

Populus received 21,408 responses from AA members to its online poll between 16th and 22th February 2012.

Populus is a member of the British Polling Council and abides by its rules. For more details go to www.populus.co.uk.

Demographics

	Gender			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Count	21408	13652	7756	343	2035	3426	4954	6044	4650
%	100%	64%	36%	2%	9%	16%	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/Border (North West)	Tyne Tees (North East)	
Count	3412	3061	1969	887	1211	2109	1835	2071	800	
%	16%	14%	9%	4%	6%	10%	9%	10%	4%	

Demographics

	ITV Region			SEG			
	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)	AB	C1	C2	DE
Count	1840	1808	337	9728	7018	3034	1509
%	9%	8%	2%	46%	33%	14%	7%

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Which of the following do you do when driving alone? (Please tick all that apply)

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Listen to radio / cds	Count	19143	12097	7046	320	1917	3211	4549	5440	3749
	%	89%	89%	91%	94%	94%	94%	92%	90%	81%
Get annoyed with the traffic / other drivers	Count	6603	4250	2353	161	952	1282	1647	1570	1012
	%	31%	31%	30%	47%	47%	37%	33%	26%	22%
Get lost in your thoughts	Count	4887	2803	2084	134	752	1042	1163	1174	631
	%	23%	21%	27%	39%	37%	30%	23%	19%	14%
Make plans or have ideas	Count	8357	5091	3266	178	1012	1534	2025	2195	1429
	%	39%	37%	42%	52%	50%	45%	41%	36%	31%
Sing	Count	6179	2730	3449	205	1175	1420	1564	1248	593
	%	29%	20%	44%	60%	58%	41%	32%	21%	13%
Pray	Count	1058	585	473	11	125	173	252	268	233
	%	5%	4%	6%	3%	6%	5%	5%	4%	5%
Meditate	Count	474	381	93	0	27	38	62	153	193
	%	2%	3%	1%	0%	1%	1%	1%	3%	4%
Learn a foreign language	Count	453	298	155	2	37	81	100	152	81
	%	2%	2%	2%	1%	2%	2%	2%	3%	2%
Talk on the phone	Count	1275	913	362	25	202	326	362	271	90
	%	6%	7%	5%	7%	10%	10%	7%	4%	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)
Listen to radio / cds	Count	3060	2748	1754	798	1090	1894	1625
	%	90%	90%	89%	90%	90%	90%	89%
Get annoyed with the traffic / other drivers	Count	1112	961	578	252	350	641	583
	%	33%	31%	29%	28%	29%	30%	32%
Get lost in your thoughts	Count	760	750	456	199	264	476	405
	%	22%	25%	23%	22%	22%	23%	22%
Make plans or have ideas	Count	1303	1266	808	340	469	800	718
	%	38%	41%	41%	38%	39%	38%	39%
Sing	Count	929	922	600	259	370	608	530
	%	27%	30%	31%	29%	31%	29%	29%
Pray	Count	169	164	97	43	62	80	81
	%	5%	5%	5%	5%	5%	4%	4%
Meditate	Count	68	67	44	18	24	34	39
	%	2%	2%	2%	2%	2%	2%	2%
Learn a foreign language	Count	58	74	46	26	21	32	40
	%	2%	2%	2%	3%	2%	2%	2%
Talk on the phone	Count	238	183	98	30	88	123	119
	%	7%	6%	5%	3%	7%	6%	6%

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		ITV Region				
		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
Listen to radio / cds	Count	1848	730	1614	1647	297
	%	89%	91%	88%	91%	88%
Get annoyed with the traffic / other drivers	Count	668	207	564	564	116
	%	32%	26%	31%	31%	34%
Get lost in your thoughts	Count	470	162	406	433	89
	%	23%	20%	22%	24%	26%
Make plans or have ideas	Count	769	280	695	753	129
	%	37%	35%	38%	42%	38%
Sing	Count	610	195	483	568	92
	%	29%	24%	26%	31%	27%
Pray	Count	100	21	92	91	46
	%	5%	3%	5%	5%	14%
Meditate	Count	38	17	46	58	13
	%	2%	2%	3%	3%	4%
Learn a foreign language	Count	49	11	43	43	5
	%	2%	1%	2%	2%	1%
Talk on the phone	Count	123	36	108	85	38
	%	6%	5%	6%	5%	11%

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		SEG			
		AB	C1	C2	DE
Listen to radio / cds	Count	8790	6325	2681	1262
	%	90%	90%	88%	84%
Get annoyed with the traffic / other drivers	Count	2916	2413	861	403
	%	30%	34%	28%	27%
Get lost in your thoughts	Count	2375	1718	533	242
	%	24%	24%	18%	16%
Make plans or have ideas	Count	4317	2715	931	379
	%	44%	39%	31%	25%
Sing	Count	2587	2363	859	358
	%	27%	34%	28%	24%
Pray	Count	563	354	88	49
	%	6%	5%	3%	3%
Meditate	Count	293	116	40	21
	%	3%	2%	1%	1%
Learn a foreign language	Count	274	116	39	21
	%	3%	2%	1%	1%
Talk on the phone	Count	758	372	119	26
	%	8%	5%	4%	2%

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Which of the following do you do when driving alone? (Please tick all that apply)

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Other	Count	783	567	216	10	56	109	161	208	234
	%	4%	4%	3%	3%	3%	3%	3%	3%	5%
I do nothing	Count	1046	747	299	10	55	82	163	280	453
	%	5%	5%	4%	3%	3%	2%	3%	5%	10%

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		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)
Other	Count	128	118	75	26	40	87	72
	%	4%	4%	4%	3%	3%	4%	4%
I do nothing	Count	165	144	94	43	58	110	83
	%	5%	5%	5%	5%	5%	5%	5%

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		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
Other	Count	65	21	64	67	7
	%	3%	3%	3%	4%	2%
I do nothing	Count	101	36	112	67	17
	%	5%	5%	6%	4%	5%

Which of the following do you do when driving alone? (Please tick all that apply)

		SEG			
		AB	C1	C2	DE
Other	Count	367	245	101	57
	%	4%	3%	3%	4%
I do nothing	Count	425	299	157	146
	%	4%	4%	5%	10%

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Do you have ideas while driving which you then make a note of when you stop driving?

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Yes - I have ideas and then make a note of them	Count	4013	2749	1264	59	368	661	942	1200	793
	%	19%	20%	16%	17%	18%	19%	19%	20%	17%
No - I have ideas but don't make a note of them	Count	13146	8308	4838	224	1379	2254	3135	3545	2639
	%	62%	61%	63%	66%	68%	66%	63%	59%	57%
I don't have ideas while driving	Count	4176	2558	1618	58	285	496	868	1279	1195
	%	20%	19%	21%	17%	14%	15%	18%	21%	26%

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Yes - I have ideas and then make a note of them	Count	635	610	360	186	234	387	346
	%	19%	20%	18%	21%	19%	18%	19%
No - I have ideas but don't make a note of them	Count	2081	1869	1251	508	729	1291	1104
	%	61%	61%	64%	57%	60%	62%	60%
I don't have ideas while driving	Count	684	572	355	191	243	418	382
	%	20%	19%	18%	22%	20%	20%	21%

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		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
Yes - I have ideas and then make a note of them	Count	349	136	353	326	74
	%	17%	17%	19%	18%	22%
No - I have ideas but don't make a note of them	Count	1306	492	1109	1168	206
	%	63%	62%	60%	65%	61%
I don't have ideas while driving	Count	411	171	374	304	55
	%	20%	21%	20%	17%	16%

Do you have ideas while driving which you then make a note of when you stop driving?

		SEG			
		AB	C1	C2	DE
Yes - I have ideas and then make a note of them	Count	2131	1189	485	191
	%	22%	17%	16%	13%
No - I have ideas but don't make a note of them	Count	6052	4402	1770	864
	%	62%	63%	59%	58%
I don't have ideas while driving	Count	1523	1399	768	446
	%	16%	20%	25%	30%