

RAC RoM 2008 - REPORT 1: TWENTY YEARS OF MOTORING (WEIGHTED REF BOOSTED SAMPLE OF COMPANY CARS AND NEW/ NEARLY NEW/ USED CAR PURCHASER)

Table 1

Cross breaks

Base : All

TOTAL	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
Unweighted Base	1116 100%	530 100%	180 100%	710 100%
Weighted Base	1116 100%	368 100%	245 100%	614 100%
AGE				
17-24	156 14%	30 8%	28 11%	58 9%
25-44	391 35%	118 32%	95 39%	213 35%
45-64	352 32%	143 39% bd	69 28%	213 35% d
65+	216 19%	77 21%	53 22%	130 21%
SEX				
Male	538 48%	192 52%	108 44%	300 49%
Female	578 52%	176 48%	138 56%	314 51%
SEG				
ABCI	627 56%	226 61% d	163 67% d	389 63% d
C2DE	488 44%	143 39%	82 33%	225 37%
WORKING STATUS				
Working	639 57%	196 53%	164 67% ad	360 59%
Not working	477 43%	172 47% b	82 33%	254 41%
CAR PURCHASE				
Private	1050 94%	326 89%	234 95% a	560 91%
Company	45 4%	32 9% bd	8 3% d	40 7% d
Company/ business	66 6%	42 11% bd	11 5%	53 9% d
ANNUAL MILEAGE				
Low up to 6000m/yr	478 43%	142 38%	100 41%	241 39%
Medium 6001-12000m/yr	379 34%	120 32%	78 32%	197 32%
High >12000m/yr	259 23%	107 29% d	68 28% d	175 29% d

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

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Base : All

	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
YEARS DRIVING				
20 Yrs+	638 57%	245 66% d	144 59%	388 63% d
<20 Yrs	478 43%	124 34%	102 41%	225 50%
				252 50% ac
CAR DEPENDENCY				
High	504 45%	178 48%	105 43%	283 46%
Medium	307 28%	92 25%	79 32%	171 28%
Low	305 27%	99 27%	62 25%	160 26%
				145 29%
REGION				
London	143 13%	49 13%	37 15%	86 14%
South East	151 14%	54 15% b	14 6%	68 11% b
South West	98 9%	34 9%	19 8%	53 9%
West Mids	103 9%	33 9%	28 11%	60 10%
East Mids	83 7%	30 8%	16 7%	47 8%
East of England	98 9%	21 6%	20 8%	41 7%
Yorks/ Humber	106 10%	30 8%	24 10%	54 9%
North East	47 4%	19 5%	12 5%	31 5%
North West	129 12%	46 13%	23 9%	69 11%
Wales	55 5%	16 4%	13 5%	29 5%
Scotland	101 9%	37 10% d	40 16% ad	76 12% d
				25 5%
LOCATION				
City/ town	244 22%	70 19%	61 25%	131 21%
Suburb	592 53%	209 57%	125 51%	334 54%
Village/ rural	280 25%	89 24%	60 24%	148 24%
				131 26%

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Table 1

Cross breaks

Base : All

TOTAL	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
RAC	350 31% 150 41%bd	66 27% 27	216 35%bd	134 27%
AA	290 26% 93 25%	80 32%bd	173 26%	118 23%
NOT RAC	766 69% 218 59%	180 73%ac	398 65%	368 73%ac

BREAKDOWN COVER

RAC

AA

NOT RAC

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Table 2
Q12 Approximately how old is this car?

Base : All

TOTAL	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
Unweighted Base	1116 100%	530 100%	180 100%	710 100%
Weighted Base	1116 100%	368 100%	245 100%	614 100%
Up to 6 months	68 6%	63 17%bcd	4 2%	67 11%bd
Six months to one year	54 5%	42 11%bd	13 5%cd	54 9%cd
Over 1 - up to 2 years	138 12%	89 24%cd	42 17%cd	131 21%cd
Over 2 - up to 3 years	159 14%	78 21%cd	48 20%cd	127 21%cd
Over 3 - up to 4 years	186 17%	40 11%	58 24%ac	98 16%a
5 - 10 years	385 34%	53 14%	75 30%ac	128 21%a
Over 10 years	121 11%	3 1%	6 2%	8 1%
Don't know	5 *	1 *	-	1 *
Mean	5.15	2.62	4.20ac	3.25a
Standard Deviation	3.63	2.39	2.78	2.67
Standard Error	0.11	0.11	0.21	0.16

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

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Table 3

Q13 Is the car you use most often bought from new, nearly new or second hand (by nearly new we mean less than a year old)?

Base : All

TOTAL	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
Unweighted Base	1116 100%	530 100%	180 100%	710 100%
Weighted Base	1116 100%	368 100%	245 100%	614 100%
New	368 33%	100%bcd	60%bd	-
Nearly new (includes ex- demonstration models)	245 22%	-	40%acd	-
Second hand/ used	502 45%	-	-	100%abc

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

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Table 4

Q16 How was this car financed?
Base : All

TOTAL	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
Unweighted Base	1116 100%	530 100%	180 100%	710 100%
Weighted Base	1116 100%	368 100%	245 100%	614 100%
Cash	693 62%	142 39%	156 64% ac	299 49% ae
Bank Loan	107 10%	27 7%	34 14% ae	62 10%
Building Society Loan	10 1%	2 *	4 2%	6 1%
Finance Company Loan	75 7%	27 7%	25 10% ed	52 8% ed
Hire Purchase	51 5%	20 5%	15 6%	35 6%
Finance leasing	62 6%	50 14% bcd	5 2%	55 9% bd
Contract Hire	52 5%	49 13% bcd	2 1%	51 8% bd
Other	57 5%	45 12% bcd	3 1%	48 8% bd
Don't know	11 1%	5 1%	2 1%	7 1%
ANY TYPE OF FINANCE	355 32%	176 48% bd	85 35% d	260 42% d

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

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Table 5
Q18 Approximately how many miles do you drive in a year, on average?

Base : All

TOTAL	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
Unweighted Base	1116 100%	530 100%	180 100%	710 100%
Weighted Base	1116 100%	368 100%	245 100%	614 100%
UP TO 1000 MILES	53 5%	9 2%	16 7%a	25 4%
1001-3000 MILES	121 11%	34 9%	23 10%	57 9%
3001-6000 MILES	298 27%	96 26%	59 24%	155 25%
6001-9000 MILES	202 18%	70 19%	39 16%	109 18%
9001-12000 MILES	267 24%	82 22%	65 26%	146 24%
12001-15000 MILES	67 6%	29 8%	13 5%	43 7%
15001-18000 MILES	20 2%	11 3%	2 1%	13 2%
18001-21000 MILES	32 3%	13 4%a	12 5%a	24 4%a
21001-24000 MILES	3 *	3 1%	1 *	3 1%
OVER 24000	47 4%	20 5%a	14 6%a	34 6%a
Don't know/ no answer	6 1%	3 1%	1 1%	5 1%
Mean (000's of miles)	9.01	9.91d	9.26	9.65d
Standard Deviation	7.64	7.47	7.07	7.31
Standard Error	0.24	0.34	0.53	0.30
TOTAL	1116 100%	368 100%	245 100%	614 100%

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

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Table 6
Q28 How is your car serviced?

Base : All

TOTAL	AGE OF CAR			
	New (a)	Nearly New (b)	New /Nearly New (c)	Second Hand (d)
Unweighted Base	1116 100%	530 100%	180 100%	710 100%
Weighted Base	1116 100%	368 100%	245 100%	614 100%
Serviced by main dealer	454 41%	273 74%bcd	106 43%cd	379 62%bd
Serviced by garage/ workshop	493 44%	76 21%	113 46%ac	190 31%a
Do it yourself	68 6%	5 1%	11 5%a	16 10%abc
Family member/ relation/ friend/ acquaintance	87 8%	7 2%	15 6%a	22 13%abc
Main dealer for another make	1 *	1 *	-	-
Service centre	11 1%	6 1%	-	5 1%
Other	2 *	1 *	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d

	Page	Table	Title	Base Description	Base
● 1	1	1	Cross breaks / AGE / SEX / SEG / WORKING STATUS / CAR PURCHASE / ANNUAL MILEAGE	Base : All	1116
● 2	1	1	Cross breaks / YEARS DRIVING / CAR DEPENDENCY / REGION / LOCATION	Base : All	638
● 3	1	1	Cross breaks / BREAKDOWN COVER	Base : All	350
● 4	2		Q12 Approximately how old is this car?	Base : All	1116
● 5	3		Q13 Is the car you use most often bought from new, nearly new or second hand (by nearly new we mean less than a year old)?	Base : All	1116
● 6	4		Q16 How was this car financed?	Base : All	1116
● 7	5		Q18 Approximately how many miles do you drive in a year, on average?	Base : All	1116
● 8	6		Q28 How is your car serviced?	Base : All	1116