

1991

Introduction

This volume contains the computer tables for a survey conducted by MORI for Lex Service Plc among car drivers in Britain. MORI interviewed a representative quota sample of 1564 drivers – defined as driving at least once a month – in 174 constituency sampling points throughout Great Britain. All interviews were conducted face-to-face between 24 September and 6 October 1990.

The research is the third in a series of annual surveys and provides the basis for the 1991 Lex Report on Motoring and published in January of that year.

Car Drivers

CARD 1

9

1564 Drivers, Face-to-face

24 September - 6 October 1990

SAMPLING POINT NO

Telephone %
Yes (WRITE IN)85
No telephone6
Refused9

Sex %
Male59
Female41

Marital Status %
Married74
Living together3
Single14
Widowed/divorced/separated8

Age - (WRITE IN EXACT AGE) %
17-182
19-214
22-245
25-3426
35-4425
45-5415
55-6411
65-696
70-743
75+3

Work Status of respondent %
Full-time (30hrs/wk+)55
Part-time (8-29hrs/wk)16
Unemployed but not seeking work21
Unemployed and seeking work4
Studying at school/college/
University (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 %
A4
B22
C127
C231
DE17

Size of Household
(INCLUDING RESPONDENT AND CHILDREN)

CIRCLE NUMBER

1 2 3 4 5+

Number of Children
(16 or under)

0 1 2 3 4+

Length of interview
Up to 30 mins1
31-35 mins2
36-40 mins3
41-45 mins4
46-50 mins5
51-60 mins6
Over 60 mins7

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.

Signature of Interviewer

.....

Interviewer Number:

.....

Date of interview:

.....

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?

	%
Yes	100
No	
Don't know	

Q2 And how often do you drive nowadays?

	1989 %	1990 %
Every day/most days	86	85
1-3 times a week	12	13
Less than once a week to once a month	1	2
Less than once a month		
Never		

Q3 How many cars are there in your household?

	1989 %	1990 %
None		0
One	55	56
Two	35	34
Three	8	8
Four	1	2
Five	*	1
Six		0
Seven		0
Eight or more		*
Don't know	0	

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

	1989 %	1990 %
None	1	1
One	47	48
Two	40	38
Three	8	7
Four	3	2
Five	1	1
Six	*	*
Seven	*	0
Eight or more	0	0
Don't know	1	2

Q5 SHOWCARD A How strongly do you agree or disagree with the following statement?

READ OUT

"I would use my car less if public transport were better"

	1989 %	1990 %
Strongly agree	10	13
Tend to agree	22	25
Neither	6	7
Tend to disagree	34	26
Strongly disagree	27	27
No opinion	*	1

Q6 SHOWCARD B How often do you personally use your car for each of the following nowadays?

	<u>READ OUT:</u>	<u>Most</u> <u>days</u> %	<u>At least</u> <u>once/</u> <u>week</u> %	<u>At least</u> <u>once/</u> <u>month</u> %	<u>Less often</u> <u>than once</u> <u>a month</u> %	<u>Never</u> %	<u>No</u> <u>Opinion</u> %
a)	Shopping	17	65	8	3	8	0
b)	Leisure	32	51	9	5	3	*
ASK THOSE WHO WORK FULL/PART-TIME							
c)	Travelling to and from work	70	10	2	2	15	2
d)	Travelling in connection with your work	34	11	4	5	43	3

ASK FOR EACH CODED AT LEAST ONCE/MONTH OR MORE OFTEN AT Q6 (CODES 1-3). OTHERS GO TO Q8

Q7 SHOWCARD C And how pleasurable do you find driving when you are ...

Base: Use car at least once a month for each

	Very pleasur- <u>able</u> %	Fairly pleasur- <u>able</u> %	Not very pleasur- <u>able</u> %	Not at all pleasur- <u>able</u> %	No <u>opinion</u> %	
<u>READ OUT:</u>						
a)	Shopping	9	39	36	14	1
b)	Leisure	27	48	17	7	1
ASK THOSE WHO WORK FULL/PART-TIME						
c)	Travelling to and from work	11	43	29	15	2
d)	Travelling in connection with your work	12	41	31	15	2

Q8 ASK ALL SHOWCARD D How often do you personally use buses, coaches, trains or the underground for each of the following nowadays?

	<u>READ OUT:</u>	<u>Most</u> <u>days</u> %	<u>At least</u> <u>once/</u> <u>week</u> %	<u>At least</u> <u>once/</u> <u>month</u> %	<u>Less often</u> <u>than once</u> <u>a month</u> %	<u>Never</u> %	<u>No</u> <u>Opinion</u> %
a)	Shopping	*	4	5	15	75	1
b)	Leisure	1	4	7	27	61	*
ASK THOSE WHO WORK FULL/PART-TIME							
c)	Travelling to and from work	4	3	2	8	79	4
d)	Travelling in connection with your work	2	2	2	8	71	15

Q9 ASK ONE RESPONDENT IN YOUR QUOTA Why do you not use public transport more often, instead of your car? PROBE: And why else? (WRITE IN)

.....

.....

.....

.....

Q10 **ASK ALL**
SHOWCARD E Here are some reasons people have given for not using public transport instead of their car.
 Which of these would you say are the main two or three reasons why you don't use public transport more?

	%
a) Desired routes not covered by public transport	24
b) Infrequency of service	24
c) Heavy luggage	13
d) Inconvenience of timetable	20
e) Inconvenience of getting to station/bus stop/terminal	15
f) Unreliable service/unpunctual	22
g) Too crowded	13
h) Fares too high	28
i) Dirty	9
j) Takes too long to get to destination	28
k) Disabled/frail	3
l) Lack of car parking at station	5
m) Do not like having to wait for bus/train	32
n) Ignorance of routes/timetable	10
None of these	4
No opinion	1

IF ONE CAR IN HOUSEHOLD (CODE 1 AT Q3) ASK Q11 TO Q14 FOR ONE CAR ONLY. IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q11 TO Q14 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST OFTEN. THEN REPEAT FOR CAR WHICH IS USED NEXT MOST OFTEN IN THE HOUSEHOLD UP TO THREE CAR

Q11 Was your car bought new, or second hand?

	Drivers		Cars	2nd Car	3rd Car
	1989	1990	1990		
	%	%	%	%	%
New	34	35	34	1	1
Second hand	65	65	64	2	2
Don't know	1	1	3	3	3

Q12 What is the engine size of your car?

	Drivers		Cars	2nd Car	3rd Car
	1989	1990	1990		
	%	%	%	%	%
Up to 1400cc	46	45	44	1	1
1401-2000cc	42	44	41	2	2
Over 2000cc	10	8	9	3	3
Don't know	2	3	6	4	4

Q13 Approximately how old is the car?

	Drivers		Cars	2nd Car	3rd Car
	1989	1990	1990		
	%	%	%	%	%
Up to 1 year	13	11	10	1	1
Over 1 to 2 years	13	11	11	2	2
Over 2 to 3 years	12	11	11	3	3
Over 3 to 4 years	7	10	10	4	4
Over 4 to 5 years	10	10	9	5	5
Over 5 to 6 years	9	9	8	6	6
Over 6 to 7 years	7	7	7	7	7
Over 7 to 8 years	8	8	7	8	8
Over 8 to 9 years	4	5	5	9	9
Over 9 to 10 years	6	7	7	0	0
Over 10 years	10	10	12	X	X
Don't know	1	1	3	Y	Y

Q14 Was the car bought privately, provided by an employer, or bought by you or someone in your household as a business expense?

	Drivers		Cars
	1989	1990	1990
	%	%	%
Bought privately	87	88	83
Provided by an employer	8	8	9
Bought by you or someone in your household as a business expense	3	4	5
Don't know	1	1	3

IF MORE THAN ONE CAR IN HOUSEHOLD GO BACK TO Q11 AND REPEAT Q11-Q14 FOR 2ND AND 3RD CAR

ASK ALL ABOUT CAR RESPONDENT DRIVES MOST OFTEN

Q15 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.

	1989	1990
	%	%
Up to 1 year	14	14
Over 1 to 2 years	16	15
Over 2 to 3 years	21	19
Over 3 to 4 years	10	10
Over 4 to 5 years	7	9
Over 5 to 6 years	4	6
Over 6 to 7 years	2	3
Over 7 to 8 years	2	2
Over 8 to 9 years	1	1
Over 9 to 10 years	2	2
Over 10 years	7	8
Don't know	13	11

Q16 SHOWCARD F Approximately how many miles is the car (which you drive most) driven a year, on average?

	%
Up to 2,000 miles	8
2,001 to 4,000 miles	11
4,001 - 6,000 miles	14
6,001 - 8,000 miles	12
8,001 - 10,000 miles	13
10,001 - 12,000 miles	13
12,001 - 14,000 miles	7
14,001 - 16,000 miles	4
16,001 - 18,000 miles	2
18,001 - 20,000 miles	2
20,001 - 30,000 miles	4
Over 30,000 miles	3
None	1
Don't know	6

Q17 Have you personally been responsible for buying a car, either new or second hand, within the last two years?

	1989	1990
	%	%
Yes	44	45
No	55	54
Don't know	1	1

ASK ALL WHO HAVE BEEN RESPONSIBLE FOR BUYING A CAR WITHIN LAST TWO YEARS (CODE 1 AT Q17). OTHERS GO TO Q31

Q18 And was this car bought new, or second hand?

	<u>1989</u> %	<u>1990</u> %
New	30	28
Second hand	70	71
Don't know	1	1

IF NEW AT Q18 ASK Q19

Q19 And did you buy this car from ... (READ OUT)

	<u>1989</u> %	<u>1990</u> %
a) A franchise dealer specialising only in your make of car	83	80
b) A franchise dealer selling more than one make of car	13	13
c) Other dealers selling new cars	2	3
Cannot remember	1	4

IF 'SECOND HAND' AT Q18. ASK Q20

Q20 SHOWCARD G Which of these did you buy your car from?

	%
a) An individual selling privately whom you did not know	28
b) A car auction	3
c) A friend or relative selling privately	19
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 make</u> of car	13
g) A franchise/new car dealer for <u>another make</u> of car	6
h) A non-franchise dealer who sells new <u>and</u> second hand cars	12

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	-
Cannot remember/don't know	3

IF CAR IS BOUGHT NEW (CODE 1 AT Q18) OR CODES 5-9 AT Q20, ASK Q21. OTHERS GO TO Q31

Q21 SHOWCARD H From this card please tell me how was the car that you drive most frequently bought?

	%
a) cash	44
b) Bank loan/Bank loan and cash	12
c) Building Society loan/Building Society loan and cash	1
d) Finance company loan/Finance company loan and cash	15
e) Hire Purchase/Hire purchase and cash	11
f) Finance leasing (monthly payment for use of car only)	3
g) Contract hire/full service leasing (monthly payment includes service, registration etc)	1
Other (WRITE IN AND CODE '8')	3
Don't know	10

IF BANK OR BUILDING SOCIETY LOAN

Q22 Why did you decide to finance the purchase using a bank/building society loan rather than a finance company loan?

	%
Trust the bank/building society more	14
Know the bank manager/building society manager.....	9
Better rates	51
Easier/more straightforward	12
Other (WRITE IN AND CODE 5)	21
.....	
No opinion	2

Q23 And was this (method mentioned at Q21) arranged through the dealer where you bought the car or not?

	%
Through dealer	87
Not through dealer	12
No opinion/Cannot recall	1

IF NOT THROUGH DEALER ASK Q24. OTHERS GO TO Q25

Q24 Why did you not arrange it through the dealer? (PROBE: FOR SPECIFIC REASON)

	%
Did not know dealer could arrange finance	0
Had contact with other source before talked to dealer	6
Did not trust dealer	0
Used source before	13
Better rates	31
Easier/more straight forward	6
Other (WRITE IN AND CODE '7')	31
.....	
No opinion	13

ASK THOSE WHO BOUGHT CAR NEW (CODE 1 AT Q19) OR SECOND HAND FROM DEALER/GARAGE AT Q20 (CODES 5-8)

Q25 SHOWCARD I Thinking about the time when you were buying that car, which two or three items on this list were most important for you in deciding the place you would buy the car from?

	%
01 Sold your preferred make of car	27
02 Good reputation	32
03 Convenient location	13
04 Would accept trade-in	23
05 Quality of after sales servicing of car	13
06 Low rate finance	8
07 Availability of car you wanted	31
08 Willing to negotiate on price	22
09 Wide range of models on display	7
10 Offered warranty	12
11 Car available quickly	16
12 Test drives available	6
13 Know the dealer personally	13
14 Convenient opening hours	2
None of these	3
No opinion	10

Q26 ASK THOSE WHO BOUGHT NEW CAR AT Q18 (CODE 1). OTHERS GO TO Q28
SHOWCARD J If you knew you could have bought the same car for a 10% lower cost in France or Belgium, but you would have to go and collect it yourself, from this card, how likely would you have been to do so?

	%
Certain to	6
Very likely to	7
Fairly likely to	6
Fairly unlikely to	13
Very unlikely to	28
Certain not to	37
No opinion	4

Q27 IF FAIRLY/VERY UNLIKELY/CERTAIN NOT TO ASK Q27
Why would you have been unlikely to do so?

Base: 152	%
Cost of getting there	16
Inconvenience	65
Concern about specification for UK market	4
Difficult to take back if things go wrong	9
Unaware of/difficulty of procedures for buying	6
Prefer to use local dealer	13
Other (WRITE IN).....	24
.....	
No opinion	1

Q28 ASK THOSE WHO BOUGHT A SECOND HAND CAR FROM A GARAGE/DEALER AT Q20
(Codes, '5', '6', '7', '8', or '9')
What sort of concerns do you normally have when buying a second hand car from a dealer?

.....

.....

.....

.....

.....

Q29 If a car dealer or garage offered a money back guarantee if you were not happy within one month of purchase of a second hand car, would you seriously consider using that dealer instead of another, or not?

Q30 And if a car dealer or garage offered to exchange your car for another of equivalent value if you were not satisfied within one month of purchase, would you seriously consider using that dealer in preference to another, or not?

	Q29 Money back	Q30 Car exchange
Base: 244		
	%	%
Yes, seriously consider	66	59
No, would not	15	20
No opinion	19	21

Q31 ASK ALL
SHOWCARD K Have you done any of these things over the last year, as a result of the worsening economic climate and high interest rates?

	%
01 Delayed the purchase of a car	10
02 Delayed getting your car serviced	11
03 Had car serviced more frequently because you decided to keep it longer	5
04 Bought a cheaper small car than you would otherwise have done	8
05 Used a cheaper way of getting your car serviced than before (eg. DIY)	12
06 Reduced the number of miles you drive	14
No none	54
No opinion	1

Q32 Do you think the next car you buy will be new, or second hand?

	%
New	29
Second hand	58
Will not buy another car	6
No opinion	7

Q33 SHOWCARD L And when you come to buy that car, which five or six of the considerations on this list do you think would be most important in your choice of car?

	%
01 Good all round visibility	18
02 Very comfortable	28
03 Good layout of controls	11
04 Performance/speed/engine size	27
05 Low petrol consumption/economical to run	60
06 Plenty of passenger space	25
07 Plenty of luggage space	16
08 Attractive styling	11
09 Price range	53
10 Runs on unleaded petrol	39
11 Long term guarantees for body work/mechanical parts	15
12 A make/manufacture you know and trust	26
13 Low cost of servicing	18
14 Always reliable	52
15 Incorporates special safety features	9
16 Likely to hold its second hand value	24
17 Buy from dealer you know/trust	22
18 Includes catalytic converter to cut down toxic gas emissions	12
19 Easy handling/easy to drive	27
20 Small and compact	10
21 Security features/difficult to break into	12
22 Good after sales service/warranty	19
23 Buy from dealer you wish to service car in future	4
None of these	*
No opinion	1

ASK ALL

Q34 SHOWCARD M Which, if any, of these security features have you acquired as extras on the car you drive?

		%
01	Window etching.....	27
02	Hand brake lock.....	6
03	Radio with security code	11
04	Accelerator lock.....	4
05	Car alarm	17
06	Sticker saying 'car alarm'	14
	None of these	51
	No opinion	*

Q35 SHOWCARD N Which of these, if any, cause you particular anxiety as a driver?

		%
01	Driving on a motorway	15
02	Turning right.....	2
03	3-point turns.....	1
04	Parking in a space between two vehicles.....	13
05	Driving in the dark.....	13
06	Driving alone at night	19
07	Driving in unfamiliar towns	31
08	Driving a car bigger than the one you usually drive.....	8
09	Being overtaken by large vehicles, eg. lorries	24
10	Overtaking other cars.....	4
11	Breaking down on the motorway.....	38
	None of these	20
	No opinion	*

Q36 SHOWCARD O Here is a list of things which some people have said make them angry or stressed when they drive. Which, if any, of these make you angry or stressed up?

Drivers who ...

		%
01	Drive too slowly for the road conditions	39
02	Are slow to pull away once traffic lights turn green.....	9
03	Drive too close behind you	70
04	Flash their headlights when they want to overtake you.....	23
05	Fail to signal their intentions clearly	56
06	Cut in sharply after overtaking	44
07	Pull away fast to get ahead of you at traffic lights.....	9
08	Seeing children in cars not wearing seat belts	41
09	Overtake on the inside lane of a motor way	34
10	Tow caravans which make overtaking difficult	16
11	Drive in the fast lane of motorways and will not pull over for faster cars	34
12	Break the speed limit	19
	None of these	2
	No opinion	*

Q37 SHOWCARD P I am going to read out a list of different types of street and road signs. Please tell me how often you feel you have problems with each one?

	Often have problems %	Sometimes have problems %	Rarely have problems %	Never have problems %	No opinion %
READ OUT:					
a) Finding street names	18	45	20	17	*
b) Adequate direction signs in towns	18	45	22	14	*
c) Adequate direction signs on main roads outside of towns	5	27	45	23	*
d) Adequate direction signs on motorways	2	10	37	49	2
e) Signs directing you to tourist attractions	4	27	31	34	4
f) Hazard/warning signs on motorways	2	12	32	51	2
g) Signs directing you to car parking	10	35	27	28	*

Q38 SHOWCARD Q If a car is parked on a double yellow line in a city centre, which of these do you think a traffic warden or police should do? SINGLE CODE, UNLESS PRESSED

Q39 SHOW CARD Q AGAIN And if a car is parked on a single yellow line in a city centre, which of these do you think should be done? SINGLE CODE, UNLESS PRESSED

Q40 SHOWCARD Q AGAIN And if it is parked on a meter for more than 30 minutes after the money has run out, what do you think should be done? SINGLE CODE, UNLESS PRESSED

	Q38 %	Q39 %	Q40 %
01 Give out a parking ticket	49	66	69
02 Wheel clamp the vehicle	16	7	7
03 Tow the vehicle away	31	7	5
04 Nothing	4	19	16
No opinion	1	2	3

Q41 SHOWCARD R Which of these describe your attitude towards keeping to the speed limit on motorways?

Q42 SHOWCARD R AGAIN And which of these best describe your attitude towards keeping to the speed limit in towns?

	Q41 On motorways %	Q42 In towns %
a) The speed limit should not be broken except in exceptional circumstances.....	52	75
b) The speed limit is usually set below a safe level and it's OK to exceed it (eg. by 10mph)	32	17
c) Speed limits don't mean much on most roads and drivers should judge for themselves what speed is acceptable on any stretch of road	13	6
No opinion	2	2

ASK ONE RESPONDENT IN YOUR QUOTA

Q43 Why do you say that? PROBE: What is your thinking behind those views (WRITE IN)

.....

.....

.....

.....

Q44 SHOWCARD S If a car is regularly serviced according to manufacturers' specifications, what effect do you think this has on the following? READ OUT a-e

	Improves it a lot %	Improves it a little %	Does not improve at all %	No opinion %
a) The reliability of the car	53	37	8	2
b) Fuel economy	38	44	14	4
c) Safety of the car	57	32	9	2
d) Resale value of the car	36	41	19	4
e) Release of poisonous exhaust gases	29	40	20	11

Q45 Do you have primary responsibility for getting your car serviced or not?

	1989 %	1990 %
Yes	74	73
No	25	23

ALL WHO HAVE PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR ASK Q46. OTHERS GO TO Q53
SHOWCARD T Which of these do you do? MULTICODE OK

Q46

	1989 %	1990 %
01 Physically service the car by yourself/someone else in the household physically services the car	20	24
02 Have the car serviced by a garage/workshop (which does not sell new cars)	32	26
03 Have the car serviced by a main dealer for your make of car	35	32
04 Have your car serviced by a main dealer for another make of car	3	3
05 Have your car serviced by a service centre (eg. Halfords/B&Q/SMC)	2	2
06 Have the car serviced by a friend/ acquaintance	15	15
07 Mobile service unit visiting your home	n/a	3
Other (PLEASE SPECIFY AND CODE 8)	1	•
.....		
Never get/got car serviced	1	1
Don't know	•	1

Q47 SHOWCARD U How satisfied or dissatisfied are you with the way your car is serviced?

	1989 %	1990 %
Very satisfied	58	40
Fairly satisfied	29	29
Neither satisfied nor dissatisfied	3	4
Fairly dissatisfied	2	3
Very dissatisfied	2	1
Don't know	5	23

ASK ALL THOSE DISSATISFIED WITH SERVICING AT Q47. OTHERS GOT TO Q49

Q48 What are the reasons for your dissatisfaction with servicing? DO NOT PROMPT. MULTICODE OK

	1989 %	1990 %
Too expensive	36	27
Bill always larger than quote	4	-
No replacement car during service	-	2
Repairs not done	26	37
Quality of Work	44	49
Availability of parts	11	2
Waiting time for appointments	5	5
Price of parts	5	2
Other (WRITE IN AND CODE '9')	37	29
.....		
Don't know	5	0

ASK ALL WHO ANSWERED CODES 2-8 AT Q46

Q49 SHOWCARD V Which one of the following is the most important factor when choosing somewhere to service your car?

	%
a) Garage/dealer is near public transport	2
b) Opening hours	3
c) Close to where I live	16
d) Close to where I work	5
e) Able to do warranty work	4
f) Trust their work/previously experienced quality of their work	43
g) Low cost	7
h) Same place as where the car was bought	12
i) Quick	2
j) Ability to provide courtesy car	2
None	1
Don't know	2

Q50 Do you or does anyone else (apart from the person who carried out the service) normally check that your car has been properly serviced?

	%
Yes, I check it	30
Yes, someone else checks it	10
No, do not check	59

IF CHECK (CODE 1 AT Q50)

Q51 What do you/they normally check? DO NOT PROMPT. MULTICODE OK

	%
Brakes	49
Plugs	28
Tyres	32
Lights	23
Oil	56
General feel of car/by driving it	41
Other (WRITE IN AND CODE '7')	35

IF DO NOT CHECK (CODE 3 AT Q50)

Q52 Why do you not check that the car has been properly serviced? DO NOT PROMPT. MULTICODE OK

Base: 529	%
Assume it's OK/trust the garage	66
Don't know how to check it	23
Never thought about it	2
Cannot be bothered/no time/other things to do	4
Other (WRITE IN AND CODE '5')	8
Don't know	1

ASK ALL

Q53 SHOWCARD W Which, if any, of these do you think should be used more widely to control traffic in residential areas in the town where you live?

	%
01 Speed limit less than 30mph	25
02 'Sleeping policeman' (bumps stretching the width of the road)	40
03 One-way traffic system	17
04 Road blocked off at one end	7
05 Traffic throttles (narrowing of the road so large vehicles cannot pass through)	19
06 Flashing 'slow down' signs triggered by speeding	32
None of these	9
No opinion	2

Q54 In an average week how much time in total, would you say, is added to your journeys because of traffic congestion when driving your car? IF DON'T KNOW SAY: What would you estimate it to be?

	1989 %	1990 %
No time at all	27	30
Up to 1 hour	36	40
Over 1 hour - 2 hours	14	12
Over 2 hours - 3 hours	7	6
Over 3 hours - 4 hours	3	3
Over 4 hours - 5 hours	3	2
Over 5 hours	5	4
Don't know/No opinion	4	2

Q55 SHOWCARD X Where do you normally park your car at night?

	%
01 Own garage	31
02 Rented garage	2
03 On your property next to your home, but not in a garage	38
04 On a friend or neighbour's property	*
05 Off the road, on public property (eg on a grass verge/pavement)	4
06 On the public road	24
07 In a public car park	*
08 At your place of work	1
Other (PLEASE SPECIFY AND CODE '9')	1
No opinion	*

Q56 ASK THOSE WHO DRIVE COMPANY CARS (REFER BACK TO Q14 CODE 2 OR 3). OTHERS GO TO Q58
SHOWCARD Y 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

Q57 SHOWCARD Z If the government decided to increase the tax on company cars by 25% in the next Budget,
which of these describe the way you think you would react? MULTICODE OK

	Q56 1988 %	1990 %	Q57 Will react %
a) Ask(ed) your company to provide smaller car	5	1	3
b) Ask(ed) your company for a pay increase to cover the increase in tax	12	6	18
c) Decide(d) to change to a car with a smaller engine.....	3	3	3
d) Made (make) you less interested in having a company car.....	8	8	9
e) Decide(d) not to have a company car	1	*	3
f) Now (would) see a company car as a greater status symbol	1	1	0
g) Reduce(d) the amount of driving you do to cut down the cost	2	1	2
None of these	52	29	15
No opinion	19	52	52

Q58 ASK ALL
SHOWCARD AA If the channel tunnel were open today, how likely would you be to use it within the next
year or so?

	1988 %	1989 %	1990 %
Certain to	6	5	4
Very likely	11	8	8
Fairly likely.....	12	13	13
Fairly unlikely.....	15	12	13
Very unlikely	26	29	26
Certain not to	27	31	36
No opinion	3	2	1

Q59 ASK ALL WHO WOULD BE CERTAIN TO USE CHANNEL TUNNEL AT Q58. OTHERS GO TO Q60
How many return trips do you think you would be likely to make using the Channel Tunnel in a typical year?

	1989 %	1990 %
Base: 66		
Less than one	1	2
One.....	25	44
Two.....	27	27
Three.....	13	5
Four.....	10	5
Five.....	16	11
Don't know.....	9	8

Q60 ASK ALL
SHOWCARD BB Which, if any, of these do you think will happen by the year two thousand and one?
MULTICODE OK

	1990 %	1989 %
01 There will no longer be any tax advantages to having a company car	37	
02 The Government will have raised taxes on petrol much more than the rate of inflation to discourage petrol consumption	46	
03 The Government will have raised the road fund licence much more than inflation	41	
04 Public transport in this area will be much better	18	
05 The national public transport service (buses and trains) will be much better	18	
06 Speed limit on motorways will be reduced to 60mph	14	
07 Speed limit on motorways will be raised to 80mph	32	
08 The Channel Tunnel will <u>not</u> be completed	20	18
09 On-board computers that provide directions will be fitted to all cars	27	
10 To reduce pollution no cars will be produced with an engine size over 2000cc	28	27
11 Electric cars will be commonly used for town driving	28	
12 Motorists in Britain will have to drive on the right to come into line with Europe	18	
None of these	1	
No opinion	3	

50a SHOWCARD CC I am going to read out a list of environmental problems. Please tell me from this card, how serious you think each one is?

	Very serious. %	Fairly serious %	Not very serious %	Not at all serious %	No opinion %
READ OUT:					
a) Global warming caused by the build-up of carbon dioxide in the atmosphere	54	37	7	1	2
b) Damage to the ozone layer	58	34	6	1	2
c) Acid rain	48	40	8	1	3
d) Lead in the atmosphere	56	35	7	1	2

Q61 SHOWCARD DD And how much do you think the motor car is responsible for causing each problem? First of all ... READ OUT a) to d)

	All of it %	Most of it %	About half %	Some of it %	None of it %	No opinion %
a) Global warming caused by the build-up of carbon dioxide in the atmosphere	1	15	25	52	3	3
b) Damage to the ozone layer	1	10	22	56	7	4
c) Acid rain	*	6	13	52	21	9
d) Lead in the atmosphere	5	36	21	34	1	2

Q62 SHOWCARD EE Which of the things on this card do you think would help to reduce pollution caused by cars? Please pick all the ones you think apply. Just read out the numbers.

Q63 SHOWCARD EE AGAIN And which do you think would help to reduce congestion on Britain's roads?

Q64 SHOWCARD EE AGAIN And which do you think definitely should be introduced?

Q65 SHOWCARD EE AGAIN And which should not be introduced?

	Help Pollution %	Reduce Congestion %	Either %	Should %	Should not %
01 All cars use unleaded petrol	85	2	85	45	2
02 Much higher taxes on petrol to discourage consumption	15	10	20	4	35
03 Invest a lot more in buses and trains	40	45	60	36	2
04 Increased subsidies for public transport paid for out of taxes	23	26	37	19	8
05 Introduction of maximum 60mph speed limit on main roads	14	3	16	7	16
06 Introduction of maximum 80mph speed limit on main roads	3	4	7	5	19
07 Ban cars from city centres	40	35	55	21	15
08 Car drivers charged £3 a day to drive in city	10	15	20	4	38
09 Invest in better roads	17	29	39	30	2
10 Catalytic converters fitted to all new cars	68	3	69	32	2
11 Have lanes reserved for cars with two or more occupants	8	12	16	5	20
12 Reserve one lane on motorways as toll lane for heavy commercial vehicles	18	25	36	18	8
13 Introduction of toll charges on certain main trunk routes and motorways	7	16	21	6	21
14 Widen Britain's motorways and main trunk roads	7	33	36	18	10
15 Charge higher tax on large cars	25	8	29	12	19
16 Build new toll roads to relieve congestion on trunk roads and motorways	9	27	31	11	14
17 Introduce more bus lanes on roads in towns and cities	21	31	42	19	5
None of these					

Q66 SHOWCARD FF How often do you drive into the centre of large towns or cities these days?

	%
Most days	19
At least once/week	29
At least once/month	18
Less than once/month	22
Never	11
No opinion	1

Q67 ASK THOSE WHO EVER DRIVE INTO LARGE TOWNS CITIES (CODES 1-4 AT Q66)
SHOWCARD GG If road pricing was introduced so that you had to pay £3 every time you drove into any large town or city centre, which, if any, of these do you think you would do?

	%
01 Pay up and not cut down your visits	16
02 Use public transport more	41
03 Reduce your visits to town/city centres	43
04 Stop travelling to town/city centres altogether	12
05 Get rid of your car	2
06 Move home	1
07 Change your job	1
None of these	4
No opinion	1

Q68 ASK ALL
Can your car (the car you drive most often) currently run on unleaded petrol, or not?

	%
Yes, can	45
No, cannot	52
Don't know	3

Q69 ASK ALL WHOSE CAR CAN RUN ON UNLEADED PETROL. OTHERS GO TO Q73
Do you normally buy unleaded petrol, or not?

	%
Yes	84
No	15
Don't know	1

Q69a ASK ALL WHOSE CAR CANNOT RUN ON UNLEADED PETROL. OTHERS GO TO Q70
Do you happen to know if your car can be adapted to run on unleaded petrol or not?

	%
Yes, it can be adapted	34
No, it cannot	44
Don't know whether it can or not	22

Q69b If your car could run on unleaded petrol, do you think you would buy unleaded petrol for it or not?

	%
Yes, would	84
No, would not	10
Don't know	6

Q70 ASK ALL
SHOWCARD HH It has been suggested that the government introduce a number of measures to reduce congestion on Britain's roads. Please tell me, for each one, how much you believe it would cause you to reduce the amount of driving you do?

	A great deal %	A fair amount %	Not very much %	Not at all %	No opinion %
READ OUT:					
a) Improving public transport substantially	12	28	29	30	1
b) Ban on cars in your local town centre	14	27	33	25	1
c) Petrol prices increased by 50%	25	33	23	17	1
d) A special licence purchased to allow you to enter the central zone of your nearest big city	13	24	30	30	3

Q71 SHOWCARD II 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, from this card, how willing would you be to share that journey with them to reduce costs and congestion?

	%
Certain to.....	18
Very willing.....	40
Fairly willing.....	22
Not very willing.....	8
Not at all willing.....	4
Certain not to.....	6
No opinion.....	4

ASK ONE RESPONDENT IN YOUR QUOTA

Q72 Why do you say that? PROBE: Why else? (WRITE IN)

.....

.....

.....

.....

CARD3 9

Q73 Which political party do you think has the best policies on ...

	Conservative %	Labour %	SLD/ Democrat %	Greens %	Other (WRITE IN) %	No opinion %
READ OUT:						
a) Road transport generally	14	16	2	4	4	60
b) Getting the right balance between public and private transport.....	12	20	3	2	3	60
c) Minimising the environmental effects of motor transport	11	14	3	16	2	53

Q74 Which companies can you think of that sell new or used cars through a chain of outlets? CODE BELOW
MULTICODE OK

Q75 SHOWCARD JJ And which others do you know from this card? MULTICODE OK

	Q74 Spont %	Q75 Prompted %
01 Appleyard	3	20
02 Cowie.....	4	20
03 Currie Motors	4	22
04 Dan Perkins.....	1	6
05 Evans Halshaw.....	3	11
06 Gilbert Rice.....	*	5
07 Hartwells.....	2	7
08 Henlys.....	4	33
09 Lex/Lex Brooklands/Lex Mead.....	4	35
10 Lookers.....	1	17
11 Mann Egerton	4	29
12 Perrys.....	3	15
13 Shaw and Kilburn	1	9
14 SMT.....	1	10
15 Wadham Kennings.....	3	13
Other (WRITE IN AND CODE '4').....	47	1
None.....	30	11
No opinion	10	3

FOR EACH MENTIONED AT Q74 OR Q75 ASK Q76. OTHERS CLOSE. IF RESPONDENT MENTIONS MORE THAN ONE 'OTHER' ONLY ASK FOR THE FIRST OTHER MENTIONED

Q76 From what you know or have heard about . . . (READ OUT COMPANY) would you say they provide a high level of service to their customers, or not?

	Yes %	No %	No opinion %
01 Appleyard	30	6	64
02 Cowie	26	6	68
03 Currie Motors	24	10	66
04 Dan Perkins	19	10	72
05 Evans Halshaw	43	6	51
06 Gilbert Rice	28	3	69
07 Hartwells	28	9	63
08 Henlys	29	7	64
09 Lex/Lex Brooklands/Lex Mead	32	6	62
10 Lookers	36	5	59
11 Mann Egerton	32	6	62
12 Perrys	26	9	66
13 Shaw and Kilburn	23	7	70
14 SMT	35	5	61
15 Wadham Kennings	28	9	63
Other (FIRST MENTIONED)	46	8	46

THANK RESPONDENT AND GO TO CLASSIFICATIONS