

1992

## **TECHNICAL NOTE**

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 1,277 drivers – defined as driving at least once a month – in 160 constituency sampling points throughout Great Britain. All interviews were conducted face-to-face between 26 October and 3 November 1991.

The research is the fourth in a series of annual surveys and provides the basis for the 1992 Lex Report on Motoring and published in January of that year.

1,277 Drivers, Face-to-Face

26 October - 3 November 1991

**Telephone** 1991 %  
Yes(WRITE IN) .....  
No .....

**Sex** 1991 %  
Male ..... 59  
Female ..... 41

**Marital Status** 1991 %  
Married ..... 73  
Living together ..... 5  
Single ..... 14  
Widowed/divorced/  
separated ..... 9

**Age** 1991 %  
17-18 ..... 1  
19-21 ..... 4  
22-24 ..... 5  
25-34 ..... 25  
35-44 ..... 25  
45-54 ..... 14  
55-64 ..... 13  
65-69 ..... 7  
70-74 ..... 3  
75+ ..... 2

**Work Status of respondent** 1991 %  
Full-time (30hrs/wk+) ..... 52  
Part-time (8-29hrs/wk) ..... 17  
Not working but not  
seeking work ..... 26  
Unemployed and seeking work ..... 4  
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** 1991 %  
A ..... 2  
B ..... 22  
C1 ..... 28  
C2 ..... 29  
DE ..... 18

**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+

**Household Income (SHOWCARD CC)**

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.

1991 %  
A ..... 1  
B ..... 3  
C ..... 3  
D ..... 3  
E ..... 3  
F ..... 5  
G ..... 6  
H ..... 6  
I ..... 7  
J ..... 13  
K ..... 19  
Refused/don't know ..... 32

**Length of Interview** 1991 %  
Up to 40 minutes ..... 58  
41-45 minutes ..... 25  
46-50 minutes ..... 9  
51-55 minutes ..... 3  
56-60 minutes ..... 1  
61-70 minutes ..... 1  
Over 70 minutes ..... \*

**GO TO RESPONDENT FEEDBACK**  
**Interviewer Declaration**

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

**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?

	1991 %
Yes.....	100
No.....	0
Don't know.....	0

Q2 And how often do you drive nowadays?

	1988 %	1989 %	1990 %	1991 %
Every day/most days .....	85	86	85	85
1-3 times a week.....	12	12	13	13
Less than once a week to once a month.....	3	1	2	2
Less than once a month.....	0	0	0	0
Never.....	0	0	0	0

Q3 How many cars are there in your household?

Base: 1,277	1988 %	1989 %	1990 %	1991 %
None .....	0	0	0	0
One .....	61	55	56	58
Two .....	32	35	34	34
Three .....	6	8	8	6
Four .....	1	1	2	2
Five .....	*	*	1	*
Six.....	*	0	0	0
Seven.....	*	0	0	0
Eight or more .....	0	0	*	*
Don't know .....	0	0	0	0

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

Base: 1,277	1988 %	1989 %	1990 %	1991 %
None .....	1	1	1	1
One .....	50	47	48	51
Two .....	39	40	38	38
Three .....	7	8	7	7
Four .....	2	3	2	1
Five .....	*	1	1	*
Six.....	*	*	*	0
Seven.....	*	*	0	0
Eight or more .....	0	0	0	*
Don't know .....	1	1	2	1

IF ANSWER TO Q4 IS HIGHER THAN ANSWER TO Q3 ASK Q5a + 5b OTHERS GO TO Q6

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

Base: 186	1991 %
New.....	13
Second-hand.....	82
No opinion.....	4

Q5b **SHOWCARD A** Here is a list of events which might trigger your getting an additional car in your household. Which of these, if any, do you think will be the main ones in your case? You may pick as many as apply.

Base: 186		1991
		%
O1	To meet increased needs of growing family.....	21
O2	Someone will start a job where they need a car.....	20
O3	Will move home to somewhere where you need a car more.....	9
O4	Higher income/will be able to afford it.....	23
O5	Lower interest rates/mortgage.....	10
O6	Someone will pass driving test and want car.....	39
O7	Someone will change jobs and need a car.....	11
O8	Someone will become eligible for a company car.....	9
O9	Someone will take up a new leisure activity needing a car.....	5
O10	General feeling of confidence/security.....	5
O11	Lower car prices.....	6
O12	Will buy when new model launched.....	2
O13	Some other reason (please specify).....	12
None of these.....		2
No opinion.....		3

Q6 **ASK ALL**  
**SHOWCARD B** How strongly do you agree or disagree with the following statements?

Base: 1,277  
READ OUT  
AND ROTATE

Strongly Agree    Tend to Agree    Neither    Tend to Disagree    Strongly Disagree    No Opinion

<input type="checkbox"/> a)	I would use my car less if public transport were better.....	11	37	26	8	35	54	20	1
	1991		37				54		
	1990		38				53		
	1989		32				61		
	1988		23				70		
b)	I would find it very difficult to adjust my lifestyle to being without a car.....	53	79	26	4	12	16	4	*
	1991		79				16		
	1989		82				14		
	1988		84				12		
c)	Building more roads will help to solve the problem of congestion on Britain's roads.....	14	31	11	29	14			1
<input type="checkbox"/> d)	I like cars to have sporty styling and performance.....	8	18	18	32	22			1
e)	I know a lot about cars.....	11	25	11	30	23			*
f)	I don't care if people laugh at my car.....	21	35	14	19	9			2
g)	I am a nervous driver.....	2	5	4	25	64			1
<input type="checkbox"/> h)	I like cars to be fun.....	10	28	22	25	12			2
i)	I like to drive a car that looks different from the rest.....	7	15	19	36	22			1

READ OUT                      Strongly Agree      Tend to Agree      Neither      Tend to Disagree      Strongly Disagree      No Opinion

j) I don't care what I drive as long as it gets me from A to B ..... 35 ..... 29 ..... 7 ..... 21 ..... 7 ..... \*

☐ k) I like to buy the latest model even if it has new and unproven technology ..... 2 ..... 7 ..... 9 ..... 39 ..... 42 ..... 1

l) Cars have characters like humans ..... 8 ..... 37 ..... 12 ..... 23 ..... 19 ..... 2

m) Cars are works of art ..... 4 ..... 23 ..... 18 ..... 32 ..... 21 ..... 2

Q7 SHOWCARD C If investment was made to improve public transport substantially, how should this be financed?

Base: 1,277

	1991 %
a) Higher fares .....	12
b) General taxes .....	33
c) Taxes on petrol .....	22
d) Charges for car parking .....	7
e) Charges levied on people who drive into city centres .....	22
f) Some other means (please specify) .....	5
.....	
No opinion.....	12

Q8 Was your car bought new, or second hand?

	Drivers (first car)			Cars	
	1989 %	1990 %	1991 %	1990 %	1991 %
New.....	34	35	31	34	30
Second hand.....	65	65	69	64	69
Don't know .....	1	1	*	3	1

Q9 When that car is got rid of, do you think that .... READ OUT a-c

	1991 %	1991 %
a) It will not be replaced .....	7	7
or b) It will be replaced by a car bought new.....	27	27
or c) It will be replaced by a car bought second hand .....	62	61
No opinion.....	4	5

Q10 What is the engine size of your car?

	Drivers (first car)				Cars	
	1988 %	1989 %	1990 %	1991 %	1990 %	1991 %
Up to 1,400cc (Up to 1.4 litres) .....	49	46	45	46	44	46
1,401-2,000cc (1,401 - 2 litres) .....	41	42	44	44	41	43
Over 2,000cc (over 2 litres) .....	8	10	8	7	9	7
Don't know .....	2	2	3	2	6	3

Q11 Approximately how old is the car?

	Drivers (first car)				Cars	
	1988	1989	1990	1991	1990	1991
	%	%	%	%	%	%
Up to 1 year .....	11	13	11	7	10	7
Over 1 to 2 years .....	10	13	11	11	11	11
Over 2 to 3 years .....	10	12	11	12	11	12
Over 3 to 4 years .....	11	7	10	10	10	10
Over 4 to 5 years .....	10	10	10	10	9	10
Over 5 to 6 years .....	9	9	9	10	8	10
Over 6 to 7 years .....	8	7	7	7	7	8
Over 7 to 8 years .....	8	8	8	7	7	7
Over 8 to 9 years .....	6	4	5	5	5	5
Over 9 to 10 years .....	7	6	7	6	7	7
Over 10 years .....	9	10		12	12	13
Don't know .....	1	1	1	1	3	1

Q12 Was the 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 RESPONDENTS' EMPLOYER/BUSINESS EXPENSE OR SOMEONE ELSE'S EMPLOYER/BUSINESS EXPENSE)

	Drivers (first car)				Cars	
	1988	1989	1990	1991	1990	1991
	%	%	%	%	%	%
Bought privately .....	89	87	88	90	83	87
Provided by respondent's employer .....				5		5
Provided by other person's employer .....	7	8	8		9	
Bought by respondent as a business expense .....	4	3	4	2	5	2
Bought by someone else as a business expense .....				1		2
Don't know .....	0	1	1	*	3	1

IF MORE THAN ONE CAR IN HOUSEHOLD GO BACK TO Q8 AND REPEAT Q8-12 FOR 2ND AND 3RD CAR

IF FIRST CAR BOUGHT PRIVATELY GO TO Q22

IF FIRST CAR PROVIDED BY RESPONDENT'S EMPLOYER OR BOUGHT BY RESPONDENT AS A BUSINESS EXPENSE (CODES 2 OR 4 AT Q12) ASK Q13. OTHERS GO TO Q22

Q13 Who decided what make and model of car you should have? Was the decision... (READ OUT)

Base: 94

	1991
	%
Entirely your/the driver's decision .....	51
or Were you/the driver given a number of alternatives from which to choose .....	17
or Was it chosen for you/the driver .....	31
Don't know .....	1

IF BOUGHT BY RESPONDENT'S EMPLOYER CODE 2 AT Q12 ASK Q14. OTHERS GO TO Q15  
**Q14 SHOWCARD D** Has your company changed its policy on company cars in any of these respects within the last 12 months?

Base: 67	1991 %
No .....	48
a) Reduced the categories of people eligible for company cars .....	6
b) Traded down/bought cheaper cars .....	7
c) Delayed the renewal of company cars .....	36
d) Offered cash/salary alternatives to eligible employees .....	4
e) Decided to phase out company cars altogether .....	0
No opinion .....	6

IF BOUGHT BY RESPONDENT AS BUSINESS EXPENSE CODE 4 AT Q12 ASK Q15. OTHERS GO TO Q16  
**Q15 SHOWCARD D AGAIN** Have you or your employer changed your policy on cars being bought as a business expense in any of these respects within the last 12 months?

Base: 27	1991 %
No .....	67
a) Reduced the categories of people eligible for company cars .....	0
b) Traded down/bought cheaper cars .....	4
c) Delayed the renewal of company cars .....	0
d) Offered cash/salary alternatives to eligible employees .....	0
e) Decided to phase out company cars altogether .....	0
No opinion .....	30

IF ANY MENTIONED AT Q14 OR Q15 ASK Q16. OTHERS GO TO Q17  
**Q16** Why do you think those changes were made? Was it primarily because of the effects of the economic climate, or because of tax changes in the Budget which have made company cars less of a benefit or for some other reason?

Base: 32	1991 %
Economic climate .....	72
Tax changes .....	22
Other (WRITE IN AND CODE '3') .....	13
.....	
.....	
No opinion .....	0

**Q17** If you no longer had a company car do you think you would buy a car yourself to replace it or not?

Base: 94	1991 %
Yes, would .....	81
No, would not .....	14
Don't know .....	5

IF YES ASK Q18 OTHERS GO TO Q20  
**Q18** If you bought another car to replace it, do you think you would buy a new or second hand car?

Base: 76	1991 %
New .....	30
Second hand .....	67
No opinion .....	3



**Q19 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 car?**

Base: 76	1991
	%
Similar .....	64
Lower .....	22
Higher .....	12
No opinion .....	1

**Q20 SHOWCARD E 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 in these changes? MULTICODE OK.**

**Q21 SHOWCARD E(2) 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**

	Q20 Reacted %	Q21 Will react %
Base: 94		
a) Ask(ed) your company to provide smaller car .....	3	3
b) Ask(ed) your company for a pay increase to cover the increase in tax .....	14	23
c) Decide(d) to change to a car with a smaller engine .....	9	11
d) Made (make) you less interested in having a company car .....	20	19
e) Decide(d) not to have a company car .....	2	18
f) Now (would) see a company car as a greater status symbol .....	0	2
g) Reduce(d) the amount of driving you do to cut down the cost .....	1	1
None of these .....	46	22
No opinion .....	7	12

**ASK ALL**

**ASK ALL ABOUT CAR RESPONDENT DRIVES MOST OFTEN**

**Q22 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 %	1991 %
Base: 1,277			
Up to 1 year .....	14	14	11
Over 1 to 2 years .....	16	15	15
Over 2 to 3 years .....	21	19	19
Over 3 to 4 years .....	10	10	11
Over 4 to 5 years .....	7	9	9
Over 5 to 6 years .....	4	6	6
Over 6 to 7 years .....	2	3	3
Over 7 to 8 years .....	2	2	4
Over 8 to 9 years .....	1	1	1
Over 9 to 10 years .....	2	2	3
Over 10 years .....	7	8	9
Don't know .....	13	11	10

**Q23a SHOWCARD F Approximately how many miles is the car (which you drive most) driven a year, on average?**

**Q23b 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)?**

	Q23a				Q23b	
	1988	1989	1990	1991	1989	1991
	%	%	%	%	%	%
Up to 2,000 miles		7	8	7	9	10
2,001 to 4,000 miles	30	10	11	11	4	5
4,001 to 6,000 miles		13	14	14	4	4
6,001 to 8,000 miles	15	12	12	12	2	3
8,001 to 10,000 miles	12	11	13	12	3	2
10,001 to 12,000 miles	12	13	13	11	2	1
12,001 to 14,000 miles	6	7	7	7	*	1
14,001 to 16,000 miles	5	4	4	6	1	1
16,001 to 18,000 miles	2	2	2	2	1	1
18,001 to 20,000 miles	2	3	2	3	1	1
20,001 to 30,000 miles	6	6	4	5	2	2
Over 30,000 miles	4	4	3	4	2	2
None	0	0	1	0	56	58
Don't know	6	7	6	6	11	10

**Q24 SHOWCARD F AGAIN And how many of these miles, if any, is the car driven to or from you or someone else's usual place of work?**

	1991
	%
Up to 2,000 miles	24
2,001 to 4,000 miles	13
4,001 to 6,000 miles	7
6,001 to 8,000 miles	5
8,001 to 10,000 miles	2
10,001 to 12,000 miles	3
12,001 to 14,000 miles	1
14,001 to 16,000 miles	1
16,001 to 18,000 miles	*
18,001 to 20,000 miles	1
20,001 to 30,000 miles	1
Over 30,000 miles	*
None	38
Don't know	4

**Q25 Have you personally been responsible for buying a car, either new or second hand, within the last two years?**

	1989	1990	1991
	%	%	%
Yes	44	45	46
No	55	54	53
Don't know	1	1	*

**ASK ALL WHO HAVE BEEN RESPONSIBLE FOR BUYING A CAR WITHIN LAST TWO YEARS (CODE 1 AT Q25). OTHERS GO TO Q45.**

**Q26 And was the car bought new, or second hand?**

	1989	1990	1991
	%	%	%
New	30	28	24
Second hand	70	71	76
Don't know	1	1	*

IF NEW AT Q26 ASK Q27

Q27a And did you buy this car from ... READ OUT a-c

Base: 140	1989 %	1990 %	1991 %
a) A franchise dealer specialising only In your make of car .....	83	80	78
b) A franchise dealer selling more than one make of car .....	13	13	16
c) Other dealers selling new cars .....	2	3	4
Cannot remember .....	1	4	2

Q27b SHOWCARD G Which of these describe why you went to the franchise dealer for the car you bought? Please pick all the ones which applied when you bought your car.

Base: 131	1991 %
01 Bought car there before .....	31
02 Had passed by and seen car in their showroom .....	9
03 Had decided on the make of car I wanted and they were the nearest/most convenient dealer .....	31
04 Had decided on the model of car I wanted and they were the nearest/most convenient dealers .....	26
05 Saw advertisement for the dealership in Yellow Pages .....	0
06 Saw advertisement for the dealership in newspaper .....	10
07 Friend/relative recommended it .....	11
08 Know someone who works there .....	10
09 Traded in another car .....	31
10 Got my previous car serviced there .....	15
11 Dealer had a good reputation .....	30
None of these .....	7
No opinion .....	0

Q28 SHOWCARD H How important is it to you that the place where you buy your car also provides servicing? Is it ... READ OUT

Base: 140	1991 %
Very Important .....	59
Fairly Important .....	17
Not very Important .....	13
Not at all Important .....	10
No opinion .....	1

Q29 SHOWCARD H How important is it to you that the place where you buy your car also sells parts and accessories? Is it ... READ OUT

Base: 140	1991 %
Very Important .....	56
Fairly Important .....	19
Not very Important .....	14
Not at all Important .....	11
No opinion .....	1

Q30 Would you rather buy your car at a dealership which sold just one make of car or one which sold several makes at the one site?

Base: 140	1991 %
One make .....	54
Several makes .....	21
No opinion .....	24

**Q31 When buying a new car would you prefer to be offered a lower basic price which is fixed or a higher price where you can try to negotiate your own discount?**

Base: 140	1991
	%
Lower basic price .....	58
Higher and negotiate discount .....	19
Neither .....	6
No opinion .....	17

**Q32 IF 'SECOND HAND' AT Q26, ASK Q32. OTHERS GO TO Q35  
SHOWCARD I Which of these did you buy your car from?**

Base: 449	1990	1991
	%	%
a) An individual selling privately whom you did not know .....	28	27
b) A car auction .....	3	3
c) A friend or relative selling privately .....	19	15
d) Given/paid for by relative/friend .....	*	*
e) A dealer selling only second hand cars .....	17	18
f) A franchise/new car dealer for your make of car .....	13	14
g) A franchise/new car dealer for another make of car .....	6	7
h) A non-franchise dealer who sells new and second hand cars .....	12	11

**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 .....	0	2
Cannot remember/don't know .....	3	3

CARD 2 9

**Q33 ASK THOSE WHO BOUGHT FROM FRANCHISE DEALER Q32 f or g.  
SHOWCARD J Which of these describe why you went to the franchise dealer for  
the car you bought? Please pick all the ones which applied when you bought your  
car.**

Base: 94	1991
	%
01 Bought car there before .....	16
02 Had passed by and seen car in their showroom .....	31
03 Had decided on the make of car I wanted and they were the nearest/most convenient dealer .....	28
04 Had decided on the model of car I wanted and they were the nearest/most convenient dealers .....	23
05 Saw advertisement for the dealership in Yellow Pages .....	0
06 Saw advertisement for the dealership in newspaper .....	12
07 Friend/relative recommended it .....	9
08 Know someone who works there .....	13
09 Traded in another car .....	19
10 Got my previous car serviced there .....	6
11 Dealer had a good reputation .....	26
None of these .....	10
No opinion .....	1

**Q34 SHOWCARD K How important is it to you that the place where you buy your car also provides servicing?**

Base: 232	1991
	%
Very important .....	29
Fairly important.....	19
Not very important.....	25
Not at all important .....	26
No opinion.....	*

**Q34a SHOWCARD K AGAIN How important is it to you that the place where you buy your car also sells parts and accessories? Is it . . . READ OUT**

Base: 232	1991
	%
Very important .....	24
Fairly important.....	20
Not very important.....	27
Not at all important .....	29
No opinion.....	*

**Q34b SHOWCARD K AGAIN If you were to buy a used car with a warranty attached to it, how important would each of the following be to you?**

	Very important	Fairly important	Not very important	Not at all important	No opinion	
Base: 232						
a) 12-month mechanical breakdown insurance.....	58	29	9	3	0	%
b) Able to exchange car within 30 days if you are not happy with it.....	70	22	6	2	0	%
c) Able to get your money back within 30 days if you are not happy with the car.....	78	17	4	1	*	%
d) Comprehensive safety check .....	81	14	3	1	*	%
e) Independent verification of mileage.....	50	27	20	2	1	%
f) Guarantee that it has been serviced according to manufacturer's recommendations.....	63	25	10	2	0	%
g) Discount available on subsequent servicing at dealership selling the car.....	28	34	27	10	1	%
h) Test drivers welcomed .....	69	24	5	2	*	%

IF CAR IS BOUGHT NEW (CODE 1 AT Q26) OR SECOND HAND AND CODES 5-9 AT Q32 ASK Q35. OTHERS GO TO Q45.

**Q35 SHOWCARD L From this card please tell me how was the car that you drive most frequently bought?**

Base: 372	1991
	%
a) Cash .....	45
b) Bank loan/Bank loan and cash .....	15
c) Building Society loan/Building Society loan and cash.....	3
d) Finance company loan/Finance company loan and cash .....	16
e) Hire Purchase/Hire purchase and cash .....	11
f) Finance leasing (monthly payment for use of car only) .....	1
g) Contract hire/full service leasing (monthly payment includes service, registration etc) .....	2
Other (WRITE IN AND CODE '8') .....	3
Don't know .....	4

**Q36 Other things being equal, would you rather buy a car from an independent dealer or from one of the big retail motor groups?**

Base: 372	1991
	%
Independent dealer .....	31
Big groups .....	31
Neither/no opinion .....	38

**Q37 Why do you say that? (WRITE IN) PROBE FULLY**

.....

.....

.....

**Q38 When you bought your car, did you part exchange your old car or not?**

Base: 372	1991
	%
Yes, part exchange .....	63
No, did not part exchange .....	34

**Q39 When you last bought a car did you: (READ OUT a - d)**

Base: 372	1991
	%
a) Pay the asking price .....	23
or b) Did the dealer automatically offer you a discount without you asking .....	16
or c) Did you ask for and get a discount without bargaining .....	10
or d) Did you bargain with the dealer and negotiate a discount .....	45
Don't know .....	7

**Q40 Some people like bargaining with a car salesmen to get a good deal. Others feel uncomfortable about bargaining in this way. Would you enjoy that kind of bargaining or not?**

Base: 372	1991
	%
Yes, would .....	42
No, would not .....	49
No opinion .....	8

ASK Q41 AND Q42 IN ONE INTERVIEW IN YOUR QUOTA ONLY

**Q41 What did you like about the experience of buying your car? PROBE FULLY**

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

**Q42 And what did you dislike about it? PROBE FULLY**

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

**Q43 When you bought that car, how many dealers, if any, did you personally visit before deciding where to buy the car?**

Base: 372	1991
	%
None .....	15
One .....	22
Two .....	15
Three .....	15
Four .....	9
Five or more .....	20
Cannot recall .....	1
No opinion .....	5

IF ONE OR MORE

**Q44 And at how many of these, if any, did you have a test drive?**

Base: 295	1991
	%
None .....	25
One .....	49
Two .....	17
Three .....	5
Four .....	1
Five or more .....	3
Cannot recall .....	*
No opinion .....	*

Q45 ASK ALL  
SHOWCARD M I am going to read out a list of activities. Please tell me from this card how important is it to you that your car allows you to do that activity well.

Base: 1,277

READ OUT AND ROTATE	Essential	Very Important	Fairly Important	Fairly Unimportant	Not Very Important	Totally Unimportant	No Opinion	
a) Carry dirty or wet things or animals.....	5	10	17	8	27	33	*	%
b) Drive with people comfortably seated in the back.....	14	45	26	5	8	3	*	%
c) Drive with more than five people.....	1	4	7	12	37	37	1	%
d) Drive fully laden with people and luggage/boxes.....	5	22	25	10	24	14	*	%
e) Do stop-start journeys where you are always getting in and out of the car.....	7	28	25	10	21	9	1	%
f) Park in difficult/awkward places.....	12	34	26	8	15	4	*	%
g) Leave valuables safely in the car, when you are parked.....	14	26	16	6	21	16	1	%
h) Use the car like an office.....	2	4	4	7	26	56	1	%
i) Use the car to tow something.....	4	6	8	7	27	48	*	%
j) Use the car "off-road".....	1	1	4	6	23	63	3	%
k) Do very long journeys.....	17	29	25	7	12	10	*	%

SKIP COL 41-43

Q46 SHOWCARD N Have you done any of these things over the last year, as a result of the worsening economic climate and high interest rates?

Base: 1,277

	1990 %	1991 %
01 Delayed the purchase of car.....	10	16
02 Delayed getting your car serviced.....	11	10
03 Had car serviced more frequently because you decided to keep it longer.....	5	6
04 Bought a cheaper smaller car than you would otherwise have done.....	8	6
05 Used a cheaper way of getting your car serviced than before (eg DIY).....	12	13
06 Reduced the number of miles you drive.....	14	9
07 Bought a second hand car rather than a new one.....	N/A	11
No none.....	54	53
No opinion.....	1	1



**Q47 Do you have primary responsibility for getting your car serviced or not?**

Base: 1,277	1989	1990	1991
	%	%	%
Yes.....	74	73	76
No.....	25	23	24

ALL WHO HAVE PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR ASK Q48.  
OTHERS GO TO Q53

**Q48 SHOWCARD O Which of these do you do? MULTICODE OK**

Base: 974	1988	1989	1990	1991
	%	%	%	%
01 Physically service the car by yourself/ someone else in the household physically services the car.....	23	20	24	24
02 Have the car serviced by a garage/workshop (which does not sell new cars).....	29	32	26	34
03 Have the car serviced by a main dealer for your make of car.....	31	35	32	29
04 Have your car serviced by a main dealer for another make of car.....	3	3	3	3
05 Have your car serviced by a service centre (eg Halfords/B&Q/SMC).....	1	2	2	2
06 Have your car serviced by a friend/acquaintance.....	15	15	15	16
07 Mobile service unit visiting your home.....	-	-	3	2
Other (PLEASE SPECIFY AND CODE '8').....	1	1	*	2
Never get/got car serviced.....	*	1	1	1
Don't know.....	-	*	1	*

**Q49 SHOWCARD P How satisfied or dissatisfied are you with the way your car is serviced?**

Base: 974	1989	1990	1991
	%	%	%
Very satisfied.....	58	52	61
Fairly satisfied.....	29	36	30
Neither satisfied nor dissatisfied.....	3	6	3
Fairly dissatisfied.....	2	3	3
Very dissatisfied.....	2	1	1
Don't know.....	5	2	3

ASK THOSE WHO GET CAR SERVICED BY GARAGE, DEALER OR SERVICE  
CENTRE - ITEMS 2-5 AT Q48. OTHERS GO TO Q53

**Q50 Can you think of any occasion in the last five years when you were dissatisfied with the way your car was serviced by a garage or dealer?**

Base: 633	1991
	%
Yes.....	36
No.....	62
No opinion.....	2

Q51 ASK ALL THOSE DISSATISFIED WITH SERVICING AT Q50. OTHERS GOT TO Q53  
What were the reasons for your dissatisfaction with the way your car was serviced? DO NOT PROMPT. MULTICODE OK

Base: 230	1991
	%
Too expensive .....	22
Bill always larger than quote .....	7
No replacement car during service .....	3
Repairs not done .....	27
Poor quality of work .....	54
Poor availability of parts .....	6
Waiting time for appointments .....	2
High price of parts .....	3
It took too long to service .....	7
Car not ready when you went to collect it .....	4
Opening hours inconvenient .....	*
Unhelpful attitude, manner of staff .....	6
Other (WRITE IN AND CODE '1') .....	19
Don't know .....	3

Q52 As a result of this dissatisfaction did you change the place you got your car serviced, or not?

Base: 230	1991
	%
Yes, changed .....	63
No, not changed .....	35
No opinion .....	2

Q53 ASK ALL  
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?

Base: 1,277	1989	1990	1991
	%	%	%
No time at all .....	27	30	32
Up to 1 hour .....	36	40	35
Over 1 hour - 2 hours .....	14	12	13
Over 2 hours - 3 hours .....	7	6	6
Over 3 hours - 4 hours .....	3	3	3
Over 4 hours - 5 hours .....	3	2	2
Over 5 hours - 6 hours .....	5	4	2
Over 6 hours - 7 hours .....	-	-	1
Over 7 hours - 8 hours .....	-	-	*
Over 8 hours - 9 hours .....	-	-	*
Over 9 hours - 10 hours .....	-	-	1
Over 10 hours .....	-	-	1
Don't know/No opinion .....	4	2	3

Q54 During peak times, how much of a problem would you say road congestion is in the area 5 miles around where you live? Is it ....

Base: 1,277	1991
	%
A very bad problem .....	37
A fairly bad problem .....	33
A minor problem .....	17
or No problem at all .....	12
No opinion .....	1

**Q55 SHOWCARD Q And If there was a lot more congestion in the area where you live, which, if any, of these do you think you would do?**

Base: 1,277	1991
	%
a) Drive less .....	19
b) Use the car less for going to/from work .....	7
c) Use your car less in connection with your work (not to/from work) .....	2
d) Use the car less for leisure/visiting friends .....	8
e) Use public transport more .....	14
f) Change the times of the journeys you currently make .....	41
g) Increase the number of cars in the household .....	*
h) Move home .....	4
None of these .....	22
No opinion .....	3

**Q56 SHOWCARD R If there was no congestion at all in the area where you live, which, if any, of these, do you think you would do?**

Base: 1,277	1991
	%
a) Drive more .....	21
b) Use the car more for going to/from work .....	5
c) Use the car more in connection with your work (not to/from work) .....	2
d) Use the car more for leisure/visiting friends .....	15
e) Use public transport more .....	2
f) Change the times of the journeys you currently make .....	6
g) Reduce the number of cars in the household .....	*
h) Move home .....	*
None of these .....	51
No opinion .....	6

**Q57 Does your car have rear seat belts fitted, or not?**

Base: 1,277	1991
	%
Yes .....	67
No .....	33
Don't know .....	*

**Q58 SHOWCARD S When you travel with passengers in the back seats of your car, how often would you say they wear a seat belt.**

Base: All with rear seat belts fitted 852	1991
	%
Every time .....	79
Most times .....	12
About half the time .....	3
Less than half the time .....	3
Never .....	2
No opinion .....	1

Q59 If you were to drive with an 'adult passenger' who did not automatically put on their seat belt would you normally . . . (READ OUT a-d)

Q60 If you were to drive with a 'child aged 10' who did not automatically put on their seat belt would you normally . . . (READ OUT a-d)

Base: 1,277

	Adult 1991 %	Child aged 10 1991 %
a) Insist they wear a seat belt .....	61	95
or b) remind them of the seat belt but leave it up to them whether or not to wear it.....	29	1
or c) not mention it and leave it entirely up to the passenger .....	5	*
or d) would it depend on who the passenger was .....	3	*
No opinion.....	2	3

Q61 In law, whose responsibility do you think it is to ensure that an adult passenger is wearing a seat belt. Is it (READ OUT)

Base: 1,277

	1991 %
a) The adult passenger themselves .....	38
or b) The driver .....	55
or c) Does the law not make it clear.....	6
No opinion.....	2

Q62 And, in law, whose responsibility do you think it is to ensure that a passenger aged between 11 and 15 wears a seat belt. Is it. . . (READ OUT)

Base: 1,277

	1991 %
a) The 11 to 15 year old passenger themselves.....	2
or b) The driver .....	94
or c) Does the law not make it clear.....	3
No opinion.....	1

Q63 And, in law, whose responsibility do you think it is to ensure that a passenger aged between 6 and 10 wears a seat belt. Is it. . . (READ OUT)

Base: 1,277

	1991 %
a) The 6 to 10 year old passenger themselves.....	*
or b) The driver .....	97
or c) Does the law not make it clear.....	2
No opinion.....	1

Q64 Have you ever used a 'park and ride' scheme in this country where you park your car on the outskirts of a large town or City in a special car park and take a bus or train into the centre?

Base: 1,277

	1991 %
Yes, used .....	25
No, not used .....	74
Don't know/can't recall .....	*

**Q65 SHOWCARD T If such a scheme operated for any of the major towns and cities you visit regularly, how likely do you think you would be to use it on a regular basis?**

Base: 1,277	1991
	%
Certain to .....	10
Very likely .....	22
Fairly likely .....	24
Fairly unlikely .....	12
Very unlikely .....	17
Certain not to .....	12
No opinion.....	3

**Q66 Do you currently have a car telephone fitted to your car or not?**

Base: 1,277	1991
	%
Yes.....	2
No .....	98

IF NO ASK Q67. OTHERS GO TO Q69.

**Q67 SHOWCARD T AGAIN If a car telephone cost no more in rental and charges than a telephone in your home, how likely would you be to have one fitted to your car?**

Base: 1,247	1991
	%
Certain to .....	4
Very likely .....	7
Fairly likely .....	8
Fairly unlikely .....	8
Very unlikely .....	25
Certain not to .....	46
No opinion.....	2

IF CERTAIN/VERY/FAIRLY LIKELY

**Q68 SHOWCARD U Which one or two of these reasons best describe why you would want to install a telephone?**

Base: 243	1991
	%
a) In case you break down and wish to call help.....	56
b) In case you run into some other kind of trouble and need to call help.....	50
c) In case you are late and want to call someone to let them know .....	32
d) So you can keep in touch with people in connection with your work.....	34
e) It's novel, something different .....	2
f) For keeping in touch with family and friends.....	18
No opinion.....	*

**Q69 SHOWCARD V** There has been talk recently of various electronic systems which can be installed in cars to help the driver. For each system I read out, please tell me how much use you think you would make of each one if it was installed in your car.

Base: 1,277

READ OUT AND ROTATE	A great deal	A Fair Amount	A little	Not at all	No opinion
a) A system which planned your route and guided you without your needing to use a map .....	27	25	22	26	1
b) A system which alerted you to roadworks in a 30 mile radius from where you are .....	37	33	17	12	*
c) A car telephone.....	8	10	18	63	1
d) An in-car office including a computer and fax machine .....	1	3	6	89	1
e) A talking computer which advised you of failures such as lights or braking systems before you would normally be aware of them .....	38	30	12	19	1
f) A system which adjusted your speed automatically as you entered a lower speed limit zone .....	26	30	18	25	1
g) Parking guidance systems to tell you where parking is available in a town or city centre.....	45	32	12	10	*
h) A system which automatically keeps you a safe distance from the car in front.....	38	31	15	16	*
i) A system which adjusted your speed for road conditions or weather conditions .....	37	30	15	18	*

**Q70 SHOWCARD W** Here is a list of items which could be included in the cost of a car to increase its security. I would like to ask you which of these do you think should be included in all new cars as standard, and which you think the buyer should decide whether they want them fitted on not. First of all, which of these do you think should be standard?

**Q71** And which should the buyer be able to choose as an optional extra?

Base: 1,277

	Q70 Standard 1991 %	Q71 Buyer Decide 1991 %
a) Etched windows .....	59	24
b) Steering lock .....	74	13
c) A 'smart card' with unique code without which nobody could start the car.....	62	30
d) Handbrake lock .....	54	29
e) Car radio which needs a unique code entered before it works .....	40	41
f) Doors which will only open from the inside if the key has been used first to enter the car .....	46	35
None of these .....	1	10
No opinion.....	*	9

Q72 SHOWCARD X I am going to read out a list of policies proposed by some of the main political parties with respect to road transport. Please tell me, from this card, how strongly you support or oppose each one? MULTICODE OK.

Base: 1,277

READ OUT AND ROTATE	Strongly Support	Tend to Support	Neither	Tend to Oppose	Strongly Oppose	No Opinion
a) Tighten up the law on trade descriptions so that sellers of cars are required to disclose known faults to buyers.....	78	20	1	1	*	*
b) Motorists having to inform the Driving and Vehicle Licensing Centre of the mileage of the cars they buy or sell.....	53	33	8	3	1	1
c) Increase tax on petrol to discourage consumption.....	6	18	11	32	31	1
d) Remove any tax advantages to having a company car.....	20	23	23	18	13	4
e) Enable local authorities to charge motorists for entering town or city centres.....	4	20	9	26	39	2
f) Make parking offences endorsable.....	10	26	10	23	29	1
g) Ban drivers who have just passed their test from driving on the motorways for the first year.....	22	31	12	22	12	1
h) Eye tests for night vision included in the driving test.....	37	48	8	5	2	1
i) The introduction of cameras which can read number plates to catch people who are speeding.....	30	41	8	11	10	1
j) All cars to be fitted with an automatic control system to limit their maximum speed.....	21	36	10	20	13	1
k) All drivers should be required to take a driving test every ten years.....	19	36	10	20	15	1
l) Random breath testing should be introduced.....	44	34	6	9	6	1
m) Cameras to be positioned at traffic lights to catch people who drive through red lights.....	44	39	7	6	4	1

**Q73** It has been suggested that the road fund licence (road tax) should be abolished and a 25 pence tax added to the cost of a gallon of petrol instead. Would you support or oppose such a proposal?

Base: 1,277	1991
	%
Support .....	59
Oppose .....	33
Don't know .....	7

**Q74** **SHOWCARD Y** Now on another matter, if the Channel Tunnel were open today, how likely would you be to use it within the next year or so?

Base: 1,277	1988	1989	1990	1991
	%	%	%	%
Certain to .....	6	5	4	4
Very likely .....	11	8	8	9
Fairly likely .....	12	13	13	15
Fairly unlikely .....	15	12	13	12
Very unlikely .....	26	29	26	27
Certain not to .....	27	31	36	32
No opinion .....	3	2	1	1

**ASK ALL WHO WOULD BE CERTAIN TO USE CHANNEL TUNNEL AT Q74 OTHERS GO TO Q76**

**Q75** How many return trips do you think you would be likely to make using the Channel Tunnel in a typical year?

Base: 50	1989	1990	1991
	%	%	%
Less than one .....	1	2	4
One .....	25	44	28
Two .....	27	27	32
Three .....	13	5	6
Four .....	10	5	12
Five .....	16	11	8
Don't know .....	9	8	10

**Q76** **ASK ALL**  
Can your car (the car you drive most often) currently run on unleaded petrol, or not?

Base: 1,277	1990	1991
	%	%
Yes, can .....	45	49
No, cannot .....	52	49
Don't know .....	3	2

**Q77** **ASK ALL WHOSE CAR CAN RUN ON UNLEADED PETROL - OTHERS GO TO Q78.**  
Do you normally buy unleaded petrol, or not?

Base: 623	1990	1991
	%	%
Yes .....	84	87
No .....	15	13
Don't know .....	1	*



ASK ALL WHOSE CAR CANNOT RUN ON UNLEADED PETROL AT Q76. OTHERS GO TO Q80.

Q78 Do you happen to know if your car can be adapted to run on unleaded petrol or not?

Base: 623	1990	1991
	%	%
Yes, it can be adapted .....	34	31
No, it cannot .....	44	43
Don't know .....	22	7

Q79 If your car could run on unleaded petrol do you think you would buy unleaded petrol for it or not?

Base: 654	1990	1991
	%	%
Yes, would .....	84	80
No, would not .....	10	9
Don't know .....	6	11

Q80 Do you have a catalytic converter fitted to your car?

Base: 1,277	1991
	%
Yes .....	7
No .....	84
Don't know .....	10

IF YES

Q81 Was this fitted when you bought the car or have you had it fitted since?

Base: 87	1991
	%
Fitted when bought .....	77
Fitted since .....	22
Don't know .....	1

ASK ALL

Q82 Do you have a garage at home?

Base: 1,277	1991
	%
Yes .....	58
No .....	42

Q83 SHOWCARD Z How often do you, or anyone else, put a car in it overnight?

Base: 745	1991
	%
Every night .....	47
Most nights .....	9
About half the time .....	5
Less than half the time .....	11
Never .....	29
No opinion .....	*

ASK ALL  
Q84 SHOWCARD AA Which, if any, of these do you think will happen by the year two thousand and one?

Base: 1,277

1991  
%

01	Everyone aged over 65 will be banned from driving .....	10
02	There will be a single Highway Code to cover the whole of Europe .....	54
03	You will have to pay tolls to use Britain's major motorways .....	53
04	All tax benefits for owning a company car will be removed .....	44
05	Much less office space will be needed as businessmen set up mobile offices in their cars .....	12
06	People will have to pay extra to drive into the centre of Britain's main cities .....	55
07	British Rail will have been privatised .....	56
08	Most households will have at least two cars .....	48
09	Tax on petrol will have doubled to encourage greater fuel economy .....	52
10	Most private cars will be banned from major city centres .....	52
11	On board computers that provide directions will be fitted to all cars .....	25
12	Many streets used for parking will have multi-storey platforms so that more cars can be parked along the side of the road .....	10
13	No household will be allowed to have more than one car to tackle congestion .....	8
	None of these .....	1
	No opinion .....	1

Q85 Which companies can you think of that sell new or used cars through a chain of outlets? CODE BELOW. MULTICODE OK

Q86 SHOWCARD BB And which others do you know from this card? (MULTICODE OK)

Base: 1,277		Spont				Prompted			
		1988	1989	1990	1991	1988	1989	1990	1991
		%	%	%	%	%	%	%	%
01	Appleyard .....	3	3	3	3	24	19	23	25
02	Cowie .....	3	3	4	4	21	20	24	28
03	Currie Motors .....	-	4	4	4	-	18	26	28
04	Dan Perkins .....	-	1	1	1	-	5	8	8
05	Evans Halshaw .....	2	2	3	2	6	10	13	16
06	Gilbert Rice .....	1	1	*	*	4	4	6	5
07	Hartwells .....	1	1	2	2	9	7	9	10
08	Henlys .....	6	5	4	4	43	37	37	40
09	Lex/Lex Brooklands/Lex Mead .....	3	5	4	5	30	32	40	42
10	Lookers .....	1	2	1	3	15	15	19	18
11	Mann Egerton .....	4	4	4	4	34	33	34	41
12	Perrys .....	2	4	3	5	16	19	19	23
13	Shaw and Kilburn .....	1	1	1	1	11	9	10	12
14	SMT .....	1	1	1	1	11	9	11	11
15	Wadham Kennings .....	5	3	3	4	-	17	16	22
	Other (WRITE IN AND CODE '4') .....	40	34	47	44	40	35	48	45
.....									
	None .....	36	37	30	33	8	6	7	6
	No opinion .....	10	11	10	8	2	4	1	*

**Q87** IF BOXED COMPANIES (04, 06, 09, 13, 14) MENTIONED AT Q85 OR Q86. ASK Q87. From what you know or have heard about (COMPANY MENTIONED) would you say they provide a high level of service to their customers or not. REPEAT FOR EACH BOXED COMPANY MENTIONED

		Yes		No		No opinion	
		1990	1991	1990	1991	1990	1991
Bases:		%	%	%	%	%	%
103	Dan Perkins.....	19	23	10	8	72	69
70	Gilbert Rice .....	28	30	3	1	69	69
536	Lex/Lex Brooklands/Lex Mead .....	32	30	6	4	62	66
150	Shaw and Kilburn .....	23	28	7	9	70	63
146	SMT .....	35	40	5	8	61	53

**Q88** How old were you when you passed your driving test for a car?

Base: 1,277	1991
	%
Still hold provisional licence .....	1
17 .....	25
18-20 .....	29
21-30 .....	31
31-40 .....	9
41-50 .....	3
51-60 .....	1
61-70 .....	*
71 plus .....	0
Cannot recall/No opinion .....	2

**THANK RESPONDENT AND GO TO DEMOGRAPHICS  
AND THEN GO TO RESPONDENT FEEDBACK FORM**