

1995

**CAR DRIVERS-TOPLINE RESULTS**

Serial No. ....

Base: 1,519 Interviews, face-to-face, In-home

Fieldwork dates: 1-24 October 1994

125 sampling points

Data are weighted

1994  
Telephone in home %  
Yes ..... 93  
No ..... 7

IF YES, WRITE IN NUMBER:

    -      

Sex %  
Male ..... 58  
Female ..... 41  
Marital Status %  
Married ..... 68  
Living together ..... 6  
Single ..... 12  
Widowed/divorced/separated ..... 9

Exact Age WRITE IN

 

Work Status of respondent %  
Full-time (30hrs/wk+) ..... 48  
Part-time (8-29hrs/wk) ..... 18  
Not working but not seeking work ..... 10  
Unemployed and seeking work ..... 5  
Studying at school/college/  
university (full time) ..... 2  
Retired ..... 17

Occupation of Chief Income Earner  
Position/rank/grade

Industry/type of firm

Qualifications/degrees/apprenticeships

Number of staff responsible for

REMEMBER TO PROBE PENSION

Social class %  
A ..... 3  
B ..... 20  
C1 ..... 31  
C2 ..... 25  
DE ..... 19

Start of Interview   :   am/pmEnd of Interview   :   am/pm**Household Income**

SHOWCARD Y. 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 ..... \*  
B ..... 2  
C ..... 4  
D ..... 3  
E ..... 4  
F ..... 5  
G ..... 4  
H ..... 4  
I ..... 6  
J ..... 11  
K ..... 8  
L ..... 5

Refused ..... 13  
Don't know ..... 22

**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

    / 

Date of Interview

  /  

Length of Interview

minutes Children Interviewed?  
None...0 One...1 Two...2

INTERVIEWER: ALL SHOWCARDS HAVE BEEN REVERSED, PLEASE BE CAREFUL TO CODE THE EXACT RESPONSE.

ONLY ASK OPEN-ENDED QUESTIONS OF ONE OF YOUR TEN INTERVIEWS, EXCEPT FOR CHILDREN'S QUESTIONNAIRE, WHERE ALL CHILDREN SHOULD BE ASKED.

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?

	%	
Yes .....	100	GO TO QB
No .....	0	CLOSE AND
Don't know .....	0	DO NOT INCLUDE

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

	1994	1993	
	%	%	
Every day/most days .....	85	86	
1-3 times a week .....	12	12	
Less than once a week to once a month .....	2	2	GO TO QC
Less than once a month .....	0	*	CLOSE AND
Never .....	0	0	DO NOT
Don't know .....	0	0	INCLUDE

## \* 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 (✓)

		Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	No opin./ Don't know %
<input type="checkbox"/> a)	I would use my car less if public transport were better						
	1994	12	26	5	32	25	1
	1993	15	24	7	32	21	1
b)	I would find it very difficult to adjust my lifestyle to being without a car						
	1994	54	27	3	11	4	1
	1993	55	27	4	10	3	1
c)	If the railways were run by private companies, I would be more likely to use them instead of my car						
	1994	1	5	16	33	41	3
	1992	3	9	15	36	34	3
d)	Most of the time, I enjoy driving						
	1994	41	39	6	9	4	1
<input type="checkbox"/> e)	I don't care what car I own as long as it gets me from A to B						
	1994	26	33	6	23	11	*
f)	I consider the type of car I usually drive reflects my personality						
	1994	4	20	17	35	23	1
g)	My main concern is to get my motoring at the cheapest cost possible						
	1994	32	36	10	18	4	1
<input type="checkbox"/> h)	I would never buy a Japanese car						
	1994	8	11	16	32	32	1
i)	I would never buy a Korean car						
	1994	15	18	21	23	17	6
j)	I would never buy an Eastern European car						
	1994	20	22	16	22	16	3
k)	I would only ever buy a new car						
	1994	4	6	6	36	48	*
l)	I am frightened to drive on my own at night						
	1994	3	8	4	26	59	*
m)	I like to drive fast						
	1994	7	21	15	33	24	*

ASK ALL

Q2a SHOWCARD B Which, if any, of these things do you think would help to reduce pollution caused by cars? Just read out the letter or letters. CODE BELOW. MULTICODE OK

ASK ALL

Q2b SHOWCARD B AGAIN And which, if any, do you think would help to reduce congestion on Britain's roads? Again, just read out the letter or letters. CODE BELOW. MULTICODE OK

ASK ALL

Q2c SHOWCARD B AGAIN Which, if any, of these do you think should definitely be introduced to reduce pollution or congestion? Just read out the letter or letters. CODE BELOW. MULTICODE OK

ASK ALL

Q2d SHOWCARD B AGAIN And which, if any, of these should not be introduced? Just read out the letter or letters. CODE BELOW. MULTICODE OK

	Q2a Would reduce pollution		Q2b Would reduce congestion		Q2c Should be introduced		Q2d Should not be introduced	
	1994	1990	1994	1990	1994	1990	1994	1990
	%	%	%	%	%	%	%	%
A) Much higher taxes on petrol to discourage consumption	19	15	9	10	9	4	41	35
B) Invest a lot more in buses and trains	47	40	40	45	40	36	2	2
C) Increased subsidies for public transport paid for out of taxes	30	23	24	26	22	19	5	8
D) Introduction of maximum 60mph speed limit on main roads	15	14	3	3	7	7	14	16
E) Introduction of maximum 80mph speed limit on main roads	7	3	5	4	6	5	18	19
F) Ban cars from city centres	50	40	39	35	32	21	12	15
G) Car drivers charged £3 a day to drive in city	14	10	20	15	8	4	31	38
H) Invest in better roads	18	17	22	29	18	30	5	2
I) Have lanes reserved for cars with two or more occupants	10	8	11	12	7	5	13	20
J) Reserve one lane on motorways as toll lane for heavy commercial vehicles	20	18	23	25	16	18	8	8
K) Introduction of toll charges on certain main trunk routes and motorways	10	7	15	16	7	6	22	21
L) Widen Britain's motorways and main trunk roads	10	7	28	33	14	18	13	10
M) Charge higher tax on large cars	22	25	8	8	11	12	20	19
N) Build new toll roads to relieve congestion on trunk roads and motorways	9	9	20	27	12	11	18	14
O) Introduce more bus lanes on roads in towns and cities	27	21	28	31	20	19	5	5

## \* CARS IN HOUSEHOLD

CARD 2

9

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 1993?

	Q3a		Q3b		Q3c	
	Now		2 years' time		1 year ago	
	1994	1993	1994	1993	1994	1993
	%	%	%	%	%	%
None	0	0	2	1	2	2
One	58	58	50	50	52	54
Two	34	33	37	36	35	33
Three	7	6	6	6	6	7
Four	1	2	2	2	1	2
Five	*	*	*	*	1	*
Six	*	*	*	*	0	*
Seven	*	*	0	*	0	0
Eight or more	0	*	0	*	*	*
Was not in this household	0	0	0	0	1	1
Don't know	0	*	2	4	*	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

		1994	1993
	Base:	(157)	(162)
		%	%
01	To meet needs of growing family	11	15
02	Someone started job where needed a car	13	14
03	Moved to somewhere where I/we needed a car more	2	4
04	Increased income, so could afford it	4	6
05	Someone passed driving test and wanted car	21	19
06	Someone changed job and needed a car	8	5
07	Someone became eligible for a company car	3	4
08	Someone took up a new leisure activity needing a car	1	3
09	General feeling of confidence/security	1	1
10	Lower car prices	0	0
11	New model launched	0	0
12	I moved into a household with more cars	2	1
13	Someone with a car joined the household	10	n/a
14	Other (WRITE IN & CODE '2')		
		13	15
	None of these	1	1
	No opinion	19	12

- ASK THOSE WHO HAVE FEWER CARS IN THEIR HOUSEHOLD NOW COMPARED WITH ONE YEAR AGO (Q3a LESS THAN Q3c). OTHERS GO TO Q9
- Q5 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

	1994 (168) %	1993 (147) %
01 Someone moved out of household	31	27
02 Someone gave up driving	3	1
03 Cost of motoring	11	11
04 Moved to somewhere where need car less	1	1
05 Reduced household income/lost job	6	8
06 Someone changed job where don't need a car	2	2
07 Wanted better/different vehicle	0	0
08 Was not using car enough/no need	9	7
09 General feeling of lost confidence/security in the future	1	0
10 I moved into a household with fewer cars	*	1
11 Wrote car off	3	4
12 Scrapped car	3	2
13 Retirement	0	3
14 Illness/disability	2	0
15 Lost job with a company car	4	1
16 Gave up company car	1	*
17 Buy and sell cars as a business	1	*
18 Someone switched to public transport	1	
19 Other (WRITE IN & CODE '7')		
	7	13
None of these	2	0
No opinion	22	19

THERE IS NO Q6, Q7 OR Q8

ASK ALL

- Q9 Have you got rid of a car for scrap in the last 2 years? SINGLE CODE

	1994 %	
Yes	10	ASK Q10
No	89	GOTO
Don't know	1	Q11

- IF SCRAPPED CAR IN LAST 2 YEARS (Q9, CODE 1), ASK Q10. OTHERS TO Q11
- Q10 SHOWCARD E Thinking of the last car that you scrapped, why did you scrap it? MULTICODE OK. PROBE: What other reasons?

	1994 %
Too expensive to repair	46
I could not sell it	3
It failed the MOT	25
I didn't need the car	4
The car was not worth very much money	22
It was uneconomic to run it	6
The car had been in an accident	20
It stopped working	11
Other reason (WRITE IN & CODE '9')	
	4
Don't know	1

# \* DETAILS OF EACH CAR

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 Q11 TO Q27 AND CODE UNDER FIRST CAR. IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q11 TO Q27 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST OFTEN, THEN REPEAT Q11 TO Q27 FOR CAR WHICH IS USED NEXT MOST OFTEN IN THE HOUSEHOLD; UP TO THREE CARS

Q11 Was the car you use most often/next most often bought new, or second hand?

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,519)	(1,720)	(2,353)	(2,611)
New .....	29	31	29	30
Second hand .....	70	68	70	69
Don't know .....	1	1	1	1

Q12 Which make and model of car is it? WRITE IN

1st Car: .....

2nd Car: .....

3rd Car: .....



- Q13 SHOW CAR PICS** Which, if any, of these types of car comes closest to this type of car?  
 INTERVIEWER: FOR EACH CAR, WRITE IN MAKE AND MODEL SINGLE CODE ACCORDING  
 TO WHAT CATEGORY THE RESPONDENT THINKS IT IS. (ONLY) IF NECESSARY, GIVE  
 EXAMPLES BELOW (THESE ARE NOT ON THE CAR PICS).

		1st Car 1994 (1,519) %	All Cars 1994 (2,353) %
A	Small runabout, town car	19	21
B	Small saloon	15	14
C	Small hatchback	22	21
D	Small estate	3	3
E	Large saloon	15	14
F	Large hatchback	14	12
G	Large estate	5	4
H	Luxury saloon	2	3
I	Sports	2	2
J	4 X 4 off road	1	1
K	People Carrier	1	1
	None	*	*
	Other (WRITE IN & CODE '1')		
	.....	1	1
	Don't know	1	1

- Q14 SHOWCARD F** Which, if any, of these reasons explain why that particular car was chosen.  
 Please pick all the ones which applied. MULTICODE OK

		1st Car 1994 (1,519) %	All Cars 1994 (2,353) %
01	Latest model	7	6
02	Good safety features	17	15
03	Good security features	9	8
04	Stylish	18	17
05	Environmentally friendly features	10	8
06	Price	51	49
07	Fuel consumption	31	29
08	New/more gadgets/ gimmicks	4	4
09	High 'status' model	3	4
10	Acceleration	8	7
11	Size	41	38
12	Like that particular manufacturer	32	31
13	General reputation of a particular dealer	11	10
14	Had no choice	6	6
15	Rugged/Robust	6	6
16	Right size, space, carrying capacity	38	35
17	Reliability	43	39
	None of these	3	3
	No opinion	1	3

**Q15** 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. SINGLE CODE.  
Base:

		1st Car		All Cars	
		1994	1993	1994	1993
		(1,519)	(1,720)	(2,353)	(2,611)
		%	%	%	%
a)	It will be replaced by a car bought new .....	25	27	24	28
or b)	It will be replaced by a car bought second hand .....	60	62	58	60
or c)	It will not be replaced .....	8	5	9	6
	No opinion/don't know .....	6	6	9	6

**Q16** IF CAR WILL BE REPLACED (Q15, CODES 1 OR 2), ASK Q16. OTHERS TO Q18  
SHOWCARD G How likely is it that you will replace this car with another one of the same make? SINGLE CODE  
Base:

		1st Car	All Cars
		1994	1994
		(1,319)	(1,979)
		%	%
	Certain to replace it with one of the same make .....	16	15
	Will probably replace it with one of the same make .....	28	26
	Will possibly replace it with one of the same make .....	26	26
	Will probably not replace it with one of the same make .....	16	17
	Certain not to replace it with one of the same make .....	8	8
	Don't know .....	6	8

**Q17** IF CAR WILL BE REPLACED (Q15, CODES 1 OR 2), ASK Q17. OTHERS TO Q18  
SHOWCARD PICS Which, if any, of these types of car comes closest to the type of car that you think will replace it? SINGLE CODE  
Base:

		1st Car	All Cars
		1994	1994
		(1,519)	(2,353)
		%	%
A	Small runabout, town car .....	12	13
B	Small saloon .....	11	11
C	Small hatchback .....	17	16
D	Small estate .....	4	4
E	Large saloon .....	12	11
F	Large hatchback .....	10	9
G	Large estate .....	6	5
H	Luxury saloon .....	2	3
I	Sports .....	3	2
J	4 X 4 off road .....	2	2
K	People Carrier .....	2	1
	None .....	0	*
	Other (WRITE IN & CODE '1') .....	1	1
	Don't know .....	2	23

## ASK ALL

- Q18 Was this car (the one you use most often/next often) bought privately, provided by an employer, or bought by you or someone in your household as a business expense? SINGLE CODE (IF 'EMPLOYER' OR 'BUSINESS EXPENSE' PROBE FOR WHETHER RESPONDENT'S EMPLOYER/BUSINESS EXPENSE OR SOMEONE ELSE'S EMPLOYER/BUSINESS EXPENSE)**

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,519)	(1,720)	(2,353)	(2,611)
	%	%	%	%
Bought privately .....	90	89	88	88
Provided by respondent's employer .....	6	7	5	6
Bought as respondent's business expense .....	1	2	2	2
Provided by someone else's employer .....	1	1	3	2
Bought as someone else's business expense .....	1	*	1	1
Don't know .....	*	1	1	1

- Q19 What is the engine size of the car? SINGLE CODE**

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,519)	(1,720)	(2,353)	(2,611)
	%	%	%	%
Up to 1,400cc (up to 1.4 litres) .....	43	43	44	44
1,401 - 2,000cc (1.401 - 2 litres) .....	45	48	42	45
Over 2,000cc (over 2 litres) .....	9	7	10	8
Don't know .....	3	2	4	2

## Q20 Approximately how old is the car? SINGLE CODE

CARD 3

9

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,519)	(1,720)	(2,353)	(2,611)
	%	%	%	%
Up to 1 year .....	8	9	9	9
Over 1 to 2 years .....	9	9	8	9
Over 2 to 3 years .....	8	11	7	11
Over 3 to 4 years .....	9	11	8	10
Over 4 to 5 years .....	10	10	10	10
Over 5 to 6 years .....	9	9	8	9
Over 6 to 7 years .....	9	7	8	7
Over 7 to 8 years .....	7	8	7	8
Over 8 to 9 years .....	5	5	6	5
Over 9 to 10 years .....	7	7	7	7
Over 10 years .....	16	13	17	14
Don't know .....	3	2	4	2

## Q21 How long have you had the car? SINGLE CODE

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,519)	(1,720)	(2,353)	(2,611)
	%	%	%	%
Up to 1 year .....	29	31	30	31
Over 1 to 2 years .....	22	22	21	22
Over 2 to 3 years .....	14	18	15	17
Over 3 to 4 years .....	12	11	11	11
Over 4 to 5 years .....	7	7	7	7
Over 5 to 6 years .....	4	4	4	4
Over 6 to 7 years .....	2	2	2	2
Over 7 to 8 years .....	2	1	2	1
Over 8 to 9 years .....	1	1	1	1
Over 9 to 10 years .....	2	1	1	1
Over 10 years .....	2	2	2	2
Don't know .....	3	1	4	1

## Q22 And did this car replace one that was sold or scrapped or did it replace one that was passed on to another household member or relative? SINGLE CODE

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,519)	(1,720)	(2,353)	(2,611)
	%	%	%	%
Yes, replaced sold car .....	71	67	68	63
Yes, replaced scrapped car .....	9	10	8	8
Yes, replaced car passed on to other4 household member or relative .....	4	4	4	4
No, didn't replace any car .....	13	6	16	15
Don't know .....	2	2	4	2

IF REPLACED SOLD CAR, SCRAPPED CAR, OR CAR PASSED ON TO OTHER HOUSEHOLD MEMBER (Q22, CODES 1,2, OR 3), ASK Q23. OTHERS TO FILTER AT Q24

## Q23 And was the replacement car the same make as the one it replaced? SINGLE CODE

	1st Car	All Cars
	1994	1994
	(1,284)	(1,892)
	%	%
Yes .....	33	33
No .....	66	66
Don't know .....	1	1

ASK ALL WHO REPLACED A SOLD OR SCRAPPED CAR (Q22, CODES 1 OR 2). OTHERS TO FILTER AT Q25.

Q24 What is the main reason why that car was changed (at that time)? DO NOT PROMPT. SINGLE CODE EACH ONE

Base:

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,220)	(1,424)	(1,796)	(2,049)
	%	%	%	%
Always change after a set period/ set number of miles . . . . .	10	6	11	6
Unreliable/old/failed MOT . . . . .	34	32	32	31
New model came out . . . . .	3	5	3	5
Just fancied a change . . . . .	12	14	13	15
Good time to buy . . . . .	4	2	4	3
Company car policy . . . . .	3	5	3	6
Car wrecked/written off . . . . .	4	4	4	4
Got a company car to replace a private car . . . . .	1	1	1	1
Left company where I had a company car . . . . .	1	2	1	2
Retired . . . . .	1	1	*	1
Redundancy . . . . .	*	*	1	*
Reduced income . . . . .	1	1	1	*
Increased income . . . . .	1	*	5	*
Growing family . . . . .	5	3	*	3
Someone moved out of household . . . . .	*	0	1	*
Change of lifestyle . . . . .	1	2		1
Other (WRITE IN & CODE '5') . . . . .				
	26	19	22	19
	1	3	3	4

ASK ALL WHO REPLACED ANOTHER CAR (Q22, CODES 1, 2 OR 3). OTHERS TO INSTRUCTION AT FOOT OF NEXT PAGE.

Q25 Was the car that it replaced originally bought new, or second hand? SINGLE CODE

Base:

	1st Car	All Cars
	1994	1994
	(1,284)	(1,892)
	%	%
New . . . . .	29	28
Second hand . . . . .	70	70
Don't know . . . . .	*	2

ASK ALL WHO REPLACED A SOLD CAR (Q22, CODE 1). OTHERS TO INSTRUCTION AT FOOT OF THIS PAGE.

Q26 Still thinking of the replaced car, how old was that car when you sold it? SINGLE CODE

Base:	1st Car	All Cars
	1994	1994
	(1,094)	(1,618)
	%	%
Up to 1 year old . . . . .	2	2
Over 1 to 2 years old . . . . .	6	6
Over 2 to 3 years old . . . . .	13	14
Over 3 to 4 years old . . . . .	10	10
Over 4 to 5 years old . . . . .	9	9
Over 5 to 6 years old . . . . .	8	7
Over 6 to 7 years old . . . . .	8	8
Over 7 to 8 years old . . . . .	7	7
Over 8 to 9 years old . . . . .	6	6
Over 9 to 10 years old . . . . .	6	6
Over 10 years old . . . . .	18	19
Don't know . . . . .	7	8

ASK ALL WHO REPLACED A CAR. OTHERS TO INSTRUCTION AT FOOT OF THIS PAGE

Q27 Was the replaced car bought privately, provided by an employer, or bought by you or someone else in your household as a business expense? SINGLE CODE (IF 'EMPLOYER' OR 'BUSINESS EXPENSE' PROBE FOR WHETHER RESPONDENTS' EMPLOYER/BUSINESS EXPENSE OR SOMEONE ELSE'S EMPLOYER/BUSINESS EXPENSE)

	1st Car		All Cars	
	1994	1993	1994	1993
	(1,284)	(1,491)	(1,892)	(2,150)
	%	%	%	%
Bought privately . . . . .	75	85	74	84
Provided by respondent's employer . . . . .	6	8	5	6
Bought as respondent's business expense . . . . .	1	2	1	2
Provided by someone else's employer . . . . .	1	1	2	3
Bought as someone else's business expense . . . . .	*	*	1	1
Don't know . . . . .	16	4	17	4

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IF MORE THAN ONE CAR IN HOUSEHOLD (CODES '2' TO '8' AT Q3a) GO BACK TO Q11  
AND REPEAT Q11 - Q27 FOR 2ND AND 3RD CARS

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ASK ALL

Q28a SHOW CAR PICS Which, if any, of these types of car comes closest to the type of car you drove most often 5 years ago (1e October 1989), or were you not driving five years ago? MULTICODE OK

Q28b SHOW CAR PICS AGAIN Which, if any, of these types of car comes closest to the type of car you drove most often 10 years ago (1e October 1984), or were you not driving 10 years ago? MULTICODE OK

		Q28a	Q28b
		5 years ago	10 years ago
		1994	1994
		(1,519)	(1,519)
		%	%
A	Small runabout, town car	15	10
B	Small saloon	18	20
C	Small hatchback	20	11
D	Small estate	2	3
E	Large saloon	14	12
F	Large hatchback	9	3
G	Large estate	3	3
H	Luxury saloon	3	2
I	Sports	3	3
J	4 X 4 off road	*	*
K	People Carrier	1	*
	None	1	1
	Other (WRITE IN & CODE '1')	1	11
	Was not driving 5/10 years ago	8	19
	Did not have a car then	2	4
	Can't remember/don't know	1	7

ASK ALL

**Q29a** If the people in your household could afford to have as many cars as they liked, how many cars do you think there would be, in total, in your household? SINGLE CODE

	1994
	%
One .....	29
Two .....	49
Three .....	14
Four .....	4
Five .....	1
Six .....	1
Seven .....	*
Eight .....	*
Nine .....	*
Ten .....	*
More than ten (WRITE IN NUMBER & CODE 'X') .....	*
Don't know .....	1

ASK ALL WHO WOULD LIKE MORE CARS THAN THE HOUSEHOLD CURRENTLY HAS (Q29a MORE THAN Q3a). OTHERS TO Q29c

**Q29b** Why do you think there would be more cars in your household than there currently are?

.....

.....

.....

.....

ASK ALL

**Q29c** SHOW CAR PICS You said that your household would have .....(READOUT ANSWER AT Q29a).....cars, if you could afford as many cars as you liked. Taking each car in turn that your household would have, which type do you think each one would be? You can, of course, name more than one within each category if you wish. SINGLE CODE EACH CAR THAT THEY WOULD HAVE.

NB. MAKE SURE NUMBER OF CARS HERE MATCHES NUMBER OF CARS SAID AT Q29a. IF MORE THAN TEN CARS AT Q29a, ONLY DO FOR UP TO TEN CARS.

Base: All cars mentioned (3,120)

	1994
	(3,120)
	%
A) Small runabout, town car .....	17
B) Small saloon .....	10
C) Small hatchback .....	12
D) Small estate .....	3
E) Large saloon .....	9
F) Large hatchback .....	7
G) Large estate .....	6
H) Luxury saloon .....	9
I) Sports .....	13
J) 4 X 4 off road .....	10
K) People Carrier .....	5
Don't know .....	2



ASK ALL  
 Q30 SHOWCARD H Which, if any, of these statements apply to you? Please choose all the ones that apply. MULTICODE OK

Base:	1994 (1,519) %	1993 (1,506) %
A) My employer has provided me with a car for my use	6	7
B) I bought a car as a business expense	2	2
C) My employer has lent me money so I could buy a car to use for work-related travel	*	1
D) I get paid a mileage allowance for using my own car for work-related travel (excluding travel to/from work)	8	6
E) I am eligible to have a car provided by my employer, but I have opted for an increase in annual salary instead	*	*
F) I am eligible to have a car provided by employer, but I have opted for a lump sum cash alternative instead	*	*
G) I have had a company car in the last two years, but I don't have one now	2	2
H) I am self employed	8	2
None of these	76	83

ASK IF CURRENT CAR IS COMPANY CAR OR IF RESPONDENT HAS HAD COMPANY CAR IN LAST 2 YEARS (Q30, CODES 1,2 OR 7). OTHERS TO FILTER AT Q33.

Q31 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:	1994 (400) %	1993 (333) %
Entirely your decision	36	43
or Were you given a number of alternatives from which to choose	20	23
or Was it chosen for you	28	22
or Were you given a price ceiling/maximum price	8	8
Don't know	4	0
None of these	5	4

ASK ALL WHO HAD COMPANY CAR IN LAST 2 YEARS, BUT NOT NOW (Q30, CODE 7). OTHERS TO FILTER AT Q33.

Q32 Why do you not have a company car now? DO NOT PROMPT. MULTICODE OK

Base:	1994 (20) %	1993 (28) %
Changed job within same company no longer eligible	16	11
Opted for cash/salary increase now, in same company	5	11
Company policy - reduced number of cars	0	0
Car no longer needed in my job	5	0
New job in different company, not eligible for car	16	18
New job in different company, opted for cash/salary increase instead	5	0
Don't have a job now/retired	21	36
Other (WRITE IN & CODE '8')	27	21
No opinion	6	4

IF ANY FROM CODES 1-7 AT Q30, ASK Q33. OTHERS TO Q39  
**Q33 SHOWCARD I** Has your employer changed its policy on company cars in any of these respects within the last 12 months? MULTICODE OK

Base:	1994 (493) %	1993 (440) %
No .....	47	52
a) Reduced the categories of people eligible for company cars .....	7	8
b) Increased the categories of people eligible for company cars .....	2	n/a
c) Traded down/bought cheaper/smaller engined cars .....	5	5
d) Upgraded/bought more expensive cars .....	3	n/a
e) Delayed the renewal of company cars .....	13	13
f) Now replacing company cars more frequently .....	2	n/a
g) Company now leases instead of buying cars .....	6	4
h) Company now buys instead of leasing cars .....	3	4
i) Offered cash/salary alternatives to eligible employees .....	9	10
j) Decided to phase out company cars altogether .....	2	1
k) Now provides company cars .....	*	n/a
l) Now leases cars to employees .....	3	4
No opinion .....	22	13

IF RESPONDENT HAS COMPANY CAR (Q30, CODES 1 OR 2), ASK Q34. OTHERS TO Q35a  
**Q34** How much of an increase in annual salary do you think you would need, to compensate for not having a company car? SINGLE CODE BELOW

Base:	1994 (382) %	1993 (333) %
Up to £500 per annum .....	*	1
£501-£1,000 pa .....	1	1
£1,001-£1,500 pa .....	1	0
£1,501-£2,000 pa .....	3	1
£2,001-£2,500 pa .....	2	3
£2,501-£3,000 pa .....	7	4
£3,001-£3,500 pa .....	7	6
£3,501-£4,000 pa .....	6	4
£4,001-£4,500 pa .....	7	6
£4,501-£5,000 pa .....	8	6
£5,001-£5,500 pa .....	7	5
£5,501-£6,000 pa .....	4	5
£6,001-£6,500 pa .....	4	3
£6,501-£7,000 pa .....	3	2
£7,001-£7,500 pa .....	3	2
£7,501-£8,000 pa .....	2	1
£8,001-£8,500 pa .....	2	2
£8,501-£9,000 pa .....	*	2
£9,001-£9,500 pa .....	0	0
£9,501-£10,000 pa .....	3	1
£10,001-£10,500 pa .....	1	2
£10,501-£11,000 pa .....	0	1
£11,001-£11,500 pa .....	0	0
£11,501-£12,000 pa .....	*	*
£12,001-£12,500 pa .....	0	1
Over £12,500 .....	3	2
Don't know .....	27	43

IF RESPONDENT HAS COMPANY CAR (Q30, CODES 1 or 2), ASK Q35a. OTHERS TO FILTER AT Q37.

Q35a If you no longer had a company car do you think you would buy a car yourself to replace it or not?

	1994	1993
Base:	(382)	(333)
	%	%
Yes, would buy a car .....	76	80
No, would not buy a car .....	11	12
Don't know .....	13	8

IF YES (CODE '1') ASK Q35b AND Q35c. OTHERS GO TO FILTER AT Q36

Q35b If you bought another car to replace it, do you think you would buy a new or second hand car?

	1994	1993
Base:	(302)	(265)
	%	%
New .....	28	31
Second hand .....	64	62
Don't know .....	8	7

Q35c 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?

	1994	1993
Base:	(302)	(268)
	%	%
Similar .....	71	60
Lower .....	20	23
Higher .....	8	11
No opinion .....	1	6

ASK Q36 TO ALL WITH COMPANY CAR (Q30, CODES 1 OR 2). OTHERS TO FILTER AT Q37.

Q36 Would you say that your car is essential for you to carry out your job, is it helpful in your job, or is it simply part of your remuneration package? SINGLE CODE

	1994	1993
	(382)	(333)
	%	%
Essential part of the job .....	71	69
Helpful to your job .....	10	12
Part of remuneration package .....	8	15
No opinion .....	11	4

## \* TAX

ASK ALL CURRENTLY WITH COMPANY CAR, OR HAD COMPANY CAR IN LAST 2 YEARS (Q30, CODES 1, 2 OR 7) OTHERS TO Q38.

Q37. SHOWCARD J As you may know, from April 1994, company cars are now taxed only on their price, and this may have changed 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:	1994	1993
%	(400)	(333)
	%	
A) Ask(ed) your company to provide a less expensive car . . . 6 . . . . .	13	
B) Ask(ed) your company for a second-hand car of lesser value . . . . .	2 . . . . . 4	
C) Ask(ed) your company for a pay increase to cover the increase in company car tax . . . . .	9 . . . . . 21	
D) Make(made) you less interested in having a company car and consider giving it up . . . . .	8 . . . . . 6	
E) Decide(d) not to have a company car . . . . .	3 . . . . . 4	
F) Now (would) see a company car as a greater status symbol . . . . .	2 . . . . . 1	
G) Increase(d) the amount of business driving to reduce my tax bill . . . . .	7 . . . . . 5	
H) Ask(ed) for a salary increase instead of a company car . . 5 . . . . .	11	
I) Ask(ed) your company to sell you the car . . . . .	2 . . . . . 3	
J) Ask(ed) your company to lease you the car . . . . .	3 . . . . . 6	
K) Ask(ed) your company to provide other benefits instead . . 3 . . . . .	3	
L) Choose (chose) a car with fewer extras . . . . .	6 . . . . . n/a	
M) None of these . . . . .	51 . . . . . 33	
No opinion . . . . .	13 . . . . . 15	

## \* BUYING CARS - ASK ALL

- Q38 ASK ALL (ABOUT CAR RESPONDENT DRIVES MOST OFTEN)**  
 (Thinking still about the car you drive most often) In total, how long do you think you will keep your current car? Please take into account how long you have already owned it and how much longer you are likely to keep it, and tell me the combined total (that is add the number of years you have owned it to the number of years you are likely to keep it). SINGLE CODE

Base:	1994 (1,519) %	1993 (1,720) %
Up to 1 year	6	6
Over 1 to 2 years	14	11
Over 2 to 3 years	19	19
Over 3 to 4 years	13	14
Over 4 to 5 years	9	11
Over 5 to 6 years	8	7
Over 6 to 7 years	5	4
Over 7 to 8 years	3	2
Over 8 to 9 years	2	2
Over 9 to 10 years	2	2
Over 10 years	7	7
Don't know	12	14

- Q39a SHOWCARD K** Approximately how many miles is the car (which you drive most) driven a year, on average? SINGLE CODE

- Q39b SHOWCARD K 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)? SINGLE CODE  
 (Base: All saying any)

Base:	Total		Work	
	1994 (1519) %	1993 (1720) %	1994 (743) %	1993 (635) %
Up to 2,000 miles	5	5	31	28
2,001 to 4,000 miles	11	11	18	16
4,001 to 6,000 miles	13	11	13	13
6,001 to 8,000 miles	11	11	9	9
8,001 to 10,000 miles	14	14	6	9
10,001 to 12,000 miles	14	15	5	6
12,001 to 14,000 miles	8	9	3	2
14,001 to 16,000 miles	5	6	2	3
16,001 to 18,000 miles	2	2	1	2
18,001 to 20,000 miles	2	3	2	3
20,001 to 25,000 miles	3	3	3	3
25,001 to 30,000 miles	2	3	2	3
Over 30,000 miles	3	4	4	4
None	0	*	0	0
Don't know	7	6	0	0

- Q40** Have you personally been responsible for buying a car, either new or second hand, within the last two years? SINGLE CODE

Base:	1993 (1,519) %	1993 (1,720) %
Yes	44	47
No	54	52
Don't know	2	1

ASK ALL WHO HAVE BOUGHT A CAR IN THE LAST TWO YEARS (Q40, CODE 1). OTHERS TO Q53.

**Q41 SHOW CAR PICS Which, if any, of these types of car comes closest to this type of car? SINGLE CODE**

Base: 662

	1994
	%
A Small runabout, town car .....	22
B Small saloon .....	16
C Small hatchback .....	23
D Small estate .....	3
E Large saloon .....	14
F Large hatchback .....	10
G Large estate .....	5
H Luxury saloon .....	2
I Sports .....	3
J 4 X 4 off road .....	1
K People Carrier .....	*
None of these .....	*
Other (WRITE IN & CODE '1') .....	*
.....	*
Don't know .....	1

**Q42 Was the potential re-sale value of the car important to you when you chose which make and model of car to buy? SINGLE CODE**

Base: 662

	1994
	%
Yes .....	42
No .....	55
Don't know/can't remember .....	3

**Q43 And was the car bought new, or second hand? SINGLE CODE**

Base:	1994 (662)	1993 (801)
	%	%
New .....	22	25
Second hand .....	76	75
Don't know .....	2	*

IF NEW (CODE '1' AT Q43) ASK Q44. OTHERS GO TO FILTER AT Q46.

**Q44 And did you buy this car from ... READ OUT a-c**

	1994 (175)	1993 (204)
	%	%
a) A franchise dealer specialising only in your make of car .....	82	80
b) A franchise dealer selling more than one make of car .....	15	15
c) Other dealer selling new cars .....	2	3
Cannot remember .....	1	2

**Q45 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? SINGLE CODE**

Base:	1994 (175)	1991 (140)
	%	%
Higher and negotiable discount .....	32	19
Lower basic rate .....	54	58
Neither .....	8	6
No opinion .....	6	17

IF BOUGHT 'SECOND HAND' (CODE '2' AT Q43) ASK Q46. OTHERS GO TO FILTER AT Q47.  
 Q46 SHOWCARD L Which of these did you buy your car from?

Base:	1994 (474) %	1993 (594) %
A) An individual selling privately whom you did not know	21	25
B) A friend or relative selling privately	19	16
C) Given/paid for by relative/friend	1	*
D) A car auction	2	4
E) A dealer selling only second hand cars	25	20
F) A franchise/new car dealer of your make of car	20	16
G) A franchise/new car dealer for another make of car	8	6

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

H) A dealer/garage selling new cars	*	1
Other (WRITE IN & CODE '9')	2	1

IF BOUGHT NEW (CODE '1' AT Q43) OR SECOND HAND FROM A DEALER (CODES '5' - '8' AT Q46) ASK Q47. OTHERS GO TO FILTER AT Q49a.  
 Q47 SHOWCARD M From this card please tell me how the car that you drive most often was bought? Base:

Base:	1994		1993	
	New (175) %	S/H (259) %	New (119) %	S/H (330) %
a) Cash	42	47	39	45
b) Cash or loan from a member of family	2	3	*	4
c) Bank loan/Bank loan and cash	8	10	11	11
d) Building Society loan/Building Society loan and cash	0	3	1	2
e) Finance company loan/Finance company loan and cash	16	16	19	14
f) Hire Purchase/Hire purchase and cash	8	10	11	10
g) Finance leasing (monthly payment for use of car only)	3	2	5	*
h) Contract hire/full service leasing (monthly payment includes service and repairs etc)	4	*	6	1
i) Contract purchasing (eg. Ford Options/Vauxhall 1-2-3)	9	*	n/a	n/a
Other (WRITE IN & CODE '0')	7	3	5	3
Don't know	3	7	2	10

ASK Q48 IF BOUGHT A CAR FROM A DEALER IN LAST TWO YEARS (Q43, CODE 1 OR Q46, CODES 5-8). OTHERS TO Q49a.  
 Q48 When you last bought a car did you ... ? SINGLE CODE

Base:	1994	
	New (175) %	S/H (259) %
a) Pay the asking price	17	29
b) Did the dealer automatically offer you a discount without you asking	29	10
c) Did you bargain with the dealer and negotiate a discount	37	44
or d) Did you ask for and get a discount without bargaining	10	9
Don't know/cannot recall	6	8

ASK ALL WHO HAVE BOUGHT A SECOND-HAND CAR IN LAST TWO YEARS (Q43, CODE 2). OTHERS TO Q51.

Q49a As far as you know, did the person who previously owned this car own it from new? SINGLE CODE Base: 474

	1994	
	%	
Yes .....	45	ASK Q49b
No .....	47	GO TO
Don't know .....	9	Q51

ASK Q49b IF PREVIOUS OWNER OF CAR HAD OWNED THE CAR FROM NEW (Q49a, CODE 1). OTHERS TO FILTER AT Q50.

Q49b As far as you know, was the car bought by this previous owner as a private car or as a company car? SINGLE CODE Base: 216

	1994
	%
Bought privately by previous owner .....	56
Provided by employer/as business expense of previous owner .....	32
Don't know .....	13

ASK ALL WHO HAVE BOUGHT A SECOND-HAND CAR IN THE LAST TWO YEARS (Q43, CODE 2). OTHERS TO Q51.

Q50 How old was this car when you bought it? SINGLE CODE Base:474

	1994
	%
Up to 1 year old .....	8
Over 1 to 2 years old .....	7
Over 2 to 3 years old .....	11
Over 3 to 4 years old .....	7
Over 4 to 5 years old .....	4
Over 5 to 6 years old .....	4
Over 6 to 7 years old .....	3
Over 7 to 8 years old .....	3
Over 8 to 9 years old .....	2
Over 9 to 10 years old .....	3
Over 10 years old .....	3
Don't know .....	45
MEAN: .....	4.12

ASK Q51 AND Q52 TO THOSE WHO HAVE BOUGHT A NEW CAR IN LAST TWO YEARS (Q43, CODE 1). OTHERS TO Q53

Q51 With computers now it would be possible to go into a car showroom and look at a range of cars in something called 'virtual reality'. This technology allows you to either look round a car by moving a joy stick which would move a 3-D image on a screen, or you could wear a 'virtual reality' helmet where the images respond to your eye and body movements so you could experience moving round and into cars and even driving them without actually being there.

SHOWCARD N If such a facility existed at a new car showroom to allow you to 'try out' a range of cars, how attractive or unattractive would you find this way of finding out whether or not you liked a new model? SINGLE CODE Base: 175

	1994	
	%	
Very attractive .....	17	
Fairly attractive .....	20	Attractive - 37%
Neither attractive nor unattractive .....	14	Unattractive - 46%
Fairly unattractive .....	14	
Very unattractive .....	32	
No opinion .....	2	



Q52 SHOWCARD N AGAIN And if you could get access to this kind of facility via your television at home with a special device fitted, how attractive or unattractive would you find this? SINGLE CODE Base: 175

	1994	
	%	
Very attractive .....	18	
Fairly attractive .....	17	Attractive - 35%
Neither attractive nor unattractive .....	12	Unattractive - 52%
Fairly unattractive .....	16	
Very unattractive .....	36	
No opinion .....	1	

**\* COST - ASK ALL**

ASK ALL

Q53 Approximately how much did the car you drive most often cost? (WRITE IN AND CODE)

WRITE IN .....	1994
	%
Up to £1,000 .....	12
£1,001 - £2,000 .....	10
£2,001 - £3,000 .....	9
£3,001 - £4,000 .....	11
£4,001 - £5,000 .....	8
£5,001 - £6,000 .....	7
£6,001 - £7,000 .....	6
£7,001 - £8,000 .....	5
£8,001 - £9,000 .....	4
£9,001 - £10,000 .....	3
£10,001 - £11,000 .....	4
£11,001 - £12,000 .....	3
£12,001 - £13,000 .....	2
£13,001 - £14,000 .....	1
£14,001 - £15,000 .....	1
£15,001 - £16,000 .....	1
£16,001 - £17,000 .....	1
£17,001 - £18,000 .....	1
£18,001 - £19,000 .....	*
£19,001 - £20,000 .....	*
£20,001 - £21,000 .....	*
£21,001 - £22,000 .....	*
£22,001 - £23,000 .....	*
£23,001 - £24,000 .....	*
£24,001 - £25,000 .....	*
Over £25,000 .....	*
Don't know/refused .....	8
MEAN: .....	£5,650

# \* SERVICE AND REPAIRS

ASK ALL

Q54 Do you have primary responsibility for getting the car you use most often serviced or not? SINGLE CODE

Base:	1994 (1,519) %	1993 (1720) %
Yes .....	78	76
No .....	22	23

ASK Q55 IF HAVE PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR (CODE '1' AT Q54). OTHERS GO TO Q64

Q55 SHOWCARD O Which of these do you do? MULTICODE OK Base:

Base:	1994 (1,193) %	1993 (1324) %
01 Have the car serviced by a main dealer for your make of car .....	33	34
02 Have the car serviced by a garage/workshop (which does not sell new cars) .....	27	29
03 Have your car serviced by a main dealer for another make of car .....	2	2
04 Have your car serviced by a service centre (eg Halfords/Charlie Brown/SMC/Lucas Autocentres) .....	2	3
05 Mobile service unit visits your home .....	2	3
06 Have your car serviced by a friend/acquaintance .....	12	14
07 Physically service the car by yourself/someone else in the household physically services the car .....	17	19
Other (WRITE IN & CODE '8') .....	1	2
Never get/got car serviced .....	3	2
Don't know .....	*	1

IF SERVICED AT MAIN DEALER FOR YOUR MAKE OF CAR (Q55, CODE 1) ASK Q56. OTHERS GO TO FILTER AT Q57

Q56 You say you have the car serviced by a main dealer for your make of car. Is this where you bought the car? SINGLE CODE

Base:	1994 (489) %	1993 (501) %
Yes .....	60	68
No .....	40	31
Don't know .....	*	1

ASK Q57 IF SERVICED BY A SERVICE CENTRE (Q55, CODE 4). OTHERS TO Q58.

Q57 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:	1994 (25) %	1993 (42) %
Halfords .....	32	41
Charlie Brown .....	4	5
SMC .....	0	0
Lucas Autocentres .....	23	18
Other (WRITE IN + CODE '5') .....	32	32
Don't know .....	9	5

ASK ALL WHO GET THEIR CAR SERVICED (Q55, CODES 1-8). OTHERS TO Q64.  
 Q58 Why do you. . . (READOUT ANSWERS TO Q55). . . ? PROBE FULLY

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

IF SERVICED BY A DEALER/GARAGE (CODES 1-3, AT Q55), ASK Q59a AND Q59b. OTHERS GO TO FILTER AT Q60a

Q59a How many times has the car you drive most often been serviced in the last 12 months?  
 SINGLE CODE

Q59b How many times has the car you drive most often been repaired in the last 12 months?  
 SINGLE CODE

	Q59a Serviced		Q59b Repaired	
	1994 (810)	1993 (889)	1994 (810)	1993 (889)
Base:	%	%	%	%
None .....	8	10	53	52
One .....	50	43	27	26
Two .....	30	36	10	10
Three .....	4	4	3	4
Four .....	2	2	1	2
Five .....	1	*	*	1
More than five .....	1	1	1	1
Don't know .....	3	2	5	5
MEAN .....	1.50	1.51	0.70	0.77

ASK Q60a TO Q63 IF SERVICED BY DEALER/GARAGE/SERVICE CENTRE/UNIT (Q55, CODES 1-5). OTHERS GO TO Q64.

Q60a SHOWCARD P How satisfied or dissatisfied are you generally with the way your car is serviced? SINGLE CODE

	1994 (856)	1993 (943)
	%	%
Base:		
Very satisfied .....	59	57
Fairly satisfied .....	27	32
Neither satisfied nor dissatisfied .....	3	3
Fairly dissatisfied .....	2	2
Very dissatisfied .....	1	2
Don't know .....	7	5

Q60b Why is that? PROBE FULLY

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

Q61 Would you recommend the garage you use to other members of your family or friends, or not? SINGLE CODE

	1994 (856)	1993 (943)
	%	%
Base:		
Yes .....	83	83
No .....	8	9
Don't know .....	9	7

**Q62 SHOWCARD Q To what extent do you (IF COMPANY CAR: or your company) keep copies of invoices as a service record for your car (as opposed to just having the service book stamped)? SINGLE CODE Base: 856**

	1994
	%
Keep records on every service/repair . . . . .	67
Keep records on over half of the services/repairs . . . .	3
Keep records on around half of the services/repairs . .	1
Keep records on less than half of the services/repairs	1
Keep records on few services/repairs . . . . .	3
Do not keep records on any of the services/repairs . .	14
Don't know . . . . .	11

**Q63 What do you think are the main practical reasons why you service your car? MULTICODE OK Base: 856**

	1994
	%
Safety/to reduce chance of accidents . . . . .	34
Reliability/to reduce chance of breaking down . . . . .	72
To keep/maintain the car's value . . . . .	20
Because the manufacturer recommends it . . . . .	5
To stay under warranty/keep guarantee valid . . . . .	8
Peace of mind . . . . .	10
For the MOT . . . . .	3
Other (WRITE IN & CODE '9') . . . . .	
.....	10
No reason/should not get car serviced . . . . .	
Don't know . . . . .	6

## \* FEATURES

Q64 SHOWCARD R Still thinking of the car you drive most often, which of these features ...

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

	(a) Current		(b) Expect		(c) Like	
Base:	1994 (1519) %	1993 (1,720) %	1994 (1519) %	1993 (1,720) %	1994 (1519) %	1993 (1,720) %
01 ABS (Anti-lock Braking System) . . . . .	12	10	35	34	54	46
02 Airbag . . . . .	5	2	34	35	55	51
03 100 mph speed limiter . . . . .	3	3	4	5	15	14
04 Side-impact protection bars . . . . .	13	11	30	31	45	41
05 Thief-proof radio/cassette/CD . . . . .	34	28	39	33	40	37
06 High security door locks/deadlocks . . . . .	15	15	30	35	43	40
07 Separate thief-proof boot . . . . .	7	7	12	14	30	29
08 Car alarm . . . . .	33	31	51	47	48	38
09 Engine cut-out device to stop thieves . . . . .	13	11	26	28	43	38
10 Mechanical immobiliser (not a steering lock) . . . . .	11	9	22	18	34	31
11 Windows etched with car number . . . . .	51	48	46	38	32	25
12 Hidden 'Tracker', to enable police to detect your car, if it was stolen . . . . .	*	1	9	13	43	39
13 Fully adjustable front seats . . . . .	75	69	56	43	33	26
14 Adjustable steering wheel . . . . .	26	22	30	25	32	28
15 Air conditioning . . . . .	14	17	18	18	43	36
16 Electric sunroof . . . . .	15	13	27	23	45	38
17 Powered steering . . . . .	30	26	47	40	50	40
18 In-board computer to calculate MPG, and average speed . . . . .	3	3	6	5	25	23
19 In-board computer to tell you the best routes from A to B . . . . .	*	*	2	3	28	26
20 In-board computer to detect fog, ice, etc . . . . .	2	1	4	5	28	28
21 In-board computer to detect traffic jams, roadworks, etc . . . . .	1	1	2	5	29	28
22 Heated front windscreen . . . . .	26	22	28	25	43	36
23 Car phone . . . . .	3	3	5	6	33	31
24 Fax . . . . .	0	*	1	1	12	11
25 Central locking . . . . .	40	37	54	43	46	36
26 Four wheel drive . . . . .	3	4	6	8	30	28
27 Catalytic converter . . . . .	17	13	31	30	34	31
None of these . . . . .	7	1	4	8	3	4
Don't know . . . . .	1	9	12	7	3	8
Any 'safety' (1 to 4) . . . . .	24	19	53	54	69	63
Any 'security' (5 to 12) . . . . .	74	70	74	73	77	68
Any 'comfort' . . . . .	82	78	73	66	74	64
Any 'features' . . . . .	41	38	56	47	68	61

## \* DRIVING ABROAD

ASK ALL

Q65 On how many trips, if any, have you taken your car on the Continent in the last year?  
SINGLE CODE

Base:	1994 (1519) %	1993 (1720) %
Any .....	7	11
None .....	93	88
One .....	5	7
Two .....	2	2
Three .....	*	1
Four .....	*	*
Five .....	*	*
More than five .....	*	*
Don't know .....	*	1
MEAN-total .....	0.12	0.19
MEAN- all who would go .....	1.6	1.7

Q66 SHOWCARD S If the Channel Tunnel were open today, how likely would you be to use it within the next year or so? SINGLE CODE

Base:	1994 (1519) %	1993 (1720) %
Certain to .....	2	3
Very likely .....	5	8
Fairly likely .....	11	14
Fairly unlikely .....	12	12
Very unlikely .....	26	23
Certain not to .....	42	38
No opinion .....	2	3

ASK ALL WHO WOULD BE AT LEAST FAIRLY LIKELY TO USE CHANNEL TUNNEL (CODES '1' TO '3' AT Q66). OTHERS GO TO Q68a

Q67 How many return trips do you think you would be likely to make using the Channel Tunnel in a typical year? SINGLE CODE

Base:	1993 (313) %	1993 (443) %
Less than one .....	8	5
One .....	62	59
Two .....	21	25
Three .....	3	4
Four .....	1	3
Five .....	*	*
More than five .....	2	3
Don't know .....	2	3

## \* FUEL

ASK ALL

Q68a 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

	1994	1993
	%	%
Yes, can run on unleaded .....	60	58
No, cannot run on unleaded .....	32	35
Diesel .....	6	5
Don't know .....	2	2

ASK ALL WHOSE CAR CAN RUN ON UNLEADED PETROL (CODE '1' AT Q68a). OTHERS GO TO FILTER AT Q69a

Q68b Do you normally buy unleaded petrol, or not? SINGLE CODE

Base:	1994 (932)	1993 (1,017)
	%	%
Yes .....	92	91
No .....	7	9
Don't know .....	1	1

ASK Q69a AND Q69b TO ALL WHOSE CAR CANNOT RUN ON UNLEADED PETROL (CODES '2' OR '4' AT Q68a), BUT NOT DIESEL DRIVERS (Q68a, CODE '3'). OTHERS GO TO Q70

Q69a Do you happen to know if your car can be adapted to run on unleaded petrol or not? SINGLE CODE

Base:	1994 (448)	1993 (702)
	%	%
Yes, it can be adapted .....	35	26
No, it cannot .....	30	42
Don't know .....	35	32

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

Base:	1994 (448)	1993 (175)
	%	%
Yes, would .....	86	78
No, would not .....	8	16
Don't know .....	7	5

ASK ALL

Q70 SHOWCARD S AGAIN How likely are you to consider buying a diesel car in the future? SINGLE CODE

Base:	1994 (1,519)	1993 (1,720)
	%	%
Certain to .....	7	6
Very likely .....	15	16
Fairly likely .....	22 44%	21 43%
Fairly unlikely .....	15 51%	15 49%
Very unlikely .....	15	17
Certain not to .....	20	17
No opinion .....	5	8

ASK ALL

Q71a SHOWCARD T Which, if any of these attributes do you see as applying to diesel cars compared to petrol cars? Just read out the letters. MULTICODE OK

ASK ALL

Q71b SHOWCARD T AGAIN As you may know, in some parts of Europe, some people have cars that run on natural gas. If we had these cars in this country, which, if any, of these attributes do you think would apply to cars run on natural gas, compared to petrol cars? Just read out the letters. MULTICODE OK

ASK ALL

Q71c SHOWCARD T AGAIN As you may know, it is now possible to make cars that run on electricity, using batteries. Which, if any, of these attributes do you think would apply to cars run on electricity, compared to petrol cars? Just read out the letters. MULTICODE OK

Base: 1,519

		Q71a Diesel 1994 %	Q71b Natural Gas 1994 %	Q71c Electricity 1994 %
A)	Cheaper to run	78	24	24
B)	More expensive to run	3	10	17
C)	More environmentally friendly	24	35	53
D)	Less environmentally friendly	13	3	1
E)	The car is cheaper to buy	8	4	6
F)	The car is more expensive to buy	29	22	28
G)	Noisier	58	2	1
H)	Smellier	32	8	*
I)	Slower acceleration	39	23	44
J)	Lower top speed	21	19	43
K)	Lower company car tax	3	1	3
L)	Less socially acceptable	9	5	8
M)	More socially acceptable	7	13	21
N)	Less prestigious	10	7	15
O)	Safer	7	5	16
P)	Less safe	1	10	3
	None of these	1	4	3
	Don't know	5	37	22



## \* TRANSPORT

ASK ALL

Q72a SHOWCARD U Which of these, if any, do you use your car for nowadays? CODE BELOW. MULTICODE OK

ASK ALL

Q72b SHOWCARD U AGAIN Which of these, if any, do you use buses/coaches for nowadays? CODE BELOW. MULTICODE OK

ASK ALL

Q72c SHOWCARD U AGAIN Which of these, if any, do you use trains/underground for nowadays? CODE BELOW. MULTICODE OK

Base:	Q72a		Q72b		Q72c	
	Car		Buses/ Coaches		Trains/ Underground	
	1994 (1,519) %	1988 (1,576) %	1994 (1,519) %	1988 (1,576) %	1994 (1,519) %	1988 (1,576) %
A) Travel to/from work	58	61	6	5	6	5
B) Travel in connection with work	31	31	3	2	7	5
C) Holidays in Britain	59	54	8	5	8	6
D) Holidays abroad	11	11	5	3	3	2
E) Visiting family/friends	89	86	4	3	8	5
F) Shopping for groceries	90	87	4	4	1	1
G) DIY/garden centres	66	58	1	*	*	*
H) Shopping for consumer goods (eg. clothes, electrical goods, etc)	78	76	11	9	12	11
I) Going to sports/leisure centres/facilities	58	56	4	2	3	2
J) Going to entertainment centre (eg. theatre, cinema, etc.)	63	60	11	5	13	8
None of these	*	*	66	65	62	58
Don't know	*	*	1	8	1	7

## \* ACCIDENTS

ASK ALL

Q73 SHOWCARD V Which two or three of these do you think are the most frequent causes of road accidents in this country? You may select up to two or three from the list. MULTICODE OK UP TO THREE ITEMS.

	1994
	%
A) Driving when tired .....	44
B) Not signalling .....	10
C) Drinking and driving .....	67
D) Following too closely to vehicle in front .....	36
E) Driving too fast .....	59
F) Driving too slow .....	4
G) Taking drugs and medicines .....	7
H) Bad design/road layout .....	5
I) Poorly maintained roads .....	3
J) Traffic congestion .....	6
K) Bad weather conditions .....	27
L) Inadequate signing .....	2
M) Poor street lighting .....	2
N) Poor brakes .....	11
O) Bald tyres .....	13
P) Faulty lights .....	2
Q) Defective steering .....	4
R) Vehicle too old .....	5

Other (WRITE IN AND CODE '7')

..... 3  
Don't know ..... \*

## \* CRIME

**Q74a Are you aware of any roads that you have driven on in the past 12 months having speed cameras along them? SINGLE CODE**

Base:	1994 (1,519) %	1993 (1,720) %
Yes .....	79	66 ASK Q74b
No .....	19	32 GO TO
Don't know .....	2	1 Q75

ASK Q74b, Q74c AND Q74d IF CODE 1 AT Q74a. OTHERS TO Q75.

**Q74b How, if at all, has this affected your driving along those particular roads? Do you now drive generally slower, do you just slow down for the cameras, or has it made no difference at all? SINGLE CODE ONLY**

Base:	1994 (1,519) %	1993 (1,175) %
Drive generally slower .....	23	34
Slow down for the cameras .....	27	27
No difference at all .....	49	39
Don't know/no opinion .....	*	*

**Q74c How, if at all, do you think speed cameras have affected other people's driving along those particular roads? Do you think they now drive generally slower, do they just slow down for the cameras, or has it made no difference at all? SINGLE CODE ONLY**

	%
Drive generally slower .....	24
Slow down for the cameras .....	55
No difference at all .....	17
Don't know/no opinion .....	4

**Q74d How, if at all, have these cameras affected your driving along other main roads? Do you now drive generally slower, do you look out for cameras then slow down, or has it made no difference at all? SINGLE CODE**

Base:	1994 (1,519) %	1993 (1,175) %
Drive generally slower .....	18	22
Look out for cameras then slow down .....	16	18
No difference at all .....	64	59
Don't know/no opinion .....	1	1

## \* DILEMMAS

ASK ALL

Q75 I would now like to read out a number of driving situations, each with a number of possible actions one could take. For each one, please tell me which action you honestly think you would take.

a) READOUT

Imagine you have mistakenly backed into someone's new car in a car park and made a slight but noticeable dent in their door. You cannot see anybody else there to witness it. Do you think you would..... SINGLE CODE

READOUT

	1994 %
A) Drive away quickly and not tell anyone	23
or B) Leave a note on their windscreen with your name and telephone number	61
or C) Wait until they come back	13
Don't know	3

b) Imagine a disabled friend offers to lend you their disabled parking badge when you want to go shopping in an area where it usually takes a long time to get a parking space. Do you think you would..... SINGLE CODE

READOUT

	1994 %
A) Accept the offer and use the disabled parking badge to park your car	12
or B) Turn down the offer	78
or C) Accept the offer just to please your friend but not use it	8
Don't know	2

c) Imagine that you are driving around a multi-storey car park for 10 minutes, unable to find a space, apart from several spaces reserved for disabled drivers. Do you think you would..... SINGLE CODE

READOUT

	1994 %
A) Park your car in one of the disabled parking spaces	7
or B) Ignore the disabled parking spaces and wait for another space	89
Don't know	4

- d) Imagine you drove to a friend's house, a      miles from your      home, in      iding that someone else would drive your car back with you. There are several people there and, when it is time to leave, the person due to drive has forgotten and accidentally gone with someone else. You then realise that you are slightly over the legal limit to drive. Do you think you would..... SINGLE CODE

READOUT

		1994
		%
	A) Drive home, but be particularly careful . . . . .	15
or	B) Telephone for a taxi and pick up your car the next day . . . . .	59
or	C) Sleep on the sofa and drive home the next day	18
	Don't know . . . . .	8

- e) Imagine you are driving alone at night and there are no other cars around. You pull up at a crossroads as the traffic lights change to red. You know that these lights stay red for several minutes. Do you think you would..... SINGLE CODE

READOUT

		1994
		%
	A) Check there is no-one around and go through .	12
or	B) Wait until the lights change to green . . . . .	87
	Don't know . . . . .	2

## \* DEALER CHAINS

ASK ALL

Q76a Which companies can you think of that sell new or used cars through a chain of outlets?  
CODE BELOW. MULTICODE OK. DO NOT PROMPT

Q76b SHOWCARD W 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:	Q76a Spont		Q76b Prompted	
	1994 (1,519) %	1993 (1,720) %	1994 (1,519) %	1993 (1,720) %
01 Appleyard .....	3	3	22	23
* 02 Arlington .....	1	1	10	11
* 03 Cowie .....	4	4	26	23
04 Currie Motors .....	3	4	20	19
05 Dan Perkins .....	*	*	5	5
* 06 Evans Halshaw .....	4	2	19	15
07 Gilbert Rice .....	*	*	5	3
08 Graham Motors .....	*	1	10	6
* 09 Hartwells .....	4	2	17	12
10 Henlys .....	3	3	32	32
* 11 Lex - any mention (including with other name) .....	7	6	38	35
12 Lookers .....	3	4	20	16
* 13 Mann Egerton .....	2	2	31	32
14 Perrys .....	3	3	19	18
* 15 Shaw and Kilburn .....	1	1	7	8
* 16 SMT .....	*	*	9	9
17 Swan National .....	1	1	33	38
* 18 Target .....	*	*	7	6
19 Wadham Kennings .....	5	3	20	17
Other (WRITE IN & CODE '8') .....	49	41	1	2
None .....	31	36	9	9
No opinion .....	5	7	2	2
Any .....	64	57	89	93

FOR EACH COMPANY WITH ASTERISK MENTIONED AT Q76a or Q76b (02, 03, 06, 09, 11, 13, 15, 16, + 18) ASK Q77. OTHERS GO TO Q78

Q77 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 Q76a OR Q76b  
(Base: all mentioning company at Q76)

	Yes		No		No opinion		Not applicable	
	1994 %	1993 %	1994 %	1993 %	1994 %	1993 %	1994 %	1993 %
02 Arlington .....	24	34	9	7	59	50	8	9
03 Cowie .....	24	n/a	6	n/a	63	n/a	7	n/a
06 Evans Halshaw .....	34	n/a	6	n/a	56	n/a	4	n/a
09 Hartwells .....	44	n/a	5	n/a	44	n/a	7	n/a
11 Lex .....	34	30	5	5	57	61	4	5
13 Mann Egerton .....	29	n/a	4	n/a	63	n/a	4	n/a
15 Shaw and Kilburn .....	21	18	6	3	67	68	6	11
16 SMT .....	38	26	4	5	49	62	9	6
18 Target .....	28	25	5	4	57	58	10	14

# \* OTHER MEMBERS OF HOUSEHOLD

**ASK ALL**  
**Q78** To analyse our sample, could you please tell me how many people there are in total, including yourself, any other adults or children, living in this household? SINGLE CODE

	%
One .....	8
Two .....	31
Three .....	20
Four .....	27
Five .....	9
Six .....	2
Seven .....	1
Eight .....	*
Nine .....	*
Ten or more .....	*
Don't know .....	0
Refused .....	0

**ASK ALL**  
**Q79** And could you please give me the details of each person's age and sex? WRITE IN AGE AND CODE SEX FOR EACH PERSON IN HOUSEHOLD NB CODE RESPONDENT AS PERSON 1. THEN RECORD EACH PERSON FROM YOUNGEST TO OLDEST.

PERSON	AGE	SEX
Person 1 (RESPONDENT)	<input type="text"/>	Male... Female...
Person 2	<input type="text"/>	Male... Female...
Person 3	<input type="text"/>	Male... Female...
Person 4	<input type="text"/>	Male... Female...
Person 5	<input type="text"/>	Male... Female...
Person 6	<input type="text"/>	Male... Female...
Person 7	<input type="text"/>	Male... Female...
Person 8	<input type="text"/>	Male... Female...
Person 9	<input type="text"/>	Male... Female...
Person 10	<input type="text"/>	Male... Female...

**Q80** ASK Q80 IF ANY CHILDREN AGED 5-16 IN HOUSEHOLD (SEE Q79). OTHERS TO Q83  
 SHOWCARD X In general, how frequently, if at all, is your child/one of your children taken to school by car, either by you, your spouse/partner or someone else? SINGLE CODE  
 Base: All with children aged 5 to 16 (574)

	1994	
	%	
Every day .....	30	
2-4 days a week .....	9	ASK
1 day a week .....	4	Q81
Only every now and then .....	18	GO TO
Never .....	27	FILTER AT Q82
No answer/Don't know .....	12	

ASK Q81a AND Q81b TO ALL WHOSE CHILDREN ARE TAKEN TO SCHOOL AT LEAST ONE DAY A WEEK (Q80, CODES 1-3). OTHERS TO Q82

Q81a Who takes the child/children to school? If you share responsibility with someone else, please also include them. MULTICODE OK Base: 207

	%
Me .....	75
My spouse/partner .....	38
Myself or spouse/partner .....	96
Another relative .....	4
A neighbour .....	2
A friend .....	5
Someone else .....	3
Don't know .....	1

Q81b SHOWCARD Y Here is a list of reasons why people might take children to school by car. Which, if any, of these apply in your case? Just read out the letter or letters. MULTICODE OK Base: 267

	%
A) It's too far for the children to walk or cycle and there is no alternative transport .....	28
B) It's too unsafe for them to walk or cycle because of the traffic .....	29
C) It's too unsafe for them to walk or cycle because of strangers .....	25
D) There are public buses, but they are too unreliable ..	6
E) It's on my way/my spouse's way to work .....	20
F) The child is/the children are too unreliable to be trusted to go to school on their own .....	11
G) The child is/the children are too lazy to be left to go to school on their own .....	4
H) Other reason (WRITE IN & CODE '8') .....	28
None .....	1
Don't know .....	5

Q82 ASK Q82 IF ANY CHILDREN AGED 13-16 IN HOUSEHOLD (SEE Q79). OTHERS TO Q83  
Thinking of the child/children aged between 13 and 16, may I ask him or her/each of them just a few questions?

Yes .....	GO TO Q83, DO DEMOGRAPHICS THEN CHILDREN'S QUESTIONNAIRE (S)
No .....	GO TO Q83

Q83 ASK ALL  
We may wish to call back to ask you a few more short questions sometime in the future. Would you be happy for us to do this, or not?

Yes .....	
No .....	

THANK RESPONDENT AND GO TO DEMOGRAPHICS

AND THEN DO CHILDREN'S QUESTIONNAIRE(S), IF APPLICABLE



## 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

ASK ALL Base: 141

QC1 SHOWCARD Z When you travel by car, how often do you wear a seatbelt....

a) In the front seat? SINGLE CODE BELOW

b) In the back seat? SINGLE CODE BELOW

	QC1a Front Seat	QC1b Back Seat
	%	%
Every time . . . . .	87	47
Most times . . . . .	8	24
Sometimes . . . . .	*	9
Not very often . . . . .	0	7
Never (CHECK IF RIDE AT ALL - SEE CODES 6,7,8) . . . . .	0	7
Never ride in the front passenger seat . . . . .	3	n/a
Never ride in the back seat . . . . .	n/a	0
Never travel by car . . . . .	0	0
Don't know . . . . .	2	6

ASK ALL

QC2 SHOWCARD AA 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. ALTERNATE ORDER.

	Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	No opinion %
<input type="checkbox"/> a) I would find it very difficult to adjust my lifestyle if our household did not have a car . . . . .	45	33	6	9	2	5
b) When I travel by car for long distances, I tend to feel sick . . . . .	22	20	4	23	28	4
<input type="checkbox"/> c) I am interested in cars						
1995 . . . . .	14	35	16	23	8	5
1994 . . . . .	27	36	16	15	6	1

QC3a What, if anything, do you particularly like about your parents' (IF ONLY ONE PARENT: father's/mother's AS APPLICABLE) car? IF MORE THAN ONE CAR IN HOUSEHOLD, ADD: I mean the car driven most often. PROBE FULLY

.....

.....

.....

.....

QC3b And what, if anything, do you particularly dislike about your parents' (IF ONLY ONE PARENT: father's/mother's AS APPLICABLE) car? IF MORE THAN ONE CAR IN HOUSEHOLD, ADD: I mean the car driven most often. PROBE FULLY

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

ASK ALL

QC4 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:	1994 (141) %	1993 (170) %
Speed .....	21	27
General look of the car .....	37	27
Comfort .....	21	23
Plenty of space .....	16	13
Safety features .....	19	19
Environmental friendliness .....	10	12
Good stereo .....	23	18
Good make of car .....	16	14
Cheap to run .....	23	26
Cheap to buy .....	14	16
Certain colour .....	29	13
Other (WRITE IN & CODE 'Y')		
.....	39	25
None .....	0	0
Would not get a car .....	0	2
No opinion .....	15	13

ASK ALL

QC5 How old do you think you will be when you get your first car? SINGLE CODE

	%
17 years old .....	22
18 years old .....	25
19 years old .....	9
20 years old .....	22
21 years old .....	7
22 years old .....	6
23 years old .....	0
24 years old .....	1
25 years old .....	1
26 years old .....	2
27 years old .....	0
28 years old .....	0
29 years old .....	0
30 years old to 34 years old .....	0
35 years old to 39 years old .....	0
40 years old or over .....	0
Will never have a car .....	0
Don't know .....	6

ASK ALL

- QC6 Do you think that you will buy your first car yourself, or do you think that it will be given to you as a present, or do you think your first car will be owned by someone you marry? IF A MIXTURE OF MORE THAN ONE, THEN MULTICODE OK.

	%	
Will buy first car myself .....	66	ASK
First car will be given as a present .....	26	QC7
First car will be owned by someone I marry .....	2	
First car will be owned by an employer/a company car .....	0	
Will not get my own car .....	1	GO TO
Will not learn to drive .....	0	QC8
Don't know .....	5	

- QC7 ASK ALL WHO WILL GET THEIR OWN CAR (QC6, CODES 1-4). OTHERS TO QC8  
And do you think that this car will be new or second hand? SINGLE CODE  
Base: 131

	%
New .....	7
Second hand .....	93
Don't know .....	0

ASK ALL

- QC8a SHOW CAR PICS Which, if any, of these types of car comes closest to the type you think your first car will be? SINGLE CODE

ASK ALL

- QC8b SHOW CAR PICS AGAIN If you were old enough to drive and own a car, which, if any, of these comes closest to the type of car you would ideally like to own? SINGLE CODE

ASK ALL

- QC8c SHOW CAR PICS AGAIN If your parents (IF ONLY ONE PARENT: father/mother AS APPLICABLE) had to replace their main car, which, if any, of these types of car comes closest to what you think they should get to replace it? SINGLE CODE

	QC8a First Car	QC8b Ideal Car	QC8c Car parents should get
	%	%	%
A Small runabout, town car .....	54	6	5
B Small saloon .....	12	3	8
C Small hatchback .....	18	2	2
D Small estate .....	1	1	0
E Large saloon .....	0	3	9
F Large hatchback .....	1	14	15
G Large estate .....	1	0	8
H Luxury saloon .....	0	3	11
I Sports .....	6	43	5
J 4 X 4 off road .....	1	14	18
K People Carrier .....	1	4	10
None .....	0	*	*
Other (WRITE IN & CODE '1')			
.....	0	*	*
Will not get a car .....	0	0	0
Don't know .....	5	7	9

- QC9 INTERVIEWER OBSERVATION  
Child is .....

	%
Boy .....	41
Girl .....	55

THANK CHILD AND CLOSE