

Tickbox.net survey

Safety First

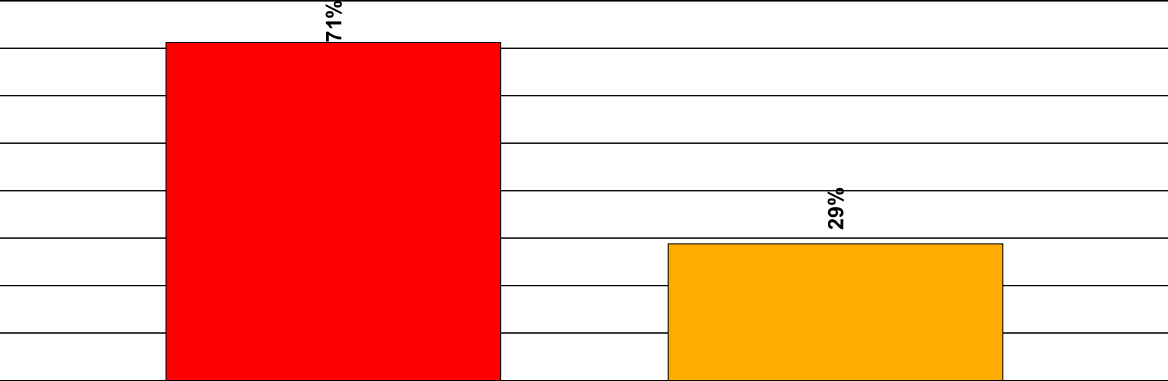
for
SMMT

Total Survey Sample Base : 2048
Survey conducted: 10 / 01 / 2006 – 16 / 01 / 2006

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat)

Base % Respondents	
Base	100.0%
Q1	
No	71.2%
Yes	28.8%

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat)



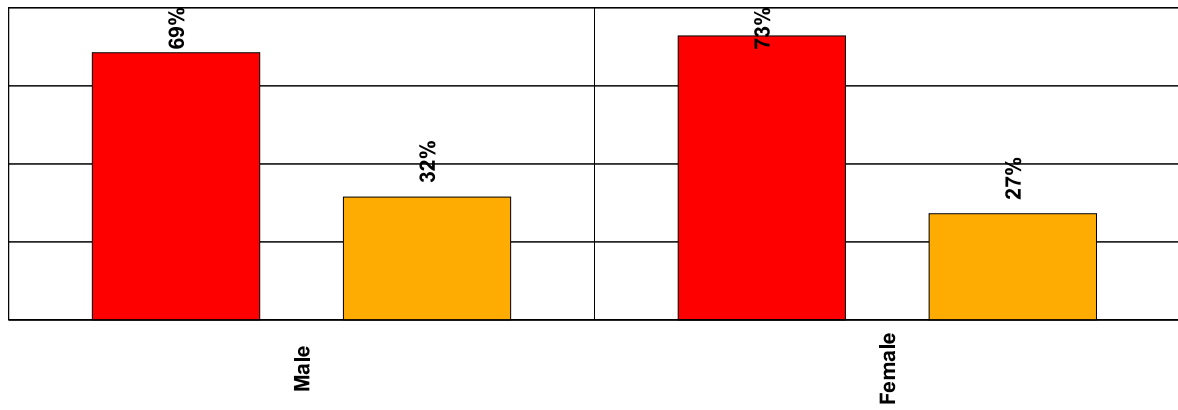
No

Yes

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat) - by Gender

Break % Respondents	Base	Gender	
		Male	Female
Base	2048	759	1289
Q1			
No	71.2%	68.5%	72.8%
Yes	28.8%	31.5%	27.2%

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat) - by Gender



Gender

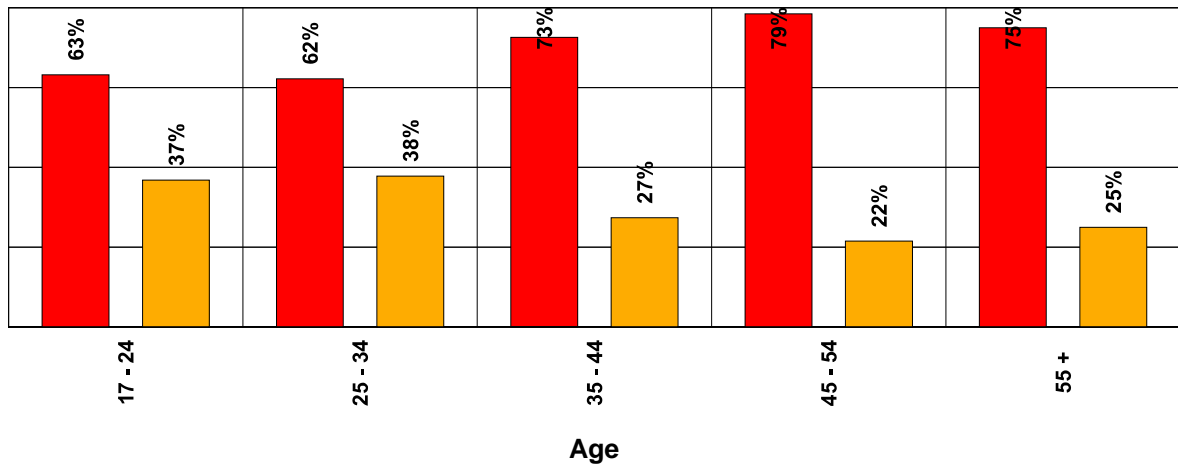
No

Yes

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat) - by Age

Break % Respondents	Base	Age				
		17 - 24	25 - 34	35 - 44	45 - 54	55 +
Base	2048	125	500	639	460	324
Q1						
No	71.2%	63.2%	62.2%	72.6%	78.5%	75.0%
Yes	28.8%	36.8%	37.8%	27.4%	21.5%	25.0%

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat) - by Age



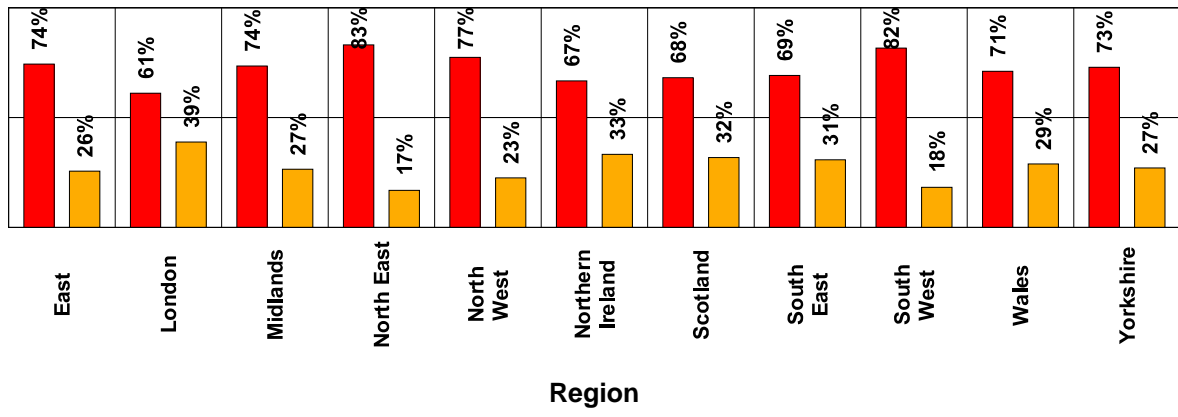
No

Yes

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat) - by Region

Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	2048	180	373	317	89	230	27	173	237	71	152	199
Q1												
No	71.2%	74.4%	61.1%	73.5%	83.1%	77.4%	66.7%	68.2%	69.2%	81.7%	71.1%	72.9%
Yes	28.8%	25.6%	38.9%	26.5%	16.9%	22.6%	33.3%	31.8%	30.8%	18.3%	28.9%	27.1%

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat) - by Region

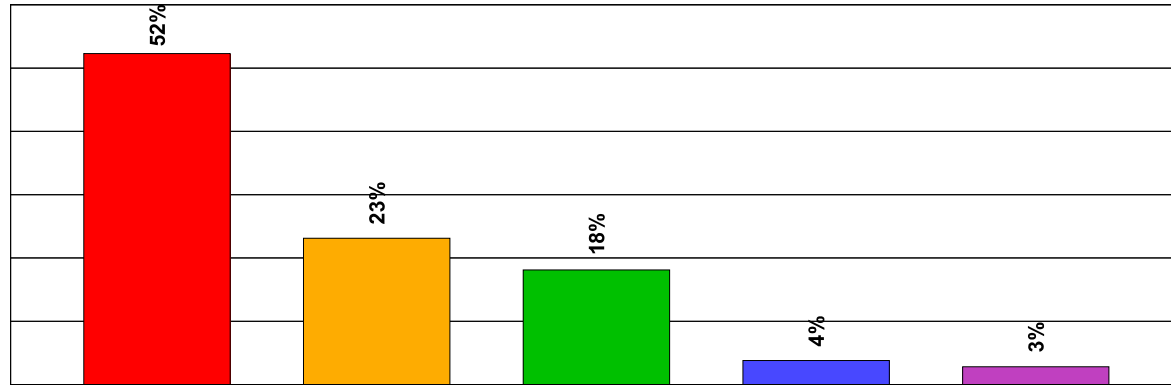


■ No
■ Yes

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one?

Base % Respondents	
Base	100.0%
Q2	
The right price	52.3%
Safety features	23.1%
Fuel economy	18.1%
Performance (e.g. top speed)	3.8%
Low emissions	2.8%

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one?

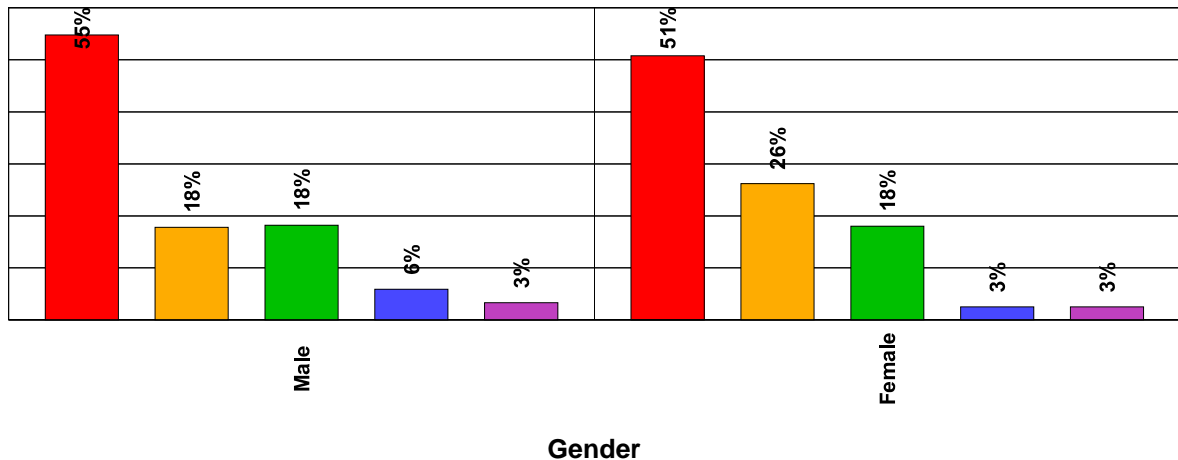


- The right price
- Safety features
- Fuel economy
- Performance (e.g. top speed)
- Low emissions

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one? - by Gender

Break % Respondents	Base	Gender	
		Male	Female
Base	2048	759	1289
Q2			
The right price	52.3%	54.8%	50.8%
Safety features	23.1%	17.8%	26.2%
Fuel economy	18.1%	18.2%	18.0%
Performance (e.g. top speed)	3.8%	5.9%	2.5%
Low emissions	2.8%	3.3%	2.5%

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one? - by Gender

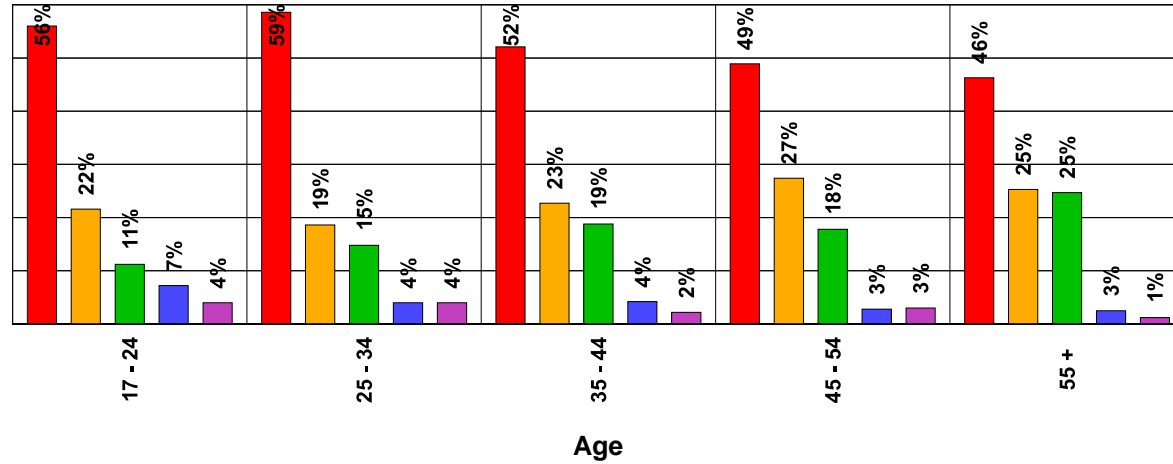


- The right price
- Safety features
- Fuel economy
- Performance (e.g. top speed)
- Low emissions

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one? - by Age

Break % Respondents	Base	Age				
		17 - 24	25 - 34	35 - 44	45 - 54	55 +
Base	2048	125	500	639	460	324
Q2						
The right price	52.3%	56.0%	58.6%	52.1%	48.9%	46.3%
Safety features	23.1%	21.6%	18.6%	22.7%	27.4%	25.3%
Fuel economy	18.1%	11.2%	14.8%	18.8%	17.8%	24.7%
Performance (e.g. top speed)	3.8%	7.2%	4.0%	4.2%	2.8%	2.5%
Low emissions	2.8%	4.0%	4.0%	2.2%	3.0%	1.2%

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one? - by Age

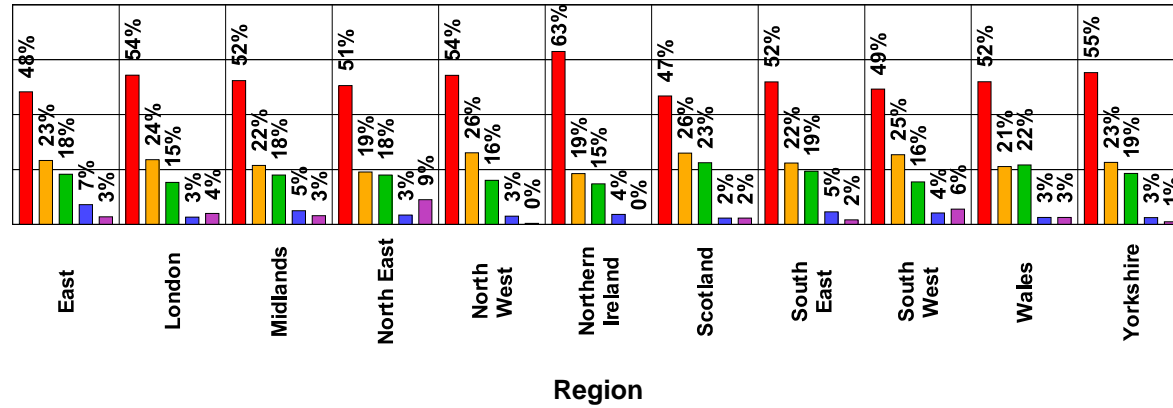


- The right price
- Safety features
- Fuel economy
- Performance (e.g. top speed)
- Low emissions

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one? - by Region

Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	2048	180	373	317	89	230	27	173	237	71	152	199
Q2												
The right price	52.3%	48.3%	54.4%	52.4%	50.6%	54.3%	63.0%	46.8%	51.9%	49.3%	52.0%	55.3%
Safety features	23.1%	23.3%	23.6%	21.5%	19.1%	26.1%	18.5%	26.0%	22.4%	25.4%	21.1%	22.6%
Fuel economy	18.1%	18.3%	15.3%	18.0%	18.0%	16.1%	14.8%	22.5%	19.4%	15.5%	21.7%	18.6%
Performance (e.g. top speed)	3.8%	7.2%	2.7%	5.0%	3.4%	3.0%	3.7%	2.3%	4.6%	4.2%	2.6%	2.5%
Low emissions	2.8%	2.8%	4.0%	3.2%	9.0%	0.4%	-	2.3%	1.7%	5.6%	2.6%	1.0%

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one? - by Region

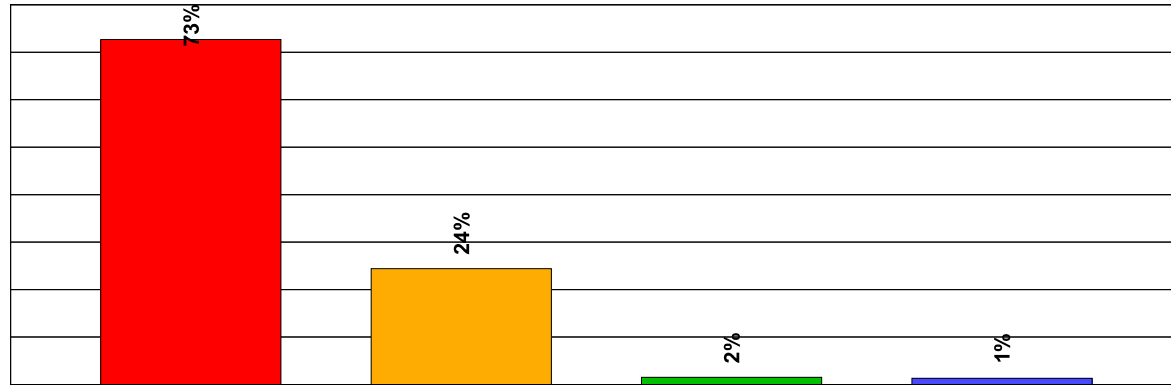



- The right price
- Safety features
- Fuel economy
- Performance (e.g. top speed)
- Low emissions


Q3. When did you last read the Highway Code?


Base % Respondents	
Base	100.0%
Q3	
Not since driving test	72.7%
Within the last year	24.4%
Within the last fortnight	1.5%
Never	1.3%

Q3. When did you last read the Highway Code?



 Not since driving test

 Within the last year

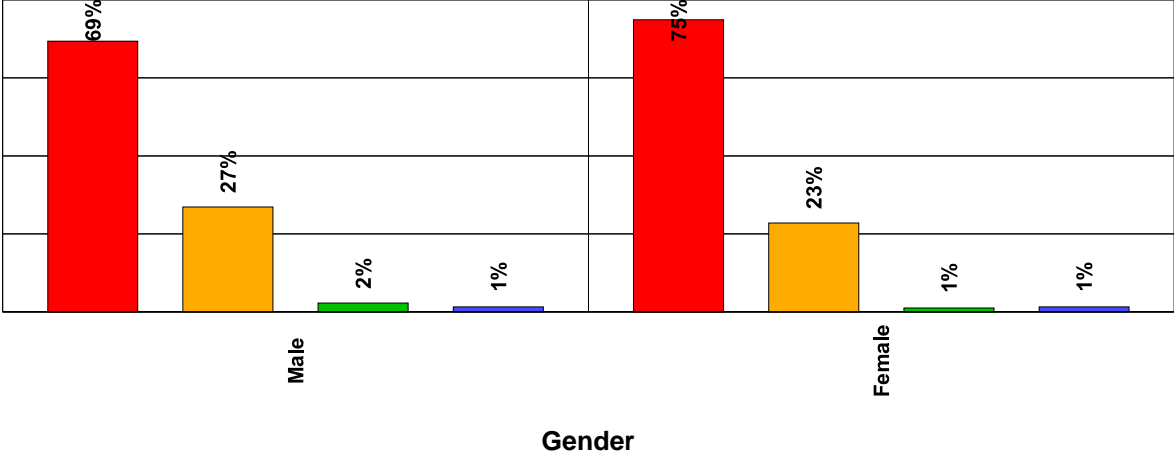
 Within the last fortnight

 Never

Q3. When did you last read the Highway Code? - by Gender

Break % Respondents	Base	Gender	
		Male	Female
Base	1705	684	1021
Q3			
Not since driving test	72.7%	69.4%	74.9%
Within the last year	24.5%	26.9%	22.8%
Within the last fortnight	1.5%	2.3%	1.0%
Never	1.3%	1.3%	1.3%

Q3. When did you last read the Highway Code? - by Gender



Not since driving test

Within the last year

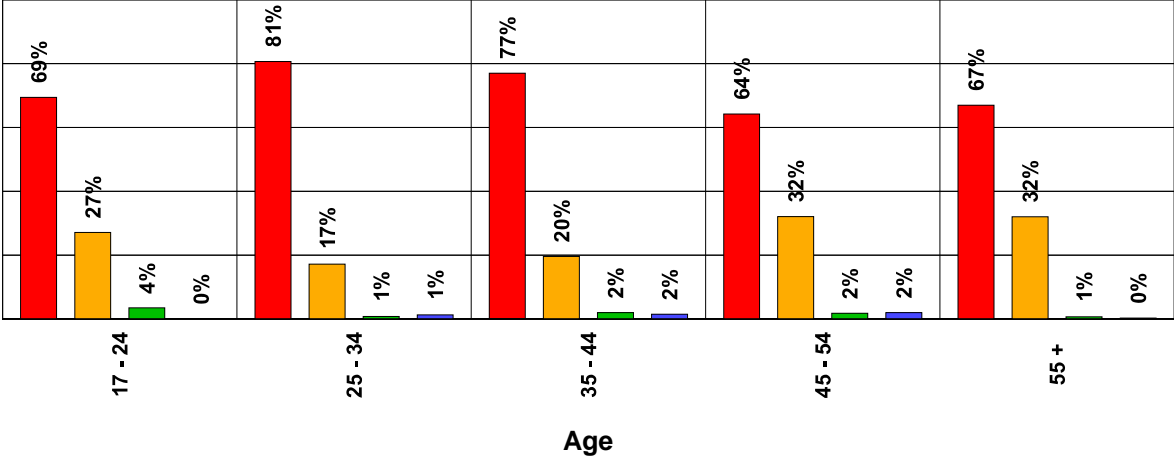
Within the last fortnight

Never

Q3. When did you last read the Highway Code? - by Age

Break % Respondents	Base	Age				
		17 - 24	25 - 34	35 - 44	45 - 54	55 +
Base	1705	85	383	547	399	291
Q3						
Not since driving test	72.7%	69.4%	80.7%	77.0%	64.2%	67.0%
Within the last year	24.5%	27.1%	17.2%	19.6%	32.1%	32.0%
Within the last fortnight	1.5%	3.5%	0.8%	2.0%	1.8%	0.7%
Never	1.3%	-	1.3%	1.5%	2.0%	0.3%

Q3. When did you last read the Highway Code? - by Age



Not since driving test

Within the last year

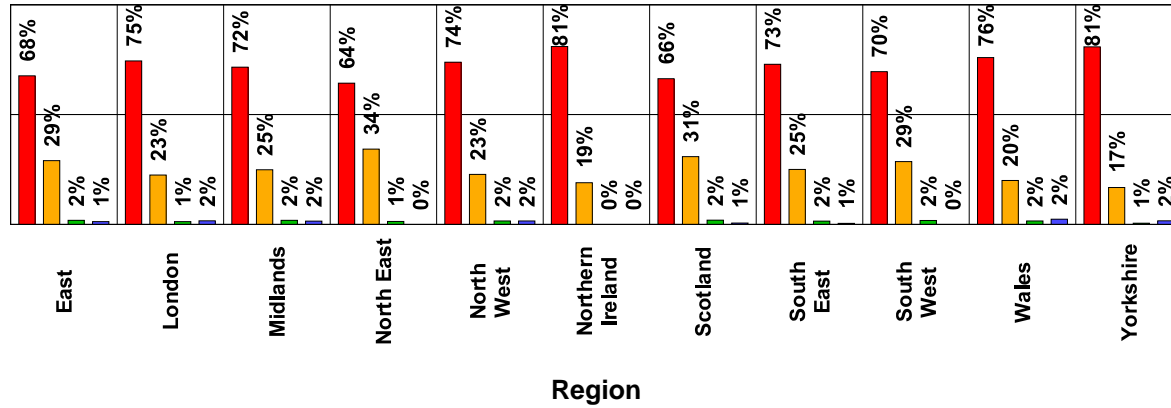
Within the last fortnight

Never

Q3. When did you last read the Highway Code? - by Region

Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1705	158	302	261	70	184	21	152	203	56	125	173
Q3												
Not since driving test	72.7%	67.7%	74.5%	71.6%	64.3%	73.9%	81.0%	66.4%	72.9%	69.6%	76.0%	80.9%
Within the last year	24.5%	29.1%	22.5%	24.9%	34.3%	22.8%	19.0%	30.9%	25.1%	28.6%	20.0%	16.8%
Within the last fortnight	1.5%	1.9%	1.3%	1.9%	1.4%	1.6%	-	2.0%	1.5%	1.8%	1.6%	0.6%
Never	1.3%	1.3%	1.7%	1.5%	-	1.6%	-	0.7%	0.5%	-	2.4%	1.7%

Q3. When did you last read the Highway Code? - by Region



Not since driving test

Within the last year

Within the last fortnight

Never

Q3. When did you last read the Highway Code? - Alternative Stats (all responses)

Base % Respondents	
Base	100.0%
Q3	
Not since driving test	63.7%
Within the last year	21.9%
I never have (I do not drive)	11.3%
Never	1.7%
Within the last fortnight	1.4%

Q4. How often do you check tyre pressures?

Base % Respondents	
Base	100.0%
Q4	
Every month	35.1%
Before every long journey	22.0%
Every six months	20.0%
Wait until the car is serviced	15.0%
Have never checked tyre pressures	8.0%

Q4. How often do you check tyre pressures?

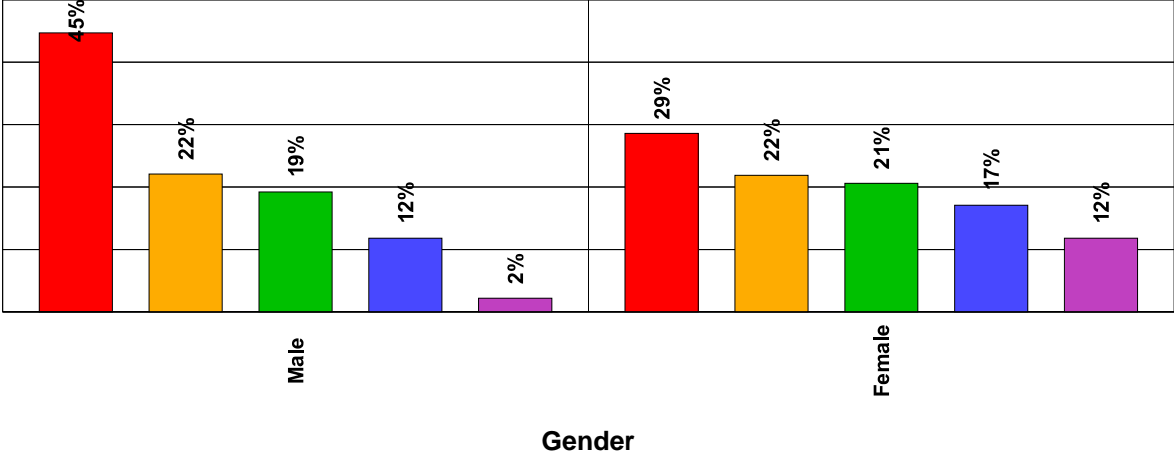


- Every month
- Before every long journey
- Every six months
- Wait until the car is serviced
- Have never checked tyre pressures

Q4. How often do you check tyre pressures? - by Gender

Break % Respondents	Base	Gender	
		Male	Female
Base	1705	684	1021
Q4			
Every month	35.1%	44.7%	28.6%
Before every long journey	22.0%	22.1%	21.9%
Every six months	20.0%	19.2%	20.6%
Wait until the car is serviced	15.0%	11.8%	17.1%
Have never checked tyre pressures	7.9%	2.2%	11.8%

Q4. How often do you check tyre pressures? - by Gender

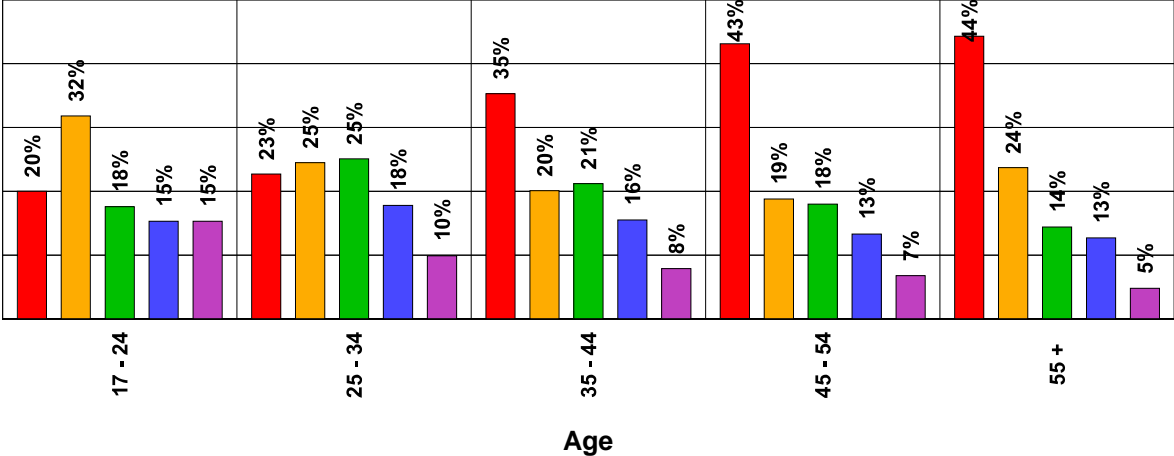


- Every month
- Before every long journey
- Every six months
- Wait until the car is serviced
- Have never checked tyre pressures

Q4. How often do you check tyre pressures? - by Age

Break % Respondents	Base	Age				
		17 - 24	25 - 34	35 - 44	45 - 54	55 +
Base	1705	85	383	547	399	291
Q4						
Every month	35.1%	20.0%	22.7%	35.3%	43.1%	44.3%
Before every long journey	22.0%	31.8%	24.5%	20.1%	18.8%	23.7%
Every six months	20.0%	17.6%	25.1%	21.2%	18.0%	14.4%
Wait until the car is serviced	15.0%	15.3%	17.8%	15.5%	13.3%	12.7%
Have never checked tyre pressures	7.9%	15.3%	9.9%	7.9%	6.8%	4.8%

Q4. How often do you check tyre pressures? - by Age

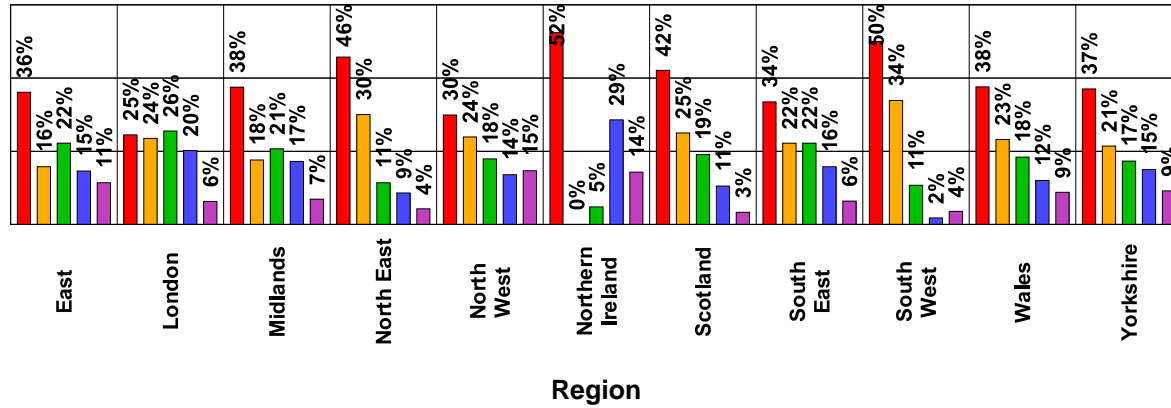


- Every month
- Before every long journey
- Every six months
- Wait until the car is serviced
- Have never checked tyre pressures

Q4. How often do you check tyre pressures? - by Region

Break % Respondents	Base	Region										
		East	London	Midlands	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	Yorkshire
Base	1705	158	302	261	70	184	21	152	203	56	125	173
Q4												
Every month	35.1%	36.1%	24.5%	37.5%	45.7%	29.9%	52.4%	42.1%	33.5%	50.0%	37.6%	37.0%
Before every long journey	22.0%	15.8%	23.5%	17.6%	30.0%	23.9%	-	25.0%	22.2%	33.9%	23.2%	21.4%
Every six months	20.0%	22.2%	25.5%	20.7%	11.4%	17.9%	4.8%	19.1%	22.2%	10.7%	18.4%	17.3%
Wait until the car is serviced	15.0%	14.6%	20.2%	17.2%	8.6%	13.6%	28.6%	10.5%	15.8%	1.8%	12.0%	15.0%
Have never checked tyre pressures	7.9%	11.4%	6.3%	6.9%	4.3%	14.7%	14.3%	3.3%	6.4%	3.6%	8.8%	9.2%

Q4. How often do you check tyre pressures? - by Region



- Every month
- Before every long journey
- Every six months
- Wait until the car is serviced
- Have never checked tyre pressures

Q4. How often do you check tyre pressures? - Alternative Stats (All responses)

Base % Respondents	
Base	100.0%
Q4	
Every month	29.3%
Before every long journey	18.6%
Every six months	16.8%
I never have (I do not drive)	15.9%
Wait until the car is serviced	12.6%
Have never checked tyre pressures	6.7%

APPENDIX – Survey Questions

Q1. Has there been an occasion in the last year when you have not worn a seat belt whilst in a moving vehicle? (Front seat or back seat)

Yes

No

Q2. Of the following, which would be the first thing you would look for in a car if you had to buy one?

The right price

Fuel economy

Performance (e.g. top speed)

Safety features

Low emissions

Q3. When did you last read the Highway Code?

Within the last fortnight

Within the last year

Not since driving test

Never

I never have (I do not drive)

Q4. How often do you check tyre pressures?

Before every long journey

Every month

Every six months

Wait until the car is serviced

Have never checked tyre pressures

I never have (I do not drive)

Tickbox.net survey

Safety First

for
SMMT

The research for (the brand) was carried out online by Tickbox.net between **10 / 01 / 2006** and **16 / 01 / 2006** amongst a nationally representative sample of **2048** UK adults aged 17+.

Tickbox.net is a leading market research organisation, carrying out consumer, corporate and niche market surveys online amongst a 50,000+ member panel.

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