

# AA PANEL – MARCH 2008

Fieldwork: 14th March – 9th April 2008

## DEMOGRAPHICS – PANEL CHARACTERISTICS

	Gender		Age						SEG			
	Male	Female	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+	AB	C1	C2	DE
Count	11266	6215	840	3147	4541	4205	3292	1266	7684	5496	3175	991
%	64%	36%	5%	18%	26%	24%	19%	7%	44%	32%	18%	6%

## DEMOGRAPHICS – PANEL CHARACTERISTICS

	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/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	
Count	3018	2055	1298	615	995	1597	1680	1866	689	1707	
%	17%	12%	7%	4%	6%	9%	10%	11%	4%	10%	

## DEMOGRAPHICS – PANEL CHARACTERISTICS

	ITV Region	
	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
Count	1590	234
%	9%	1%

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**Thinking of the area you live in would you say that the condition of local roads in terms of surface and pot-holes has improved, deteriorated or stayed the same over the last ten years?**

		Gender			Age						SEG			
		Total	Male	Female	18 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+	AB	C1	C2	DE
Improved considerably	Count	326	200	126	22	47	89	72	60	33	155	87	63	19
	%	2%	2%	2%	3%	1%	2%	2%	2%	3%	2%	2%	2%	2%
Improved slightly	Count	1953	1129	824	140	435	526	395	289	150	818	635	366	116
	%	11%	10%	13%	17%	14%	12%	9%	9%	12%	11%	12%	12%	12%
Stayed the same	Count	3679	2328	1351	169	769	1029	845	596	229	1641	1192	645	180
	%	21%	21%	22%	20%	25%	23%	20%	18%	18%	21%	22%	20%	18%
Deteriorated slightly	Count	4184	2624	1560	247	825	1091	1038	707	240	1897	1333	694	226
	%	24%	23%	25%	29%	26%	24%	25%	22%	19%	25%	24%	22%	23%
Deteriorated considerably	Count	6885	4758	2127	226	913	1686	1781	1588	604	2954	2088	1358	426
	%	40%	42%	34%	27%	29%	37%	43%	49%	48%	39%	38%	43%	43%
Don't Know	Count	383	179	204	34	146	111	55	28	7	194	133	36	19
	%	2%	2%	3%	4%	5%	2%	1%	1%	1%	3%	2%	1%	2%

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		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)	Granada/Border (North West)	Tyne Tees (North East)
Improved considerably	Count	54	49	30	19	23	23	25	29	19
	%	2%	2%	2%	3%	2%	1%	1%	2%	3%
Improved slightly	Count	338	197	142	91	128	199	171	216	98
	%	11%	10%	11%	15%	13%	13%	10%	12%	14%
Stayed the same	Count	595	468	268	145	251	377	310	404	182
	%	20%	23%	21%	24%	25%	24%	18%	22%	27%
Deteriorated slightly	Count	736	472	318	145	253	400	379	449	163
	%	25%	23%	25%	24%	26%	25%	23%	24%	24%
Deteriorated considerably	Count	1199	804	502	195	315	559	758	735	208
	%	40%	39%	39%	32%	32%	35%	45%	40%	30%
Don't Know	Count	82	57	35	15	21	32	33	25	15
	%	3%	3%	3%	2%	2%	2%	2%	1%	2%

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		ITV Region		
		Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
Improved considerably	Count	21	24	7
	%	1%	2%	3%
Improved slightly	Count	195	107	52
	%	11%	7%	22%
Stayed the same	Count	363	227	51
	%	21%	14%	22%
Deteriorated slightly	Count	441	356	50
	%	26%	22%	22%
Deteriorated considerably	Count	648	844	69
	%	38%	53%	30%
Don't Know	Count	32	27	3
	%	2%	2%	1%