

1998 (0487)

CAR DRIVERS 1998

Final Topline Results - 10.11.97

Car Drivers Survey

Base: 1,287 interviews - face-to-face, in-house

Fieldwork: 1-29 October 1997

Data are weighted to national driver profile proportions

All base figures (quoted in brackets) are unweighted

Telephone in home	%	TD %
Yes	83	75
No	17	9
Refused/Ex. directory.....	0	20

IF YES, WRITE IN NUMBER:

Gender		%	TD %
	Male	59	98
	Female	41	2

Marital Status:	%
Single	13
Married	70
Cohabiting	7
Divorced/separated	6
Widowed	4

Adults in household (Aged 17+)

1	2	3	4	5+	%
12	66	16	5	1	

Children in household (Aged 0-16)

1	2	3	4	5+	%
17	19	7	1	*	

Children in household (Aged 0-16):

	%
Aged 0-5	22
Aged 6-10	20
Aged 11-16	20
None	49

WRITE IN & CODE EXACT AGE

Exact Age: **Truck Drivers (TD) survey**

Base: 152 interviews, face-to-face in street/service areas

Fieldwork: 1-29 October 1997

All data and base figures are unweighted

Working Status of Respondent

	%	TD %
Full-time (30+ hrs/wk)	55	98
Part-time (9-29 hrs/wk)	14	2
Not working but seeking work	2	-
Unemployed and seeking work	2	-
Studying at school/college/university (full-time)	2	-
Retired	17	-
Other	8	-

	%	TD %
IF FULL OR PART TIME ASK:		
Self-employed	10	9
Not self-employed	58	91

Occupation of Chief Income Earner
Position/rank/grade

Industry/type of company

Quals/degree/apprenticeship

Number of staff responsible for

REMEMBER TO PROBE FULLY FOR PENSION AND CODE FROM ABOVE**Social Class**

	%
A	4
B	26
C1	32
C2	22
D	12
E	5

Rural/Urban (INTERVIEWER OBSERVATION)

	%
City/town centre	13
City suburb/edge of town	63
Village/edge of village/rural	24

Interviewer Declaration

I confirm that I have carried out this interview face-to-face with the above named person and that I asked all the relevant questions fully and recorded the answers in conformance with the survey specification and within the MRS Code of Conduct.

Signature:

Interviewer Name (CAPS):

Interviewer Number:

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	/	<input type="text"/>
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Day of Interview: 1 2 3 4 5 6 7

Date of Interview: / /97

Length of Interview: (minutes)

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95 SOUTHWARK STREET, LONDON SE1 0HX

Good morning/afternoon/evening. I'm from MORI, the Market Research company.
I wonder if I could ask you some questions about motoring in Britain today?

QA. Do you personally hold a current driving licence?

Base: All car drivers (1,287)

	1997 (1,287) %	1996 (1,209) %	
Yes	100	100	GO TO QB
No	0	0	CLOSE AND
Don't know	0	0	DO NOT INCLUDE

QB. And how often do you drive nowadays? DO NOT PROMPT - SINGLE CODE

Base: All car drivers (1,287)

	1997 (1,287) %	1996 (1,209) %	
Every day/most days	89	87	
1-3 times a week	10	11	
Less than once a week to once a month	•	1	GO TO QC
Less than once a month	0	0	CLOSE AND DO
Never	0	0	NOT INCLUDE
Don't know	0	0	

QC. Was the car that you use most often bought privately, provided by an employer, or bought by you or someone in your household as a business expense? SINGLE CODE (IF 'EMPLOYER' OR 'BUSINESS EXPENSE' PROBE FOR WHETHER RESPONDENTS EMPLOYER/BUSINESS EXPENSE OR SOMEONE ELSE'S EMPLOYER/BUSINESS EXPENSE)

Base: All car drivers (1,287)

	1997 (1,287) %	1996 (1,209) %	
Bought privately	90	87	
Provided by respondent's employer	8	7	
Bought as respondent's business expense	1	4	CHECK QUOTAS
Provided by someone else's employer	1	1	
Bought as someone else's business expense	1	1	
Don't know	0	0	

DRIVING TODAY

ASK ALL
Q1. SHOWCARD A How strongly do you agree or disagree with the following statements?
READ OUT AND SINGLE CODE EACH STATEMENT
Base: All car drivers

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/no opinion
		%	%	%	%	%	%
A)	I would use my car less if public transport were better						
	1997 (1,285)	15	30	7	27	20	*
	1996 (1,209)	11	25	7	32	23	*
B)	I would find it very difficult to adjust my lifestyle to being without a car						
	1997 (1,285)	56	25	4	11	4	*
	1996 (1,209)	59	23	5	10	3	*
C)	Building more roads will help to solve the problem of congestion on Britain's roads						
	1997 (1,283)	9	21	13	35	20	2
	1991 (1,564)	14	31	11	29	14	1
D)	I don't care what car I drive so long as it gets me from A to B						
	1997 (1,286)	24	30	7	25	15	*
	1988 (1,576)	15	28	5	32	20	1
E)	Traffic noise is a major problem						
	1997 (1,284)	13	28	16	32	11	1
	1988 (1,576)	13	26	20	29	11	1
F)	The motor car is ruining the British countryside						
	1997 (1,286)	11	35	19	25	8	2
	1989 (1,576)	13	36	15	25	11	1

CARS IN HOUSEHOLD

ASK ALL

Q2.a How many cars are there in your household now?

Base: All car drivers (1,287)

b How many cars do you expect there to be in your household in two years' time?

Base: All car drivers (1,275)

c How many cars were there in this household one year ago in October 1996?

Base: All car drivers (1,270)

	Q2a Now	Q2b 2 yrs time	Q2c Oct. 1996
	1997 (1,287) %	1996 (1,209) %	1997 (1,275) %
	1996 (1,209) %	1997 (1,270) %	
None	1	1	2
One	51	57	51
Two	40	35	40
Three	7	5	6
Four	1	1	1
Five	*	*	*
Six	0	*	0
Seven	*	*	0
Eight or more	0	0	0
Was not in this household	*	0	*
Don't know	0	0	1
Mean Score	1.57	1.51	1.60

ASK THOSE WHO HAVE MORE CARS IN THEIR HOUSEHOLD NOW COMPARED WITH ONE YEAR AGO: (Q2a HIGHER THAN Q2c) OTHERS GO TO FILTER AT Q4

Q3. SHOWCARD B Which, if any, of these events was the main reason for your increasing the number of cars in the household where you live, compared with last year? Just read out the letter of the one statement that most applies to you. SINGLE CODE ONLY

Base: All those with more cars now than last year (125)

	1997 (125) %
A) To meet needs of growing family	10
B) Someone started job where needed a car	15
C) Moved to somewhere where I/we needed a car more	7
D) Increased income, so could afford it	5
E) Someone passed driving test and wanted a car	22
F) Someone changed job and needed a car	10
G) Someone became eligible for a company car	4
H) Someone took up a new leisure activity needing a car	0
I) General feeling of confidence/security	0
J) Lower car prices	0
K) New model launched	1
L) I moved into a household with more cars	2
M) Someone with a car joined the household	6
N) Other (WRITE IN & CODE '2')	18
None of these	0
Don't know	0

- ASK THOSE WHO HAVE FEWER CARS IN THEIR HOUSEHOLD NOW COMPARED WITH ONE YEAR AGO (Q2a LESS THAN Q2c). OTHERS GO TO Q5**
- Q4. SHOWCARD C Which, if any, of these events was the main reason for your decreasing the number of cars in the household where you live, compared with last year? Just read out the letter of the one statement that most applies to you. SINGLE CODE ONLY**
- Base: All with less cars now than last year (83)**

	1997 (83) %
A) Someone moved out of household	34
B) Someone gave up driving	2
C) Cost of motoring	8
D) Moved to somewhere where need car less	0
E) Reduced household income/lost job	7
F) Someone changed job where don't need a car	3
G) Wanted better/different vehicle	4
H) Was not using car enough/no need	7
I) General feeling of lost confidence/security in the future	0
J) I moved into a household with fewer cars	0
K) Wrote off car	5
L) Scrapped car	5
M) Retirement	5
N) Illness/disability	2
O) Lost job with a company car	2
P) Gave up company car	5
Q) Buy and sell cars as a business	0
R) Someone switched to public transport	0
S) Other (WRITE IN & CODE '7')	11
None of these	0
Don't know	1

- ASK ALL**
- Q5. Have you got rid of a car for scrap in the last 2 years? SINGLE CODE**
- Base: All car drivers (1,248)**

	1997 (1,248) %
Yes	10
No	90
Don't know	*

Q6. IF SCRAPPED CAR IN LAST 2 YEARS (Q5, CODE 1), ASK Q6. OTHERS TO Q7
 SHOWCARD D Thinking of the last car that you scrapped, why did you scrap it?
 MULTICODE OK, PROBE: Are there any other reasons why you scrapped it?
 Base: All who scrapped a car in the last 2 years (109)

	1997 (109) %
Too expensive to repair	58
I could not sell it	1
It failed the MOT	17
I didn't need the car	4
The car was not worth very much money	22
It was uneconomic to run it	7
The car had been in an accident	20
It stopped working	7
Other reason (WRITE IN & CODE '9')	15
Don't know	0

DETAILS OF EACH CAR

ASK ALL:

Now I am going to ask you a series of questions about the car or cars that you currently use.

IF NONE OR ONE CAR IN HOUSEHOLD (CODE '1' OR '2' AT Q2a) ASK Q7 TO Q16 AND CODE UNDER "1ST CAR". IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q7 TO Q16 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST OFTEN, THEN REPEAT Q7 TO Q16 FOR CAR WHICH IS USED NEXT MOST OFTEN IN THE HOUSEHOLD; REPEAT FOR UP TO THREE CARS

- Q7. Was the car you use most often/next most often bought new, or second hand?
Base: All car drivers (1,282)

	1st Car		All Cars	
	1997 (1,282) %	1996 (1,209) %	1997 (2,028) %	1996 (1,853) %
New	29	30	28	29
Second hand	70	70	71	69
Don't know	*	*	1	2

- Q8. And thinking of the car you use most often/next most often, when that car is replaced do you think thatREAD OUT A-C SINGLE CODE
Base: All car drivers (1,282)

	1st Car 1997 (1,282) %	All Cars 1997 (2,027) %
A) It will be replaced by a car bought new	28	27
B) It will be replaced by a car bought second hand	61	60
C) OR It will not be replaced	5	7
No opinion/don't know	5	6

- Q9. Was this car (the one you use most often/next often) bought privately, provided by an employer, or bought by you or someone in your household as a business expense? SINGLE CODE (IF 'EMPLOYER' OR 'BUSINESS EXPENSE', PROBE FOR WHETHER RESPONDENT'S EMPLOYER/BUSINESS EXPENSE OR SOMEONE ELSE'S EMPLOYER/BUSINESS EXPENSE)

CHECK RESPONSE FOR "1ST CAR - CAR USED MOST OFTEN" IS SAME AS IN QC
(SCREENING QUESTION ON PAGE 3)
Base: All car drivers (1,287)

	1st Car		All Cars	
	1997 (1,287) %	1996 (1,209) %	1997 (2,029) %	1996 (1,853) %
Bought privately	90	87	89	85
Provided by respondent's employer	8	7	6	6
Bought as respondent's business expense	1	4	1	3
Provided by someone else's employer	1	1	2	3
Bought as someone else's business expense	1	1	1	1
Don't know	0	0	1	1

Q10. What is the engine size of the car? SINGLE CODE

Base: All car drivers (1,278)

	1st Car		All Cars	
	1997 (1,278) %	1996 (1,209) %	1997 (2,026) %	1996 (1,609) %
Up to 1,400cc (up to 1.4 litres)	36	39	38	39
1,401 - 2,000cc (1,401 - 2 litres)	55	51	52	48
Over 2,000cc (over 2 litres)	8	9	8	11
Don't know	1	1	2	2

Q11. Approximately how old is the car? SINGLE CODE

Base: All car drivers (1,279)

	1st Car		All Cars	
	1997 (1,279) %	1996 (1,209) %	1997 (2,028) %	1996 (1,853) %
Up to 1 year ('R' or 'P' reg)	13	10	12	9
Over 1 to 2 years ('N' reg)	7	9	8	9
Over 2 to 3 years ('M' reg)	10	10	9	9
Over 3 to 4 years ('L' reg)	8	8	8	7
Over 4 to 5 years ('K' reg)	6	7	6	8
Over 5 to 6 years ('J' reg)	6	9	6	9
Over 6 to 7 years ('H' reg)	6	7	6	8
Over 7 to 8 years ('G' reg)	9	8	9	7
Over 8 to 9 years ('F' reg)	8	7	8	7
Over 9 to 10 years ('E' reg)	8	11	8	10
10 years and older	18	14	20	15
Don't know	*	1	1	2
Mean Score	5.87	5.74	5.97	5.86

Q12. And how old was the car when you bought or acquired it? SINGLE CODE

Base: All car drivers (1,273)

	1st Car		All Cars	
	1997 (1,273) %	1996 (1,209) %	1997 (1,984) %	1996 (1,853) %
Brand new	29	N/A	28	N/A
Up to 1 year but not brand new	9	36	8	35
Over 1 to 2 years	10	7	10	7
Over 2 to 3 years	9	9	10	8
Over 3 to 4 years	8	8	8	8
Over 4 to 5 years	6	7	6	7
Over 5 to 6 years	5	7	4	7
Over 6 to 7 years	6	4	5	4
Over 7 to 8 years	5	5	5	4
Over 8 to 9 years	3	4	3	4
Over 9 to 10 years	4	4	3	4
Over 10 years	7	7	9	8
Don't know	1	2	0	4
Mean Score	3.39	3.71	3.47	3.78

- Q13. And did this car replace one that was sold or scrapped or did it replace one that was passed on to another household member or relative? SINGLE CODE**
 Base: All car drivers (1,281)

	1st Car (1,281) %	All Cars (2,026) %
Yes, replaced sold car	66	63
Yes, replaced scrapped car	9	8
Yes, replaced car passed on to another household member or relative	5	5
Yes, replaced company car	6	6
No, didn't replace any car	13	17
Don't know	1	1

ASK ALL WHO REPLACED A SOLD OR SCRAPPED CAR (Q13 CODES 1 OR 2). OTHERS TO FILTER AT Q15

- Q14. What is the main reason why that car was changed (at the time)? DO NOT PROMPT. SINGLE CODE EACH CAR**
 Base: All who replaced a sold or scrapped car (833)

	1st Car (833) %	All Cars (1,289) %
Always change after a set period/set number of miles	13	14
Unreliable/old failed MOT	25	25
New model came out	5	4
Just fancied a change	16	17
Good time to buy	3	2
Company car policy	1	1
Car wrecked/written off	6	6
Got a company car to replace a private car	1	1
Left company where I had a company car	1	1
Retired	1	*
Redundancy	*	*
Reduced income	0	0
Increased income	*	*
Growing family	5	4
Someone moved out of household	*	*
Change of lifestyle	1	1
Other (WRITE IN & CODE '5')	23	21
Don't know	1	2

ASK ALL WHO REPLACED ANOTHER CAR (Q13 CODES 1,2,3 or 4). OTHERS TO INSTRUCTION AT Q16

- Q15. Was the car that it replaced originally bought new, or second hand? SINGLE CODE**
 Base: All who replaced another car (1,066)

	1st Car (1,066) %	All Cars (1,603) %
New	30	29
Second hand	69	70
Don't know	1	1

ASK ALL WHO REPLACED A SOLD CAR (Q13, CODE 1). OTHERS TO INSTRUCTION
AFTER THIS QUESTION.

Q16. Still thinking of the replaced car, how old was that car when you sold it? SINGLE CODE
Base: All who replaced a sold car (748)

	1st Car (748) %	All Cars (1,161) %
Up to 1 year old	1	1
Over 1 to 2 years old	6	5
Over 2 to 3 years old	8	8
Over 3 to 4 years old	7	7
Over 4 to 5 years old	10	9
Over 5 to 6 years old	7	7
Over 6 to 7 years old	9	9
Over 7 to 8 years old	9	8
Over 8 to 9 years old	7	7
Over 9 to 10 years old	6	7
Over 10 years old	24	23
Don't know	6	9

IF MORE THAN ONE CAR IN HOUSEHOLD (CODES 3 TO 9 AT Q2a)
GO BACK TO Q7 AND REPEAT Qs7 TO Q16 FOR 2ND AND 3RD CARS

ASK ALL

Q17. Approximately how much did the car you drive most often cost? (WRITE IN AND CODE)

Base: All car drivers (1,269)

WRITE IN	1997	1996
	(1,269) %	(1,209) %
Up to £1,000	10	13
£1,001-£2,000	9	13
£2,001-£3,000	9	8
£3,001-£4,000	8	9
£4,001-£5,000	8	7
£5,001-£6,000	7	5
£6,001-£7,000	6	6
£7,001-£8,000	6	5
£8,001-£9,000	5	4
£9,001-£10,000	3	3
£10,001-£11,000	4	3
£11,001-£12,000	4	3
£12,001-£13,000	4	2
£13,001-£14,000	1	2
£14,001-£15,000	2	2
£15,001-£16,000	2	1
£16,001-£17,000	1	1
£17,001-£18,000	1	1
£18,001-£19,000	1	*
£19,001-£20,000	1	1
£20,001-£21,000	1	*
£21,001-£22,000	*	*
£22,001-£23,000	*	*
£23,001-£24,000	*	*
£24,001-£25,000	*	*
Over £25,000	1	*
Don't know/refused	5	11
Mean Score	£6,820	£6,210

ASK ALL

Q18. SHOWCARD E Which, if any, of these statements apply to you? Please read out the letter of all that apply. MULTICODE OK

Base: All car drivers (1,203)

	1997 (1,203) %
A) My employer has provided me with a car for my use	8
B) I bought a car as a business expense	4
C) I get paid a mileage allowance for using my own car for work-related travel (excluding travel to/from work)	9
D) I am eligible to have a car provided by my employer, but I have opted for an increase in annual salary instead	.
E) I am eligible to have a car provided by my employer, but I have opted for a lump sum cash alternative instead	.
F) I have had a company car in the last two years, but I don't have one now	1
None of these	79
Don't know	.

ASK IF CODED 'F' AT Q18. OTHERS GO TO Q21.

Q19. Why do you not have a company car now? DO NOT PROMPT. MULTICODE OK

Base: All who have had company car in last 2 years, but not now (8)

	1997 (8) %	1996 (16) %
Changed job within same company, no longer eligible	0	13
Opted for cash/salary increase now, in same company	14	5
Company policy - reduced number of cars	0	0
Car no longer needed in my job	0	5
New job in different company, not eligible for car	43	33
New job in different company, opted for cash/ salary increase instead	0	0
Had/have to pay too much tax on it	14	-
Don't have a job now/retired	14	28
Other (WRITE IN & CODE '9')	14	15
Don't know/No opinion	0	0

Q20. As a result of no longer having a company car, have you bought or leased a car for your own use? SINGLE CODE ONLY

Base: All who have had a company car in last 2 years, but not now (9)

	1997 (9) %	1996 (8) %
Yes	66	48
No	34	44
Don't know	0	8

ASK ALL IN FULL- OR PART-TIME WORK. OTHERS TO INSTRUCTIONS AT Q22
Q21. SHOWCARD F Has your employer changed its policy on company cars in any of these respects within the last 12 months? MULTICODE OK
 Base: All car drivers in full/part-time work (863)

		1997 (863) %	1996 (468) %
	NO	52	58
	YES.....(CODE BELOW)		
A)	Reduced the categories of people eligible for company cars	2	5
B)	Increased the categories of people eligible for company cars	2	2
C)	Traded down/bought cheaper/smaller engine cars	1	3
D)	Upgraded/bought more expensive cars	2	5
E)	Delayed the renewal of company cars	2	7
F)	Now replacing company cars more frequently	1	2
G)	Company now leases instead of buying cars	3	6
H)	Company now buys instead of leasing cars	1	1
I)	Offered cash/salary alternatives to eligible employees	2	6
J)	Decided to phase out company cars altogether	1	1
K)	Now provides company car	1	1
L)	Now leases cars to employees	1	1
M)	Other (PLEASE SPECIFY)	7	4
	Don't know/No opinion	28	15

INTERVIEWERS, PLEASE NOTE - IF THIS INTERVIEW IS WITH A COMPANY CAR DRIVER (FIRST CAR CODED 2, 3, 4, OR 5 AT Q9), ASK QUESTIONS 22 TO 29 AND CLASSIFY AS COMPANY CAR DRIVER IN YOUR QUOTA. IF RESPONDENT IS A PRIVATE MOTORIST (FIRST CAR CODED 1 AT Q9), SKIP TO Q30 AND COUNT AS A PRIVATE DRIVER IN YOUR QUOTA

ASK ALL WITH A COMPANY CAR (CODED 1 OR 2 AT Q18). OTHERS GO TO Q30.
Q22. Would you say that your car is essential for you to carry out your job, is it helpful in your job, or is it simply part of your remuneration package? SINGLE CODE
 Base: All with company cars (364)

	1997 (364) %	1996 (305) %
Essential part of the job	78	77
Helpful to your job	12	12
Part of remuneration package	10	11
Don't know/No opinion	*	0

Q23. If you no longer have a company car, do you think you would buy a new one or not? SINGLE CODE

Base: All with company cars		1997 (361) %
Yes, would buy a car		84
No, would not buy a car		12
Don't know		4

IF YES (CODE 1 AT Q23), ASK Q24 AND Q25. OTHERS GO TO FILTER AT Q26

Q24. If you bought another car to replace it, do you think you would buy a new or second hand car? SINGLE CODE

Base: All who would replace their company car if they no longer had one (301)

		1997 (301) %
New		29
Second hand		67
Don't know		3

Q25. And would you replace it with a car of similar quality and type, lower quality and type or higher quality and type than your current company car? SINGLE CODE

Base: All who would replace their company car if they no longer had one (301)

		1997 (301) %
Similar		65
Lower		27
Higher		7
No opinion		1

ASK Q26 IF CAR USED MOST OFTEN WAS PROVIDED BY RESPONDENT'S EMPLOYER (Q18, CODE 1). OTHERS TO Q27.

Q26. How much tax do you currently pay per year for your company car, including tax that you pay on petrol (if applicable)? (This is actual amount of tax paid, not the taxable benefit on which tax is paid). SINGLE CODE

Base: All with a company car provided by their employer (295)

	1997 (295) %	1993 (247) %
None	4	4
£1 to £500	4	9
£501 to £1000	14	17
£1001 to £1500	9	12
£1501 to £2000	8	7
£2001 to £2500	6	5
£2501 to £3000	3	3
£3001 to £3500	3	2
£3501 to £4000	1	1
£4001 to £4500	1	0
£4501 to £5000	1	0
Over £5000	2	0
Don't know	44	35
No opinion	1	5
Mean score	£1.66	

ASK ALL WITH A COMPANY CAR (Q18, CODES 1 OR 2)
Q27. What is your job, or your main job? SINGLE CODE

Base: All with company cars	1997 (362) %
Sales/purchasing etc. representative	22
Consultant/accountant	12
Other professional/chartered role (e.g. doctor, architect)	7
Other management/executive/ professional position	34
Technician/technical service/support	6
Skilled manual work (e.g. electrician, plumber, driver, etc.)	6
Semi-skilled/unskilled manual work (e.g. labourer, waiter, etc.)	1
Other (WRITE IN & CODE '8')	12
None of them	1
Don't know	0

Q28. SHOWCARD G And which of these best describes your working base? SINGLE CODE

Base: All with company cars	1997 (362) %
Office	43
Home	30
Car	5
HGV / Lorry / Van	1
Factory/warehouse/construction site/other works site	6
Shop	3
School/college/university	*
Various	6
Other (WRITE IN & CODE '9')	4
Don't know	0

Q29. Approximately how many times in a typical working day do you use a mobile or fixed telephone in your car to communicate with the following? Firstly ... READ OUT ITEMS AND WRITE IN NUMBER OF TIMES, USING LEADING ZEROS. IF "DON'T KNOW", CODE "XXX". IF "NONE" CODE "000".
Base: All with company cars

	Base	Mean	
A) Your customers or suppliers	354	4.5	times
B) Your work colleagues at your office or main place of work	355	3.1	times
C) Work colleagues elsewhere	355	1.7	times
D) Friends or family	355	1.1	times
E) Other people or companies	355	1.3	times

DETAILS OF CAR DRIVEN MOST OFTEN

ASK ALL (ABOUT CAR RESPONDENT DRIVES MOST OFTEN)

- Q30. Thinking still about the car you drive most often, in total how long do you think you will keep your current car? Please take into account how long you have already owned it and how much longer you are likely to keep it, and tell me the combined total.**
INTERVIEWER NOTE: IF RESPONDENT SEEMS UNCERTAIN, SAY Please add the number of years you have owned your current car to the number of years you are likely to keep it. SINGLE CODE

Base: All car drivers	1997 (1,226) %	1996 (1,209) %
Up to 1 year	8	8
Over 1 to 2 years	11	11
Over 2 to 3 years	19	19
Over 3 to 4 years	14	14
Over 4 to 5 years	9	11
Over 5 to 6 years	8	5
Over 6 to 7 years	3	4
Over 7 to 8 years	2	3
Over 8 to 9 years	2	2
Over 9 to 10 years	3	3
Over 10 years	8	9
Don't know	12	11
Mean Score	4.27	4.44

- Q31. SHOWCARD H Approximately how many miles is the car (that you drive most often) driven a year, on average? SINGLE CODE**
Base: All car drivers (1,240)

- b SHOWCARD H AGAIN How many of these miles, if any, is the car driven in connection with your, or someone else's work (not including driving to or from work)? SINGLE CODE**
Base: All car drivers who do any mileage in connection with work (572)
- c SHOWCARD H AGAIN And how many of these miles, if any, is the car driven to or from your, or someone else's, place of work? SINGLE CODE**
Base: All car drivers who do any mileage to or from work (689)

		Q31a Total		Q31b Work		Q31c Place of work	
		1997 (1,240) %	1996 (1209) %	1997 (572) %	1996 (486) %	1997 (689) %	1996 (640) %
	None	0	0	0	0	0	0
A)	Up to 1,000 miles	2	3	22	25	26	27
B)	1,001 to 2,000 miles	4	4	10	7	12	14
C)	2,001 to 4,000 miles	8	7	15	13	20	15
D)	4,001 to 6,000 miles	14	13	11	11	16	13
E)	6,001 to 8,000 miles	13	11	9	7	12	6
F)	8,001 to 10,000 miles	15	14	6	5	4	5
G)	10,001 to 12,000 miles	15	14	2	6	4	5
H)	12,001 to 14,000 miles	8	9	3	2	2	3
I)	14,001 to 16,000 miles	5	7	3	4	1	2
J)	16,001 to 18,000 miles	2	3	2	1	0	0
K)	18,001 to 20,000 miles	4	3	4	2	1	1
L)	20,001 to 25,000 miles	3	4	5	2	0	1
M)	25,001 to 30,000 miles	2	2	2	3	0	1
N)	Over 30,000 miles	4	3	6	3	1	1
	Don't know	0	3	0	8	0	5
	Mean Score (000's)	10.5	10.77	8.4	7.32	4.7	4.84

BUYING CARS

ASK ALL

- Q32. Have you personally been responsible for buying a car, either new or second hand, within the last two years? SINGLE CODE**

Base: All car drivers		1997 (1,276)	1996 (1,209)
		%	%
Yes		49	45
No		51	55
Don't know		0	0

**ASK ALL WHO HAVE BOUGHT A CAR IN THE LAST TWO YEARS (Q32 CODE 1)
OTHERS GO TO FILTER AT Q49**

- Q33. How many new cars have you been responsible for buying within the last two years? SINGLE CODE**

Base: All who bought a car in the last 2 years (559)

- Q34. And how many second-hand cars have you been responsible for buying within the last two years? SINGLE CODE**

Base: All who bought a car in the last 2 years (547)

	Q33 New 1997 (559)	Q33 New 1996 (525)	Q34 Second-hand 1997 (547)	Q34 Second-hand 1996 (525)
	%	%	%	%
None	71	71	21	22
One	27	25	64	60
Two	1	2	11	12
Three	*	1	1	4
Four	0	0	1	1
Five	0	*	1	1
Six	*	*	*	0
Seven	0	0	*	0
Eight or more	0	0	*	1
Don't know/no opinion	*	*	*	*
Mean Score	0.31	0.36	1.01	1.10

IF ONE OR MORE NEW (CODES 2 TO 9 AT Q33) ASK Q35. OTHERS GO TO FILTER AT Q36.

- Q35. And did you buy your new car/the new car you bought most recently (AS APPROPRIATE) from (READ OUT A-C) SINGLE CODE**

Base: All who bought a new car in the last 2 years (171)

		1997 (171)	1996 (165)
		%	%
A)	A franchise dealer specialising only in your make of car	79	70
B)	A franchise dealer selling more than one make of car	15	16
C)	Or another dealer selling new cars	5	10
	Cannot remember	1	4

IF BOUGHT ONE OR MORE 'SECOND HAND' CARS (CODES 2 TO 9 AT Q34) ASK Q36.
OTHERS GO TO FILTER AT Q42.

Q36. SHOWCARD I Which of these did you buy your second-hand car/the second hand car you bought most recently (AS APPROPRIATE) from?

Base: All who bought a second-hand car in the last 2 years (418)

	1997 (418) %	1996 (402) %
A) An individual selling privately whom you did not know	21	24
B) A friend or relative selling privately	16	18
C) Given/paid for by relative/friend	1	*
D) A car auction	1	2
E) A dealer selling only second hand cars	31	25
F) A franchise/new car dealer of your make of car	16	17
G) A franchise/new car dealer for another make of car	6	8

NB: IF RESPONDENT BOUGHT FROM A CAR DEALER BUT DOES NOT KNOW IF THEY ARE FRANCHISE DEALERS OR NOT (F, G) THEN CODE (H) BELOW

H) A dealer/garage selling new cars	6	8
Other (WRITE IN & CODE '9')	2	9
Cannot remember/don't know	0	0

ASK Q37 AND Q38 IF BOUGHT CAR FROM DEALERSHIP. OTHERS GO TO INSTRUCTIONS AT Q39.

Q37. SHOWCARD J How satisfied or dissatisfied were you overall with the dealership?
SINGLE CODE ONLY

Base: All who bought a car from a dealership (234)

	1997 (234) %	1996 (350) %
Very satisfied	59	54
Fairly satisfied	30	34
Neither satisfied nor dissatisfied	4	5
Fairly dissatisfied	4	3
Very dissatisfied	3	4
Don't know	0	0

- Q38. SHOWCARD K And thinking again of the car that you drive most often, from this card please tell me how the car was bought? SINGLE CODE**
Base: All who bought a car from a dealership (243)

		1997 (243) %	1996 (350) %
A)	Cash	48	43
B)	Cash or loan from a member of family	3	3
C)	Bank loan/Bank loan and cash	15	13
D)	Building Society loan/Building Society loan and cash	2	1
E)	Finance company loan/Finance company loan and cash	16	18
F)	Hire Purchase/Hire purchase and cash	8	11
G)	Finance leasing (monthly payment for use of car only)	2	2
H)	Contract hire/full service leasing (monthly payment includes service and repairs etc.)	2	2
I)	Contract purchasing (e.g. Ford Options/Vauxhall Choices 1-2-3)	2	4
J)	Other (WRITE IN & CODE '0')	3	3
	Don't know	1	1

ASK ALL WHO HAVE BOUGHT A SECOND-HAND CAR IN THE LAST TWO YEARS (Q34 CODES 2-9). OTHERS GO TO INSTRUCTION AT Q42

- Q39. Thinking again of (AS APPROPRIATE) your second hand car/the second hand car that you bought most recently, how old was this car when you bought it? SINGLE CODE**
Base: All who bought a second-hand car in the last 2 years (417)

	1997 (417) %	1996 (402) %
Up to 1 year old	11	10
Over 1 to 2 years old	12	8
Over 2 to 3 years old	8	8
Over 3 to 4 years old	8	9
Over 4 to 5 years old	7	6
Over 5 to 6 years old	6	8
Over 6 to 7 years old	8	6
Over 7 to 8 years old	7	5
Over 8 to 9 years old	6	9
Over 9 to 10 years old	7	8
Over 10 years old	17	19
Don't know	1	5
Mean Score	5.65	5.97

Q40. SHOWCARD L Which, if any, of the following is the single most important factor for you when you are choosing a particular used car to buy? SINGLE CODE ONLY
a Base: All who bought a second hand car in the last 2 years (420)

b

SHOWCARD L AGAIN And which, if any, of these are also important factors for you? MULTICODE
 Base: All who bought a second hand car in the last 2 years (402)

	Q40a (420) %	Q40b (402) %
The likelihood of being able to negotiate a lower price	9	15
The recorded mileage of the car	17	46
Whether the car has a full service history	22	33
The colour of the car	1	10
The condition of the bodywork	14	42
The trustworthiness of the dealership or person selling the car	18	26
When the current MOT certificate expires	7	21
The availability of other cars of the same marque	2	7
The number and type of accessories fitted to the car	2	11
None/Not applicable	7	4
Don't know	*	1

Q41. SHOWCARD M Which, if any of these, is the most important influence for you in ensuring that you are paying the right price for a used car that you may be thinking of buying? SINGLE CODE
a Base: All who bought a second hand car in the last 2 years (420)

b **SHOWCARD M AGAIN And which others are also important influences for you? MULTICODE OK**

Base: All who bought a second hand car in the last 2 years (399)

	Q41a (420) %	Q41b (399) %
Specialist car magazines	11	10
Advice from family or friends	13	17
Previous experience	18	28
Other adverts for similar cars	10	20
Prices of similar cars in showrooms	7	20
The price compared to the cost of a new model of the car	6	14
The price set by the dealership/seller	3	7
What you are prepared to pay for it	27	29
Other (WRITE IN & CODE '9')	2	2
None/Not applicable	1	9
Don't know	1	2

- Q42. ASK ALL WHO HAVE BOUGHT A CAR IN THE LAST TWO YEARS (Q32 CODE)**
a SHOWCARD N If you were arranging credit in order to buy a car from a dealership, which one, if any of these, would you be most likely to trust to provide this finance for you? SINGLE CODE

Base: All who bought a car in the last 2 years (580)

- b SHOWCARD N AGAIN And which one, if any of these, would you be least likely to trust to organise this finance for you? SINGLE CODE**
 Base: All who bought car in the last 2 years (562)

	Q42a (580) %	Q42b (562) %
The dealership	15	28
Your bank	58	4
Another bank	1	6
A specialist loan or credit company	10	39
None/Not applicable	13	18
Don't know	3	6

- Q43. ASK ALL WHO HAVE BOUGHT A NEW CAR IN THE PAST 2 YEARS**
SHOWCARD O In the future, instead of buying and owning your car outright, you may be able to pay a fixed monthly payment for the use of the car over a two or three year period. How interested would you be in such a scheme? SINGLE CODE
 Base: All who bought a new car in the last 2 years (167)

	1997 (167) %
Very interested	11
Fairly interested	21
Not very interested	22
Not at all interested	43
Don't know	4

- Q44. ASK ALL CODED 1 OR 2 ABOVE. OTHERS GO TO Q45**
SHOWCARD P And which, if any, of these things would you like to be included in that monthly payment? MULTICODE OK
 Base: All new car buyers interested in the fixed monthly payment scheme (62)

	1997 (62) %
MOT testing	26
Servicing and repair costs	80
Road fund license	60
Insurance	50
None of these	3
Don't know	3

- Q45. ASK ALL WHO HAVE BOUGHT A NEW CAR IN THE PAST 2 YEARS**
SHOWCARD Q And thinking now about the last new car that you were responsible for buying, how likely are you to buy a car of the same marque in the future? SINGLE CODE
 Base: All who bought a new car in the last 2 years (167)

	1997 (167) %
Very likely	46
Fairly likely	29
Neither likely nor unlikely	10
Not very likely	6
Not at all likely	4
None of these	0
Don't know	5

- Q46. I you delayed the purchase of a In order to have one with the latest registration? SINGLE CODE**
Base: All who bought a new car in the last 2 years/ever personally bought a car*

	1997 (168) %	1988 (693)* %
Yes	17	13
No	83	86
Don't know	0	1

- Q47. ASK ALL WHO HAVE BOUGHT A CAR IN THE LAST TWO YEARS (Q33 CODE1)**
In which month of the year, if any, do you usually buy a new or used car? SINGLE CODE
Base: All who have bought a car in the last 2 years (561)

	1997 (561) %
January	1
February	3
March	2
April	2
May	2
June	2
July	2
August	6
September	4
October	3
November	*
December	1
It varies	60
None/Not applicable	10
Don't know	3

- Q48. It is proposed that the letter on vehicle registration plates that indicates when the vehicle was first registered will change twice a year - first in March and again in September. If you were going to buy a car under this new system, in which month, if any, do you think you would buy it? SINGLE CODE**
Base: All who bought a car in the last 2 years (569)

	1997 (569) %
January	1
February	2
March	12
April	1
May	1
June	1
July	1
August	2
September	11
October	1
November	*
December	*
It varies	46
None/Not applicable	14
Don't know	6

SERVICE AND REPAIRS

ASK ALL

Q49. Do you have primary responsibility for getting the car you use most often serviced or not? SINGLE CODE

Base: All car drivers (1,281)

	1997 (1,281) %	1996 (1209) %
Yes	81	79
No	19	21

ASK IF CODED 1 AT Q49 ABOVE. OTHERS GO TO Q57

Q50. SHOWCARD R Which of these do you do? Please read out the letters of any that apply. MULTICODE OK

Base: All responsible for servicing their car (1,029)

	1997 (1,029) %	1996 (957) %
A) Have the car serviced by a main dealer for your make of car	32	34
B) Have your car serviced by a main dealer for another make of car	3	3
C) Have your car serviced by a service centre (e.g. Halfords/Apple/Lex Autocentres)	4	2
D) Have the car serviced by a garage/workshop (which does not sell new cars)	36	31
E) Mobile service unit visits your home	3	3
F) Have your car serviced by a friend/acquaintance	12	17
G) Physically service the car by yourself/someone else in the household physically services the car	14	17
H) Collection, servicing and delivery service provided by dealership or company fleet provider	3	2
I) Other (WRITE IN & CODE '9')	2	2
J) Never get/got car serviced	1	*
Don't know	0	0

ASK Q IF SERVICED BY A SERVICE CENTRE (Q50 CODE 3). OTHERS TO Q52

Q51. You say you have your car serviced by a service centre, such as Halfords, Apple or Lex Autocentres. Which do you use? MULTICODE OK. DO NOT PROMPT

Base: All who get car serviced at a service centre (34)

	1997 (34) %	1996 (22) %
Apple	7	5
Charlie Brown	0	10
Halfords	36	35
Lex Autocentres	37	26
Masterfit	0	
Rapid Fit	0	
SMC	0	0
Other (WRITE IN & CODE '8')	27	30
Don't know	0	0

- ASK ALL WHO GET THEIR CAR SERVICED (Q50 CODES 1-9) OTHERS TO Q57**
Q52. Do you take your car for MOT to the place where you get it serviced?
 Base: All who get their car serviced (996)

	1997 (996) %
Yes	47
No	32
Sometimes	3
MOT not required	17
Don't know	1

ASK Q53 IF HAVE CAR SERVICED AT MAIN DEALER OR SERVICE CENTRE (Q50 CODED 1-3 (ATOC)):

- Q53. Do you get your car serviced at the same location you bought it from?**
 Base: All who get their car serviced at a main dealer/service centre (452)

	1997 (452) %	1988 (425) %
Yes	52	57
No	43	42
Sometimes	3	-
Don't know	1	-

- ASK ALL WHO GET THEIR CAR SERVICED (Q50 CODES 1-9).**
Q54. How many times has the car you drive most often been serviced in the last 12 months?
 SINGLE CODE
 Base: All who get their car serviced (1,000)

- Q55. How many times has the car you drive most often been repaired in the last 12 months?**
 SINGLE CODE
 Base: All who get their car serviced (985)

	Serviced		Repaired	
	1997 (1,000) %	1996 (954) %	1997 (985) %	1996 (954) %
None	13	12	51	51
One	49	48	30	28
Two	29	30	13	11
Three	4	6	3	4
Four	2	2	1	2
Five	1	*	1	1
More than five	1	1	1	1
Don't know	1	1	1	1
Mean Score	1.39	1.43	0.79	0.86

ASK Q56 TO Q IF SERVICED BY DEALER/GARAGE/SERVICE CENTRE/UNIT (Q50 CODES 1 TO 5) OTHERS GO TO Q57

- Q56. SHOWCARD S How satisfied or dissatisfied are you generally with the way your car is serviced? SINGLE CODE**
 Base: All who get their car serviced by dealer/garage/service centre/unit (757)

	1997 (757) %	1996 (710) %
Very satisfied	57	60
Fairly satisfied	31	31
Neither satisfied nor dissatisfied	3	3
Fairly dissatisfied	3	2
Very dissatisfied	1	*
Don't know	4	4

FUEL**ASK ALL**

Q57. Can your car (the car you drive most often) currently run on unleaded petrol, or can it not run on unleaded petrol, or is it diesel? SINGLE CODE ONLY

Base: All car drivers (1,287)

	1997 (1,287) %	1996 (1,209) %
Yes, can run on unleaded	68	66
No, cannot run on unleaded	22	27
Diesel	10	7
Don't know	*	*

Q58. SHOWCARD T. How likely are you to consider buying a diesel car in the future? SINGLE CODE

Base: All car drivers (1,287)

	1997 (1,287) %	1996 (1,209) %
Certain to	8	7
Very likely	12	14
Fairly likely	22	21
Fairly unlikely	16	18
Very unlikely	19	20
Certain not to	16	14
No opinion	6	7
Don't know	0	0

Q59. It has been suggested that the road fund licence, or road tax, should be abolished and replaced by a tax on petrol of 10p per litre. Would you support or oppose such a proposal?

Base: All car drivers (1,287)

	1997 (1,287) %	1989 (1,576) %
Support	62	58
Oppose	29	36
Don't know	9	6

ENVIRONMENTAL ISSUES

Q60. SHOWCARD U Here is a list of several different problems linked with the development of the transport system in Britain today. LET RESPONDENT READ LIST

a Which of these, if any, do you think are major problems in Britain today? MULTICODE OK Just read out the letter or letters that apply.

b And which of these, if any, do you feel are now such major problems that we have reached a critically serious point about which something must be done immediately? MULTICODE OK

		Q60a Major problems		Q60b Critical point
		1997 (1,285)	1995 (1,229)	1997 (1,285)
Base: All car drivers				
A)	Traffic congestion in towns and cities	77	72	50
B)	Traffic congestion on main roads and motorways	58	49	25
C)	The destruction of the countryside	28	36	6
D)	Air pollution	69	71	34
E)	Global warming from car fumes and car production	41	39	15
F)	The safety of car users on the roads	31	30	6
G)	The safety of pedestrians and cyclists on the roads	41	46	10
H)	"Road rage", or stress related motoring incidents	54	-	20
I)	None of these	*	1	4
J)	Don't know/No answer	*	1	2

Q61. During peak times, how much of a problem would you say road congestion is in the area 5 miles around where you live? Is it ... READ OUT

		1997 (1,284) %	1991 (1,277) %
Base: All car drivers			
	A very bad problem	30	37
	A fairly bad problem	34	33
	A minor problem	24	17
	or No problem at all	11	12
	No opinion	0	1

Q62. SHOWCARD V Which, if any, of these options do you think should be the top priorities for government policy with a view to solving the problem of traffic congestion? MULTICODE OK

		1997 (1,285) %
Base: All car drivers		
A)	Encouraging people to travel less	13
B)	Reducing car ownership by banning households from having more than one car	10
C)	Reducing car use through taxation	10
D)	Encouraging people to use public transport instead of cars	64
E)	Ensuring more efficient use of existing roads through better traffic management	50
F)	Building more roads	15
G)	Other (WRITE IN & CODE '7')	6
	None of these	1
	Don't know	1

Q63. SHOWCARD W And which, if any, of the options do you think should be the top priorities for government policy with a view to solving the problem of traffic-related air pollution?

MULTICODE OK

Base: All car drivers (1,285)

	1997 (1,285) %
A) Encouraging people to travel less	13
B) Reducing car ownership by banning households from having more than one car	8
C) Reducing car use through taxation	7
D) Encouraging people to use public transport instead of cars	57
E) Subsidising the manufacturing of more fuel-efficient vehicles	60
F) Keeping as many cars as possible off the roads	13
None of these	3
Don't know	2

Q64. SHOWCARD X I would like you to think now about air pollution caused by cars and other vehicles on the roads. If there was a lot more traffic-related pollution in the area where you live, to the point where it presented a serious health hazard, which, if any, of these do you think you would do? MULTICODE OK

Base: All car drivers (1,285)

	1997 (1,285) %
A) Would stop driving altogether	3
B) Would do fewer journeys altogether	23
C) Would still do the journeys as often, but would share cars/get lifts with someone else	26
D) Would use public transport regularly instead	31
E) Would walk or cycle regularly instead	32
F) No change - would still do the same journeys as often, using the same route	25
None of these	4
No opinion	2

Q65. You may already know that, as part of their annual MOT, cars must pass an exhaust emissions test. Would you personally support the introduction of even stricter MOT test measures to ensure that cars that produce excessive pollution are kept off the road?

SINGLE CODE

Base: All car drivers (1,285)

	1997 (1,285) %
Yes	89
No	9
Don't know	2

DRIVING TODAY

Q66. SHOWCARD Y Which of these, if any, do you use your car for nowadays?

MULTICODE BELOW

Base: All car drivers (1,286)

Q67. SHOWCARD Y AGAIN Which, if any, do you use buses/coaches for nowadays?

MULTICODE BELOW

Base: All car drivers (1,201)

Q68. SHOWCARD Y AGAIN Which, if any, do you use trains or the underground for nowadays? MULTICODE BELOW

Base: All car drivers (1,198)

		Q66 1997	1988	Q67 1997	1988	Q68 1997	1988
		Cars	Cars	Buses/ Coaches	Buses/ Coaches	Trains/ Under- ground	Trains/ Under- ground
		(1,286)	(1,576)	(1,201)	(1,576)	(1,198)	(1,576)
		%	%	%	%	%	%
A)	Travel to/from work	52	61	5	5	4	5
B)	Travel in connection with your work	26	31	2	2	7	5
C)	Visiting family/friends	82	86	3	3	9	5
D)	Going shopping	86		12		9	
E)	Going to sports/leisure/ entertainment	60	56	11	2	12	2
F)	Taking children to school/playgroup	26	-	1	-	*	-
	None of these	*	*	69	65	66	58
	No opinion	*	*	3	8	2	7

ASK FOR EACH ACTIVITY CODED A, B, D, E & F AT Q66a ABOVE

Q69. SHOWCARD Z And how pleasurable do find driving when you are

Base: All who use car at least once a month for each

READ OUT A) TO E) AS APPLICABLE AND SINGLE CODE EACH BELOW

		1997	1990	1997	1990	1997	1990	1997	1990	1997	1990
			Very pleas- urable		Fairly pleas- urable		Not very pleas- urable		Not at all pleas- urable		No opin- ion
		%	%	%	%	%	%	%	%	%	%
A)	Travelling to and from work Base: 726	13	11	53	43	24	29	9	15	1	2
B)	Travelling in connection with your work Base: 513	10	12	56	41	27	31	6	15	1	2
C)	Going shopping Base: 1,067	12	9	54	39	25	36	8	14	*	1
D)	Travelling to do sports, leisure or entertain- ment activities Base: 774	20	27	60	48	16	17	3	7	1	1
E)	Taking children to school/ playgroup Base: 313	11	-	50	-	27	-	12	-	*	-

ASK Q70 TO Q72 IF USE CAR FOR ANY SHOPPING TRIPS (CODE 4 AT Q 66). OTHERS GO TO INSTRUCTION AT Q 73.

- Q70.** Taking all your shopping trips by car together in a typical week, how much time in minutes do you think you spend driving to and from the shops? WRITE IN (IN MINUTES) IF "DON'T KNOW" CODE "XXX". IF "NONE", CODE "000".
Base: All who use a car for any shopping trips (1,079)

Mean: 53.8

- Q71.** And if there was no congestion, how much time, in minutes, would all these journeys normally take? WRITE IN (IN MINUTES) IF "DON'T KNOW" CODE "XXX". IF "NONE", CODE "000".
Base: All who use a car for any shopping trips (1,077)

Mean: 44.1

Q72. SHOWCARD AA And if congestion during journeys were to double the that they normally took you, which, if any of these things would you do? MULTICODE OK
Base: All who use a car for any shopping trips (1,073)

1997
(1,073)

A)	Would stop doing the journeys	1
B)	Would do fewer journeys	17
C)	Would do the journey at another time of day	53
D)	Would still do the journeys as often, but would use other routes	18
E)	Would still do the journeys as often, but would share cars/get lifts with someone else	2
F)	Would leave more time for journeys	21
G)	Would use public transport instead	5
H)	Would walk or cycle instead	7
I)	Would do shopping elsewhere	24
J)	No change - would still do the journeys as often, using the same route and timings	16
	None of these	2
	Don't know	1

ASK Q73 TO Q76 IF USE CAR FOR TAKING CHILDREN TO SCHOOL/PLAYGROUP (CODE 6 AT Q 66). OTHERS GO TO INSTRUCTION AT Q 77.

Q73. Taking all the trips together for driving children to and from their school or playgroup, how much time, in minutes does this take you on a typical day? If you also go shopping or somewhere else as part of any of these journeys, please leave out the time taken up by driving to the shops or elsewhere. WRITE IN (IN MINUTES) IF "DON'T KNOW" CODE "XXX". IF "NONE", CODE "000".

Base: All who use car for taking children to school/playgroup (316)

Mean: 32.3

Q74. And if there was no congestion how much time, in minutes, would all these journeys normally take? WRITE IN (IN MINUTES) IF "DON'T KNOW" CODE "XXX". IF "NONE", CODE "000".
Base: All who use car for taking children to school/playgroup (315)

Mean: 22.5

Q75. SHOWCARD BB And if congestion during the journeys to and from school or playgroup were to double the time that they normally took you, which, if any of these things would you do? MULTICODE OK

Base: All who use car for taking children to school/playgroup (315)

	1997 (315) %
A) Would stop doing the journeys	3
B) Would do fewer journeys	1
C) Would do the journey at another time of day	1
D) Would still do the journeys as often, but would use other routes	15
E) Would still do the journeys as often, but would share cars/get lifts with someone else	7
F) Would leave more time for journeys	36
G) Would use public transport instead	4
H) Would walk or cycle instead	29
I) Would consider moving home	3
J) Would consider changing child(ren)'s playgroup/school	5
K) No change - would still do the journeys as often, using the same route and timings	29
None of these	2
Don't know	1

Q76. Why do you currently take your child(ren) to school or playgroup by car rather than by any other means? MULTICODE OK

Base: All who use car for taking children to school/playgroup (312)

	1997 (312) %
Concerned about safety	12
On my way to work etc./Make the journey anyway	14
Only do it occasionally, when making the journey anyway	6
Cheaper than public transport	2
Quicker than other means	29
Too far to walk or cycle	24
Child(ren) too young	13
Have to take other children to school	4
Have more than one child to look after/take to school/playgroup	6
Spouse/partner/relative unable to	1
More pleasant/comfortable for them	10
Other (WRITE IN)	33
Don't know/not applicable	1

ASK Q77 TO Q79 OF ALL WHO DRIVE TO WORK (Q66 CODE 1). OTHERS GO TO INSTRUCTION AT Q80.

Q77. Thinking about when you drive to work, how much time does this journey normally take in minutes? WRITE IN (IN MINUTES) IF "DON'T KNOW" CODE "XXX". IF "NONE", CODE "000".

Base: All who drive to work (693)

Mean: 32.6

Q78. And if there was no congestion on this journey, how much time would it normally take in minutes? WRITE IN (IN MINUTES) IF "DON'T KNOW" CODE "XXX". IF "NONE", CODE "000".

Base: All who drive to work (696)

Mean: 25.8

Q79. SHOWCARD CC And if congestion during this journey were to double the time that it normally took you, which, if any of these things would you do? MULTICODE OK

Base: All who drive to work
1997
(702)
%

A)	Would work at home some or all of the time	4
B)	Would change working base (without changing job) to somewhere else some or all of the time	4
C)	Would do the journey at another time of day	8
D)	Would still do the journey as often, but would use another route	23
E)	Would still do the journey as often, but would share cars/get lifts with someone else	8
F)	Would leave more time for journeys	46
G)	Would use public transport instead	7
H)	Would walk or cycle instead	12
I)	Would consider moving home	3
J)	Would consider changing job	6
K)	No change - would still do the journey as often, using the same route and timings	21
	None of these	3
	Don't know	1

ASK Q80 TO Q87 OF ALL WHO DRIVE IN CONNECTION WITH WORK (Q66 CODE 2).

OTHERS GO TO INSTRUCTION AT Q88.

Q80. Excluding driving to and from work, how many hours and minutes in an average working week do you spend in your car on work-related journeys? WRITE IN HOURS AND MINUTES, USING LEADING ZEROS. IF "DON'T KNOW", CODE "XXXX". IF "NONE" CODE "0000".

Base: All who drive in connection with work (497)

Mean: 431

Q81. And how many hours and minutes in a typical working day would you normally spend on these journeys if there was no congestion? WRITE IN HOURS AND MINUTES, USING LEADING ZEROS. IF "DON'T KNOW", CODE "XXXX". IF "NONE" CODE "0000".

Base: All who drive in connection with work (498)

Mean: 284

Q82. SHOWCARD DD And if congestion during these journeys were to double the time that they normally took you, which, if any of these things would you do? MULTICODE OK

Base: All who drive in connection with work (502)

	1997 (502) %
A) Would stop doing the journeys	1
B) Would do fewer journeys	7
C) Would do the journey at another time of day	20
D) Would still do the journeys as often, but would use other routes	27
E) Would still do the journeys as often, but would share cars/get lifts with someone else	2
F) Would leave more time for journeys	42
G) Would use public transport instead	4
H) Would walk or cycle instead	2
I) Would consider moving home	1
J) Would consider changing job	5
K) No change - would still do the journeys as often, using the same route and timings	31
None of these	3
Don't know	3

Q83. SHOWCARD EE Which of these best describes the types of car journeys you make on work business? SINGLE CODE

Base: All who drive in connection with work (504)

	1997 (504) %
Mostly within 50 miles of my home	50
Mostly long journeys around the country	12
A mix of shorter and longer journeys	37
Don't know	1

Q84. SHOWCARD FF Which, if any of the following, do you normally have in your car when travelling on work-related business? Please read out letters that apply. MULTICODE
a Base: All who drive in connection with work (507)

b SHOWCARD FF AGAIN And which, if any, do you ever use in your car when travelling on work-related business? MULTICODE
Base: All who drive in connection with work (495)

		Q84a 1997 (507) %	Q84b 1997 (495) %
A)	Electronic route planner (e.g. AA Autoroute)	2	*
B)	Car phone (permanently installed)	3	3
C)	Mobile phone with "hands-free" attachment	16	15
D)	Other mobile phone	30	23
E)	Pager	13	10
F)	Laptop/portable computer	12	4
G)	Portable fax	1	1
H)	Traffic/congestion warning device (e.g. TrafficMaster/TrafficMate)	3	3
I)	Handheld terminal/Palm-top computer	3	1
J)	Tools/equipment related to job	32	12
	None of these	30	46
	Don't know/No answer	*	1

Q85. ASK Q85 IF CODED 2 AT 84a ABOVE. OTHERS GO TO INSTRUCTION AT Q85b
a SHOWCARD GG And if you no longer had your permanently installed car phone in your car, which, if any, of these do you think would be seriously and adversely affected? You may choose as many or as few of these options as applicable. MULTICODE EACH AS APPLICABLE

Base: All who have a car phone (permanently installed) in their car (24)

b ASK Q85b) IF CODED 3 AT Q84a) ABOVE. OTHERS GO TO INSTRUCTION AT Q85c
SHOWCARD GG AGAIN And if you no longer had your mobile phone and hands-free attachment in your car, which, if any, of these do you think would be seriously and adversely affected? Again, you may choose as many or as few of these options as applicable. MULTICODE EACH AS APPLICABLE

Base: All who have a mobile phone with 'hands free' attachment in their car (126)

c ASK Q85c AND Q86 IF CODED 6 AT Q84a) ABOVE. OTHERS GO TO INSTRUCTION AT Q87
SHOWCARD GG AGAIN And if you no longer had your laptop or portable computer, which, if any, of these do you think would be seriously and adversely affected? MULTICODE EACH AS APPLICABLE

Base: All who have a laptop/personal computer in their car (93)

	85a Car phone (24) %	85b Mobile phone (126) %	85c Laptop/portable computer (93) %
A) Your frequency of contact with your clients	45	57	16
B) Your frequency of contact with your suppliers	18	24	10
C) Your frequency of contact with your work colleagues	55	58	24
D) The overall satisfaction of your customers with the service that you provide them	27	52	31
E) Your ability to plan your working day	20	50	36
F) The amount of work that you can do in a working day	36	52	67
G) The number of wasted work journeys that you make	36	38	9
H) The stress that you experience when travelling on work-related business	13	18	15
I) The amount that you use means of travel other than your car for work-related business	0	5	3
J) The amount of time that you spend with, or in contact with, your family	8	17	14
None of them	21	8	19
Don't know	0	0	0

Q86. ASK ALL WHO CARRY A LAPTOP/PORTABLE COMPUTER IN THEIR CAR
What difference overall would you say having your personal computer in your car has made to your working life? RECORD RESPONSES VERBATIM
Base: All who have a laptop/personal computer in their car

ANY ANSWER (WRITE IN AND CODE '1')

1

None/no answer

X

Don't know

Y

- ASK OF ALL WHO DRIVE IN CONNECTION WITH WORK (Q66 CODE 2))**
Q87. If you could design a new piece of technology that would go in your car to make your working life easier, what would it be? PROBE: What difference would it make to your working life? RECORD RESPONSES VERBATIM
Base: All who drive in connection with their work

ANY ANSWER (WRITE IN AND CODE '1')

1

None/no answer

X

Don't know

Y

REGULAR AND UNEXPECTED CONGESTION

ASK ALL

Q88. SHOWCARD HH How annoying do you find each of these things when you are driving? READ OUT A) TO D) BELOW - SINGLE CODE EACH

Base: All car drivers

	Very annoy- ing	Fairly annoy- ing	Not very annoy- ing	Not at all annoy- ing	Do not do journeys/ encounter congestion	Don't know/ No opinion
A) Regular congestion on local* journeys that you do regularly (1,281)	19	41	23	5	11	1
B) Regular congestion on long- distance* journeys that you do regularly (1,281)	21	37	15	4	21	2
C) Unexpected congestion on local* journeys that you do regularly (1,280)	24	38	25	6	7	1
D) Unexpected congestion on long-distance* journeys that you do regularly (1,280)	22	34	18	5	19	2

*INTERVIEWER NOTE - IF RESPONDENT ASKS, LOCAL JOURNEY = UNDER 10 MILES, LONG-DISTANCE JOURNEY = OVER 10 MILES

Q89. SHOWCARD II I would like you to think now of one particular long journey of ten miles or over that you drive regularly. On this journey, how often, before you set off, do you allow for delays caused by traffic congestion? SINGLE CODE

Base: All car drivers (1,272)

	1997 (1,272) %
A) Every time you do the journey	18
B) Most times you do the journey	12
C) Roughly half the times you do the journey	5
D) A few times you do the journey	12
E) Never	32
Do not do such a journey (/regularly)	21
Don't know	1

IF '6' CODED ABOVE AT Q89, SKIP TO Q93. OTHERS ASK Q90 - Q92.

Q90. SHOWCARD II AGAIN And how often on this long journey do you encounter traffic congestion that you are not expecting? SINGLE CODE

Base: All those who do not make a journey (regularly) (982)

	1997 (982) %
A) Every time you do the journey	4
B) Most times you do the journey	10
C) Roughly half the times you do the journey	14
D) A few times you do the journey	56
E) Never	14
Don't know	2

ASK IF EVER ENCOUNTER UNEXPECTED CONGESTION ON LONG JOURNEY (CODED 1, 2, 3, OR 4 AT Q90 ABOVE). OTHERS TO INSTRUCTION AT Q92

Q91. What, if anything, do you worry about when you are delayed by this unexpected congestion? MULTICODE BELOW

Base: All those who ever encounter unexpected congestion on long journey (832)

		1997 (832) %
A)	Being late	58
B)	Not knowing exactly when you will arrive at destination	17
C)	Running out of petrol	2
D)	Getting diverted/lost en route	2
	Other (WRITE IN AND CODE '5')	25
	Don't know	8

ASK ALL WHO MAKE A LONG JOURNEY REGULARLY AT Q89 (CODED 1, 2, 3 OR 4 AT Q90 ABOVE) OTHERS GO TO Q92

Q92. SHOWCARD I12 AGAIN And if the likelihood of encountering unexpected congestion on these journeys were to double, which, if any of these things would you do? MULTICODE OK

Base: All who make a long journey regularly (967)

		1997 (967) %
A)	Would stop doing the journeys	2
B)	Would do fewer journeys	6
C)	Would do the journey at another time of day	27
D)	Would still do the journey as often, but would use other route	32
E)	Would still do the journeys as often, but would share cars/get lifts with someone else	2
F)	Would leave more time for journeys	51
G)	Would use public transport instead	7
H)	No change - would still do the journeys as often, using the same route and timings	14
	None of these	2
	Don't know	1

19

27

35

14

140

ASK THOSE WHO CURRENTLY USE THEIR CAR TO DRIVE TO WORK (Q66 CODE 1)
OTHERS TO Q97

- Q93. SHOWCARD JJ If you were unable to use your car to drive to and from work for a long time, which, if any, of these would you do? Please read out all the letters that apply.
MULTICODE

Base: All those who currently use their car to drive to work (719)

	1997 (719) %
A) Use other means of transport	50
B) Get a lift with someone else	44
C) Move home	3
D) Change job	8
E) Work (more) from home	7
F) Stop working	6
Other	8
None of these	4
Don't know	1

ASK THOSE WHO "WOULD USE ANOTHER MEANS OF TRANSPORT" AT Q93 (CODE 1).
OTHERS TO Q95

- Q94. SHOWCARD Which of these alternative means of transport, either alone or in combination, would you use? MULTICODE OK

Base: All those who use another means of transport (339)

	1997 (339) %
A) Train/underground	26
B) Bus	55
C) Motorcycle	8
D) Bicycle	30
E) Walk	22
F) Taxi	10
G) Get a lift with a colleague	28
H) Other (WRITE IN & CODE '8')	1
No opinion	0

- Q95. ASK THOSE WHO CURRENTLY USE THEIR CAR TO DRIVE TO WORK (Q66 CODE 1)
SHOWCARD LL Which, if any, of these things do you think would definitely make you use your car less for driving to and from work? Please read out the letters that apply.
MULTICODE OK

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

	1997 (718) %
A) Your employers not providing any parking spaces for employees	18
B) Your employers providing you with a subsidised ticket for use on public transport	21
C) Shower facilities and secure parking for bicycles at work	6
D) A car sharing scheme with your employers paying for your journey home if you have to work late and miss your lift	22
E) A daily parking charge of £5 at your place of work	33
F) A daily parking charge of £10 at your place of work	43
None of these	26
Don't know	2

- Q96. SHOWCARD MM** If you found that someone in your neighbourhood regularly made a round journey by car around the same time and to the same destination as you, how willing would you be to share that journey with them to reduce costs and congestion?
SINGLE CODE
 Base: All those who currently use their car to drive to work (716)

		1997 (716) %	1990 (1,564) %
A)	Certain to	18	18
B)	Very willing	35	40
C)	Fairly willing	24	22
D)	Not very willing	7	8
E)	Not at all willing	3	4
F)	Certain not to	9	6
	Don't know	3	4

TRAFFIC JAMS

ASK ALL

- Q97. SHOWCARD NN Which, if any, of these things do you do when you are stuck in a traffic jam? Please read out the letters of those that apply. MULTICODE OK**
Base: All car drivers (1,278)

		1997 (1,278) %	
A)	Read a book, magazine, newspaper etc.	8	
B)	Do your hair or shave	2	
C)	Eat or drink something	18	✓
D)	Sing/whistle/hum	17	✓
E)	Listen to the radio	85	✓
F)	Play I-Spy	7	
G)	Play games involving other cars' number plates	6	
H)	Play with a hand-held computer game console (e.g. Gameboy)	•	
I)	Use a mobile phone	10	
J)	Access the Internet	•	
K)	Do some work	3	
L)	Get out of your car	3	
M)	Open the window	48	
N)	Talk with people in cars around you	11	
	None of these	4	
	Don't know/Not applicable	1	

- Q98. And what is the most unusual thing that you have done, or seen someone else do, when you have been stuck in a traffic jam? RECORD VERBATIM**
Base: All car drivers

ANY ANSWER (WRITE IN AND CODE '1')	1
None/no answer	X
Don't know	Y

ROAD MANAGEMENT

ASK ALL

Q99. SHOWCARD NN2 AGAIN From this card how satisfied or dissatisfied would you say you are with the road system in this area? CODE BELOW
Base: All car drivers (1,284)

Q100 SHOWCARD NN2 AGAIN And how satisfied or dissatisfied are you with the national motorway network?
Base: All car drivers (1,279)

	Q99 Local 1997 (1,284) %	1988 (1,576) %	Q100 Motorway 1997 (1,279) %	1988 (1,576) %
Very satisfied	11	8	11	10
Fairly satisfied	57	46	56	49
Neither	11	7	11	9
Fairly dissatisfied	14	22	12	19
Very dissatisfied	7	17	4	9
No opinion	*	1	5	4

Q101 SHOWCARD OO At night when you are at home, where do you normally park the car that you drive most often? MULTICODE OK
Base: All car drivers (1,286)

	1997 (1,286) %
In a garage attached or close to your home	26
In the driveway or garden of your home	53
In the road outside or near your home	23
Elsewhere	1
None of these	*
Don't know	0

Q102 Do you or your neighbours regularly have to "double park" in the street outside or nearby? ADD IF NECESSARY. By "double park", we mean park towards the middle of the road alongside another car, therefore blocking that other car in.
Base: All car drivers (1,281)

	1997 (1,281) %
Yes	9
No	90
Not applicable	1

TRANSPORT POLICY

ASK ALL

Q103. SHOWCARD PP Which of the things on this card do you think would help to reduce pollution caused by cars? Please read out the letters that apply. MULTICODE
Base: All car drivers (1,285)

b SHOWCARD PP AGAIN And which do you think would help to reduce congestion on Britain's roads? MULTICODE
Base: All car drivers (1,277)

c SHOWCARD PP AGAIN And which do you think definitely should be introduced? MULTICODE
Base: All car drivers (1,279)

d SHOWCARD PP AGAIN And which should not be introduced? MULTICODE
Base: All car drivers (1,279)

		Q103a Would reduce pollution		Q103b Would reduce congestion		Q103c Should be introduced		Q103d Should not be introduced	
		1997 %	1994 %	1997 %	1994 %	1997 %	1994 %	1997 %	1994 %
A)	Much higher taxes on petrol to discourage consumption	21	19	15	9	7	9	37	41
B)	Invest a lot more in buses and trains	53	47	47	40	43	40	2	2
C)	Increased subsidies for public transport paid for out of taxes	31	30	26	24	23	22	6	5
D)	Public information and driver education campaigns	15	-	9	-	12	-	2	-
E)	Increase the cost of the road fund licence/road tax	9	-	8	-	3	-	32	-
F)	Ban cars from city centres	49	50	38	39	25	32	12	12
G)	Car drivers charged £3 a day to drive in city	21	14	20	20	8	8	23	31
H)	Invest in better roads	15	18	20	22	15	18	4	5
I)	Have lanes reserved for cars with two or more occupants	12	10	13	11	7	7	13	13
J)	Reserve one lane on motorways as toll lane for heavy commercial vehicles	22	20	21	23	14	16	7	8
K)	Introduction of toll charges on certain main trunk routes and motorways	15	10	16	15	9	7	15	22
L)	Widen Britain's motorways and main trunk roads	10	10	18	28	12	14	14	13
N)	Build new toll roads to relieve congestion on trunk roads and motorways	10	9	14	20	7	12	17	18
O)	Introduce more bus lanes on roads in towns and cities	27	27	23	28	17	20	6	5
P)	Reduce car ownership by banning households from having more than one car	14	-	14	-	4	-	39	-
	None of these	4	-	2	-	4	-	3	-
	Don't know	3	-	3	-	4	-	4	-

Q104. SHOWCARD QQ And which of the things on this card do you think would help to reduce pollution caused by cars? Again, please read out the letters of any that apply. MULTICODE
Base: All car drivers (1,271)

b SHOWCARD QQ AGAIN And which do you think would help to reduce congestion on Britain's roads? MULTICODE
Base: All car drivers (1,269)

c SHOWCARD QQ AGAIN And which do you think definitely should be introduced? MULTICODE
Base : All car drivers (1,271)

d SHOWCARD QQ AGAIN And which should not be introduced? MULTICODE
Base: All car drivers (1,253)

		1997 %	Q104a Would reduce pollution	Q104b Would reduce congestion	Q104c Should be introduced	Q104d Should not be introduced
A)	Introduce road signs which advise the safe speed or recommended route according to traffic conditions		34	44	47	10
B)	Make cars that advise the driver on traffic conditions and local speed limits		26	32	26	9
C)	Make cars that automatically respond to traffic conditions and local speed limits by accelerating, braking or steering automatically		30	22	21	42
	None of these		20	15	14	33
	Don't know		7	6	8	14

Q105 SHOWCARD RR Suppose the government were to introduce a £3 charge for people driving into cities and other congested areas. Which one of these options best describes how you think they should use the money raised by this policy? SINGLE CODE
Base: All car drivers (1,283)= CD
All truck drivers (152)= TD

		CD 1997 (1,283) %	TD 1997 (152) %
A)	Spend it on roads and/or public transport	56	61
B)	Spend it on improving the National Health Service	23	22
C)	Spend it on improving the education system	6	3
D)	Spend it on other public services	7	5
E)	Use it to reduce taxation levels	5	7
	None of these	1	1
	Don't know	1	1

ASK ALL

Q106 SHOWCARD SS If the money raised were to be spent on road or public transport, which of the following best describes exactly how you think it should be spent. MULTICODE OK

Base: All car drivers (1,278) + CD

All truck drivers (151) = TD

		CD 1997 (1,278) %	TD 1997 (151) %
A)	Increased investment in public transport	62	52
B)	Build more walkways and pedestrianised areas in towns and cities	31	19
C)	More road safety advertising campaigns	15	16
D)	Introduce road signs which advise the safe speed or recommended route according to traffic conditions	25	26
E)	Subsidise cars that automatically respond to traffic conditions and local speed limits	13	11
F)	Widen Britain's motorways and main trunk roads	19	41
G)	Introduce more bus lanes on roads in towns and cities	26	21
	None of these	2	2
	Don't know	2	1

ASK ALL

Q108 SHOWCARD UU There has been talk recently of various electronic systems which can be installed in cars to help the driver. For each system I read out, please tell me how useful you think you would find it when you are driving? SINGLE CODE EACH ONE
Base: All car drivers

READ OUT AND ROTATE (SEE OVER)		Very Useful %	Fairly Useful %	Not Very Useful %	Not At All Useful %	Don't Know %
A)	A system which plans your route and guides you without your needing to use a map (1,283)	35	39	16	8	2
B)	A system which alerts you to congestion, weather conditions and roadworks on your planned journey (1,284)	54	34	8	3	1
C)	A talking computer which advises you of failures such as lights or braking systems before you would normally be aware of them (1,281)	43	34	13	8	2
D)	A system which adjusts your speed automatically as you entered a lower speed limit zone (1,282)	27	33	25	13	2
E)	A system which automatically warns you if you are exceeding the speed limit (1,281)	38	38	16	7	1
F)	A parking guidance system which tells you where parking is available in a town or city centre (1,281)	43	36	12	8	1
G)	A system which provides information about nearby petrol stations, parking facilities and even shops and entertainment (1,282)	21	41	24	12	1
H)	A system which automatically keeps you a safe distance from the car in front (1,284)	37	36	18	8	1
I)	A system which warns you if you were too close to the car in front (1,279)	40	37	14	8	1
J)	A system which automatically adjusts your speed according to road or weather conditions (1,283)	27	35	22	14	2
K)	A system which warns you to adjust your speed according to road or weather condition (1,283)	34	43	15	7	1
L)	A "wakefulness monitoring" system that sounds an alarm if the driver was falling asleep (1,279)	51	26	13	8	2

JOURNEY PLANNING

Q107 ASK ALL

SHOWCARD TT In the last three months, which, if any, of these have you used to plan or change your route either before or during a car journey? MULTICODE

Base: All car drivers (1,286) = CD

All truck drivers (152) = TD

		CD 1997 (1,286) %	TD 1997 (152) %
A)	A map (paper/book)	55	57
B)	Traffic news on the radio	43	66
C)	Traffic news on TV	14	7
D)	Traffic news on Teletext	11	4
E)	Traffic information on the Internet	1	1
F)	CD-ROM/Internet-based route-planning system	5	2
G)	Advice from the AA/RAC/ National Breakdown on the radio	6	14
H)	Advice from the AA/RAC/National Breakdown on the phone	4	1
I)	Messages flashed onto a screen above or next to a road/motorway (e.g. variable speed limit signs)	21	36
J)	In-car route finder computer	1	2
K)	Congestion warning device such as TrafficMaster or TrafficMate	1	5
	None of these	20	7
	Don't know/Not applicable	2	2

ASK Q109 FOR ALL ITEMS CODED 1 OR 2 AT Q108 ABOVE.

Q109 And what would be the maximum price that you would pay to have (SYSTEM CODED 1-2 AT Q108 ABOVE) in your car?
 WRITE IN BELOW TO THE NEAREST POUND, USING LEADING ZEROS. IF DON'T KNOW, CODE "XXXX". IF NOTHING, CODE "0000".
 Base: All those who think would be useful.

A)	A system which plans your route and guides you without your needing to use a map	Base: 957 Mean: £192
B)	A system which alerts you to congestion, weather conditions and roadworks on your planned journey	Base: 1,120 Mean: £159
C)	A talking computer which advises you of failures such as lights or braking systems before you would normally be aware of them	Base: 959 Mean: £156
D)	A system which adjusts your speed automatically as you entered a lower speed limit zone	Base: 735 Mean: £151
E)	A system which automatically warns you if you are exceeding the speed limit	Base: 933 Mean: £115
F)	A parking guidance system which tells you where parking is available in a town or city centre	Base: 986 Mean: £102
G)	A system which provides information about nearby petrol stations, parking facilities and shops and entertainment.	Base: 769 Mean: £104
H)	A system which automatically keeps you a safe distance from the car in front	Base: 893 Mean: £142
I)	A system which warns you if you are too close to the car in front	Base: 959 Mean: £119
J)	A system which automatically adjusts your speed according to the road or weather conditions	Base: 748 Mean: £157
K)	A system which warns you to adjust your speed according to the road or weather conditions	Base: 958 Mean: £128
L)	A "wakefulness monitoring" system that sounds an alarm if the driver is falling asleep	Base: 979 Mean: £151

Q110 ASK ALL WITH A COMPANY CAR (Q18, CODES 1 OR 2)
SHOWCARD V V And which, if any, of these things do you expect to have in your company car in five years' time? Please read out the letters of any that apply.
MULTICODE
Base: All with their own company car (360)

		1997 (360) %
A)	Mobile phone	71
B)	Fax machine	23
C)	Personal computer	32
D)	Internet terminal	16
E)	Video phone with windscreen projection display	9
F)	Video conferencing facilities	3
G)	Back seat entertainment centre (TV/video games/PC/music etc.)	11
H)	A link to a computerised car breakdown diagnosis and advice service	28
I)	A system which plans your route and guides you without your needing to use a map	56
J)	A system which alerts you to congestion, weather conditions and roadworks on your planned journey	56
K)	A system which provides information about nearby petrol stations, parking facilities and shops and entertainment	18
L)	A system which warns you to adjust your speed according to road or weather conditions	36
M)	A system which <u>automatically</u> adjusts your speed according to road or weather conditions	16
N)	A system which warns you if you are too close to the car in front	31
O)	A system which automatically keeps you a safe distance from the car in front	17
P)	A "wakefulness monitoring" system that sounds an alarm if the driver is falling asleep	33
	None of these	13
	Don't know	2

ASK ALL
 Q111 SHOWCARD WW New technology has also allowed the development of other systems that may help to improve traffic conditions or help certain types of road users. How strongly would you support the introduction of each of the following? SINGLE CODE EACH SYSTEM BELOW
 Base: All car drivers = CD
 All truck drivers (152) = TD

READ OUT AND ROTATE:		Would Strongly Support %	Would Tend To Support %	Would Tend To Oppose %	Would Strongly Oppose %	Don't Know/No Opinion %	
A)	A network of electronic sensors that automatically report people to the police if they exceed the speed limit by ten per cent or more	20	39	21	16	3	CD (1,279)
		19	30	24	26	1	TD
B)	Speed limits that vary according to traffic and weather conditions. Limits would be clearly shown on electronic road signs	39	54	4	1	2	CD (1,278)
		50	47	1	2	0	TD
C)	Traffic lights at the top of motorway entrance ramps, to control the amount and flow of traffic on motorways	18	38	25	13	6	CD (1,279)
		25	35	19	17	5	TD
D)	Traffic lights that give priority to buses and emergency vehicles	35	49	8	4	4	CD (1,272)
		35	49	8	5	4	TD
E)	Sensors built into roads and bridges that automatically detect and report over weight lorries to the police	46	41	7	2	3	CD (1,276)
		27	36	14	20	4	TD
F)	Fitting cars with secure tracking systems that would allow the police to trace the vehicle if it was stolen	68	28	1	1	2	CD (1,278)
		82	17	0	0	1	TD

IN-HOME TECHNOLOGY

ASK ALL

Q112 SHOWCARD XX AGAIN Now for each of these systems that I read out, please tell me how useful you think you would find each one if it was installed in your home?
SINGLE CODE EACH OPTION BELOW

Base: All car drivers

READ OUT AND ROTATE:		Very useful %	Fairly useful %	Not very useful %	Not at all useful %	Don't know %
A)	<u>An In-home electronic routeplanner</u> advising you of what would normally be the shortest or quickest route for your journey Base: 1,281	18	35	28	18	1
B)	<u>An electronic train and bus route and time table service</u> - You enter your starting point, destination and times of travel and it tells you the best train and/or bus option available Base: 1,280	16	30	27	25	1
C)	<u>An electronic used car finder service</u> allowing you to use your TV or home computer to search or make an offer for a used car in your area Base: 1,281	7	28	34	31	1
D)	<u>An electronic new car finder service</u> allowing you to use your TV or home computer to search or make an offer for a new car in your area Base: 1,281	8	24	33	34	1

MANUFACTURERS

ASK ALL

- Q113 SHOWCARD YY Please read this list carefully. Before today, which, if any, of these car manufacturers had you heard of? MULTICODE BELOW**
Base: All car drivers (1, 275)

ASK Q114 AND Q115 IF BOUGHT CAR IN LAST TWO YEARS (Q32 CODE 1). OTHERS TO Q117

- Q114 SHOWCARD YY AGAIN Which, if any, do you think that you would consider buying? MULTICODE OK**
Base: All who bought a car in the last 2 years (588)

- Q115 SHOWCARD YY AGAIN And which, if any, of those that you have heard of do you think you would never consider buying? MULTICODE OK**
Base: All who bought a car in the last 2 years (588)

		Q113 Heard of		Q114 Would consider		Q115 Would never consider	
		1997 (1,275)	1996 (1209)	1997 (588)	1996 (492)	1997 (588)	1996 (492)
		%	%	%	%	%	%
A)	Citroen	98	97	25	21	19	21
B)	Daewoo	91	88	17	15	19	19
C)	Fiat	98	98	17	13	22	26
D)	Ford	99	99	58	52	10	10
E)	Honda	97	98	34	30	6	6
F)	Hyundai	91	91	15	10	16	18
G)	Kia	56	46	8	3	27	21
H)	Mazda	97	96	23	23	7	8
I)	Mitsubishi	97	97	23	22	8	8
J)	Nissan	97	99	27	32	8	8
K)	Peugeot	98	96	38	43	7	5
L)	Proton	88	87	9	9	30	31
M)	Renault	95	97	29	32	7	7
N)	Rover	96	97	41	44	5	4
O)	Seat	84	86	10	9	24	24
P)	Skoda	93	95	6	5	63	56
Q)	Suzuki	92	91	10	10	13	16
R)	Toyota	96	96	32	34	5	4
S)	Vauxhall	96	96	47	56	5	5
T)	Volkswagen	96	-	41	-	4	-
U)	Volvo	95	-	36	-	7	-
	None of these	0	*	1	3	12	16
	Don't know	0	-	1	2	2	6

IF HYUNDAI MENTIONED AT Q115, ASK Q116 OTHERS TO Q117
Q116 Why would you never consider buying a Hyundai? DO NOT PROMPT. MULTICODE OK
 Base: All who would never consider buying a Hyundai (100)

	1997 (100) %	1996 (107) %
Don't know much about them	18	27
Don't trust/buy foreign cars	6	8
Asian/Korean etc.	1	9
Japanese	4	6
Too cheap	5	5
Unreliable	11	11
Tacky/bad image	16	18
It would fall apart	5	8
Not solid/it wouldn't stand an accident	6	7
Lack of dealers	2	3
Not fast enough	0	3
Looks bad/not modern	13	7
Other (WRITE IN & CODE '1')	49	20
Don't know	4	1

DEALERSHIPS

ASK ALL

Q117 Which companies can you think of that sell new or used cars through a chain of outlets?

a CODE BELOW. MULTICODE OK. DO NOT PROMPT

Base: All car drivers (1,244)

b SHOWCARD ZZ And which others do you know from this card? Please read out any letters that apply.

MULTICODE OK. DO NOT CIRCLE AGAIN IF ALREADY MENTIONED AT SPONTANEOUS QUESTION

Base: All car drivers (1,254)

		Q117a Spontaneous		Q117b Prompted	
		1997 (1,244)	1996 (1209)	1997 (1,254)	1996 (1209)
		%	%	%	%
A)	Appleyard	3	4	25	25
B)	Arlington*	1	2	10	12
C)	Cowie*	6	6	30	36
D)	Currie Motors	5	4	20	23
E)	Evans Halshaw*	6	5	25	20
F)	Hartwells*	2	5	18	21
G)	Henleys	4	5	30	36
H)	Lex* - any mention (including with other name)	8	10	39	46
I)	Lookers	3	3	18	21
J)	Mann Egerton	5	4	32	30
K)	Pendragon	-	-	4	-
L)	Perrys	5	3	20	18
M)	Swan National	25	2	2	29
N)	Wadham Kennings	9	3	3	20
O)	Other (WRITE IN)	30	37	44	1
	None	19	36	28	4
	No opinion	29	7	3	4

FOR EACH COMPANY WITH ASTERISK MENTIONED AT Q117a OR Q117b (CODED B, C, E, F, AND H ASK Q118. IF 'NONE' AT Q117a AND Q117b GO TO 119

Q118 From what you know or have heard about (COMPANY MENTIONED) would you say they provide a high level of service to their customers or not? REPEAT FOR EACH COMPANY WITH ASTERISK MENTIONED AT Q117a OR Q117b

Base: All heard of company

		Yes		No		Don't know	
		1997	1996	1997	1996	1997	1996
		%	%	%	%	%	%
A)	Arlington (Base: 139)	30	40	7	6	62	54
B)	Cowie (Base: 507)	34	32	4	3	62	64
C)	Evans Halshaw (Base: 382)	41	33	9	6	50	59
D)	Hartwells (Base: 265)	40	34	6	6	54	59
E)	Lex (Base: 620)	40	34	4	4	56	61

ASK ALL WHO WORK FULL- OR PART-TIME. IF NON-WORKING, CLOSE AND DO NOT COUNT AS PART OF QUOTA.

- Q119 SHOWCARD A1 Which, if any, of these types of vehicles do you drive as the main part of your job? MULTICODE**
Base: All truck drivers (152)

	1997 (152) %	1996 (163) %	
Taxi/minicab	0	0	CLOSE & DO NOT INCLUDE GO TO QB
Minibus/transit/Luton van/other light van	0	2	
Lorry/truck/Heavy Goods Vehicle (Gross weight over 3.5 tonnes)	100	100	
Bus or other Public Service Vehicle	0	1	CLOSE & DO NOT INCLUDE
Other (WRITE IN AND CODE '5')	0	1	
None of these	0	0	
Don't know/No opinion	0	0	

- Q120. And, on average, for how many hours a week do you normally drive your truck or lorry as part of your job? WRITE IN TO NEAREST HOUR. IF "DON'T KNOW", CODE "XXX". IF "NONE", CODE "000".**

Base: All truck drivers (152)

Mean: 40.6

IF 20 HOURS OR MORE AT Q120, ASK Q121 AND COMPLETE INTERVIEW. IF LESS THAN 20 HOURS AT Q120, CLOSE AND DO NOT COUNT AS PART OF QUOTA.

ASK ALL

- Q121. When you drive your truck or lorry as part of your job, do you mainly stay in your local area, do you mainly do long-distance work or do you do a mixture of both? SINGLE CODE**
Base: All truck drivers (152)

	1997 (152) %
Stay in local area	23
Long-distance work	33
Mixture	43
Other (WRITE IN AND CODE '4')	1
Don't know/No opinion	0

INTERVIEWER NOTE: IF RESPONDENT ASKS, DEFINE "LOCAL AREA" AS WITHIN 50 MILES OF WORK BASE.

Q122 How long have you held this title with your current employer? SINGLE CODE
 BELOW
 Base: All truck drivers (151)

	1997 (151) %
1 year or less	19
Over 1 to 2 years	8
Over 2 to 3 years	14
Over 3 to 4 years	3
Over 4 to 5 years	4
Over 5 to 6 years	3
Over 6 to 7 years	4
Over 7 to 8 years	6
Over 8 to 9 years	3
Over 9 to 10 years	5
Over 10 years	31
Don't know	0

Q123 SHOWCARD B1 How strongly do you agree or disagree with the following statements?
 READ OUT AND SINGLE CODE EACH STATEMENT
 Base: All truck drivers

	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know/no opinion
	%	%	%	%	%	%
A) I believe that how I act while I am working will affect other people's opinions of my employer Base: 151	49	41	3	3	1	2
B) My employer makes it clear to me that how I act when I am working will affect other people's opinions of our company Base: 151	47	35	6	7	2	3
C) I enjoy being seen as a representative for my company Base: 152	38	42	14	5	1	1

ASK ALL

Q124 a SHOWCARD C1 Which of the things on this card do you think would help to reduce pollution caused by trucks? Please read out the letters of any that apply. MULTICODE
Base: All truck drivers (152)

b SHOWCARD C1 AGAIN And which do you think would help to reduce congestion on Britain's roads? MULTICODE
Base: All truck drivers (152)

c SHOWCARD C1 AGAIN And which do you think definitely should be introduced? MULTICODE
Base: All truck drivers (152)

d SHOWCARD C1 AGAIN And which should not be introduced? MULTICODE
Base: All truck drivers (152)

		Q124a Would reduce pollution %	Q124b Would reduce congestion %	Q124c Should be introduced %	Q124d Should not be introduced %
A)	Much higher taxes on fuel to discourage consumption	7	8	4	49
B)	Invest a lot more in rail freight	30	21	13	13
C)	Increased subsidies for switching freight from road to rail	22	16	9	17
D)	Public information and driver education campaigns	17	11	11	2
E)	Increase the cost of the road fund licence (/road tax)	3	7	1	42
F)	Ban trucks from city centres	26	24	16	23
G)	Truck drivers charged £10 a day to drive in city	5	5	0	39
H)	Invest in better roads	30	38	39	1
I)	Reserve one lane on motorways as toll lane for heavy commercial vehicles	17	16	11	17
J)	Introduce toll charges on certain main trunk routes and motorways	11	15	7	21
K)	Widen Britain's motorways and main trunk roads	19	33	30	11
L)	Build new toll roads to relieve congestion on trunk roads and motorways	13	24	9	20
	None of these	12	7	6	1
	Don't know	1	2	3	2

Q125 SHOWCARD D1 When you are driving your truck, which, if any, of these statements best describes how you decide which route to take? SINGLE CODE
Base: All truck drivers (152)

	1997 (152) %
A) Entirely your own decision	75
B) Route is recommended by your employer, but you can change it yourself if necessary	19
C) Route is recommended by your employer and can only be changed with employer's permission	2
D) Route is recommended by your employer and cannot be changed under any circumstances	3
None of these	0
Don't know/Not applicable	1

Q126 SHOWCARD F1. There I talk recently of tronic systems which
 be installed in vehicles to help the driver. For each system that I read out, please tell
 how useful you think you would find it when you are driving your truck on work-related
 business? SINGLE CODE EACH ONE
 Base: All truck drivers

READ OUT AND ROTATE		Very Useful	Fairly Useful	Not Very Useful	Not At All Useful	Don't Know
A)	A system which plans your route, taking into account your truck dimensions and weight and guides you without your needing to use a map (152)	43	32	16	9	0
B)	A route planning system that also receives and reacts to instructions from your employer (152)	12	36	31	19	2
C)	A route planning system that also reacts to traffic news to give you detour routes suitable for your particular truck and load (152)	55	32	8	5	0
D)	A system which alerts you to congestion, weather conditions and roadworks on your planned journey (150)	57	34	5	5	0
E)	A system which adjusts your speed automatically as you enter a lower speed limit zone (152)	23	28	29	19	1
F)	A system which automatically warns you if you are exceeding the speed limit (152)	36	36	19	9	0
G)	A system which automatically keeps you a safe distance from the vehicle in front (150)	37	33	17	13	1
H)	A system which warns you if you are too close to the vehicle in front (150)	30	42	17	11	0
I)	A system which automatically adjusts your speed according to the road or weather conditions (152)	21	24	34	20	1
J)	A system which warns you to adjust your speed according to the road or weather conditions (152)	24	47	15	14	1
K)	A "wakefulness monitoring" system that sounds an alarm if the driver is falling asleep (152)	66	23	4	7	0
L)	An in-cab electronic tracking device that allows your employer to monitor your journey's progress (152)	16	21	20	43	1

Q127 SHOWCARD G1 Which, if any, of the things do you expect to have in your truck in five years' time? Again, please list out the letters of any that apply. MULTICODE
Base: All truck drivers (152)

		1997 (152) %
A)	Mobile phone	72
B)	Fax machine	22
C)	Personal computer	11
D)	Internet terminal	4
E)	Video phone with windscreen projection display	7
F)	A link to a computerised breakdown diagnosis and advice service	28
G)	A system which plans your route, taking into account your truck dimensions and weight and guides you without your needing to use a map	31
H)	A route planning system that also receives and reacts to instructions from your employer	28
I)	A system which alerts you to congestion, weather conditions and roadworks on your planned journey	36
J)	A system which warns you to adjust your speed according to the road or weather conditions	18
K)	A system which automatically adjusts your speed according to the road or weather conditions	13
L)	A system which warns you if you are too close to the vehicle in front	27
M)	A system which automatically keeps you a safe distance from the vehicle in front	14
N)	A "wakefulness monitoring" system that sounds an alarm if the driver is falling asleep	36
O)	An in-cab electronic tracking device that allows your employer to monitor your journey's progress	32
	None of these	5
	Don't know	0

ASK ALL

Q128 We may wish to call back to ask you a few more short questions sometime in the future. Would you be happy for us to do this, or not?

Base: All car drivers (1,268) = CD

All truck drivers (149) = TD

		CD		TD	
		1997 (1,268) %	1996 (1209) %	1997 (149) %	1996 (163) %
Yes		87	88	86	88
No		13	12	14	12

THANK RESPONDENT AND GO TO DEMOGRAPHICS