



## Technical Note

MORI interviewed a representative quota sample of 1576 drivers, who drive at least once per month, in 175 constituency sampling points throughout Great Britain. All interviews were conducted face-to-face between the 28 November and the 12 December 1988.

## Analysis

This report contains computer tabulations of all the results from the survey. These have been analysed by various sub-groups eg sex, class, region etc. The overall results for each question are given in the left hand column of each page of the computer tabulations based on the total sample (1576). Results among various sub-groups are given under the "crossbreaks". The data has been analysed by 8 crossbreaks, in most cases these are self explanatory but an explanation of each break is given below.

Break A - Demographic details

Break B - Details of most used car

Break BI - Similar to break B, but based on all cars (2305) rather than all respondents

Break C - Make of car by new and second hand cars

Break CI - Similar to break C, but based on all cars rather than all people

Break D - Lifestyle analysis and geographical region

Break E - Similar to break C, but based on all those who have bought a car in the last 5 years

Break F - Similar to break C, but respondents must have their car serviced by a main dealer for their make of car

## CARS

## Topline Results

- Base: All (1576)
- Fieldwork Dates: 28/11/88-12/12/88
- 175 Sampling Points throughout GB
- All figures are percentages

Telephone (inc STC Code) %

Yes (WRITE IN) ..... 90

No ..... 8

Sex %

Male ..... 58

Female ..... 42

Marital status %

Married ..... 75

Living together ..... 4

Single ..... 12

Widowed/divorced/separated ..... 9

Age %

17-18 ..... 2

19-21 ..... 4

22-24 ..... 5

25-34 ..... 26

35-44 ..... 24

45-54 ..... 14

55-64 ..... 14

65-69 ..... 6

70-74 ..... 3

75+ ..... 2

Work status of respondent %

Full-time (30hrs/wk+) ..... 56

Part-time (8-29 hrs/wk) ..... 13

Not working but not seeking work ..... 26

Employed and seeking work ..... 3

Studying at school (full time) ..... 2

Occupation of head of household

Position/rank/grade

Industry/type of firm

Quals/degrees/apprenticeships

Number of staff responsible for

REMEMBER TO PROBE CWE/PENSION

Social class %

A ..... 4

B ..... 21

C1 ..... 28

C2 ..... 31

DE ..... 17

Size of Household  
(INCLUDING RESPONDENT AND CHILDREN)

CIRCLE NUMBER

1 2 3 4 5+

8% 35% 20% 25% 13%

Number of Children in household

(16 or under)

1 2 3 4+

17% 19% 6% 1%

Household Income (Showcard A)

Could you please give me the letter from this card for the group in which you would place your total household income from all sources, before tax and other deductions.

A ..... 1

B ..... 3

C ..... 4

D ..... 3

E ..... 6

F ..... 2

G ..... 8

H ..... 8

I ..... 6

J ..... 11

K ..... 10

Refused ..... 21

Don't know ..... 14

Interviewer Name.....

Interviewer No.....

Date of interview.....

Length of interview

mins

Q1 Do you personally hold a current driving licence?

Base: All	%	
Yes .....	100	GO TO Q2
No .....		CLOSE. DO NOT
No opinion .....		INCLUDE IN QUOTA

Q2 And how often do you drive nowadays?

Base: All	%	
Every day/most days .....	85	
1 - 3 times a week .....	12	GO TO Q3
Less than 1/week to 1/month .....	3	
Less than once a month .....		CLOSE DO NOT INCLUDE
Never .....		IN QUOTA

Q3 How many cars are there in your household?

Base: All	%	CLOSE DO NOT
None .....	0	INCLUDE IN QUOTA
One .....	61	
Two .....	32	
Three .....	6	
Four .....	1	
Five .....	*	
Six .....	*	
Seven .....	*	
Eight or more .....	0	
.....		CLOSE DO NOT
No opinion .....	0	INCLUDE IN QUOTA

Q4 How many cars do you expect there to be in your household in two year's time?

Base: All	%	
None .....	1	
One .....	50	
Two .....	39	
Three .....	7	
Four .....	2	
Five .....	*	
Six .....	*	
Seven .....	*	
Eight or more .....	0	
No opinion .....	1	

IF ONE CAR ONLY IN HOUSEHOLD AT Q3 ASK Q5 TO Q13. IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q5 TO Q13 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST. THEN REPEAT FOR CAR WHICH IS USED NEXT MOST OFTEN IN THE HOUSEHOLD UP TO THREE CARS.

Q5 Was your car bought new or second hand?

Base: All	1st car	All Cars	- Based on all cars in household up to 3 cars (2305)
	%	%	
New .....	33	32	
Second hand .....	67	66	
Don't know .....	1	2	

Q6a How long have you had the car?

Base: All

	<u>1st car</u>	<u>All Cars</u>	- Based on all cars in household up to 3 cars (2305)
Up to 6 months .....	22	23	
Over 6 months - 1 year .....	16	17	
Over 1 year - 18 months .....	11	12	
Over 18 months - 2 years .....	11	10	
Over 2 to 2.5 years .....	8	8	
Over 2.5 to 3 years .....	7	7	
Over 3 to 4 years .....	9	7	
Over 4 to 5 years .....	5	5	
Over 5 to 7 years .....	6	5	
Over 7 to 10 years .....	3	3	
Over 10 years .....	1	1	
Don't know/cannot recall .....	*	2	

Q6b And what is the make of this car?

Base: All

	<u>1st car</u>	<u>All Cars</u>	-Based on all cars in household up to 3 cars (2305)
Alfa Romeo.....	*	*	
Audi-Volkswagen.....	1	1	
Austin Rover.....	12	12	
BMW .....	1	1	
Chrysler.....	1	1	
Citroen.....	1	1	
Daihatsu .....	*	*	
Datsun.....	3	3	
Fiat.....	3	3	
Ford.....	29	29	
Hyundai .....	*	*	
Honda.....	1	1	
Isuzu .....	0	0	
Jaguar/Daimler .....	*	1	
Lada .....	1	1	
Lancia .....	*	*	
Land Rover.....	*	*	
Lotus .....	*	*	
Mazda.....	1	1	
Mercedes.....	*	1	
Mitsubishi .....	*	*	
Morris.....	2	2	
Nissan.....	3	2	
Opel.....	1	1	
Peugeot.....	2	2	
Porsche.....	*	*	
Reliant .....	*	*	
Renault.....	3	4	
Rolls Royce/Bentley .....	0	*	
Rover/Rover Group.....	2	2	
Saab.....	1	1	
Seat .....	0	0	
Skoda .....	1	1	
Subaru .....	*	*	
Suzuki .....	*	*	
Talbot.....	2	2	
Toyota.....	2	2	
Triumph.....	2	2	
Vauxhall.....	12	12	
Volkswagen.....	4	4	
Volvo.....	4	3	
Zastava .....	*	*	
Other (WRITE IN & RING '7').....	3	4	
.....			
Don't know any.....	1	2	
British Cars.....	60	59	

Q7 Which of these best describes your car? READ OUT a-d (Single Code only)  
 Base: All

	1st car %	All Cars %	- Based on all cars in household up to 3 cars (2305)
a) Hatchback .....	48	45	
b) Saloon .....	41	41	
c) Estate .....	8	7	
d) Sports convertible/convertible .....	1	2	
Other (WRITE IN) .....	2	3	

.....  
 No opinion ..... \*

Q8 What is the engine size of your car?  
 Base: All

	1st car %	All Cars %	- Based on all cars in household up to 3 cars (2305)
Up to 1400 cc .....	49	48	
1401 - 2000 cc .....	41	39	
Over 2000 cc .....	8	9	
Don't know .....	2	4	

Q9 Approximately how old is the car?  
 Base: All

	1st car %	All Cars %	- Based on all cars in household up to 3 cars (2305)
Up to 1 year .....	11	11	
Over 1 to 2 years .....	10	10	
Over 2 to 3 years .....	10	10	
Over 3 to 4 years .....	11	10	
Over 4 to 5 years .....	10	9	
Over 5 to 6 years .....	9	9	
Over 6 to 7 years .....	8	7	
Over 7 to 8 years .....	8	8	
Over 8 to 9 years .....	6	6	
Over 9 to 10 years .....	7	7	
Over 10 years .....	9	10	
Don't know .....	1	2	

Q10 Was the car bought privately, provided by an employer, or bought by you or  
 someone in your household as a business expense?  
 Base: All

	1st car %	All Cars %	- Based on all cars in household up to 3 cars (2305)
Bought privately .....	89	85	
Provided by an employer .....	7	8	
Bought by you or someone in your household as a business expense .....	4	4	
Don't know .....	1	2	

IF EMPLOYER CODE '2' - ASK Q11. OTHERS GO TO Q12

Q11 Who decided what make and model of car you should have? Was the decision ...  
 (READ OUT)

Base: All cars provided by  
 employer (106)

	1st car %	All Cars %	- Based on all cars provided by employer in household up to 3 cars (187)
Entirely your/the driver's decision .....	31	30	
or Were you/the driver given a number of alternatives from which to choose .....	33	30	
or Was it chosen for you/the driver .....	34	35	
Don't know .....	2	5	

ASK ALL

Q12 SHOWCARD B From this card please tell me how was the car bought? MULTICODE

Base: All (1576)		1st car	All Cars	- Based on all cars in household up to 3 cars (2305)
		%	%..	
a)	Cash/Bank loan .....	76	75	
b)	Hire purchase .....	13	11	
c)	Finance leasing (monthly payment for use of car only) .....	2	2	
c)	Contract hire/full service leasing (monthly payment includes service, registration etc.) .....	2	2	
e)	Some other means (WRITE IN).....	5	5	
.....				
Don't know .....		3	5	

IF 2, 3, 4 - ASK Q13. OTHERS SEE NOTE BELOW Q13

Q13 Was that arranged through the car dealer or separately?

Base: All buying by hire purchase, finance leasing, contract hire (267)		1st car	All Cars	- Based on all cars bought by hire purchase, finance leasing, contract hire (360)
		%	%..	
	Car dealer .....	79	75	
	Separately .....	18	19	
.....				
Don't know .....		3	6	

IF MORE THAN ONE CAR IN THE HOUSEHOLD REPEAT Q5 TO Q13 FOR CARS USED NEXT MOST OFTEN UP TO A TOTAL OF THREE CARS. OTHERS GO TO Q14.

ASK ALL

Q14 Approximately how many miles is the car (which you drive most) driven a year, on average?

Base: All

Less than 6,000 miles	30	7
6,001- 8,000	15	
8,001-10,000	12	
10,001-12,000	12	
12,001-14,000	6	
14,001-16,000	5	
16,001-18,000	2	
18,001-20,000	2	
20,001-22,000	2	
22,001-24,000	1	
24,001-26,000	1	
26,001-28,000	*	
28,001-30,000	1	
30,001+	4	
Don't know	6	

Q15 SHOWCARD C From this card, how important do you think it is to have the car in your household serviced according to the manufacturers' recommendations?

Base: All

Essential.....	28
Very important.....	34
Fairly important.....	20
Not very important.....	11
Not at all important.....	5
Don't know .....	1

IF ONE CAR IN H/HOLD

Q16 Do you have primary responsibility for getting this car serviced or not  
Base: All %  
Yes .....76 -  
No .....24 -

IF MORE THAN ONE CAR IN HOUSEHOLD

Q17 Do you have primary responsibility for getting any of the cars serviced household or not? IF YES CODE WHETHER THIS WAS THE FIRST, SECOND OR TH ASKED ABOUT ABOVE  
Base: All

%  
Yes, first car asked about .....75  
Yes, second car asked about ..... -  
Yes, third car asked about ..... -  
No, none ..... -

Q18 SHOWCARD D Which of these do you do? (MULTICODE OK)  
Base: Yes, responsible for service (1205)

%  
a) Physically service the car by yourself .....23 - GO  
or b) Have the car serviced by a garage/workshop  
(which does not sell new cars) .....29 - GO  
or c) Have the car serviced by a main dealer for  
your make of car .....  
or d) Have your car serviced by a main dealer for  
another make of car .....3  
or e) Have the car serviced by a service centre  
(eg. Halfords/B&Q/SMC) .....1  
or f) Have the car serviced by a friend/acquaintance .....15  
Other (WRITE IN) ..... - GO  
.....1  
Never get/got car serviced.....\*

IF CODES 3, 4, 5 ASK Q19

Q19 Do you get your car serviced at the same location you bought it from?  
Base: Have car serviced at main dealer or service centre (425)

%  
Yes .....57 - GO TO Q21  
No .....42 - GO TO Q20

IF NO  
Q20

Did you get the car serviced at the same location you bought it from w was still under warranty or not?

Base: Don't get car serviced at same location bought from (180)

%  
Yes .....34 GO TO .  
No .....61 Q21  
Don't know .....



Q21 SHOWCARD E From this card how would you rate the dealer/garage which services your car in terms of the following:-

Base: Car serviced garage/dealer/service centre (775)

READ OUT

	Very sa- tisfied %	Fairly sa- tisfied %	Neither satis- fied nor dissa- tisfied %	Fairly dissa- tisfied %	Very dissa- tisfied %	No opinion %
Waiting time for appointments .....	58	32	3	2	1	4
Opening times .....	60	32	3	1	*	4
Comfort of service reception .....	36	25	15	4	3	17
Providing a firm estimate of costs in advance .....	35	31	13	4	2	15
Work completed on time .....	59	32	2	3	1	3
Availability of parts .....	49	30	8	4	2	7
Ability to diagnose faults .....	48	34	6	3	1	7
Having a list of inclusive prices on display .....	17	14	23	11	7	29
Quality of work .....	52	36	4	3	2	4
Value for money overall ...	32	32	14	9	4	9
Time spent at reception .....	38	30	11	3	2	15
Doing all you ask .....	54	33	5	3	2	4
Price of parts .....	31	32	14	8	3	12

Q2 What is the maximum distance you would be prepared to go to get your car serviced?

Base: Have car serviced by garage/dealer/service centre (775)

Up to 1 mile .....	7
Over 1 to 3 miles .....	22
Over 3 to 5 miles .....	25
Over 5 to 7 miles .....	9
Over 7 to 10 miles .....	14
Over 10 to 15 miles .....	7
Over 15 to 20 miles .....	5
Over 20 miles .....	7
No opinion .....	4

Q23 Generally speaking, do you prefer a man or a woman to book your car in for servicing?

Base: Have car serviced by garage/dealer/service centre (775)

Man .....	14
Woman .....	2
Neither .....	62
No opinion .....	21

ASK ALL

Q24 Do you belong to the AA, RAC or any equivalent motoring organisation?

ASK:) Which one?

Base: All (1576)

Yes, AA.....	%	29
RAC.....	%	18
Yes, other (WRITE IN & RING '3').....	%	6
.....	%	48
No.....	%	48
Don't know.....	%	1

Q25 SHOWCARD F If you had to replace your exhaust system where would you likely to have this done? MULTICODE OK. CODE BELOW

Q26 And if you had to replace your tyres where would you have this done? OK. CODE BELOW

Q27 And if you had to replace your battery where would you have this done? MULTICODE OK

	Q25 Exhaust %	Q26 Tyres %
a) A main dealer for your make of car .....	14	6
b) A main dealer for another make of car .....	1	
c) A garage/workshop (not sell new cars) .....	15	12
d) A specialist fitter (eg Kwikfit/National Tyres).....	56	71
e) Do it yourself .....	9	4
f) Have a friend/acquaintance do it .....	5	4
No opinion .....	1	2

Q28 SHOWCARD G Which of these, if any, do you use your car for nowadays? BELOW

Q29 Which, if any, do you use buses/coaches for nowadays? CODE BELOW

Q30 Which, if any, do you use trains/underground for nowadays? CODE BELOW

	Q28 Cars %	Q29 Buses/ Coaches %	Q30 Trains/ Underground %
a) Travel to/from work .....	61	5	5
b) Travel in connection with your work .....	31	2	
c) Holidays in Britain .....	54	5	6
d) Holidays abroad .....	11	3	2
e) Visiting family/friends .....	86	3	5
f) Shopping for groceries .....	87	4	1
g) DIY/garden centres .....	58	*	*
h) Shopping for consumer goods (eg clothes, electrical goods etc.) .....	76	9	11
i) Going to sports/leisure centres/facilities .....	56	2	2
j) Going to entertainment centre (eg theatre, cinema etc.) .....	60	5	8
None of these .....	*	65	58
No opinion .....	*	8	7

Q31 Have you had your car stolen within the last 3 years?

Base: All (1576)

Yes .....	4	GO TO Q32
No .....	96	GO TO Q34

Q32 Was it recovered?

Base: Had car stolen (66)

Yes .....	79	GO TO Q33
No .....	15	GO TO Q34

Q33 Was it damaged or undamaged

Base: Had stolen car recovered (52)

Damaged.....	62
Undamaged.....	38

ASK ALL

Q34 Have you had your car radio or stereo stolen within the last 3 years?

Base: All (1576)

Yes .....	6
No .....	91
Don't have one .....	2
No opinion .....	1

Q35 SHOWCARD H Which, if any, of these precautions do you take against crime?  
(MULTICODE OK)

Base: All (1576)

a) Always lock doors.....	94
b) Close windows.....	93
c) Etched windows.....	27
d) Crook lock .....	12
e) Car alarm.....	13
f) Put valuables in boot.....	62
g) Avoid parking in high risk areas .....	44
h) Put your car in garage overnight .....	35
i) Cover valuables up/put in glove compartment...	52
None of these.....	0
No opinion.....	1

Q36 SHOWCARD I Which, if any, of these do you think represents a serious threat to the environment?

Base: All (1576)

01 Air pollution from factories.....	72
02 Air pollution from power stations.....	68
03 Air pollution from car exhaust fumes.....	81
04 Air pollution from lorries/buses .....	79
05 Air pollution from aerosols.....	71
None of these.....	2
No opinion.....	2

Q37 Can your car (the car you drive most often) currently run on lead free petrol, or not?

Base: All (1576)

Yes, can .....	14	Q38
No, cannot .....	72	GO TO
Don't know .....	15	Q39

IF YES

Q38 Do you normally buy lead free petrol, or not?

Base: Yes car run on lead free petrol (214)

Yes .....	34	GO
No .....	65	GO

Don't know.....1 GO

IF 'NO'/DON'T KNOW' AT Q37 ASK Q39 AND Q40.

Q39 Do you happen to know if your car can be adapted to run on lead free petrol?

Base: No/don't know if can run on lead free petrol (1362)

Yes, it can be adapted .....	33
No, it cannot .....	20
No answer.....	3

Don't know whether it can or not .....43

Q40 If your car could run on lead free petrol, do you think you would buy lead free petrol for it or not?

Base: Don't know or not normally buy (1504)

Yes, would.....	77	- GO
No, would not.....	10	GO

Don't know.....12 Q42

IF YES AT Q38 OR Q40. OTHERS GO TO Q42

Q41 Did/would you decide to run your car on lead free petrol mainly....

Base: Do or would buy (1155)

a) to reduce pollution from petrol fumes .....	87
or b) to save money .....	38
or c) for some other reason (WRITE IN).....	1

No opinion.....2

ASK ALL

Q42 Have you personally been responsible for buying a car, either new or second hand, within the last five years?

Base: All (1576)

Yes .....	71	- GO TO Q43
No .....	29	- GO TO Q58

IF NO GO TO Q58

IF YES

Q43 SHOWCARD J Which, if any, of these reasons explain why you decided to buy a car? You may pick more than one reason if you think it applies or more than one car purchased ask about most recent) MULTICODE OK

Base: Have bought car in last 5 years (1122)

Last car broke down/repairs bills rising.....	21
Needed second/additional car.....	9
Income increased/money available.....	10
Change car regularly.....	22
Needed a different type of car.....	14
Previous car stolen.....	2
Previous car accident.....	3
Got married.....	1
Less people in household/children moved away.....	1
Moved home/needed transport.....	5
Gave previous car to other member of the family.....	3
Last car getting old/needed replacing.....	37
Needed a bigger car for growing family.....	7
Some other reason (PLEASE EXPLAIN) (WRITE IN)...	13

.....

Q44 And was this car a replacement for another car, bought as an additional car in the household, or did you not have a car in the household before?

	%.	Base: Have bought car
Replacement .....	84	in last 5 years (1122)
Additional .....	9	
No car before .....	6	

No opinion .....1

Q45 And was this car bought new or second hand?.

Base: Have bought car in last years (1122)

	%.	
New .....	29	- GO TO Q46
Second hand .....	71	- GO TO Q47
Don't know .....	*	- GO TO Q48

IF NEW ASK Q46

Q46 And did you buy this car from ..... (READ OUT)

	%.	Base: Bought
a) A franchise dealer specialising only in your make of car ....	82	GO new car
b) A franchise dealers selling more than one make of car .....	14	within
c) Other dealers selling new cars .....	2	TO last five
		years
Cannot remember .....	2	Q48 (321)

1. SECOND HAND' AT Q45, ASK Q47. OTHERS GO TO Q48

Q47 SHOWCARD K Which of these did you buy your car from?

	%.	Base: Bought
a) An individual selling privately whom you		S/H car
did not know .....	26	within last 5
b) A car Auction.....	2	GO TO Q51 years (799)
c) A friend or relative selling privately .....	16	
d) Given/paid for by relative/friend .....	1	
e) A dealer selling only second hand cars .....	17	
f) A franchise/new car dealer for <u>your</u> make of car.....	14	GO
g) A franchise/new car dealer for <u>another</u> make of car...5		TO
h) A non-franchise dealer who sells new		
and second hand cars .....	15	Q48

INTERVIEWER, IF RESPONDENT BOUGHT FROM A NEW CAR DEALER BUT DOES NOT KNOW IF THEY ARE FRANCHISE DEALERS OR NOT (f, g, h) THEN CODE BELOW

i) A dealer/garage selling new cars.....1 GO TO Q48

ASK THOSE WHO BOUGHT CAR NEW OR SECOND HAND FROM DEALER/GARAGE (CODE 5-9 at Q47 CODE 1-4 AT Q46)

Q- SHOWCARD L I want to ask you about the time when you were thinking about buying that car. Which three or four of the items on this list were most important for you in deciding the place you would buy the car from?

	%.	Base: Bought
01 Near to your home .....	26	new/second
02 Near to your place of work .....	4	hand car at
03 Sell the make of car you prefer .....	45	dealer/gara-
04 Recommended by a friend/relative .....	16	ge (735)
05 Will accept trade-in of current car .....	36	
06 Quality of after-sales service.....	20	
07 Smart/tidy showroom .....	7	
08 People you have bought from before .....	16	
09 Car available quickly.....	35	
10 Open at convenient times .....	11	
11 Wide range of models on display .....	18	
12 Sell more than one make .....	7	
13 Willing to negotiate on price .....	38	
14 Employer decided.....	1	
Others (WRITE IN).....	7	

.....

None of these .....3

No opinion .....1

Q49 SHOWCARD M And which three or four of these aspects of personnal servi think are most important when buying a car?

		%.
01	Reception from sales staff when visiting showroom.....	27
02	Ability of staff to listen to and understand your requirements.....	49
03	Time devoted to you as a prospective customer.....	44
04	Personal appearance of the sales staff.....	10
05	Staff's knowledge of the model range.....	54
06	Provision of test drives.....	42
07	Honesty/trustworthiness of staff.....	34
08	Care and attention when handing over the car (explaining controls etc.).....	27
09	Doing all the things that were promised.....	49
	None.....	1
	No opinion.....	1

Q50 SHOWCARD E AGAIN Thinking of the time you last bought a car how sa or dissatisfied would you say you were with the following aspects of t. service you received? (READ OUT)

Base: Have bought new/SH car from dealer/garage (735)

READ OUT	Very sa- tisfied %	Fairly sa- tisfied %	Neither satis- fied nor dissa- tisfied %	Fairly dissa- tisfied %	Very diss. tisf
a) Reception from sales staff when visiting showroom.....	53	34	6	2	
b) Ability of staff to listen to and understand your requirements.....	49	36	8	3	
c) Time devoted to you as a prospective customer...	57	32	5	3	
d) Personal appearance of sales staff.....	44	34	14	2	
e) Staff's knowledge of the model range.....	49	33	9	4	
f) Provision of test drives..	56	25	8	2	
g) Honesty/trustworthiness of staff.....	46	31	11	4	
h) Care and attention when handing over your car (explaining controls etc.)	50	30	9	5	
i) Doing all the things that were promised.....	50	30	7	6	

ASK ALL THOSE WHO HAVE BOUGHT A CAR IN THE LAST FIVE YEARS (YES AT Q42) OTHERS GO TO Q58

Q51 SHOWCARD N When you were thinking about buying that car, which of these did you decide upon first? SINGLE CODE ONLY

Q52 And which did you decide upon second? SINGLE CODE ONLY

	<u>First</u> %	<u>Second</u> %	
Its make.....	35	26	Base: Have bought car within last 5 years (1122)
Its model.....	19	34	
Dealer/Garage.....	2	9	
Amount you intended to spend.....	41	22	
No opinion.....	4	11	

Q53 SHOWCARD O Who was principally responsible for making each of the following decisions when buying that car? Yourself, your spouse/partner, or employer or someone else? READ OUT a-f

Base: Have bought car within last 5 years (1122)

	<u>Self</u> %	<u>Spouse/ Partner</u> %	<u>Employer</u> %	<u>Someone else</u> %	<u>Jointly self/ partner</u> %	<u>Jointly self/ someone else</u> %	<u>No opin ion</u> %
a) Amount you were to spend 55	8	1	1	1	32	1	1
b) The type of car	59	9	*	1	26	2	2
c) The make	62	8	*	1	24	2	3
d) The model	61	8	*	1	25	2	3
e) The engine size	64	8	*	1	18	2	6
f) The colour	50	12	*	1	20	1	16

Q54 SHOWCARD P When thinking about buying that car, which of these types of people did you talk to or consult with?

	%	
Spouse/Partner .....	62	Base: Have bought car within last 5 years (1122)
Other relatives .....	22	
Employer .....	2	
Car retailer/dealer .....	16	
Friends .....	22	
Bank/loan company .....	4	
Other (WRITE IN & RING '7').....	2	
.....		
.....		
None.....	12	
No opinion.....	1	

Q55 SHOWCARD Q When you were thinking about getting that car which of these helped you make your choice? MULTICODE OK

	%	
01 Reading magazines which compare different types of cars ...	9	Base: Have bought car within last 5 years (255)
02 Reading motoring reports in magazines/newspapers on specific models .....	11	
03 A visit to a motor show .....	4	
04 Watching TV advertisements on cars .....	1	
05 Reading advertisements about cars in newspapers/magazines .....	9	
06 Reading manufacturers brochure(s) about particular models/makes .....	17	
07 A visit to a car show room .....	79	
09 A test drive .....	41	
None of these .....	13	
No opinion .....	4	

Q56 When you bought that car, how many dealers, if any, did you personally  
before deciding where to buy the car?

	%		Base: Have boi within last 5 (1122)
None.....	31	GO TO Q58	
One.....	24	GO	
Two.....	11		
Three.....	11	TO	
Four.....	6	Q57	
Five or more.....	13		
Cannot recall.....	1	GO TO	
No opinion.....	2	Q58	

IF ONE OR MORE

Q57 And at how many of these, if any, did you have a test drive

	%		Base: Have vi. dealer when bu car (733)
None.....	28		
One.....	48		
Two.....	14		
Three.....	5		
Four.....	2		
Five or more.....	2		
Cannot recall.....	*		
No opinion.....	2		

ASK ALL

Q58 SHOWCARD .R Here is a list of facilities which could be provided at th  
where you might buy a new or used car. Which, if any, of these would  
particularly attract you to visit the outlet to view new or second hand  
ROTATE ORDER TICK START

	%		Base: Al (1576)
01. Children's play area .....	15		
02. Car servicing facilities on site.....	31		
03. Coffee Room.....	17		
04. Private interview/discussion room.....	31		
05. A number of different makes (as well as models) on display.....	48		
06. Male sales personnel.....	6		
07. Female sales personnel.....	5		
08. Well maintained toilet facilities.....	21		
09. As part of a large super store.....	4		
10. Within a shopping centre.....	7		
11. As part of an out-of-town retail park.....	5		
12. Comfortable waiting area.....	27		
13. Videos showing the car performance and features.....	21		
14. Comics/magazines for children.....	6		
15. Magazines/newspapers for adults.....	7		
None of these .....	17		
No opinion .....	3		

Q59 What other facilities would you like to see at a car retail outlet? (WR

SEE TABLES 380 - 382.....76

.....77

.....78



Q60 SHOWCARD S If you were to go to view a car, which two or three of these times would suit you best? (MULTICODE OK)  
Base: All (1576)

Weekday - morning 8.30-12.00 .....	16
lunchtime 12.00-2.00 pm .....	6
afternoon 2.00 pm - 5.00 pm .....	17
evening 5.00 pm - 8.00 pm .....	25
Saturday - morning 8.30-12.00 .....	25
lunchtime 12.00-2.00 pm .....	9
afternoon 2.00 pm - 5.00 pm .....	31
evening 5.00 pm - 8.00 pm .....	8
Sunday - morning 8.30-12.00 .....	21
lunchtime 12.00-2.00 pm .....	9
afternoon 2.00 pm - 5.00 pm .....	30
evening 5.00 pm - 8.00 pm .....	7
None/does not matter .....	17
No opinion .....	2

Q61 SHOWCARD T Thinking generally, how would you rate the overall standards of driving in Britain today? CODE BELOW

Q62 And how would you rate your own standard of driving?

Base: All (1576)	Q61 Overall	Q62 self
Very good .....	2	17
Good .....	22	57
Neither good nor bad .....	36	23
Bad .....	27	2
Very bad .....	13	*
Don't know .....	1	1

Q63 SHOWCARD U Which, if any, of these have you knowingly done within the last 6 months? JUST READ OUT THE NUMBERS THAT APPLY

Base: All (1576)

1. Broken the speed limit .....	65
2. Driven with more than the legal limit of alcohol in your blood .....	5
3. Driven when you've been very tired .....	33
4. Driven knowing the car had a mechanical fault that made it unsafe .....	6
None of these .....	26

Done	0 - 27
	1 - 45
	2 - 22
	3 - 5
	4 - 1
	5 - 0

Q64 Are there any particular safety features you do not have on your current (car you use most) which you would look for the next time you buy a car PROBE And which others?

Base: All (1576) %  
 Anti-locking brakes/ABS/Anti-Skid Brakes .....27  
 Rear seat belts.....29  
 Child car seats.....4  
 Child locks.....5  
 Drive safely on flat tyre(s) .....7  
 Air bag which inflates on impact .....4  
 Brake light in rear window .....4  
 More safety warning devices sound or visual (dashboard).....5  
 4-wheel drive.....5  
 Collapsible steering wheel.....7  
 Disc brakes .....4  
 Greater visibility .....5  
 Adjustable seats (better/more) .....3  
 Other (WRITE IN).....21  
 .....  
 None .....28  
 Don't know .....6

Q65 Next time you buy a car do you think it will be new or second hand?

Base: All (1576)  
 New .....32 GO T  
 Second hand .....55  
 Don't expect to buy another car .....6 GO T  
 No opinion .....7

Q66 SHOWCARD V If the following were available the next time you were considering buying a new/second car how likely would you be to pay extra for them?

Base: All (1576) Certain Very Fairly un- un- no  
 to likely likely likely likely to  
 READ OUT  
 b) An extended warranty.....11.....18.....20.....13.....13.....10  
 a) Mechanical parts and labour insurance.....10.....19.....19.....13.....14.....10

ASK ALL

Q67 Please tell me whether or not you know how to do each of the things I r

READ OUT  
 Base: All (1576)  
 Yes No sur  
 % % %  
 a) Test the air pressure in your tyres ..... 90 ..... 9 ..... 1  
 b) Check the oil level ..... 94 ..... 6 ..... \*  
 c) Change a wheel ..... 79 ..... 18 ..... 2  
 d) Push start a car ..... 88 ..... 11 ..... 1  
 e) Start a car using jump leads ..... 77 ..... 20 ..... 3  
 f) Change a head light bulb ..... 67 ..... 30 ..... 3

Q68 SHOWCARD W How strongly do you agree or disagree with each of the following statements?

Base: All (1576)

READ OUT	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	No opinion %
a) I would find it very difficult to adjust my lifestyle to being without a car	64	20	4	9	3	*
b) I would use my car less if public transport was better	6	17	7	30 7	39	1
c) Traffic noise is a major problem	13	26	20	29	11	1
d) I would trust a woman car sales person more than a man	3	9	50	23	12	4
e) I don't care what car I drive so long as it gets me from A to B	15	28	5	32	20	1
f) Most garages cater poorly for women	10	24	26	19	7	15
g) Traffic wardens do a necessary and worthwhile job	21	54	9	9	6	1
f) I support the use of wheel clamping as a means of tackling congestion in cities/towns	23	38	10	14	12	3

Q69 Do you think that your car (the car you drive most) was designed mainly with male drivers in mind, mainly with female drivers in mind or neither in particular?

Base: All (1576)

Male	19
Female	8
Neither	70

No opinion 4

Q70 On balance, whom would you say make the better drivers, men or women?

Base: All (1576)

Men	26
Women	26
About the same/neither	45
No opinion	4

- Q71 SHOWCARD E AGAIN From this card how satisfied or dissatisfied would you be with the road system in this area? CODE BELOW
- Q72 And how satisfied or dissatisfied are you with the national motorway system?  
Base: All (1576)
- |                           | Q71<br>Local<br>% | Q72<br>Motorway<br>% |
|---------------------------|-------------------|----------------------|
| Very satisfied .....      | 8                 | 10                   |
| Fairly satisfied .....    | 46                | 49                   |
| Neither .....             | 7                 | 9                    |
| Fairly dissatisfied ..... | 22                | 19                   |
| Very dissatisfied .....   | 17                | 9                    |
| No opinion .....          | 1                 | 4                    |
- Q73 SHOWCARD X If the channel tunnel was open today, how likely do you think you would be to use it within the next year or so?  
Base: All (1576)
- |                       | %  |
|-----------------------|----|
| Certain to .....      | 6  |
| Very likely .....     | 11 |
| Fairly likely .....   | 12 |
| Fairly unlikely ..... | 15 |
| Very unlikely .....   | 26 |
| Certain not to .....  | 27 |
| No opinion .....      | 3  |
- Q74 SHOWCARD Y Which, if any, of these do you think will happen by the year 2000?  
Base: All (1576)
- |   | %  |
|---|----|
| 01 Cars will be driven by computers and not need drivers .....                                    | 7  |
| 02 Cars will be banned from all town centres .....  | 56 |
| 03 London will have so many cars they will only travel at walking pace during the rush hour ..... | 53 |
| 04 Most households in Britain will have at least two cars .....                                   | 51 |
| 05 Most cars in Britain will run on electricity rather than petrol .....                          | 9  |
| 06 All petrol driven cars will be required to use unleaded petrol .....                           | 85 |
| 07 The speed limit on motorways will be raised to 100 mph. ....                                   | 16 |
| 08 All road signals will be in kilometres, not miles.....   | 54 |
| 09 Petrol will be sold only in litres, not gallons.....   | 77 |
| None of these .....   | 0  |
| No opinion .....  | 1  |

- 75 SHOWCARD 2 If Tesco's were to sell cars how much would you trust them to provide a good sales and after-sales service? CODE BELOW
- Q76 And if Kwikfit were to sell cars, how much would you trust them to provide a good sales and after-sales service? CODE BELOW
- Q77 And what if BP were to sell cars? CODE BELOW
- Q78 And what if the AA were to sell cars?

	Q75 Tesco's %	Q76 Kwikfit %	Q77 BP %	Q78 AA %
Base: All (1576)				
Trust a great deal .....	7	6	11	55
Trust a fair amount .....	33	36	47	31
Trust a little .....	23	26	20	7
Not trust at all .....	26	20	13	3
No opinion.....	12	13	9	5

ASK THOSE WHO DRIVE COMPANY CARS (REFER BACK TO Q10 CODE 2). OTHERS GO TO Q81

- Q79 SHOWCARD AA As you may know the government increased the tax on company cars in the last budget. Which, if any, of these describe the way in which you have reacted to these changes? MULTICODE OK. CODE BELOW
- Q80 SHOWCARD BB If the government decided to double the tax on company cars in the next Budget which of these describe the way you think you would react? MULTICODE OK

	Q79 Have reacted %	Q80 Will react %
Base: Those who drive company cars (106)		
a) Ask(ed) your company to provide a smaller car .....	5	2
b) Ask(ed) your company for a pay increase to cover the increase in tax .....	12	35
c) Decide(d) to change to a car with a smaller engine .....	3	7
d) Made (make) you less interested in having a company car .....	8	16
e) Decide(d) not to have a company car .....	1	8
f) Now (would) see a company car as a greater status symbol .....	1	2
g) Reduce(d) the amount of driving you do to cut down cost .....	2	0
None of these .....	52	23
No opinion .....	19	18

Q81 Which companies can you think of that sell new or used cars through outlets? CODE BELOW

Q82 SHOWCARD CC And which others do you know from this card?

Base: All (1576)	Q81	Q82	Total
	Spontaneous	Prompted	Awareness
	%	%	%
Appleyard .....	3	20	24
Cowie .....	3	18	21
Evans Halshaw .....	2	4	6
Gilbert Rice .....	1	3	4
Hartwells .....	1	8	9
Henleys .....	6	37	43
*Lex .....	3	26	30
Lookers .....	1	13	15
Mann Egerton .....	4	30	34
Perrys .....	2	13	16
Shaw and Kilburn .....	1	10	11
SMT .....	1	10	11
Wadham Stringer Kennings .....	5	28	33
Other (WRITE IN) .....	40	1	40
None .....	36	13	8
No opinion .....	10	4	2

ASK ONLY OF THOSE WHO HAVE HEARD OF LEX AT Q81 OR Q82 OTHERS GO TO Q85

Q83 SHOWCARD DD Turning to Lex in particular, which if any of these pro-

services do Lex provide? MULTICODE OK

Base: Those who have heard of Lex (467)	%
01 Servicing or repairing cars .....	51
02 Selling spare parts for cars .....	43
03 Selling new cars .....	59
04 Selling second hand cars .....	48
05 Offering 'while you wait' servicing for quick car repairs .....	6
06 Short-term rental of car .....	25
07 Contract (long-term) hire of car .....	30
08 Selling or hiring commercial vehicles .....	18
09 Selling electronic components .....	6
10 Selling computers .....	1
11 Hotels .....	2
12 Transport/parcel distribution .....	6
13 Fork lift trucks .....	3
14 Travel agencies .....	1
15 Freight forwarding .....	6
None of these .....	1
Don't know .....	25

IF RESPONDENT MENTIONS 'SELLING NEW CARS' (Code 3) ASK Q84. OTHERS GO TO Q85

Q84 Which makes of car do you think Lex sell? What others?

Base: Those who think Lex sells new cars (274)	%
Austin Morris/Rover/Triumph .....	42
Jaguar/Rolls Royce .....	5
Vauxhall .....	8
Volvo .....	19
Others (SPECIFY) .....	21
Don't know .....	24

Q85 ASK ALL  
SHOWCARD EE Which of these daily and Sunday newspapers do you read regularly,  
that is at least three out of four issues, on average?  
Base: All (1576)

Daily Newspapers

Birmingham Post .....	4
Daily Express .....	11
Daily Mail .....	14
Daily Mirror .....	18
Daily Record .....	5
The Daily Telegraph .....	8
Financial Times .....	2
Glasgow Herald .....	2
The Guardian .....	5
The Independent .....	5
London Evening Standard .....	2
Morning Star .....	1
The Post .....	1
The Scotsman .....	1
The Star .....	5
The Sun .....	18
The Times .....	3
Today .....	4
Others (WRITE IN) .....	7

None.....0

Sunday Newspapers

The Mail on Sunday .....	15
News of the World .....	21
The Observer .....	6
The People (Sund/People) .....	13
Scotland on Sunday .....	1
Sunday Express .....	13
Sunday Mail (Scotland) .....	5
Sunday Mirror .....	15
The Sunday Post .....	7
Sunday Sport .....	1
Sunday Telegraph .....	4
The Sunday Times .....	10

Others (WRITE IN).....1

None.....22

Q86 SHOWCARD FF And which, if any, of these motoring magazines do you read  
regularly, that is at least three out of four issues, on average?

Autocar/Motor .....	5
Auto Express .....	2
Autotrade .....	2
Car .....	2
Fast Lane .....	1
Fleet News .....	1
Motor Trader .....	3
Motoring News .....	1
Practical Motorist .....	2
What Car? .....	5
Don't know/no answer .....	86

CLOSE AND THANK RESPONDENT

