

1993

Technical Note

MORI interviewed a representative quota sample of 2,011 drivers – defined as driving at least once a month – in 187 sampling points throughout Great Britain. The sample included a boosted company car quota of 524 drivers. The data were weighted back to reflect the actual company car/non-company car profile. All interviews were conducted face-to-face between 24 October and 8 November 1992.

The research is the fifth in a series of annual surveys and provides the basis for the 1993 Lex Report on Motoring, published in January of that year.

Telephone in home
Yes (WRITE IN INCLUDING STD CODE)

No.....

Sex 1992
%
Male.....55
Female.....45

Marital Status
Married.....71
Living together.....5
Single.....14
Widowed/divorced/separated.....9

Exact Age (WRITE IN)

Work Status of respondent 1992
%
-time (30hrs/wk+).....48
-time (8-29hrs/wk).....14
not working but not seeking work.....29
Unemployed and seeking work.....6
Studying at school/college/
university (full time).....1

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 1992
%
A.....3
B.....20
C.....27
D.....29
DE.....20

IF RESPONDENT WORKING - CODE WHETHER PRIVATE OR
PUBLIC SECTOR OR OTHER (EG CHARITY)

Public sector.....34
Private sector.....61
Other (WRITE IN AND CODE '3').....2
No opinion.....3

IF PRIVATE SECTOR

Q SHOWCARD GG (R) How big is the company you
work for? (IF DOUBT OVER DEFINITION ASK ABOUT
THE PROFIT - CENTRE THEY WORK FOR)

1992
%
Up to 10 employees.....27
Over 10 to 50.....20
Over 50 to 100.....6
Over 100 to 500.....13
Over 500.....26
No opinion.....8

Size of Household
(INCLUDING RESPONDENT, OTHER ADULTS AND
CHILDREN)

CIRCLE NUMBER
OF PEOPLE 1 2 3 4 5+

Number of Children in household
(16 or under) 0 1 2 3 4+

Household Income (SHOWCARD HH (R))
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. 1992

%
A.....2
B.....8
C.....9
D.....11
E.....19
F.....16
Refused/don't know.....35

Location - INTERVIEWER OBSERVATION 1992

%
Rural.....4
Edge of village.....7
In village.....11
Edge of town.....41
In town.....15
Edge of city.....15
In city.....6
Other.....1

Car Used Most Often (CODE FROM Q12 - 1ST CAR)

Car paid for by respondent's employer/ 1992
respondent's business expense %
(CODES '2' AND '4').....9
All others (CODES '1','3','5' AND '6').....91

GO TO RESPONDENT FEEDBACK

Interviewer Declaration

I confirm that I have conducted this interview face-to-face
with the above named person and that I have asked all
relevant questions fully and recorded the answers in full
conformance with the survey specifications and the MRS
code of conduct.

Interviewer Name

Signature of Interviewer

Interviewer Number

/

Date of Interview

INTERVIEWER: ALL SHOWCARDS HAVE BEEN REVERSED AND ARE MARKED (R):
PLEASE BE CAREFUL TO CODE THE EXACT RESPONSE.

Good morning/afternoon/evening my name is . . . from MORI the market research company. I wonder if I could ask you some questions about motoring in Britain today.

Q1 Do you personally hold a current driving licence?

Base:2,011	1992
	%
Yes.....	100
No.....	0
Don't know	0

Q2a And how often do you drive nowadays? DO NOT PROMPT

Base:2,011	1992
	%
Every day/most days	86
1-3 times a week.....	13
Less than once a week to once a month.....	1
Less than once a month.....	0
Never	0
Don't know	0

Q2b How many other people in your household drive at least once a month?

Base:2,011	1992
	%
None	30
One.....	54
Two.....	10
Three	4
Four.....	1
More than four	*
Don't know	*

Q3a How many cars are there in your household now?

Q3b How many cars do you expect there to be in your household in two years time?

Q3c How many cars were there in this household one year ago in October/November 1991?

Q3d How many cars were there in this household two years ago in October/November 1990?

	Q3a	Q3b	Q3c	Q3d
	Now	Two years	One year	Two years
	1992	time	ago	ago
	%	1992	1992	1992
Base:2,011				
None.....	0	*	1	2
One	59	53	56	56
Two	34	36	34	33
Three	6	6	6	5
Four.....	2	1	2	2
Five	*	*	*	*
Six.....	*	*	0	*
Seven.....	*	0	*	*
Eight or more.....	0	0	0	0
Was not in this household	-	-	1	1
Don't know.....	0	3	1	1

IF ONE CAR HOUSEHOLD (CODE '1' AT Q3a) ASK Q4a and Q4b. OTHERS GO TO FILTER AT Q4c.

Q4a Has your household ever owned more than one car?

Base: 1,112	1992
	%
Yes.....	35
No	63
Don't know	2

Q4b What is the main reason you do not have more than one car in your household? DO NOT PROMPT. SINGLE CODE ONLY

Base: 1,112	1992
	%
No other drivers in household	32
No need for another car	30
Cannot afford another car	27
Good public transport.....	*
Second driver is nervous of driving.....	*
Nowhere to keep another car.....	*
Object on ethical grounds to owning more than one car.....	*
Other (WRITE IN AND CODE '8')	
.....	7
Don't know	3

ASK IF TWO CAR HOUSEHOLD (CODE '2' AT Q3a). OTHERS GO TO Q4d

Q4c Do you consider the car you drive most often as the main car in your household, do you consider it the second car, or do you consider it equally important as the other car?

Base: 743	1992
	%
Main car	46
Second car.....	26
Equal in importance	26
Don't know/other	2

ASK ALL

Q4d Is your car/Are any of your household's cars currently waiting to be sold? (CODE HOW MANY) SINGLE CODE ONLY

Base: 2,011	1992
	%
No, none waiting to be sold.....	91
Yes, One	5
Two	*
Three	0
Four	0
Five	0
Six	0
Seven.....	0
Eight or more	0
Don't know	4

IF EXPECT TO HAVE MORE CARS IN THEIR HOUSEHOLD IN TWO YEARS TIME THAN THEY HAVE NOW (Q3b HIGHER THAN Q3a) ASK Q5a AND Q5b. OTHERS GO TO FILTER AT Q5c.

Q5a You say that in two years time you expect there to be more cars in your household than there are now. If you do acquire an extra car, do you think it will be bought new or second hand?

Base: 209

	1992 %
New.....	14
Second-hand.....	83
No opinion.....	3

Q5b **SHOWCARD A (R)** Here is a list of events which might trigger your getting an additional car in your household. Which of these, if any, do you think will be the main reason in your case? Just read out the number. SINGLE CODE ONLY

Base: 214

	1992 %
01 To meet increased needs of growing family.....	12
02 Someone will start a job where they need a car	7
03 Will move home to somewhere where I/we need a car more.....	5
04 Higher income/will be able to afford it.....	19
05 Lower interest rates/mortgage	*
06 Someone will pass driving test and want car	35
07 Someone will change jobs and need a car	5
08 Someone will become eligible for a company car	4
09 Someone will take up a new leisure activity needing a car	1
10 General feeling of confidence/security	1
11 Lower car prices	*
12 Will buy when new model launched.....	1
13 Some other reason (WRITE IN AND CODE '1')	7
None of these	1
No opinion.....	1

ASK THOSE WHO HAVE MORE CARS IN THEIR HOUSEHOLD NOW COMPARED WITH ONE YEAR AGO: (Q3a HIGHER THAN Q3c) OTHERS GO TO FILTER AT Q5d.

Q5c **SHOWCARD B (R)** Which, if any, of these events was the main reason for your increasing the number of cars in the household where you live? Just read out the number. SINGLE CODE ONLY.

Base: 145

	1992 %
01 To meet needs of growing family.....	17
02 Someone started job where needed a car	14
03 Moved to somewhere where I/we needed a car more	4
04 Increased income, so could afford it	8
05 Someone passed driving test and wanted car	23
06 Someone changed job and needed a car	7
07 Someone became eligible for a company car	2
08 Someone took up a new leisure activity needing a car	1
09 General feeling of confidence/security	0
10 Lower car prices	2
11 New model launched	1
12 I moved into a household with more cars.....	1
13 Some other reason (WRITE IN AND CODE '1')	15
None of these	5
No opinion.....	0

IF EXPECT TO HAVE FEWER CARS IN THEIR HOUSEHOLD IN TWO YEARS TIME THAN THEY HAVE NOW (Q3b LOWER THAN Q3a) ASK Q5d. OTHERS GO TO FILTER AT Q5e

Q5d SHOWCARD C (R) You say that in two years time you expect there to be fewer cars in your household than now. Which, if any, of these events do you think will be the main reason in your case for you reducing the number of cars in your household? Just read out the number. SINGLE CODE ONLY.

Base: 100		1992
		%
01	Someone will move out of household	49
02	Someone will give up driving	2
03	Cost of motoring	12
04	Will move to somewhere where need car less.....	4
05	Reduced household income	6
06	Someone will change job where won't need car	2
07	Change or will give up leisure activity which needs a car	0
08	General feeling of less confidence/security in the future.....	2
09	You will move into a household with fewer cars.....	4
10	Some other reason (WRITE IN AND CODE '0')	
		18
None of these		1
No opinion.....		0

ASK THOSE WHO HAVE FEWER CARS IN THEIR HOUSEHOLD NOW COMPARED WITH ONE YEAR AGO (Q3a LESS THAN Q3c). OTHERS GO TO Q6.

Q5e SHOWCARD D (R) Which, if any, of these events was the main reason for your decreasing the number of cars in the household where you live? Just read out the number. SINGLE CODE ONLY.

Base: 133		1992
		%
01	Someone moved out of household	37
02	Someone gave up driving	1
03	Cost of motoring	11
04	Moved to somewhere where need car less.....	3
05	Reduced household income	7
06	Someone changed job where don't need a car.....	5
07	Wanted better/different vehicle	4
08	Was not using car enough/no need	4
09	General feeling of lost confidence/security in the future	0
10	I moved into a household with fewer cars	1
11	Wrote car off	1
12	Scrapped car	5
13	Retirement	3
14	Illness/disability	3
15	Lost job with a company car	1
16	Buy and sell cars as a business.....	*
17	Wrote car off	1
18	Some other reason (WRITE IN AND CODE '4')	
		7
None of these		3
No opinion.....		0

Q6 ASK ALL
SHOWCARD E (R) How strongly do you agree or disagree with the following statements?
READ OUT AND ROTATE ORDER. TICK START.

Base: 2,011

	Strongly agree 1992 %	Tend to agree 1992 %	Neither agree nor disagree 1992 %	Tend to disagree 1992 %	Strongly disagree 1992 %	No opinion/ Don't know 1992 %
<input type="checkbox"/> a) "I would use my car less if public transport were better"	11	24	9	32	24	1
b) "I would find it very difficult to adjust my lifestyle to being without a car"	57	25	4	11	3	1
c) "Equivalent prices for new cars are lower on the Continent than they are here"	44	37	6	1	1	11
d) "Servicing has become very difficult to do properly with modern electronic engines and high tech cars"	23	29	16	13	4	14
<input type="checkbox"/> e) "All new cars should be fitted with devices to limit their top speed to 100 mph"	42	31	8	12	6	1
f) "If the railways were run by private companies I would be more likely to use them instead of my car"	3	9	15	36	34	3
g) "Taxes on the motorist are too high relative to other kinds of taxes"	27	31	16	20	3	2
h) "Britain's car industry is vital to the British economy"	40	43	8	6	1	3
<input type="checkbox"/> i) "Private firms employed to clamp or tow away illegally parked cars are over zealous in the way they conduct their duties"	42	28	12	7	3	8
j) "MOT tests are a good thing to ensure cars are road worthy"	68	26	2	3	1	*
i) "Cameras to catch people speeding or going through red lights are an important contribution to road safety"	48	37	5	6	3	1

READ OUT: Now I am going to ask you a series of questions about the cars in your household.

IF ONE CAR IN HOUSEHOLD (CODE '1' AT Q3a) ASK Q7 TO Q15 AND CODE UNDER FIRST CAR. IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q7 TO Q15 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST OFTEN. THEN REPEAT Q7 TO Q15 FOR CAR WHICH IS USED NEXT MOST OFTEN IN THE HOUSEHOLD; UP TO THREE CARS.

Q7 Was the car you use most often/next most often bought new, or second hand?

Base: 2,011

1st Car 1992 %	2nd Car 1992	3rd Car 1992
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New..... 31.....

Second hand..... 69.....

Don't know 1.....

Q8 And thinking of the car you use most often/next most often, when that car is replaced do you think that READ OUT a-c

Base: 2,011

1st Car 1992 %	2nd Car 1992	3rd Car 1992
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a) It will be replaced by a car bought new 27.....
or b) it will be replaced by a car bought second hand 60.....
or c) It will not be replaced 6.....

No opinion/Don't know 7.....

Q9 What is the engine size of the car?

Base: 2,011

1st Car 1992 %	2nd Car 1992	3rd Car 1992
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Up to 1,400cc (Up to 1.4 litres) 46.....

1,401-2,000cc (1.401 - 2 litres) 45.....

Over 2,000cc (over 2 litres) 6.....

Don't know 2.....

Q10a Approximately how old is the car?

Base: 2,011

1st Car 1992 %	2nd Car 1992	3rd Car 1992
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Up to 1 year 8.....

Over 1 to 2 years 9.....

Over 2 to 3 years 11.....

Over 3 to 4 years 11.....

Over 4 to 5 years 10.....

Over 5 to 6 years 11.....

Over 6 to 7 years 8.....

Over 7 to 8 years 6.....

Over 8 to 9 years 5.....

Over 9 to 10 years 6.....

Over 10 years 13.....

Don't know 1.....

Q10b How long have you had the car?
Base: 2,011

	1st Car 1992 %	2nd Car	3rd Car
Up to 1 year	30		
Over 1-2 years	23		
Over 2-3 years	19		
Over 3-4 years	10		
Over 4-5 years	7		
Over 5-6 years	5		
Over 6-7 years	2		
Over 7-8 years	1		
Over 8-9 years	1		
Over 9-10 years	*		
Over 10 years	2		
Don't know	1		

Q11a And did this car replace one you sold or passed on to another household member or did it replace one you scrapped?

Base 2,011

	1st Car 1992 %	2nd Car	3rd Car
Yes, replaced sold car/replaced car passed on to other household member	75		
Yes, replaced scrapped car	7		
No, neither	18		
Don't know	1		

ASK THOSE WHO REPLACED A SOLD OR SCRAPPED CAR (CODES '1' AND '2' AT Q11a).
OTHERS GO TO Q12

Q11b What is the main reason you decided to change your car (at this time)? DO NOT PROMPT.

Base: 1,593

	1st Car 1992 %	2nd Car	3rd Car
Company car policy	2		
Unreliable/old/failed MOT	40		
Wanted different car/new model came out.....	42		
Lifestyle/economic change.....	8		
Good time to buy	4		
Car wrecked/written-off	2		
Other (WRITE IN AND CODE '2')			
1st Car:	11		
2nd Car:			
3rd Car:			
Don't know	7		

Q11c ASK IF 'COMPANY CAR POLICY' (CODE '2') AT Q11b. OTHERS GO TO Q12
What exactly was the company's policy that caused a change of car (at this time)?
 Base: 177

1st Car 1992 %	2nd Car	3rd Car
-------------------------	------------	------------

Car reached a certain number of miles
 (PROBE FOR NUMBER OF MILES,
 WRITE IN AND CODE '1')

1st Car: 26
 2nd Car:
 3rd Car:

Car reached a certain age

1st Car: 41
 2nd Car:
 3rd Car:

New model came out

1st Car: 1
 2nd Car:
 3rd Car:

Other (WRITE IN AND CODE '4')

1st Car: 10
 2nd Car:
 3rd Car:
 Don't know/no answer 18

Q12 ASK ALL
Was the replacement car bought privately, provided by an employer, or bought by you or someone in your household as a business expense? (IF 'EMPLOYER' OR 'BUSINESS EXPENSE' PROBE FOR WHETHER RESPONDENT'S EMPLOYER/BUSINESS EXPENSE OR SOMEONE ELSE'S EMPLOYER/BUSINESS EXPENSE)
 Base: 2,011

1st Car 1992 %	2nd Car	3rd Car
-------------------------	------------	------------

Bought privately 87
 Provided by respondent's employer 6
 Provided by someone else's employer 1
 Bought as respondent's business expense 3
 Bought as someone else's business expense 1
 Don't know 3

ASK THOSE WHO REPLACED A SOLD OR SCRAPPED CAR (CODES '1' AND '2' AT Q11a).
 OTHERS GO TO FILTER AT Q16.

Q13 Now thinking about the car that you replaced, what was the engine size of that car?
 Base: 1,593

1st Car 1992 %	2nd Car	3rd Car
-------------------------	------------	------------

Up to 1,400cc (up to 1.4 litres) 49
 1,401 to 2,000cc (1.401 - 2 litres) 41
 Over 2,000cc (over 2 litres) 6
 Don't know 4

Q14 Was that replaced car bought new, or second hand?
Base: 1,593

	1st Car 1992 %	2nd Car	3rd Car
New.....	29.....		
Second hand.....	69.....		
Don't know.....	2.....		

Q15 Was the replaced car bought privately, provided by an employer, or bought by you or someone else in your household as a business expense? (IF 'EMPLOYER' OR 'BUSINESS EXPENSE' PROBE FOR WHETHER RESPONDENTS' EMPLOYER/BUSINESS EXPENSE OR SOMEONE ELSE'S EMPLOYER/BUSINESS EXPENSE)
Base: 1,593

	1st Car 1992 %	2nd Car	3rd Car
Bought privately.....	88.....		
Provided by <u>respondent's employer</u>	5.....		
Provided by <u>someone else's employer</u>	1.....		
Bought as <u>respondent's business expense</u>	3.....		
Bought as <u>someone else's business expense</u>	1.....		
Don't know.....	3.....		

IF MORE THAN ONE CAR IN HOUSEHOLD (CODES '2' TO '8' AT Q3a) GO BACK TO Q7a AND REPEAT Q7a-Q15 FOR 2ND AND 3RD CARS

IF CAR USED MOST OFTEN (I.E. FIRST OR ONLY CAR) BOUGHT FROM NEW (CODE '1' AT Q7 COL 67) ASK Q16 OTHERS GO TO FILTER AT Q17.

Q16 SHOWCARD F (R) When you bought the car you use most often, how important was it to buy a new car?
Base: 448

	1992 %
Very important.....	45
Fairly important.....	31
Not very important.....	9
Not at all important.....	3
No choice.....	3
No opinion.....	9

IF CAR USED MOST OFTEN PROVIDED BY RESPONDENT'S EMPLOYER OR BOUGHT BY RESPONDENT AS A BUSINESS EXPENSE (CODES '2' OR '4' AT Q12 COL 23) ASK Q17. OTHERS GO TO FILTER AT Q30

Q17 Who decided what make and model of car you should have? Was the decision... (READ OUT)
Base: 498

	1992 %
Entirely your decision.....	44
or Were you given a number of alternatives from which to choose.....	29
or Was it chosen for you.....	18
or Were you given a price ceiling/maximum price.....	6
Don't know.....	2
None of these.....	1

IF CAR USED MOST OFTEN BOUGHT BY RESPONDENT'S EMPLOYER (CODE '2' AT Q12) ASK Q18a. OTHERS GO TO FILTER AT Q19

Q18a SHOWCARD G (R) Has your company changed its policy on company cars in any of these respects within the last 12 months?

Base: 344

	1992 %
No	40
a) Reduced the categories of people eligible for company cars	9
b) Traded down/bought cheaper/smaller engined cars	10
c) Delayed the renewal of company cars	28
d) Company now leases instead of buying cars	12
e) Company now buys instead of leasing cars	7
f) Offered cash/salary alternatives to eligible employees	5
g) Decided to phase out company cars altogether	1
h) No opinion	7

ASK IF CASH/SALARY ALTERNATIVE MENTIONED AT Q18a (CODE '7') OTHERS FOLLOW ROUTINGS AT Q18a

Q18b What kind of cash/salary alternatives have been offered instead of a company car? MULTICODE OK

Base: 18

	1992 %
Increase in salary	50
Lump sum	11
Other (WRITE IN AND RING '3')	22

.....
No opinion..... 17

IF CAR USED MOST OFTEN BOUGHT BY RESPONDENT AS BUSINESS EXPENSE (CODE '4' AT Q12) ASK Q19. OTHERS GO TO FILTER AT Q20

Q19 SHOWCARD G (R) AGAIN Have you or your employer changed your policy on cars being bought as a business expense in any of these respects within the last 12 months?

Base: 154

	1992 %
No	58
A) Reduced the categories of people eligible for company cars	1
B) Traded down/bought cheaper/smaller engined cars	4
C) Delayed the renewal of company cars	6
D) Company now leases instead of buying cars	2
E) Company now buys instead of leasing cars	2
F) Offered cash/salary alternatives to eligible employees	0
G) Decided to phase out company cars altogether	0
H) No opinion	27

IF CAR USED MOST OFTEN BOUGHT BY RESPONDENT'S EMPLOYER OR BOUGHT BY RESPONDENT AS A BUSINESS EXPENSE (CODES '2' OR '4' AT Q12) AND ANY CHANGES MENTIONED AT Q18a OR Q19 (CODES '2' - '8') ASK Q20. OTHERS GO TO FILTER AT Q21

Q20

Why do you think those changes were made? Was it primarily because of the effects of the economic climate, or because of tax changes in the Budget which have made company cars less of a benefit, or for some other reason?

Base: 208

	1992 %
Economic climate	55
Tax changes	12
Both economic and tax changes	13
Other (WRITE IN AND CODE '4')	15

.....
.....
No opinion..... 6

- Q21** ASK ALL WHOSE CAR USED MOST OFTEN WAS PAID FOR BY THEIR COMPANY (CODE '2' OR '4' AT Q12)
Is the policy to replace your car after a certain time (eg two or three years) or when it has done a certain number of miles, or is there some other policy for replacing company cars? MULTICODE OK

Base: 498	1992
After certain time (PROBE FOR TIME, WRITE IN AND CODE '1')	% 45
.....	
After certain number of miles (PROBE FOR NUMBER OF MILES) WRITE IN AND CODE '2')	18
.....	
After certain time or certain number of miles, whichever comes first (PROBE FOR TIME OR NUMBER OF MILES WRITE IN AND CODE '3')	13
.....	
Other criteria (WRITE IN AND CODE '4')	16
.....	
Don't know/no opinion.....	14

- Q22** Which of the following costs do you contribute towards:

- a) petrol
- b) Insurance excess (e.g. the first £50 on a claim)
- c) running costs (e.g. oil, anti-freeze, minor repairs)
- d) make a contribution towards the lease costs

Base: 498	Q22a	Q22b	Q22c	Q22d
	Petrol	Insurance	Running	Lease
	1992	excess	costs	costs
	%	1992	1992	1992
	%	%	%	%
Yes.....	66	35	31	15
No.....	33	62	67	76
Don't know.....	2	3	2	10

- Q23** Would you say this car is essential for you to carry out your job, is it helpful to your job, or is it simply part of your remuneration package? SINGLE CODE ONLY

Base: 498	1992
	%
Essential part of the job	80
Helpful to your job.....	9
Part of remuneration package.....	9
No opinion.....	1

- Q24** If you no longer had a company car do you think you would buy a car yourself to replace it or not?

Base: 498	1992
	%
Yes, would buy a car.....	85
No, would not buy a car	11
Don't know	4

IF YES (CODE '1') ASK Q25 OTHERS GO TO Q27
Q25 If you bought another car to replace it, do you think you would buy a new or second hand car?
 Base: 422

	1992
	%
New.....	28
Second hand.....	64
Don't know	7

Q26 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?
 Base: 422

	1992
	%
Similar.....	68
Lower	21
Higher	8
No opinion.....	3

ASK ALL WHOSE CAR USED MOST OFTEN WAS PAID FOR BY THEIR COMPANY (CODE '2' OR '4' AT Q12)

Q27 SHOWCARD H (R) As you may know, the government now taxes company cars according to their engine size and recently has been increasing the tax. Which of these, if any, describes the way you have reacted to this? Just read out the letters. MULTICODE OK.

Q28 SHOWCARD I (R) There is also a proposal that soon company cars will be taxed only on their price, this may change the financial advantage of having a company car. Which of these, if any, describes the way you are likely to react? Just read out the letters. MULTICODE OK.

	Q27	Q28
	1992	1992
	%	%
A) Asked your company to provide a less expensive car	6	16
B) Asked your company for a pay increase to cover the increase in company car tax	7	10
C) Make/made you less interested in having a company car and consider giving it up.....	7	5
D) Decided not to have a company car	1	2
E) Now (would) see a company car as a greater status symbol.....	1	*
F) Reduced the amount of driving you do to cut down the cost.....	2	*
G) Asked for a salary increase instead of a company car.....	3	6
H) Asked your company to sell you the car	1	2
I) Asked your company to lease you the car	1	1
J) Asked your company to provide other benefits instead	2	4
None of these	59	36
No opinion.....	16	23

Q29 How much of an increase in annual salary do you think you would need to compensate for the loss of your present company car?
 Base: 498

	1992
	%
Up to £2,500 per annum.....	9
£2,501 - £5,000 p.a.....	32
£5,001 - £7,500 p.a.....	14
£7,501 - £10,000 p.a.....	8
£10,001 - £12,500 p.a.....	1
£12,501 - £15,000 p.a.....	1
Over £15,000.....	1
Don't know	34

IF HAD CAR (USED MOST OFTEN) FOR OVER TWO YEARS (CODES '3' TO 'X' AT Q10b) ASK Q30. OTHERS GO TO Q32.

Q30 Would you have liked to have replaced the car you use most often in the last year or so, or not?

	1992
	%
Yes, would	40
No, would not.....	45
No opinion.....	15

Q31 Why did you not replace it?

Base: 346

1992

	%
Could not afford it	82
Did not get round to it	2
Opposition from spouse/partner/other relative	1
Company would not replace it	3
Not really bothered	2
Waiting for economy to improve	3
Other (WRITE IN AND RING '7')	7

.....
No opinion..... 1

**Q32 ASK ALL (ABOUT CAR RESPONDENT DRIVES MOST OFTEN)
(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 (that is add the number of years you have owned it to the number of years you are likely to keep it).**

Base: 2,011

1992

	%
Up to 1 year	7
Over 1 to 2 years	13
Over 2 to 3 years	17
Over 3 to 4 years	12
Over 4 to 5 years	11
Over 5 to 6 years	7
Over 6 to 7 years	3
Over 7 to 8 years	2
Over 8 to 9 years	2
Over 9 to 10 years	3
Over 10 years	7

Don't know 16

Q33a SHOWCARD J (R) Approximately how many miles is the car (which you drive most) driven a year, on average?

Q33b SHOWCARD J (R) AGAIN And 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)?

Base: 2,011

Q33a

Q33b

1992

1992

	%	%
Up to 2,000 miles	6	12
2,001 to 4,000 miles	10	6
4,001 to 6,000 miles	13	6
6,001 to 8,000 miles	13	5
8,001 to 10,000 miles	14	3
10,001 to 12,000 miles	11	2
12,001 to 14,000 miles	7	1
14,001 to 16,000 miles	6	1
16,001 to 18,000 miles	2	1
18,001 to 20,000 miles	3	1
20,001 to 30,000 miles	4	2
Over 30,000 miles	4	2

None *

Don't know 7

Q34 Have you personally been responsible for buying a car, either new or second hand, within the last two years?

Base: 2,011

1992

	%
Yes	44
No	54

Don't know 1

ASK ALL WHO HAVE BEEN RESPONSIBLE FOR BUYING A CAR WITHIN LAST TWO YEARS (CODE '1' AT Q34). OTHERS GO TO Q46.

Q35

And was the car bought new, or second hand?

Base: 866

	1992
	%
New.....	22
Second hand.....	77
Don't know	1

Q36

When you were buying that car did you have a particular make of car in mind when you started looking, did you have a few makes in mind, or were you completely open-minded?

Base: 866

	1992
	%
Particular make.....	44
A few makes	16
Open minded	38
Don't know/no opinion.....	2

IF NEW (CODE '1') AT Q35 ASK Q37a AND Q37b. OTHERS GO TO FILTER AT Q38.

Q37a

And did you buy this car from ... READ OUT a-c

Base: 210

	1992
	%
a) A franchise dealer specialising only	
In your make of car	84
b) A franchise dealer selling more than	
one make of car	10
c) Other dealer selling new cars	2
Cannot remember	4

Q37b

What made you buy a new rather than second hand car? MULTICODE OK

Base: 210

	1992
	%
Company car/business expense/I wasn't paying	5
Could afford it	18
More reliable	45
Traded in old car	11
(Negotiated) A good price/deal	11
Like new cars/dislike second hand cars	14
Wanted latest model	6
Wanted latest registration	2
Guarantee/warranty	18
Wanted features only available on a new car	1
Changed to a car with a catalytic converter/lead free petrol	1
Could specify exactly what I wanted	4
Other (WRITE IN AND CODE '1')	
.....	19
Don't know/no opinion.....	4

IF 'SECOND HAND' AT Q35 (CODE '2') ASK Q38. OTHERS GO TO FILTER AT Q39.
SHOWCARD K (R) Which of these did you buy your car from?

Q38

Base: 649

	1992
	%
A) An individual selling privately whom	
you did not know	22
B) A car auction	3
C) A friend or relative selling privately	16
D) Given/paid for by relative/friend	1
E) A dealer selling only second hand cars	20
F) A franchise/new car dealer for your	
make of car	15
G) A franchise/new car dealer for another	
make of car	5
H) A non-franchise dealer who sells new and	
second hand cars	14

N.B. IF RESPONDENT BOUGHT FROM A NEW CAR DEALER BUT DOES NOT KNOW IF THEY ARE FRANCHISE DEALERS OR NOT (F, G, H) THEN CODE (I) BELOW

I) A dealer/garage selling new cars.....	2
Cannot remember/don't know	2

Q39 IF BOUGHT NEW (CODE '1' AT Q35) OR SECOND HAND FROM A DEALER (CODES '5'-'9' AT Q38) ASK Q39. OTHERS GO TO Q42a
 SHOWCARD L (R) From this card please tell me how the car that you drive most often was bought?
 Base: 580

	1992 %
a) Cash/cash or loan from member of family	47
b) Bank loan/Bank loan and cash	12
c) Building Society loan/Building Society loan and cash.....	3
d) Finance company loan/Finance company loan and cash	19
e) Hire Purchase/Hire purchase and cash	7
f) Finance leasing (monthly payment for use of car only).....	2
g) Contract hire/full service leasing (monthly payment includes service, registration etc)	2
Other (WRITE IN AND CODE '8')	4
Don't know	5

IF CODE '4', '5' or '6' AT Q39 ASK Q40. OTHERS GO TO FILTER AT Q42a

Q40 Was the finance arranged through the car dealer, or not?

Base: 168	1992 %
Yes through dealer	87
No, not through dealer	13
Don't know/cannot recall	1

Q41 IF NOT THROUGH DEALER AT Q40 (CODE '2'), ASK Q41. OTHERS GO TO Q42a.
 Why did you not arrange the finance through the dealer?
 Base: 28

	1992 %
Dealer's interest rates	25
Already made/preferred to make other arrangements	42
Already dealt with/previous experience.....	17
Take too long	2
Some other reason (WRITE IN AND CODE '5')	8
No opinion.....	6

Q42a When you bought your car, did you part exchange your old car or not?

Base: 580	1992 %
Yes, part exchange	68
No, did not part exchange.....	30
Don't know	1

Q42b Did you get the price you wanted in part exchange or not?

Base: 374	1992 %
Yes.....	85
No	13
Don't know	2

Q43a How long did it take from the time you started looking for a car to the time you drove it away?

Q43b How long did it take from the time you agreed to buy the specific car to the time you drove it away?

	Q43a 1992	Q43b 1992
Base: 580	%	%
No time, drove away immediately	7	17
Up to 1 week	31	56
Over 1 to 2 weeks	18	14
Over 2 weeks to 1 month	20	6
Over 1 month to 3 months	13	3
Over 3 months	7	1
Cannot recall/Don't know	3	3

IF CODES '2' - '6' AT Q43b ASK Q44. OTHERS GO TO Q45a

Q44 What was the main reason for the delay between agreeing to buy the specific car and driving that car away?

Base: 461	1992
	%
Availability of car wanted	13
Delayed for new registration numbers	5
Arranging finance	25
Dealer need time to get car ready	42
No particular reason	8
Other reason (WRITE IN AND CODE '8')	
.....	9
No opinion	3

Q45a When you bought the car you use most often, how many dealers, if any, did you personally visit before deciding where to buy the car?

Base: 580	1992
	%
None	9
One	33
Two	12
Three	15
Four	9
Five or more	19
Cannot recall	2
No opinion	1

IF ONE DEALER VISITED (CODE '1' AT Q45a) ASK Q45b.

Q45b And did you have a test drive at the dealership?

Base: 186	1992
	%
Yes	71
No	29
Don't know	*

IF TWO OR MORE (CODES '2'-'5' AT Q45a) ASK Q45c. OTHERS GO TO Q46

Q45c And at how many of those dealerships, if any, did you have a test drive?

Base: 324	1992
	%
None	29
One	34
Two	22
Three	8
Four	2
Five or more	4
Cannot recall	1
No opinion	2

Q46 ASK ALL
SHOWCARD M (R) How important do you think it is that the motorist should be given protection by legislation or government inspectors in the following areas:
Base: 2,011

Very Fairly Not Not No
important important very at all opinion
ROTATE ORDER
TICK START

<input type="checkbox"/>	a) Mileometer fraud.....	1992 % 75.....	21	3	1	1
	b) Guarantees/warranties ..	1922 % 75.....	21	2	1	1
	c) Total sale (on the road) price	1922 % 50.....	33	11	2	4
<input type="checkbox"/>	d) Car auctions	1992 % 45.....	29	16	3	8
	e) Repairs and servicing ..	1992 % 69.....	23	5	1	1
	f) Sale of used cars	1992 % 65.....	28	5	1	2
<input type="checkbox"/>	g) Motor insurance.....	1992 % 72.....	21	4	1	2

Q47a SHOWCARD N (R) Which of the following features were particularly important to you last time you bought a car? Just read out the numbers.

Q47b SHOWCARD N AGAIN (R) And which features do you think will be particularly important to you next time you buy a car? Please include any mentioned in the last question which will still be important. Just read out the numbers. MULTICODE OK.

		Important last time Q47a 1992 %	Important next time Q47b 1992 %
01	Latest model	12	12
02	Safety features.....	35	46
03	Security features	17	34
04	Visibility	17	18
05	Environmentally friendly features.....	18	29
06	Price.....	76	75
07	Fuel consumption	52	56
08	New/more gadgets/gimmicks.....	5	6
09	High 'status' model.....	5	5
10	Acceleration	8	10
11	Size.....	52	52
12	From a particular manufacturer.....	23	23
13	From a particular dealer.....	7	6
	None of these	3	1
	No opinion.....	1	4

Q48 SHOWCARD O (R) Have you done any of these things over the last year, as a result of the economic climate and high interest rates? Just read out the numbers of any that apply. MULTICODE OK.
Base: 2,011

		1992 %
01	Delayed the purchase of a car	18
02	Delayed getting your car serviced.....	13
03	Had car serviced more frequently because you decided to keep it longer	5
04	Bought a cheaper/smaller car than you would otherwise have done	6
05	Used a cheaper way of getting your car serviced than before (eg DIY)	14
06	Reduced the number of miles you drive.....	9
07	Bought a second hand car rather than a new one	11
08	Bought cheaper type of insurance (eg third party instead of comprehensive)	15
	No none	46
	No opinion.....	1

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

Base: 2,011 1992
%
Yes..... 78
No..... 22

ALL WHO HAVE PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR (CODE '1' AT Q49) ASK Q50. OTHERS GO TO Q51

Q50 SHOWCARD P (R) Which of these do you do? MULTICODE OK

Base: 1,591 1992
%
01 Physically service the car by yourself/someone else in the household physically services the car 22
02 Have the car serviced by a garage/workshop (which does not sell new cars) 34
03 Have the car serviced by a main dealer for your make of car 29
04 Have your car serviced by a main dealer for another make of car 3
05 Have your car serviced by a service centre (eg Halfords/B&Q/SMC) 3
06 Have your car serviced by a friend/acquaintance 18
07 Mobile service unit visits your home 3
Other (PLEASE SPECIFY AND CODE '8') 1
Never get/got car serviced 1
Don't know 1

Q51a How many times has the car you drive most often been serviced in the last year?

Q51b How many times has the car you drive most often been repaired in the last year?

Base: 2,011

	Serviced Q51a 1992 %	Repaired Q51b 1992 %
None	12	48
One	39	28
Two	33	11
Three	7	4
Four	3	1
Five	1	1
More than five	1	2
Don't know	4	4

Q52 What determines when you normally get the car you drive most often serviced?

Base: 2,011 1992
%
Recommended service intervals..... 22
After a certain time (PROBE FOR TIME.
WRITE IN AND CODE '2') 15
After a certain number of miles
(PROBE FOR NUMBER OF MILES
WRITE IN AND CODE '3') 28
When something starts to go wrong 18
When the car breaks down 1
MOT 9
Prior to a long journey 3
Prior to selling the car 3
Approaching winter 3
Other (WRITE IN AND CODE '0') 7
Don't know 4

Q53 SHOWCARD Q (R) How satisfied or dissatisfied are you with the way your car is serviced?

Base 2,011	1992
	%
Very satisfied	56
Fairly satisfied	31
Neither satisfied nor dissatisfied	4
Fairly dissatisfied	2
Very dissatisfied	1
Don't know	6

ASK ALL

SHOW PHOTOCARD CONTAINING 4 SIGN TYPES AND SHOWCARD R (R) LISTING TYPES OF INFORMATION

Q54a Would you look at this card, and tell me which of these sorts of information you think is normally contained within a roadside sign that is a red triangle, with a diagram or words inside it?

Q54b And what sort of information is normally contained within a roadside sign that is a red circle, with words or a diagram inside it?

Q54c And what sort of information is contained on a sign which shows a green background, with road numbers in yellow and directions in white?

Q54d And what sort of information is contained on a sign with a brown background, and white directions and lettering?

Base: 2,011	Q54a Red triangle 1992 %	Q54b Red circle 1992 %	Q54c Green background 1992 %	Q54d Brown background 1992 %
Warning signs (eg. level crossing)	78	13	*	1
Motorway directions (eg. M40 West ½ mile).....	*	1	31	2
Information about the road (eg. left lane closed ahead).....	7	24	4	2
Directions on Primary routes and main roads (eg. A45 straight ahead, A46 turn right)	1	2	56	5
Tourist information and directions (eg. turn left for Country Park and Wildlife Park)	*	*	1	74
Signs giving orders (eg. No U-Turns).....	9	54	*	1
None of these things	1	3	1	2
Don't know/can't say	5	6	8	15

Q55 In fact, this sort of sign (SHOW PHOTOCARD WITH SINGLE SIGN) with a brown background, is the sort of sign that has been used over the last few years to indicate tourist information about places of interest and visitor attractions.

Can you recall any occasions at all when you have followed this sort of brown sign to reach a particular tourist attraction or place? IF YES: Just once, a few times, or a lot of times?

Base: 2,011	1992
	%
Yes	
Once	9
A few times	38
A lot of times	16
No	
Can't recall any	37

SHOWCARD S (R)

Q56a Overall, how useful do you think it is to have special signs, in a different colour like this, to direct strangers to visitor or tourist attractions?

Base: 2,011

	1992
	%
Very useful	69
Fairly useful	24
Neither useful nor not useful	3
Not very useful	1
Not at all useful	1
Don't know/can't say	3

Q56b Why do you say that? PROBE: Why else?

.....

.....

.....

.....

ASK ALL

Q57a Have you ever used a 'park and ride' scheme in this country where you park your car on the outskirts of a large town or city in a special car park and take a bus or train into the centre?

Base: 2,011

	1992
	%
Yes, used	25
No, not used	74
Don't know/can't recall	1

IF 'USED' (CODE '1' AT Q57a) ASK Q57b. OTHERS GO TO Q58

Q57b And taking a single or return to be one journey, how often have you used a park and ride scheme in the past six months?

Base: 515

	1992
	%
None	13
Once	34
Two or three times	17
Four to six times	7
Seven to ten times	1
Ten to twenty times	1
More than twenty times	2
Don't know	25

Q57c And what have you used it for? Is it for shopping, for commuting to work or for some other reason? (MULTICODE OK)

Base: 515

	%
Shopping	55
Commuting to work	4
Some other reason	31
No opinion	14

ASK ALL

Q58 SHOWCARD T (R) If such a scheme operated for any of the major towns and cities you visit regularly, how likely do you think you would be to use it on a regular basis?

Base: 2,011

	1992
	%
Certain to	7
Very likely	17
Fairly likely	23
Fairly unlikely	16
Very unlikely	21
Certain not to	12
No opinion	4

Q59 On how many trips, if any, have you taken your car on the Continent in the last year?

Base: 2,011	1992
	%
None	91
One	7
Two	2
Three	*
Four	*
Five	*
Five or more	*
Don't know	*

Q60a SHOWCARD U (R) If the Channel Tunnel were open today, how likely would you be to use it within the next year or so?

Base: 2,011	1992
	%
Certain to	3
Very likely	7
Fairly likely	13
Fairly unlikely	15
Very unlikely	25
Certain not to	35
No opinion	2

ASK ALL WHO WOULD BE AT LEAST FAIRLY LIKELY TO USE CHANNEL TUNNEL AT Q60a (CODES '1' TO '3'). OTHERS GO TO Q61

Q60b How many return trips do you think you would be likely to make using the Channel Tunnel in a typical year?

Base: 72	1992
	%
Less than one	4
One	55
Two	26
Three	5
Four	0
Five or more	4
Don't know	7

ASK ALL

Q61 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: 2,011	1992
	%
Yes, can run on unleaded	56
No, cannot run on unleaded	38
Diesel	4
Don't know	2

ASK ALL WHOSE CAR CAN RUN ON UNLEADED PETROL (CODE '1' AT Q61) OTHERS GO TO FILTER AT Q63.

Q62 Do you normally buy unleaded petrol, or not?

Base: 1,193	1992
	%
Yes	86
No	13
Don't know	1

ASK ALL WHOSE CAR CANNOT RUN ON UNLEADED PETROL (CODES '2' TO '4' AT Q61).
OTHERS GO TO Q65.

Q63 Do you happen to know if your car can be adapted to run on unleaded petrol or not?

Base: 818	1992
	%
Yes, it can be adapted	33
No, it cannot.....	41
Don't know	26

Q64 If your car could run on unleaded petrol do you think you would buy unleaded petrol for it or not?

Base: 818	1992
	%
Yes, would	79
No, would not.....	11
Don't know	11

Q65 ASK ALL
SHOWCARD V (R) Which of these attributes do you see as applying to diesel cars, compared with petrol cars? Just read out letters.

Base: 2,011	1992
	%
A) Cheaper to run, cheaper fuel, lower cost per mile	78
B) More environmentally friendly	25
C) The car is cheaper to buy	11
D) Noisier.....	57
E) Smellier.....	29
F) Slower acceleration.....	33
G) Lower top speed	16
H) Lower company car tax.....	4
I) Fewer models to choose from.....	32
J) Less socially acceptable	7
K) Less prestigious.....	7
L) Less luxurious.....	5
M) More engine vibration	27
None of these	1
No opinion.....	5

Q66 SHOWCARD W (R) How likely are you to consider buying a diesel car in the future?

Base: 2,011	1992
	%
Certain to	4
Very likely	11
Fairly likely.....	17
Not very likely	22
Not at all likely to.....	16
Certain not to	21
Don't know	7

Q67 SHOWCARD X (R) Which of these, if any, describe the ways you regard the car you drive most often? Just read out the letters of all that apply. MULTICODE OK.

Base: 2,011	1992
	%
A) Essential for work	39
B) Simply as a useful means of getting from A to B.....	65
C) As an extension of home or office.....	6
D) As part of the family	28
E) As an extension of yourself, reflecting your personality/status/success.....	7
F) As a means of transporting goods/ loads/people	38
G) As an essential but disagreeable expense.....	20
None of these	1
No opinion.....	*

Q68 SHOWCARD Y (R) Still thinking of the car you drive most often, which of the following features. . . .

- a) **does your current car have:**
Just read out the numbers of all that apply
- b) **do you expect your next new car to have:**
Just read out the numbers
- c) **would you like if money were no object:**
Just read out the numbers

Base: 2,011

	Q68a Current 1992 %	Q68b Expect 1992 %	Q68c Like 1992 %
01 ABS (Anti-lock Brakeing System).....	10	24	54
02 Catalytic converter	8	25	45
03 Airbag	1	9	47
04 Fully adjustable front seats - lumbar support and height	48	42	56
05 Adjustable steering-wheel	21	24	45
06 Air conditioning	15	16	51
07 Electric sunroof	11	21	52
08 Thief-proof radio/cassette/CD	27	34	56
09 High security door locks/deadlocks.....	11	29	54
10 Separate thief-proof boot	7	12	37
11 In-board computer to calculate MPG, and average speed.....	3	4	27
12 In-board computer to tell you the best routes from A to B	*	2	29
13 In-board computer to detect fog, ice, traffic jams, road works, etc.....	1	3	33
14 Heated front windscreen.....	24	26	53
15 Car alarm.....	26	45	59
16 100 mph speed limiter.....	3	5	20
17 Car phone	3	4	35
18 Fax.....	*	*	13
19 Central locking	33	49	60
20 Engine cut-out device to stop thieves	8	21	51
21 Mechanical Immobiliser (not a steering lock)	7	13	37
22 Windows etched with car number	43	43	48
23 Four wheel drive	4	6	36
None of these			
Don't know			

Q68d Approximately how much did the car you drive most often cost? (WRITE IN AND CODE)

Q68e And approximately how much do you think you would pay, or your company would pay, for a car if you or your company decided to replace the car you use most often? (WRITE IN AND CODE)

Base: 1,415

	Q68d 1992 %	Q68e 1992 %
WRITE IN		
WRITE IN.....		
Under £1,000	14	5
£ 1,000-£2,999	24	17
£ 3,000-£4,999	22	19
£ 5,000-£6,999	13	11
£7,000-£8,999	8	9
£9,000-£10,999	5	7
£11,000-£12,999	5	7
£13,000-£14,999	1	2
£15,000-£19,999	0	0
£20,000-£24,999	1	1
£25,000 or more.....	*	1
Don't know	5	21
Refused	1	1

Q69 SHOWCARD Z (R) Now I am going to read out a list of offences and ask you to tell me how serious you consider them to be? **READ OUT AND ROTATE. TICK BOX**
Base: 2,011

Extremely serious Fairly serious Not very serious Not at all serious Don't know

<input type="checkbox"/>	Robbing a petrol station, using weapon.....	1992 %..96	4	*	*	*
	Shoplifting at Marks & Spencer	1992 %..40	46	12	1	*
	Breaking into a car and stealing the radio/cassette.....	1992 %..54	42	4	*	*
	Snatching an old lady's handbag in the street.....	1992 %..87	12	*	0	*
	Stealing a car for "joyriding"	1992 %..90	9	*	0	*
<input type="checkbox"/>	Stealing a car to strip and re-sell abroad.....	1992 %..74	24	1	0	1
	Drink-driving while just over the limit	1992 %..76	21	3	*	*
	Drink-driving while well over the limit	1992 %..97	3	*	*	*
	Motorway speeding at 100 mph	1992 %..48	38	12	2	1
	Speeding at 50 mph in a built- up area	1992 %..57	37	5	*	1
	Housebreaking and entering - burglary.....	1992 %..80	19	*	0	1
<input type="checkbox"/>	Jumping a red traffic light at a busy time of day	1992 %..70	27	3	*	*
	Causing traffic congestion while illegally parked	1992 %..29	56	14	*	*
	Using bus lanes at prohibited times....	1992 %..20	51	25	3	1

Q70a In the last two years, have any of your household's cars been ...? **READ OUT.**

Base: 2,011	Yes	No	Don't know
- stolen	1992 %.. 5	92	2
- broken into and items stolen	1992 %.. 17	81	2
- vandalised	1992 %.. 16	82	2

IF 'YES' AT Q70a ASK Q70b. OTHERS GO TO Q71a.

Q70b On the last occasion when it was stolen/broken into/vandalised what do you think was the worst thing from your point of view about the experience? **PROBE: What else?**

.....
.....
.....

ASK ALL

Q71a Do you normally drive to your place of work?

Base: 2,011	1992 %
Yes.....	53
No	44
Don't know	3

IF 'YES' AT Q71a ASK Q71b. OTHERS GO TO Q72

Q71b Do you normally have a free parking space when you get there or not?

Base: 1,166	1992 %
Yes.....	81
No	19
Don't know	*

Q71c ASK IF HAVE FREE PARKING SPACE (CODE '1' AT Q71b). OTHERS GO TO Q72
 If you did not have a free parking place do you think you would still drive yourself
 in to work as often as you do now, drive yourself in to work less often than now or
 not drive yourself into work at all?
 Base: 924

	1992 %
As often	76
Less often	13
Not at all	7
Don't know	4

Q72 ASK ALL
 It has been proposed that there should be a written part to the driving test in
 Britain. On balance do you think this would be a good idea or a bad idea?

	1992 %
Good idea	65
Bad idea	23
No opinion	12

Q73a SHOWCARD AA (R) If there were a written part to the driving test which of these
 subjects do you think it should include? Just read out the letters

Q73b SHOWN CARD AA (R) And which do you think it should not include?
 Base: 2,011

	Q73a Should include 1992 %	Q73b Should not include 1992 %
A) Legal aspects of driving	1992 % .55	14
B) What to do in the case of an accident	1992 % .77	4
C) Simple car maintenance	1992 % .44	25
D) First aid	1992 % .52	11
E) Highway code	1992 % .77	4
F) Simple mechanical aspects of the car	1992 % .42	25
G) Rules about driving abroad	1992 % .27	42
None of these		
No opinion		

Q74 What is the maximum distance you would be prepared to travel to ... (READ OUT)
 a) buy a new car
 b) get your car serviced

	Q74a Buy new car 1992 %	Q74b Servicing 1992 %
Up to 3 miles	4	27
Over 3, to 6 miles	6	26
Over 6, to 9 miles	5	9
Over 9, up to 12 miles	10	14
Over 12, up to 15 miles	5	4
Over 15, up to 18 miles	3	1
Over 18, up to 21 miles	11	6
Over 21, up to 50 miles	22	5
Over 50 miles	25	2
Don't know	10	5

Q75 Which for you is the most important factor in choosing a car dealer? DO NOT PROMPT

Base: 370 (bought car in last 2 years)	1992
	%
A name you know/trust.....	45
Local dealer.....	7
Sells the car/brand you want.....	16
Recommended by others.....	16
Gives good deal/special offer.....	7
Variety/range of cars.....	6
Customer service.....	6
Quality of sales people.....	3
Other (WRITE IN AND CODE 'S').....	5
.....	
Don't know/no opinion.....	8

Q76 SHOWCARD BB (R) How important do you think it is to have the service facility very near to or on the same site as the new car sales showroom?

Base: 202 (bought new car in last 2 years)	1992
	%
Very important.....	43
Fairly important.....	31
Not very important.....	15
Not at all important.....	9
Don't know.....	1

Q77 SHOWCARD CC (R) Which of these would be seriously disrupted for you if you did not have a car available in your household? Just read out the letters.

Base: 2,011	1992
	%
A) Your ability to carry out your work effectively.....	27
B) Your getting to and from work.....	45
C) The frequency with which you see family or friends.....	50
D) Your social life.....	43
E) Your sports, hobbies or leisure activities.....	32
F) Your family commitments such as taking the children to and from school.....	31
G) Your shopping pattern.....	55
H) The general sense of freedom that comes from having your own transport.....	72
None of these.....	1
No opinion.....	*

Q78 SHOWCARD DD (R) Which of these would you normally have in the car when you are driving? Just read out the letters.

Base: 2,011	1992
	%
A) Road atlas of Great Britain.....	63
B) A street map of your local area.....	40
C) A tyre pressure gauge.....	30
D) A torch.....	49
E) A tool kit.....	58
F) A cloth for wiping the windows.....	87
G) The car handbook.....	60
H) A warning triangle.....	16
I) Set of jump leads.....	39
J) Driving licence.....	46
K) Car documents, e.g. insurance.....	31
L) Fire extinguisher.....	18
M) First aid kit.....	32
None of these.....	2
No opinion.....	*

Q79 Do you think It should be an offence to: READ OUT. ROTATE ORDER. TICK START.

Base: 2,011

		Yes	No	Don't know
		%	%	%
<input type="checkbox"/>	(a) Use a car telephone while driving along.....	1992 % .82	15	3
	(b) Overtake on any lane on the motorway.....	1992 % .47	48	6
	(c) Allow a dog, or large pet, to be loose inside the car while driving along.....	1992 % .68	28	4
<input type="checkbox"/>	(d) Drive too close behind another vehicle.....	1992 % .81	16	2
	(e) Wear headphones in the car when driving.....	1992 % .82	16	2
	(f) Leave your car unlocked.....	1992 % .31	66	3
<input type="checkbox"/>	(g) Lie about the condition of a car you are selling privately.....	1992 % .88	10	2
	(h) Use a disabled parking space.....	1992 % .84	14	3

Q80 SHOWCARD EE (R) Which, if any, of these do you think will happen by the year two thousand and one? Just read out the numbers. MULTICODE OK.
Base: 2,011

		1992 %
01	You will have to pay tolls to use Britain's major motorways.....	57
02	All tax benefits for owning a company car will be removed.....	39
03	A second M25 will be being built around London.....	39
04	The European Commission will prohibit the provision of company cars.....	11
05	A viable alternative fuel to petrol will have been developed.....	31
06	All speed limits in Europe will have been reduced by 10 mph.....	24
07	Air-bags which inflate on impact will be standard on all new cars.....	57
08	All new drivers will go through a probationary period before being granted a full licence.....	62
09	Most commuters will be able to work at home and communicate with their office by computer.....	29
10	Large supermarkets will sell new cars.....	24
11	One lane on motorways will be reserved only for lorries.....	49
12	All lorries will have noise reduction equipment as standard.....	38
	None of these.....	1
	No opinion.....	3

Q81 Which companies can you think of that sell new or used cars through a chain of outlets? CODE BELOW. MULTICODE OK. DO NOT PROMPT.

Q82 SHOWCARD FF (R) And which others do you know from this card? Just read out the numbers. (MULTICODE OK)
Base: 2,011

		Q81 Spont 1992 %	Q82 Prompted 1992 %
01	Appleyard.....	3	22
02	Cowie.....	5	26
03	Currie Motors.....	4	21
*04	Dan Perkins.....	*	7
05	Evans Halshaw.....	2	16
*06	Gilbert Rice.....	*	5
*07	Graham Motors.....	1	10
08	Hartwells.....	2	11
09	Henlys.....	4	35
*10	Lex - any mention (including with other name).....	4	36
11	Lookers.....	3	16
12	Mann Egerton.....	4	32
13	Perrys.....	4	19
*14	Shaw and Kilburn.....	1	9
*15	SMT.....	1	8
*16	Swan National.....	1	40
*17	Target.....	*	7
18	Wadham Kennings.....	4	16
	Other (WRITE IN AND CODE '7').....	41	2
	None.....	33	8
	No opinion.....	9	2

IF STARRED COMPANIES (04, 06, 07, 10, 14, 15, 16 + 17) MENTIONED AT Q81 OR Q82. ASK Q83. OTHERS GO TO Q84.

Q83 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 BOXED COMPANY MENTIONED AT Q81 OR Q82.

		Yes %	No %	No opinion %	Not applic- able %
	(Base)				
04	Dan Perkins..... (169) ... 1992 %.....	22	6	56	16
06	Gilbert Rice..... (124) ... 1992 %.....	23	5	61	11
07	Graham Motors... (224) ... 1992 %.....	24	2	61	13
10	Lex..... (876) ... 1992 %.....	35	5	54	6
14	Shaw and Kilburn (227) ... 1992 %.....	29	4	53	13
15	SMT..... (216) ... 1992 %.....	40	5	52	4
16	Swan National.... (907) ... 1992 %.....	28	3	60	9
17	Target..... (170) ... 1992 %.....	26	4	53	17

ASK ALL

Q84 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?

Yes.....	1
No.....	2

Length of Interview (INTERVIEWER CODE)

Up to 30 minutes.....	1
31-35 minutes.....	2
36-40 minutes.....	3
41-45 minutes.....	4
46-50 minutes.....	5
51-55 minutes.....	6
56-60 minutes.....	7
61-70 minutes.....	8
Over 70 minutes.....	9

THANK RESPONDENT AND GO TO DEMOGRAPHICS

AND THEN GO TO RESPONDENT FEEDBACK FORM