



# CAR DRIVERS 1997

## Final Topline Results - 20.11.96

**Car Drivers Survey**

Base: 1209 interviews - face-to-face, in-house

Fieldwork: 10 October - 18 November 1996

Data are weighted to national driver profile proportions

All base figures (quoted in brackets) are unweighted

**Truck Drivers ('TD') survey**

Base: 163 interviews, face-to-face in street/service areas

Fieldwork: 17 October - 10 November 1996

All data and base figures are unweighted

Telephone in home	%	TD %
Yes .....	96	88
No .....	4	12
IF YES, WRITE IN NUMBER:		
<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		

Sex	%	TD %
Male .....	59	99
Female .....	41	1

Marital Status	%	TD %
Married .....	68	65
Living together .....	7	11
Single .....	15	17
Widowed/divorced/separated .....	10	7

Children in household	%	TD %
Aged 0-5 .....	23	26
Aged 6-10 .....	22	21
Aged 11-15 .....	15	20
None .....	58	54

Exact Age WRITE IN 

Work Status of respondent	%	TD %
Full-time (30hrs/wk+)* .....	53	98
Part-time (8-29hrs/wk)* .....	15	2
Not working but not seeking work .....	10	0
Unemployed and seeking work .....	4	0
Studying at school/college/ university (full time) .....	2	0
Retired .....	15	0
Other .....	1	0

*IF FULL- OR PART-TIME. ASK:	%	TD %
Self-employed .....	19	12
Not self-employed .....	81	88

Occupation of Chief Income Earner  
Position/rank/grade.....  
Industry/type of firm.....  
Quals/degrees/apprenticeships.....  
Number of staff responsible for.....  
REMEMBER TO PROBE PENSION

Social class	%	TD %
A .....	5	1
B .....	24	1
C1 .....	31	2
C2 .....	24	91
D .....	11	6
E .....	5	0

Rural/Urban (INTERVIEWER OBSERVATION)

	%
City/town centre .....	11
City suburb/edge of town .....	69
Village/edge of village/rural .....	20

Start of Interview - am/pmEnd of Interview - am/pm**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

 /  / 96

Exact length of Interview

 minutes

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?

	1996 (1,209) %	1995 (1,229) %	
Yes .....	100	100	GO TO QB
No .....	0	0	CLOSE AND
Don't know .....	0	0	DO NOT INCLUDE

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

	1996 (1,209) %	1995 (1,229) %	
Every day/most days .....	87	88	
1-3 times a week .....	11	12	
Less than once a week to once a month .....	1	1	GO TO QC
Less than once a month .....	0	0	CLOSE AND
Never .....	0	0	DO NOT
Don't know .....	0	0	INCLUDE

QC Was the car that you use most 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)

	1996 (1,209) %	
Bought privately .....	87	
Provided by respondent's employer .....	7	
Bought as respondent's business expense .....	4	CHECK
Provided by someone else's employer .....	1	QUOTAS
Bought as someone else's business expense .....	1	
Don't know .....	0	

ASK IF WORK PART/FULL TIME  
QD SHOWCARD A And which, if any, of these types of vehicles do you drive as the main part of your job? MULTICODE  
Base: All who work full/part time

	1996 (1,209) %	TD (163) %
Taxi/minicab .....	0	0
Minibus/transit/Luton van/other light van .....	6	2
Lorry/truck/Heavy Goods Vehicle .....	2	100
Bus or other Public Service Vehicle .....	1	1
Other (WRITE IN) .....	16	1
None of these .....	74	0
Don't know/No opinion .....	0	0

## DRIVING TODAY

ASK ALL  
 Q1 SHOWCARD B How strongly do you agree or disagree with the following statements?  
 READ OUT A-J  
 Base: All (1,209)

		Strongly agree %	Tend to agree %	Neither agree nor disagree %	Tend to disagree %	Strongly disagree %	No opin./ Don't know %
a)	I would use my car less if public transport were better						
	1996 ..	11	25	7	32	23	*
	1995 ..	14	26	6	30	23	1
b)	I would find it very difficult to adjust my lifestyle to being without a car						
	1996 ..	59	23	5	10	3	*
	1995 ..	61	21	3	12	3	*
c)	There should be compulsory retesting of drivers at 70 years old						
	1996 ..	49	33	7	6	4	1
d)	There should be compulsory retesting of people who have been banned from driving						
	1996 ..	59	25	9	5	1	1
e)	Random breath testing should be introduced						
	1996 ..	51	33	6	6	3	1
	1989 ..	56	28	3	8	5	1
f)	Everyone who is caught driving with more than the legal limit of alcohol in their blood should receive a prison sentence						
	1996 ..	12	19	17	37	13	2
	1989 ..	23	22	10	31	12	1
g)	The legal drink-drive limit should be reduced to about half its present level						
	1996 ..	26	25	11	21	13	4

## CARS IN HOUSEHOLD

ASK ALL

Q2a How many cars are there in your household now?

Q2b How many cars do you expect there to be in your household in two years' time?  
Base: All

	Q2a Now		Q2b 2 yrs time	
	1996 (1209) %	1995 (1,229) %	1996 (1209) %	1995 (1,229) %
None .....	1	1	1	1
One .....	57	52	47	43
Two .....	35	37	40	38
Three .....	5	8	7	9
Four .....	1	2	2	2
Five .....	*	*	*	*
Six .....	*	0	0	*
Seven .....	*	0	0	0
Eight or more .....	0	0	0	0
Was not in this household .....	0	0	0	0
Don't know .....	0	0	3	7
Mean Score	1.51	1.58	1.60	1.65

## DETAILS OF EACH CAR

### READ OUT:

Now I am going to ask you a series of questions about the car or cars that you use. .

IF NONE OR ONE CAR IN HOUSEHOLD (CODE '1' AT Q2a) ASK Q3 TO Q7 AND CODE UNDER FIRST CAR. IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q3 TO Q7 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST OFTEN, THEN REPEAT Q3 TO Q7 FOR CAR WHICH IS USED NEXT MOST OFTEN IN THE HOUSEHOLD; UP TO THREE CARS

### Q3 Was the car you use most often/next most often bought new, or second hand?

Base:

	1st Car		All Cars	
	1996 (1209) %	1995 (1,229) %	1996 (1853) %	1995 (1,229) %
New .....	30	29	29	29
Second hand .....	70	71	69	70
Don't know .....	*	*	2	1

### Q4 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)

CHECK RESPONSE FOR "1ST CAR - CAR USED MOST OFTEN" IS SAME AS IN QC (SCREENING QUESTION ON PAGE 2)

Base:

	1st Car		All Cars	
	1996 (1209) %	1995 (1,229) %	1996 (1853) %	1995 (1,229) %
Bought privately .....	87	87	85	86
Provided by respondent's employer .....	7	7	6	6
Bought as respondent's business expense .....	4	4	3	3
Provided by someone else's employer .....	1	1	3	3
Bought as someone else's business expense .....	1	1	1	1
Don't know .....	0	0	1	2

### Q5 What is the engine size of the car? SINGLE CODE

Base:

	1st Car		All Cars	
	1996 (1209) %	1995 (1,229) %	1996 (1609) %	1995 (1,229) %
Up to 1,400cc (up to 1.4 litres) .....	39	39	39	41
1,401 - 2,000cc (1.401 - 2 litres) .....	51	49	48	45
Over 2,000cc (over 2 litres) .....	9	10	11	11
Don't know .....	1	2	2	3

**Q6a Approximately how old is the car? SINGLE CODE**

Base:

	1st Car		All Cars	
	1996	1995	1996	1995
	(1209)	(1229)	(1853)	(1229)
	%	%	%	%
Up to 1 year	10	9	9	9
Over 1 to 2 years	9	11	9	10
Over 2 to 3 years	10	9	9	9
Over 3 to 4 years	8	9	7	9
Over 4 to 5 years	7	10	8	10
Over 5 to 6 years	9	8	9	8
Over 6 to 7 years	7	8	8	8
Over 7 to 8 years	8	9	7	7
Over 8 to 9 years	7	5	7	5
Over 9 to 10 years	11	8	10	8
Over 10 years	14	15	15	16
Don't know	1	1	2	2
Mean Score	5.74	5.58	5.86	5.71

**Q6b And how old was the car when you bought or acquired it? SINGLE CODE**

Base:

	1996	
	1st Car	All Cars
	(1209)	(1853)
	%	%
Up to 1 year	36	35
Over 1 to 2 years	7	7
Over 2 to 3 years	9	8
Over 3 to 4 years	8	8
Over 4 to 5 years	7	7
Over 5 to 6 years	7	7
Over 6 to 7 years	4	4
Over 7 to 8 years	5	4
Over 8 to 9 years	4	4
Over 9 to 10 years	4	4
Over 10 years	7	8
Don't know	2	4
Mean Score	3.71	3.78

**Q7 And was the car the same make as the one it replaced? SINGLE CODE**

Base:

	1996	
	1st Car	All Cars
	(1209)	(1853)
	%	%
Yes	28	27
No	63	62
Bought as additional car	2	4
No (equivalent) car in household previously	6	5
Don't know/No opinion	1	2

IF MORE THAN ONE CAR IN HOUSEHOLD (CODES '2' TO '8' AT Q2a)  
GO BACK TO Q3 AND REPEAT Q3-Q7 FOR 2ND AND 3RD CARS

ASK ALL

Q8 Approximately how much did the car you drive most often cost? (WRITE IN AND CODE)

Base: All

	1996 (1209) %	1995 (1,229) %
WRITE IN		
Up to £1,000	13	13
£1,001 - £2,000	13	9
£2,001 - £3,000	8	9
£3,001 - £4,000	9	8
£4,001 - £5,000	7	8
£5,001 - £6,000	5	6
£6,001 - £7,000	6	6
£7,001 - £8,000	5	5
£8,001 - £9,000	4	5
£9,001 - £10,000	3	4
£10,001 - £11,000	3	3
£11,001 - £12,000	3	4
£12,001 - £13,000	2	2
£13,001 - £14,000	2	2
£14,001 - £15,000	2	2
£15,001 - £16,000	1	1
£16,001 - £17,000	1	1
£17,001 - £18,000	1	1
£18,001 - £19,000	*	1
£19,001 - £20,000	1	*
£20,001 - £21,000	*	*
£21,001 - £22,000	*	*
£22,001 - £23,000	*	*
£23,001 - £24,000	*	*
£24,001 - £25,000	*	*
Over £25,000	*	1
Don't know/refused	11	7
Mean Score	£6,210	£6,250



## COMPANY CARS

ASK ALL

Q9 SHOWCARD C Which, if any, of these statements apply to you? Please choose all the ones that apply. MULTICODE OK

Base: All

	1996 (1209) %	1995 (1,229) %
a) My employer has provided me with a car for my use . . .	8	7
b) I bought a car as a business expense . . . . .	4	5
c) My employer has lent me money so I could buy a car to use for work-related travel . . . . .	*	*
d) My employer has lent me money to buy a public transport season ticket . . . . .	1	n/a
e) I get paid a mileage allowance for using my own car for work-related travel (excluding travel to/from work) . . . . .	11	8
f) I get paid an essential car user allowance . . . . .	2	n/a
g) My employer compensates me in some other way for using my car for work-related travel (excluding travel to/from work) (Please specify how. WRITE IN) . . . . .	6	n/a
h) I am eligible to have a car provided by my employer, but I have opted for an increase in annual salary instead . . . . .	*	1
i) I am eligible to have a car provided by my employer, but I have opted for a lump sum cash alternative instead . . . . .	*	*
j) I have had a company car in the last two years, but I don't have one now . . . . .	2	2
None of these . . . . .	72	78
Don't know . . . . .	*	1

ASK IF CURRENT CAR IS COMPANY CAR OR IF RESPONDENT HAS HAD COMPANY CAR IN LAST 2 YEARS (Q9, a), b), or j)). OTHERS TO FILTER AT Q16.

**Q10** Thinking about your current/old (AS APPLICABLE) company car, who decided what make and model of car you should have? Was the decision ... READ OUT

Base: All who have had company car in last 2 years

	1996 (321) %	1995 (321) %
Entirely your decision .....	47	52
or Were you given a number of alternatives from which to choose .....	21	16
or Was it chosen for you .....	24	22
or Were you given a price ceiling/maximum price ...	5	4
None of these .....	3	3
Don't know .....	0	3

**Q11** SHOWCARD D Thinking about your current/old (AS APPLICABLE) company car, when, if at all, would it normally be/have been replaced: SINGLE CODE

Base: All who have had company car in last 2 years

	1996 (321) %
a) After it has/had done a specified mileage .....	14
b) After the car has/had reached a certain age .....	32
c) After you have/had had the car for a certain time ...	10
d) Based on age or mileage limits, whichever is/ was reached first .....	16
e) Depending on company profits for the year .....	10
f) Some other basis (PLEASE SPECIFY) .....	8
None of these .....	6
Don't know/No opinion .....	3

**Q12** ASK Q12 IF a) OR d) CODED AT Q11 ABOVE. OTHERS GO TO Q13 FILTER BELOW  
To the nearest thousand miles, what is/was the specified mileage limit? WRITE IN  
Base: All who have had company car in last 2 years that would be replaced after specified mileage limit (20)  
Mean = 68,228 miles

**Q13** ASK Q13 IF b) or d) CODED AT Q11 ABOVE. OTHERS GO TO Q14 FILTER BELOW.  
To the nearest year, what is/was the specified age limit? WRITE IN  
Base: All who have had company car in last 2 years replaced after specified age limit (46)  
Mean: 3.31 years

**Q14** ASK Q14 IF c) CODED AT Q11 ABOVE. OTHERS GO TO Q15 FILTER BELOW  
To the nearest year, what is/was the maximum length of time you are/were allowed to keep the car? WRITE IN  
Base: All who have had company car in last 2 years replaced after specified time limit (14)  
Mean = 2.7 years

**Q15 Why do you not have a company car now? DO NOT PROMPT. MULTICODE OK**  
**Base: All who have had company car in last 2 years, but not now**

	1996 (16) %	1995 (20) %
Changed job within same company, no longer eligible .....	13	16
Opted for cash/salary increase now, in same company .....	5	0
Company policy - reduced number of cars .....	0	12
Car no longer needed in my job .....	5	0
New job in different company, not eligible for car .....	33	38
New job in different company, opted for cash/salary increase instead .....	0	0
Don't have a job now/retired .....	28	34
Other (WRITE IN) .....	15	6
Don't know/No opinion .....	0	0

**ASK IF RESPONDENT TOOK SALARY INCREASE OR CASH LUMP SUM INSTEAD OF COMPANY CAR (h) or i) AT Q9). OTHERS TO FILTER AT Q17**

**Q16 You say that you were eligible to have a company car, but that you. . . (READ OUT (A) OR (B) AS APPROPRIATE)**

- A) . . . . . opted for an increase in your annual salary instead  
 B) . . . . . opted for a lump sum cash alternative instead.

**Since choosing this option, have you bought or leased a car for your own use? SINGLE CODE ONLY**

**Base: All taken cash increase/lump sum**

	1996 (8) %	1995 (9) %
Yes .....	48	46
No .....	44	54
Don't know .....	8	0

**Q17 IF ANY FROM a) to c) OR e) to j) AT Q9, ASK Q17. OTHERS TO Q27**  
**SHOWCARD E Has your employer changed its policy on company cars in any of these respects within the last 12 months? MULTICODE OK**  
**Base: All eligible for company car or allowance for using our private car**

	1996 (468) %	1995 (413) %
No .....	58	57
a) Reduced the categories of people eligible for company cars .....	5	6
b) Increased the categories of people eligible for company cars .....	2	2
c) Traded down/bought cheaper/smaller engine cars .....	3	2
d) Upgraded/bought more expensive cars .....	5	3
e) Delayed the renewal of company cars .....	7	10
f) Now replacing company cars more frequently .....	2	2
g) Company now leases instead of buying cars .....	6	5
h) Company now buys instead of leasing cars .....	1	1
i) Offered cash/salary alternatives to eligible employees .....	6	4
j) Decided to phase out company cars altogether .....	1	2
k) Now provides company cars .....	1	0
l) Now leases cars to employees .....	1	2
m) Other (PLEASE SPECIFY) .....	4	0
Don't know/No opinion .....	15	18

ASK ALL WITH COMPANY CAR (Q9, a) or b) OTHERS TO Q27

**Q18a SHOWCARD F Which one, if any, of these best describes the company car that you currently have? SINGLE CODE**

Base: All with company car

**Q18b SHOWCARD F AGAIN And which one, if any, best describes the car that you would expect to get when you replace that car with another company car? SINGLE CODE**

Base: All with company car

**Q18c SHOWCARD F AGAIN And which one, if any, best describes the company car that you would get if you were given a free choice, with no tax penalties? SINGLE CODE**

Base: All with company car

	Q18a 1996 (305) %	Q18b 1996 (305) %	Q18c 1996 (305) %
a) Small runabout, town car	2	2	1
b) Small saloon	5	5	2
c) Small hatchback	16	12	4
d) Small estate	2	3	3
e) Large saloon	18	19	13
f) Large hatchback	20	16	13
g) Large estate	13	13	13
h) Luxury saloon	9	13	19
i) Sports	4	4	13
j) 4 X 4 off road	2	3	9
k) People Carrier	4	4	6
l) Other (WRITE IN)	4	4	1
None of these	1	2	2
Don't know	0	2	2

**Q19 SHOWCARD G If you were to get a replacement company car and were given the following choices, which one, if any, would you take? SINGLE CODE**

Base: All with company car

	1996 (305) %
a) Cheaper car and less tax	12
b) Same price car and same tax	50
c) More expensive car and more tax	10
d) No car but 15% higher salary	10
None of these	11
Don't know/No opinion	6

**Q20 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**

Base: All with company car

	1996 (305) %	1995 (304) %
Essential part of the job	77	73
Helpful to your job	12	13
Part of remuneration package	11	7
Don't know/No opinion	0	4

- Q21 SHOWCARD H Which, if any, of these do you do in your car on a regular basis?**  
**INTERVIEWER NOTE: IF RESPONDENT ASKS FOR DEFINITION OF 'REGULAR', REPLY:**  
**By 'on a regular basis', I mean once a month or more often. MULTICODE**  
**Base: All with company car**

1996  
 (305)  
 %

*In your car. ....*

a)	Complete paperwork related to your job .....	33
b)	Make phone calls related to your job .....	47
c)	Travel to work-related meetings .....	77
d)	Have discussions with work colleagues .....	37
e)	Have discussions with customers .....	29
f)	Have discussions with your boss about your career/future .....	13
	None of these .....	10
	Don't know/No opinion .....	*

- Q22 What is the job title or function of the person responsible for the management and administration of the company cars in your organisation? SINGLE CODE**  
**Base: All with company car**

1996  
 (305)  
 %

Company secretary .....	5
Managing Director/Chief Executive/Chairman .....	19
Finance Director/Chief Accountant/Head of Accounts .....	7
Other Director .....	6
Purchasing Director/Head of Purchasing .....	2
Other Purchasing Department .....	1
Fleet manager/administrator .....	23
Personnel Director/Head of Personnel/ Administration .....	5
Other Personnel/Administration Department .....	2
Other (WRITE IN) .....	25
None of these .....	3
Don't know/No answer .....	2

- Q23 SHOWCARD I In your opinion, how well or badly do you think your organisation manages its company cars? SINGLE CODE**  
**Base: All with company car**

1996  
 (305)  
 %

Very well .....	40
Fairly well .....	36
Neither well nor badly .....	6
Fairly badly .....	6
Very badly .....	3
Don't know/No opinion .....	9

- Q24 SHOWCARD J** In which, if any, of these ways does your employer provide or pay for fuel for your company car? **SINGLE CODE**  
Base: All with company car

	1996 (305) %
a) Just for business journeys made in the course of work	28
b) For business journeys plus travel to/from work	16
c) For all journeys made in the car (including private use)	38
d) For all journeys but subject to a maximum amount (eg limit per month)	2
e) By giving a fixed allowance, regardless of actual level of use	*
f) Other (PLEASE SPECIFY)	4
g) Not at all	8
Don't know/No opinion	4

- Q25** I am going to read out a list of tasks that are necessary to obtain or maintain a company car. For each one in turn, please tell me whether that task is usually performed by yourself or by someone else in your organisation. **READ OUT AND SINGLE CODE EACH ONE**  
Base: All with company car

	- 1996 -		
	Self %	Other %	Not applicable %
a) Choosing the car	74	25	1
b) Buying the car	41	56	3
c) Selling the car	38	58	4
d) Taxing the car	36	63	1
e) Paying for petrol for the car	66	33	1
f) Servicing the car	72	28	*
g) Repairing the car, for instance, after an accident	64	35	1
h) Making insurance claims	51	48	1
i) Organising temporary replacement cars	50	47	3

- Q26** What change or changes, if any, would you like to see in the way company cars are managed in your organisation? **PROBE FULLY. WRITE IN**  
Base: All with company car

- ASK ALL**  
**Q27 SHOWCARD K** Which, if any, of these do you have or carry in your car? **MULTICODE**  
Base: All

	1996 (1209) %
a) Electronic route planner	*
b) Car phone	4
c) Other mobile phone	17
d) Portable computer	4
e) Portable fax	*
f) Hand-held terminal	1
g) Tools/equipment related to job	17
None of these	68
Don't know/No answer	*

**Q28 Do you regularly drive a car to get to and from work? (NB - IF RESPONDENT GETS A LIFT IN SOMEONE ELSE'S CAR, CODE 'NO')**

Base: All

	1996
	(895)
	%
Yes .....	79
No .....	21
Don't know/No opinion .....	*

**Q29 IF YES AT Q28 ABOVE, ASK Q29 to Q34. OTHERS GO TO Q35. SHOWCARD L Which, if any, of these are the main reasons why you drive to and from work? MULTICODE**  
Base: All who drive to and from work

	1996
	(730)
	%
a) Need to use car when at work .....	36
b) No public transport service available .....	26
c) Public transport service available, but inconvenient .....	28
d) Costs less than other options .....	12
e) Get free petrol .....	2
f) Quicker than other options .....	55
g) More comfortable than other options/ can listen to music/radio etc .....	26
h) Dislike public transport generally .....	13
i) Enjoy driving .....	23
j) Convenient/cheap parking at work .....	21
k) Drop children off en route .....	11
l) Do something else en route .....	9
m) Other (PLEASE SPECIFY) .....	4
None of these .....	*
Don't know/No opinion .....	0

**Q30 SHOWCARD M Which, if any, of these best describes the location of the place of work which you regularly drive to?**  
Base: All who drive to and from work

	1996
	(730)
	%
City/town centre .....	33
City suburb/edge of town/industrial estate .....	46
Village/edge of village/Rural .....	16
Other (WRITE IN) .....	3
None of these .....	2
Don't know/No opinion .....	0

**Q31 SHOWCARD N Does your company give assistance with parking at work by doing any of these things? MULTICODE**  
Base: All who drive to and from work

	1996
	(730)
	%
a) Providing free parking at your workplace .....	51
b) Providing paid for parking at your workplace .....	2
c) Providing free parking at a nearby car park .....	6
d) Providing subsidised parking at a nearby car park .....	1
e) In some other way (PLEASE SPECIFY) .....	2
None of these .....	40
Don't know/No opinion .....	*

- Q32** IF a) to e) CODED AT Q31 ABOVE ASK Q32. OTHERS GO TO Q35  
 If you had to find your own parking space, to the nearest pound, approximately how much would it cost you to park per week? WRITE IN  
 Base: All whose company give assistance with parking at work (349)  
 Mean: £

- Q33** IF ANY COST SPECIFIED AT Q32 ABOVE, ASK Q33. OTHERS GO TO Q35  
 If you had to pay this cost yourself, would you still regularly drive to work, or would you use some other means of transport? SINGLE CODE  
 Base: All who would have to pay for parking if company did not give assistance

	1996
	(181)
	%
Would still drive to work . . . . .	65
Would use other means of transport . . . . .	29
Don't know/No opinion . . . . .	6

- IF WOULD USE OTHER MEANS OF TRANSPORT AT Q33, ASK Q34. OTHERS GO TO Q35.  
**Q34** What other means of transport do you think you would use most often instead of driving to work? MULTICODE  
 Base: All who would use another means of transport if had to pay for parking

	1996
	(44)
Car/other private vehicle (as passenger) . . . . .	11
Bus . . . . .	37
Train . . . . .	22
Tram . . . . .	0
Other public transport . . . . .	1
Cycle . . . . .	32
Walk . . . . .	18
Other (ASK RESPONDENT TO SPECIFY, AND WRITE IN) . . . . .	0
Don't know/No opinion . . . . .	0

- Q35** 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.  
 INTERVIEWER NOTE: IF RESPONDENT SEEMS CONFUSED, SAY Please add the number of years you have owned your current car to the number of years you are likely to keep it. SINGLE CODE  
 Base: All

	1996	1995
	(1209)	(1,229)
	%	%
Up to 1 year . . . . .	8	9
Over 1 to 2 years . . . . .	11	12
Over 2 to 3 years . . . . .	19	18
Over 3 to 4 years . . . . .	14	15
Over 4 to 5 years . . . . .	11	10
Over 5 to 6 years . . . . .	5	7
Over 6 to 7 years . . . . .	4	4
Over 7 to 8 years . . . . .	3	3
Over 8 to 9 years . . . . .	2	1
Over 9 to 10 years . . . . .	3	2
Over 10 years . . . . .	9	8
Don't know . . . . .	11	11
Mean Score	4.44	4.19



**Q36a SHOWCARD O** Approximately how many miles is the car (that you drive most often) driven a year, on average? SINGLE CODE

Base: All

**Q36b SHOWCARD O AGAIN** 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

**Q36c SHOWCARD O AGAIN** And how many of these miles, if any, is the car driven to or from your, or someone else's, place of work? SINGLE CODE Base: All

		Q36a Total		Q36b Work		Q36c Place of work
		1996 (1209) %	1995 (1,229) %	1996 (486) %	1995 (594) %	1996 (640) %
None .....		0	0	0	0	0
a)	Up to 1,000 miles .....	3	6	25	26	27
b)	1,001 to 2,000 miles .....	4	8	7	14	14
c)	2,001 to 4,000 miles .....	7	13	13	15	15
d)	4,001 to 6,000 miles .....	13	14	11	15	13
e)	6,001 to 8,000 miles .....	11	11	7	13	6
f)	8,001 to 10,000 miles .....	14	13	5	7	5
g)	10,001 to 12,000 miles .....	14	13	6	4	5
h)	12,001 to 14,000 miles .....	9	8	2	2	3
i)	14,001 to 16,000 miles .....	7	7	4	4	2
j)	16,001 to 18,000 miles .....	3	2	1	2	0
k)	18,001 to 20,000 miles .....	3	2	2	3	1
l)	20,001 to 25,000 miles .....	4	3	2	4	1
m)	25,001 to 30,000 miles .....	2	3	3	3	1
n)	Over 30,000 miles .....	3	3	3	3	1
Don't know .....		3	6	8	0	5
Mean Score		10,770	10,400	7,320	8,100	14,140

## BUYING CARS

ASK ALL

- Q37 Have you personally been responsible for buying a car, either new or second hand, within the last two years? SINGLE CODE

	1996 (1209) %	1995 (1,229) %
Yes .....	45	50
No .....	55	50
Don't know .....	0	*

ASK ALL WHO HAVE BOUGHT A CAR IN THE LAST TWO YEARS (Q37 CODE 1). OTHERS GO TO FILTER AT Q47.

- Q38 How many new cars have you been responsible for buying within the last two years? SINGLE CODE

Base: All bought car in last 2 years

- Q39 And how many second-hand cars have you been responsible for buying within the last two years? SINGLE CODE

Base: All bought car in last 2 years

	Q38 New (525) %	Q39 Secondhand (525) %
None .....	71	22
One .....	25	60
Two .....	2	12
Three .....	1	4
Four .....	0	1
Five .....	*	1
Six .....	*	0
Seven .....	0	0
Eight or more .....	0	1
Don't know/no opinion .....	*	*
Mean Score	0.36	1.10

IF ONE OR MORE NEW ASK Q40. OTHERS GO TO FILTER AT Q41.

- Q40 And did you buy this car/your new car (AS APPROPRIATE) from ... (READ OUT a-c)

- OR Thinking of the new car you bought most recently, did you buy this car from ... (READ OUT a) to c)) SINGLE CODE

Base: All bought new car in last 2 years

	1996 (165) %	1995 (165) %
a) A franchise dealer specialising only in your make of car .....	70	80
b) A franchise dealer selling more than one make of car .....	16	11
c) Other dealer selling new cars .....	10	4
Cannot remember .....	4	4

**Q41** IF BOUGHT ONE OR MORE 'SECOND HAND' ASK Q41. OTHERS GO TO FILTER AT Q43.  
**SHOWCARD P** Which of these did you buy your car/your second-hand car (AS  
 APPROPRIATE) from?

**OR** Thinking of the second hand car you bought most recently, which of these did you buy  
 the car from?

Base: All bought second-hand car in last 2 years

	1996 (402) %	1995 (424) %
a) An individual selling privately whom you did not know	24	24
b) A friend or relative selling privately	18	17
c) Given/paid for by relative/friend	0	0
d) A car auction	2	4
e) A dealer selling only second hand cars	25	27
f) A franchise/new car dealer of your make of car	17	16
g) A franchise/new car dealer for another make of car	8	8

**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

	1996 (402) %
h) A dealer/garage selling new cars	1
Other (WRITE IN)	3
Cannot remember/don't know	1

**THERE IS NO Q42**

**Q43** ASK Qs IF BOUGHT CAR FROM DEALERSHIP (e) to h) at Q41). OTHERS GO TO Q47  
 Thinking now of the dealership where you most recently bought a car, was this the first time  
 you had used that dealership, had you previously bought a car there or had you previously  
 had a car serviced or repaired there? SINGLE CODE  
 Base: All bought a car from a dealership in last 2 years

	1996 (350) %
First time used that dealership	73
Previously bought car there	24
Previously had car serviced or repaired there	2
Don't know/No opinion	1

- Q44 SHOWCARD Q And when you bought that car, which, if any, of these were relevant considerations in choosing the dealership that you bought it from? MULTICODE**  
**Base: All bought a car from a dealership in last 2 years**

	1996 (350) %
a) Offers good/best deal or value	53
b) Attractive incentive/promotions/'freebies'	7
c) Recommended by friend/relative	10
d) Friend/relative works there	7
e) Wide range of cars	18
f) Nearest one to stock marque/manufacturer I wanted	23
g) Good customer service	28
h) Can trust salespeople there	15
i) Knowledgeable salespeople	19
j) Good after-sales service/back-up	28
k) Part of a large network	8
l) Bought last/a previous car there	13
m) Other (PLEASE SPECIFY)	7
None of these	2
Don't know/No opinion	*

- Q45 SHOWCARD R How satisfied or dissatisfied were you overall with the dealership? SINGLE CODE ONLY**  
**Base: All bought a car from a dealership in last 2 years**

	1996 (350) %	1995 (391) %
Very satisfied	54	49
Fairly satisfied	34	36
Neither satisfied nor dissatisfied	5	3
Fairly dissatisfied	3	4
Very dissatisfied	4	2
Don't know	0	7

- Q46 SHOWCARD S And thinking again of the car that you drive most often, from this card please tell me how the car was bought? Base: All bought a car from a dealership in last 2 years**

	1996		1995	
	New (160) %	Secondhand (230) %	New (165) %	Secondhand (226) %
a) Cash	49	41	44	50
b) Cash or loan from a member of family	0	4	2	2
c) Bank loan/Bank loan and cash	7	15	6	9
d) Building Society loan/Building Society loan and cash	10	1	*	2
e) Finance company loan/Finance company loan and cash	14	19	13	13
f) Hire Purchase/Hire purchase and cash	10	12	12	8
g) Finance leasing (monthly payment for use of car only)	3	2	4	1
h) Contract hire/full service leasing (monthly payment includes service and repairs etc)	3	1	4	*
i) Contract purchasing (eg. Ford Options/Vauxhall Choices 1-2-3)	9	1	5	1
j) Other (WRITE IN)	4	3	8	4
Don't know	0	1	4	11

- Q47** ASK ALL WHO WORK FULL OR PART-TIME  
 Have you personally ever made use of a preferential car purchase scheme set up in-house by your employer for you and other employees? This is a scheme where companies offer their employees who do not qualify for a company car the chance to buy their own car, using the company's own dealership discounts or preferential rates.  
 SINGLE CODE  
 Base: All who work full-or part-time

	1996
	(740)
	%
Yes .....	2
No .....	97
Don't Know/No Opinion .....	0

- Q48** ASK ALL WHO HAVE BOUGHT A SECOND-HAND CAR IN THE LAST TWO YEARS (Q39 CODES 2-9). OTHERS TO Q49.  
 Thinking again of your (AS APPROPRIATE - second-hand) car (AS APPROPRIATE - that you bought most recently), how old was this car when you bought it? SINGLE CODE  
 Base: All bought second-hand car in last 2 years

	1996	1995
	(402)	(424)
	%	%
Up to 1 year old .....	10	11
Over 1 to 2 years old .....	8	11
Over 2 to 3 years old .....	8	11
Over 3 to 4 years old .....	9	11
Over 4 to 5 years old .....	6	7
Over 5 to 6 years old .....	8	8
Over 6 to 7 years old .....	6	7
Over 7 to 8 years old .....	5	6
Over 8 to 9 years old .....	9	7
Over 9 to 10 years old .....	8	6
Over 10 years old .....	19	13
Don't know .....	5	2
Mean Score	5.97	5.29

ASK ALL  
 Q49 SHOWCARD T If you were to go to view a car, which two or three of these times would suit you best? MULTICODE OK  
 Base: All

	1996 (1209) %	1988 (1576) %
<b>Weekday</b>		
Morning - 8.30 - 12.00 am	17	16
Lunchtime - 12.00-2.00 pm	8	6
Afternoon - 2.00 - 5.00 pm	19	17
Evening - 5.00 - 8.00 pm	21	25
<b>Saturday</b>		
Morning - 8.30 - 12.00 am	22	25
Lunchtime - 12.00-2.00 pm	12	9
Afternoon - 2.00 - 5.00 pm	34	31
Evening - 5.00 - 8.00 pm	5	8
<b>Sunday</b>		
Morning - 8.30 - 12.00 am	17	21
Lunchtime - 12.00-2.00 pm	9	9
Afternoon - 2.00 - 5.00 pm	27	30
Evening - 5.00 - 8.00 pm	3	7
None/does not matter	12	17
No opinion	1	2

## SERVICE AND REPAIRS

- ASK ALL  
**Q50 Do you have primary responsibility for getting the car you use most often serviced or not?**  
 SINGLE CODE  
 Base: All

	1996 (1209) %	1995 (1229) %
Yes .....	79	75
No .....	21	25

- ASK Q51 IF HAVE PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR (CODE '1' AT Q50). OTHERS GO TO Q57  
**Q51 SHOWCARD U Which of these do you do? MULTICODE OK**  
 Base: All responsible for servicing car

	1996 (957) %	1995 (950) %
a) Have the car serviced by a main dealer for your make of car .....	34	32
b) Have your car serviced by a main dealer for another make of car .....	3	3
c) Have your car serviced by a service centre (eg Halfords/Charlie Brown/Apple/SMC/Lex Autocentres) .....	2	3
d) Have the car serviced by a garage/workshop (which does not sell new cars) .....	31	30
e) Mobile service unit visits your home .....	3	2
f) Have your car serviced by a friend/acquaintance .....	17	17
g) Physically service the car by yourself/someone else in the household physically services the car .....	17	17
h) Collection, servicing and delivery service provided by dealership or company fleet provider .....	2	2
Other (WRITE IN) .....	2	1
i) Never get/got car serviced .....	*	3
Don't know .....	0	*

- ASK Q52 IF SERVICED BY A SERVICE CENTRE (Q51, CODE 3). OTHERS TO Q53a.  
**Q52 You say you have your car serviced by a service centre, such as Halfords/Charlie Brown/Apple/SMC/Lex Autocentres. Which do you use? MULTICODE OK. DO NOT PROMPT**  
 Base: All who get car serviced at a service centre

	1996 (22) %	1995 (24) %
Apple .....	5	2
Charlie Brown .....	10	0
Halfords .....	35	31
Lex Autocentres .....	26	22
SMC .....	0	2
Other (WRITE IN) .....	30	36
Don't know .....	0	7

ASK ALL WHO GET THEIR CAR SERVICED (Q51, CODES 1-9). OTHERS TO Q57

Q53a How many times has the car you drive most often been serviced in the last 12 months? SINGLE CODE

Base: All who get car serviced

Q53b How many times has the car you drive most often been repaired in the last 12 months? SINGLE CODE

Base: All who get car serviced (954)

	Serviced		Repaired	
	1996 (954) %	1995 (926) %	1996 (954) %	1995 (926) %
None .....	12	9	51	53
One .....	48	46	28	28
Two .....	30	31	11	9
Three .....	6	7	4	3
Four .....	2	3	2	1
Five .....	*	*	1	*
More than five .....	1	1	1	1
Don't know .....	1	2	1	3
Mean Score	1.43	1.53	0.86	0.72

Q54 SHOWCARD V How strongly do you agree or disagree with the following statements?

Base: All who get car serviced (954)

		Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No opinion /don't know	
a)	I would prefer to use a garage or service centre that conducted minor maintenance tasks & repairs while I wait	1996	21	37	17	20	5	1
b)	I only want my car to be fitted with parts that come from the original manufacturer	1996	31	24	16	22	6	*
c)	I always like to be provided with a full explanation of the work that has been done on my car	1996	66	25	5	3	1	*
d)	I always like to talk directly to the mechanic who services my car	1996	43	29	16	10	2	1



- Q55 What determines when you normally get the car (the one you drive most often) serviced? SINGLE CODE**  
**Base: All who get car serviced**

	1996 (954) %	1993 (1324) %
Recommended service intervals .....	27	28
After a certain time (PROBE FOR THE TIME, WRITE IN) .....	16	16
After a certain number of miles (PROBE FOR NUMBER OF MILES, WRITE IN) .....	26	23
When something starts to go wrong .....	10	11
When the car breaks down .....	1	*
MOT .....	10	6
Prior to a long journey .....	1	1
Prior to selling the car .....	0	0
Approaching winter .....	3	2
Other (WRITE IN AND CODE) .....	5	6
Don't know/no opinion .....	1	7

ASK Q41a TO Q48 IF SERVICED BY DEALER/GARAGE/SERVICE CENTRE/UNIT (Q51, a) to e). OTHERS GO TO Q57.

- Q56 SHOWCARD W How satisfied or dissatisfied are you generally with the way your car is serviced? SINGLE CODE**  
**Base: All who get car serviced by dealer/garage/service centre/unit**

	1996 (710) %	1995 (684) %
Very satisfied .....	60	58
Fairly satisfied .....	31	27
Neither satisfied nor dissatisfied .....	3	3
Fairly dissatisfied .....	2	4
Very dissatisfied .....	*	*
Don't know .....	4	7

- Q57 ASK ALL SHOWCARD X How confident are you that cars that pass the MOT are safe to drive on public roads? MULTICODE**  
**Base: All**

	1996 (1209) %	1989 (1534) %
Very confident .....	16	2
Fairly confident .....	50	55
Not very confident .....	24	27
Not at all confident .....	7	10
Don't know/no opinion .....	3	1

**FUEL**

ASK ALL

- Q58 Can your car (the car you drive most often) currently run on unleaded petrol, or can it not run on unleaded petrol, or is it diesel? SINGLE CODE ONLY**  
 Base: All

	1996 (1209)	1995 (1229)
	%	%
Yes, can run on unleaded .....	66	61
No, cannot run on unleaded .....	27	28
Diesel .....	7	9
Don't know .....	*	1

- Q59 SHOWCARD Y How likely are you to consider buying a diesel car in the future?**  
 SINGLE CODE  
 Base: All

	1996 (1209)	1995 (1229)
	%	%
Certain to .....	7	10
Very likely .....	14	14
Fairly likely .....	21	20
Fairly unlikely .....	18	14
Very unlikely .....	20	21
Certain not to .....	14	16
No opinion .....	7	5

## DRIVING SKILLS

- Q60** I would like you to imagine for a moment that you have been appointed Transport Secretary in the government. What would you do to improve road safety in your first year of office? PROBE FULLY. WRITE IN  
Base: All

- Q61** SHOWCARD Z The government has a budget to spend on improving driving standards and safety through advertising and information. Bearing this in mind, which two or three of these areas do you think it should spend most money on? MULTICODE  
Base: All

	1996 (1209) %
(a) Drink-driving	60
(b) Driving slowly in towns and residential areas	44
(c) Wearing seatbelts	16
(d) Driving within speed limits on motorways	17
(e) Taking a break when tired	17
(f) Reducing road-rage	36
(g) Not using mobile phones in cars	27
(h) Driving under the influence of illegal drugs	30
(i) Driving under the influence of prescribed drugs	9
(j) Maintaining cars properly	26
(k) Others (PLEASE SPECIFY)	2
None of these	1
Don't know/no opinion	*

- Q62** SHOWCARD AA Here is a list of issues related to motoring and road safety which you may sometimes see television advertisements about, paid for by the government. Which, if any, of these issues do you remember ever seeing a TV advertisement about? PROMPT Any others? MULTICODE  
Base: All

	1996 (1209) %
a) Crossing roads/pedestrian safety	46
b) Drinking and driving	91
c) Speeding and speed reduction	66
d) Cycling safety	29
e) Front seatbelts	40
f) Rear seatbelts	24
g) Car crime/security	78
None of these	2
Don't know/No opinion	0

ASK ALL  
 Q63 SHOWCARD CC Which, if any, of these slogans or phrases do you remember ever seeing or hearing in a television advertisement? PROMPT Any others? MULTICODE  
 Base: All

ASK Q64 IF ANY OF a) to j) CODED AT Q63. OTHERS TO Q65a  
 Q64 SHOWCARD CC AGAIN I would like you to think now of the advertising campaign(s) featuring the slogan(s) that you recall. Which, if any, of these do you think were effective in changing the way the people it/(they) was/(were) aimed at behaved?  
 Base: All

	Q63 1996 (1209) %	Q64 1996 (1209) %
(a) Drinking and driving wrecks lives	82	47
(b) Kill your speed. Not a child	81	41
(c) Speed kills. Kill your speed	59	17
(d) Car crime. Together we'll crack it	75	14
(e) Tough nuts are hard to crack	8	1
(f) Wear a helmet. It could save your life	31	8
(g) Stop, look, listen, live	32	5
(h) Always follow the Green Cross Code	74	20
(i) Never forget. Clunk click	37	16
(j) Clunk click. Every trip.	61	37
No, none	0	0
Don't know/no opinion	0	0

**Q65a (Q61 - 1988) SHOWCARD DD Thinking generally, how would you rate the overall standards of driving in Britain today? SINGLE CODE**  
Base: All

**Q65b (Q62 - 1988) SHOWCARD DD AGAIN And how would you rate your own standard of driving? SINGLE CODE**

	<b>Q65a Overall</b>			<b>Q65b Own</b>		
	<b>1996 (1209) %</b>	<b>1988 (1576) %</b>	<b>TD (163)</b>	<b>1996 (1209) %</b>	<b>1988 (1576) %</b>	<b>TD (163) %</b>
Very good .....	2	2	4	14	17	21
Good .....	28	22	24	60	57	58
Neither good nor bad .....	36	36	34	24	23	18
Bad .....	26	27	24	1	2	1
Very bad .....	7	13	10	*	*	1
Don't know .....	*	1	0	1	1	1

**Q66 And in general, what do you think is the worst thing about drivers in Britain today? PROBE FULLY. WRITE IN**  
Base: All

**Q67 On balance, who do you think make better drivers, men or women?**  
Base: All

	<b>1996 (1209) %</b>	<b>1988 (1576) %</b>
Men .....	18	19
Women .....	31	8
Neither/about the same .....	48	70
Don't know/no opinion .....	4	4

## DRIVING INCIDENTS

## ASK ALL

Some of the following questions concern your own driving habits and experiences. Please answer them as honestly as you can, bearing in mind that all your responses are strictly confidential.

- Q68a SHOWCARD EE Anger or stress can actually affect the way people drive and behave in their cars. Because of feeling angry or stressed, which, if any, of these things have you ever felt like doing when driving a vehicle, regardless of whether you actually did them or not? MULTICODE

Base: All

1996 (1209) %	TD (163) %
---------------------	------------------

## Specifically because of a driving incident:

(a)	Get out of your car and physically threaten another driver	10	29
(b)	Get out of your car and attack another driver	4	9
(c)	Get out of your car and deliberately damage another driver's vehicle	3	8
(d)	Force another driver to pull over or off the road	5	10
(e)	Force another driver to pull over and stop	7	15
(f)	Deliberately drive into another driver's vehicle	4	7
(g)	Verbally abuse or gesture at another driver while still in your car	66	81
(h)	Follow ("tailgate") another driver very closely or aggressively for a distance	18	20
	Refused	0	0
	None of these	27	12
	Don't know/no opinion	0	1

ASK Q68b IF ANY AT Q68a. OTHERS GO TO Q70.

- Q68b SHOWCARD FF And which, if any, of these things have you actually done in the last 12 months when driving a vehicle, because of feeling angry or stressed? MULTICODE

Base: All

1996 (1209) %	TD (163) %
---------------------	------------------

## Specifically because of a driving incident:

(a)	Got out of your car and physically threatened another driver	2	6
(b)	Got out of your car and attacked another driver	*	2
(c)	Got out of your car and deliberately damaged another driver's vehicle	*	1
(d)	Forced another driver to pull over or off the road	*	1
(e)	Forced another driver to pull over and stop	1	5
(f)	Deliberately driven into another driver's vehicle	0	1
(g)	Verbally abused or gestured at another driver while still in your car	52	66
(h)	Followed ('tailgated') another driver very closely or aggressively for a distance	9	9
	Refused	0	17
	None of these	18	0
	Don't know/no opinion	0	0

IF ANY AT Q68b ABOVE, ASK FOR MOST SERIOUS (MOST TO LEAST SERIOUS = B, F, C, D, E, A, H, G.): THEN GO TO Q70.

**Q69a SHOWCARD GG** You say that you (READ OUT STATEMENT AT Q68b THAT APPLIES). The last time that this happened, was this as a direct result of another driver doing any of these things, and if so, which? MULTICODE  
Base: All who have committed road rage

**Q69b SHOWCARD GG AGAIN** You say that you felt like (STATEMENT AT Q68a THAT APPLIES). The last time that this happened, was this as a direct result of another driver doing any of these things, and if so, which? MULTICODE  
Base: All who have felt like committing road rage

		Q69a (682) %	Q69b (242) %
<i>Another driver:</i>			
(a)	Was driving too slowly for the road conditions	13	10
(b)	Was slow to pull away once traffic lights turned green	3	2
(c)	Was driving too close behind you	26	27
(d)	Was flashing their headlights when they wanted to overtake you	9	8
(e)	Failed to signal their intentions clearly	25	18
(f)	Cut in sharply after overtaking	36	26
(g)	Pulled away fast to get ahead of you at traffic lights	3	1
(h)	Overtook on the inside lane of a motorway	11	10
(i)	Was driving in the fast lane of the motorway and would not pull over	11	7
(j)	Was breaking the speed limit	3	6
(k)	Made angry or obscene gestures to you or other drivers	14	9
(l)	Was driving on the motorway hard shoulder/in a bus lane etc to overtake slow moving traffic	2	•
(m)	Jumped a queue of traffic	14	8
(n)	Failed to dip their headlights when driving towards/ behind you	7	8
(o)	Other (SPECIFY)	13	8
	None of these	2	4
	No opinion	1	2

# REWORDED

**Q70 SHOWCARD HH** Which, if any, of these have happened to you in the last 12 months? Just read out the letter or letters that apply. CODE BELOW. MULTICODE OK  
Base: All

		1996 (1209) %	1995 (1229) %	TD (163) %
<i>Specifically because of a driving incident.....</i>				
(a)	Another driver got out of their car and physically threatened me	3	3	6
(b)	Another driver got out of their car and physically attacked me	•	1	1
(c)	Another driver got out of their car and deliberately damaged the car I was in	1	1	0
(d)	Another driver forced me to pull over or off the road	4	7	16
(e)	Another driver forced me to pull over and stop	2	N/A	8
(f)	Another driver deliberately hit the car I was in	•	2	2
(g)	Another driver verbally abused me or gestured at me while still in their own car	39	46	61
(h)	Another driver followed me very closely and aggressively (‘tailgated’) for a distance	33	N/A	33
	None of these	41	50	21
	Don't know	•	1	0

**SPEEDING**

ASK ALL  
 Q71a SHOWCARD II Which, if any, of these have you done in the last 12 months?  
 MULTICODE  
 Base: All

	1996 (1209) %
(a) Exceeded the speed limit on a motorway .....	52
(b) Exceeded the speed limit on a road in a residential area .....	39
(c) Exceeded the speed limit on a road in a non-residential area .....	44
(d) 'Raced' another driver on a public road .....	3
(e) Driven through a red traffic light intentionally .....	4
(f) Overtaken on the inside lane of a motorway .....	13
(g) Driven in a bus lane during rush hour .....	5
(h) Driven on the hard shoulder of a motorway when you shouldn't have .....	1
(i) Driven more than a mile without wearing a seatbelt ..	19
None of these .....	23
Don't know/no opinion .....	*

Q71b SHOWCARD JJ Which of these best describe your attitude towards keeping to the speed limit on motorways? SINGLE CODE  
 Base: All

Q71c SHOWCARD JJ AGAIN And which of these best describe your attitude towards keeping to the speed limit in towns? SINGLE CODE  
 Base: All

	Q71b		Q71c	
	Motorways (1209) %	TD (163) %	Towns (1209) %	TD (163) %
(a) The speed limit should not be broken except in exceptional circumstances .....	58	64	84	83
(b) The speed limit is usually set below a safe level and it's OK to exceed it .....	18	14	7	7
(c) Speed limits don't mean much on most roads and drivers should judge for themselves what speed is acceptable according to road conditions ...	18	20	7	7
No opinion .....	6	2	3	2



ASK Q72a IF a), b) or c) at Q71a, OR if b) or c) AT Q17b or Q71c. OTHERS GO TO Q72b  
 Q72a SHOWCARD KK I would like you to read this list of measures designed to encourage drivers to keep to the speed limit. Please note that by 'banning people from driving', we mean banning them for a period of three months only. Now please tell me which, if any, of them, would make you personally less likely to exceed the speed limit?  
 Base: All who have broken speed limit or consider limits discretionary

ASK ALL  
 Q72b SHOWCARD KK AGAIN (I would like you to read this list of measures designed to encourage drivers to keep to the speed limit. Please note that by 'banning people from driving', we mean banning them for a period of three months only.) Which, if any, of them would you support?  
 Base: All

	Q72a You personally (901) %	Q72b Drivers (1209) %
(a) Installing speed cameras on more roads (with offenders penalised if more than 20 m.p.h. over speed limit) . . . . .	66	55
(b) Heavier penalties for all drivers who exceed the speed limit . . . . .	36	31
(c) The police enforcing speed limits more strictly . . . . .	28	30
(d) Banning people from driving if caught driving on a motorway more than 30mph above limit . . . . .	39	33
(e) Banning people from driving if caught driving in a residential area more than 10 mph above limit . . . . .	36	23
(f) Installing tachographs in cars (as in lorries) recording speeds driven . . . . .	15	11
(g) Installing more speed bumps or 'sleeping policeman' . . . . .	34	24
(h) Having speed limiters on cars . . . . .	21	17
(i) On the spot speeding fines . . . . .	46	39
(j) Publishing names and addresses of drivers convicted of speeding in local papers . . . . .	21	16
(k) Hard hitting anti-speeding publicity campaign (similar to that for drink-driving) . . . . .	19	30
None of these . . . . .	2	3
Don't know/no opinion . . . . .	*	*

**DRIVING HABITS**

- Q73 SHOWCARD LL Which, if any, of these things have you done in the last 12 months while driving at a normal speed for the road? MULTICODE**  
 Base: All

	1996 (1209) %
(a) Smoked .....	24
(b) Drunk a soft/hot drink .....	34
(c) Eaten a snack/sweets etc .....	62
(d) Read a map or other route directions .....	20
(e) Talked on a hand-held mobile phone .....	13
(f) Kissed/cuddled with your partner .....	3
(g) Listened to very loud music .....	29
(h) Changed a tape or CD manually/retuned a radio ....	65
(i) Allowed a dog, or large pet, to be loose inside the car .....	12
(j) Shaved/put on make-up/done hair etc .....	3
None of these things .....	10
Don't know/No opinion .....	0

- Q74 In the last 12 months, when driving, have you ever felt yourself falling asleep or "nodding off" at the wheel, so that you had to make a conscious effort to stay awake? SINGLE CODE**  
 Base: All

	1996 (1209) %
Yes .....	27
No .....	73
Don't know .....	*

- ASK Q IF 'YES' AT Q74 ABOVE. OTHERS GO TO Q77a**  
**Q75 Approximately how many times has this happened in the last 12 months?**  
 Base: All who have fallen asleep at the wheel in last 12 months

	1996 (362) %
Once .....	30
2-3 times .....	44
4-6 times .....	13
7-10 times .....	2
10+ times .....	9
Don't know/no opinion .....	1
Mean Score	3.32

IF "YES" AT Q75 ABOVE, ASK Q76. OTHERS GO TO Q77a

**Q76** On the last occasion that this happened, what did you do to keep yourself awake?  
MULTICODE

Base: All who have fallen asleep at the wheel in last 12 months

	1996 (362) %
Nothing/carried on driving as normal .....	1
Just concentrated on staying awake .....	3
Opened the window/sunroof/adjusted ventilation ....	46
Talked to passenger .....	6
Turned music/radio up .....	20
Sang or whistled .....	1
Stopped for a drink of something to wake me up (eg coffee, tea, cola) .....	34
Stopped for a sleep .....	12
Reduced speed .....	2
Increased speed .....	*
Other (WRITE IN) .....	18
Don't know/No opinion .....	*

**READ OUT:** The following questions ask about your attitudes to drinking and driving, drugs and other sensitive issues. Please do your best to answer them as honestly as you can, and remember that all your answers will be treated in the strictest of confidence.

ASK ALL

**Q77a** SHOWCARD MM In the last 12 months, have you been in a vehicle, either as a driver or a passenger, when you have known that the driver has been under the influence of any of these drugs, and if so, which? MULTICODE  
Base: All

	1996 (1209) %
(a) Medicines liable to cause drowsiness, such as anti-histamine tablets or anti-depressants .....	4
(b) Alcohol - on or below the legal limit .....	24
(c) Alcohol - over the legal limit .....	8
(d) Legal stimulant drugs such as Pro-Plus or guarana .....	1
(e) Cannabis or marijuana .....	2
(f) Amphetamines or "speed" .....	1
(g) Other illegal drugs such as ecstasy, cocaine or heroin .....	*
No/None .....	69
Refused .....	0
Don't know/No opinion .....	0

IF ANY OF a) to g) AT Q77a, ASK Q77b. OTHERS GO TO Q78.  
 Q77b SHOWCARD MM AGAIN And have you personally driven under the influence of any of the following in the last 12 months, and if so, which? MULTICODE  
 Base:

	1996 (1209) %	TD (163) %
(a) Medicines liable to cause drowsiness, such as anti-histamine tablets or anti-depressants	2	1
(b) Alcohol - on or below the legal limit	16	8
(c) Alcohol - over the legal limit	3	1
(d) Legal stimulant drugs such as Pro-Plus or guarana	1	1
(e) Cannabis or marijuana	*	1
(f) Amphetamines or "speed"	0	0
(g) Other illegal drugs such as ecstasy, cocaine or heroin	*	0
None of these	11	89
Refused	0	0
Don't know/No opinion	*	0
Not stated	69	

ASK ALL  
 Q78 SHOWCARD NN First, for each type of drug that I read out, please tell me, using one of the statements on this card, how dangerous you think it is for people to drive under the influence of that drug? SINGLE CODE  
 Base: All

Ex- tremely dang- erous %	Very dang- erous %	Fairly dang- erous %	Not very dang- erous %	Not at all dang- erous %	Refused %	None of these %	Don't know/ No opinion %
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Firstly (READ OUT)

(a) Medicines liable to cause drowsiness, such as anti-histamine tablets or anti-depressants	23	37	31	7	0	1	1	0
(b) Alcohol - on or below the legal limit	18	26	34	20	2	*	*	0
(c) Alcohol - over the legal limit	65	31	4	*	0	*	*	0
(d) Legal stimulant drugs such as Pro-Plus or guarana	17	25	26	14	2	12	5	0
(e) Cannabis or marijuana	44	33	16	4	1	2	1	0
(f) Amphetamines or "speed"	60	60	7	1	*	2	1	0
(g) Other illegal drugs such as ecstasy, cocaine or heroin	80	17	2	0	0	1	1	0

Q79 How do you think the problem of people taking drugs or drinking alcohol and then driving should be dealt with, if at all? PROBE FULLY. WRITE IN.  
 Base: All

## CAR DESIGN

ASK IF BOUGHT A CAR AT Q37. OTHERS GO TO Q81a

**Q80a** SHOWCARD OO Which of these features were particularly important to you last time you bought a car? MULTICODE  
Base: All bought a car in last 2 years

**Q80b** SHOWCARD OO AGAIN. Which of these features do you think will be particularly important to you next time you buy a car? Please include any you mentioned in the last question which will still be important? MULTICODE  
Base: All brought a car in last 2 years

	Q80a Last time		Q80b Next time	
	1996 (525) %	1992 (866) %	1996 (525) %	1992 (866) %
(a) Latest model	9	12	14	12
(b) Safety features	35	35	48	46
(c) Security features	22	17	38	34
(d) Visibility	19	17	21	18
(e) Environmentally friendly features	15	18	22	29
(f) Price	74	76	72	75
(g) Fuel consumption	51	52	57	56
(h) New/more gadgets/gimmicks	4	5	8	6
(i) High status model	9	5	10	5
(j) Acceleration	14	8	16	10
(k) Size	54	52	50	52
(l) From a particular manufacturer	17	23	15	23
(m) From a particular dealer	5	7	5	6
(n) Styling	27	N/A	27	N/A
Will not buy a car again			1	N/A
None of these	2	3	1	1
Don't know/no opinion	*	1	1	4

ASK ALL

**Q81a** SHOWCARD PP Thinking of the car you drive most often, which, if any, of these features does it have? PROMPT: Which others? MULTICODE  
Base: All

**Q81b** SHOWCARD PP AGAIN And which, if any, of these features do you expect that your next car will have? PROMPT: Which others? MULTICODE  
Base: All

**Q81c** SHOWCARD PP AGAIN And which, if any, of these features would you like to have if money were no object? PROMPT: Which others? MULTICODE  
Base: All

	Q81a - Current		Q81b - Next		Q81c - IF...	
	1996 (1209) %	1992 (2011) %	1996 (1209) %	1992 (2011) %	1996 (1209) %	1992 (2011) %
(a) ABS (anti-lock braking system)	22	10	57	24	83	54
(b) Driver airbag	22		61		84	
(c) Passenger airbag	6	1	42	9	81	47
(d) Power assisted steering	41	N/A	66	N/A	83	N/A
(e) Side impact protection bars	20	N/A	42	N/A	76	N/A
(f) 4 wheel drive	2	4	8	6	42	36
(g) Car telephone/mobile phone	7	3	9	4	34	35
(h) Speed limiter	1	3 (100 mph)	4	5 (100 mph)	18	20 (100 mph)
(i) Bull bars	1	N/A	2	N/A	8	N/A
None of these	47	N/A	9	N/A	1	N/A
Don't know/no opinion	1	N/A	8	N/A	3	N/A

## EDUCATION AND INFORMATION

- Q82** Now please imagine that you were in charge of a major motor manufacturing company. What would you do to make your cars safer for drivers and other roads users? PROBE FULLY. WRITE IN  
Base: All

- Q83** ASK ALL  
SHOWCARD QQ How effective do you think the current driving test is at ensuring that newly qualified drivers are safe and competent road users? SINGLE CODE  
Base: All

	1996 (1209) %	1989 (1534) %
Very effective .....	11	8
Fairly effective .....	53	47
Neither effective nor ineffective .....	10	8
Fairly ineffective .....	14	24
Very ineffective .....	4	8
Don't know/no opinion .....	8	5

- Q84** If you took your driving test again tomorrow, do you think you would pass or fail? SINGLE CODE  
Base: All

	1996 (1209) %
Pass .....	59
Fail .....	32
Don't know/no opinion .....	9

- Q85** The government has recently introduced a compulsory written questions section to the driving test. On balance, do you think this is a good or a bad idea? SINGLE CODE  
Base: All

	1996 (1209) %
Good idea .....	81
Bad idea .....	9
Neither .....	6
Don't know/no opinion .....	4

We would like to ask you a series of questions from this written section of the test. First of all. ....

- Q86** SHOWCARD RR Where can you find amber studs on a motorway? SINGLE CODE  
Base: All

	1996 (1209) %
a) Separating the slip road from the motorway .....	46
b) On the left hand edge of the road .....	23
✓ c) On the right hand edge of the road .....	19
d) Separating the lanes .....	13

**Q87 SHOWCARD SS Which THREE are legally authorised to direct traffic? MULTICODE**  
**Base: All**

		1996 (1209) %
✓	a) A school crossing warden .....	91
	b) A teacher in charge of children who are crossing the road .....	13
	c) A farm worker in charge of livestock crossing the road .....	15
✓	d) A road worker operating a stop-go board .....	87
	e) Anyone assisting the driver of a large vehicle to reverse .....	11
✓	f) Traffic warden .....	82
	All 3 correct .....	63

**Q88 SHOWCARD TT Your vehicle is parked on the road at night. When must you use  
sidelights? SINGLE CODE**  
**Base: All**

		1996 (1209) %
	a) Where there are continuous white lines in the middle of the road .....	20
✓	b) Where the speed limit exceeds 30mph .....	23
	c) Where you are facing oncoming traffic .....	52
	d) Where you are near a bus stop .....	5

## ACCIDENTS AND ROAD SAFETY

### ASK ALL

**Q89 SHOWCARD UU Which, if any, of these have you done in the last 12 months?**  
**MULTICODE**  
**Base: All**

	1996 (1209) %	1988/1993 (1576/1720) %
(a) Driven when you've been very tired	31	33*
(b) Driven knowing the car you were driving was unsafe in some way	3	6*
(c) Driven without wearing a seatbelt	24	20
(d) Parked your car illegally	27	32
(e) Not signalled to other drivers that you were changing lanes or direction	22	n/a
(f) Followed the vehicle in front of you too closely	20	n/a
(g) Driven too slowly for the road conditions	4	n/a
(h) Driven while not insured	3	n/a
(i) Driven a vehicle not covered by a current MOT certificate	5	n/a
None of these	28	
Don't know/no opinion	0	

\* "Done in last 6 months" in 1988

Now I am going to ask you some questions about accidents and road safety. Please try to answer them as honestly as possible, and remember that all of your responses will be treated confidentially. For the purpose of this section, we will define a road accident as being any event involving a moving vehicle that directly results in damage to any vehicle or injury to any person concerned.

**Q90 SHOWCARD VV Which, if any, of these things have you ever done when driving past the scene of an accident? MULTICODE OK**  
**Base: All**

	1996 (1209) %	TD (163) %
a) Slowed down in order to see what has happened	43	29
b) Changed lane in order to see what has happened	2	1
c) Carried on at the same speed but looked to see what has happened	37	52
d) Been involved in another accident as a result of your or other people looking to see what has happened	*	2
None of these	27	25
Don't know/no opinion	*	0



**Q91 Approximately when was the last time that you were involved in a road accident while driving a vehicle? SINGLE CODE**

Base: All

	1996 (1209)	TD (163)
	%	%
Less than 3 months ago .....	3	10
3 to 6 months ago .....	3	4
7 to 9 months ago .....	1	2
10 to 12 months ago .....	2	2
13 to 18 months ago .....	3	4
19 months to 2 years ago .....	2	4
2 to 3 years ago .....	4	7
3 years ago or more .....	39	29
Never .....	43	39
Refused .....	*	0
Don't know/no answer .....	*	0
Mean Score	26.0 mths	21.7 mths

**Q92 ASK ALL EXCEPT THOSE SAYING 'NEVER' AT Q91 ABOVE. OTHERS GO TO Q96  
SHOWCARD VW Thinking of this particular accident, which one of these phrases best describes your involvement in it? SINGLE CODE**

Base: All who have ever had a road accident

	1996 (728)	TD (100)
	%	%
a) It was completely my fault .....	19	17
b) It was mostly my fault .....	11	12
c) It was equally my and someone else's fault .....	9	11
d) It was mostly someone else's fault .....	8	6
e) It was completely someone else's fault .....	48	46
f) It was no-one's fault .....	4	8
Refused .....	1	0
Don't know/no answer .....	1	0

**Q93 And did this accident occur while you were driving to or from your place of work, while you were driving during the course of your work, or while you were making a trip unrelated to work at all?**

Base: All who have ever had a road accident

	1996 (728)
	%
Driving to/from place of work .....	23
During the course of work .....	14
Making a trip unrelated to work .....	58
Refused .....	*
None of these .....	5
Don't know/no opinion .....	1

**Q94 SHOWCARD XX And which, if any, of these were contributing factors to the causes, or to the seriousness, of the accident? You may choose as many or as few phrases as are appropriate. MULTICODE**

Base: All who have ever had a road accident

	1996 (728) %
(a) Not signalling	8
(b) Driver(s) not noticing/obscuring road signs or traffic signals	9
(c) Following too closely to vehicle in front	15
(d) Slowing down to look at the scene of an accident	1
(e) Driving too fast	22
(f) Driving too slowly	1
(g) Drinking and driving	3
(h) Taking drugs and medicines	0
(i) Driving when tired	2
(j) Bad design/road layouts	11
(k) Poorly maintained roads	3
(l) Inadequate signing	2
(m) Poor street lighting	3
(n) Traffic congestion	7
(o) Bad weather conditions	21
(p) Old/mechanically unsafe cars	2
(q) Other cars/obstructions obscuring vision	11
(r) Pedestrians	2
(s) Animals	1
(t) Cyclists	1
Others (WRITE IN)	15
Refused	5
Don't know	*

**Q95a ASK ALL EXCEPT THOSE SAYING 'NEVER' AT Q91. OTHERS GO TO Q96. SHOWCARD YY Which, if any, of these best describes what happened in the accident? MULTICODE**

Base: All who have ever had a road accident

**Q95b SHOWCARD YY AGAIN. And which, if any, of each of these types of accident have you been involved in in the past three years? MULTICODE.**

Base: All who have ever had a road accident

**Q95c How many times in the past three years have you been involved in an accident where ... (READ OUT THOSE CODED AT Q95c)**

Base: All who have ever had a road accident

	Q95a 1996 (728) %	Q95b 1996 (728) %	Q95c 1996 (728) No. of times (Mean)
<i>My vehicle ...</i>			
a) Hit (by) another vehicle at speed	24	27	1.09
b) Hit (by) another vehicle at very low speed	53	54	1.21
c) Went off the road at speed	7	7	2.49
d) Hit cyclist(s)/motorcyclist(s)	2	2	1.00
e) Hit pedestrian(s)	1	2	1.08
f) Hit animal(s)/object(s)	3	4	1.16
<i>The accident resulted in injury to ...</i>			
g) Myself	8	9	1.00
h) Passenger(s) in my vehicle	3	4	1.00
i) Driver/passenger(s) in another vehicle	4	4	1.00
j) Cyclist(s)/Motorcyclist(s)	1	1	1.00
k) Pedestrian(s)	*	*	1.00
l) Animal(s)	*	*	1.00
m) Other	6	13	-
Refused	*	2	-
Don't know/no opinion	2	54	-

## ROAD MANAGEMENT

ASK ALL

Q96 Are you aware of any roads that you have driven on in the past 12 months having speed cameras along them? SINGLE CODE

Base: All

	1996 (1209) %	1993 (1720) %
Yes .....	89	66
No .....	10	32
Don't know/no opinion .....	1	1

ASK Qs IF 'YES' AT Q96. OTHERS GO TO Q102

Q97a How, if at all, has this affected your driving along those particular roads? Do you drive generally slower, do you just slow down for the cameras, or has it made no difference at all? SINGLE CODE ONLY

Base: All aware of having driven on roads with speed cameras

Q97b How, if at all, have these cameras affected your driving along other main roads? Do you drive generally slower, do you look out for cameras then slow down, or has it made no difference at all? SINGLE CODE

Base: All aware of having driven on roads with speed cameras

	Q97a - Those		Q97b - Other	
	1996 (1094) %	1993 (1720) %	1996 (1094) %	1993 (1720) %
Drive generally slower .....	37	34	27	22
Slow down for the cameras .....	31	27	26	18
No difference at all .....	32	39	46	59
Don't know/no opinion .....	*	*	1	1

Q98 To your knowledge, have you ever driven past a speed camera while exceeding the speed limit for that particular stretch of road? SINGLE CODE

Base: All aware of having driven on roads with speed cameras

	1996 (1094) %
Yes .....	27
No .....	69
Don't know/no opinion .....	5

ASK Q IF 'YES' AT Q98. OTHERS GO TO Q102

Q99 And, when driving, have you ever to your knowledge been photographed, or 'flashed' at by a speed camera? SINGLE CODE

Base: All driven past camera while exceeding speed limit

	1996 (335) %
Yes .....	39
No .....	57
Don't know/no opinion .....	5

Q100 Approximately how many miles per hour in excess of the speed limit would you say you were travelling? WRITE IN

Base: All been photographed while exceeding speed limit (112)

Mean = 12.5 miles per hour

ASK Qs IF 'YES' AT Q99. OTHERS GO TO Q102  
**Q101 SHOWCARD ZZ** Thinking of the last time that this happened, which one, if any, of these things happened to you as a result? **SINGLE CODE**  
 Base: All been photographed while exceeding speed limit

	1996 (137) %
(a) Too early to tell .....	5
(b) Nothing .....	66
(c) Received notification of speeding offence but it was not followed up .....	3
(d) Prosecuted or cautioned, but not convicted .....	•
(e) Convicted and fined/points on licence/banned etc ...	13
(f) Other (PLEASE SPECIFY) .....	2
None of these .....	11
Don't know/no opinion .....	0

**ASK ALL**  
**Q102 SHOWCARD AAA** Which, if any, of these do you think would be effective in improving road safety? **MULTICODE**  
 Base: All

	1996 (1209) %	TD (163) %
(a) Building more motorways .....	11	31
(b) Building more town and city-centre by-passes .....	36	53
(c) Creating more pedestrian only areas .....	32	15
(d) Creating more cycle lanes .....	36	32
(e) Reducing speed limits on motorways and dual carriageways .....	10	7
(f) Introducing more speed cameras on roads .....	54	39
(g) Introducing more cameras at traffic lights .....	38	28
(h) Reducing speed limits in residential areas to less than 30 mph .....	26	29
(i) More 'traffic calming' measures eg 'sleeping policemen', traffic throttles .....	29	20
(j) Flashing 'slow down' signs triggered by speeding vehicles .....	48	42
(k) More education, training and publicity .....	46	56
None of these .....	1	2
Don't know/no opinion .....	1	0

# MANUFACTURERS

ASK ALL

Q103a SHOWCARD BBB Please read this list carefully. Before today, which, if any, of these car manufacturers had you heard of? MULTICODE BELOW  
Base: All

ASK Q103b AND Q103c IF BOUGHT CAR IN LAST TWO YEARS (Q37 CODE 1). OTHERS TO Q105

Q103b SHOWCARD BBB AGAIN Which, if any, do you think that you would consider buying? MULTICODE OK  
Base: All bought a car in last 2 years

Q103c SHOWCARD BBB AGAIN And which, if any, of those that you have heard of do you think you would never consider buying? MULTICODE OK  
Base: All bought car in last 2 years

	Q103a - Heard of		Q103b - Would consider		Q103c - Would never consider	
	1996 (1209) %	1995 (1229) %	1996 (492) %	1995 (593) %	1996 (492) %	1995 (593) %
Citroen	97	98	21	17	21	16
Daewoo	88	79	15	10	19	14
Fiat	98	97	13	9	26	22
Ford	99	98	52	46	10	7
Honda	98	97	30	25	6	6
Hyundai	91	88	10	7	18	16
Kia	46	39	3	3	21	18
Mazda	96	95	23	18	8	9
Mitsubishi	97	94	22	19	8	8
Nissan	99	96	32	21	8	9
Peugeot	96	97	43	27	5	7
Proton	87	84	9	7	31	22
Renault	97	97	32	22	7	8
Rover	97	98	44	40	4	5
Seat	86	84	9	6	24	19
Skoda	95	96	5	5	56	55
Suzuki	91	93	10	9	16	14
Toyota	96	97	34	30	4	5
Vauxhall	96	98	56	50	5	4
None of these	*	0	3	3	16	14
Don't know	0	1	2	11	6	14

IF HYUNDAI MENTIONED AT Q103c, ASK Q104. OTHERS TO Q105

Q104 Why would you never consider buying a Hyundai? DO NOT PROMPT. MULTICODE OK  
Base: All who would never consider buying a Hyundai

	1996 (107) %	1995 (102) %
Don't know much about them	27	18
Don't trust/buy foreign cars	8	5
Asian/Korean etc	9	9
Japanese	6	12
Too cheap	5	8
Unreliable	11	7
Tacky/bad image	18	22
It would fall apart	8	3
Not solid/it wouldn't stand an accident	7	5
Lack of dealers	3	2
Not fast enough	3	2
Looks bad/not modern	7	19
Other (WRITE IN & CODE '1')	20	27
Don't know	1	9

**DEALERSHIPS**

ASK ALL

**Q105a** Which companies can you think of that sell new or used cars through a chain of outlets? CODE BELOW. MULTICODE OK. DO NOT PROMPT

**Q105b** SHOWCARD CCC 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: All

		Spontaneous		Prompted	
		1996	1995	1996	1995
		(1209)	(1229)	(1209)	(1229)
		%	%	%	%
a)	Appleyard	4	3	25	27
* b)	Arlington	2	1	12	11
* c)	Cowie	6	4	36	36
d)	Currie Motors	4	3	23	26
* e)	Evans Halshaw	5	4	20	26
* f)	Hartwells	5	3	21	22
g)	Henlys	5	3	36	37
* h)	Lex - any mention (including with other name)	10	8	46	53
i)	Lookers	3	3	21	25
* j)	Mann Egerton	4	5	30	39
k)	Perrys	3	2	18	21
l)	Swan National	2	2	29	35
m)	Wadham Kennings	3	3	20	23
	Other (WRITE IN)	37	41	1	41
None		36	33	4	5
No opinion		7	5	4	2

FOR EACH COMPANY WITH ASTERISK MENTIONED AT Q105a or Q105b (b), c), e), f), h), j)) ASK Q106. IF 'NONE' AT Q105a AND Q105b, GO TO Q107

**Q106** 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 Q105a OR Q105b

Base: All heard of company

		Yes		No		No opinion	
		1996	1995	1996	1995	1996	1995
		(151)	(453)	(276)	(277)	(602)	(364)
		%	%	%	%	%	%
b)	Arlington	40	21	6	5	54	74
c)	Cowie	32	33	3	2	64	65
e)	Evans Halshaw	33	40	6	4	59	56
f)	Hartwells	34	32	6	7	59	61
h)	Lex	34	38	5	3	61	59
j)	Mann Egerton	37	32	4	4	59	64

ASK ALL

**Q107** 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?

	1996	1995	TD
	(1209)	(1,229)	(163)
	%	%	%
Yes	88	82	88
No	12	18	12

THANK RESPONDENT AND GO TO DEMOGRAPHICS

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

CARD 1 9

ADDRESS: .....

POSTCODE: .....

Sampling Pt. Name ..... Sampling Pt No. 10-15

Telephone in home (16)

Yes ..... 1

No ..... 2

IF YES, WRITE IN NUMBER:

 - 

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

Sex (28)

Male ..... 1

Female ..... 2

Marital Status (29)

Married ..... 1

Living together ..... 2

Single ..... 3

Widowed/divorced/separated ..... 4

Children in household (30)

Aged 0-5 ..... 1

Aged 6-10 ..... 2

Aged 11-15 ..... 3

None ..... 4

Exact Age WRITE IN  (31-32)

Work Status of respondent (33)

Full-time (30hrs/wk+)\* ..... 1

Part-time (8-29hrs/wk)\* ..... 2

Not working but not seeking work ..... 3

Unemployed and seeking work ..... 4

Studying at school/college/

university (full time) ..... 5

Retired ..... 6

Other ..... 7

\*IF FULL- OR PART-TIME. ASK: (34)

Self-employed ..... 1

Not self-employed ..... 2

Occupation of Chief Income Earner

Position/rank/grade

Industry/type of firm

Quals/degrees/apprenticeships

Number of staff responsible for

REMEMBER TO PROBE PENSION

Social class (35)

A ..... 1

B ..... 2

C1 ..... 3

C2 ..... 4

D ..... 5

E ..... 6

Start of Interview - am/pmEnd of Interview - am/pm

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

 /   
 (37) (38) (39) (40) (41)

Date of Interview

 /  / 95  
 (42) (43) (44) (45)

Exact length of interview

 minutes  
 (46) (47)

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?

ASK IF WORK PART/FULL TIME

QA SHOWCARD A Which, if any, of these types of vehicles do you drive as the main part of your job? MULTICODE

- |   |     |                |
|---|-----|----------------|
|   | ( ) |                |
| Taxi/minicab . . . . .                              | 1   | CLOSE AND      |
| Minibus/transit/Luton van/other light van . . . . . | 2   | DO NOT INCLUDE |
| Lorry/truck/Heavy Goods Vehicle . . . . .           | 3   | GO TO QB       |
| Bus or other Public Service Vehicle . . . . .       | 4   | CLOSE AND      |
| Other (WRITE IN AND CODE '5') . . . . .             |     | DO NOT INCLUDE |
| .....   |     |                |
| .....   | 5   |                |
| None of these . . . . .                             | 6   |                |
| Don't know/No opinion . . . . .                     | 7   |                |

NEW

QB And, on average, for how many hours a week do you normally drive your truck or lorry as part of your job?

CLOSE IF UNDER 20 HOURS PER WEEK  
OTHERS GO TO QC

NEW

QC When you drive your truck or lorry as part of your job, do you mainly stay in your local area, do you mainly do long-distance work or do you do a mixture of both?

- |                                 |     |
|---------------------------------|-----|
|                                 | ( ) |
| Stay in local area . . . . .    | 1   |
| Long-distance work . . . . .    | 2   |
| Mixture . . . . .               | 3   |
| Other (SPECIFY) . . . . .       | 4   |
| Don't know/No opinion . . . . . | 5   |

INTERVIEWER NOTE: IF RESPONDENT ASKS, DEFINE "LOCAL AREA" AS WITHIN 50 MILES OF WORK BASE.



**DRIVING SKILLS**

ASK ALL

- Q1** I would like you to imagine for a moment that you have been appointed Transport Secretary in the government. What would you do to improve road safety in your first year of office? PROBE FULLY. WRITE IN

- Q2a** SHOWCARD B Thinking generally, how would you rate the overall standards of driving in Britain today? SINGLE CODE

- Q2b** SHOWCARD B AGAIN And how would you rate your own standard of driving? SINGLE CODE

( )

Very good

Good

Neither good nor bad

Bad

Very bad

Don't know

## DRIVING INCIDENTS

ASK ALL

**NEW SUFFIX** The following questions concern your own driving habits and experiences specifically when driving your truck or lorry as part of your job. Please answer them as honestly as you can, bearing in mind that all your responses are strictly confidential.

**NEW WORDING**

**Q3a** SHOWCARD C Anger or stress can actually affect the way people drive and behave in their vehicles. Because of feeling angry or stressed, which, if any, of these things have you ever felt like doing when driving your truck or lorry, regardless of whether you actually did them or not? Just read out the letter or letters that apply. MULTICODE

( )

*Specifically because of a driving incident:*

- (a) Get out of your truck/lorry and physically threaten another driver
- (b) Get out of your truck/lorry and attack another driver
- (c) Get out of your truck/lorry and deliberately damage another driver's vehicle
- (d) Force another driver to pull over or off the road
- (e) Force another driver to pull over and stop
- (f) Deliberately drive into another driver's vehicle
- (g) Verbally abuse or gesture at another driver while still in your truck/lorry
- (h) Follow ("tailgate") another driver very closely or aggressively for a distance

Refused

None of these

Don't know/no opinion

**NEW**

**WORDING**

ASK Q3b IF ANY AT Q3a. OTHERS GO TO Q4.

**Q3b** SHOWCARD D And which, if any, of these things have you actually done in the last 12 months when driving your truck or lorry, because of feeling angry or stressed? Again, just read out the letter or letters that apply. MULTICODE

( )

( )

*Specifically because of a driving incident:*

- (a) Got out of your truck/lorry and physically threatened another driver
- (b) Got out of your truck/lorry and attacked another driver
- (c) Got out of your truck/lorry and deliberately damaged another driver's vehicle
- (d) Forced another driver to pull over or off the road
- (e) Forced another driver to pull over and stop
- (f) Deliberately driven into another driver's vehicle
- (g) Verbally abused or gestured at another driver while still in your truck/lorry
- (h) Followed ("tailgated") another driver very closely or aggressively for a distance

Refused

None of these

Don't know/no opinion

ASK ALL  
 Q4 SHOWCARD E Which, if any, of these have happened to you in the last 12 months?  
 CODE BELOW. MULTICODE OK

( )

*Specifically because of a driving incident.....*

## NEW WORDING

- (a) Another driver got out of their vehicle and physically threatened me
- (b) Another driver got out of their vehicle and physically attacked me
- (c) Another driver got out of their vehicle and deliberately damaged the truck/lorry I was in
- (d) Another driver forced me to pull over or off the road
- (e) Another driver forced me to pull over and stop
- (f) Another driver deliberately hit the truck/lorry I was in
- (g) Another driver verbally abused me or gestured at me while still in their own vehicle
- (h) Another driver followed me very closely and aggressively ('tailgated') for a distance

None of these

Don't know

**SPEEDING**

## NEW WORDING

ASK ALL

Q5a SHOWCARD F Which of these best describe your attitude towards keeping to the speed limit on motorways when driving your truck or lorry? SINGLE CODE

## NEW WORDING

Q5b SHOWCARD F AGAIN And which of these best describe your attitude towards keeping to the speed limit in towns when driving your truck or lorry? SINGLE CODE

( )

( )

- (a) The speed limit should not be broken except in exceptional circumstances
- (b) The speed limit is usually set below a safe level and it's OK to exceed it
- (c) Speed limits don't mean much on most roads and drivers should judge for themselves what speed is acceptable according to road conditions

No opinion

## DRIVING HABITS

**READ OUT:** The following questions ask about your attitudes to drinking and driving, drugs and other sensitive issues. Once again, please do your best to answer them as honestly as you can, and remember that your answers will be treated in the strictest of confidence.

### NEW WORDING

**ASK ALL**

**Q6** **SHOWCARD G** Have you personally driven your truck or lorry when under the influence of any of the following in the last 12 months, and if so, which? Again, just read out the letter or letters that apply. **MULTICODE**

- (a) Medicines liable to cause drowsiness, such as anti-histamine tablets or anti-depressants
- (b) Alcohol - on or below the legal limit
- (c) Alcohol - over the legal limit
- (d) Legal stimulant drugs such as Pro-Plus or guarana
- (e) Cannabis or marijuana
- (f) Amphetamines or "speed"
- (g) Other illegal drugs such as ecstasy, cocaine or heroin

None of these

Refused

Don't know/No opinion

## ACCIDENTS AND ROAD SAFETY

ASK ALL

Now I am going to ask you some questions about accidents and road safety. For the purpose of this section, we will define a road accident as being any event involving a moving vehicle that directly results in damage to any vehicle or injury to any person concerned.

### NEW WORDING

**Q7 SHOWCARD H Which, if any, of these things have you ever done when driving your truck or lorry past the scene of an accident? MULTICODE OK**

- a) Slowed down in order to see what has happened
- b) Changed lane in order to see what has happened
- c) Carried on at the same speed but looked to see what has happened
- d) Been involved in another accident as a result of your or other people looking to see what has happened

None of these  
Don't know/no opinion

### NEW WORDING

**Q8 Approximately when was the last time that you were involved in a road accident while driving your truck or lorry? SINGLE CODE**

Less than 3 months ago  
3 to 6 months ago  
7 to 9 months ago  
10 to 12 months ago  
13 to 18 months ago  
19 months to 2 years ago  
2 to 3 years ago  
3 years ago or more  
Never

Refused  
Don't know/no answer

**Q9 ASK ALL EXCEPT THOSE SAYING 'NEVER' AT Q8 ABOVE. OTHERS GO TO Q10 SHOWCARD I Thinking of this particular accident, which one of these phrases best describes your involvement in it? SINGLE CODE**

- a) It was completely my fault
- b) It was mostly my fault
- c) It was equally my and someone else's fault
- d) It was mostly someone else's fault
- e) It was completely someone else's fault
- f) It was no-one's fault

Refused  
Don't know/no answer

ASK ALL

Q10 SHOWCARD J Which, if any, of these do you think would be effective in improving road safety? MULTICODE

( ) ( ) ( ) ( )

- (a) Building more motorways
- (b) Building more town and city-centre by-passes
- (c) Creating more pedestrian only areas
- (d) Creating more cycle lanes
- (e) Reducing speed limits on motorways and dual carriageways
- (f) Introducing more speed cameras on roads
- (g) Introducing more cameras at traffic lights
- (h) Reducing speed limits in residential areas to less than 30 mph
- (i) More 'traffic calming' measures eg 'sleeping policemen', traffic throttles
- (j) Flashing 'slow down' signs triggered by speeding vehicles
- (k) More education, training and publicity

None of these

Don't know/no opinion

ASK ALL

Q11 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