

1994

Technical Note

MORI interviewed a representative sample of 1,720 car drivers - defined as driving at least once a month - in 175 sampling points throughout Great Britain. The sample included a boosted company car quota of 320 drivers. The data were weighted back to reflect the actual profile of company car drivers (responsible for their own company car) versus non-company car drivers. Quotas were set by sex, age, social class and working status. Quotas were also set by company car status, slightly disproportionate to constituencies with a higher managerial/professional profile. All interviews were conducted face-to-face in-home between 12 and 25 October 1993.

Only a small proportion of respondents were asked the open-ended questions, and these were not coded - hence there are no 'results' for these in this document.

178 of the respondents' children aged 13-16 were also interviewed, mostly immediately after the parent's interview.

The research is the sixth in a series of annual surveys and provides the basis for the 1994 Lex Report on Motoring, published in January 1994.

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Peter F Hutton
Simon Neate-Stidson

NAME: (Initials) Mr/Mrs/Miss/Ms

ADDRESS:

POSTCODE:

SAMPLING PT. NAME Sampling Pt No. 10-15

Telephone in home %
 Yes 94
 No 6

IF YES, WRITE IN NUMBER:

 -

(17) (18) (19) (20) (21) (22) (23) (24) (25) (26) (27)

Sex %
 Male 58
 Female 42
 Marital Status %
 Married 71
 Living together 6
 Single 14
 Widowed/divorced/separated 8

Exact Age WRITE IN

Work Status of respondent %
 Full-time (30hrs/wk+) 51
 Part-time (8-29hrs/wk) 18
 Not working but not seeking work 26
 Unemployed and seeking work 5
 Studying at school/college/
 university (full time) 3
 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 23
 C1 28
 C2 24
 DE 20

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

CIRCLE NUMBER
 OF PEOPLE 1 2 3 4 5+ (34)

Number of Children in household
 12 or under 0 1 2 3 4+ (35)
 13-16 0 1 2 3 4+ (36)

Household Income

SHOWCARD 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 3
 B 6
 C 8
 D 11
 E 18
 F 22
 Refused/don't know 32

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 in accordance with the MRS/code
 of conduct.

Interviewer Name

Signature of Interviewer

Interviewer Number

 /

(38) (39) (40) (41) (42)

Date of Interview

 / / 93

(43) (44) (45) (46)

Length of Interview

 minutes

(47) (48)

INTERVIEWER: ALL SHOWCARDS HAVE BEEN REVERSED, 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?

QA Do you personally hold a current driving licence?
(Base: 1,720)

	%	
Yes	100	GO TO QB
No	0	CLOSE
Don't know	0	

QB And how often do you drive nowadays? DO NOT PROMPT
(Base: 1,720)

	%	
Every day/most days	86	
1-3 times a week	12	
Less than once a week to once a month	2	GO TO QC
Less than once a month	*	CLOSE
Never	0	
Don't know	0	

QC Was the car you normally drive bought privately, provided by an employer, or bought by you or someone in your household as a business expense? SINGLE CODE
(Base:1,720)

	%	
Provided by respondent's employer	8	CHECK COMPANY CAR
Bought as respondent's business expense	3	QUOTA THEN GO TO Q1
Provided by someone else's employer	1	CHECK NON-COMPANY
Bought as someone else's business expense	1	CAR QUOTA THEN GO TO
Bought privately	87	Q1
Don't know	1	

* DRIVING TODAY

ASK ALL
 Q1 SHOWCARD A How strongly do you agree or disagree with the following statements?
 READ OUT AND ROTATE ORDER. TICK START (✓)
 (Base: 1,720)

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	No opinion/ Don't know %
<input type="checkbox"/> a) I would use my car less if public transport were better	15	24	7	32	21	1
b) I would find it very difficult to adjust my lifestyle to being without a car	55	27	4	10	3	1
c) The legal drink/drive limit should be reduced to no alcohol at all	48	25	6	16	5	1
d) Everyone who is caught with more than the legal limit of alcohol in his/her blood should receive a prison sentence	21	24	11	32	10	1
e) Truck drivers are generally safer drivers than car drivers	5	18	18	34	22	2
f) Truck drivers are more courteous drivers than car drivers	5	18	18	34	23	2
<input type="checkbox"/> g) Taxes on fuel should be increased to reduce environmental damage	6	26	15	32	19	2
h) Cars are essential for modern living	38	46	7	7	1	1
i) The use of cars should be restricted because of the damage to the environment	5	32	19	31	11	2
j) I am interested in cars	23	32	16	21	8	1
k) Congestion is a major problem in this country	48	40	6	4	1	1
l) Overtaking on the left should be allowed on motorways	7	15	6	22	48	2

Cont'd overleaf. . .

Q Cont'd from last page.

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	No opinion/ Don't know %
m) If you break down on a motorway and are waiting for help to arrive, it is generally safer to remain in your car than to wait outside your car	35	34	7	13	9	2
n) Taxes on company cars should be increased	14	27	22	20	11	7
o) Drivers who have just passed their test should have to take motorway lessons	53	39	3	4	1	1
p) Learner drivers should have to take a minimum number of lessons with an Approved Driving Instructor	39	39	7	11	3	1
q) Learner drivers should have to obtain a 'Certificate of Readiness' from an Approved Driving Instructor before taking a test	30	42	11	13	3	1

NB. CHECK ALL STATEMENTS HAVE BEEN READ OUT.

ASK ALL
Q2 A device is now available which can be fitted to a car which prevents it being started if the driver's breath contains more than the legal limit of alcohol.

SHOWCARD B For which, if any, of these groups do you think this device should be fitted?
MULTICODE OK
(Base: 1,720)

	%
Cars belonging to those convicted of drink/driving offences	42
Anyone who wishes to buy one	35
All new cars	59
Other (WRITE IN & CODE '4')	1
None of these	3
Don't know	1

* CARS IN HOUSEHOLD

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 1992?

Q3d How many cars were there in this household two years ago in October/November 1991?
(Base: 1,720)

	Q3a	Q3b	Q3c	Q3d
	Now	2 years time	1 year ago	2 years ago
	%	%	%	%
None	0	1	2	3
One	58	50	54	54
Two	33	36	33	32
Three	6	6	7	6
Four	2	2	2	1
Five	*	*	*	*
Six	*	*	*	*
Seven	*	*	0	0
Eight or more	*	*	*	*
Was not in this household	0	0	1	1
Don't know	*	4	2	2

ASK THOSE WHO HAVE MORE CARS IN THEIR HOUSEHOLD NOW COMPARED WITH ONE YEAR AGO: (Q3a HIGHER THAN Q3c) OTHERS GO TO FILTER AT Q5

Q4 SHOWCARD C Which, if any, of these events was the main reason for your increasing the number of cars in the household where you live, compared with last year? Just read out the number. SINGLE CODE ONLY
(Base: 162)

	%
01 To meet needs of growing family	15
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	6
05 Someone passed driving test and wanted car	19
06 Someone changed job and needed a car	5
07 Someone became eligible for a company car	4
08 Someone took up a new leisure activity needing a car	3
09 General feeling of confidence/security	1
10 Lower car prices	0
11 New model launched	0
12 I moved into a household with more cars	1
13 Other (WRITE IN & CODE '1')	15
None of these	1
No opinion	12

Q5

ASK THOSE WHO HAVE FEWER CARS IN THEIR HOUSEHOLD NOW COMPARED WITH ONE YEAR AGO (Q3a LESS THAN Q3c). OTHERS GO TO FILTER AT Q6
 SHOWCARD D Which, if any, of these events was the main reason for your decreasing the number of cars in the household where you live, compared with last year? Just read out the number. SINGLE CODE ONLY
 (Base: 147)

		%
01	Someone moved out of household	27
02	Someone gave up driving	1
03	Cost of motoring	11
04	Moved to somewhere where need car less	1
05	Reduced household income/lost job	8
06	Someone changed job where don't need a car	2
07	Wanted better/different vehicle	0
08	Was not using car enough/no need	7
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	4
12	Scrapped car	2
13	Retirement	3
14	Illness/disability	0
15	Lost job with a company car	1
16	Gave up company car	*
17	Buy and sell cars as a business	*
18	Other (WRITE IN & CODE '7')	13
	0
	None of these	0
	No opinion	19

Q6

ASK ALL WITH MORE THAN ONE CAR IN HOUSEHOLD (Q3a, CODES 2-8).
 OTHERS TO Q7.

I am interested to know how the different cars are used in your household. Please would you describe to me how Car Number One (the one you use most often) is used and how this differs from Car Number Two (AND, IF APPLICABLE) and Car Number Three? PROBE FULLY

.....

.....

.....

.....

.....

.....

* DETAILS OF EACH CAR

CARD 02 9/10

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 Q20 AND CODE UNDER FIRST CAR. IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q7 TO Q20 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST OFTEN. THEN REPEAT Q7 TO Q20 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:	1st car (1720)	All cars (2611)
	%	%
New	31	30
Second hand	68	69
Don't know	1	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:	1st car (1720)	All cars (2611)
	%	%
a) It will be replaced by a car bought new	27	28
or b) It will be replaced by a car bought second hand	62	60
or c) It will not be replaced	5	6
No opinion/don't know	6	6

Q9 Was this 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:	1st car (1720)	All cars (2611)
	%	%
Bought privately	89	88
Provided by respondent's employer	7	6
Provided by <u>someone else's</u> employer	1	2
Bought as <u>respondent's</u> business expense	2	2
Bought as <u>someone else's</u> business expense	*	1
Don't know	1	1

Q10 What is the engine size of the car?

Base:	1st car (1720)	All cars (2611)
	%	%
Up to 1,400cc (up to 1.4 litres)	43	44
1,401 - 2,000cc (1.401 - 2 litres)	48	45
Over 2,000cc (over 2 litres)	7	8
Don't know	2	2

Q11 Does the car run on diesel?

Base:	1st car (1720)	All cars (2611)
	%	%
Yes	6	6
No	93	94
Don't know	1	1

Q12 Approximately how old is the car?

Base:	1st car (1720)	All cars (2611)
	%	%
Up to 1 year	9	9
Over 1 to 2 years	9	9
Over 2 to 3 years	11	11
Over 3 to 4 years	11	10
Over 4 to 5 years	10	10
Over 5 to 6 years	9	9
Over 6 to 7 years	7	7
Over 7 to 8 years	8	8
Over 8 to 9 years	5	5
Over 9 to 10 years	7	7
Over 10 years	13	14
Don't know	2	2

Q13 How long have you had the car?

Base:	1st car (1720)	All cars (2611)
	%	%
Up to 1 year	31	31
Over 1 to 2 years	22	22
Over 2 to 3 years	18	17
Over 3 to 4 years	11	11
Over 4 to 5 years	7	7
Over 5 to 6 years	4	4
Over 6 to 7 years	2	2
Over 7 to 8 years	1	1
Over 8 to 9 years	1	1
Over 9 to 10 years	1	1
Over 10 years	2	2
Don't know	1	1

Q14 And did this car replace one that was sold or scrapped or did it replace one that was passed on to another household member?

Base:	1st car (1720)	All car (2611)
	%	%
Yes, replaced sold car	67	63
Yes, replaced scrapped car	10	8
Yes, replaced car passed on to other household member	4	4
Yes, replaced company car	6	6
No, didn't replace any car	11	15
Don't know	2	2

ASK ALL WHO REPLACED A SOLD OR SCRAPPED CAR (Q14, CODES 1 OR 2) OR REPLACED COMPANY CAR (Q14, CODE 4). OTHERS TO FILTER AT Q19.

Q15

What is the main reason why that car was changed (at that time)? DO NOT PROMPT. SINGLE CODE EACH ONE

Base:	1st car (1424)	All cars (2047)
	%	%
Unreliable/old/failed MOT	32	31
New model came out	5	5
Just fancied a change	14	15
Good time to buy	2	3
Company car policy	5	6
Car wrecked/written off	4	4
Got a company car to replace a private car	1	1
Left company where I had a company car	2	2
Retired	1	1
Redundancy	*	*
Reduced income	1	*
Increased income	*	*
Growing family	3	3
Someone moved out of household	0	*
Change of lifestyle	2	1
Always change after a set period/ set number of miles	6	6
Other (WRITE IN & CODE '5')	19	
Other (WRITE IN & CODE '5')		19
Other (WRITE IN & CODE '5')		
Don't know	3	4

ASK ALL WHO REPLACED A SOLD OR SCRAPPED CAR (Q14, CODES 1 OR 2) OR REPLACED COMPANY CAR (Q14, CODE 4). OTHERS TO FILTER AT Q19

Q16

Was the replacement car newer, older or about the same age, when it was bought, as the car it replaced, when that car was bought? SINGLE CODE

Base:	1st car (1424)	All cars (2047)
	%	%
Replacement car was newer	61	61
Replacement car was older	12	12
Both were about the same age	25	24
Don't know	2	3

ASK IF GOT A NEWER CAR (Q16, CODE 1). OTHERS TO FILTER AT Q17b.

Q17a

SHOWCARD E Why did you buy a newer car, at that time? MULTICODE OK Any other reason?

Base:	1st car (838)	All cars (1221)
	%	%
Wanted a more reliable car	55	54
Increased household income, so could afford it	6	6
Reduced financial commitment, so could afford it	2	1
Wanted a smaller car	4	4
Wanted a more economical car	10	9
Wanted a higher performance/more luxurious car	6	6
Wanted a safer car	3	3
Wanted a faster car	2	2
Wanted a larger car	9	8
Lower car prices	2	2
Company car policy	5	5
New job	1	1
Changed old car for company car	1	1
Other (WRITE IN & CODE '2')	14	14
Don't know	3	5

Q17b ASK IF GOT AN OLDER CAR (Q16, CODE 2). OTHERS TO FILTER AT Q18.
SHOWCARD F Why did you buy an older car, at that time? MULTICODE OK Any other reason?

Base:	1st car (164) %	All cars (232) %
Reduced household income	13	10
Higher car prices	7	6
Changed company for a private car	5	5
Lost job	3	2
Lost job with company car	*	1
Retired	1	1
Cost of running a car	5	6
Car being used less and less	2	2
Increased financial commitments	7	7
Wanted a smaller car	3	3
Wanted a larger car	14	12
Other (WRITE IN & CODE 'Y')	34	35
Don't know	19	22

Q18 ASK ALL WHO SOLD OR SCRAPPED A CAR (Q14, CODES 1 or 2) OR REPLACED COMPANY CAR (Q14, CODE 4). OTHERS TO Q
SHOWCARD G Thinking of the car that was replaced, how old was that car when you first bought it? SINGLE CODE

Base:	1st car (1424) %	All cars (2047) %
New	25	25
Up to 1 year	5	5
Over 1 to 2 years	7	7
Over 2 to 3 years	10	10
Over 3 to 4 years	8	7
Over 4 to 5 years	7	7
Over 5 to 6 years	5	5
Over 6 to 7 years	4	4
Over 7 to 8 years	3	3
Over 8 to 9 years	3	3
Over 9 to 10 years	3	3
Over 10 years	6	6
Don't know	13	14

Q19 ASK ALL WHO REPLACED ANOTHER CAR (Q14, CODES 1, 2, 3 OR 4). OTHERS TO INSTRUCTION AT FOOT OF THIS PAGE.
Was that replaced car originally bought new, or second hand?

Base:	1st car (1491) %	All cars (2150) %
New	29	29
Second hand	65	65
Don't know	6	6

Q20 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:	1st car (1491) %	All cars (2150) %
Bought privately	85	84
Provided by <u>respondent's</u> employer	8	6
Provided by <u>someone else's</u> employer	1	3
Bought as <u>respondent's</u> business expense	2	2
Bought as <u>someone else's</u> business expense	*	1
Don't know	4	4

IF MORE THAN ONE CAR IN HOUSEHOLD (CODES '2' TO '8' AT Q3a) GO BACK TO Q7 AND REPEAT Q7 - Q20 FOR 2ND AND 3RD CARS

* COMPANY CARS

ASK ALL
Q21 SHOWCARD H Which, if any, of the these statements apply to you? MULTICODE OK
(Base: 1506)

- | | % | |
|--|----|-----------|
| A) My employer has provided me with a car for my use | 7 | |
| B) I bought a car as a business expense | 2 | ASK Q22 |
| C) I am eligible to have a car provided by my employer,
but I have opted for an increase in annual salary instead ... | * | |
| D) I am eligible to have a car provided by employer,
but I have opted for a lump sum cash alternative instead ... | * | GO TO Q24 |
| E) My employer has lent me money so I could buy a car to
use for work-related travel | 1 | |
| F) I get paid a mileage allowance for using my own car for
work-related travel (excluding travel to/from work) | 6 | |
| G) I have had a company car in the last two years, but
I don't have one now | 2 | ASK Q22 |
| None of these | 83 | GO TO Q34 |
| Don't know | 0 | |

ASK IF CURRENT CAR IS COMPANY CAR (Q21, CODES 1 OR 2), OR RESPONDENT HAS
HAD COMPANY CAR IN LAST 2 YEARS (Q21, CODE 7). OTHERS TO FILTER AT Q23.
Q22 Thinking about your current/ex- (AS APPLICABLE) company car, who decided what
make and model of car you should have? Was the decision ... READ OUT
(Base: 333)

- | | % |
|--|----|
| Entirely your decision | 43 |
| or Were you given a number of alternatives from
which to choose | 23 |
| or Was it chosen for you | 22 |
| or Were you given a price ceiling/maximum price | 8 |
| Don't know | 0 |
| None of these | 4 |

ASK ALL WHO HAD COMPANY CAR IN LAST 2 YEARS, BUT NOT NOW (Q21, CODE 7).
OTHERS TO FILTER AT Q24.
Q23 Why do you not have a company car now? DO NOT PROMPT. MULTICODE OK
(Base: 28)

- | | % |
|---|----|
| Changed job within same company no longer eligible | 11 |
| Opted for cash/salary increase now, in same company | 11 |
| Company policy - reduced number of cars | 0 |
| Car no longer needed in my job | 0 |
| New job in different company, not eligible for car | 18 |
| New job in different company, opted for cash/salary
increase instead | 0 |
| Don't have a job now | 36 |
| Other (WRITE IN & CODE '8')21 | 21 |
| No opinion | 4 |

IF ANY FROM CODES 1-7 AT Q21, ASK Q24. OTHERS TO Q34
Q24 SHOWCARD I Has your employer changed its policy on company cars in any of these
respects within the last 12 months?
(Base: 440)

- | | % |
|---|----|
| No | 52 |
| a) Reduced the categories of people eligible for company cars | 8 |
| b) Traded down/bought cheaper/smaller engined cars | 5 |
| c) Delayed the renewal of company cars | 13 |
| d) Company now leases instead of buying cars | 4 |
| e) Company now buys instead of leasing cars | 4 |
| f) Offered cash/salary alternatives to eligible employees | 10 |
| g) Decided to phase out company cars altogether | 1 |
| h) Now leases cars to employees | 4 |
| i) No opinion | 13 |

ASK IF WOULD BUY NEW OR SECOND-HAND (Q28a, CODES 1 OR 2). OTHERS TO FILTER AT Q28c

Q28b Why is that? PROBE FULLY

.....

Q28c ASK IF WOULD BUY REPLACEMENT CAR (Q27, CODE 1). OTHERS TO FILTER AT Q29.
 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: 268)

	%
Similar	60
Lower	23
Higher	11
No opinion	6

Q29 ASK Q29 TO ALL WITH A COMPANY CAR (Q21, CODES 1 OR 2). OTHERS TO Q31.
 SHOWCARD J How many hours per week do you normally drive your company car, on business excluding to and from work?
 (Base: 333)

	%
None	7
Up to 1 hour	3
Over 1 hour up to 2 hours	5
Over 2 hours up to 3 hours	6
Over 3 hours up to 4 hours	3
Over 4 hours up to 5 hours	3
Over 5 hours up to 6 hours	5
Over 6 hours up to 7 hours	5
Over 7 hours up to 8 hours	2
Over 8 hours up to 9 hours	3
Over 9 hours up to 10 hours	5
Over 10 hours up to 11 hours	7
Over 11 hours up to 12 hours	2
Over 12 hours up to 13 hours	1
Over 13 hours up to 14 hours	1
Over 14 hours up to 15 hours	4
Over 15 hours up to 16 hours	2
Over 16 hours up to 17 hours	0
Over 17 hours up to 18 hours	1
Over 18 hours up to 19 hours	1
Over 19 hours up to 20 hours	3
Over 20 hours	27
Don't know	5

Q30 ASK Q30 TO ALL WITH COMPANY CAR (Q21, CODES 1 OR 2). OTHERS TO Q31.
 Would you say that your car is essential for you to carry out your job, it is helpful in your job, or is it simply part of your remuneration package? SINGLE CODE
 (Base: 333)

	%
Essential part of the job	69
Helpful to your job	12
Part of remuneration package	15
No opinion	4

Q31 IF ANY FROM CODES 1-7 AT Q21, ASK Q31. OTHERS TO Q34.
 SHOWCARD K Into which of these categories do you belong? Or any other? SINGLE
 CODE
 (Base: 440)

	%
Director/partner	13
Senior Manager	12
Middle Manager	21
Company Representative	10
Engineer/Maintenance Technician	8
Other (WRITE IN & CODE '6')	25
Don't know	12

* TAX

ASK ALL CURRENTLY WITH COMPANY CAR (Q21, CODES 1 OR 2), OR HAD COMPANY CAR IN LAST 2 YEARS (Q21, CODE 7) OTHERS TO Q34.

Q32 SHOWCARD L As you may know, from April 1994, company cars will be taxed only on their price, and this may change the financial advantage of having a company car. Which of these, if any, describes the way you have reacted or are likely to react? Just read out the letters. MULTICODE OK
(Base: 333)

	%
A) Ask your company to provide a less expensive car	13
B) Ask your company for a second-hand car of lesser value	4
C) Ask your company to for a pay increase to cover the increase in company car tax	21
D) Make you less interested in having a company car and consider giving it up	6
E) Decide not to have a company car	4
F) Now (would) see a company car as a greater status symbol	1
G) Increase the amount of business driving to reduce my tax bill	5
H) Ask for a salary increase instead of a company car	11
I) Ask your company to sell you the car	3
J) Ask your company to lease you the car	6
K) Ask your company to provide other benefits instead	3
L) None of these	33
No opinion	15

ASK Q33 IF CAR USED MOST OFTEN WAS PROVIDED BY RESPONDENT'S EMPLOYER (Q21, CODE 1). OTHERS TO Q34

Q33 How much tax do you currently pay per year for your company car, including petrol (if applicable)? (This is actual amount of tax paid, not the taxable benefit on which tax is paid). SINGLE CODE
(Base: 247)

	%
None	4
£1 to £500	9
£501 to £1000	17
£1001 to £1500	12
£1501 to £2000	7
£2001 to £2500	5
£2501 to £3000	3
£3001 to £3500	2
£3501 to £4000	1
£4001 to £4500	0
£4501 to £5000	0
Over £5000	0
Don't know	35
No opinion	5

* BUYING CARS

ASK ALL (ABOUT CAR RESPONDENT DRIVES MOST OFTEN)

- Q34 (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: 1720)	%
Up to 1 year	6
Over 1 to 2 years	11
Over 2 to 3 years	19
Over 3 to 4 years	14
Over 4 to 5 years	11
Over 5 to 6 years	7
Over 6 to 7 years	4
Over 7 to 8 years	2
Over 8 to 9 years	2
Over 9 to 10 years	2
Over 10 years	7
Don't know	14

- Q35a SHOWCARD M Approximately how many miles is the car (which you drive most) driven a year, on average?
(Base: 1,720)

- Q35b SHOWCARD 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: 635 All saying any)

	Q35a Total %	Q35b Work %
Up to 2,000 miles	5	28
2,001 to 4,000 miles	11	16
4,001 to 6,000 miles	11	13
6,001 to 8,000 miles	11	9
8,001 to 10,000 miles	14	9
10,001 to 12,000 miles	15	6
12,001 to 14,000 miles	9	2
14,001 to 16,000 miles	6	3
16,001 to 18,000 miles	2	2
18,001 to 20,000 miles	3	3
20,001 to 30,000 miles	5	5
Over 30,000 miles	4	4
None	*	0
Don't know	6	0

- Q36 Have you personally been responsible for buying a car, either new or second hand, within the last two years?
(Base: 1,720)
- | | | |
|------------|----|-----------|
| | % | |
| Yes | 47 | ASK Q37 |
| No | 52 | GO TO Q41 |
| Don't know | 1 | |

ASK ALL WHO HAVE BEEN RESPONSIBLE FOR BUYING A CAR WITHIN LAST TWO YEARS (CODE '1' AT Q36). OTHERS GO TO Q41

- Q37 And was the car bought new, or second hand?
(Base: 801)
- | | | |
|-------------|----|-----------|
| | % | |
| New | 25 | ASK Q38 |
| Second hand | 75 | GO TO Q39 |
| Don't know | * | GO TO Q41 |

IF NEW (CODE '1') AT Q37 ASK Q38. OTHERS GO TO FILTER AT Q39

- Q38 And did you buy this car from ... READ OUT a-c
(Base: 204)
- | | |
|---|----|
| | % |
| a) A franchise dealer specialising only in your make of car | 80 |
| b) A franchise dealer selling more than one make of car | 15 |
| c) Other dealer selling new cars | 3 |
| Cannot remember | 2 |

Q39 IF 'SECOND HAND' AT Q37 (CODE '2') ASK Q39. OTHERS GO TO FILTER AT Q40
 SHOWCARD N Which of these did you buy your car from?
 (Base: 594)

	%
A) An individual selling privately whom you did not know	25
B) A friend or relative selling privately	16
C) Given/paid for by relative/friend	*
D) A car auction	4
E) A dealer selling only second hand cars	20
F) A franchise/new car dealer of your make of car	16
G) A franchise/new car dealer for another make of car	6
H) A non-franchise dealer who sells new and second hand cars	10

NB: 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	1
Cannot remember/don't know	1

Q40 IF BOUGHT NEW (CODE '1' AT Q37) OR SECOND HAND FROM A DEALER (CODES '5' -
 '9' AT Q39) ASK Q40. OTHERS GO TO Q41
 SHOWCARD O From this card please tell me how the car that you drive most often
 was bought?
 (Base: 529)

	%
a) Cash	43
b) Cash or loan from a member of family	2
c) Bank loan/Bank loan and cash	11
d) Building Society loan/Building Society loan and cash	2
e) Finance company loan/Finance company loan and cash	16
f) Hire Purchase/Hire purchase and cash	10
g) Finance leasing (monthly payment for use of car only)	2
h) Contract hire/full service leasing (monthly payment includes service and repairs etc)	3
Other (WRITE IN & CODE '9')	4
Don't know	7

Q41 ASK ALL
 Approximately how much did the car you drive most often cost? (WRITE IN AND CODE)
 (Base: 1,720)

WRITE IN	%
Up to £1,000	12
£1,001 - £3,000	21
£3,001 - £5,000	19
£5,001 - £7,000	13
£7,001 - £9,000	10
£9,001 - £11,000	7
£11,000 - £13,000	4
£13,001 - £15,000	3
£15,001 - £20,000	3
£20,001 - £25,000	1
Over £25,000	1
Don't know/refused	7

* NEW AND USED CAR DEALERSHIPS

ASK ALL WHO BOUGHT NEW OR SECOND-HAND CAR FROM A DEALER IN LAST 2 YEARS (Q38 CODES 1-3, OR Q39 CODES 5-9), ASK Q42a - Q55. OTHERS TO Q56.

- Q42a SHOWCARD P Thinking about the (last) car you bought from a dealer, who was involved in deciding which make of car to buy? CODE BELOW. MULTICODE OK
- Q42b SHOWCARD P AGAIN Who was involved in deciding which model of car to buy? CODE BELOW MULTICODE OK
- Q42c SHOWCARD P AGAIN Who was involved in deciding which colour of car to buy? CODE BELOW MULTICODE OK
- Q42d SHOWCARD P AGAIN Who was involved in deciding which dealer to buy from? CODE BELOW MULTICODE OK
- Q42e SHOWCARD P AGAIN Who was involved in negotiating the price of the car? CODE BELOW MULTICODE OK
(Base: 529)

	a	b	c	d	e
	Make	Model	Colour	Dealer	Price
	%	%	%	%	%
Yourself	92	90	75	82	81
Mother	1	1	1	1	1
Father	3	2	2	2	2
Husband	18	17	11	17	17
Wife	24	22	19	12	13
Son	3	2	1	1	1
Daughter	2	1	1	1	0
Other relative (male)	1	1	*	1	1
Other relative (female)	*	0	*	0	0
Partner	2	1	1	2	1
Friend (male)	1	1	*	1	*
Friend (female)	*	*	*	1	*
Employer	1	1	*	1	1
Other (WRITE IN & CODE '2')	1				
Other (WRITE IN & CODE '2')		1			
Other (WRITE IN & CODE '2')			2		
Other (WRITE IN & CODE '2')				1	
Other (WRITE IN & CODE '2')					1
No-one/not applicable	0	*	10	3	1
Don't know	1	2	2	3	3

- Q43 How many dealerships selling the same make as your car did you visit while looking for a new car, including the one where you bought? SINGLE CODE
(Base: 532)

	%
One	44
Two	14
Three	15
Four	7
Five or more	14
Don't know	5

- Q44** How many dealerships handling makes other than your car did you visit? SINGLE CODE
(Base: 532)

	%
None	42
One	12
Two	12
Three	8
Four	6
Five	6
Six	4
Seven	1
Eight	1
Nine	*
Ten or more	4
Don't know	4

- Q45** How many times did you visit the dealership where you purchased the car, whilst shopping for the car you eventually bought there? Include the visit to order your car. SINGLE CODE
(Base: 529)

	%
One	28
Two	39
Three	22
Four	6
Five or more	2
Don't know	2

- Q46** How many dealerships selling the same make as your car are within a convenient distance from home or work? SINGLE CODE
(Base: 529)

	%
None	10
One	22
Two	20
Three	15
Four	6
Five	4
Six	5
Seven	*
Eight	*
Nine	*
Ten or more	4
Don't know	14

- Q47** Did you buy your car from the closest (or most conveniently located) dealership that offers the make of car you purchased? SINGLE CODE
(Base: 529)

	%
Yes	48
No	48
Don't know	4

- Q48** Approximately how many miles is the dealership (where you bought your car) from ...
a) your home? WRITE IN BELOW. USE LEADING ZEROS.
b) your work? (IF APPLICABLE) WRITE IN BELOW. USE LEADING ZEROS.

a) Home miles

b) Work miles

Q49 SHOWCARD Q When looking to buy a car, which, if any, of these applied to you?
MULTICODE OK Just read out the letter or letters.
(Base: 529)

	%
A) I planned on visiting only one dealer, and I bought my car there	20
B) I planned on visiting more than one dealer, but bought my car at the only one I visited	6
C) I visited more than one dealer of the same make, in order to get the best price	24
D) I had to visit more than one dealer of the same make of car in order to find the exact car I wanted in stock	14
E) I shopped only at dealers close to my home or work	10
F) I just "looked around" the first time I visited a dealership while shopping for my car	18
G) A friend or a relative recommended the dealership where I bought my car	10
H) I bought my car at the dealership offering the best price or deal for that type of car	34
I) I telephoned a number of dealerships to find the best price/availability	9
J) I used a car broker who telephoned a number of dealerships to find the best price for me	*
None of the above	5
Don't know	2

Q50 SHOWCARD R Which, if any, of these were reasons for first visiting the dealership where you actually bought the car? MULTICODE OK. Any others? Just read out the letter or letters.
(Base: 529)

	%
A) Recommended by relative/friend	15
B) Advertising by the dealer	18
C) Friend who works at the dealership	4
D) Noticed dealership as I was passing by	18
E) Purchased my last car from this dealership	16
F) Purchased another car (not last car) from this dealership	6
G) Reputation of the dealer	18
H) Convenient location	20
I) Only dealer in the area selling the car I wanted	14
J) I had previously contacted them by telephone	7
K) I had used the service department	6
Other (WRITE IN & CODE 'Y')	6
Don't know	3

Q51 SHOWCARD S Which, if any, of these transactions occurred at the dealership where you bought your car? MULTICODE OK. Just read out the letter or letters.
(Base: 529)

	%
A) Received a discount	40
B) Received an additional manufacturer's discount	7
C) Arranged credit through the dealer, using the <u>manufacturer's</u> financing plan	9
D) Arranged credit through the dealer, using the <u>dealer's</u> financing plan	16
E) Purchased extended warranty/mechanical breakdown insurance	31
F) Purchased rust proofing	2
None of the above	25
Don't know	3

Q52 SHOWCARD T Which, if any, of these statements apply to the salesperson at the dealership where you purchased your car? MULTICODE OK (If more than one salesperson choose the one with whom you actually discussed price). Just read out the letter or letters.
(Base: 529)

		%
A)	Was female	2
B)	Was under 35 years old	33
C)	Was over 50 years old	18
D)	Was polite and courteous	61
E)	Was honest with me	39
F)	Was a person I immediately liked	20
G)	Greeted me promptly	34
H)	Made an effort to know my needs and asked the right questions	27
I)	Knew a lot about the cars he/she showed me	26
J)	Made negative comments about competitive makes of car	3
K)	Pointed out many interesting features of the cars	23
L)	Had an excellent selection of cars in stock	22
M)	Offered to take me out on a test drive	55
N)	Tried to sell me a car I didn't want	2
O)	Was too pushy	2
P)	Answered my questions clearly	37
Q)	Spent enough time with me	45
R)	Offered me an excellent price	36
S)	Confused me when discussing price	1
T)	Was interested in my trade-in	30
U)	Checked the "deal" out with the Sales Manager	15
V)	Is someone I would buy from next time	41
W)	Is someone I would recommend	31
X)	Is someone I have already recommended	12
	None of the above	2
	Don't know	2

Q53 SHOWCARD U Overall, how satisfied or dissatisfied were you with the sales personnel at the dealership where you bought your car? SINGLE CODE.
(Base: 529)

	%
Very satisfied	58
Fairly satisfied	32
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	3
Very dissatisfied	2
No opinion	3

Q54 SHOWCARD V Which, if any, of these statements apply to your consideration before actually purchasing your car? MULTICODE OK. Just read out the letter or letters.
(Base: 529)

		%
A)	I knew exactly which make of car I wanted before shopping at any dealerships	43
B)	I didn't care whether the car was from an imported or British manufacturer	20
C)	I wanted to buy the same make of car that I owned before	19
D)	I visited different dealers selling different makes of car before I decided on which make of car to buy	23
E)	A friend or relative recommended the make of car that I bought	11
F)	I decided which make of car to buy before I decided on which particular model to buy	20
G)	I considered buying only one model of car within each make I looked at ...	7
H)	I considered both new and used cars	12
I)	I knew exactly which size of car I wanted before I shopped at any dealerships	44
J)	I knew exactly which body style of car (hatchback/saloon/estate, etc) I wanted before shopping at any dealerships	40
K)	I considered buying a car that was quite a bit cheaper than the one I eventually bought	6
L)	I considered buying a car that was quite a bit more expensive than the one I eventually bought	8
M)	I read about different cars before deciding which one to buy	19
N)	I was impressed with the advertising for the car I eventually bought	7
	None of the above	4
	Don't know	2

Q55 SHOWCARD W I'm going to read out a series of statements about shopping for a car. Please tell me how strongly you agree or disagree with each one. ROTATE ORDER, TICK START SINGLE CODE EACH ONE.
(Base: 529)

	Strongly agree %	Tend to agree %	Neither %	Tend to disagree %	Strongly disagree %	No opinion %
--	------------------------	-----------------------	--------------	--------------------------	---------------------------	--------------------

READ OUT

<input type="checkbox"/>	A) I wanted to get the buying process over as quickly as possible	20	33	16	22	7	2
	B) I enjoy shopping for new cars even if I'm not considering buying them at the time	12	24	11	31	22	1
	C) I don't trust car salespeople	13	34	29	19	3	2
	D) It's not worth my time to go all over the place to find the lowest price	9	33	10	32	13	2
<input type="checkbox"/>	E) Test driving the actual car I buy is extremely important	53	30	8	6	2	1
	F) Most salespeople are helpful in deciding which car to buy	7	48	25	14	4	2
	G) I look at advertising by dealers periodically in my local newspaper	13	44	8	20	12	2
	H) I dread the process of negotiating the price of the car I want to purchase	9	22	17	33	18	2
<input type="checkbox"/>	I) Large dealers offer better prices than small dealers	4	21	30	29	8	7
	J) I prefer to buy from the dealership where I will have my car serviced	17	35	16	22	7	2
	K) Shopping at the dealer with the biggest selection in stock is important to me	7	28	24	30	8	3
<input type="checkbox"/>	L) Most salespeople treat male car buyers better than female car buyers	12	27	25	18	5	13
	M) I like to buy from a well-known manufacturer	23	48	13	11	3	2
	N) I like to buy from a local dealer	19	43	18	14	3	3

* SERVICE AND REPAIRS

ASK ALL
Q56 Do you have primary responsibility for getting the car you use most often serviced or not?
(Base: 1720)

	%	
Yes	76	ASK Q57
No	23	GO TO Q71a

IF HAVE PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR (CODE '1' AT Q56) ASK Q57.
OTHERS GO TO Q71a

Q57 SHOWCARD X Which of these do you do? MULTICODE OK
(Base: 1324)

	%	
01 Have the car serviced by a main dealer for your make of car	34	ASK Q58
02 Have the car serviced by a garage/workshop (which does not sell new cars) .	29	
03 Have your car serviced by a main dealer for another make of car	2	GO TO Q60
04 Have your car serviced by a service centre (eg Halfords/Charlie Brown/SMC/Lucas Autocentres)	3	ASK Q59
05 Mobile service unit visits your home	3	GO TO
06 Have your car serviced by a friend/acquaintance	14	Q60
07 Physically service the car by yourself/someone else in the household physically services the car	19	
Other (WRITE IN & CODE '8')	2	
Never get/got car serviced	2	GO TO Q71a
Don't know	1	

IF SERVICED AT MAIN DEALER FOR YOUR MAKE OF CAR (Q57, CODE 1) ASK Q58. OTHERS GO TO FILTER AT Q59

Q58 You say you have the car serviced by a main dealer for your make of car. Is this where you bought the car?
(Base: 501)

	%
Yes	68
No	31
Don't know	1

ASK Q59 IF SERVICED BY A SERVICE CENTRE (Q57, CODE 4). OTHERS TO Q60.
Q59 You say you have your car serviced by a service centre, such as Halfords/Charlie Brown/SMC/Lucas Autocentres. Which do you use? MULTICODE OK. DO NOT PROMPT
(Base: 42)

	%
Halfords	41
Charlie Brown	5
SMC	0
Lucas Autocentres	18
Other (WRITE IN + CODE '5')	32
Don't know	5

ASK ALL WHO GET THEIR CAR SERVICED (Q57, CODES 1-8). OTHERS TO Q71a.
Q60 Why do you. . . (READOUT ANSWERS TO Q57). . . ? PROBE FULLY

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

IF SERVICED BY A DEALER/GARAGE (CODES 1-3, AT Q), ASK Q61a - Q61b . OTHERS
GO TO FILTER AT Q62

Q61a How many times has the car you drive most often been serviced in the last 12 months?

Q61b How many times has the car you drive most often been repaired in the last 12 months?
(Base: 889)

	Q61a Serviced %	Q61b Repaired %
None	10	52
One	43	26
Two	36	10
Three	4	4
Four	2	2
Five	*	1
More than five	1	1
Don't know	2	5

ASK Q62 IF SERVICED BY DEALER/GARAGE/SERVICE CENTRE/UNIT (Q57, CODES 1-5).
OTHERS GO TO Q65a.

Q62 SHOWCARD Y For how long have you been using your current garage outlet or chain
for service or repair work?
(Base: 943)

	%
Up to 1 year	22
Over 1 year, up to 2 years	18
Over 2 years, up to 3 years	15
Over 3 years, up to 4 years	9
Over 4 years, up to 5 years	7
Over 5 years, up to 6 years	5
Over 6 years	18
Haven't used garage	2
No opinion	5

Q63a SHOWCARD Z How satisfied or dissatisfied are you generally with the way your car
is serviced?
(Base: 943)

	%
Very satisfied	57
Fairly satisfied	32
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	2
Very dissatisfied	2
Don't know	5

Q63b Why is that? PROBE FULLY

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

Q64 Would you recommend the garage you use to other members of your family or friends,
or not?
(Base: 943)

	%
Yes	83
No	9
Don't know	7

ASK ALL WITH PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR (Q56, CODE 1).
OTHERS TO Q71a.

Q65a Do you generally have a service carried out at the same location as your MOT?
(Base: 1324)

	%	
Yes	40	GO TO Q66
No	34	ASK Q65b
No need for MOT/not applicable	18	GO TO
No opinion	8	Q66

ASK IF DON'T USE SAME GARAGE (Q65a, CODE 2). OTHERS TO Q66.

Q65b Why do you not use the same garage for a service and MOT? DO NOT PROMPT
(Base: 421)

	%
Garage does not undertake MOTs	29
Cheaper MOT test elsewhere/too expensive for MOT	6
Fairer MOT test elsewhere	2
Disagreed with previous test result	*
Convenience	10
Other (WRITE IN & CODE '6')	47
.....	
Don't know	8

Q66 What determines when you normally get the car (the one you drive most often) serviced? SINGLE CODE
(Base: 1324)

	%
Recommended service intervals	28
After a certain time (PROBE FOR THE TIME. WRITE IN & CODE 2)	
.....	16
After a certain number of miles (PROBE FOR NUMBER OF MILES. WRITE IN & CODE 3)	
.....	23
When something starts to go wrong	11
When the car breaks down	*
MOT	6
Prior to long journey	1
Prior to selling the car	0
Approaching winter	2
Other (WRITE IN AND CODE '0')	6
.....	
Don't know	7

Q67a Do you think that the service intervals recommended by car manufacturers are generally too frequent, not frequent enough or about right? SINGLE CODE
(Base: 1324)

	%	
Too frequent	13	ASK
Not frequent enough	4	Q67b
About right	63	
Don't know	20	GO TO Q68

ASK Q67b IF CODES 1,2 or 3 AT Q67a. OTHERS TO Q68
Q67b Why do you say that? DO NOT PROMPT. MULTICODE OK

Too frequent (Base: 179) %
Manufacturers just trying to take your money 47
Things don't go wrong with new cars 10
Cars rarely break down 9
I check for those things myself 10
They never do anything at the garage 4
Other (WRITE IN & CODE '6')

..... 32
Don't know 2

Not frequent enough (Base: 51) %
Cheaper in the long run 11
Safer to have frequent checks 41
I wouldn't know if anything was wrong 9
I do a lot of miles so I have to get a
service every few months 21
Other (WRITE IN & CODE 'X')

..... 32
Don't know 4

About right (Base: 857) %
Makes car more reliable 39
Need regular servicing 25
Helps resale value 7
Because he manufacturer recommends it 28
Other (WRITE IN & CODE '5')

..... 17
Don't know 4

Q68 SHOWCARD AA If your service location offered a simple check-up between services,
how much would you be willing to pay for this? SINGLE CODE
(Base: 1324)

%
Nothing 35
£1 - £5 5
£6 - £10 10
£11 - £15 6
£16 - £20 10
£21 - £25 8
£26 - £30 5
£31 - £35 2
£36 - £40 2
£41 - £45 1
£46 - £50 1
£51 or more 1
Don't know 15

- Q69 SHOWCARD BB Thinking about the garages you might go to for servicing and repairs, which, if any, of these attributes make one garage stand out from the others? Any others? MULTICODE OK**
(Base: 1,324)

	%
Appearance	7
Accessibility and parking	15
Company name and reputation	19
Use of latest technology and equipment	14
Reception facilities	6
A feeling of trust	39
Courteous attention	25
Staff appearance	5
Value for money	45
Treat you as a valued customer	27
Standard of workmanship	55
Other (WRITE IN & CODE 'Y')	2
None	5
Don't know	9

- Q70a SHOWCARD CC Which, if any, of these benefits did the garage or dealer you use offer you? MULTICODE OK**
(Base: 1,324)

	%
Free collection and delivery	19
Free car wash/valet	7
Free 'on-the-spot', small repairs	13
Free service after 3 services as a reward to frequent users ..	1
Free pre-holiday/winter check	2
On-time guarantee	13
Service in 3 hours	11
Free car while servicing	14
Free M.O.T.	2
None of the above	37
Don't know	15

- Q70b SHOWCARD CC AGAIN Let's suppose there was a similar garage or dealer, at a similar distance from your home, to the one where you get the car serviced. Which one or combination of these, if any, would this garage or dealer need to offer for you to seriously consider switching to them? MULTICODE OK**
(Base: 1,324)

	%
Free collection and delivery	20
Free car wash/valet	10
Free 'on-the-spot', small repairs	19
Free service after 3 services as a reward to for frequent users	22
Free pre-holiday/winter check	11
On-time guarantee	13
Service in 3 hours	8
Free car while servicing	25
Free MOT	16
None of the above	32
Don't know	14

* FEATURES

ASK ALL

Q71a SHOWCARD DD Which, if any, of these features of your current car (the one you drive the most) are you happy with? Just read out the numbers. MULTICODE OK

Q71b SHOWCARD DD AGAIN And which features, if any, would you like to see significantly improved in the next car you get? Just read out the numbers. MULTICODE OK
(Base: 1,720)

		Q71a Current- Happy %	Q71b Next- Improved %
01	Driver comfort	70	16
02	Passenger comfort	50	13
03	Top speed	22	6
04	Acceleration	29	14
05	Information on the car's performance	12	6
06	Fault indicators	16	13
07	Fuel efficiency	49	32
08	Environmental friendliness	21	23
09	Safety in an accident	22	37
10	Entertainment systems (stereo, etc)	24	10
11	Storage space	36	13
12	Communications (eg telephones)	2	4
13	Security/theft prevention	18	41
14	Ease of driving	58	11
15	Fun of driving	21	5
16	Styling of the car	35	10
17	Reliability	68	15
18	Rust/corrosion prevention	23	21
19	Service intervals	22	6
20	Length of warranty	14	13
	None of the above	2	10
	Don't know	1	6

Q72 SHOWCARD EE Which, if any, of these features, not currently offered, would you be prepared to pay extra for in the next car you get? JUST READ OUT THE NUMBERS. MULTICODE OK

(Base: 1,720)

		%
01	Fold out desk	1
02	Filing cabinet in rear	*
03	Facility for plugging in portable PC	2
04	Fold down facility for nappy changing	3
05	Fax machine	2
06	Built-in fold-away child seat	19
07	Facilities for washing/freshening up	2
08	Built in clothes storage compartment	2
09	TV screens in the back of the car	2
10	Screen to separate children from adults	4
	None of these	70
	Don't know	2

Q73 SHOWCARD FF Still thinking of the car you drive most often, which of these features

...

- a) does your current car have: Just read out the numbers that apply
 b) do you expect your next new car to have: Just read out the numbers
 c) would you like to have, (that you do not have now) If money were no object?
 Just read out the numbers.

(Base: 1,720)

		(a) Current %	(b) Expect %	(c) Like %
01	ABS (Anti-lock Braking System)	10	34	46
02	Airbag	2	35	51
03	100 mph speed limiter	3	5	14
04	Side-impact protection bars	11	31	41
05	Thief-proof radio/cassette/CD	28	33	37
06	High security door locks/deadlocks	14	35	40
07	Separate thief-proof boot	7	14	29
08	Car alarm	31	47	38
09	Engine cut-out device to stop thieves	11	28	38
10	Mechanical immobiliser (not a steering lock)	9	18	31
11	Windows etched with car number	48	38	25
12	Hidden 'Tracker', to enable police to detect your car, if it was stolen ..	1	13	39
13	Fully adjustable front seats	69	43	26
14	Adjustable steering wheel	22	25	28
15	Air conditioning	17	18	36
16	Electric sunroof	13	23	38
17	Powered steering	26	40	40
18	In-board computer to calculate MPG, and average speed	3	5	23
19	In-board computer to tell you the best routes from A to B	*	3	26
20	In-board computer to detect fog, ice, traffic jams, road works, etc ...	1	5	28
21	Heated front windscreen	22	25	36
22	Car phone	3	6	31
23	Fax	*	1	11
24	Central locking	37	43	36
25	Four wheel drive	4	8	28
26	Catalytic converter	13	30	31
	None of these	1	8	4
	Don't know	9	7	8

* MOTORWAYS

ASK ALL

Q74a SHOWCARD GG When you are driving on a motorway and traffic is free-flowing and the weather is good which of the following do you usually do?
(Base: 1,720)

	%
A) Mainly drive in the fast lane	7
B) Mainly drive in the middle lane and overtake occasionally ..	34
C) Drive in the inside lane and overtake occasionally	45
D) Stay in the inside lane	6 ASK Q74b
E) Never drive on motorways	7 GO TO Q75
Don't know/no opinion	1

ASK IF DRIVE ON MOTORWAY (Q74a, CODES 1-4). OTHERS GO TO Q75a

Q74b Why do you drive like this on the motorway?

.....

ASK ALL

I would like you to think of a journey you are making, either for personal driving or for driving to work, of 20 miles. You could either drive on a motorway which is relatively uncongested or on a normal main road which is fairly congested.

Q75(a) In these circumstances, would you be more likely to drive on the uncongested motorway or the congested main road? SINGLE CODE
(Base: 1,720)

	%
Motorway (uncongested)	82 ASK Q75b
Normal main road (congested)	16 GO TO
Don't know	2 Q76a

Q75(b) SHOWCARD HH Supposing you had to pay a toll to go on the motorway, what is the maximum amount you would be prepared to pay to use the uncongested motorway for those 20 miles? SINGLE CODE BELOW
(Base: 1,720)

	%
Nothing	46
£1	20
£2	9
£3	2
£5	2
£10	*
£15	0
£20	0
No opinion	1

READ OUT TO ALL

I would now like you to think of a journey you are making, for personal driving or for driving to work, of 80 miles. You could either drive on a motorway which is relatively uncongested or on a normal main road which is fairly congested. IF CODES 2-8 AT Q75b, SKIP Q75a AND GO TO Q75b. IF CODE 9 OR NOT ASKED Q75b, ASK Q76a.

- Q76a** In these circumstances, would you be more likely to drive on the uncongested motorway or the congested main road? SINGLE CODE
(Base: 1,720)

	%	
Motorway (uncongested)	88	ASK Q76b
Normal main road (congested)	8	GO TO
Don't know	4	Q77a

- Q76b** SHOWCARD HH Supposing you had to pay a toll to go on the motorway, what is the maximum amount you would be prepared to pay to use the uncongested motorway for those 80 miles? SINGLE CODE
(Base: 1,720)

	%
Nothing	38
£1	13
£2	11
£3	8
£5	12
£10	4
£15	*
£20	*
No opinion	2

READ OUT TO ALL

I would now like you to think of a journey you are making, for personal driving or for driving to work, of 200 miles. You could either drive on a motorway which is relatively uncongested or on a normal main road which is fairly congested. IF CODES 2-8 AT Q76b, SKIP Q77a AND GO TO Q77b. IF CODE 9 OR NOT ASKED Q76b, ASK Q77a.

- Q77a** In these circumstances, would you be more likely to drive on the uncongested motorway or the congested main road for those 200 miles? SINGLE CODE
(Base: 1,720)

	%	
Motorway (uncongested)	89	ASK Q77b
Normal main road (congested)	6	GO TO
Don't know	5	Q78a

- Q77b** SHOWCARD HH Supposing you had to pay a toll to go on the motorway, what is the maximum amount you would be prepared to pay to use the uncongested motorway for those 200 miles? SINGLE CODE
(Base: 1,720)

	%
Nothing	33
£1	7
£2	8
£3	5
£5	17
£10	12
£15	2
£20	3
No opinion	2

READ OUT TO ALL WHO HAVE A CAR FOR WORK-RELATED TRAVEL (Q21, CODES 1,2, 5 AND 6). OTHERS TO Q81

I would now like you to think of a journey you are making, in connection with work (but not driving to/from work), of 200 miles. You could either drive on a motorway which is relatively uncongested or on a normal main road which is fairly congested. IF CODES 2-8 AT Q79b, SKIP Q80a AND GO TO Q80b. IF CODE 9 OR NOT ASKED Q79b, ASK Q80a.

Q80a In these circumstances, would you be more likely to drive on the uncongested motorway or the congested main road for those 200 miles? SINGLE CODE
(Base: 410)

	%
Motorway (uncongested)	87 ASK Q80b
Normal main road (congested)	1 GO TO
Don't know	12 Q81

Q80b SHOWCARD HH Supposing you had to pay a toll to go on the motorway, what is the maximum amount you would be prepared to pay to use the uncongested motorway for those 200 miles? SINGLE CODE
(Base: 410)

	%
Nothing	24
£1	4
£2	6
£3	4
£5	14
£10	16
£15	6
£20	9
No opinion	5

Q81 ASK ALL
SHOWCARD II How often do you drive in ...

- a) the centre of London? SINGLE CODE
b) the centre of any major city in Great Britain? SINGLE CODE
c) the centre of any large town or city in Great Britain? SINGLE CODE
(Base: 1720)

	(a) London %	(b) Major City %	(c) Large town/City %
Every day/most days	2	7	19
1-3 times a week	4	11	25
Less than once a week to once a month	4	15	19
Less than once a month	19	34	24
Never	67	29	9
Don't know	5	4	4

Q82 ASK ALL
SHOWCARD JJ To what extent would you support or oppose a scheme whereby car drivers pay £3 per vehicle per day to enter a city centre as a means of reducing congestion, which is linked to improvements in public transport? Firstly ...

- a) For London only? SINGLE CODE
b) For major cities in Great Britain? SINGLE CODE
c) For large towns and cities in Great Britain? SINGLE CODE
(Base: 1720)

	(a) London %	(b) Major cities %	(c) Large towns/ cities %
Strongly support	17	11	7
Tend to support	28	28	17
Neither	11	12	14
Tend to oppose	12	18	24
Strongly oppose	21	23	30
Don't know	11	8	7

* DRIVING ABROAD

ASK ALL

Q83 On how many trips, if any, have you taken your car on the Continent in the last year?
(Base: 1,720)

	%
None	88
One	7
Two	2
Three	1
Four	*
Five	*
More than five	*
Don't know	1

Q84 SHOWCARD KK If the Channel Tunnel were open today, how likely would you be to use it within the next year or so?
(Base: 1,720)

	%	
Certain to	3	
Very likely	8	
Fairly likely	14	ASK Q85
Fairly unlikely	12	GO TO Q84
Very unlikely	23	
Certain not to	38	
No opinion	3	

ASK ALL WHO WOULD BE AT LEAST FAIRLY LIKELY TO USE CHANNEL TUNNEL AT Q84
(CODES '1' TO '3'). OTHERS GO TO Q86

Q85 How many return trips do you think you would be likely to make using the Channel Tunnel in a typical year?
(Base: 443)

	%
Less than one	5
One	59
Two	25
Three	4
Four	3
Five	*
More than five	3
Don't know	3

* FUEL

ASK ALL

Q86a 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: 1720)

	%	
Yes, can run on unleaded	58	ASK Q86b
No, cannot run on unleaded	35	GO TO Q87
Diesel	5	
Don't know	2	

ASK ALL WHOSE CAR CAN RUN ON UNLEADED PETROL (CODE '1' AT Q86a). OTHERS GO TO FILTER AT Q87

Q86b Do you normally buy unleaded petrol, or not?
(Base: 1017)

	%	
Yes	91	GO TO Q89
No	9	ASK Q86c
Don't know	1	GO TO Q89

ASK ALL WHOSE CAR CAN RUN ON UNLEADED PETROL BUT THEY DO NOT NORMALLY BUY IT (Q86b, CODE 2). OTHERS GO TO Q89

Q86c Why do you not normally buy unleaded petrol? DO NOT PROMPT. PROBE FULLY MULTICODE OK.
(Base: 79)

	%
Car would lose performance/speed/acceleration	48
Unleaded gives fewer miles per gallon	8
Engine prefers 4-star/unleaded is not clean	13
I've always used 4-star	10
Not sure about unleaded petrol	4
Other (WRITE IN & CODE '6')	23

Don't know 5

ASK ALL WHOSE CAR CANNOT RUN ON UNLEADED PETROL (CODES '2' TO '4' AT Q86a). OTHERS GO TO Q89

Q87 Do you happen to know if your car can be adapted to run on unleaded petrol or not?
(Base: 703)

	%	
Yes, it can be adapted	26	GO TO Q88
No, it cannot	42	GO TO Q89
Don't know	32	

ASK ALL WHOSE CAR CAN BE ADAPTED FOR UNLEADED (Q87, CODE 1)

Q88 If your car could run on unleaded petrol do you think you would buy unleaded petrol for it or not?
(Base: 175)

	%
Yes, would	78
No, would not	16
Don't know	5

Q89 ASK ALL SHOWCARD KK How likely are you to consider buying a diesel car in the future?
(Base: 1720)

	%
Certain to	6
Very likely	16
Fairly likely	21
Fairly unlikely	15
Very unlikely	17
Certain not to	17
No opinion	8

* CRIME

ASK ALL

Q90 Which particular worries, if any, do you have about driving and cars in general these days? PROBE BUT DO NOT PROMPT.

.....

.....

.....

.....

.....

.....

Q91a SHOWCARD LL Which, if any, of these have you experienced in the past two years? MULTICODE OK. CODE BELOW Just read out the numbers

Q91b SHOWCARD LL AGAIN Which, if any, of these have you reported to the police in the past two years? MULTICODE OK. CODE BELOW Just read out the numbers

Q91c SHOWCARD LL AGAIN Which, if any, of these have you reported to an insurance company in the past two years? MULTICODE OK. CODE BELOW Just read out the numbers
(Base: 1,720)

		Q91a	Q91b	Q91c
		Experienced	Police	Insurance
		%	%	%
01	My home was burgled	7	7	6
02	My car was vandalised, but nothing was taken ...	13	7	5
03	My car was broken into, and items were stolen ...	14	11	7
04	My car was stolen	6	6	6
05	I was attacked/robbed whilst I was in my car	*	*	*
06	I was attacked/robbed in the street	1	1	*
07	Another vehicle hit my parked car (while I was in it)	4	2	3
08	Another vehicle hit my parked car (while it was empty) and left their details	3	1	2
09	Another vehicle hit my parked car (while it was empty) but did not leave their details	8	3	3
10	I had a collision in my car, but no-one was injured	14	5	10
11	I had a collision in my car, and someone was injured	2	2	2
	None of the above	51	66	66
	No opinion	1	3	2

ASK ALL

Q92a SHOWCARD MM Which, if any, of these do you particularly worry about these days? Just read out the letter or letters. MULTICODE OK. CODE BELOW

Q92b SHOWCARD MM AGAIN Which, if any, do you worry about more now than a few years ago? MULTICODE OK. CODE BELOW Just read out the letter or letters.

Q92c SHOWCARD MM AGAIN Which, if any, do you worry about less now than a few year ago? MULTICODE OK. CODE BELOW Just read out the letter or letters.
(Base: 1,720)

		Q92a These days	Q92b More worried	Q92c Less worried
		%	%	%
A)	Opening the door to strangers at night	34	21	3
B)	Driving on the motorway	11	7	11
C)	Having my car stolen or broken into	46	30	2
D)	Being attacked or robbed on the street	30	23	2
E)	Being attacked or robbed whilst in my car	25	18	2
F)	Having my home burgled	55	39	2
G)	Driving on my own at night	18	12	5
H)	Having an accident in my car	32	12	3
I)	Children's safety on the streets	55	38	1
J)	Breaking down on the motorway	31	16	7
K)	Having my car vandalised	41	24	2
	None of these	7	14	65
	No opinion	1	2	5

ASK ALL

Q93 SHOWCARD NN Which, if any, of these have you done in your car in the past 12 months? MULTICODE OK. Just read out the letter or letters
(Base: 1,720)

		%
A)	Exceeded the speed limit on a normal main road	61
B)	Exceeded the speed limit on a motorway	47
C)	Parked illegally	32
D)	Driven a car whilst over the legal alcohol limit	4
E)	Driven through a red light intentionally	6
F)	Driven without wearing a front seatbelt	20
	None of the above	23
	Don't know	*

ASK ALL

Q94 SHOWCARD OO Which, if any, of these have you experienced in the past 12 months, either whilst you were driving or when you had parked the car you were driving? MULTICODE OK Just read out the letter or letters
(Base: 1,720)

		%
A)	Been caught speeding by a police patrol car	4
B)	Been caught speeding by a speed camera	1
C)	Been caught speeding on the motorway	1
D)	Received a parking ticket	15
E)	Been clamped	1
F)	Had car towed away by police/vehicle removal unit	1
G)	Charged by police for not wearing a front seatbelt whilst driving	1
H)	Charged by police for drinking and driving	*
I)	Charged by police for driving through a red light	*
	None of the above	81
	Don't know	1

Q95a Are you aware of any roads that you have driven on in the past 12 months having speed cameras along them? SINGLE CODE
(Base: 1,720)

	%
Yes	68 ASK Q95b
No	32 GO TO
Don't know	1 Q96

ASK Q95b AND Q95c IF CODE 1 AT Q95a. OTHERS TO Q96.

Q95b How, if at all, has this affected your driving along those particular roads? Do you drive generally slower, do you just slow down for the cameras, or has it made no difference at all? SINGLE CODE ONLY
(Base: 1,175)

	%
Drive generally slower	34
Slow down for the cameras	27
No difference at all	39
Don't know/no opinion	*

Q95c How, if at all, have these cameras affected your driving along other main roads? Do you drive generally slower, do you look out for cameras then slow down, or has it made no difference at all? SINGLE CODE
(Base: 1,175)

	%
Drive generally slower	22
Look out for cameras then slow down	18
No difference at all	59
Don't know/no opinion	1

* DEALER CHAINS #1

ASK ALL WHO HAVE BOUGHT A SECOND-HAND CAR FROM A DEALER OR AUCTION IN THE PAST TWO YEARS (Q39, CODES 4-9) OTHERS TO FILTER AT Q97a.

READOUT

A certain national car dealership group is considering launching a chain of outlets. These outlets would sell quality used cars, with fixed prices (no haggling) and fully supported with warranties.

- Q96a SHOWCARD PP Which, if any, of these names do you think would be the best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q96b SHOWCARD PP AGAIN Which, if any, of these names do you think would be the second best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q96c SHOWCARD PP AGAIN Which, if any, of these names do you think would be the worst name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q96d SHOWCARD PP AGAIN Which, if any, of these names do you think would make you most likely to visit one? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q96e SHOWCARD PP AGAIN Which, if any, of these names would you most associate with high quality? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q96f SHOWCARD PP AGAIN Which, if any, of these names would you most associate with good value? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.

(Base: 187, only on Version 1)

	a	b	c	d	e	f
	Best	Second	Worst	Likely	High	Good
	%	Best	%	To Visit	Quality	Value
	%	%	%	%	%	%
A) Car World	20	20	12	19	16	12
B) Used Car World	17	13	42	16	7	13
C) Autochoice	30	21	3	28	29	29
D) Autocentre	11	21	8	9	9	7
E) Autosales	11	12	22	10	10	11
None of these	6	8	5	11	15	13
Don't know	5	6	7	7	14	15

ASK ALL WHO GET THEIR CAR SERVICED BY A GARAGE/DEALER/SERVICE CENTRE/SERVICE UNIT (Q57, CODES 1-5). OTHERS TO Q98a.

READOUT

A certain/The same (AS APPLICABLE) national car dealership group is (also) considering launching a chain of outlets which would do fixed-price servicing and M.O.T.'s for any make of car.

- Q97a SHOWCARD QQ Which, if any, of these names do you think would be the best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q97b SHOWCARD QQ AGAIN Which, if any, of these names do you think would be the second best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q97c SHOWCARD QQ AGAIN Which, if any, of these names do you think would be the worst name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q97d SHOWCARD QQ AGAIN Which, if any, of these names do you think would make you most likely to visit one? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q97e SHOWCARD QQ AGAIN Which, if any, of these names would you most associate with high quality? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q97f SHOWCARD QQ AGAIN Which, if any, of these names would you most associate with good value? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.

(Base: 497, only on Version 1)

	a	b	c	d	e	f
	Best	Second	Worst	Likely	High	Good
	%	Best	%	To Visit	Quality	Value
	%	%	%	%	%	%
A) Car World	12	10	45	11	9	9
B) Autochoice	8	16	17	6	8	9
C) Autocentre	20	34	7	16	14	12
D) Autoservicing	41	19	7	35	28	27
None of these	5	6	6	16	21	20
Don't know	14	15	18	16	20	22

* DEALER CHAINS #2

ASK ALL

Q98a Which companies can you think of that sell new or used cars through a chain of outlets? CODE BELOW. MULTICODE OK. DO NOT PROMPT

Q98b SHOWCARD RR And which others do you know from this card? Just read out the numbers. MULTICODE OK. DO NOT CIRCLE AGAIN IF ALREADY MENTIONED AT SPONTANEOUS QUESTION.
(Base: 1,720)

		Q98a Spont %	Q98b Prompted %
01	Appleyard	3	23
*02	Arlington	1	11
03	Cowie	4	23
04	Currie Motors	4	19
*05	Dan Perkins	*	5
06	Evans Halshaw	2	15
*07	Gilbert Rice	*	3
*08	Graham Motors	1	6
09	Hartwells	2	12
10	Henlys	3	32
*11	Lex - any mention (including with other name)	6	35
12	Lookers	4	16
13	Mann Egerton	2	32
14	Perrys	3	18
*15	Shaw and Kilburn	1	8
*16	SMT	*	9
*17	Swan National	1	38
*18	Target	*	6
19	Wadham Kennings	3	17
	Other (WRITE IN & CODE '8')	41	2
	None	36	9
	No opinion	7	2

FOR EACH COMPANY WITH ASTERISK MENTIONED AT Q98a or Q98b (02, 05, 07, 08, 11, 15, 16, 17, + 18) ASK Q99. OTHERS GO TO FILTER AT Q100

Q99 From what you know or have heard about (COMPANY MENTIONED) would you say they provide a high level of service to their customers or not? REPEAT FOR EACH COMPANY WITH ASTERISK MENTIONED AT Q98A OR Q98b

			Yes	No	No opinion	Not applicable
Base			%	%	%	%
(217)	02	Arlington	34	7	50	9
(108)	05	Dan Perkins	20	3	65	11
(64)	07	Gilbert Rice	24	4	64	8
(116)	08	Graham Motors	41	2	45	12
(734)	11	Lex	30	5	61	5
(160)	15	Shaw and Kilburn	18	3	68	11
(162)	16	SMT	26	5	62	6
(706)	17	Swan National	24	1	66	9
(128)	18	Target	25	4	58	14

ASK ALL WHO HAVE BOUGHT A SECOND-HAND CAR FROM A DEALER OR AUCTION IN THE PAST TWO YEARS (Q39, CODES 4-9). OTHERS TO FILTER AT Q101.

READOUT

Lex Service, the national car dealership group, is considering launching a chain of outlets. These outlets would sell quality used cars, with fixed prices (no haggling) and fully supported with warranties.

- Q100a SHOWCARD SS Which, if any, of these names do you think would be the best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q100b SHOWCARD SS AGAIN Which, if any, of these names do you think would be the second best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q100c SHOWCARD SS AGAIN Which, if any, of these names do you think would be the worst name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q100d SHOWCARD SS AGAIN Which, if any, of these names do you think would make you most likely to visit one? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q100e SHOWCARD SS AGAIN Which, if any, of these names would you most associate with high quality? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- Q100f SHOWCARD SS AGAIN Which, if any, of these names would you most associate with good value? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-E) TO CHECK.
- (Base: 164, only on Version 2)

	a	b	c	d	e	f
	Best	Second	Worst	Likely	High	Good
	%	Best	%	To Visit	Quality	Value
	%	%	%	%	%	%
A) Lex Car World	14	15	17	10	11	7
B) Lex Used Car World	17	8	53	13	4	9
C) Lex Autochoice	27	21	6	26	23	27
D) Lex Autocentre	17	25	5	14	16	10
E) Lex Autosales	14	15	8	8	9	8
None of these	4	6	3	18	24	22
Don't know	6	10	8	10	13	16

ASK ALL WHO GET THEIR CAR SERVICED BY A GARAGE/DEALER/SERVICE CENTRE/SERVICE UNIT (Q57, CODES 1-5). OTHERS TO Q102.

READOUT

Lex service, (the national car dealership group) (AS APPLICABLE) is (also) considering launching a chain of outlets which would do fixed-price servicing and M.O.T.'s for any make of car.

- Q101a SHOWCARD TT Which, if any, of these names do you think would be the best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q101b SHOWCARD TT AGAIN Which, if any, of these names do you think would be the second best name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q101c SHOWCARD TT AGAIN Which, if any, of these names do you think would be the worst name overall for a chain such as this? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q101d SHOWCARD TT AGAIN Which, if any, of these names do you think would make you most likely to visit one? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q101e SHOWCARD TT AGAIN Which, if any, of these names would you most associate with high quality? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- Q101f SHOWCARD TT AGAIN Which, if any, of these names would you most associate with good value? SINGLE CODE BELOW. PROBE FOR ONE. READOUT LETTER (A-D) TO CHECK.
- (Base: 446, only on Version 2)

	a	b	c	d	e	f
	Best	Second	Worst	Likely	High	Good
	%	Best	%	To Visit	Quality	Value
	%	%	%	%	%	%
A) Lex Car World	7	6	55	5	6	4
B) Lex Autochoice	6	10	20	5	6	9
C) Lex Autocentre	22	45	3	18	21	17
D) Lex Autoservicing	50	19	5	39	28	28
None of these	3	5	2	18	18	18
Don't know	12	14	14	15	21	23

ASK ALL

Q102a Which, if any, truck rental companies have you heard of? MULTICODE OK. CODE BELOW

Q102b SHOWCARD UU Now looking at this list, which, if any, of these truck rental companies have you heard of? MULTICODE OK CODE BELOW
(Base: 1,720)

	(a) Spont %	(b) Prompted %
Autotruck	*	9
BRS	7	56
Dawson	1	7
Ryder	5	28
Salford	4	19
Transfleet	3	20
Other (WRITE IN & CODE '7')	28	
Other (WRITE IN & CODE '7')		1
None	50	26
Don't know	11	2

*** CHILDREN**

46

ASK ALL
Q103 How many children are there aged 13 to 16 in this household?
 (Base: 1,720)

None	%	
One	82	G
Two	11	A
Three or more	3	*

Q104 May I ask him or her/each of them just a few questions?
 (Base: 250)

Yes	%	GC
.....	60	DEI
.....		THE
No	39	QUI
.....		GO

ASK ALL
Q105 We may wish to call back to ask you a few more short questions sometime you be happy for us to do this, or not?
 (Base: 1720)

Yes	%
No	80
.....	20

**THANK RESPONDENT AND GO TO DEMOGRAPHICS
 AND THEN DO CHILDREN'S QUESTIONNAIRE(S), IF APPLICABLE**

MORI/7776

CHILDREN'S QUESTIONNAIRE

Hello, my name is and I work for MORI, the market research company. I'd like to ask you a few questions about cars. REASSURE CONFIDENTIALITY AND HONEST ANSWERS INDEPENDENT OF PARENTS. REASSURE IT IS NOT A TEST

QC1 SHOWCARD VV Which, if any, of these activities do you do these days? CODE BELOW
MULTICODE OK
(Base: 170)

	%
Go to school/college	96
Go to work	14
Go to youth club	15
Go to Scouts/Venture Scouts	9
Go to Guides/Rangers	6
Play sports	68
Go to see other events (eg, films, sports)	65
Go shopping	70
None of these	0
Don't know	*

FOR EACH CODED AT QC1, ASK QC2.

QC2 When you . . . , do you usually travel in a car, or by some other way? SINGLE CODE EACH

	Car	Other	Don't	Not
	%	way	know	applicable
Base	%	%	%	%
(163) Go to school/college	33	65	0	1
(23) Go to work	33	67	0	0
(26) Go to youth club	61	39	0	0
(14) Go to Scouts	77	16	0	8
(10) Go to Guides	100	0	0	0
(115) Play sports	50	46	1	3
(111) Go to see other events (eg, films, sports)	68	24	0	8
(120) Go shopping	60	36	0	4

ASK ALL

QC3 When you go on long journeys in a car, which, if any, of these do you normally do? MULTICODE
OK Any others?
(Base: 170)

	%
Sleep	52
Read	37
Listen to personal stereo	48
Listen to car radio/cassette	68
Play observation games (ie I spy)	23
Play computer games	18
Map read for the driver	20
Other (WRITE IN & CODE '9')	7
Never go on long journeys	1
None of these	2
Don't know/no opinion	1

QC4 Does your mother or father have any annoying habits when they are driving?

.....

QC5 SHOWCARD WW I'd like to read out a few statements that some people have said about cars. Please tell me how much you agree or disagree with each one. SINGLE CODE EACH ONE. ROTATE ORDER. TICK START (✓)
 (Base: 170)

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	No opinion %
<input type="checkbox"/> a) Cars are essential for modern living	32	48	7	11	1	2
b) I am interested in cars	27	36	16	15	6	1
<input type="checkbox"/> c) The use of cars should be restricted because of the damage to the environment	16	42	19	15	5	3
d) I want to learn to drive as soon as I am 17	70	17	6	5	1	1
e) I think the minimum age at which you can drive a car should be 18 rather than 17 years old	9	11	13	32	33	3
<input type="checkbox"/> f) The legal drink/drive limit should be reduced to no alcohol at all	49	28	9	8	4	1
g) Everyone who is caught with more than the legal limit of alcohol in his/her blood should receive a prison sentence	23	23	15	22	14	4

QC6 SHOWCARD XX Which, if any, of these do you intend to do? MULTICODE OK
 (Base: 170)

	%
Get driving lessons from a qualified instructor	83
Learn to drive from my parents	49
Learn to drive from someone else	9
Will not learn to drive	2
Other (WRITE IN & CODE '5')	0
Don't know	2

QC7 SHOWCARD YY How good or bad a driver do you think your mother/father is? (CHOOSE WHICHEVER IS IN MAIN INTERVIEW) SINGLE CODE
 (Base: 170)

	%
Very good	49
Fairly good	47
Fairly bad	2
Very bad	1
Don't know	2

INTERVIEWER OBSERVATION:

QC8 Is parent in the same room during child's interview?
(Base: 170)

	%
Yes	61
No	36

QC9 Thinking of yourself in 10 year's time, if you were to choose a car, what sort of things would you look for in your choice of car? WRITE IN VERBATIM COMMENTS THEN CODE BELOW. DO NOT PROMPT. PROBE FULLY. MULTICODE OK

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

(Base: 170)

	%
Speed	27
Sporty looks	27
Comfort	23
Plenty of space	13
Safety features	19
Environmental friendliness	12
Good stereo	18
Good make of car	14
Cheap to run	26
Cheap to buy	16
Certain colour	13
Other (WRITE IN & CODE 'Y')	25
.....	
None	0
Would not get a car	2
No opinion	13

QC10 INTERVIEWER OBSERVATION

Child is

(Base: 170)

	%
Boy	48
Girl	49