

AEEU/ICM BMW Poll - March 2000

ICM interviewed a random sample of 753 adults aged 18+ by telephone on 22nd March 2000. Interviews were conducted across the country and the results have been weighted to the profile of all adults.

**Q1. You may have seen or heard that BMW plans to sell off Rover Cars, resulting in potentially many thousands of job losses in the West Midlands. Do you think that BMW should have informed the government and the unions about its plans or not?**

Yes	82%
No	8%
Don't know	10%

**Q2. Has your opinion of BMW as a car manufacturer improved, deteriorated or remained the same as a result of the sale of Rover Cars?**

Improved	2%
Deteriorated	45%
Remained the same	40%
Don't know	13%

**Q3. Do you think that sales of BMW cars in the UK are likely to rise, fall or remain unchanged as a result of their plans to sell Rover?**

Rise	5%
Fall	46%
Remain unchanged	41%
Don't know	7%

**Q4. If you were currently in the market to buy a BMW, would the way BMW has treated workers at Rover make you more likely to buy a BMW, less likely or would it make no difference?**

More likely	2%
Less likely	57%
No difference	37%
Don't know	5%

**Q5. Do you or does anyone else in your household own a BMW?**

<b>Yes</b>	<b>6%</b>
<b>No</b>	<b>93%</b>
<b>Don't know</b>	<b>1%</b>

**Q6. Will BMW's sale of Rover make you more likely to buy a BMW in future, less likely or will it make no difference?  
Base: all BMW owners.**

<b>More likely</b>	<b>5%</b>
<b>Less likely</b>	<b>32%</b>
<b>No difference</b>	<b>61%</b>
<b>Don't know</b>	<b>1%</b>