

## Car Maintenance Survey

### ONLINE Fieldwork : 25th - 26th May 2011

Absolutes/col percents

Table 1  
**Q.1 Which of the following applies to you?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2026	943	1083	202	339	425	361	318	381	698	552	307	469	490	532	527	303	174
Weighted base	2026	993	1033	243	324	385	344	304	426	547	587	425	466	515	535	508	292	176
I own and drive my own car	1341 66%	692 70%	649 63%	107 44%	191 59%	264 69%	241 70%	227 75%	311 73%	429 79%	388 66%	302 71%	221 47%	315 61%	380 71%	322 63%	206 71%	118 67%
I do not own my own car but regularly drive	84 4%	37 4%	46 4%	21 9%	18 5%	9 2%	11 3%	11 4%	14 3%	19 4%	26 4%	18 4%	20 4%	21 4%	19 4%	25 5%	12 4%	6 4%
I do not own a car and do not regularly drive	484 24%	225 23%	259 25%	101 42%	91 28%	93 24%	69 20%	55 18%	75 18%	87 16%	140 24%	78 18%	179 38%	143 28%	107 20%	132 26%	62 21%	40 23%
None of these	117 6%	38 4%	79 8%	14 6%	24 8%	18 5%	24 7%	11 4%	26 6%	12 2%	34 6%	26 6%	45 10%	35 7%	29 5%	30 6%	11 4%	12 7%

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Table 2  
**Q.2 If you were buying a second hand car, by how much would you want the price reduced if it had no service history, compared to the price you would be willing to pay for a car with a full main dealer service history?**

Base: All who drive

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1485	728	757	97	231	319	276	258	304	578	405	232	270	342	413	372	228	130
Weighted base	1425	729	695	128	208	273	252	238	325	449	414	321	242	337	399	346	218	124
I would expect the price to be the same	(0) 64 4%	24 3%	40 6%	6 5%	15 7%	14 5%	8 3%	9 4%	11 3%	17 4%	15 4%	18 6%	14 6%	12 4%	20 5%	18 5%	10 4%	4 3%
1% to 3%	(2) 18 1%	6 1%	12 2%	2 1%	4 2%	4 1%	5 2%	2 1%	2 *	4 1%	8 2%	3 1%	3 1%	5 2%	4 1%	6 2%	2 1%	1 *
4% to 6%	(5) 46 3%	20 3%	26 4%	3 2%	12 6%	13 5%	6 2%	5 2%	7 2%	11 2%	11 3%	14 4%	10 4%	4 1%	21 5%	9 3%	6 3%	6 5%
7% to 9%	(8) 34 2%	18 2%	16 2%	2 2%	9 4%	12 4%	3 1%	4 2%	5 2%	11 2%	10 2%	11 4%	2 1%	10 3%	11 3%	6 2%	3 1%	4 3%
10% to 15%	(13) 212 15%	116 16%	96 14%	22 17%	31 15%	47 17%	38 15%	33 14%	41 13%	76 17%	57 14%	45 14%	34 14%	49 15%	46 12%	53 15%	42 19%	21 17%
16% to 20%	(18) 139 10%	83 11%	57 8%	15 12%	18 9%	22 8%	27 11%	24 10%	32 10%	52 12%	40 10%	26 8%	21 9%	33 10%	48 12%	32 9%	21 10%	5 4%
21% to 25%	(23) 185 13%	104 14%	81 12%	14 11%	22 11%	36 13%	42 17%	35 15%	35 11%	59 13%	58 14%	40 13%	28 12%	48 14%	49 12%	39 11%	32 15%	17 13%
26% to 30%	(28) 98 7%	61 8%	37 5%	10 8%	14 7%	22 8%	22 9%	9 4%	21 6%	22 5%	29 7%	30 9%	16 7%	24 7%	19 5%	22 6%	25 11%	8 6%
31% to 40%	(35) 51 4%	28 4%	23 3%	3 3%	11 5%	14 5%	13 5%	5 2%	5 2%	24 5%	13 3%	9 3%	5 2%	13 4%	12 3%	15 4%	4 2%	8 6%
41% to 50%	(45) 59 4%	32 4%	27 4%	8 6%	8 4%	11 4%	11 4%	13 6%	8 2%	13 3%	21 5%	11 3%	14 6%	21 6%	12 3%	13 4%	7 3%	5 4%
51% to 75%	(63) 22 2%	16 2%	7 1%	2 2%	3 2%	5 2%	4 2%	5 2%	2 1%	8 2%	7 2%	2 1%	6 2%	8 2%	3 1%	6 2%	1 *	4 3%
76% to 100%	(88) 6 *	4 1%	1 *	- -	1 *	3 1%	* *	1 *	1 *	2 *	4 1%	- -	- -	4 1%	- -	1 *	1 *	- -
I would not buy a second hand car without a full service history	491 34%	217 30%	273 39%	40 31%	61 29%	69 25%	73 29%	93 39%	155 48%	149 33%	141 34%	110 34%	90 37%	106 31%	153 38%	124 36%	65 30%	42 34%
Mean	20.52	21.78	18.99	20.76	18.80	20.62	21.61	21.50	19.78	20.55	21.72	18.72	20.78	23.23	18.23	20.33	19.66	21.87

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Table 2  
**Q.2 If you were buying a second hand car, by how much would you want the price reduced if it had no service history, compared to the price you would be willing to pay for a car with a full main dealer service history?**

**Base: All who drive**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Weighted base	1425	729	695	128	208	273	252	238	325	449	414	321	242	337	399	346	218	124
Standard deviation	13.96	14.22	13.50	13.65	14.37	15.48	12.76	14.49	12.53	13.68	15.22	11.90	14.64	16.10	11.86	14.37	11.67	14.93
Standard error	0.44	0.62	0.62	1.60	1.11	1.00	0.92	1.16	0.99	0.69	0.93	0.96	1.11	1.05	0.74	0.91	0.93	1.59

## Car Maintenance Survey

### ONLINE Fieldwork : 25th - 26th May 2011

Absolutes/col percents

Table 3  
**Q.3 If you were buying a second hand car, by how much would you want the price reduced if it had a service history from an independent garage, compared to the price you would be willing to pay for a car with a main dealer service history?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1485	728	757	97	231	319	276	258	304	578	405	232	270	342	413	372	228	130
Weighted base	1425	729	695	128	208	273	252	238	325	449	414	321	242	337	399	346	218	124
0% - I would value an independent garage service the same as a main dealer	(0) 456 32%	228 31%	228 33%	25 20%	64 31%	85 31%	76 30%	78 33%	128 39%	151 34%	141 34%	99 31%	65 27%	106 31%	114 29%	114 33%	82 38%	39 32%
1% to 3%	(2) 44 3%	24 3%	19 3%	3 2%	10 5%	15 5%	6 2%	7 3%	3 1%	12 3%	20 5%	5 2%	7 3%	16 5%	12 3%	8 2%	3 1%	5 4%
4% to 6%	(5) 91 6%	50 7%	41 6%	10 8%	21 10%	21 8%	16 7%	10 4%	14 4%	34 7%	24 6%	18 6%	14 6%	17 5%	36 9%	18 5%	15 7%	5 4%
7% to 9%	(8) 62 4%	38 5%	25 4%	6 5%	12 6%	17 6%	6 2%	10 4%	11 3%	24 5%	22 5%	12 4%	4 2%	16 5%	21 5%	14 4%	10 4%	2 1%
10% to 15%	(13) 221 16%	131 18%	90 13%	23 18%	26 13%	43 16%	45 18%	44 19%	40 12%	71 16%	68 16%	48 15%	34 14%	63 19%	54 14%	47 14%	36 16%	20 16%
16% to 20%	(18) 74 5%	47 6%	27 4%	9 7%	9 4%	9 3%	19 8%	13 5%	14 4%	24 5%	18 4%	15 5%	18 8%	16 5%	18 4%	27 8%	14 7%	- -
21% to 25%	(23) 56 4%	27 4%	29 4%	4 3%	11 5%	8 3%	15 6%	9 4%	9 3%	13 3%	16 4%	16 5%	11 5%	13 4%	19 5%	11 3%	8 4%	6 5%
26% to 30%	(28) 31 2%	14 2%	17 2%	2 1%	7 3%	6 2%	7 3%	3 1%	6 2%	9 2%	11 3%	6 2%	5 2%	6 2%	8 2%	8 2%	6 3%	3 3%
31% to 40%	(35) 29 2%	15 2%	14 2%	1 1%	9 4%	9 3%	5 2%	3 1%	2 1%	11 2%	5 1%	7 2%	6 3%	7 2%	6 1%	8 2%	4 2%	4 4%
41% to 50%	(45) 19 1%	12 2%	7 1%	6 4%	2 1%	3 1%	4 2%	3 1%	1 *	5 1%	5 1%	5 1%	4 2%	7 2%	4 1%	4 1%	3 1%	1 *
51% to 75%	(63) 19 1%	7 1%	12 2%	4 3%	3 1%	5 2%	1 1%	3 1%	4 1%	8 2%	3 1%	3 1%	5 2%	11 3%	4 1%	- -	2 1%	2 2%
76% to 100%	(88) 3 *	2 *	1 *	- -	* *	1 *	* *	1 *	- -	2 *	- -	- -	* *	1 *	- -	- -	1 *	* *
I would not buy a second hand car without a full service history	321 23%	136 19%	185 27%	36 28%	34 16%	53 19%	51 20%	55 23%	93 28%	87 19%	81 20%	87 27%	67 28%	60 18%	103 26%	87 25%	35 16%	36 29%

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**Q.3 If you were buying a second hand car, by how much would you want the price reduced if it had a service history from an independent garage, compared to the price you would be willing to pay for a car with a main dealer service history?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North England	Wales & South West	Scotland
Weighted base	1425	729	695	128	208	273	252	238	325	449	414	321	242	337	399	346	218	124
Mean	9.66	9.74	9.57	13.13	10.35	9.77	10.34	9.45	7.26	9.82	8.43	9.70	11.63	11.40	9.01	8.71	9.24	10.07
Standard deviation	13.00	12.47	13.60	15.28	13.41	13.81	12.02	12.86	11.44	14.03	11.20	12.39	14.51	15.73	11.58	10.56	12.77	14.62
Standard error	0.38	0.51	0.57	1.76	0.97	0.85	0.81	0.91	0.78	0.65	0.62	0.94	1.02	0.94	0.66	0.62	0.93	1.50