car nowadays		% use buses or coaches nowadays		% use train/ underground nowadays	
	1988	1997	1988	1997	1988	1997
Travel to/from work	61	52	5	5	5	4
Travel in connection with work	31	26	2	2	5	7
Visiting friends and family	86	82	3	3	5	9
Going shopping	n/a	76 86	n/a	12	n/a	9
Going to sports/ leisure/entertainment	56	60	2	11	2	12
Taking children to school/playgroup	n/a	25	n/a	1	n/a	0
None of these	0	0	65	69	58	66

Base: All car drivers

Source: Lex Report on Motoring/MORI

**Figure 1.4. The profile of car drivers and non-car drivers.**



Base: All adults (17+), (1900)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

## 1.2 The reliance of motorists on the car

Over the past ten years car ownership has risen by 20% and the number of car owning households has risen by 16%. These new car owners appear to be as reliant on their cars as long term drivers. The proportion of motorists who agree that "I would find it very difficult to adjust my lifestyle to being without a car" has remained the same throughout the history of the Lex Report at around 80%.

Drivers living in the country are more likely to agree with this statement (84%) than those living in towns (74%).

### Drivers and non-drivers are reliant on the car

This measure of reliance is attitudinal, but the Lex Surveys have also shown that a slowly rising proportion of the population are regular drivers. Six in ten of all adults (89% of motorists) drive a car every day or most days, suggesting a very practical reliance too.

It is not, however, just motorists who are reliant on the car. In the 1995 Lex Survey, non-drivers were questioned about their travel patterns. Two thirds of these non-drivers travel by car each week. The National Travel Survey shows that three quarters of the travel of non-drivers in car-owning households is done by car and four tenths of the travel of non-drivers in households without a car is done by car.

Figure 1.5. Reliance of drivers upon the car

*"I would find it very difficult to adjust my lifestyle to being without a car"*

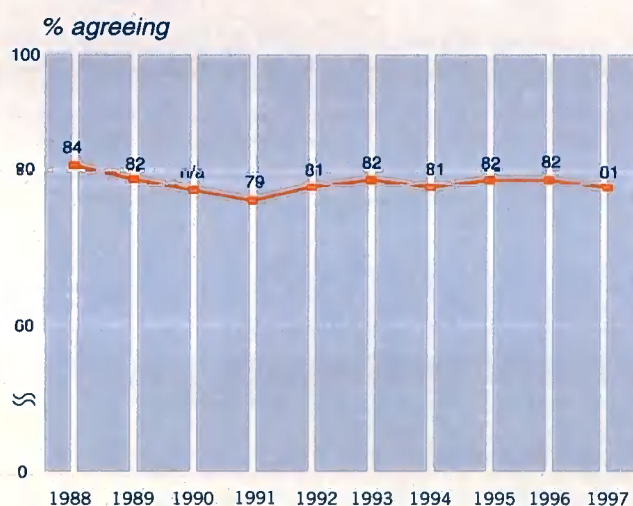


Figure 1.6. Frequency of driving

	% never drive	% drive a few times a week or less	% drive every day/ most days
1991	40	4	56
1993	38	4	58
1995	36	4	60
1997	37	4	59

Base: All adults

Source: Lex Report on Motoring/MORI





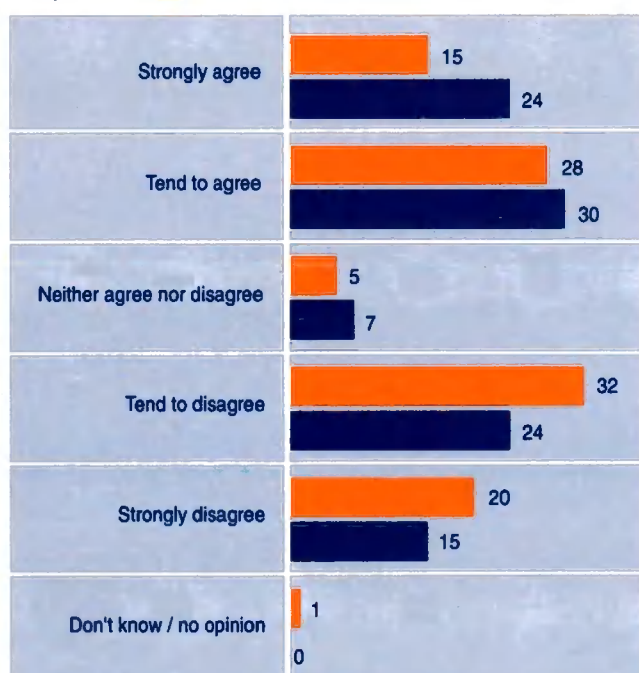
## 1.4 Attitudes to the car

Whilst more people have become reliant on the car, a rising number of people take a very pragmatic and unromantic view of motoring. 54% agree with the statement "I don't care what I drive so long as it gets me from A to B", a rise of 11 percentage points since 1988.

Although a falling number of people may see cars as aspirational, a rising number of people enjoy driving, as standards of comfort and manufacture have improved. On the 'chore' journeys of commuting, travelling for work and shopping, 66% say they enjoy driving - a rise of 12 percentage points since 1990. Most people continue to enjoy driving when going to a leisure destination. The least enjoyable trip appears to be 'the school run', where the joint pressures of children and congestion take their toll. Six in ten, however, still find this trip pleasurable.

**Motorists have a pragmatic outlook on modern cars**

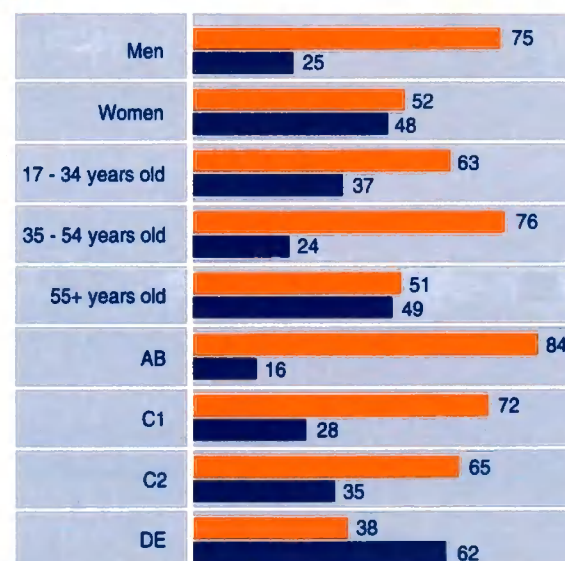
**Figure 1.11. Attitudes towards the car**  
"I don't care what I drive so long as it gets me from A to B"  
% agreeing ■ 1988 ■ 1997



Base: All car drivers

Source: Lex Report on Motoring/MORI

**Figure 1.12. The enjoyment of driving**  
% finding different aspects of driving pleasurable  
■ 1990 ■ 1997



Base: All car drivers

Source: Lex Report on Motoring/MORI

## Lex Comment

The car continues to strengthen its position as the favoured travel option for most people on most journeys. Car ownership can be seen to cut across all socio-economic and age groups and is the foundation of both social and commercial life in Britain.

Motorists are not opposed to public transport, and we have seen that many would like to use buses and trains more. The services currently offered, however, are not an acceptable alternative for most people on most journeys.

The importance of public transport needs to be kept in perspective. Doubling public transport would reduce passenger car miles by just 13%. Properly targeted investment in public transport may be worthwhile, but this will not solve Britain's transport problems. We need more by-passes and more investment in our current motorway network in order to keep people and goods moving.

The focus of investment in public transport should be in providing more choice where it can provide a reasonable alternative to the car. In particular there should be investment on inter-urban routes, radial routes into towns and in the centre of major conurbations. It should also be recognised that there are journeys where public transport can not compete - on circumferential routes around towns for example. In these cases the focus should be on investment in appropriate road schemes.

The other key message from this section is that consumer expectations from their cars are rising, with consumers taking an increasingly searching and rational look at what is on offer. This will ensure that it will only be those manufacturers and distributors who are committed to perpetual change and improvement that will succeed in the years ahead.



### Summary

All predictions suggest continued strong growth for the car. The car parc is set to rise by 10% in the next five years, with no indication of any turning points in car ownership. Combining government predictions of demographic change with assumptions on the continued increase in the proportion of women having driving licences suggests strong future growth in the number of car drivers. Government predicts traffic growth of 38% in the next 20 years. Models and forecasts prepared by Market Dynamics for the Lex Report predict a short term drop in new car sales in the next two years, followed by good growth - based on the assumption that there is no change in company car tax.

2.1.	<b>Forecasts of traffic growth</b>	18	➤
2.2.	<b>Forecasts of the total number of cars</b>	19	➤
2.3.	<b>The impact of demographics on driver numbers and the number of cars</b>	20	➤
2.4.	<b>Forecasts of new car sales</b>	22	➤
	<b>Lex Comment</b>	26	➤

## 2.1 Forecasts of traffic growth

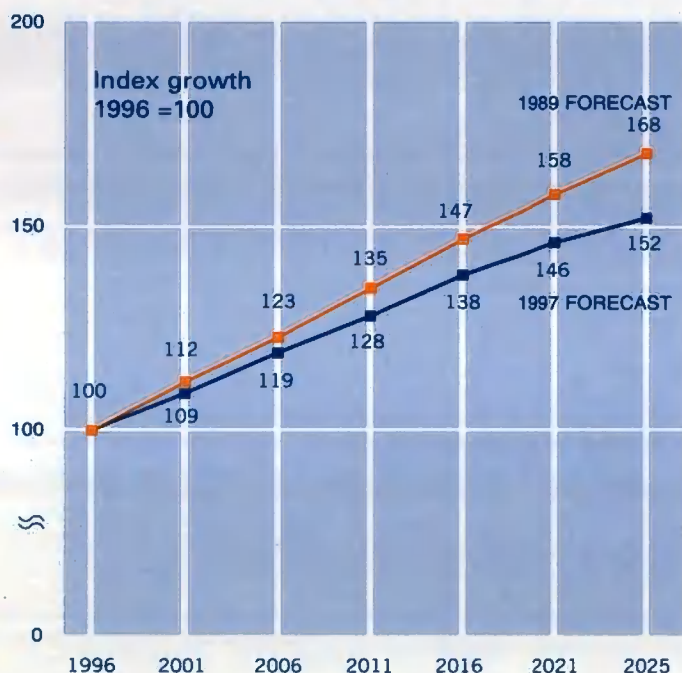
The government has recently revised its model and forecasts of vehicle miles in Britain. These forecasts are considerably lower than the last forecasts (produced at the peak of the late eighties boom). In 1989, it was predicted that traffic would grow by around 47% between 1996 and 2016. The latest forecasts suggest that traffic growth over that period is likely to be 38%.

These models go down to a very detailed level and are based on current policies, the current capacity of the road network and assuming the current relationships between the economy, other factors and traffic growth continue to hold good. It does assume some degree of restraint from current road capacity.

**The government predicts  
strong growth in car traffic**

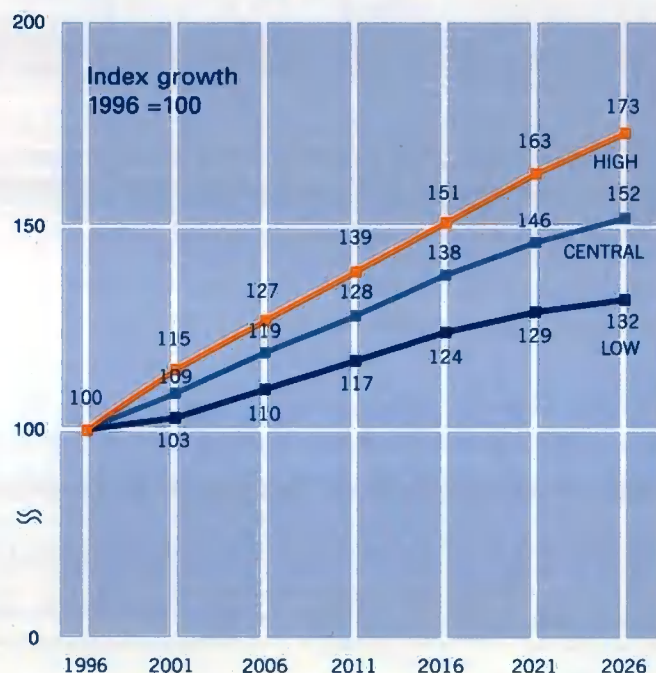
The Department of the Environment, Transport and the Regions (DETR) estimate uncertainty limits for these forecasts. Even under the lowest forecast the DETR expect traffic growth of at least 30% in the next 30 years. The DETR explicitly recognise, however, that these forecasts will be affected by supply-side and policy initiatives.

Figure 2.1. Government forecasts of traffic growth



Source: Department of the Environment, Transport and the Regions

Figure 2.2. High and low forecasts of traffic growth\*



\* 1997 Forecasts

Source: Department of the Environment, Transport and the Regions



## 2.2 Forecasts of the total number of cars

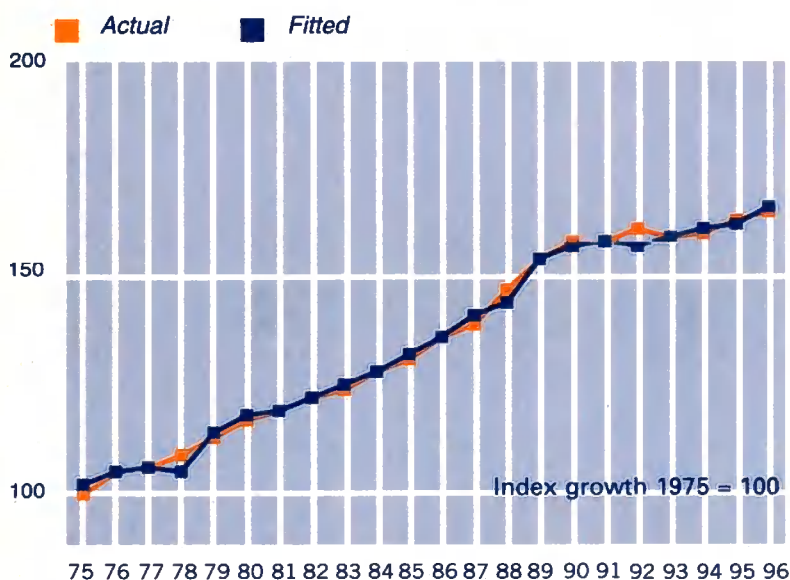
Market Dynamics looked at the factors that determine growth in the total number of cars on the road. This model identified not only that the size of the car parc (total number of cars on the road) was dependent on economic factors, but that future growth was partly determined by how the market has developed historically. Thus the absolute size of the car parc moves relatively slowly, with much of its momentum maintained by existing car owners and further growth fuelled by the economy. It does not, therefore, suffer severe ups and downs.

Given the slow moving nature of the total number of cars on the road, this model was able to accurately represent historic trends and predicts further steady growth in the total number of cars on the road of 10% by 2002 to around 28.4 million cars. This compares with growth of 6% over the past five years. The Lex Survey data show that mileage per vehicle has remained steady over the past ten years, suggesting mileage should also increase by around a tenth over the next five years.

As important as the forecast, however, was the finding that there appeared to be no fundamental change in the relationship between growth in the economy and the car parc and there is therefore every expectation that car ownership and usage will rise further.

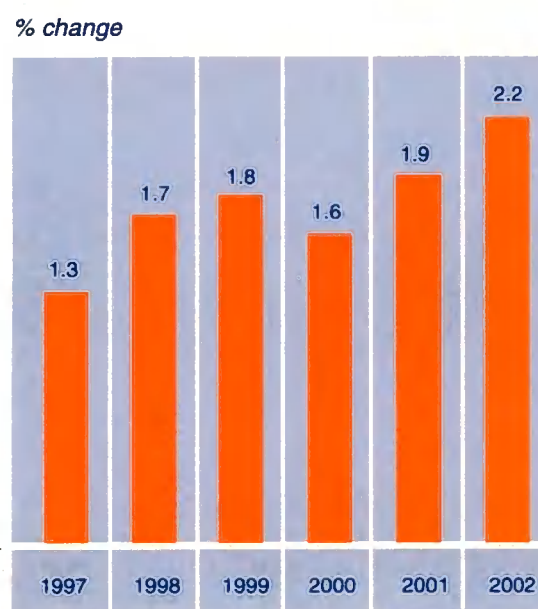
**Cars on the road set for  
long, slow, steady growth**

**Figure 2.3.** Comparison of actual car parc with model predictions  
Number of cars on the road



Source: DETR/Market Dynamics

**Figure 2.4.** Forecasts of change in the  
total number of cars



Source: Lex Report on Motoring/Market Dynamics

## 2.3 The impact of demographics on driver numbers and the number of cars

The number of drivers in Britain is likely to be determined by a mixture of economic, demographic and cultural factors. Much publicity is given to the impact of long-term economic growth, but the demographic factors alone indicate a startling growth in the number of drivers in Britain over the next 20 years.

There are a number of important demographic changes which will in themselves impact on the number of drivers, in particular the increased number of middle-aged and older people as the baby boomers of the 1940s and 1960s become older.

### Strong growth in single person - single car households expected

There will also be an increase in the number of single person households. This is caused by the ageing of the population, the impact of divorce and the lower incidence of marriage amongst people cohabiting, arguably making it easier to split up. This in turn will cause a growth in the number of driving licence holders in single person households. On average a multi-person driving household has 1.6 cars, compared with 1.0 car in a single-person driving household. Every one percentage point switch from multi-person driving households to single-person driving households could add around 100,000 cars to the car parc, if these averages are maintained.

Figure 2.5. Key demographic changes affecting the car market (1)

	1985	1995	2005	2015
Number of young women under 24 / 000's	3585	2819	2889	2935
% of young women with a driving licence	49	52	-	-
Number of young men under 24 / 000's	3736	2970	3023	3076
% of young men with a driving licence	53	63	-	-
Number of older women over 65 / 000's	5105	5358	5263	5831
% of older women with a driving licence	19	24	-	-
Number of older men over 65 / 000's	3298	3656	3879	4590
% of older men with a driving licence	57	69	-	-

Source: Government Actuary/Office of National Statistics/DETR/Lex Report on Motoring/MORI

Figure 2.6. Key demographic changes affecting the car market (2)



Source: Estimate based on Department of the Environment data





The most important factor, however, is the growth in the number of women with driving licences.

Growth in the number of women driving licence holders is determined by three factors:

- The absolute growth in the number of women
- The increasing likelihood that young women will get a driving licence
- The ageing of generations where more women drive than was the case in previous generations.

Three scenarios have been developed where the combined future impact of potential changes are assessed.

**Scenario 1:** Impact of demographic change only

**Scenario 2:** Impact of demographic change and current women drivers continuing to drive into old age (but assuming women in the future are no more likely to get a driving licence than women today)

**Scenario 3:** as Scenario 2, but the likelihood of women getting a driving licence slowly rising to the current level of men.

**Large increase in the number  
of women drivers expected**

The first scenario gives the lowest forecasts, but still suggests an extra two million licence holders by 2015 (6% growth). The second predicts a growth of seven million licence holders (21% increase). The third predicts a growth of 11 million licence holders (34%). The actual likely outcome is expected to be somewhere between Scenario 2 and Scenario 3.

**Figure 2.7. Assumptions on driving licences**

% with licences

Age	Scenario 1		Scenario 2		Scenario 3	
	1995	2015	1995	2015	1995	2015
<b>Men</b>						
17-24	63	63	63	63	63	63
25-34	85	85	85	85	85	85
35-44	89	89	89	89	89	89
45-54	90	90	90	90	90	90
55-64	84	84	84	90	84	90
65+	69	69	69	90	69	90
<b>Women</b>						
17-24	52	52	52	52	52	63
25-34	71	71	71	71	71	85
35-44	73	73	73	73	73	89
45-54	70	70	70	73	70	90
55-64	49	49	49	73	49	90
65+	24	24	24	70	24	90

Source: Market Dynamics

**Figure 2.8. Forecasts of number of drivers in Britain**

Millions

	Number of women drivers*	Number of men drivers*	Total number of drivers*
<b>Scenario 1:</b> Demographic change only			
1995	14.7	17.4	32.1
2005	15.0	18.2	33.2
2015	15.1	18.9	34.0
% change: 1995-2015	3%	9%	6%
<b>Scenario 2:</b> People maintain current licence patterns into old age			
1995	14.7	17.4	32.1
2005	17.1	19.0	36.1
2015	18.8	20.1	38.9
% change: 1995-2015	28%	16%	21%
<b>Scenario 3:</b> Women approach the level of driving licence holding of men			
1995	14.7	17.4	32.1
2005	18.6	19.0	37.6
2015	22.8	20.1	42.9
% change: 1995-2015	55%	16%	34%

Source: Market Dynamics

\* Number with driving licences

## 2.4 Forecasts of new car sales

Lex Service commissioned Market Dynamics to prepare an econometric model of the new car market for the tenth Lex Report on Motoring. This model identified seven factors which have historically influenced sales over the period 1973-1996, although one of these, relating to minimum deposits for HP agreements, is no longer a relevant factor.

The factors can be split in to three categories: economic factors, confidence factors and car market specific factors. Some of these factors tend to result in short term fluctuations in the market (change in unemployment), others have one-off effects (company car tax), whilst some are long term determinants of growth (real disposable income).

### Long term growth in new car sales driven by rising incomes

Figure 2.9. examines the contributions to overall growth in the past 23 years. The majority of the growth can be accounted for by growth in real incomes. Rising mortgage debt and increased company car taxation have suppressed growth considerably over this period.

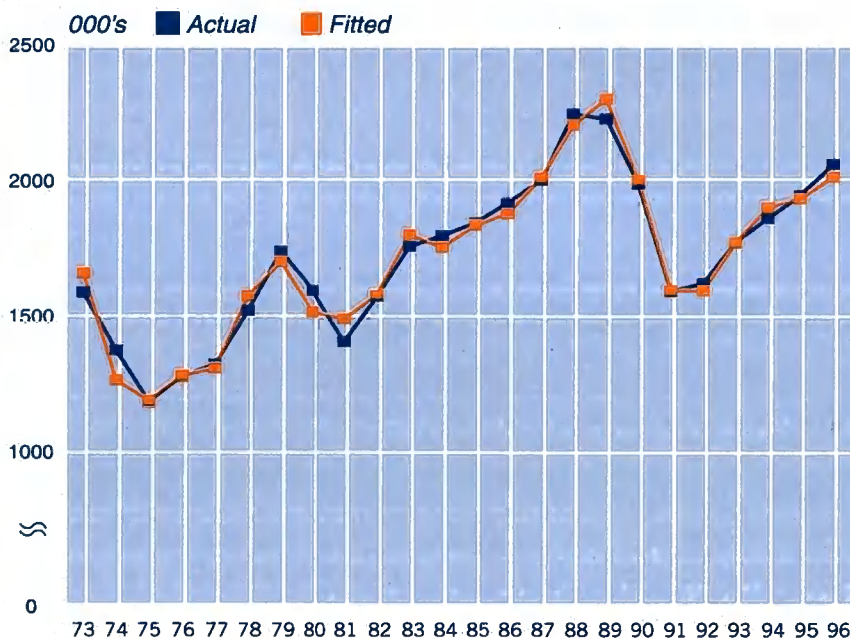
This modelling process suggested no fundamental changes in the new car market over the period analysed and could successfully explain 97% of the historic variation in the market. This suggests that the model is very good at explaining historic trends.

**Figure 2.9.** Components of model of new car sales

Factor	Contribution to sales growth: 1973-1996
<b>Economic factors</b>	
Real disposable income	116%
Real mortgage debt	-47%
<b>Confidence factors</b>	
Real house prices	1%
Change in unemployment	-8%
<b>Car specific factors</b>	
Minimum deposit on cars	2%
Real car prices	-3%
<b>Overall growth</b>	<b>14%</b>

Source: Market Dynamics

**Figure 2.10.** Comparison of actual new car sales to model predictions



Source: SMMT/Market Dynamics



The model was then used to produce forecasts of new car sales under a number of different scenarios. The core scenario uses Market Dynamics' central economic forecasts, whilst Alternative Scenario 1 looked at the impact of slower economic growth and a penal approach from the government to company cars, whilst Alternative Scenario 2 looked at a higher economic growth scenario and the absolute level of company car tax being left untouched.

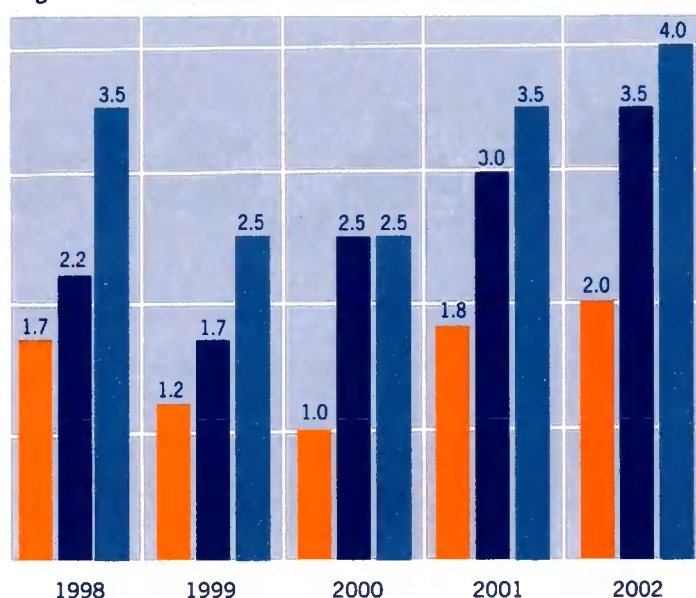
**Economic slowdown expected  
over next two years**

Market Dynamics' central forecast for growth in the economy over the next five years is for economic growth to slow over the next two years before recovering strongly at the end of the millennium. Unemployment is expected to fall slightly in 1998 before rising towards the year 2000 as it responds to changes in the business environment. Company profits are expected to maintain reasonable growth over this period.

**Figure 2.11.** Key economic variables 1. Real income growth

Alternative Scenario 1  
Forecast  
Alternative Scenario 2

% growth

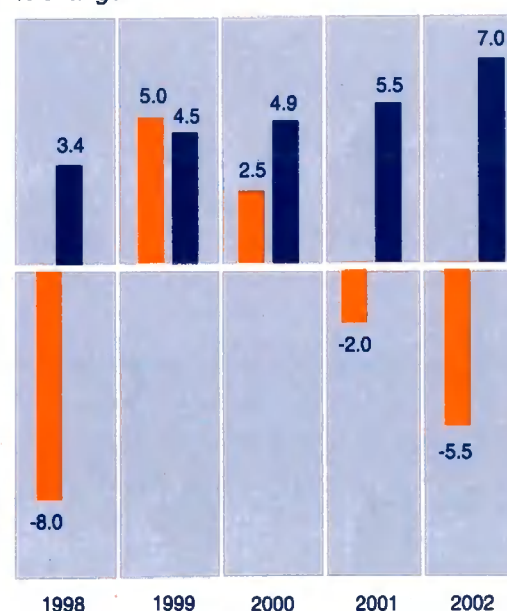


Source: Market Dynamics

**Figure 2.12.** Key economic variables 2. Change in unemployment and company profits

Change in unemployment  
Real company profits

% change



Source: Market Dynamics

Continued - 2.4 Forecasts of new car sales

1997 was a good year for car sales, in particular driven by the sharp fall in unemployment raising consumer confidence. There is no evidence from the models that building society windfalls played a part in this success, and that is backed up by research undertaken by MORI for The Bank of England. From this research Lex estimates that windfalls may have increased new car sales by around 25,000 units.

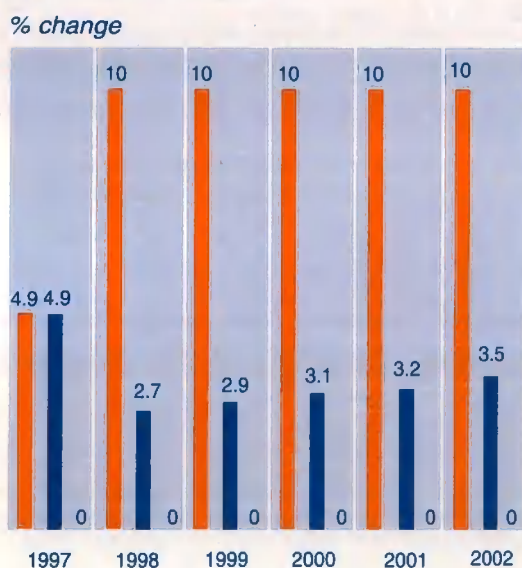
**New car sales set to decline  
slightly in 1998 and 1999**

The expected slow-down in the economy will result in a decline in the new car market in 1998 and 1999. Just as the 1997 peak was not of the magnitude of the 1989 peak, so the downturn in 1998-99 is not expected to be anywhere near the depth of the 30% drop from 1989 to 1991. Growth is expected to pick up again by the year 2000 and to be scaling new heights of over 2.4 million by 2002.

Under the alternative scenarios we could see continued falls in the new car market right through to 2002 if economic performance is poor and there is a punitive company car tax regime. Alternatively, growth could soar within the right economic and political climate.

Figure 2.13. Key economic variable 3. Company car tax

Alternative Scenario 1  
Forecast  
Alternative Scenario 2



Source: Market Dynamics

Figure 2.14. Forecasts of new car sales



Source: Market Dynamics





Separate econometric models were also produced for the company car market and the private car market.

The private car market is affected by the same variables as seen in the overall market, but an explicit link to company car tax was not found (although 66% of people who no longer have a company car for some reason go on to buy a replacement). The sensitivity of the private car market to each variable was slightly different from those found in the overall model.

The company car model was very simple and reproduced historical trends very closely, explaining 99% of historic variation in sales. Real corporate profits were the long term economic driver in this model, together with increases in service employment and self employment.

The Market Dynamics' models forecast a decline in both markets in the next two years, but with sharper falls in the private market. Both are expected to bounce back after this recession and to show good growth in the early part of the next century.

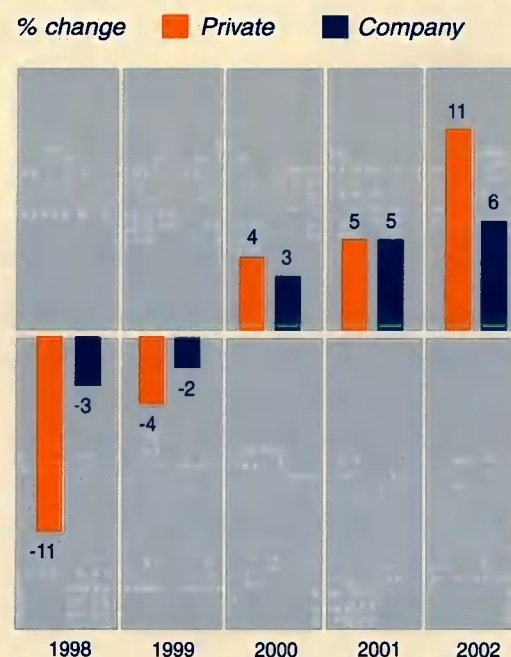
**Company car sales sensitive  
to corporate profits**

**Figure 2.15.** Components in the models of new company cars and new private cars

Private car factors	Company car factors
Real disposable income	Real corporate profits
Real mortgage debt	Change in unemployment
Change in unemployment	Company car tax
Real house prices	Service and self employment
Real car prices	
Minimum deposit on cars	

Source: Lex Report on Motoring/Market Dynamics

**Figure 2.16.** Forecasts of new company and new private car sales



Source: Lex Report on Motoring/Market Dynamics

## Lex Comment

The good health of the economy coupled with high consumer confidence has meant robust growth in new car sales, even without the assistance of building society windfalls. It looks unlikely these levels will be sustained in the short-term and the industry must brace itself for a difficult few years. The 1997 peak is not, however, as high as the 1989 boom, even though economic conditions have been comparably good and we expect the fall to be less severe too.

There are not, however, any long term problems in the new car market or any signs of a break in the link between economic growth and new car sales. If the government continues to provide the current taxation and legislation environment, the British car market should continue to prosper in the long term. Stringent tax reforms at this time will have a serious affect on profits and jobs in the motor industry.

The results from the modelling of the car parc reinforce our belief that the long term future of the car is secure. Economic growth, demographics, the increased economic power of women and the fundamental competitive advantages of the car over public transport will inevitably increase the number of drivers in Britain, the number of cars on the road, the number of miles they cover and the proportion of the travel market they account for (for further details see chapter 8).

The pressure for greater car ownership is severe and if the government wish to resist this pressure by controlling car usage, they must provide viable alternatives. Further rises in the numbers of cars are inevitable whatever is done with public transport, however, and the needs of drivers, who represent a large majority of the voting public, must be met.

Thus we urge the government to recognise the inevitability of people using their cars more and to ensure that they invest sufficiently in the road infrastructure and road management to enable it to partially cope with the increase in demand. At the very least the government must ensure that current and incipient bottlenecks are eliminated. A balanced programme of investment is needed to provide a good road infrastructure and a public transport system that encourages people off the road where it is more appropriate, efficient and environmentally considerate to do so. Better intermodal interchanges and public transport information systems will help to create an environment where motorists are encouraged, not forced, off the roads.

It is inefficient in the short term and perilous to inward investment in the long term if the road network continues to be neglected in the way it currently is. All the signs are that the car will be here for a long time to come. We need to make living with the car as beneficial and benign as possible.



### 3 THE UPS AND DOWNS OF LIVING WITH THE CAR

#### Summary

Motorists are increasingly concerned about problems of congestion, both in town and on major trunk roads. Many believe these issues have reached a crisis point where immediate action is needed. Motorists are reporting no worse local congestion now than they have in the past, but find unexpected local congestion the most frustrating. Many drivers are concerned about environmental problems associated with the car, but attitudes have changed little over the past ten years. The most pressing environmental concern is local air pollution.

<b>3.1. The problems associated with the car</b>	<b>28</b>	<b>➤</b>
<b>3.2. The impact of congestion on motorists</b>	<b>29</b>	<b>➤</b>
<b>3.3. Attitudes of motorists to the environment</b>	<b>31</b>	<b>➤</b>
<b>Lex Comment</b>	<b>32</b>	<b>➤</b>





## 3.1 The problems associated with the car

Despite their reliance on the car, motorists recognise that there are a number of very serious problems associated with motoring.

When drivers were asked in 1995 what they thought the major problems associated with the car were, the problems of congestion and pollution were top of their list. An increasing number saw congestion in towns as a problem in 1997 and concern about congestion on major roads has also risen rapidly. In contrast, concern about the environment from local pollution to global warming and destruction of the countryside has remained static since 1995.

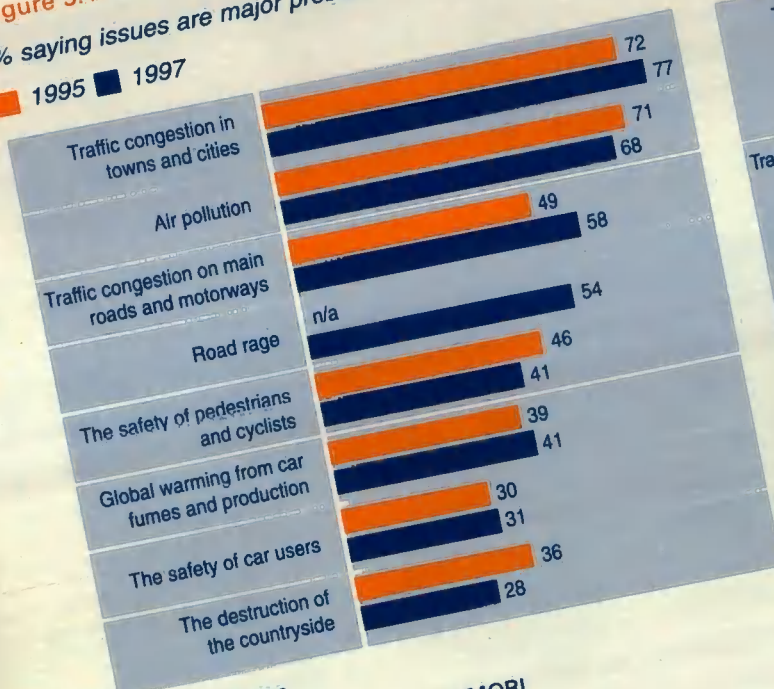
### Motorists concerned about the twin problems of congestion and pollution

Congestion and pollution, however, are seen as a serious problem by many more motorists than for any of the other issues researched. Many people feel that congestion and pollution have reached crisis point where action is required immediately. Road rage is clearly perceived as a major problem, but road safety - both for motorists and pedestrians - as highlighted in last year's report, appears not to be a concern for the majority of motorists.

'The traffic on the roads is terrible and I'm conscious of environmental issues' - Female 45-54

**Figure 3.1. Major problems associated with the car**  
% saying issues are major problems in Britain today

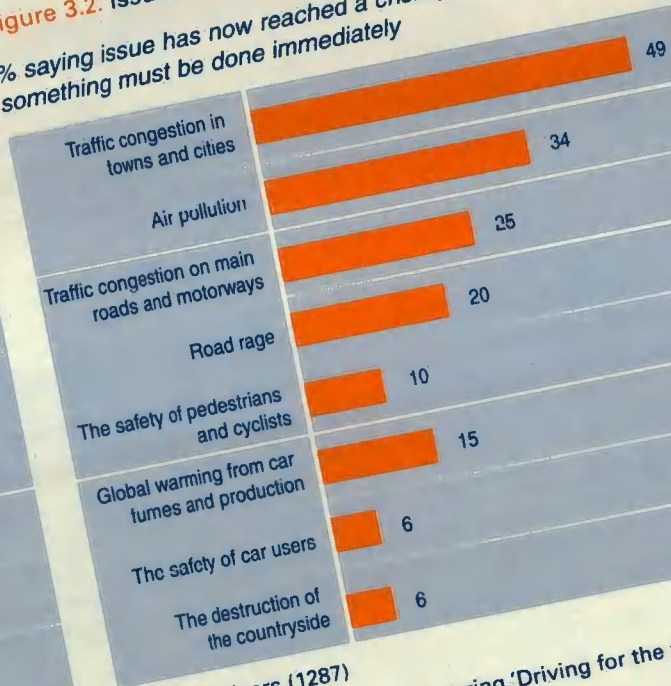
1995 1997



Base: All drivers

Source: Lex Report on Motoring/MORI

**Figure 3.2. Issues at crisis point**  
% saying issue has now reached a crisis point where something must be done immediately



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the



## 3.2 The impact of congestion on motorists

Although more motorists now think congestion generally is a major problem, fewer motorists are saying congestion is a problem in their local area than did back in 1991. Although two thirds still think it is a serious problem, only 30% now say it is 'very bad' compared with 37% six years ago. This may be because it is the rate of change of congestion that affects people's perceptions most - this is supported by more objective driver estimates of time lost through congestion which remained broadly steady over the 1990's.

All congestion is annoying, but more drivers say that congestion on local journeys is annoying than do congestion on long journeys. It is unexpected congestion that is worst of all. Some 24% of motorists find unexpected congestion on local journeys 'very annoying', which may be one of the contributory factors to the levels of road rage reported on in the 1996 and 1997 Lex Reports on Motoring. 86% of motorists experience congestion on long journeys they undertake regularly, although 39% do not allow for such delays at the start of their journeys.

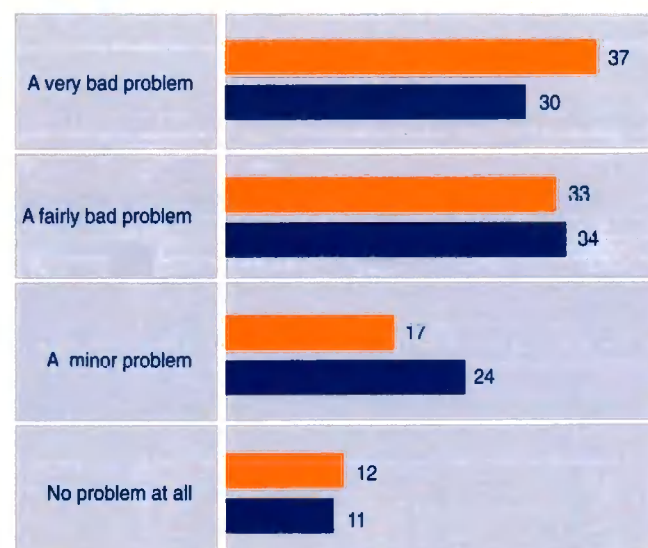
When faced with congestion and traffic jams, the majority of people sit back and listen to the radio, wind the window down, have something to eat or talk to fellow sufferers in other cars.

**Local congestion remains serious  
and frustrating for motorists**

**Figure 3.3. Experience of local congestion**

Extent of road congestion in the 5 miles around respondents' home

% ■ 1991 ■ 1997



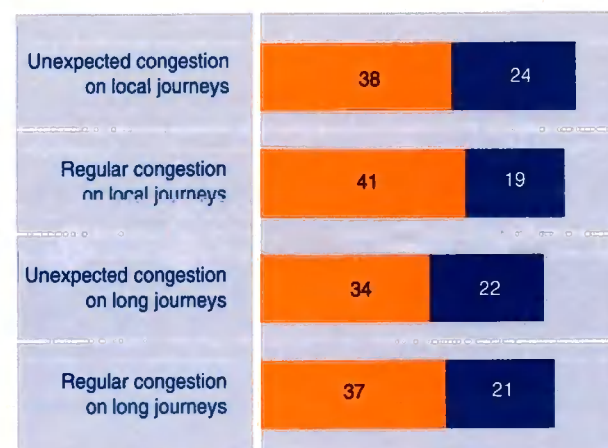
Base: All drivers

Source: Lex Report on Motoring/MORI

**Figure 3.4. Problems caused by congestion**

% finding congestion annoying

■ fairly annoying ■ very annoying



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring,  
'Driving for the future'/MORI



## Continued - 3.2 The impact of congestion on motorists

Some motorists, however, have experienced the slightly more eccentric side of British motoring:

*'On holiday once we were stuck in a jam and the couple in front got out a picnic table and had their lunch, then the traffic started moving and the bloke just got in and drove off, leaving his wife to clear up and chase him down the road - picnic table in hand'*

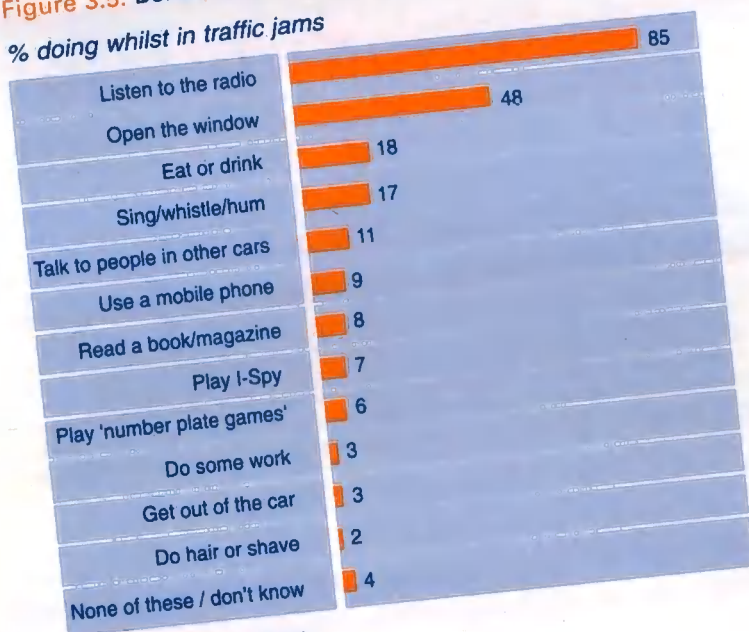
*'We saw these hippies get up on the roof of their car and put on a dance display for everyone'*

*'I saw someone successfully change out of a skirt and into a pair of jeans whilst they were waiting at the traffic lights'*

### Satisfaction with Britain's road network rising

Despite all these problems, people are more satisfied both with their local roads and the national road network than they were in the first Lex Survey in 1988. Satisfaction with local roads has risen from 54% to 68%, whilst satisfaction with the national network has risen from 59% to 67%. This indicates that the increase in the motorway network, bypasses and sophistication of traffic management systems over the past ten years, both at local and national level, have raised driver satisfaction. An example of improvement is the motorway network, which has increased in length by 13% over the period 1986-1996, whilst miles driven on motorways have increased by three quarters over the same period.

Figure 3.5. Behaviour in traffic jams



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, the future/MORI

Figure 3.6. Changing satisfaction with Britain's road network

	The local network %		The national network %	
	1988	1997	1988	1997
Very satisfied	8	11	10	11
Fairly satisfied	46	57	49	56
Nothor	7	11	9	11
Fairly dissatisfied	22	13	19	12
Very dissatisfied	17	7	9	4
No opinion	1	0	4	5

Base: All drivers

Source: Lex Report on Motoring/MORI



### Summary

The impact of further rises in congestion will cause motorists to respond differently on different types of journey. Motorists would change the timing and destination of their trip where there is flexibility, such as for shopping. On school runs, where there is little flexibility in time and destination but where the car is less necessary, a significant number would start to walk or cycle, although very few would use public transport. On commuting or travelling for work there is little opportunity to change time or destination and most people would just leave more time or seek an alternative route. Congestion impacts most on travel for work and costs the economy at least £10 billion a year. Whereas further congestion would make little impact on the number of trips made by car - people will just grin and bear it - rising pollution would cause people to consider other modes of travel, although very few would give up their car

4.1.	<b>Overview of the results on future congestion</b>	34	➤
4.2.	<b>The impact of future congestion on shopping trips</b>	35	➤
4.3.	<b>The impact of future congestion on school trips</b>	36	➤
4.4.	<b>The impact of future congestion on commuting</b>	38	➤
4.5.	<b>The impact of future congestion on work related travel</b>	39	➤
4.6.	<b>The overall impact of congestion on British motoring</b>	40	➤
4.7.	<b>The impact of future pollution on driving behaviour</b>	41	➤
	<b>Lex Comment</b>	42	➤



## 4.1 Overview of the results on future congestion

Motorists were asked a series of questions about different types of trips. How much time, if any, did they spend on each type of trip each week, how much time would it take them if there was no congestion, and how would they respond if in the future congestion doubled the time the journey took.

The current journey times and levels of congestion have been summarised in each section and an overview of the overall impact of congestion in Britain is provided in section 4.6.

### Drivers will stick to their cars even if congestion doubles their journey times

The expected responses to increases in congestion varied considerably according to the type of journey.

Shopping trips are activities where there is flexibility in start times and destination, but are trips where the car is very useful for its load carrying potential. If congestion doubled journey times for shopping trips the expected response would be to change the time of the journey, to change the shopping destination or to leave more time.

School runs are occasions where the timing and destination are fixed, but where there are viable alternatives in terms of walking or cycling. If congestion doubled many people would just leave more time (36%), but a significant minority would walk or cycle (28%).

Commuting by car is an activity where for most people the timing and destination is fairly rigid, although this may potentially change with more flexible working hours and home working. It is also an activity where, for many, there are few alternatives to the car. If congestion were to double, most

would leave more time or use other routes to get to work, with a small number switching to walking or cycling.

**Figure 4.1.** Summary of some of the expected responses to doubling of travel time through congestion

%	Shopping trips	School runs	Commuting	Travel for work
No change	17	29	21	31
Would leave more time	21	36	46	42
Would change time of journey	53	1	8	20
Would use other routes	18	15	23	26
Would use public transport	5	4	7	4
Would cycle or walk	7	28	12	2
Would share car/get lifts	2	7	8	2
Would do fewer journeys	17	1	n/a	7
Would stop doing journeys	1	3	n/a	1
None of these/Don't know	3	3	4	5

Base: All who do journey

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

The final activity examined was driving in the course of work. This is an occasion where there is some time flexibility, albeit with economic consequences. If congestion were to double the journey time for these trips, the response of most would be to leave more time, change the timing of the journey or try to seek other routes.

Very few (less than 7%) would use public transport or give up their car under any of the scenarios.





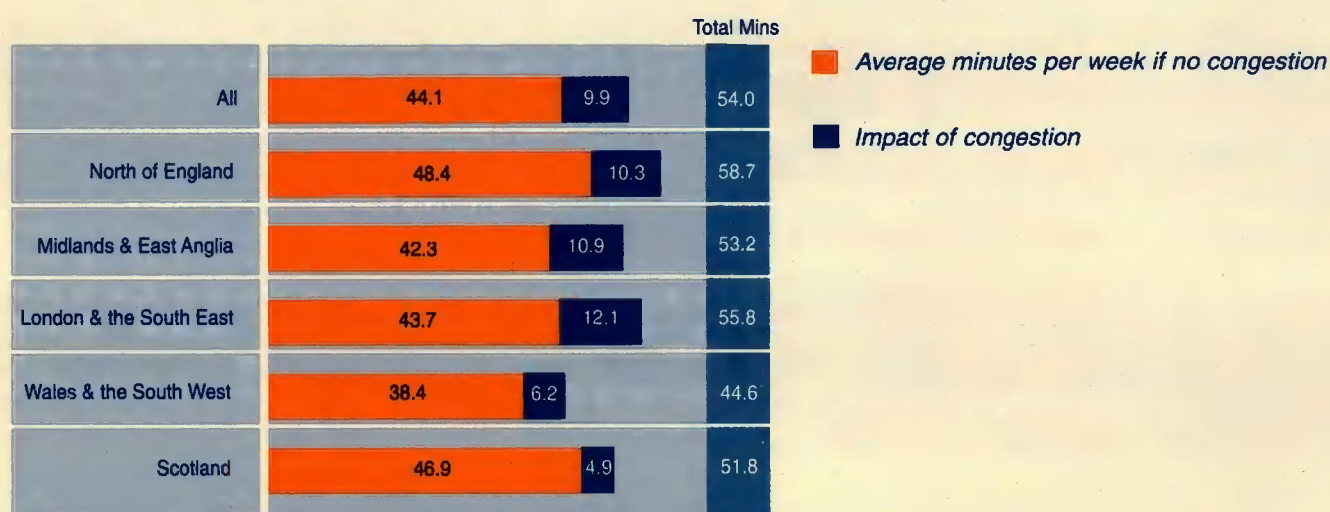
## 4.2 The impact of future congestion on shopping trips

Congestion currently adds an average of 10 minutes a week or 22% to shopping trips. It is considerably worse in the South East and the Midlands than in the rest of Great Britain and lower in Wales and the South West, and Scotland.

If congestion doubled journey times for shopping trips, the predominant response would be to change the time of the journey, to change the shopping destination or to leave more time. Just 5% would use public transport and 17% would modify the number of shopping trips they did, although this figure was slightly higher in the South East (22%).

**Congestion on shopping trips will  
change the time people shop**

Figure 4.2. Current journey times and current impact of congestion - Shopping trips



Base: All who do journey (1077)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Figure 4.3. Impact of journey time doubling in the future - Shopping trips

	All	North of England	Midlands & East Anglia	London & South East	Wales & South West	Scotland
No change	17	9	23	12	24	23
Would leave more time	21	17	18	25	27	18
Would change time of journey	53	59	49	50	54	60
Would use other routes	18	23	15	20	14	19
Would do shopping elsewhere	24	23	18	28	22	27
Would use public transport	5	7	3	7	3	4
Would cycle or walk	7	6	6	9	8	5
Would share car/get lifts	2	2	3	2	3	1
Would do fewer journeys	17	16	14	22	14	16
Would stop doing journeys	1	0	2	2	0	1
None of these/Don't know	3	4	4	3	2	4

Base: All who do journey (1073)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

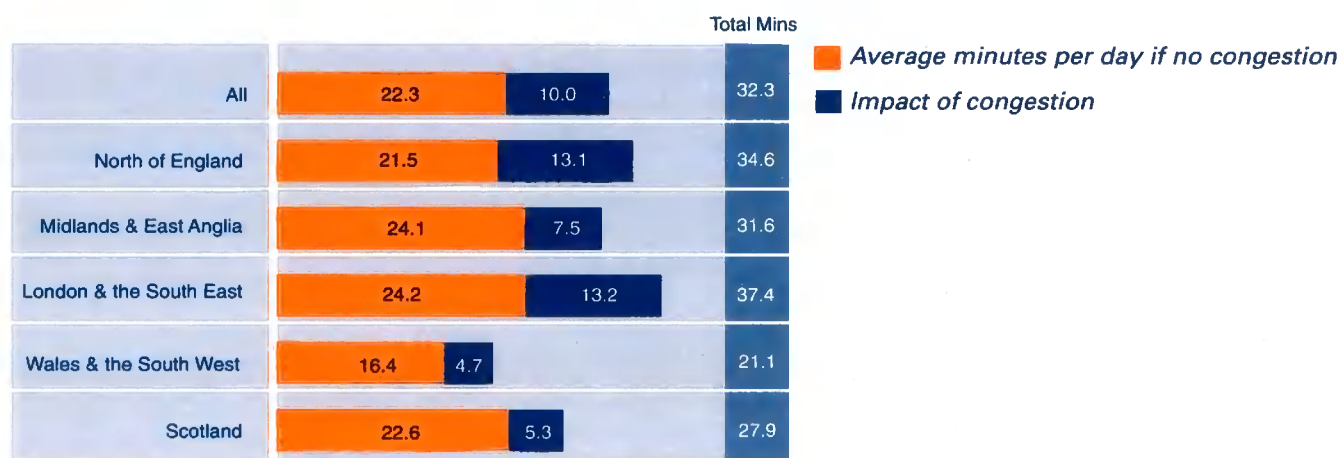
## 4.3 The impact of future congestion on school trips

Congestion currently adds an average of 10 minutes a day or 45% to school runs. It is considerably worse in the South East and the North of England than in the rest of Britain and lower in Wales and the South West, and Scotland.

### Congestion on school runs will make people leave their cars at home

If, in the future, congestion doubled the length of time it took to get the children to and from school, two thirds would make no change to their journey patterns or just allow more time. Some 28%, however, would stop using their car and use a bicycle or walk, with a further 4% using public transport. Just 4% would make fewer journeys or stop doing them altogether.

Figure 4.4. Current journey times and current impact of congestion - School runs



Base: All who do journey (316)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Figure 4.3. Impact of journey time doubling in the future - School runs

%	All	North of England	Midlands & East Anglia	London & South East	Wales & South West	Scotland
No change	29	21	42	25	30	30
Would leave more time	36	35	23	52	33	28
Would change time of journey	1	2	2	0	3	0
Would use other routes	15	18	12	19	10	12
Would consider moving home	3	2	0	6	0	7
Would consider changing school/playgroup	5	2	2	12	3	4
Would use public transport	4	10	0	3	0	4
Would cycle or walk	28	29	26	30	34	19
Would share car/get lifts	7	3	5	12	3	14
Would do fewer journeys	1	0	2	0	0	4
Would stop doing journeys	3	2	3	4	0	8
None of these/Don't know	3	4	2	0	3	4

Base: All who do journey (315)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI





Those people who take their children to school in the car were asked why they use the car, rather than some other means of transport.

The responses reflect both the problems caused by traffic and the intrinsic advantages of the car over other forms of travel.

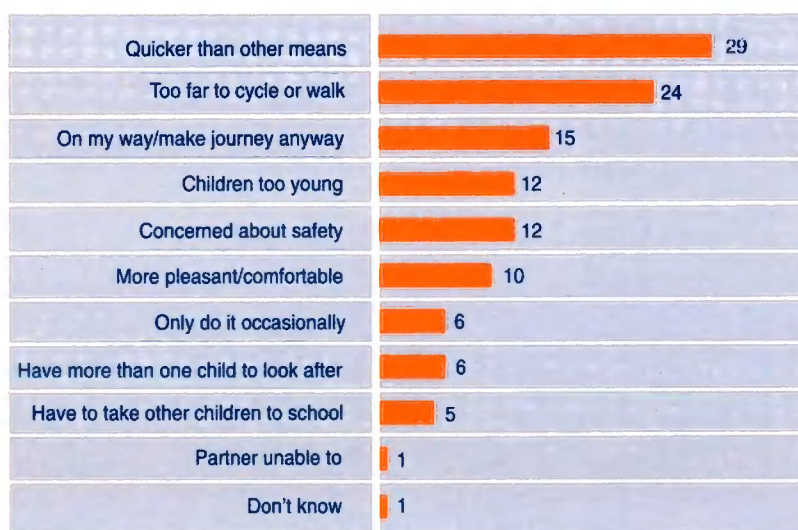
The highest response was that the car was the quickest means of taking the children, whilst one in ten cited the comfort and pleasantness of travelling by car. A quarter said it was too far to cycle or walk and a significant number said that the school was on the way to somewhere else they were travelling to.

**The car is the quickest and most comfortable way of taking the kids to school**

Some 12% said it was because their children were too young to go on their own and a further 12% because they were concerned about safety

**Figure 4.6. Reasons for using car to take children to school**

%



Base: All who do journey (312)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

## 4.4 The impact of future congestion on commuting

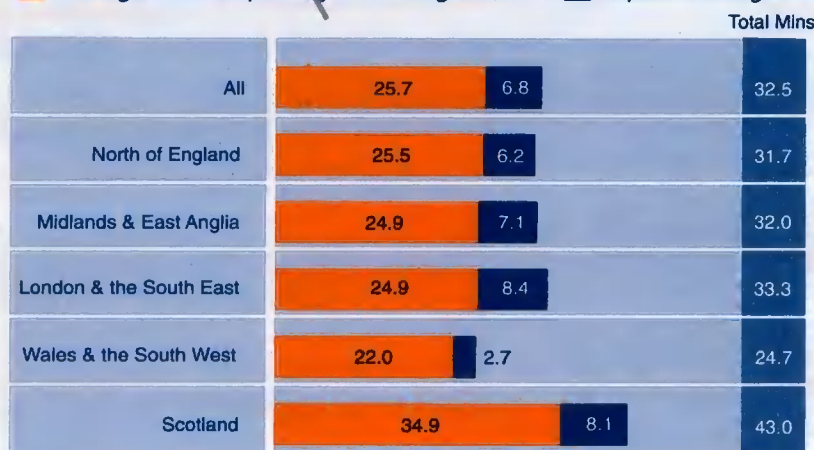
Congestion currently adds seven minutes a day or 26% to commuting. It is very similar across the whole country except for Wales and the South West where it is considerably lower.

The current impact of congestion on commuting by car is significant and therefore for it to further double the time the journey took would be a very significant change. People's expected response to a doubling of journey time would be to leave more time or use other routes, indicating the inflexibility of many start times and the need to get to a fixed destination. Most people would rather sit in their cars twice as long each day than consider changing jobs, moving house or changing their working base. Just 7% say they would use public transport, with a further 12% saying they would cycle or walk.

### Commuters prepared to sit out greater congestion

Figure 4.7. Current journey times and current impact of congestion - Journey to work

■ Average minutes per day if no congestion ■ Impact of congestion



Base: All who do journey (693)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Figure 4.8. Impact of journey time doubling in the future - Journey to work

%	All	North of England	Midlands & East Anglia	London & South East	Wales & South West	Scotland
No change	21	15	24	20	24	32
Would leave more time	46	49	46	43	53	36
Would change time of journey	8	8	7	11	4	9
Would use other routes	23	24	17	26	24	24
Would work at home some/all of time	4	3	5	6	1	3
Would change working base	4	5	2	6	1	0
Would consider moving home	3	2	3	5	2	2
Would consider changing job	6	6	6	6	6	4
Would use public transport	7	6	7	10	4	7
Would cycle or walk	12	14	10	15	10	7
Would share car/get lifts	8	8	7	7	14	4
None of these/Don't know	4	2	6	3	0	4

Base: All who do journey (693)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



## 4.7 The impact of future pollution on driving patterns

Motorists were also asked about their likely response if the level of air pollution caused by cars reached a level where it posed a health hazard. Whereas with rising congestion people tended to act in their own self interest to minimise the impact of the additional congestion, there is more altruistic response to rising pollution.

Only 25% would not modify their driving patterns. Many say they would walk more or cycle more (32%) and 31% say they would use public transport more. Over a quarter of motorists say they would share lifts.

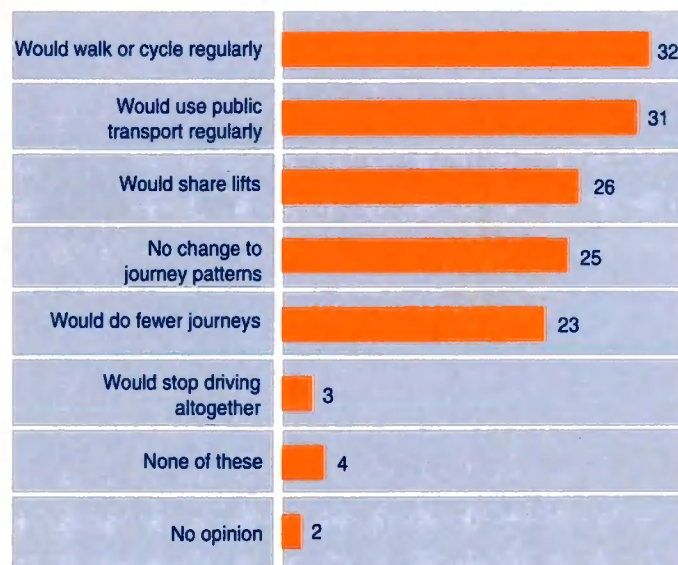
**Rising pollution may cause motorists to rethink journey patterns**

Nearly a quarter say they would reduce the number of journeys they did overall, but only a small number (3%) say they would be prepared to give up their car altogether.

**Figure 4.12.** Impact of pollution reaching levels affecting motorists' health

*Q - What would you do if traffic-related pollution became a serious health hazard?*

%



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

## Lex Comment

These results indicate that whilst time pressures are important to people, they believe they will continue to use their cars even under severe additional congestion. The congestion peaks will be relieved to a degree by people adopting different routes and times for their journeys, together with more school trips being done by foot. The introduction of more school buses will help to relieve some of the morning rush and also increase safety for school children.

It appears that congestion in itself will not act as a curb on car demand in the foreseeable future.

The current level of service provided by public transport is not an attractive option for many motorists, but perhaps more importantly is not a viable option given their journey patterns - this is particularly true for journeys made for work related purposes. Even if congestion slows people down, we have seen in section 1 that people enjoy driving their cars. Cars are more comfortable and relaxing and the vast majority have good quality entertainment systems. New technology, such as mobile phones and faxes, means that breaks in car journeys can be used productively.

There needs to be concerted action to manage traffic levels better, provide better public transport (where it is a fast and comfortable option) and improve relief roads and major trunk roads. This is needed to ensure the people of Britain are given the freedom of fast and efficient travel, both at work and at play. Our conservative estimate that congestion is costing motorists in Britain at least £10bn a year highlights how congestion hits the economy as well as individuals.



## 5 SEEKING SOLUTIONS TO CONGESTION AND POLLUTION

### Summary

Motorists believe the best (and most popular) ways of dealing with congestion are to invest in public transport and to manage the road network more efficiently. They do not want restrictions on travel or car ownership, but many would welcome petrol tax replacing road tax. Motorists believe many policies that would reduce congestion would also deal with the problem of pollution, although in addition they would like the government to encourage the production of more fuel efficient cars. Motorists would welcome a stricter MOT to rid the country of high polluting cars. The majority want any money raised through road charging to be put back into transport.

<b>5.1. Priorities for government policy on congestion</b>	<b>44</b>	<b>➤</b>
<b>5.2. Priorities for government policy on pollution</b>	<b>47</b>	<b>➤</b>
<b>5.3. Use of money raised through road charges</b>	<b>49</b>	<b>➤</b>
<b>Lex Comment</b>	<b>50</b>	<b>➤</b>



## 5.1 Priorities for government policy on congestion

Congestion is seen as a major problem by the vast majority of British motorists. When asked about the various broad policy tools that could be used to deal with pollution, a very clear message emerged; encourage people on to public transport and manage the road network better to effectively increase capacity. The third most popular option was to build more roads, although this was only supported by one in six drivers. 30% of motorists agree 'Building more roads will help to solve the problem of congestion on Britain's roads' - a fall from 45% in 1991.

### Motorists demand better public transport and a more efficient road network

Motorists do not want to see restrictions on travel, car ownership or car use. There is very little support for restricting car ownership to one car per household - particularly in multi-person households.

Although motorists are generally very reluctant to pay more tax, they are open to alternative methods of taxing. There continues to be strong and growing support for putting more tax on petrol as a practical and more equitable alternative to road tax, although support falls with mileage and drivers doing over 25,000 miles per annum would oppose the change. Drivers living in the country are just as supportive of this change even though they do 10% more miles than the average motorist.

**Figure 5.1.** Top priorities for government to solve congestion problems

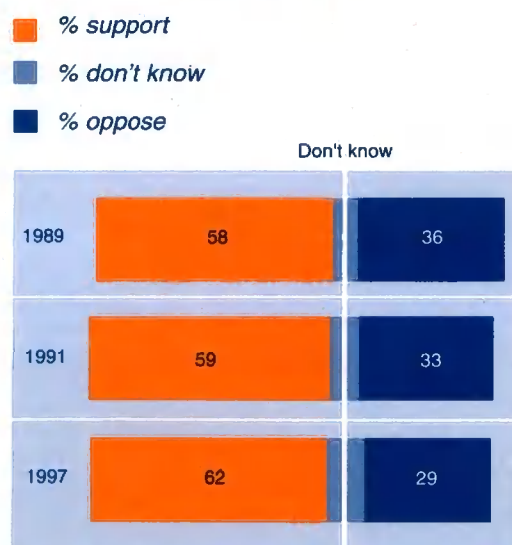


Base: All drivers (1287)

Source: 1998 Lex Report on Motoring,  
'Driving for the future'/MORI

**Figure 5.2.** Petrol tax versus road tax

*Road tax should be abolished and replaced by a tax on petrol of 10p per litre*



Base: All drivers

Source: Lex Report on Motoring/MORI



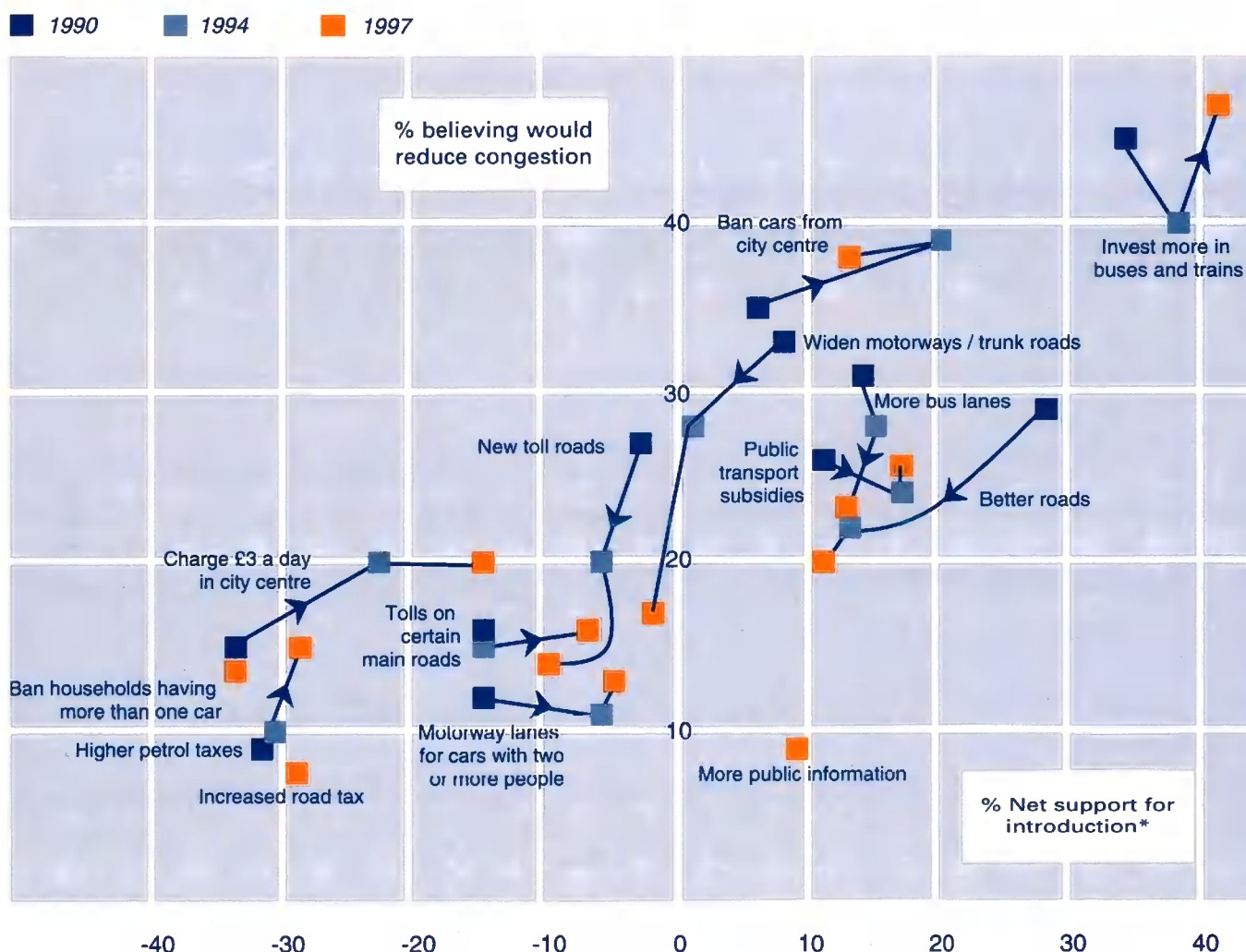
When probed in more detail about possible means of dealing with congestion the most strongly supported options were:

- Investment in buses and trains and subsidies for public transport  
- support for this has been rising since the question was first asked in 1990.
- Investment in bus lanes  
- support for this has been falling since the question was first asked in 1990.
- Banning cars from city centres  
- support for this has been roughly static since 1990.
- Investing in motorways and trunk roads  
- support for this has been falling since 1990.

**Motorists starting to see  
merits of road charging**

Charging entry into town centres was seen as effective in reducing car congestion, but was not popular, although support is greater now than it was in 1990.

**Figure 5.3.** Support for detailed policy options to deal with congestion



\* Percentage 'should introduce' minus percentage 'should not introduce'

Base: All drivers

Source: Lex Report on Motoring/MORI

Continues - 5.1 Priorities for government policy on congestion

Motorists seek partners  
for car sharing

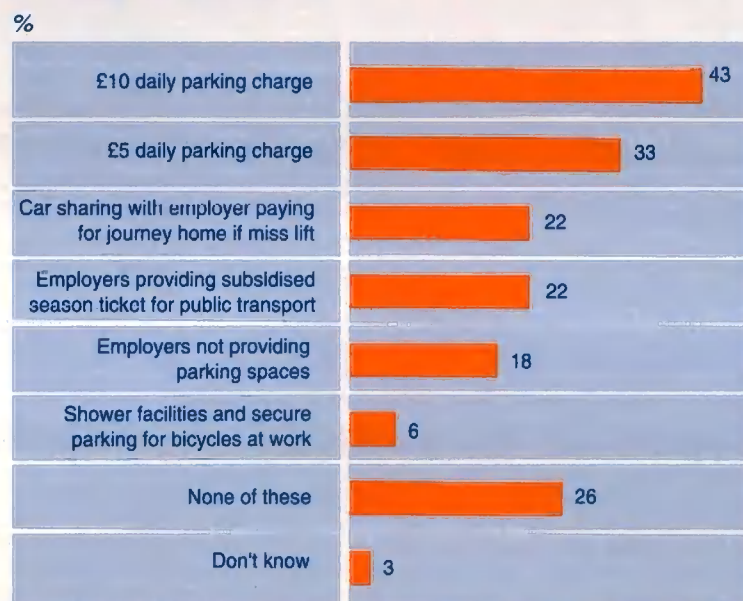
One of the ways that could reduce congestion is to reduce the number of people that drive to work. When asked what would most discourage commuters using their car to get to work, the measure that would be most effective and possibly least popular was to charge for parking at work. Almost equally effective and more popular would be for employers to subsidise public transport or to encourage car-sharing.

Car sharing is seen as a good idea by many. Over half of current car commuters say they would be certain or very willing to share a lift with someone if it was convenient. There has been little change in attitudes to car sharing since the question was first asked in 1990.

Two-thirds of people use park and ride schemes, predominantly for shopping rather than commuting.

Figure 5.4. Policies to discourage commuting by car

Q. Which would definitely make you use your car less for driving to and from work?



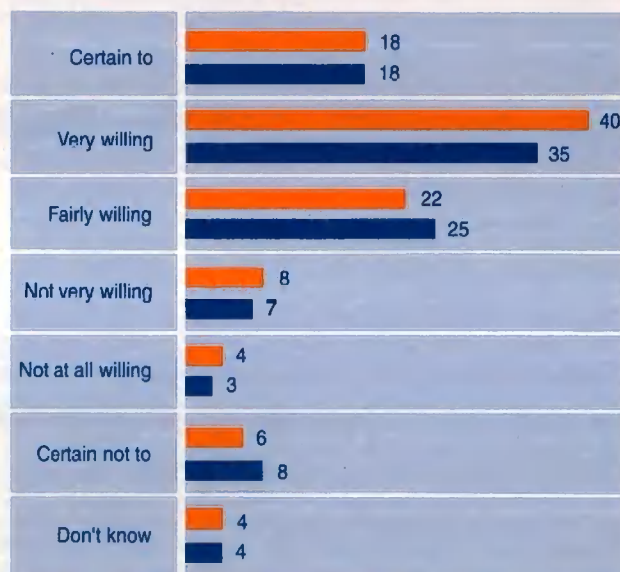
Base: All those who currently use their car to commute to work (718)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Figure 5.5. Attitudes to car sharing

% who would car share if it was possible

1990 1997



Base: All those who currently use their car to commute to work

Source: Lex Report on Motoring/MORI



## 5.2 Priorities for government policy on pollution

There was also a clear statement from motorists on how in general they believe pollution should be dealt with: encourage production of more fuel-efficient vehicles and encourage more use of public transport.

At a more detailed level there was a high degree of correlation between policies supported to reduce congestion and policies supported to reduce pollution. The most popular (although not thought to be the most effective) is investing more in buses and trains. An effective means of cutting pollution is thought to be banning cars from city centres. There is net support for this option, but it is not high and has been static over the past seven years. Charging to go into city centres is seen as unpopular but quite effective, and support for this option is slowly growing.

**Motorists believe exhaust emission standards should be higher**

There is also overwhelming support for MOTs to eliminate the small proportion of high polluting cars that are responsible for a lot of the pollution, through having stricter exhaust emission standards. There is support for this change even amongst owners of cars over 10 years old (79%).

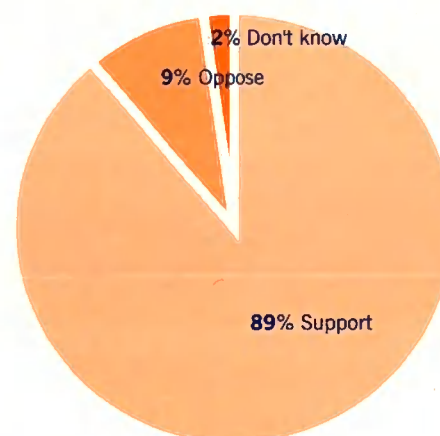
**Figure 5.6.** Support for policies to deal with pollution



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

**Figure 5.7.** Support for stricter MOT tests  
% supporting introduction of even stricter exhaust emission tests in MOT

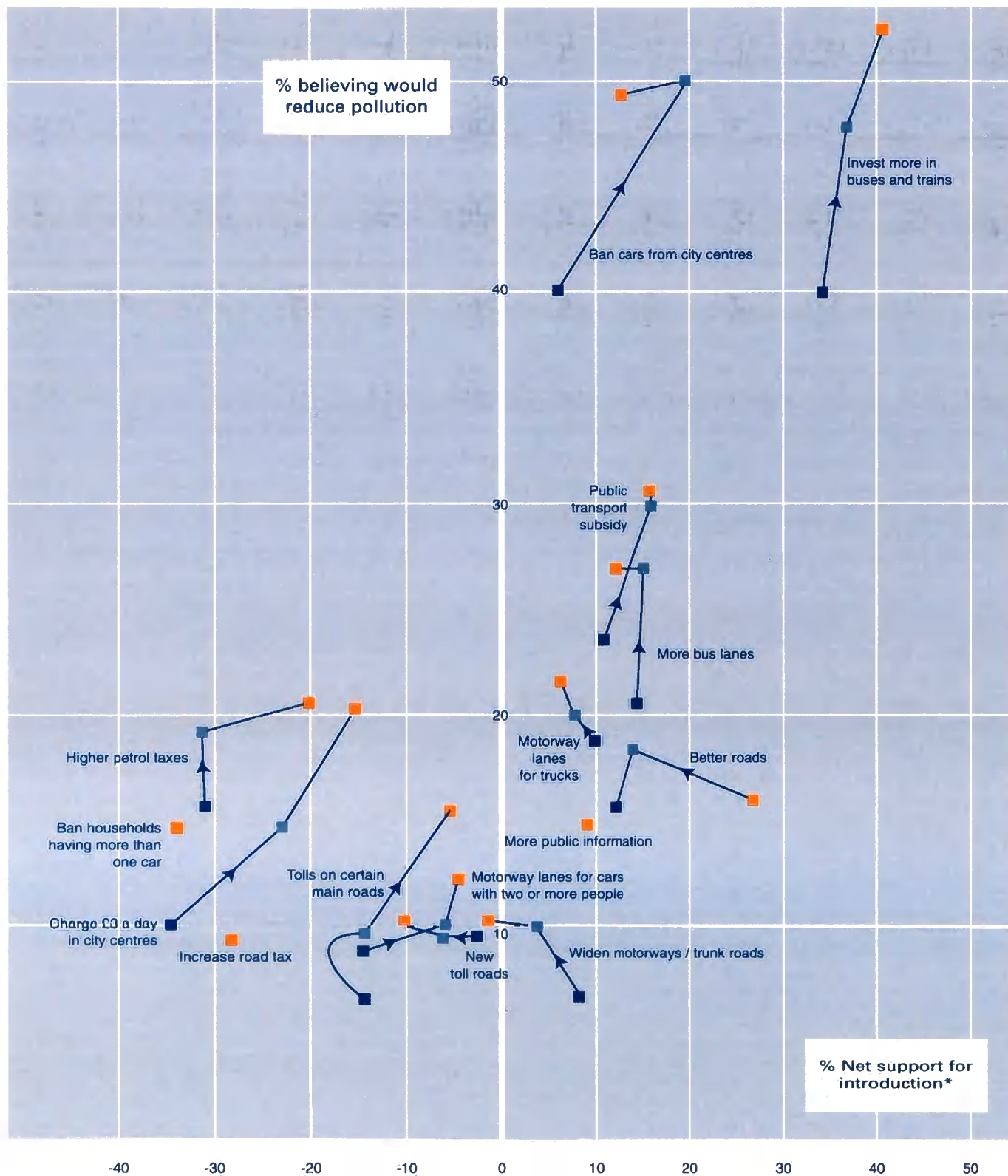


Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Figure 5.8. Support for detailed policy options to deal with pollution

■ 1990 ■ 1994 ■ 1997



\* Percentage support introduction minus percentage oppose introduction

Base: All drivers

Source: Lex Report on Motoring/MORI



## 5.3 The use of money raised through road charges

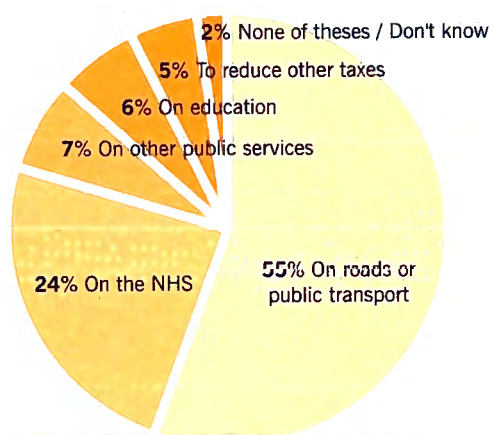
As shown in sections 5.1 and 5.2, charging people to drive in town centres is thought to be quite effective in reducing congestion and pollution but is unpopular with a majority (although this majority is falling). If the government proceed with charging in some town centres, motorists are very keen for that money to go back in to the transport system. Over half said the money should go into transport, rather than the NHS, education or other public services. Very few people would want money raised through road charges to be used to reduce taxes.

When probed about how the money should be spent within transport, the majority would like to see it go in to public transport and many would like it spent on walkways and pedestrianisation. A significant minority would like it spent on bus lanes and the provision of intelligent signs that advise safe speeds or alternative routes to avoid congestion.

**Drivers want road charges ring  
fenced for transport improvements**

**Figure 5.9.** Support for use of money raised through tolling

*Q. If the government introduced a £3 charge to drive in congested areas, where do you think the money raised should be spent?*



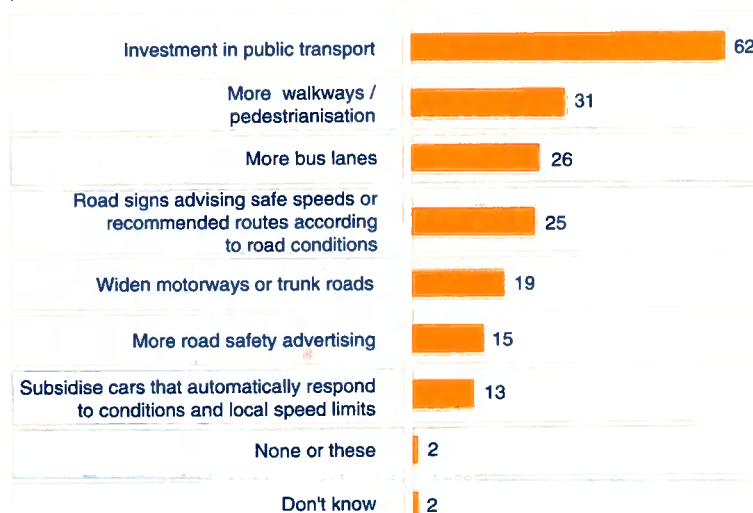
Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

**Figure 5.10.** Priorities for transport spending of money raised through tolling

*Q. If money raised through a £3 charge to drive in congested areas was to be spent on public transport, how should it be spent?*

%



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

## Lex Comments

Whilst motorists recognise the main two car related problems of congestion and pollution, they do not see direct restriction on car use to be the answer. Nor do they see increased taxation as the way forward. Taxes on motoring raises revenue for the Exchequer without impacting on congestion or pollution to any great degree. Many motorists now feel that the tax burden put on them for driving a car does not equate to either the benefits they receive or the environmental damage they may cause.

Motorists take a balanced view on the best solution. Many motorists are environmentally aware and want to restrict any environmental damage the car may produce. They are also residents and shoppers and do not want their town centres blighted by the car.

This research argues for balanced investment in public transport, roads, and road and traffic management. Controls on driving in town centres are acceptable to many and in certain circumstances many would be in favour of limited road charging. These clearly need to be charges rather than taxes, so that the money can be seen to be going back in to transport. Further general taxing of the beleaguered motorist would be politically very unpopular.

Motorists want the high polluting cars (around a quarter of all cars) taken off the road through stricter MOTs and with the motoring industry possibly facing a short term slow down in demand, this may be the time for the government to force motorists to clean up or scrap these highly damaging vehicles. We would welcome these cars being forced off the road through tighter emissions controls, rather than through scrapping incentives, which have caused large short term market distortions in both France and Italy, and make it difficult and expensive for the industry to plan ahead.

Motorists want the government to do more to encourage production of more efficient cars. Around the world manufacturers are focusing their efforts on engine efficiency and the government should encourage drivers to use more efficient cars through appropriate tax incentives.



## 6 ATTITUDES TOWARDS TRANSPORT TELEMATICS



### Summary

*Transport telematics is the application of information and communications technology to transport problems.*

Motorists welcome information/telematics innovations that provide them with useful information and warnings on weather, congestion, speed limits and safe driving practice. They reject intrusive telematics that take control away from the driver. They support the introduction of road side devices that can track stolen cars and report overweight lorries, but not ones that automatically report them if they are speeding. They also strongly support intelligent road signs giving real time advice and believe this will help control congestion. Motorists expect rapid progress of telematics into their cars.

6.1.	<b>Attitudes to in-car telematics</b>	52	➤
6.2.	<b>Attitudes to road-side telematics</b>	55	➤
6.3.	<b>Route planning and in-home telematics</b>	56	➤
6.4.	<b>An historic view of the future</b>	57	➤
	<b>Lex Comment</b>	58	➤

## 6.1 Attitudes to in-car telematics

*Transport telematics is the application of information and communications technology to transport problems.*

Motorists are open to new ideas and the use of technology to solve their problems, including congestion and pollution. This recognition of the usefulness of many new technologies has increased since it was last researched for the Lex Report in 1991, which may in part reflect increased familiarity with some of the ideas.

### Motorists welcome new technology into their cars

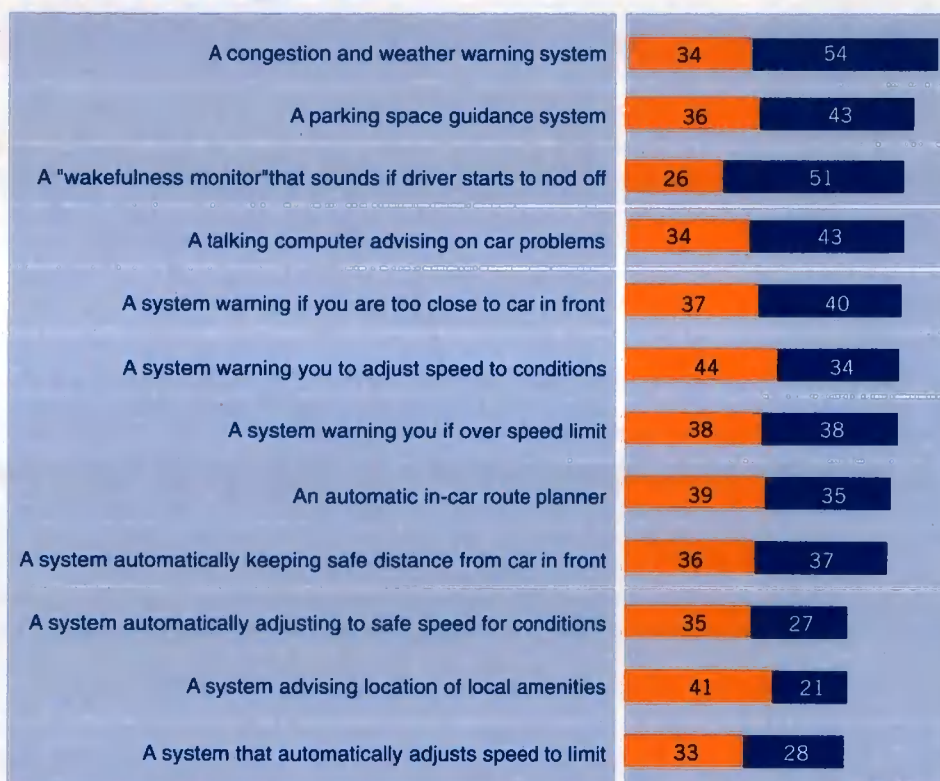
As part of the research, respondents had a series of in-car telematics ideas explained to them and were then asked how useful they thought each idea would be to them.

They thought that devices that warned them of a range of impending problems would be particularly helpful. Applications such as warning them about problems with congestion, the weather or the car, were very popular. Guidance to available parking, where currently they have little or no information, was seen to be useful.

In last year's report it was found that a quarter of people have nodded off at the wheel. This is perhaps why over three quarters of people welcomed a 'wakefulness monitor' that sounded if you started to nod off.

Figure 6.1. The attractiveness of in-car telematics

% ■ fairly useful ■ very useful



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI





There was weaker support for more intrusive warnings regarding speed limits, driving too close to other cars and inappropriate speeds.

Least popular were devices where the driver would be handing over control of the car to some degree. They would also be most difficult to implement and have the most disastrous effect if they went wrong. These included automatic adjustments of the car's speed to keep a safe distance from the car in front, automatic adjustment to safe speeds for the road conditions and, least popular of all, automatic adjustment of speed to the prevailing speed limit.

Those people who thought each device was useful were asked how much they would pay for it. The values put on each device were all within a limited range, from around £100 for a parking guidance system to nearly £200 for an automatic in-car route planner. There was little difference to the value put on each telematics system by business and private drivers, except that business drivers valued advice on parking and local amenities more and would pay considerably more for a 'wakefulness monitor', reflecting their higher mileages.

**Drivers reject telematics that  
take control of the car**

**Figure 6.2.** The value of in-car telematics  
*The average amount people would be prepared to pay*

£'s

	All	Company car drivers	Private car drivers
A congestion and weather warning system	159	166	158
A parking space guidance system	106	189	97
A 'wakefulness monitor' that sounds if driver starts to nod off	153	245	142
A talking computer advising on car problems	155	110	160
A system warning if you are too close to car in front	119	138	116
A system warning you to adjust speed to conditions	127	147	125
A system warning you if over speed limit	113	99	115
An automatic in-car route planner	190	161	194
A system automatically keeping safe distance from car in front	142	159	140
A system automatically adjusting to safe speed for conditions	157	180	155
A system advising location of local amenities	106	160	99
A system that automatically adjusts speed to limit	148	125	151

Base: All who would find each system useful

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



Continued - 6.1 Attitudes to in-car telematics

Motorists believe much of this new technology will be available very shortly. Company car drivers were asked what equipment they currently have in their cars and what they thought would be in their cars in five years time.

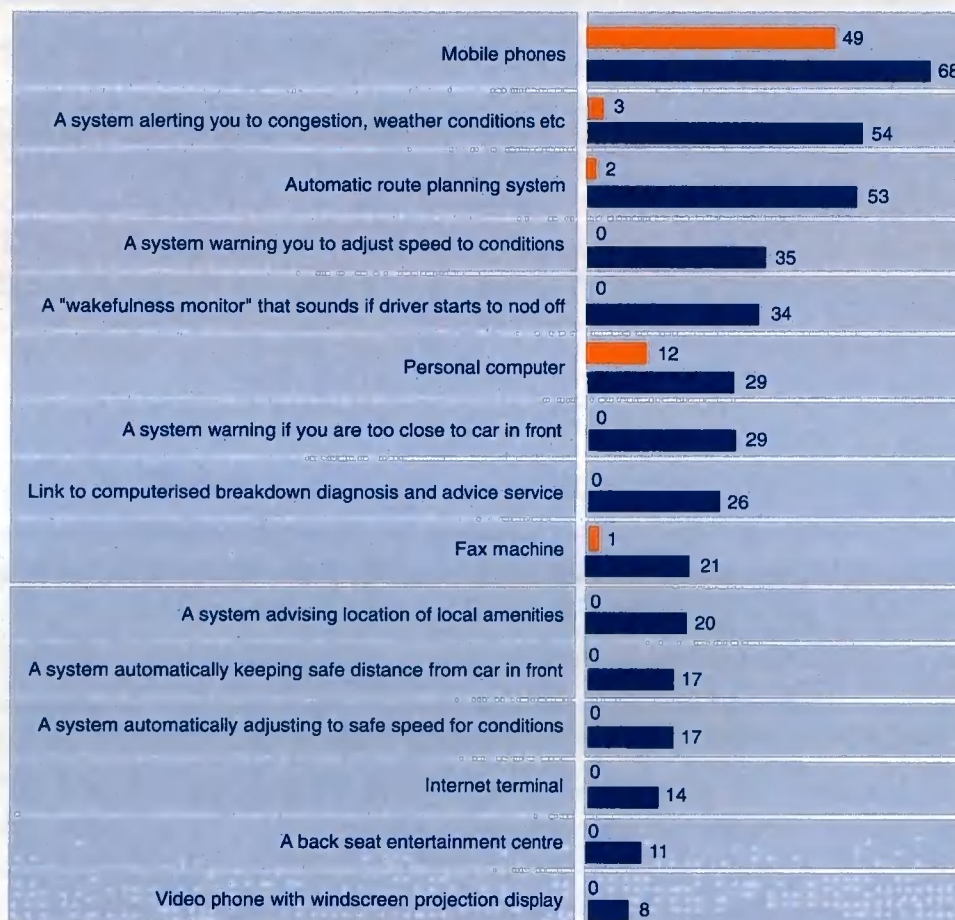
Over half expected to have congestion and weather warning devices and route guidance systems. A third expected to have speed warning devices, 'wakefulness monitors' and warning devices for when you get too close to vehicles in front. Many also think they will be linked up to automatic car breakdown advice and diagnosis systems.

**Motorists expect to see new telematics in their cars by 2002.**

Nearly half have a mobile phone in their car already and this is expected to rise to seven in ten by 2002. Some three in ten also expect to have a personal computer in their car by this time and one in five expect to have a fax.

Figure 6.3. Expectations of telematics in company cars of the future

■ % currently have ■ % expect in 5 years' time



Base: All company car drivers (360)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



## 6.2 Attitudes to road-side telematics

*Transport telematics is the application of information and communications technology to transport problems.*

Road side telematics are devices operated externally to the car. There was very strong support for the introduction of most of these ideas. Particularly welcome would be tracking systems for stolen cars and intelligent road signs advising on safe speeds and best routes. A majority would also support sensors reporting overweight lorries and traffic lights giving priority to emergency vehicles.

Motorists were less supportive of cars being automatically reported to the police for speeding, although this is contrary to evidence from previous surveys where there was strong support for speed cameras. This suggests that most people break the speed limit at some time and fear being caught. Last year's survey and government figures suggest at least 50% of people break the speed limit.

**Motorists fear automatic speed checks**

Most could not see the benefits of traffic lights controlling the flow of cars onto motorways, even though this could lead to less congestion and faster travel times.

When asked specifically about whether they felt particular telematics solutions could help congestion and pollution, the most helpful and the ones drivers would welcome most were:

- road signs advising safe speeds and recommending appropriate routes or diversions
- in-car advice on traffic conditions and local speed limits.

**Figure 6.4. The attractiveness of road-side telematics**

■ % tend to support introduction  
■ % strongly support introduction

Fitting cars with tracking systems for when stolen	28	68
Speed limits and signs that adjust to traffic / weather conditions	54	39
Sensors automatically reporting overweight lorries to police	41	46
Traffic lights giving priority to buses / emergency vehicles	49	35
Automatic sensors reporting people speeding to police	39	20
Traffic lights controlling flow of traffic onto motorways	38	18

Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

**Figure 6.5. The impact of telematics on congestion and pollution**

	% Would reduce congestion	% Would reduce pollution	% Net support for introduction*
Introduce road signs which advise safe speeds or recommended route according to traffic conditions	44	34	37
Make cars that advise the driver on traffic conditions and local speed limits	32	26	16
Make cars that automatically respond to traffic conditions and local speed limits by accelerating, braking or steering automatically	22	30	-21
None of these	15	20	-19

\* % saying should be introduced minus those who say it should not be introduced

Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

## 6.3 Route planning and in-home telematics

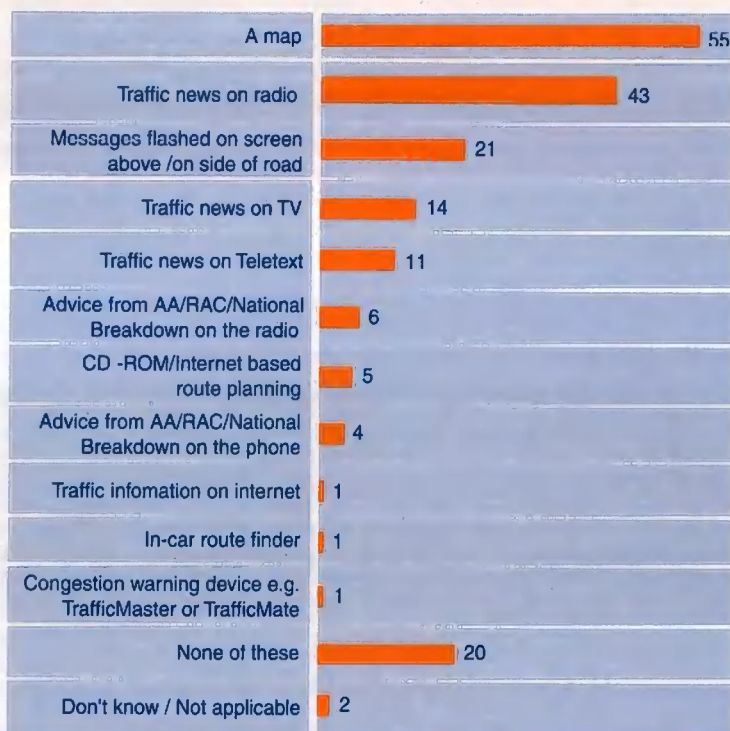
*Transport telematics is the application of information and communications technology to transport problems.*

Automatic route planning was not seen as the most useful telematics innovation by most motorists, even though those who would find one useful would be prepared to pay a relatively large amount for it. Most are satisfied by using maps, traffic news flashes on radio, TV or text services, if they have problems. Very few have adopted new technology for traffic advice, such as the internet, CD ROM route planners or devices such as TrafficMaster or TrafficMate.

### Penetration and use of electronic route planners remains low

Fewer motorists see as much use for in-home telematics ideas such as screen based route planners or public transport route advice and timetabling. Relatively few would find it useful to have on-line information in the home to help finding either a new car or a used car. This was true for all groups, including those who have recently bought either a new or used car. This suggests either that dealerships and other current means of advertising and distribution are largely satisfying demand or that there is little understanding of what the practicalities and benefits of such systems may be. In the 1995 report it was found that a third of new car buyers would find 'virtual reality' buying systems attractive either in the home or in a showroom.

**Figure 6.6.** Current means of route planning  
% using different means of planning or changing route  
in last 3 months

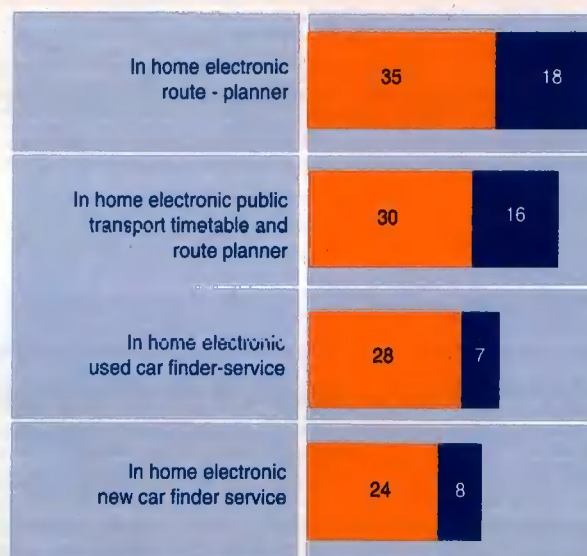


Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

**Figure 6.7.** Attractiveness of in-home technology related to the car

■ % would find 'fairly useful' ■ % would find 'very useful'



Base: All drivers (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



## 6.4 An historic view of the future

It was shown in section 6.1. that many company car motorists believe telematics will make rapid progress into their car. Motorists were asked in early years of the Lex Surveys what they thought would be a reality by the year 2001. Now that 2001 is approaching, it can be seen that they have been very accurate with regards to a number of issues and way off the mark in a number of areas:

- They accurately predicted that all cars would be running on unleaded fuel, the Channel Tunnel would be running and British Rail would be privatised.
- They expected London traffic to be moving at walking pace, but it is still moving at a horse's pace, as it has for the past 100 years, but they look likely to be correct in their assumption that we will be paying to drive into cities.
- Most did not think that the tax advantages of company cars would be eroded or that tax on petrol and road tax would outstrip inflation. Ten years ago few thought cars could be equipped with faxes and on-board computerised route finders or that the M25 could possibly need four lanes!

**Consumers surprised by sharp rises in fuel duty and road tax**

Figure 6.8. Visions of motoring in 2001 from previous surveys

	Majority thought would be reality	Majority thought would not be reality
<b>Are a reality</b>	All cars on unleaded fuel (1988) Petrol sold only in litres not gallons (1988) Channel tunnel completed (1989) British rail privatised (1991)	No tax advantages in company cars (1990) Government would raise petrol tax to discourage consumption (1990) Government will raise road tax by more than inflation (1990)
<b>Are under consideration/ becoming reality</b>	Most household will have two or more cars (1988) People have to pay to drive into cities (1991) Motorways will have tolls (1992)	Cars driven by computers (1988) Executive cars with fax etc as standard (1989) Computerised route finders (1989) M25 will have four lanes (1989)
<b>Not a foreseeable reality</b>	Cars banned from all town centres (1988) All roads sign in kms not miles (1988) A single highway code for Europe (1991) London traffic at walking pace (1988)	Most cars run on electricity (1988) Motorway limit raised to 100 mph (1988) Restrictions on when people can drive into cities (1989) Public transport much improved (1990)

Base: All drivers

Source: Lex Report on Motoring/MORI



## Lex Comment

Technofear does not appear to be a phenomenon in the car market. Motorists expect the transport authorities and car manufacturers to provide new technology to solve problems of congestion and to help make driving a more pleasant experience. Whilst many of these technologies may in reality be further away than consumers expect, there appears to be widespread demand for many of the ideas that were probed in this year's survey.

The more expensive and impractical telematics ideas - such as automated driving - are not popular with consumers. Motorists want to retain control of their cars but be provided with information and advice that helps them to make the right choices. The industry should be focusing on providing in-car and road side guidance and advice systems and providing added safety features such as wakefulness monitoring systems.

There are a number of areas where motorists need to be educated on the benefits of new ideas, such as controlling the flow of traffic on to motorways through traffic lights. These devices help maintain good flow of traffic once on the motorway and therefore help overall journey times. This seems counter-intuitive to many drivers and the idea therefore needs to be explained to them. The recent introduction of variable speed-limits on the M25, which again seemed counter-intuitive to many users at the time of introduction, has proved a great success. Going slower can mean getting there more quickly.

Consumer imagination appears to be ahead of policy makers and manufacturers in this area. Manufacturers in particular, who have traditionally been more flexible and imaginative than government, should seize this challenge.





### Summary

Truck drivers believe that congestion and pollution should be dealt with by investing in better roads, combined with more emphasis on rail freight and keeping traffic out of town centres. They are against higher charges or taxes for road users, but if they should be raised they want the money spent on transport and in particular the road network. Many would welcome in-cab telematics that enhance their control through providing them with better information and warnings, and they expect these features to make rapid progress into their cabs. They are more far sighted than car drivers in welcoming traffic management schemes that help to keep traffic moving smoothly. Truck drivers are loyal to their firms and take pride in being public representatives of their employers.

#### 7.1. Priorities for policies on congestion and pollution

60 ➤

#### 7.2. In-cab telematics and route planning

62 ➤

#### 7.3. A profile of truck drivers in Britain

65 ➤

#### Lex Comment

66 ➤



## 7.1 Priorities for policies on congestion and pollution

Truck drivers are professionals who have a different perspective from car drivers on how best to solve the problems of congestion and pollution. They support policies that help them in their work as truck drivers, but also take a wider view on how to keep traffic moving efficiently and in a considerate way to the environment.

**Truck drivers believe better roads will solve congestion and pollution problems**

Truckers believe the most effective policies to reduce both pollution and congestion would be to invest in better and wider roads, together with banning trucks from city centres and investing a lot more in rail freight. Although truck drivers recognise that in some cases it may be appropriate to ban trucks from city centres they are adamantly against charging trucks to go in to city centres or introducing road charges. They are especially against higher fuel charges to discourage road travel.

As with other motorists they believe that if road charging is introduced then the money should be used to improve transport in Britain. If this money was put in to transport, truck drivers would want it used in particular on motorways and trunk roads.

**Figure 7.1.** Support for policies to reduce congestion and pollution caused by trucks

	% Would reduce congestion	% Would reduce pollution	% Net support for introduction*
Better roads	38	30	38
Widen motorways/trunk roads	33	19	19
More public information	11	17	9
Invest more in rail freight	21	30	0
Motorway lanes for trucks	16	17	-6
Ban trucks from city centres	24	26	-7
Increase subsidies for rail freight	16	22	-8
New toll roads	24	13	-11
Tolls on certain main roads	15	11	-14
Charge trucks £10 a day in city centres	5	5	-39
Increase road tax	7	3	-41
Higher fuel taxes	8	7	-45

\* % saying should be introduced minus those who say it should not be introduced

Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI





They also support the introduction of road side telematics ideas which keep traffic moving. They would support the introduction of variable speed limits and signs that advise them to adjust their route to avoid congestion or poor weather. As with car drivers, they support the idea of priority for emergency vehicles at traffic lights and being able to track stolen vehicles electronically.

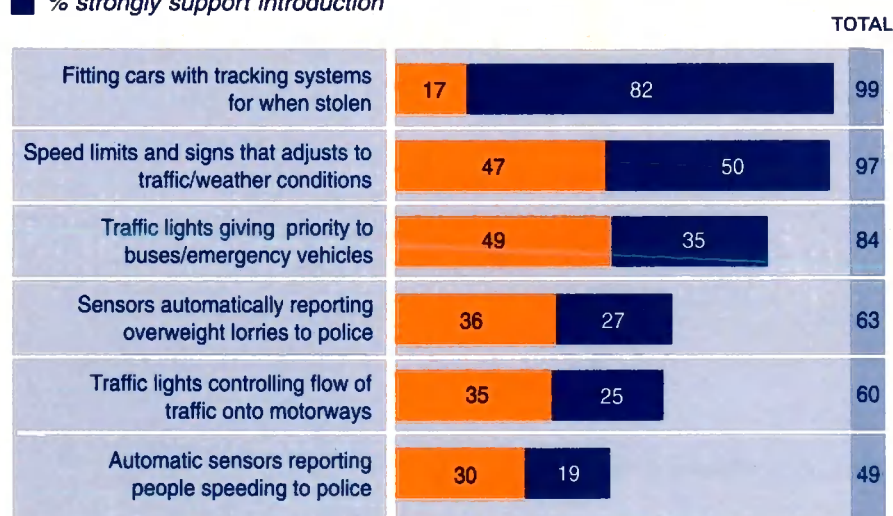
They are more far sighted than car drivers in some respects. For example, many would welcome controls on traffic entering motorways, which they recognise will be beneficial in keeping traffic moving, but which appeared counter intuitive to many car drivers.

**Truck drivers recognise benefits  
of electronic road management**

As with car drivers, they are less welcoming of telematics innovations that potentially report on their personal driving behaviour, including automatic reporting of speeding or sensors that automatically report overweight lorries - although 63% are still in favour of this latter innovation.

**Figure 7.2. Support for road-side telematics**

■ % tend to support introduction  
■ % strongly support introduction



Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

## 7.2 In-cab telematics and route planning

In terms of the future and the role of in-cab telematics, truck drivers, like car drivers, are open and welcoming of new ideas.

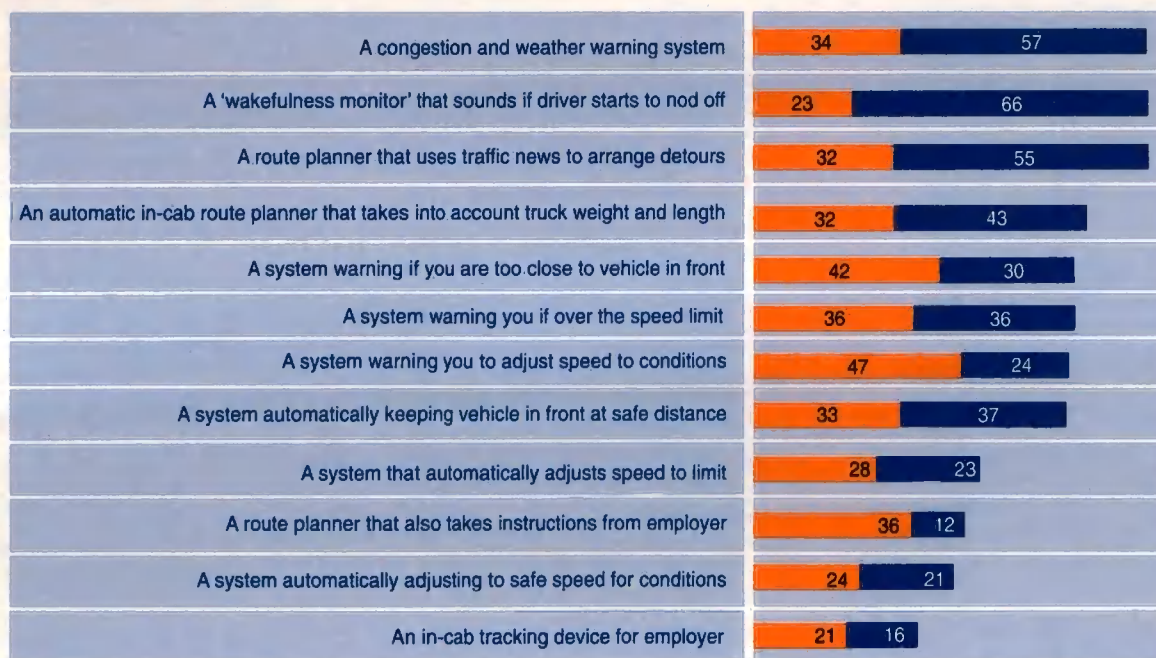
Many would find devices that helped them choose routes and avoid congestion very useful. Nearly all (91%) would find a congestion and weather warning system useful and would welcome a route planner that uses traffic news to arrange detours (87%). A large majority (70%) would welcome devices that automatically kept you the right distance from the vehicle in front or warned you if you were getting too close (72%). As with car drivers, nearly everyone (nine in ten) would find a 'wakefulness monitor' useful, with two-thirds saying it would be *very* useful.

### Truck drivers look for introduction of 'wakefulness monitor'

Truck drivers are largely against any device that would allow employers to monitor their progress - just 37% would welcome such a device.

Figure 7.3. The usefulness of in-cab telematics

■ % fairly useful ■ % very useful



Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



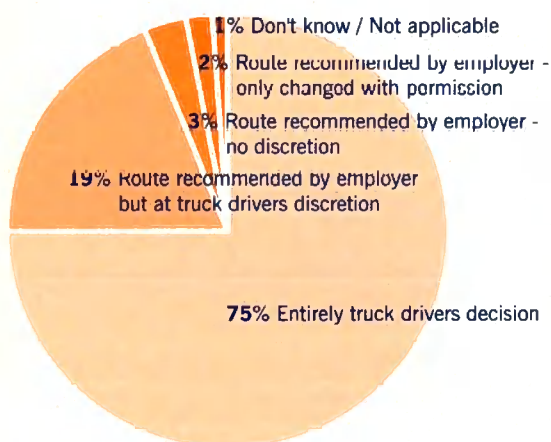


At the moment 75% of truck drivers decide their own routes without any input from their employers, with 19% having a route recommended by their employer but having the discretion to alter it if they wish to do so. Very few have routes strictly imposed upon them by employers - 2% have to ask permission to change routes and 3% have absolutely no discretion.

Truck drivers currently use radio traffic news and maps as their primary information sources for route planning and route changes. A third have used road-side messages for real-time route information in the last three months, but few have used new technology such as TrafficMaster or CD-ROM route planners.

**Truck drivers free to chose  
their own routes**

**Figure 7.4. Decisions on route planning**

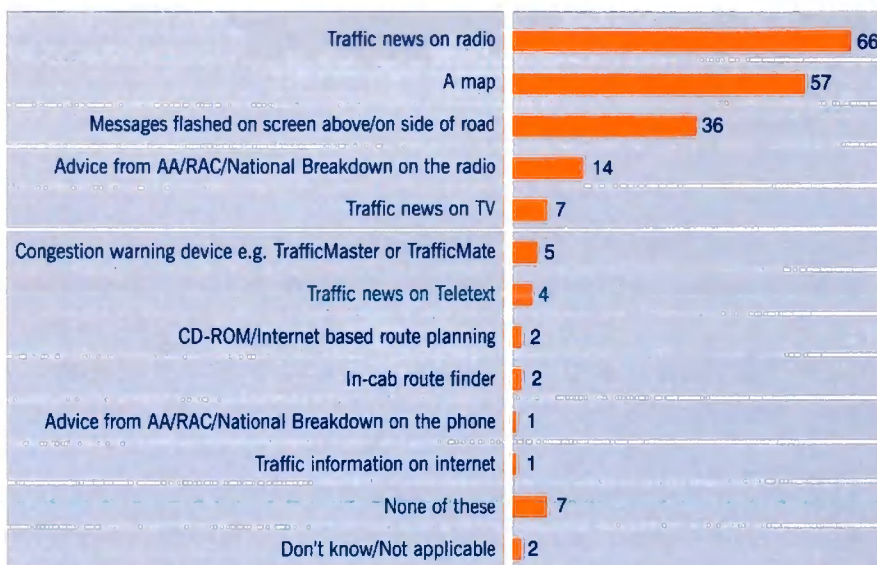


Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring, 'Driving for the future' /MORI

**Figure 7.5. Current means of route planning**

% using different means of planning or changing route in last 3 months



Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring, 'Driving for the future' /MORI

Continued - 7.2 In-cab telematics and route planning

As with car drivers, many truck drivers expect telematics to make rapid progress in to their cab. At the basic level, many expect to have phones in their cabs within five years and over a third expect to see congestion and weather warning systems available to them. As with car drivers, many truck drivers believe that 'wakefulness monitors' will soon be a very welcome reality.

**Truck drivers expect employers to introduce electronic tagging**

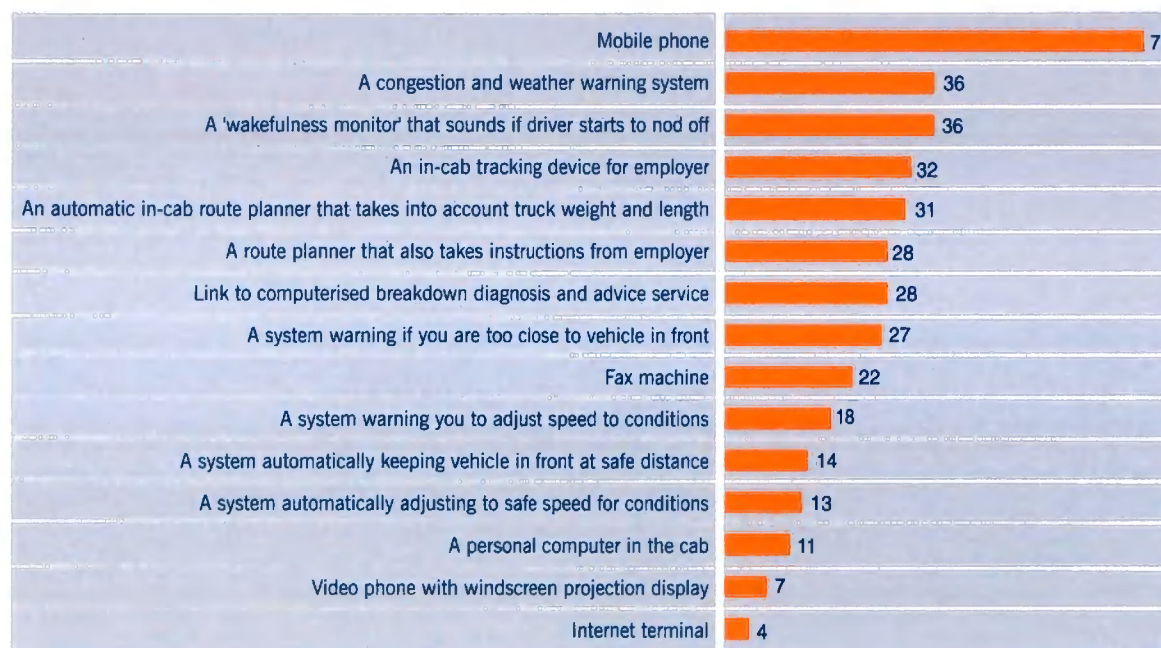
More gloomily (from the truck drivers' point of view) many (32%) expect their employers to be able to remotely follow their progress in years to come and 28% expect a route planner that will take instructions straight from their employer.

There is little expectation that systems that automatically control some aspects of driving such as speed will be available.

Some 22% of truck drivers expect to have a fax machine in their cabs in five years time and 7% expect to have a video phone with a head-up display on their windscreen!

**Figure 7.6.** Expectation of in-cab features within the next 5 years

% expect to have



Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



## 7.3 A profile of truck drivers in Britain

The sample of truck drivers interviewed covered all types of work. A third specialise in long haul, a further four in ten doing both long and short haul work and the rest doing mostly short haul.

Almost all of the sample of truck drivers were male (98%) and the majority are middle aged - 64% are aged between 35 and 54 years. Just 3% of the truck drivers interviewed were under 25 years old and just 1% of the sample were over 65 years old.

Contrary to popular belief there is very little movement of truck drivers from firm to firm, with 49% of the truck drivers interviewed having been with their firm for six years or more and 31% have been in the same job for ten years or more.

A large majority of truck drivers work more than 40 hours every week, with one in seven working more than 50 hours a week.

Most truck drivers recognise that they are public representatives of their company and enjoy that role.

**Truck drivers are loyal  
to their employers**

**Figure 7.7. Profile of truck drivers**

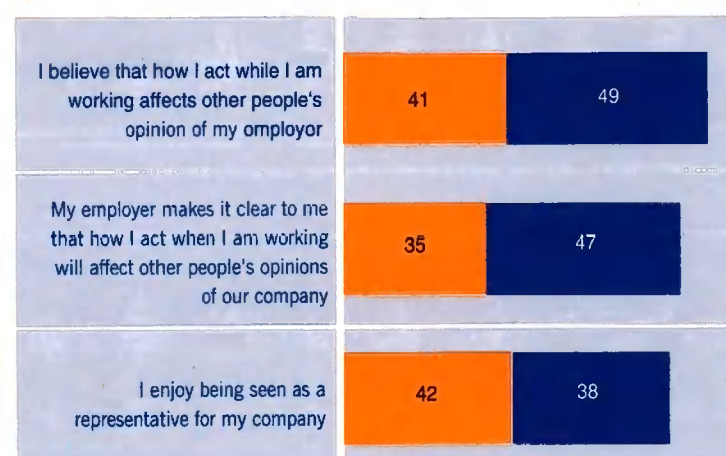
		1997 %
Age	17-24	3
	25-34	19
	35-54	64
	55-64	13
	65+	1
Sex	Male	98
	Female	1
Time in current job	Under 2 years	27
	2-6 years	24
	6+ years	49
Nature of work	Local work	23
	Long-distance work	33
	Mixed work	43
Hours worked	Under 30 hours per week	9
	30-40 hours per week	25
	40-50 hours per week	54
	50 hours plus	13

Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring,  
'Driving for the future'/MORI

**Figure 7.8. Attitudes of truck drivers to their work**

■ % tend to agree ■ % strongly agree



Base: All truck drivers (152)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



## Lex Comment

Truck drivers are professional road users and their views reflect the perspective this gives them.

The results of the specially commissioned research amongst truck drivers support much of what we found in researching the views of car drivers. They recognise even more strongly than car drivers, however, that we must invest in roads as well as improving public transport (for freight as well as passengers).

They generally welcome new technology, but as with car drivers some resist the idea of using new technology to catch poor drivers, whether it is because they are speeding or because they have overweight trucks. Both practices are dangerous and the majority of truck drivers, who are proud of their work and responsible citizens, must make their voice heard in encouraging adoption of new techniques to eliminate unsafe practice.

The small number of truck drivers who drive badly and without due consideration for other road users give truck drivers a bad name. Our research shows that most truck drivers are professionals who are proud of the work they do and try to present a good corporate image.

Policy makers need to listen hard to truck drivers and the sensible and far sighted views they have.



## 8 CAR OWNERSHIP AND CAR SALES

### Summary

Car ownership in Britain continues to rise faster than population growth or household formation, and consumer expectations are for further growth. Car ownership reflects economic wealth and levels are converging across Europe. New car sales in Britain have been relatively strong in 1997, particularly in the corporate sector, even though car replacement cycles remain unresponsive to prevailing economic conditions. Proposed changes to the timing of new registration letter for cars are expected to increase the concentration of sales into two peak months. Smaller and more exclusive manufacturers continue to take market share from more mainstream marques.

8.1.	<b>Car ownership in the UK</b>	68	▶
8.2.	<b>Car ownership in the US and Europe</b>	69	▶
8.3.	<b>New car sales in the UK</b>	70	▶
8.4.	<b>New car sales in Europe</b>	72	▶
8.5.	<b>Expectations of future levels of ownership</b>	73	▶
8.6.	<b>Current and expected length of car ownership</b>	75	▶
8.7.	<b>Age of the car parc and scrappage levels</b>	76	▶
8.8.	<b>Registration of new cars by manufacturer</b>	77	▶



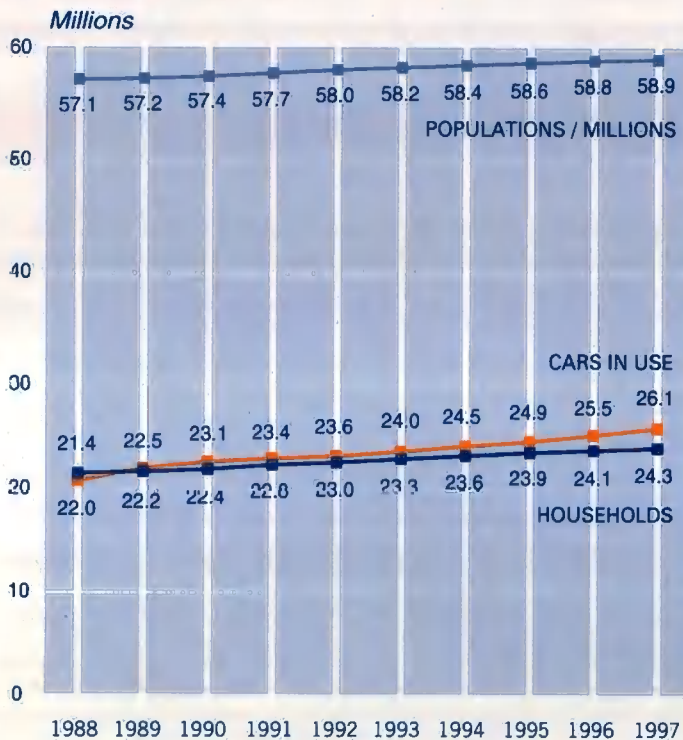
## 8.1 Car ownership in the UK

There were an extra half a million cars on the road in 1997 compared with 1996. Over the ten years of the Lex Report on Motoring, the number of cars has risen by 22%, whilst the number of households has risen by 10% and the population as a whole has risen by 3%.

### Car ownership continues to outstrip population and household growth

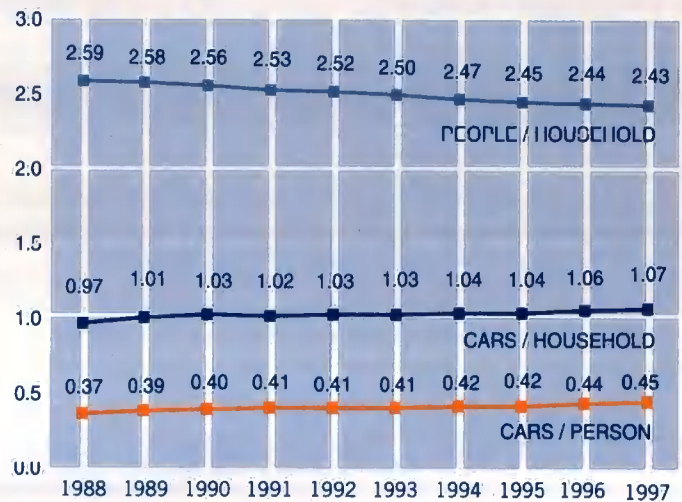
This means that the number of cars per household and the number of cars per person is continuing to rise - a quarter of households now have two or more cars. There is now one car for every 2.2 people in the UK and on average well over one car per household, even including the 30% of households without a car. Car ownership is higher amongst AB socio-economic groups, the middle-aged and those groups living in more rural areas of the country.

Figure 8.1. Car ownership in the UK (1)



Source: SMMT, Department of Environment, Government Actuary

Figure 8.2. Car ownership in the UK (2)



Source: SMMT, Department of Environment, Government Actuary



## 8.2 Car ownership in the US and Europe

Car ownership continues to converge across Europe. In the most developed economies, such as France, Italy and Germany, the level of car ownership is stabilising at around 500 cars per 1000 people. Any remaining differences possibly reflecting cultural, economic and geographic differences.

Less developed, high growth economies, such as Spain, are catching up with the more developed nations quickly. Ownership per head of population in Spain in 1986 was 55% of the level of Germany - it is now 76% of Germany's level.

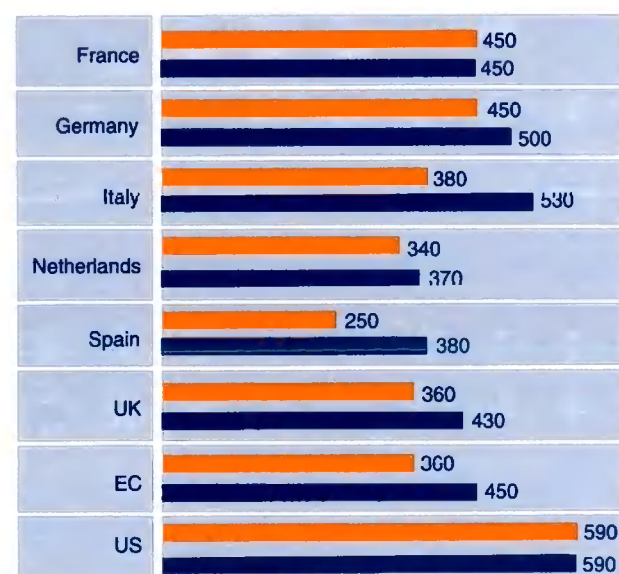
The UK remains in the middle of the range, reflecting both its compact geography and its relative economic strength. The UK is unique in having the lowest usage of public transport in Europe, even though car ownership and mileage per car is only average. The Netherlands has low car ownership for its GDP/head, but it is a densely populated country with relatively good public transport and a strong environmental ethic.

**Car ownership levels in the UK lag behind Germany and Italy**

**Figure 8.3. World car ownership trends**

Cars/1000 people

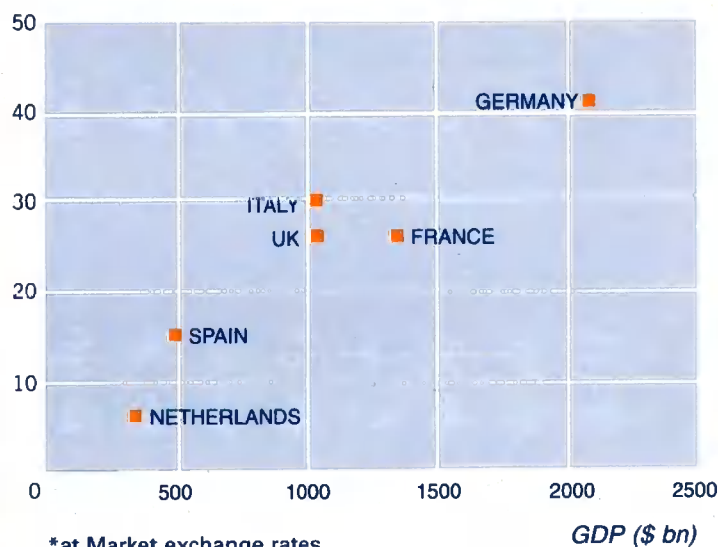
■ 1986 ■ 1996



Source: SMMT

**Figure 8.4. Car ownership by GDP\* (1996)**

Cars / million



\*at Market exchange rates

Source: OECD/SMMT

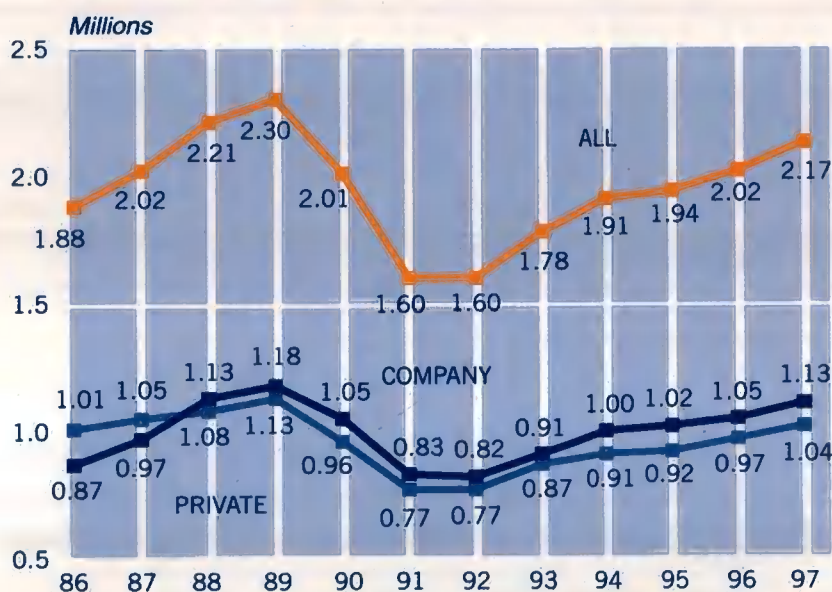
## 8.3 New car sales in the UK

New car sales in the UK have grown strongly in 1997, a year in which unemployment has fallen, the economy has grown, consumer confidence has soared and there has been significant building society windfalls. New car sales have grown 7% in the last year and are now up to 94% of their peak levels of 1989 and are the third highest annual sales of all time.

### New car sales rise without help from building society windfalls

Much of the growth since the last recession has been from the corporate sector and this trend is continuing. This combined with evidence from a survey undertaken by MORI for the Bank of England suggests that the impact of building society windfalls on new car sales has only been around 1% of total sales.

Figure 8.6. New Car Sales



Source: SMMT





The UK continues to have a market where there is excessive demand in August when the registration letter changes. Over a quarter of company car drivers and one in six private car drivers admit to delaying purchase of their new cars to get the new registration letter, with many saying they specifically buy in August. Overall 18% of new car buyers specifically delay purchase to buy a new plate car, having risen from 13% in 1988.

With the new government proposals that registration letters will be changed in March and September, car buyers were asked what their response to these changes are likely to be. The expected response is smaller peaks in the two change months than seen in the current August rush. In total, however, the two peaks add up to more than the current peak, suggesting that if anything there could be greater concentration of sales into peak months.

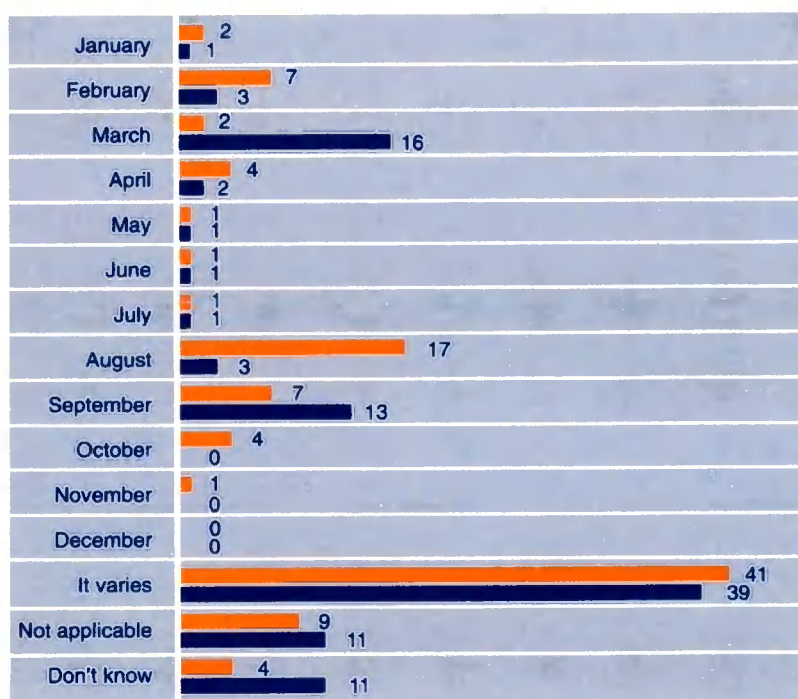
**Registration letter proposals set to increase concentration of sales into peak months**

This is true both for new and used car buyers, although for most used car buyers the month in which they buy will continue to be less of a factor, often with no set pattern.

**Figure 8.6.** Current month of purchase and expected month of purchase under new registration letter system (1)

% of new cars

■ Current ■ Future



Base: All who have bought a new car in the last two years (176)

## 8.4 New car sales in Europe

New car sales across Europe show very variable performance. Italy has shown phenomenal growth in car sales of more than 40% during the last year. Sales in Italy are now higher than at any other time in history, largely because of the introduction of incentives to scrap older cars.

The French incentive to scrap older cars has ended in the last year and the French new car market has immediately seen sales fall by a quarter to their lowest level for more than 10 years.

### Scrapage incentives boost sales in Italy and leave France in doldrums

The German and Dutch markets have been static, whilst the Spanish market continues its recovery from a long recession. The growth in the Spanish market is primarily due to growth in the economy.

New car sales per head of population remain highest in Germany despite the economic problems they have had in recent years. The new incentives in Italy have taken them into second place, whilst Spain continues to have the lowest levels.

Figure 8.7. Registration of new cars in Europe

Millions

	Germany	Italy	France	Spain	UK	Netherlands
1986	2.83	1.83	1.81	0.69	1.88	0.56
1987	2.92	1.98	2.11	0.93	2.02	0.56
1988	2.81	2.18	2.22	1.07	2.21	0.48
1989	2.83	2.36	2.27	1.15	2.30	0.50
1990	3.04	2.35	2.31	1.01	2.01	0.50
1991	3.43	2.34	2.03	0.91	1.60	0.49
1992	3.93	2.37	2.11	1.01	1.60	0.49
1993	3.19	1.89	1.72	0.78	1.78	0.39
1994	3.21	1.61	1.97	0.94	1.91	0.43
1995	3.30	1.63	1.96	0.84	1.94	0.45
1996	3.50	1.73	2.13	0.91	2.02	0.47
1997 <sup>e</sup>	3.51	2.42	1.70	1.01	2.17	0.48

<sup>e</sup> = estimate

Source: SMMT / from local statistics

Figure 8.8. New car sales per person throughout Europe (1997)

New cars sold per 000 of population

Germany	43
Italy	42
UK	30
Netherlands	31
France	28
Spain	26

Source: SMMT





## 8.5 Expectations of future levels of car ownership

The Lex Report has been measuring actual levels of car ownership throughout the last ten years, together with a measure of future expectations of ownership. The big rise in the last year has been that of multi-car households and expectations are that multi-car households will continue to grow in the next few years. Motorists state that the motivations to get an extra car remain; someone passing their test, changing jobs or to meet needs of a growing family. In 1994, motorists estimated that if cost was no barrier, car ownership would go up by 25%.

With steady economic growth over the past few years, consumers' predictions and actual levels are starting to coincide, as they did before the last recession. In 1995, British motorists' predicted they would have 26.2 million cars in 1997 - the actual figure for 1997 was 25.8 million. Current predictions are that there will be a further 1.0 million cars on the road in two years time. Given that Lex' models predict flat new car sales over the next few years (see section 2), it may be that there will be an element of unsatisfied demand.

**1997 sees a big rise in the number of multi-car households**

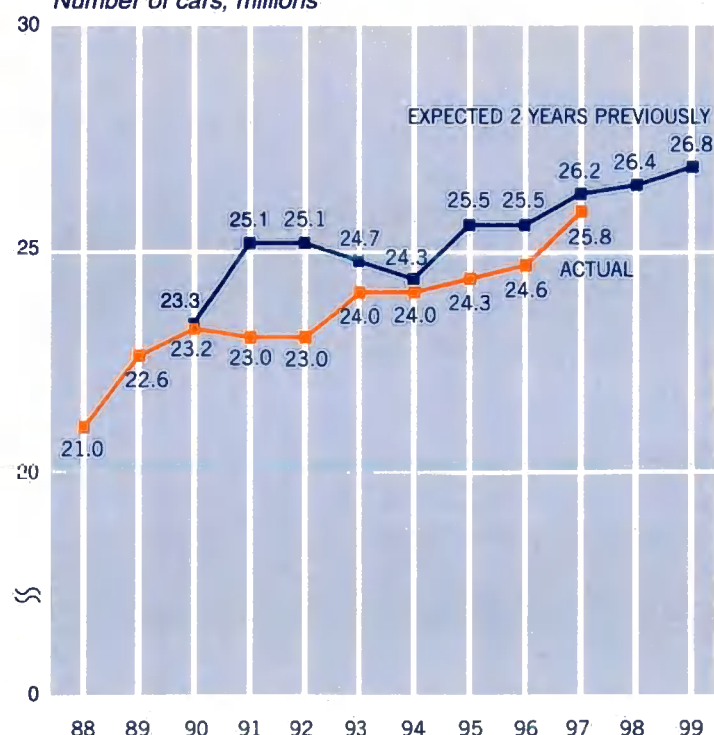
**Figure 8.9.** Current and expected levels of car ownership  
% of households

		None	One car	Two + cars
Actual	1988		61	39
Actual	1989		55	45
Actual	1990		56	44
Actual	1991		58	42
Actual	1992		59	42
Actual	1993		58	42
Actual	1994		58	42
Actual	1995		53	47
Actual	1996		58	42
Actual	1997		51	49
Expected in 1996 for 1998	1998	1	49	50
Expected in 1997 for 1999	1999	1	47	52

Base: All drivers

Source: Lex Report on Motoring/MORI

**Figure 8.10.** Grossed up estimates of numbers of cars in Britain at time of surveys and expectations in two years time  
Number of cars, millions



Base: All drivers

Source: Lex Report on Motoring/MORI



Continued - 8.5 Expectations of future levels of car ownership

Figure 8.11. Grossed up estimates of cars in Britain at time of surveys and expectations in two years' time

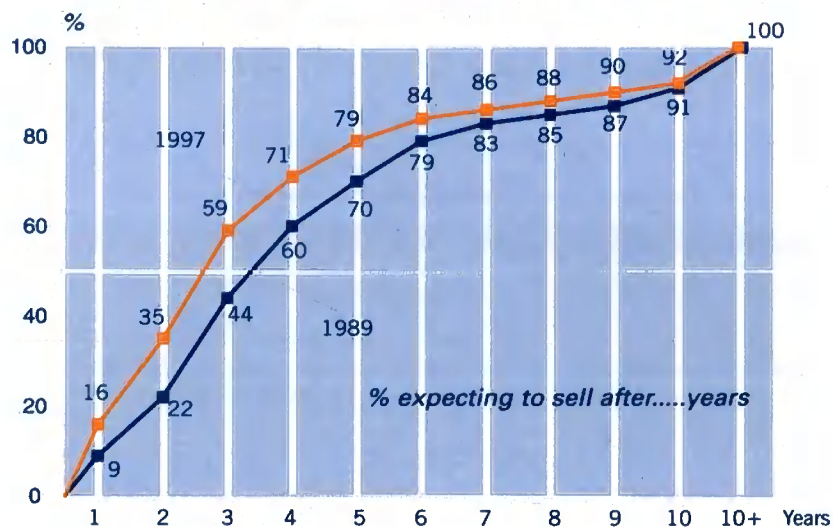
	Household in GB (DoE) m	Households with cars (OPCS) %	Ave. cars per household (MORI)	Grossed up no. of cars m	Expectations in two years' time		
					Year of expectation	Cars per household	Grossed up no. of cars m
1988	21.5	66.0	1.47	21.0	1990	1.59	23.3
1989	21.7	66.0	1.53	22.6	1991	1.67	25.1
1990	21.9	67.0	1.55	23.2	1992	1.63	25.1
1991	22.1	68.0	1.51	23.0	1993	1.59	24.7
1992	22.5	67.8	1.52	23.0	1994	1.55	24.3
1993	22.7	68.6	1.50	24.0	1995	1.60	25.5
1994	22.9	69.0	1.50	24.0	1996	1.57	25.5
1995	23.1	69.7	1.50	24.3	1997	1.59	26.2
1996	24.4	69.7e	1.51	24.6	1998	1.60	26.4
1997	23.5e	70.0e	1.57	25.8	1999	1.60	26.8
1998	23.6e	70.0e					
1999	23.9e	70.0e					

e = estimated

Base: All drivers

Source: Lex Report on Motoring/MORI

Figure 8.12. Expectations of length of ownership



(Re-percentaged excluding those who answered 'don't know')

Base: All car drivers

Source: Lex Report on Motoring/MORI



## 8.6 Current and expected length of car ownership

In last year's Lex Report, the expected length of ownership rose again to a new high of 4.4 years. This has fallen slightly in this year's study to 4.3 years, which is insignificant. Expected length of ownership is still greater than it was during the depth of the recession in 1991. The reason for the extension is the greater reliability and durability of cars.

There have been marginal falls in expected lengths of ownership, both in the private car market and the company car market, but the general trend is flat. Private car buyers expect to own their cars half as long again as company car buyers. Overall, expected length of ownership is broadly the same in the new and the used car market.

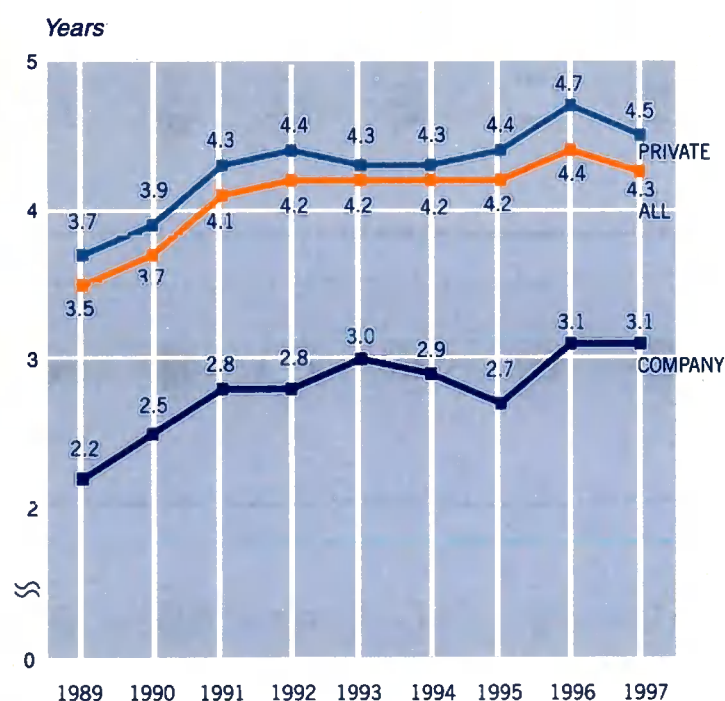
**Replacement cycles remain  
unaffected by economic conditions**

Figure 8.15, on the opposite page, shows how current expectations for length of ownership differ from those measured in 1989. In 1989, 59% of motorists expected to have sold their car within three years of buying it. This has now fallen to 44% of motorists.

It should be noted because drivers are asked about future behaviour that this is a leading indicator for sales.

**Figure 8.13. Current and expected length of car ownership (1)**

Average length of ownership  
(total period owned and expected future ownership)

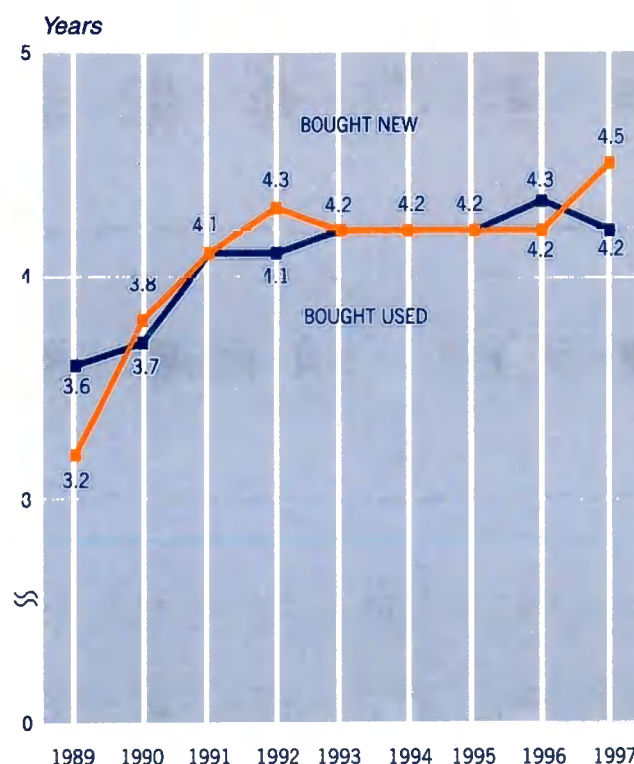


Base: All drivers

Source: Lex Report on Motoring/MORI

**Figure 8.14. Current and expected length of car ownership (2)**

Average length of ownership  
(total period owned and expected future ownership)



Base: All drivers

Source: Lex Report on Motoring/MORI

## 8.7 Age of the car parc and scrappage levels

Over the ten years of the Lex Report there have been significant changes in the age of the car parc. In 1989, the height of the eighties boom, 36% of cars were under three years old and just 16% were over nine years old. In 1997, just 29% of cars were under three years old and 28% over nine years old. The proportion of cars over nine years old appears to be continuing to rise, particularly very old cars.

### Cars from the 1980's boom cause average age of cars to increase

The absolute number of cars scrapped rose in 1997 and the rate of scrappage also rose, but is still significantly below peak levels seen in 1988. All other things being equal this should have decreased the number of older cars in the car parc. The main reason for the rise in the number of old cars is that those new cars bought in the peak new car sales years of 1988 and 1989 are now ageing and providing a stock of older cars for people to buy. Another key reason is increased reliability of cars - a rising majority of people scrap only when the car becomes too expensive to repair.

Figure 8.15. The changing age of the car parc  
%

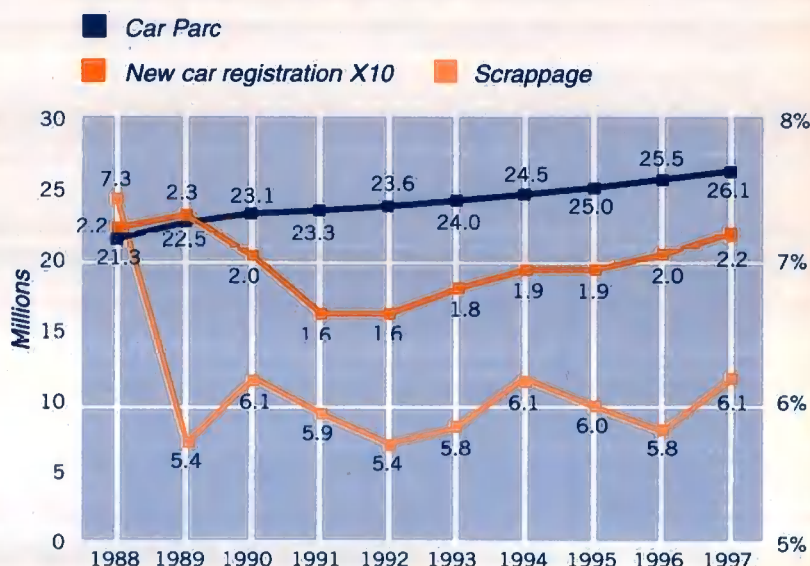
■ % 0-3 years    ■ % 3-6 years  
■ % 6-9 years    □ % over 9 years



Base: All car drivers

Source: Lex Report on Motoring/MORI

Figure 8.16. Contributions to change in the car parc  
and scrappage rates (UK)



Source: SMMT



## 8.8 Registration of new cars by manufacturer

Whilst 1997 was a good year for new cars generally, different manufacturers had different experiences. There is a continuing trend away from mainstream marques towards smaller marques, reflecting the number of brands people now regard as acceptable.

There has been a further rise in the fortunes of specialist brands such as Mercedes, BMW, Audi and Jaguar. Volvo had a good year following a disappointing period and were second only to Hyundai in growth terms during 1997.

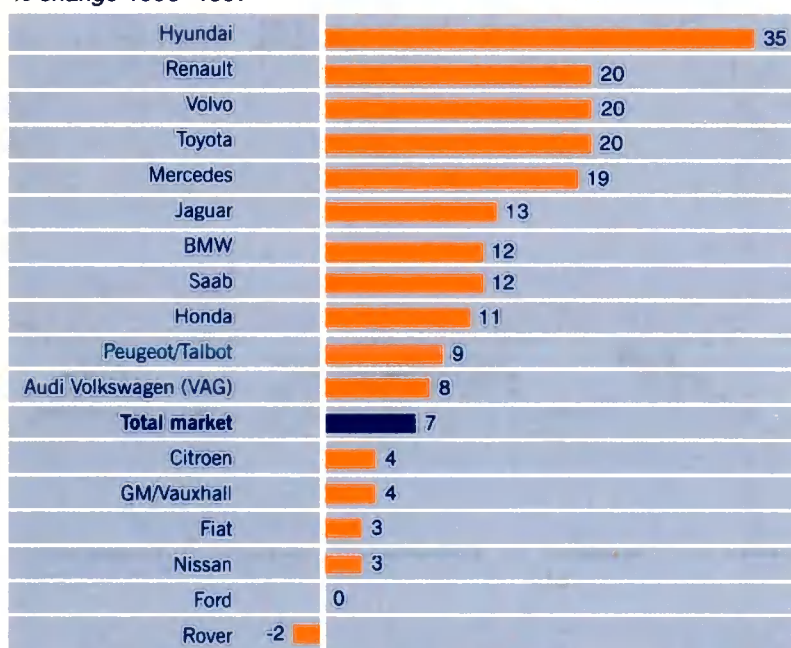
Over the ten years of the Lex Report on Motoring, the big three manufacturers (Ford, GM and Rover) have seen their total market share fall from 55% to 42% of the UK car market.

**Small brands see their market share continue to increase**

There is still a fair degree of loyalty in the car market, with 76% of new car buyers saying they are likely to buy the same marque again next time and 47% saying they are 'very likely' to buy the same marque again.

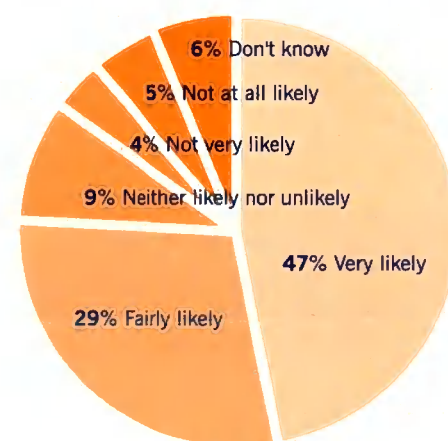
**Figure 8.17. UK new car registrations by manufacturers**

% change 1996 -1997



Source: SMMT

**Figure 8.18. Likelihood of buying same marque again in the future**



Base: All who have bought a new car in the last 2 years (167)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Continued - 8.8 Registration of new cars by manufacturer

Figure 8.19. Registrations of new cars in the UK by manufacturer

Market share %

	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1997/000's
Audi Volkswagen (VAG)	5.45	5.55	5.76	5.56	5.22	4.72	5.10	5.51	7.13	7.15	155
BMW	1.93	2.13	2.14	2.43	2.55	2.30	2.38	2.83	2.81	2.94	64
Citroen	3.02	2.89	3.03	3.36	4.04	4.54	4.42	4.12	3.78	3.66	80
Fiat	3.39	3.05	2.74	2.18	1.95	2.41	3.07	3.64	4.24	4.07	88
Ford	26.35	26.45	25.25	24.24	22.17	21.46	21.91	21.11	19.60	18.26	396
GM/Vauxhall	13.70	15.21	16.08	15.62	16.70	17.09	16.25	15.12	14.02	13.57	295
Honda	1.21	1.17	1.58	1.77	1.68	1.74	2.00	2.35	2.47	2.56	56
Hyundai	0.51	0.37	0.35	0.50	0.59	0.52	0.64	0.72	0.94	1.18	26
Jaguar	0.65	0.62	0.53	0.36	0.35	0.35	0.35	0.45	0.41	0.44	10
Mercedes	1.08	1.23	1.32	1.30	1.41	1.19	1.53	1.68	1.77	1.96	43
Nissan	6.08	6.02	5.32	4.03	4.66	5.02	4.81	4.73	4.61	4.43	96
Peugeot/Talbot	5.72	6.04	6.16	7.26	7.78	8.02	7.67	7.37	7.57	7.72	167
Renault	3.86	3.83	3.36	3.99	4.59	5.24	5.90	6.19	6.54	7.34	159
Rover	15.01	13.57	14.01	14.40	13.51	13.38	12.83	12.34	10.94	10.01	217
Saab	0.48	0.53	0.59	0.58	0.62	0.51	0.49	0.59	0.73	0.77	17
Toyota/Lexus	1.80	1.84	2.12	2.59	2.65	2.93	2.72	2.80	2.99	3.34	72
Volvo	3.63	3.55	3.29	2.94	2.72	2.46	2.18	2.04	1.67	1.87	40
Others	6.64	6.32	6.72	7.40	7.41	6.12	5.75	6.41	7.77	8.74	190
Total market (millions)	2.21	2.30	2.01	1.60	1.60	1.78	1.91	1.94	2.03	2.17	2,171

Source: Society of Motor Manufacturers and Traders



## 9 CAR BUYING AND SERVICING

### Summary

Even with the average price being paid for cars rising, an increasing proportion of people are paying for their cars with cash. The use of contract purchase and contract hire to buy new cars is also rising. Increasing numbers of used cars are being bought through specialist used car dealers and franchise dealers, rather than being bought privately. Used car buyers choose cars on the basis of factors that reduce risk, such as full service history and the trustworthiness of the seller. They tend to rely on their own views and the views of their friends in assessing the value of a car they are buying. The trend away from DIY servicing and the trend towards using garages, workshop and new car dealers continues. Satisfaction with servicing remains high.

9.1.	<b>Source of finance in car buying</b>	80	➤
9.2.	<b>Source of purchase</b>	81	➤
9.3.	<b>Reasons for choosing a particular car</b>	83	➤
9.4.	<b>The prices paid for new and used cars</b>	84	➤
9.5.	<b>Consumer satisfaction with car buying</b>	85	➤
9.6.	<b>The engine size of cars</b>	86	➤
9.7.	<b>Diesel powered engines and fuel trends</b>	87	➤
9.8.	<b>Service locations</b>	89	➤
9.9.	<b>Frequency of service and repair</b>	90	➤
9.10.	<b>Satisfaction with service</b>	91	➤





## 9.1 Source of finance in car buying

A healthy UK economy and the impact of building society windfalls have probably contributed to the high proportion of cars being financed solely with cash (52%). Finance company loans and bank loans together make up 31% of the rest of sales. Over the ten years of the Lex Report there has been a slight drift away from the use of hire purchase as other finance methods such as contract purchase have become available.

New cars and used cars are financed differently, reflecting both relative prices and the wealth of people buying new and used cars. Cash is equally popular in both the new and used markets, but the means of finance for non-cash purchases varies significantly. A quarter of new car sales are now through contract purchase, such as Ford Options. Used cars tend to be acquired with non-dealer finance such as bank or finance company loans, although most finance company loans are arranged through dealers.

**Contract purchase continues  
to grow in popularity**

Motorists buying used cars from franchised dealerships tend to buy more expensive, newer cars, and they are more likely to need finance either from a bank or a specialist finance company. Motorists buying a car from a non-franchised dealer are more likely to be buy using cash or bank loans.

Figure 9.1. Source of finance - all cars

%	1990	1991	1992	1993	1994	1995	1996	1997
Cash/loans from family	44	45	47	45	47	50	43	52
Finance Co. loan/(and cash)	15	16	19	16	16	13	18	16
Bank loan/(and cash)	12	15	12	11	9	7	13	15
Hire purchase/(and cash)	11	11	7	10	9	10	11	8
Contract purchasing (e.g. Ford Options)	n/a	n/a	n/a	n/a	3	2	4	2
Finance leasing	3	1	2	2	3	2	2	2
Contract hire/full service leasing	1	2	2	3	2	1	2	1
Building society loan/(and cash)	1	3	3	2	2	2	1	2
Other	3	3	4	4	4	5	3	3
Don't know/refused	10	4	4	7	5	8	1	1

Base: All responsible for buying a new car or second hand car at a dealer in the last two years

Source: Lex Report on Motoring/MORI

Figure 9.2. Source of finance - new cars versus used cars

%	All	New	Used - Total	Used - Franchise dealer	Used- Non Franchise dealer
Cash/loans from family	51	54	52	43	55
Contract purchasing (e.g. Ford Options)*		(23)			
Bank loan/(and cash)	17	10	15	13	20
Finance Co. loan/(and cash)	16	3	16	25	10
Hire purchase/(and cash)	8	4	8	8	8
Other/don't know	11	7	8	11	7

\* In other for all but new cars

Base: All responsible for buying a new or used car from a dealer in the last two years (243)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI





## 9.2 Source of purchase

The vast majority of new cars continue to be bought through dealerships selling just one make of car. Altogether, 76% of cars sold through dealerships in 1997 were sold through solus dealerships.

As well as the 1.85 million new cars sold through dealerships in 1997 - which were picked up in the Lex Survey - it is estimated a further 0.3 million were bought directly by companies from manufacturers or through rental or contract-hire companies.

**Used car dealers capture largest share of used car market**

Approximately 6.4 million used cars were sold in 1997, around the same number as in 1996. New car dealers account for nearly three in ten of all used car sales (1.8 million). Specialist car dealers account for around two million used car sales while 1.3 million are still sold privately.

**Figure 9.3. Source of purchase - gross numbers sold**

*Total figures / millions\**

	Annual average over last two years/millions
New cars*	1.85m
<i>Which of these did you buy from?</i>	
Franchise selling only your make	1.4m
Franchise dealer selling more than one make / Other	0.4m
Used cars	6.4m
<i>Which of these did you buy your car from?</i>	
Used car dealer	2.0m
Private deal	1.3m
Friend/relative	1.0m
Franchise dealer for your make	1.0m
Other new car dealer	0.8m
Car auction	0.1m
Gift/other	0.2m

*\*This excludes cars bought directly by companies for their employees*

Base: All who bought cars in last two years (559)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Continue - 9.2 Source of purchase

The source of purchase of used cars varies with the age of the car. The age of the car obviously affects the price, but also the likelihood of it being used in part-exchange for a new car. Thus, younger used cars (up to 3 years old) are much more likely to be sold through new car dealers (59%), whilst middle-age cars (3-6 years old) are more likely to go through specialist used car dealers (36%). The biggest difference is with older cars (6 years plus), with over half being bought from relatives or through a private deal. New car dealers account for only 10% of the sales of older used cars.

**Private selling of used cars  
in slow decline**

Over the ten years of the Lex Report the source of sales of used cars has changed significantly. The proportion of used car sales going through specialist used car dealers has doubled from 15% to 31%. The proportion going through new car dealers has remained broadly static, whilst the proportion using means such as private sales has declined from over half to around four in ten.

Figure 9.4. Source of purchase - used cars by age of car  
%

	All	Up to 3 years	3-6 years	Over 6 years
Used car dealer	31	23	37	33
Private deal	21	10	11	30
Friend/relative	16	4	14	23
Franchise dealer for your make	16	38	21	5
Other new car dealer	12	21	15	5
Car auction	1	1	0	2
Gift/Other	3	4	3	1

Base: All responsible for buying a second hand car  
in last two years (418)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Figure 9.5. Source of purchase - used cars



Base: Bought used in the last two years

Source: Lex Report on Motoring/MORI





## 9.3 Reasons for choosing a particular used car

The factors that people use to judge used cars are primarily defensive i.e. re-assurance that the car is what it appears to be. Thus full service history and the trustworthiness of the seller are the two most important factors. After this come specific points about the car, such as mileage and condition of the body work. The important factors appear to be determined by the buyer's age and experience. Older buyers place much more importance on recorded mileage and the trustworthiness of the seller, whilst younger buyers rely more on full service history.

**Used car buyers look to  
minimise their risk**

When judging how good a deal they are getting on a car, the clear majority rely on either their own judgement or the judgement of friends and family. Relatively few people rely on information from specialist car magazines (11%), adverts for similar cars (10%) or prices of new cars/cars in showrooms.

**Figure 9.6.** Most important factors when purchasing used car

%	All	17-34 year olds	35-54 year olds	55+ year olds
Top responses				
Full service history	22	26	20	16
Trustworthiness of seller	18	17	17	25
Recorded mileage of car	17	14	18	22
Condition of bodywork	14	13	16	7
Being able to negotiate better price	9	6	11	9

Base: All used car buyers (420)

Source: 1998 Lex Report on Motoring,  
'Driving for the future'/MORI

**Figure 9.7.** Most important influence in ensuring pay the right price for a used car

%	
What prepared to pay	28
Previous experience	18
Advice from family and friends	13
Specialist car magazines	11
Adverts for similar cars	10
Prices of similar cars in showrooms	7
Price compared to new car	6

Base: All used car buyers (420)

Source: 1998 Lex Report on Motoring,  
'Driving for the future'/MORI

## 9.4 The prices paid for new and used cars

The prices paid for both new and used cars rose in 1997. The average price paid for private new cars rose by 5% whilst the average price paid for company cars by 7%. There are three elements to car price rises that are difficult to separate; the actual changes in like-for-like costs, the changes in the specification of the car and the mix of cars being bought. It is the latter two factors which are generally assumed to be the dominant factors in long term trends (see section 9.6 for trends on engine size).

### Steady rise in new and used car prices

The average price paid for used cars rose 2% in 1997.

The price paid for new private cars has risen by 30% over the last five years, whilst the price paid for new company cars has risen by 21% and the price paid for used cars has risen by 34%. This compares with a rise in the retail price index of 14%.

Figure 9.8. The purchase cost of car driven most often



Base: All drivers

Source: Lex Report on Motoring/MORI



## 9.5 Consumer satisfaction with car buying

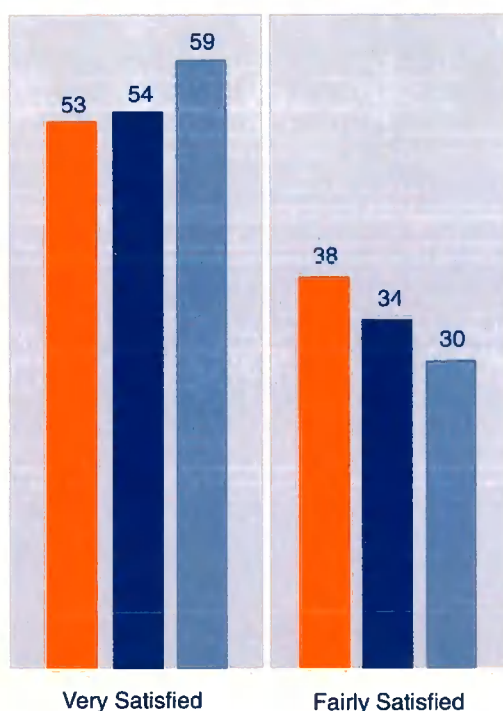
Consumer satisfaction amongst new car buyers with car dealers has been very high for many years. Whilst overall levels of satisfaction remained broadly static this year, the numbers who were 'very satisfied' rose from 54% to 59%. It is generally recognised that it is only those who are very satisfied with standards who will remain loyal and this is therefore a key measure for car retailers. Further information on customer loyalty is provided in section 8.9.

**Franchise dealers provide a satisfying purchase experience**

Older new car buyers are generally more satisfied with dealers than younger people and men are more satisfied than women, which may reflect the relative service they receive.

**Figure 9.9.** Level of satisfaction with car dealers

% ■ 1995 ■ 1996 ■ 1997

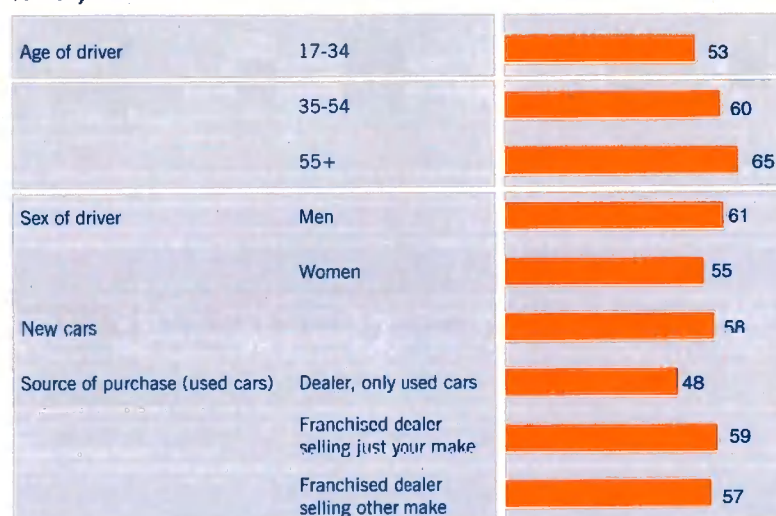


Base: All who bought last car through dealer (don't knows excluded)

Source: Lex Report on Motoring/MORI

**Figure 9.10.** Level of satisfaction with car dealers by demographic group and source of purchase

% very satisfied



Base: All who bought last car through dealer (234)

Source: 1998 Lex Report on Motoring, 'Driving for the future' /MORI

## 9.6 The engine size of cars

There is a continuing trend in the size of cars' engines, away from smaller engine cars (under 1400 c.c) towards medium-sized engine cars (1401-2000 c.c). The proportion of cars with very large engines has stayed broadly constant at around one in ten cars.

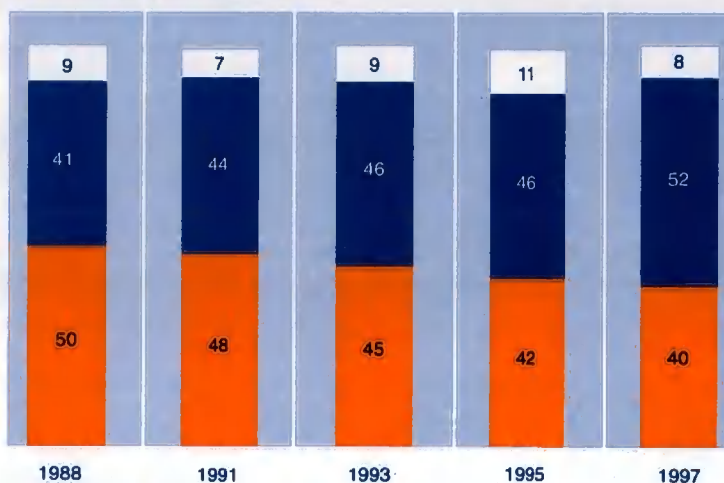
### Private buyers look for smaller engined cars

The people who are more likely to have larger engine cars are the middle-aged and men. Women are almost twice as likely as men to have cars with engines under 1400 c.c.

Very few company cars have small engines, whilst 22% of company cars have engines with two litre capacity or more. New cars bought privately tend to have smaller engines than used cars bought privately.

Figure 9.11. Engine size of cars

% ■ Under 1400 c.c.  
■ 1401-2000 c.c.  
■ Over 2000 c.c.



Base: All cars (don't knows excluded)

Source: Lex Report on Motoring/MORI

Figure 9.12. Engine size by demographic group

%	Age of driver			Men	Women	Company	Private New	Private Used
	17- 34	35 - 54	55+					
Under 1400 c.c.	42	34	36	29	48	10	44	38
1401-2000 c.c.	54	54	57	62	44	66	50	54
Over 2000 c.c.	4	11	7	9	6	22	5	6

Base: Car used most often (1287)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI



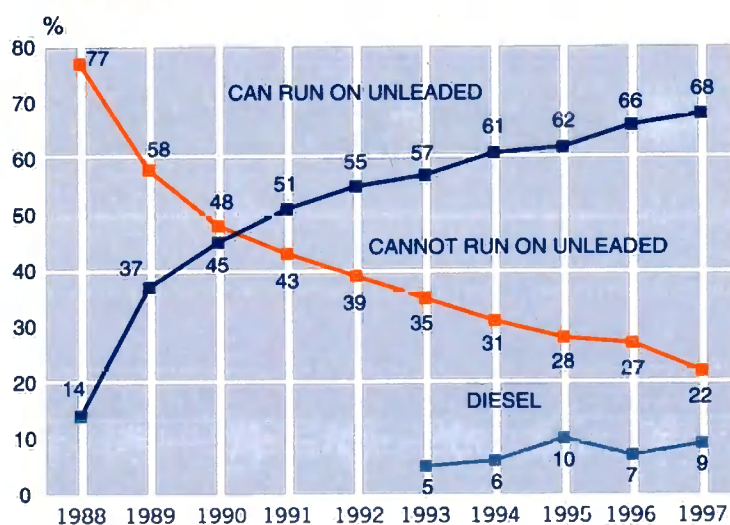
## 9.7 Diesel powered engines and fuel trends

One of the biggest changes over the ten years of the Lex Report on Motoring has been the switch away from leaded to unleaded fuel. In 1988 four in five petrol cars could not run on unleaded fuel. This had fallen to just 24% by 1997. The recent government announcements that leaded fuel will be phased out completely (with some concessions to classic cars) suggests this trend will continue.

**The last leaded petrol cars approach retirement**

Of those petrol driven cars that still cannot run on unleaded fuel, over half are over ten years old and over 80% are over eight years old. As these cars are scrapped, the remaining petrol cars will nearly all be able to run on unleaded.

**Figure 9.13. Fuel trends**



Base: All drivers  
Source: Lex Report on Motoring/MORI

**Figure 9.14. Fuel type by age of car**

%	Can run on unleaded	Can not run on unleaded	Diesel
Up to 3 years old	35	2	50
3-6 years old	24	6	33
6-9 years old	25	20	12
9+ years old	15	70	5
TOTAL	100	100	100

Base: All drivers (1287)  
Source: 1998 Lex Report on Motoring,  
'Driving for the future'/MORI

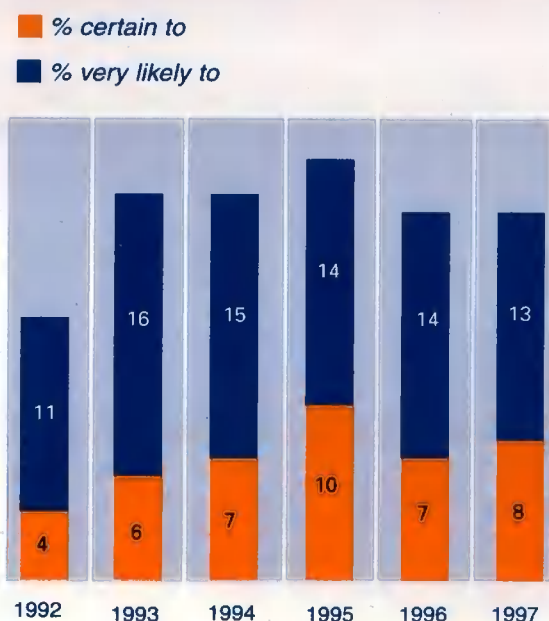
Continued - 9.7 Diesel powered engines and fuel trends

The proportion of cars running on diesel rose during the 1990s and although it appeared to decline slightly in 1996, this appears to have been a statistical quirk as it has risen slightly in 1997, despite a drop in the proportion of new car sales accounted for by diesels from 18% to 16%. A consistent number of motorists say they will consider diesel engined cars next time. Some 8% say they are certain to get a diesel next time and 13% say they are very likely to.

**Appeal of diesel remains strong among devotees despite falling new car sales**

The proportion saying they are certain or likely to get a diesel next time varies considerably across different groups of motorists. Younger people are more favourably disposed to diesels, although there is little difference between the sexes. The most favourably disposed groups are high-mileage drivers, for whom there is a stronger economic argument in favour of diesels and those who already have a diesel. Altogether, 91% of current diesel drivers think they will have another one next time.

**Figure 9.15.** Trend in consideration of buying a diesel car in the future



Base: All car drivers  
Source: Lex Report on Motoring/MORI

**Figure 9.16.** Likelihood of buying a diesel car in the future by demographic group and whether new or used

% Certain or likely to

All drivers	42
Age of driver	
17-34	55
35-54	40
55+	31
Sex of driver	
Men	44
Women	40
New versus used	
Company	45
New private	32
New used	46
Other	
Drive over 20,000 miles per year	57
Diesel car drivers	91

Base: All car drivers (1287)  
Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI





## 9.8 Service locations

There have been clear changes in where cars are serviced over the ten years of the Lex Survey. The proportion of people using either workshops, main dealers or service centres have risen from 61% of motorists to 75% of motorists. The biggest gross change has been in the proportion of people using garages and workshops. The biggest percentage change has been in the use of specialist service centres.

The major declines, driven by economic growth and the increasing complexity of cars, have been in DIY servicing (either by motorist themselves or through friends/relatives) which has fallen from 38% in 1988 to 27% of motorists now.

**DIY servicing decreasing  
in popularity**

The proportion of new car owners using franchised garages for servicing their cars has risen steadily over the past ten years, but there have been particularly big increases in the number of used cars going through franchised dealers in the last two years.

**Figure 9.17. Service location**

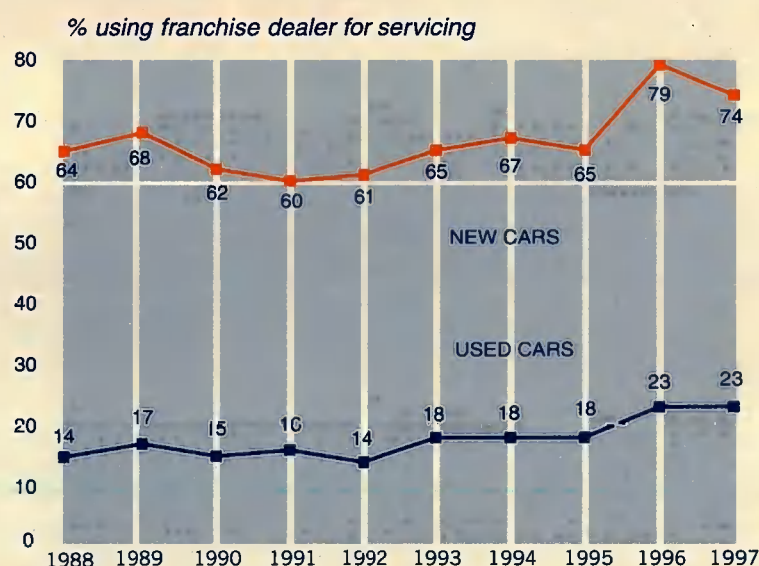
	1988 %	1997 %	Net change %
Serviced by garage/workshop	29	36	7
Serviced by main dealer	31	35	4
Service centre	1	4	3
Mobile service unit	1	3	2
Main dealer for different make	3	3	0
Friend/acquaintance	15	13	-2
Do it yourself	23	14	-9
Other	0	3	3

Total adds to more than 100% because of use of more than one type of servicing

Base: All with responsibility for getting car serviced

Source: Lex Report on Motoring/MORI

**Figure 9.18. Service location by new and used**



Base: All with responsibility for getting car serviced

Source: Lex Report on Motoring/MORI

## 9.9 Frequency of service and repair

The frequency of getting a car serviced is fairly consistent across cars of all ages, at about one and a half times a year. The only exception to this is new cars under a year old which have had just one service on average.

### Frequency of repair rises sharply with age of car

The frequency of repair, however, rises steadily as a car gets older. A new car on average only goes in for repair once every two years, whereas an older car needs a repair more than once a year. This may be a function both of increasing reliability of modern cars and the intrinsic drop in reliability with age.

Figure 9.19. Frequency of servicing and repairs by age of car

Age of car Up to....	Average number of services	Average number of repairs
1 year	1.0	0.3
2 years	1.5	0.7
3 years	1.7	0.7
4 years	1.4	0.4
5 years	1.7	0.5
6 years	1.5	0.8
7 years	1.5	0.7
8 years	1.3	1.1
9 years	1.3	1.0
10 years	1.4	1.1
10 years plus	1.3	1.1

Base: All those with responsibility for getting car serviced (1000)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI





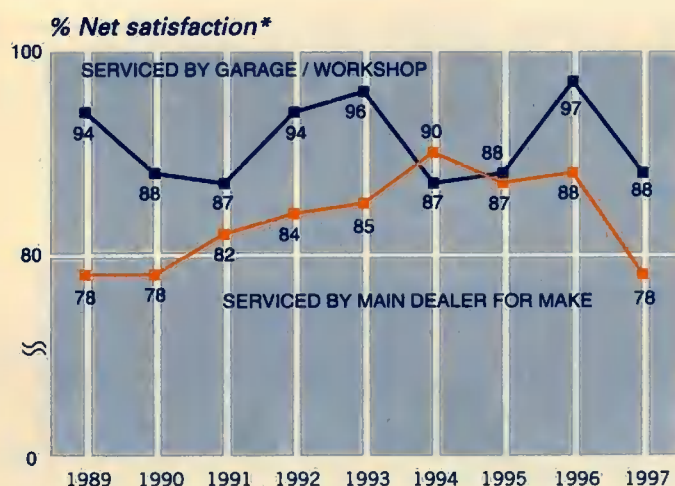
## 9.10 Satisfaction with service

Satisfaction levels have remained consistently high over the past ten years. In 1989, the net proportion of people satisfied with the service of a main dealer was 78% (per cent satisfied minus per cent dissatisfied) the same level measured in this year's survey. Satisfaction is equally high for cars serviced at garages or workshops, although both fell since last year.

Satisfaction with service is highest amongst older motorists and amongst private car owners who bought their car from new, who need to go to a franchised garage to maintain their warranty. This suggests either that franchised dealers offer better service, or that these groups can afford to go to better garages, or that their expectations are lower.

**Women less satisfied than men with car servicing**

**Figure 9.20. Satisfaction with servicing**



(Re-percentaged excluding those who answered 'don't know')

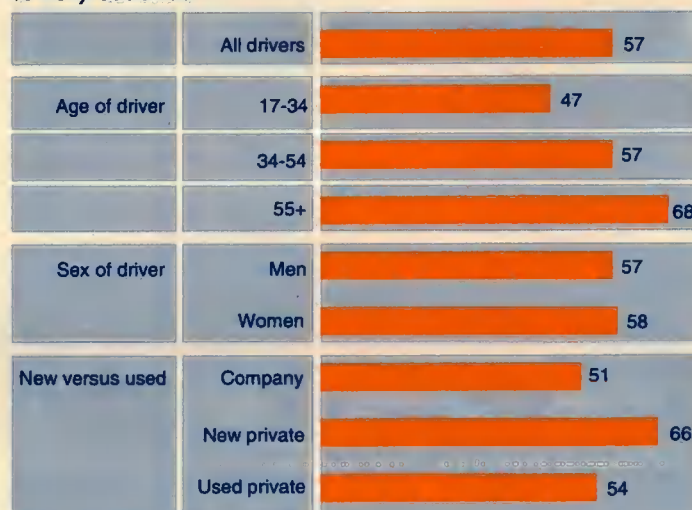
\*Net satisfaction (Per cent 'satisfied' minus per cent 'dissatisfied')

Base: All who get car serviced by a dealer/garage/service centre/unit

Source: Lex Report on Motoring/MORI

**Figure 9.21. Satisfaction with servicing by demographic group and whether new or used**

**% very satisfied**



Base: All who get car serviced by a dealer/garage/service centre/unit (757)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Continued - 9.10 Satisfaction with service

Customer loyalty in servicing is lower than that measured for new car buying. Altogether, 53% of those who get their car serviced at a main dealer or service centre bought it from the same location. This is a slightly lower level than was measured in 1988.

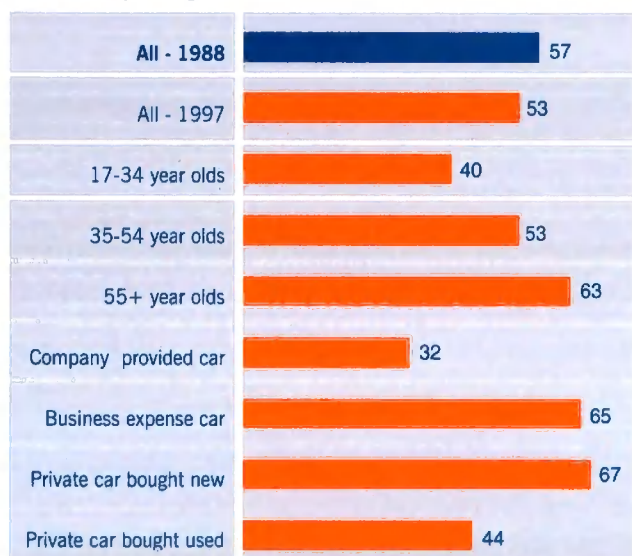
**Older motorists more loyal to dealers than younger drivers**

The most loyal motorists in this regard are older people and private car owners who have owned their car from new.

People are more loyal with respect to their choice of MOT centre. Of the 83% of motorists who get their car 'MOT'd', well over half get their test carried out at the same place they get their car serviced - a rise on the proportion measured in 1993.

**Figure 9.22. Loyalty in servicing (1)**

% of those who get their car serviced where they bought it from



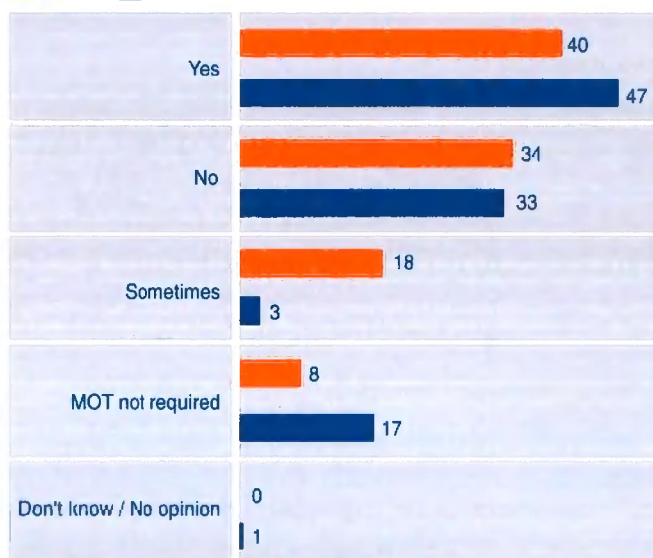
Base: All who get their car serviced at a main dealer/service centre (452)

Source: Lex Report on Motoring/MORI

**Figure 9.23. Loyalty in servicing (2)**

% of those who get their car MOT'd at the same place they get it serviced

1993 1997



Base: All who get their car serviced

Source: 1998 Lex Report on Motoring/MORI





### Summary

The profile of car drivers is becoming more middle aged and more up market. All of the increase in new car sales over the past ten years can be accounted for by the increase in the number of women buyers. Company car drivers are predominantly male and middle aged. The company car is an essential tool of work for four in five company car drivers and on average they drive twice as far each year as private car drivers. Some 10% of cars on the road are company cars. Average mileage covered each year per driver has remained broadly static over the past ten years. The average age of cars on the road is increasing.

<b>10.1. Profile of car drivers</b>	<b>94</b>	<b>➤</b>
<b>10.2. Profile of new car buyers</b>	<b>95</b>	<b>➤</b>
<b>10.3. Profile of used car buyers</b>	<b>96</b>	<b>➤</b>
<b>10.4. Profile of company car drivers</b>	<b>97</b>	<b>➤</b>
<b>10.5. Profile of Britain's cars</b>	<b>98</b>	<b>➤</b>
<b>10.6. Mileage of different demographic groups</b>	<b>100</b>	<b>➤</b>
<b>10.7. Commuting patterns</b>	<b>101</b>	<b>➤</b>
<b>10.8. Driver profile by region</b>	<b>102</b>	<b>➤</b>

## 10.1 Profile of car drivers

There has been very little change in the gender profile of car drivers since the first Lex Survey in 1988. There is, however, an increasingly older profile to British motorists. In 1988, 37% of motorists were under 35 years old - by 1997 this had fallen to 32%. This broadly mirrors changes in the population as a whole.

**The driving population gets  
older and more upmarket**

The other major change is a drift towards a more upmarket profile. The proportion of motorists that are classified as AB socio-economic group has risen faster than changes in the population as a whole, from 24% to 30%.

The profile of motorists remains significantly different from that of the total population. It is more biased towards men, the middle-aged and the higher socio-economic groups and is particularly poorly represented amongst women and older age groups. As is highlighted in section 2, the proportion of women drivers is expected to rise significantly in the longer term.

Figure 10.1. Profile of Britain's car drivers

		%			
		Car drivers 1988	Car drivers 1997	General public	Difference between car drivers and general public
Sex	Male	58	58	48	10
	Female	42	42	52	-10
Age	17-34	37	32	35	-3
	35-54	38	45	33	12
	55+	25	24	32	-8
Class	AB	24	30	21	9
	C1	28	31	27	4
	C2	31	22	23	-1
	DE	17	16	29	-13

Base: All car drivers

Source: Lex Report on Motoring/MORI





## 10.2 Profile of new car buyers

The profile of new car buyers has also remained broadly constant since 1988. There has been an increase in the proportion of buyers who are women, rising from 31% to 35%. Women bought 0.75 million new cars in 1997, compared with 0.66 million in 1988. The number of cars bought by men has fallen from 1.5 million to 1.4 million over the ten year period. All of the increase in new car sales over the last ten years can be accounted for by the growth in the number of women buyers.

**Women are the driving force  
behind rising new car sales**

The age profile of new car buyers has moved slightly towards a younger middle age profile, rather than the older middle age profile that predominated in the late eighties.

Figure 10.2. Profile of new car buyers

		1988 %	1997 %	1997 Millions*
Age	17-24	3	4	0.1
	25-34	16	14	0.3
	35-54	40	46	1.0
	55-64	22	15	0.3
	65+	19	21	0.4
Sex	Male	69	65	1.4
	Female	31	35	0.7

\*Lex estimates

Base: All recently bought new cars

Source: Lex Report on Motoring/MORI



## 10.3 Profile of used car buyers

The age profile of used car buyers has become more middle-aged since the first Lex Survey in 1988. In 1988, the youngest (17-24 year olds) and oldest age groups (55+) accounted for 33% of used car sales. This fell to just 26% by 1997.

### Women fail to make in-roads in to the male dominated used car market

Women have not made the same in-roads into the used car market as they have in the new car market. Whilst the number of women buying used cars each year may have grown in absolute numbers, the proportion of used car buyers that are women has risen just slightly.

Figure 10.3. Profile of used car buyers

		1988 %	1997 %	1997 Millions
Age	17-24	14	11	0.7
	25-34	32	30	1.9
	35-54	36	45	2.9
	55-64	12	9	0.6
	65+	7	6	0.4
Sex	Male	67	64	4.1
	Female	33	36	2.3

Base: All recently bought used cars  
Source: Lex Report on Motoring/MORI





## 10.4 Profile of company car drivers

Company car drivers have a very clear demographic profile, being predominantly male (75%) and middle-aged (66% are aged 35-54 years old).

The car remains an essential tool of work for most company car drivers. The vast majority (77%) say it is essential to their job and a further 13% say it is helpful in their job. The proportion who say the car is purely a perk or part of their remuneration package has fallen from 15% in 1993 to 9% in 1997.

**The company car is a  
working tool not a perk**

**Figure 10.4.** Profile of company car drivers

%		1997
Age	17-24	2
	25-34	20
	35-54	66
	55-64	11
	65+	2
Sex	Male	75
	Female	25

Base: All who drive company cars (310)  
Source: 1998 Lex Report on  
Motoring, 'Driving for the future'/MORI

**Figure 10.5.** The importance of company cars in the workplace

%	1993	1994	1995	1996	1997
Essential part of your job	69	71	73	77	77
Helpful to your job	12	10	13	12	13
Part of remuneration package	15	8	7	11	9
No opinion	4	11	4	0	0

Base: All with company car  
Source: Lex Report on Motoring/MORI

## 10.5 Profile of Britain's cars

Nine in ten cars in Britain are owned privately, with the rest either provided by a company (7%) or bought as a business expense (3%).

Whereas two thirds of cars on the road bought from new are under three years old, two thirds of cars bought when already used are over six years old.

**Company cars represent just one in ten cars on the road**

Medium sized engine cars dominate both the new and used car market.

The average age of cars on the road is increasing, as cars from the boom years of the late 1980s move through into old age. The average age of used cars on the road has risen from 6.5 years in 1988 to 7.1 years in 1997.

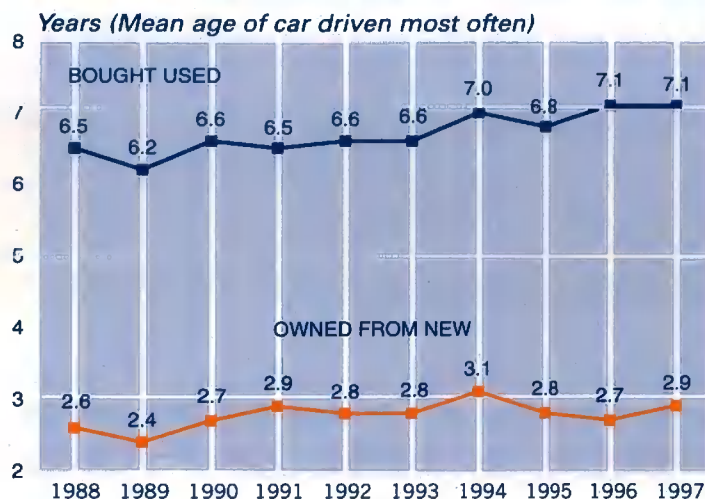
Figure 10.6. Profile of Britain's cars - new versus used

		All cars %	Bought New (Car drive most often) %	Bought used (Car drive most often) %
New versus used	Bought new	28	100	0
	Bought used	71	0	100
Engine size	Up to 1400cc	39	35	37
	1401-2000cc	51	55	54
	Over 2000cc	8	9	7
Type of ownership	Bought privately	89	76	96
	Provided by an employer	7	18	2
	Business expense	3	6	3
Age of car	0-3 years	29	67	13
	3-6 years	21	16	22
	Over 6 years	51	15	63

This table gives overall information about all cars in the household (up to maximum of 3 per household) (1853) and details of the respondent's main car (1209)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

Figure 10.7. The changing age of the car parc - new versus used



Base: All car drivers

Source: Lex Report on Motoring/MORI



Private cars are mainly bought as used cars (75%) and tend to have much smaller engines than cars bought as company cars - 40% of private cars have an engine capacity of under 1400 c.c. Private cars tend to be significantly older than company cars - over half are more than 6 years old.

In contrast company cars are younger, more powerful and predominantly bought from new.

### Britain's cars are getting older

The average age of both private cars and company cars have risen since the first survey in 1988. The average age of private cars on the road has risen from 5.6 years to 6.2 years. The average age of employer provided cars has been the most stable over time and has remained at around two years since 1991. Cars that are bought as a business expense have increased most in age, from a low of 2.9 years in 1989 to 4.4 in the 1997 survey.

**Figure 10.8.** Profile of Britain's cars - private versus company

%		Private	All company cars	Company cars	
				Provided by an employer	Business expense
Car driven most	Bought new	25	69	79	52
	Bought used	75	31	21	40
Engine size	Up to 1400cc	40	10	8	15
	1401-2000cc	53	66	71	59
	Over 2000cc	6	22	21	24
Age of car	0-3 years	25	65	80	38
	3-6 years	20	20	12	33
	Over 6 years	54	15	7	28

This table gives details of the respondent's main car (1209)

Source: 1998 Lex Report on Motoring, 'Driving for the future'/MORI

**Figure 10.9.** The changing age of the car parc - private versus company



Base: All car drivers

Source: Lex Report on Motoring/MORI

## 10.6 Mileage of different demographic groups

*Note these mileage figures relate to the car respondents used most often and not the driver's personal mileage.*

The amount each driver in Britain claims to drive each year has remained reasonably stable over the last ten years. It rose from 9,700 miles in 1990 to 10,600 miles in 1993, a rise of 11%, but has since then remained at around the same level.

### Work-mileage shows strong link to economic cycle

Mileage on work related journeys has varied over the ten years of the Lex Report, but has averaged around 3,000 miles per annum.

Men on average drive 38% further each year than women. Some 59% of this extra 3,200 miles per annum that men drive on average, is accounted for by work related mileage.

The biggest difference in mileage patterns are between company car drivers and private drivers. Company car drivers cover seven times more work related mileage than private car owners and twice as many miles overall. The lower than average private mileage of company car drivers suggests they do not like to drive at the weekends.

Figure 10.10. Overall mileage and business mileage



Base: All car drivers

Source: Lex Report on Motoring/MORI

Figure 10.11. Mileage by demographic group and whether private or company owned

000's Miles per annum

Work related mileage

Personal mileage

Men	3.4	8.2	11.6
Women	1.5	6.9	8.4
17 - 34 year olds	2.4	8.1	10.5
35 - 54 year olds	3.5	7.7	11.2
55 + year old	1.3	7.2	8.5
Company	11.4	7.2	18.6
Private	1.6	7.8	9.4

Base: All car drivers

Source: Lex Report on Motoring/MORI





## 10.7 Commuting patterns

People living in the country, who are more reliant on the car, cover 10% more miles than town dwellers.

The amount different groups of motorists drive to and from work depends critically on the likelihood of them working.

The highest mileage commuters are men, who commute 47% more miles than women on average. The amount of miles commuted dips significantly as people approach retirement age.

**Country dwellers only travel 10% further  
in their cars than town dwellers**

**Figure 10.12.** Average commuting mileage by demographic group and whether private or company owned

*Miles per annum*

Men	2700
Women	1900
17 - 34 year olds	3000
35 - 55 year olds	2900
55 + year old	800
Company	4200
Private	2200

Base: All car drivers (1240)

Source: Lex Report on Motoring, 'Driving for the future'/MORI

## 10.8 Driver profile by region

It should be noted that the sample sizes for each of the regions are relatively small and therefore the differences highlighted below may not be significant and representative of all drivers in the region. The sample of drivers in Scotland, however, was boosted this year to make comparisons with the rest of Britain more reliable.

London and the South East have 31% of the 27.4 million drivers in Britain, with a further 26% accounted for by motorists in the North of England. Scotland has 2.5 million drivers, or 9% of all British drivers.

### Regional differences mostly statistically insignificant

Mileage patterns are reasonably consistent across the regions, although drivers in the North of England cover a little less mileage than those in other regions, whilst those in Wales and the South West travel a little more. Business mileage and commuting mileages are very similar across the regions.

Scottish drivers are marginally more likely to buy their cars from new, although they are less likely to have more than one car in the household.

The South East and the Midlands sample had more motorists in multi-car households.

Figure 10.13. Driver profile by region

	All	London & South-East	South-West/ Wales	Midlands & East Anglia	North of England	Scotland
Millions of drivers	27.4	8.5	3.6	5.8	7.0	2.5
Total mileage	10,300	10,700	11,100	10,300	9,400	10,800
Business mileage	2,600	2,400	2,300	2,900	2,600	3,200
Commuting mileage	2,400	2,500	2,600	2,500	2,200	2,300
% of drivers where car drive most often bought from new	29	31	25	28	28	33
% of regular car drivers in households with more than one car	48	51	41	53	49	33
% of drivers who are female	42	41	40	42	44	40
% of drivers that are under 25 years old	8	6	10	7	9	8
% of drivers that are over 65 years old	12	13	10	12	12	12
% of cars that run on diesel	9	7	8	11	13	8

Base: All car drivers (1209)

Source: Lex Report on Motoring/MORI





Because only a representative sample of British drivers were interviewed by MORI, it cannot be said with certainty that the figures are precisely those that would have been obtained if every individual driver aged 17 or over had been interviewed.

However, the results can be said to be correct within certain statistical tolerances. These tolerances depend on the sample size and also on the order of magnitude of the research findings being considered.

The following table shows a range of sample sizes, including the total sample size for this survey and examples of various sub-group sample sizes, along with the percentage margins within which there is 95% certainty that the true figures will lie. There is a greater likelihood that the true figures are near the centre of these ranges i.e. closer to the findings from the research.

## Research findings

	Sample size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
Total drivers	1,287	+/-2	+/-2	+/-3	+/-3	+/-3
	1,000	+/-2	+/-3	+/-3	+/-3	+/-3
	500	+/-3	+/-4	+/-4	+/-4	+/-4
Company car drivers	380	+/-3	+/-4	+/-5	+/-5	+/-5
	200	+/-4	+/-6	+/-6	+/-7	+/-7
	50	+/-8	+/-11	+/-13	+/-14	+/-14

**e.g.1** 31% of all car drivers (sample of 1,287) say that the safety of car users on the road is a major problem in Britain today. There is a 95% certainty that the true figure lies between 28% and 34%.

**e.g.2** 35% of 17-34 year olds (sample of 385) say that the safety of car users on the road is a major problem in Britain today. There is a 95% certainty that the true figure lies between 30% and 40%.



## APPENDIX 2 - Magnitude of figures being compared

For reasons similar to those given in Appendix 1, when comparing results between two areas of the country, or between two sub-groups (e.g. men versus women car drivers), one cannot be confident that differences are genuine unless they are of a certain minimum size. If the differences are larger than those given in the table below, then there can be 95% confidence that the difference is genuine.

### Research findings

	Size of sample being compared	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1997 compared with 1996 base	1,209-1,287	+/-2	+/-3	+/-4	+/-4	+/-4
Men versus women car drivers	748-539	+/-3	+/-4	+/-5	+/-5	+/-6
Company versus private car drivers	380-907	+/-4	+/-5	+/-6	+/-6	+/-6
Car drivers versus truck drivers	1,287-152	+/-5	+/-7	+/-8	+/-8	+/-8
Other sub groups	1,000-1,000	+/-3	+/-4	+/-4	+/-4	+/-4
	500-500	+/-4	+/-5	+/-6	+/-6	+/-6
	500-250	+/-5	+/-6	+/-7	+/-7	+/-8
	250-250	+/-5	+/-7	+/-8	+/-9	+/-9
	250-100	+/-7	+/-9	+/-11	+/-11	+/-12
	100-100	+/-8	+/-11	+/-13	+/-14	+/-14

Strictly, these margins relate to random samples where each member of the population has the same chance of selection. In practice, the accuracy of good quota samples has been found to be at least as good as random samples of this size.

It should be noted that where percentages do not add up to precisely 100%, that this could be due to the exclusion of 'don't know' responses or because the question allowed for multiple answers. In some cases, it is due to rounding of figures to the nearest whole number.



# APPENDIX 3 - Lex Report on Motoring Index

1998 Lex Report  
on Motoring



	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
<b>BUYING A CAR</b>										
Accuracy of mileometers		86								
Best time to view	59									
Buying by virtual reality						102			56	
Cost of car				73	72	98	98	67	84	
Changes in car ownership				44						
Commitment to manufacturer				89		62		59	77	
Extra car expectations			42			37				
Features in current/next car		106		90	104	133		44		
How car is chosen	46	90				86				83
Improvements by manufacturer							66			
Nearly new cars								68		
Next car purchase new/used	84	104		70	57	56				
Numbers buying a car	42	81		81	69	63	92	110	64	81
Part exchange			101	74						
Profile of new & used car buyers				65			111	79		
Reasons for buying car now	44	82			72					
Trust of information sources	89						72			
Type of car bought						97				
Used car money back/exchange		102	90							
Used car retailing	46									
Who helps chose car	48									
<b>CAR OWNERSHIP</b>										
Car bought new/used	42	81	90	80	68	63	94	110	64	95
Cars on the road forecast										19
Car replacement or additional	42			82						
Choice of car								51		
Diesel cars					98	110	29	106	70	87
Drivers in household / forecast						40				20
Effect of economic climate			40	46	50		79			
Increase/decrease in car ownership						54	80			
Length of car ownership			35	36	42	58	47	85	56	75
Lifestyle and car ownership							49			
Likes and dislikes of car ownership								35		
Ownership by households	80	9	12	12	14	120	116	78	50	73
Scrappage	89	10	14	14	16	122	118	87	58	76
<b>CONGESTION</b>										
Delays due to congestion	70		52	54						34
Congestion, problem/easing		70	84	56			26	38		44
Radio traffic reports		72								
<b>CHANNEL TUNNEL</b>										
Channel Tunnel use	40	108	124	124	61	117				
<b>DEALERS</b>										
Attraction of an outlet	52									
Car finance	57	92	94	98	80	70	131	91	62	79
Dealers visited	57	86		96	84	74				
Deciding where to buy a car	52		96	86	93	77			66	
Discounts							100			
Fixed versus negotiated prices/bargaining			92			101				
Personal service buying a car	55						85			
Sales people						86				
Satisfaction with sales experience		88						71	68	85
Service and parts with car sales				88	95					
Shopping for a car						78		70		
Single franchise outlets				84						
Source of purchase of car	50	83	92	84	76	66	59	94	65	81
Test drives	57	86		96	84					
Treatment of women		94								





	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
<b>DRIVERS AND THE MOTORING ENVIRONMENT</b>										
Britain's drivers							15	24	78	94
Cost of owning car/driving		36						40		
Commuting				48					87	14
Difficult to adjust lifestyle	16	34		48	62	34	20	17	71	12
Don't care what I drive	16			48	65		127			15
Free parking				48					87	
Items in car				58						
Learner drivers					112					
Privatisation of railways				66		21				
Reliance for different journeys							20			34
Shopping										35
School run						65				36
Use of car	12			65			22			
Women drivers					42					21
Would use public transport more	16	34	68	72	66	34	20	58	71	13
<b>DRIVING</b>										
Accidents and causes									26	
Annoying behaviour								44		
Best drivers - men or women	18								30	
Behaviour to other drivers							39			
Driving fast							19	46	16	
Motorways		74				102				
In-car behaviour									24	
Pleasure and problems of driving			50				17	37		15
Provision for cyclists	77								18	
Road rage/anger/stress			54					42		
Road signs	76	60		120						
Route planning									56	
Standard of driving	20								12	
<b>ENVIRONMENT</b>										
Catalytic converter		52								
Electric cars							31			
Threats to environment	24							62		
Use of unleaded petrol	26	51	88	66	56	108	32	108		
Who responsible for environment							83			
<b>EUROPE</b>										
Buying cars in Europe					100					
Continental trips						60	116			
Car ownership	81	11	17	17	18	124	120	89	51	69
<b>GENERAL</b>										
Britain's cars	7	40	28	29	30	130	126	118	82	98
Car ownership expectations	38	42	36	38	32	52	33	82	54	73
Miles driven	9	32	30	32	44	60	23	19	85	100
Miles driven (work)		32		32	44	62	24	32	86	101
<b>LAW</b>										
Attitude to MOT		59			114				46	
Attitude towards breaking speed limits		64						46	16	
Consumer protection					96					
Drinking and driving		62				28	41		20	
Drugs and driving									20	
Driving misdemeanours		56					39			
Driving offences					124				14	
Jumping red lights	64						41			
Law breaking and traffic control		62		126						
Misuse of disabled stickers		58					40			
Protests against new roads								57		
Speed cameras			62			115	135	42	40	
Speed limiters			64			116				
Traffic wardens/clamping	32									
<b>NEW CAR SALES</b>										
Registration letter										71
Registrations UK and Europe	76	11	15	15	17	123	119	88	52	70
Trends and forecasts						15	76	81	52	23
UK market shares by manufacturer		12	16	16	19	125	121	90	59	77



# APPENDIX 3 - Lex Report on Motoring Index

1998 Lex Report  
on Motoring



	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
<b>NON-DRIVERS</b>										
Profile of non-drivers								30		
Reasons for not driving								27		
Reliance on car								29		
Use of car by non-drivers								28		
<b>POLICY</b>										
Car sharing			86							
Driving test, written section					112				34	
Driving test effectiveness		64								
Environment/traffic congestion			74			21	26	38		28
Importance of car industry	69				128					
Non-use of public transport			72				20	58		
Motorway tolls						23				
Park and ride				74	52					
Paying for public transport				72				49		49
Petrol tax versus road fund licence		37		71						49
Road pricing				82						
Pollution versus congestion			76				128			43
Support for transport policies			78	68			28	52		44
Road tourist signs			67		120					
Traffic growth										18
Transport telematics										51
Use of public transport				70			20	58		10
<b>SAFETY</b>										
Children and seat belts		66		60			70			
Dogs in cars		67								
Effectiveness of safety campaigns									32	
Factors contributing to road safety		60					43		38	
Safety features on car	22					27	55	66	42	
<b>SECURITY</b>										
Car theft - car or radio	28				122	32				
Concerns about crime						32				
Experience of crime						140				
Night time parking	30		46							
Security features			44	64		33	54			
<b>SERVICING</b>										
Checking service work			120							
Control of servicing		101								
Deciding where to have car serviced		98	118				89	76	75	92
Distance to travel for service	61				105					
Frequency of service and repair					106	96	108	104	72	90
Importance of servicing	61			114						
Loyalty to location						93				
Satisfaction with servicing	65	101	116	118	110	98	111	73	74	91
Service intervals						100				
Service records							110			
Servicing modern cars					104					
Specialist versus franchise dealers	67	102								
Who services car	63	96	112	116	102	90	104	102	71	84
<b>TEENAGERS</b>										
Activities						114				
Concern about alcohol						47				
Concern about environment						47				
Features sought on car						46	66			
Getting their first car							68			
Interest and reliance on the car						45	63			
Use of the car						17				
Views on parents' driving						115				
Views on parents' cars						71				
<b>TRUCKS</b>										
Changing size of trucks								62		
Congestion and pollution										60
Driving standards									12	
Profile of truck drivers									84	
Reliance of industry on trucks								17		65
Route planning										62
Transport operators' views on use of trucks						55				
Transport telematics										61



## APPENDIX 4 - Sources and acknowledgments

**Many thanks to the Transport Research Laboratory for  
all their invaluable help in the preparation of this report.**

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**Lex Report on Motoring - The Company View**

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**Lex Report on Motoring - The Consumer View**

Lex Service PLC, London, January 1994

**Lex Report on Motoring - The Company View**

Lex Vehicle Leasing, Marlow, May 1994

**Lex Report on Motoring - What drives the motorist?**

Lex Service PLC, London, January 1995

**Lex Report on Motoring - What drives the company motorist?**

Lex Vehicle Leasing, Marlow, June 1995

**Lex Report on Motoring - Listening to all road users**

Lex Service PLC, London, January 1996

**Lex Report on Motoring - Listening to the needs of company motorists**

Lex Vehicle Leasing, Marlow, June 1996

**Lex Report on Motoring - Driving for Safety**

Lex Service PLC, London, January 1997

**Lex Report on Motoring - Driving for Safer Company Motoring**

Lex Vehicle Leasing, Marlow, June 1997