

1990

Technical Note

MORI interviewed a representative quota sample of 1534 drivers in 174 constituency sampling points throughout Great Britain. Company car drivers and Scottish drivers were boosted. The figures were then weighted to the proportions confirmed by the Omnibus findings based on 2000 respondents.

All interviews were conducted face-to-face between 30th September and 14th October 1989.

Base: All (1534) unless stated

SAMPLING POINT NO

Telephone

Yes (WRITE IN) 1

No 2

Sex

Male 57

Female 43

Marital Status

Married

Living together

Single

Widowed/divorced/

Separated

Age

17-18

19-21

22-24

25-34

35-44

45-54

55-64

65-69

70-74

75+

Work Status of respondent

Full-time (30hrs/wk+)

Part-time (8-29hrs/wk)

Not working but not

seeking work

Unemployed and seeking

work

Studying at school/college/

University (full time)

Occupation of head of household

Position/rank/grade

Industry/type of firm

Quals/degrees/apprenticeships

Number of staff responsible for

REMEMBER TO PROBE CWE/PENSION

Social class

A 24

B

C1 25

C2 34

DE 17

Size of Household

(INCLUDING RESPONDENT AND CHILDREN)

CIRCLE NUMBER

1 2 3 4 5+

Number of Children

(16 or under)

0 1 2 3 4+

Household Income (Showcard PP)

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

C

D

E

F

G

H

I

J

K

Refused

Don't know

Interviewer Name

Interviewer No

Date of interview

Length of interview

Up to 30 mins 1

31-35 mins 2

36-40 mins 3

41-45 mins 4

46-50 mins 5

51-60 mins 6

Over 60 mins 7

Good morning/afternoon/evening my name is from MORI the Market Research Company. I wonder if I could ask you some questions about motoring in Britain today.

Q1 Do you personally hold a current driving licence?

Yes GO TO Q2
 No CLOSE DO NOT
 No opinion INCLUDE IN QUOTA

Q2 And how often do you drive nowadays?

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

Q3 How many cars are there in your household?

None -
 One 55
 Two 35
 Three 8
 Four 2
 Five *
 Six -
 Seven -
 Eight or more -
 No opinion -

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

None 1
 One 47
 Two 40
 Three 8
 Four 3
 Five 1
 Six *
 Seven *
 Eight or more -
 No opinion 1

Q5 Thinking of the place where you would usually go shopping, do you think too much, too little or the right amount of provision is made for the following.

<u>READ OUT:</u>	<u>Too much</u>	<u>Too little</u>	<u>Right</u>	<u>No opinion</u>
a) Cyclists	1	58	23	18
b) Motorcyclists	2	38	42	18
c) Pedestrians	1	22	72	5
d) Car drivers	3	33	62	2

Q6 SHOWCARD A How strongly do you agree or disagree with each of the following statements?

READ OUT:	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No Opinion
a) I would find it very difficult to adjust my lifestyle to being without a car	58	23	4	12	2	*
b) I would use my car less if public transport was better	10	22	6	34	27	*
c) The motor car is ruining the British countryside	13	36	15	25	11	1

Q7 SHOWCARD B Looking at this card, how frequently do you use the following forms of transport?

READ OUT:	Daily	Most days	At least once/week	At least once/month	At least once/6 months	Less often	Never
Car	75	19	6	1	-	*	*
Bus/coach	1	2	7	10	19	38	23
Train/tube	1	1	4	8	21	41	24

IF ONE CAR IN HOUSEHOLD (CODE 1 AT Q4) ASK Q8 TO Q13 FOR ONE CAR ONLY. IF MORE THAN ONE CAR IN HOUSEHOLD ASK Q8 TO Q13 FIRST ABOUT THE CAR THE RESPONDENT DRIVES MOST OFTEN. THEN REPEAT FOR CAR WHICH IS USED NEXT MOST OFTEN IN THE HOUSEHOLD UP TO THREE CARS

Q8 Was your car bought new, nearly new or second hand? By nearly new I mean a car under a year old.

	1st Car	2nd Car	3rd Car
New	34		
Nearly new	12		
Second hand	53		
Don't know	1		

Q9 And what is the make of this car?

	<u>1st Car</u>	<u>2nd Car</u>	<u>3rd Car</u>
Alfa Romeo	*		
Audi-Volkswagen	1		
Austin/Austin Rover	13		
BMW	1		
Chrysler	*		
Citroen	2		
Daihatsu	*		
Datsun	3		
Fiat	3		
Ford	29		
Hyundai	*		
Honda	1		
Isuzu	-		
Jaguar/Daimler	*		
Lada	1		
Lancia	*		
Land Rover	*		
Lotus	*		
Mazda	1		
Mercedes	1		
Mitsubishi	*		
Morris	2		
Nissan	4		
Opel	1		
Peugeot	3		
Porsche	*		
Range Rover	*		
Reliant	*		
Renault	3		
Rolls Royce/Bentley	-		
Rover/Rover Group	1		
Saab	1		
Seat	*		
Skoda	*		
Subaru	-		
Suzuki	*		
Talbot	2		
Toyota	1		
Triumph	1		
Vauxhall	14		
Volkswagen	4		
Volvo	4		
Zastava	*		
Other (WRITE IN & CODE '8')	1		
.....	1		
Don't know	1		

Q10 What is the engine size of your car?

	<u>1st Car</u>	<u>2nd Car</u>	<u>3rd Car</u>
Up to 1400 cc	46		
1401 - 2000 cc	42		
Over 2000 cc	10		
Don't know	2		

Q11 Approximately how old is the car?

	1st Car	2nd Car	3rd Car
Up to 1 year	13		
Over 1 to 2 years	13		
Over 2 to 3 years	12		
Over 3 to 4 years	7		
Over 4 to 5 years	10		
Over 5 to 6 years	9		
Over 6 to 7 years	7		
Over 7 to 8 years	8		
Over 8 to 9 years	4		
Over 9 to 10 years	6		
Over 10 years	10		
Don't know	1		

Q12 Was the car bought privately, provided by an employer, or bought by you or someone in your household as a business expense?

	1st Car	2nd Car	3rd Car
Bought privately	87	GO TO Q19	
Provided by an employer	8	GO TO Q13	
Bought by you or someone in your household as a business expense	3	GO TO Q13	
Don't know	1	GO TO Q23	

IF FIRST CAR PROVIDED BY EMPLOYER OR BOUGHT AS A BUSINESS EXPENSE (CODES 2 OR 3 AT Q12) ASK Q13 TO Q18. OTHERS GO TO Q19 UNLESS MORE THAN ONE CAR IN HOUSEHOLD THEN GO TO Q8

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

Base: 437	1st Car	2nd Car	3rd Car
Entirely your/the driver's decision	48		
or Were you/the driver given a number of alternatives from which to choose	25		
or Was it chosen for you/the driver	25		
Don't know	1		

IF MORE THAN ONE CAR IN HOUSEHOLD REPEAT Q8-13 FOR 2ND AND 3RD CAR
Do you have exclusive use of your company car, or do other employees also have access to it?

Base: 437	%
Exclusive use	86
Pool car (shared by a number of employees)	11
Don't know	3

Q15 Is your company car registered in your name, your company's name or someone else's name?

Base: 437	%
Respondent's name	19
Company's name	68
Someone else's name	11
Don't know/cannot remember	2

Q16 What do you see as the most important advantages of having a company car? PROBE: And what else?

Base: 437	%
Status within the company	5
Being given a new car	13
Regular and free servicing	24
Free insurance	22
Providing a second car for your family to use	5
Your family can now use the car you own while you use the company car	9
Does not cost anything eg. if it breaks down, parking tickets	24
Running costs low	30
Regular replacements	11
Problems sorted out by someone else	12
Other (WRITE IN AND CODE 'X')	37
None	7
Don't know	4

Q17 How much of an increase in your salary do you think you would need in lieu of your present company car?

Base: 437	%
Up to £2,500 per annum	15
£2,501 - £5,000 p.a.	41
£5,001 - £7,500 p.a.	11
£7,501 - £10,000 p.a.	2
£10,001 - £12,500 p.a.	1
£12,501 - £15,000	1
Over £15,000	1
Don't know	27

Q18 SHOWCARD C If you did not have a company car which of the following would you do? MULTICODE OK

Base: 437	%
01 Buy and use a better car	8
02 Buy and use a similar car	36 GO
03 Buy and use a cheaper car	29
04 Use second car already owned	16 TO
05 Drive less	3
06 Give up driving	* Q23
07 Use hire cars when necessary	3
08 Walk more often	5
09 Use a bicycle/motorcycle	3
10 Use public transport	5
None of these	5
Don't know	3

Q19 ASK ALL WHO BOUGHT FIRST CAR PRIVATELY (CODE 1 AT Q12) OTHERS GO TO Q23
Do you ever use this car in connection with your job apart from driving to and from work?

Base: 1087	%
Yes	20
No	77
Don't know	3

Q20 ASK ALL WHO BOUGHT PRIVATELY BUT SOMETIMES USE THIS CAR FOR BUSINESS REASONS.
OTHERS GO TO Q23
Do you get either a mileage allowance or a fixed sum to cover the cost of your motoring from your employer or not?

Base: 202	%
Yes mileage allowance	35
Yes, Fixed sum	5
Yes, both	4
No	51
Don't know	6

ASK ALL WHO GET MILEAGE ALLOWANCE OR BOTH (CODES 1 OR 3 AT Q20)

Q21 How much is this mileage allowance per mile?

Base: 79	%
Less than 10p	2
11-20p	17
21-30p	38
31-40p	17
41-50p	5
51-75p	1
Over 75p	2
Don't know	18

ASK ALL WHO GET A FIXED SUM OR BOTH (CODES 2 OR 3 AT Q20)

Q22 How much does the fixed sum work out at on an annual basis?

Base: 20	%
Up to £500	29
£501-£1,000	16
£1,001-£1,500	9
£1,501-£2,000	7
£2,001-£2,500	-
£2,501-£3,000	7
£3,001-£4,000	-
£4,001-£4,500	-
£4,501-£5,000	-
Over £5,000	-
No opinion	31

ASK ALL

Q23 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.

Up to 1 year	14
Over 1 to 2 years	16
Over 2 to 3 years	21
Over 3 to 4 years	10
Over 4 to 5 years	7
Over 5 to 6 years	4
Over 6 to 7 years	2
Over 7 to 8 years	2
Over 8 to 9 years	1
Over 9 to 10 years	2
Over 10 years	7
Don't know	13

Q24 **SHOWCARD D** Thinking of the car you drive most frequently how would you describe its position in the household? Please tell me all the ones which apply. MULTICODE OK

01	My car that only I drive	39
02	The car that all drivers in the household use as a general run-about	28
03	Main family car for holidays, outings, shopping etc	35
04	The car that I use for work including commuting, but not pleasure	3
05	The car I use for work including commuting, and driven for pleasure	32
06	A car driven mainly in connection with work	7
	Don't know	1

Q25a SHOWCARD E Approximately how many miles is the car (which you drive most) driven a year, on average?

Q25b SHOWCARD E 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 and from work)?

	Total	Work
Up to 2,000 miles	7	9
2,001 to 4,000	10	4
4,001 - 6,000 miles	13	4
6,001 - 8,000	12	2
8,001 - 10,000	11	3
10,000 - 12,000	13	2
12,001 - 14,000	7	*
14,001 - 16,000	4	1
16,001 - 18,000	2	1
18,001 - 20,000	3	1
20,001 - 30,000	6	2
Over 30,000	4	2
None	7	56
Don't know	7	11

CARD 2

Q26 SHOWCARD F From this card please tell me how was the car that you drive most frequently bought?

Cash	57
Bank loan/Bank loan and cash	16
Finance company loan/Finance company loan and cash	9
Hire Purchase/Hire purchase and cash	5
Finance leasing (monthly payment for use of car only)	3
Contract hire/full service leasing (monthly payment includes service, registration etc)	3
Other (WRITE IN AND CODE '7')	3
Don't know	4

ASK ALL

Q27 Have you personally been responsible for buying a car, either new or second hand, within the last two years?

Yes	44	-GO TO Q28
No	55	-GO TO
Don't know	1	Q45

ASK ALL WHO HAVE BEEN RESPONSIBLE FOR BUYING A CAR WITHIN LAST TWO YEARS (CODE 1 AT Q27). OTHERS GO TO Q45

Q28 SHOWCARD G Which, if any, of these reasons explain why you decided to buy the car? You may pick more than one reason if you think it applies there. (IF MORE THAN ONE CAR PURCHASED ASK ABOUT MOST RECENTLY PURCHASED). MULTICODE OK

Base: 693	%
01 Repair bills rising/Break downs	14
02 Wanted a newer car	48
03 Change car regularly	24
04 Income increased/money available	9
05 Needed a different type of car	15
06 Previous car stolen/in accident	5
07 Needed an extra car	8
08 Did not have a car before	9
Some other reason (WRITE IN AND CODE '9')	9
Don't know/no opinion	2

Q29 And was this car bought new, nearly new, or second hand? By nearly new I mean a car under a year old.

Base: 693	%
New	30
Nearly new	15
Second hand	55
Don't know	1

IF NEW AT Q29 ASK Q30 AND Q31

Q30 What are the two or three main reasons for buying a new car rather than a second hand car? CODE BELOW. DO NOT PROMPT

Base: 223	%
Reliability	59
Status	4
Want most up to date model	11
Guarantee	20 GO
Fuel consumption	3
Less risk	10 TO
I could afford it/cost	15
Company car	5 Q31
Got a good deal	14
Other (WRITE IN & CODE '0')	19
None	*
Don't know	8

IF NEW AT Q29 ASK Q31

Q31 And did you buy this car from ... (READ OUT)

Base: 223	%
a) A franchise dealer specialising only in your make of car	83 GO
b) A franchise dealer selling more than one make of car	13
c) Other dealers selling new cars	2 TO
Cannot remember	1 Q38

IF NEARLY NEW AT Q29 ASK Q32, Q33 AND Q34

Q32 What are the two or three main reasons for buying a nearly new car rather than a new car? CODE BELOW. DO NOT PROMPT

Base: 102	%
Wider choice for money	8
Bigger car for money	3
New car may have teething problems	5
Better value for money	34
Don't want to run a car in	2
Got a good deal	16
Couldn't afford a new one	25
I could afford it	12
More exciting	-
Reliability	7
Less risk	1
Company car - no choice	1
Prefer to have a car I know the history of	2
Other (WRITE IN AND CODE '2')	17
Don't know	15

IF NEARLY NEW AT Q29 ASK Q33

Q33 Do you think the mileage which was shown on the mileometer was the true mileage that had been done by that car, or not?

Base: 102	%
Yes, was	86 GO TO
No, wasn't	- Q34
Don't know	14

Q34 IF NEARLY NEW AT Q29, ASK Q34
SHOWCARD H Which of these did you buy your car from? PROBE

Base: 102	%
a) An individual selling privately whom you did not know	17 GO TO
b) A car Auction	2
c) A friend or relative selling privately	5 Q45
d) Given/paid for by relative/friend	1
e) A dealer selling only second hand cars	12 GO
f) A franchise/new car dealer for <u>your make</u> of car	25 TO
g) A franchise/new car dealer for <u>another make</u> of car	15 Q38
h) A non-franchise dealer who sells new and second hand cars	12

IF RESPONDENT BOUGHT FROM A NEW CAR DEALER BUT DOES NOT KNOW IF THEY ARE FRANCHISE DEALERS OR NOT (f, g, h) THEN CODE BELOW

i) A dealer/garage selling new cars	2 GO TO Q38
Cannot remember/don't know	9 GO TO Q45

Q35 IF SECOND HAND AT Q29 ASK Q35, Q36 AND Q37
What are the two or three main reasons for buying a second hand car rather than a nearly new or new car? CODE BELOW. DO NOT PROMPT.

Base: 364	%
Wider choice for money	6
Bigger car for money	3
New car may have teething problems	2
Better value for money	22
Don't want to run a car in	1
Got a good deal	7
Couldn't afford a new one	47
More exciting	-
Reliability	3
Less risk	1
I could afford it	25
Company car - no choice	*
Prefer to have a car I know the history of	2
Other (WRITE IN AND CODE '2')	15
Don't know	10

Q36 IF SECOND HAND AT Q29 ASK Q36
Do you think the mileage which was shown on the mileometer was the true mileage that had been done by that car, or not?

Base: 364	%
Yes, was	85 GO TO
No, wasn't	9 Q37
Don't know	7

Q37 IF 'SECOND HAND' AT Q29. ASK Q37
SHOWCARD H Which of these did you buy your car from?

Base: 364		%
a) An individual selling privately whom you did not know	29	GO TO
b) A car Auction	2	
c) A friend or relative selling privately	25	Q45
d) Given/paid for by relative/friend	1	
e) A dealer selling only second hand cars	15	GO
f) A franchise/new car dealer for <u>your make</u> of car	13	TO
g) A franchise/new car dealer for <u>another make</u> of car	4	Q38
h) A non-franchise dealer who sells new and second hand cars	7	

IF RESPONDENT BOUGHT FROM A NEW CAR DEALER BUT DOES NOT KNOW IF THEY ARE
FRANCHISE DEALERS OR NOT (f, g, h) THEN CODE BELOW

i) A dealer/garage selling new cars	* GO TO Q38
Cannot remeber/don't know	3 GO TO Q45

Q38 ASK ALL WHO BOUGHT NEW OR CODED 5.6.7. 8 OR 9 AT Q34 OR Q37. OTHERS GO TO Q45
When you bought your car, how many dealers, if any, did you personally visit before deciding where to buy the
car?

Base: 447		%
None	16	GO TO Q40
One	28	
Two	17	GO
Three	12	TO
Four	8	Q39
Five or more	13	
Cannot recall	1	GO TO
No opinion	4	Q40

Q39 IF ONE OR MORE AT Q38 ASK Q39. OTHERS GO TO Q40
And at how many of these, if any, did you have a test drive?

Base: 367		%
None	36	
One	39	
Two	18	
Three	2	
Four	2	
Five or more	2	
Cannot recall	1	
No opinion	1	

Q40 Other things being equal, would you rather buy a car from a independent dealer or from one of the big retail
motor groups?

Base: 447		%
Independent dealers	33	
Big groups	37	
Neither/no opinion	30	

Q41 SHOWCARD I How important were each of the following in helping you to decide on the model you bought?

READ OUT:	Crucial	Very important	Fairly important	Not very important	Not at all important	No opinion
Base: 447						

What the salesman told
you about the car 1 16 21 31 27 4

An attractive deal offered
to you on the particular
model 9 42 20 13 12 3

A test drive 12 32 17 12 21 6

Reading the relevant literature
on the car 6 28 22 22 18 5

Examining the car at close
quarters 30 43 11 7 7 3

Q42 SHOWCARD J How satisfied or dissatisfied would you say you were with the sales service you got from the place of purchase when you last bought a car?

Base: 447	%	
Very satisfied	55	GO TO
Fairly satisfied	30	Q44
Neither satisfied nor dissatisfied	3	
Fairly dissatisfied	6	GO TO
Very dissatisfied	4	Q43
Don't know	3	GO TO Q44

Q43 SHOWCARD K What reasons on this card account for your dissatisfaction with the service you received when you last bought a car? MULTICODE OK

Base: 44	
01 Reception from sales staff when visiting showroom	9
02 Ability of staff to listen to and understand your requirements	17
03 Time devoted to you as a prospective customer	22
04 Personal appearance of sales staff	1
05 Staff's lack of knowledge of the model range	13
06 Provision of test drives	3
07 Honesty/trustworthiness of staff	13
08 Care and attention when handing over your car (explaining controls etc)	10
09 Not doing all the things that were promised	49
10 Response of dealer to fixing problems	45
11 Car unreliable/things wrong with it	32
Other (WRITE IN AND CODE 'Y')	4
.....	
None	-
Don't know	1

Q44 Generally speaking, do you think car dealerships treat women customers better than male customers, worse than male customers or no different?

Base: 447	
Better	7
Worse	23
No different	48
No opinion	22

Q45 ASK ALL SHOWCARD L If you had to replace the car you drive most frequently today, how likely would you be to get car of the same make?

Certain to	21
Very likely	33
Fairly likely	18
Neither likely nor unlikely	6
Fairly unlikely	7
Very unlikely	7
Certain not to	6
Won't buy another car	*
Don't know	3

Q46 SHOWCARD M Which of these things, if any, have you done in the last year? MULTICODE OK

01 Delayed the purchase of a car because of high interest rates	4
02 Bought another consumer good (eg. washing machine, fridge) instead of a car	5
03 Bought a luxury good (eg. boat, villa, 2nd home) instead of a car	2
04 Delayed the purchase of a home because bought a new car	1
05 Bought a new car instead of a house because of the high interest rates	1
None of these	87
Don't know	1

Q47 SHOWCARD N How much do you trust the claims made by the following when choosing a car?

	A lot	A fair amount	A little	Not at all	Don't know
Manufacturers	10	49	25	12	4
Dealers	4	21	40	32	3
Journalists who write about cars	8	40	28	17	8
Car advertisements	1	18	41	34	5
Friends/acquaintances	19	45	23	9	3
The magazine 'What Car?'	12	23	11	15	40
The consumer magazine 'Motoring Which'	20	23	9	13	36

Q48 If you were buying a new car what would be the more important consideration - its reliability over, say, 3 years or its durability to last, say, ten years?

Reliability	51
Durability	46
Don't know	3

Q49 SHOWCARD O Which two or three things on this card do you think could contribute most to road safety?

01 MOT test	44
02 Anti-locking brakes	57
03 Brake light in rear window	12
04 4-wheel drive	8
05 Disc brakes	16
06 Rear Seat belts	46
07 Child car seats	30
08 Tyre on which you can drive when flat	38
09 Air bag which inflates on impact	13
10 Cruise control	3
11 Colour of car	4
None	*
Don't know	1

Q50 SHOWCARD P If you were buying a used car, how important would it be to you that the car had a long MOT?

Very important	49
Fairly important	28
Neither important nor unimportant	8
Fairly unimportant	9
Very unimportant	4
Don't know	1

Q51 SHOWCARD Q How confident are you that cars that pass the MOT are safe to drive on the public road?

Very confident.....	7
Fairly confident.....	55
Not very confident.....	27
Not at all confident.....	10
Don't know.....	1

Q52 Have you ever delayed the purchase of a new car in order to have one with the latest registration letter?

Yes.....	9
No.....	90
Don't know.....	1

Q53 Do you have primary responsibility for getting your car serviced or not?

Yes.....	74	-GO TO Q54
No.....	25	-GO TO Q60

ALL WHO HAVE PRIMARY RESPONSIBILITY FOR SERVICING THEIR CAR ASK Q54-59. OTHERS GO TO Q60

Q54 SHOWCARD R Which of these do you do? MULTICODE OK

Base 1161	%
01 Physically service the car by yourself/someone else in household physically services the car.....	20
02 Have the car serviced by a garage/workshop (which does not sell new cars).....	32 GO
03 Have the car serviced by a main dealer for your make of car.....	35 TO
04 Have your car serviced by a main dealer for another make of car.....	3 Q55
05 Have your car serviced by a service centre (eg Halfords/B&Q/SMC).....	2
06 Have the car serviced by a friend/acquaintance.....	15
Other (WRITE IN AND CODE '7').....	1
Never get/got car serviced.....	1 GO TO
Don't know.....	* Q60

Q55 Why do you ... (READ OUT AS CODED IN Q54) rather than have it serviced some other way? MULTICODE OK

Base: 1152	%
They are the original vendor/dealer.....	13
Convenient location.....	13
Franchise dealer.....	6
Previous experience.....	18
Helpful/good service.....	22
Car under warranty.....	9
Provide loan car.....	1
They collect and deliver.....	1
General convenience.....	11
Hobby/enjoy D.I.Y.....	6
Other (WRITE IN AND CODE 'X').....	40
Dissatisfied with other service outlets (WRITE IN WHY DISSATISFIED & CODE 'Y').....	4
No opinion.....	2

Q56 ASK ALL WHO ANSWER CODES 3 OR 4 AT Q54. OTHERS GO TO Q57
 SHOWCARD S And which if any of these do you do or have you done?
 Base: 533 %

- a) Always have the car serviced by the franchised dealer where you bought it from 49
- b) Always have the car serviced by a franchised dealer but not where you bought it from 26 GO
- c) Used to have the car serviced by the franchised dealer where you bought it from when it was under warranty 12 TO
- d) Used to have the car serviced by a franchised dealer but not where you bought it from when it was under warranty 4 Q57
- Other (WRITE IN AND CODE '5') *
- None of these 4
- Don't know 5

Q57 SHOWCARD T How satisfied or dissatisfied are you with the way your car is serviced?
 Base: 1161 %

- Very satisfied 58 GO
- Fairly satisfied 29 TO
- Neither satisfied nor dissatisfied 3 Q59
- Fairly dissatisfied 2 GO TO
- Very dissatisfied 2 Q58
- Don't know 5 GO TO Q59

Q58 ASK ALL THOSE DISSATISFIED WITH SERVICING AT Q57. OTHERS GOT TO Q59
 What are the reasons for your dissatisfaction with servicing? DO NOT PROMPT MULTICODE OK
 Base: 51 %

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

Q59 ASK ALL WHO ARE CODED 2-7 AT Q54. OTHERS GO TO Q60
 SHOWCARD U Which one of the following is the most important factor when choosing somewhere to service your car?
 Base: 1005 %

- a) Where the car was bought 14
- b) Garage/dealer is near public transport 2
- c) Opening hours 1
- d) Close to where I live 17
- e) Close to where I work 7
- f) Able to do warranty work 5
- g) Trust their work/previously experienced quality of their work 53
- h) Low cost 10
- i) Quick 5
- j) Ability to provide courtesy car 4
- None 1
- Don't know 3

Q60a ASK ALL
SHOWCARD V If you have to replace your exhaust system where would you be most likely to have this done? SINGLE CODE ONLY

Q60b SHOWCARD V And if you had to replace your windscreen where would you have this done? SINGLE CODE ONLY

	60a Exhaust	60b Windscreen
a) A main dealer for your make of car	16	11
b) A main dealer for another make of car	1	1
c) A garage/workshop (not selling new cars)	12	8
d) A specialist fitter (eg Kwikfit/Autoglass)	55	69
e) Do it yourself	8	3
f) Have a friend/acquaintance do it	6	3
No opinion	1	5

Q61a SHOWCARD W What are your main reasons for choosing ... (AS CODED IN Q60a) when replacing your exhaust system? MULTICODE OK

Q61b SHOWCARD W What are your main reasons for choosing ... (AS CODED IN Q60b) when replacing your windscreen? MULTICODE OK

	61a Exhaust	61b Windscreen
01 Low costs	30	18
02 Quick service	38	31
03 Near to home	13	9
04 Near place of work	3	2
05 Found them in the Yellow pages/ Thompsons/Local service directory	1	1
06 Saw/heard an advert on television/ radio/newspaper etc	1	1
07 Peace of mind	13	11
08 Would not trust anybody else to do it	14	10
09 Opening hours	2	2
10 Told where to go by Insurance company	1	14
11 Because they are a specialist company	29	31
12 My firm/employers have an account with them	4	4
No particular reason	3	3
Don't know	2	6

Q62 SHOWCARD X Looking at this card which, if any, of these should set the standards to which garages and other car servicing outlets should service their cars?

a) The government	23
b) Manufacturers	30
c) Car Trade Associations - eg Society of Motor Manufacturers and Traders, Institute of the Motor Industry, Motor Agents Association, Scottish Motor Trade Association	22
d) Motoring organisations eg AA/RAC	28
None of these	3

Q63 SHOWCARD Y If the channel tunnel were open today, how likely do you think you would be to use it within the next year or so?

Certain to	5	GO TO Q64
Very likely	8	
Fairly likely	13	GO
Fairly unlikely	12	TO
Very unlikely	29	Q65
Certain not to	31	
No opinion	2	

ASK ALL WHO WOULD BE CERTAIN TO USE CHANNEL TUNNEL AT Q63. OTHERS GO TO Q65

Q64 How many return trips do you think you would be likely to make using the Channel Tunnel in a typical year?

Base: 80

Less than once	1
Once	25
2 times	27
3 times	13
4 times	10
5 or more	16
Don't know	9

ASK ALL

Q65 Supposing the Channel Tunnel were open today, and you were travelling to France by car. What would be your preferred means for crossing the Channel - ferry, hovercraft or the tunnel?

Ferry	44
Hovercraft	16
Tunnel	33
Don't know	7

Q66 SHOWCARD Z Which, if any, of these do you think will happen by the year two thousand and one?
MULTICODE OK

01	Executive cars will be available with fax machines, telephones and photocopiers as standard equipment	26
02	To reduce congestion drivers will only be allowed to drive into major cities at certain times allocated to them	42
03	Drivers will be required to pay tolls on all motorways	42
04	The Channel Tunnel will <u>not</u> be completed	18
05	On board computers that provide directions will be fitted to all cars	23
06	The M25 will have become four-laned all the way round London	44
07	The engines in cars will be made from plastic	6
08	All cars will be restricted by the manufacturers to a 70 mph top speed	16
09	To reduce pollution no cars will be produced with an engine size over 2000cc	27
	None of these	2
	No opinion	4

Q67 SHOWCARD AA Which, if any, of the following would you be prepared to do to protect your rights as a motorist? MULTICODE. PROBE. What else?

01 Sign a petition	52
02 Write to your MP	39
03 Join a motoring organisation (eg AA, RAC)	47
04 Join a pressure group	13
05 Attend a demonstration	9
06 Write to a newspaper	15
07 Refuse to pay road tax	7
08 Help cause traffic jams in cities (eg road blocks)	2
09 Ignore traffic laws	1
None of these	8
Don't know	2

Q68 SHOWCARD BB How strongly do you agree or disagree with the following statements? ROTATE ORL...
TICK START

READ OUT	Strongly agree	Tend to agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	No Opinion
A Random breath testing should be introduced	56	28	3	8	5	1
B Everyone who is caught driving with more than the legal limit of alcohol in his/her blood should receive a prison sentence	23	22	10	31	12	1
C The legal drink-drive limit should be reduced to no alcohol at all	37	26	6	21	8	1
D Cameras should be positioned at traffic lights to catch people who drive through red lights	39	34	6	12	7	1
E Wheel clamps should be introduced in towns throughout Britain	11	24	12	29	22	2
F People should be required to take a driving test every 10 years	18	35	10	23	14	1
G All drivers should be required to take an advanced driving test one year after passing the normal driving test	11	28	13	33	13	1
H People who drive high performance cars should be required to take an advanced driving test	39	33	7	14	5	1

Q69 SHOWCARD CC How effective do you think the current driving test is in ensuring that newly qualified drivers are safe and competent road users?

Very effective	8
Fairly effective	47
Neither effective nor ineffective	8
Fairly ineffective	24
Very ineffective	8
No opinion	5

Q70 SHOWCARD DD How widespread, do you think, the misuse of disabled stickers is - ie drivers who are not disabled using disabled stickers to secure reserved parking spaces?

Very widespread	32
Fairly widespread	37
Not very widespread	19
Not at all widespread	3
Don't know	10

Q71 SHOWCARD EE Which, if any, of these have you knowingly done within the last 6 months? JUST READ OUT THE NUMBERS THAT APPLY

01	Overtaken on the inside lane	23
02	Driven through a red traffic light	17
03	Drinking and driving	8
04	Had an unofficial race with another driver on a public road	6
05	Driven in a bus lane during rush hour	12
06	Parking your car in a disabled parking space without being authorised	9
	None of these	53
	Don't know

Q72 If you were to drive with a child aged 2 in your car, would you allow them to sit alone in the front seat of your car, or not?

Yes, would	4 GO TO Q73 & Q74
No, would not	95 GO TO
No opinion	1 Q74

IF YES AT Q72 ASK Q73

Q73 SHOWCARD FF And which of these would you expect them to do in the front seat?

Base: 65

		%
a)	Wear an adult seat belt	12
b)	Wear an adult seat belt with a booster cushion	22 GO TO
c)	Wear a child sized seat belt	14 Q74
d)	Sit in a child seat	27
e)	Not wear a seat belt
	Don't know	25

ASK ALL

Q74 SHOWCARD FF And if they were travelling in the back seat of your car, which of these would you expect them to use?

a)	Wear an adult seat belt	4
b)	Wear an adult seat belt with a booster cushion	7 GO TO
c)	Wear a child sized seat belt	27 Q75
d)	Sit in a child seat	58
e)	Not wear a seat belt	2
	Don't know	2

Q75 ASK ALL
If you were to drive with a child aged 7 in your car, would you allow them to sit alone in the front seat of your car, or not?

Yes, would 22 GO TO Q76
No, would not 77 GO TO
No opinion 1 Q77

Q76 IF YES AT Q75 ASK Q76
SHOWCARD FF And which of these would you expect them to do in the front seat?

Base: 338
a) Wear an adult seat belt 56
b) Wear an adult seat belt with a booster cushion 27 GO TO
c) Wear a child sized seat belt 10 Q78
d) Sit in a child seat *
e) Not wear a seat belt *
Don't know 7

Q77 ASK ALL
SHOWCARD FF And if they were travelling in the back seat of your car, which of these would you expect them to use?

a) Wear an adult seat belt 23
b) Wear an adult seat belt with a booster cushion 20 GO TO
c) Wear a child sized seat belt 43 Q78
d) Sit in a child seat 3
e) Not wear a seat belt 5
Don't know 6

Q78 ASK ALL
If you were to drive with a child aged 12 in your car, would you allow them to sit alone in the front seat of your car, or not?

Yes, would 71 GO TO Q79
No, would not 28 GO TO
No opinion 1 Q80

Q79 IF YES AT Q78 ASK Q79
SHOWCARD FF And which of these would you expect them to do in the front seat?

Base: 1108
a) Wear an adult seat belt 88
b) Wear an adult seat belt with a booster cushion 5 GO TO
c) Wear a child sized seat belt 2 Q81
d) Sit in a child seat *
e) Not wear seat belt *
Don't know 5

Q80 ASK ALL
SHOWCARD FF And if they were travelling in the back seat of your car, which of these would you expect them to use?

a) Wear an adult seat belt 50
b) Wear an adult seat belt with a booster cushion 4 GO
c) Wear a child sized seat belt 6 TO
d) Sit in a child seat *
e) Not wear seat belt 5 Q81
Don't know 35

ASK ALL
Q81 SHOWCARD GG How often, if at all, do you make a point of listening to a particular radio station in order to hear the traffic reports?

Every day/most days	25
1-3 days a week	7 GO TO
Less than 1 day a week	
to 1 day a fortnight	4 Q82
Less than 1 day a fortnight	
to 1 day a month	3
Less than 1 day a month	13 GO TO
Never	46 Q83
Don't know	1

IF 1 DAY A MONTH OR MORE AT Q81 ASK Q82 OTHERS GO TO Q83

Q82 How reliable do you think the traffic reports are. Are they ... (READ OUT)

Base: 662

Very reliable	25
Fairly reliable	63
Fairly unreliable	9
Very unreliable	3
No opinion	1

ASK ALL

Q How likely is it that you would use a radio station which was entirely devoted to providing local traffic reports. Would you be ... (READ OUT)

Very likely to use it	11
Fairly likely	25
Not very likely	23
Not at all likely	40
No opinion	1

Q84 And if you could opt to pick up a traffic report signal which interrupted other programmes when there was an important item of local traffic news, how likely would you be to make use of this, would you be ... (READ OUT)

Very likely to use it	32
Fairly likely	34
Not very likely	14
Not at all likely	19
No opinion	2

C How much do you think the car you drive most frequently costs in total to run a year? You should include all costs in your calculation, including petrol, servicing, repairs, insurance and hidden costs such as depreciation.

Q85b And how much do you think you spend just on petrol/diesel in a year?

	<u>Q85a</u> <u>Total</u>	<u>Q85b</u> <u>Petrol/Diesel</u>
Up to £100	*	2
£101 - £250	1	14
£251 - £500	6	27
£501 - £750	10	23
£751 - £1,000	14	8
£1,001 - £1,500	15	7
£1,501 - £2,000	10	3
£2,001 - £3,000	9	1
£3,001 - £4,000	3	1
£4,001 - £5,000	3	*
Over £5,000	2	*
Don't know - have a company car	3	2
Don't know	23	11

Q86 Do you collect petrol tokens to exchange for free gifts, or not?

Yes	44
No	54
Don't know	2

Q87 SHOWCARD HH Which of these, if any, do you think should be introduced or encouraged to help ease congestion in Britain's major cities? MULTICODE PROBE. What else?

01	Special car lanes for vehicles with at least one passenger	6
02	Car pooling (car pooling is a system whereby a group of employees share a car to commute to and from work)	37
03	Tolls for entry into city centres	14
04	Park and ride schemes	59
05	Pedestrianisation of city centres	33
06	Extra car tax for city centre users	7
07	Upgrading of public transportation	48
08	Radio stations just providing local traffic information	9
09	Building more roads	23
10	Tolls on motorways	9
11	Extra tax on petrol	4
12	Higher car parking and meter charges	7
13	Ban all cars from town centres	26
	None of these	2
	Don't know	2

Q88 SHOWCARD II Which one of the views on this card come closest to your own attitude towards Britain's road signs? ALLOW TIME FOR RESPONDENTS TO READ SHOWCARD

a)	<u>Very favourable</u> - Britain's road signs are very good at helping to maintain the flow of traffic and cannot be improved	10
b)	<u>Fairly favourable</u> - Britain's road signs are good at helping to maintain the flow of traffic, but some improvements could be made.	67
c)	<u>Not very favourable</u> - Britain's road signs are not good at helping to maintain the flow of traffic and a lot of improvements could be made.	19
d)	<u>Not at all favourable</u> - Britain's road signs hinder the flow of traffic and need many major improvements	3
	Don't know	1

Q89 Over the past two years, do you think the roads have become more congested, less congested or has the level of congestion remained the same?

More congested	90
Less congested	1
Same level	9
Don't know	1

Q90 In an average week how much time in total, would you say, is added to your journeys because of traffic congestion when driving your car? IF DON'T KNOW SAY: What would you estimate it to be?

No time at all	27
Up to 1 hour	36
Over 1 hour - 2 hours	14
Over 2 hours - 3 hours	7
Over 3 hours - 4 hours	3
Over 4 hours - 5 hours	3
Over 5 hours	5
Don't know/No opinion	4

Q91 It has been suggested that the road fund licence (road tax) should be abolished and a 25 pence tax added to the cost of a gallon of petrol instead. Would you support or oppose such a proposal?

Support	58
Oppose	36
Don't know	6

Q92 Do you ever make a conscious decision to avoid using a motorway and take an alternative route?

Yes	53 GO TO Q93
No	46 GO TO
Don't know	1 Q94

ASK ALL WHO EVER TAKE AN ALTERNATIVE ROUTE AT Q92. OTHERS GO TO Q94
Q93 Why do you do that? MULTICODE OK

Base: 820	%
Don't like driving fast	15
Enjoy an alternative route	29
Drivers follow too close	6
Poor weather conditions	3
Heavy congestion	32
Boredom/break monotony	20
Not in a hurry	7
Motorway service stations	1
Dangerous drivers	15
After listening to traffic updates	
on the radio	4
Vehicle not suitable	1
Traffic jams	16
Know of major roadworks	10
Like to stop frequently	2
Other (WRITE IN AND CODE '3')	24
.....	
None of them	-
Don't know	2

Q94 ASK ALL
Have you heard of the term catalytic converter?

Yes 68 GO TO Q95
No 32 GO TO
Don't know 1 READ OUT

Q95 What do you think a catalytic converter does?

Cuts out pollutants/something that reduces
pollution/ something attached to the engine/
exhaust that reduces pollution 73
Other (WRITE IN AND CODE '2') 15
.....
Don't know 12

(READ OUT) A Catalytic Converter is an attachment to the exhaust that reduces Carbon Monoxide,
Hydrocarbons, Oxides of Nitrogen and other pollutants

Q96a ASK ALL
SHOWCARD JJ Suppose it were possible to have a catalytic converter fitted to your car, and it cost an
additional £100, how likely would you be to have one fitted?
ASK ALL WHO WOULD BE LIKELY TO FIT ONE FOR £100. OTHERS GO TO Q97

Q96b SHOWCARD JJ And if it cost £200 to have one on your car?
ASK ALL WHO WOULD BE LIKELY TO FIT ONE FOR £200. OTHERS GO TO Q97

Q96c SHOWCARD JJ And if it cost £500 to have one on your car?

	Q96a £100 (40)	Base:830 Q96b £200 (41)	Base: 424 Q96c £500 (42)
Certain to	13	10	4
Very likely	17	11	3
Fairly likely	23	28	11
Not very likely	22	33	44
Not at all likely	10	9	20
Certain not to	9	6	16
Already have one fitted	2		
Don't know	3	2	

GO TO Q97 2 GO TO Q97 - GO TO

Q97 ASK ALL
Do you think the government should require all new cars to be fitted with a catalytic converter or not?

Yes 88
No 8
Don't know 5

Q98 Can your car (the car you drive most often) currently run on lead free petrol, or not?

Yes, can 38 ASK Q99
No, cannot 58 GO TO
Don't know 5 Q100

Q99 ASK ALL WHOSE CAR CAN RUN ON LEAD FREE PETROL. OTHERS GO TO Q100
Do you normally buy lead free petrol, or not?

Base: 577	%
Yes	75 GO
No	23 TO
Don't know	2 Q102

Q100 ASK ALL WHOSE CAR CANNOT RUN ON LEAD FREE PETROL. OTHERS GO TO Q102
Do you happen to know if your car can be adapted to run on lead free petrol or not?

Base: 958	%
Yes, it can be adapted	32
No, it cannot	39
Don't know whether it can or not	29

Q101 If your car could run on lead free petrol, do you think you would buy lead free petrol for it or not?

Base: 958	%
Yes, would	84
No, would not	8
Don't know	8

Q102 **ASK ALL**
Which car manufacturers, if any, do you think of as doing a good job of trying to help protect the environment? PROMPT. What others?

Manufacturers

Alfa Romeo	3
Audi-Volkswagen	3
Austin/Austin Rover	3
BMW	1
Chrysler	1
Citroen	1
Daihatsu	2
Datsun	1
Fiat	15
Ford	1
Hyundai	1
Honda	1
Isuzu	1
Jaguar/Daimler	1
Lada	1
Lancia	1
Land Rover	1
Lotus	1
Mazda	2
Mercedes	1
Mitsubishi	1
Morris	4
Nissan	1
Opel	2
Peugeot	1
Porsche	1
Reliant	1
Renault	1
Rolls Royce/Bentley	1
Rover/Rover Group	2
Saab	1
Seat	1
Skoda	1
Subaru	1
Suzuki	1
Talbot	3
Toyota	1
Triumph	11
Vauxhall	5
Volkswagen	10
Volvo	1
Zastava	4
Other (WRITE IN & CODE '7')	

Nationalities

Japanese manufacturers	9
British manufacturers	6
German manufacturers	9
Italian manufacturers	1
French manufacturers	2
Other nationality (WRITE IN AND CODE '1')	4
.....	7
All of them	61
Don't know	14
None	