

young consumers & cars

results of a spontaneous survey

July 2019



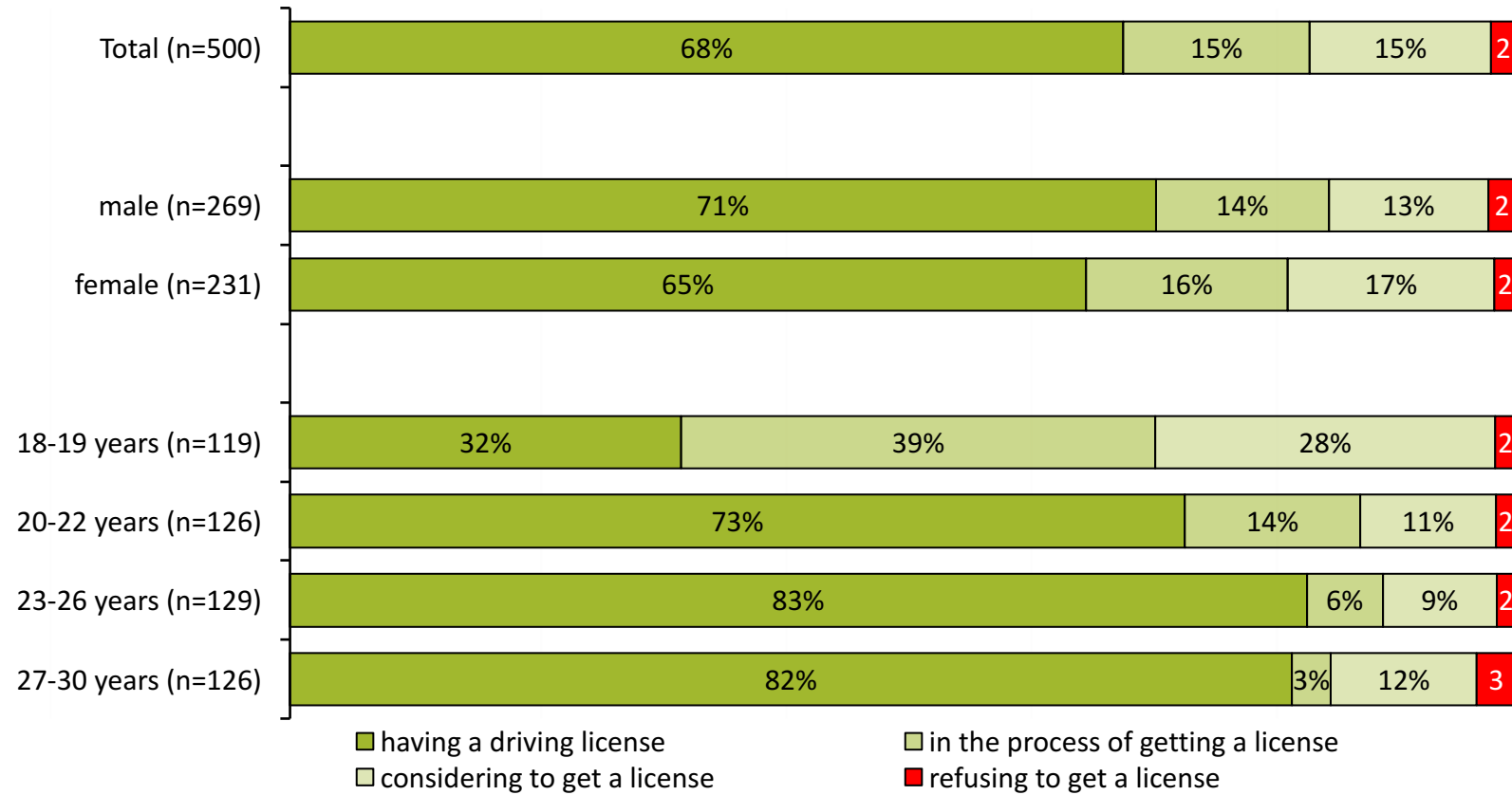
- This random **survey is offered by Quest market research**
- The data was collected between **April 18th and 10th May 2019**
 - 500 interviews
 - capi method (computer aided personal interviews)
 - in the urban area of Luxembourg city
 - targeting people of less than 30 years
- This report summarizes the main findings of the survey.
- To thank participants, we made a donation of 1.000.- euros to charities.



total sample	500
male	269
female	231
18-19 years	119
20-22 years	126
23-26 years	129
27-30 years	126
residents of Luxembourg	410
residents of neighbouring countries	90
Luxembourg nationality	258
other nationalities	242
professionally active	268
professionally inactive	232
having a driving license	340
planning to have a license	150
rejecting to have a license	10
owning or driving a car	320
no access to a car	180

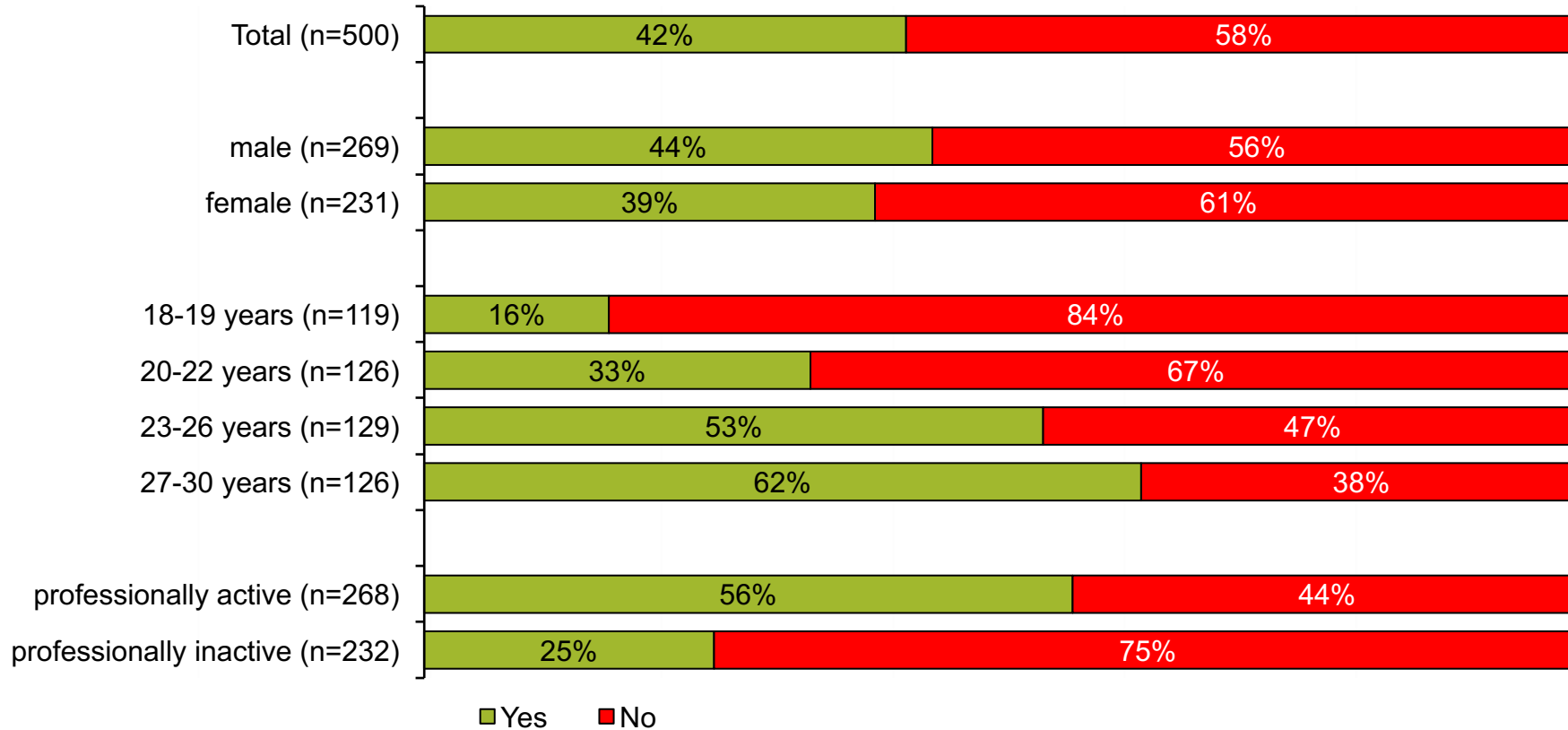
part a.) license penetration & access to cars

penetration of driving licenses among young people



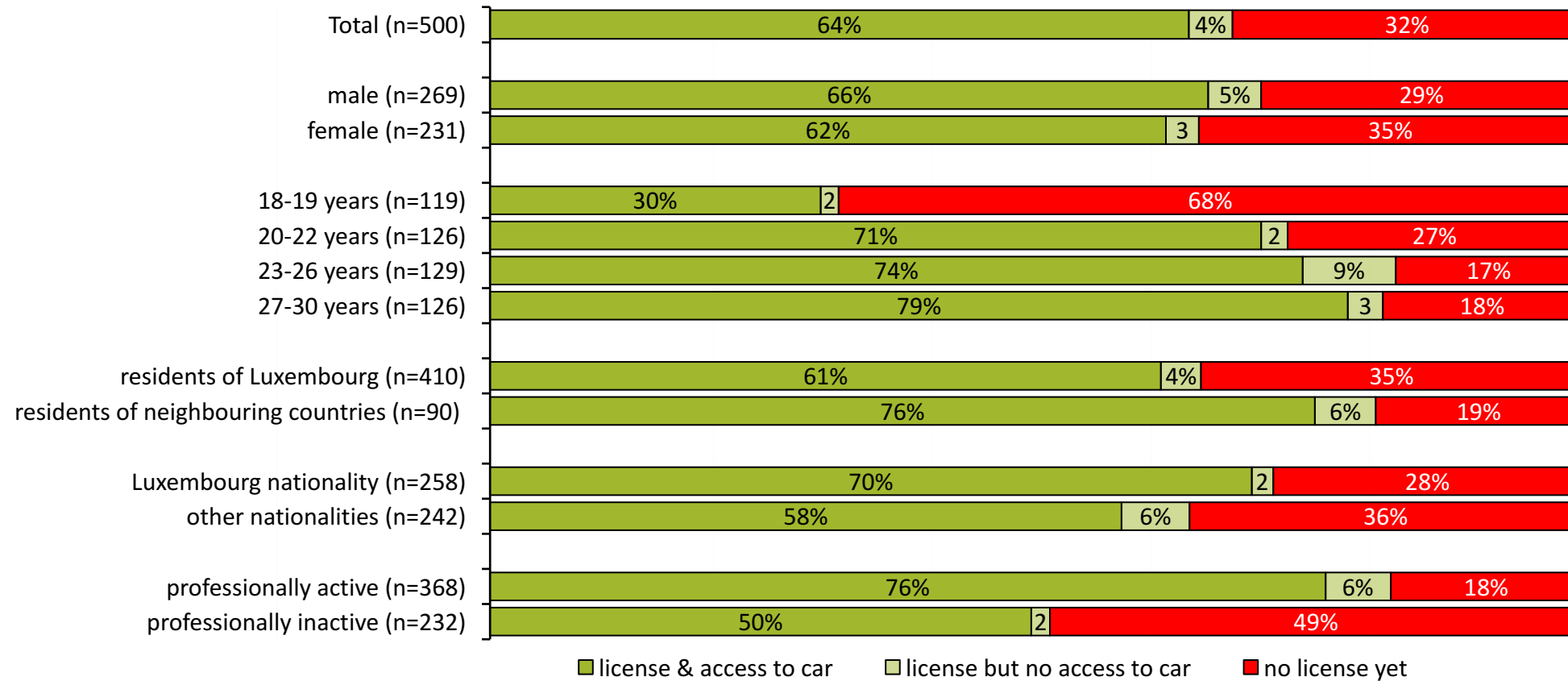
Q.1 Do you currently have a driving license? (n=500)

penetration of personally owned cars



Q.3.1 Do you personally own a car?

Overview access to cars & licence penetration

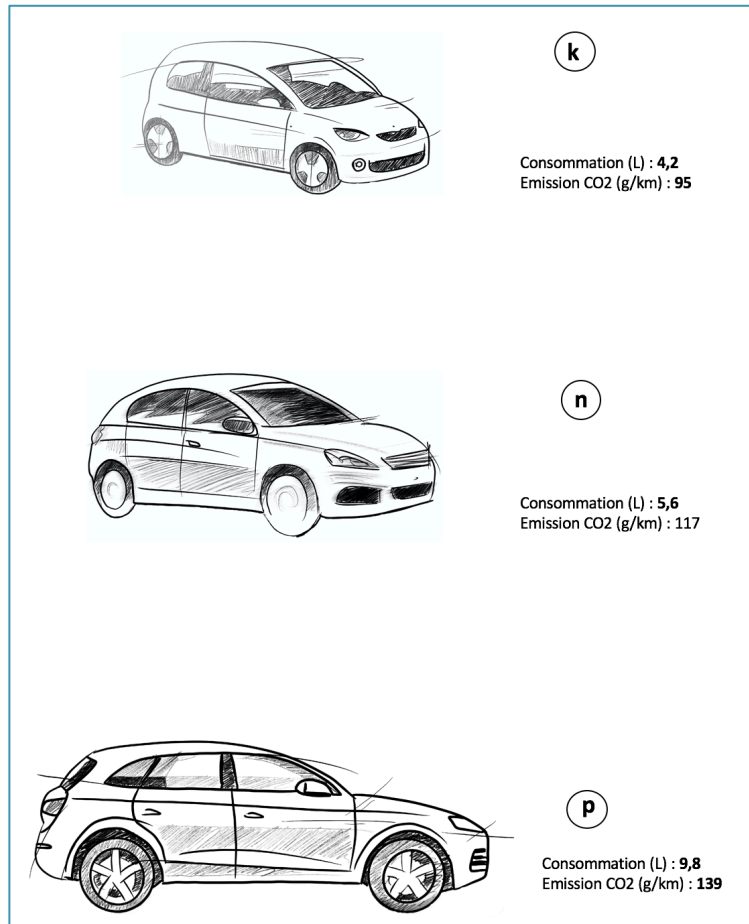


Q.3.1 Do you personally own a car?

Q.3.2 Do you have a car in your disposal from your household but you aren't the owner?

Q.3.3 Do you have a company car that you can also use privately?

part b.) the appeal of cars and car models



k

Consommation (L) : 4,2
Emission CO2 (g/km) : 95

n

Consommation (L) : 5,6
Emission CO2 (g/km) : 117

p

Consommation (L) : 9,8
Emission CO2 (g/km) : 139

Questioning

Imagine, your employer gives you a company car.

You can also use it for private purpose.

You have nothing to pay, no insurance, no fuel, no taxes.

I show you 3 options.

Which car would you spontaneously choose?

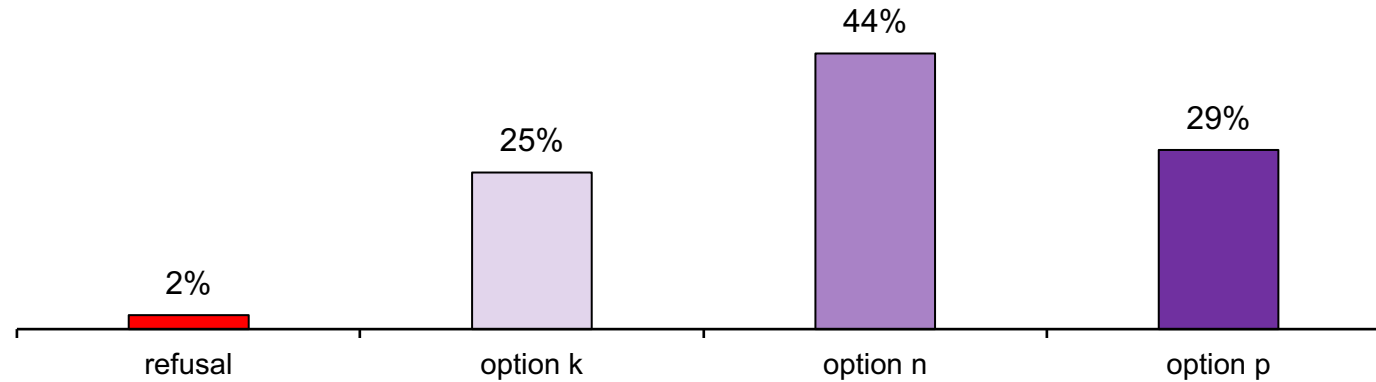
You also have the possibility to decline the offer.

Illustrations were showing consumptions and CO2 emissions.

- 250 consumers were asked the question upfront before questions about pros and cons of driving a car
- 250 consumers were asked the questions at the end after having answered pro and con questions of driving a car



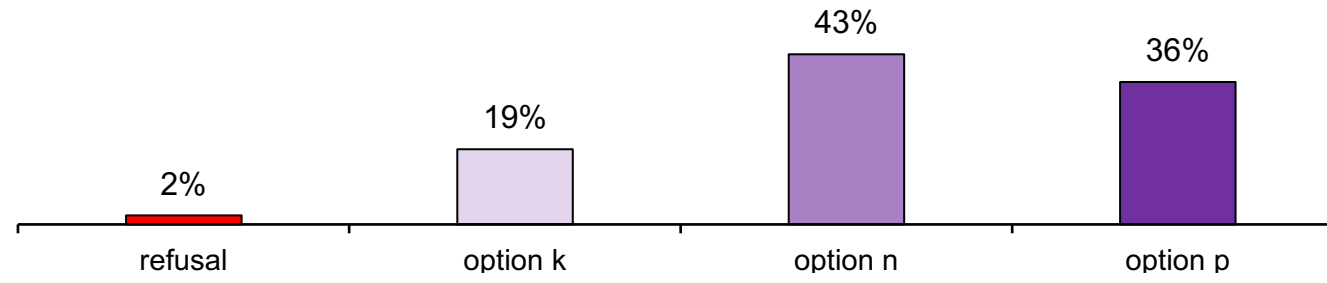
Only 2 % of the sample
refuses the proposal



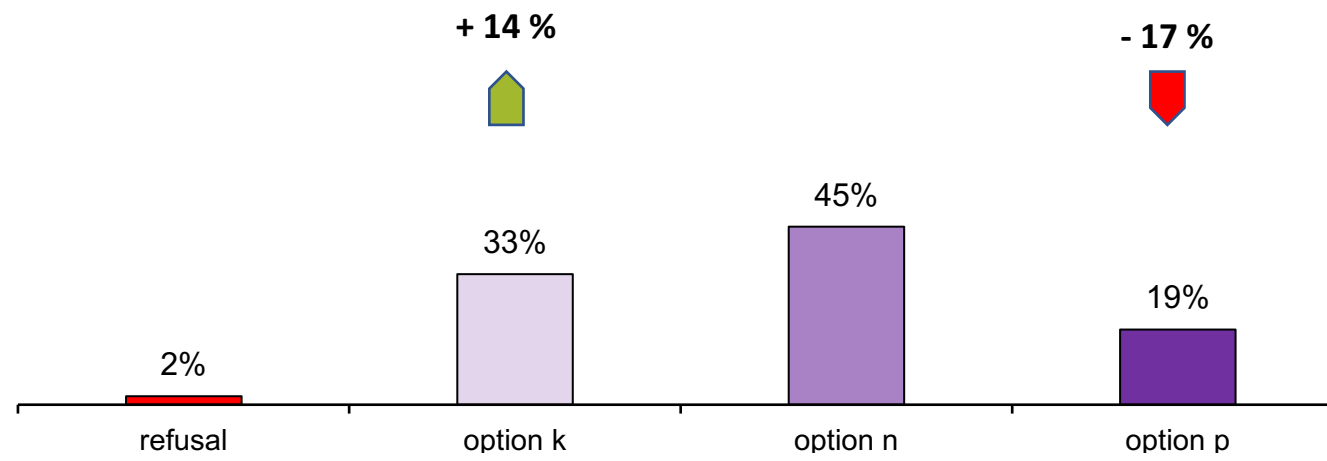
Q.4 Imagine, your employer gives you a company car. You can also use it privately. You have nothing to pay, no insurance, no fuel, no taxes. I show you 3 options. Which car would you spontaneously choose? You also have the possibility to decline the offer. (n=500)



male respondents (n=269)

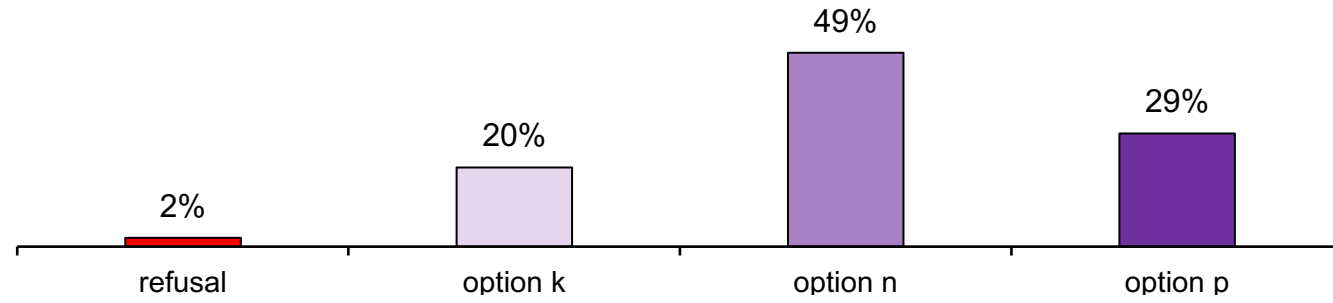


female respondents (n=231)

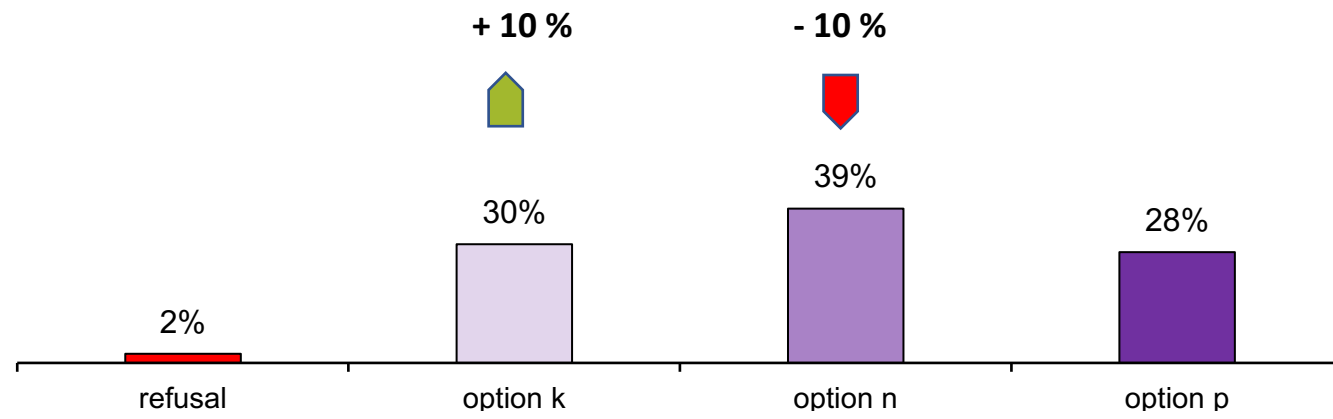




group a
250 respondents being asked the question upfront **before** answering questions about pros and cons of driving a car



group b
250 respondents being asked the question **after** answering questions about pros and cons of driving a car



part c.) summary of advantages and barriers towards having a car

summary of advantages and barriers towards having a car

advantages



The car allows to be more flexible (n=493)



Having a car is above all convenient (n=492)



The car allows to be autonomous (n=484)



The car provides a feeling of freedom (n=487)



People with a driving license have a greater chance of finding a job (n=475)

barriers



Parking problems are so bad that it is no longer practical to have a car (n=481)



The impact of cars on the environment and on the climate are so significant that I am ready to give it up (n=472)



The costs of a car are so high that it is no longer advantageous to own one (n=463)

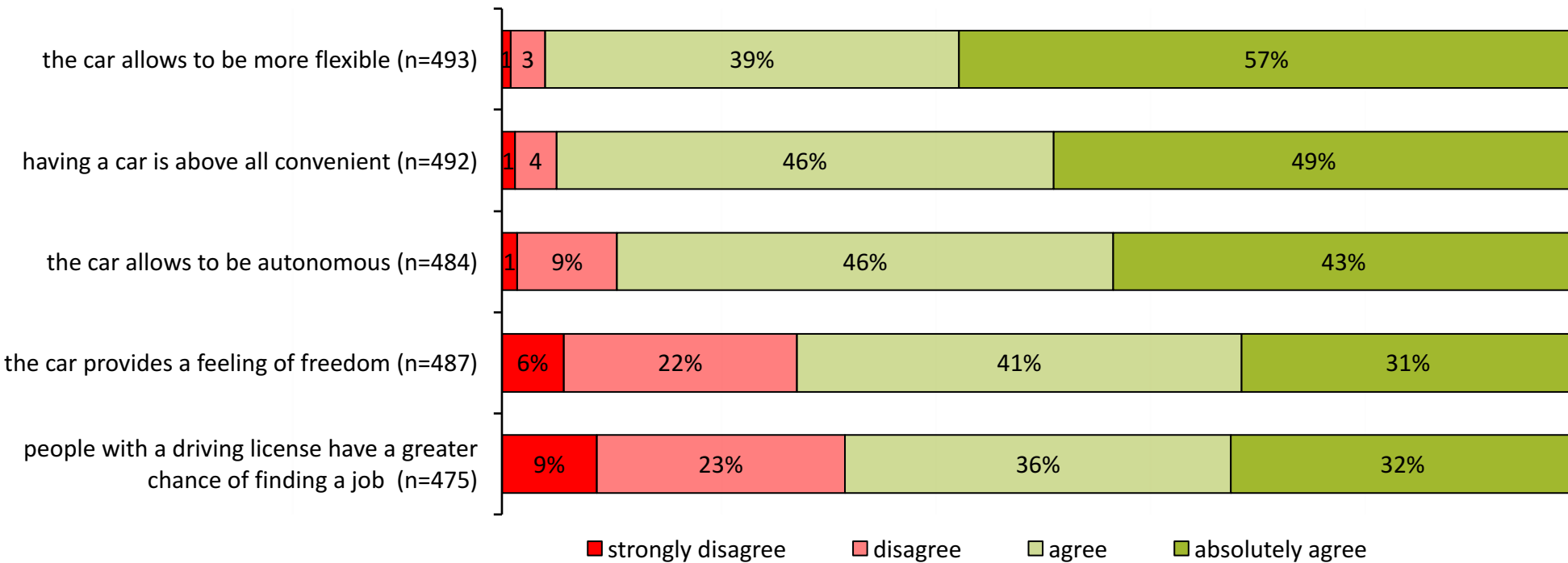


The aggressiveness and accidents are so common that it is no longer enjoyable to drive a car (n=472)

■ respondents disagree ■ respondents agree

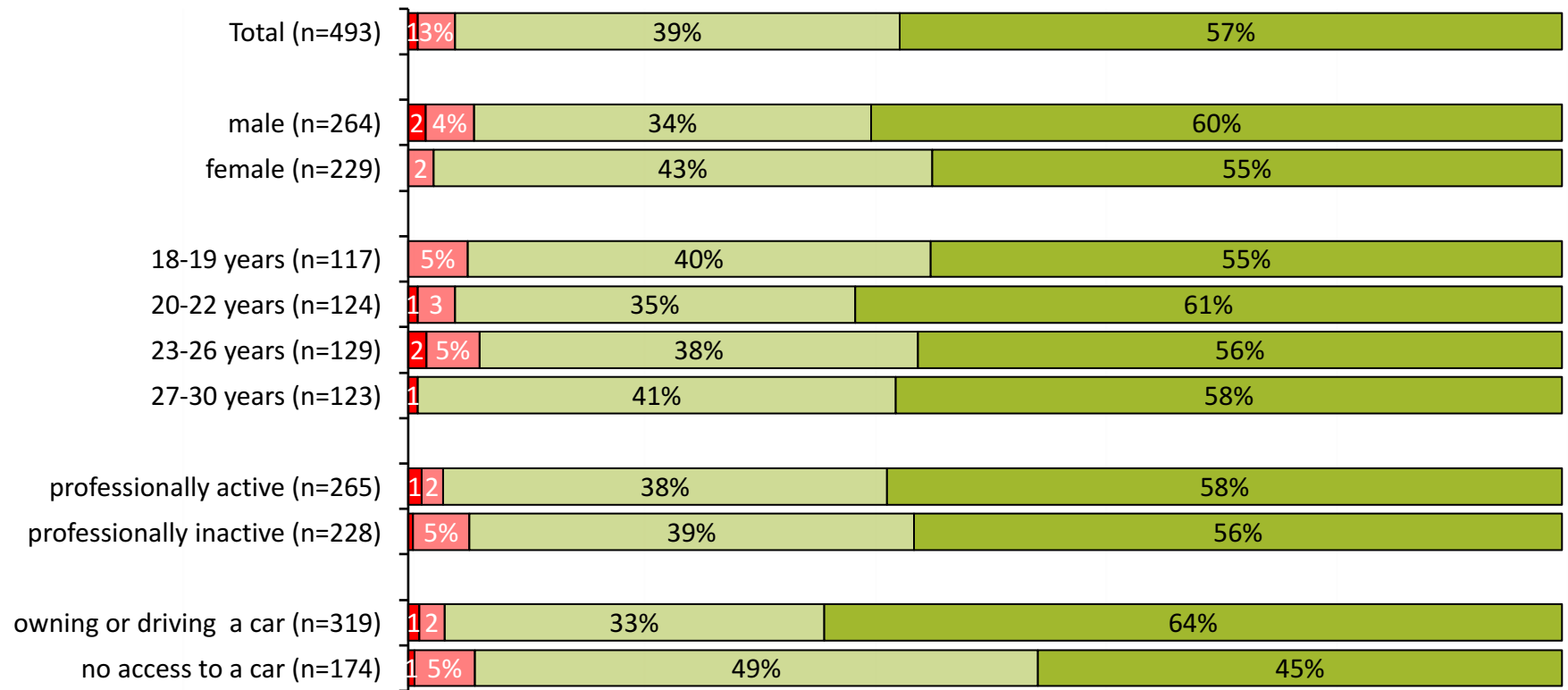
part d.) focus on advantages

summary of perceived advantages



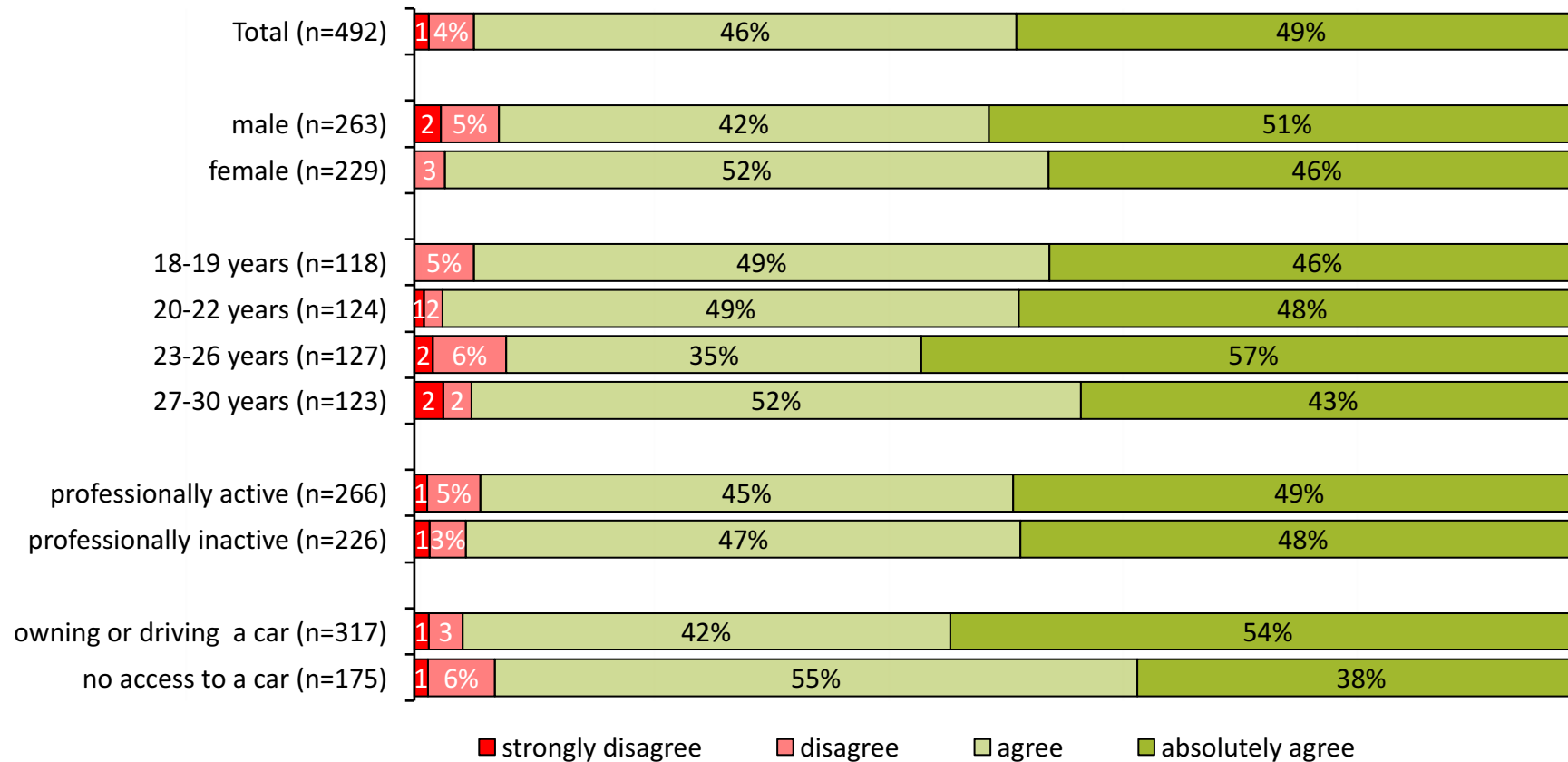
Q.5 In view of the positive aspects of a car and driving license, tell me how far you agree with the following statements.

the car allows to be more flexible

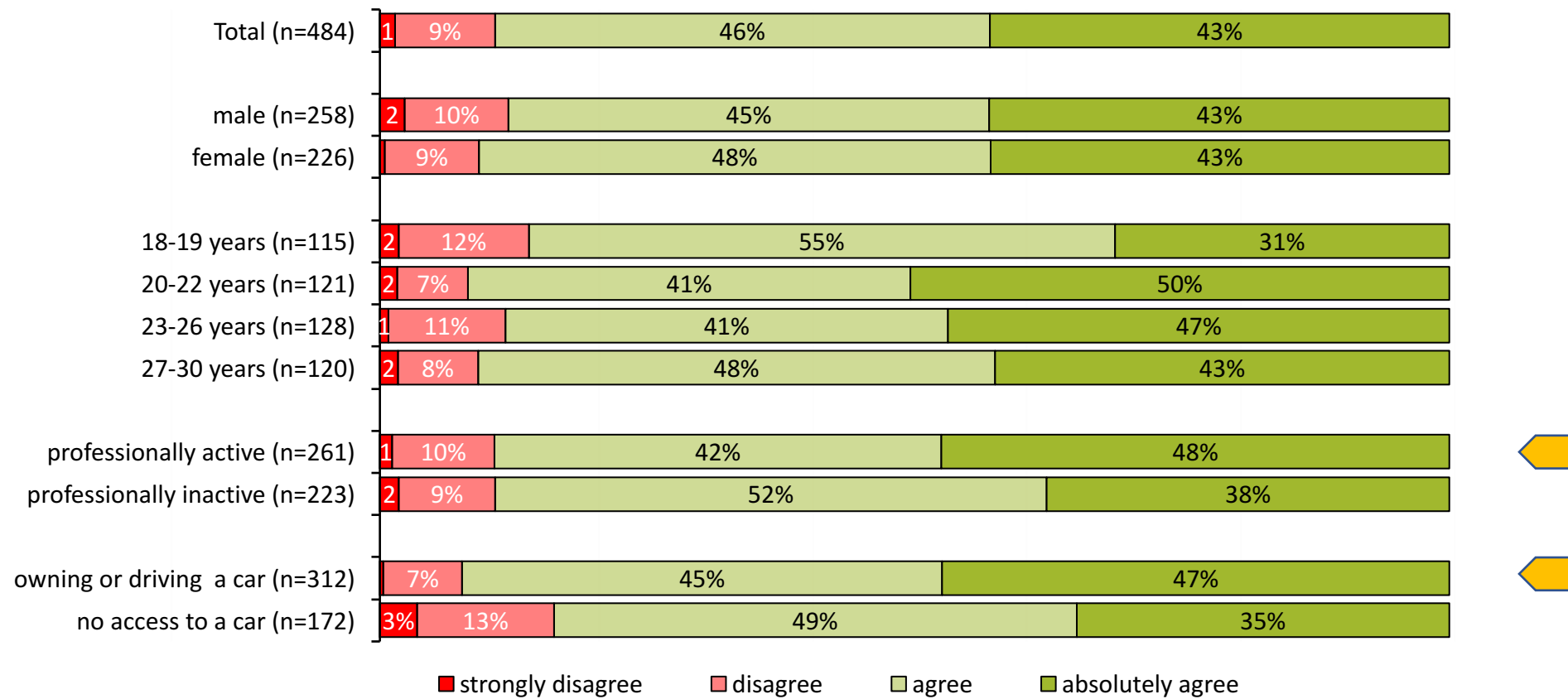


■ strongly disagree
 ■ disagree
 ■ agree
 ■ absolutely agree

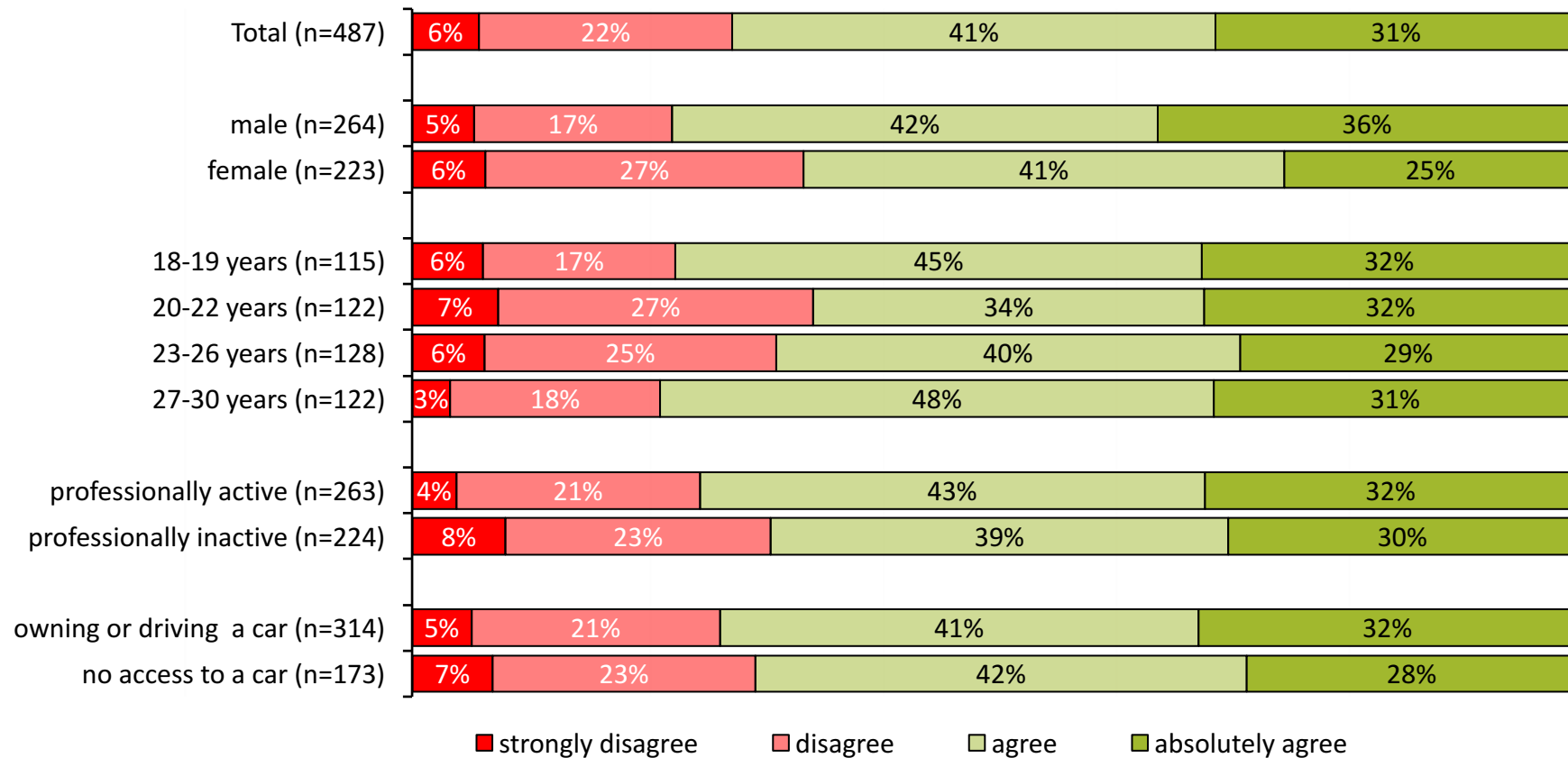
having a car is above all convenient



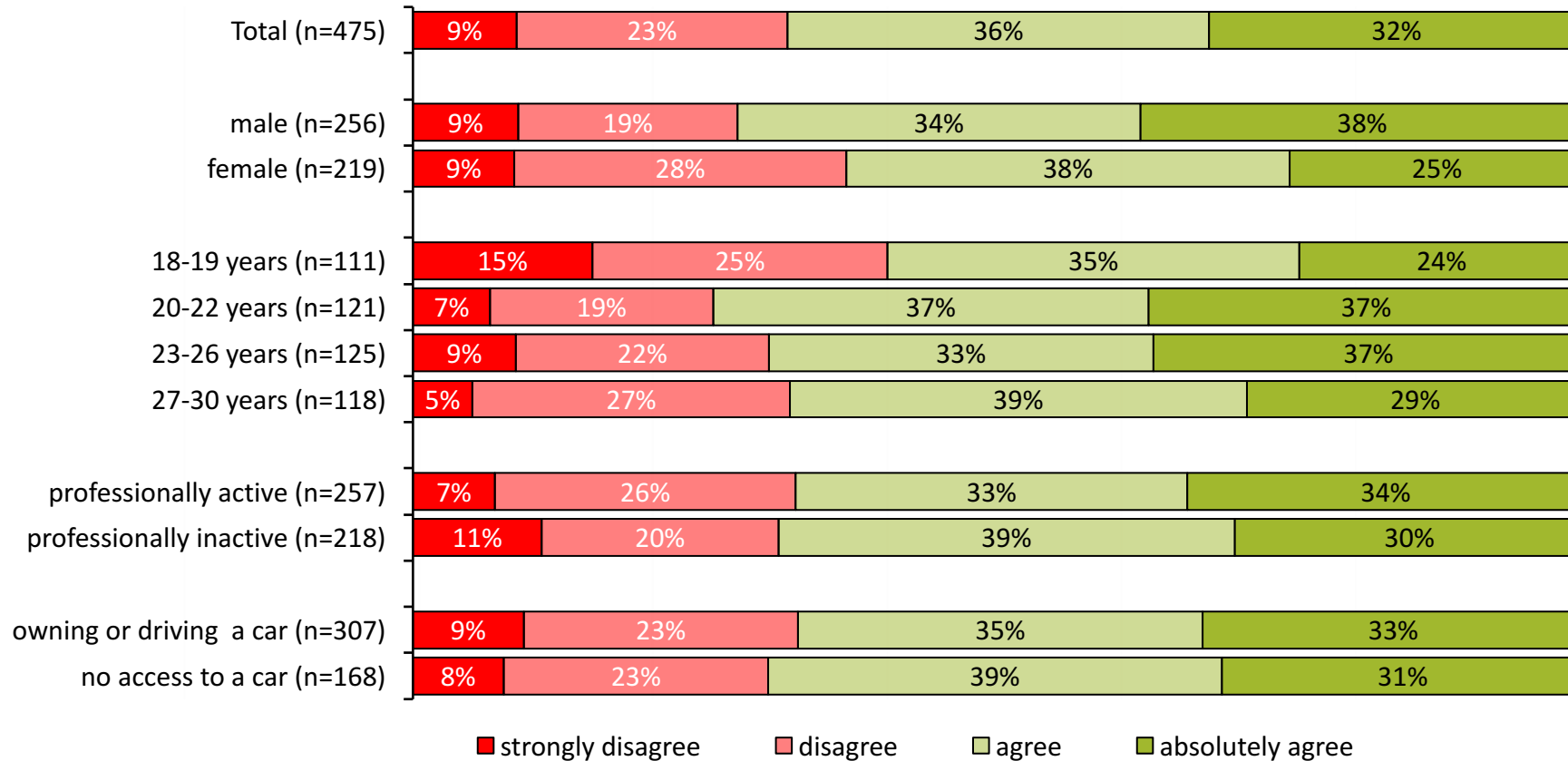
the car allows to be autonomous



the car provides a feeling of freedom

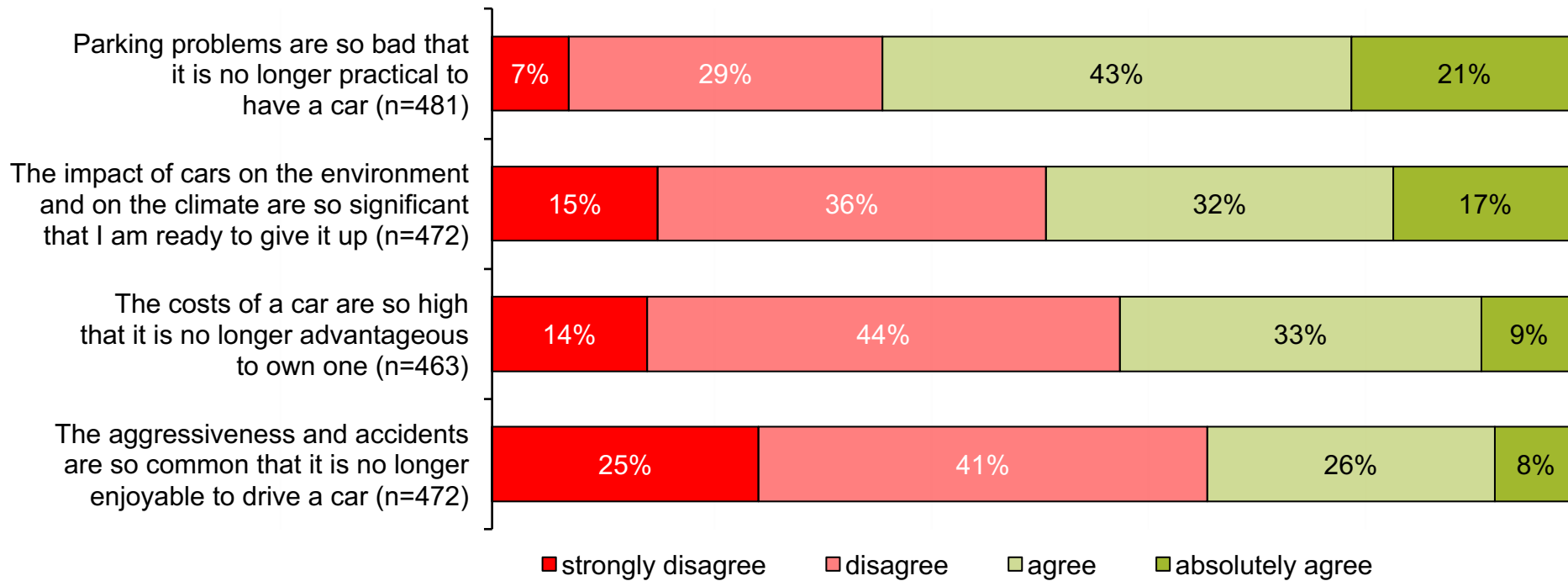


people with a driving license have a greater chance of finding a job



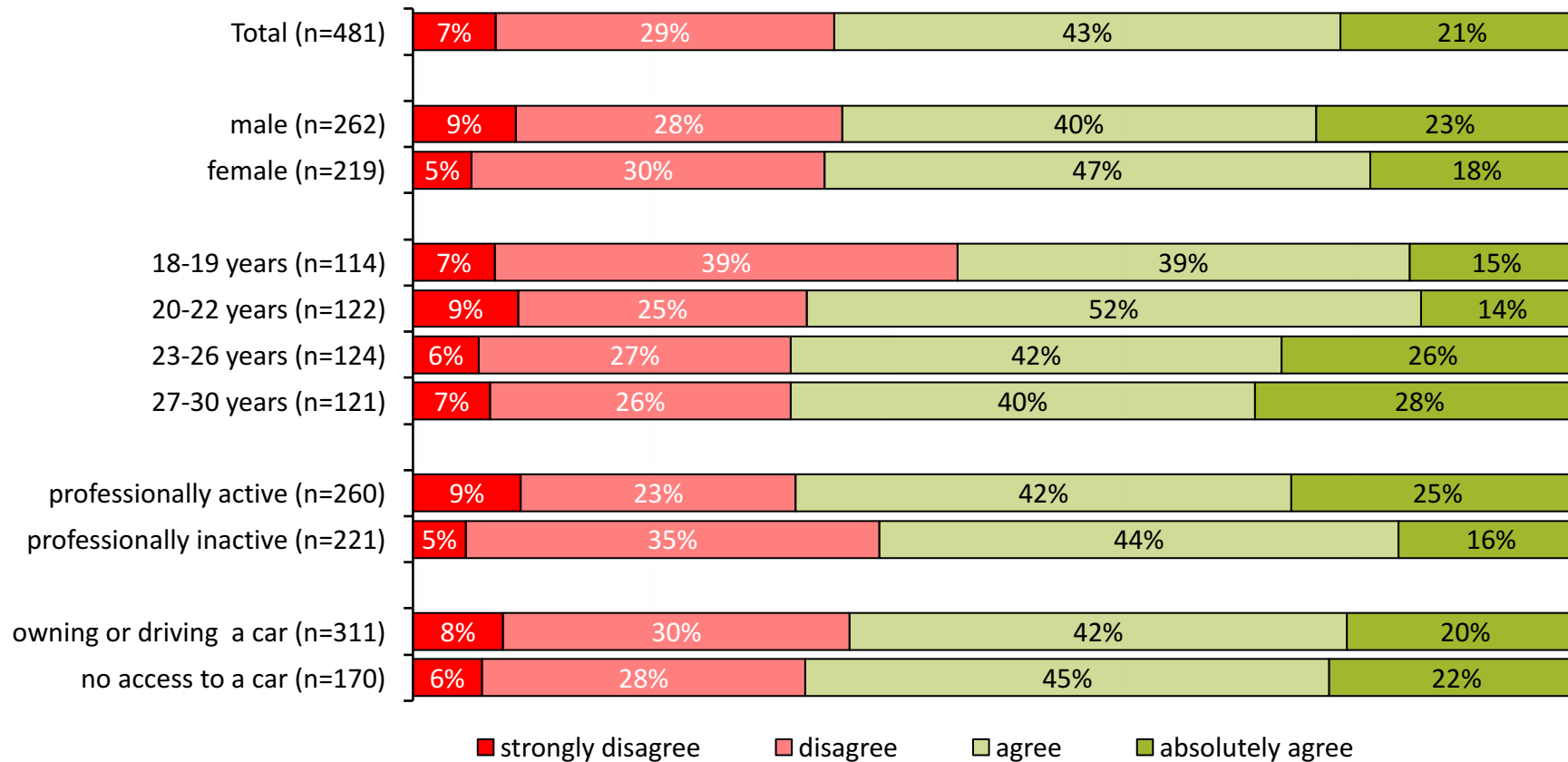
part e.) focus on barriers

summary of perceived barriers

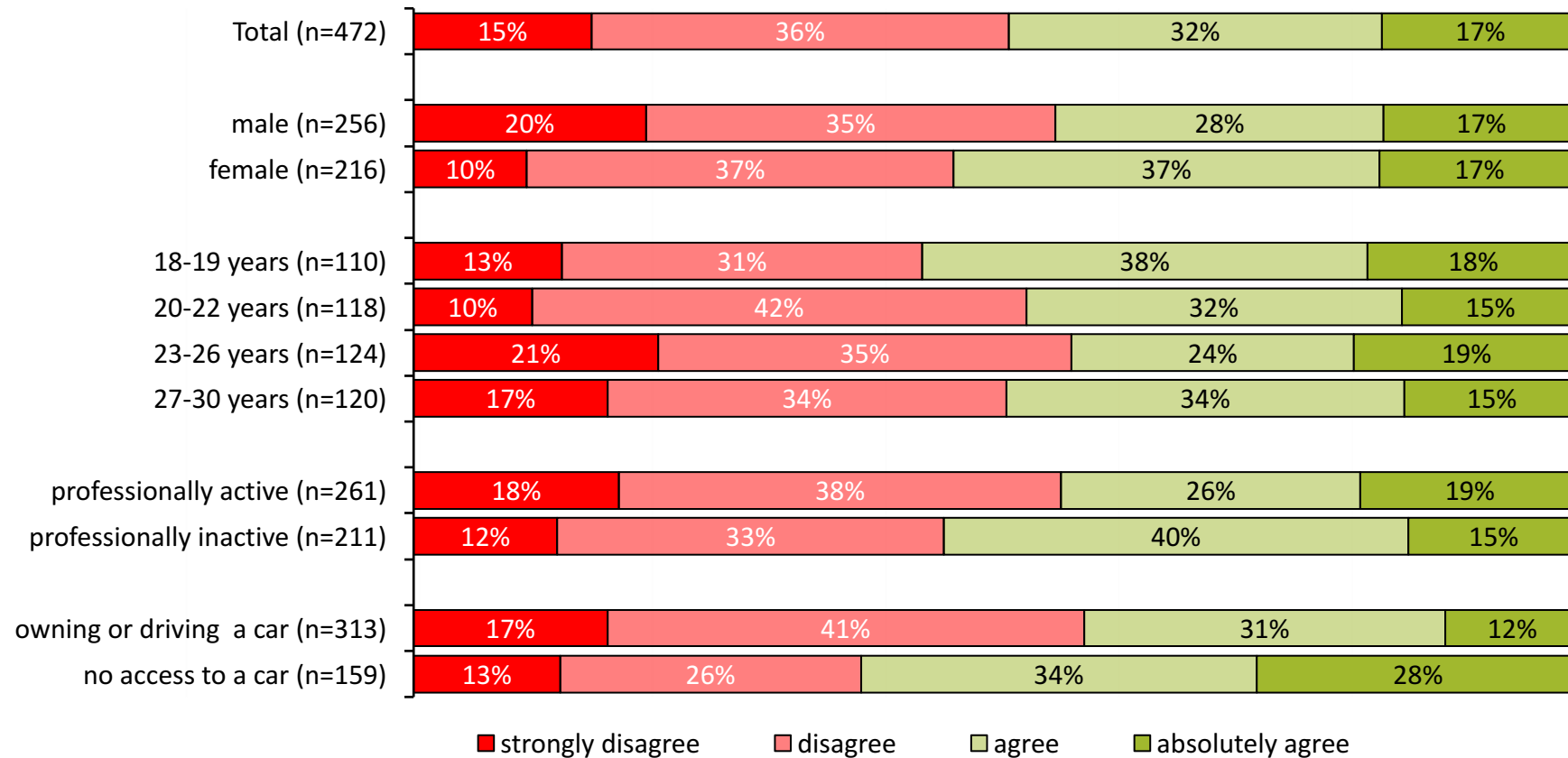


Q.6 Tell me how far you agree with the following statements, which critical consumers formulated in relation to the car..

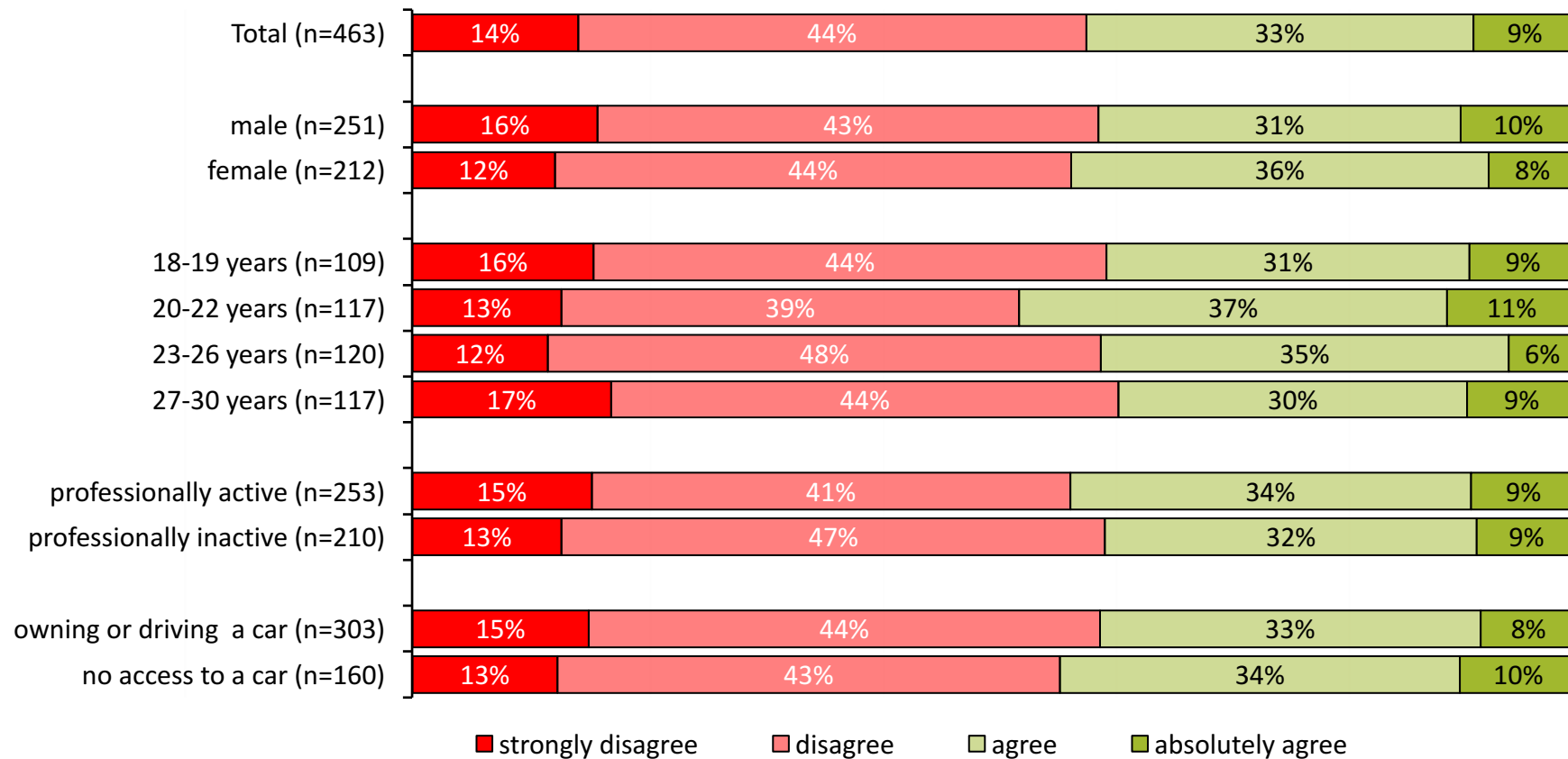
Parking problems are so bad that it is no longer practical to have a car



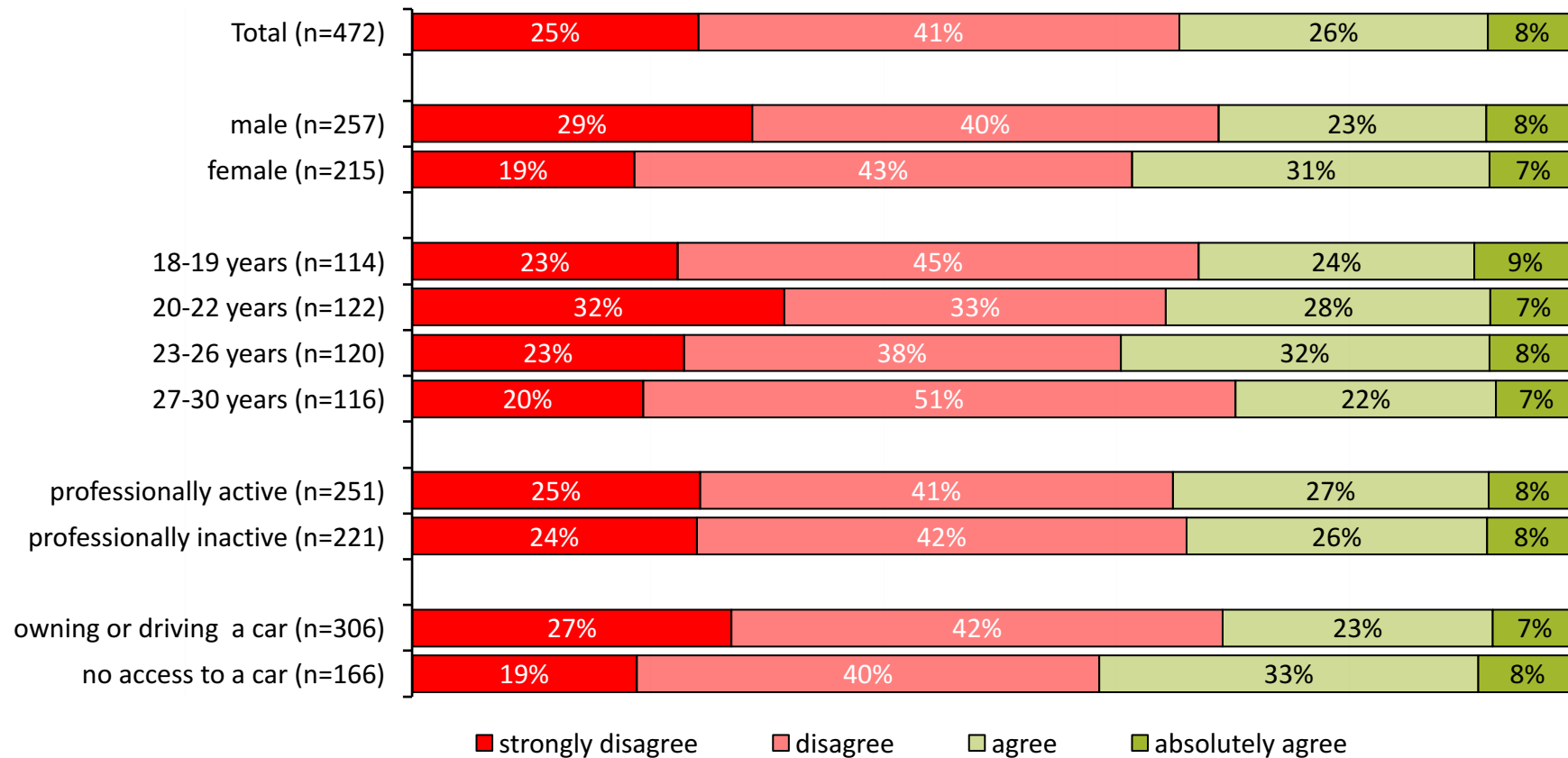
The impact of cars on the environment and on the climate are so significant that I am ready to give it up



The costs of a car are so high that it is no longer advantageous to own one



The aggressiveness and accidents are so common that it is no longer enjoyable to drive a car



- Thank you for your attention.
- **This survey is offered by Quest market research**
- Should you wish to discuss, feel free to contact carlo.kissen@quest.lu

donation generated by this survey
<http://www.questions.lu>

So far, we have generated a
stunning **1 2 7 . 1 5 0 €**

10/05/2019

The survey on the perceived value of cars among
younsters generated a donation of € **1.000.- €**.
Thanks to all who participated.

