## DEMOGRAPHICS

		Gender		Age						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	
Count	20161	12927	7234	318	1934	3118	4642	5666	4519	
%	100%	64%	36%	2%	10%	15%	23%	28%	22%	

## DEMOGRAPHICS

		ITV Region										
	LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)	Granada/Bord er (North West)	Tyne Tees (North East)			
Count	3213	2883	1844	837	1144	1984	1779	1876	758			
%	16%	14%	9%	4%	6%	10%	9%	9%	4%			

## DEMOGRAPHICS

		ITV Region		SEG				
	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)	AB	C1	C2	DE	
Count	1692	1756	351	9250	6441	2853	1490	
%	8%	9%	2%	46%	32%	14%	7%	

			Gender				Ag	je		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Agree strongly	Count	691	560	131	8	45	76	116	197	249
	%	3%	4%	2%	3%	2%	2%	3%	3%	6%
Agree a little	Count	2740	1837	903	43	269	374	527	767	773
	%	14%	14%	13%	14%	14%	12%	11%	14%	17%
Neither agree nor	Count	2438	1396	1042	48	295	418	500	626	549
disagree	%	12%	11%	14%	15%	15%	13%	11%	11%	12%
Disagree a little	Count	2072	1127	945	48	315	382	497	479	353
	%	10%	9%	13%	15%	16%	12%	11%	8%	8%
Disagree strongly	Count	10932	7515	3417	113	775	1602	2737	3335	2383
	%	54%	58%	47%	36%	40%	51%	59%	59%	53%
Don't know	Count	1243	464	779	57	226	261	259	248	198
	%	6%	4%	11%	18%	12%	8%	6%	4%	4%

					ITV Region			
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
Agree strongly	Count	136	107	59	22	33	91	46
	%	4%	4%	3%	3%	3%	5%	3%
Agree a little	Count	509	464	230	116	124	315	188
	%	16%	16%	12%	14%	11%	16%	11%
Neither agree nor	Count	408	368	232	92	153	260	197
disagree	%	13%	13%	13%	11%	13%	13%	11%
Disagree a little	Count	354	293	196	66	111	219	177
	%	11%	10%	11%	8%	10%	11%	10%
Disagree strongly	Count	1617	1459	1018	493	649	959	1054
	%	50%	51%	55%	59%	57%	49%	59%
Don't know	Count	183	187	108	48	70	133	111
	%	6%	6%	6%	6%	6%	7%	6%

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				ITV Region		
		Granada/Bord er (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
Agree strongly	Count	52	22	47	59	12
	%	3%	3%	3%	3%	3%
Agree a little	Count	252	90	187	207	59
	%	13%	12%	11%	12%	17%
Neither agree nor	Count	203	80	200	179	52
disagree	%	11%	11%	12%	10%	15%
Disagree a little	Count	199	80	188	151	36
	%	11%	11%	11%	9%	10%
Disagree strongly	Count	1068	441	951	1029	166
	%	57%	58%	56%	59%	47%
Don't know	Count	98	44	114	122	26
	%	5%	6%	7%	7%	7%

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			SE	G	
		AB	C1	C2	DE
Agree strongly	Count	455	136	60	34
	%	5%	2%	2%	2%
Agree a little	Count	1575	793	236	133
	%	17%	12%	8%	9%
Neither agree nor	Count	1153	821	290	154
disagree	%	12%	13%	10%	10%
Disagree a little	Count	910	776	256	117
	%	10%	12%	9%	8%
Disagree strongly	Count	4665	3478	1781	935
	%	51%	54%	63%	63%
Don't know	Count	472	422	223	112
	%	5%	7%	8%	8%

			Gender				Ag	je		
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Pair 1. Giving the private sector much greater involvement in England's	Count	6279	4047	2232	111	660	941	1248	1707	1619
roads will lead to greater levels of investment	%	33%	33%	33%	36%	35%	32%	28%	32%	37%
Pair 1. There is no need for major reform of how	Count	12990	8355	4635	196	1207	2011	3169	3694	2738
England's roads are owned or operated	%	67%	67%	67%	64%	65%	68%	72%	68%	63%
Pair 2. Strategic roads will be better managed by the private sector, which will	Count	5154	3316	1838	124	595	782	1014	1362	1287
improve the running and maintaining of the roads	%	27%	27%	27%	40%	32%	27%	23%	25%	29%
Pair 2. Strategic roads are currently well managed and should continue to be	Count	14129	9089	5040	185	1278	2165	3395	4045	3083
run by national bodies, responsible only to government	%	73%	73%	73%	60%	68%	73%	77%	75%	71%
Pair 3. Giving the private sector greater powers to improve, operate and	Count	16116	10259	5857	256	1641	2579	3824	4485	3358
finance roads will lead to direct road use charges (tolls) on all strategic roads	%	83%	82%	84%	84%	87%	86%	86%	82%	77%
Pair 3. Giving the private sector greater powers to improve, operate and finance roads will not lead	Count	3325	2239	1086	48	251	421	628	985	1000
to direct road use charges (tolls) on all strategic roads	%	17%	18%	16%	16%	13%	14%	14%	18%	23%

					ITV Region			
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
Pair 1. Giving the private sector much greater	Count	1065	1000	568	231	333	743	512
involvement in England's roads will lead to greater levels of investment	%	35%	36%	32%	29%	30%	39%	30%
Pair 1. There is no need for major reform of how England's roads are owned or operated	Count	2018	1770	1232	567	762	1165	1186
	%	65%	64%	68%	71%	70%	61%	70%
Pair 2. Strategic roads will be better managed by the	Count	828	847	454	193	262	611	395
private sector, which will improve the running and maintaining of the roads	%	27%	30%	25%	24%	24%	32%	23%
Pair 2. Strategic roads are currently well managed and should continue to be	Count	2244	1934	1345	602	826	1305	1288
run by national bodies, responsible only to government	%	73%	70%	75%	76%	76%	68%	77%
Pair 3. Giving the private sector greater powers to improve, operate and	Count	2560	2340	1470	661	917	1598	1442
finance roads will lead to direct road use charges (tolls) on all strategic roads	%	83%	84%	82%	81%	83%	83%	84%
Pair 3. Giving the private sector greater powers to improve, operate and	Count	543	440	322	152	185	325	276
finance roads will not lead to direct road use charges (tolls) on all strategic roads	%	17%	16%	18%	19%	17%	17%	16%

				ITV Region		-
		Granada/Bord er (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
Pair 1. Giving the private sector much greater	Count	580	209	467	425	128
involvement in England's roads will lead to greater levels of investment	%	32%	29%	29%	26%	39%
Pair 1. There is no need for major reform of how	Count	1220	508	1148	1191	200
England's roads are owned or operated	%	68%	71%	71%	74%	61%
Pair 2. Strategic roads will be better managed by the	Count	477	176	384	402	111
private sector, which will improve the running and maintaining of the roads	%	27%	25%	24%	24%	34%
Pair 2. Strategic roads are currently well managed	Count	1317	538	1231	1253	219
and should continue to be run by national bodies, responsible only to government	%	73%	75%	76%	76%	66%
Pair 3. Giving the private sector greater powers to	Count	1506	604	1346	1365	278
improve, operate and finance roads will lead to direct road use charges (tolls) on all strategic roads	%	83%	82%	83%	82%	82%
Pair 3. Giving the private sector greater powers to	Count	304	130	271	308	60
improve, operate and finance roads will not lead to direct road use charges (tolls) on all strategic roads	%	17%	18%	17%	18%	18%

			SE	G	
		AB	C1	C2	DE
Pair 1. Giving the private sector much greater involvement in England's roads will lead to greater levels of investment	Count %	3365 38%	1859 30%	661 25%	364 26%
Pair 1. There is no need for major reform of how England's roads are	Count	5572	4291	2018	1034
owned or operated	%	62%	70%	75%	74%
Pair 2. Strategic roads will be better managed by the	Count	2649	1548	612	318
private sector, which will improve the running and maintaining of the roads	%	30%	25%	23%	23%
Pair 2. Strategic roads are currently well managed and should continue to be run by national bodies, responsible only to	Count %	6302 70%	4614 75%	2051 77%	1081 77%
government Pair 3. Giving the private sector greater powers to	Count	7424	5295	2207	1117
improve, operate and finance roads will lead to direct road use charges (tolls) on all strategic roads	%	83%	85%	82%	79%
Pair 3. Giving the private sector greater powers to improve, operate and finance roads will not lead	Count	1564	929	499	299
to direct road use charges (tolls) on all strategic roads	%	17%	15%	18%	21%