Ipsos MORI

# Perceptions of the Trunk Road Network in Scotland

## Research study conducted for Transport Scotland

July 2009

## Legal notice

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# Summary of findings and introduction

# Summary of findings

Ipsos MORI were commissioned by Atkins, on behalf of Transport Scotland, to undertake a survey of trunk road users in Scotland. The findings will be used to inform Transport Scotland's objectives and priorities for the trunk road network. A total of 1,861 Scottish adults were interviewed face-to-face over two survey waves. The first wave was conducted between 14 February and 22 March 2009, and the second between 6 June and 14 July 2009.

## Perceptions of trunk roads

Around half (46%) of respondents said they were satisfied with the general condition of trunk road surfaces while a similar proportion (41%) said they were dissatisfied. Of those who were dissatisfied, around two in five (42%) said they 'always' or 'usually' experience defects on trunk roads which make them feel unsafe. Potholes were by far the most commonly experienced defect (mentioned by 62%).

Around three in five (58%) respondents were satisfied with the management of vegetation on verges, while around half expressed satisfaction with the amount of litter and debris on road surfaces (49%) and the drainage of water from road surfaces (48%). Satisfaction was lower in respect to the quality of repairs (42%), levels of congestion (36%) and the speed with which road defects are repaired (28%).

The feature of trunk roads which respondents would most like to see improved was the condition of road surfaces (mentioned by 49%), followed by the speed with which road defects are repaired and the quality of repairs (mentioned by 42% and 38% respectively).

## Perceptions of road works and winter maintenance

Less than half of respondents said they were satisfied with the planning and co-ordination of diversions when road works take place (44%) and lane closures and restrictions (43%). Less than a third (31%) said they were satisfied with the frequency with which they encounter road works.

Opinions on winter maintenance were slightly more positive, with around three in five respondents expressing satisfaction with the promptness with which roads are gritted (57%) and cleared (56%) in winter.

In terms of respondents' priorities for improving road works and winter maintenance, the top response was the frequency with which road works are encountered (mentioned by 45%), followed by the promptness with which roads are gritted and the planning and co-ordination of diversions (mentioned by 33% and 30% respectively).

## Perceptions of lighting, markings and signs on the trunk road network

Seventy-two percent (72%) of respondents expressed satisfaction with the visibility of road signage, while roughly two-thirds said they were satisfied with: the provision of lighting along roads (66%), the provision of directional signs (65%), the visibility of road markings (64%) and the provision of variable message signs (61%).

Of these features, the visibility of road markings, the provision of lighting and the provision of directional signs were respondents' top three priorities for improvements (mentioned by 30%, 29% and 26% respectively).

## Perceptions of cycle lanes and footways

Questions about cycle lanes and footways were only put to respondents who said they use these areas of provision – 3% (48 respondents) in the case of cycle lanes and 4% (69 respondents) for footways.

Of those who use cycle lanes, a third (33%) said they were satisfied with the general condition of cycle lane surfaces while 38% were dissatisfied. For footways the comparable figures were similar, at 38% and 42%.

Less than a third of cycle lane users said they were satisfied with the provision of lighting on cycle lanes (29%), the speed with which cycle lane defects are repaired (21%) and the quality of repairs (23%). Only 16% expressed satisfaction with the availability of cycle lanes where they are needed.

Of those who use footways, under half said they were satisfied with the provision of lighting on footways (45%) and the availability of footways where they are needed (44%). Levels of satisfaction were lower in respect to the quality of footway repairs (31%) and the speed with which footway defects are repaired (20%).

Improving the availability of cycle lanes where they are needed emerged as respondents' top priority for improving cycle lanes and footways (mentioned by 30%). The next most common responses all related to footway improvements, namely, the

condition of footway surfaces and the provision of lighting on footways (each mentioned by 25%).

## Overall improvements to the trunk road network

Better road surface conditions emerged as the improvement respondents would most like to see on the trunk road network (mentioned by 35%). This was followed by improvements to the speed with which road defects are repaired and the quality of repairs, each mentioned by around a quarter of respondents (24% and 22% respectively).

## Traffic information

Three quarters (75%) of respondents said they found variable message signs useful, with approximately a third (31%) saying they found them *very* useful.

Views of the Traffic Scotland website were similarly positive: just over seven in ten (71%) of those who had used the site rated it as very or fairly good, while 8% rated it as very or fairly poor.

There was a reasonably high level of interest in new services that could be provided through the Traffic Scotland website. Most notably, around two-thirds of respondents said they would find the following useful: a facility to customise the Traffic Scotland website (65%), information on journey times based on different departure times (61%) and information on journey times for different forms of public transport (58%).

Around two-thirds (65%) of respondents said they would find a digital traffic information station useful, with 37% saying they would find such a service *very* useful.

## Awareness of Transport Scotland

Around half (46%) of survey respondents said they had heard of Transport Scotland before taking part in the survey. Asked where they had seen or heard anything about the agency, around a quarter (24%) said on road signs and 17% said on television. The next most common responses were magazines/newspapers (11%), radio (9%) and internet (9%).

# Introduction

This report contains findings from a national survey of trunk road users. Ipsos MORI were commissioned by Atkins to undertake the survey on behalf of Transport Scotland. The purpose of the survey was to explore road users' perceptions of specific aspects of the trunk road network such as the physical condition of road surfaces, and services provided on the network such as maintenance and repair activities. The findings will be used to inform Transport Scotland's objectives and priorities for the network.

## Methodology

The survey questionnaire was designed by Ipsos MORI in consultation with Atkins and Transport Scotland. The main areas of trunk road network provision covered in the questionnaire were:

- road conditions and defects
- road works and winter maintenance
- road lighting, markings and signage
- cycle lanes and footways
- traffic information

The survey also explored awareness of Transport Scotland. A copy of the survey questionnaire has been included in Appendix A. Ipsos MORI carried out a similar survey for Transport Scotland in 2007[1] and comparisons between the 2009 and 2007 findings have been made, where appropriate, throughout the report.

Ipsos MORI interviewed a representative sample of adults in randomly selected MORI Double Output Areas[2] (MDOA). Within each selected MDOA, interviewer quotas were set by gender, age and working status. Fieldwork was conducted in two waves to reduce the potential impact of seasonal effects - the tendency for respondents to give different answers depending on the time of year. The first wave was conducted between 14 February and 22 March 2009, and the second between 6 June and 14 July

[1] The 2007 survey acted, in part, as a fact finding mission to establish the key focus areas and most appropriate types of questions for subsequent surveys, as such the 2009 survey questionnaire is different to the one used in the 2007 survey. It is planned that all future surveys will adopt the 2009 questionnaire.
[2] Each MDOA has an average of 250 households.

2009. The sample sizes were 927 and 934 respectively giving an aggregate sample of 1,861.

All interviews were conducted face-to-face in respondents' homes, using CAPI (Computer Assisted Personal Interviewing). The questionnaire was designed so that only individuals who had travelled on a trunk road in Scotland in the last 12 months were eligible to take part in the survey[3]. Throughout the interviews, respondents were asked to think about the trunk road network when answering each question.

The data has been weighted by age, gender and working status using 2001 ONS Census statistics on the profile of the population.

## Presentation and interpretation of the data

The survey findings represent the views of a sample of Scottish adults, and not the entire population of Scotland, as such they are subject to sampling tolerances, meaning that not all differences will be statistically significant. Throughout the report, differences between sub-groups are commented upon only where these are statistically significant i.e. where we can be 95% certain that they have not occurred by chance. A guide to statistical reliability is provided in Appendix B.

Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of 'don't know' categories or multiple answers. Throughout the report, an asterisk (*) denotes any value of less than half a percent. For questions where the number of respondents is less than 30 the number of respondents (N) rather than the percentage is given.

## Structure of the report

Chapter 1 looks at respondents' perceptions of trunk roads by considering the extent of their satisfaction with specific trunk road features, their experiences of road defects and their priorities for future improvements. Building on these findings, Chapter 2 examines perceptions of road works and winter maintenance while Chapter 3 explores views on trunk road lighting, markings and signage. Chapter 4 considers respondents' levels of satisfaction with cycle lanes and footways on the trunk road network as well as their experiences of cycle lane and footway defects and improvements they would like to

[3] This was done by placing a 'filter' question at the beginning of the survey which asked individuals to indicate how often they had travelled on a trunk road in Scotland in the last 12 months (see Appendix A). Those who stated 'never' or 'don't know' were not asked the subsequent questions.

see made to these areas of provision. Drawing on the findings from previous chapters, Chapter 5 identifies respondents' overall priorities for improving the trunk road network. Chapter 6 considers opinions on traffic information disseminated by Traffic Scotland. Finally, Chapter 7 examines public awareness of Transport Scotland.

# Research findings

# 1. Perceptions of trunk roads

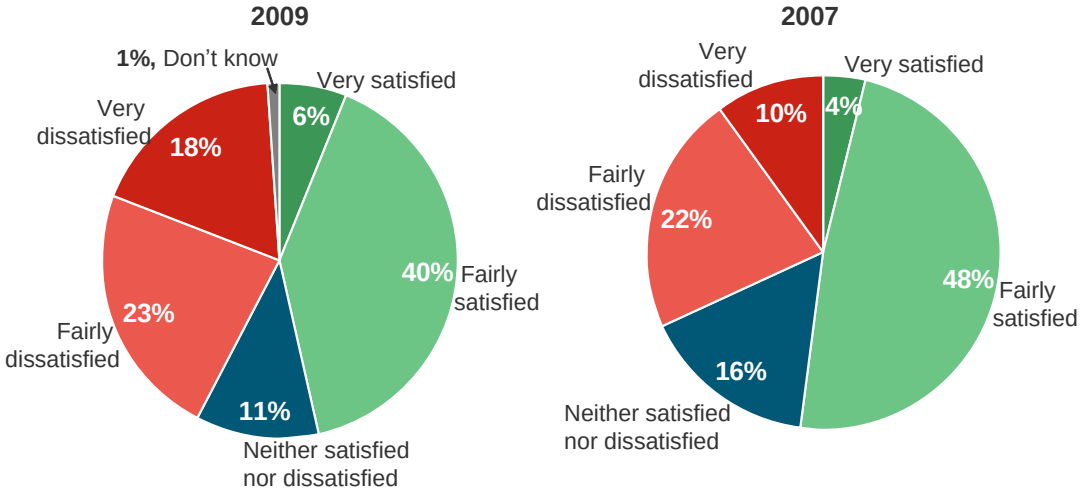
This chapter first looks at trunk road users' levels of satisfaction with the condition of trunk road surfaces, their experiences of road defects and the type of defects they most commonly encounter. It then looks at their perceptions of a number of other features of trunk roads (such as vegetation, drainage and congestion) and identifies their priorities for future improvements.

## Satisfaction with trunk road surfaces

Just under half (46%) of respondents said they were satisfied with the general condition of trunk road surfaces while a similar proportion (41%) said they were dissatisfied. As figure 1.1 shows, satisfaction has declined by six percentage points since 2007 while the number of respondents expressing dissatisfaction has increased.

Figure 1.1 Satisfaction with the general condition of trunk road surfaces - 2009 and 2007

*Q. How satisfied or dissatisfied are you with the general condition of trunk road surfaces?*




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (2009: 1,861; 2007: 1,843)

Source: Ipsos MORI

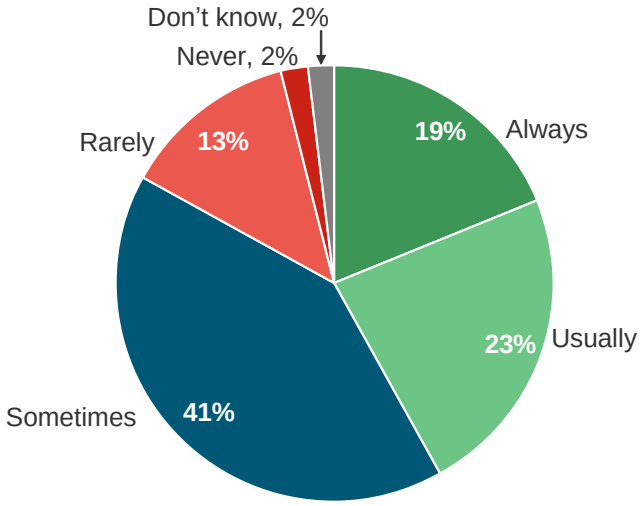
As in 2007, respondents who use trunk roads at least four days a week (hereafter referred to as 'frequent users') expressed higher levels of *dis*satisfaction with road surfaces than those who use them less often (46% versus 36% of those who use trunk roads once a month or less – hereafter, 'infrequent users'). However, this difference can partly be attributed to a higher level of 'don't know' responses among infrequent users.

There was also some variation by region: respondents who use trunk roads in the South East were more likely than the sample as a whole to express satisfaction with road surfaces (53% versus 46% respectively) while those in the North West were more likely than the sample as a whole to express *dis*satisfaction (55% versus 41% respectively).

All respondents who were dissatisfied with the general condition of road surfaces were asked how often they experience defects on trunk roads which they feel are unsafe. As figure 1.2 shows, around two in five (42%) said 'always' or 'usually', a similar proportion (41%) said 'sometimes', and 13% said 'rarely'. Only 2% said they 'never' experience defects which make them feel unsafe.

Figure 1.2 Experiences of defects on trunk roads

*Q. When using trunk roads how often, if at all, do you encounter road defects which you feel are unsafe?*




Base: All who were dissatisfied with the general condition of road surfaces (758)

Source: Ipsos MORI

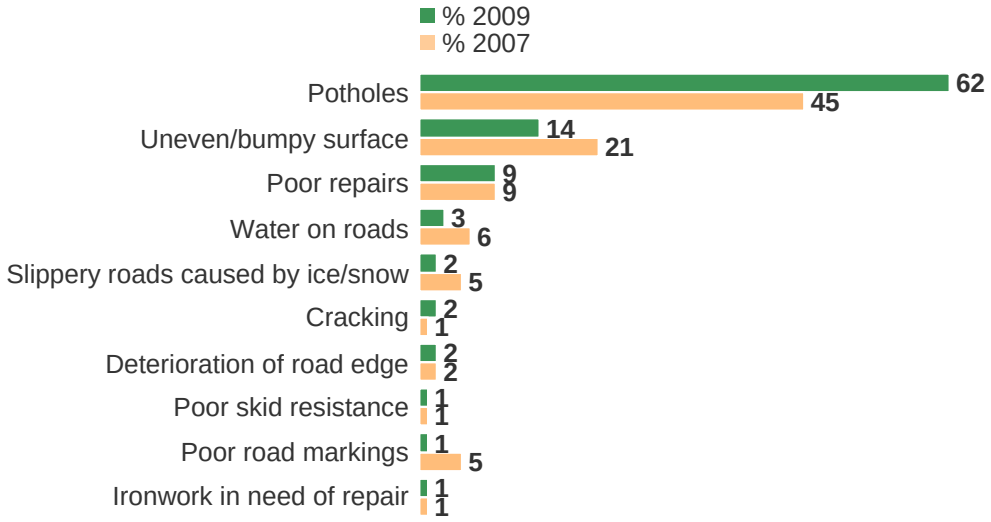
Reflecting their higher levels of dissatisfaction with the condition of trunk road surfaces, frequent road users were more likely than infrequent users to say they 'always' encounter unsafe road defects (22% versus 8% respectively). As above, however, this difference partly reflects the higher proportion of 'don't know' responses among infrequent users.

In terms of regional differences, road users in the South East were less likely than the sample as a whole to say they 'always' experience road defects which they feel are unsafe (9% versus 19% overall).

As figure 1.3 shows, potholes were by far the most commonly experienced road defect (mentioned by 62%) followed by uneven or bumpy surfaces (14%). No other single defect was mentioned by more than one in ten respondents. Compared to the 2007 results, there has been an increase in the number of people mentioning potholes while there has been a decrease in the number mentioning uneven or bumpy surfaces. This comparison should be treated with caution due to differences in where this question was placed between the two surveys.

Figure 1.3 Types of defect experienced most often – 2009 and 2007

*Q. And what is the specific defect in most cases?*




Base: All who had encountered road defects (2009:729; 2007:1,584)

Source: Ipsos MORI

## Satisfaction with features of trunk roads

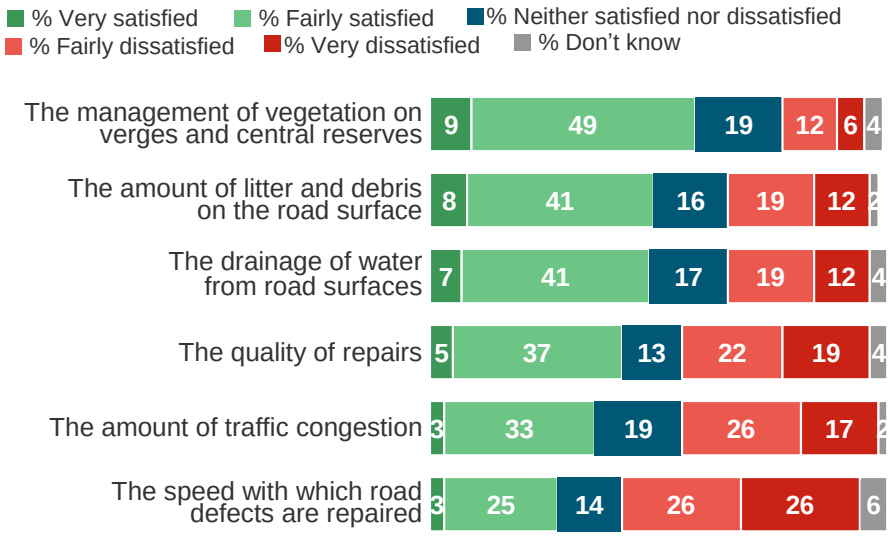
Respondents were also asked for their views on some other features of trunk roads, as shown in figure 1.4, levels of satisfaction with these features varied significantly. Around three in five (58%) respondents expressed satisfaction with the management of vegetation on verges and around half expressed satisfaction with the amount of litter and debris on road surfaces (49%) and the drainage of water from road surfaces (48%). Less than half of respondents said they were satisfied with the quality of repairs (42%), the amount of traffic congestion (36%) and the speed with which road defects are repaired (28%).

When interpreting satisfaction results it is also useful to examine the proportion of respondents who are *very* satisfied as arguably, only these respondents can be said to be completely satisfied with the features concerned while the remainder must, by definition, identify at least some problems which they feel need to be addressed. In

this instance, for *all* the features shown in figure 1.4 the proportions of respondents who were *very* satisfied are consistently small, thus suggesting that there is significant room for improvement in respect of each of the features.

Figure 1.4 Satisfaction with features of trunk roads

*Q. I'd like you to tell me how satisfied or dissatisfied you are with…*




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)

Source: Ipsos MORI

Frequent users of trunk roads were more likely than infrequent users to express dissatisfaction with: the speed with which road defects are repaired (58% versus 42%); the quality of repairs (46% versus 36%); the amount of traffic congestion (48% versus 33%) and the drainage of water from road surfaces (36% versus 27%). Once again, these differences are partly affected by a higher proportion of infrequent users saying 'don't know'.

Again, there were also differences by region. Most notably, respondents in the North West and South West were more likely than those in the North East and South East to be dissatisfied with, the speed with which road defects are repaired (59% and 57% versus 47% and 47%) and the quality of repairs (49% and 46% versus 34% and 37%).

Meanwhile, those in the South West were more likely than the sample as whole to be dissatisfied with the amount of traffic congestion (49% versus 43% overall).

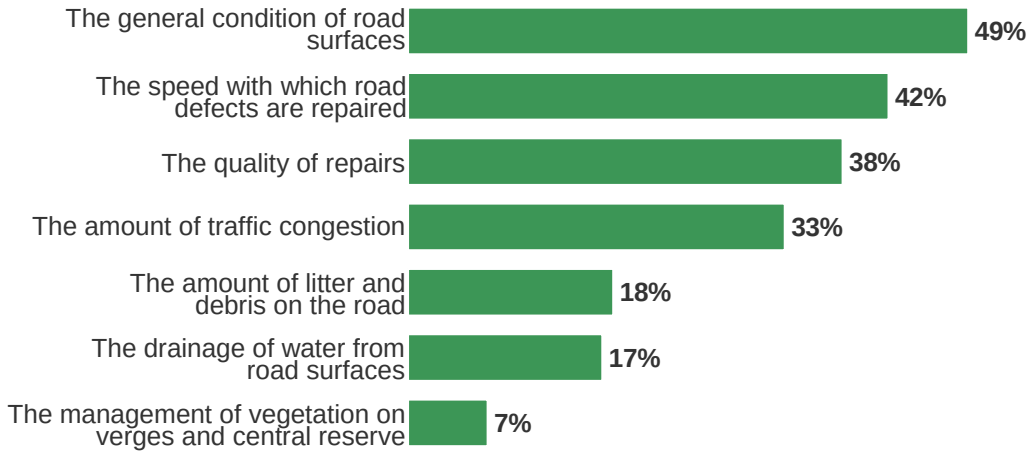
## Improving trunk roads

Respondents were presented with a full list of all the features of trunk roads they were previously asked about in the satisfaction questions, and then asked to indicate which

two or three of these features they would most like to see improved. As figure 1.5 shows, improving the general condition of road surfaces emerged as the top response (mentioned by 49% of respondents). This was followed by improving the speed with which road defects are repaired (42%), the quality of repairs (38%) and the amount of traffic congestion (33%). The remaining features were accorded a lower level of priority.

Figure 1.5 Priorities for improving trunk roads

*Q. From this list, which two or three things would you most like to see improved?*




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)

Source: Ipsos MORI

Frequent users of trunk roads were more likely than infrequent users to say that they would like to see improvements to the general condition of road surfaces, the speed with which road defects are repaired and the quality of repairs (51%, 45% and 41% versus 41%, 33% and 32% respectively).

There were few differences by region but road users in the North West and South West were more likely than those in the North East and South East to mention improvements to the quality of repairs (48% and 41% versus 34% and 33% respectively).

# 2. Perceptions of road works and winter maintenance

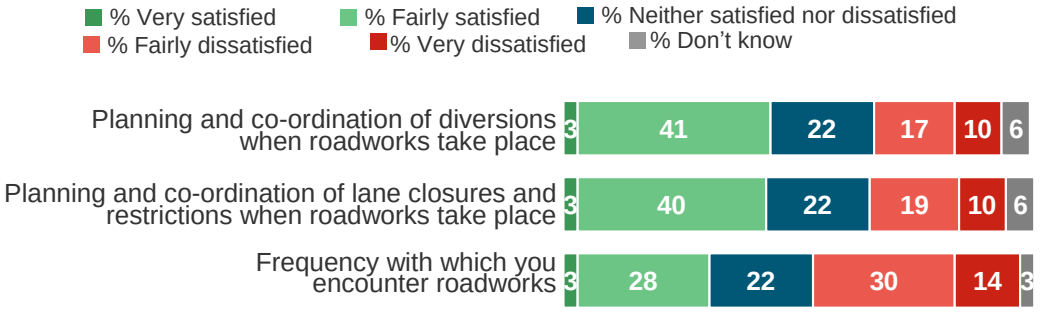
The previous chapter included some general questions on road works and maintenance, this section explores these aspects in more detail, along with perceptions of winter maintenance, before outlining priorities for improving these services.

## Satisfaction with road works

Overall, the results in respect to road works paint a fairly negative picture. As figure 2.1 shows, less than half of respondents said they were satisfied with the planning and co-ordination of diversions when road works take place (44%), and lane closures and restrictions (43%). Less than a third (31%) said they were satisfied with the frequency with which they encounter road works.

Figure 2.1 Satisfaction with road works

*Q. Still thinking about the trunk roads that you use most often, how satisfied or dissatisfied would you say you are with the following?*




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)

Source: Ipsos MORI

Frequent users of trunk roads were more likely than infrequent users to say they were satisfied with the planning and co-ordination of diversions (47% versus 37% respectively) and lane closures and restrictions (44% versus 37% respectively). At the same time, frequent users were more likely than infrequent users to say they were *dis*satisfied with the frequency with which they encounter road works (49% versus 38% respectively). Once again, these findings are partly affected by the higher number of 'don't know' responses among infrequent users.

Analysis by region reveals that trunk road users in the North West and South West were more likely than those in the North East and South East to express dissatisfaction with the frequency with which they encounter road works (53% and 52% versus 34% and 42% respectively).

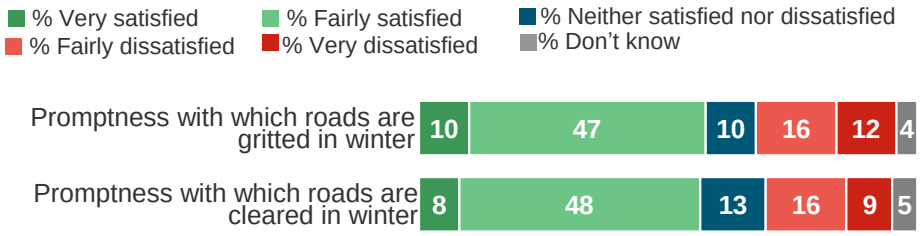
Those in the South West were also among those most likely to say that they were dissatisfied with the planning and co-ordination of diversions when road works take place (32% versus 27% overall).

## Satisfaction with winter maintenance

Views on winter maintenance practices were more positive than views on road works. Thus, around three in five (57%) respondents said they were satisfied with the promptness with which roads are gritted in winter and a similar proportion (56%) said they were satisfied with the promptness with which roads are cleared (figure 2.2).

Figure 2.2 Satisfaction with winter maintenance

*Q. Still thinking about the trunk roads that you use most often, how satisfied or dissatisfied would you say you are with the following?*




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)

Source: Ipsos MORI

There is very little sub-group variation in the findings but frequent users were more likely than infrequent users to be satisfied with the promptness with which roads are gritted (60% versus 47% respectively) and cleared (58% versus 48%).

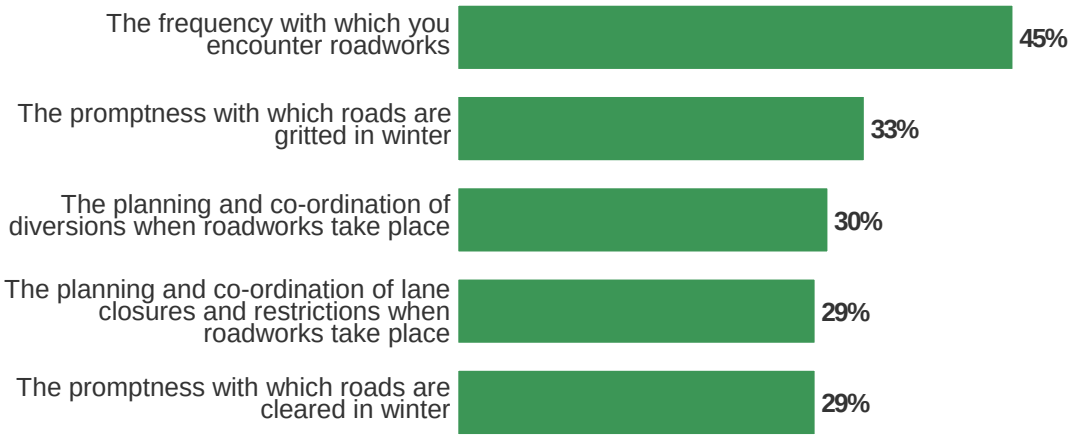
## Improving road works and winter maintenance

Respondents were asked to select (from a list) the two or three elements of road works or winter maintenance they would most like to see improved. As figure 2.3 shows, the frequency with which road works take place was the top response (mentioned by 45%). The next most common answers were the promptness with which roads are gritted (33%) and the planning and co-ordination of diversions when road works take place

(30%) followed by the planning and co-ordination of lane restrictions (29%) and the promptness with which roads are cleared in winter (29%).

Figure 2.3 Priorities for improving road works and winter maintenance

*Q. From this list, which two or three things would you most like to see improved?*




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)

Source: Ipsos MORI

Frequent users of trunk roads were more likely than infrequent users to mention the frequency with which they encounter road works (48% versus 36%) and the planning and co-ordination of diversions (32% versus 25%).

The only notable regional variation was that road users in the South West were among those most likely to mention the frequency with which they encounter road works (51% versus 45% overall).

# 3. Perceptions of lighting, markings and signage on trunk roads

This chapter explores respondents' levels of satisfaction with trunk road lighting, markings and signage. It also considers their priorities for improving these areas of provision.

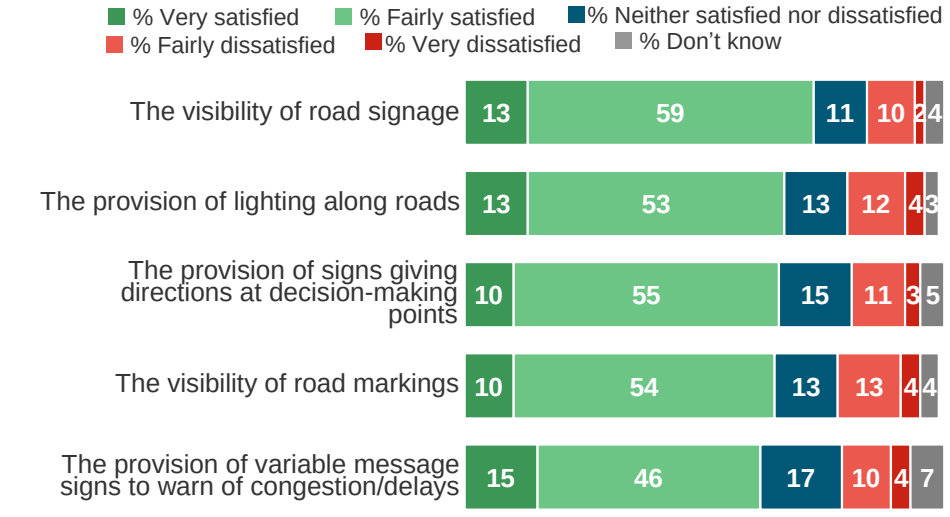
## Satisfaction with trunk road lighting, markings and signage

The survey findings indicate that trunk road lighting, markings and signage are generally well-regarded. As figure 3.1 shows, 72% of trunk road users expressed satisfaction with the visibility of road signage while roughly two-thirds said they were satisfied with: the provision of lighting along roads (66%); the provision of signs giving directions at decision-making points (65%); the visibility of road markings (64%); and the provision of variable message signs to warn of congestion and delays (61%).

That said, the proportions of respondents saying they were *very* satisfied with these features are again relatively small and so there is clearly significant scope for improvements.

Figure 3.1 Satisfaction with trunk road lighting, markings and signage

*Q. Thinking about the trunk roads you use most often, how satisfied or dissatisfied are you with…?*




Base: All who had travelled on a trunk road in Scotland in the last 12 months (1,861)

Source: Ipsos MORI

As can be seen from table 3.1, frequent users of trunk roads were more likely than infrequent users to report that they were satisfied with trunk road lighting, markings and

signage. For example, over seven in ten (75%) frequent users expressed satisfaction with the visibility of road signage while among infrequent users the figure was 64%. Similarly, for the provision of lighting along roads, the figures were 69% and 62% respectively. Once again, these differences can partly be attributed to a higher proportion of 'don't know' responses among infrequent users.

Table 3.1 Satisfaction with trunk road lighting, markings and signage, by frequency of travel

***Q. Thinking about the trunk roads you use most often, how satisfied or dissatisfied are you with the following?***

| | **Frequent users** | | **Infrequent users** | |
|---|---|---|---|---|
| *Base:* | *(1,030)* | | *(380)* | |
| | **% Satisfied** | **% Dissatisfied** | **% Satisfied** | **% Dissatisfied** |
| Visibility of road signage | 75 | 12 | 64 | 13 |
| Visibility of road markings | 67 | 20 | 56 | 16 |
| Provision of lighting along roads | 69 | 17 | 62 | 15 |
| Provision of signs giving directions at decision-making points | 68 | 15 | 55 | 14 |
| Provision of variable message signs to warn of congestion/delays | 64 | 15 | 50 | 14 |

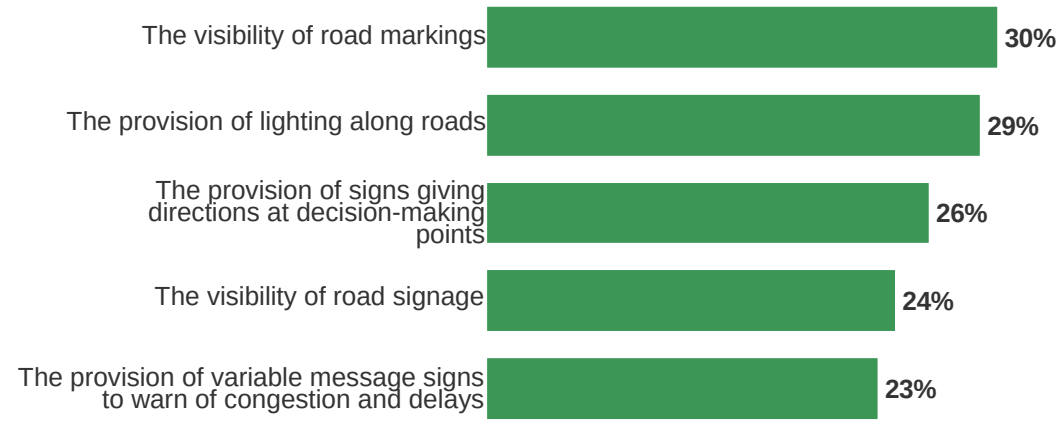
There is little regional variation in the results but respondents in the North West were less likely than the sample as a whole to say they were satisfied with the provision of directional signs (54% versus 65% overall).

## Improving trunk road lighting, markings and signage

Respondents were asked which two or three of those features listed in table 3.1 they would most like to see improved. As figure 3.2 shows, no single improvement was mentioned by a majority of respondents. Just under a third (30%) of respondents mentioned improving the visibility of road markings and a similar proportion (29%) mentioned improving the provision of lighting along roads. Improvements to the provision of directional signs, the visibility of road signage and the provision of variable message signs were each mentioned by around a quarter of respondents (26%, 24% and 23% respectively).

Figure 3.2 Priorities for improving trunk road lighting, markings and signage

*Q. From this list, which two or three things would you most like to see improved?*




Source: Ipsos MORI

Base: All who had travelled on a trunk road in Scotland in the last 12 months (1,861)

The only notable sub-group difference in the findings was that frequent users of trunk roads were more likely than infrequent users to mention improving the visibility of road markings (34% versus 24% respectively).

# 4. Perceptions of cycle lanes and footways

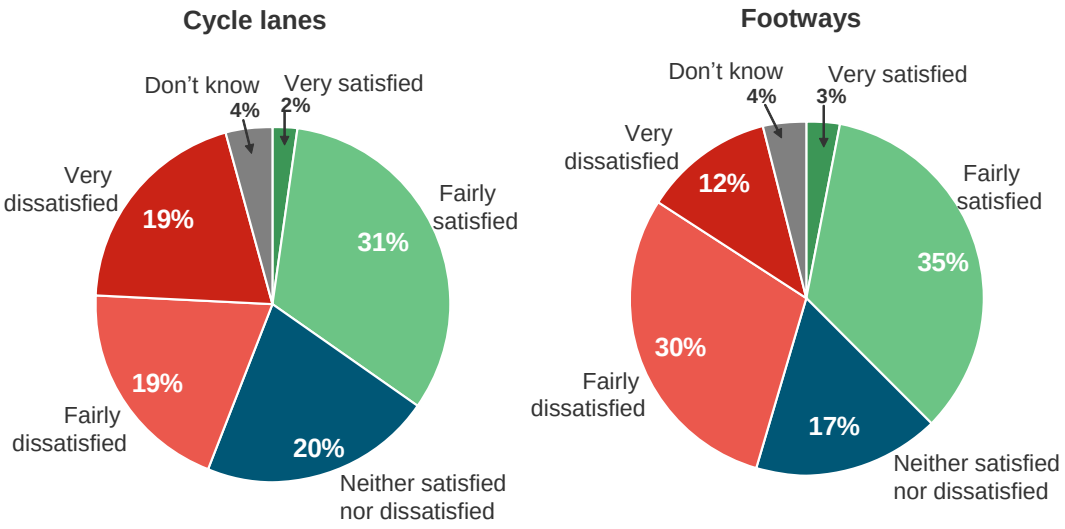
As well as exploring perceptions of trunk roads, the survey included questions about cycle lanes and footways on the trunk road network. These questions were only put to respondents who said they use these areas of provision – 3% (48 respondents) in the case of cycle lanes and 4% (69 respondents) for footways. Because these base sizes are small some caution should be exercised when interpreting the results.

## Satisfaction with cycle lane and footway surfaces

Of those respondents who used cycle lanes on trunk roads, a third (33%) said they were satisfied with the general condition of cycle lane surfaces while 38% said they were dissatisfied (figure 4.1). For footways, the comparable figures were very similar, at 38% and 42% respectively.

Figure 4.1 Satisfaction with the general condition of cycle lane and footway surfaces on the trunk road network

*Q. How satisfied or dissatisfied are you with the general condition of surfaces?*




Base: All who had used cycle lanes on the trunk road network (48)

Base: All who had used footways on the trunk road network (69)

Source: Ipsos MORI

Those respondents who were dissatisfied with the condition of cycle lane surfaces and/or footway surfaces were asked how often they encounter defects which they feel are unsafe. Among those who were dissatisfied with cycle lanes, seven respondents said 'sometimes', a further seven said 'usually' and three said 'always'. For footways, the comparable results were twelve, seven and eight.

The specific types of cycle lane defects most commonly experienced were uneven or bumpy surfaces and potholes (each mentioned by five respondents) followed by poor repairs, cracking, ironwork in need of repair and deterioration of cycle lane edge (each mentioned by one respondent).

In terms of the specific types of footway defects most commonly encountered, uneven or bumpy surfaces was the top response, mentioned by 16 respondents. Other defects mentioned included: loose, damaged or missing kerbs (three respondents); cracking (three respondents); wobbly paving slabs (three respondents); poor repairs (two respondents); and water on footways (one respondent).

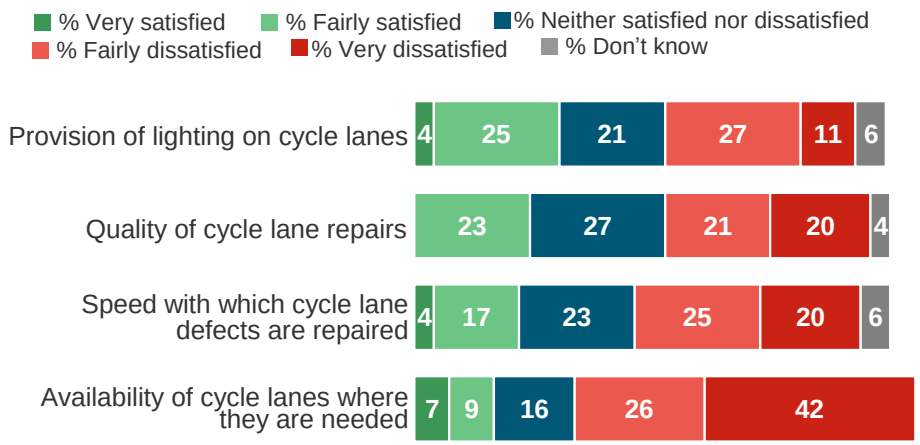
## Satisfaction with features of cycle lanes and footways

Users of cycle lanes and footways were also asked how satisfied or dissatisfied they were with some other features of these areas of provision and in general perceptions were fairly negative. In respect to cycle lanes, less than a third said they were satisfied with the provision of lighting on cycle lanes (29%), the quality of repairs (23%) and the speed with which cycle lane defects are repaired (21%) (figure 4.2). Additionally, only 16% said they were satisfied with the availability of cycle lanes where they are needed.

Turning to the results for footways, under half (45%) of those asked said they were satisfied with the provision of lighting on footways and 44% said they were satisfied with the availability of footways where they are needed. Levels of satisfaction were lower still in respect to the quality of footways repairs (31%) and the speed with which footway defects are repaired (20%).

Figure 4.2 Satisfaction with features of cycle lanes on the trunk road network

*Q. Overall, how satisfied or dissatisfied would you say you are with the following?*

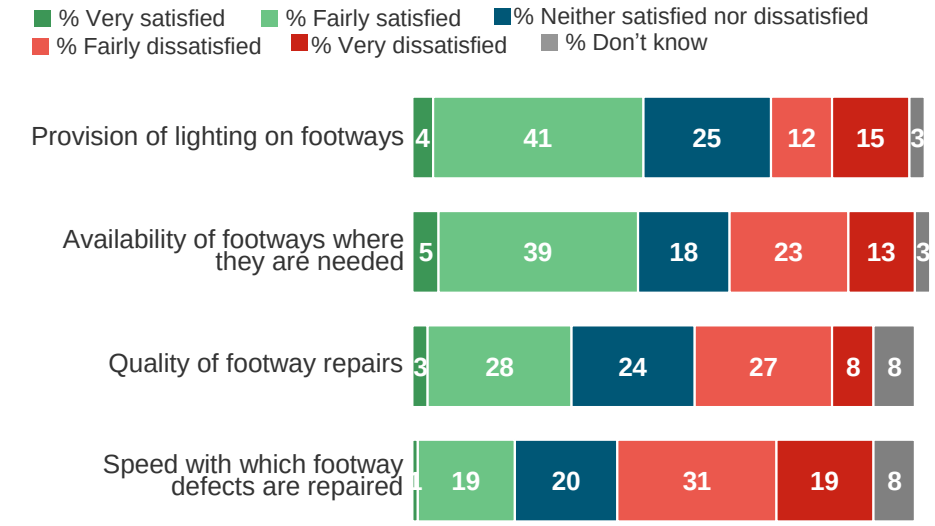



Base: All who had used cycle lanes on the trunk road network (48)

Source: Ipsos MORI

Figure 4.3 Satisfaction with features of footways on the trunk road network

*Q. Overall, how satisfied or dissatisfied would you say you are with the following?*




Base: All who had used footways on the trunk road network (69)

Source: Ipsos MORI

## Improving cycle lanes and footways

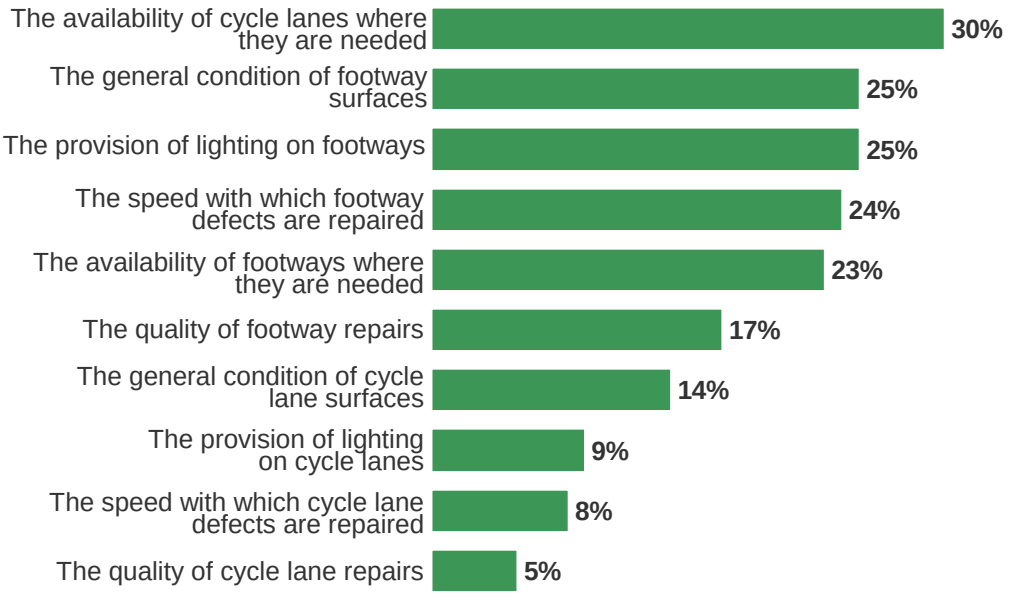
To identify priorities for cycle lane and footway improvements, users of these areas of provision were asked to select (from a pre-defined list[4]) the two or three features they would most like to see improved.

[4] The list of features with which each respondent was presented depended on whether they used cycle lanes or footways or both. Those who only used cycle lanes were only presented with cycle lane features

As can be seen from figure 4.4, improving the availability of cycle lanes where they are needed emerged as the top response (mentioned by 30%). The next most common responses all related to footway improvements, namely: the condition of footway surfaces (25%), the provision of lighting on footways (25%), the speed with which footway defects are repaired (24%) and the availability of footways where they are needed (23%).

Figure 4.4 Priorities for improving cycle lanes and footways on the trunk road network

*Q. From this list, which two or three things would you most like to see improved?*




Base: All who had used cycle lanes or footways, or both (101)

Source: Ipsos MORI

while those who only used footways were only presented with footways features. Similarly, those who used both were presented with a list of cycle lane and footways features.

# 5. Overall improvements to the trunk road network

Chapters 1 to 4 highlighted respondents' priorities for improving different areas of provision on the trunk road network. This chapter aims to synthesise these findings by identifying people's *overall* priorities for improving the network. First, and to provide a longer term perspective, it considers whether specific elements of the network are seen to have improved or deteriorated over the past two years.

## Changes to the trunk road network over the past two years

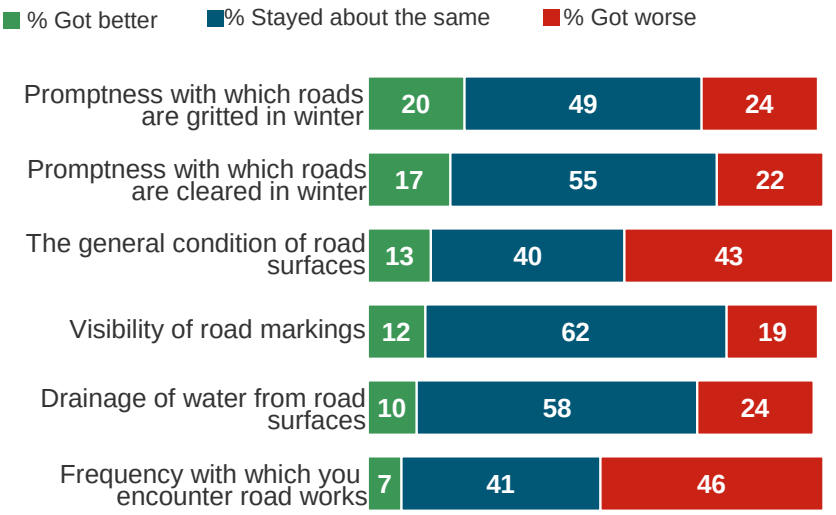
Respondents were presented with a list of features of the trunk road network and asked to indicate whether they felt each feature had got better, worse or stayed about the same over the past two years.

As can be seen from figure 5.1, most features were perceived to have 'stayed about the same' by the majority of respondents. Thus, around three in five respondents said that the visibility of road markings (62%) and the drainage of water from road surfaces (58%) had stayed the same while around half said that the promptness with which roads are cleared and gritted in winter had stayed the same (55% and 49% respectively).

For the remaining features, more respondents said these features had got worse rather than stayed the same or got better. More specifically, around two in five (46%) respondents said that the frequency with which they encounter road works had 'got worse' and a further 43% said the same for the general condition of road surfaces.

Figure 5.1 Changes to the trunk road network over the past two years

*Q. Do you think each of the following aspects of trunk roads has got better, worse or stayed about the same over the past two years?*




Base: All who had travelled on a trunk road in Scotland in the last 12 months (1,861)

Source: Ipsos MORI

Frequent users of trunk roads were among those most likely to hold negative views. Most notably, they were more likely than infrequent users to state that the general condition of road surfaces, the drainage of water from road surfaces and the frequency with which they encounter road works had got worse over the past two years (46%, 28% and 51% versus 36%, 21% and 41% respectively). Again, these differences can partly be attributed to a higher proportion of 'don't know' responses among infrequent users.

Regional analysis of the findings shows that more respondents in the North West and South West than in the North East and South East felt there had been a deterioration in the general condition of road surfaces (49% and 47% versus 39% and 36%) and the drainage of water from road surfaces (32% and 27% versus 22% and 19%).

Those in the South West were also more likely than the sample as a whole to say that the frequency with which they encounter road works had worsened (51% versus 46% overall).

## Future improvements to the trunk road network

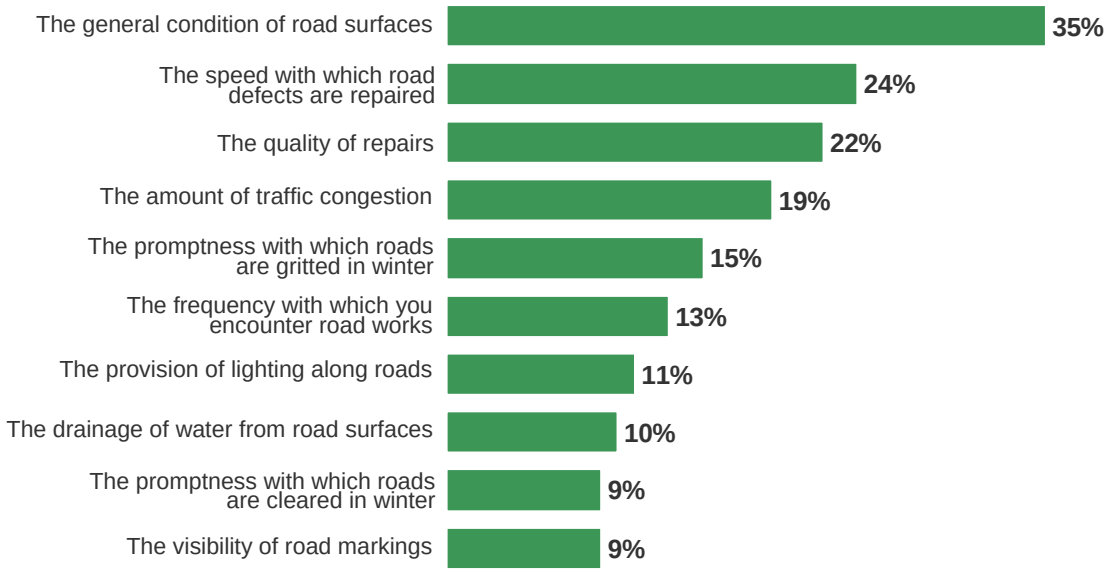
In order to identify respondents' overall priorities for improvements across the trunk road network, they were presented with a merged list of all the priorities they had previously mentioned in the survey (in respect of: features of trunk roads; road works

and winter maintenance; lighting, markings and signage; and, where applicable, cycle lanes and footways) and asked to identify the two or three improvements they would most like to see.

As figure 5.2 illustrates, improving the general condition of road surfaces emerged as the top response, mentioned by 35%. This was followed by improving the speed with which road defects are repaired, the quality of repairs and the amount of traffic congestion, mentioned by 24%, 22% and 19% respectively. Around one in ten respondents mentioned improvements to: the promptness with which roads are gritted (15%); the frequency with which road works take place (13%); the provision of lighting along roads (11%); and the drainage of water from road surface (10%). The promptness with which roads are cleared in winter and the visibility of road markings were each mentioned by 9% of respondents.

Figure 5.2 Overall priorities for improving the trunk road network – top ten responses

*Q. Here is a list of all the improvements you said you would like to see over the last few questions. From this list, which are the two or three most important ones?*




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)

Source: Ipsos MORI

The rank ordering of these priorities was broadly consistent across all sub-groups of respondents. Reinforcing the findings presented throughout this report, frequent users were more likely than infrequent users to mention most of these improvements.

In terms of notable regional differences, trunk road users in the South West were among the most likely to mention improvements to the general condition of road surfaces (39% versus 35% overall) while those in the North West were more likely than

the sample as a whole to mention improving the quality of repairs (29% versus 22% overall) and the visibility of road markings (14% versus 9% overall).

# 6. Traffic information

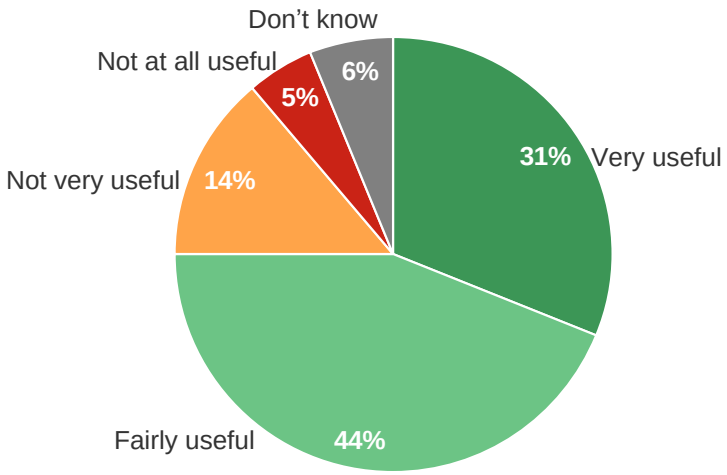
As well as being asked for their views on features of the trunk road network, respondents in the survey were invited to comment on traffic information disseminated by Traffic Scotland. Specifically, they were asked a series of questions about information provided on variable message signs and the Traffic Scotland website.

## Variable message signs

Variable message signs were generally well regarded as a source of traffic information: three-quarters of respondents in total said they found the signs useful, with almost a third (31%) saying they found them *very* useful.

Figure 6.1: General perceptions of variable message signs

*Q. Overall, how useful, if at all, do you find electronic message boards?*



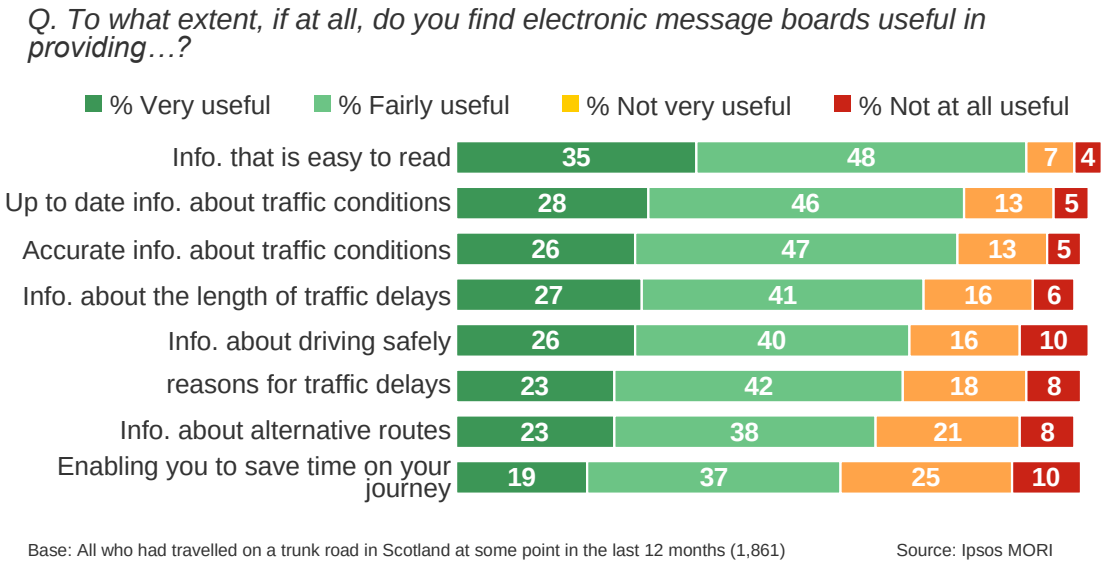

Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)

Source: Ipsos MORI

Looking at perceptions in more details, around three-quarters of respondents felt variable message signs were useful in providing up to date (74%) and accurate (73%) information about traffic conditions, while around seven in ten felt they were useful in providing messages about: the length of traffic delays (68%); driving safely (66%); and reasons for delays (65%). Slightly smaller proportions of respondents felt variable message signs were useful in providing information on alternative routes (61%) and enabling them to save time on their journey (56%) (figure 6.2).

The majority of respondents – over four in five (83%) – felt that the information on variable message signs is easy to read.

Figure 6.2: Perceptions of information provided on variable message signs

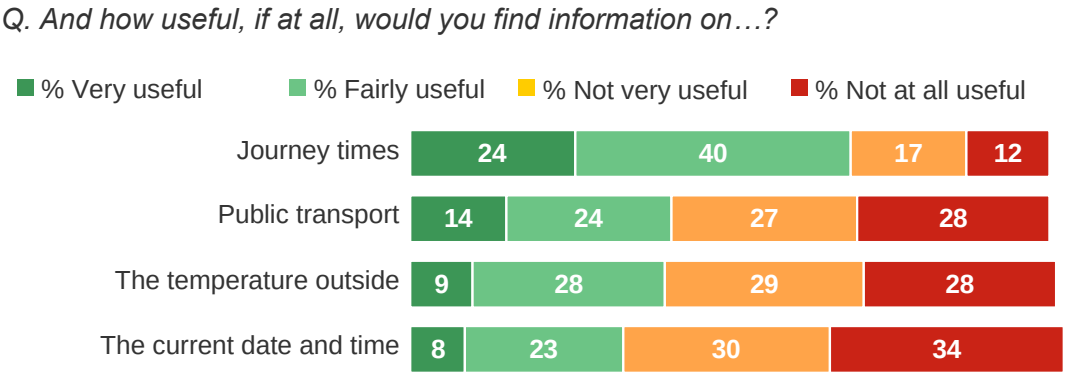



Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861) Source: Ipsos MORI

Respondents were asked how useful or otherwise they would find some new types of information that could be displayed on variable message signs, namely, information on: journey times, public transport, the outside temperature and the current date and time.

As figure 6.3 shows, around two-thirds (64%) felt that information on journey times would be useful. However, significantly smaller proportions of people saw any value in messages displaying public transport information (38%), the temperature outside (37%) or the date and time (31%).

Figure 6.3: Perceptions of new types of information that could be provided on VMS




Base: All who had travelled on a trunk road in Scotland at some point in the last 12 months (1,861)
Source: Ipsos MORI

## Traffic Scotland website

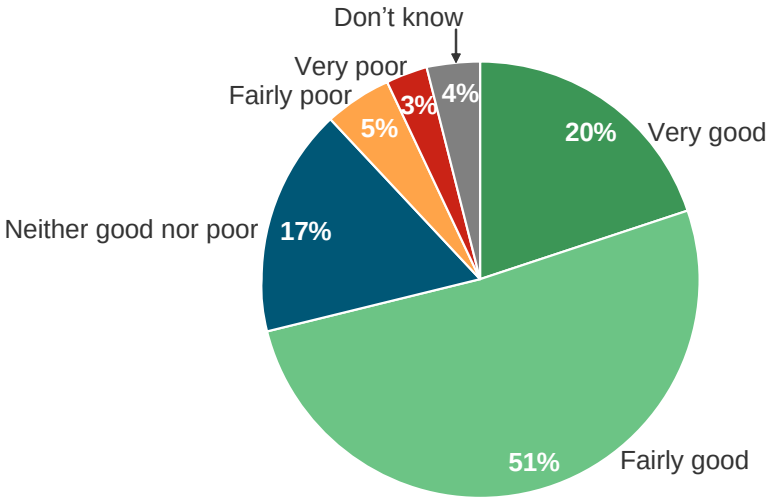
Respondents with access to the internet were asked whether they had ever used the Traffic Scotland website. Just under a quarter (24%) said they had done so.

Men were more likely than women to have accessed the site (26% versus 21%), and people belonging to social grades ABC1 were more likely to have done so that those belonging to social grades C2DE[5] (28% versus 17%). There was also variation depending on how often respondents used trunk roads: frequent users were twice as likely to have accessed the site as infrequent users (26% versus 13%).

As figure 6.4 shows, ratings of the website among those who had used it were positive overall. Just over seven in ten (71%) rated it as very or fairly good, while 17% said it was neither good nor poor and 8% rated it as very or fairly poor. There was no notable sub-group variation in the findings.

Figure 6.4: Ratings of the Traffic Scotland website

*Q. Thinking about your experiences of using the Traffic Scotland website, how would you rate it?*




Base: All who had used the Transport Scotland website (319)

Source: Ipsos MORI

[5] Social grades ABC1 includes: people in supervisory or clerical and junior managerial, administrative or professional positions (C1); intermediate managerial, administrative or professional positions (B); and higher managerial, administrative or professional positions (A). Social grades C2DE includes: skilled manual workers (C2); semi and unskilled manual workers (D); and casual or lowest grade workers, pensioners and others who depend on the state for their income (E).

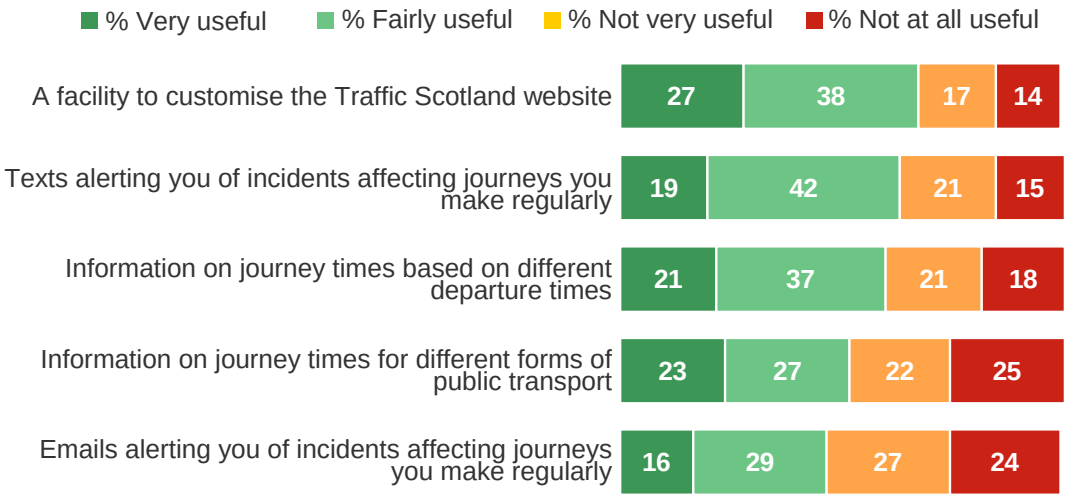
All respondents with access to the internet were asked for their views on a number of new services that might be provided through the Traffic Scotland website. Specifically they were asked how useful, if at all, they would find:

- emails alerting them of incidents affecting the journeys they make regularly
- text messages alerting them of incidents affecting the journeys they make regularly
- information on journey times based on different departure times
- information on journey times for different forms of public transport
- a facility to customise the Traffic Scotland website so that it only shows information relevant to them

As figure 6.5 shows, the services which respondents most commonly said they would find useful were a facility to customise the Traffic Scotland website (65%), information on journey times based on different departure times (61%) and information on journey times for different forms of public transport (58%). There was slightly less interest in text messages and emails alerting roads users of incidents affecting journeys they make regularly (50% and 45% respectively said they would find these services useful).

Figure 6.5: Perceptions of services that could be provided on the Traffic Scotland website

*Q. How useful, if at all, would you find…?*




Base: All who have access to the internet (1,323)

Source: Ipsos MORI

Younger respondents (aged 34 and under) were more likely than older groups to favour: text messages altering them of incidents affecting their journeys (64% of people

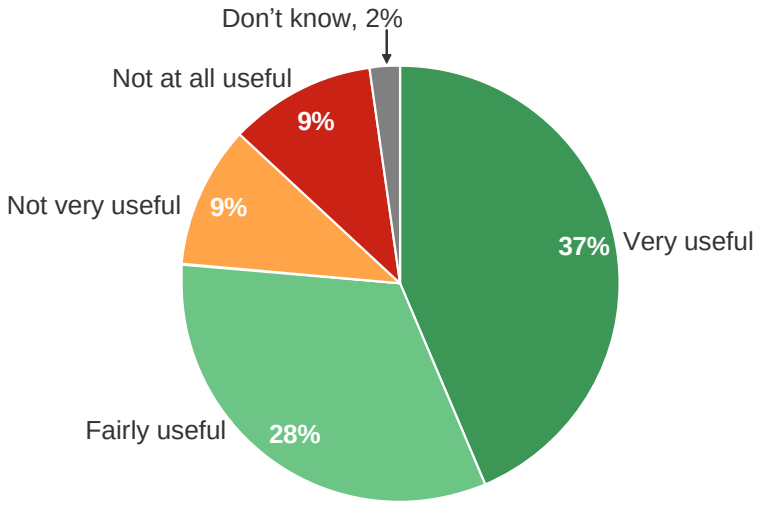
aged 18 to 24 years compared to 32% of people aged 65 and over); information on journey times for different forms of public transport (67% compared to 46%); and a facility to customise the website (70% compared to 46%).

## Digital traffic radio station

There was a strong appetite for a digital traffic radio station: around two-thirds (65%) of respondents in total said they would find such a service useful, with 37% saying they would find it *very* useful (figure 6.6).

Figure 6.6: Interest in a digital traffic radio station

*Q. To what extent, if at all, would you find a digital radio station useful?*




Base: All who used travelled on a trunk road in Scotland at some point in the last 12 months (1,861) Source: Ipsos MORI

Respondents belonging to social grades ABC1 were significantly more likely than those belonging to grades C2DE to favour a digital service (71% versus 59% respectively).

# 7. Awareness of Transport Scotland

Around half – 46% – of respondents said they had heard of Transport Scotland before taking part in the survey; an increase of nine percentage points on the 2007 result (37%).

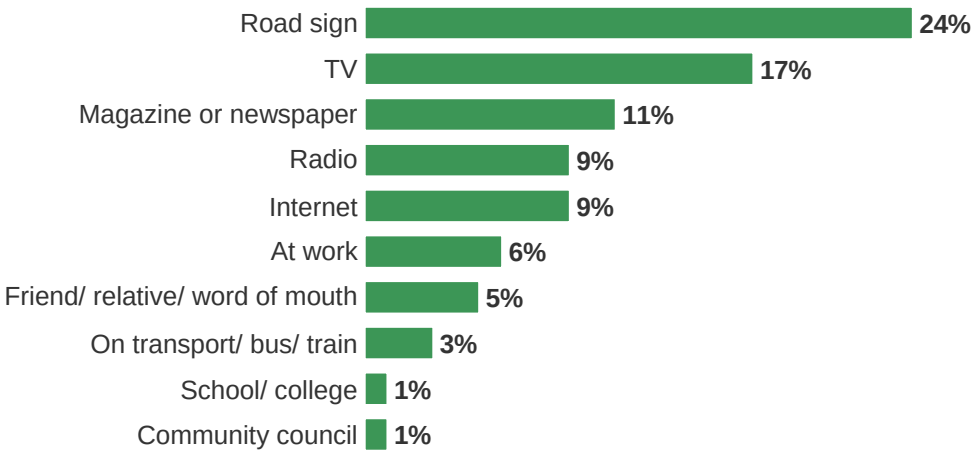
Awareness of the agency was highest among:

- men (53% compared with 39% of women)
- respondents in social grades ABC1 (54% compared with 37% of C2DEs)
- frequent users of trunk roads (51% compared with 33% of infrequent users)
- people living in the North West and South East of Scotland (55% and 54% respectively compared with 44% in the North East and 42% in the South West).

All respondents who had heard of Transport Scotland were asked *where* they had seen, read or heard anything about the agency. As figure 7.1 shows around a quarter (24%) said on road signs, while a slightly smaller proportion (17%) said on television. The next most common responses were in a magazine or newspaper (11%), on the radio (9%) and on the internet (9%). There were no notable sub-group differences in the findings.

Figure 7.1: Sources of information on Transport Scotland

*Q. Where have you seen, read or heard anything about Transport Scotland?*




Base: All who had heard of Transport Scotland (847)

Source: Ipsos MORI

# Appendices

# Appendix A: Survey questionnaire

**Survey of Scottish Issues Wave 2**
**Final questionnaire**
**28/05/09**

*TIME STAMP*

INTRODUCTION

**Good morning/afternoon/evening. My name is …… from Ipsos MORI, the research organisation, and we are carrying out a survey on some important issues affecting Scotland today. The interview will take about 18 minutes.**

**I would like to assure you that all the information we collect will be kept in the strictest confidence, and used for research purposes only. It will not be possible to identify any particular individual or address in the results.**

PRESENT RESPONDENT WITH MAP OF TRUNK ROAD NETWORK

**This is a map of Scotland's trunk road network. Trunk roads include motorways and A roads.**

ASK ALL
QTS1. **How often have you travelled on a trunk road in Scotland in the last 12 months, either as a passenger or a driver?**
SINGLE CODE

| | |
|---|---|
| 5 or more days a week | 1 |
| 2-4 days a week | 2 |
| Once a week | 3 |
| Less than once a week but more than once a month | 4 |
| Once a month | 5 |
| Less than once a month | 6 |
| Never | 7 |
| Don't know | 8 |

ASK ALL WHO USE TRUNK ROADS AT SOME POINT (CODES 1-6) AT QTS1
OTHERS GO TO SCREEN SHOWING:

**That's all the questions about trunk roads I'd like to ask you.**

THEN GO TO DEMOGRAPHICS SECTION

QTS2. SHOWCARD D **In which of these ways do you travel on the trunk roads? Please read out the letters that apply.**
MULTICODE OK

| | | |
|---|---|---|
| A | As a driver of a car/van | 1 |
| B | As a passenger in a car/van | 2 |
| C | As a driver of a goods vehicle, bus or coach | 3 |
| D | As a passenger in a bus or coach | 4 |
| E | As a motorcyclist | 5 |
| F | As a cyclist | 6 |
| G | Walking on footways alongside trunk roads | 7 |
| | Other (PLEASE WRITE IN AND CODE '8 ') | 8 |
| | Don't know | 9 |

QTS3. SHOW MAP AGAIN **Within which of these regions do you use trunk roads most often?**
SINGLE CODE

| | |
|---|---|
| North West | 1 |
| North East | 2 |
| South West | 3 |
| South East | 4 |
| Don't know | 5 |

ASK ALLWHO MENTION A REGION (CODES 1-4) IN QTS3
OTHERS GO TO QTS5

QTS4. SHOW MAP AGAIN **And on which of the specific trunk roads within this region do you most frequently travel?** PROBE FULLY AND WRITE IN.
ANY ANSWER (WRITE IN AND CODE '1) 1

None/no answer 2

Don't know 3

ASK ALL

FOR THOSE WHO CODE DON'T KNOW (CODE 5) AT QTS3, OR WHO CODE DON'T KNOW (CODE 3) AT QTS4 READ OUT: **For the remaining questions, I'd like you to focus on the trunk roads in Scotland you use most often.**

FOR ALL OTHERS READ OUT: **For the remaining questions, I'd like you to focus on these trunk roads in Scotland you use most often.**

QTS5. **Do you mainly travel on these roads..**
READ OUT a) – c)
SINGLE CODE

| | | |
|---|---|---|
| a) | **During rush hours (7am-9am and/or 4pm to 7pm)** | 1 |
| b) | **During off peak hours (9am to 4pm and/or 7pm to 7am)** | 2 |
| c) | **During both periods** | 3 |
| | Other | 4 |
| | Don't know | 5 |

QTS6. SHOWCARD E **I'm now going to read out a number of aspects of the general state and condition of trunk roads and I'd like you to tell me how satisfied or dissatisfied you are with each.**
READ OUT a) – g)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Very Satisfied | Fairly Satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know | N/A |
|---|---|---|---|---|---|---|---|---|
| a) | **The general condition of road surfaces** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b) | **The management of vegetation on verges and central reserve** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c) | **The amount of litter and debris on the road surface** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d) | **The speed with which road defects such as potholes are repaired** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| e) | **The quality of repairs** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| f) | **The drainage of water from road surfaces** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| g) | **The amount of traffic congestion** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

QTS7. SHOWCARD F **Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?**
MULTICODE UP TO 3 ONLY

| | |
|---|---|
| The general condition of road surfaces | 1 |
| The management of vegetation on verges and central reserve | 2 |
| The amount of litter and debris on the road surface | 3 |
| The speed with which road defects such as potholes are repaired | 4 |
| The quality of repairs | 5 |
| The drainage of water from road surfaces | 6 |
| The amount of traffic congestion | 7 |
| Other write in | 8 |
| None of these | 9 |
| Don't know | 10 |

QTS8. SHOWCARD G **For the next few questions I'd like you to think about road works and the maintenance of trunk roads. Still thinking about the trunk roads that you use most often, how satisfied or dissatisfied are you with the….**
READ OUT a) – e)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Very Satisfied | Fairly Satisfied | Neither satisfied nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know | N/A |
|---|---|---|---|---|---|---|---|---|
| a) | **frequency with which you encounter road works** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b) | **planning and coordination of diversions when road works take place** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c) | **planning and coordination of lane closures and restrictions when road works take place** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d) | **Promptness with which roads are cleared in the winter** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| e) | **Promptness with which roads are gritted in winter** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

QTS9. SHOWCARD H **Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?**
MULTICODE UP TO 3 ONLY

| | |
|---|---|
| The frequency with which you encounter road works | 1 |
| The planning and coordination of diversions when road works take place | 2 |
| The planning and coordination of lane closures and restrictions when road works take place | 3 |
| The promptness with which roads are cleared in the winter | 4 |
| The promptness with which roads are gritted in winter | 5 |
| Other write in | 6 |
| None of these | 7 |
| Don't know | 8 |

QTS10. SHOWCARD I **We are also interested in your opinions of some other aspects of trunk roads. Again, thinking about the trunk roads you use most often how satisfied or dissatisfied are you with the…**
READ OUT a) – e)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Very Satisfied | Fairly Satisfied | Neither satisfied Nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know | N/A |
|---|---|---|---|---|---|---|---|---|
| a) | **provision of lighting along roads** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b) | **visibility of road markings** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c) | **visibility of road signage** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d) | **provision of signs giving directions at decision making points** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| e) | INSERT ON CAPI SCREEN INSTRUCTION FOR INTERVIEWERS : SHOW RESPONDENTS SHOWCARD J WITH DEFINITION **provision of electronic message boards to give warnings of congestion and delays** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

QTS11. SHOWCARD K **Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?**
MULTICODE UP TO 3 ONLY

| | |
|---|---|
| The provision of lighting along roads | 1 |
| The visibility of road markings | 2 |
| The visibility of road signage | 3 |
| The provision of signs giving directions at decision making points | 4 |
| The provision of electronic message boards to give warnings of congestion and delays | 5 |
| Other write in | 6 |
| None of these | 7 |
| Don't know | 8 |

ASK ALL WHO SAY THEY CYCLE OR USE FOOTWAYS OR BOTH (CODES 6 OR 7 OR 6+7) AT QTS2
OTHERS GO TO QTS14

FOR THOSE WHO CYCLE **AND** USE FOOTWAYS (CODE 6+7) AT QTS2 INSERT <**cycle lanes and footways**> INTO QUESTION WORDING, THEY SHOULD BE ASKED OPTIONS A-J

FOR THOSE WHO **ONLY CYCLE** (CODE 6) AT QTS2 INSERT <**cycle lanes**> INTO QUESTION WORDING, THEY SHOULD BE ASKED OPTIONS A-E

FOR THOSE WHO **ONLY USE FOOTWAYS** (CODE 7) AT QTS2 INSERT <**footways**> INTO QUESTION WORDING, THEY SHOULD BE ASKED OPTIONS F-J

QTS12. SHOWCARD L **For the next few questions, I'd like you to think about the <**INSERT APPROPRIATE TEXT FROM ABOVE**> on trunk roads you use most often. Overall how satisfied or dissatisfied would you say you are with the…**
READ OUT a) – j)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Very Satisfied | Fairly Satisfied | Neither satisfied Nor dissatisfied | Fairly dissatisfied | Very dissatisfied | Don't know | N/A |
|---|---|---|---|---|---|---|---|---|
| a) | **general condition of cycle lane surfaces** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| b) | **provision of lighting on cycle lanes** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| c) | **speed with which cycle lane defects such as potholes are repaired** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| d) | **quality of cycle lane repairs** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| e) | **availability of cycle lanes where they are needed** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| f) | **general condition of footway surfaces** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| g) | **provision of lighting on footways** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| h) | **speed with which footway defects are repaired** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| i) | **quality of footway repairs** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| j) | **availability of footways where they are needed** | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

ASK ALL WHO SAY THEY CYCLE OR USE FOOTWAYS OR BOTH (CODES 6 OR 7, 6+7) AT QTS2
OTHERS GO TO QTS14

FOR THOSE WHO CYCLE **AND** USE FOOTWAYS (CODE 6+7) AT QTS2, CAPI SCREEN SHOULD SHOW OPTIONS A-J AND INTERVIEWER INSTRUCTIONS SHOULD SAY: SHOWCARD MA FOR THOSE WHO USE CYCLE AND USE FOOTWAYS

FOR THOSE WHO **ONLY CYCLE** (CODE 6) AT QTS2, CAPI SCREEN SHOULD SHOW OPTIONS A-E AND INTERVIEWER INSTRUCTIONS SHOULD SAY: SHOWCARD MB FOR THOSE WHO ONLY CYCLE

FOR THOSE WHO **ONLY USE FOOTWAYS** (CODE 7) AT QTS2, CAPI SCREEN SHOULD SHOW OPTIONS F-J AND INTERVIEWER INSTRUCTIONS SHOULD SAY: SHOWCARD MC FOR THOSE WHO ONLY USE FOOTWAYS

QTS13. **Here is a list of the things we just talked about. From this list, which 2 or 3 would you most like to see improved?**
MULTICODE UP TO 3 ONLY

| | |
|---|---|
| The general condition of cycle lane surfaces | 1 |
| The provision of lighting on cycle lanes | 2 |
| The speed with which cycle lane defects such as potholes are repaired | 3 |
| The quality of cycle lane repairs | 4 |
| The availability of cycle lanes where they are needed | 5 |
| | |
| The general condition of footway surfaces | 6 |
| The provision of lighting on footways | 7 |
| The speed with which footway defects are repaired | 8 |
| The quality of footway repairs | 9 |
| The availability of footways where they are needed | 10 |
| Other write in | 12 |
| None of these | 13 |
| Don't know | 14 |

ASK ALL
QTS14. **Here is a list of all the improvements you said you would like to see made over the last few questions. From this list, which are the 2 or 3 most important ones?**
TURN CAPI MACHINE TO RESPONDENT
SHOW LIST OF ALL IMPROVEMENTS MENTIONED FROM QTS7, QTS9, QTS11 and QTS13
MULTICODE UP TO 3 ONLY

QTS15. SHOWCARD N **Do you think that each of the following aspects of trunk roads has got better, worse or stayed the same over the past two years?**
READ OUT a) – f)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Got better | Got worse | Stayed about the same | Don't know |
|---|---|---|---|---|---|
| a) | **General condition of road surfaces** | 1 | 2 | 3 | 4 |
| b) | **Drainage of water from road surfaces** | 1 | 2 | 3 | 4 |
| c) | **Visibility of road markings** | 1 | 2 | 3 | 4 |
| d) | **Frequency with which you encounter road works** | 1 | 2 | 3 | 4 |
| e) | **Promptness with which roads are cleared in the winter** | 1 | 2 | 3 | 4 |
| f) | **Promptness with which roads are gritted in winter** | 1 | 2 | 3 | 4 |

ASK ALL WHO SAY THAT THEY ARE FAIRLY/VERY DISSATIFIED WITH THE GENERAL CONDITION OF ROAD SURFACES (CODES 4 OR 5) AT QTS6A
OTHERS GO TO QTS18

QTS16 SHOWCARD O **You mentioned that you were dissatisfied with the general condition of road surfaces. When using trunk roads how often, if at all, do you encounter road defects which you feel are unsafe?**
SINGLE CODE

| | |
|---|---|
| Always | 1 |
| Usually | 2 |
| Sometimes | 3 |
| Rarely | 4 |
| Never | 5 |
| Don't know | 6 |

ASK ALL WHO SAY ON AT LEAST RARELY (CODES 1-4) AT QTS16, OTHERS GO TO QTS18

QTS17 SHOWCARD P **And what is the specific defect in <u>most</u> of these cases**? **Just read out the letter that applies.**
SINGLE CODE

| | | |
|---|---|---|
| A | Uneven/bumpy surface | 1 |
| B | Potholes | 2 |
| C | Poor repairs | 3 |
| D | Cracking | 4 |
| E | Ironwork in need of repair (i.e. manholes, drain covers etc.) | 5 |
| F | Deterioration of road edge | 6 |
| G | Slippery roads caused by ice/snow | 7 |
| H | Poor skid resistance | 8 |
| I | Water on roads | 9 |
| J | Poor road makings | 10 |
| | Other – write in | 11 |
| | Don't know | 12 |

ASK ALL WHO SAY THAT THEY ARE FAIRLY/VERY DISSATIFIED WITH THE GENERAL CONDITION OF CYCLE LANES (CODES 4 OR 5) AT QTS12A
OTHERS GO TO QTS20

QTS18 SHOWCARD Q **You mentioned that you were dissatisfied with the general condition of cycle lane surfaces. When using the cycle lanes how often, if at all, do you encounter defects which you feel are unsafe?**
SINGLE CODE

| | |
|---|---|
| Always | 1 |
| Usually | 2 |
| Sometimes | 3 |
| Rarely | 4 |
| Never | 5 |
| Don't know | 6 |

ASK ALL WHO SAY ON AT LEAST RARELY (CODES 1-4) AT QTS18
OTHERS GO TO QTS19

QTS19 SHOWCARD R **And what is the specific defect in <u>most</u> of these cases**? **Just read out the letter that applies.**
SINGLE CODE

| | | |
|---|---|---|
| A | Uneven/bumpy surface | 1 |
| B | Potholes | 2 |
| C | Poor repairs | 3 |
| D | Cracking | 4 |
| E | Ironwork in need of repair (i.e. manholes, drain covers etc.) | 5 |
| F | Deterioration of cycle lane edge | 6 |
| G | Slippery cycle lanes caused by ice/snow | 7 |
| H | Water on cycle lanes | 9 |
| I | Poor cycle lane makings | 10 |
| J | Loose/damaged/missing kerbs | 11 |
| | Other –write in | 12 |
| | Don't know | 13 |

ASK ALL WHO SAY THAT THEY ARE FAIRLY/VERY DISSATIFIED WITH THE GENERAL CONDITION OF FOOTWAYS (CODES 4 OR 5) AT QTS12F
OTHERS GO TO QTS22

QTS20 SHOWCARD S **You mentioned that you were dissatisfied with the general condition of footway surfaces. When using the footways how often, if at all, do you encounter defects which you feel are unsafe?**
SINGLE CODE

| | |
|---|---|
| Always | 1 |
| Usually | 2 |
| Sometimes | 3 |
| Rarely | 4 |
| Never | 5 |
| Don't know | 6 |

ASK ALL WHO SAY ON AT LEAST RARELY (CODES 1-4) AT QTS20
OTHERS GO TO QTS22

QTS21 SHOWCARD T **And what is the specific defect in <u>most</u> of these cases**? **Please just read out the letters that apply.**
SINGLE CODE

| | | |
|---|---|---|
| A | Uneven/bumpy surface | 1 |
| B | Potholes | 2 |
| C | Poor repairs | 3 |
| D | Cracking | 4 |
| E | Ironwork in need of repair (i.e. manholes, drain covers etc.) | 5 |
| F | Slippery footways caused by ice/snow | 7 |
| G | Water on footways | 9 |
| H | Wobbly paving slabs | 11 |
| I | Loose/damaged/missing kerbs | 12 |
| | Other –other write in | 13 |
| | Don't know | 14 |

**The next few questions are about electronic message boards.**
READ OUT STATEMENT ON SHOWCARD J OR SHOW RESPONDENT SHOWCARD FOR THEM TO READ THEMSELVES

QTS22 SHOWCARD U **To what extent, if at all, do you find electronic message boards useful in….**
READ OUT a) – h)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Very useful | Fairly useful | Not very useful | Not at all useful | Don't know |
|---|---|---|---|---|---|---|
| a) | **providing accurate information about traffic conditions** | 1 | 2 | 3 | 4 | 5 |
| b) | **providing up to date information about traffic conditions** | 1 | 2 | 3 | 4 | 5 |
| c) | **providing messages about driving safely** | 1 | 2 | 3 | 4 | 5 |
| d) | **providing information that is easy to read** | 1 | 2 | 3 | 4 | 5 |
| e) | **providing information about alternative routes** | 1 | 2 | 3 | 4 | 5 |
| f) | **providing information about the length of traffic delays** | 1 | 2 | 3 | 4 | 5 |
| g) | **providing reasons for traffic delays** | 1 | 2 | 3 | 4 | 5 |
| h) | **enabling you to save time on your journey** | 1 | 2 | 3 | 4 | 5 |

QTS23 SHOWCARD U AGAIN **And, overall, how useful, if at all, do you find electronic message boards?**
SINGLE CODE

| | |
|---|---|
| Very useful | 1 |
| Fairly useful | 2 |
| Not very useful | 3 |
| Not at all useful | 4 |
| Don't know | 5 |

**We are also interested in finding out how useful people would find some new types of information that could be displayed on electronic message boards.**

QTS24 SHOWCARD U AGAIN **How useful, if at all, would you find information on…**
READ OUT a) – d)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Very useful | Fairly useful | Not very useful | Not at all useful | Don't know |
|---|---|---|---|---|---|---|
| a) | **the temperature outside** | 1 | 2 | 3 | 4 | 5 |
| b) | **the amount of time that it will take to travel to destinations** | 1 | 2 | 3 | 4 | 5 |
| c) | **the current date and time** | 1 | 2 | 3 | 4 | 5 |
| d) | **public transport such as train or bus times** | 1 | 2 | 3 | 4 | 5 |

QTS25 **Moving on, do you have access to the internet at all?**
SINGLE CODE ONLY.

| | |
|---|---|
| Yes | 1 |
| No | 2 |
| Don't know | 3 |

ASK ALL WHO HAVE INTERNET ACCESS (CODE 1) AT QTS25
OTHERS GO TO QTS29

QTS26 **Have you ever used the Traffic Scotland web site?**
SINGLE CODE ONLY.

| | |
|---|---|
| Yes | 1 |
| No | 2 |
| Don't know | 3 |

ASK THOSE WHO HAVE USED THE TRAFFIC SCOTLAND WEBSITE (CODE 1) AT QTS26
OTHERS GO TO QTS28

QTS27 SHOWCARD V **Thinking about your experiences of using the Traffic Scotland web site, how would you rate it?**
SINGLE CODE

| | |
|---|---|
| Very good | 1 |
| Fairly good | 2 |
| Neither good nor poor | 3 |
| Fairly poor | 4 |
| Very poor | 5 |
| Don't know | 6 |

ASK ALL WHO HAVE ACCESS TO THE INTERNET (CODE 1) AT QTS 25
OTHERS GO TO QTS29

FOR THOSE WHO HAVE **NOT** USED THE TRAFFIC SCOTLAND WEBSITE (CODE 2) AT QTS26 READ: **The Traffic Scotland website provides up to date information on traffic conditions on the motorways and main roads of Scotland. We are interested in views on some additional services that could be provided through the Traffic Scotland website.**

FOR THOSE WHO HAVE USED THE TRAFFIC SCOTLAND WEBSITE (CODE 1) AT QTS26 READ:
**We are interested in views on some additional services that could be provided through the Traffic Scotland web site.**

QTS28 SHOWCARD W **How useful, if at all, would you find…**
READ OUT a) – e)
SINGLE CODE EACH ROW
RANDOMISE ORDER

| | | Very useful | Fairly useful | Not very useful | Not at all useful | Don't know |
|---|---|---|---|---|---|---|
| a) | **Emails alerting you of incidents that affect the journeys you make on a regular basis** | 1 | 2 | 3 | 4 | 5 |
| b) | **Text messages alerting you of incidents that affect the journeys you make on a regular basis** | 1 | 2 | 3 | 4 | 5 |
| c) | **Information on journey times based on different departure times** | 1 | 2 | 3 | 4 | 5 |
| d) | **Information on journey times for different forms of public transport** | 1 | 2 | 3 | 4 | 5 |
| e) | **A facility to customise the Traffic Scotland website to only show information that is relevant to you** | 1 | 2 | 3 | 4 | 5 |

ASK ALL

**Moving on, we are also interested in what you think of the idea of a new digital traffic radio station for road users. This station would provide real-time regional traffic information and would be updated every 10 or 15 minutes. With this new service, people would be able to tune in whenever they want traffic information rather than waiting on traffic announcements to come on the radio.**

QTS29 SHOWCARD W AGAIN **To what extent, if at all, would you find this digital radio station useful?**
SINGLE CODE

| | |
|---|---|
| Very useful | 1 |
| Fairly useful | 2 |
| Not very useful | 3 |
| Not at all useful | 4 |
| I don't have a digital radio | 5 |
| Don't know | 6 |

ASK ALL

**Finally, the trunk road network is the responsibility of Transport Scotland, a public body that reports to the Scottish Government.**

QTS30 **Had you heard of Transport Scotland before this interview?**
SINGLE CODE ONLY.

| | |
|---|---|
| Yes | 1 |
| No | 2 |
| Don't know | 3 |

ASK ALL THOSE WHO HAVE HEARD OF TRANSPORT SCOTLAND (CODE 1) AT QTS30

QTS31 **Where have you seen or heard anything about Transport Scotland?**
DO NOT PROMPT
SINGLE CODE

| | |
|---|---|
| Road Sign | 1 |
| Magazine or Newspaper | 2 |
| Radio | 3 |
| TV | 4 |
| Internet | 5 |
| Friend/relative/word of mouth | 6 |
| At work | 7 |
| On transport/bus/train/tram stations | 8 |
| School/college | 9 |
| Community council | 10 |
| Other – write in | 11 |
| None of these | 12 |
| Don't know | 13 |

*TIME STAMP*

DEMOGRAPHICS SECTION

ASK ALL

QA CODE RESPONDENTS GENDER
SINGLE CODE

| | |
|---|---|
| Male | 1 |
| Female | 2 |

QB WRITE IN & CODE EXACT AGE
SINGLE CODE

| **Exact age** | |
|---|---|
| 18-24 | 1 |
| 25-34 | 2 |
| 35-44 | 3 |
| 45-54 | 4 |
| 55-59 | 5 |
| 60-64 | 6 |
| 65-74 | 7 |
| 75+ | 8 |

QC **Working Status of Respondent:**

| | |
|---|---|
| Working - Full time (30+ hrs) | 1 |
| - Part-time (9-29 hrs) | 2 |
| Unemployed | 3 |
| Not working - retired | 4 |
| - looking after house/children | 5 |
| - invalid/disabled | 6 |
| Student | 7 |
| Other (PLEASE SPECIFY) | 8 |

QD **Occupation of Chief Income Earner**

Position/rank/grade

Industry/type of company

Quals/degree/apprenticeship

Number of staff responsible for

QE **Class:**
SINGLE CODE

| | |
|---|---|
| A | 1 |
| B | 2 |
| C1 | 3 |
| C2 | 4 |
| D | 5 |
| E | 6 |

QF **How many cars or light vans are there in your household?**
SINGLE CODE

| | |
|---|---|
| 1 car or light van | 1 |
| 2 cars/light vans | 2 |
| 3+ cars/light vans | 3 |
| None | 4 |
| Refused/don't know | 5 |

QG **Do you have any long-term illness, health problem or disability which limits your daily activities or the work you can do?**
SINGLE CODE ONLY

| | |
|---|---|
| Yes | 1 |
| No | 2 |
| Refused/don't know | 5 |

QH SHOWCARD X
**What is your household's total income from all sources over the last 12 months? Just read out the letter from the card.**
SINGLE CODE.

| | | **Per Week** | **Per Year** | |
|---|---|---|---|---|
| A | | Less that £100 | Less that £5,200 | 1 |
| B | | £100 to £199 | £5,200 to £10,399 | 2 |
| C | | £200 to £299 | £10,400 to £15,599 | 3 |
| D | | £300 to £499 | £15,600 to £25,999 | 4 |
| E | | £500 to 699 | £26,000 to 36,399 | 5 |
| F | | £700 to £949 | £36,400 to £49,399 | 6 |
| G | | £950 to £1,199 | £49,400 to £62,399 | 7 |
| H | | £1,200 to £1,499 | £62,400 to £77,999 | 8 |
| I | | £1,500 or more | £78,000 or more | 9 |

QIA WRITE IN NUMBER OF ADULTS IN THE HOUSEHOLD

QIB WRITE IN NUMBER OF CHILDREN IN THE HOUSEHOLD (UP TO 15 YEARS OLD)

ASK IF CHILDREN IN THE HOUSEHOLD AT QIB
QIC **What ages are the children in the household?**
MULTICODE OK

| | |
|---|---|
| 0-4 | 1 |
| 5-7 | 2 |
| 8-10 | 3 |
| 11-15 | 4 |
| Don't know | 5 |

ASK ALL
QJ SHOWCARD Y **Which of these best describes the ownership of your home? Please read out the letter that applies.**
SINGLE CODE ONLY.

| | | |
|---|---|---|
| A | Owned outright (including leasehold) | 1 |
| B | Buying on mortgage | 2 |
| C | Rented from Council | 3 |
| D | Rented from housing association | 4 |
| E | Rented from private landlord | 5 |
| | Other | 6 |

# Appendix B: Guide to statistical reliability

The respondents to the questionnaire are only a sample of the total 'population'. We cannot therefore be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the 'true' values). However, we can predict the variation between the sample results and the 'true' values from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given.

The confidence with which we can make this prediction is usually chosen to be 95% - that is, the chances are 19 in 20 that the 'true' value will fall within a specified range. The table below illustrates the predicted ranges for different sample sizes and percentages at the '95% confidence interval', based on a random sample.

Table A.1 Predicted ranges for different sample sizes and percentages

| **Size of sample on which survey result is based** | **Approximate sampling tolerances applicable to percentages at or near these levels** | | |
|---|---|---|---|
| | 10% or 90% | 30% or 70% | 50% |
| | ± | ± | ± |
| 100 interviews | 6 | 9 | 10 |
| 200 interviews | 4 | 6 | 7 |
| 300 interviews | 3 | 5 | 6 |
| 500 interviews | 3 | 4 | 4 |
| 1,000 interviews | 2 | 3 | 3 |
| 1,861 interviews | 1 | 2 | 2 |

*Source: Ipsos MORI*

For example, on a question where 50% of the people in a sample of 1,861 respond with a particular answer, the chances are 95 in 100 that this result would not vary by more than two percentage points, plus or minus from a complete coverage of the entire population using the same procedures. However, while it is true to conclude that the "actual" result (95 times out of 100) lies anywhere between 48% and 52%, it is proportionately more likely to be closer to the centre of this band (i.e. at 50%).

Tolerances are also involved in the comparison of results from different parts of a sample. A difference, in other words, must be of at least a certain size to be

considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

Table A.2 Guide to significant testing of sub-groups

| Size of samples compared | Differences required for significance at or near percentage levels | | |
|---|---|---|---|
| | 10% or 90% | 30% or 70% | 50% |
| | ± | ± | ± |
| 100 and 100 | 8 | 13 | 14 |
| 200 and 200 | 6 | 9 | 10 |
| 200 and 400 | 5 | 8 | 9 |
| 200 and 500 | 5 | 8 | 8 |
| 500 and 500 | 4 | 6 | 6 |
| 700 and 300 | 4 | 6 | 7 |
| 700 and 400 | 4 | 6 | 6 |
| 1,000 and 100 | 6 | 9 | 10 |

*Source: Ipsos MORI*