

## Car Park User Categorisation Survey - Belfast City Airport

### Background

The background of this research is that Des Bingham Associates Ltd wanted to undertake a survey of the users of Belfast City Airport's car parks in order to assess the profile of the passengers using the airport by the type of car that they drive.

The survey was carried out during August 2003 in both the long and short stay car parks.

### Research Methodology

The survey was carried out by means of categorisation of the cars parked in both the long and short stay car parks. Each car was identified by make and model and marked down on the survey score sheet accordingly.

The car user class categorisation is provided below, its purpose is to classify all makes and models of car into four categories:

- Prestige
- Executive
- Standard & Saloon
- Older & hatchback

## Car Park User Class Categorisation - Belfast City Airport

Category	Prestige	Executive	Standard & Saloon	Older & Hatchback
Alfa Romeo	166 GTV Spider	All other cars less than 4 years old	Older cars 164, 75	Alfa Sud and earlier
Aston Martin	All			
Audi	TT, A8, A6, Cabriolet, Allroad	A4, A3	A80, Coupe	A2 and older models
BMW	Z8, Z4, Z3, X5, 8 series, 7 series, M series	5 series, 3 series	Older 3 & 5 series	Earlier models
Chrysler	Jeep, PT Cruiser, Voyager		Neon	
Citreon		Synergie, C5,	ZX, XM Picasso, Xsara	Zantia
Daewoo		Tacuma, Musso, Leganza	Numbira, lanos, Espero	Matiz, Nexia
Daihatsu		Fourtrak	Applause	Other Daihatsu
Ferrari	All Ferrari			
Fiat	Coupe	Ulysse, Multipla	Marea	Seicento, Punto, Bravo
Ford	Cougar, Explorer, Maverick	Mondeo, Scorpio, Galaxy	Granada, Escort, Focus	Ka, Fiesta, Older Pumas, Sierra, Fusion

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Category	Prestige	Executive	Standard & Saloon	Older & Hatchback
Honda	NSX, Integra Type R, S2000	Shuttle, CRV, Prelude, Legend	Accord, Aerodeck	Civic Older models
Hyundai	XG30, Coupe, Santa Fe	Sonata, Lantra	Other Saloons	Hatchbacks of older models
Isuzu	Trooper			
Jaguar	S Type, XK8, XJ8	X-Type, XJ Series		XJS Older Models
Kia		Sedona	All saloons	All hatchbacks
Land Rover	Range Rover	Freelander, Discovery		Earlier models
Lexus	LS400, GS300, RX300, LS430	IS200		
Lotus	All Lotus			
MG	F, ZT	ZS		ZR
Mini (new BMW type)		All Mini models		
Mazda	MX5	Xedos, Premacy, 6	626	121,323, Demio, MX3
Mercedes Benz	CLK, SLK, S Class, CL, SL, V Class, M Class	A Class, C Class, E Class		200/300/older E Class

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Category	Prestige	Executive	Standard & Saloon	Older & Hatchback
Mitsubishi	Lancer Evo, Shogun	Galant	All saloons	All hatchbacks
Nissan	Patrol, QX	Terrano, Serena, Primera	Older saloons	All hatchbacks
Peruda				Nippa
Peugeot		406, 607, 806	405, 606	106, 205/6, 305/6, 307
Porsche	All Porsche less than 5 years old	All Porsche 5 to 10 years old		Older Porsche
Proton			All Proton less than 5 years old	Older Protons
Renault		Scenic, Laguna less than 3 years old Espace less than 3 years old	19, Megane, Laguna, Espace	5, Clio, Kango
Rover		75	Other Rover saloons	All hatchbacks
Saab		9-5, 9-3	Other Saab saloons	
Seat		Toledo & Alhambra less than 3yrs old	Other Seat saloons	Arosa, Ibiza, Leon, Cordoba
Skoda		Superb		All hatchbacks

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Category	Prestige	Executive	Standard & Saloon	Older & Hatchback
Subaru	Imprezza Turbo	Forrester Legacy	Other Subaru Saloons	All hatchbacks
Suzuki			All saloons	All hatchbacks
Toyota	Landcruiser, Celica 7	MR2, RAV4 Avensis, Previa less than 3 years old	Carina, Camry and other older models	Yaris, Starlet, Corolla, All hatchbacks
Vauxhall	VX220	Vectra, Omega, Frontera, less than 3 years old	Zafira, Vectra, Cavalier, Calibra, Omega, Frontera, Sintra	Corsa, Tigra, Agila, Astra
Volkswagen	Phaeton, Touareg	Touran, Sharan, Bora, Passat, Beetle less than 3 yrs old		Lupo, Polo, Golf
Volvo	C70, XC90	S40, S60, S70, S80, V70, V90 less than 5 years old	440, 850 all older models	

## Results

### Long Stay Car Park (Sample size 1,434 cars)

The cars parked in the long stay car park fall into the following categorisations:

- Prestige – 11%
- Executive – 50%
- Standard & Saloon – 16%
- Older & Hatchback – 22%

### Short Stay Car Park (Sample size 352 cars)

The cars parked in the short stay car park fall into the following categorisations:

- Prestige – 8%
- Executive – 38%
- Standard & Saloon – 11%
- Older & Hatchback – 43%